

RECIPIENT NAME:New Mexico State Library

AWARD NUMBER: 35-43-B10002

DATE: 02/10/2011

OMB CONTROL NUMBER: 0660-0037

EXPIRATION DATE: 12/31/2013

QUARTERLY 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 35-43-B10002	3. DUNS Number 783998099
4. Recipient Organization New Mexico State Library 1209 Camino Carlos Rey, Santa Fe, NM 87507		
5. Current Reporting Period End Date (MM/DD/YYYY) 12-31-2010	6. Is this the last 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 Robert Blankenship	7c. Telephone (area code, number and extension)	
	7d. Email Address Robert.blankenship@state.nm.us	
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 02-10-2011	

Project Indicators (This Quarter)

1. Please describe significant project accomplishments completed during this quarter (600 words or less).

Fast Forward New Mexico (FFNM) has Completed digital literacy training in Gallup, New Mexico (NM), Aztec, NM and began training in Albuquerque, NM at the South Broadway and South Valley locations with total of 418 training participants in the 4th Quarter 2010. In Q4, FFNM has offered training in the English, Spanish and Navajo languages. The FFNM curriculum has been refined and Constant Contact, an electronic newsletter that brings community awareness to the project was launched in Q4 and sent to an audience of 1040. Assessment design was re-examined, and a partnership with the New Mexico Mapping Grant has been established in order to assist FFNM in calculating broadband adoption results. Lastly, The Fast Forward New Mexico web site has been reviewed for design development in the 4th Quarter of 2010 .

2. Please provide the percent complete for the following key milestones in your project. Write "0" in the Percent Complete column and "N/A" in the Narrative column if your project does not include this activity. If you provided additional milestones in your baseline report, please insert them at the bottom of the table. Figures should be reported cumulatively from award inception to the end of the most recent reporting quarter. Please provide a narrative description if the percent complete is different from the target provided in your baseline plan (300 words or less).

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
2.a.	Overall Project	24	Total Cost is at 24% while Baseline shows project should be at 15%. Difference is 9%. This difference represents unique costs at the beginning of the program, such as marketing and curriculum development, which will not recur.
2.b.	Equipment / Supply Purchases	-	Progress reported in Question 4 below
2.c.	Awareness Campaigns	-	Progress reported in Question 4 below
2.d.	Outreach Activities	-	Progress reported in Question 4 below
2.e.	Training Programs	-	Progress reported in Question 4 below
2.f.	Other (please specify):	-	Progress reported in Question 4 below

3. Please describe any challenges or issues faced during this past quarter in achieving planned progress against the project milestones listed above. In particular, please identify any areas or issues where technical assistance from the BTOP program may be useful (600 words or less).

Challenges in the 4th quarter include ensuring that the Fast Forward marketing effort maximizes the number of participants at events; it has been a challenge in that ensuring that the individuals who have signed up are contacted and attend training. Additionally ensuring that the web site reflects the appropriate design and functionality has been a challenge.

4a. In the chart below, please provide the requested information on your BTOP grant-funded SBA activities. Please also provide a short description of the activity (600 words or less). Figures should be reported cumulatively from award inception to the end of the most recent reporting quarter. Please ensure that the numbers of new household subscribers and business or community anchor institution (CAI) subscribers reflected in the "Total" row represent the unduplicated number of new subscribers that can be attributed to your SBA project as a whole.

Name of the SBA Activity	Location of SBA Activity	Description of Activity (600 words or less)	Size of Target Audience	Actual Number of Participants	New Subscribers: Households	New Subscribers: Businesses and/or CAIs
Radio Program interviews/ television	Gallup, Aztec, Albuquerque, Rio Rancho, Las Cruces.	In Quarter 3 we reached 32,125 households through mass media channels including radio, newspapers and fliers. We held 110 Outreach Events. Radio coverage included 95.4 and 103.7, Millennium Media, Navajo Ministries - KNMI, KSJE Radio 90.9; Clear Channel Radio Stations KDAG, KOOL, K-STAR, KKFG, KTRA; PSA's on KDAG, KOOL, K-STAR, KKFG, KTRA and KSJE. Q4 KRWG Las Cruces did 2 minute spot on FFNM.	357,000	48,000	0	0
Newspaper/ Newsletters/ mailers/other print	Gallup, Aztec, Albuquerque, Rio Rancho, Las Cruces	Q3 Paper coverage included Gallup Journey, Gallup Independent, Farmington Daily Times, Navajo Times, San Juan County Kids, Aztec Chamber and Bloomfield Chamber of Commerce Newsletters and Sacred Wind Communications bill inserts. Q4 Sent Constant Contact newsletter to 1430, presented to parent groups, local business groups. Las Cruces Library sent a notice to patrons in their newsletter. City of Las	250,000	186,961	0	0

Name of the SBA Activity	Location of SBA Activity	Description of Activity (600 words or less)	Size of Target Audience	Actual Number of Participants	New Subscribers: Households	New Subscribers: Businesses and/or CAIs
		Cruces posted on their web site. Front page article in Aztec Talon Newspaper. coverage in Las Cruces Sun Times.				
One on One meetings and presentations	Gallup, Aztec, Albuquerque, Rio Rancho, Las Cruces.	One on one meetings were conducted with community leaders such as Chamber of Commerce members, non profit agencies, Economic Development Directors, radio personalities, New Mexico Workforce Connection, Gallup Police, etc. Q4 one on one meetings were held with Las Cruces educators, health professionals and social service agencies. Aztec meetings included the SBDC, UNM Farmington Campus leadership, Chambers of Commerce leaders in all locales, Rio Rancho and Las Cruces artist associations, and senior centers in all locales.	250,000	208	0	0
Q4 Level II Training	Aztec, NM, Gallup, NM, Albuquerque, NM	Aztec: 14 classes with 135 participants. Gallup: 10 classes with 142 participants. Albuquerque 2 classes with 22 participants.	359	235	0	0
Q4 Level I Training	Aztec, Albuquerque	Aztec: 14 classes with 135 participants. Albuquerque (Spanish) 2 classes with 48 participants.	528	342	0	0
Total:			857,887	235,746	0	0

4b. Please describe your method for determining the number of households, businesses, and/or (CAIs) subscribing to broadband as a result of your SBA programs (600 words or less).

Fast Forward New Mexico uses FCC data, class surveys and projections as well as data obtained from the New Mexico Mapping Grant.

4c. Please provide a narrative explanation if the total number of new subscribers is different from the targets provided in your baseline plan (600 words or less).

New Subscriber totals will be obtained from class surveys which will occur six months following training.

4d. Please provide the number of households and the number of businesses and CAIs receiving discounted broadband service as result of BTOP funds.

Households: 0	Businesses and CAIs : 0
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Project Indicators (Next Quarter)

1. Please describe significant project accomplishments planned for completion during the next quarter (600 words or less).

Training will begin within the following cities: Albuquerque, NM (began in Q4, finished in Q5) Las Cruces, NM, Rio Rancho, NM, Socorro, NM and Columbus, NM. We anticipate training a total of 1,170 participants to achieve the 29% number forecasted in the baseline. Additional progress is expected in working with the New Mexico Mapping Grant towards calculating broadband adoption results. We anticipate progress will be made regarding the previously mentioned registration issue. Additional progress will be made regarding web site development and design.

2. Please provide the percent complete anticipated for the following key milestones in your project as of the end of the next quarter. Write "0" in the second column if your project does not include this activity. If you provided additional milestones in your baseline report, please insert them at the bottom of the table. Figures should be reported cumulatively from award inception to the end of the next reporting quarter. Please provide a narrative description if the planned percent complete is different from the target provided in your baseline plan (300 words or less).

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
2.a.	Overall Project	35	The project is anticipated to be at 35% at the end of Q5.
2.b.	Equipment Purchases	-	Milestone Data Not Required
2.c.	Awareness Campaigns	-	Milestone Data Not Required

2.d. Outreach Activities	-	Milestone Data Not Required
2.e. Training Programs	-	Milestone Data Not Required
2.f. Other (please specify):	-	Milestone Data Not Required

3. Please describe any challenges or issues anticipated during the next quarter that may impact planned progress against the project milestones listed above. In particular, please identify any areas or issues where technical assistance from the BTOP program may be useful (600 words or less).
Challenges include ensuring that marketing efforts are most efficiently translating into numbers of participants in training sessions, and that registration will continue to be an issue as it pertains to ensuring that those who register actually participate in training. The web site will also present a challenge as it pertains to design and development.

Sustainable Broadband Adoption Budget Execution Details

Activity Based Expenditures (Sustainable Broadband Adoption)

1. Please provide details below on your total budget, cumulative actual expenditures (for the period ending the current quarter), and cumulative anticipated expenditures (for the period ending next quarter) for each line item, including detailed disbursements of both matching funds and federal funds from project inception through end of this quarter (actual) or next quarter (anticipated). Actual and anticipated figures should be reported cumulatively from award inception to the end of the applicable reporting quarter.

Budget for Entire Project				Actuals from Project Inception through End of Current Reporting Period			Anticipated Actuals from Project Inception through End of Next Reporting Period		
Cost Classification	Total Cost (plan)	Matching Funds (plan)	Federal Funds (plan)	Total Cost	Matching Funds	Federal Funds	Total Costs	Matching Funds	Federal Funds
a. Personnel	\$332,551	\$184,147	\$148,404	\$84,236	\$60,769	\$23,468	\$109,905	\$77,342	\$32,563
b. Fringe Benefits	\$69,579	\$28,835	\$40,744	\$22,962	\$9,516	\$13,446	\$28,530	\$12,111	\$16,419
c. Travel	\$42,197	\$0	\$42,197	\$2,443	\$0	\$2,443	\$13,925	\$0	\$13,925
d. Equipment	\$270,972	\$146,794	\$124,178	\$156,091	\$32,117	\$123,974	\$168,437	\$44,259	\$124,178
e. Supplies	\$1,000	\$0	\$1,000	\$0	\$0	\$0	\$0	\$0	\$0
f. Contractual	\$1,288,074	\$197,153	\$1,090,921	\$210,446	\$31,750	\$178,696	\$294,917	\$44,917	\$250,000
g. Construction	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
h. Other	\$10,044	\$0	\$10,044	\$364	\$0	\$364	\$800	\$0	\$800
i. Total Direct Charges (sum of a through h)	\$2,014,417	\$556,929	\$1,457,488	\$476,542	\$134,152	\$342,391	\$616,514	\$178,629	\$437,885
j. Indirect Charges									
k. TOTALS (sum of i and j)	\$2,014,417	\$556,929	\$1,457,488	\$476,542	\$134,152	\$342,391	\$616,514	\$178,629	\$437,885

2. Program Income: Please provide the program income you listed in your application budget and actuals to date through the end of the reporting period.

a. Application Budget Program Income: \$0	b. Program Income to Date: \$0
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