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	39-43-B10506	179260901

4. Recipient Organization

OneCommunity 800 W. St. Clair Avenue, Cleveland, OH 44113

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)
Bill Callahan	216-870-4736
	7d. Email Address bcallahan@onecommunity.org

7b. Signature of Certifying Official	7e. Date Report Submitted (MM/DD/YYYY):
Submitted Electronically	02-28-2013

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).

N/A

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).**

OneCommunity's CYC Project did not distribute any equipment (as defined under BTOP reporting guidelines) purchased with BTOP grant or matching funds in 2012.

But in 2012 as in prior years, CYC Project Subrecipients did provide free or very affordable home computer systems to about 9,500 new "Sustainable Broadband Adopters" (SBAs) to help reduce the entry cost of broadband adoption, especially for low-income households. Each of our Lead Community Agencies (LCAs, or subrecipients) has a budget for Adopter Assistance equivalent to $125 per adopter, and is responsible for using those dollars along with local resources to implement effective low-cost/no-cost device (and access) options for their CYC participants.

Based on Subrecipient reports through the third quarter, we estimate that about 70% of these systems were purchased from a variety of national and local refurbishers, using a combination of BTOP Adopter Assistance funds and dollars paid by the CYC participants themselves. For the most part, these were fully refurbished P4-generation desktop systems including flatscreen monitors; a smaller number were refurbished P4-generation laptops. All were loaded with Windows 7 or XP Pro, and many came with multi-year tech support plans. An estimated 1,100 of these finished, refurbished systems were purchased by various Subrecipents from a national nonprofit supplier, PCRR of Chicago. The rest -- between 5,000 to 6,000 fully refurbished systems -- were obtained by Subrecipients from nonprofit or commercial refurbishers in their own communities.

Two CYC Subrecipients, ACCEL and Focus:HOPE, continued or began to operate in-house refurbishing operations in 2012, buying desktops and laptops from recycling firms and loading the operating systems and other software. We estimate that by year's end between 2,500 and 3,000 CYC SBAs had acquired their affordable computer systems from these two do-it-yourself refurbishing programs.

Aside from free or affordable computers, Cleveland Housing Network also used Adopter Assistance funds, including about $15,000 in matching grant funds from a local foundation, to provide 4G modems at no cost to 1,480 CYC trainees who subscribed to heavily discounted CLEAR service provided by nonprofit reseller Mobile Citizen. More than 90% of these devices were desktop wifi modems that make access available to multiple household users; the remainder are USB "dongles" for mobile use. The majority of both types purchased for CYC users have been refurbished devices provided by Clearwire.

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

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	33,800	33,207	86,684
Certified Training Programs	0	0	0
Other (please specify):	0	0	0
Total	33,800	33,207	86,684

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).

Our most important success is having met of our key project performance goals by the end of 2012. As detailed in our 4th Quarter 2012 Project Performance Report, our verified totals at the end of the year, based on our comprehensive file and database review, include:
-- 22,900 new home broadband adopters (benchmark goal 19,500)
-- 26,038 Sustainable Broadband Adopters, including HomeConnect and Community Connect SBAs (benchmark goal 26,000)
-- 33,200 unique training participants (benchmark goal 33,800). This count excludes thousands of enrolled students for whom no attendance hours are recorded, and we know from experience that a few instructors routinely failed to take attendance in their classes... so we are reasonably sure that the real participant count exceeds our benchmark.

2012 performance highlights contributing to this three-year success included the following:
Over 52,000 additional members of the public were reached through our partners' media and community outreach efforts.
More than 12,000 individuals participated in CYC training classes in 194 separate training sites.
More than 9,500 of these trainees became verified broadband adopters, including 7,900 home broadband subscribers.
Community volunteers contributed more than 18,000 hours to the effort, helping with classes, paperwork and other tasks.
Our local CYC teams continued to develop innovative collaborations with dozens of community partners, including...
... public school districts in Cleveland, Lorain, Akron, Winston-Salem and Bradenton
... housing authorities in Lorain County, Cleveland and Akron
... the county workforce agency in Muskingum County, OH
... Jobs and Family Services agencies in several central Ohio counties
... hospitals and other employers in Winston-Salem and Cleveland.

In November and December 2012 we surveyed a sample of 10,400 of our Project's 30,000+ participants, distributed across our seven partner communities. Our calling team gathered about 2,300 completed interviews. A preliminary overview of the results is being uploaded with this report. Some highlights:
-- 78% of those responding to the question confirmed that they now have home broadband connections.
-- 95% of those connected households subscribe to unsubsidized commercial ISPs (telcos or cable companies).
-- 25% of all survey respondents were parents of a school-aged (K-12) child. 78% of these parents reported that their kids use their home broadband to do homework/schoolwork and class projects; 83% said their children spend over 3 hours per week on their home computer/internet doing school-related activities; and 53% reported using their home broadband connection to communicate with their child's school/teachers.
-- 22% of respondents who are in the workforce (not retired, enrolled full-time in school, or fulltime homemakers) said they had some positive employment outcome since participating in the CYC program.
-- 81% of all respondents said the CYC program improved their ability to find health information online.
-- 64% of respondents gave the CYC program a rating of "Excellent", another 31% rated it "Good", and 99% said they would recommend the program to others.

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).

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69	We have 2008 data on adult broadband access at home, gathered in 2009 for the cities of Cleveland (adoption among adults less than 35%), Detroit (just over 40%) and Akron (less than 60%). The source in all cases was zip code data from consumer surveys purchased from Scarborough Research; the sample sizes are small and the likelihood of error is fairly high, but it's the best available. In addition, we have data from Connect Ohio's 2010 statewide survey indicating that up to 65% of households had broadband in the three main Appalachian Ohio counties served by CYC (Muskingum, Coshocton, Guernsey), and 77% of households had broadband in Lorain County. Assuming based on their poverty rates that our other partner communities (Lexington, Winston-Salem and Manatee County) were on the high end of this range, we now estimate that CYC communities had an overall household broadband penetration of 65%-70% at the inception of the CYC Project. This would translate to about 250,000-275,000 households lacking broadband in all of our communities, including the targeted neighborhoods of Detroit. Through 2012, the CYC Project has trained members of more than 30,000 of those households and helped them develop personal broadband adoption plans. About 23,000 are already verified home broadband subscribers, and another 3,100 are new broadband users in other settings. Thus we can roughly estimate that CYC has put between 10% and 12% of the non-adopting households in our target communities on the path to sustainable broadband adoption, and directly raised the aggregate broadband adoption level in those communities (i.e. households with an adult broadband adopter divided by total households) by as much as 3%.

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 strategic premise of the CYC Project is that two major barriers exist in most participating communities among disadvantaged (lowincome, low-education, and socially isolated) residents:

1. the combined cost of commercial broadband service and the computer equipment needed to use it; and

2. lack of knowledge about broadband and computer technology, which increases the difficulty of overcoming the first barrier, reduces the motivation to try, and in many communities creates a "negative network effect" (I can't learn from my neighbors if they're digitally illiterate too.)

In addition, there's a third major barrier in many rural communities served by ACCEL -- the unavailability of normal home broadband service at any reasonable price.

The CYC Project is designed to address all three barriers through a high-impact, high-touch process in specific communities that:
a) provides strong community support and creates a community expectation of broadband adoption and meaningful use
b) provides significant training that teaches basic computer/Internet skills as well as applications of personal interest to the students
c) helps each trainee to think through and adopt a personal plan for access that takes local resources, personal interests and ability to pay into account
d) backs this plan up with personal, technical and financial support (low-cost/no-cost computers and access options).

The essence of the CYC approach is finding effective, community-specific versions of these common approaches, while sharing ideas, problem-solving and resources among all the partners. This is especially critical in the case of approach d) -- finding effective ways to lower the cost of home user equipment (computers) and broadband access.

We described our local partners' varied approaches to providing low-cost computer systems for our SBAs in our responses to Question 2b, above.

Dealing with the affordability and availability of home broadband access is even more challenging. Here are some ways our LCAs approached this barrier in 2012:
-- Cleveland Housing Network and OneCommunity are working with nonprofit Clearwire reseller Mobile Citizen to offer heavily discounted CLEAR 4G service, costing CYC subscribers just $10 a month. This service was first rolled to CYC participants in November 2011. By the end of 2012 1,550 CYC participants had subscribed, including 1,480 added in 2012.
-- Manatee Education Fund's agreement with Bright House Networks to provide half-priced cable modem service to new SBAs for two years has resulted in more than 200 new cable modem subscribers.
-- The CYC partners in Detroit, working with the Community Telecommunications Network and Clearwire, began offering CYC graduates free WiMax 4G service in June 2011. About 550 new broadband subscribers are now using this service.
-- The CYC team in Lorain County has partnered with Lorain Metropolitan Housing Authority, using local foundation funds, to install wifi mesh networks to serve CYC participants in five LMHA apartment buildings and estates. Four of these networks have been added in

the past year, offering free broadband access for more than 400 low-income and senior units.
-- ACCEL's CYC teams in Appalachian Ohio continued to help connect hundreds of rural households located outside DSL or cable service areas with a combination of strategies including: Virgin Mobile 3G accounts, discounted accounts local wireless ISPs, and community labs located in Grange centers, churches, etc.

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)

N/A

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

1) Our online library of more than fifty CYC curriculum modules, developed collaboratively by OneCommunity and local partner staff, is still growing. It's available under Creative Commons licensing on the Project website, http://www.connectcommunity.org.

2) To help plan and manage complex marketing, training and adoption support activities for so many people in such diverse communities, OneCommunity developed a detailed Excel Project Planning Workbook. We believe it has contributed substantially to our initial success, and are happy to share it upon request.

3) We are managing a large amount of course and client data from eight geographically scattered communities, largely in real time, using a heavily adapted implementation of the Moodle open source course management program. This implementation may be useful to others with similar management requirements. You can take a look at http://www.cyctraining.org/

4) We've had great success using Cisco's Webex online videoconference system for weekly coordinating meetings among our central staff and local project administrators, as well as regular professional development training events for CYC Corps members. Recordings of some of the training conferences can be viewed on Vimeo at http://vimeo.com/channels/connectcommunity .

5) Several local CYC partners have had striking success in recruiting a steady stream of new participants throughout their communities by creating many temporary training sites -- sometimes using mobile laptop labs -- in churches, schools, community centers, etc.

6) The Project has carried out three major telephone surveys of participants as well as several smaller surveys, all conducted in-house and designed and managed by CYC Project staff in consultation with our Subrecipients. This has been possible because of the extensive participant data maintained in our Moodle database system, but has also involved professional-quality work in the areas of sampling, survey design, getting regulatory permissions, etc. Conducting this work in-house, and using commonly available tools like Survey Monkey and Google Docs, has enabled us to generate very robust feedback and outcomes data from our participants at very modest costs (less than 25% of using a third-party research contractor). The findings of two of the three major surveys can be found at http://www.connectcommunity.org/research/.