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-B10538	**3. DUNS Number** 829939854

4. Recipient Organization

ZERODIVIDE 425 BUSH ST STE 300, San Francisco, CA 941083721

5. Current Reporting Period End Date (MM/DD/YYYY) 12-31-2011	**6. Is this the last Annual Report of the Award Period?** ◯ **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 David Veneziano	**7c. Telephone (area code, number and extension)**
	7d. Email Address david@zerodivide.org
7b. Signature of Certifying Official Submitted Electronically	**7e. Date Report Submitted (MM/DD/YYYY):** 02-17-2012

PROJECT INDICATORS

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).

ZeroDivide's Tribal Digital Village (TDV) Broadband Adoption Program was designed to increase broadband adoption from the 17% baseline usage to 70% (4800 new broadband users) among members of 19 Native American tribes in rural So. California. This will be accomplished through outreach and public awareness, digital literacy training, content creation and establishment of sustainable business models. The Tribal Digital Village Shadow Project will train and mentor community youth to deploy and operate the TDV wireless broadband network as part of this effort.

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).

Manufacturer	Item	Unit Cost per Item	Number of Units	Narrative description of how the equipment and supplies were deployed
Various	Computer	0	40	No equipment with a unit cost of $5000+ or more. Units were deployed across five sites for use in technology centers.
Various	Computer	0	30	No equipment with a unit cost of $5000+ or more. Refurbished Units were deployed at the San Pasquel site to tribal members for home use.
Totals		0	70	

Add Equipment	Remove Equipment

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).**

In Q1 2011, TDV staff met with technology center staff at five sites (Barona, Pala, Rincon, San Pasqual, and Pauma Reservations), and found that the onsite computers were outdated and would not accommodate current broadband requirements. It was decided that 40 computers would be purchased for installation at these technology centers in support of broadband outreach, awareness and training activities. In addition, 30 refurbished computers were purchased for distribution to homes of tribal members to encourage broadband use.

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 cumulatively 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 completed the course.

Types of Access or Training	Number of People Targeted	Number of People Participating	Total Training Hours Offered
Open Lab Access	19,500	17,420	0
Multimedia	140	32	48
Office Skills	140	32	46
ESL	3	0	6
GED	3	0	6
College Preparatory Training	140	32	46
Basic Internet and Computer Use	140	32	46
Certified Training Programs	0	0	0
Other (please specify): Broadband Awareness Training	731	0	8,000
Total	20,797	17,548	8,198

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).

A key social success for the Tribal Digital Village Project has been the transition of holding broadband awareness meetings from stand-alone events to having them incorporated in to the Tribal General Council Meetings. This change guarantees that the tribal general council and the government receive the critical information at the same time, and increases TDV's overall effectiveness in terms of community engagement numbers and penetration of information at many levels in the community.

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.

5a. Adoption Level (%):	Narrative description of level, methodology, and change from the level at project inception (600 words or less).
17	A subscriber baseline for the target population was established by utilizing the number of broadband subscribers to TDV's residential wireless broadband service and the number of broadband subscribers utilizing other broadband services. Data is collected and managed through a customer service databse that tracks home, anchor institution and business subscriptions. In addition, TDV monitors traffic to its website, surveys broadband technology skills as a result of trainings, and tracks use of broadband at community anchor institutions through sign up sheets.

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)?

The most common barriers to broadband adoption encountered by TDV come from two distinct groups of people in the community. The first group, early adopters and Internet savvy, sought to solve their lack of access by signing up directly for satellite Internet services before TDV could offer services. Many of these individuals are under 2 year service contracts and do not have the means to pay for both services. In these cases, TDV will have to wait until the current satellite contract is expired for these community members to be in a position to select new services. The second group has not readily adopted broadband because they simply do not know what it is or does. This group has often heard of Broadband Internet, but does not have an understanding as to why they would need it. With this group there must be a series of opportunities to become familiar and comfortable with the technology being offered before adoption can take place.

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).

BTOP project staff should consider utilizing existing social and community gatherings as venues to conduct education and engagement activities. This approach requires work with regard to establishing and sustaining viable partnerships in the community but lends itself to a more fully integrated community support and adoption of broadband.