WELCOME

Norma Fernandez, EveryoneOn
Dina Lehmann-Kim, HUD
Welcome New Communities!

- Chesapeake Redevelopment and Housing Authority, Chesapeake, VA
  - Chicago Housing Authority, Chicago, IL
  - Cincinnati Metropolitan Housing Authority, Cincinnati, OH
- Community Development Authority of the City of Madison, Madison, WI
  - Housing Authority of the City of Annapolis, Annapolis, MD
  - Housing Authority of the City of Shawnee, Shawnee, OK
  - Housing Authority of the City of Shreveport, Shreveport, LA
  - Housing Authority of the County of Kern, Bakersfield, CA
- Innovative Housing Concepts a.k.a. Englewood Housing Authority, Englewood, CO
  - Jacksonville Housing Authority, Jacksonville, FL
  - Municipal Housing Authority for the City of Yonkers, Yonkers, NY
- Portsmouth Redevelopment and Housing Authority, Portsmouth, VA
  - St. Louis Housing Authority, St. Louis, MO
If you're viewing online or here...

• Go to www.slido.com and enter #Z022

To ask questions or share information
Back to the Future: Creating Digital Equity in Public Housing

Zach Leverenz, EveryoneOn
Jason Amirhadj, HUD
ICEBREAKER
Playbook Chapter 1: Getting Started

Maribel Martinez, EveryoneOn
Stephanie Spamanato, Housing Authority of the City of San Buenaventura
Knowledge Build Hudson, Housing Authority of the City of Pittsburgh
Bobby Coulter, Fresno Housing Authority
Getting Started
Stephanie Spampanato
Housing Authority of the City of San Buenaventura
October 28, 2019
How and why...

Why did we join?
Understanding the initiative...
Putting it all together......

- Landscape
- Resident involvement
- Pilot site
- Leading the initiative
- The hub
- The pathway
A working model...
ConnectHomePGH Coalition

- City of Pittsburgh
- Allegheny County Housing Authority
- Housing Authority of the City Of Pittsburgh
Team Development

• Stakeholder
• City Department
• Public Housing Authorities
ConnectHomePGH

• Consistent Communication
• Interdepartmental Team
• Resource Sharing
• Framing
ConnectHomePGH Coalition Team Members

Allegheny County Housing Authority
• Bev Moore – ACHA Executive Staff
• Zachary Lepley – Resident Relations
• Jenifer Grayson – Resident Relations

City of Pittsburgh
• Itha Cao – Mayor’s Office
• Max Dennison – Parks & Recreation

Housing Authority of the City Of Pittsburgh
• Byron Wright – Resident Relations
• Steve Kohr – Resident Relations
• Jordan Owens – Resident Relation
• Fernando Soriano – Executive Office Public Ally
• Knowledge Build Hudson – Executive Office
Getting Started
Bobby Coulter
Fresno Housing Authority
October 28, 2019
Bringing Along Your IT Team

IT as a thought partner, not an afterthought
Align with Existing Technologies and Efforts

• More Efficient Support
• Same ISP’s
• Same Equipment
  • Wi-Fi
  • Laptops
Connect with Tech Community

• LOCAL ISP’s
• Tech Training
• Managed Service Providers
• Tech Incubators
• Anchor Institution Technology Departments
  • School District
  • University
  • Municipality
Q & A
BREAK

The Summit will resume at 10:45 a.m. EST with Playbook Chapter 2: Building Partnerships.
Playbook Chapter 2: Building Partnerships

Kurt Peluso, EveryoneOn
Veronica Thomas, Deep East Texas Housing Authority
W. Olen Cox, Housing Authority of the Choctaw Nation of Oklahoma
Mindy Davis, City of Phoenix Housing Department
Building Partnerships
Veronica Thomas
Deep East Texas Housing Authority
October 28, 2019
Identifying Partners

1. Reach out to the experts
2. Partnerships that are already in place
3. DETCOG
4. Local Banks
5. Local Hospitals
6. County Judges
7. Chamber of Commerce
Maintaining Partnerships

• Communicate
• Meet often as possible
• Commitment Statement
• Share success
• Credit where credit is due
Tracking Partnerships

- Communicate
- Document
- Meet often as possible
Best Practice

• Get out of the office
• Network
• Surveys
• Know your needs
Building Partnerships

Olen Cox
Housing Authority of the Choctaw Nation of Oklahoma
October 28, 2019
Partnerships within the Tribe

1. Elders – Educating the Past
2. Students – Investing in the Future
3. Coworkers – Collaborating with the Present
4. Managers – Planning and executing tasks
5. Community – Extending our reach
CHOCTAW NATION
Faith • Family • Culture

• Faith
  • Establishing service
• Family
  • Strengthening bonds
• Culture
  • Honoring our people
Together We Are More

• KANO Computer Systems
• ABC Mouse
• College Board
• Youth Advisory Board
• Southeastern Public Library System
Easier to Connect

• Facebook
• YouTube
• Choctaw Nation Website
• Choctaw Nation Health Services Authority
Building Partnerships
Mindy Davis
City of Phoenix Housing Department
October 28, 2019
Understanding your community’s needs

In the past 30 days, how did you and other members of your household access the internet?

- **Home (Internet connection)**
- **Smartphone (cellular)**
- **Friends or Family member**
- **Public Housing Computer lab**
- **Library**

- **Yes**
- **No**
- **Don’t Know**
- **Refused**
Digital Literacy Classes
Senior Day at Gateway
Celebrate Success
Q & A
LUNCH

The Summit will resume at 1:00 p.m. EST with a review of CHUSA Goals & Timelines.
Review of CHUSA Goals & Timelines

Maribel Martinez, EveryoneOn
Kurt Peluso, EveryoneOn
Important Dates for New Communities

February 14, 2020 - Annual convening deadline

March 6, 2020 - Annual Action Plan due (submit via Portal)

December 31, 2020 - Annual Report due (submit via Portal)

Monthly Check-In Reports - due on the last business day of every month from January - November (submit via Portal)
Goals

- Connectivity, devices, training
- Education / building relevancy
- Testimonials & case studies
Q & A

Maribel Martinez, National Programs Director
Maribel@EveryoneOn.org

Kurt Peluso, Programs Director
Kurt@EveryoneOn.org
Organizing a Local Convening

Dina Lehmann-Kim, HUD
Veronica Thomas, DETCOG
Trena Hinton, JCHA
Fred Logan, Choctaw Nation of Oklahoma
Stephanie Spamanato, HACSB
Sarah Bradfield, NWGHA
Organizing a Local Convening

Veronica Thomas
Deep East Texas Housing Authority
October 28, 2019
Organizing a local Convening

• Devices in place
• Choose a Date
• Location
• Press Release
• Invitations
• Speakers
• Agenda
• Food
Bringing Digital Inclusion to Jersey City

First Convening

• Bring together stakeholders
• Describe CHUSA tools and partners
• Share our vision
• Engage collaborators
JCHA Resident Survey:

Do you have reliable high speed internet access at home?

- Yes, full internet access: 27% (78)
- Only through cellular data: 16% (46)
- No, only dial up internet access: 3% (8)
- No, do not have internet access at home: 55% (160)
Continuing to Bridge the Digital Divide

Second Convening

- Report on survey data
- Highlight accomplishments
- Outline next steps
- Request stakeholder input and engagement
Planning Process

• Vision – Stakeholder engagement and working groups
• Leadership
• Support

Vivian Brady-Phillips  
Executive Director

Allison Strobel  
Chief-of-Staff

Trena Hinton  
Asst. Director  
RECE

Michael Strom  
LEE Fellow

RECE Team  
N-Power Interns
Identifying Stakeholders – Casting a Broad Net

- Existing Partners
- Potential Partners
- Social Service Providers (nonprofits, educational institutions, hospitals)
- Technology and internet service providers
- City Agencies
- Elected Officials
Core Partners

• Partners showcased their work at the event
• NPower and Rising Tide Capital were presented with Mayoral proclamations
• RTC announced JCHA residents could enroll for free in their Community Business Academy
• T-Mobile supported the event and have begun working with us to expand the tablet trial
• Laptops donated via EAF were awarded to digital literacy course participants
Senior Residents at Berry Gardens enrolling in our T-Mobile Tablet Trial
Resources

- Prezi
- Kahoot!
- Video editing (in-kind donation)
Starting Your ConnectHomeUSA Journey

• Explore all avenues
• Start small/conduct trials
• Identify all local stakeholders and start talking digital inclusion!
Organizing a Local Convening

Fred Logan
Housing Authority of the Choctaw Nation of Oklahoma
October 28, 2019
How We Planned Our Local Convening

1. Location, Date & Setup
2. Enlist Help
3. Stakeholders
4. Agenda and Speakers
5. Next Steps
AGENDA

- Date, Time & Place
- Speakers
- ConnectHome description and why needed
- Our Commitment
- Stakeholders & Commitments
- Next Steps
- End
SAMPLE LETTER

- Invite Letter for Convening. Informing of location, date and time.
- Explaining what it's about.
- Letting the Stakeholders know what is expected of them.
- Invitation was for person addressed, but asked that someone attend.
August 1st, 2016

Dear Colleague,

The National Economic Council, The Aspen Institute, and EveryoneOn cordially invite you to the ConnectALL Summit for Digital Inclusion at the White House on Friday, August 19th, 2016 from 8:30am to 1pm.

As the President said in Cedar Falls, Iowa, "high-speed broadband is not a luxury, it’s a necessity." Today, thanks to his leadership more Americans than ever – over 99 percent – have access to some form of internet service at home, with speeds that are consistently increasing and prices that are becoming more affordable.

Yet, despite this progress, we have a digital divide in our country that is disproportionately affecting low-income families. Households earning less than $25,000 a year are half as likely to have internet access as families that are well-off. To close this divide, President Obama unveiled ConnectALL, a new effort to help connect 20 million more Americans to broadband by 2020. This initiative brings together government, the private sector, and philanthropy to ensure that all Americans can take advantage of the social and economic benefits that broadband can provide.

At the ConnectALL Summit we will discuss innovative approaches to tackling the key barriers to broadband adoption: affordable services, low-cost devices, and digital literacy, and substantial new resources available to communities to help close the digital divide. Please see the link below to RSVP no later than COB on Friday, August 5.

https://events.whitehouse.gov/form?rid=HDEPW4RQ7

Upon receipt of your RSVP, we will follow up with additional logistical information and specific arrival details. Please note that your invitation is non-transferable.

Thank you, The National Economic Council, The Aspen Institute, and EveryoneOn
Organizing a Local Convening

Stephanie Spampanato
Housing Authority of the City of San Buenaventura
October 28, 2019
Organizing #HACSBCONNECT

• The planning team
  • Francisco Camarena & Stephanie Spampanato

• Connecting our community
  • Identifying attendees
  • Save the date & invitations
  • Staying in touch and creating some excitement

• Logistics
  • Where/When/How
The Housing Authority of the City of San Buenaventura, in collaboration with ConnectHomeUSA, cordially invite you to attend our very first Convening to explore

CLOSING THE DIGITAL DIVIDE

Thursday 25th April 2019
10am – 1pm
Under the Marquee at 995 Riverside Street, Ventura CA 93001

A light luncheon will be provided at 12:30 together with an opportunity to tour the newly completed Phase I of Westview Village

https://hacsbconnecthome.eventbrite.com
Take-Aways..

What we wanted people to take away

- An understanding of us and what we do
- Info about the initiative
- A desire to participate
- A way to say connected

What we wanted to take away

- Ideas; new and different views
- The foundation for our action plan
- Existing or potential resources
- Buy-in
- A core task group
- A plan to move forward
The day of.....

**The set-up**
- Marquee

**Outside**
- Greeting table
- Sign-in + handouts
- Refreshment table

**Inside**
- Large presentation screen
- Color coded tables with supplies

**The Agenda**
- Setting the Scene
  - Welcome address
  - Getting to know Westview (video)
- Introduction to ConnectHomeUSA & EveryoneOn
- Roundtable discussion
- Regroup & Closure
- Lunch and #walkaboutwestview
The Puzzle...
Organizing a Local Convening
Sarah Bradfield
Northwest Georgia Housing Authority
10/28/2019
Convening Stakeholders

• Energizing your Advocates
Raising Awareness and Get Moving

- Community partners play an active role
- Generate support
- Develop your plan, set goals, and get moving
Impacting Lives and Communities
Partner Roles

T-Mobile
- $10/line
- Up to 2GB/mo of 4G LTE data

Comcast
- Internet Essentials
- $9.95/line
- In-house only device-mesh network
- Low-Cost Computer $149
- 40 1-hour sessions of Remote Access
Project Soar

“I am very grateful for receiving the personal hotspot. The hotspot has been very helpful to me in many ways. I am in my second semester at Georgia Northwestern Technical College. I will be receiving my practical nursing degree in May 2021.”
Playbook Chapter 5-8: Developing Your Action Plan

Jason Amirhadji, HUD
Munirih Jester, City of San Antonio
Jason Colón, Akron Metropolitan Housing Authority
Bobby Coulter, Fresno Housing Authority
Daniel Bussian, Grand Forks Housing Authority
Developing Your Action Plan

Munirih Jester
City of San Antonio
Oct. 28th, 2019
Program Planning Process

01 Identify and Prioritise Issues
02 Analyse Issues
03 Plan Program
04 Implement Program
05 Evaluate Program
Think About Program Impact and How to Measure

STAGE 1: PLAN YOUR EVALUATION
Decide what information to collect

STAGE 2: COLLECT THE DATA
Design your survey and decide who should complete it

STAGE 3: ANALYSE THE DATA
Find out what the data tells you about the success of your project

STAGE 4: USE THE RESULTS
Decide on any changes you will make to your project & share the findings
Digital Skills Training
DIGITAL SKILLS TRAINING

Develop and select curriculum - Great and free curriculum available online.

Onsite - Trainer rotate training opportunities throughout public housing communities based on local reality and needs.

Offsite - Digital Literacy Passport - Partner
The Digital Literacy Passport provides flexible training schedule as participants take required computer classes at partner locations; public library branches and other participating organizations.
Computer Devices Plan
Participants are able to receive a computer after meeting the training requirements

Strategies

● **Donation** - Engage organization for donation of new and used computers

● **Refurbisher** - Establish a refurbisher partner

● **MOU** - agreement on cost, device standard and responsibilities

● **Grant** - establish funding source and partner for application

● **Donation campaign** - develop donation campaign
Connectivity Plan
INTERNET CONNECTIVITY

Community Room/Lab - Free Wi-Fi access in 50 of our community rooms by piggybacking on our dedicated business internet access.

Property Wi-fi Network - Ubiquiti devices are used to create point-to-point microwave technology and multi-point rocket technology.

Hotspot - secured outside funding to purchased devices and pre-pay service of hotspot to award participants that successfully completed program trainings.
CONNECTHOME PROGRAM MODEL

FOCUS
- Digital Skills Training
- Access To Computer Devices
- Broadband Connectivity

TRACKS
- EDUCATION STEM
- WORKFORCE ENTREPRENEURSHIP
- QUALITY OF LIFE

IMPACT
- High School Completion
- College Access
- STEAM and Digital Skills
- Skilled Workforce Certification
- Small Business
- Health Banking
- Social and Civic Engagement
Think Big Picture

How does the program align with the agency and the city mission.

How do program efforts support other internal and external programs.

Connect the dots and leverage opportunities!
Common Area Wi-Fi

1. Start Small
2. Leverage Existing Technology
3. Test the Concept
4. Repeat the Concept
5. Measure Success and Grow
Start Small

- Something is better than nothing.
  - Some coverage versus no coverage
  - Internet with average broadband speeds versus high-speed
Leverage Existing Technology

- Spectrum Broadband
- FortiGate Firewalls
- FortiGate Access Points
Pilot to Test the Concept

• Picked a senior building
• Installed wireless mesh network covering first floor and community room
• Segmented 20Mbps
• Set up an AMHA-GUEST SSID
• Established price point for cabling and access points
Repeat the Concept

- Deployed wireless access points to all other sites
  - First floors and community rooms of 12 senior buildings
  - Community rooms of 8 family developments
Measure Success and Grow

• Measure Success
  • Log connected devices — Are people using the Wi-Fi?

• Grow
  • Wi-Fi entire building
  • Family development Wi-Fi
In Summary

1. Start Small—Something is better than nothing.
2. Leverage existing technology whenever possible.
3. Test the concept, refine and test again.
4. Repeat the concept once it works.
5. Measure success and grow.
Developing Your Action Plan

Bobby Coulter
Fresno Housing Authority
October 28, 2019
Fresno Housing Mesh Network Connectivity Model

Why Fresno chose a mesh network
ADOPTION RATE

- Individual Subscriber (13%)
- Mesh Network (100%)
Service, equipment and installation costs per door over 5 years:

1st Site:
- Individual Subscriber: $741
- Mesh Network: $1616

2nd Site:
- Individual Subscriber: $741
- Mesh Network: $808

3rd Site:
- Individual Subscriber: $741
- Mesh Network: $650
Use this slide anywhere in your presentation to share a large photo of Fresno Housing Mesh Network Playbook.
Developing Your Action Plan
Daniel Bussian
Grand Forks Housing Authority
October 28, 2019
Developing Digital Literacy Program

Aspects to consider

• Content
• Program Length
• Format
• Certification
• Community
• Clients
Clients We Serve

• Residents and Community Members

Also, referrals from:

• Workforce Safety Insurance
• Vocational Rehabilitation
• WIOA participants

Our Community

• Low unemployment (2.4%)
• Primarily agricultural or production
• Competition for “office work”
Our Choice

Content: IC3 Certiport aligned
Program Length: 9 Weeks
Format: Online, assistance available
Certification: IC3 Certiport exams
Recommendations and the future...

• Quickbooks
• Income generation (Mechanical Turk)
• Softskills

Recommended Computer Resources

Microsoft Digital Literacy
www.microsoft.com/en-us/digitalliteracy/home
The Digital Literacy Course for anyone with basic reading skills who wants to learn the fundamentals of using digital technologies. The curriculum is written at a reading level like that of most newspapers around the world. Learners who complete the curriculum will understand basic computing concepts and skills. If you receive a passing score on the 30 multiple-choice question course assessment, you will earn a printable digital literacy certificate to show your accomplishment. You can take the assessment whenever you feel ready.

GCFGlobal
gcf;breakfast.org/en/
Intimidated by computers? New to email or the web? Want to stay safe online or understand how your operating system works? Learn all of this and more in our Technology section. Topics include: Microsoft Office, email, internet, online safety, computer basics, Windows, and Mac OS.

typing.com
FREE
Teaching the foundations of technology. A great place to start learning and improve typing as well as Tech Literacy, Coding Essentials, and typing practice -- including typing games!

TechForce
On site at GFHA Learning Centers
$250
Learn, practice, and get help with Windows operating system and Microsoft Office programs through the Shelly Cashman Office 2016: Introductory Concepts and Techniques textbook.

IC3Keys
On site at GFHA Learning Centers
$200
Gain the skills and knowledge to get certified. This course provides training to prepare for Certiport’s IC3 Digital Literacy certification. Course includes video training, exercise lab activities, workbook, assessments, and quizzes in each of the three modules of the IC3 objective domains: Computer Fundamentals, Key Applications, Living Online.

udacity.com
Learn in-demand skills, build incredible projects, and gain an industry-valued credential. Take your first step by exploring our schools to find your perfect program in programming, data science, artificial intelligence, autonomous systems, and business.

codecademy.com
“First, we invented the best system for learning to code. Seven years and 45 million learners later, we’ve perfected it.” Choose what to learn, learn by doing, get instant feedback, put your learning to practice, then land your dream job.
BREAK & Working Session

Broadcasting will resume at 4:45 p.m. EST for closing remarks.
Working Session: Complete Launch Plan and Action Plan Templates

Broadcasting will resume at 4:45 p.m. EST for closing remarks.
Day 1 Closing Remarks

Norma Fernandez, EveryoneOn
Day 2 of the ConnectHomeUSA Summit will begin at 8:45 a.m. on Tuesday, October 29, 2019