ANNUAL PERFORMANCE PROGRESS REPORT FOR SUSTAINABLE BROADBAND ADOPTION

General Information

1. Federal Agency and Organizational Element to Which Report is Submitted	2. Award Identification Number	3. DUNS Number
Department of Commerce, National Telecommunications and Information Administration	46-41-B10548	115077950

4. Recipient Organization

Communication Service For The Deaf, Inc. 102 N KROHN PL, SIOUX FALLS, SD 571031800

5. Current Reporting Period End Date (MM/DD/YYYY)	6. Is this the last Annual Report of the Award Period?
12-31-2010	◯ Yes ⦿ 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	7c. Telephone (area code, number and extension)
Dave Miller	
	7d. Email Address dmiller@c-s-d.org

7b. Signature of Certifying Official	7e. Date Report Submitted (MM/DD/YYYY):
Submitted Electronically	02-16-2011

PROJECT INDICATORS

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).
We have built and staffed, to our knowledge, the first fully accessible call center capable of handling Video Relay calls as well as point to point videos call with the same functionality as voice calls or web chats. Video communications and call centers/fulfillment centers are rapidly expanding technologies. By bridging these two technologies we are ensuring deaf and hard of hearing individuals can benefit from this new commerce and way to deliver customer service. We are also working to become a resource center to connect deaf and hard of hearing individuals with behavioral, vocational and social support services with an emphasis on individualized services and supports provided though internet video.

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).

Manufacturer	Item	Unit Cost per Item	Number of Units	Narrative description of how the equipment and supplies were deployed
Polycom	Polycom Bridge	549,486	1	The bridge allows for the exchange of high quality video communication & training between program participants and Project Endeavor call center staff and resources
Polycom	Polycom Proxy Firewall	64,549	1	The firewall proxy provides an alternative pathway for the transmission of video information that would otherwise be blocked by network firewall protection devices
Teresta	Public Access Videophone	5,000	112	These are hardened video phones capable of making video calls as well as functioning as a web browser. Unit are place in public locations allowing deaf individuals to make VRS and point to point calls
CosmoCon	Video Platform Integration	150,000	1	This software programing enabled call center customer relationship management system to handle video calls with the same functionality as voice calls
CosmoCon	CRM Software	136,000	1	This software programming customized the call center CRM to meet the specific customer supports of Project Endeavor consumers
Totals		905,035	116	

Add Equipment	Remove Equipment

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).**

None

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.

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	0	0	0
Certified Training Programs	0	0	0
Other (please specify): Call Center On-line Support & Web Site Training	200,000	385	0

Types of Access or Training	Number of People Targeted	Number of People Participating	Total Training Hours Offered
Total	200,000	385	0

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).

Our start date was 7/19/2010. In five months of operation we have built and staffed, to our knowledge, the first fully accessible call center capable of handling Video Relay calls as well as point to point videos call with the same functionality as voice calls or web chats. Since visual communications is the most effective and preferred mode of communication for most deaf individuals this development gives this population equal assess to call center services. Video communications and call centers/fulfillment centers are rapidly expanding technologies. By bridging these two technologies we are ensuring deaf and hard of hearing individuals can benefit from this new commerce and way to deliver customer service and human services. CSD has filled 47 of the anticipated 60 jobs to be created by the program. Two factors have slowed our job hiring process. First, not needing to fill call center agent positions until the call volume was sufficient to keep agents busy and secondly, finding staff with signing ability to fill technical positions. The largest area of expenditure has been for the purchase of computer systems and software for the Project Endeavor call center. The call center consists of 36 work stations equipped with customer relationship management software (CRM) and advanced video and communications technology to work effectively with deaf and hard of hearing participants. The completion of the call center was delayed because the office space required remodeling and it has taken longer than expected to integrate video into the CRM. CSD was also delayed in purchasing notebook computers and broadband service for program participant. The cost for both exceeded what was projected in the project application. We have had to re-bid for broadband services and recalculate the level of subsidy the project can provide to participants. We are also extending our collaborative relationship to work with all Video Relay Services providers to identify and enroll new deaf and hard of hearing broadband subscribers. CSD has not placed any Public Access Videophones (PAV) as of the end of this year. These phones required a software upgrade that won't be completed until next Quarter. CSD has completed its outreach plan for the project. Ads and articles have been place in various publications. Posters, brochures, introductory video, e-blasts and Power Point presentations have been developed. CSD has made presentation at conferences and trade shows concerning the project. Because of the delay in opening the call center and service design changes, outreach activities and the development of materials were purposely slowed down to ensure accuracy and coordination with the call center launch. A web site has been developed to host introductory information about the project and to accept web based inquiries. CSD has developed American Sign Language (ASL) training videos that will be place on our web site and notebook computer to train deaf and hard of hearing participants on how to access and utilize broadband based services. Other consumer friendly web based vocational and independent living training resources are being identified and linked to the project web site. An external project evaluator has been selected and the basic data set of information that will be gathered on program participants has been identified.

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).
42	**There are no existing data sets to specifically measure the broadband adoption rate of deaf and hard of hearing individuals. The FCC reported that less than 30% of people with disabilities over the age of 15 have access to internet compared to 60% of people without disabilities. Data released by National Telecommunications and Information Administration (NTIA) from the U.S. Census Bureau's Current Population Survey Internet and Computer Use Supplement offer some insight into computer and Internet use by less numerous population subgroups. We base our projected adoption rate on the NTIA Publication , Digital Nation: 21st Century America's Progress Toward Universal Broadband Internet Access (2010) which estimates that only 42% of people with disabilities are benefiting from broadband access.**
	Since our project is still in its inception, we do not feel we have yet impacted the adoption rate in the deaf and hard of hearing communities.

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)?

1. Our target population is low income deaf and hard of hearing individuals. Most are unemployed or elderly living on Social Security. They do not have the resources to pay for internet services or a computer. We are developing several subsidized end user equipment and broadband service option and determining which features and at what price point can we induce these individuals to subscribe to broadband services.

2. English is a second language for our deaf consumers and auditory learning is difficult for hard of hearing consumers. Basic information about what's available on the internet from educational, social to commercial applications is not available to them in an accessible manor. They are unable to follow and learn effectively without visual support. That support can be anything from translating and signing the information in American Sign Language to converting auditory instructions to captions to utilizing more visual graphic

learning tools. Over the life of the grant CSD will be building a web based deaf and hard of hearing orientated resource library on simple computer operations and internet resources/applications. There will be tutorials, webinars and instruction video that are signed and captioned. The web site will link to other accessible internet content being developed. It will contain resources of specific interest o the deaf and hard of hearing community.

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)

None

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

None at this time