QUARTERLY 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	**06-43-B10540**	**829939854**

4. Recipient Organization

ZERODIVIDE 425 Bush St STE 300, San Francisco, CA 941083721

5. Current Reporting Period End Date (MM/DD/YYYY)	6. Is this the last Report of the Award Period?
12-31-2011	○ 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)
David Veneziano	
	7d. Email Address david@zerodivide.org

7b. Signature of Certifying Official	7e. Date Report Submitted (MM/DD/YYYY):
Submitted Electronically	02-17-2012

Project Indicators (This Quarter)

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

Access Humboldt, Akaku, Boys and Girls Clubs of Santa Fe (BGCSF), Community Media Access Project (CMAP), Portland Community Media (PCM), Reel Grrls, and Spy Hop, continued efforts to increase broadband outreach, training, adoption and services within their communities. In Q4 much of the work of the GENZD subrecipients this quarter focused on training and community engagement activities. Examples of significant program achievements in this quarter include:

Access Humboldt convened the Digital Redwoods Work Group to share information on diverse broadband and telecommunications efforts throughout Humboldt County. Participants included: City of Arcata IT Director, Owner/Operator of Sequoia Technical Services, Yurok Tribe IT Director, Owner/Operator of Tsunami Wireless, and the Office of Emergency Services Communication Specialist for the Humboldt County Sheriff's Office. The Executive Director of Access Humboldt facilitated the meeting.

The successful launch of the Youth Broadband Education & Awareness Mentoring Project (Project Y-BEAM) at Akaku, a 12-day digital literacy curriculum focused on youth ages 12-18. Though newly launched, Governor Neil Abercrombie recently recognized Y-BEAM its efforts in promoting broadband literacy and education in and the program has captured the attention of high level State Department of Education and University of Hawaii officials who have expressed a keen interest in the program.

The Boys and Girls Club of Santa Fe held the grand opening of a newly established Computer Clubhouse with community leaders, and state and federal legislators. The Intel Design team participated with 90 youth for the grand opening. Newly acquired hardware and software at the Clubhouse included three new iMacs with wireless connections, five new all-in-one HPs units, and two network printers. In addition, the Teen Center now has reliable Internet access allowing for greater access by the youth for training and research.

CMAP began a new, after-school youth program, the YMAP Youth Council, focused on supporting San Benito County youth to develop as media producers and to create positive media messages, survey broadband use and access, and to advocate for community broadband access. In addition, CMAP provided three after school digital literacy programs for elementary school students in partnership with the YMCA of San Benito County. These programs met for six-weeks and focused on student-selected themes. The theme of the first PSA production program focused on Healthy Communication with Parents, and Earthquake Safety. A second program, starting December 1st, focused on "Stories of Courage" and the completed PSA projects will screen at the MLK Jr. Day of Service in January 2012.

PCM initiated varied community-based projects design to train youth in digital media and broadband technologies with groups such as the Girls Scouts of America, Youth, City Bible Church, Outside In (a homeless youth organization), and workshops at a Spanish immersion school. In addition to hiring a new Youth Media Coordinator, PMC was also able to hire a former homeless student who, because of the PCM training model, first became an intern and then an on call staff member.

Reel Grrls produced and distributed new DVD compilation "Generation of Consolidation" about media & broadband access issues from a youth perspective. This quarter Reel Grrls also started a 1200 square foot space renovation to accommodate an increased digital media programming and new staffing.

The Spy Hop outreach team has established relationships with many schools and community organizations across the Wasatch Front and has successfully offered 37 classes and workshops in multimedia to young people. In addition, Spy Hop launched its new website in September 2011. The now media enriched site sees triple the amount of online traffic than before the launch. An avid social media user, Spy Hop now reaches over 4000 followers on Twitter and 2545 on Facebook.

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	42	We are please 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

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
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).

In Summer 2011, Access Humboldt closed its Digital Arts Service Corps due to funding constraints. The closure caused the loss of a key project member in Q3, and Access Humboldt spent considerable time and resources in Q4 to develop a new program. The re-designed program, now called the California Media Corps, will incorporate AmeriCorps Member support beginning in early 2012.

In Q4, Akaku noted continuing difficulty in finding real incumbent provider statistics because much of the data remains proprietary and unavailable. They also note knowledge and education regarding Broadband and Broadband Adoption is virtually non-existent in the community. Broadband in rural areas is non-existent and inaccessible. National Broadband Map is inaccurate and unreliable.

Challenges at the Boy and Girls Club of Santa Fe revolved around the launching of their Computer Clubhouse. In particular, the logistical challenges of making certain that youth at all sites are rotating through the facility on a regular basis.

All GenZD subrecipients have reported challenges in recruiting youth for programs. Most all of the recipients have responded to this challenge by making program modifications to increase relevancy and appeal to community youth. For example, Spy Hop responded to its initial challenge by changing its introductory class structure to offer workshops in highly specific areas of focus (such as beat making, music videos, 3D game design). They have seen an increase in student interest and attendance, but will be waiting to assess the full result of its strategic program changes until later in the year.

At Akaku, program staff have discovered that with regard to recruitment and retention, young people are especially motivated toward skill development and media production upon learning about inequities in broadband access and quality. They note the Broadband Speed Test, newly incorporated into their trainings, as a driver in the engagement of community youth. As youth gain knowledge and make discoveries about broadband access in the community and around the world they have become more engaged in producing media design to educate and promote adoption and equitable service delivery.

Overall, data collection and reporting continue to surface minor issues for some of GenZD subrecipients. Mostly attributable to staff administrative capacities and resources for data collection and reporting, ZeroDivide continues to work with the subrecipient to create collection and reporting systems for greater accuracy and ease of use,

All GenZD recipients continue to report that current economic conditions are stressing the budgets of their public, non-profit and private partners. Their abilities to leverage local resources and assets continue to be constrained by the low performance of the overall economy.

For ZeroDivide, during 2011, projected wages and related fringe came in lower than anticipated for two reasons: 1) position originally budgeted as staff was filled with temporary contractor, and 2) resources were deployed later than originally planned as early quarters were spent defining staffing and reporting processes. We anticipate that spending will catch up with projections during early 2012.

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	See Addendum	See Addendum - Q4 2011 Section 4a Detail	1,534	1,040	0	0
Total:			**1,534**	**1,040**	**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).

Access Humboldt:

Access Humboldt subscriber numbers are specific to users of the Community Media Center and are based on sign-in sheets. Access Humboldt is developing a methodology to determine the number of household subscriptions result from trainings.

Akaku

Designed as a mobile Internet platform, Project Y-BEAM utilizes Wi-Fi networks found outside the home as well as in defined public centers. Assuming 50 youth and young adults in Maui County participate in Project YBEAM this Quarter, a conservative estimate that each participant in the project will influence at least one other youth who will access and learn from the in-person and online trainings = 100 youth Broadband users. If 100 youth Broadband users (in public centers/outside of homes) are generated due to the Akaku YBEAM project this Quarter. Assuming if Akaku trains 100 people from rural areas of Maui County, with an approximate 50%* already subscribing to broadband services, 50 new broadband users would be generated. (Recent comprehensive surveys have examined the issue of broadband adoption in America; according to this data 50% of rural adults are broadband adopters.)

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).

GenZD programs primarily target youth, who are not the primary purchasers of household subscriptions. In addition, broadband subscribership is not tied to participants' successful completion of GenZD program. Lastly, ZeroDivide is still accessing the HSR IRB process, a necessary step before we can track participants over time to find out whether their families are subscribing to broadband after participating in the programs. We will continue to work toward resolution to this challenge in 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

Project Indicators (Next Quarter)

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

Based on the broadband deployment project for Yurok Tribe's least served communities, Access Humboldt will be implementing digital literacy training, and develop local media collaborations with Klamath River Early College of the Redwoods and other youth service partners. In addition, Access Humboldt will develop local countywide programs to initiate the Knight Information Toolkit (www.infotoolkit.org) with particular emphasis on sustainable adoption of broadband media that is open, transparent and accountable to the local community.

In Q1 2012, Akaku will deploy Project YBEAM in several Maui Public and Private Schools. Specially designed posters and marketing materials will be created for engagement and recruitment purposes at schools and youth centers. Akaku also plans to produce and publish broadcast tutorials and educational materials through website (www.mauitube.org). In addition, Akaku plans to develop and on-air broadband education pilot show for the community as well as produce and publish readily available public broadband tutorials and educational materials.

In Q1 2012, Santa Fe program staff anticipates finalization of a collaborative with Santa Fe County Housing Authority. Under this arrangement, Housing Authority will fund the cost of broadband services as well as offer the incentives to families that live in public housing to attend broadband classes at the BGCSF, and provide access to a computer to practice acquired skills. In addition, BGCSF will seek to continue training staff at satellites to implement Computer Clubhouse related programming at each site that will contribute to increased number of participants in Computer Clubhouse programs and activities.

For the next quarter CMAP is focused on further development of its YMAP (Youth Media Access Project). Development of this program is key in the establishment of a citizen journalism media project wherein YMAP leadership youth will serve as staff members. CMAP is also planning a large-scale digital storytelling and outreach event at Martin Luther King Day of Service on January 16th, 2012. This event will serve a visible high point for its "Stories of Courage" project.

In the next quarter PCM expects to launch its Career Readiness Program. This program will expose youth to pathways in digital media production and related broadband technologies. In addition, they will implement gender specific outreach and training projects with Girls Scouts and Boy Scouts. A film screening will be held on January 30th, 2012 at the Armory Theatre where Hollywood director Todd Haynes will serve as host. At this event, PCM will screen projects produced by students from Outside In (an organization that serves homeless youth and young adults in Portland) who received digital media training in Q4.

During next quarter, Reel Grrls will launch a weekly afterschool program for students to create short films. Reel Grrls will also provide two weekend workshops, one of which trains 'tweens' ages 9 – 12 to create animated films; the other weekend workshop is on graphic design and is available to all ages. In Q1 2012, Reel Grrls will welcome a new Executive Director. The transition plan calls for the incoming and outgoing directors to overlap with support from a transition team comprised of both board and staff.

Over the course of Q1 2012, Spy Hop Staff will expand outreach/ recruitment efforts to fill all Spy Hop classes especially for slots

available to their Winter Spring Apprenticeship Program that begins in January. Spy Hop staff also intend to complete, publish and distribute Spy Hop's Evaluation Report for 2010/2011. Continued efforts to conduct outreach and engagement to local and online communities will build upon social media presence and marketing strategies (i.e. utilizing Spy Hop's Facebook page, Twitter account, new website, blog, YouTube, and Vimeo channels to distribute content).

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**	55	We are confident that project will 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).

Given the nature of the communities in which they work nearly all GenZD subrecipients note the ongoing challenge of accessible and affordable broadband as it relates to training and subscribership. For example, the Santa Fe site reports that the price of Internet service provided by area providers in combination with finding an Internet provider that services its rural communities has resulted in them negotiating with 3 different vendors to see who could and would provide the best service at the most reasonable price. Currently, BGCSF has retained two separate vendors because neither could service all of the areas where they focus efforts.

Similarly, CMAP finds that one challenge it stills faces is that the broadband infrastructure does not exist in the rural communities they are they are targeting. Thus, a strategy they must undertake towards greater broadband capability is to engage in building an institutional network linking community television, five local government and school agencies that will produce a foundation and collaborations to support broadband training, adoption and services. In the case of Akaku, they encounter accessibility issues in remote rural areas, but when broadband is accessible, they still encounter bandwidth restrictions endemic to incumbent service providers which then constrain efforts to expand adoption, training and services.

With all GenZD subrecipients, the economic climate remains a major challenge when looking to achieving objectives and milestones in Q1 2012. Some of this challenge is not only borne by the GenZD subrecipients but by their potential and established community partners made up of community businesses, service organizations, school districts and municipal agencies. Access Humboldt has reported that continuing fiscal stress among partner organizations (esp. schools and non-profit community based organizations) has made it difficult to secure greater commitments to develop partnerships to sustain digital media training and adoption programs in remote rural communities. Spy Hop specifically notes the challenges of fundraising efforts in an uncertain economy while attempting to sustain valuable community programming with limited funding resources.

As subrecipients enter Q1 2012, recruitment of youth for training programs is critical as much of the strategy for GenZD programming rests upon youth receiving quality training, producing relevant content and serving as ambassadors for broadband adoption. In order to achieve this objective in Q1 2012, subrecipients will be focusing on curriculum development and implementation, staff training and professional development, and organizational development and infrastructure.

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	$426,334	$0	$426,334	$83,433	$0	$83,433	$232,542	$0	$232,542
b. Fringe Benefits	$106,584	$0	$106,584	$23,542	$0	$23,542	$58,136	$0	$58,136
c. Travel	$49,350	$0	$49,350	$31,967	$0	$31,967	$31,967	$0	$31,967
d. Equipment	$0	$0	$0	$0	$0	$0	$0	$0	$0
e. Supplies	$0	$0	$0	$0	$0	$0	$0	$0	$0
f. Contractual	$1,105,000	$605,000	$500,000	$570,945	$262,810	$308,135	$590,782	$275,909	$314,873
g. Construction	$0	$0	$0	$0	$0	$0	$0	$0	$0
h. Other	$15,000	$0	$15,000	$507	$0	$507	$15,000	$0	$15,000
i. Total Direct Charges (sum of a through h)	$1,702,268	$605,000	$1,097,268	$710,394	$262,810	$447,584	$928,427	$275,909	$652,518
j. Indirect Charges	$286,974	$0	$286,974	$119,760	$0	$119,760	$159,433	$0	$159,433
k. TOTALS (sum of i and j)	$1,989,242	$605,000	$1,384,242	$830,154	$262,810	$567,344	$1,087,860	$275,909	$811,951

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