QUARTERLY PERFORMANCE PROGRESS REPORT FOR SUSTAINABLE BROADBAND ADOPTION

General Information		
1. Federal Agency and Organizational Element to Which Report is Submitted GMIS	**2. Award Identification Number** 06-43-B10013	**3a. DUNS Number** 830370800 **3b. EIN** XXXXXXXXXX

4. Recipient Organization (Name and complete address including country, congressional district, and zip code)

California Emerging Technology Fund The Hearst Building, 5 Third Street, Suite 520, San Francisco, CA 94103-3206

5. Current Reporting Period End Date (MM/DD/YYYY) 09-30-2010	**6. Is this the last Report of the Award Period?** ◯ 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 Susan Walters Senior Vice President	**7c. Telephone (area code, number and extension)** (415) 744-2385 **7d. Email Address** susan.walters@cetfund.org
7b. Signature of Certifying Official Submitted Electronically	**7e. Date Report Submitted (MM/DD/YYYY):** 11-29-2010

Project Indicators (This Quarter)

1. Please describe significant project accomplishments completed during this quarter (150 words or less).

The Broadband Awareness and Adoption (BAA) partners worked individually and collectively to reach over 200,000 low-income and limited English people through more than 10 community events and ethnic festivals. Partners trained 1,391 individuals and helped 488 people subscribe this quarter. Partners developed a range of educational and outreach materials about the benefits of broadband, choosing a broadband provider, and helpful websites. One-e-App identified 28 sites for self-service One-e-App stations, including 21 City of Los Angeles Family Source Centers, one in San Diego and six in Northern California. BAA partners launched Get Connected Fresno! with media in the Central Valley reaching over 415,000 Spanish television viewers and over 310,000 Spanish radio listeners for a total of 8 million impressions. 211 screened 24,835 callers during the quarter and referred 7,319 callers to broadband providers. Radio Bilingue produced and broadcast 23 hours in English, Spanish, Mixteco and in Triqui on broadband issues.

2. Please provide the percent complete for the following key milestones in your project. Write "N/A" in the second column if your project does not include this activity. If you provided additional milestones in your baseline plan, please insert them at the bottom of the table. Unless otherwise indicated in the instructions, 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 (100 words or less).

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
2.a.	Overall Project	32	The overall project is on target with expenditures for equipment taking a longer time to purchase. Referral calls and related expenditures began late in this quarter and will continue to grow next quarter. (Q3 Goal is 33%)
2.b.	Equipment Purchases	16	Partners encountered delays in identifying vendors, securing bids and making decisions on significant equipment purchases. Federal grant requirements necessitated additions and modifications in partner procurement policies which further delayed equipment purchases. Partners also spent time identifying sources for refurbished computers but did not make significant purchases in Q3. Equipment expenditures are expected to double in Q4 but will remain below target until Q1 of 2011. (Q3 Goal is 87%)
2.c.	Awareness Campaigns	33	On Target. (Q3 Goal is 35%)
2.d.	Outreach Activities	47	On Target. (Q3 Goal is 46%)
2.e.	Training Programs	31	Training expenditures increased significantly in Q3 and will continue to increase after a longer than anticipated time for hiring of trainers, outreach and curriculum development. (Q3 Goal is 44%)
2.f.	Other (please specify):	0	n/a

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 (150 words or less).

BAA partners have done a good job reaching or exceeding targets on outreach, awareness and training and focused on moving people to adopt broadband at home. Partners have found that their clients require additional classes and time to understand basic digital literacy. This means that they may take longer than anticipated to choose a broadband provider. Partners spent time at two in-person trainings at the beginning and end of Q3 to continue to strategize on how to reach the "broadband hopefuls". Partners discussed various outreach strategies and partnerships to reach this population.

BTOP can help by hosting a webinar or conference call with Round 1 and Round 2 grantees who can share how they are helping people adopt at home and documenting their impact. CETF does have some experience to share about what has worked but we know we could learn from an idea exchange with other SBA grantees.

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 (100 words or less). Unless otherwise indicated in the instructions, figures should be reported cumulatively from award inception to the end of the most recent reporting quarter.

Name of the SBA Activity	Location of SBA Activity	Description of Activity (100 words or less)	Size of Target Audience	Actual Number of Participants	New Subscribers (Households and / or Businesses)
Awareness	Central Valley of California with an emphasis on Fresno County.	Radio Bilingue has a number of programs airing daily about the benefits of broadband how people can subscribe or learn how to use a computer. Their programming also includes live remote broadcasts related to events where people can learn more about broadband. The launch of Get Connected! Fresno included a partnership with Univision Television and Radio to air the PSAs and interview BAA partners. A total of 10.3 million media impressions have been tracked to date.	665,130	637,576	0
Outreach	San Francisco Bay Area, Central Valley and Los Angeles.	BAA Partners shared information about broadband and local training opportunities at events that target working families in the Bay Area, Fresno and Los Angeles. The events targeted African American, Asian and Latino families in venues that offered an opportunity to introduce the issue of broadband, share educational materials and instruct people to call 2-1-1 to locate computer training or low cost computers. The actual number includes an estimated 25,000 people who received printed materials multiplied by the average Hispanic household for a total of 101,500 reached. Partners used media interviews and newspapers to encourage people to attend these events. Photos of some of these events can be found at http://www.flickr.com/photos/getconnectedtoday/.	195,863	220,411	485
Training	San Francisco Bay Area, Central Valley and Los Angeles.	BAA partners offer basic digital literacy training in a variety of venues including health clinics, community-based organizations, adult schools and senior centers. The training curriculum includes computer basics and incorporates web training designed to help families understand the benefits of being online. They also incorporate information on how to choose a broadband provider. Trainings have been well-received with frequent requests for additional classes. The Assistive Technology Coalition uses webinars to teach librarians, community organizations and other resource centers about assistive technology for people with disabilities. BAA partners will continue existing training and seek new partners and venues to train non-subscribers.	2,292	1,717	45
		Total:	863,285	859,704	530

4b. Please describe your method for determining number of households and/or businesses subscribing to broadband as a result of your SBA programs (100 words or less).

BAA partners use a variety of strategies to directly confirm that a household has subscribed. For one day events, partners call back training participants within a month. New subscribers are asked to share their "welcome letter" confirming service or their first month's bill in order to receive discounted computers or a subsidy to help pay one month of service. The 2-1-1 operators call back 1% of those that are screened and referred to training and broadband providers. Partners will be using the welcome letter or confirmation email from the providers as a raffle ticket for prizes to create incentives for adoption.

4c. Please provide a narrative description if the total number of new subscribers is different from the targets provided in your baseline plan (100 words or less).

The number of documented new subscribers remains below the target. Several of the major strategies to educate and engage this potential market were still in development and not available in Q3. This includes a significant print media supplement and a web tool to assist with locating computer training resources based on the 211 statewide database. CETF had also hoped to reach out to the network of community based organizations and providing computer training and BTOP awardees to seek their assistance identifying new subscribers. Some partners are finding a lack of affordable providers in rural areas. AT&T has withdrawn its DSL service with the advent its U-verse service removing an affordable and widely available product from the market. We expect that refined curriculum and outreach strategies, lower costs by some ISP providers, and a significant amount of awareness in Q4 will begin to increase the number of subscribers as we move into the holiday season.

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

Households: 8	Businesses: 0

Project Indicators (Next Quarter)

1. Please describe significant project accomplishments planned for completion during the next quarter (150 words or less).

One of the significant accomplishments will be the publication of a bilingual newspaper supplement on broadband in 6 regions of California. The supplement was developed in partnership with La Opinion and features helpful information, tips and resources for people to get online and stay online. The 16 page supplement will be published in English and Spanish and be placed in over 800,000 newspapers. The supplement will also serve as an outreach tool with 40,000 copies made available for BAA partners to distribute at ongoing events and trainings. The Assistive Technology Coalition website will go live and trainings will continue. The San Diego Futures Foundation will assist with subscription efforts in San Diego and Imperial Counties. CETF partners will continue to have monthly webinars and regional meetings to coordinate efforts. CETF will also work to have the BAA media awareness complement other California NTIA awardees.

2. Please provide the percent complete anticipated for the following key milestones in your project as of the end of the next quarter. Write "N/A" in the second column if your project does not include this activity. If you provided additional milestones in your baseline plan, please insert them at the bottom of the table. Unless otherwise indicated in the instructions, figures should be reported cumulatively from award inception to the end of the most recent reporting quarter. Please provide a narrative description if the planned percent complete is different from the target provided in your baseline plan (100 words or less).

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
2.a.	Overall Project	53	n/a. (Q4 Goal is 53%)
2.b.	Equipment Purchases	40	Partners encountered delays in identifying vendors, securing bids and making decisions on significant equipment purchases. (Q4 Goal is 87%)
2.c.	Awareness Campaigns	48	n/a. (Q4 Goal is 48%)
2.d.	Outreach Activities	40	Outreach has been slowed due to the need to rethink outreach strategies, ongoing development and refinement of key outreach tools and finding new collaborators. Partners planned for more extensive outreach yet this may not be necessary with increased word of mouth referrals, calls to 211 and new media partnerships supporting awareness. Rather than focus on outreach exclusively, partners are now working to reach "broadband hopefuls" as part of their screening and tailoring training that helps people subscribe. Outreach will also reach community-based organizations to introduce them to the BAA resources available to help their employees and clients subscribe. Partners continue to share best practices with each other to ensure outreach remains on point. (Q4 Goal is 66%)
2.e.	Training Programs	40	Training remains below the baseline due to a slower than anticipated start and delays expected during the holidays when schools, libraries and partner agencies will be closed. Training will continue with a focus on holiday technology purchases. (Q4 Goal is 63%)
2.f.	Other (please specify):	0	n/a.

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 (150 words or less).

The ongoing challenge will be documenting new subscribers and ensuring that training materials keep up to date with the changes in computing devices, broadband choices, online applications and relevant content. BTOP can continue to foster issue-based or regional dialogues with grant recipients to discuss these topics and build a broader sense of grantees working toward a common national goal.

Sustainable Broadband Adoption Budget Execution Details

Activity Based Expenditures (Sustainable Broadband Adoption)

1. Please provide details below on your total budget, cumulative actual expenditures (for the period ending the current quarter), and cumulative anticipated expenditures (for the period ending next quarter) for each line item, including detailed disbursements of both matching funds and federal funds from project inception through end of this quarter (actual) or next quarter (anticipated). Actual and anticipated figures should be reported cumulatively from award inception to the end of the applicable reporting quarter.

Cost Classification	Budget for Entire Project			Actuals from Project Inception through End of Current Reporting Period			Anticipated Actuals from Project Inception through End of Next Reporting Period		
	Total Cost (plan)	Matching Funds (plan)	Federal Funds (plan)	Total Cost	Matching Funds	Federal Funds	Total Costs	Matching Funds	Federal Funds
a. Personnel	$154,493	$27,393	$127,100	$16,959	$4,958	$12,000	$36,270	$8,382	$27,888
b. Fringe Benefits	$42,640	$7,560	$35,080	$4,370	$1,442	$2,928	$9,700	$2,387	$7,313
c. Travel	$4,089	$818	$3,271	$321	$64	$257	$832	$166	$666
d. Equipment	$0	$0	$0	$3,512	$702	$2,810	$3,512	$702	$2,810
e. Supplies	$24,475	$9,369	$15,106	$376	$105	$271	$3,435	$1,276	$2,159
f. Contractual	$33,000	$6,600	$26,400	$6,400	$1,280	$5,120	$10,525	$2,105	$8,420
g. Construction	$0	$0	$0	$0	$0	$0	$0	$0	$0
h. Other	$9,043,115	$2,045,864	$6,997,251	$2,798,118	$690,687	$2,486,748	$4,602,531	$995,248	$3,607,283
i. Total Direct Charges (sum of a through h)	$9,301,812	$2,097,604	$7,204,208	$2,830,056	$699,238	$2,510,134	$4,666,805	$1,010,266	$3,656,539
j. Indirect Charges	$58,860	$11,772	$47,088	$8,000	$1,600	$6,400	$15,358	$3,072	$12,286
k. TOTALS (sum of i and j)	$9,360,672	$2,109,376	$7,251,296	$2,838,056	$700,838	$2,516,534	$4,682,163	$1,013,338	$3,668,825

2. Program Income: Please provide the program income you listed in your application budget and actuals to date through the end of the reporting period.

a. Application Budget Program Income: $0	b. Program Income to Date: $0