

RECIPIENT NAME:City of Chicago

AWARD NUMBER: 17-43-B10507

DATE: 03/25/2014

OMB CONTROL NUMBER: 0660-0037

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### ANNUAL PERFORMANCE PROGRESS REPORT FOR SUSTAINABLE BROADBAND ADOPTION

#### General Information

<b>1. Federal Agency and Organizational Element to Which Report is Submitted</b> Department of Commerce, National Telecommunications and Information Administration	<b>2. Award Identification Number</b> 17-43-B10507	<b>3. DUNS Number</b> 140652640
<b>4. Recipient Organization</b> City of Chicago 50 W. Washington St., Suite 2700, Chicago, IL 60602		
<b>5. Current Reporting Period End Date (MM/DD/YYYY)</b> 12-31-2013	<b>6. Is this the last Annual Report of the Award Period?</b> <input checked="" type="radio"/> Yes <input type="radio"/> No	
<b>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.</b>		
<b>7a. Typed or Printed Name and Title of Certifying Official</b>  Danielle DuMerer	<b>7c. Telephone (area code, number and extension)</b>  312-742-1221	
	<b>7d. Email Address</b>  danielle.dumerer@cityofchicago.org	
<b>7b. Signature of Certifying Official</b>  Submitted Electronically	<b>7e. Date Report Submitted (MM/DD/YYYY):</b>  03-25-2014	

**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 did not promote one particular broadband technology. Instead, the City and its partners addressed three primary barriers to broadband adoption through its SmartChicago Sustainable Broadband Adoption grant including, lack of interest, difficulty of use, and cost of services.

The City and its partners have implemented a multi-pronged approach to encourage Sustainable Broadband Adoption in the Smart Communities of Auburn-Gresham, Chicago Lawn, Englewood, Humboldt Park, and Pilsen. This work began with a bottom-up planning process that resulted in community-specific plans, as well as a cross-cutting Smart Communities master plan, that identifies ways that technology may be leveraged to improve education, public safety, health, and other community outcomes. Key projects included: expanding access to technology resources and training at FamilyNet Centers; generating local content, news, and resources through community web portals; helping small businesses leverage technology to sustain and grow through the Business Resource Network; deploying a targeted marketing campaign to boost adoption; and expanding digital media training for youth at schools and libraries.

Residents who were part of the Earned Computer Program at the FamilyNet Centers received Sprint aircards, which enabled program participants to receive 10 days of free service or 100MB. The residents could then choose to reload the cards at Sprint retail locations. These same residents also attended classes that taught them how to use their netbook and provided information about the different broadband options available in Chicago as well as help for budgeting for a monthly service of their choice.

In April 2013, the City of Chicago participated in the launch of Connect2Compete's EveryoneOn campaign. The City also continued to work with Comcast to promote the Internet Essentials Program, not only in Smart Communities, but also in Chicago Public Library branches and Chicago Public Schools. As of September 2013, Comcast reported that there have been over 14,000 families connected through Internet Essentials activations in Chicago--more than any other city in the U.S. Additionally, Comcast continued to work with the FamilyNet Centers in the Smart Communities to deliver digital skills training.

**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
<b>Totals</b>		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 City's BTOP Sustainable Broadband Adoption program provided community-based organizations with desktop PCs and furniture, which were deployed at FamilyNet Centers and used to deliver digital skills training and provide open lab access to residents. Netbooks and laptops were provided to Tech Organizers to aid their ability to deliver training at various community locations and perform other job duties. Desktops and laptops were distributed to Business Resource Network sites and Coordinators to offer training classes to small business owners. Netbooks were provided to residents who successfully completed digital skills training at FamilyNet Centers. Desktops were provided to small businesses who successfully completed technology training courses. Macbooks, audio supplies, digital and flip cameras, printers, tablets, scanners, and digital media software was distributed to three library branch locations to support CPL's YOUmedia program, which provides digital media skills training to middle school students between the ages of 11 and 14. All supplies/equipment were distributed by the end of 2012.

**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	1,040	1,532	9,576
Office Skills	6,295	4,697	9,364

Types of Access or Training	Number of People Targeted	Number of People Participating	Total Training Hours Offered
ESL	0	0	0
GED	0	0	0
College Preparatory Training	0	0	0
Basic Internet and Computer Use	18,240	14,348	28,656
Certified Training Programs	0	0	0
Other (please specify): Job Readiness Training	127	103	166
<b>Total</b>	<b>25,702</b>	<b>20,680</b>	<b>47,762</b>

**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).**

The Smart Chicago Sustainable Broadband Adoption grant created 12 full-time positions: 1 full-time Smart Communities Program Officer, 5 full-time Tech Organizers, and 6 full-time FamilyNet Managers. Additionally, 30 partial positions were created: 1 City Program Manager, 20 Digital Youth Network Mentors, 4 Business Resource Network Coordinators, and 5 Portal Managers.

Over one thousand residents and small businesses owners participated in neighborhood launches that provided information on technology training and other BTOP related resources. Over 20,000 received digital skills training. Demand for this free technology training is high in the Smart Communities. In some cases residents would come from other communities to take advantage of the services. Wait lists were the norm. Approximately 144,070 unique visitors accessed community portals--websites focused on a single neighborhood that feature news stories, opinion pieces, calendar of events and directory items.

Over 1,500 Chicago youth have benefited in various ways as a result of participating in the Digital Youth Network and YOUmedia programs. They continue to grow and excel in new media skills and knowledge, honing photography, video, and music techniques and creation. They are clearly developing digital literacy skills which are imperative to today's society. These programs have been successful due to strong collaboration and connection between mentors, CyberNavigators, and library staff. Program staff created a strong culture of respect, participation, exploration, and commitment to learning new skills. They also meet regularly to share best practices and discuss challenges. The youth have also contributed to the success of digital media programs through their interest, attendance, and word-of-mouth promotions and invitations to friends and classmates.

According to the citywide Technology Use and Access surveys led by Karen Mossberger and conducted by the Arizona State University, University of Illinois at Chicago, University of Iowa, and Rutgers University, we see community-level change occurring within the BTOP SBA treatment areas. Surveys were conducted in 2008, 2011, and 2013. The results of these surveys have demonstrated community-level increases between 2008-13 that are significantly higher for Internet use anywhere, broadband at home, job search online, health info online, and transit info online, compared to other Chicago community areas and controlling for demographic differences and demographic change. Broadband adoption at home is now 56% in Smart Communities, up from 47% in 2008; Internet use anywhere is 78%, up from 69% in 2008.

Additional surveys and focus groups were conducted for BTOP SBA program participants. For FamilyNet participants, 87% use the Internet and 53% have broadband at home; the increase for FamilyNet participants is 28 percentage points in Internet use. 30% of FamilyNet respondents said the classes helped them to get a job, 40% said they helped them to follow what their children did in school, 57% said they helped to manage their health, and 69% said they helped them to get government services.

For Civic 2.0 participants who were from neighborhood groups, 70% reported in the follow-up survey that they had researched an issue online after the classes. More than 60% used the City of Chicago website, and 50% looked up information on schools or crime data. 50% said they interacted with more people online about neighborhood issues after the classes.

Key organizations reported more technology use within their organizations and more specific, positive, and expansive ideas for technology use in their communities in follow-up interviews, compared to baseline interviews at the beginning of the program. Key partner organizations were generally not-for-profit community organizations rather than technology organizations. This points to increased capacity for leadership on technology issues in these communities.

Based on the success of the FamilyNet Centers, this program has been expanded beyond BTOP to seven other Centers for Working Families and are being supported by LISC/Chicago, the City of Chicago, and Americorps. The City is also expanding its successful YOUmedia program with continued support from the John D. and Catherine T. MacArthur Foundation. The City and its partners are also developing a Smart Communities Benchmark and Toolkit to work toward making every Chicago community Smart Communities.

More information can be found in the City's Technology Plan at [techplan.cityofchicago.org](http://techplan.cityofchicago.org).

**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	<p>Neighborhood-level data from a July 2009 technology use and access study conducted by the University of Illinois at Chicago and the University of Iowa demonstrated a broadband use of approximately 47% across the five neighborhoods included in the Smart Chicago Sustainable Broadband Adoption project. This data point served as a baseline against which changes in broadband adoption could be measured over the course of the project. The City and its partners set a goal of generating 11,386 new Internet subscribers in the Smart Communities.</p> <p>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, other academic partners, the Partnership for a Connected Illinois with support from NTIA's State Broadband Data and Development Grant Program and the John D. and Catherine T. MacArthur Foundation to repeat the 2009 study in 2011 and 2013; requesting that Internet service providers in target areas provide aggregated, de-identified data changes in broadband subscribership; collaborating with Comcast to promote their Internet Essentials program and provide digital skills training on their behalf; and engaging University of Illinois to perform a formal program evaluation of the Smart Chicago Sustainable Broadband Adoption project.</p> <p>Based on 2010 Census population data and point estimates for 2011 citywide survey, rough estimates indicate that around 31,850 more people in Chicago's Smart Communities geographic areas have broadband access at home compared to the 2008 survey and population data.</p> <p>Results from the 2013 survey demonstrate an increase in broadband adoption at home of 9% in the Smart Communities, up from 47% in 2008; Internet use anywhere also increased 9% over this period in the Smart Communities, at 78%, up from 69%.</p> <p>Data are from 2008, 2011, and 2013 citywide random digital-dialed telephone surveys of Chicago, controlling for demographic differences and demographic change. The full report will be released by Tolbert, Mossberger and Anderson, and will be publicly available in 2014.</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)?**

The two most common barriers expressed by community residents were initially cost and interest/difficulty of use. To address these barriers, residents interested in training at Smart Communities FamilyNet Centers are required to attend an Orientation at the Center for Working Families that the FamilyNet Center is embedded within. The Centers for Working Families provide financial counselors who help residents find opportunities to increase their household income, build budgets, access public benefits, and identify employment opportunities. The orientations helped residents see the importance of Internet services and other broadband technologies, recognizing the personal and economic opportunities of Internet participation. Digital skills training provided post-orientation helped address difficulty of use. Teaching participants to budget for technology tools have helped to address the cost barrier to some extent as has the availability of programs like Comcast's Internet Essentials. Finally, as a result of embedding the FamilyNet Centers and technology training in the Centers for Working Families and requiring CWF participants to take technology training, these organizations have seen an increase in employment and net income for their clients demonstrating real value and addressing interest.

Follow-up surveys of FamilyNet Center participants show that 81% of those who do not have broadband at home cited cost as a reason, making it the most common barrier; 40% cite worries about safety online. Again, to address cost, the Smart Communities helped promote the Internet Essentials program. Privacy and safety were addressed through training courses and one-on-one assistance was available after training for those who needed additional support.

**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 from 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 were provided 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).**

Evidence of community-level change is impressive, and is at levels that could not be due to random chance. Research has shown that neighborhood-level factors make a difference in technology use, over and above individual-level factors (Mossberger, Tolbert, Bowen and Jimenez 2012), and the Smart Communities is a decentralized, neighborhood-driven effort to change the culture of technology use

in the participating communities. The Smart Communities involved Tech Organizers, an ad campaign on buses and bus shelters, a YOUmedia program for youth in libraries and digital media after school programs, FamilyNet Centers and Civic 2.0 training for neighborhood groups. It was implemented by different community-based organizations working on neighborhood revitalization in each community, responding to the differences in barriers, needs, and motivations for technology use across neighborhoods, including differences between African-American and Latino communities in Chicago. In addition to the increases in technology use, interviews with key partner organizations show that these community organizations have increased their own capacity to use broadband technologies and have changed their ideas about its potential for their neighborhoods.

Other lessons learned and best practices identified this include the following:

- Critical financial and program compliance management is essential from start-up and throughout the program, multiple training opportunities were needed to ensure financial and program compliance for sub-recipients at administrative and program staff levels. - -
- Establish partnerships and various strategies to work with telecommunication companies for successful broadband adoption. Additionally, ensure that computer labs and equipment are updated with appropriate software.
- YOUmedia leveraged Basecamp as its primary tool to disseminate information about equipment/supplies and repair needs.
- Internal communication is another important element to successful programming. Continuing to open lines of communication with our working partners can work more efficiently and effectively with strategic alleys used on a consistent basis.