

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 441 4th Street NW, Suite 707 N, Washington, DC 20001-2714		
5. Current Reporting Period End Date (MM/DD/YYYY) 12-31-2010	6. Is this the last Annual Report of the Award Period? <p style="text-align: center;"> <input type="radio"/> Yes <input checked="" 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 Joseph Carella BTOP Program Consultant	7c. Telephone (area code, number and extension) 2027153743	
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7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 02-23-2011	

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). DC-BETA is not promoting any specific broadband technology.</p> <p>However, as part of earned incentives, contingent on successful completion of training programs and other qualifications, District of Columbia Public Library (DCPL) will be providing free IBM-compatible desktops, free Cricket modems and one-year subscriptions to Cricket wireless. These programs vary significantly in duration and intensity, with home health aid training program planned for 80 hours, and up to 1500 hours, for licenses practical nurses. Copper-cabling installation programs is a 300-hour program.</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
N/A	N/A	0	0	N/A
Totals		0	0	
<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). District of Columbia Public Library (DCPL) program will be giving away free PCs and free Cricket modems. Populations served will include low-income, African-American, Spanish-speaking, seniors, at-risk youth (including foster children), and people with disabilities. DCPL has not yet begun distributing computers to successful program graduates; distribution will begin next quarter.</p> <p>Community College of the District of Columbia (CCDC) has not yet begun distributing computers; they are only planned for TANF and food stamp recipients, and those programs will begin next quarter. It is estimated that 150 computers will be distributed for the TANF recipient program, and 780 for the food stamp recipient program.</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 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.</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	176	126	7,560	
ESL	0	0	0	
GED	0	0	0	
College Preparatory Training	0	0	0	
Basic Internet and Computer Use	90	61	1,464	
Certified Training Programs	225	205	24,600	
Other (please specify): N/A	0	0	0	
Total	491	392	33,624	
<p>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). CCDC had a good completion rate but did not get data on placement yet. The program was well received especially when students found out that they were getting access to the CCDC learning website as well as learning about benefits for their children.</p> <p>District of Columbia Public Library (DCPL) has trained 61 people on the basics of PC use. Many students had very limited exposure to computers, coming from the poorest sections of DC. Students have become familiar with the equipment, learned how to use the mouse and keyboard, and acquired other basic computer literacy skills.</p>				

As planned, Washington, DC Economic Partnership (WDCEP) began to develop Training Programs during the past year and has not yet completed enough of the project to analyze key economic and social successes.

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).
40	DC-BETA has not yet completed enough of the project to measure any changes in broadband adoption level.

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)?

We believe there are three significant barriers to broadband adoption: affordability, awareness and lack of internet skills.

In the District, broadband is offered, but adoption is impeded in Wards 5, 7 and 8 (our under-served areas) due to significant broadband subscription price given the heightened levels of unemployment and the low levels of income per capita, and per household, relative to the rest of the country and the cost of living.

The other two large problems impeding adoption are lacks of awareness and training. People have to be aware of what they are missing, and better understand the benefits of broadband use and internet access; they also have to develop or acquire the skills to effectively use the technology, whether seeking information, doing homework or looking for jobs.

In addition, participants lack understanding of the benefits of having broadband in their homes. And many participants do not currently have jobs. (CCDC will be collecting jobs data in the coming quarters, for its participants.)

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. Adequate lead time for planning training programs, and coordinating the logistics, registration and scheduling issues is required for successful training and outreach programs. The overhead of program planning, coordination and scheduling of trainers and students is significant, and requires additional management review time, as well.

2. Broadband pricing remains a significant impediment to adoption. Due to limited budgets for TANF and food stamp recipients, surveys and discussion suggest that even pricing points of \$20 per month for broadband subscriptions can be an impediment.