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-B10013**	**830370800**

4. Recipient Organization

California Emerging Technology Fund The Hearst Building, 5 Third Street, Suite 520, San Francisco, CA 94103-3206

5. Current Reporting Period End Date (MM/DD/YYYY)	6. Is this the last Report of the Award Period?
03-31-2012	◯ 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)
Luis Arteaga	
	7d. Email Address
	luis.arteaga@cetfund.org

7b. Signature of Certifying Official	7e. Date Report Submitted (MM/DD/YYYY):
Submitted Electronically	04-27-2012

Project Indicators (This Quarter)

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

CETF hosted a two-day workshop with subrecipients from both the BAA and ACT grant in Los Angeles on March 15-16. The main theme was project sustainability – how to sustain the projects once BTOP funds are expended. One strategy explored was how to integrate digital literacy and digital inclusion work into larger program areas with greater amounts of government and foundation funding such as education, health care, community transformation or job development. CETF also shared major trends in broadband policy and mobile technology that would impact their projects.

Three Get Connected! Roundtables were held during this quarter, one each in the San Francisco Bay Area, Silicon Valley and Los Angeles regions. There were a total of 52 participants from 36 organizations, 14 of which are new participants in Get Connected! The Roundtables and other Get Connected! activities this quarter focused on collaborating with organizations providing Volunteer Income Tax Assistance (VITA) and awareness about the Earned Income Tax Credit (EIC or EITC). Acknowledging that both cost and awareness of relevance can be barriers to broadband adoption, this effort aimed to educate VITA providers and their clients about the importance of broadband adoption and digital literacy as assets in financial sustainability.

Outreach, Training and Adoption: BAA partners engaged over 24,871 low-income people, trained 14,133 individuals and directly helped 2,511 people subscribe to broadband.

Referrals: One-e-App referred over 36,771 people to digital literacy resources. The 2-1-1s discussed digital literacy with 16,518 individuals and connected an estimated 4,154 households to resources, including discount broadband, computer training, and discounted computers.

Awareness: Get Connected! PSAs ran in the Los Angeles and Inland Empire markets in support of Earned Income Tax Credit (EITC) outreach. The PSAs emphasized that EITC can provide families the funds to assist them make an investment in a computer and broadband. Additionally 585 newspaper supplements outlining benefits and steps to broadband subscription were distributed to VITA sites in the San Francisco Bay Area and Inland Empire regions. This media reached 2,671,014 people for a total of 5.1 million impressions for paid media. Radio Bilingue's messaging in rural California continued resulting in over 4.1 million radio impressions.

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	91	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).

The same challenges continued from last quarter – working with BAA partners to complete their BAA grants and finding additional funding to continue or expand their individual programs. The March workshop helped many partners jump start their efforts by having their ideas vetted by the funders that presented.

Affordable equipment and discounted broadband service remain the primary gaps for CETF grantees and NTIA Partners. These remain major challenges for the success of the grants. There also is a gap in reputable computer refurbishers and distributors in the Central Valley and Los Angeles areas. Additionally the NTIA partners have expressed the need for a help desk to refer low-income participants.

In Q1 of 2012 CETF and its partners made substantial progress in addressing all of these areas.

Affordable Equipment: CETF and United Ways of California, a BAA partner, secured an arrangement with iFoster, a national online organization, to develop a Get Connected! program that includes refurbished laptops and desktops beginning at $120. iFoster has an agreement with a national refurbisher for quality products with licensed Microsoft software and no trialware added to the devices. In November 2-1-1s in Fresno and the Inland Empire began offering this resource to low-income families to purchase an affordable computer.

Affordable Broadband: The Comcast Internet Essentials is a welcomed affordable offer. CETF learned that 3,000 California households completed the process at the end of the year. BAA partners are promoting it to eligible families but find they are spending more time than expected reporting issues to Comcast and sitting with clients on the phone with Comcast to help them enroll. CETF is assisting non-profits pursue agreements with wholesale resellers to enable offers at $14.95 for cable and $9.95 for DSL where possible.

Help Desk: The other area is technical assistance. The Computer Help Days from Access Now have been terrific for fixing computers. There is a need for technical assistance that is available 24 hrs a day, in multiple languages, and cultural appropriate for the target consumers. San Diego Futures Foundation (SDFF) is a partner in the second NTIA grant CETF received, Access to Careers in Technology. SDFF has launched a pilot Help Desk with the students it is training and preparing for ICT certifications a needed opportunity to gain work experience. The Help Desk served 1079 callers in Q1 from San Diego and Imperial counties. CETF expects it to expand statewide over 2012.

CETF is looking forward to seeing how the Comcast program improvements slated for Q2 of 2012 will accelerate broadband adoptions. BAA partners will continue outreach and working directly with schools and families to increase participation.

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
Awareness	Sacramento, Central Valley of California with an emphasis on Fresno as well as Los Angeles Counties	This includes earned and paid media in the Central Valley, Inland Empire and Greater Los Angeles area as well as Spanish language community media in the Bay Area. (This is 218% of the stated goal). The Size of Target Audience number in this section has been modified to reflect the total goal for the project as it was included in the original proposal. This will allow for a clearer comparison of goals vs. actuals and facilitate monitoring of progress going forward. 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. Programs are aired in English, Spanish, and two indigenous languages – Triqui and Mixteco. Hmong programming on broadband was added in Q3 of 2011. Their programming also includes live remote broadcasts related to events where people can learn more about broadband. Fresno and Los Angeles were the target markets in April 2011 with added media in Fresno, Sacramento and the Bay Area in Q3 of 2011. The Bay Area was the target for the PSAs in Q4 of 2011 promoting the ACOE Technology Expo and affordable broadband offers. In Q1 of 2012, CETF linked EITC education and outreach with the broadband message in the Central Valley, Los Angeles and the Inland Empire. Partners have also been featured in numerous local newspapers and television programs to inform people about their programs. Over 200 million media impressions have been tracked to date. This includes 145 million as a result of Club Digital.	5,000,000	10,917,278	0	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
Outreach	San Francisco Bay Area, Central Valley, Los Angeles, Sacramento, San Diego and Monterey Counties	This new expanded BTOP report template allows CETF to distinguish between face-to-face outreach conducted to recruit a person to attend a specific event or training (Outreach) and outreach that is more about distributing educational information (Outreach Orientation Events) such as email invitations, listserves and general broadband education materials. Both strategies are important but they are distinct and therefore will be documented and reported out separately in this report. (This is 119% of the stated goal). BAA Partners shared information about broadband and local training opportunities at events that target working families in the Sacramento, Bay Area, Fresno, and Los Angeles. Partners used a variety of information channels to recruit participants to attend specific events and trainings.	553,942	633,608	50,861	0
Outreach Orientation Events	San Francisco Bay Area, Central Valley, Los Angeles, Sacramento, San Diego and Monterey Counties	This new expanded BTOP report template allows CETF to distinguish between face-to-face outreach conducted to recruit a person to attend a specific event or training (Outreach) and outreach that is more about education and sharing information (Outreach Orientation Events) such as email invitations, listserves and general broadband education materials. Both strategies are important but they are distinct and therefore will be documented and reported out separately in this report. (This is 226% of the stated goal). BAA Partners shared information about broadband and local training opportunities at events that target working families in the Bay Area, Fresno and Los Angeles regions. 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. Partners used media interviews and newspapers to encourage people to attend these events where technology may not be the main focus. Photos of some of these events can be found at http://www.flickr.com/photos/getconnectedtoday/. These events are designed as general outreach events to raise awareness about broadband and provide information about where to go for additional training or information. These include events hosted by faith based organizations, co-sponsoring existing events such as health fairs, and flyers/posters distributed to encourage people to call 2-1-1 or visit the Get Connected website for more information. The Get Connected! Roundtables promoting broadband adoption and digital literacy among organizations and anchor institutions continued. The Get Connected! Today website has been expanded to include a "Partner Portal" which allows organizations, in addition to the BAA partners, to log-in and share resources with the network. This includes posting community events and training opportunities. A total of 386 individuals representing 142 community-based organizations and 16 anchor institutions have joined as partners. (These numbers are not included in totals.) The actual number includes an estimated 87,615 of total people who received printed materials, including the La Opinion supplement, multiplied by the average Hispanic household (4.06 people per Hispanic household in California) for a total of 355,717 reached. Only the 65,515 is included in the totals.	500,000	657,508	38,897	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
Training	San Francisco Bay Area, Central Valley, Los Angeles, Sacramento, San Diego and Monterey Counties	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 incorporates information on how to choose a broadband provider. Trainings have been well-received with frequent requests for additional classes. (This is 95% of the stated goal). The Accessible Technology Coalition (ATC) uses webinars and their website to teach librarians, community organizations, and other resource centers about assistive technology for people with disabilities (www.atcoalition.org). ATC now reaches organizations and individuals nationally. The training number includes 1,238 people, representing anchor institutions and non-profit organizations, who attended the ATC webinars and in-person trainings. The training numbers also include 79,877 people trained in the City of Los Angeles to use One-e-App to apply for and manage their own public benefit programs online. The 2-1-1 network providers also reported that 4,845 people said they attended training after being referred to a training program. BAA partners continued existing training and searched for new partners and venues to train non-subscribers.	678,000	641,717	4,317	0
Training	San Francisco Bay Area, Los Angeles and 2-1-1 locations	This training is the training of the staff charged with implementing the project. Specifically this includes the One-e-App assistors, 2-1-1 staff, community-based organizations hosting the trainings and staff responsible for documenting people trained and new subscribers. 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.	137	137	0	0
Referrals	The 2-1-1 counties listed in the Descriptions of Activities. The One-e-App includes the counties of Fresno, Los Angeles, San Diego, San Mateo and Santa Clara	The 2-1-1 counties listed in the Descriptions of Activities. The One-e-App includes the counties of Fresno, Los Angeles, San Diego, San Mateo, and Santa Clara. (This is 152% of the stated goal). The total number includes 41,260 calls screened and referred by 211 and 222,204 who used the One-e-App and clicked the "Learn more about broadband" link after using their online application. It also includes the people screened for employment training opportunities in the City of Los Angeles.	176,233	267,195	0	0
Project Sponsored Websites	Statewide with some national usage	CETF and its partners developed new or expanded their existing websites as part of the BAA project. CETF expanded its broadband education portal called Get Connected! Today with a resource map and more information as well adding a partner portal (http://www.getconnectedtoday.com/). The Center for Accessible Technology's developed a new website to serve as a clearinghouse and training portal about Accessible Technology for people with disabilities (http://atcoalition.org/). Radio Bilingue expanded its website to include broadband information and resources as well as archiving all broadcasts funded by this grant (http://conectate.radiobilingue.org/). A total of 20,075 RB programs have been downloaded. Together these websites reported 382,252 unique visitors. This total is included above in the Outreach total.	345,000	0	0	0
Total:			7,253,312	13,117,443	94,075	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).

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 to determine if they have subscribed. 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 staff call back 1% of those that are referred to training and broadband providers. Some partners use 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.

CETF conservatively estimates that 44,705 new adoptors, since 2010, can be credited to the efforts of BAA based on a 6% rate of the total number of new adopters under $40,000. Starting with the June 2011 PPIC survey, CETF counted a portion of the number of new adoptions recorded through this survey towards the CETF NTIA broadband adoption outcomes. As a conservative approach, CETF will claim 6% of the increase due to its efforts and those of its sub-recipients. This is the same rate of broadband adoption that United Ways of California/2-1-1 finds when they call back clients who have expressed an interest in broadband.

CETF required a pre and post Club Digital survey to determine broadband adoption and training numbers. The research was conducted on behalf of impreMedia by Simmons Research according to widely acceptable research standards for random surveys during the first three weeks of September 2011. It measured the impact the Club Digital pilot program that ran in California from August 1 to August 31, 2011 by asking how many hours were spent reading the lessons and how much was learned as well as how many people subscribed to broadband in the seven weeks ending in October when the survey was conducted.

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 significant broadband subscription occurred in 2011 as documented by the PPIC survey released in June 2011 and Club Digital launch in Q3 of 2011. Plans for continuing Club Digital, Get Connected! PSAs and anticipated improvements in Internet Essentials are expected to keep BAA on track to meet its goals. The revised PSAs in the Comcast service territory have shown some positive results with both increased calls to 2-1-1 and in completed applications. For example, of the 4,073 applications Comcast received through the end of September, 1,167 (29%) are from the Central Valley and 1,094 (27%) are from the Sacramento Valley. The Fresno County 2-1-1 reported an increase from 100 calls per month to 600 calls in the month of September. This trend continued in Q4 with calls in Fresno reaching 2,300 calls per month.

Two project partners recently started using a cash incentive to subsidized broadband service. More partners may be partially subsidizing broadband service in the future as an incentive to subscribe. This number was corrected to only include subsidized broadband and not other incentives such as a free computer if one subscribed.

CETF anticipates that the 2012 PPIC survey expected in Summer 2012 will show additional subscribers from the target populations to meet the stated goals.

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

Households: 85	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 CETF will host four regional Get Connected! Roundtables in Los Angeles, Silicon Valley, Bay Area and Central Valley. The Roundtables will include an update from Comcast representatives about the program improvements and expanded eligibility. CETF expects this to spur greater activity in the final quarters of the grant.

The Lifeline Broadband Pilot guidelines are expected to be announced by the Federal Communications Commission (FCC) in May. CETF co-hosted a meeting with telecommunications providers on April 3, 2012 to discuss the FCC pilot and outline a possible approach for California. CETF is hopeful about the pilot as it can fill a major void in the broadband marketplace by reaching low-income households without children including seniors. The Lifeline pilot can also build upon the broadband awareness and digital literacy training completed and its major referral partners in One-e-App and 2-1-1. CETF will work collaboratively with any provider from California to assist with enrollment, digital literacy and program design as needed to ensure a successful pilot.

CETF will host the final in-person learning community of the BAA partners on June 28. The final meeting will focus on completing final reports to CETF including programmatic and financial documentation. The event will also assist with project idea development and assistance with partnerships to continue their efforts. Based on the PPIC data expected in Q3 of 2012, CETF will prioritize key populations and regions that could benefit from additional investments. CETF will also continue to monitor the Connect to Compete

program and determine how best to assist with outreach and enrollment.

The faith based contest will announce the winners of the computer lab and have a special celebration in honor of the winning church on May 20 in Los Angeles. CETF will work to raise awareness and media interest about this effort and invite local elected officials and community leaders to attend.

Planning has begun for another round of Club Digital articles and outreach in May 2012. CETF plans to conduct another follow-up survey to determine the numbers of people trained and the number of new subscribers.

BAA partners will continue to announce an affordable broadband service beginning at $9.95 a month and $150 refurbished desktop and laptop computers. CETF is working with substantial non-profits to resell broadband at affordable prices to any low-income individual and offer an affordable computer.

During Q2, CETF will plan the final advertising plan in support of the Back to School season in Q3 of 2012 to encourage low-income families to apply for the Internet Essentials and other Connect to Compete programs.

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**	95	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).

One challenge has been the lack of information from the cable companies about their plans for Connect to Compete. CETF would like to be a partner as it is with Comcast on their program yet this lack of information is problematic for planning. This is especially problematic as many BAA partners are completing their projects next quarter. Similarly, we have not heard any firm word on Eligible Telecommunications Providers (ETCs) participating in the Lifeline Pilot.

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	$128,483	$29,527	$98,956	$128,277	$30,469	$97,808	$128,380	$29,998	$98,382
b. Fringe Benefits	$41,304	$7,181	$34,123	$41,304	$7,181	$34,123	$41,304	$7,181	$34,123
c. Travel	$5,841	$1,168	$4,673	$5,841	$1,168	$4,673	$5,841	$1,168	$4,673
d. Equipment	$0	$0	$0	$0	$0	$0	$0	$0	$0
e. Supplies	$19,559	$1,015	$18,544	$6,694	$1,030	$5,665	$19,559	$1,015	$18,544
f. Contractual	$53,443	$11,200	$42,243	$53,255	$11,183	$42,071	$53,349	$11,192	$42,157
g. Construction	$0	$0	$0	$0	$0	$0	$0	$0	$0
h. Other	$9,053,182	$2,047,514	$7,005,668	$8,221,411	$1,942,098	$6,279,313	$8,637,297	$1,994,806	$6,642,491
i. Total Direct Charges (sum of a through h)	$9,301,812	$2,097,605	$7,204,207	$8,456,782	$1,993,129	$6,463,653	$8,885,730	$2,045,360	$6,840,370
j. Indirect Charges	$58,860	$11,772	$47,088	$48,441	$10,131	$38,310	$58,860	$11,772	$47,088
k. TOTALS (sum of i and j)	$9,360,672	$2,109,377	$7,251,295	$8,505,223	$2,003,260	$6,501,963	$8,944,590	$2,057,132	$6,887,458

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