

RECIPIENT NAME:OneCommunity

AWARD NUMBER: 39-43-B10506

DATE: 04/30/2011

OMB CONTROL NUMBER: 0660-0037

EXPIRATION DATE: 12/31/2013

QUARTERLY PERFORMANCE PROGRESS REPORT FOR SUSTAINABLE BROADBAND ADOPTION

General Information

1. Federal Agency and Organizational Element to Which Report is Submitted Department of Commerce, National Telecommunications and Information Administration	2. Award Identification Number 39-43-B10506	3. DUNS Number 806546326
4. Recipient Organization OneCommunity 800 W. St. Clair Avenue, Cleveland, OH 44113		
5. Current Reporting Period End Date (MM/DD/YYYY) 03-31-2011	6. Is this the last Report of the Award Period? <input type="radio"/> Yes <input checked="" type="radio"/> 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 Andrea T Castrovillari	7c. Telephone (area code, number and extension) (216) 905-5680	
	7d. Email Address acastrovillari@onecommunity.org	
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 04-30-2011	

Project Indicators (This Quarter)

- 1. Please describe significant project accomplishments completed during this quarter (600 words or less).**
- a. Community and media outreach this quarter by the seven CYC Lead Community Agencies (LCAs) and Corps Members reached a total audience of at least 21,000.
 - b. CYC Corps Members conducted CYC training courses in 108 locations, with a total of 4,147 participants.
 - c. 3,127 CYC training participants were verified as Sustainable Broadband Adopters (SBAs), including 2,837 new home broadband users. Most received no-cost or low-cost computers through their LCAs. Nearly 2,000 additional SBAs were "pending" (with signed individual broadband adoption plans) at the end of the quarter. Here are the numbers by Lead Community Agency:

 Akron Urban League-- 533 verified, 494 pending
 Cleveland Housing Network and partners -- 796 verified, 1,100 pending
 Focus:HOPE and partners, Detroit -- 600 verified, 173 pending
 ACCEL, Appalachian Ohio -- 568 verified, 20 pending
 Urban League of Lexington -- 277 verified, 37 pending
 WinstonNet, Winston-Salem -- 100 verified, 117 pending
 Manatee County Education Foundation -- 253 verified, 25 pending
 - d. Community volunteers contributed over 7,000 hours of assistance with instruction and other tasks.
 - e. Certiport Corporation agreed to partner with the CYC Project to provide Internet and Computing Core Certification (IC3) opportunities to all CYC Corps Members and Supervisors at no cost -- including free testing, free access to online training accounts from an associated vendor, and other support. Training will begin in April.
 - f. OneCommunity staff and LCA representatives inaugurated a biweekly series of professional development webinars for CYC Corps Members, covering such topics as professional communications skills (listening, online and written), uses of LinkedIn, Facebook and Twitter, customer service, etc.
 - g. OneCommunity staff and LCA representatives agreed on and began planning a conference June 27 and 28 in Cleveland on "Community Broadband Adoption, Impact and Sustainability", to bring together the CYC Project's own staff and leaders with people working in other BTOP SBA and PCC projects around the country.

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	22	Though our overall expenditures continued to run behind our original baseline projections this quarter, our substantive outcomes continued to exceed those projections (e.g. in public outreach, training participation, etc.) or match them (e.g. in overall Project employment, new adopters). We have submitted a proposed revised budget and baseline projections to better reflect the Project's experience to date.
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 major issues to date, but please see the response to Project Indicators (Next Quarter), Question 3.

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
Outreach	All participating communities	The CYC Project is committed to reach out to 335,000 potential new broadband adopter trainees through media, direct community marketing, network marketing (e.g.congregations, organization members, agency clients, etc.) and other means. This quarter, CYC Members and partners took our message to community events, organizations, and media opportunities (i.e. radio interviews) with a potential combined audience of at least 21,000.	335,000	231,000	0	0
Training	All participating communities	The CYC Project is committed to provide up to thirty hours of classroom training to 33,800 potential new broadband adopters; with at least 26,000 completing the training and moving on to actual adoption. During the 5th quarter, CYC Corps Members conducted classes in 108 separate locations, with a total of 4,147 individual trainees. (About 800 of these began their training in December and were also included in the 4th quarter report.) By the end of the quarter, about 3,990 trainees had completed CYC classes and created personal Broadband Adoption Plans.	33,800	5,620	0	0
Other: Direct broadband adoption assistance	All participating communities	1) CYC Members provide ongoing post-training advice and assistance to new adopters; 2) Financial assistance is provided for hardware purchases and other adoption costs; 3) Free or subsidized Net access is provided by community wireless networks in some communities. During this quarter, CYC Corps Members assisted 3,127 "graduates" to actually become broadband users, including 2,837 who are verified new home subscribers, and 290 who are verified "Community Connectors." Most of the new home connectors received free or subsidized hardware from their LCAs. About 500 are estimated to be using free or subsidized service, primarily in Cleveland (free AT&T DSL through a CHN/One Economy program) and Manatee County (Bright House Networks half-priced service).	26,000	4,307	4,307	0
Total:			394,800	240,927	4,307	0

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 CYC Project method is based on an individual case management approach in which Project employees and volunteers work directly with each potential broadband adopter through any or all stages -- from training, to assisting the adopter to execute his/her adoption plan, to becoming a subscriber to broadband. This method enables us to maintain an accurate, 100% count of participants who become broadband subscribers and users through the Project's efforts.

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).

The total number of confirmed new broadband adopters to date is about 12% short of our original baseline target of 4,900, and about 7% short of the updated 5th-quarter target of 4,614 in our proposed revised baseline. (The primary reason for our proposed minor adjustment in early-quarter subscriber targets is the late start of Project activity in two communities - Winston-Salem, NC and Lorain, OH - which were approved by BTOP in August to replace an original Subrecipient which withdrew in June.) We continue to see new home broadband adopters ("HomeConnect" SBAs) accounting for over 90% of our total SBAs, compared to the 75% we anticipated; so that our 3,888 HomeConnects to date put us significantly ahead of our expectations in that important category.

More important, as of March 31, a total of 1,966 additional participants had finished CYC training and filled out their personal broadband adoption plans, but were not yet confirmed adopters -- i.e. CYC Corps Members could not confirm that their plans had been executed. Many of these "pending SBAs" were still being delayed by bottlenecks in local affordable access options... notably the AT&T/One Economy "Access All" program in Cleveland, and the Community Telecommunications Network (CTN) community wireless

service based on Clearwire Wimax technology in Detroit. But for the problems accessing these two important resources, at least 400-500 more Detroit and Cleveland CYC participants would have been confirmed adopters by March 31.

The problems for Detroit residents awaiting CTN access may now be over, since all three planned base Wimaxstations are finally in operation and the CYC partners are beginning to distribute client devices to pending SBAs. Unfortunately the Cleveland problems largely remain, despite many weeks of effort by the Housing Network, One Economy, AT&T and others to resolve them. We are still hopeful that both programs will be fully available to low-income adopters within the next few weeks.

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

Households: 500

Businesses and CAIs : 0

Project Indicators (Next Quarter)

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

- a. At least 5,600 additional training participants registered for CYC classes across our seven CYC communities (for a cumulative total of 13,740).
- b. At least 4,500 additional verified SBAs across our seven communities, including at least 3,375 verified home broadband users (for cumulative total of at least 8,850 verified SBAs).
- c. Hold a successful "Community Broadband Adoption, Impact and Sustainability" conference at the end of June, as planned, with over 200 participants from many BTOP SBA and PCC projects, excellent discussions and great sharing of best practices and solutions for our work.
- d. Completed plan for Project evaluation.
- e. IC3 certification completed by at least 20 CYC Corps Members, another 30 to 40 in the process of preparing for certification, and other ongoing professional development activities including regular webinars.

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	36	Anticipated percent complete is consistent with out prosed revised baseline plan.
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).

- 1. We continue to rely on timely assistance from BTOP staff in determining eligible uses of funds for Adopter Assistance, and on other issues of interpretation and compliance, as we look for effective ways to adapt CYC resources to the communities and individuals the Project serves.
- 2. We are grateful for the participation and support of BTOP program staff in our planning efforts for the "Community Broadband Adoption, Impact and Sustainability" conference set for late June, and hope for their continuing involvement throughout the quarter, and in the conference itself.
- 3. The critical issue for the Project's success is the need to provide affordable home broadband subscription alternatives for several thousand of our lowest-income trainees, in order to move them from "pending SBAs" to actual "confirmed SBAs". The problems in Cleveland and Detroit described under Project Indicators (This Quarter), Question 4C are important in themselves but also symptomatic of a broader issue: For many potential home broadband subscribers, no matter how motivated, mainstream DSL and cable modem costs are simply beyond their ability to pay. Workable options to lower this cost barrier, and making those options function smoothly and reliably for thousands of new adopters, will be key determinants of the Project's success with thousands of our most disadvantaged participants.

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While we've found some great partners in this effort in both the commercial and nonprofit networking sectors, real cooperation from major home broadband providers has been difficult to find. We hope that BTOP program staff will be a source of creative ideas and help in this area.

