

QUARTERLY 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 06-43-B10013	3. DUNS Number 830370800
4. Recipient Organization California Emerging Technology Fund The Hearst Building, 5 Third Street, Suite 520, San Francisco, CA 94103-3206		
5. Current Reporting Period End Date (MM/DD/YYYY) 03-31-2011	6. Is this the last Report of the Award Period? <div style="text-align: center;"> <input type="radio"/> Yes <input checked="" type="radio"/> No </div>	
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 Luis Arteaga	7c. Telephone (area code, number and extension) <hr/> 7d. Email Address luis.arteaga@cetfund.org	
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 04-29-2011	

Project Indicators (This Quarter)

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

CETF hosted a three-day training with the 19 subrecipient partners in its two BTOP grants – Broadband Awareness and Adoption (BAA) and Access to Careers in Technology (ACT). Topics included: strategies to sustain projects; understanding technology trends; and how broadband policy at the state and federal levels will influence the field of digital inclusion. The second day and a half focused exclusively on issues related to the BTOP grants – reporting, adoption strategies, collaboration, sharing curriculum, and reaching out to anchor institutions.

BAA subrecipients continued to promote broadband adoption by expanding the Get Connected! network. Get Connected! Roundtables were conducted in Los Angeles, San Bernardino, San Joaquin Valley and San Francisco Bay Area regions. A total of 150 organizations discussed strategies to increase broadband adoption and digital literacy in their communities through collaborative efforts. All BTOP grantees in the regions were invited to attend. BAA subrecipients worked together to support awareness activities at local events including Radio Bilingue’s Mariachi Festival which reached 3,500 participants.

CETF also unveiled an online Resource Map that allows users to enter a city or zip code in order to find digital literacy training and hotspots near their home. The tool was developed using the statewide 2-1-1 database as the source of the information. The tool is in English and Spanish and can be viewed on the Get Connected! Today website (www.GetConnectedToday.com). CETF has been working with its grantees and other organizations to include the tool on their websites to further expand its use. To date, 6 subrecipients have placed the banner on their own sites. More importantly, CETF has been working to increase the number of technology resources in the 2-1-1 database as this will improve the listing of available resources far beyond the project’s anticipated end date.

Outreach, Training, and Adoption: BAA partners engaged 23,316 low-income people, trained 24,560 individuals and directly helped 1,734 people subscribe to broadband this quarter. In February, BAA partners established and launched a computer training lab at Catholic Charities in Fresno.

Referrals: One-e-App referred more than 30,000 people to digital literacy resources. 2-1-1 providers continued to screen and refer callers to digital literacy, training, and broadband resources. The 2-1-1s were able to reach 36,548 individuals and connected an estimated 8,050 households to resources, including discount broadband, computer training, low cost or free computers, and Internet public access sites.

Awareness: CETF produced a newsletter to inform civic and community leaders about the BAA and ACT grants and the programs and services offered (http://www.getconnectedtoday.com/files/Connections_winter_2011.pdf). CETF hopes these leaders will be encouraged to refer people to the programs. The newsletter features a story about the partnership of a BAA subrecipient with a Latino-owned grocery store. Radio Bilingue’s messaging in rural California continued through various programs resulting in 3.8 million radio impressions this quarter with an additional 89,400 radio impressions from other BAA subrecipients. Radio Bilingue Mariachi Festival was broadcast live for the first time on the Internet and reports that 396 people viewed the broadcast online.

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	64	CETF estimated that the project would be 69% in the fifth quarter of this project.
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
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).

The major challenge this quarter has been identifying and reaching out to new organizations where BAA partners can conduct broadband training. Many local governments, libraries, community-based organizations, and adult schools are facing financial challenges limiting their ability to offer assistance. The regional Get Connected! Roundtables help to identify organizations' needs and resources so groups can work together to offer each other assistance.

While most BAA partners have hit their stride, others have had to rethink their strategy and timeline to meet the ultimate goal of documenting new broadband subscribers. CETF has held project funding from one partner in order to convey the seriousness of the issue. CETF has also requested an overhaul of one project in order to meet outcomes and will meet with project management and staff monthly to monitor progress.

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
Awareness	Central Valley of California with an emphasis on Fresno and Los Angeles County.	<p>The Size of Target Audience number in this section has been modified to reflect the total goal for the project in each category as were included in the baseline. This will allow for a clearer comparison of goals vs. actuals and facilitate monitoring of progress going forward.</p> <p>Radio Bilingue has a number of programs airing daily about the benefits of broadband, how people can subscribe or learn how to use a computer. Their programming also includes live remote broadcasts related to events where people can learn more about broadband. The launch of Get Connected! Fresno included a partnership with Univision Television and Radio to air the PSAs and interview BAA partners. BAA partners worked together with La Opinion, a bilingual newspaper, to produce and distribute a supplement on broadband in 6 regions of California. Partners have also been featured in local newspapers and television programs to inform people about their programs.</p> <p>20.9 million media impressions have been tracked to date with a major increase expected in Q2 of 2011.</p>	5,000,000	1,557,998	0	0
Outreach	Central Valley of California with an emphasis on Fresno and Los Angeles County.	<p>This new expanded BTOP report template allows CETF to distinguish between outreach conducted to recruit a person to attend a specific event or training (Outreach) and outreach that is more about education and sharing information (Outreach Orientation Events). Both strategies are important but they are distinct and therefore will be documented and reported out separately going forward.</p> <p>BAA Partners shared information about broadband and local training opportunities at events that target working families in the Bay Area, Fresno, and Los Angeles. Partners used a variety of information channels to recruit participants to attend specific events and trainings. The actual number includes an estimated 36,350 people who received printed materials multiplied by the average Hispanic household (4.06 people per Hispanic household in California) for a total of 149,124 reached.</p> <p>This number includes the people that 2-1-1 operators screen to determine if callers are interested in learning more about broadband or training opportunities. It also includes the total number of people who use One-e-App are given an opportunity to learn more about broadband.</p> <p>The Get Connected! Today website has been expanded to include a "Partner Portal" which allows organizations to log-in and share resources with the network. This includes posting community events and training opportunities. A total of 34 community-based and 6 anchor institutions have joined as partners.</p>	553,942	203,526	3,338	0

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
Outreach Orientation Events	San Francisco Bay Area, Central Valley, Los Angeles, San Diego and Monterey County	<p>This new expanded BTOP report template allows CETF to distinguish between Outreach conducted to recruit a person to attend a specific event or training (Outreach) and outreach that is more about education and sharing information (Outreach Orientation Events). Both strategies are important but they are distinct and therefore will be documented and reported out separately going forward.</p> <p>BAA Partners shared information about broadband and local training opportunities at events that target working families in the Bay Area, Fresno and Los Angeles regions. The events targeted African American, Asian and Latino families in venues that offered an opportunity to introduce the issue of broadband, share educational materials and instruct people to call 2-1-1 to locate computer training or low cost computers. Partners used media interviews and newspapers to encourage people to attend these events. Photos of some of these events can be found at http://www.flickr.com/photos/getconnectedtoday/.</p> <p>These events are designed as general outreach events to raise awareness about broadband and provide information about where to go for additional training or information. These include events hosted by faith based organizations, co-sponsoring existing events such as health fairs, and flyers/posters distributed to encourage people to call 2-1-1 or visit the Get Connected website for more information.</p>	5,000,000	135,873	0	0
Training	San Francisco Bay Area, Central Valley, Los Angeles, San Diego and Monterey County	<p>The Size of Target Audience number in this section has been modified to reflect the total goal for the project in each category as were included in the baseline. This will allow for a clearer comparison of goals vs. actuals and facilitate monitoring of progress going forward.</p> <p>BAA partners offer basic digital literacy training in a variety of venues including health clinics, community-based organizations, adult schools, and senior centers. The training curriculum includes computer basics and incorporates web training designed to help families understand the benefits of being online. It also incorporates information on how to choose a broadband provider. Trainings have been well-received with frequent requests for additional classes. A new computer lab was launched at Catholic Charities in Fresno. The Accessible Technology Coalition (ATC) uses webinars and their website to teach librarians, community organizations, and other resource centers about assistive technology for people with disabilities (www.atcoalition.org). The training number includes 166 people who attended the ATC webinars. The training numbers also include 19,684 people trained in the City of Los Angeles to use One-e-App to apply for and manage their own public benefit programs online. The 2-1-1 operators also reported that 2,927 people said they attended training after being referred to a training program.</p> <p>BAA partners will continue existing training and seek new partners and venues to train non-subscribers.</p>	797,807	27,935	582	0
Training	San Francisco Bay Area, Los Angeles and 211 locations	This training is the training of the staff charged with implementing the project. Specifically this includes the One-e-App assistants, 2-1-1 operators, community-based organizations hosting the trainings and staff responsible for documenting people trained and new subscribers.	137	137	0	0
Referrals	<p>The 2-1-1 counties listed in the Description of Activities.</p> <p>The One-e-App includes the counties of Fresno, Los Angeles, San Diego, San Mateo and Santa Clara.</p>	The total number includes 29,414 calls screened and referred by 211 and 46,915 who used the One-e-App and clicked the "Learn more about broadband" link after using their online application. It also includes the people screened for employment training opportunities in the City of Los Angeles. The 2-1-1 counties include Alameda, Contra Costa, Fresno, Kern, King, Los Angeles, Marin, Mendocino, Monterey, Napa, Nevada, Orange, Riverside, Sacramento, San Bernardino, San Diego, San Francisco, San Luis Obispo, Santa Barbara, Santa Clara, Santa Cruz, Shasta, Sonoma, Solano, Stanislaus, Tulare and Ventura. One-e-App is currently used in Alameda, Fresno, Humboldt, Los Angeles, Los Angeles, Napa, Orange, Sacramento, San Diego, San Francisco, San Joaquin, San Mateo, Santa Clara, Santa Cruz, and Sonoma counties.	176,233	76,329	0	0

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
Total:			11,528,119	2,001,798	3,920	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).

BAA partners use a variety of strategies to directly confirm that a household has subscribed. For one day events, partners call back training participants within a month. New subscribers are asked to share their "welcome letter" confirming service or their first month's bill in order to receive discounted computers or a subsidy to help pay one month of service. The 2-1-1 operators call back 1% of those that are screened and referred to training and broadband providers. Partners will be using the welcome letter or confirmation email from the providers as a raffle ticket for prizes to create incentives for adoption. In some cases an email from class participants showing the provider's name demonstrates a subscription.

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).

The number of documented new subscribers remains below the target but has continued to pick up momentum this quarter. Increased media, emphasis on subscriptions and the developing La Opinion partnership in Q2 of 2011 will continue to build on this momentum.

Project partners have used refurbished computers as an incentive and have not subsidized broadband services as noted in previous reports. Partners may be subsidizing broadband service in the future as an added incentive.

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).

Next quarter, CETF will continue to coordinate Get Connected! Roundtables with continued emphasis on local event planning and resource sharing to help people get online. As a result of these efforts, several BAA partners have made plans to collaborate on events to maximize impact, minimize duplication, and share costs. BAA partners will begin their accessibility training to assess and improve their services to people with disabilities. The training will be provided by the World Institute on Disability.

CETF will be expanding the partnership with La Opinion to include the first of its kind newspaper and online technology training program specifically designed for Spanish-speaking residents. The partnership will develop a baseline about the participants and track progress as people complete one or all of the six training modules offered. The newspaper will present the topics in print and the online webinars will reinforce the information. The partnership will emphasize broadband adoption as the end goal and track new users to ensure the project is successful.

CETF will make a significant investment in paid advertising and messaging in the Central Valley and Los Angeles. This includes both television and radio ads as well as on-air interviews. CETF updated its television and radio commercials to emphasize the affordability message and include a specific amount for the monthly charge -\$14.95- which was the lowest price found in researching the prices available in each region.

BAA partners will be launching a comprehensive faith-based strategy to engage them in this overall effort. Participating organizations will be encouraged to assist with outreach, training, and enrolling new subscribers with some incentives to help encourage their active participation. One of the incentives for faith-based groups includes winning a computer lab. This has been a successful model in a partnership with Catholic Charities in Fresno.

In June 2011, the Public Policy Institute of California will release the findings of its fourth annual Broadband and Technology Survey. This year's survey will continue to track progress on broadband adoption and help assess overall impact of the BAA project, specifically in assisting low-income, people with disabilities and limited English speaking Californians adopt broadband. The survey will also include questions about mobile broadband and compact devices to better understand the impact they have on overall broadband adoption. This will be an important report that will serve as a tool to shape ongoing outreach strategies and determine which regions and populations may need additional support to increase adoption in the last year of this project.

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	78	CETF estimated that the project would be 89% complete by the sixth quarter. Some partners have slowed their project to reassess implementation and therefore slowed expenditures. Other partners have requested a no-cost project extension to meet expected outcomes or did not receive funding due to lags in receiving anticipated match funding.
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).

The most significant challenges to broadband adoption have been the lack of an affordable broadband product and an affordable computer. The recent merger of Comcast with GE/NBC includes as one of its public benefits an offer, nationally, of a low-cost broadband product (\$9.95 per month) and low-cost computer (\$150) for 2.5 million households with free/reduced lunch children. It is not clear yet when this will be available to the low-income parents or how the program will conduct outreach or process applications. CETF will be monitoring this closely as many of its partners serve families in the Comcast service territory and can be a strong avenue for outreach and enrollment once details are announced. CETF anticipates the program will begin in the fall of 2011.

Partners will be assessing their current work plans and budgets to determine the most effective course of action to meet their outcomes.

