OMB CONTROL NUMBER: 0660-0037
EXPIRATION DATE: 12/31/2013

ANNUAL 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	39-43-B10506	806546326

4. Recipient Organization

OneCommunity 800 W. St. Clair Avenue, Cleveland, OH 44113

5. Current Reporting Period End Date (MM/DD/YYYY)	6. Is this the last Annual 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)
Bill Callahan	216-870-4736
	7d. Email Address
	bcallahan@onecommunity.org
7b. Signature of Certifying Official	**7e. Date Report Submitted (MM/DD/YYYY):**
Submitted Electronically	03-01-2012

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).

N/A

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
See attached list	See attached list	0	12,385	Attached is a list of 65 items reported as Federal or non-Federal "Equipment" expenditures by OneCommunity in 2011, which can reasonably be characterized as "broadband equipment and/or supplies". The list includes unit cost and distribution information. In addition, the list includes approximate totals and unit costs of refurbished computer systems and 4G broadband modems acquired by Subrecipients from various sources and distributed to program participants during 2011. (Unit costs for these items include only program funds expended, not additional costs, if any, covered by the participants.) These Subrecipient acquisitions are discussed further in the response to Question 2b.
Totals		0	12,385	

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).**

OneCommunity's CYC Project did not distribute any equipment (as defined under BTOP reporting guidelines) purchased with BTOP grant or matching funds in 2011.

But it's worth noting that CYC Project Subrecipients did provide free or very affordable home computer systems to about 12,000 new "Sustainable Broadband Adopters" (SBAs) in 2011 to help reduce the entry cost of broadband adoption, especially for low-income households. Each of our Lead Community Agencies (LCAs, or subrecipients) has a budget for Adopter Assistance equivalent to $125 per adopter, and is responsible for using those dollars along with local resources to implement effective low-cost/no-cost device (and access) options for their CYC participants.

About 1,400 of those systems were refurbished laptops donated by Blue Cross / Blue Shield of Michigan to Focus:HOPE and its partners, for the use of CYC graduates in Detroit.

The remainder were purchased from a variety of national and local refurbishers, using a combination of BTOP Adopter Assistance funds and dollars paid by the CYC participants themselves. For the most part, these were fully refurbished P4-generation desktop systems including flatscreen monitors; a smaller number were refurbished P4-generation laptops. All were loaded with Windows 7 or XP Pro, and many came with multi-year tech support plans. About 3,400 of these finished, refurbished systems were purchased by various Subrecipents from a national nonprofit supplier, PCRR of Chicago. The rest -- about 6,300 fully refurbished systems -- were obtained by Subrecipients from nonprofit or commercial refurbishers in their own communities.

Finally, one CYC Subrecipient, ACCEL, began its own refurbishing operation early in 2011, buying desktops and laptops from a recycling firm and loading the operating systems and other software in-house, in collaboration with a youth business development group. By the end of the year the ACCEL CYC team had distributed more than 800 of these self-refurbished systems.

CLEAR 4G BROADBAND MODEMS: In addition to the computer systems described above, Focus:HOPE and the Cleveland Housing Network each acquired and distributed a number of CLEAR 4G modems to households participating in their respective Wimax affordable broadband initiatives. Focus:HOPE used non-Federal grant funds to acquire refurbished CLEAR modems @ $50 each for 300 households who have signed up to use the free CLEAR home 4G service provided for CYC adopters by the Community Telecommunications Network. CHN purchased new CLEAR modems from Mobile Citizen for 70 CYC adopters who signed up for heavily discounted Mobile Citizen CLEAR 4G accounts, at a net Federal program cost of $60 apiece.

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 cumulatively 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 completed 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	0	0	0
ESL	0	0	0
GED	0	0	0
College Preparatory Training	0	0	0
Basic Internet and Computer Use	33,800	20,708	465,275
Certified Training Programs	0	0	0
Other (please specify):	0	0	0
Total	33,800	20,708	465,275

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).

Our most important success is having continued to meet our key project performance goals through the Project's second year. In 2011:

-- over 280,000 members of the public were reached through our partners' media and community outreach efforts;

-- more than 18,000 individuals participated in CYC training classes in 259 separate training sites, and completed individual HomeConnect or CommunityConnect broadband adoption plans;

-- nearly 15,500 of these trainees became verified broadband adopters, including 13,573 home broadband subscribers;

-- community volunteers contributed more than 26,000 hours to the effort, helping with classes, paperwork and other tasks;

-- local CYC teams developed innovative collaborations with dozens of community partners, including...
... public school districts in Cleveland, Akron, and Detroit as well as Winston-Salem and Bradenton
... housing authorities in Lorain County, Cleveland and Akron
... the county workforce agency in Muskingum County, OH
... Amish community leaders in Coshocton County, OH
... hospitals and other employers in Winston-Salem.

By year's end, the CYC Project website (www.connectcommunity.org) offered more than fifty curriculum modules developed by the project, available for free public use under a Creative Commons license.

In June, OneCommunity and our CYC partners organized a national practitioners' conference on "Community Broadband Adoption, Impact and Sustainability" in Cleveland. Over 220 individuals from 25 states and the District of Columbia attended, including staff of Sustainable Broadband Adoption and Public Computer Center projects throughout the U.S., BTOP officials, academic experts and other supporters of digital inclusion. Among other purposes, the event was a major training and professional development opportunity for the almost ninety CYC Corps Members who took part. In October, OneCommunity partnered with NTIA to organize a second Cleveland event, the "Mid-Course Workshop" for all categories of BTOP awardee including CCI and well as SBA and PCC; over five hundred participants turned out from across the U.S.

In October, OneCommunity completed a telephone survey of the first 1,800 individuals to finish CYC training and become verified broadband adopters in Cleveland. 666 respondents participated in the survey and 624 completed it. Some key results:
-- 95.6%of the respondents now have a computer at home.
-- 88.6% have an Internet account at home and 2.7% regularly access the Internet elsewhere… totaling 91.3% of all survey respondents with regular Internet access.
-- Of respondents who completed the survey, 98.7% said they would recommend the CYC program to others.
-- Among 283 respondents who said they undertook the training mainly for employment reasons, 43% say they have since found new or better jobs, received a promotion, entered work training programs, or started their own businesses. 74% of these job-oriented

respondents also said that looking up health information online was “personally significant” to them, and 75% identified the ability to help their children or grandchildren with homework as an important personal outcome of their CYC training.

(A summary of the survey results described above is being uploaded with this report.)

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).
68	**We have 2008 data on adult broadband access at home, gathered in 2009 for the cities of Cleveland (adoption among adults less than 35%), Detroit (just over 40%) and Akron (less than 60%). The source in all cases was zip code data from consumer surveys purchased from Scarborough Research; the sample sizes are small and the likelihood of error is fairly high, but it's the best available. In addition, we have data from Connect Ohio's 2010 statewide survey indicating that up to 65% of households had broadband in the three main Appalachian Ohio counties served by CYC (Muskingum, Coshocton, Guernsey), and 77% of households had broadband in Lorain County.** **Assuming based on their poverty rates that our other partner communities (Lexington, Winston-Salem and Manatee County) were on the high end of this range, we now estimate that CYC communities had an overall household broadband penetration of 65%-70% at the inception of the CYC Project. This would translate to about 250,000-275,000 households lacking broadband in all of our communities, including the targeted neighborhoods of Detroit.** **Through 2011, the CYC Project has trained members of more than 20,000 of those households and helped them develop personal broadband adoption plans. More than 14,500 are already verified home broadband subscribers, and another 2,000 are new broadband users in other settings.** **Thus we can roughly estimate that CYC has put between 7% and 8% of the non-adopting households in our target communities on the path to sustainable broadband adoption, and directly raised the aggregate broadband adoption level in those communities (i.e. households with an adult broadband adopter divided by total households) by about 2%.**

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)?

The strategic premise of the CYC Project is that two major barriers exist in most participating communities among disadvantaged (lowincome, low-education, and socially isolated) residents:

1. the combined cost of commercial broadband service and the computer equipment needed to use it; and

2. lack of knowledge about broadband and computer technology, which increases the difficulty of overcoming the first barrier, reduces the motivation to try, and in many communities creates a "negative network effect" (I can't learn from my neighbors if they're digitally illiterate too.)

In addition, there's a third major barrier in many rural communities served by ACCEL -- the unavailability of normal home broadband service at any reasonable price.

The CYC Project is designed to address all three barriers through a high-impact, high-touch process in specific communities that:
a) provides strong community support and creates a community expectation of broadband adoption and meaningful use
b) provides significant training that teaches basic computer/Internet skills as well as applications of personal interest to the students
c) helps each trainee to think through and adopt a personal plan for access that takes local resources, personal interests and ability to pay into account
d) backs this plan up with personal, technical and financial support (low-cost/no-cost computers and access options).

The essence of the CYC approach is finding effective, community-specific versions of these common approaches, while sharing ideas, problem-solving and resources among all the partners. This is especially critical in the case of approach d) -- finding effective ways to lower the cost of home user equipment (computers) and broadband access.

We described our local partners' varied approaches to providing low-cost computer systems for our SBAs in our responses to Question 2b, above.

Dealing with the affordability and availability of home broadband access is even more challenging. Here are some ways our LCAs approached this barrier in 2011:
-- After encountering problems with applications to the AT&T "AccessAll" program, Cleveland Housing Network and OneCommunity sought and found an affordable alternative... a heavily discounted WiMax 4G service provided by Clearwire reseller Mobile Citizen,

costing CYC subscribers just $10 a month. This service was first rolled out by CHN in November; 73 new SBAs were using it by the end of the year, with hundreds more expected in early 2012.
-- Manatee Education Fund's agreement with Bright House Networks to provide half-priced cable modem service to new SBAs for two years has resulted in more than 200 new cable modem subscribers.
-- The CYC partners in Detroit, working with the Community Telecommunications Network and Clearwire, began offering CYC graduates free WiMax 4G service in June. By year's end over 500 CYC-trained Detroit households were subscribing to this service.
-- The CYC team in Lorain County is partnering with Lorain Metropolitan Housing Authority, using local foundation funds, to install wifi mesh networks to serve CYC participants in LMHA apartment buildings and estates. The first network was rolled out in a 200-unit LMHA building in Lorain the day after Thanksgiving.
-- ACCEL's CYC teams in Appalachian Ohio have helped connect hundreds of rural households located outside DSL or cable service areas with a combination of strategies including: Virgin Mobile 3G accounts, discounted accounts local wireless ISPs, and community labs located in Grange centers, churches, etc.

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)

N/A

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

1) Our online library of more than fifty CYC curriculum modules, developed collaboratively by OneCommunity and local partner staff, is still growing. It's available under Creative Commons licensing on the Project website, http://www.connectcommunity.org.

2) To help plan and manage complex marketing, training and adoption support activities for so many people in such diverse communities, OneCommunity developed a detailed Excel Project Planning Workbook. We believe it has contributed substantially to our initial success, and are happy to share it upon request.

3) We are managing a large amount of course and client data from eight geographically scattered communities, largely in real time, using a heavily adapted implementation of the Moodle open source course management program. This implementation may be useful to others with similar management requirements. You can take a look at http://www.cyctraining.org/

4) We've had great success using Cisco's Webex online videoconference system for weekly coordinating meetings among our central staff and local project administrators, as well as regular professional development training events for CYC Corps members. Recordings of some of the training conferences can be viewed on Vimeo at http://vimeo.com/channels/connectcommunity .

5) Several local CYC partners have had striking success in recruiting a steady stream of new participants throughout their communities by creating many temporary training sites -- sometimes using mobile laptop labs -- in churches, schools, community centers, etc.