

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 01-43-B10577	3. DUNS Number 062620604
4. Recipient Organization Economic and Community Affairs, Alabama Department of 401 Adams Ave, Montgomery, AL 361044325		
5. Current Reporting Period End Date (MM/DD/YYYY) 12-31-2013	6. Is this the last Annual Report of the Award Period? <p style="text-align: center;"> <input checked="" type="radio"/> Yes <input type="radio"/> No </p>	
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 Wendy Hester	7c. Telephone (area code, number and extension) 334-353-3431	
	7d. Email Address Wendy.Hester@adeca.alabama.gov	
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 01-16-2014	

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>This project does not foster any one broadband technology over another. The purpose of this project was to bridge the digital divide by developing and delivering awareness campaigns and interactive training modules to boost broadband subscribership in underserved communities. This initiative should educate and train end-users in the social and economic benefits and practical application of broadband and should foster a climate that continues to promote supply (of technology that provides broadband) where there is demand.</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	0	0	0	As the prime recipient, we did not purchase any equipment.
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>Equipment and supplies are not distributed through this program at the prime recipient level. Awareness campaign material were purchased and distributed through our program at the subrecipient level. Auburn University (AU) through the Economic and Community Development Institute (ECDI), the subrecipient of the Alabama Department of Economic and Community Affairs (ADECA), procured and distributed awareness postcards (70,000), posters (2,500), and training manuals (4,085) to the 67 County Extension Coordinators (CECs) and program participants throughout the State.</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 <u>cumulatively</u> 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 <u>completed</u> 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	6,376	7,558	15,116	
Certified Training Programs	0	0	0	
Other (please specify): Train the Trainers	375	375	3,000	
Total	6,751	7,933	18,116	
<p>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).</p> <p>The Broadband Summit was held again in July 2013 in the Central area of the State. This summit brought together stakeholders from Education, Non-profits, Government, Health Care and other private industry. Many of these stakeholders have committed to carrying forward the messages prepared and presented with this grant. Close to eight thousand participants were served during the grant period and the message delivered was that Broadband provides both social and economic benefits.</p>				
<p>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.</p>				
5a. Adoption Level (%):	Narrative description of level, methodology, and change from the level at project inception (600 words or less).			

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<p>56</p>	<p>During the final quarter of 2012, an administrative change was made in the position of the Executive Director position. Currently, the position is being filled by an Interim Director and a search is being performed for a permanent Executive Director. No changes have been made in the methodology of estimating the level of broadband adoption since the project began. The Alabama Department of Economic Affairs (ADECA) Broadband staff members are working with our subrecipient, Auburn University (AU) Economic and Community Development Institute (ECDI) related to the methodology used to determine broadband adoption. Currently, Economic Modeling Software, Inc.(EMSI) Strategic Advantage input-output modeling software, will be used by ECDI to project total gains and losses in jobs, sales, and earnings due to changes in the broadband industry. These evaluations will be done at the county, regional and statewide level. In order to measure our target audience's awareness of advantages and potential applications of broadband, we will work with project partners/ supporters to measure awareness before the campaign is launched and measure it again near the end of the project. Increases in visits to the Connecting Alabama website will be monitored and will be referenced in marketing campaigns. It is our intent to verify measurements through the use of Federal and state data sources and broadband industry trends and forecasts as input into ECDI's EMSI software.</p>
<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)?</p> <p>Now that the project has ended and we reflect, it appears that the two most common barriers to broadband adoption is affordable and reliable access in the most rural parts of the State. Some of our target groups were low-income and elderly. These two populations are budget minded groups and the most rural areas, reliable access is not always affordable. As citizens make choices between necessities and "luxury" items, broadband often is the item that is removed from a household budget. Our trainings focused on community access points for these target populations. Our message was that community access points such as local libraries, senior centers, and other Community Anchor Institutions (CAIs) were places that citizens could go to access broadband and utilize the services provided by the CAIs.</p>	
<p>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)</p> <p>N/A</p>	
<p>8. Please describe any best practices / lessons learned that can be shared with other similar BTOP projects (900 words or less).</p> <p>Communication between the stakeholders and the partners was determined to be the key to the successes. Maintaining the flow of information and expectations was essential during this grant. Changes in key personnel and the utilization of so many personnel at the County level dictated the need for all personnel to be kept informed of the program status. The program experienced some delays during the early months of the project and all partners had to renew their commitment to the meeting the objectives of the grant.</p>	
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