

RECIPIENT NAME:One Economy Corporation

AWARD NUMBER: 11-43-B10516

DATE: 01/30/2011

OMB CONTROL NUMBER: 0660-0037

EXPIRATION DATE: 12/31/2013

### QUARTERLY 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> 11-43-B10516	<b>3. DUNS Number</b> 829024541
<b>4. Recipient Organization</b>  One Economy Corporation 1220 19th Street, NW, Suite 610, Washington, DC 20036		
<b>5. Current Reporting Period End Date (MM/DD/YYYY)</b> 12-31-2010	<b>6. Is this the last Report of the Award Period?</b>  <input type="radio"/> Yes <input checked="" 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>  Sonja Murray	<b>7c. Telephone (area code, number and extension)</b>	
	<b>7d. Email Address</b>  smurray@one-economy.com	
<b>7b. Signature of Certifying Official</b>  Submitted Electronically	<b>7e. Date Report Submitted (MM/DD/YYYY):</b>  01-30-2011	

**Project Indicators (This Quarter)**

**1. Please describe significant project accomplishments completed during this quarter (600 words or less).**

One Economy and Broadband Opportunity Coalition's Broadband Technology Opportunity Program funds support four areas to generate broadband adoption in under-served communities. One Economy has completed the following activities for this quarter:

In the area of affordable access, we released 31 properties for site survey. We executed 18 contracts with housing partners. Networks were installed for 944 housing units in San Diego, Portland, Chicago and South Dakota. Internet access was provided to 1639 housing units in CA this quarter. We selected ISPs for OR, WA, VA, PA and Washington DC.

For our digital literacy efforts, 89 Digital Connectors programs were launched with an enrollment of 1215 youth. We held 65 Cisco continuing education training webinars for Digital Connector instructors. We held community trainings at 9 housing developments in CA with our Community Technology Mobile lab vans with 568 participants. 18 Community Technology Associates and 2 Mobile lab managers were hired and trained. We developed and executed a "Train the Trainer" course to enable CTAs to provide on-site digital literacy training for residents. Additional digital literacy trainings were provided with 311 participants. Community advisory boards were developed and initial meetings conducted in 3 additional cities, St Louis, San Diego and Raleigh. The first round of baseline surveys of affordable housing residents were collected with a 56% return rate.

In terms of our awareness campaign, we launched a city-wide kick-off event in San Francisco with our corporate and community partners. The event received earned media, including an article in the San Francisco Chronicle. We organized and held a Broadband Opportunity Coalition (BBOC) orientation meeting with principals, marketing leaders and marketing consultants on the awareness campaign, also including a Digital Connector orientation. We created and placed a Public Service Announcement with Comcast that had 41,416 airings.

For our online/mobile content creation, we developed and launched 24 community portals for affordable housing sites. We premiered Diary of a Single Mom on pic.tv on Nov. 18 to significant web traffic and earned media. We completed 3 Real American Family episodes. We developed and launched Beehive Digital literacy basics website (thebeehive.org/digitalbasics). We completed the development of a mobile app for assisting in tax return calculations, currently being distributed in the iPhone app store and the Android marketplace. We developed and launched Applicationsforgood.com website.

Lastly, our internal project evaluation process moved forward with an executed contract with the Joint Center. Training exit surveys were refined and the on line data entry of 5,657 baseline surveys from affordable housing residents was set up.

**2. Please provide the percent complete for the following key milestones in your project. Write "0" in the Percent Complete column and "N/A" in the Narrative column if your project does not include this activity. If you provided additional milestones in your baseline report, please insert them at the bottom of the table. 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 (300 words or less).**

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
2.a.	Overall Project	18	No significant variance from revised baseline.
2.b.	Equipment / Supply Purchases	-	Progress reported in Question 4 below
2.c.	Awareness Campaigns	-	Progress reported in Question 4 below
2.d.	Outreach Activities	-	Progress reported in Question 4 below
2.e.	Training Programs	-	Progress reported in Question 4 below
2.f.	Other (please specify):	-	Progress reported in Question 4 below

**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 (600 words or less).**

No significant challenges this past quarter.

**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 (600 words or less). Figures should be reported cumulatively from award inception to the end of the most recent**

**reporting quarter. Please ensure that the numbers of new household subscribers and business or community anchor institution (CAI) subscribers reflected in the "Total" row represent the unduplicated number of new subscribers that can be attributed to your SBA project as a whole.**

Name of the SBA Activity	Location of SBA Activity	Description of Activity (600 words or less)	Size of Target Audience	Actual Number of Participants	New Subscribers: Households	New Subscribers: Businesses and/or CAIs
Other: Affordable housing units connected	San Diego, Portland, Chicago, South Dakota	Meraki wireless mesh networks installed at affordable housing sites.	2,500	2,583	2,583	0
Training programs	Nationwide	89 digital connector programs representing 1215 youth, resident training at 9 housing developments with 568 participants, digital literacy trainings with 311 participants	2,500	2,314	0	0
Outreach activities	St. Louis, San Diego, Raleigh	Advisory boards developed and launched	274	249	0	0
Awareness campaign	Nationwide	City wide kick off event in San Francisco. PSA aired on Comcast 41,416 times. Continued community and media outreach, with articles appearing in many outlets including The San Francisco Chronicle, The Philadelphia Enquirer, Jet Magazine, The Tom Joyner Show, WBRC in Birmingham, The Birmingham News and more.	1,000,000	1,142,172	0	0
Media/Online content	Nationwide	We developed and launched 24 community portals for affordable housing sites. We premiered Diary of a Single Mom on pic.tv on Nov. 18 to significant web traffic and earned media. We completed 3 Real American Family episodes. We developed and launched Beehive Digital literacy basics website (thebeehive.org/digitalbasics). We completed the development of a mobile app for assisting in tax return calculations, currently being distributed in the iPhone app store and the Android marketplace. We developed and launched Applicationsforgood.com website	0	0	0	0
<b>Total:</b>			<b>1,005,274</b>	<b>1,147,318</b>	<b>2,583</b>	<b>0</b>

**4b. Please describe your method for determining the number of households, businesses, and/or (CAIs) subscribing to broadband as a result of your SBA programs (600 words or less).**

The 2,583 subscribers are those housing units connected with BTOP resources. One Economy anticipates connecting a total of 27,000 housing units/subscribers. As a result of these efforts, we estimate that an additional 123,000 subscribers will subscribe using their own or other resources. A third-party evaluator will independently determine our impact on new subscriptions

**4c. Please provide a narrative explanation if the total number of new subscribers is different from the targets provided in your baseline plan (600 words or less).**

N/A

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

<b>Households:</b> 1,639	<b>Businesses and CAIs :</b> 0
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**Project Indicators (Next Quarter)**

**1. Please describe significant project accomplishments planned for completion during the next quarter (600 words or less).**

Affordable access will install networks for 4085 affordable housing units in Chicago, Portland, Kansas City, and Los Angeles, Hayward, Merced CA and in Huron and Milbank, SD. Internet access will be provided for 944 affordable housing units. Initial digital literacy trainings will continue in California and Chicago with housing residents. Community Technology Advisors in Chicago and various locations in California will be offering additional resident trainings. Over 1000 Digital Connector youth will continue with their programs, most will be in training Module 4 and beginning their community service component of the program. We anticipate releasing the first round of student stipends this quarter, at \$250 per student. Additionally, 146 Blackberry Wireless Devices will be distributed to our Digital Connectors match program participants. Broadband Opportunity Coalition (BBOC) partner task orders will be executed for the National Awareness Campaign. PSA themes

and creative briefs will be finalized based on the approved tag line "Connect Today, Change Your Tomorrow". PSA production may have begun. Comcast numbers for our PSA that aired in Nov/Dec 2010 will be available. On line content will be enhanced with the launch of two major webisodic productions, 9ine and Los Americans. The production of the webseries, The Discarded Boyz, will be complete and heading into post production. We will acquire 1-2 hours of additional video programming for PIC.tv. New content package on healthy relationships will launch on the Beehive. We will announce our first public purpose app development contest of the Social Innovations Lab, via our new site applicationsforgood.org. Lastly, more than 5500 affordable housing baseline surveys will be tabulated in a data management tool and the results analyzed. Additionally, the project evaluation plan, drawn up by the Joint Center, will be finalized.

**2. Please provide the percent complete anticipated for the following key milestones in your project as of the end of the next quarter. Write "0" in the second column if your project does not include this activity. If you provided additional milestones in your baseline report, please insert them at the bottom of the table. Figures should be reported cumulatively from award inception to the end of the next reporting quarter. Please provide a narrative description if the planned percent complete is different from the target provided in your baseline plan (300 words or less).**

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
2.a.	Overall Project	30	We are projecting a slight increase over our baseline of 29.3% due to launch of the national PSA campaign and the expected funds disbursement for the creation of PSAs.
2.b.	Equipment Purchases	-	Milestone Data Not Required
2.c.	Awareness Campaigns	-	Milestone Data Not Required
2.d.	Outreach Activities	-	Milestone Data Not Required
2.e.	Training Programs	-	Milestone Data Not Required
2.f.	Other (please specify):	-	Milestone Data Not Required

**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 (600 words or less).**

Weather in the Midwest and Northeast may prove to be a challenge as we install networks in those areas. Indoor installations will be prioritized to mitigate potential scheduling concerns.

**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.

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		
Cost Classification	Total Cost (plan)	Matching Funds (plan)	Federal Funds (plan)	Total Cost	Matching Funds	Federal Funds	Total Costs	Matching Funds	Federal Funds
a. Personnel	\$7,776,540	\$128,750	\$7,647,790	\$2,582,671	\$0	\$2,582,671	\$5,039,247	\$0	\$5,039,247
b. Fringe Benefits	\$1,195,539	\$25,750	\$1,169,789	\$844,537	\$0	\$844,537	\$1,152,690	\$0	\$1,152,690
c. Travel	\$1,094,036	\$110,000	\$984,036	\$415,481	\$0	\$415,481	\$933,784	\$0	\$933,784
d. Equipment	\$963,877	\$0	\$963,877	\$0	\$0	\$0	\$0	\$0	\$0
e. Supplies	\$4,254,910	\$1,989,615	\$2,265,295	\$180,326	\$0	\$180,326	\$325,328	\$0	\$325,328
f. Contractual	\$4,254,172	\$940,980	\$3,313,192	\$1,344,862	\$0	\$1,344,862	\$215,328	\$0	\$215,328
g. Construction	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
h. Other	\$27,018,960	\$19,053,800	\$7,965,160	\$2,905,564	\$1,609,390	\$1,296,174	\$4,300,000	\$4,200,000	\$130,000
i. Total Direct Charges (sum of a through h)	\$46,558,034	\$22,248,895	\$24,309,139	\$8,273,441	\$1,609,390	\$6,664,051	\$11,966,377	\$4,200,000	\$7,796,377
j. Indirect Charges	\$4,956,447	\$746,104	\$4,210,343	\$1,154,280	\$0	\$1,154,280	\$3,149,226	\$0	\$2,149,226
k. TOTALS (sum of i and j)	\$51,514,481	\$22,994,999	\$28,519,482	\$9,427,721	\$1,609,390	\$7,818,331	\$15,115,603	\$4,200,000	\$9,945,603

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
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