

Guide to ARC Project Performance Measures – Broadband Projects

Standalone Measures

Data—Gigabytes (GB) <i>Output</i>	
Definition	The fixed data storage capacity of a server room or data center, in gigabytes
Example grant activities	Data center construction
How might this be measured?	Gigabyte (GB) of storage. This measure may be expressed in decimals.
Typical timeframe	By grant closeout
Additional guidance	Do not use this measure for data transfer rate (Mbps). For data transfer rate, use Data—Megabits Per Second (Mbps).

Data—Megabits Per Second (Mbps) Download <i>Output</i>	
Definition	The maximum download speed offered/advertised post-investment
Example grant activities	Fiber deployment, wireless broadband deployment, downtown Wi-Fi
How might this be measured?	New maximum download data transfer rate, expressed in megabits per second (Mbps)
Typical timeframe	By grant closeout
Additional guidance	<p>Provide the maximum download speed delivered at this location as confirmed by speed tests at the location, conducted upon completion of the construction and initiation of operations. Speed tests should be conducted in a manner consistent with industry best practices to account for the actual speeds delivered during peak use times in the given area.</p> <p>More details regarding the required approach for gathering maximum download speed delivered can be found in the Connect America Fund, WC Docket No. 10-90, Order, 33 FCC Rcd 6509 (WCB/WTB/OET 2018) (Performance Measures Order).</p>

Data—Megabits Per Second (Mbps) Upload <i>Output</i>	
Definition	The maximum upload speed offered/advertised post-investment
Example grant activities	Fiber deployment, wireless broadband deployment, downtown Wi-Fi
How might this be measured?	New maximum upload data transfer rate, expressed in megabits per second (Mbps)
Typical timeframe	By grant closeout

Additional guidance	<p>Provide the maximum upload speed delivered at this location as confirmed by speed tests at the location, conducted upon completion of the construction and initiation of operations. Speed tests should be conducted in a manner consistent with industry best practices to account for the actual speeds delivered during peak use times in the given area.</p> <p>More details regarding the required approach for gathering maximum upload speed delivered can be found in the Connect America Fund, WC Docket No. 10-90, Order, 33 FCC Rcd 6509 (WCB/WTB/OET 2018) (Performance Measures Order).</p>
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Jobs Created	
<i>Outcome</i>	
Definition	The number of permanent jobs created as a result of an ARC project
Example grant activities	Commercial/industrial site development
How might this be measured?	Number of permanent jobs created by bringing new or improved broadband service to a commercial or industrial site
Typical timeframe	Up to 3 years after grant closeout
Additional guidance	This measure includes direct hires, excluding construction jobs. Applicants must submit a signed letter from the employer(s) verifying the number of jobs to be created. Part-time and seasonal jobs should be converted to full-time equivalents.

Jobs Retained	
<i>Outcome</i>	
Definition	The number of existing jobs that would be lost or relocated if the ARC project were not undertaken
Example grant activities	Commercial/industrial site development
How might this be measured?	Number of jobs retained, expressed as full-time equivalents
Typical timeframe	Up to 3 years after grant closeout
Additional guidance	<p>Applicants must submit a signed letter from the employer(s) verifying the number of FTE jobs* to be retained; include references to evidence that these jobs would be relocated without the project. If a business is staying due to the completion of the project, all employees working at that business location may be counted in 'Jobs Retained.'</p> <p>Existing jobs that are not at risk but still benefit from a broadband deployment project, or temporary jobs related to carrying out the project (such as construction), cannot be counted as jobs retained.</p> <p>*Part-time and seasonal jobs should be converted to full-time equivalents (FTE).</p>

Leveraged Private Investment (LPI)	
<i>Outcome</i>	
Definition	The dollar amount of private-sector financial commitments, outside of project costs that result from an ARC project
Example grant activities	Commercial/industrial site development, broadband deployment

How might this be measured?	Business investment in a new or expanded facility, ISP network investment (not including project match)
Typical timeframe	Up to 3 years after grant closeout
Additional guidance	Applicants must submit a signed letter from the business verifying the amount of leveraged private investment (LPI). Project match is separate from LPI and therefore cannot be counted as LPI.

Linear Feet <i>(Use Only for Basic-Agency Construction Projects)</i> <i>Output</i>	
Definition	The number of linear feet of fiber or cable resulting from an ARC project
Example grant activities	Broadband deployment
How might this be measured?	Total linear feet of fiber deployed
Typical timeframe	By grant closeout
Additional guidance	This measure should only be used for basic agency construction projects. Do not use this measure for broadband service projects.

Plans/Reports <i>Output</i>	
Definition	The number of plans or reports developed as a result of an ARC project. This could include strategic plans, master plans, concept plans, feasibility studies, etc.
Example grant activities	Broadband feasibility study, broadband masterplan, broadband engineering study, etc.
How might this be measured?	The number of plans or reports developed as a result of an ARC project
Typical timeframe	By grant closeout
Additional guidance	

Paired Measures

	Businesses Served <i>Output</i>	Businesses Improved <i>Outcome</i>
Definition	The number of businesses served or impacted by an ARC project	The number of businesses with a measurable improvement as a result of an ARC project
Example grant activities	Fiber deployment, wireless broadband deployment, downtown Wi-Fi	
How might this be measured?	Number of businesses with access to new or improved service.	Number of businesses that will subscribe to the new or improved service
Typical timeframe	By grant closeout	Up to 3 years after grant closeout
Additional guidance	Businesses are for-profit and do not include institutions such as schools, churches, and hospitals.	

	Households Served <i>Output</i>	Households Improved <i>Outcome</i>
Definition	The number of households served by an ARC infrastructure project	The number of households with measurable improvement as a result of an ARC project
Example grant activities	Fiber deployment, wireless broadband deployment, downtown Wi-Fi	
How might this be measured?	Number of households with access to new or improved service.	Number of households that will utilize or subscribe to the new or improved service
Typical timeframe	By grant closeout	Up to 3 years after grant closeout
Additional guidance		The subset of households improved is typically estimated using a take rate—the assumed percentage of those with access to new or improved service that will utilize or subscribe to the service.

	Organizations Served <i>Output</i>	Organizations Improved <i>Outcome</i>
Definition	The number of organizations served by an ARC project	The number of organizations with a measurable improvement as a result of an ARC project
Example grant activities	Fiber deployment, wireless broadband deployment, downtown Wi-Fi	
How might this be measured?	Number of Community Anchor Institutions with access to new or improved service	Number of Community Anchor Institutions that will subscribe to the new or improved service
Typical timeframe	By grant closeout	Up to 3 years after grant closeout
Additional guidance	<p>Use when the number of businesses or households does not apply.</p> <p>The National Telecommunications and Information Administration (NTIA) defines Community Anchor Institutions as “an entity such as a school, library, health clinic, health center, hospital or other medical provider, public safety entity, institution of higher education, public housing organization, or community support organization that facilitates greater use of broadband service by vulnerable populations, including, but not limited to, low-income individuals, unemployed individuals, children, the</p>	

	<p>incarcerated, and aged individuals.”</p> <p>This category also includes nonprofits and churches.</p>	
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