U.S. DEPARTMENT OF COMMERCE	2. Award Or Grant Number
	55-50-M09015
Performance Progress Report	4. Report Date (MM/DD/YYYY)
	08-01-2011

1. Recipient Name	6. Designated Entity On Behalf Of:	
Public Service Commission of Wisconsin	state of Wisconsin	
3. Street Address	8. Final Report?	9. Report Frequency
610 North Whitney Way,	◯ Yes	◉ Quarterly
5. City, State, Zip Code	◉ No	◯ Semi Annual
Madison, WI 53705		◯ Annual
		◯ Final

7. Project / Grant Period Start Date: (MM/DD/YYYY)	7a. End Date: (MM/DD/YYYY)	7b. Reporting Period End Date:	9a. If Other, please describe:
11-01-2009	10-30-2014	06-30-2011	n/a

10. Broadband Mapping   10a. Provider Table

Number of Providers Identified	Number of Providers Contacted	Number of Agreements Reached for Data Sharing	Number of Partial Data Sets Received	Number of Complete Data Sets	Number of Data Sets Verified
0	0	0	0	0	0

10b. Are you submitting the required PROVIDER DATA by using the Excel spreadsheet provided by the SBDD grants office? ◯Yes ◉No

10c. Have you encountered challenges with any providers that indicate they may refuse to participate in this project? ◉Yes ◯No

10d. If so, describe the discussions to date with each of these providers and the current status

The third round of data collection for the SBDD program in Wisconsin was completed in mid-March 2011 and submitted to NTIA on April 1st. No further provider data collection efforts occurred in Q2 as the team prepared for Round 4 to begin in July. As mentioned in last quarter's report, the following providers have officially declined to participate in the program:

** Fibernet Communications Co.: Status: Declined - will attempt again in Round 4
** Geneva On-Line Inc.: Status: Declined - will attempt again in Round 4

Heircomm Networks and LiteWire Internet Services Inc. also continued to be non-responsive to requests in Round 3 after having declined to participate in the past. Both will also be recontacted in Round 4.

10e. If you are collecting data through other means (e.g. data extraction, extrapolation, etc), please describe your progress to date and the relevant activities to be undertaken in the future

The LinkAMERICA team continues to follow consistent procedures within each of our four state projects. We augment provider and CAI data, when necessary, with coverage and speed information from third party sources. We do not substitute third party information for provider-supplied information, however, unless we can independently verify that the provider information is incorrect. Discrepancies between provider and third party data are investigated to ensure data accuracy.

If providers do not submit data, but we are able to verify infrastructure information through other sources, we use common engineering principles to estimate coverage and speed. We also collect user feedback (discussed below in the verification section) via location-specific feedback mechanisms on the state interactive map.

10f. Please describe the verification activities you plan to implement

As described in past reports, the LinkAMERICA team uses consistent data verification procedures in each data collection round and across the four states within which we work. We add new verification procedures after they have been developed and tested. In general, we believe verification can be segmented into four categories/activities:

** Third Party Data Comparison: As data arrives from providers we compare submissions against several commercial data sources to identify obviously anomalies or areas for further investigation. An example would be the comparison of an ILEC's reported coverage area boundaries with the legal exchange areas shown in the commercial ExchangeInfo data product. Coverage footprints of wireless providers are compared against AmericanRoamer database. This process occurs with each data collection round

** Provider Validation: Check maps and other tools are produced at the beginning of each data collection round based upon prior round coverage reports. In Q2 2011 LinkAMERICA added the ability to supply check maps in GoogleEarth format, allowing providers to update coverage boundaries directly within the check map file itself. This new process will be launched in the Round 4 data collection period and will occur with each subsequent data collection round

** Data Format Verification: Proprietary and NTIA-supplied scripts are run against the data set prior to submission to ensure the data is properly formatted and will be fully received upon submittal. This process occurs with each data collection round

** Consumer Feedback/Verification: The LinkWISCONSIN interactive map contains a user feedback mechanism that identifies the precise coordinates of each point of feedback. As more user feedback arrives, we are able to examine this data to identify and investigate areas where consumer feedback conflicts with provider information. This process occurs with each data collection round.

10g. Have you initiated verification activities? ◉Yes   ○No

10h. If yes, please describe the status of your activities

The above activities are performed in each data collection round. In addition, in Q2 2011 a specification was developed for an expanded consumer feedback layer. This layer will publicly display the results from all user feedback and will incorporate speed testing into the feedback form to help verify provider-reported speeds. This feature is currently in development and will be available in Q3 2011.

10i. If verification activities have not been initiated please provide a projected time line for beginning and completing such activities

Current verification activities will be enhanced over time as follows:

** Improved user feedback form and display layer: As describe above, the new layer is being added to the state interactive map to display the location of user feedback points. This additional information will help all users/consumers understand where provider - reported coverage may be questionable. It will also help the mapping team better identify areas for further investigation. The feature will be released in Q3 2011.

** Mobile Wireless Broadband Drive Testing: This process will use a special device from a vendor to test signal strength and bandwidth/throughput on multiple mobile wireless signals at the same time. This technology will be used in areas where there is a large discrepancy between provider-reported coverage/speed and consumer-reported coverage/speed to determine the actual coverage and speed characteristics - commences in early 2012.

** Mobile Wireless Crowd Sourced Testing: This process will use a proprietary smart phone application, provided by an outside vendor, to constantly check signal strength and bandwidth/throughput on users' mobile phones. The application will be available on multiple phone platforms and will be downloadable by consumers in each LinkAMERICA state. It runs in the background on the consumer's phone and does not impact phone performance. Data is sent from the vendor to LinkAMERICA for use in validating provider coverage and speed reports - commences in early 2012.

Staffing

10j. How many jobs have been created or retained as a result of this project?

An analysis of actual hours worked in Q2 2011 shows that the project resulted in 0.74 FTE jobs created/retained at the Prime Recipient and Sub Recipient level in that quarter. It should be noted that this figure does not include a substantial personnel contribution by the PSCW in order to meet matching fund requirements. It also does not include positions staffed by vendors involved in the project.

10k. Is the project currently fully staffed?   ◉Yes   ○No

10l. If no, please explain how any lack of staffing may impact the project's time line and when the project will be fully staffed

N/A

10m. When fully staffed, how many full-time equivalent (FTE) jobs do you expect to create or retain as a result of this project?

N/A

10n. Staffing Table

Job Title	FTE %	Date of Hire
CEO - supervisory role	1	11/01/2009
Project Director	6	11/01/2009
Project Manager	19	11/01/2009

GIS Director		12	11/01/2009
Internal Systems Support/Architecture		14	11/01/2009
Provider Relations Manager		22	11/01/2009

Add Row   Remove Row

Sub Contracts

10o. Subcontracts Table

Name of Subcontractor	Purpose of Subcontract	RFP Issued (Y/N)	Contract Executed (Y/N)	Start Date	End Date	Federal Funds	In-Kind Funds
CostQuest Associates Inc./LinkAMERICA Alliance	Project Management/GIS Programming & Planning Services	Y	Y	11/01/2009	10/30/2011	1,717,684	0

Add Row   Remove Row

Funding

10p. How much Federal funding has been expended as of the end of the last quarter? $1,265,067   10q. How much Remains? $3,275,085

10r. How much matching funds have been expended as of the end of last quarter? $353,179   10s. How much Remains? $781,858

10t. Budget Worksheet

Mapping Budget Element	Federal Funds Granted	Proposed In-Kind	Total Budget	Federal Funds Expended	Matching Funds Expended	Total Funds Expended
Personal Salaries	$537,572	$321,380	$858,952	$0	$126,466	$126,466
Personnel Fringe Benefits	$156,929	$127,301	$284,230	$0	$49,793	$49,793
Travel	$27,500	$5,770	$33,270	$0	$1,730	$1,730
Equipment	$57,928	$9,950	$67,878	$0	$0	$0
Materials / Supplies	$4,400	$9,950	$14,350	$0	$6,258	$6,258
Subcontracts Total	$3,679,503	$0	$3,679,503	$1,265,067	$0	$1,265,067
Subcontract #1	$1,717,684	$0	$1,717,684	$1,265,067	$0	$1,265,067
Subcontract #2	$1,961,819	$0	$1,961,819	$0	$0	$0
Subcontract #3	$0	$0	$0	$0	$0	$0
Subcontract #4	$0	$0	$0	$0	$0	$0
Subcontract #5	$0	$0	$0	$0	$0	$0
Construction	$0	$0	$0	$0	$0	$0
Other	$0	$608,726	$608,726	$0	$168,931	$168,931
Total Direct Costs	$4,463,832	$1,074,129	$5,546,909	$1,265,067	$353,179	$1,618,246
Total Indirect Costs	$0	$41,761	$41,761	$0	$0	$0
Total Costs	$4,463,832	$1,115,890	$5,588,670	$1,265,067	$353,179	$1,618,246
% Of Total	80	20	100	78	22	100

Hardware / Software

10u. Has the project team purchased the software / hardware described in the application?   ●Yes   ○No

10v. If yes, please list

These are past purchases that have already been reported:

Laptop computer and software for Sub Recipient Project Manager (WI allocated portion): $352.78

Laptop computer and software for Sub Recipient Vendor Relations Manager (WI allocated portion): $339.48

10w. Please note any software / hardware that has yet to be purchased and explain why it has not been purchased

** Additional hardware and software in the amount of $30,928 has been allocated for the "Address File" project approved in the Supplemental grant award.
** Additional hardware and software in the amount of $25,000 for the Mapping project has been approved in Year 5 via the Supplemental grant award. This equipment has not yet been purchased because it will not be needed until the last year of the project as the state assumes responsibility for hosting and management of the provider database and interactive maps.

10x. Has the project team purchased or used any data sets?   ●Yes   ○No

10y. If yes, please list

**American Roamer: Market area boundary and speed data on mobile cellular providers - $5147
**Media Prints: Cable franchise boundary database - $500
**ExchangeInfo: Legal exchange area boundary database for Incumbent Local Exchange Carriers - $3805

10z. Are there any additional project milestones or information that has not been included?   ●Yes   ○No

10aa. If yes, please list

**Data Collection Round 3: The third round of data (current as of 12/31/10) was successfully collected, processed and submitted to NTIA on time on April 1, 2011. Status: Completed.

10bb. Please describe any challenge or obstacle that you have encountered and detail the mitigation strategies the project team is employing

n/a

10cc. Please provide any other information that you think would be useful to NTIA as it assesses your Broadband Mapping Project

The National Broadband Map continued to create a small number of complaints from both consumers and providers in Q2 2011. Providers are particularly frustrated that the Round 3 data has not yet appeared on the NBM. It is now nearly four months from the submission date (April 1) and seven months from "vintage" date for the last round (Dec. 31, 2010). Providers question the value of maps with such dated information and are concerned that consumers won't be properly informed on their most recent efforts to expand broadband coverage. We are concerned that this frustration may result in some providers dropping out of the program. We encourage NTIA to make map updates a priority after each data submission round.

11. Broadband Planning

11a. Please describe progress made against all goals, objectives, and milestones detailed in the approved Project Plan. Be sure to include a description of each major activity / milestone that you plan to complete and your current status

The following are Year 1-2 Planning activities as described in the original project plan:

**Key Stakeholder Interviews: Perform interviews with 20+ influential cross-disciplinary stakeholders within WI to determine most critical barriers to broadband expansion and adoption - Due: June 2010 - Status: Completed 28 interviews within scheduled time frame.
**Publish Initial Broadband Vision Summary and Videos - publish draft, review with stakeholders and state, and then finalize summary report of emerging state broadband priorities, including video clips highlighting key facts - Due Date: August 2010 - Status: Completed
**Wisconsin Household Broadband Survey - a statistically significant study of household internet usage and attitudes to help direct broadband planning - Due Date: December 2010 - Status: Completed
**Develop Regional Planning Teams: Divide the state into appropriate regions and recruit local stakeholders and other in-state partners to draft regionally specific broadband development plans - Due Date: January 2011 - Status: Completed. Nine teams now formed, oriented and currently engaging in regional planning activities.
**Draft Regional Broadband Investment Plans: Work with RPTs to identify most productive short-term activities to expand broadband access and adoption in each region. Publish plans for review within regions and by PSCW staff. Due Date: End of Q1 2011. Status: Completed
**Final Regional Broadband Investment Plans: Publish final approved plans in each region. Due Date: End of Q3 2011. Status: Pending
**Develop up to five prototype engagement and outreach modules for implementation of regional plans in Years 3-5. Due 10/31/11 - Status: Pending

11b. Please describe any challenge or obstacle that you have encountered and detail the mitigation strategies the project team is employing

We have experienced no significant challenges or obstacles in the Wisconsin Planning process for Years 1-2 and are currently on

schedule with all planned activities/deliverables.

11c. Does the Project Team anticipate any changes to the project plan for Broadband Planning?　○Yes　◉ No

11d. If yes, please describe these anticipated changes. Please note that NTIA will need to approve changes to the Project Plan before they can be implemented

We do not anticipate changes to the project plans for Years 1-2 or the Supplemental Capacity Building period (Years 3-5).

Funding

11e. How much Federal funding has been expended as of the end of the last quarter? $0　　　　11f. How much Remains?　$0

11g. How much matching funds have been expended as of the end of last quarter?　$0　　　　11h. How much Remains?　$0

11i. Planning Worksheet						
Personal Salaries	$0	$0	$0	$0	$0	$0
Personnel Fringe Benefits	$0	$0	$0	$0	$0	$0
Travel	$0	$0	$0	$0	$0	$0
Equipment	$0	$0	$0	$0	$0	$0
Materials / Supplies	$0	$0	$0	$0	$0	$0
Subcontracts Total	$0	$0	$0	$0	$0	$0
Subcontract #1	$0	$0	$0	$0	$0	$0
Subcontract #2	$0	$0	$0	$0	$0	$0
Subcontract #3	$0	$0	$0	$0	$0	$0
Subcontract #4	$0	$0	$0	$0	$0	$0
Subcontract #5	$0	$0	$0	$0	$0	$0
Construction	$0	$0	$0	$0	$0	$0
Other	$0	$0	$0	$0	$0	$0
Total Direct Costs	$0	$0	$0	$0	$0	$0
Total Indirect Costs	$0	$0	$0	$0	$0	$0
Total Costs	$0	$0	$0	$0	$0	$0
% Of Total	0	0	0	0	0	0

Additional Planning Information

11j. Are there any additional project milestones or information that has not been included?
The LinkWISCONSIN program submitted project plans for Capacity Building and Technical Training activities in Years 3-5 of the SBI Program.   The Supplemental Award will provide for the following activities among others:

**Establish a Wisconsin State Broadband Director position to facilitate and coordinate the activities of the Capacity Training, Monitoring and Evaluation, and the ongoing Regional Planning Process. This full time, in-state staff member will 1) Provide a "statewide awareness clearinghouse" for broadband development activities and funding opportunities 2) Track best practices from within state and coordinate the implementation of those practices within each region 3) Log and communicate policy-related developments to the PSCW, regional teams, and all other stakeholders 4) implement statewide communications strategy to increase program awareness and participation.

**Develop statewide investment plan with combined input from all nine regional plans

**Build in-state Capacity Training Resources: Partner with other in-state entities to design, build and deploy specialized training

resources to: 1) Expand capacity of Wisconsin's small business sector to access, adopt and utilize broadband 2) Improve capacity of Regional Planning Teams to advance current and future targeted broadband investments 3) Strengthen regional leadership capacity to successfully identify and receive broadband-related grant resources 4) Build in-state capacity for the sustainable use and future development of the broadband planning tools developed for Regional Planning Teams 5) Build capacity to access, adopt and utilize monitoring and evaluation tools created for Wisconsin in years 3 through 5.

**Develop robust Broadband Monitoring & Evaluation modules to track program achievement

**Develop socioeconomic impact model to assess broadband investment opportunities and summarize results in published report.

11k. Please describe any challenge or obstacle that you have encountered and detail the mitigation strategies the Project Team is employing

n/a

11l. Please provide any other information that you think would be useful to NTIA as it assesses your Broadband Mapping Project

n/a

12. Certification: I certify to the best of my knowledge and belief that this report is correct and complete for performance of activities for the purpose set forth in the award documents.	
12a. Typed or Printed Name and Title of Authorized Certifying Official Sarah Klein Division Administrator	12c. Telephone (area code, number, and extension) 608-266-3587
	12d. Email Address sarah.klein@psc.state.wi.us
12b. Signature of Authorized Certifying Official Submitted Electronically	12e. Date Report Submitted (Month, Day, Year) 08-01-2011