

RECIPIENT NAME:ZERODIVIDE

AWARD NUMBER: 06-43-B10540

DATE: 12/17/2013

OMB CONTROL NUMBER: 0660-0037

EXPIRATION DATE: 6/30/2015

### ANNUAL PERFORMANCE PROGRESS REPORT FOR SUSTAINABLE BROADBAND ADOPTION

#### General Information

<b>1. Federal Agency and Organizational Element to Which Report is Submitted</b> Department of Commerce, National Telecommunications and Information Administration	<b>2. Award Identification Number</b> 06-43-B10540	<b>3. DUNS Number</b> 829939854
<b>4. Recipient Organization</b> ZERODIVIDE 425 Bush St STE 300, San Francisco, CA 941083721		
<b>5. Current Reporting Period End Date (MM/DD/YYYY)</b> 12-31-2013	<b>6. Is this the last Annual Report of the Award Period?</b> <input checked="" type="radio"/> Yes <input type="radio"/> No	
<b>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.</b>		
<b>7a. Typed or Printed Name and Title of Certifying Official</b>  David Veneziano	<b>7c. Telephone (area code, number and extension)</b>	
	<b>7d. Email Address</b>  david@zerodivide.org	
<b>7b. Signature of Certifying Official</b>  Submitted Electronically	<b>7e. Date Report Submitted (MM/DD/YYYY):</b>  12-17-2013	

PROJECT INDICATORS																																																
<p><b>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).</b></p> <p>The Generation ZD Digital Literacy Program was designed to increase broadband use and skills for low-income and disadvantaged youth in 6 western states. Best practices in digital media training were deployed at community anchor institutions and community based organizations in an effort to help sustain adoption and provide support for long term success for youth in these vulnerable and disadvantaged communities. Broadband &amp; digital literacy skills training included training in methods, techniques and software applications for video, graphic design, animation, game development, audio, pod-casting, radio stories/documentaries and music production.</p>																																																
<p><b>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).</b></p> <table border="1"> <thead> <tr> <th>Manufacturer</th> <th>Item</th> <th>Unit Cost per Item</th> <th>Number of Units</th> <th>Narrative description of how the equipment and supplies were deployed</th> </tr> </thead> <tbody> <tr> <td>na</td> <td>na</td> <td>0</td> <td>0</td> <td>na</td> </tr> <tr> <td colspan="2"><b>Totals</b></td> <td>0</td> <td>0</td> <td></td> </tr> </tbody> </table> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="border: 1px solid gray; padding: 5px;">Add Equipment</div> <div style="border: 1px solid gray; padding: 5px;">Remove Equipment</div> </div>					Manufacturer	Item	Unit Cost per Item	Number of Units	Narrative description of how the equipment and supplies were deployed	na	na	0	0	na	<b>Totals</b>		0	0																														
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<p><b>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).</b></p> <p>All equipment and supplies have been distributed at the Gen ZD sites to support the various multimedia training and production activities for program participants. In certain cases, (i.e. Apple Laptops) the equipment also serves to support curriculum development and program administration conducted by the program staff.</p>																																																
<p><b>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.</b></p> <table border="1"> <thead> <tr> <th>Types of Access or Training</th> <th>Number of People Targeted</th> <th>Number of People Participating</th> <th>Total Training Hours Offered</th> </tr> </thead> <tbody> <tr> <td>Open Lab Access</td> <td>1,536</td> <td>3,421</td> <td>0</td> </tr> <tr> <td>Multimedia</td> <td>11,032</td> <td>9,528</td> <td>1,073,087</td> </tr> <tr> <td>Office Skills</td> <td>287</td> <td>154</td> <td>1,104</td> </tr> <tr> <td>ESL</td> <td>0</td> <td>3</td> <td>12</td> </tr> <tr> <td>GED</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>College Preparatory Training</td> <td>23</td> <td>21</td> <td>1,416</td> </tr> <tr> <td>Basic Internet and Computer Use</td> <td>2,480</td> <td>4,178</td> <td>36,818</td> </tr> <tr> <td>Certified Training Programs</td> <td>958</td> <td>294</td> <td>2,307</td> </tr> <tr> <td>Other (please specify):</td> <td>2,510</td> <td>892</td> <td>18,051</td> </tr> <tr> <td><b>Total</b></td> <td><b>18,826</b></td> <td><b>18,491</b></td> <td><b>1,132,795</b></td> </tr> </tbody> </table>					Types of Access or Training	Number of People Targeted	Number of People Participating	Total Training Hours Offered	Open Lab Access	1,536	3,421	0	Multimedia	11,032	9,528	1,073,087	Office Skills	287	154	1,104	ESL	0	3	12	GED	0	0	0	College Preparatory Training	23	21	1,416	Basic Internet and Computer Use	2,480	4,178	36,818	Certified Training Programs	958	294	2,307	Other (please specify):	2,510	892	18,051	<b>Total</b>	<b>18,826</b>	<b>18,491</b>	<b>1,132,795</b>
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<p><b>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).</b></p> <p>Key successes for the GenZD Cohort this past year have included effort to disseminate learning and best practice through participation in panel discussions and presentations at industry conferences. Notably, representatives of the cohort were selected to present their work at the 2013 Digital Media Learning Conference. The ZeroDivide Sr. Program Manager was also invited to present the GenZD work at the National SHLB Conference held in Washington DC in Spring 2013. Attendance at events such as these serve to enhance the field of practice in broadband and digital literacy programming, and provide distinct opportunities for professional development of cohort members and staff.</p>																																																
<p><b>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.</b></p>																																																

<p><b>5a. Adoption Level (%):</b></p>	<p><b>Narrative description of level, methodology, and change from the level at project inception (600 words or less).</b></p>
<p>20</p>	<p>This estimate is based on a recent study by Connected Nation that reported that subscription rates to broadband service remain stagnant among low-income and minority consumers due to such factors as lack of a household computer, lack of broadband training, high costs of service, and/or unreliable network facilities. In urban areas, broadband adoption and home subscribership amount minorities remains at 47%, and among low-income minorities at 20%, compared to 52% of non-minority residents. In rural areas, only 33% of minorities and 20% of low-income minorities subscribe to broadband, compared to 40% of non-minorities. The racial breakdown illustrates lower broadband adoption rates among all minorities, with Hispanics and African Americans reporting even significantly lower computer ownership rates. While young people drive technology adoption in these communities, disadvantaged and low-income youth often do not have access in their home environment. A Pew Internet &amp; American Life survey revealed that while teens have higher rates of internet use than adults, low-income and minority youth have lower use rates. The number of additional subscribers created as a result of the project is estimated by aggregating the number of individuals trained at the seven anchor organizations over the three-year timeframe. Some of the individuals will be trained via participation in hands-on courses; additionally, some will receive training by accessing broadcasts of the relevant lessons.</p>
<p><b>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)?</b></p>	
<p>In the last year of GenZD implementation most all of the GenZD cohort reported funding as a critical barrier to sustaining programs created or supported under the BTOP grant. The organizations actively explored opportunities to support these program post award. ZeroDivide, in addition to its other capacity building activities with the cohort, provided advising and consulting for organizations seeking project specific funding opportunities. Most recently ZeroDivide has assisted SpyHop in conversations with the Salt Lake City Library in an effort to extend program efforts with disadvantaged youth in immigrant communities.</p>	
<p><b>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)</b></p>	
<p>N/A</p>	
<p><b>8. Please describe any best practices / lessons learned that can be shared with other similar BTOP projects (900 words or less).</b></p>	
<p>Preliminary findings from ZeroDivide's evaluation of its TA Services indicate that that the cross-pollination of ideas across subrecipients through regular in-person and virtual meetings led to innovative program strategies, that led to opportunities to increase the access and adoption of broadband among youth and their communities. Another key and related finding indicate that the the BTOP support increased many youth media organizations' commitment to improving broadband access and adoption in their communities. For example: Spy Hop and Reel Grrls, the subrecipients in the cohort with the most well-established youth media programming and the least experience with broadband-specific efforts, have gained a new appreciation for the needs of a subset of youth in their communities to gain broadband access. This new "lens" on their work is shaping the development of new programming, designed to provide media creation experiences to youth that otherwise do not have broadband access at home.</p>	
<p>As noted in previous reports, for those BTOP projects made up by a cohort of organizations, ZeroDivide has found a best practice to be regular convenings of group members to foster identity, exchange learnings and leverage each others experiences in the field. These resulting network(s) have also laid the groundwork for future efforts at the local, regional and national levels, and the joint pursuit of funding opportunities.</p>	
<p></p>	