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-B10594	**3. DUNS Number** 961752131

4. Recipient Organization

City and County of San Francisco 1 S Van Ness Ave 2nd FL, San Francisco, CA 941031275

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 Brian P Roberts	**7c. Telephone (area code, number and extension)** (415) 581-4061
	7d. Email Address brian.roberts@sfgov.org
7b. Signature of Certifying Official Submitted Electronically	**7e. Date Report Submitted (MM/DD/YYYY):** 02-14-2013

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).

No.

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
Sony	BRC H900 Video Camera	10,275	3	A 1/2" 3CMOS CMOS (complementary metal-oxide semiconductor) image sensors Pan/Tilt/Zoom color video camera that delivers exceptionally high picture quality to meet demanding live production requirements. Used for digital media production in support of BTOP project
ARRI	D5 575w HMI Frensel Spotlight	5,643	1	Lightweight Frensel spotlight used for digital media production as part of BTOP project
Sony	Sony PMW-EX3, Semi-shoulder mount camcorder	8,320	3	A compact camcorder with an interchangeable lens system incorporates three ½-inch type Full HD CMOS sensors, each with an effective pixel count of 1920 x 1080, delivering HD images in 1080P, 720P, and 1080i HD resolutions. Used for digital media production as part of BTOP project.
Sachtler	DV12 Cabon Fiber Tripod System	5,199	3	Carbon Fiber Tripod System Fluid Head, 2-Stage Tripod, Mid Level Spreader, Rubber Feet & Padded Bag, Supports 30.8 lbs. Used for digital media production as part of BTOP grant.
Fujifilm	HA 18x7.6 Berm Lens	11,999	1	Lens for use in digital media production as part of BTOP project.
Apple	Mac Pro 2.4Ghz 12 Core Intel XEON	5,610	1	Computer used for digital media editing as prart of BTOP project.
Totals		47,046	12	

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).**

Not applicable.

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 <u>cumulatively</u> 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 <u>completed</u> the course.

Types of Access or Training	Number of People Targeted	Number of People Participating	Total Training Hours Offered
Open Lab Access	65,000	16,160	0
Multimedia	101,000	8,239	101,705
Office Skills	3,000	1,006	3,916
ESL	1,000	86	2,498
GED	0	273	2,262
College Preparatory Training	1,000	154	1,674

Types of Access or Training	Number of People Targeted	Number of People Participating	Total Training Hours Offered
Basic Internet and Computer Use	45,000	6,121	14,456
Certified Training Programs	4,000	672	2,100
Other (please specify):	20,000	1,719	9,848
Total	240,000	34,430	138,459

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).

Economic success:

Multimedia training for youth, cited as a success last year, was expanded in 2012 in both breadth and depth. Over 5,400 youth participants received over 67,000 hours of training. This includes instruction in audio visual production, computer animation, videography, and digital photography. Beyond digital media arts, our subrecipients are also training youth in technical areas, such as Information technology (I)T support, web design, game design, and Android application (app) development (using Massachusetts Institute of Technology (MIT) App Inventor). This kind of quality training to foster creativity and technical know-how will allow San Francisco's youth to become an important asset for our economy in the future.

We have seen success in workforce development, as a number of our subrecipients have provided job-related training – resume writing, online job search, and MS Office training – for older youth and adults.

Social success:

Our projects are closely approaching full implementation and this year thousands of predominantly low-income youth, seniors, and disabled adults have completed a variety of technology trainings, with many more using our BTOP-funded computer labs at schools, community sites, and senior centers. This combination of training and access has allowed our participants to reap the benefits of broadband and information and communication technology (ICT) as savvier consumers and burgeoning producers of digital content and services. Among our seniors and disabled adult population, there have been numerous success stories detailing how BTOP activities have helped to improve health or quality of life. Examples include immigrant seniors who use videoconferencing to reconnect with family overseas, a low-vision participant who learned how to use ZoomText and screen reading applications to research health resources for his mother with Alzheimer's, and participants with long-term chronic illnesses who use computer games to reduce anxiety and improve their focus.

With our youth population, the successes of BTOP go beyond the multimedia, digital literacy, and other types of training we have provided for individual participants. We are beginning to see positive impacts expand to the schools and communities in which we operate. At several schools, teachers have consulted with our technology coordinators and utilized our equipment to incorporate education technology into their classrooms. In after school settings, BTOP labs are being used by program staff and teachers to run Cyber High (the school district's online credit recovery classes) and academic enrichment classes using products like Khan Academy, Google Earth, and Mission US. Finally, our youth participants are beginning to leverage their tech training and resources to improve their communities. For example, this year our youth groups used digital media and web-based mapping tools to strengthen their community health, anti-smoking, and environmental campaigns, while others produced documentaries and PSAs which were screened at talent shows, school events, and our own citywide Youth Digital Media Showcase. With strong participant retention, we hope to build on this year's successes as we enter the final months of the award period.

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).
83	Our estimate of broadband adoption is based on the percentage of respondents to a survey of a randomly selected group of San Francisco residents. The City Survey is a biennial survey completed in June 2011 and published in October 2011 covering all aspects of the City of San Francisco. There was a 37% reponse rate to this mail, phone and web survey with a sample size of 3979 completing the survey. The survey was conducted for San Francisco's Controller's Office by the public opinion research firm ETC Institute. The adoption level represents a 13% increase over the level at project inception. Our initial estimate of broadband subscribership was based on the 2009 City Survey. Here is a link to the report and survey data: http://www.sfcontroller.org/index.aspx?page=77

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)?

The two most common barriers to broadband adoption continue to be digital literacy/familiarity and affordability. To address the first problem, we are now providing more training activities and continuing outreach efforts at over 70 sites, as our project becomes fully implemented. Aside from teaching the basic mechanics of computer and Internet use, most classes take the time to show participants why and how to access the many beneficial content, resources, and services available online. Examples include social networking and videoconferencing to help seniors stay connected to friends and family or trainings on School Loop (the school district's web-based communications portal) to help parents better monitor their children's progress in school.

While our program does not directly address the affordability issue, some subrecipients are individually working with a broadband provider to provide information on discounted subscriptions for low-income families.

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)

Not Applicable.

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

An overarching lesson learned this year is for programs to avoid the "build it and they will come" mentality. As with any successful program, an effective BTOP project requires significant investment in assessment of community needs and participant skill level, outreach targeted at the appropriate audience, and relationship-building among program staff, service providers, and participants. For example, if a project seeks to increase broadband use and awareness at a senior center whose clients have impaired mobility and low starting interest level in technology, having staff bring laptops or tablets into recreation and dining common areas will likely be much more effective than expecting clients to make their way to a computer lab. This simple yet thoughtful tactic was employed by one of our senior centers this year to great effect.

Another lesson learned is the value of incentives to engage older youth and adults in training. Subrecipients who connected trainees to job placements, internships, or social enterprise activities provided participants with an opportunity to immediately apply their new skills and motivated them to learn more. Similarly, our City College of San Francisco classes which train participants on starting and operating their own online home business had strong attendance during its pilot run this year.