

**QUARTERLY 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-B10013	<b>3. DUNS Number</b>  830370800
<b>4. Recipient Organization</b>  California Emerging Technology Fund The Hearst Building, 5 Third Street, Suite 520, San Francisco, CA 94103-3206		
<b>5. Current Reporting Period End Date (MM/DD/YYYY)</b>  12-31-2010	<b>6. Is this the last Report of the Award Period?</b>  <div style="text-align: center;"> <input type="radio"/> Yes    <input checked="" type="radio"/> No                     </div>	
<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>  Luis Arteaga	<b>7c. Telephone (area code, number and extension)</b>  	<b>7d. Email Address</b>  luis.arteaga@cetfund.org
<b>7b. Signature of Certifying Official</b>  Submitted Electronically	<b>7e. Date Report Submitted (MM/DD/YYYY):</b>  01-28-2011	

**Project Indicators (This Quarter)**

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

Outreach and Adoption: BAA partners worked together to reach over 17,378 low-income people. Partners trained 1,361 individuals and directly helped 1,648 people subscribe to broadband this quarter. BAA partners hosted two regional meetings—one in Los Angeles and one in the Central Valley—to introduce the BAA project to other NTIA grantees, non-profits, and anchor institutions to better coordinate broadband outreach and training resources. Partners began working with a major Latino-owned Supermarket chain to get their employees and customers connected to broadband. BAA partners supported the opening of a computer training lab in Fresno housed at Catholic Charities. Broadband training expanded into San Diego and Imperial Counties. The Assistive Technology website is now live ([www.atcoalition.org](http://www.atcoalition.org)) with resources and ongoing training on assistive technology for people with disabilities.

Referrals: One-e-App referred over 13,000 people to digital literacy resources. 2-1-1 providers throughout the 2-1-1 California network continued to screen and refer callers to digital literacy training and broadband resources. The 2-1-1s were able to reach 43,963 individuals and connected an estimated 13,927 households to digital literacy resources, including broadband services, computer training, low cost or free computers and Internet public access sites in their communities this quarter.

Awareness: BAA partners worked together with La Opinion, a bilingual newspaper, to produce and distribute a supplement on broadband in 6 regions of California. The supplement features helpful information, tips and resources for people to get online and stay online. The 16 page supplement was published in English and Spanish and placed in over 800,000 newspapers ([www.laopinion.com/getconnected](http://www.laopinion.com/getconnected)). The supplement reached 4 times as many people, 3.2 million, because at least 4 people read each copy. The supplement will also serve as an outreach tool with an additional 40,000 copies made available for BAA partners to distribute at ongoing events and trainings. Radio messaging in rural California continued through various programs offered by Radio Bilingue resulting in over 3 million radio impressions this quarter.

**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	51	Project is now almost at the 53% reported on the baseline.
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 challenges 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 their assistance. The regional Get Connected! Roundtables help to identify needs and resources to match organizations which worked well at the two held in Q4.

**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

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.	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. A total of 17 million media impressions have been tracked to date.	1,525,130	1,447,579	0	0
Outreach	Central Valley of California with an emphasis on Fresno and Los Angeles County.	BAA Partners shared information about broadband and local training opportunities at events that target working families in the Bay Area, Fresno and Los Angeles. 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. The actual number includes an estimated 34,350 people who received printed materials multiplied by the average Hispanic household (4.06 people per Hispanic household in California) for a total of 139,461 reached. Partners used media interviews and newspapers to encourage people to attend these events. Photos of some of these events can be found at <a href="http://www.flickr.com/photos/getconnectedtoday/">http://www.flickr.com/photos/getconnectedtoday/</a> . The total number also includes 43,963 calls screened by 211 and 16,170 who used the One-e-App and clicked the "Learn more about broadband" link after using their online application. 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.	689,418	311,391	1,776	0
Training	San Francisco Bay Area, Central Valley, Los Angeles and San Diego	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 incorporate information on how to choose a broadband provider. Trainings have been well-received with frequent requests for additional classes. The Assistive Technology Coalition ( <a href="http://www.atcoalition.org">www.atcoalition.org</a> ) uses webinars to teach librarians, community organizations, and other resource centers about assistive technology for people with disabilities. BAA partners will continue existing training and seek new partners and venues to train non-subscribers.	5,956	3,311	402	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 2-1-1 operators, community-based organizations hosting the trainings and staff responsible for documenting people trained and new subscribers.	64	64	0	0
<b>Total:</b>			<b>2,220,568</b>	<b>1,762,345</b>	<b>2,178</b>	<b>0</b>

**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 and emphasis on subscriptions in Q1 of 2011 will continue to build on this momentum.

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

<b>Households:</b> 137	<b>Businesses and CAIs :</b> 0
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**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 coordinate Get Connected! Roundtables in three new regions of California – Sacramento, San Bernardino and the San Francisco Bay Area. The two previous roundtables have been well-received with attendees wanting to find ways to work together. CETF will be conducting follow-up planning meetings in Los Angeles and Central Valley to implement some of the ideas generated at the first roundtable. CETF will also bring together the BAA partners with the grantees funded in Round 2 – Access to Careers in Technology (ACT).

Next quarter the partners will the launch "the widget" – an online tool that links up with the 2-1-1 database statewide to provide people with the location of computer training, low-cost computers, and hot spots near their zip code or city. The tool will be available in English and Spanish. Banners have been designed for any website to give visitors access to the search tool. BAA partners will work to recruit organizations to be listed on the 211 database and host the widget on their own website to maximize the impact of television and radio advertising.

CETF will be convening a workshop in February 2011 of all 19 NTIA partners along with other CETF grantees to share best practices, work through common challenges and continue networking activities that leverage the work of individual organizations. The convening will help avoid the challenges of coordinating media buys so that organizations on the ground are prepared to handle additional calls for services. Partners will learn how to add the "widget" to their own websites and identify additional websites for placement.

**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	68	N/A
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 ongoing challenge will be documenting new subscribers, following-up with training participants and recruitment of allies to join with BAA partners to help people subscribe. There will also be a challenge to coordinate efforts with the CETF Round 2 funded proposal – ACT.

