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	806546326

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?
12-31-2010	◯ 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)
Andrea T Castrovillari	(216) 905-5680
	7d. Email Address
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7b. Signature of Certifying Official	7e. Date Report Submitted (MM/DD/YYYY):
Submitted Electronically	02-11-2011

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
See attached list	See attached list	0	2,806	Attached is a list of 1,174 computer systems and 72 monitors, the costs of which were invoiced to OneCommunity by our seven CYC Subrecipients in 2010, plus 1,600 additional laptops and 60 desktops that were donated to Subrecipients for use in the CYC Project. 74 new laptops were purchased for the use of CYC Corps staff; 132 complete systems and 17 monitors have been deployed to expand and enhance CYC training capacity; and the remaining computers and monitors are being offered to new adopters at no or very low cost.
Totals		0	2,806	

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).**

Providing free or very affordable home computer systems to new "Sustainable Broadband Adopters" (SBAs) is one of the main ways that the CYC Project works to 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 equipment (and access) options for their CYC participants.

These options take several forms, e.g.:

a. Purchased, refurbished systems. All of the LCAs have identified local as well as national providers of refurbished late-model desktop systems that meet minimum specifications (2 ghz CPU, 640 mb RAM, 40 gb hard drive, Windows 7 or Vista, etc.) In Cleveland and Akron, the LCAs work with a nonprofit refurbisher who has already provided over 550 such systems to SBAs for free, with the LCA paying a fee for software and a tech support contract. ACCEL and the Urban League of Lexington have purchased systems themselves from local vendors and provided them to low-income adopters for free or at a heavy discount.

b. Donated refurbished systems. Focus:HOPE in Detroit recently received 1,600 refurbished laptops from the local Blue Cross, to be provided to new CYC adopters at no cost. The Akron Urban League received 60 donated desktop systems without monitors; it has used Adopter Assistance funds to load software and purchase new monitors for 55 that have been distributed at no cost.

c. Purchaser subsidies. All of our LCAs offer new CYC broadband adopters the option of a direct subsidy of new computer purchases, up to $125 per household. The adopter is free to choose the computer and the vendor.

At the end of 2010, the CYC LCAs had distributed almost 1,100 refurbished P4-class computer systems to verified or pending SBAs in our seven communities, and assisted at least 70 SBAs to purchase new laptops or netbooks from stores.

The populations served by the Project include any disadvantaged residents who currently lack sustainable broadband connections in and around our partner communities (Cleveland, East Cleveland, Lorain County, Akron, and several Appalachian counties in Ohio; Detroit, MI; Lexington, KY; Winston-Salem, NC; Manatee County, FL). For the most part, CYC participants are lower-income, unemployed, elderly or disabled.

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 underlined 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 underlined 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

Types of Access or Training	Number of People Targeted	Number of People Participating	Total Training Hours Offered
Multimedia	0	0	0
Office Skills	0	0	0
ESL	0	0	0
GED	0	0	0
College Preparatory Training	0	0	0
Basic Internet and Computer Use	1,250	2,275	54,600
Certified Training Programs	0	0	0
Other (please specify):	0	0	0
Total	1,250	2,275	54,600

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 or exceeded our BTOP performance benchmarks through the Project's fourth quarter. Over 200,000 members of the public were reached through our partners' outreach efforts, 2,733 individuals enrolled in CYC training classes, in 75 separate training sites; more than 2,200 finished their training and completed their individual HomeConnect or CommunityConnect broadband adoption plans; and nearly 1,200 became verified SBAs, including 1,051 verified home broadband subscribers.

This level of performance extended, with few exceptions, across our seven Lead Community Agencies and fifteen CYC Corps Workgroups. (The exceptions either had a late start for reasons beyond their control, as in Lorain County and Winston-Salem, or had to deal with delays in key external resources, as with Detroit.) In just a few months, the CYC team has executed a complex process of internal organizing, contracting, staff hiring and training, outreach, setting up training spaces and curriculum, and creating a data and reporting system, etc. We've made it all work effectively "out of the box" in seven geographically and socially diverse communities. This could not have taken place without serious, committed, highly competent leadership by all of our Lead Community Agencies and their community partners. We are especially impressed with the quality of the fifteen CYC Corps Supervisors and 75 CYC Corps Members hired by the LCAs to "engage, train, equip and support" new broadband adopters in their communities.

While it's too soon after four months of active program work to look for systematic economic or social outcomes, here are some other early signs of the Project's prospects for success:

* The immediate, enthusiastic public response to our initial outreach efforts in all seven communities

* Many willing community partners, as evidenced by…
… the 75 separate community sites at which the LCAs were able to offer classes last quarter
… the companies, local governments and institutions working with LCAs to make free or affordable broadband options available in Cleveland/Lorain, Akron, Lexington, Detroit, and Manatee
… the local hardware donations described in Question 2b

* The initial success rate of the CYC training process in "converting" students to broadband adopters (2,275 out of 2,733 registered students in 2010 finished their 24-hour training and completed personal adoption plans)

* Anecdotal evidence that at least a few of our early "graduates" have already leveraged CYC participation to get jobs, promotions, begin to pursue educational opportunities, etc.

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).
55	**55% average broadband adoption is a generous guess for the communities served by CYC, based on actual 2008 data gathered in 2009 for the cities of Cleveland (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. At this stage in the Project we do not claim to have made a significant change.**

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 (low-income, 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 Questions 2a and 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 2010:
-- Cleveland Housing Network was able to offer free initial DSL service to many SBAs through participation in the AT&T "AccessAll" program.
-- Manatee Education Fund announced an agreement with Bright House Networks to provide half-priced cable modem service to new SBAs for two years.
-- The Urban leagues in Akron and Lexington both worked to coordinate their recruitment and training efforts with expanding local public WiFi systems. In Akron. the ConnectAkron network is operated by OneCommunity and is planning its expansion in part to provide service to clusters of CYC graduates.
-- ACCEL has helped a number of rural SBAs to connect using Virgin Mobil2Go accounts.
-- The CYC partners in Detroit have been working closely with the Community Telecommunications Network to get a planned, privately funded community network (targeted to serve several thousand households in the CYC target areas) deployed and operational.

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)

None at this time.

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

It is probably too soon in the Project's history to describe our successful experiences as "best practices." Our LCAs and CYC Corps Workgroups are experimenting with, and collaborating on, a number of tools and techniques to engage, train, equip and support new broadband adopters. An important goal of the CYC Project is to capture, describe, and share "what works" with our peers and thought leaders, and we'll begin formal work on this priority early in 2011.

However, we believe our growing set of CYC curriculum modules, developed collaboratively by OneCommunity and LCA staff, may already be useful to others, and so we are making them fully available under Creative Commons licensing on the Project website, www.connectcommunity.org.

Also, 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, which LCAs have been using since July. We believe it has contributed substantially to our initial success, and are happy to share it upon request.