ANNUAL PERFORMANCE PROGRESS REPORT FOR SUSTAINABLE BROADBAND ADOPTION

General Information

1. Federal Agency and Organizational Element to Which Report is Submitted	2. Award Identification Number	3. DUNS Number
Department of Commerce, National Telecommunications and Information Administration	17-43-B10507	140652640

4. Recipient Organization

City of Chicago 50 W. Washington St., Suite 2700, Chicago, IL 60602

5. Current Reporting Period End Date (MM/DD/YYYY)	6. Is this the last Annual Report of the Award Period?
12-31-2012	◯ 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	7c. Telephone (area code, number and extension)
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7b. Signature of Certifying Official	7e. Date Report Submitted (MM/DD/YYYY):
Submitted Electronically	02-22-2013

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).

The City of Chicago's sustainable broadband adoption project does not promote one particular broadband technology. Instead it aims to educate residents on the different options available. The City and its partners are addressing the primary barriers to adoption: lack of interest, difficulty of use and cost.

Our strategy for Broadband Technology Adoption is based on a multi-pronged approach. Existing "Smart Communities" and their corresponding "Smart Community Plans" tie into an overarching master plan centered on five strategies: build awareness, expand digital education and training, improve access to technology, generate local content about neighborhood news and resources, and help grow existing businesses and attract new ones. Other key projects include marketing campaigns to boost adoption, creation of FamilyNet Centers for training and access, expansion of broadband at public computing sites, community portals, expansion of youth programs in schools and at libraries, and the establishment of Business Resource Centers that build capacity.

The broadband technologies that the YOUmedia Chicago Public Library (CPL) branch expansion project supports are access to laptops utilized by students who attend the program at the library. Students can use Mac laptops to take part in digital media workshops, create digital media artifacts, and engage with private online social networks that fosters their creativity and learning around digital media. YOUmedia participants also have access to new digital media technologies that allow them to learn and demonstrate new media skills on professional music, graphic, and video equipment such as MPC machines, digital drawing tablets, and high quality video and photography cameras.

With access to laptops, students gain access to online networks and open-source programs that allow them to further their digital media education. YOUmedia students can now interact with one another on a private social network where they can discuss media from a social and technical perspective, receive constructive feedback from peers around the media artifacts they create, and interact with mentors who are professionals in various digital media fields to gain further knowledge and expert advice around the medium their interact with most.

The Digital Youth Network (DYN) program requires technologies such as computers (laptops and PCs) with internet access as well as software specific (e.g., Aviary Garage Band, iMovie, Media Maker, Adobe Photoshop) to each medium. DYN also promotes technologies such as an online Remix World. Remix World is DYN's online social learning network where students post and share their work with classmates, mentors and a wider DYN audience. Remix world allows for students to access mentors for 24/7 critique and feedback on student artifacts.

The City has been working with Comcast to promote the Internet Essentials Program not only in Smart Communities but also in Chicago Public Libraries and through Chicago Public Schools. As of the end of 2012, Comcast reported that there have been over 11,000 families connected through Internet Essentials activations in Chicago. Additionally, Comcast has conducted digital skills training at Smart Communities partner locations.

Smart Communities also distributed Sprint aircards to earned netbook recipients. The aircards enabled participants to receive 10 days of service or 100MB with no service charges to activate the card and the ability to reload cards at Sprint retail locations.

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).**

The Broadband Technology Opportunity Program provided community based organizations with desktops and furniture to FamilyNet Managers and Centers to build out the Center and to offer training classes and extended computer access. Netbooks/Macbooks and hardware were purchased for Tech Organizers to perform job duties. Desktops and laptops were purchased for Business Resource Networks coordinators to offer small training classes to small business owners. Netbooks were provided to residents so that they could utilize their new computer skills, continue educational growth and search for new job opportunities. After completing training, desktops are provided to small business owners to help them utilize technology tools for efficiency and growth.

The following equipment was distributed in 2012:
Earned Computer Netbooks - 952

Earned Computer MacBooks - 2
Earned Computer Desktops - 98

All YOUmedia equipment and supplies were distributed to three different library branches and utilized by middle school students ages 11 - 14. The CPL branches that received supplies include three branches in Smart Communities: Thurgood Marshall in Auburn-Gresham, Rudy Lozano in Pilsen, and Richard M. Daley in West Humboldt Park.
Equipment distributed at YOUmedia sites included Macbooks, digital still and flip cameras, printers, digital drawing tablets, scanners, and digital media software.

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	0	0	0
Multimedia	600	661	8,228
Office Skills	6,295	4,697	9,394
ESL	0	0	0
GED	0	0	0
College Preparatory Training	0	0	0
Basic Internet and Computer Use	18,200	14,308	28,616
Certified Training Programs	0	0	0
Other (please specify): Job Readiness Training	87	63	126
Total	25,182	19,729	46,364

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).

As a result of the BTOP, 12 full-time positions were created: one full-time Smart Community Program Officer, five full-time Tech Organizers, six full-time FamilyNet Managers. Additionally, 29 partial positions were created: 20 Digital Youth Network Mentors, 4 Business Resource Network Coordinators, and 5 Portal Managers. The City also employs a BTOP funded program manager at 40%. Residents and small businesses owners participated in neighborhood launches that provided information on technology training and other BTOP related resources. The community portals were accessed by 144, 070 unique visitors. The portals are websites focused on a single neighborhood that feature news stories, opinion pieces, calendar of events and directory items. In 2012, Smart Communities residents earned 952 netbooks and businesses earned 98 desktops. The Digital Youth Network after school program served 200 youth at 9 Smart Communities locations.

YOUmedia: Youth After School Program and HOMAGO: Hanging Out, Messing Around, and Geeking Out Model
The YOUmedia after school program recently shifted its youth population served from serving both middle school and high school students to serving only middle school students. By making this change, YOUmedia is able to better serve and maximize the time middle school students have with mentors and in workshops because it allowed us to implement a version of Hanging Out, Messing Around, and Geeking Out (HOMAGO) which is defined as time for open lab or "hanging out" time. By only serving middle school students, they are able to maximize their time finishing workshops without the next workshop session--formerly for high school students--cutting into their session.

The CPL Lozano branch in Pilsen Smart Communities implemented HOMAGO in various ways by opening a space in the lobby of the library to provide opportunities for students to engage with media, mentors, and equipment outside of workshop hours. The space quickly grew from having the lowest attendance of the three branches to the highest. Purchasing furniture and accessories for each of the CPL YOUmedia sites helped to define a designated space for YOUmedia.

Over the past year, the YOUmedia program participated in many community events and programs including: Dia De Los Ninos, Fiesta Del Sol, a gallery exhibit in a coffee shop, a video contest in conjunction with DYN in Pilsen, and publications in DYN's student magazine of student work from all Smart Communities CPL three branches. Additionally, students at the Humboldt Park Smart Community collaborated with and participated in a monthly open mic night. One of the students from the Lozano branch had his work selected as the cover design for a book written by Dr. Karen Mossberger.

YOUmedia also organized an event that brought students from all four Chicago YOUmedia sites for a gaming tournament event for the CPL's Summer Reading Program. This event included over 60 middle school students and 20 high school students.
In 2012, 619 YOUmedia students were served.

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).
56	Neighborhood-level data from a July 2009 technology study conducted by the University of Illinois at Chicago demonstrates a broadband adoption rate of approximately 45% across the five neighborhoods included in the Smart Chicago Sustainable Broadband Adoption project. This data point served as a baseline against changes in broadband adoption can be measured over the course of the BTOP project. The City has set the goal of generating 11,386 new high-speed Internet subscribers in the Smart Communities. The City and its partners have taken a number of steps to measure growth in broadband subscribership in the target areas, including: working with front-line program staff at sub-recipient organizations to identify program participants that have become new broadband subscribers; collaborating with the University of Illinois at Chicago and the Partnership for a Connected Illinois to repeat the 2009 study with support from NTIA's State Broadband Data and Development Grant Program; requesting that Internet service providers in target areas provide aggregated, de-identified data changes in broadband subscribership; collaborating with Comcast to promote their discount Internet Essentials program by not only promoting, but also providing training; engaging a third-party academic research institution to perform a formal program evaluation of the Smart Chicago Sustainable Broadband Adoption project. The Smart Communities initiative began in 2010 so survey or study data to date covers the period before and one year after the program's initiation. In 2013, we will have more data for our formal program evaluation. Over the three year period, among Smart Communities neighborhoods, the percentage of Broadband Adoption increased by 11 percent versus only 6 percent for the Citywide average. The preliminary citywide survey data indicates that there is a slightly higher rate of change for Broadband Use at Home/Adoption. Over the three year period, among Smart Communities neighborhoods, the percentage of the population using the Internet anywhere who adopted broadband in the home increased by 11 percent. In all other neighborhoods of the city, broadband in the home increased by 6 percent. The preliminary citywide survey data indicates that there is a higher rate of change for Internet Use Anywhere in Smart Communities in comparison with other analogous community areas and averages. (Internet use in any location includes public access and Internet access on mobile devices.) Over the three year period, among Smart Communities neighborhoods, the percentage of the population using the Internet anywhere increased by 17 percent. In all other neighborhoods of the city, Internet use at any location increased by 4 percent. This is a statistically significant finding. Over this three year period, among Smart Communities neighborhoods, the percentage of the population with broadband at home increased by 9 percent. In other neighborhoods of the city, home broadband rates also increased, but at a slower rate (6 percent increase). Based on 2010 Census population data and point estimates for the 2011 citywide survey, for Smart Communities, rough estimates indicate that around 31,850 more people in Chicago's Smart Communities geographic area have broadband in the home compared to the 2008 survey and population data. The 2011 neighborhood point estimates should reflect change in the community areas. As far as whether there is any growth in broadband at home in the community, this estimate is our best estimate of that growth in the Smart Communities geographic areas and reflects individuals and not households.

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 expressed by community residents are cost and interest/difficulty of use. Residents interested in training at FamilyNet centers are required to attend a Center for Working Families orientation. Financial counselors are available to assist residents with financial opportunities (i.e., increasing household income, budgeting, access to public benefits) for their households. As a result of these sessions, our intent is that participants will see the importance of internet services, technology and recognize the personal and economic opportunities of internet participation and budget accordingly. The Smart Communities community portals also provide locally-generated content thus demonstrating the value of broadband internet at the local level.

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)

A total of $1,907,680 of subcontracts were awarded to vendors/consultants. As a part of our procurement process we encouraged proposals form M/W/D businesses. As a result, five contracts were awarded to women-owned businesses. Three out of five were

African-American women-owned businesses in the amount of $741,930; two were women-owned businesses in the amount of $868,620. To date, sixteen grants were provided to African-American led community-based organizations (CBOs) totaling $1,236,738 and eight grants to Latino-led CBOs totaling $879,483.

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

Best practices/lessons learned this year include:
-Critical financial and program compliance management is essential from start-up and throughout the program including multiple trainings for financial and program compliance for sub-recipients at administrative and program staff levels
-Expect delays in programming due to staff turnover and training new and existing staff
-Establish partnerships and various strategies to work with telecommunication companies for successful broadband adoption

Family Net Center—Training
There is a wealth of evidence about the economic benefits to individuals who use computers and the internet at work. Vulnerable populations — those who have limited technology training and skills, limited language skills, less education, or who lack of access to technology — fall behind as technology continues to advance. Preliminary data from the Center for Working Families indicates that Smart Communities training participants who received training at the Family Net Center and at least one additional employment service have higher rates of employment than those Center for Working Family participants who did not attend Smart Communities training. Coupling the Smart Communities Family Net Center training with other employment services such as financial counseling and job readiness training. Rigorously track end user outcomes, such as net income, access to credit, and employment. Offering training in Spanish was key to the success of Smart Communities where English is not the dominant language in the home. Everyday Digital and Civic 2.0 curricula are unique, and similar curricula are not offered in other digital literacy training programs or in Spanish.

Business Resource Networks (BRN)
Some of the businesses could benefit from the general digital literacy curriculum such as Everyday Digital and Civic 2.0. Rigorous tracking of participant business outcome data such as access to capital, jobs created or revenue generated, would have been valuable data points to collect. BRN resources coupled with other business support networks such as Chambers and Chicago's Special Service Areas could be leveraged for more participants and resources.

YOUmedia
One of the major lessons learned is the importance of detailed and well-timed planning and staff development. The YOUmedia staff found that there were many areas where roles and responsibilities overlapped due to the nature of the program. For example, the cyber navigators began to engage youth in a deeper way and understand how to build and navigate those relationships as well as become a sort of ambassador for the program so that their programs could better thrive in their CPL YOUmedia branch communities.

The YOUmedia staff also learned that in order to do properly market programs in local communities, allow for sufficient time to reach out to local partners.

Much consideration was given to decide if the branch structure should include both middle school and high school students. The final decision was to change to a model that served only middle school students. Because there was one population served, serving only middle schoolers allowed for more time offering quality workshops and more time for students to interact with the media and equipment. When we were serving both age groups there was significant time constraints and challenges. Mentors were rushed between workshops and the workshops were not long enough to complete tasks. With the change, YOUmedia staff was able to remedy any issues related to mixing the age groups, and the program has since flourished.