QUARTERLY PERFORMANCE PROGRESS REPORT FOR SUSTAINABLE BROADBAND ADOPTION

General Information

1. Federal Agency and Organizational Element to Which Report is Submitted	2. Award Identification Number	3. DUNS Number
Department of Commerce, National Telecommunications and Information Administration	06-43-B10589	830370800

4. Recipient Organization

California Emerging Technology Fund 5 3rd St STE 520, San Francisco, CA 941033206

5. Current Reporting Period End Date (MM/DD/YYYY)	6. Is this the last Report of the Award Period?
12-31-2012	○ Yes ⦿ 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	7c. Telephone (area code, number and extension)
Jennifer Riggs	
	7d. Email Address
	Jennifer.riggs@cetfund.org

7b. Signature of Certifying Official	7e. Date Report Submitted (MM/DD/YYYY):
Submitted Electronically	01-29-2013

Project Indicators (This Quarter)

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

The Access to Careers in Technology (ACT) program had direct exchanges with over 2,396 individuals about careers, digital literacy, and broadband adoption. Over 708,000 printed and email materials were also distributed. 3,159 individuals completed courses ranging from basic digital literacy, office applications, multi-media and Information and Communications Technology (ICT) certification. Of these, 1,696 participants were placed in jobs utilizing their ICT skills while 49 participants earned ICT certification. From the 9,413 small business owners and entrepreneurs trained on broadband technologies, 963 new jobs were created. ACT program partners assisted 966 individuals in subscribing to broadband at home.

Subrecipients of the BTOP Grant for ACT are winding down grant activities. They are focusing on integrating digital literacy and broadband adoption into their regular operations. During the quarterly Learning Community Meeting on November 19th, project partners initiated planning for collaborative, place-based proposals for funding from sectors outside of technology including: health, asset-building, youth development, civic engagement and Veteran services. One of the ACT partners experienced the first Connect-to-Compete pilot in their city and shared the challenges and opportunities that emerged from that.

Chrysalis and the ACME Network have both has successfully completed their commitments within the ACT project. They averaged 131% achievement of their target goals. CETF has requested an early close out as it will conclude project activities by June, 2013.

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**	95	N/A
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).

Affordable broadband services are crucial as we approach populations for which other interventions have not been sufficient. CETF will continue efforts to promote open collaborations between local partners and national programs for the most effective broadband adoption solutions for California.

Some cable companies piloting Connect-to-Compete have taken initial steps to communicate better with local community-based-organizations on outreach to pilot communities. However, the plans for expansion of Connect-to-Compete programs in 2013 throughout the state are still not known. Therefore it is unclear if the Access to Careers in Technology project will be able to leverage the low-cost broadband to a large audience before the grant is concluded.

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
Outreach	Los Angeles County	Size of Target Audience equals the cumulative of baseline targets to date. The ACT programs in Los Angeles County had direct exchanges with 7,348 individuals about careers, digital literacy, and broadband adoption. Additionally, over 44,547 have been printed and emailed materials distributed. Printed materials are discounted at the rates described below and combined with the direct exchanges to determine Actual Number of Participants. Actual numbers of Participants reached with distributed materials for Outreach are determined with the following ratio: flyers reach 20%; e-mail blasts reach 10%; personal e-mail, voicemail and hand delivered packets or flyers reach 33% of audience receiving distributed material. All person to person exchanges are counted one-to-one. ACT programs in Los Angeles County have reached a total of 13,275 with this outreach. Programs in the Los Angeles region are in the process of completing final training courses for this grant. Therefore their focus has switched from outreach to project close-out.	19,500	13,275	0	0
Outreach	Alameda, Contra Costa, San Mateo and San Francisco Counties	The ACT programs in Alameda, San Mateo and San Francisco Counties had direct exchanges with 6,828 individuals about careers, digital literacy, and broadband adoption. Additionally, over 18,444 printed and emailed materials were distributed. Printed materials are discounted at the rates described below and combined with the direct exchanges to determine Actual Number of Participants. Actual numbers of Participants reached with distributed materials for Outreach are determined with the following ratio: flyers reach 20%; e-mail blasts reach 10%; personal e-mail, voicemail and hand delivered packets or flyers reach 33% of audience receiving distributed material. All person to person exchanges are counted one-to-one. ACT programs in Alameda, San Mateo and San Francisco Counties have reached a total of 14,952 with this outreach.	23,061	14,952	15	0
Outreach	San Diego and Imperial Counties	The ACT program in San Diego and Imperial Counties had direct exchanges with 8,049 individuals about careers, digital literacy, and broadband adoption. Additionally, over 23,400 printed and emailed materials were distributed. Printed materials are discounted at the rates described below and combined with the direct exchanges to determine Actual Number of Participants. Actual numbers of Participants reached with distributed materials for Outreach are determined with the following ratio: flyers reach 20%; e-mail blasts reach 10%; personal e-mail, voicemail and hand delivered packets or flyers reach 33% of audience receiving distributed material. All person to person exchanges are counted one-to-one. ACT programs in San Diego and Imperial Counties have reached a total of 13,275 with this outreach. Outreach in the San Diego and Imperial Counties consists of presentations at school open house events, senior centers, community resource fairs and hospitals.	9,000	13,275	0	0
Outreach	Statewide	The ACT programs that serve communities statewide had direct exchanges with 10,138 individuals about careers, digital literacy, and broadband adoption. Additionally, over 2,401,130 printed and emailed materials were distributed. Printed materials are discounted at the rates described below and combined with the direct exchanges to determine Actual Number of Participants. Actual numbers of Participants reached with distributed materials for Outreach are determined with the following ratio: flyers reach 20%; e-mail blasts reach 10%; personal e-mail, voicemail and hand delivered packets or flyers reach 33% of audience receiving distributed material. All person to person exchanges are counted one-to-one. ACT statewide programs have reached a total of 270,437 with this outreach. CETF has utilized Get Connected! PSAs promote awareness of broadband and the value of being connected. The media campaign has proven successful at generating calls to 2-1-1 where callers are referred to broadband resources including job training programs such as those in the ACT program. The media from Get Connected! has reached just over 14 million people through targeted radio, television, and print	46,800	270,437	4,015	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
		media. CETF receives audience reports from valid third party research firms showing the number of impressions and people reached.				
Training	Los Angeles County	Size of Target Audience equals the cumulative of baseline targets to date. The ACT programs in Los Angeles County have provided training to 13,215 participants. Training offered consists of basic, intermediate and advanced digital literacy training, media literacy, animation, media production, workforce skills and technical certifications.	12,600	13,184	678	0
Training	Alameda, Contra Costa, San Mateo and San Francisco Counties	The ACT programs in Alameda, San Mateo and San Francisco Counties have provided training to 5,590 participants. 670 participants in workforce training have received ICT certifications including IC3, A+, Server+, Security+, MOS and others.	6,906	5,590	615	0
Training	San Diego and Imperial Counties	Training San Diego The ACT programs in San Diego and Imperial Counties have provided training to 4,801 participants. The San Diego Futures Foundation (SDFF) offers training on basic digital literacy, office applications and Information and Communications Technology (ICT) professional certifications. Students on a career path get hands-on training and internships refurbishing computers that are then donated to training graduates who cannot afford to purchase a home computer. SDFF also provides training to senior centers and through other partners such as one-stop American Job Centers.	3,210	4,801	2,871	0
Training	Statewide	EmpowerNet has trained a total of 41 individuals from 15 partner community serving organizations how to deliver the Stride Model Advanced ICT Certifications and Job Placement program. With ongoing support from EmpowerNet, those partner organizations have trained and graduated 152 participants in ICT workforce topics including A+, Server+, and Security+. CARAT and its statewide partners have provided training on small business development applications to 9,413 small business owners, employees and entrepreneurs. Courses have included technology applications for: strategic planning and leadership, marketing, evaluation, and financial management for small businesses.	15,372	9,596	0	0
Job Placements	Los Angeles County	Size of Target Audience equals the cumulative of baseline targets to date. ACT programs in Los Angeles County have placed 873 participants in jobs utilizing digital literacy skills. Strategies for job placements in the Los Angeles region include job readiness integrated into digital literacy courses, continuing case management and employer engagement.	795	873	0	0
Job Placements	Alameda, Contra Costa, San Mateo and San Francisco Counties	ACT programs in Alameda, San Mateo and San Francisco counties have placed 658 participants in jobs utilizing digital literacy skills and advanced Information and Communications Technology (ICT) certifications. Participants receive support in addition to training that includes: coaching, life and work skills, interviewing practice and wrap-around service referrals.	675	658	0	0
Job Placements	San Diego and Imperial Counties	ACT programs in San Diego County work closely with employers to ensure that their training courses address the skills that employers need. 132 participants of workforce development and digital literacy courses have been placed in jobs paying a living wage.	174	132	0	0
Jobs Created: Small Businesses	Statewide	California Resources and Training and its collaborative partners have assisted entrepreneurs and small businesses create a total of 963 new jobs as a result of training on broadband services and business applications.	750	963	0	0
Total:			138,843	347,736	8,194	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).

CETF and its partners verify broadband subscriptions using a variety of methods including: collecting copies of subscription "welcome letters" or installation invoices, implementing pre- and post-participation surveys measuring subscription, conducting follow-up calls of statistical samples to confirm subscription projections, and counting the number of free subscriptions distributed. Email from participants using ISP vendor email accounts is also accepted when a welcome letter is not available. Addition information about broadband subscriptions determined from survey results is included below in 4C.

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 cumulative number of new subscribers is consistent with targets in the baseline plan. Methodology for determining 8,194 of the total new subscribers reported is as follows:

CETF conducted its annual survey in partnership with ZeroDivide and the Public Policy Institute of California (PPIC) in August 2012. CETF does not claim total responsibility for all the increases in broadband adoption documented in the PPIC survey. As a conservative approach, CETF claimed 6% of the increase of the number of new adoptions recorded through this survey towards the first grant for sustainable broadband adoption outcomes as a result of its efforts and those of its sub-recipients. This is the same rate of broadband adoption that the United Ways of California/2-1-1 finds when they call back clients who have express an interest in broadband. In 2012 CETF attributes 60% of the new adopters toward ACT's goal of 9,237 as the ACT sub-recipients represent 60% of the sub-recipients in both grants. The remaining 40% was attributed to the first NTIA grant awarded to CETF.

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

Households: 1,392	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, the ACT program will conduct outreach to over 500 people. ACT sub-recipients plan to train approximately 1,000 in digital literacy, broadband adoption, ICT certifications and small business applications. We aim to place 50 participants in jobs utilizing ICT skills and assist 300 households in subscribing to broadband.

CETF expects that the majority of ACT sub-recipients will be winding down program activities in the next quarter.

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	98	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).

CETF will continue to support project partners in working with internet service providers to connect their participants with affordable broadband service. Many ACT partners will be challenged as they work to transition activities funded through the grant into their regular operating budgets or to fundraise for additional support.

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.

Cost Classification	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		
	Total Cost (plan)	Matching Funds (plan)	Federal Funds (plan)	Total Cost	Matching Funds	Federal Funds	Total Costs	Matching Funds	Federal Funds
a. Personnel	$415,450	$244,000	$171,450	$420,845	$263,822	$157,023	$418,147	$253,911	$164,236
b. Fringe Benefits	$123,951	$72,312	$51,639	$96,629	$62,513	$34,116	$110,290	$67,412	$42,878
c. Travel	$20,255	$0	$20,255	$22,573	$0	$22,573	$20,255	$0	$20,255
d. Equipment	$0	$0	$0	$0	$0	$0	$0	$0	$0
e. Supplies	$6,110	$0	$6,110	$7,964	$0	$7,964	$6,110	$0	$6,110
f. Contractual	$90,470	$0	$90,470	$81,685	$0	$81,685	$86,078	$0	$86,078
g. Construction	$0	$0	$0	$0	$0	$0	$0	$0	$0
h. Other	$10,324,894	$3,626,637	$6,698,257	$9,849,803	$3,612,064	$6,237,739	$10,087,348	$3,619,350	$6,467,998
i. Total Direct Charges (sum of a through h)	$10,981,130	$3,942,949	$7,038,181	$10,479,499	$3,938,399	$6,541,100	$10,728,228	$3,940,673	$6,787,555
j. Indirect Charges	$100,000	$30,000	$70,000	$100,000	$30,000	$70,000	$100,000	$30,000	$70,000
k. TOTALS (sum of i and j)	$11,081,130	$3,972,949	$7,108,181	$10,579,499	$3,968,399	$6,611,100	$10,828,228	$3,970,673	$6,857,555

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: $993,823	b. Program Income to Date: $534,419