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-B10589**	**830370800**

4. Recipient Organization

California Emerging Technology Fund 5 3rd St STE 520, San Francisco, CA 941033206

5. Current Reporting Period End Date (MM/DD/YYYY)	6. Is this the last Report of the Award Period?
06-30-2011	◯ 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)
Jennifer Riggs	
	7d. Email Address Jennifer.riggs@cetfund.org

7b. Signature of Certifying Official	7e. Date Report Submitted (MM/DD/YYYY):
Submitted Electronically	07-29-2011

Project Indicators (This Quarter)

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

The Access to Careers in Technology (ACT) program had direct exchanges with more than 3,140 individuals about careers, digital literacy, and broadband adoption. ACT also distributed more than 210,000 printed and electronic materials. 5,480 individuals completed basic digital literacy courses; 390 completed workforce trainings; and 69 earned Information Technology certification. 200 graduates were placed in jobs utilizing IT skills.

The ACT program offers a range of training opportunities to meet the needs of individuals with a diversity of skill levels, goals and availability. Courses are well-attended and include basic digital literacy curriculum for first-time users as well as advanced professional IT certifications.

Sub-recipient CARAT continues to provide digital literacy in business applications for small business entrepreneurs throughout the state. CARAT has completed the development of an online registration and calendaring system that supports registration and reporting requirements for its collaborative partners.

ACT sub-recipient EmpowerNet graduated three more community-based organizations from its Stride Model Training Academy. EmpowerNet established partnerships with Workforce Investment Boards in the City of Los Angeles and Los Angeles County to develop ongoing digital literacy training across industry clusters.

The World Institute on Disability (WID), has conducted accessibility training and facilitated 4 webinars for all the ACT program sub-recipients. WID also assisted CARAT, Chrysalis, Caminos, and Youth Radio in producing Accessibility Plans. Sub-recipients who already had Accessibility Plans received assistance with updating their plans and prioritizing improvements.

The 2011 Statewide Survey conducted by the Public Policy Institute of California in partnership with CETF and ZeroDivide was released in June. It showed low-income Californians reached a 72% broadband adoption rate at home. Progress will be reported next June when ACT counts a portion of the results toward its adoption goal. This quarter, ACT sub-recipients assisted 626 individuals subscribe to broadband at home.

The ACT program continued to promote broadband adoption and digital literacy through the Get Connected! collaboration. PSAs in the Greater Los Angeles and Fresno media markets reached 4,896,550 people with a total of 9.4 million impressions. CETF produced its second newsletter to inform community leaders about the results of the federal grants. At the Get Connected! Roundtable held in San Francisco in May 2011, 14 organizations developed plans for conducting local events to raise awareness of community resources, recruit training participants and assist families in adopting broadband. The Housing Authority of the County of San Bernardino, a NTIA – BTOP grantee, co-hosted the Inland Empire Get Connected! Roundtable in San Bernardino in April. Speakers from the Alliance for Commercialization of Technology and the Center for Accessible Technology presented the economic opportunities that are dependent on broadband availability and subscription as well as free digital literacy and broadband adoption curricula for seniors and people with disabilities.

The CETF sub-recipient monitoring plan was updated so it meets the requirements of the NTIA Monitoring Plan. Sub-recipient monitoring visits are 75% complete.

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**	45	Overall Project is consistent with baseline plan
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).

Several ACT sub-recipients noted that a lack of childcare services during the summer has prevented some parents from attending computer classes. Additionally, an IT Workforce Development participant experienced the loss of unemployment benefits due to the CA EDD misclassifying participation in the training program as enrolling in school. If other participants begin to experience this challenge it would cause an additional barrier to digital literacy training and employment. The job market continues to be very difficult even for those without barriers to employment. This has impacted the speed and rate at which the ACT program has been able to place training participants in living wage jobs.

Transitioning training program participants into adoption requires a lot of significant staff time devoted to one-on-one contact and assistance. While discounted services for small, targeted demographics are emerging, sub-recipients continue to struggle with assisting participants in finding long-term affordable broadband service for the general public.

As CETF works to reach and assist the remaining 28% of Californian households who do not have broadband at home, outreach and training will need to be more targeted with high-touch interactions which requires more staff time and resources that strategies aimed at larger targets.

Some sub-recipients are implementing IT certification programs for the first time in the ACT program. These sub-recipients started their digital literacy courses before embarking on the new certification program. This delayed the outcomes. The difficult job market has made IT certification programs popular so filling classes is not anticipated to be a challenge.

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
Outreach	Greater San Francisco Bay Area	The ACT program in the Greater San Francisco Bay Area has had direct exchanges with 3,912 individuals about careers, digital literacy, and broadband adoption. Additionally, 10,600 of printed and emailed materials were distributed. Actual numbers of participants reached with distributed materials for Outreach are determined with the following ratio: Flyers reach 20%; Email blasts reach 10%; personal email, voicemail and hand delivered packets or flyers reach 33% of audience receiving distributed material. All person to person exchanges are counted one-to-one. Outreach strategies included presenting to local faith-based communities, conducting technology surveys at shopping malls, promoting ICT certification and career development programs at job fairs, partnering with community colleges to link digital literacy efforts and awareness, and distributing flyers to targeted neighborhoods in multiple languages. At each of Youth Radio's 3 graduation ceremonies for youth in its digital arts program, over 60 attendees were educated about the importance of digital literacy and broadband adoption. OCCUR conducts much of its outreach through community events. Outreach from April – June 2011 included booths at the Job and Career Expo at Laney College, the Alameda County Senior Resource Fair, the Eastmont Free Community Tax Prep Event , and an Annual Easter Egg Extravaganza Goodwill leverages its community presence to conduct outreach for ACT program services. Digital Literacy services are not available at Goodwill stores, however, printed materials and training recruitment events at the stores has proven an effective outreach strategy. Additionally, Goodwill is providing free refurbished computers from their store inventory to conduct contests for store customers who subscribe to broadband onsite and as an incentive for training program participants to subscribe to broadband.	11,517	13,478	15	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	Los Angeles County	The ACT program in Los Angeles County has had direct exchanges with over 3,354 individuals about careers, digital literacy, and broadband adoption. Additionally, over 2,750 printed and emailed materials were distributed. Actual numbers of participants reached with distributed materials for Outreach are determined with the following ratio: Flyers reach 20%; Email blasts reach 10%; personal email, voicemail and hand delivered packets or flyers reach 33% of audience receiving distributed material. All person to person exchanges are counted one-to-one. Outreach strategies included orientations for parents of potential participants, client referrals and meetings with school district officials and utilizing a mobile technology unit to promote and provide information about the program throughout LA's communities. SCDC conducted a Job Fair for 400 people on April 29, 2011 at Bell Community Center where participants received information about broadband adoption and digital literacy resources. ACME partners with the statewide Entertainment Economy Institute to promote its program to over 300 schools.	9,750	5,229	0	0
Outreach	San Diego & Imperial Region	The ACT program in San Diego County has had direct exchanges with over 344 individuals about careers, digital literacy, and broadband adoption. Additionally, over 1,175 printed and emailed materials were distributed. Actual numbers of participants reached with distributed materials for Outreach are determined with the following ratio: Flyers reach 20%; Email blasts reach 10%; personal email, voicemail and hand delivered packets or flyers reach 33% of audience receiving distributed material. All person to person exchanges are counted one-to-one. During May – June 2011, SDFF directly engaged with its audiences at the San Diego Unified School Parent Outreach meeting, the Millennial Tech Middle School Open House Event and an affordable housing community resident council meeting. As of June 2011, new community partners referring their clients to SDFF for digital literacy training include: Neighborhood House Association Head Start, County of San Diego Aging and Independence Services and San Diego Community College.	3,750	1,010	0	0
Outreach	Statewide	The ACT program sub-grantees operating statewide have had direct exchanges with over 1,170 individuals and distributed informational information to over 206,607 people. Actual numbers of participants reached with distributed materials for Outreach are determined with the following ratio: Flyers reach 20%; Email blasts reach 10%; personal email, voicemail and hand delivered packets or flyers reach 33% of audience receiving distributed material. All person to person exchanges are counted one-to-one. EmpowerNet presented an overview of its Training Academy as a model for IT workforce development at the May 2011 California Workforce Investment Board conference attended by workforce organizations from throughout the state. EmpowerNet conducted additional outreach to workforce organizations throughout Los Angeles County to develop ongoing digital literacy training across industry clusters. EPN developed a meaningful partnership with the City of Los Angeles which is expect to result in a Training Academy for organizations it identifies later this year. California Resources and Training (CARAT) partnered with statewide and local small business development centers to disseminate information via printed training brochures delivered to targeted small businesses, e-flyers e-mailed to targeted small businesses and organization newsletters.	12,000	42,460	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
Training	Greater San Francisco Bay Area	A variety of training for low-income populations has been provided from basic digital literacy to advanced certification courses. Workforce training courses were developed with input from employers to focus on developing relevant skills for entry-level computer technician positions. Successful models have been developed which include intensive hands-on training, job skills development, wrap-around social services and the involvement of family and community. Youth Radio offered Media Production courses that include skills development in media literacy and production as well as familiarity with an array of media forms. 92 students who have completed the intermediate training qualify to apply for paid internship positions at Youth Radio as peer instructors as well as media producers. Instructors providing ESL Digital Literacy courses at Goodwill of San Francisco, San Mateo and Marin Counties are also able help serve low reading literacy participants. Goodwill's curriculum is designed to offer learning opportunities at beginner, intermediate and advanced levels. Registration for workshops and formal courses has been full. Staff members, many of whom have been clients of Goodwill's other services, are encouraged to improve their digital literacy by joining in the wide range of courses offered. Caminos' instructors meet bi-weekly to share and discuss teaching practices and challenges and are able to jointly explore methods for overcoming classroom and training challenges.	2,839	1,679	15	0
Training	Los Angeles County	ACME has conducted 78 teacher professional development workshops to ensure quality training for a total of 2,955 students learning IT skills. Basic computer training and job retention skills were provided by Chrysalis in the context of wrap-around services including case management. SCDC worked in collaboration with the regional office of U.S. Department of Health and Human Services to combine computer literacy and health education in the Southeast area of Los Angeles. They utilized the Mobile Technology Unit to provide job development, digital literacy and online health classes.	6,300	4,824	183	0
Training	San Diego & Imperial Region	SDFF provided and supported a wide range of ICT training from basic digital literacy to ongoing workforce preparation and internship programs. With the establishment of the Help Desk SDFF students have another opportunity to learn on the job by filling the Help Desk Customer Service Representative internships.	1,549	797	737	0
Training	Statewide	CARAT has provided training to 990 small business professionals and entrepreneurs. Courses have included: technology applications for topics for strategic planning and leadership, marketing, evaluation and financial management for small businesses. CARAT conducted 14 train-the-trainer workshops on how to conduct webinars. With 16 additional trainers certified to offer webinars on Technologies for Small Business Development, CARAT has broadened the reach of its free trainings to small business owners and employees who aren't able to attend classes in-person. EmpowerNet has trained a total of 8 community-serving organizations in the Stride Model A+ Certification and Job Placement program. MOUs are in place to begin training of over 100 students in the next quarter.	7,569	990	0	0
Job Placement	Greater San Francisco Bay Area	Greater Bay Area sub-recipients integrate intensive job readiness training into their ICT certification and media production programs. This includes interviewing, expectations for professional dress and behavior, communications skills, mentoring from industry experts and other training. 141 program participants have been placed in living-wage jobs requiring ICT skills.	329	141	0	0
Job Placement	Los Angeles County	293 program participants have been placed in living-wage jobs requiring ICT skills. Individual case management and other wrap-around services has proven to be a best practice for both placing participants in jobs, and helping participants to retain those jobs.	390	293	0	0
Job Placement	San Diego & Imperial Region	ACT programs in San Diego and Imperial Counties work closely with employers to ensure that their training progress address the skills that employers need. 63 participants of workforce development and digital literacy courses have been placed in jobs paying a living wage.	87	63	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
Total:			56,080	70,964	950	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).

CETF and its partners verify broadband subscriptions using a variety of methods including: collecting copies of subscription "welcome letters" or installation invoices, implementing pre- and post-participation surveys measuring subscription, conducting follow-up calls of statistical samples to confirm subscription projections, and counting the number of free subscriptions distributed. Email from participants using ISP vendor email accounts is also accepted when a welcome letter is not available.

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 noted above, CETF and the ACT program sub-recipients are finding adoption to be the most difficult aspect of this program. The ACT program focuses on sustainable adoption, which requires the participant to have a basic level of digital literacy, including knowledge of how to avoid fraud, viruses, and online predators. Sustainable adoption also requires the availability of affordable broadband service. Affordable, short-term Internet Service Provider (ISP) rates that turn into higher rates do not encourage broadband adoption because many fixed, low-income households have to unsubscribe when the introductory rate is over. This has created a delay in anticipated adoptions that typically come at the end of course graduation.

Activities scheduled for next quarter including the Comcast Internet Essentials program and Earned Income Tax Credit workshops, are anticipated to bridge the gap between targets and outcomes in subscription.

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

Households: 429	**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, the ACT program will conduct outreach to over 13,400 people. ACT sub-recipients plan to train 2,200 in digital literacy, broadband adoption, and ICT certifications. We aim to place 249 participants in jobs utilizing ICT skills and assist 773 to subscribe to broadband

Of the eight total organizations that have attended the Stride Model Training Academy conducted by sub-recipient EmpowerNet, six have set program launch dates for next quarter. A total of 100 people are projected begin training for A+ certifications by the end of September 2011.

Small Business Development Centers have been the primary resource for conducting outreach about CARAT training. Next quarter, CARAT will broaden its outreach to community events with the aim of reaching small business owners and employees, home-based business owners and entrepreneurs that have a lower rate of broadband adoption than current participants. The increase in webinars will also increase the number of participants trained.

WID will continue to provide assistance to sub-recipients in determining priorities to improve accessibility to their services. WID will also work with CETF to develop a process for sub-recipients who request subsidies to implement their accessibility priorities.

Next quarter, Comcast will begin to release information about their affordable broadband program called Internet Essentials. The program is designed to reach the families of children that receive free lunch through the National School Lunch Program. Benefits include a $9.95/mo subscription rate for broadband that does not expire and does not have other common barriers such as contracts and credit checks. It also enables participants to purchase a computer for $150. ACT partners will be integrating the Comcast Internet Essentials program into their training and outreach. CETF is also working with partners in the Get Connected! network to refer parents who qualify for the Internet Essentials program to ACT sub-recipients for support in subscribing and digital literacy training. With over 680,000 students in Comcast territory in California who could qualify for this service, CETF expects this program to bring the number of new subscribers in line with baseline targets.

In regions where the Comcast Internet Essentials program is not available, ACT sub-recipients will be offering workshops on how to apply for the Earned Income Tax Credit and to use that refund for a sustainable subscription to broadband at home. The EITC refund is available year round. Both the Internet Essentials program and the EITC strategy will be supported with offers for people to purchase discounted computers.

Next quarter CETF will continue its paid advertising by introducing the GetConnected! PSAs to two new markets - the San Francisco Bay Area and Greater Sacramento regions. The PSAs will continue to be aired in the Fresno and Greater Central Valley region as well. The timing is meant to coincide with the "Back to School" theme and events planned by partners and compliment the PSAs done by Comcast. The PSAs, for both radio and television and in English and Spanish, have been revised to emphasize elements of the Comcast Internet Essentials offer including the need to qualify.

CETF will continue monitoring sub-recipients including follow-up from the Monitoring Visits in June 2011. This includes verifying documentation that was submitted for training, job placement and new broadband subscription outcomes. CETF will provide continuing technical assistance through one-on-one exchanges and through Learning Community webinars and workshops.

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	61	Projected percent complete is consistent with baseline plan
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).

Current challenges affecting broadband subscriptions and job placements are expected to continue. Sub-recipients are adding long-term support for participants who do not receive job placements after program completion. Both outreach and training outcomes are on track thus programs are positioned to take advantage of any improvement in the job market.

While the Internet Essentials program and Earned Income Tax Credit workshops will increase the rate of broadband adoptions, the impact of planning, outreach and support taking place next quarter may not be realized until the first quarter of 2012.

CETF will conduct a Strategy Review process beginning in August 2011. All ACT sub-recipients will re-focus planning and activities according to lessons learned and strategies with proven effectiveness. This will culminate in September 2011 with an in-person Learning Community Workshop.

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	$448,075	$230,625	$217,450	$157,788	$95,947	$61,841	$213,797	$124,775	$89,022
b. Fringe Benefits	$134,350	$70,276	$64,074	$40,377	$23,787	$16,590	$57,170	$32,571	$24,600
c. Travel	$9,455	$0	$9,455	$8,498	$0	$8,498	$9,680	$0	$9,680
d. Equipment	$0	$0	$0	$0	$0	$0	$0	$0	$0
e. Supplies	$45,584	$1,674	$43,910	$5,338	$0	$5,338	$11,036	$209	$10,826
f. Contractual	$44,470	$0	$44,470	$18,510	$0	$18,510	$24,069	$0	$24,069
g. Construction	$0	$0	$0	$0	$0	$0	$0	$0	$0
h. Other	$10,299,196	$3,640,374	$6,658,822	$4,667,678	$1,769,338	$2,898,340	$6,277,853	$2,370,583	$3,907,270
i. Total Direct Charges (sum of a through h)	$10,981,130	$3,942,949	$7,038,181	$4,898,189	$1,889,072	$3,009,117	$6,593,605	$2,528,138	$4,065,467
j. Indirect Charges	$100,000	$30,000	$700,000	$31,896	$8,931	$22,965	$44,396	$12,681	$31,715
k. TOTALS (sum of i and j)	$11,081,130	$3,972,949	$7,738,181	$4,930,085	$1,898,003	$3,032,082	$6,638,001	$2,540,819	$4,097,182

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