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-B10540	829939854

4. Recipient Organization

ZERODIVIDE 425 Bush St STE 300, San Francisco, CA 941083721

5. Current Reporting Period End Date (MM/DD/YYYY)	6. Is this the last Report of the Award Period?
03-31-2013	◯ 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)
David Veneziano	
	7d. Email Address david@zerodivide.org

7b. Signature of Certifying Official	7e. Date Report Submitted (MM/DD/YYYY):
Submitted Electronically	05-23-2013

Project Indicators (This Quarter)

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

In Q1 2013, ZeroDivide organized a panel session for the annual Digital Media & Learning Conference held in Chicago, IL. The panel, entitled, Unique Locations for Civic Education; Youth and their Adult Allies in the Third Space, featured representative Generation ZD program work and focused on the role of adult allies and community-based organizations in creating environments, not at home or in school, but in the "third space" that foster authentic voice, engagement and action. ZeroDivide's Program Manager, McCrae Parker, served as the panel moderator was joined by GenZD cohort members Maile Martinez of Reel Grrls, Brett Hanover of Access Humboldt, and Kasandra VerBrugghen of Spy Hop. The session drew an audience of approximately 40 academics, researchers and practiners in the field of digital media learning.

Each panelist presented a project, its outcomes and discussed the adult ally role at their organizations. Maile Martinez, Program Manager at Reel Grrls, presented DIS THIS, a digital media production program developed for youth with and without disabilities and seeking to addressing representations of disabilities in the media; Kasandra VerBrugghen, Executive Director at Spy Hop, spoke about their podcast radio program, Sending Messages, which is created and produced by incarcerated youth; and Brett Hanover, Program Manager at Access Humboldt, presented the Real Life/Real Labs curriculum, a media and participatory research project where young people examine access issues of news, information, broadband and economic opportunity in the most remote and rural areas of California.

For the GenZD cohort members, this was a first time opportunity to attend the DML Conference. The Conference is an annual national event supported by the MacArthur Foundation and organized by the Digital Media and Learning Research Hub located at the UC Humanities Research Institute, UC Irvine and focuses on fostering interdisciplinary and participatory dialog and linking theory, empirical study, policy, and practice. GenZD members greatly appreciated an opportunity to present their BTOP/GenZD program work to peers and colleagues, but also found the conference an enriching professional development opportunity.

Other accomplishments in Q1 included:

Akaku: In Q1 2013, Akaku launched Project YBEAM curriculum at 2 of the six Boys and Girls Club locations in Maui County. 276 broadband speed tests were conducted through the Akaku.org, mautube.org and ybeam.akakutv.org links, bringing the total tests to date to 2113.

Access Humboldt: Access Humboldt continued production of educational video on sacred sites of the Yurok and Karuk tribes in Northern California. Staff attended the Knight Foundation conference in Miami, FL to present results from their Community Information Toolkit activities and the incorporation of Toolkit into GenZD programs.

Boys and Girls Clubs of Santa Fe: BGCSF developed and implemented Logic Models for all youth program and realized immediate improvements in organization and structure.

Community Media Access Project: CMAP is continuing to support and provide content to BenitoLink.Com, an online civic journalism project aimed at the residents of San Benito County.

Portland Community Media: In Q1, Jodi Darby joined the PCM team as the new Youth Media Coordinator. Ms. Darby comes to PCM with 15 years of experience in non-profit organizations, and a strong background of working with youth and media technologies.

Reel Grrls: Reel Grrls conducted cne-day workshops in partnership with Girl Scouts Beyond Bars, teaching animation techniques to girls ages 6-16 who have an incarcerated parent. The youth created short animation videos that touched on topics such as social justice and being nervous about visiting their parents in prison. Reel Grrls hopes to continue this partnership and explore new ways of providing digital media programming to this group of youth, and perhaps to their incarcerated mothers.

Spy Hop: Spy Hop completed and premiered 4 new Spy Hop student documentary films in partnership with KUED (local PBS affiliate), Realm of Possibility, The "F" Word, The Woman Inside Me, Defending Dignity.

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	100	See Section 3
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).

In Q1, the Community Media Access Project re-located from the Gavilan Community College campus to the Christopher High School campus in Gilroy. CMAP has closed it Hollister location and still seeking a permanant location in San Benito County for youth program activities.

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
Digital & Broadband Training Activiites - All Previous Quarters	Various	See Previous PPRs - Section 4a Detail - GenZD	14,068	10,675	35	2
Digital & Broadband Training Activiites - Quarter 1 2013	Various	See Addendum Q1 2013 GenZD Section 4a Detail	2,021	1,487	5	2
	Total:		16,089	12,162	40	4

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).

In the case of Akaku: YBEAM content has been viewed online by the tracking of views on MauiTube (958 new views Q4-2012), assumptions can be made that program content and promotional/educational content on the cable channels have had viewership by some of the 55,000 Maui County cable subscribers made up of private residents, businesses and organizations. Program youth have had an indirect influence on their own families who support them through program. Therefore, it is reasonable to believe that YBEAM has had enough impact in the County to influence one new subscriber per quarter in a home, business or institution. Baseline projected to be 8 new subscribers over the grant period.

Access Humboldt is developing a method similar to Akaku in order to calculate numbers of subscribers.

Note that the remaining subrecipients do not have subscription goals and does not apply. However, through an evolving partnership with the Santa Fe Housing Authority, the Boys and Girls Club of Santa Fe has been able to attribute new subscriptions resulting from their broadband engagement and education efforts. This quarter BGCSF reported 5 additional household subscriptions. Additionally, Akaku reported 2 Business subscriptions for this period.

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).

As highlighted in previous reports, the GenZD programs use youth digital media training as a pathway to broadband adoption. Generally, the youth are not the primary purchasers of household subscriptions and Broadband subscribership is not directly tied to

participants' successful completion of any GenZD program. Additionally, the ability to track adoption is hampered by IRB restrictions, preventing follow-up measurement over time.

While ability to track subscribers is limited, subrecipients continue to explore methods to predict adoption and usage. For example, Akaku has designed a mobile Internet platform, specifically utilizing WiFi networks found outside the home as well as in defined public centers. With this method, they track participation through their Project YBEAM and equate that activity to adoption. The method assumes that each participant in the project will influence at least one other youth who will access and learn from the in-person and online trainings.

For all of the GenZD organizations, information on broadband subscription numbers is proprietary information closely guarded by providers, and there is no public database with County information on the number of Internet subscribers. As a result, tracking GenZD program impact on new subscriptions is difficult to ascertain.

Recently, Spy Hop ask participants to report on their access to the internet and where they primarily use a computer, either home, school, or work. The results showed that of core students (not community program students) 82% are most likely to access the Internet from the personal computer at home and 62% listed their cell phone as a way they access the internet on a daily basis. All Community Program Students only have access to the internet through supervised sessions conducted through school or Spy Hop programming (i.e. detention center youth).

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

Households: 0	**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).

In Q2 2013, ZD will complete a series of interviews with sub-recipients focused on the value, satisfaction, and organizational development resulting for its technical assistance over the course of the BTOP grant. These interview results will be incorporated into a final organizational report scheduled for completion in August 2013.

Akaku: Based on discussions with the Hawaii Department of Land and Natural Resources Algalitz, a non-profit exploration organization and the Maui Invasive Species Committee, Akaku will pilot the training and deployment of Mojo Kits and broadband as a tool to monitor and report on the Pacific grye and local habitats of Maui.

Access Humboldt: Anticipating that it will receive funding beyond BTOP/GenZD, Access Humboldt will formalize it partnership with Girl Scouts of America to deliver local technology training programs in the fall.

Boys and Girls Clubs of Santa Fe: BGCSF will continue its collaboration with the City of Santa Fe Public Libraries that provides on-line courses for members and internet access for members at public libraries.

Community Media Access Project: CMAP is currently holding a video contest where San Benito County residents will submit videos of their pets to CMAP. The goal of this effort is to get users to use video and the Internet as well as social media to generate broadband awareness and interest in CMAP, digital training programs and using the web.

Portland Community Media: PCM will continue partnering with Comcast to offer Internet Essential workshops to communities that not only traditionally do not have access to the Internet but lack understanding of the resources available on the net. Since Dec. 2012 over 200 individual have participated in the program.

Reel Grrls: During the next quarter, Reel Grrls will present two week-long workshops: a spring break animation camp for girls ages 9-19 and a Teen Video Camp for girls ages 13-19. In addition, they will provide a one-day Workshop on video compression in partnership with Women in Film Seattle. In April 2013, Reel Grrls will launch a pilot program, HOMAGO (Hanging Out, Messing Around, Geeking Out), which will consist of weekly open digital lab sessions for youth.

Spy Hop: Spy Hop plans to focus on part-time hires and staff training as it gears up for its Summer 2013 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	100	See Section 3
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).

Youth recruitment and retention, staff turnover and partnership development were cited as anticipated challenges by sub-recipients for Q2 2013. Additionally, challenges for GenZD organizations include:

Akaku will continue work on gathering community input for the State Broadband Advisory Council Report which asserts PEG organizations be included as Community Anchor Institutions in the state's future partnering for Digital Broadband Literacy Initiative.

CMAP's current AmeriCorps VISTA member who facilitates digital and broadband literacy programs will complete his term of service in the Q2. Staff will explore how to continue training courses in Q3.

At the end of March, Reel Grrls Deputy Director, Karen Hirsch, left staff for a new venture. The Executive Director was able to secure a part-time accountant on to cover financial management duties. In Q3, Reel Grrls will start the hiring process to fill this key position.

Late in Q1 2013, BGCSF lost its Program Director (Jennifer Cale) and the Club was able to bring on Sarah Gettler as her replacement. Sarah will be transferring from a another BGCSF site.

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	$426,334	$0	$426,334	$419,221	$29,341	$389,880	$440,538	$50,658	$389,880
b. Fringe Benefits	$106,584	$0	$106,584	$87,019	$6,260	$80,759	$92,348	$11,589	$80,759
c. Travel	$49,350	$0	$49,350	$46,951	$129	$46,822	$49,419	$2,597	$46,822
d. Equipment	$0	$0	$0	$0	$0	$0	$0	$0	$0
e. Supplies	$0	$0	$0	$0	$0	$0	$0	$0	$0
f. Contractual	$1,105,000	$605,000	$500,000	$1,269,548	$688,631	$580,917	$1,324,798	$743,881	$580,917
g. Construction	$0	$0	$0	$0	$0	$0	$0	$0	$0
h. Other	$15,000	$0	$15,000	$23,328	$12,025	$11,303	$24,078	$12,775	$11,303
i. Total Direct Charges (sum of a through h)	$1,702,268	$605,000	$1,097,268	$1,846,067	$736,386	$1,109,681	$1,931,181	$821,500	$1,109,681
j. Indirect Charges	$286,974	$0	$286,974	$311,216	$36,655	$274,561	$325,565	$51,004	$274,561
k. TOTALS (sum of i and j)	$1,989,242	$605,000	$1,384,242	$2,157,283	$773,041	$1,384,242	$2,256,746	$872,504	$1,384,242

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: $1,034,999	b. Program Income to Date: $937,952