

RECIPIENT NAME:ZERODIVIDE

AWARD NUMBER: 06-43-B10540

DATE: 11/21/2011

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 06-43-B10540	3. DUNS Number 829939854
4. Recipient Organization ZERODIVIDE 425 Bush St STE 300, San Francisco, CA 941083721		
5. Current Reporting Period End Date (MM/DD/YYYY) 09-30-2011	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 David Veneziano	7c. Telephone (area code, number and extension)	
	7d. Email Address david@zerodivide.org	
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 11-21-2011	

Project Indicators (This Quarter)

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

Subrecipients:
 AccessHumboldt (CA), Akaku (HI), Boys and Girls Clubs of Santa Fe (NM), Community Media Access Partnership (CMAP) (CA), Portland Community Media (PCM) (OR), Reel Grrls (WA), and Spy Hop (UT) continued to increase broadband adoption among youth in their communities. And, via their community outreach around their BTOP-funded programming, they are increasing their wider communities' realization of the importance of affordable, high-speed Internet access for all kids and their families.

All 7 have extensively engaged youth in summer media training programs and have expanded their outreach efforts to youth participants thorough a variety of channels and community partnerships. They have all have worked to increase internal program capacity through efforts such as initiating staff training programs and having staff complete certification programs.

Additionally, four new staff and two new AmeriCorps Vista members have been hired in Q3. Three sub-recipients were able to meet in person and with ZeroDivide staff to discuss collaboration while attending the NATOA conference in San Francisco. Two have presented their local BTOP projects to state officials (Governor of Hawaii and members of the California State Legislature). Two subrecipients have reached out and met with other BTOP funded projects in St. Paul and Santa Fe.

ZeroDivide:
 Following from our convening in Q2, ZeroDivide finalized the program design for the remainder of the grant. Program elements include continuing to support a community of practice among subrecipients, providing technical assistance in the areas of evaluation and accessibility, providing subrecipients broadband-related resources for integration into their programming, and developing an information resource of value to the wider youth media and broadband "fields."

ZeroDivide participated in a panel presentation at the National Association of Telecommunications Officers and Advisors Annual Conference in September. The session introduced representative of local government agencies to youth media programming, highlighting the successes and impacts of the subrecipients' BTOP-funded projects.

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	30	We are pleased to report that the GenZD program continues on track overall.
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).

Throughout Q3 of 2011, the Gen ZD subrecipients experienced some minor challenges in the logistics and implementation of their BTOP programs. Organizational staffing and board changes were concerns with a few organizations. For example, Access Humboldt was unable to retain their Vista staff member who was dedicated to assisting with the BTOP project due to defunding of Digital Arts Service Corps program. Spy Hop, on the other had, had a change in Board leadership and also added six new Board members who had to be brought up to speed on the direction of their the BTOP project. Additionally, some organizations faced challenges with securing adequate broadband service and information in their communities. The Boys and Girls Club of Santa Fe has been seeking to find one ISP to service each of their multiple locations, however, they have been unable to do so, as the local providers do not offer service everywhere. Rather than being able to bundle service at their multiple locations, BGCSF is forced to have multiple service providers and thus find they are paying higher fees for broadband access. Akaku has noted that they have had difficulty in finding statistics on their local real incumbent providers, as much of the data is proprietary and unavailable. Also, they have found that knowledge and education regarding broadband and broadband adoption is virtually non-existent in their community.

Overall, data collection and reporting have surfaced as minor issues for some of the Gen ZD subrecipients. Some have stated that they have had difficulty with consistent demographic data collection, while others have acknowledged that the quarterly reporting requirements have required more administrative resources than they originally anticipated. CMAP has been able to offer their youth coupons for discounted home broadband access through a local ISP, but has been unable to track how many of the youth have taken advantage of this offer.

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
see Addendum II	see Addendum II	see Addendum II	4,345	3,395	0	0
Total:			4,345	3,395	0	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).

We do not yet have a method for determining the number of subscriptions that result from our programs. Our programs target youth, who are not the primary purchasers of household subscriptions. Also, participants' successful completion of our programs is not tied directly to subscribing to broadband. Lastly, before we can track participants over time to find out whether their families subscribe to broadband following from our programs, we will need to successfully complete an Human Subject Review Institutional Review Board (HSR IRB) process. We will continue to work toward overcoming these challenges during the next quarter.

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).

We do not yet have a method for determining the number of subscriptions that result from our programs. Our programs target youth, who are not the primary purchasers of household subscriptions. Also, participants' successful completion of our programs is not tied directly to subscribing to broadband. Lastly, before we can track participants over time to find out whether their families subscribe to broadband following from our programs, we will need to successfully complete an HSR IRB process. We will continue to work toward overcoming these challenges during the next quarter.

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

Households: 0	Businesses and CAIs : 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).
 Along with continuing their youth media trainings, subrecipients are building their programs' capacities and reach.

- Access Humboldt
Presentation to Eureka City Schools Board of Trustees highlighting value of youth media literacy as a protective factor for K-12 students.
- Initial meeting with Wiyots at Table Bluff.
- Follow up meetings with the Klamath River Early College of the Redwoods and the Northern California Indian Development Council.
- Follow up with Dream Quest in Willow Creek.
- Akaku: Maui Community Television
Deploy Project YBEAM at Baldwin High School and subsequent schools (dependent upon voluntary participation).
- Broadband Adoption survey, administered by community partner organizations.
- Establish on-air Broadband Education pilot.
- SpeedTest collaboration with Hawaii Broadband Map and Pacific Disaster Center.

BGCSF

Complete the purchase process for new equipment, software & hardware and installation for each site.

Establish free or reduced internet service for new computer units at all sites.

Finalize data collection strategy and evaluative tools for impact measurement.

Continue meetings with other potential collaborators, including but not limited to BTOP funded programs in New Mexico.

Finalize curriculum for broadband technology programming based on networking at the gathering in San Francisco as well as those made with other BTOP funded programs in New Mexico.

Continue training staff to implement Computer Clubhouse related programming at each site.

Hopefully finalize a collaborative with Santa Fe County Housing to have them fund the cost of broadband service as well as offer the incentive to families that live in public housing that those families that attend classes at the BGCSF will be given free internet service at their homes as well as access to a computer to practice the skills that they learn at the BGCSF sites.

CMAP

Track the number of residents who check out our video production equipment and laptops for use at our center and at their homes.

Survey community members, conduct focus groups, and create digital stories over the next two quarters to determine broadband acquisition assumptions, challenges and ways to generate new adoption.

Develop YMAP; a leadership group for San Benito County focused on increasing awareness about the benefits of broadband through developing competency in digital media skills and 21st Century job skills.

PCM

Launch the Career Readiness program.

Work with Girls Scout in our first gender specific project.

Screening for the 3-week summer camp with Outside In, which serves the homeless youth and young adults in Portland. We plan to continue developing partnerships with the local church community youth and youth with behavioral issues.

Reel Grrls

Launch our weekly afterschool program for advanced students to create high-quality short films, also known as our Thesis Program. Provide two weekend workshops, one of which trains 'tweens' ages 9-12 to create animated films. The other weekend workshop is crafted for RG Productions and expect to have a least one project completed for a non-profit client by the year's end.

Co-host a community screening of Mis-Representation in partnership with Geek Girl Con and the Seattle International Film Festival.

Spy Hop:

Launch of 11/12 programming (core and community) including newly designed 3 week workshops in film, audio, and design as well as Spark; Saturday workshops in media arts for students ages 7-9 and 10-12.

Launch of new civic journalism program: Watch This! (In partnership with the Knight Foundation and the Community Foundation of Utah)

2011 PitchNic Premiere on November 11.

Expansion of Sending Messages Program; offering Sending Messages to multiple youth correctional facilities in Salt Lake.

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	40	We plan for the project to continue to remain on track.
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).

Access Humboldt
 Recruiting for VISTA member to organize Gen ZD project efforts.

Akaku
 Unanticipated outcomes and challenges by implementing a new and untested curriculum

CMAP
 Building staff capacity in technology when currently strength is media creation and youth development.

Working with ISP to co-market broadband services.

PCM
 One of the challenges that might come up is outreaching the youth and understaffing.

Reel Grrls
 Next quarter we will complete succession planning by hiring a new Executive Director to start January 2012.

Spy Hop:
 Student recruitment and retention
 Continued "new normal" in the economy – challenging fundraising climate
 Improving evaluation methods
 Strengthening community partnerships and program offerings

