

RECIPIENT NAME:ZERODIVIDE

AWARD NUMBER: 06-43-B10540

DATE: 08/30/2013

OMB CONTROL NUMBER: 0660-0037

EXPIRATION DATE: 6/30/2015

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-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) 06-30-2013	6. Is this the last Report of the Award Period? <input type="radio"/> Yes <input checked="" type="radio"/> 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): 08-30-2013	

Project Indicators (This Quarter)

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

As part of ongoing efforts to disseminate lessons learned and best practices of the Generation ZD Project, ZeroDivide and GenZD staff participated on a panel at the Allied Community Media National Conference in San Francisco, CA in Q2 2013. The panel, entitled, "Embracing Diversity, Lowering Access Barriers, and New Approaches to Practicing Inclusion," featured representative Generation ZD program work and focused on organizational and programmatic approaches to building inclusive cultures. Staff shared information on how to develop, implement and evaluate methodologies that could improve the quality of community media and public access organizations' inclusive values and practices. ZeroDivide's Senior Program Manager, McCrae Parker, was joined by GenZD cohort members Maile Martinez of Reel Grrls (via Skype), and Kasandra VerBruggen of Spy Hop. The session drew an audience of approximately 30. As the grant cycle draws to a close, accomplishments for GenZD in Q2 can be characterized by continuing efforts to expand outreach, programs and advocacy through new and existing partnerships with community organizations and funders.

Chief accomplishments in Q2 included:

Akaku: In Q2 2013, Akaku responded to growing community interest in MoJo Kit training by creating a course specifically for local environmental groups in collaboration with the University of Hawaii, Maui. The Fred Baldwin Memorial Foundation awarded Akaku a grant to support training, community media production and stipends for youth enrolled in the Y-BEAM project

Access Humboldt: In Q2, with support from the California Public Utilities Commission, County of Humboldt, Benton Foundation, ZeroDivide and New America Foundation's Open Technology Institute, Access Humboldt hosted a Broadband Policy Roundtable on "Universal Service for the Next Generation" on July 17, 2013 in the Humboldt County Board of Supervisors' chamber. The Roundtable included ZeroDivide's VP for Business Development, Elaine Carpenter, who presented on how local communities can engage comprehensively with federal and state programs that support broadband deployment and adoption.

Boys and Girls Clubs of Santa Fe: The Boys & Girls Club of Santa Fe, Youth Media Project, Santa Fe Indian School, and Warehouse 21 hosted the first annual Youth by Youth Fest. The festival offered an array of events celebrating storytelling, poetry, creative writing, and song to art design. Digital productions from Club members who were co-enrolled in Youth Media Project and Warehouse 21 programs were featured at the festival.

Community Media Access Partnership: CMAP continued to support the San Benito High School Arts department at Christopher High School by providing video equipment and trainings to staff and students. The Media Arts class provides capacity for media coverage of high school events such as concerts and plays. Previously housed at Gavilan Community College, CMAP was able to secure a new location at the school site late last year with a unanimous vote by the Gilroy Unified School District Board of Trustees. Most recently, Kathy Bisbee was appointed Executive Director of Community Television of Santa Cruz. She will now jointly direct the efforts of CMAP and CTV.

Portland Community Media: In Q2, PCM announced the PCM Youth Summer Camps schedule featuring offering 7 digital media and literacy camps. Work completed by the student will be distributed through Portland Community Media's channels. The addition of summer camps to the youth media program is part of a strategy to expand offerings for area youth and make the program self-sustaining.

Reel Grrls: Reel Grrls continued the development of it partnership with the University of Washington DO-IT (Disabilities, Opportunities, Internetworking, and Technology) Program. DO-IT hosts a variety of activities that help young people with disabilities prepare for academic programs and careers in science, engineering and mathematics. It promotes the use of computers, adaptive technologies and Internet resources to help individuals maximize independence, productivity and participation. The Reel Grrls/DO-IT partnership will provide digital media programming to youth with disabilities at the RG Media Lab site (wheelchair accessible and equipped with adaptive technology).

Spy Hop: Spy Hop was able to leverage its prior investments in digital media and literacy training in to a five year award of \$150,000 to establish a 21st century Community Learning Center site in collaboration with Horizonte Instruction and Training Center. Horizonte serves about 800 high school students and 80 intermediate students throughout the year. In Horizonte's adult high school program more than 2,200 adults of all ages pursue basic literacy, high school diplomas and GED diplomas. Approximately 2,600 persons study English in the English language program throughout the year. The CLC award supports the creation of community learning centers that provide academic enrichment opportunities during non-school hours for children, particularly students who attend high-poverty and low-performing schools in collaboration with Spy Hop.

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).

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	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
2.a.	Overall Project	100	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
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).

There were no significant challenges reported by the GenZD cohort in Q2. As expected, many of the organizations experienced some stresses as they ramped up for summer programming for youth such as curriculum development, recruitment activities, community partner coordination, course scheduling and on-boarding of staff and volunteers. Nearly all members report ongoing challenges related to supplemental funding for current and future programming activities developed through the BTOP funding opportunity.

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 Activities - All Previous Quarters	Various	See Previous PPRs - Section 4a Detail - GenZD	16,089	10,575	40	4
Digital & Broadband Training Activities - Quarter 2 2013	Various	See Addendum Q2 2013 GenZD Section 4a Detail	2,653	1,968	0	4
Total:			18,742	12,543	40	8

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 (4000 new views and 1000 new plays Q2-2013), 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. The majority (95%) of YBEAM youth participants do have access to the internet either at home, at school or youth center, though not all are given permission for its use. Tracking new service subscribers through youth has not determined any reliable data.

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 5 new household subscriptions resulting from their broadband engagement and education efforts. Additionally, Akaku reported 2 additional business subscriptions for this period for a total of four to date.

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.

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: 0	Businesses and CAIs : 0
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Project Indicators (Next Quarter)

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

As the cycle draws to a close I, ZeroDivide will complete a series of interviews and evaluations with sub-recipients focused on the value, satisfaction, and organizational development resulting from its technical assistance over the course of the BTOP grant. These results will be incorporated into a final organizational report scheduled for completion in Fall 2013.

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	100	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).

N/A

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.

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		
Cost Classification	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	\$464,000	\$76,463	\$387,537	\$476,790	\$89,253	\$387,537
b. Fringe Benefits	\$106,584	\$0	\$106,584	\$94,991	\$14,232	\$80,759	\$98,189	\$17,430	\$80,759
c. Travel	\$49,350	\$0	\$49,350	\$50,139	\$3,317	\$46,822	\$51,620	\$4,798	\$46,822
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	\$1,308,600	\$725,340	\$583,260	\$1,341,750	\$758,490	\$583,260
g. Construction	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
h. Other	\$15,000	\$0	\$15,000	\$23,514	\$12,211	\$11,303	\$23,964	\$12,661	\$11,303
i. Total Direct Charges (sum of a through h)	\$1,702,268	\$605,000	\$1,097,268	\$1,941,244	\$831,563	\$1,109,681	\$1,992,313	\$882,632	\$1,109,681
j. Indirect Charges	\$286,974	\$0	\$286,974	\$327,340	\$52,779	\$274,561	\$335,949	\$61,388	\$274,561
k. TOTALS (sum of i and j)	\$1,989,242	\$605,000	\$1,384,242	\$2,268,584	\$884,342	\$1,384,242	\$2,328,262	\$944,020	\$1,384,242

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: \$1,034,999 b. Program Income to Date: \$1,049,327