

RECIPIENT NAME:One Economy Corporation

AWARD NUMBER: 11-43-B10516

DATE: 01/30/2012

OMB CONTROL NUMBER: 0660-0037

EXPIRATION DATE: 12/31/2013

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 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 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 Samuel Gaillard Director of Management Info	7c. Telephone (area code, number and extension) 202-393-0051 X1206	
	7d. Email Address sgaillard@one-economy.com	
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 01-30-2012	

Project Indicators (This Quarter)

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

One Economy and Broadband Opportunity Coalition (BBOC) BTOP funds support four areas to generate broadband adoption in under-served communities. The following activities were completed this quarter:

Affordable Access

We provided Internet access to 12,271 households in multiple cities in California, Connecticut, Illinois, North Carolina, Ohio, Oregon, Washington, South Dakota, and Texas as well as in Atlanta, Milwaukee, Norfolk, St. Louis, and Washington DC.

Digital Literacy

44 Digital Connector youth training programs started and are in progress this quarter with over 650 youth enrolled. We held digital literacy trainings with over 20,000 participants in multiple states.

Awareness

We reached over 1 million people through our media and outreach efforts. We launched a successful We Are Now Connected event in Chicago with residents, elected officials, corporate and community partners in attendance. Initial evaluation visits were completed for 4 of our 5 test cities.

Online/Mobile Content Creation

Craig Stokes Style Minute was released as a featured program on our Public Internet Channel. In addition, the following productions started this quarter and are currently in post-production: Urban Organic, Everyday Tech, Front Seat Chronicles, and a pilot for a Kevin Frazier-hosted entertainment show tying into the Beehive.

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	59	We exceeded our target slightly due to completing the administrative tasks required for booking our in-kind matching funds.
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).

No challenges to report this past quarter as we were able to achieve planned progress against the project milestone.

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

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
Affordable housing units/ low income households connected	Multiple cities in California, Connecticut, Illinois, North Carolina, Ohio, Oregon, Washington, South Dakota, Texas; Atlanta, Milwaukee, Norfolk, St. Louis, Washington DC.	No- to low-cost broadband service through wireless mesh networks installed at affordable housing sites, and direct connect service packages using wireless, cable, and DSL technology provided to low-income families	13,000	12,271	12,271	0
Training Programs	Nationwide	2,550 youth and 198 instructors trained for Digital Connector programs, 63 Community Technology Associates/Mobile Lab Van Drivers trained, Community digital literacy trainings led by OE staff, partners and Digital Connector youth with 89,707 participants	85,000	92,518	0	0
Outreach Activities	41 States	Organizations involved in our activities include members of our 16 Community Advisory Boards, BBOC partners, Digital Literacy training partners, Housing partners, Digital Connector cohorts and media/online outreach partners	426	430	0	0
Awareness Campaign	Nationwide	City-wide launch events completed in 6 cities. Along with our BBOC partners, we continued community and media outreach, with Public Service Announcements on TV and Radio being aired nationwide. Viewership of our web properties such as the Beehive and PIC.tv continue an upward trend.	8,000,000	11,295,864	0	0
Total:			8,098,426	11,401,083	12,271	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).

The 12,271 subscribers are affordable housing units/low-income households connected with BTOP resources to broadband service. One Economy anticipates connecting a total of 27,000 housing units/subscribers. As a result of these efforts, we estimate that an additional 123,000 subscribers will subscribe using their own or other resources. A third-party evaluator will independently determine our impact on new subscriptions.

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).

We continued to catch up from challenges from prior quarters but are very near target and back on track for next quarter.

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

Households: 12,271

Businesses and CAIs : 0

Project Indicators (Next Quarter)

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

Through our affordable access program, One Economy plans to complete wireless network installations at affordable housing developments in Atlanta, Raleigh, and Seattle.

We plan to have We Are Now Connected city-wide launch events in Portland and San Jose which will coincide with resident trainings and partner recognition. Digital literacy trainings will continue nationwide. Community Technology Associates in California, Atlanta, Chicago, Milwaukee, Norfolk, Portland, Seattle, and St. Louis will continue providing digital literacy training to housing residents. Digital Connector programs already in progress will also provide digital literacy training in their communities.

Broadband Opportunity Coalition (BBOC) partner television and radio Public Service Announcements in various languages will be marketed and broadcast in key tier I, II, and III markets around the country, also focusing on Hispanic and Asian markets. Data from first round evaluations completed at our test and control cities will be gathered and analyzed.

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	67	We plan to meet our baseline target next quarter.
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).

We are currently on track to meet our planned progress for the next quarter, and do not anticipate any significant challenges.

