

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 11-43-B10516	3. DUNS Number 829024541
4. Recipient Organization One Economy Corporation 1220 19th Street, NW, Suite 610, Washington, DC 20036		
5. Current Reporting Period End Date (MM/DD/YYYY) 12-31-2011	6. Is this the last Annual Report of the Award Period? <p style="text-align: center;"> <input type="radio"/> Yes <input checked="" type="radio"/> No </p>	
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 Samuel Gaillard Director of Management Info	7c. Telephone (area code, number and extension) 202-393-0051 X1206	
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7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 01-30-2012	

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).

One Economy's SBA project includes an affordable access component that delivers a broadband connection directly to low-income households across the United States. One Economy's Access Services division works with affordable housing owners, nonprofit organizations, municipalities and technology companies to provide wireless network installations, affordable wireless hardware, and monitoring and maintenance services. The broadband service delivered through One Economy's SBA project is comprised of two separate approaches.

The first is managed primarily within One Economy's Access Services division and is based on a shared-access strategy that deploys low-cost, shared wireless mesh networks in affordable Multiple-Dwelling Unit (MDU) housing developments. The shared-access strategy uses a Meraki mesh router to wirelessly distribute a business-grade broadband connection across eight housing units. By sharing the broadband connection across several households, we are able to achieve an operational cost that is below market rate. In this approach, One Economy also provides two years of monitoring and maintenance services, which are conducted by the Access Services division, as well as a Community Technology Associate, who provides onsite training and technical assistance.

For the second approach, One Economy negotiates partnerships with Internet Service Providers (ISPs) to provide in-kind donations or reduced cost broadband service, which is then distributed in wholesales packages to affordable housing developments or through direct partnerships with community-based organizations. In this approach, the broadband technology distributed through wireless, cable and DSL, and is installed by the ISP-partner in each household.

Both of these affordable access models are delivered on the assumption that as residents become more digitally literate their willingness-to-pay will increase and they will demand a higher-grade broadband service from the partner Internet Service Provider (ISP). Thus, One Economy provides 12 to 24 months of free Internet service for each property, with the subsequent years offered at a very low cost, beginning at approximately \$10 a month per household.

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
N/A	N/A	0	0	N/A
Totals		0	0	

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).

N/A

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 cumulatively 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 completed the course.

Types of Access or Training	Number of People Targeted	Number of People Participating	Total Training Hours Offered
Open Lab Access	0	0	0
Multimedia	0	0	0
Office Skills	0	0	0
ESL	0	0	0
GED	0	0	0
College Preparatory Training	0	0	0
Basic Internet and Computer Use	81,500	89,986	89,986

Types of Access or Training	Number of People Targeted	Number of People Participating	Total Training Hours Offered
Certified Training Programs	3,500	2,532	50,640
Other (please specify): N/A	0	0	0
Total	85,000	92,518	140,626

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).

One Economy's more than a decade of experience has confirmed that individuals are much more likely to sustainably adopt broadband when the technology is delivered in tandem with tools and resources that boost socioeconomic outcomes and add tangible value to their lives. This approach enables individuals to immediately realize the value that a home broadband connection can have in the context of applying for jobs, boosting educational outcomes, or improving personal health. With this in mind, One Economy seeks to incorporate a variety of components into its programs that address social and economic outcomes, in addition to providing broadband access or digital literacy training.

Within the organization's digital literacy training programs, One Economy has integrated workforce development components into its Community Technology Associates (CTA) and Digital Connectors programs that will boost graduates' ability to compete for jobs and higher education opportunities once they have completed the program. CTAs receive basic workforce development and life skills training through the 12 months they participate in the program. The curriculum is designed to increase workplace IQ, improve workplace performance, and prepare CTAs for employment opportunities in the near future. The Curriculum also emphasizes financial literacy, professionalism in the workplace, social media, public speaking, community outreach, and leadership development. To date, 42 CTAs have enrolled in the program and received this workforce development training.

Youth participating in One Economy's Digital Connectors program, delivered through the BTOP grant, receive training in a variety of subjects intended to improve their future education and jobs prospects. The Digital Connectors curriculum covers areas in leadership, personal development, financial literacy, as well as media production and civic journalism. In the area of workforce development, the curriculum covers resume and cover letter writing, interview skills, and professionalism in the workplace. Finally, youth that complete the program receive a certificate of completion in the Cisco IT Essentials, a computer hardware and software curriculum that provides an introduction to the skills needed for entry level information and communication technology professionals and prepares them for further certifications such as CompTIA A+ certification. Through One Economy's Digital Connectors programs funded through BTOP, 2,532 individuals have received more than 50,000 hours certified training.

In addition to One Economy's on-the-ground training programs, the organization's EITC Tax campaign leverages broadband technology to provide an enormous socioeconomic boost to low-income individuals across the United States. The campaign provides free EITC and income tax-filing services through the Internet, as well as One Economy's mobile tax preparation vehicles – vans that are outfitted with laptop computers, hardware, and online software, and delivered a full complement of tax services. During the 2011 campaign, One Economy reached more than 32,000 clients who filed 23,567 low- to moderate-income tax returns, representing an increase of more than 20% from the previous year's campaign. Through this effort, One Economy returned over \$38 million in refunds to our clients, saving more than \$4.5 million in tax preparation fees for filers that used our free online Beehive tax tool.

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).
33	<p>Based on the number of households One Economy has currently connected, the overall usage rates in those housing developments, and the training and awareness activities associated with the project, One Economy estimates the level of broadband adoption to be approximately 33% of the 150,000 total for the communities served by our SBA project.</p> <p>One Economy arrived at this estimate using the number of households (12,271) we have directly connected over the course of the project, and extrapolating that figure based on the average overall usage of those networks and estimated effect of recently launched affordable broadband offerings in several of our target communities. The average network usage within the households receiving broadband through One Economy's SBA project is approximately 200%, suggesting an adoption rate of that is twice the number that we have directly connected, or approximately 25,000.</p> <p>One Economy estimates that our digital literacy training, community advisory board efforts, and impact of the public awareness campaign have also significantly boosted the demand for broadband in our target communities. Furthermore, Comcast recently launched its Internet Essentials initiative, which offers broadband for \$9.95 a month to qualifying low-income households in several of One Economy's most populated target communities, including Philadelphia, Chicago, Washington DC, Seattle, Portland,</p>

<p>5a. Adoption Level (%):</p>	<p>Narrative description of level, methodology, and change from the level at project inception (600 words or less).</p>
	<p>San Francisco, Atlanta, and Boston. Due to the increased demand from One Economy's training and awareness activities, combined with the recent supply of broadband service that is closer to our target population's price point, we estimate an additional 25,000 households have adoption broadband in the communities served by our SBA project.</p>
<p>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)?</p>	
<p>The two largest barriers to broadband adoption that One Economy has experienced this year include 1) providing access to affordable hardware offerings and 2) the context of digital literacy training, both in terms of the location in which it is delivered and the specific issues the training addresses beyond basic computer and Internet skills. While the latter barrier is similar to the barriers the organization identified in the previous year of SBA project implementation, it was not until this current year that we encountered significant issues around the availability of affordable computing options. However, given recent survey findings by the NTIA and Economic and Statistics Administration that reveal lack of interest, lack of affordability, and inadequate computer as the most prominent reasons households are not adopting broadband, One Economy is not surprised that we encountered these issues as our programmatic staff increased their on-the-ground activities throughout 2011.</p> <p>The affordable hardware barrier was encountered most frequently among our Community Technology Associates (CTAs), who work directly with the low-income populations that receive home broadband through One Economy's SBA project. CTA's reported that residents frequently requested information regarding where they could purchase affordable computers to use on the newly installed networks , or brought them devices that were malfunctioning or inadequate for the free broadband offering.</p> <p>One Economy developed several responses to this barrier, including short-term solutions focused on providing affordable options at the local level, as well as longer-term solutions focused on larger partnerships that will result in the provision of affordable computing options at the national level. At the local level, One Economy has leveraged youth participating in its Digital Connectors programs and partnered with local organizations that provide computer refurbishing services to develop a supply of affordable computers that can be purchased by residents receiving broadband through the SBA project. At the national level, One Economy has secured a partnership with a national computer refurbisher that will result in a \$150 computer offering for households that have at least one student in the National Free School Lunch program.</p> <p>As we described in 2010 Annual Performance Progress Report, to address the second barrier, One Economy strives to offer numerous digital literacy training opportunities in a variety of contexts and at various skills levels. Expanding on this approach, One Economy has also begun to increase the delivery of targeted trainings through local and national partnerships that provide access to underserved populations that may not have been aware of such training opportunities or reached through our traditional programmatic channels. For example, in the past year, One Economy has partnered with a large technology company located in Silicon Valley to provide onsite digital literacy training to their janitorial staff. Similarly, One Economy has recently developed a partnership with a large media company in Florida that will allow us to provide our EITC and income tax filing services to its employees on the company's premises.</p> <p>At the local level, we also continue to leverage our Digital Connectors and CTAs in innovative ways to reach some of the more isolated residents of underserved communities. One Economy's programmatic staff has worked to establish partnerships with local governments, community-based organizations, and existing local activities in order to reach residents in familiar and comfortable settings. Examples include trainings at local United Ways through Martin Luther King Jr. Day service, organizing community technology festivals with Community Advisory Boards, and conducting a "Walk for Education & Digital Literacy" to spread awareness.</p>	
<p>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)</p> <p>N/A</p>	
<p>8. Please describe any best practices / lessons learned that can be shared with other similar BTOP projects (900 words or less).</p> <p>Largely based on the One Economy's response to the contextual barrier outlined in Question 6, the organization has developed a set of best practices that seeks to employ a lifecycle approach to digital adoption founded on creating programs that fit community goals and vision, rather than imposing a one size fits all approach. This approach begins by obtaining local input and buy-in, and ends with a tailored digital literacy effort that both meets the residents "where they are" in the community and addresses pre-existing needs. By employing best-practices which comprise this approach, One Economy seeks to not only achieve significant impact throughout the community, but also ensure sustainability by enabling the local community stakeholders to leverage the program and continue its activities beyond the initial investment.</p>	

The following are examples of some of the best-practices that comprise One Economy's approach to community-based broadband adoption:

Community Advisory Boards (CAB): The initial round of community outreach is to stakeholders identified in the community mapping process. Prominent members of the community are asked to participate in a community advisory board with the following goals:

- Take regional ownership of and provide support for regional BTOP award implementation.
- Improve community technology adoption outcomes by building awareness and fostering use of technology adoption best practices for affiliate and community partners.

The ideal CAB includes representatives from the city, schools, businesses, community-based organizations and student leaders and their parents. Membership covers a broad range of educational, business, city and community interests and ensures community buy-in for One Economy programs and initiatives.

Community Technology Associates (CTA): One Economy's CTA program provides digital literacy training to low-income housing residents by directly connecting residents with onsite technical assistance and support. The CTA program hires residents within the connected communities and trains them to help maintain the installed wireless network and then provide support to their neighbors on the importance of broadband adoption activities. This simultaneously improves the economic outlook of the resident trained to become a CTA, and arms residents with real skills that help them find resources and jobs. Additionally, residents develop an appreciation for broadband and continue to subscribe after the free period of Internet expires. With a goal to train approximately 25 residents per month, CTAs have extended their networks into surrounding community spaces and have had great successes hosting training sessions at local libraries in the greater Chicago area.

The Street Team. In San Francisco, One Economy developed a "Street Team" that consisted of college and high school interns volunteering their time to bring capacity to the local community and to provide digital literacy trainings. Seeing a need to provide meaningful internship experiences to individuals interested in careers in technology training and education, One Economy developed an intern program to allow Street Team members to learn how to teach a computer training curriculum. In exchange, the interns have helped increase One Economy's presence in our target BTOP cities and solidify partnerships while moving us toward our BTOP training goals. The Street Team is further incentivized through donations solicited from corporate partners and a partnership with the local Mayor's office. Since February 2011, the Street Team in San Francisco has trained over 1,000 community members on basic to advanced computer topics.

Mobile Van Training: Meeting the needs of communities who have limited computer access at home or in their neighborhoods, One Economy deploys a mobile computer lab van driven by an experienced computer trainer. The van contains ten computers, tables and a mobile hotspot, creating an instant training lab that is ideal for raising awareness about digital literacy challenges and multiplying the impact of community launches and other events. Nationwide the van has trained thousands of people.

Community Events: By partnering with existing events hosted by community anchor institutions, One Economy is able to capitalize on local community-building efforts and provide digital literacy needs and computer training in a space already frequented by local residents. For example, in Hillsboro, OR One Economy partnered with the Celebrate Hillsboro Community Event and set up a table to raise awareness of our local programs, as well as provide digital literacy training onsite. At the end of the festivities, over 100 community members had been trained on using the BeeLocal App to find local resources, and using the Beehive to make a budget and connect to other useful tools.

Digital Connectors as leaders. Each year, the Andrew and Walter Young YMCA of Atlanta, GA operates a 10-week summer camp for children 5-18 years of age. Throughout the camp, Digital Connectors, also in attendance at the YMCA for Cisco authorization courses took the responsibility of providing instruction to the 9-18 year old campers with Microsoft office products and email, instruction on web research and technical assistance with computer. They also helped older teens with college searches and MS PowerPoint shows on their findings. More than 1,600 training hours were delivered to hundreds of campers throughout the ten weeks.