

QUARTERLY 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 06-43-B10013	3. DUNS Number 830370800
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4. Recipient Organization

 California Emerging Technology Fund The Hearst Building, 5 Third Street, Suite 520, San Francisco, CA 94103-3206

5. Current Reporting Period End Date (MM/DD/YYYY) 06-30-2012	6. Is this the last Report of the Award Period? <input type="radio"/> Yes <input checked="" type="radio"/> No
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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 Luis Arteaga	7c. Telephone (area code, number and extension)
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7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 08-15-2012
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Project Indicators (This Quarter)

1. Please describe significant project accomplishments completed during this quarter (600 words or less).

On June 28, CETF held the final in-person meeting of the learning community to clarify questions regarding the closeout process and solidifying new partnerships. CETF took the opportunity to congratulate partners and present several Congressional resolutions honoring CETF and its partners. These include Congressmembers Eshoo, Honda, Lee, and Roybal-Allard. CETF and its partners in both NTIA grants are drafting a report documenting the lessons learned and guidance for how to reach the low-income populations who have not adopted broadband. Many BAA partners are continuing their work with more of their own funds as they spend the remaining federal funding.

Get Connected! Roundtables were held in Silicon Valley, Central Valley, San Francisco Bay Area, and Los Angeles during the last quarter. There were a total of 71 participants from 47 organizations, 9 of which were new to Get Connected! Topics included getting media for Digital Inclusion programs and building collaborative programs for funding proposals.

Phase II of Club Digital, the multimedia broadband education and training program kicked off in May. A follow-up survey of Club Digital readers was conducted in June and July to determine additional training hours and new broadband adoptions. An estimated 124,296 low-income Club Digital readers responded that they signed up for broadband from October 2011-July 2012. The faith based project concluded with the grand opening of the Technology Center at the Southern Missionary Baptist Church in Los Angeles on May 20, 2012. The final Computer Help Day was held on June 23 in Salinas where 32 computers were repaired allowing people to get back online. The Spanish language station Univision in the Bay Area did a two-part series on their nightly news about the Digital Divide which featured the work of BAA partners.

Outreach, Training, and Adoption: BAA partners engaged over 3,791 low-income people, trained 6,632 individuals and directly helped 1,016 people subscribe to broadband.

Referrals: One-e-App referred over 292 people to digital literacy resources. The 2-1-1s discussed digital literacy with 15,031 individuals and connected an estimated 2,792 households to resources, including discounted broadband, computer training, and discounted computers.

Awareness: Radio Bilingue’s messaging in rural California continued resulting in over 2.2 million radio impressions this quarter.

2. Please provide the percent complete for the following key milestones in your project. Write “0” in the Percent Complete column and "N/A" in the Narrative column if your project does not include this activity. If you provided additional milestones in your baseline report, please insert them at the bottom of the table. Figures should be reported cumulatively from award inception to the end of the most recent reporting quarter. Please provide a narrative description if the percent complete is different from the target provided in your baseline plan (300 words or less).

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
2.a.	Overall Project	94	n/a
2.b.	Equipment / Supply Purchases	-	Progress reported in Question 4 below
2.c.	Awareness Campaigns	-	Progress reported in Question 4 below
2.d.	Outreach Activities	-	Progress reported in Question 4 below
2.e.	Training Programs	-	Progress reported in Question 4 below
2.f.	Other (please specify):	-	Progress reported in Question 4 below

3. Please describe any challenges or issues faced during this past quarter in achieving planned progress against the project milestones listed above. In particular, please identify any areas or issues where technical assistance from the BTOP program may be useful (600 words or less).

The same challenges continued from last quarter – working with BAA partners to complete their BAA grants and finding additional funding to continue or expand their individual programs. The May workshop helped many BAA partners sharpen their ideas and collaborations.

Affordable equipment and discounted broadband service remain the primary gaps for CETF grantees and NTIA Partners. These remain major challenges for the success of the grants. There also is a gap in reputable computer refurbishers and distributors in the Central Valley and Los Angeles areas. Additionally the NTIA partners have expressed the need for a help desk to refer low-income participants.

In Q2 of 2012 CETF and its partners continue to make progress in addressing all of these areas.

Affordable Equipment: CETF and United Ways of California, a BAA partner, secured an arrangement with iFoster, a national online organization, to develop a Get Connected! program that includes refurbished laptops and desktops beginning at \$120. iFoster has an agreement with a national refurbisher for quality products with licensed Microsoft software and no trialware added to the devices. In November 2-1-1s in Fresno and the Inland Empire began offering this resource to low-income families to purchase an affordable computer.

Affordable Broadband: The Comcast Internet Essentials is a welcomed affordable offer which made significant improvements and in Q2 of 2012. CETF learned that 3,000 California households completed the process at the end of the 2011. BAA partners are promoting it to eligible families but find they are spending more time than expected reporting issues to Comcast and sitting with clients on the phone with Comcast to help them enroll. CETF is assisting non-profits pursue agreements with wholesale resellers to enable offers at \$14.95 for cable and \$9.95 for DSL where possible.

CETF has also been reaching out to other cable providers who will be participating in the Connect-to-Compete program. The information received about this program has been limited as the cable broadband programs embark on pilot programs without engaging local partners.

Help Desk: The other area is technical assistance. The Computer Help Days from Access Now have been terrific for fixing computers. There is a need for technical assistance that is available 24 hrs a day, in multiple languages, and cultural appropriate for the target consumers. San Diego Futures Foundation (SDFF) is a partner in the second NTIA grant CETF received, Access to Careers in Technology. SDFF has launched a pilot Help Desk with the students it is training and preparing for ICT certifications a needed opportunity to gain work experience. The Help Desk served 1,079 callers in Q1 from San Diego and Imperial counties. CETF expects it to expand statewide over 2012.

BAA partners will continue outreach and working directly with schools and families to increase participation.

4a. In the chart below, please provide the requested information on your BTOP grant-funded SBA activities. Please also provide a short description of the activity (600 words or less). Figures should be reported cumulatively from award inception to the end of the most recent reporting quarter. Please ensure that the numbers of new household subscribers and business or community anchor institution (CAI) subscribers reflected in the "Total" row represent the unduplicated number of new subscribers that can be attributed to your SBA project as a whole.

Name of the SBA Activity	Location of SBA Activity	Description of Activity (600 words or less)	Size of Target Audience	Actual Number of Participants	New Subscribers: Households	New Subscribers: Businesses and/or CAIs
Awareness	Sacramento, Central Valley of California with an emphasis on Fresno as well as Los Angeles Counties	<p>This includes earned and paid media in the Central Valley, Inland Empire and Greater Los Angeles area as well as Spanish language community media in the Bay Area. (This is 222% of the stated goal).</p> <p>The Size of Target Audience number in this section has been modified to reflect the total goal for the project as it was included in the original proposal. This will allow for a clearer comparison of goals vs. actuals and facilitate monitoring of progress going forward.</p> <p>Radio Bilingue has a number of programs airing daily about the benefits of broadband, how people can subscribe or learn how to use a computer. Programs are aired in English, Spanish, and two indigenous languages – Triqui and Mixteco. Hmong programming on broadband was added in Q3 of 2011. Their programming also includes live remote broadcasts related to events where people can learn more about broadband. Fresno and Los Angeles were the target markets in April 2011 with added media in Fresno, Sacramento and the Bay Area in Q3 of 2011. The Bay Area was the target for the PSAs in Q4 of 2011 promoting the ACOE Technology Expo and affordable broadband offers. In Q1 of 2012, CETF linked EITC education and outreach with the broadband message in the Central Valley, Los Angeles and the Inland Empire. Partners have also been featured in numerous local newspapers and television programs to inform people about their programs.</p> <p>Over 202 million media impressions have been tracked to date. This includes 145 million as a result of Club Digital.</p>	5,000,000	11,083,868	0	0

Name of the SBA Activity	Location of SBA Activity	Description of Activity (600 words or less)	Size of Target Audience	Actual Number of Participants	New Subscribers: Households	New Subscribers: Businesses and/or CAIs
Outreach	San Francisco Bay Area, Central Valley, Los Angeles, Sacramento, San Diego and Monterey Counties	<p>This new expanded BTOP report template allows CETF to distinguish between face-to-face outreach conducted to recruit a person to attend a specific event or training (Outreach) and outreach that is more about distributing educational information (Outreach Orientation Events) such as email invitations, listserves and general broadband education materials. Both strategies are important but they are distinct and therefore will be documented and reported out separately in this report. (This is 121% of the stated goal).</p> <p>BAA Partners shared information about broadband and local training opportunities at events that target working families in the Sacramento, Bay Area, Fresno, and Los Angeles. Partners used a variety of information channels to recruit participants to attend specific events and trainings.</p>	553,942	668,634	50,861	0
Outreach Orientation Events	San Francisco Bay Area, Central Valley, Los Angeles, Sacramento, San Diego and Monterey Counties	<p>This new expanded BTOP report template allows CETF to distinguish between face-to-face outreach conducted to recruit a person to attend a specific event or training (Outreach) and outreach that is more about education and sharing information (Outreach Orientation Events) such as email invitations, listserves and general broadband education materials. Both strategies are important but they are distinct and therefore will be documented and reported out separately in this report. (This is 294% of the stated goal).</p> <p>BAA Partners shared information about broadband and local training opportunities at events that target working families in the Bay Area, Fresno and Los Angeles regions. The events targeted African-American, Asian and Latino families in venues that offered an opportunity to introduce the issue of broadband, share educational materials and instruct people to call 2-1-1 to locate computer training or low-cost computers. Partners used media interviews and newspapers to encourage people to attend these events where technology may not be the main focus. Photos of some of these events can be found at http://www.flickr.com/photos/getconnectedtoday/.</p> <p>These events are designed as general outreach events to raise awareness about broadband and provide information about where to go for additional training or information. These include events hosted by faith based organizations, co-sponsoring existing events such as health fairs, and flyers/posters distributed to encourage people to call 2-1-1 or visit the Get Connected website for more information.</p> <p>The Get Connected! Roundtables promoting broadband adoption and digital literacy among organizations and anchor institutions continued. The Get Connected! Today website has been expanded to include a "Partner Portal" which allows organizations, in addition to the BAA partners, to log-in and share resources with the network. This includes posting community events and training opportunities. A total of 386 individuals representing 142 community-based organizations and 16 anchor institutions have joined as partners. (These numbers are not included in totals.)</p> <p>The actual number includes an estimated 452,690 of total people who received printed materials, including the La Opinion supplement, multiplied by the average Hispanic household (4.06 people per Hispanic household in California) for a total of 1,837,921 reached. Only the 452,690 is included in the totals.</p>	500,000	1,471,562	163,400	0

Name of the SBA Activity	Location of SBA Activity	Description of Activity (600 words or less)	Size of Target Audience	Actual Number of Participants	New Subscribers: Households	New Subscribers: Businesses and/or CAIs
Training	San Francisco Bay Area, Central Valley, Los Angeles, Sacramento, San Diego and Monterey Counties	<p>BAA partners offer basic digital literacy training in a variety of venues including health clinics, community-based organizations, adult schools, and senior centers. The training curriculum includes computer basics and incorporates web training designed to help families understand the benefits of being online. It also incorporates information on how to choose a broadband provider. Trainings have been well-received with frequent requests for additional classes. (This is 96% of the stated goal).</p> <p>The Accessible Technology Coalition (ATC) uses webinars and their website to teach librarians, community organizations, and other resource centers about assistive technology for people with disabilities (www.atcoalition.org). ATC now reaches organizations and individuals nationally. The training number includes 1,238 people, representing anchor institutions and non-profit organizations, who attended the ATC webinars and in-person trainings. The training numbers also include 85,518 people trained in the City of Los Angeles to use One-e-App to apply for and manage their own public benefit programs online. The 2-1-1 network providers also reported that 5,147 people said they attended training after being referred to a training program.</p> <p>BAA partners continued existing training and searched for new partners and venues to train non-subscribers.</p>	678,000	648,349	5,126	0
Training	San Francisco Bay Area, Los Angeles and 2-1-1 locations	<p>This training is the training of the staff charged with implementing the project. Specifically this includes the One-e-App assistants, 2-1-1 staff, community-based organizations hosting the trainings and staff responsible for documenting people trained and new subscribers. The 2-1-1 counties include Alameda, Contra Costa, Fresno, Kern, King, Los Angeles, Marin, Mendocino, Monterey, Napa, Nevada, Orange, Riverside, Sacramento, San Bernardino, San Diego, San Francisco, San Luis Obispo, Santa Barbara, Santa Clara, Santa Cruz, Shasta, Sonoma, Solano, Stanislaus, Tulare and Ventura. One-e-App is currently used in Alameda, Fresno, Humboldt, Los Angeles, Los Angeles, Napa, Orange, Sacramento, San Diego, San Francisco, San Joaquin, San Mateo, Santa Clara, Santa Cruz, and Sonoma counties.</p>	137	137	0	0
Referrals	The 2-1-1 counties listed in the Descriptions of Activities. The One-e-App includes the counties of Fresno, Los Angeles, San Diego, San Mateo and Santa Clara	<p>The 2-1-1 counties listed in the Descriptions of Activities. The One-e-App includes the counties of Fresno, Los Angeles, San Diego, San Mateo, and Santa Clara. (This is 154% of the stated goal).</p> <p>The total number includes 44,052 calls screened and referred by 211 and 222,496 who used the One-e-App and clicked the "Learn more about broadband" link after using their online application. It also includes the people screened for employment training opportunities in the City of Los Angeles.</p>	176,233	270,851	0	0
Project Sponsored Websites	Statewide with some national usage	<p>CETF and its partners developed new or expanded their existing websites as part of the BAA project. CETF expanded its broadband education portal called Get Connected! Today with a resource map and more information as well adding a partner portal (http://www.getconnectedtoday.com/). The Center for Accessible Technology's developed a new website to serve as a clearinghouse and training portal about Accessible Technology for people with disabilities (http://atcoalition.org/). Radio Bilingue expanded its website to include broadband information and resources as well as archiving all broadcasts funded by this grant (http://conectate.radiobilingue.org/). A total of 24,082 RB programs have been downloaded.</p> <p>Together these websites reported 384,587 unique visitors. This total is included above in the Outreach total.</p>	345,000	384,587	0	0
Total:			7,253,312	14,527,988	219,387	0

4b. Please describe your method for determining the number of households, businesses, and/or (CAIs) subscribing to broadband as a result of your SBA programs (600 words or less).

BAA partners use a variety of strategies to directly confirm that a household has subscribed. For one day events, partners call back training participants within a month to determine if they have subscribed. New subscribers are asked to share their "welcome letter" confirming service or their first month's bill in order to receive discounted computers or a subsidy to help pay one month of service.

The 2-1-1 staff call back 1% of those that are referred to training and broadband providers. Some partners use the welcome letter or confirmation email from the providers as a raffle ticket for prizes to create incentives for adoption. In some cases an email from class participants showing the provider's name demonstrates a subscription.

CETF conservatively estimates that 44,705 new adoptors between 2010 and 2011 can be credited to the efforts of BAA based on a 6% rate of the total number of new adoptors under \$40,000. The 2012 PPIC survey results for the last year will be available in August 2012. CETF will continue to count a portion of the number of new adoptions through this survey towards the CETF NTIA broadband adoption outcomes. As a conservative approach, CETF will claim 6% of the increase due to its efforts and those of its sub-recipients. This is the same rate of broadband adoption that United Ways of California/2-1-1 finds when they call back clients who have express an interest in broadband.

CETF required a pre and post Club Digital survey to determine broadband adoption and training numbers. The research was conducted on behalf of impreMedia by Simmons Research according to widely acceptable research standards for random surveys during the first three weeks of September 2011. It measured the impact the Club Digital pilot program that ran in California from August 1 to August 31, 2011 by asking how many hours were spent reading the lessons and how much was learned as well as how many people subscribed to broadband in the seven weeks ending in October when the survey was conducted.

4c. Please provide a narrative explanation if the total number of new subscribers is different from the targets provided in your baseline plan (600 words or less).

The number of documented new subscribers remains below the target, but significant broadband subscription occurred in 2011 as documented by the PPIC survey released in June 2011 and Club Digital launch in Q3 of 2011. Plans for continuing Club Digital, the next Statewide Survey, Get Connected! PSAs and anticipated improvements in Internet Essentials are expected to keep BAA on track to meet its goals. The revised PSAs in the Comcast service territory have shown some positive results with both increased calls to 2-1-1 and in completed applications. The Fresno County 2-1-1 reported an increase from 100 calls per month to 600 calls in the month of September. This trend continued in Q4 with calls in Fresno reaching 2,300 calls per month.

CETF anticipates that the Club Digital Phase 2 and 2012 PPIC survey expected in Summer 2012 will show additional subscribers from the target populations to meet the stated goals.

4d. Please provide the number of households and the number of businesses and CAIs receiving discounted broadband service as result of BTOP funds.

Households: 85

Businesses and CAIs : 0

Project Indicators (Next Quarter)

1. Please describe significant project accomplishments planned for completion during the next quarter (600 words or less).

Next quarter CETF will host four regional Get Connected! Roundtables in Los Angeles, Silicon Valley, Bay Area and Central Valley. The Roundtables will include an update from Comcast representatives about the program improvements and expanded eligibility. Representatives from the Connect-to-Compete companies will also be invited to discuss their plans for the program.

CETF will conclude its paid media with an emphasis on the "Back to School" message on television, radio, newspapers and bus shelters that serve schools with high numbers of students on free or reduced lunch.

CETF will work with the BAA partners on completing final reports to CETF including programmatic and financial documentation. While many projects have concluded, CETF will work with BAA partners to collect relevant stories, data, news articles and other documentation to share with the outside evaluators from Grant Thornton who are expected to return in Q4 of 2012.

CETF will continue to monitor the Connect-to-Compete program and determine how best to assist with outreach and enrollment. BAA partners will continue to announce an affordable broadband service beginning at \$9.95 a month and \$150 refurbished desktop and laptop computers. CETF is working with substantial non-profits to resell broadband at affordable prices to any low-income individual and offer an affordable computer.

2. Please provide the percent complete anticipated for the following key milestones in your project as of the end of the next quarter. Write "0" in the second column if your project does not include this activity. If you provided additional milestones in your baseline report, please insert them at the bottom of the table. Figures should be reported cumulatively from award inception to the end of the next reporting quarter. Please provide a narrative description if the planned percent complete is different from the target provided in your baseline plan (300 words or less).

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
2.a.	Overall Project	97	n/a

2.b.	Equipment Purchases	-	Milestone Data Not Required
2.c.	Awareness Campaigns	-	Milestone Data Not Required
2.d.	Outreach Activities	-	Milestone Data Not Required
2.e.	Training Programs	-	Milestone Data Not Required
2.f.	Other (please specify):	-	Milestone Data Not Required

3. Please describe any challenges or issues anticipated during the next quarter that may impact planned progress against the project milestones listed above. In particular, please identify any areas or issues where technical assistance from the BTOP program may be useful (600 words or less).

One challenge has been the lack of information from the cable companies about their plans for Connect-to-Compete. CETF would like to be a partner as it is with Comcast on their program yet this lack of information is problematic for planning. This challenge is also complicated by the need to buy advertising early in an election year. This is especially problematic as many BAA partners have completed their projects.

