

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
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) 12-31-2011	6. Is this the last Report of the Award Period? <div style="text-align: center;"> <input type="radio"/> Yes <input checked="" type="radio"/> No </div>	
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) <hr/> 7d. Email Address Jennifer.riggs@cetfund.org	
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 02-27-2012	

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 over 6,846 individuals about careers, digital literacy, and broadband adoption. Over 111,394 printed and email materials were distributed. A variety of digital literacy courses were provided: 4,546 individuals completed basic digital literacy courses; 545 individuals completed workforce trainings; and 1003 small business owners and employees completed training. Of those trained: 141 participants earned an IT certification. 176 graduates were placed in jobs utilizing their Information and Communications Technology (ICT) skills. Grant sub-recipients assisted 707 individuals in subscribing to broadband at home.

Statewide ACT sub-recipient EmpowerNet (EPN) conducted the Stride Model Training Academy for 2 more organizations in Los Angeles. Two partners trained by EPN have launched ICT certification and job placement programs for low-income individuals resulting in 31 graduates.

CARAT, an ACT sub-recipient working with small business development centers (SBDCs) to provide training, holds monthly meetings with collaborative partners which are designed to share best practices such as: outreach strategies, collateral material used, incentives, grouping of trainings to offer a certificated series, using local media channels, and partnering with other affiliate organizations in their communities. As a result of implementing these promising practices, there was an increase in trainings completed this past quarter despite cancellations and holiday schedules.

Two Get Connected! Roundtables were held during this quarter, one in Silicon Valley and one in the Central Valley. There were a total of 47 participants from 35 organizations, 19 of which are new participants in Get Connected! Partners in Get Connected! Inland Empire including the Housing Authority of the County of San Bernardino (a BTOP-SBA recipient), 2-1-1 and the City of San Bernardino hosted a Computer Help Day in San Bernardino’s main library. Over 100 people received information about digital literacy and affordable broadband, 22 attendees received technical assistance with malfunctioning computers and instructors from 4 community-based organizations were trained on how to start broadband adoption courses at their sites.

ACT sub-recipients Youth Radio, Stride Center, and OCCUR also conducted outreach and trainings at the Alameda County Office of Education (ACOE) Education and Technology Expo on November 19 and several met with leaders from the Regional Broadband Consortia and staff from the California Public Utilities Commission (CPUC) on December 1 at the Regional Leaders Workshop hosted by CETF.

The San Diego Futures Foundation (SDFF) Help Desk provided technical assistance to an additional 560 individuals this quarter.

N.B. Size of Target Audience in section 4A represents equals the cumulative of baseline targets to date.

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	73	Spending is on track at just 4% under baseline of 77%.
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).

Partners spent the first year of this project building their capacity to assist “digital hopefuls” households with some interest and the financial capacity to subscribe to broadband. This type of participant typically requires about five personal interactions with a broadband educator to become an adopter. As the project has progressed organizations are finding it necessary to shift internal resources, training designs and partnerships in order to reach a more “digitally distant” audience. These participants need additional

hours of training and one-on-one case management to bring them through the long process of: understanding broadband's relevance and importance; developing basic skills to be able to utilize broadband applications and stay safe online; finding innovative ways to obtain funding for a computer and subscription; and identifying ongoing technical support to ensure sustainable connectivity.

Many participants in digital literacy and certification programs start with low English literacy. This requires additional class time and instructor support to ensure participants complete the courses with standard high-level skills and the ability to pass certification tests.

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>Size of Target Audience equals the cumulative of baseline targets to date.</p> <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 wit the following ratio: flyers reach 20%; e-mail blasts reach 10%; personal e-mail, 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 Los Angeles County have reached a total of 8,672 with this outreach.</p> <p>SCDC co-hosted a Get Connected! College Conference on October 22 at the Southeast High School. Over 800 people and 40 college recruiters attended this event. Additionally two community health fairs on October 14 (South Central) & 15 (Cudahy) using their Mobile Technology Unit.</p> <p>Chrysalis partners with referral agencies to provide potential clients orientation sessions to their services.</p>	16,250	8,672	0	0
Outreach	San Diego and Imperial Counties	<p>The ACT program in San Diego and Imperial Counties had direct exchanges with 1949 individuals about careers, digital literacy, and broadband adoption. Additionally, over 6,700 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 wit the following ratio: flyers reach 20%; e-mail blasts reach 10%; personal e-mail, 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 San Diego and Imperial Counties have reached a total of 3,835 with this outreach.</p> <p>San Diego Futures Foundation presented digital literacy and broadband adoptions at the following locations: *Concorde Career College (12/06/11) *Mid-City Continuing Education School Resource Fair (12/08/11) *Grandparents Connection Meeting, Tubman-Chavez Center (12/08/11) *Laptop give-away at 17th Annual Christmas Extravaganza: Market Creek Plaza (12/24/11)</p> <p>Flyers targeted to Spanish speaking households were distributed through schools in low income neighborhoods.</p>	7,000	3,835	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, over 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%; e-mail blasts reach 10%; personal e-mail, 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 with this outreach.</p>	19,209	14,952	15	0
Outreach	Statewide	<p>The ACT programs that serve communities statewide had direct exchanges with 4,966 individuals about careers, digital literacy, and broadband adoption. Additionally, over 339,443 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%; e-mail blasts reach 10%; personal e-mail, 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 statewide programs have reached a total of 73,932 with this outreach.</p> <p>EmpowerNet reached 52 people at non-profit roundtable meetings, 30 people at other community events and spoke to 14 potential partner prospects.</p>	13,900	73,932	0	0
Training	Los Angeles County	<p>Size of Target Audience equals the cumulative of baseline targets to date.</p> <p>The ACT programs in Los Angeles County have provided training to 8,327 participants and 134 teachers. Training offered consists of basic, intermediate and advanced digital literacy training, media literacy, animation, media production, workforce skills and technical certifications.</p> <p>ACME is using broadband multi-point videoconferencing and a unique 24/7 online mentoring community platform to connect students and with industry professionals. ACME employs a distinctive "pay it forward" approach. Students offer constructive feedback to their peers across the network to earn access to professional mentors and more accomplished students. This system establishes a pattern of mutual support and collaboration within a community where the highest standards of performance and professional behavior are expected. ACME has assisted 463 families in adopting broadband with successful strategies such as computer giveaways for students who assist the most households in subscribing to broadband.</p>	10,500	8,547	483	0
Training	San Diego and Imperial Counties	<p>The ACT programs in San Diego and Imperial Counties have provided training to 2,079 participants. 35 training participants have earned Information and Communication Technology (ICT) certifications.</p> <p>San Diego Futures Foundation (SDFF) won the 2011 Cyber-Security Award for Education for their work in the City Heights Public Safety Initiative. This program assists community members in staying safe in their neighborhood by using broadband resources. Partners including San Diego State University, an anti-virus software company, and Google Plus collaborated to help community members identify high crime areas, anonymously report crimes, report other safety issues like lighting outages, and to communicate between ethnic communities. SDFF provided assistance to get the first 70 of 300 families to subscribe to broadband and getting the families computers to use these online safety resources. www.Safecityheights.org</p> <p>Under a new partnership with Cox Communications, SDFF will be refurbishing corporate computers returned for refresh.</p>	2,638	2,079	1,768	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	Alameda, San Mateo and San Francisco Counties	<p>The ACT programs in Alameda, San Mateo and San Francisco Counties have provided training to 3,098 participants. Of these, 330 participants have earned Information and Communication Technology (ICT) certifications.</p> <p>Caminos provides 10 week long curriculum about Basic digital literacy and Microsoft applications in addition to skills workshops for creating an e-mail account, basic internet navigation, Internet safety, and Facebook.</p> <p>Goodwill's curriculum is designed to offer learning opportunities at beginner, intermediate and advanced levels in both workshop and formal course format. They have introduced Online Apps and How To Series and are in the process of creating a Mentorship program with Alumni.</p> <p>ACT sub-recipients have been ramping up programs that offer free refurbished computers upon the completion of digital literacy training and confirmed broadband subscription.</p>	4,794	3,908	71	0
Training	Statewide	<p>EmpowerNet has trained a total of 41 individuals from 12 community serving organizations how to deliver the Stride Model A+ Certification program with Job Placement program. Two partners trained by EPN have launched ICT certification and job placement programs for low-income individuals with a total enrollment of 41. Of these, 31 graduated and 16 earned A+ certifications.</p> <p>CARAT and its statewide partners have provided training on small business development applications to 3,152 small business owners, employees and entrepreneurs. Courses have included technology applications for: strategic planning and leadership, marketing, evaluation, and financial management for small businesses.</p>	12,732	2,963	0	0
Job Placements	Los Angeles County	<p>Size of Target Audience equals the cumulative of baseline targets to date.</p> <p>ACT programs in Los Angeles County have placed 533 participants in jobs utilizing digital literacy skills. Individual case management and other wrap-around services have prove to be a best practice for both placing participants in jobs and helping participants to retain those jobs.</p>	650	533	0	0
Job Placements	San Diego and Imperial Counties	<p>ACT programs in San Diego and Imperial Counties work closely with employers to ensure that their training courses address the skills that employers need. 63 participants of workforce development and digital literacy courses have been placed in jobs paying a living wage.</p>	145	63	0	0
Job Placements	Alameda, San Mateo and San Francisco Counties	<p>ACT programs in Alameda, San Mateo and San Francisco Counties has continue to address challenges posed by the current job market by widening their referral network with other CBO's, researching new internship opportunities, enhancing mentorship programs and developing continuing networking opportunities for class graduates who encounter longer gaps between course graduation and employment.</p>	557	297	0	0
Total:			88,375	119,781	2,337	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, and counting the number of free subscriptions distributed. Email from participants using ISP vendor email accounts is 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).

CETF had projected 9,237 adoptions by this quarter and has achieved 2,337

ACT sub-recipients have conducted strategy assessments and redesign to take advantage of lessons learned during their programs and other BTOP program participants. New strategies include the expansion of incentive-based computer distribution program for

participants that become new broadband subscribers; ISP reselling 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.

CETF will conduct its annual survey in partnership with ZeroDivide and the Public Policy Institute of California (PPIC) in August 2012. Overall CETF takes a conservative approach to tracking the outcomes its reports. CETF does not claim total responsibility for all the increases in broadband adoption documented in the PPIC survey. As a conservative approach, CETF claimed 6% of the increase of the number of new adoptions recorded through this survey towards the first grant for sustainable broadband adoption outcomes as a result of its efforts and those of its sub-recipients. This is the same rate of broadband adoption that the United Ways of California/2-1-1 finds when they call back clients who have express an interest in broadband. In 2012 CETF will count 60% of the new adopters under \$40,000 toward ACT's goal of 9,237 as the ACT sub-recipients represent 60% of the sub-recipients in both grants. The remaining 40% will be counted in the first NTIA grant. These results are expected to bring the subscription numbers for the ACT program up to or past the baseline plan.

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 42,128 people. ACT sub-recipients plan to train 4,977 in digital literacy, broadband adoption, and ICT certifications. We aim to place 269 participants in jobs utilizing ICT skills and assist 300 households in subscribing to broadband.

In addition to supporting additional events like Computer Help Days in other cities throughout the Inland Empire, Get Connected! partners will be collaborating with non-profits and government agencies to promote the Earned Income Credit (EIC). The Get Connected! network is joining other community asset building organizations to provide free assistance in applying for both the EIC and broadband services.

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	87	Baseline anticipated spending to be at 92%by the end of next quarter. Several ACT programs have slowed their rates of spending to extend initial project time lines and allow for additional time to achieve outcomes.
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).

A significant challenge will be unveiling the new affordable broadband and computer programs and making sure they offer a quality product and easy enrollment.

There is a lot of interest about the Connect to Compete program but little information is available about how and when the program will be implemented. Partners see this as an exciting opportunity to help families enroll in Southern California and expand their programs. Enrollment for this program is only open two years so early planning and partnerships will be key to its success. To date partners are unclear if there will be local funding opportunities or if only national organizations will be funded that expect local groups to donate their time and expertise.

The California Public Utilities Commission funded 6 Regional Broadband Consortia in December. These Consortia will be working to identify broadband infrastructure needs in their regions and ways to spur adoption. The challenge will be to integrate these Consortia

DATE: 02/27/2012

with the leaders that have attended the GC! Regional Roundtables including the ACT partners.

The newly announced Connect America Fund by the FCC has also raised lots of interest for partners looking to increase broadband for people without children or who are otherwise ineligible for the Comcast Internet Essentials offer or Connect to Compete. While we expect this will take several years to implement there will be a great need for awareness about the program and basic digital literacy for people to enroll in the program.

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	\$259,935	\$160,552	\$99,382	\$315,944	\$189,380	\$126,564
b. Fringe Benefits	\$134,350	\$70,276	\$64,074	\$63,274	\$37,765	\$25,509	\$80,068	\$46,550	\$33,518
c. Travel	\$17,255	\$0	\$17,255	\$14,032	\$0	\$14,032	\$16,189	\$0	\$16,189
d. Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
e. Supplies	\$45,584	\$1,674	\$43,910	\$5,885	\$0	\$5,885	\$11,583	\$209	\$11,374
f. Contractual	\$36,670	\$0	\$36,670	\$26,868	\$0	\$26,868	\$31,451	\$0	\$31,451
g. Construction	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
h. Other	\$10,299,196	\$3,640,374	\$6,658,822	\$7,612,898	\$2,846,330	\$4,766,568	\$9,142,805	\$3,442,550	\$5,700,255
i. Total Direct Charges (sum of a through h)	\$10,981,130	\$3,942,949	\$7,038,181	\$7,982,892	\$3,044,647	\$4,938,244	\$9,598,040	\$3,678,689	\$5,919,351
j. Indirect Charges	\$100,000	\$30,000	\$70,000	\$61,940	\$15,317	\$46,624	\$74,440	\$19,066	\$55,374
k. TOTALS (sum of i and j)	\$11,081,130	\$3,972,949	\$7,108,181	\$8,044,832	\$3,059,964	\$4,984,868	\$9,672,480	\$3,697,755	\$5,974,725

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: \$269,875
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