

RECIPIENT NAME:One Economy Corporation

AWARD NUMBER: 11-43-B10516

DATE: 05/02/2011

OMB CONTROL NUMBER: 0660-0037

EXPIRATION DATE: 12/31/2013

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 11-43-B10516	3. DUNS Number 829024541
4. Recipient Organization One Economy Corporation 1220 19th Street, NW, Suite 610, Washington, DC 20036		
5. Current Reporting Period End Date (MM/DD/YYYY) 03-31-2011	6. Is this the last Report of the Award Period? <input type="radio"/> Yes <input checked="" type="radio"/> 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 Sonja Murray	7c. Telephone (area code, number and extension)	
	7d. Email Address smurray@one-economy.com	
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 05-02-2011	

Project Indicators (This Quarter)

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

In the area of affordable access, One Economy installed networks for 2,283 low income housing units in Atlanta, Chicago, Detroit, Milwaukee, Portland, and St. Louis. Internet access was provided to 3911 units in San Francisco, San Jose, San Diego, Chicago, Portland and Detroit.

One Economy's Digital Literacy programs added 2 additional Digital Connector youth training programs this quarter for a total of 101 programs with 1449 youth. We held 80 Cisco continuing education training webinars for Digital Connector instructors. We held digital literacy community trainings with 3,171 participants. We developed a community advisory board in Washington State and conducted meetings for 11 advisory boards nationally.

In One Economy's awareness campaign, we developed a logo, tag line and website. With our partners in the Broadband Opportunity Collation (BBOC), we worked on our Public Service Announcement strategy, utilizing multiple languages including Spanish, Mandarin, Vietnamese and other Asian languages. We developed a creative brief for our Public Service Announcements as well as a production schedule. We reached 4,164,710 people through our media and outreach efforts.

For our public purpose media efforts, we developed and launched 73 community portals for housing developments we are connecting to the internet. We premiered the web series 9ine, including a screening and hosted discussion at one of our housing partner locations in California.

We launched three new episodes of Real American Family and we completed production on Los Americans. We announced an app development contest in March at South by Southwest (SXSW). We spec'd two apps for local resources and hosted an internal contest with our Digital Connector youth to come up with great app ideas for their communities.

Of significant note, One Economy's Diary of a Single Mom was nominated for a Webby People's Voice Award.

Digital Connector graduations will be held in May 2011 and in anticipation of these events, One Economy has been actively planning these celebrations with our staff, instructors and partners.

For the evaluation of our program, our third party evaluation plan and test cities were finalized.

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	26	Variance is based on the delay to installations due to the length of the RFP and contracting process with Internet Service Providers (ISPs).
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).

One Economy has experienced some challenges in scheduling our network installations due to extreme weather in some of our target areas. We did anticipate this, and it has proved to be true. Additionally, we have experienced delays due to the length of time it has taken for the procurement and contracting of our Internet Service Providers (ISP). These delays have ripple effects in hiring Community Technology Associates as well as conducting trainings on site.

As we implement our training program, we are discovering that many partner organizations in our cities are also BTOP recipients, and therefore have their own training component to meet. So far, the states most affected by this are California, Oregon and Washington.

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
Other: Affordable housing units connected	Atlanta, Chicago, Detroit, Milwaukee, Portland, and St. Louis	Meraki wireless mesh networks installed at affordable housing sites.	7,500	4,866	3,911	0
Training programs	Nationwide	101 Digital Connector programs representing 1449 youth and 113 Digital Connector instructors trained, 30 Community Technology Associates/Mobile Lab Van Drivers trained, resident trainings at 10 housing developments with 568 participants, digital literacy trainings with 3325 participants	4,000	5,485	0	0
Outreach activities	Nationwide	Community advisory boards, BBOC partners, Digital Literacy training partners, Housing partners, Digital Connector cohorts	299	367	0	0
Awareness campaign	Nationwide	Continued community and media outreach, with articles appearing in many outlets including Education Week and more. Additionally, BBOC partner, National Urban League's article and Connect Today, Change Your Tomorrow and I Am Now Empowered piece appeared in 2/21/11 Time Magazine.	5,000,000	5,306,882	0	0
Media/Online content	Nationwide	We developed and launched 73 community portals for housing developments we are connecting to the internet. We premiered the web series 9ine, including a screening and hosted discussion at one of our housing partner locations in California. We launched three new episodes of Real American Family and we completed production on Los Americans. We announced an app development contest in March at South by Southwest (SXSW). We are hosting two Code-A-Thons events which will be held in Portland and San Francisco this upcoming quarter. We spec'd two apps for local resources and hosted an internal contest with our Digital Connector youth to come up with great app ideas for their communities. Of significant note, One Economy's Diary of a Single Mom was nominated for a Webby People's Voice Award.	0	0	0	0
Total:			5,011,799	5,317,600	3,911	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).

The 3,911 subscribers are those housing units connected with BTOP resources. One Economy anticipates connecting a total of 27,000 housing units/subscribers. As a result of these efforts, we estimate that an additional 123,000 subscribers will subscribe using their own or other resources. A third-party evaluator will independently determine our impact on new subscriptions

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).

One Economy has experienced some challenges in scheduling our network installations due to extreme weather in some of our target areas. We did anticipate this, and it has proved to be true. Additionally, we have experienced delays with our Internet Service Providers (ISP), due to the length of time of the procurement and contracting process.

4d. Please provide the number of households and the number of businesses and CAIs receiving discounted broadband service as result of BTOP funds.

Households: 3,911	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).

Through our affordable access program, One Economy will install internet networks for 5,000 affordable housing units in Chicago, Portland, Seattle, Atlanta, Boston, Raleigh, Norfolk and South Dakota. City wide kick off events will occur in Milwaukee, San Diego, Norfolk and South Dakota. These events will coincide with resident trainings and partner recognition. Digital literacy trainings will continue in California, Chicago, Norfolk, Milwaukee and South Dakota with housing residents. Community Technology Associates in these areas will be offering additional resident trainings. Over 1,400 Digital Connector youth will graduate from the program, receiving their final stipend, laptops and Flip cameras. Broadband Opportunity Coalition (BBOC) partner creative briefs and scripts for Public Service Announcements in various languages will be finalized based on the approved tag line "Connect Today, Change Your Tomorrow". One Economy PSA production will be complete, and PSAs possibly aired. On line content will be enhanced with the launch Los Americans webseries on May 26, 2011. Applications For Good will complete its

first app contest. Lastly, the remaining baseline surveys from affordable housing units will be complete and the third party evaluation will be underway.

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	35	Variance represents the catch up in installations after the ISP RFP and contracting process delays.
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 next quarter's training numbers are dependant in part on our Digital Connector affiliate partners. Due to the timing of reports and the necessary supporting documentation, there may be lag time between the execution of the trainings and the reporting of the numbers. Additionally, as we wrap up our ISP contracting, there is some catch up to do on wiring the affordable access housing units.

Sustainable Broadband Adoption Budget Execution Details

Activity Based Expenditures (Sustainable Broadband Adoption)

1. Please provide details below on your total budget, cumulative actual expenditures (for the period ending the current quarter), and cumulative anticipated expenditures (for the period ending next quarter) for each line item, including detailed disbursements of both matching funds and federal funds from project inception through end of this quarter (actual) or next quarter (anticipated). Actual and anticipated figures should be reported cumulatively from award inception to the end of the applicable reporting quarter.

Budget for Entire Project				Actuals from Project Inception through End of Current Reporting Period			Anticipated Actuals from Project Inception through End of Next Reporting Period		
Cost Classification	Total Cost (plan)	Matching Funds (plan)	Federal Funds (plan)	Total Cost	Matching Funds	Federal Funds	Total Costs	Matching Funds	Federal Funds
a. Personnel	\$7,776,540	\$128,750	\$7,647,790	\$3,664,488	\$0	\$3,664,488	\$4,468,034	\$0	\$4,468,034
b. Fringe Benefits	\$1,195,539	\$25,750	\$1,169,789	\$732,897	\$0	\$732,897	\$893,607	\$0	\$893,607
c. Travel	\$1,094,036	\$110,000	\$984,036	\$355,930	\$0	\$355,930	\$491,557	\$0	\$491,557
d. Equipment	\$963,877	\$0	\$963,877	\$0	\$0	\$0	\$0	\$0	\$0
e. Supplies	\$4,254,910	\$1,989,615	\$2,265,295	\$299,846	\$0	\$299,846	\$1,172,943	\$0	\$1,172,943
f. Contractual	\$4,254,172	\$940,980	\$3,313,192	\$1,890,275	\$0	\$1,890,275	\$2,575,696	\$0	\$2,575,696
g. Construction	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
h. Other	\$27,018,960	\$19,053,800	\$7,965,160	\$4,906,685	\$3,228,764	\$1,677,921	\$7,142,289	\$4,304,444	\$2,837,845
i. Total Direct Charges (sum of a through h)	\$46,558,034	\$22,248,895	\$24,309,139	\$11,850,121	\$3,228,764	\$8,621,357	\$16,744,126	\$4,304,444	\$12,439,682
j. Indirect Charges	\$4,956,447	\$746,104	\$4,210,343	\$1,493,305	\$0	\$1,493,305	\$2,681,995	\$0	\$2,681,995
k. TOTALS (sum of i and j)	\$51,514,481	\$22,994,999	\$28,519,482	\$13,343,426	\$3,228,764	\$10,114,662	\$19,426,121	\$4,304,444	\$15,121,677

2. Program Income: Please provide the program income you listed in your application budget and actuals to date through the end of the reporting period.

a. Application Budget Program Income: \$0	b. Program Income to Date: \$0
---	--------------------------------