

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-B10589	3. DUNS Number 830370800
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4. Recipient Organization

 California Emerging Technology Fund 5 3rd St STE 520, San Francisco, CA 941033206

5. Current Reporting Period End Date (MM/DD/YYYY) 09-30-2011	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 Jennifer Riggs	7c. Telephone (area code, number and extension)
	7d. Email Address Jennifer.riggs@cetfund.org

7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 10-27-2011
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Project Indicators (This Quarter)

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

The Access to Careers in Technology (ACT) program had direct exchanges with more than 3,796 individuals about careers, digital literacy, and broadband adoption. ACT also distributed more than 132,836 printed and electronic materials. 1,803 individuals completed basic and advanced digital literacy courses; 1,266 completed workforce trainings; and 44 earned Information Technology certification. 218 graduates were obtained jobs utilizing Information and Communication Technology (ICT) skills.

Statewide ACT sub-recipient EmpowerNet (EPN) conducted the Stride Model Training Academy for 2 more organizations in San Jose and Los Angeles. Two partners trained by EPN have launched ICT certification programs with a total enrollment of 41.

Three Get Connected! Roundtables were held during this quarter, one each in the San Francisco Bay Area, Central Valley and the Inland Empire regions. There were a total of 85 participants from 59 organizations, 21 of which are new participants. Get Connected! Bay Area and Fresno Roundtable participants were updated about broadband activities in their region and the Comcast Internet Essentials program. Participants identified and coordinated strategies to assist their clients to enroll into the program. The Get Connected! Inland Empire network discussed opportunities to leverage regional partnerships to increase digital literacy in the workforce, ICT job training, funding broadband for low-income families, and participation in the Regional Broadband Consortium's programming from the California Advanced Services Fund (CASF). In addition, Get Connected! Public Service Announcements (PSAs) ran in the San Francisco, Sacramento and Central Valley media markets. This media reached 2,521,632 people this quarter.

CETF has expanded its broadband education portal called Get Connected! Today with a resource map and partner portal (<http://www.getconnectedtoday.com/>). There have been 12,916 unique visitors to this site from October 2010 through September 30, 2011

ACT sub-recipients met as a group and with the Broadband Awareness and Adoption (BAA) sub-recipients to examine initial assumptions and analyze current strategies. Important assumptions that proved invalid included: participants would adopt broadband at home if they were trained in digital literacy; participants in basic digital literacy courses would qualify as "new adopters;" and low-income participants would qualify for and receive discounted broadband services. Sub-recipients redesigned strategies for program implementation based on the types of interventions that were shown to be effective in achieving broadband adoptions, certifying participants in ICT and placing participants in jobs using their ICT skills. Sub-recipients also contributed stories about the impact of their work for the third newsletter CETF produced to inform community leaders and policy makers about the federal grants.

The San Diego Futures Foundation (SDFF) Help Desk provided technical assistance to 1096 individuals in English, Spanish and Arabic. Additional assistance was provided to 598 individuals at partnering and provider organizations.

Southeast Cities Development Corporation (SCDC) established a relationship with an Internet Service Provider (ISP) wholesale vendor to provide very low-cost broadband services without the traditional barriers such as credit checks and contracts. Several ACT sub-recipients will be integrating this service into their revised strategies to accelerate broadband adoption during Q4 2011.

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	62	Consistent with baseline plan.
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 continue to be concerns regarding Internet affordability and other barriers such as long-term contracts and credit checks. Broadband discount programs from providers are helpful to some, but there are many who don't live in qualifying services areas, don't

meet narrowly defined criteria or are dis-incentivized by the application processes. CETF continues to work with ISPs and wholesalers to develop affordable options without barriers for broadband adoption.

While the economy is improving, the sluggish job market continues to be a challenge for job placements. ACT program sub-recipients have been able to maintain relatively strong placement rates.

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
Outreach	Los Angeles County	<p>The ACT programs in Los Angeles County had direct exchanges with 5,119 individuals about careers, digital literacy, and broadband adoption. Additionally, over 5,659 printed and emailed materials were distributed. Printed materials are discounted at the rates described below and combined with the direct exchanges to determine Actual Number of Participants.</p> <p>Actual Numbers of Participants reached with distributed materials for Outreach are determined with the following ratio: Flyers reach 20%; Email blasts reach 10%; personal email, voicemail and hand delivered packets or flyers reach 33% of audience receiving distributed material. All person to person exchanges are counted one-to-one. Los Angeles County ACT programs have reached a total of 6,569 individuals with this outreach.</p> <p>The Arts, Communication and Media Education (ACME) Network conducted promotional campaigns to inform students and their families of the benefit of broadband adoption and how they can adopt broadband in the home. To secure documentation evidence from students, the campaign includes incentives to motivate students.</p> <p>A Get Connected! Job Fair was conducted on August 12, 2011 in Bell Gardens, Los Angeles County.</p> <p>ACT sub-recipients participated in the press conference of the ARRA-funded Club Digital on August 10, 2011. Attendees included the Mayor of Los Angeles Antonio Villargosa and ImpreMedia publisher Moncia Luzano and Juan Sepulveda, a representative from the White House.</p> <p>SCDC gave a radio interview on August 18, 2011 to Radio Bilingu� about their digital literacy and broadband adoption programs.</p>	13,000	6,569	0	0
Outreach	San Diego and Imperial Counties	<p>The ACT programs in San Diego and Imperial Counties had direct exchanges with 1,949 individuals about careers, digital literacy, and broadband adoption. Additionally, 2,575 printed and emailed materials were distributed. Printed materials are discounted at the rates described below and combined with the direct exchanges to determine Actual Number of Participants.</p> <p>Actual Numbers of Participants reached with distributed materials for Outreach are determined with the following ratio: Flyers reach 20%; Email blasts reach 10%; personal email, voicemail and hand delivered packets or flyers reach 33% of audience receiving distributed. San Diego and Imperial County ACT programs have reached a total of 2,672 individuals with this outreach.</p> <p>SDFC Community Technology Center Grand Opening Celebration was held September 10, 2011. It was attended by elected officials and over 100 community members. The event was covered in the San Diego Union Tribune (attached).</p>	5,000	2,672	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	Alameda, San Mateo, and San Francisco Counties	<p>The ACT programs in Alameda, San Mateo, and San Francisco Counties had direct exchanges with 3,648 individuals about careers, digital literacy, and broadband adoption. Additionally, 13,069 printed and emailed materials were distributed. Printed materials are discounted at the rates described below and combined with the direct exchanges to determine Actual Number of Participants.</p> <p>Actual Numbers of Participants reached with distributed materials for Outreach are determined with the following ratio: Flyers reach 20%; Email blasts reach 10%; personal email, voicemail and hand delivered packets or flyers reach 33% of audience receiving distributed material. All person to person exchanges are counted one-to-one. ACT programs in Alameda, San Mateo and San Francisco Counties have reached a total of 14,952 individuals with this outreach.</p> <p>Outreach strategies included presenting to local faith-based communities, conducting technology surveys at shopping malls, promoting ICT certification and career development programs at job fairs, partnering with community colleges to link digital literacy efforts and awareness, and distributing flyers to targeted neighborhoods in multiple languages.</p> <p>OCCUR presented at the Small Business Convention at Mills College during August 2011.</p> <p>CETF staff met with Comcast regional staff in August 2011 about the Internet Essentials program to coordinate activities and learn how initial implementation was progressing.</p>	15,356	14,952	15	0
Outreach	Statewide	<p>The ACT programs operating statewide had direct exchanges with 4,966 individuals and distributed information to 339,443 people. Printed materials are discounted at the rates described below and combined with the direct exchanges to determine Actual Number of Participants.</p> <p>Actual numbers of participants reached with distributed materials for Outreach are determined with the following ratio: Flyers reach 20%; Email blasts reach 10%; personal email, voicemail and hand delivered packets or flyers reach 33% of audience receiving distributed material. All person to person exchanges are counted one-to-one. Statewide ACT programs have reached a total of 59,413 individuals.</p> <p>EmpowerNet presented at a variety of conferences in July and August of 2011 including Meeting of the Minds – Monterey and CompTIA Breakaway – Washington, DC.</p> <p>California Resources and Training (CARAT) conducted email and flyer outreach through its expansive network of small business development centers and ethnic business chambers.</p>	11,000	59,413	0	0
Training	Los Angeles County	<p>The ACT programs in Los Angeles County have provided training to 5,905 participants. Training offered consists of basic, intermediate and advanced digital literacy training, media literacy, animation, media production, workforce skills and technical certifications.</p> <p>ACME has conducted professional development workshops for 134 teachers to ensure quality training for students learning IT skills.</p> <p>4 training participants from Los Angeles County have earned Information and Communication Technology (ICT) certifications.</p>	8,400	5,905	206	0
Training	San Diego and Imperial Counties	<p>The ACT programs in San Diego and Imperial Counties have provided training to 1,444 participants. 29 training participants from the San Diego region have earned Information and Communication Technology (ICT) certifications</p> <p>San Diego Futures Foundation (SDFF) has conducted a series of technology workshops for seniors in Mid-City neighborhood of San Diego.</p> <p>SDFF is collaborating with LA-Based ACT sub-recipient, ACME, to bring workforce training resources to the Imperial Valley, a rural and low-income area. Their online training courses are able to reach</p>	2,065	1,444	1,377	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
		participants throughout the region. SDFF encourages broadband adoption at home by offering free or very low-cost computers from local refurbishers to participants who complete training and obtain broadband. Free Help Desk service is offered to program participants to ensure that new users and broadband subscribers are able to address issue that might otherwise derail their usage such as viruses, software glitches and hardware maintenance.				
Training	Alameda and San Francisco Counties	The ACT programs in Alameda and San Francisco Counties have provided training to 2116 participants. Of these, 230 participants have earned Information and Communication Technology (ICT) certifications. Training offered consists of basic, intermediate and advanced digital literacy training, media literacy, animation, media production, workforce skills and technical certifications. Bay Area sub-recipients encourage broadband adoption at home by offering free or very low-cost computers for those who adopt broadband.	3,785	2,116	32	0
Training	Statewide	EmpowerNet has trained a total of 30 individuals from 10 community-serving organizations in the Stride Model A+ Certification and Job Placement program. Memoranda of Understanding for launching programs are in place with 6 organizations that completed the Academy. CARAT and its statewide partners have provided training on small business development applications to 1,929 small business owners, employees and entrepreneurs. Courses have included technology applications for: strategic planning and leadership, marketing, evaluation, and financial management for small businesses.	10,092	1,929	0	0
Job Placements	Los Angeles County	ACT program sub-recipients in Los Angeles County have placed 411 people in jobs utilizing digital literacy skills. Individual case management and other wrap-around services have proven to be a best practice for both placing participants in jobs, and helping participants to retain those jobs.	520	411	0	0
Job Placements	San Diego County	ACT program sub-recipients in San Diego County work closely with employers to ensure that their training progress address the skills that employers need. 63 participants of workforce development and digital literacy courses have been placed in jobs paying a living wage.	116	63	0	0
Job Placements	Alameda and San Francisco Counties	ACT program sub-recipients in Alameda, San Mateo and San Francisco Counties have placed 235 participants in jobs. These programs integrate intensive job readiness training into their ICT certification and media production programs. This includes interviewing, expectations for professional dress and behavior, communications skills, mentoring from industry experts and other training. The jobs in which training participants were placed range from computer technician to customer service representatives for apparel and other retail companies. This demonstrates that digital literacy is the foundation of jobs across all sectors.	439	235	0	0
Awareness	Statewide	The ACT-funded Public Service Announcements educating about the relevance, importance of broadband adoption as well as low-cost opportunities have reached 7,418,182 people. CETF continues to expand its broadband education portal called Get Connected! Today with a resource map and partner portal. There have been 12,916 unique visitors to date.	5,000,000	7,431,098	0	0
Total:			5,069,773	7,526,807	1,630	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).

CETF and its partners verify broadband subscriptions using a variety of methods including: collecting copies of subscription "welcome

letters" or installation invoices, implementing pre- and post-participation surveys measuring subscription, conducting follow-up calls of statistical samples to confirm subscription projections, third party research using random samples, and counting the number of free subscriptions distributed. Email from participants using ISP vendor email accounts are also accepted when a welcome letter is not available.

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 ACT project is at 30% of its baseline plan for new subscribers. Documenting broadband subscription has been the largest challenge for this project. ACT sub-recipients have conducted strategy assessments and redesigns to take advantage of lessons learned during their programs and other BTOP - SBA program participants. New strategies will include the expansion of incentive-based computer distribution program for participants that become new broadband subscribers; wholesale reselling of broadband without barriers of contracts and credit checks, and one-on-one case management taking participants from basic digital literacy through to installing their computer, subscribing to broadband and conducting regular maintenance for their computers.

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

Households: 1,377	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).

Next quarter, the ACT program will conduct outreach to over 50,720 people. ACT sub-recipients plan to train 5,880 participants in digital literacy, workforce skills, broadband adoption, and ICT certifications. We aim to place 261 participants in jobs utilizing ICT skills and assist 880 households in subscribing to broadband.

CETF will be conducting a meeting with the Regional Consortia being funded by the California Public Utilities Commission (CPUC) to advance broadband infrastructure and adoption. ACT sub-recipients will have the opportunity to connect with these organizations and strategize for long-term sustainability of program activities beyond the life of the ACT Grant.

ACT sub-recipient organizations will be able to help their clients take advantage of discounted broadband offered by ACT sub-recipient, SCDC, starting at \$9.95 a month. Many of these organizations are also partnering with refurbishers to offer computers with full-version office software starting at \$150. CETF will be promoting these opportunities through the statewide Get Connected! network and through paid advertising.

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	75	This is consistent with the baseline plan
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).

Current challenges affecting broadband subscriptions and job placements are expected to continue. Sub-recipients are adding long-term case management support for participants who do not receive job placements after program completion. Both outreach and training outcomes are on track thus programs are positioned to take advantage of any improvement in the job market.

Most ACT programs collaborate with organizations in the public sector or other non-profits, or both. Budget cuts across all sectors

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creates some instability and unpredictability for many of these collaborations. If partners of ACT sub-recipients close their facilities or training centers there will be a delay in progress toward training and other dependent outcomes such as job placement and broadband adoptions while new collaborative partners are found.

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	\$448,075	\$230,625	\$217,450	\$212,698	\$127,850	\$84,849	\$268,708	\$156,678	\$112,030
b. Fringe Benefits	\$134,350	\$70,276	\$64,074	\$53,035	\$30,888	\$22,147	\$69,829	\$39,673	\$30,156
c. Travel	\$9,455	\$0	\$9,455	\$12,070	\$0	\$12,070	\$13,251	\$0	\$13,251
d. Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
e. Supplies	\$45,584	\$1,674	\$43,910	\$5,757	\$0	\$5,757	\$11,455	\$209	\$11,246
f. Contractual	\$44,470	\$0	\$44,470	\$22,662	\$0	\$22,662	\$28,221	\$0	\$28,221
g. Construction	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
h. Other	\$10,299,196	\$3,640,374	\$6,658,822	\$6,500,485	\$2,421,053	\$4,079,431	\$7,839,107	\$2,963,135	\$4,875,971
i. Total Direct Charges (sum of a through h)	\$10,981,130	\$3,942,949	\$7,038,181	\$6,806,707	\$2,579,791	\$4,226,916	\$8,230,571	\$3,159,695	\$5,070,875
j. Indirect Charges	\$100,000	\$30,000	\$70,000	\$49,721	\$13,101	\$36,620	\$62,221	\$16,851	\$45,370
k. TOTALS (sum of i and j)	\$11,081,130	\$3,972,949	\$7,108,181	\$6,856,428	\$2,592,892	\$4,263,536	\$8,292,792	\$3,176,546	\$5,116,245

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: \$993,823 b. Program Income to Date: \$136,868