ANNUAL 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-B10540	**3. DUNS Number** 829939854

4. Recipient Organization

ZERODIVIDE 425 Bush St STE 300, San Francisco, CA 941083721

5. Current Reporting Period End Date (MM/DD/YYYY) 12-31-2012	**6. Is this the last Annual Report of the Award Period?** ◯ **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 David Veneziano	**7c. Telephone (area code, number and extension)**
	7d. Email Address david@zerodivide.org
7b. Signature of Certifying Official Submitted Electronically	**7e. Date Report Submitted (MM/DD/YYYY):** 02-28-2013

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).

The GenZD Digital Literacy Program is designed to increase broadband use and skills for low-income and disadvantaged youth in 6 western states. This will be accomplished through best practices digital media training delivered through 7 community anchor institutions that can help sustain adoption and provide support for long term success in these vulnerable and disadvantaged communities. Broadband & digital literacy skills training includes training in methods, techniques and software applications for video, graphic design, animation, game development, audio, pod-casting, radio stories/documentaries and music production.

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
Telvue	B3000-Analog Composite Video Server and Sofetware	5,184	1	Broadband Media Server for Access Humboldt's (Eureka, CA) media training and production studios.
Totals		5,184	1	

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).**

All equipment and supplies have been distributed at the Gen ZD sites to support the various multimedia training and production activities for program participants. In certain cases, (i.e. Apple Laptops) the equipment also serves to support curriculum development and program administration conducted by the program staff.

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	970	2,675	0
Multimedia	2,624	2,824	216,938
Office Skills	3	3	117
ESL	0	0	0
GED	0	0	0
College Preparatory Training	3	3	1,092
Basic Internet and Computer Use	2,248	3,884	35,682
Certified Training Programs	938	276	1,983
Other (please specify):	938	276	1,983
Total	7,724	9,941	257,795

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).

Key successes for the GenZD organizations has centered on the development of mutually beneficial partnerships within their respective communities. In the initial phases of this project, the groups often struggled to find reliable and resourced partners to carry out literacy and training activities in the community. Over the past year there has been growing capacity on the part of GenZD organizations to identify and evaluate partners for existing and newly developed trainings. A chief result has been an increased ability to serve a broad range of youth in these communities and especially "harder to serve" youth populations (i.e.,disabled, incarcerated, homeless).

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).
20	This estimate is based on a recent study by Connected Nation that reported that subscription rates to broadband service remain stagnant among low-income and minority consumers due to such factors as lack of a household computer, lack of broadband training, high costs of service, and/or unreliable network facilities. In urban areas, broadband adoption and home subscribership amount minorities remains at 47%, and among low-income minorities at 20%, compared to 52% of non-minority residents. In rual areas, only 33% of minorities and 20% of low-income minorities subscripe to broadband, compared to 40% of non-minorities.The racial breakdown illustrates lower broadband adoption rates among all minorities, with Hispanics and African Americans reporting even significantly lower computer ownership rates. While young people drive technology adoption in these communities, disadvantaged and low-income youth often do not have access in their home environment. A Pew Internet & American Life survey revealed that while teens have higher rates of internet use that adults, low-income and minority youth have lower use rates. The number of additional subscribers created as a result of the project is estimated by aggregating the number of individiduals trained at the seven anchor organizations over the three-year timeframe. Some of the individuals will be trained via participation in hands-on courses; additionally, some will receive training by accessing broadcasts of the relevant lessons.

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)?

Most all of the GenZD cohort have report funding as a critical barrier to sustaining programs created or supported under the BTOP grant. As the end of the grant cycle approaches, the organizations are actively exploring opportunities to support these program. ZeroDivide, in addition to its other capacity building activities with the cohort, has provided advising and consulting for organizations seeking project specific funding opportunities.

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)

N/A.

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

For those BTOP projects made up by a cohort of organizations, ZeroDivide has found a best practice to be regular convenings of group members to foster identity, exchange learnings and leverage each others experiences in the field. The resulting networks also lay the groundwork for future efforts at the local, regional and national levels, and the joint pursuit of funding opportunities.