

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 36-43-B10512	3. DUNS Number 884226288
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4. Recipient Organization

 NYC Dept. of Information Technology & Telecommunication New York City , 75 Park Place, New York, NY 10007

5. Current Reporting Period End Date (MM/DD/YYYY) 03-31-2011	6. Is this the last Report of the Award Period? <input type="radio"/> Yes <input checked="" type="radio"/> No
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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 Anne Kathryn Hohman	7c. Telephone (area code, number and extension) 212-513-6484
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7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 04-29-2011
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Project Indicators (This Quarter)

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

In the January-March, 2011 quarter, the City and its program partners continued to implement the Connected Learning program in 72 schools. Computers for Youth (CFY) delivered Family Learning Workshops (FLWs) in 37 schools – providing home computers, training and information about the discounted broadband program to 2,859 families, or 6,207 students and family members. Instructional Technology Coaches (ITCs) from Teaching Matters (TM) and Australian United States Services In Education (AUSSIE) continued their work establishing strategic and professional development plans with the school leadership teams at every participating school. These plans are being used to guide the weekly teacher training that helps teachers to facilitate blended instruction (online and in-person) in the classroom and promote digital learning activities at home. Additionally, the ITCs are supporting schools with parent engagement activities related to the goals of Connected Learning.

The City and its partners have conducted extensive outreach efforts in participating schools in order to ensure high family participation rates and to encourage broadband adoption. By partner, these outreach efforts included: CFY (meetings with schools and delivery of outreach tools to school staff, direct outreach to 6th grade students and families and teacher orientation training); TM and AUSSIE (parent meetings & workshops, student orientation to CFY portal, myhomelearning.com, as needed); and, CUNY Interns & MOUSE squad members (setting up home learning centers in the school for teacher use and to garner interest by students to attend the FLWs). To date, 84% of all students enrolled at participating schools attended FLWs and the City estimates that 2,566 new families have subscribed for high speed internet service (1,261 of these families are estimated to have subscribed in this quarter). (See details below in “SBA Activities.”)

CFY also made significant enhancements to the broadband subscription process including stronger promotion of the program, adding a multilingual call bank of enrollment specialists (including evening hours to directly support the enrollment process), developing a more streamlined and precise online process for family sign-up, and a web-based data sharing portal between CFY and the broadband providers.

All 72 schools were provided weekly technology support through the service of their assigned City University of New York (CUNY) student intern, ensuring classroom technology is functional for teacher and student use.

MOUSE continued training and supporting MOUSE squad coordinators and students toward the development of school-based student tech squads. MOUSE delivered 2 days of in-person team trainings, designed to train student MOUSE Squad members and 14 two-hour technical workshops 4 one-hour workshops on site at Connected Learning schools. 50% of schools have established online MOUSE squad pages and created their student accounts. Finally, MOUSE released 5 online micro-projects, designed to encourage squad students to learn new, free, online software and to demonstrate that expertise to fellow students.

Common Sense Media, DOE’s in-kind program partner, delivered media and technology education training to schools and families, working to educate them on important issues like cyberbullying, sexting, social networking, privacy, and more. Common Sense does this by providing teachers a curriculum and the support necessary to utilize the curriculum, and is working actively with 68 teachers in 21 of the Connected Learning schools, reaching 2,134 students. Common Sense also works directly with parent communities, delivering workshops that are attended by parent coordinators and leaders and other school staff. Common Sense has trained more than 180 people through these events.

The City continued to implement and improve its administrative structures and processes, including financial and performance tracking and reporting procedures and subrecipient and vendor monitoring. Additionally, the Department of Education (DOE) hired 2 new staff, launched the NYC Connected Learning website (www.nycconnectedlearning.com) and successfully processed 90% of payments due to CFY. DOE was able to complete school site visits to 60% of the participating CL schools to help resolve programmatic issues and facilitated a Principals’ Meeting with 51 schools attending. Finally, the City’s third party evaluator was selected and various efforts are underway to evaluate the program’s impact.

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	10	Expenditures currently lag 7% behind those projected in the baseline plan. Delay in program contracting, and use of a reimbursement payment method has delayed payment to some vendors. Additionally, the City is reporting expenditures on a cash basis, only after payment have been made. Program implementation is ahead of schedule proposed in baseline plan.

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
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).

Delays experienced in the completion of some program contracts, as well as the use of a reimbursement payment method has delayed payment to some vendors. Additionally, the City is reporting expenditures on a cash basis, only after payment has been made. Program implementation, however, is in advance of the schedule proposed in the baseline plan.

The program also faced challenges related to the process for enrolling families in the discounted broadband program. Many families were not convinced to apply for discounted service during the Family Learning Workshops, and those that were interested often submitted incomplete paper applications. Additionally, the data-sharing process between CFY and the broadband providers was cumbersome and took more time than originally anticipated. The providers also faced multiple barriers in their phone communication with families, including having incorrect numbers for families; families not being home during daytime calling periods; families not having voice mail systems; not being able to reach the person who completed the form, and not being able to communicate in the multiple languages spoken by CL families. As noted above, CFY took several steps to mitigate these challenges, including stronger promotion of the program, adding a multilingual call bank of enrollment specialists (including evening hours to directly support the enrollment process), developing a more streamlined and precise online process for family sign-up, and a web-based data sharing portal between CFY and the broadband providers.

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
Family Learning Workshop training	New York City, NY (all boroughs)	<p>CFY's Family Learning Workshop is designed to inform and motivate families to use their Home Learning Centers and online educational software in order to help their children succeed academically. By tying broadband to their child's success in school, the workshop aims to make broadband highly relevant (a key adoption factor) in order to achieve sustained, long-term broadband adoption.</p> <p>CFY Family Trainers lead the hands-on workshop sessions, and CFY onsite Customer Service Representatives and Volunteers provide families with additional coaching and guidance. Family Learning Workshops are conducted in both English and Spanish.</p> <p>Specific topics include:</p> <ul style="list-style-type: none"> • Introduction (computer set-up, Windows basics, CFY Help Desk) • Internet Guidance (Internet safety, digital citizenship) • Learning Together (parents' role in learning with their children) • Using your Home Learning Center (exploration of installed educational software, productivity software, and accessibility tools) • Using Broadband to Learn Online (exploration of hundreds of free educational software curated at MyHomeLearning.com and instructions for accessing free subscriptions of additional software titles) • Enrolling in Discounted Broadband Programs (information and application to enable families to enroll in Time Warner Cable and Cablevision discount programs) 	16,665	13,832	2,566	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
School Outreach: Students	New York City, NY (all boroughs)	<p>CFY conducts multipronged outreach in order to orient educators, students and families to the program.</p> <ul style="list-style-type: none"> • Kick-off meeting <p>CFY holds a Kick-off meeting with the school's designated project implementation team covering:</p> <ul style="list-style-type: none"> o Overview of project implementation plan o Overview of outreach plan o Schedule additional meetings & CFY outreach days <ul style="list-style-type: none"> • Outreach Tools <p>CFY program team prepares outreach documents and project management web tool for outreach collaboration with school implementation team, including:</p> <ul style="list-style-type: none"> o Invitation Packets (Bi-lingual, English & Spanish) o Reminder Notices (Bi-lingual, English & Spanish) o Web based project plan and timeline <ul style="list-style-type: none"> • Reaching Students and Families <ul style="list-style-type: none"> o In-class student training: CFY team meets with each 6th grade class at least twice prior to the Family Learning Workshop to train students about the program and encourage them to attend the Family Learning Workshops with their families. o Calling Families: CFY team trains a team of school staff to call each family to explain the opportunity and encourage attendance. In addition, CFY facilitates a volunteer staffed call-bank to provide additional support to the schools in calling families. o Targeted Outreach: CFY staff identifies students and families that have not responded or have not been reached in order to focus targeted outreach to these families. o Teacher Orientation: CFY staff leads a brief orientation with teachers to review the program and encourage teacher support in the outreach effort. 	7,619	7,238	0	0
School Outreach: Students	New York City, NY (all boroughs)	MOUSE engages students both online and in-person, providing training in squad operations, tech support, youth leadership and teambuilding.	360	219	0	0
School Outreach: Students	New York City, NY (all boroughs)	Teaching Matters & AUSSIE provide coaching in the classroom to help teachers integrate online tools and websites into the curriculum, providing direct training and outreach to students through this process.	7,087	7,087	0	0
School Outreach: Teachers	New York City, NY (all boroughs)	Teaching Matters & AUSSIE provide training to help teachers utilize on-line educational tools to extend learning into the home.	1,287	1,287	0	0
School Outreach: Teachers	New York City, NY (all boroughs)	CFY staff conducts an Introductory Teacher Workshop for all 6th grade teachers at our partner schools. This is a 1.5 hour hands-on workshop where teachers get in-depth training on CFY's online and offline resources, with guidance on using technology to connect school to home and motivate broadband use by families.	156	156	0	0
School Outreach: School Staff	New York City, NY (all boroughs)	MOUSE provides curriculum, training and online tools to train squad coordinators on tech squad operations, facilitation and youth development tactics to further engage student cohorts in technology and media learning on- and off-line.	72	85	0	0
School Outreach: Parents	New York City, NY (all boroughs)	Teaching Matters & AUSSIE work with school parent coordinators, attending parent meetings and providing workshops to inform parents about the program, the discount, the value of online tools and awareness of online safety.	72	72	0	0
School Outreach: Principals	New York City, NY (all boroughs)	Teaching Matters & AUSSIE work with principals to devise an instructional strategy as well as a strategy specific to broadband adoption for their school communities.	72	72	0	0
Total:			33,390	30,048	2,566	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).

PLEASE NOTE: Per guidance from the Department of Commerce, the number of new household subscribers listed above in the first SBA activity represents the total number of new household subscribers garnered through all SBA activities together. Likewise, each subsequent SBA activity shows "0" new household subscribers *only to avoid counting the total number of new subscribers more than once.* Please additionally note, that, per guidance from the Department of Commerce, each activity listed in the SBA Activities chart above shows the unique number of individuals targeted and participating in that activity, such that an individual that is targeted by or participates in more than one SBA Activity is counted separately in each. This strategy means that the total amounts for these

columns represent SBA Activity "touchpoints" rather than unique individuals.

Our measurement methodology involves estimating both (A) "New Adoption" by families who had not adopted broadband upon program initiation and (B) "Net Adoption" by families who had broadband adoption upon program initiation and were retained on broadband as a result of the program.

CFY generates a unique CFY ID for every student served. This ID is used during the family registration process and is also permanently affixed to the Home Learning Center. The CFY ID is the critical data field to allow broadband research. At the Family Learning Workshop, CFY gathers basic information for every CFY ID, including technology adoption status and phone numbers. Every family is characterized into one of six groups based on their pre-workshop technology adoption status (groups 1-4 = not broadband adopters; group 5-6 = broadband adopters) which break down as follows:

Group 1 – does not have computer / does not have broadband

Group 2 -- has computer, but the computer is not educationally focused / does not have broadband

Group 3 -- has educationally focused computer / does not have broadband

Group 4 – does not have a computer / has broadband

Group 5 -- has computer, but the computer is not educationally focused / has broadband

Group 6 -- has educationally focused computer / has broadband

To estimate New Adoption, CFY conducts phone surveys (at least three months after the Family Learning Workshops) of families who were not broadband adopters at the time of the workshop, using staff and volunteers with different language skills to reach our multi-lingual families. CFY aims for a sample size within each group that enables extrapolation by group with at least 90% confidence within at least 5% margin of error. The phone survey data is then extrapolated for each group in order to estimate the number of families who have become New Adopters.

To estimate Net Adoption, CFY conducts phone surveys (approximately one year after the Family Learning Workshops) of families who were broadband adopters at the time of the workshop. This data, compared to typical broadband retention rates of low-income families, will be used to determine the number of families who have become Net Adopters. The same sample size methodology (described for New Adoption estimate) will be used for measuring Net Adoption. In partnership with the City, CFY is investigating how it will measure the baseline for "Net Adoption" and is contacting people in research organizations that have done broadband surveys in the past to learn if it can find a baseline level of churn for low-income populations against which it can compare the results for Connected Learning families.

In the case of both New and Net Adoption, the survey data reflects total adoption among the groups surveyed, including both market-rate and discount-rate adoption.

CFY also tracks the number of families that have subscribed for the discounted broadband service offered through Time Warner Cable and Cablevision. This data is reported through the web-based data sharing portal that was developed to facilitate better communication between the broadband providers and CFY during the entire process – from family registration to final enrollment.

*As indicated below in 4d, below, according to the data received to date from these providers, 260 families have received high-speed internet through the discounted broadband program since the beginning of the Connected Learning program. The City is in discussions with CFY and the broadband providers to resolve issues that have arisen regarding eligibility requirements for these discounts, and anticipates an increase in the percentage of families enrolled in the discount programs in future quarters.

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).

Current measurements of broadband adoption show that the City and its partners are exceeding expectations set in the baseline plan for new subscribers by approximately 22%.

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

Households: 260

Businesses and CAIs : 0

Project Indicators (Next Quarter)

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

Connected Learning partners will continue serving each of our 72 participating schools. Specific accomplishments planned for the next quarter include:

CFY will provide Family Learning Workshops and computers to 2,176 families (4,759 individuals); conduct broadband phone surveys, including coverage of families attending Family Learning Workshops between January 2011 and March 2011; improve operations of the Time Warner Cable and Cablevision discount programs; and secure volunteers to provide an additional 1,150 volunteer hours to support CFY program activities.

Professional development partners (TM & AUSSIE) will fully implement planned technology projects, close out teacher coaching goals, gather digital and analog evidence of teacher and student work and present school principals with final reports of the year's work.

CUNY will work closely with the DOE to organize a summer (June through August 2011) intern tech squads, to utilize the CUNY interns that have availability, given that the CUNY academic school year ends in May. These interns will provide assistance to schools that have already requested summer support. Summer is a key time to help schools focus on larger technology support projects necessary to strengthen each school's infrastructure to support online learning.

MOUSE will host several broader organizational events and activities that will be made available to MOUSE squad participants in the NYC Connected Schools. These events and activities include: 1) A series of seven "UnPlugged Workshops," which are afterschool sessions designed to build interest and competencies in a variety of digital technical skills and expose students to college and industry environments focused on technology and new media; and 2) An end-of-year "Emoti-Con! The NYC Youth Media and Technology Festival" in partnership with other youth-serving organizations to spotlight the digital media and technology work of NYC public school students. MOUSE will also complete a semester-long pilot of its new curriculum (Specialist Certification) called Serious Game Design, which is being designed to align with Gamestar Mechanic, one of the online learning softwares featured on CFY's Home Learning Center.

DOE will hire 3 new Program Managers to complete the DOE management team. DOE will also conduct April Partner Review meetings to monitor program services being provided in relation to expenditure goals and review broadband adoption program support activities. The outcome of these meetings will be to make programmatic adjustments as necessary to meet baseline expenditure and adoption goals. DOE will additionally work with the City's third party evaluator to finalize the scope of work, convene program partners for outcome mapping process, collect partner survey data and convene initial school site visits. Finally, DOE will work with partners and schools to further support the enrollment of Connected Learning students and families in the discounted broadband program.

The City and its partners will continue to implement program administrative processes, including financial and performance tracking and reporting procedures, budget and programmatic, revisions, and subrecipient and vendor monitoring. The City also expects to finalize all remaining program contracts. As of April, all but one program contract has been finalized. Payments to all vendors will increase in the next quarter as a result.

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	32	Projected percentage is approximately 2% ahead of target provided in baseline plan.
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).

The City expects that contracting delays and reimbursement payment method will continue to impact milestone completion in the next quarter. As vendors are reimbursed in subsequent quarters, expenditure rate is expected to increase, and the City expects to meet all

RECIPIENT NAME:NYC Dept. of Information Technology & Telecommunication

AWARD NUMBER: 36-43-B10512

DATE: 04/29/2011

OMB CONTROL NUMBER: 0660-0037
EXPIRATION DATE: 12/31/2013

expenditure deadlines for the program.

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	\$161,412	\$161,412	\$0	\$40,636	\$40,636	\$0	\$60,303	\$60,303	\$0
b. Fringe Benefits	\$82,320	\$82,320	\$0	\$15,320	\$15,320	\$0	\$20,720	\$20,720	\$0
c. Travel	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
d. Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
e. Supplies	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
f. Contractual	\$285,120	\$0	\$285,120	\$134,575	\$0	\$134,575	\$163,759	\$0	\$163,759
g. Construction	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
h. Other	\$27,498,339	\$5,620,634	\$21,877,705	\$2,689,107	\$405,065	\$2,284,042	\$8,778,819	\$2,566,925	\$6,211,895
i. Total Direct Charges (sum of a through h)	\$28,027,191	\$5,864,366	\$22,162,825	\$2,879,638	\$461,021	\$2,418,617	\$9,023,601	\$2,647,948	\$6,375,654
j. Indirect Charges	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
k. TOTALS (sum of i and j)	\$28,027,191	\$5,864,366	\$22,162,825	\$2,879,638	\$461,021	\$2,418,617	\$9,023,601	\$2,647,948	\$6,375,654

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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