

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 39-43-B10506	3. DUNS Number 179260901
4. Recipient Organization OneCommunity 800 W. St. Clair Avenue, Cleveland, OH 44113		
5. Current Reporting Period End Date (MM/DD/YYYY) 12-31-2013	6. Is this the last Annual Report of the Award Period? <p style="text-align: center;"> <input checked="" type="radio"/> Yes <input type="radio"/> No </p>	
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 Bill Callahan	7c. Telephone (area code, number and extension) 216-870-4736	
	7d. Email Address bcallahan@onecommunity.org	
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 01-23-2014	

PROJECT INDICATORS				
<p>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).</p> <p>N/A</p>				
<p>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).</p>				
Manufacturer	Item	Unit Cost per Item	Number of Units	Narrative description of how the equipment and supplies were deployed
Various (computer systems refurbished by RET3 Job Corps)	Refurbished computer system	40	153	See 2b.
CLEAR (Gemtek)	Refurbished CLEAR 4G Modem with Wi-Fi	25	153	See 2b.
Totals		65	306	
<input type="button" value="Add Equipment"/>			<input type="button" value="Remove Equipment"/>	
<p>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).</p> <p>OneCommunity's Connect Your Community (CYC) Project did not distribute any equipment (as defined under BTOP reporting guidelines) purchased with BTOP grant or matching funds in 2013. But in 2013 as in previous years, the CYC Project did provide free or very affordable home computer systems to about 150 new "Sustainable Broadband Adopters" (SBAs) to help reduce the entry cost of broadband adoption, especially for low-income households. All of these systems were refurbished Pentium 4+ desktops provided by RET3, a nonprofit Cleveland technology refurbishing agency.</p> <p>In addition, using matching funds provided by Cleveland foundations, the Project provided free home 4G modems to most of these SBAs, to support their new subsidized subscriptions to CLEAR WiMax service via nonprofit reseller Mobile Citizen. Almost all of these devices were desktop wifi modems that make access available to multiple household users; the remainder were USB "dongles" for mobile use. The majority of both types purchased for CYC users were refurbished devices provided by Clearwire.</p> <p>All of the new adopters receiving these systems and modems were participants in Connect To College Now, a special extension initiative to provide CYC training and Adopter Assistance for low-income families of Cleveland-area high school students participating in "college track" activities, as well as for newly matriculated college students from the same background.</p>				
<p>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.</p>				
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	32,400	740,000	
Certified Training Programs	0	0	0	

Types of Access or Training	Number of People Targeted	Number of People Participating	Total Training Hours Offered
Other (please specify):	0	0	0
Total	33,800	32,400	740,000

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 finished the Project with all of our key project performance goals completed. As detailed in our 3rd Quarter 2013 (Final) Project Performance Report, our verified totals at the end of the Project (9/30/2013), based on our comprehensive file and database review, include:

- 23,206 new home broadband adopters (benchmark goal 19,500)
- 26,447 Sustainable Broadband Adopters, including HomeConnect and Community Connect SBAs (benchmark goal 26,000)
- 33,700+ unique training participants, of whom 32,400 completed the training (benchmark goal 33,800). This count excludes thousands of enrolled students for whom no attendance hours are recorded, and we know from experience that a few instructors routinely failed to take attendance in their classes... so we are reasonably sure that the real participant count exceeds our benchmark.

Most of these totals were accomplished by the end of 2012, by which time the Project's local Subrecipients had all completed their BTOP-funded Project activities, with the exception of Detroit's Focus:HOPE. Focus:HOPE continued offering broadband adopter training and assistance activities into February 2013, adding 167 new SBAs and 64 new home broadband subscribers to its totals.

Another 242 new SBAs -- 100% of whom are home broadband subscribers -- have been added this year in Cleveland through training and adopter assistance funded with Project matching funds provided by local foundations, in a targeted effort called Connect To College Now. This extended CYC initiative has been aimed at low-income families with college-bound high school students or recently matriculated college students.

Also in 2013, OneCommunity and several Subrecipients continued to pursue sustainable broadband adoption work through innovative collaborations including...

- ... parent engagement programs and proposals in partnership with school districts in Cleveland, Lorain, and Winston-Salem
- ... major Federal proposals for online patient health record training initiatives, developed and submitted in partnership with several Northeast Ohio hospital systems
- ... continuing CYC-style programming for blue-collar employees of a major healthcare system in Cleveland.

We believe these and similar local collaborations between community-based providers and "anchor institution" partners represent the best hope for a sustainable model for closing the broadband divide that still affects hundreds of thousands of our communities' residents.

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).
70	<p>We have 2008 data on adult broadband access at home, gathered in 2009 for the cities of Detroit (just over 40%) and Akron (less than 60%). The source in both 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. Finally, we have data from our own October 2013 baseline survey of Cuyahoga County, conducted by researchers from the University of Illinois, University of Illinois and Rutgers, showing an overall 55% home broadband adoption rate for Cleveland and its lower-income suburbs.</p> <p>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 continue to 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.</p> <p>At completion, the CYC Project has trained members of more than 30,000 of those households and helped them develop personal broadband adoption plans. Over 23,000 are verified home broadband subscribers, and another 3,400 are new broadband users in other settings.</p> <p>Thus we can roughly estimate that CYC has put between 10% and 12% of the non-adopting households in our target communities on the path to sustainable broadband adoption, and directly raised the</p>

<p>5a. Adoption Level (%):</p>	<p>Narrative description of level, methodology, and change from the level at project inception (600 words or less).</p>
	<p>aggregate broadband adoption level in those communities (i.e. households with an adult broadband adopter divided by total households) by as much as 3%.</p>
<p>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)?</p>	
<p>The strategic premise of the CYC Project was that two major barriers exist in most participating communities among disadvantaged (low-income, low-education, and socially isolated) residents:</p> <ol style="list-style-type: none"> 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); and 3) in some rural communities, the unavailability of normal home broadband service at any reasonable price. <p>The CYC Project was designed to address all three barriers through a high-impact, high-touch process in specific communities that:</p> <ol style="list-style-type: none"> a) provided 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) helped 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) backed this plan up with personal, technical and financial support (low-cost/no-cost computers and access options). <p>We have described some of our local partners' community-specific approaches to the barriers of affordability, digital illiteracy and geographic access in our previous Annual Performance Progress Reports. Since most of that work was complete at the beginning of 2013, we have little to add here -- except to point out that the Project's success on all of our key metrics is a clear demonstration that our approach works, when communities have the resources to make it work.</p>	
<p>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)</p>	
<p>N/A</p>	
<p>8. Please describe any best practices / lessons learned that can be shared with other similar BTOP projects (900 words or less).</p>	
<ol style="list-style-type: none"> 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. 6) The Project has carried out three major telephone surveys of participants as well as several smaller surveys, all conducted in-house and designed and managed by CYC Project staff in consultation with our Subrecipients. This has been possible because of the extensive participant data maintained in our Moodle database system, but has also involved professional-quality work in the areas of sampling, survey design, getting regulatory permissions, etc. Conducting this work in-house, and using commonly available tools like Survey Monkey and Google Docs, has enabled us to generate very robust feedback and outcomes data from our participants at very modest costs (less than 25% of using a third-party research contractor). The findings of two of the three major surveys can be found at http://www.connectcommunity.org/research/. 	