

ANNUAL 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-B10594	3. DUNS Number 961752131
4. Recipient Organization City and County of San Francisco 1 S Van Ness Ave 2nd FL, San Francisco, CA 941031275		
5. Current Reporting Period End Date (MM/DD/YYYY) 12-31-2011	6. Is this the last Annual Report of the Award Period? <p style="text-align: center;"> <input type="radio"/> Yes <input checked="" type="radio"/> No </p>	
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 Brian P Roberts	7c. Telephone (area code, number and extension) (415) 581-4061	
	7d. Email Address brian.roberts@sfgov.org	
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 02-17-2012	

PROJECT INDICATORS																																																
<p>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). No.</p>																																																
<p>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).</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>Newtek</td> <td>TriCaster Portable Switcher</td> <td>15,005</td> <td>4</td> <td>Deployed by BAVC, a grant subrecipient partner to support digital media training and production. This was paid for with recipient, matching funds.</td> </tr> <tr> <td colspan="2">Totals</td> <td>15,005</td> <td>4</td> <td></td> </tr> </tbody> </table> <p style="text-align: center;"> <input type="button" value="Add Equipment"/> <input type="button" value="Remove Equipment"/> </p>					Manufacturer	Item	Unit Cost per Item	Number of Units	Narrative description of how the equipment and supplies were deployed	Newtek	TriCaster Portable Switcher	15,005	4	Deployed by BAVC, a grant subrecipient partner to support digital media training and production. This was paid for with recipient, matching funds.	Totals		15,005	4																														
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<p>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). N/A</p>																																																
<p>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.</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>65,000</td> <td>998</td> <td>0</td> </tr> <tr> <td>Multimedia</td> <td>101,000</td> <td>1,547</td> <td>32,089</td> </tr> <tr> <td>Office Skills</td> <td>3,000</td> <td>44</td> <td>252</td> </tr> <tr> <td>ESL</td> <td>1,000</td> <td>13</td> <td>26</td> </tr> <tr> <td>GED</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>College Preparatory Training</td> <td>1,000</td> <td>23</td> <td>87</td> </tr> <tr> <td>Basic Internet and Computer Use</td> <td>45,000</td> <td>692</td> <td>4,511</td> </tr> <tr> <td>Certified Training Programs</td> <td>4,000</td> <td>69</td> <td>121</td> </tr> <tr> <td>Other (please specify): varied</td> <td>20,000</td> <td>313</td> <td>1,837</td> </tr> <tr> <td>Total</td> <td>240,000</td> <td>3,699</td> <td>38,923</td> </tr> </tbody> </table>					Types of Access or Training	Number of People Targeted	Number of People Participating	Total Training Hours Offered	Open Lab Access	65,000	998	0	Multimedia	101,000	1,547	32,089	Office Skills	3,000	44	252	ESL	1,000	13	26	GED	0	0	0	College Preparatory Training	1,000	23	87	Basic Internet and Computer Use	45,000	692	4,511	Certified Training Programs	4,000	69	121	Other (please specify): varied	20,000	313	1,837	Total	240,000	3,699	38,923
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<p>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). The San Francisco BTOP project has engendered a spirit of collaboration among over 40 agencies and non-profits that had not previously pooled their resources to achieve a greater objective. This collaboration has enabled the technology adoption project to benefit from cost efficiencies and savings from scale never before undertaken or accomplished across so many different types of organizations in the City. The project is now provoking interest in private investment. A number of private entities have started to discuss with us how they might help sustain the project going forward. We expect to reap continuing benefits from bringing our top City leaders on board. The Mayor has just declared an all out effort to make San Francisco a technology center, and the BTOP program is a centerpiece of how that plays out in the public sector. The program is also preparing San Francisco residents for the emerging dominant communication mode represented by community</p>																																																

generated digital media. Over 1,500 participants have received over 32,000 hours of digital media training. This will help create a new level of craft in the community and new opportunities for connection, collaboration and expression.

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.

<p>5a. Adoption Level (%):</p>	<p>Narrative description of level, methodology, and change from the level at project inception (600 words or less).</p>
<p>83</p>	<p>Our estimate of broadband adoption is based on the percentage of respondents to a survey of a randomly selected group of San Francisco residents. The City Survey is a biennial survey completed in June 2011 and published in October 2011 covering all aspects of City operations. There was a 37% response rate to this mail, phone and web survey with 3,979 completing the survey. The survey was conducted for San Francisco's Controller's Office by the public opinion research firm ETC Institute. The adoption level represents a 13% increase over the level at project inception. Our initial estimate of broadband subscribership was based on the 2009 City Survey. Here is a link to the report and survey data: http://www.sfcontroller.org/index.aspx?page=77</p>

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)?

Lack of familiarity with benefits of broadband for seniors, adults with disabilities and other target populations is the primary barrier to broadband adoption our program is seeking to address. We are addressing this issue by training seniors and adults with disabilities in basic computer and internet use and training youth in the distribution of community based digital media content. We have to prove why becoming broadband literate is important to them, what it can do to enhance and even transform their lives and how will they have access and learn the computer and internet use skills. To overcome the significant barrier of resistance, fear or feeling of incapability, we have developed a robust awareness and outreach program. With the theme of "I'm Connected" we have engaged in presentations at senior centers around the City, participated in public events and launched a city wide campaign to answer why what and how. A bus placard campaign with signs on the outside of 30 buses and 1500 interior cards in four languages explains "you can be connected to your doctor and health resources"; "to friends and family with free worldwide video calls"; "to resources to search your family tree"; "to local activities and information around the world." These messages provide an awareness of possibilities, and when our volunteers gently and professionally show each person how they can truly master some of these opportunities with one-on-one tutoring, and group classes aimed at different learning levels with easy access to computers in familiar settings, this biggest of adoption barriers melts away. As residents become content generators and adept communicators in bandwidth intensive video communication, the need for robust upstream broadband communications will become enhanced. As video communication evolves from its current direct form to carefully crafted messages, our digital media and youth technology programs will provide the tools to create and distribute them, driving interest in broadband. Affordability is another major barrier to broadband, but our program is not directly addressing this issue.

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)

N/A

8. Please describe any best practices / lessons learned that can be shared with other similar BTOP projects (900 words or less).

There are two areas where San Francisco's BTOP project may be able to share best practices. The first is in the development of a multilingual training guide and curriculum for seniors. While the translations of this material into some languages is still ongoing, this training material in English, Spanish, Chinese, Vietnamese, Russian and Korean may be of value to other BTOP recipients with multilingual populations. The second is the development of an automated system for the upload, distribution and archiving of digital media content. This is being used by the digital media component of our project as well as other BTOP recipients. We will share these resources through the BTOP community in the coming months.