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?
09-30-2011	◯ 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	
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	luis.arteaga@cetfund.org

7b. Signature of Certifying Official	7e. Date Report Submitted (MM/DD/YYYY):
Submitted Electronically	10-28-2011

Project Indicators (This Quarter)

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

On August 1 the project with impreMedia launched Club Digital, an Internet multimedia training program reaching 2.2 million Latinos in California with an extensive 30-day print and video training program. The daily print lessons appeared in La Opinion which has over 1.5 million readers. Weekly summaries appeared in their Bay Area newspaper El Mensajero (circulation 135,076) and their magazine Contigo (circulation 529,135). The website (www.club-digital.com) was updated daily with new training lessons and instructional videos in both English and Spanish. The website also includes video of the launch event on August 10 which featured Antonio Villaraigosa, Mayor of Los Angeles and Juan Sepulveda, Director, White House Initiative on Educational Excellence for Hispanic Americans. Club Digital and the launch event garnered extensive media attention including the Los Angeles Times, Huffington Post and Reuters resulting in 145 million media impressions.

In order to fully understand, evaluate and report the impact of Club Digital, CETF requested that an independent research firm survey readers of these periodicals. CETF approved a survey of impreMedia readers before the launch of Club Digital for baseline data, including broadband adoption, computer use and household income. The research was conduct on behalf of impreMedia and DSG by Simmons Research according to widely acceptable research standards for random surveys. It measured the impact the Club Digital pilot program that ran in California from August 1st to August 31st 2011. The baseline data was used to compare responses to a follow-up survey in late September to assess the impact on both adoption of broadband and people trained through Club Digital.

In order to assess the number of people trained, CETF will look at the number of readers who spent more than an hour reading the Club Digital articles. Conservatively, this is how CETF will determine the number of people trained for meeting its training goals. The survey also asked about the number of days spent reading the articles and if the readers "learned a lot" from at least 3 topics which were covered over several days. The full data was not available to include the training numbers for this report but preliminary data shows the incredible success of Club Digital. For example, the survey estimated 36,854 readers adopted broadband at home for those who reported household incomes under $40,000. This is included in the Q3 outcomes.

Get Connected! Roundtables were held in three regions during this quarter reaching a total of 85 participants from 59 organizations. At the Bay Area and Fresno roundtables, participants received an update of broadband activities in the region and the Internet Essentials program.

CETF hosted a quarterly meeting for subrecipients in both of its grants. The purpose was to continue to build the learning community, share best practices and coordinate efforts to expand broadband adoption. BAA partners continued discussions about how to sustain the project after their current funding ends but this will be a challenge with limited foundation and corporate funding available for basic digital literacy.

BAA partners completed 80% of their accessibility training and drafted Accessibility Plans to improve their services to people with disabilities. The next step is to complete the web accessibility training. The training was provided by the World Institute on Disability (WID).

Outreach, Training and Adoption: BAA partners, in addition to Club Digital, engaged over 13,092 low-income people, trained 19,148 individuals and directly helped 2,606 people subscribe to broadband in addition to the 36,854 from Club Digital.

Referrals: One-e-App referred 43,101 people to digital literacy resources. The 2-1-1s discussed digital literacy with 33,564 individuals and connected an estimated 7,371 households to resources, including discount broadband, computer training, and discounted computers.

Awareness: CETF produced its third newsletter to inform community leaders about the federal grants. Get Connected! PSAs ran in the San Francisco, Sacramento and Central Valley media markets. The PSAs include a specific price point of $9.99 and a $150 computer. This media reached 1.7 million people for a total of 4.3 million impressions for paid media this quarter. Radio Bilingue's messaging in rural California continued resulting in over 3.2 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)

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
2.a.	Overall Project	87	The project was to conclude at the end of Q4 2011. One partner is expected to conclude but the remaining partners will continue through June 2012.
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).

A major challenge this quarter has been partners integrating Internet Essentials into current and projected work plans. CETF hosted a training with Comcast in July to provide specific program information to its subrecipients and other NTIA grantees. Partners received and shared valuable insights about ways to integrate the program and ensure their clients are aware of Internet Essentials and enroll.

As the program evolved over the quarter, partners noted several challenges with the program which were catalogued and shared with Comcast. These include delays in receiving the program application, verifying participation in the free lunch program and limited locations to verify identification of the applicant.

BTOP should host a conference call with others working to integrate Internet Essentials nationally to discuss their challenges and successes in reaching out and helping people enroll into the program.

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 and Greater Los Angeles area as well as Spanish language community media in the Bay Area. (This is 150% of the stated goal). The Size of Target Audience number in this section has been modified to reflect the total goal for the project in each category as were 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. PSAs were first aired in Fresno in Q3 of 2011. Fresno and Los Angeles were the target markets in April 2011 with added media in Sacramento and the Bay Area in Q3 of 2011. Partners have also been featured in local newspapers and television programs to inform people about their programs. Over 184 million media impressions have been tracked to date. This includes 145 million as a result of Club Digital.	5,000,000	7,488,695	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	Sacramento, Central Valley of California with an emphasis on Fresno as well as Los Angeles County	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 70% 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	385,364	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 210% 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 122 individuals representing 53 community-based organizations and 12 anchor institutions have joined as partners. (These numbers are not included in totals.) The actual number includes an estimated 65,515 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 265,991 reached. Only the 65,515 is included in the totals.	500,000	1,051,572	37,898	0
Training	San Francisco Bay Area Central Valley, Los Angeles,	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 8% 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 854 people, representing	797,807	60,818	793	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
	San Diego and Monterey Counties	anchor institutions and non-profit organizations, who attended the ATC webinars and in-person trainings. The training numbers also include 47,010 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 4,499 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.				
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 total number includes 36,109 calls screened and referred by 211 and 132,971 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	178,999	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 (RB) 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 12,720 RB programs have been downloaded. Together these websites reported 138,851 unique visitors.	345,000	138,851	0	0
Total:			**7,373,119**	**9,304,436**	**89,552**	**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. 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 express an interest in broadband.

CETF required a pre and post Club Digital survey to determine broadband adoption and training numbers. The research was conduct 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 1st to August 31st 2011.

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 expected 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.

One project partner 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.

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

Households: 21	**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 continue to follow-up on any outstanding items from the site visits and issue final site monitoring reports.

CETF will plan a quarterly meeting to be held in January with subrecipients in both of its grants. The purpose is to continue to build the learning community, share best practices and coordinate efforts to expand broadband adoption. The last meeting in September was well received with partners working together on Internet Essentials outreach and sustainability planning for the next meeting.

Planning has begun for a national launch of Club Digital in January 2012 including a follow-up in California.

Since the project began, CETF has been diligently working to find low-cost computers and affordable broadband – two of the biggest challenges to broadband adoption. Internet Essentials provides one solution, but it does not serve the larger Southern California counties such as Los Angeles, and it is restricted to families whose children receive free lunch. Next quarter, CETF will proudly announce an affordable broadband service beginning at $9.95 a month and $150 refurbished desktop and laptop computers. Details are being finalized, but this will be a significant accomplishment and activity to inform people about these services.

CETF will continue its paid advertising by airing the Get Connected! PSAs in the Southern California, Central Valley and Greater Sacramento regions. A special emphasis will be media in support of a Get Connected! Alameda County event scheduled for November 19 in partnership with the Alameda County Office of Education.

On October 31, 2011, BAA partners will conclude the comprehensive faith-based strategy to engage churches called The Race to Close the Digital Divide. A total of 85 participating organizations have been assisting with outreach, training, and enrolling new subscribers with some incentives to help encourage their active participation. The biggest incentive for faith-based groups is winning a computer lab which is expected to be announced and installed next quarter.

BAA is one of 15 BTOP grants chosen by NTIA to be evaluated by its external evaluators ASR Analytics and Grant Thornton. CETF will host staff from Grant Thornton for a three-day comprehensive visit with all eight of the subrecipients for this grant.

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	96	The project was to conclude at the end of Q4 2011. Some partners will conclude but the remaining partners will continue through June 2012.
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).

Enrollment in the Internet Essentials program enrollment has been more gradual than anticipated. CETF advertising has boosted calls to 2-1-1 about the program, and we expect this trend to continue next quarter. CETF and its partners have been documenting problems with enrollment and sharing them with Comcast in order to improve the program. CETF expects some challenges with the netbooks and will be working to identify ways to educate people about trialware and limitations of a netbook.

A significant challenge will be unveiling the new affordable broadband and computer programs and making sure they offer a quality product and easy enrollment.

The California Public Utilities Commission is expected to make funding decisions in support of 13 Broadband Consortia organized across the state through the California Advanced Services Fund. These Consortia will be working to identify broadband infrastructure needs in their regions and ways to spur adoption. The challenge will be to enlist these diverse leaders into Get Connected! and work on their awareness and adoption strategy.

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	$123,138	$26,955	$96,183	$103,758	$23,397	$80,361	$119,150	$26,766	$92,384
b. Fringe Benefits	$39,042	$8,050	$30,992	$33,527	$5,525	$28,002	$38,407	$6,531	$31,876
c. Travel	$7,021	$1,404	$5,617	$4,098	$820	$3,280	$4,977	$996	$3,982
d. Equipment	$0	$0	$0	$0	$0	$0	$0	$0	$0
e. Supplies	$22,908	$1,758	$21,150	$5,942	$1,009	$4,933	$8,805	$1,229	$7,576
f. Contractual	$56,211	$11,861	$44,350	$42,317	$8,887	$33,430	$49,343	$10,369	$38,974
g. Construction	$0	$0	$0	$0	$0	$0	$0	$0	$0
h. Other	$9,053,492	$2,047,577	$7,005,915	$7,892,746	$1,843,399	$6,049,346	$8,729,115	$2,003,345	$6,725,770
i. Total Direct Charges (sum of a through h)	$9,301,812	$2,097,605	$7,204,207	$8,082,388	$1,883,037	$6,199,352	$8,949,797	$2,049,236	$6,900,562
j. Indirect Charges	$58,860	$11,772	$47,088	$29,105	$7,922	$21,183	$36,463	$9,393	$27,069
k. TOTALS (sum of i and j)	$9,360,672	$2,109,377	$7,251,295	$8,111,493	$1,890,959	$6,220,535	$8,986,260	$2,058,629	$6,927,631

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