

RECIPIENT NAME: BOSTON, CITY OF

AWARD NUMBER: 25-43-B10582

DATE: 02/17/2011

OMB CONTROL NUMBER: 0660-0037

EXPIRATION DATE: 12/31/2013

ANNUAL PERFORMANCE PROGRESS REPORT FOR SUSTAINABLE BROADBAND ADOPTION

General Information

1. Federal Agency and Organizational Element to Which Report is Submitted Department of Commerce, National Telecommunications and Information Administration	2. Award Identification Number 25-43-B10582	3. DUNS Number 958165953
4. Recipient Organization BOSTON, CITY OF 1 CITY HALL PLAZA RM M4, BOSTON, MA 022011001		
5. Current Reporting Period End Date (MM/DD/YYYY) 12-31-2010	6. Is this the last Annual Report of the Award Period? <input type="radio"/> Yes <input checked="" type="radio"/> No	
7. Certification: I certify to the best of my knowledge and belief that this report is correct and complete for performance of activities for the purposes set forth in the award documents.		
7a. Typed or Printed Name and Title of Certifying Official Alice Santiago Program Mangement Director	7c. Telephone (area code, number and extension) 617-635-4757	7d. Email Address Alice.santiago@cityofboston.gov
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 02-17-2011	

PROJECT INDICATORS				
<p>1. Does your Sustainable Broadband Adoption (SBA) project foster a particular broadband technology or technologies? If so, please describe this technology (or technologies) (600 words or less).</p> <p>Technology Goes Home (TGH) and Online Learning Resource (OLLR): The programs provide participants with a netbook computer (Acer Aspire One). The rationale for this decision includes the ease of transporting the devices (many families take public transit), the ease of acquiring a signal in Boston Public Schools (they have a wireless NIC card), the small amount of space required in the participants' homes, and the ability for the device to be mobile – allowing participants to go to free wireless sites in their community if they are not able to access the Internet at home.</p> <p>Connected Living (CL): High Speed Internet access is currently provided to the Boston Housing Authority buildings in this program through cable modems. Graduates receive a voucher to purchase either a computer or broadband service.</p>				
<p>2a. Please list all of the broadband equipment and/or supplies you have purchased during the most recent calendar year using BTOP grant funds or other (matching) funds, including any customer premises equipment or end-user devices. If additional space is needed, please attach a list of equipment and/or supplies. Please also describe how the equipment and supplies have been deployed (100 words or less).</p>				
Manufacturer	Item	Unit Cost per Item	Number of Units	Narrative description of how the equipment and supplies were deployed
n/a	n/a	0	0	n/a
Totals		0	0	
Add Equipment			Remove Equipment	
<p>2b. To the extent you distribute equipment/supplies to beneficiaries of your project, please describe the equipment/supplies you distribute, the quantities distributed, and the specific populations to whom the equipment/supplies are distributed (600 words or less).</p> <p>TGH: All families/participants who complete TGH receive an Acer Aspire One computer with a \$50 copay. Thus far, 1120 participants (560 families) have completed training and each of the 560 families has received a netbook.</p> <p>Based on parent surveys, this population includes:</p> <ul style="list-style-type: none"> - 94% people of color - 42% report their first language other than English - 90% have no college diploma - 33% have no high school diploma - 54% have a household income less than \$20,000 - 90% of participants meet the guidelines for free/reduced lunch program <p>OLLR: The program's graduates, who are out of work adults, will be eligible to purchase a netbook with a \$50 copay.</p> <p>CL: Although training has not yet begun, once trainees pass a computer and Internet proficiency examination, they will receive a voucher to purchase a desktop computer or to pay for broadband service.</p>				
<p>3. For SBA access and training provided with BTOP grant funds, please provide the information below. Unless otherwise indicated in the instructions, figures should be reported cumulatively from award inception to the end of the most recent calendar year. For each type of training (other than open access), please count only the participants who completed the course.</p>				
Types of Access or Training	Number of People Targeted	Number of People Participating	Total Training Hours Offered	
Open Lab Access	0	0	0	
Multimedia	0	0	0	
Office Skills	0	0	0	
ESL	0	0	0	
GED	0	0	0	
College Preparatory Training	0	0	0	
Basic Internet and Computer Use	1,120	1,120	16,800	
Certified Training Programs	0	0	0	

Types of Access or Training	Number of People Targeted	Number of People Participating	Total Training Hours Offered
Other (please specify):	0	0	0
Total	1,120	1,120	16,800

4. Please describe key economic and social successes of your project during the past year, and why you believe the project is successful thus far (600 words or less).

TGH: Based on pre surveys, 64% of parents had never participated in their child's school before TGH @ School. Based on post surveys, 98% of parents are now planning to be more involved in their child's school. 80% of participants state they are more likely to use on-line resources for banking, 88% say they are likely to use on-line resources for job searches, and 98% would highly recommend TGH to others. There is currently more demand than can be met and the word is spreading quickly to other cities and states. The people from outside Boston who request information are given total access to our assets (curriculum, web site, flyers, videos).

CL: The project is still in its start up phase, and although awareness events have been conducted, training has not yet begun.

5. Please estimate the level of broadband adoption in the community(ies) and/or area(s) your project serves, explain your methodology for estimating the level of broadband adoption, and explain changes in the broadband adoption level, if any, since the project began.

5a. Adoption Level (%):	Narrative description of level, methodology, and change from the level at project inception (600 words or less).
47	<p>TGH and OLLR: During the grant application process we relied on data obtained from a telephone survey conducted by the Massachusetts Technology Council (MTC) to estimate the current level of broadband adoption in 2009. Survey subjects were randomly selected from all households within targeted zip codes and interviewed. This survey showed broadband adoption to be less than 40%.</p> <p>We determined our adoption level by administering a pre-survey during our fall classes. We discovered that over 40% claim to have broadband access. This number is much higher than the survey done almost two years ago that was the basis for our original expectations for adoption. Therefore, we looked at the number of participants and decreased our expectations based on the newer information.</p> <p>CL: We determined this level of broadband adoption by surveying the resident service coordinators of each low income housing building in our project. There has been no significant change in the broadband adoption level because we have not begun the training portion of the program.</p>

6. Please describe the two most common barriers to broadband adoption that you have experienced this year in connection with your project. What steps did you take to address them (600 words or less)?

TGH: (1) Cost is a barrier. We are working this from multiple angles – negotiating with a provider, looking for alternative means of providing service, working with communities to support “internet nights” in churches and other community anchor institutions, and assisting parents to understand the options and supporting their budget process so they can save the necessary resources in order to be connected. We also provided a link on our site that identified all the hot spots for access throughout the city.
 (2) Lack of knowledge of the power of the Internet to improve the quality of life. We have created a curriculum that stresses the ways in which the Internet improves the way we Live, Learn, Earn, Work, and Play.

OLLR: Cost for reasonable service from providers such as Comcast and Verizon is too expensive for population served by OLLR.

CL: The two most common barriers to broadband adoption in the senior low income housing communities this program targets are the perception among residents that broadband lacks relevance to their lives and the fear of technology. A third barrier is cost. The Connected Living training program demonstrates relevance by identifying from the outset the priority need of each trainee and then customizing a learning program around that need. Trainees don't learn how to use computers and the Internet; they learn how to connect with their grandchildren or complete their GED. Connected Living attacks the second barrier -- fear of technology-- by incorporating simple, easy to use applications and relevant classes taught by friendly Community Program Managers.

7. To the extent that you have made any subcontracts or sub grants, please provide the number of subcontracts or sub grants that have been made to socially and economically disadvantaged small business (SDB) concerns as defined by section 8(a) of the Small Business Act, 15 U.S.C. 647, as modified by NTIA's adoption of an alternative small business size standard for use in BTOP. Please also provide the names of these SDB entities. (150 words or less)

OLLR: All sub grants for OLLR go to non-profits who house Timothy Smith Centers. Equipment is purchased through HiQ, a minority, woman-owned business.

8. Please describe any best practices / lessons learned that can be shared with other similar BTOP projects (900 words or less).

TGH: TGH produced flyers and videos to support outreach. We sent information and/or to all past trainers, to all principals, and to folks in the community based partners. We participated in a 1 hour live call in show that has been re-broadcast multiple times on a local Boston cable station. Outreach materials are available in English and Spanish. Of all of our outreach, we have found that the video and word of mouth have been the best methods of sharing the program and ramping up our numbers.

Google Apps help with coordination. We did our pre and post survey using a Google Form, used Google Spreadsheets to collect attendance (since our sites are all over the city), and used Google Docs to work corroboratively on important curriculum updates.

OLLR: Recruit, recruit, recruit—key to successful completions. Too early to tell on implementation

CL: We are ready to share our specific awareness generation, training methods and curriculum with other CCI or SBA BTOP projects.