QUARTERLY PERFORMANCE PROGRESS REPORT FOR SUSTAINABLE BROADBAND ADOPTION

General Information

1. Federal Agency and Organizational Element to Which Report is Submitted	2. Award Identification Number	3. DUNS Number
Department of Commerce, National Telecommunications and Information Administration	**06-43-B10540**	**829939854**

4. Recipient Organization

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

5. Current Reporting Period End Date (MM/DD/YYYY)	6. Is this the last Report of the Award Period?
12-31-2012	◯ 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	7c. Telephone (area code, number and extension)
David Veneziano	
	7d. Email Address david@zerodivide.org

7b. Signature of Certifying Official	7e. Date Report Submitted (MM/DD/YYYY):
Submitted Electronically	01-30-2013

Project Indicators (This Quarter)

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

ZeroDivide Accomplishments:

In Q4, ZeroDivide staff conducted a second site visit to the Boys and Girls Club of Santa Fe (BGCSF) to observe the progress made on digital literacy programs program and program partnerships. ZD Board Member Liz Bremner, a resident of Santa Fe and deep experiences with the non-profit community there, joined the ZD Sr. Program Manager McCrae Parker and COO/CFO David Veneziano on the visit. The visit included touring the satellite program sites at public housing developments where through a partnership with the Santa Fe Civic Housing Authority (SFCHA), the BGCSF offers broadband access and computer training to low-income youth and families. This collaboration leverages the BTOP investment SFCHA for infrastructure and ZD/BTOP investments for digital literacy and training to provide state of the art access and opportunities for area youth.

ZD staff was also able to a BGCSF partner with whom they collaborate on their digital literacy and production programs. The Youth Media Project has been collaborating with the BGCSF for the past year to provide opportunities for young people at the Alto Street Center to learn the craft of digital storytelling. The BGCSF Executive Director is committed to keeping this program in place beyond ZD/BTOP funding as it provides a powerful vehicle for youth development and civic engagement.

Sub-recipient Accomplishments:

Access Humboldt (AH) has completed and is piloting the distribution of their Real Life/Research Lab curriculum designed to assist youth in understanding the importance local community access to online networks. Teams of youth at three sites - Dream Quest Teen and Youth Center in Willow Creek, Klamath River Early College of the Redwoods in Klamath, and the Community Resource Center in Loleta – explored connections between media community and access, and published their results on-line. (See, GenZD Stories, Attachment 2).

Akaku produced a broadband speed-test instructional video PSA for Akaku cable channel outlets. The staff anticipates that this PSA will reach 50,000 subscriber households (at 2.5 person/household, a potential reach 120,000 people in Maui County). Akaku staff also met with the Maui County Boys & Girls Club CEO and Site Director to plan the launch of project YBEAM at all BGC in Maui County.

In Q4, Community Media Access Project (CMAP) partnered with numerous community organizations and the Central Coast Broadband Consortium in San Benito County to coordinate the first "Get Connected San Benito County" event. The event was design bring awareness to the digital divide in San Benito County. CMAP worked with five local agencies to further build out the institutional network, the "inet" to deliver broadband access and video content to local schools and municipalities. Over this broadband network, CMAP delivered LIVE election night coverage for three hours at two live locations with local participants via streaming coverage and over the fiber broadband connectivity out to cable television subscribers.

As part of its involvement in Portland's digital inclusion initiative, the Portland Community Media (PCM) introduced broadband literacy and multimedia production for low-incomes middle school Somali and Mexican immigrant students.

In Q4 Reel Grrls partnered with a Seattle-based architecture firm to design a digital lab and exhibition space featuring hands on experience in digital equipment and filmmaking techniques.

In Q4, Spy Hop expanded its digital literacy and production program, Sending Messages, to include two new satellite locations at the Wasatch Youth Corrections Center and Cornerstone Counseling Center.

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**	80	See Section 3
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

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
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).

As noted in previous reports, sub-recipients cite partnership development and collaboration as an area of challenge. These challenges often result in education and training classes offer in partnership being cancelled and effects the numbers of community youth trained in broadband literacy and digital media production. In response to this challenge, there has been increased effort on the part of sub-recipients to strategically identify, evaluate and engage viable partners at the community, county and regional levels. In Q4, there were a number of successful partnerships reported, and in some cases, significant gains in the scale of these partnership, that point to an increasing capacity among the Gen ZD organizations to create solid and production relationships. For example, in Q4 Access Humboldt Executive Director and staff met with representatives of the California Endowment's Building Healthy Communities working in Del Norte County and Adjacent Tribal Lands. This meeting resulted in Access Humboldt being brought in as an advisor/consultant for the creation a first time PEG access station in Crescent City, CA and the development of a youth digital media program.

While partnership development is a key toward sustainability for many of the GenZD programs, funding beyond the current BTOP cycle remains constant challenge and is foremost in the minds of GenZD senior staff. In response, ZeroDivide has taken an active role in identifying and making GenZD aware of potential funding sources to continue the work. For example, in Q4 ZD convened a subset of the cohort to explore a social enterprise focused grant opportunity from the Kaufmann Foundation.

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
Digital & Broadband Training Activiites - All Previous Quarters	Various	See Previous PPRs - Section 4a Detail - GenZD	12,099	9,307	30	1
Digital and Broadband Training Activities - Q4 2012		See Q4 2012 Addendum Section 4a Detail - GenZD	1,969	1,368	5	1
Total:			**14,068**	**10,675**	**35**	**2**

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).

In the case of Akaku: YBEAM content has been viewed online by the tracking of views on MauiTube (958 new views Q4-2012), assumptions can be made that program content and promotional/educational content on the cable channels have had viewership by some of the 55,000 Maui County cable subscribers made up of private residents, businesses and organizations. Program youth have had an indirect influence on their own families who support them through program. Therefore, it is reasonable to believe that YBEAM has had enough impact in the County to influence one new subscriber per quarter in a home, business or institution. Baseline projected to be 8 new subscribers over the grant period.

Access Humboldt is developing a method similar to Akaku in order to calculate numbers of subscribers.

Note that the remaining subrecipients do not have subscription goals and does not apply.   However, through an evolving partnership with the Santa Fe Housing Authority, the Boys and Girls Club of Santa Fe has been able to attribute new subscriptions resulting from their broadband engagement and education efforts. This quarter BGCSF reported 5 additional household subscriptions.

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).

As highlighted in previous reports, the GenZD programs use youth digital media training as a pathway to broadband adoption. Generally, the youth are not the primary purchasers of household subscriptions and Broadband subscribership is not directly tied to participants' successful completion of any GenZD program. Additionally, the ability to track adoption is hampered by IRB restrictions, preventing follow-up measurement over time. This is still under review for possible future tracking.

While ability to track subscribers is limited, subrecipients continue to explore methods to predict adoption and usage. For example, Akaku has designed a mobile Internet platform, specifically utilizing WiFi networks found outside the home as well as in defined public centers. With this method, they track participation through their Project YBEAM and equate that activity to adoption. The method assumes that each participant in the project will influence at least one other youth who will access and learn from the in-person and online trainings.

For all of the GenZD organizations, information on broadband subscription numbers is proprietary information closely guarded by providers, and there is no public database with County information on the number of Internet subscribers. As a result, tracking GenZD program impact on new subscriptions is difficult to ascertain.

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

Households: 5	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).

In Q1 2013 ZeroDivide will convene a panel at the national Digital Media Learning Conference sponsored by the MacArthur Foundation. The panel entitled, Unique Locations for 21st Century Civic Education: Youth and Their Adult Allies in the "Third Space", will feature staff from GenZD organizations who will talk about the role of digital literacy and production in the developmental and civic lives of youth.

ZeroDivide will also conduct a site visit to Reel Grrls (Seattle, WA) in Q1 2013. In addition, ZeroDivide will begin implementation of it evaluation project designed to explore how sub-recipients have developed and benefited because of BTOP funded programs and technical support.

Akaku: In Q1 2013, Akaku anticipates launching the Project YBEAM curriculum at all six Boys and Girls Club locations in Maui County.

Access Humboldt: Access Humboldt will initiate its consulting and collaboration project with Building Healthy Communities' media efforts in Crescent City.

Boys and Girls Clubs of Santa Fe: BGCSF will continue to expand it collaboration with the City of Santa Fe Public Libraries for on-line courses for members and Internet access for members at public libraries.

Community Media Access Project: CMAP will be moving its primary location from the Gavilan Community College campus to the Christopher High School campus in Gilroy. CMAP also plans to close it Hollister location and find a new space for youth program activities there.

Portland Community Media: As of mid November PCM Youth Media Coordinator Daniel Marques was no longer with Portland Community Media. During Q3 2013 a significant amount of time was invested to recruit a new coordinator. The new coordinator will start in February 2013.

Reel Grrls: In Q4 Reel Grrls will travel to Spy Hop for a program visit to learn about their approaches to program design and social enterprise development.

Spy Hop: Spy Hop will begin a new collaboration with the Utah Film Center and the Tumbleweeds Film Festival in Salt Lake City.

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	90	See Section 3
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).

Youth recruitment and retention, staff turnover and partnership development were cited as anticipated challenges by sub-recipients for Q1 2013. Additionally, challenges for GenZD organizations included:

BGCSF: After-school broadband and digital program permit a very limited amount of time for student to work on projects. The staff is refining the scheduling of classes to accommodate student and staff schedule to allow more time to meet training objectives. For BGCSF, a limit for amount of space and room capacity is set by state requirements. These requirements limit the number of youth that can receive project training at their sites at a given time.

CMAP: CMAP will be re-locating from its primary location on campus of Gavilan College in Gilroy to the of Christopher High School campus in Gilroy. CMAP is also moving out of its Hollister location and has yet to find a new space.

Spy Hop: In Q1 2013 Spy Hop will be transitioning new staff members in to teaching responsibilities for their expanded youth programming that include "harder to serve" youth.

Sustainable Broadband Adoption Budget Execution Details

Activity Based Expenditures (Sustainable Broadband Adoption)

1. Please provide details below on your total budget, cumulative actual expenditures (for the period ending the current quarter), and cumulative anticipated expenditures (for the period ending next quarter) for each line item, including detailed disbursements of both matching funds and federal funds from project inception through end of this quarter (actual) or next quarter (anticipated). Actual and anticipated figures should be reported cumulatively from award inception to the end of the applicable reporting quarter.

Cost Classification	Budget for Entire Project			Actuals from Project Inception through End of Current Reporting Period			Anticipated Actuals from Project Inception through End of Next Reporting Period		
	Total Cost (plan)	Matching Funds (plan)	Federal Funds (plan)	Total Cost	Matching Funds	Federal Funds	Total Costs	Matching Funds	Federal Funds
a. Personnel	$426,334	$0	$426,334	$217,166	$0	$217,166	$255,536	$0	$255,536
b. Fringe Benefits	$106,584	$0	$106,584	$45,900	$0	$45,900	$55,493	$0	$55,493
c. Travel	$49,350	$0	$49,350	$40,856	$0	$40,856	$45,298	$0	$45,298
d. Equipment	$0	$0	$0	$0	$0	$0	$0	$0	$0
e. Supplies	$0	$0	$0	$0	$0	$0	$0	$0	$0
f. Contractual	$1,105,000	$605,000	$500,000	$1,060,098	$479,181	$580,917	$1,159,548	$533,631	$625,917
g. Construction	$0	$0	$0	$0	$0	$0	$0	$0	$0
h. Other	$15,000	$0	$15,000	$1,176	$0	$1,176	$2,526	$0	$2,526
i. Total Direct Charges (sum of a through h)	$1,702,268	$605,000	$1,097,268	$1,365,196	$479,181	$886,015	$1,518,401	$533,631	$984,770
j. Indirect Charges	$286,974	$0	$286,974	$230,148	$0	$230,148	$255,976	$0	$255,976
k. TOTALS (sum of i and j)	$1,989,242	$605,000	$1,384,242	$1,595,344	$479,181	$1,116,163	$1,774,377	$533,631	$1,240,746

2. Program Income: Please provide the program income you listed in your application budget and actuals to date through the end of the reporting period.

a. Application Budget Program Income: $450,000	b. Program Income to Date: $361,487