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From: Rick Norris [<mailto:RNORRIS@c-s-d.org>]

Sent: Wednesday, May 23, 2012 10:44 AM

To: Karen Peltz Strauss

Cc: Sarah Citrin

Subject: RE: Project Endeavor - we have a few questions!

Greetings, Karen and Sarah!

Thanks so much for your patience with this response. I had to verify the numbers more than once and then get approval at several levels to release this since, in all honesty, you're getting a sneak preview of preliminary information that we haven't released yet to anyone else. SMILE. It's just a snapshot of where the project is at this given point in time -- noting that the program doesn't actually end until the end of this calendar year. Feel free look this over and then let me know if you have any more questions.

As you know, CSD has been promoting Project Endeavor, a two-year program that was made possible by the NTIA's Broadband Technology Opportunity Program (BTOP). Basically, the goal of our program is to reach Deaf and Hard of Hearing Americans to increase broadband adoption, distribute smart devices/equipment and educate the community about Internet/broadband related issues. We're pleased with the progress to date and are truly hoping to maintain what we have created beyond the end of the grant (anticipated as of Dec. of 2012).

One of the first things worthy of noting is the establishment of our UNIQUE call/contact center. To our knowledge, this is one of the only call centers in existence that offers complete access through multi-faceted connection points (telephone, fax, email, web and text chat, teletype, and also video) making it well worth continuing and even emulating elsewhere. Over the life of our current grant, we've done so much to effectively reach America's deaf and hard of hearing population -- traditionally an underserved and overlooked segment of our society. But now thousands of citizens all across the country have been able to benefit from equipment, broadband and from educational tips/information/training as a result of our joint work with NTIA through Project Endeavor.

In addition, a large number of our call/contact center staff also happen to be deaf or hard of hearing individuals -- a proudly remarkable feat in and of itself as employment in the call center industry has historically been unavailable to deaf employees. But not anymore, not with our innovative approach and our proprietary call center technology -- it means that deaf people, even though they may be unable to hear on the telephone, are no longer barred from telephony related jobs or access.

Our long standing history in providing Relay Services, DTV Contact/Awareness Assistance and now with BTOP, has given us invaluable expertise that we hope to make available to many other Departments, Programs and Federal Agencies as they try to include and connect specifically with deaf and hard of hearing populations -- making sure that we don't overlook the more than 30 million+ Americans who experience varying degrees of hearing loss.

Karen and Sarah, please know that we would most definitely like to maintain our efforts into the future with these programs and with our attempts to provide a greater level of access for America's deaf and hard of hearing populations. If there's anything that either of you

could do to help us accomplish this goal, we would love to work with you. Please do let us know if you have any thoughts or questions about this -- or about our call/contact center, outreach experiences or other ways in which we can work with you. I would certainly try to make myself available at the earliest possible convenience to further such efforts.

Now for the statistics that you were inquiring about... Here are numbers that reflect program totals for the period of January 2011 - April, 2012.

Tally of Total Month-after-month Indicators for Project Endeavor -

- \* 8,013 equipment distribution (178% of 4,500 goal)
- \* 556 new household subscribers (5% of goal 16,000)
- \* 151 PAV installations (100.6% of goal 150)
- \* 142,728 learners (71% of 200,000 goal)
- \* 2,921,879 impressions - awareness/outreach/social media campaign (146% of 2,000,000 goal)

Services by State - Project Endeavor has served deaf and hard of hearing consumers in 50 states plus the District of Columbia, Puerto Rico and Guam. There were 15 states designated as high priority areas to meet our allocations: Alabama, Alaska, Arkansas, Georgia, Hawaii, Idaho, Louisiana, Maine, Mississippi, Montana, Nevada, New Hampshire, New Mexico, Oklahoma and Wyoming.

Customer Digital Literacy Profile survey/report - of the 3,534 random consumers asked to complete the survey, 1,527 consented to completing the digital literacy survey (roughly speaking, this is a response rate of nearly 50%); 2,007 opted out of the survey or declined to respond.

Of those respondents who completed the survey, preliminary results/statistics reveal:

- \* 91% are deaf; 9% are hard of hearing participants
- \* 95% have Internet access; 95% have Internet access at home
- \* 87% have access to WiFi; 82% have access to WiFi at home
- \* 94% have cable or hardwire connectivity
- \* 93% have videophones; 71% have video communications via computer
- \* 71% have mobile devices
- \* Computer skills (self-rating): 51% skilled; 35% have moderate skills; 11% low skills and want training

Of those who opted to complete this portion of the survey... Reasons for participating in Project Endeavor include:

- \* 45% wanted financial assistance to get a netbook, tablet or other equipment to access the Internet
- \* 11% wanted financial assistance to pay for wired or wireless Internet service
- \* 28% wanted to learn more about how to use or benefit from other services on the Internet
- \* 8% wanted assistance to use wireless Internet services for the first time
- \* 1% wanted to learn how they could use broadband for video relay calls or CapTel for the first time

Of those respondents who completed the customer satisfaction portion of the survey, the preliminary results/statistics reveal:

- \* 89% were satisfied with the equipment they received

- \* 86.3% felt the subsidized equipment was obtained at a good price/value
- \* 87% were satisfied with Project Endeavor and the services provided
- \* 94% said communicating directly in ASL was important to them when obtaining services/assistance

Of those respondents who completed this portion of the survey... How did you learn about Project Endeavor:

- \* 69% learned about Project Endeavor from a friend;
- \* 19% learned about Project Endeavor from agency referrals and/or other websites;
- \* 8% learned about Project Endeavor from attendance at a Deaf Expo or other conference type of event;
- \* 4% learned about Project Endeavor from print media (flyers, advertisements and mailings).

In addition to the data above, you might note that at the end of the program, Project Endeavor will also have the following survey data prepared in a final comprehensive report. I would anticipate much of it to be published early in 2013 after the program is completed. These points of reference will include:

- \* Pre and post Digital Literacy Survey
- \* Project Endeavor Customer Satisfaction Survey
- \* Public Access Videophone Customer Satisfaction Survey
- \* Results of Four National Focus Groups
- \* Website and Educational Video Survey
- \* Website Feedback Comments

- let me know if you have any other questions or need anything else.

Best,

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