ANNUAL 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

11-43-B10536

3. DUNS Number

022555952

4. Recipient Organization

District Of Columbia Government 200 I Street SE, 5th Floor, Washington, DC 20003-3317

5. Current Reporting Period End Date (MM/DD/YYYY)

12-31-2013

6. Is this the last Annual Report of the Award Period?

⦿ 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

Joseph Carella

BTOP Program Consultant

7c. Telephone (area code, number and extension)

2027153743

7d. Email Address

joe.carella@dc.gov

7b. Signature of Certifying Official

Submitted Electronically

7e. Date Report Submitted (MM/DD/YYYY):

02-24-2014

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).

For District of Columbia Government's Office of the Chief Technology Officer's (OCTO's) Sustainable Broadband Adoption (SBA) grant, "DC Broadband Education Training and Adoption" (DC-BETA), multiple wireless broadband technologies were used. These included wireless USB mobile broadband modems, wireless desktop modems, and personal mobile hotspots, as well as wireline cable internet. The use of mobile broadband devices increases broadband portability and access.

Training programs have been offered by two primary sub-recipients, University of the District of Columbia Community College (UDC-CC) and District of Columbia Public Library (DCPL). Both offer skills development programs for internet use; for seeking and obtaining jobs; and for use of computer tools, such as Microsoft Office. Both entities offered individual household subscriber programs, as well. For DCPL, students who successfully complete certain training courses received free IBM-compatible desktops, and students who qualify as low income received free Cricket modems and one-year subscriptions to Cricket wireless. In addition, a third sub recipient, Latino Economic Development Corporation, was awarded a sub-grant late in 2012 offering business training and business subscriber programs to small Latino businesses and other under-served communities in District of Columbia; that program completed successfully in July 2013. Byteback Inc was a key partner in training, delivering training programs for both DCPL and OCTO.

Finally, OCTO is leading a final wave of individual subscriber programs to complete the DC-BETA program goals. Marketing efforts in late 2013 have led to continued new broadband subscribers enrolling in 2014. Grant funds were only expended during the grant period; spending during 2014 is using OCTO operating funds, supporting program sustainability.

There are no specific broadband technologies advocated. Training and subscriber programs are focused on generic broadband and internet use.

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
Various	Refurbished desktop computers	75	60	District of Columbia Public Library (DCPL) uses a training provider, Byte Back, to deliver program content. Byte Back gives vouchers to students who pass each course. Students redeem the voucher at First Time Computers (acquired in 2013 by Byte Back) receiving a refurbished desktop system of their choice, selected from available inventory.
Cricket	Modems	349	60	Byte Back, District of Columbia Public Library's (DCPL's) training provider, supplies a list of low-income students who pass each course to DCPL. DCPL project manager forwards the list to Cricket, which in turn returns a modem for each student back to DCPL project manager. DCPL project manager sends the modems to the appropriate neighborhood library branch, where library staff distribute the modems to students. (Cost includes one year of Internet service.) Byteback also provided training for OCTO.
Totals		424	120	

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).**

Through 2012, District of Columbia Public Library (DCPL) distributed 941 refurbished computers and 877 modems. Equipment was distributed to graduates of classes offered; any student receiving a modem must be qualified as low-income. In addition, DCPL trained 233 Spanish-speaking residents; of those, equipment was distributed to 191 residents.

University of the District of Columbia Community College (UDC-CC) distributed 200 new HP laptops to recipients who completed all Career and Technical Education (CTE) training defined by the program, and who qualified under one of the following federal assistance programs: recipients of Temporary Assistance to Needy Families (TANF) or food stamps; individuals who were parents of children in free or reduced lunch programs; or students who were qualified as Pell grant recipients.

Byte Back distributed 60 refurbished computers in 2013 to qualified recipients who successfully completed training.

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 <u>cumulatively</u> 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 <u>completed</u> 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
Multimedia	0	0	0
Office Skills	956	583	27,984
ESL	0	0	0
GED	0	0	0
College Preparatory Training	5,651	2,813	103,450
Basic Internet and Computer Use	2,109	1,839	42,668
Certified Training Programs	6,215	2,549	101,600
Other (please specify): N/A	0	0	0
Total	14,931	7,784	275,702

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).

At District of Columbia Public Library (DCPL), we have trained over 1,100 people on the basics of PC use. Many of these students had very limited exposure to computers, and they come from the poorest sections of DC. Students have become familiar with the equipment, and learned how to use the mouse and keyboard and other basic computer literacy skills.

DCPL has trained 420 adults and teens in Microsoft Office programs. Students who train in Microsoft Office have the skills to secure better jobs and the ability to perform office jobs more effectively.

As a key partner in this grant, Byteback has trained over 2,400 individuals over the life of the program, in support of the DCPL and OCTO training programs.

Since grant inception, University of the District of Columbia Community College (UDC-CC) provided over 5,300 students with Career and Technical Education (CTE) training that has led, and will continue to lead, to jobs. Jobs provide the financial resources to ensure adoption is sustained. UDC-CC has enrolled eighty-two (82) new household internet subscribers under the Comcast Internet Essentials program.

Latino Economic Development Corporation (LEDC) has successfully reached out to members of the Latino community, especially regarding startups.

Between the training activities at both DCPL and UDC-CC, the jobs found as a result of more skilled individuals, and the hundreds of new adopters of broadband, the District of Columbia is seeing real and tangible benefits from the Sustainable Broadband Adoption grant.

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).

5a. Adoption Level (%):	Narrative description of level, methodology, and change from the level at project inception (600 words or less).
70	**The District of Columbia (District) is comprised of eight Wards. At the time of this award under the Sustainable Broadband Adoption (SBA) program (July 2010), the District's Office of the Chief Technology Officer (OCTO) measured residential broadband adoption rates by Ward, and found that adoption rates in the majority of Wards 5, 7 and 8 (and in parts of Wards 1, 4 and 6) were considered "under-served", as less than 40% of households had broadband subscriptions. The original less-than-40% adoption estimates were based on OCTO estimates in support of the SBA grant applications, submitted in 2010; these estimates were used in all three of OCTO's Broadband Technology Opportunities Program (BTOP) grant applications. There were and are no "unserved" areas in the District.** **During the award period, OCTO has annually collected residential wireline broadband subscribers data from the Federal Communications Commission (FCC), based upon data provided by the carriers to the FCC on the "Broadband Reporting Form" (FCC Form 477). Data on the 477 breaks down wireline broadband subscribers by type (residential vs. commercial) and by census tract. OCTO mapped the census tract, residential population, and subscriber rate data onto the District's Wards.** **Based upon the data, as of June 2013, the District shows an overall wireline broadband adoption rate of over 70%, with the lowest Ward subscriber rate of greater than 53%. Wards 5, 7 and 8 have a measured subscriber rate of 65%, 57% and 61%, respectively. OCTO is measuring and recording adoption rates by Ward as each successive set of FCC 477 data is released.** **OCTO strongly believes the District's efforts on the NTIA grants to provide training, support subscriber enrollments, and advocate about the benefits of broadband access via outreach and media efforts are having positive effects on residential broadband subscription rates.** **Three important notes on these metrics, which suggest the adoption rates are actually higher. First, these calculations exclude wireless subscribers; that is, we excluded smartphones and other types of wireless broadband devices, such as USB modems, personal mobile hotspots, etc. Second, OCTO believes the trend toward increased adoption continues, and December 2013 data, and 2014 data, will show greater subscriber rates. Finally, data quality and completeness provided by carriers on Form 477 continues to improve over time.**

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)?

Office of the Chief Technology Officer (OCTO) believes there are three primary barriers to broadband adoption, as part of this Sustainable Broadband Adoption (SBA) grant.

District of Columbia Public Library (DCPL) reports two main barriers: awareness of the technology, and training, to take advantage of the technology. DCPL is working to increase awareness of its training programs, to educate possible recipients of training and increase enrollments. Once enrolled, DCPL's training programs are focused on helping individuals gain the skills needed to use broadband Internet. Byteback emphasizes the need to deliver applied training, supported by proficiency testing at course end, as the best measure of training effectiveness. Conversely, failing to measure proficiency is a predictor of ineffective training.

OCTO feels the greatest barrier to adoption is the inability to rapidly develop partnerships and programs with broadband providers to offer inexpensive subscriber programs. Comcast Internet Essentials (CIE) is one such program; UDC-CC previously worked with Comcast to enroll subscribers, while implementing the accelerated enrollment and bulk billing capabilities. In 2013, OCTO formed a partnership with EveryoneOn, a national non-profit, to provide discounted broadband offers to District residents. EveryoneOn also provides online digital literacy resources for new broadband adopters.

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)

University of the District of Columbia Community College (UDC-CC) entered into only one SDB contract with an 8(a) provider, 4- Tech Media.

In addition, Office of the Chief Technology Officer's sub-recipient, Latino Economic Development Corporation (LEDC), is registered under Section 501(c)(3).

No other 8(a) or SBD arrangements have been made.

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

Byteback provides these best practices:
1. Hold classes in community-friendly spaces, such as libraries and community-based organizations.
2. Word of mouth is the most effective form of marketing.
3. Transportation costs create barriers to attendance.

Latino Economic Development Corporation (LEDC) provides these best practices:
1. Provide quality training on relatively narrow topics that address hurdles to business start or expansion so that participants seeking that specific information attend and receive maximum benefit.
2. Focus individualized technical assistance on tackling one specific hurdle to business creation or expansion before moving on to address other hurdles.
3. Leverage community partnerships to build credibility in new markets.
4. Channel efforts toward entrepreneurs that demonstrate commitment to continual business improvement.
5. Seek out and take advantage of opportunities to market and raise the profile of the program through traditional and non-traditional channels.

LEDC Lessons Learned:
1. The public can be skeptical of award offers if they seem too good to be true—even if they are true.
2. Internet Connectivity may not be as big a hurdle to small business success as other technology-related impediments (e.g. hardware costs).
3. Referrals from LEDC's lending department provided solid "matches" to program.
4. Private partnerships should be identified at project outset to provide ample time to test fit.
5. Funders can serve as important partners in project rollout, providing assistance and guidance during implementation.