

U.S. DEPARTMENT OF COMMERCE

Performance Progress Report

2. Award or Grant Number

25-50-M09017

4. Report Date (MM/DD/YYYY)

07-24-2014

1. Recipient Name

Massachusetts Tech. Park Corporation dba MTC

6. Reporting Period End Date:

06-30-2014

3. Street Address

75 North Drive,

5. City, State, Zip Code

Westborough, MA 01581

**7a. Project / Grant Period
Start Date: (MM/DD/YYYY)**

11-01-2009

7b. End Date: (MM/DD/YYYY)

01-31-2015

8. Designated Entity on Behalf of:

N/A

9. List the individual projects in your approved project plan

	Project Type (Data Collection, Capacity Building, Technical Assistance, etc.)	Project Name (if different from Project Type)	Total Federal Funding Amount	Total Federal Funding Amount expended at the end of this reporting period	Percent of Total Federal Funding amount expended
1	Data Collection	N/A	3,415,604	2,762,139	81%
2	Original Planning Grant	N/A	500,000	492,850	99%
3	Address File	N/A	243,500	191,645	79%
4	Application Usage and Development	Massachusetts Veteran's Portal	998,452	979,823	98%
5	Ownership and Adoption	CDC's Helping Small Businesses & Nonprofits	1,004,998	649,813	65%
6	N/A	N/A	0	0	
			\$6,162,554	\$5,076,270	82%


10. Personnel

10a. If the project is not fully staffed, describe how any lack of staffing may impact the project's timeline and when the project will be fully staffed.

Although the project is currently fully staffed and all MTC staff positions have been filled, they do not always operate at a full time equivalent on this project due to the activity and timelines required for the project. MTC's vendors and sub-recipients are utilized based on the needs of the project and will vary quarter to quarter.

10b. Staffing Table										
Job Title			FTE %	Project(s) Assigned			Change			
GIS Manager			94	Data Collection			No Change			
Senior GIS Analyst			58	Data Collection			No Change			
Community Manager			52	Application Usage and Development			No Change			
GIS Analyst			68	Data Collection			No Change			
Temporary Project Manager			29	Ownership and Adoption			No Change			
Temporary Project Manager			1	Application Usage and Development			No Change			
Project Coordinator			20	Ownership and Adoption			No Change			
Project Coordinator			2	Data Collection			No Change			
Federal Compliance Analyst			1	Data Collection			No Change			
GIS Intern 1			21	Data Collection			No Change			
GIS Intern 2			29	Data Collection			No Change			
Business Operations Director			2	Application Usage and Development			No Change			
Business Operations Director			1	Ownership and Adoption			No Change			
Business Operations Director			5	Data Collection			No Change			
Outreach Manager			3	Application Usage and Development			No Change			
Outreach Manager			2	Data Collection			No Change			
Temporary Broadband Adoption Project Manager			36	Data Collection			No Change			
Program Director			3	Data Collection			New to Project			
			Add Row				Remove Row			
11. Subcontracts										
11a. Subcontracts Table - Include all subcontractors. The totals from this table equal the "Subcontracts Total" from the Program Budget Worksheet (Q. 12, Column 2, 3, and 4)										
Name	Subcontract Purpose	RFP Issued (Y/N)	Contract Executed (Y/N)	Start Date	End Date	Total Federal Funds Allocated	Total Matching Funds Allocated	Project and % Assigned (Example: Data Collection 75)		
BNC Consulting	Original Planning Grar	Yes	Yes	12/01/2009	06/30/2013	66,106	0	Planning	43	

BNC Consulting	Data Collection	Yes	Yes	12/01/2009	10/31/2014	86,375	0	Data Collection	57
Deloitte and Touche	Data Collection	Yes	Yes	11/01/2009	06/30/2012	30,750	0	Data Collection	100
McGladrey & Pullen, LLP	Data Collection	Yes	Yes	04/01/2012	11/30/2013	11,750	0	Data Collection	100
Applied Geographics Inc.	Data Collection	Yes	Yes	06/14/2010	01/31/2015	387,718	0	Data Collection	68
Applied Geographics Inc.	Address File	Yes	Yes	09/05/2012	10/31/2014	183,629	0	Address File	32
BYO Consulting	Application Usage and	Yes	Yes	01/19/2011	09/30/2012	52,312	46,019	Veterans Portal	100
Gopi Bala, LLC	Application Usage and	Yes	Yes	09/23/2011	06/30/2015	356,782	32,162	Veterans Portal	100
Communications Media Advisors, LLC	Original Planning Grar	Yes	Yes	11/30/2011	11/30/2011	99,000	54,000	Planning	96
Communications Media Advisors, LLC	Data Collection	Yes	Yes	08/01/2009	12/31/2012	5,485	228	Data Collection	4
Cambridge Strategic Management Consultants	Original Planning Grar	Yes	Yes	08/27/2011	06/30/2012	45,096	0	Planning	100
MassGIS	Data Collection	No	Yes	04/01/2009	09/30/2009	0	41,315	Data Collection	100
Veterans' Services Officers	Application Usage and	No	No	01/01/2011	12/31/2013	0	11,639	Veterans Portal	100
MA Department of Veterans' Services	Application Usage and	No	No	01/01/2011	12/31/2013	0	256,524	Veterans Portal	100
Franklin Regional Council of Governments	Data Collection	Yes	Yes	04/01/2005	06/30/2015	10,183	0	Address File	20
Franklin Regional Council of Governments	Address File	Yes	Yes	04/01/2005	06/05/2015	41,964	0	Data Collection	80
Aggregate of Data Collection Subcontracts under \$25K	Data Collection	Yes	Yes	05/01/2010	12/31/2013	18,251	0	Data Collection	100
Aggregate of Application Usage and Development Subcontracts under \$25K	Application Usage and	No	Yes	06/01/2010	09/30/2013	8,217	9,173	Veterans Portal	100
Aggregate of Ownership and Adoption Subcontracts under \$25K	Ownership and Adopti	No	Yes	06/01/2010	12/31/2010	156	0	CDCs Helping Small	100

Unallocated Data Collection Funds	Data Collection	No	No	01/31/2015	01/31/2015	187,513	0	Data Collection	100
Unallocated Address File Funds	Address File	No	No	01/31/2015	01/31/2015	48,240	0	Address File	100
Unallocated Application Usage and Development Funds	Application Usage and	No	No	01/31/2015	01/31/2015	-6,528	0	Veterans Portal	100
Unallocated Ownership and Usage Funds	Ownership and Adopti	No	No	01/31/2015	01/31/2015	3,772	0	CDCs Helping Small 	100

Add Row

Remove Row

11b. Describe any challenges encountered with vendors or subrecipients.

Increases or decreases in match line items since the previous quarter, shown in tables 11a and 12 of this document and in the project attachment document, reflect adjustments to match funds expended. While we have exceeded some match budget line items (Subcontracts and other) these are offset in other line items (Personnel Salaries, fringe benefits and indirect costs) where we were under budget in match. In total we have met our match requirement. We have received additional in-kind match that is not recorded here.

12. Budget worksheet						
Columns 2, 3, and 4 will match your current project budget for your entire award, which is the SF-424A on file. Only list matching funds that the Department of Commerce has already approved.						
Project Budget Element	Federal Funds Awarded	Approved Matching Funds	Total Budget	Federal Funds Expended	Approved Matching Funds Expended	Total Funds Expended
Personnel Salaries	\$1,249,116	\$23,982	\$1,273,098	\$1,105,825	\$10,870	\$1,116,695
Personnel Fringe Benefits	\$420,869	\$8,326	\$429,195	\$372,962	\$3,730	\$376,692
Travel	\$24,230	\$0	\$24,230	\$15,163	\$0	\$15,163
Equipment	\$44,239	\$8,930	\$53,169	\$40,005	\$8,930	\$48,935
Materials / Supplies	\$51,741	\$0	\$51,741	\$35,538	\$0	\$35,538
Subcontracts Total	\$1,636,771	\$424,470	\$2,061,241	\$1,283,203	\$451,059	\$1,734,262
Construction	\$0	\$0	\$0	\$0	\$0	\$0
Other	\$1,537,382	\$1,186,822	\$2,724,204	\$1,124,792	\$1,191,634	\$2,316,426
Total Direct Costs	\$4,964,348	\$1,652,530	\$6,616,878	\$3,977,488	\$1,666,223	\$5,643,711
Total Indirect Costs	\$1,198,207	\$24,792	\$1,222,999	\$1,098,782	\$11,099	\$1,109,881
Total Costs	\$6,162,555	\$1,677,322	\$7,839,877	\$5,076,270	\$1,677,322	\$6,753,592
% of Total	79	21	100	75	25	100
13. Hardware / Software						
13a. List any hardware/software purchased during this reporting period.						
No hardware or software was purchased this quarter.						
13b. Please note any hardware/software that has yet to be purchased and explain why it has not been purchased.						
No hardware or software purchases planned at this time.						
14. SBI PPR Project Attachment (Skip question 14b if Data Collection is your only project).						
14a. Complete a SBI PPR Project Data Collection Attachment and attach it to the PPR.						
14b. Complete a SBI PPR Attachment for each additional funded project and attach it to the PPR.						

15. 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.

15a. Typed or Printed Name and Title of Authorized Certifying Official

15c. Telephone
(area code, number, and extension)

15d. Email Address

15b. Signature of Authorized Certifying Official

15e. Date Report Submitted
(MM/DD/YYYY)

07-24-2014

Summary
PPR_SBI_ProjectAttachment.xlsx

Financial Information Summary

1. Overall Budget

Project Budget Element (1)	Federal Funds Awarded (2)	Approved Matching Funds (3)	Total Budget (4)	Federal Funds Expended (5)	Approved Matching Funds Expended (6)	Total Funds Expended (7)
Personnel Salaries	\$1,249,116	\$23,982	\$1,273,098	\$1,105,825	\$10,870	\$1,116,695
Personnel Fringe Benefits	\$420,868	\$8,326	\$429,194	\$372,962	\$3,730	\$376,692
Travel	\$24,230	\$0	\$24,230	\$15,163	\$0	\$15,163
Equipment	\$44,239	\$8,930	\$53,169	\$40,005	\$8,930	\$48,935
Materials/Supplies	\$51,741	\$0	\$51,741	\$35,538	\$0	\$35,538
Subcontracts Total	\$1,636,771	\$424,470	\$2,061,241	\$1,283,203	\$451,059	\$1,734,262
Construction	\$0	\$0	\$0	\$0	\$0	\$0
Other	\$1,537,382	\$1,186,822	\$2,724,204	\$1,124,792	\$1,191,634	\$2,316,426
Total Direct Costs	\$4,964,347	\$1,652,530	\$6,616,877	\$3,977,488	\$1,666,223	\$5,643,711
Total Indirect Costs	\$1,198,207	\$24,792	\$1,222,999	\$1,098,782	\$11,099	\$1,109,881
Total Costs	\$6,162,554	\$1,677,322	\$7,839,876	\$5,076,270	\$1,677,322	\$6,753,592
% of Total	79%	21%	100%	75%	25%	100%

2. Budget by Project Type

Project Type (1)	Federal Funds Awarded (2)	Approved Matching Funds (3)	Total Budget (4)	Federal Funds Expended (5)	Approved Matching Funds Expended (6)	Total Funds Expended (7)
Data Collection	\$3,415,604	\$882,572	\$4,298,176	\$2,762,139	\$874,129	\$3,636,268
Original Planning Grant	\$500,000	\$131,268	\$631,268	\$492,850	\$139,711	\$632,561
Capacity Building	\$0	\$0	\$0	\$0	\$0	\$0
Technical Assistance	\$0	\$0	\$0	\$0	\$0	\$0
Planning Teams	\$0	\$0	\$0	\$0	\$0	\$0
Address File	\$243,500	\$0	\$243,500	\$191,645	\$0	\$191,645
Application Usage and Development	\$998,452	\$513,482	\$1,511,934	\$979,823	\$513,482	\$1,493,305
Ownership and Adoption	\$1,004,998	\$150,000	\$1,154,998	\$649,813	\$150,000	\$799,813
Leading Practices	\$0	\$0	\$0	\$0	\$0	\$0
Other	\$0	\$0	\$0	\$0	\$0	\$0
Total Costs across all Project Types	\$6,162,554	\$1,677,322	\$7,839,876	\$5,076,270	\$1,677,322	\$6,753,592

DataCollection
PPR_SBI_ProjectAttachment.xlsx

Project Title: Data Collection

1. Budget

Project Budget Element (1)	Federal Funds Awarded (2)	Approved Matching Funds (3)	Total Budget (4)	Federal Funds Expended (5)	Approved Matching Funds Expended (6)	Total Funds Expended (7)	Expended Matching Funds Description (Ex. Staff salary for project manager and GIS specialist)
Personnel Salaries	\$945,468	\$10,870	\$956,338	\$829,992	\$10,870	\$840,862	Pre-award salary of project manager & director
Personnel Fringe Benefits	\$317,355	\$3,706	\$321,061	\$277,889	\$3,730	\$281,619	Pre-award benefits of PM and Director
Travel	\$22,716	\$0	\$22,716	\$13,649	\$0	\$13,649	n/a
Equipment	\$44,239	\$8,930	\$53,169	\$40,005	\$8,930	\$48,935	GIS Software, pre-award purchase
Materials/Supplies	\$51,741	\$0	\$51,741	\$35,538	\$0	\$35,538	n/a
Subcontracts Total	\$769,806	\$41,315	\$811,121	\$471,788	\$41,543	\$513,331	Pre-award consulting in-kind services and discounts
Construction	\$0	\$0	\$0	\$0	\$0	\$0	n/a
Other	\$359,222	\$806,447	\$1,165,669	\$269,527	\$797,957	\$1,067,484	In-kind data
Total Direct Costs	\$2,510,547	\$871,268	\$3,381,815	\$1,938,388	\$863,030	\$2,801,418	n/a
Total Indirect Costs	\$905,058	\$11,304	\$916,362	\$823,751	\$11,099	\$834,850	pre-award personnel indirect costs allocation
Total Costs	\$3,415,604	\$882,572	\$4,298,176	\$2,762,139	\$874,129	\$3,636,268	n/a
% of Total	79%	21%	100%	76%	24%	100%	n/a

2. Describe any additional project milestones that have been accomplished over this reporting period (Ex. Updates to state broadband maps and websites, map outreach activities)

Submitted broadband service provider availability data and Community Anchor Institution (CAI) data to the National Telecommunications and Information Administration (NTIA) on April 1st. The Massachusetts dataset contained data from a total of 33 broadband service providers – including 17 wireline providers, 15 wireless providers and 1 middle mile only provider – and 6,628 CAIs.

Following the submission, the interactive Massachusetts Broadband Map and Provider Portal web sites were updated. The statewide wireline and wireless availability PDF maps were updated in the MBI web site Map Gallery, as well as town-based cable and DSL maps showing provider reported coverage by census block, MBI and community estimated service by street segment, and MBI public survey responses. The MBI continued to work with its application development vendor to implement and test functionality and user interface improvements to the interactive Massachusetts Broadband Map in preparation for release at the beginning of July. Enhancements to the map will include improved layer control and search results. A new version of the public broadband survey will be released at the same time.

The town-based maps continue to be helpful in comparing discrepancies between data sources, collecting further input from the communities, and verifying provider reported data. The MBI continues to use these maps when reaching out to the communities to verify and improve the accuracy of the cable and DSL service area boundaries. Focus was primarily on communities in western and central MA with limited or uncertain prior DSL feedback and with partial cable build-outs.

The broadband availability data continues to be used to perform analysis in support of last mile planning and adoption studies to identify and characterize areas with poor access to broadband or significantly low broadband usage. The MBI purchased a business dataset from InfoGroup, selected in the previous quarter. The business data will be valuable to the last mile and adoption analysis and in supplementing the address point data that the MBI and MassGIS have developed. The MBI’s adoption data analysis vendor, selected in the previous quarter, began researching and working on a report that extracts, compiles, analyzes and presents digital adoption data for Massachusetts in comparison to national data using existing data sources and reports. The report, to be completed in July, will document trends in use of computers and Internet by MA residents to identify digital adoption demographics and rates, digital adoption barriers, and target populations for digital adoption programs.

3. Provide number of unique visitors for your state broadband website:

	Current Quarter	Cumulative (since website launch)
Unique Visitors	2,134	14,956
Avg. Number Pages per Visit	2.76	3.39

4. Provide any other information or statistics that you think would be useful to NTIA as it assesses your broadband data collection, Validation and publication activities.

The web statistics above are for the current MBI web site, broadband.masstech.org, launched on November 15, 2012. Those numbers do not include the previous MBI web site or other SBI related web pages like the interactive Mass Broadband Map and the Mass VetsAdvisor.

There is no way of aggregating the statistics from the various web sites because there's no way to identify unique visitors across all of the sites. Additional web statistics are provided below for Q2 2014 for other Massachusetts SBI related web sites and the original MBI web site that was replaced in November 2012.

Mass Broadband Map Web Site (Interactive Map):

<http://mapping.massbroadband.org/>

1,706 Q2 2014 unique visitors; cumulative unique visitors not available

avg. pages per visit is not applicable

Mass VetsAdvisor Web Site:

<http://www.massvetsadvisor.org/>

10,340 Q2 2014 unique visitors; 69,552 cumulative unique visitors

3.13 Q2 2014 avg. pages per visit; 3.71 cumulative avg. pages per visit

Previous MBI Web Site (May 2009 –Nov 2012):

<http://www.massbroadband.org>

54,722 cumulative unique visitors

avg. pages per visit not available

Project Title: Original Planning Grant

1. Budget

Project Budget Element (1)	Federal Funds Awarded (2)	Approved Matching Funds (3)	Total Budget (4)	Federal Funds Expended (5)	Approved Matching Funds Expended (6)	Total Funds Expended (7)	Expended Matching Funds Description (Ex. Staff salary for project manager and GIS specialist)
Personnel Salaries	\$0	\$0	\$0	\$0	\$0	\$0	n/a
Personnel Fringe Benefits	\$0	\$0	\$0	\$0	\$0	\$0	n/a
Travel	\$0	\$0	\$0	\$0	\$0	\$0	n/a
Equipment	\$0	\$0	\$0	\$0	\$0	\$0	n/a
Materials/Supplies	\$0	\$0	\$0	\$0	\$0	\$0	n/a
Subcontracts Total	\$210,202	\$54,000	\$264,202	\$210,202	\$54,000	\$264,202	Vendor discounts
Construction	\$0	\$0	\$0	\$0	\$0	\$0	n/a
Other	\$289,798	\$77,268	\$367,066	\$282,648	\$85,711	\$368,359	In kind services
Total Direct Costs	\$500,000	\$131,268	\$631,268	\$492,850	\$139,711	\$632,561	n/a
Total Indirect Costs	\$0	\$0	\$0	\$0	\$0	\$0	n/a
Total Costs	\$500,000	\$131,268	\$631,268	\$492,850	\$139,711	\$632,561	n/a
% of Total	79%	21%	100%	78%	22%	100%	n/a

2. Describe your progress meeting each major activity/milestone approved in the Project Plan for this project; any challenges or obstacles encountered and mitigation strategies you have employed; planned major activities for the next quarter; and any additional project milestones or information.

This project was completed in Q3 2013.

3. If the project team anticipates requesting any changes to the approved project plan in the next quarter, describe these below. Note that any substantive changes to the project plan must be approved by the Department of Commerce before implementation.

N/A

4. Provide any other information that you think would be useful to NTIA as it assesses this project's progress.

N/A

5. Attach as a separate document any success stories or best practices you have identified. Please be as specific as possible.

Project Title: Address File

1. Budget

Project Budget Element (1)	Federal Funds Awarded (2)	Approved Matching Funds (3)	Total Budget (4)	Federal Funds Expended (5)	Approved Matching Funds Expended (6)	Total Funds Expended (7)	Expended Matching Funds Description (Ex. Staff salary for project manager and GIS specialist)
Personnel Salaries	\$495	\$0	\$495	\$597	\$0	\$597	n/a
Personnel Fringe Benefits	\$161	\$0	\$161	\$199	\$0	\$199	n/a
Travel	\$0	\$0	\$0	\$0	\$0	\$0	n/a
Equipment	\$0	\$0	\$0	\$0	\$0	\$0	n/a
Materials/Supplies	\$0	\$0	\$0	\$0	\$0	\$0	n/a
Subcontracts Total	\$242,053	\$0	\$242,053	\$189,938	\$0	\$189,938	n/a
Construction	\$0	\$0	\$0	\$0	\$0	\$0	n/a
Other	\$291	\$0	\$291	\$331	\$0	\$331	n/a
Total Direct Costs	\$243,000	\$0	\$243,000	\$191,065	\$0	\$191,065	n/a
Total Indirect Costs	\$499	\$0	\$499	\$580	\$0	\$580	n/a
Total Costs	\$243,500	\$0	\$243,500	\$191,645	\$0	\$191,645	n/a
% of Total	100%	0%	100%	100%	0%	100%	n/a

2. Describe your progress meeting each major activity/milestone approved in the Project Plan for this project; any challenges or obstacles encountered and mitigation strategies you have employed; planned major activities for the next quarter; and any additional project milestones or information.

The address file project consists of two sub-projects: an address standardization database/toolkit and a crowd sourcing address maintenance application. The MBI's address application development vendor defined the Extract, Transform and Load (ETL) process and developed scripts to convert data between the MBI and the MA Office of Geographic Information Systems (MassGIS) data models to enable and simplify data sharing. Draft address data developed by MassGIS was loaded into the database for select towns on the MBI address verification list. Comparisons were performed in areas with overlapping MBI address data. It was determined that the MassGIS address data had unit information not present in the MBI address data, that was loaded into the database for verification or correction through the Address Maintenance Application.

Minor modifications were made to the Address Maintenance Application user interface and address editing workflow prior to an address verification pilot project kick-off meeting in the Town of Hardwick in June. The meeting included the Town Administrator, Town Clerk, Town Assessor and Police Chief and provided a demonstration of the application and opportunity for hands-on training. Results and feedback from this town will be used to modify and improve our approach with subsequent towns. A follow-up meeting with the Town of Hardwick will be held in August, as well as kick-off meetings with the Towns of Shelburne and Buckland. Outreach to and meetings with the remaining underserved towns targeted for this project will follow.

The MBI's outreach vendor is simultaneously reaching out to towns to verify and/or correct the list of street names in their town, which will allow us to improve the addresses in by the Address Maintenance Application. The MBI is performing this work in collaboration with MassGIS. The MBI is focused on the rural and underserved parts of the state, while MassGIS focuses on the more populated areas.

3. If the project team anticipates requesting any changes to the approved project plan in the next quarter, describe these below. Note that any substantive changes to the project plan must be approved by the Department of Commerce before implementation.

None at this time.

4. Provide any other information that you think would be useful to NTIA as it assesses this project's progress.

None at this time.

5. Attach as a separate document any success stories or best practices you have identified. Please be as specific as possible.

Application Usage
PPR_SBI_ProjectAttachment.xlsx

Project Title: Application Usage and Development
Massachusetts Veterans Portal

1. Budget

Project Budget Element (1)	Federal Funds Awarded (2)	Approved Matching Funds (3)	Total Budget (4)	Federal Funds Expended (5)	Approved Matching Funds Expended (6)	Total Funds Expended (7)	Expended Matching Funds Description (Ex. Staff salary for project manager and GIS specialist)
Personnel Salaries	\$227,491	\$13,112	\$240,603	\$221,933	\$0	\$221,933	n/a
Personnel Fringe Benefits	\$77,779	\$4,620	\$82,399	\$76,515	\$0	\$76,515	n/a
Travel	\$1,514	\$0	\$1,514	\$1,514	\$0	\$1,514	n/a
Equipment	\$0	\$0	\$0	\$0	\$0	\$0	n/a
Materials/Supplies	\$0	\$0	\$0	\$0	\$0	\$0	n/a
Subcontracts Total	\$410,782	\$329,155	\$739,937	\$411,119	\$355,516	\$766,635	Vendor in kind services and rate discounts, volunteer in kind services
Construction	\$0	\$0	\$0	\$0	\$0	\$0	n/a
Other	\$60,286	\$153,107	\$213,393	\$46,969	\$157,966	\$204,935	Public Service Announcements and Billboard Advertising
Total Direct Costs	\$777,852	\$499,994	\$1,277,846	\$758,050	\$513,482	\$1,271,532	n/a
Total Indirect Costs	\$220,600	\$13,488	\$234,088	\$221,773	\$0	\$221,773	n/a
Total Costs	\$998,452	\$513,482	\$1,511,934	\$979,823	\$513,482	\$1,493,305	n/a
% of Total	66%	34%	100%	66%	34%	100%	n/a

2. Describe your progress meeting each major activity/milestone approved in the Project Plan for this project; any challenges or obstacles encountered and mitigation strategies you have employed; planned major activities for the next quarter; and any additional project milestones or information.

Mass Vets Advisor activities in the 2nd quarter of 2014 included personnel transition, continued maintenance and improvement of the web portal, and promotion. The portal Community Manager left the MBI in May, 2014, and many of the activities in May and June were focused on planning who would manage the day-to-day activities of the Community Manager, and in maintaining the web portal. Those on-going activities have been split between MBI project managers and outreach staff.

Improvements to the web site this quarter included:

- An additional 3 Veterans' Service Officers (VSO), 12 Services Providers and 177 users signed up for the web site.
- 1 service and 3 benefits were added to the portal.
- As of June 30, 2014, 317 VSOs were signed up for the portal and a total of 441 programs and benefits were available to portal users.
- MassVetsAdvisor staff from the MBI continue to participate on the Montachusett Regional Transit Authority's Move Veterans (MoVET) Advisory Board in order to help develop a comprehensive transportation identification system for Veterans.

Outreach this quarter included:

- Participated in a Stand-down event hosted by Veterans Inc. in Worcester, MA.
- The social media campaign, launched in September 2012, was continued into this quarter. The monthly newsletter will be transitioned to a quarterly newsletter, in cooperation with the Massachusetts Department of Veterans Services.
- MassVetsAdvisor followers continue to receive updates on benefits and events through Facebook, Twitter and LinkedIn. As of June 30, 2014, MassVetsAdvisor had 28 new Facebook followers for a total of 334, 46 new Twitter followers for a total of 864, and 1 new LinkedIn group members for a total of 74.
- Outreach efforts led to 37,869 page views by 10,340 unique visitors during the quarter.

3. If the project team anticipates requesting any changes to the approved project plan in the next quarter, describe these below. Note that any substantive changes to the project plan must be approved by the Department of Commerce before implementation.

Ongoing web site maintenance, training and promotion and project assessment and sustainability planning will continue through the new grant end date of January 31, 2015.

4. Provide any other information that you think would be useful to NTIA as it assesses this project's progress.

The MassVetsAdvisor.org web site has had over 352,000 page views since its launch in May 2012. From April 1 through June 30, 2014, there were 37,869 page views by 10,340 unique visitors, of which 78% were new users.

Project performance assessment work continues. The primary goals of the assessment are to determine if the portal has (1) increased use of broadband, (2) made it easier to find veterans benefits and services, and (3) resulted in more veterans acquiring benefits and services. Secondary goals include collecting personal impact stories; identifying pros and cons of the portal; assessing the effectiveness of project communications and decision making; and capturing suggestions, lessons learned and future needs. The assessment will explore the range of options on how best to sustain and operate the MassVetsAdvisor web portal once the grant is completed.

The MBI is also in continued discussions about expanding the portal into a second state in New England, and in the state of Florida. The US Department of Labor (DOL) Region 1 Training and Labor Administration has identified potential funds to expand the site to another state in New England and the MBI will continue to work with DOL to complete a project scope and plan and to potentially secure funding. Additionally, a non-profit veterans group in Florida has stated their interest in using VetsAdvisor in Florida, and MassTech is exploring options that could potentially allow licensing of the web portal software to them and other states.

5. Attach as a separate document any success stories or best practices you have identified. Please be as specific as possible.

Ownership Adoption
PPR_SBI_ProjectAttachment.xlsx

Project Title: Ownership and Adoption
CDCs Helping Small Businesses and Nonprofits

1. Budget

Project Budget Element (1)	Federal Funds Awarded (2)	Approved Matching Funds (3)	Total Budget (4)	Federal Funds Expended (5)	Approved Matching Funds Expended (6)	Total Funds Expended (7)	Expended Matching Funds Description (Ex. Staff salary for project manager and GIS specialist)
Personnel Salaries	\$75,662	\$0	\$75,662	\$53,303	\$0	\$53,303	n/a
Personnel Fringe Benefits	\$25,573	\$0	\$25,573	\$18,359	\$0	\$18,359	n/a
Travel	\$0	\$0	\$0	\$0	\$0	\$0	n/a
Equipment	\$0	\$0	\$0	\$0	\$0	\$0	n/a
Materials/Supplies	\$0	\$0	\$0	\$0	\$0	\$0	n/a
Subcontracts Total	\$3,928	\$0	\$3,928	\$156	\$0	\$156	n/a
Construction	\$0	\$0	\$0	\$0	\$0	\$0	n/a
Other	\$827,785	\$150,000	\$977,785	\$525,317	\$150,000	\$675,317	In-Kind Services
Total Direct Costs	\$932,948	\$150,000	\$1,082,948	\$597,135	\$150,000	\$747,135	n/a
Total Indirect Costs	\$72,050	\$0	\$72,050	\$52,678	\$0	\$52,678	n/a
Total Costs	\$1,004,998	\$150,000	\$1,154,998	\$649,813	\$150,000	\$799,813	n/a
% of Total	87%	13%	100%	81%	19%	100%	n/a

2. Describe your progress meeting each major activity/milestone approved in the Project Plan for this project; any challenges or obstacles encountered and mitigation strategies you have employed; planned major activities for the next quarter; and any additional project milestones or information.

In the 2nd quarter of 2014, the four Community Development Corporations (CDC) continued to work with their selected businesses and nonprofits to implement their projects, including hardware and software purchases, website development, purchase of broadband service and technical training. In May, 2014, the MBI awarded an additional \$200,000 of funding to the four CDCs to continue and expand their programs. Sub-awards to additional businesses and technical assistance to those businesses are to be completed by September 30, 2014. The additional funding was realized through MBI personnel costs savings and increased efficiencies in managing the program. By June 30, 2014, a total of 50 businesses have been awarded \$527,919 in technical assistance.

The MBI has continued work on a performance assessment in a joint effort with the Mass VetsAdvisor team. The assessment will continue until the end of the project period to determine overall project impacts after the awarded businesses have completed their individual projects. During the 2nd quarter, MBI staff visited all four CDCs to interview staff about their programs and processes, and began to collect information about program success and best practices. MBI staff also met with four or five small businesses from each CDC to assess their experience and gather stories about the impact the technical assistance program has had on their business.

CDC Updates:

- Community Economic Development Center of Southeastern MA (CEDC) continued their technical assistance program specifically for Spanish speaking businesses. The 5 participating businesses received laptops, software, a printer and broadband subscriptions. Each business received training on how to use email, Microsoft Office, and use the internet to promote and operate their business. Several have launched websites and others are using the Internet to procure and manage their inventory of goods. CEDC received an additional award of \$20,000 to complete their outreach and assistance to the group of non-native English speaking businesses that lacked even basic digital literacy skills. As a result, CEDC was required to spend extensive time working one on one with the businesses, which has resulted in an extended schedule. In order to bring these businesses to completion, CEDC will use the additional funds to pay for the staff to work one-on-one with the businesses to complete their program by the end of September.
- Dorchester Bay Economic Development Corporation (Dorchester Bay) has largely overcome the challenges of the previous quarter and has completed technical assistance for twelve businesses. The issues they encountered and solutions achieved, mostly in identifying and managing resources for web development and technology planning efforts, will be outlined in the project assessment "lessons learned" and best practices for future programs. Dorchester Bay was awarded an additional \$37,000 which will be used to provide technical assistance to at least three additional small businesses and to upgrade their computer training center.
- Pittsfield Economic Revitalization Corporation (PERC) completed technical assistance for 11 businesses by the end of June, 2014. Activities included purchase of hardware, software, web services, training and broadband. Several of the businesses have established online retail presences which have resulted in reaching a broader clientele and in increased sales revenue. PERC was awarded \$50,000 to continue the technical assistance program for an additional 5-7 small businesses in western Massachusetts.
- Quaboag Valley Community Development Corporation (Quaboag Valley) completed technical assistance work with 16 small businesses by June 30, 2014. Work included website development, hardware and software purchases, broadband service and training. Quaboag Valley received an added award of \$93,000 to continue their very successful and well run program, which will be used to make additional awards to approximately 17 small businesses in central Massachusetts.

3. If the project team anticipates requesting any changes to the approved project plan in the next quarter, describe these below. Note that any substantive changes to the project plan must be approved by the Department of Commerce before implementation.

There are no substantive changes in the project. As noted above and previously approved by the NTIA, personnel cost savings were reallocated to additional grant funding for the CDCs and businesses.

4. Provide any other information that you think would be useful to NTIA as it assesses this project's progress.

Project Assessment:

The MBI completed an assessment methodology, process and tools for the project assessment in this past quarter. The MBI conducted interviews with the CDCs and many businesses to gather best practices and testimonials from the program. Additional assessment activities for the next quarters include:

- July – September 2014: Survey businesses to gather quantitative and qualitative metrics and outcomes to compare against the baseline measures. Compile qualitative/quantitative metrics and narrative stories in preparation for the final report.
- September – October 2014: Continue to gather metrics and outcomes for businesses given late awards.
- November – December 2014: Conduct final follow up interviews and integrate all findings into a final presentation, which will highlight project impacts, lessons learned and recommendations for program improvement.

Highlighted Businesses:

- CEDC – Illusions Dance Studio: The business purchased computers, classroom management software, and broadband connectivity. Students are able to register for classes and make class payments online, and instructors are now able to focus more on instruction, and less on administration. The business owner stated, “this is the best thing that ever happened for my business.”
- Dorchester Bay – Tremendous Maids: The business purchased scheduling software that increased the ease and efficiency of scheduling cleaning service, and provided the ability to send automated reminders to clients resulting in a higher percentage of completed jobs. Tremendous Maids used online marketing to expand into commercial cleaning, which has resulting in increasing the number of full time employees from 7 to 18.
- PERC – Klara’s Gourmet Cookies: The business created a new website and established an online marketing and sales presence. Sales have increased 35% and a single order for over \$10,000 of gift baskets was placed online. The business intends expand its online presence to increase its wholesale marketing and sales.
- Quaboag – Balicki’s Used Auto Parts: Balicki’s Used Auto Parts is a multi-generational family business, whose current owner recognized the need to embrace automation and the Internet in order to survive. The business purchased computers, inventory management software, and created a new website. The parts inventory is now online, and a business that formerly catered to local back-yard mechanics now has auto parts buyers from across the country. The business intends to eventually use tablet devices to enter inventory, descriptions and photos directly at the point where they purchase cars and parts in order to increase operational efficiency and improve overall marketing. The owner noted that “we were just barely getting by before we did this.”

5. Attach as a separate document any success stories or best practices you have identified. Please be as specific as possible.