

U.S. DEPARTMENT OF COMMERCE

Performance Progress Report

2. Award Or Grant Number
19-50-M09047

4. Report Date (MM/DD/YYYY)
01-12-2011

1. Recipient Name
Connected Nation, Inc. - Iowa

6. Designated Entity On Behalf Of:
Iowa

3. Street Address
1020 College Street, P.O. Box 3448,

8. Final Report? Yes No
9. Report Frequency
 Quarterly
 Semi Annual
 Annual
 Final

5. City, State, Zip Code
Bowling Green, KY 42102-3448

7. Project / Grant Period
Start Date: (MM/DD/YYYY)
01-01-2010

7a. End Date: (MM/DD/YYYY)
12-31-2014

7b. Reporting Period End Date:
12-31-2010

9a. If Other, please describe:
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

N/A

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

We have not collected any data through extraction programs.

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

ESRI is deploying and hosting Connected Nation's BroadbandStat (BBStat) web application. ESRI will house the customized BBStat application in their highly-available, monitored, and managed environment. The scope of services includes setting up a staging environment for data verification and compatibility as well as a production environment for client access.

Connected Nation also collects consumer feedback in the form of broadband inquiries. These inquiries represent any type of communication received from the public regarding broadband service. Once broadband inquiries are received across the state, this information is overlaid with the broadband availability information which was collected through the State Broadband Data & Development (SBDD) program. This allows for a real-world comparison of the broadband landscape to the information received from broadband inquiries. Broadband inquiries are able to provide three types of information: 1) residents who do not have broadband but want it; 2) residents who have broadband but want a different provider; and 3) residents who do not have broadband, but the broadband inventory maps indicate that they do. If residents within a region state that they are without broadband, but the broadband inventory maps show otherwise, this allows Connected Nation to approach the providers within that area in an effort to trim down their coverage to more accurately represent real-world availability on the ground.

Weather permitting, Connected Nation hopes to complete field validation testing on 6 additional providers in order to achieve a 2.3% lift over year-end activities. More extensive testing will resume as the weather warms and access to secondary roads becomes easier.

10g. Have you initiated verification activities? Yes No

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

BroadbandStat is publicly available on the Connect Iowa website and received a total of 609 visits between October 1, 2010 and December 31, 2010.

During this quarter, the Connect Iowa project has received a total of 43 broadband inquiries. Additional information received through e-mail from consumers that can also be used for verification purposes totaled 7 for this quarter.

Connected Nation's staff completed 109 field validation tests against 57 (out of 205) unique viable providers across the state. The increased focus on field validation activities yielded a year-end completion rate of 27.80%. Multiple testing techniques during this period included spectrum analysis studies of fixed, mobile, and WiMAX systems, on-site visits with cable modem and DSL providers, confirmation of coordinates for physical infrastructure, and both on-net and off-net throughput speed tests. Additionally, Connected Nation focused on cross-referencing provider's data submission against each provider's Maximum Advertised speeds to ensure the integrity of the data.

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

N/A

Staffing

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

3.88

Connected Nation has numerous staff working on this project, some at only a small percentage of their time. This approach is beneficial to the project in various ways: some staff provide necessary project support, many staff work together utilizing a team approach, and others are subject matter experts in their respective areas and by leveraging their expertise the project benefits by their knowledge and skills without the necessity of supporting a more expensive full-time resource.

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

The positions not currently staffed are related to the new broadband capacity activities that are only just beginning and as such have no impact on the project's time line. The positions are expected to be filled during the first and second quarters of 2011.

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

4.88

10n. Staffing Table

Job Title	FTE %	Date of Hire
Associate Counsel	1	09/14/2009
Business Programmer Analyst	1	04/02/2007
CAI Data Analyst	6	03/24/2009
CAI Data Manager	4	08/09/2010
General Counsel	5	01/01/2007
ETS Analyst	12	07/13/2009
ETS Analyst	16	02/18/2010
ETS Analyst	26	11/01/2007
ETS Analyst	51	08/03/2009
ETS Manager	9	07/01/2007
ETS Senior Analyst	40	02/18/2010
GIS Analyst	60	09/17/2007
GIS Intern	4	04/01/2010
GIS Services Manager	4	05/15/2007
Outreach & Awareness Manager	4	03/24/2009
Outreach & Awareness Specialist	1	01/03/2010

Outreach & Awareness Specialist	3	01/04/2010
Outreach & Awareness Specialist	4	02/02/2009
Outreach & Awareness Specialist	4	01/04/2010
Project Coordinator	2	04/01/2005
Project Management Director	1	12/20/2004
Project Manager	7	01/14/2008
Project Manager	35	03/16/2010
Project Manager	1	09/04/2007
Project Manager	1	12/16/2009
Project Manager	2	08/20/2007
Project Manager	2	03/16/2010
Project Manager	3	01/14/2008
Provider Relations Manager	7	02/17/2005
Provider Relations Specialist	6	11/03/2009
Research & GIS Analyst	8	05/14/2007
Research Analyst	2	06/01/2009
Research Analyst	6	02/01/2010
Research Manager	2	05/14/2007
State Services Manager	5	07/01/2007
State Services Specialist	42	02/02/2009
Research Analyst	1	03/22/2010

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
Throughbred Research Group	Research Surveys	Y	Y	02/09/2010	02/08/2012	87,350	0
Contract Labor	Contract Labor	N	Y	01/01/2010	12/31/2014	829,232	295,447
ESRI	Hosting	N	Y	02/03/2010	02/02/2012	38,683	0

Funding

10p. How much Federal funding has been expended as of the end of the last quarter? \$1,132,516 10q. How much Remains? \$4,637,426
 10r. How much matching funds have been expended as of the end of last quarter? \$439,978 10s. How much Remains? \$1,006,496
 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	\$1,781,593	\$154,543	\$1,936,136	\$287,199	\$135,868	\$423,067
Personnel Fringe Benefits	\$382,149	\$45,123	\$427,272	\$57,539	\$39,023	\$96,562
Travel	\$284,757	\$0	\$284,757	\$36,833	\$581	\$37,414
Equipment	\$146,140	\$0	\$146,140	\$73,008	\$0	\$73,008
Materials / Supplies	\$49,415	\$0	\$49,415	\$19,963	\$0	\$19,963
Subcontracts Total	\$1,187,286	\$295,447	\$1,482,733	\$261,164	\$120,428	\$381,592
Subcontract #1	\$301,831	\$0	\$301,831	\$43,675	\$0	\$43,675
Subcontract #2	\$829,232	\$295,447	\$1,124,679	\$203,888	\$120,428	\$324,316
Subcontract #3	\$17,540	\$0	\$17,540	\$5,143	\$0	\$5,143
Subcontract #4	\$38,683	\$0	\$38,683	\$8,458	\$0	\$8,458
Subcontract #5	\$0	\$0	\$0	\$0	\$0	\$0
Construction	\$0	\$0	\$0	\$0	\$0	\$0
Other	\$37,181	\$896,648	\$933,829	\$6,669	\$24,403	\$31,072
Total Direct Costs	\$3,868,521	\$1,391,761	\$5,260,282	\$742,375	\$320,303	\$1,062,678
Total Indirect Costs	\$1,901,421	\$54,713	\$1,956,134	\$390,141	\$119,675	\$509,816
Total Costs	\$5,769,942	\$1,446,474	\$7,216,416	\$1,132,516	\$439,978	\$1,572,494
% Of Total	80	20	100	72	28	100

Hardware / Software

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

10v. If yes, please list

Hardware/software purchases for the project to date include the following:

- BroadbandStat-\$60,000
- ArchInfo/ArcGIS Software-\$13,009
- Computers-\$223
- Speed Test Software-\$2,686
- Spectrum Analyzers-\$9,008

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

Remaining purchases may include SQL server for mapping geodatabase, SQL server software, multiple dedicated storage servers, security application, additional backup replication solution, computers, GPS units BroadbandStat maintenance, ArchInfo/ArcGIS maintenance, and speed test updates as well as computers and software maintenance.

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

10y. If yes, please list

Data sets used by the project to date have been provided as in-kind contributions and are valued as follows:

- Iowa Communications Network listing of Community Anchor Institution (CAI) address and technology data - \$25

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

10aa. If yes, please list

- * Maintained budget/finance cost model for Connect Iowa.
- * Maintained and updated project work plan and Work Breakdown Structure (WBS).
- * Revised project work plan and Work Breakdown Structure.
- * Enhanced Connect Iowa website explaining program and gathering information from consumer community and including Beta

language.

- * Maintained outreach and awareness strategy.
- * Produced monthly status reports, data collection activity log, and website statistics.
- * Refined CAI listings information for following: physical address, geocoding, e-mail, addresses, broadband access, connection platforms, advertised upload/download speeds.
- * Conducted demos of BroadbandStat mapping application and Connect Iowa Residential Survey findings.
- * Maintained broadband data collection activity log.
- * Maintained SBDD compliant Non Disclosure Agreement (NDA).
- * Requested program compliant broadband coverage data from providers.
- * Distributed broadband coverage data sets to GIS Mapping team.
- * Continued updating Iowa BroadbandStat integrating Community Anchor Institution information into publicly available interactive mapping application and instituted additional planned improvements to the platform.
- * Over twenty-six percent (26%) of eligible providers have currently been validated equivalent to 54 providers.
- * Connected Nation's Outreach & Awareness team completed creation of briefing packet for new Governor's transition team.
- * Continue to provide all states media outlets information on happenings relating to broadband mapping efforts and adoption rates within state.
- * Connect Iowa continues to capture articles from state website and convert them into posts for state blog page.
- * Presented Connect Iowa to Iowa Telecommunications Association at ITA Convention early November 2010.
- * In response to additional State Broadband Data & Development funding extending grant through December 2014, project plan alterations and expansion commenced.

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

All deadlines have been achieved. There currently have not been any obstacles encountered.

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

On September 27, Connect Iowa received notice of a grant award extending SBDD mapping and planning activities for an additional three years. The project plan has been revised to include these new activities and will be formally submitted to NTIA by the scheduled deadline.

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

On behalf of the state of Iowa, Connected Nation (CN) is working with its subcontractors to analyze demand-side data collected through statistical telephone surveys of 803 businesses statewide. Quotas were set by industry size and sector to ensure a representative sample of businesses was surveyed, and the results were weighted by industry size and sector to correct for minor variances. Analysis of these business survey results began in Q3 2010. Initial data analysis was completed in Q4 2010, with more in-depth survey results scheduled to be provided to the state in Q1 2011. CN designed these surveys to measure technology adoption, barriers to adoption, and awareness of available broadband service among Iowa businesses, and those results were compared to statewide figures provided by participating Internet service providers.

During Q3 2010, Connect Iowa, in conjunction with the Iowa Broadband Deployment Governance Board and the Iowa Utilities Board, released the first of a series of reports outlining the state of broadband in Iowa and initial recommendations for the state. Iowa Broadband: Current Market Analysis & Initial Recommendations for Acceleration of Iowa's Broadband Market continues to be made available on the Connect Iowa website at the following link: <http://www.connectiowa.org/research/>.

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

Connected Nation has been working closely with the Iowa Utilities Board to ensure that our work exceeds expectations. During Q4 2010, there were no significant obstacles during the planning process.

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

Upon approval of the project plan and budget, Connected Nation plans to alter the methodology of the residential survey update that was scheduled for Q1 2011 and is now funded by the SBDD Technical Assistance grant for Iowa. This updated and improved methodology will provide a greater level of analysis regarding barriers to technology adoption among different socioeconomic and

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

All planning costs have been combined with the mapping costs and reported in the mapping section above.

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

Bernie Bogle

12c. Telephone
(area code, number, and extension)

12d. Email Address

bbogle@connectednation.org

12b. Signature of Authorized Certifying Official

Submitted Electronically

12e. Date Report Submitted
(Month, Day, Year)

02-21-2011