



# ConnectHome Nation Webinar

**Digital Inclusion Efforts in Detroit**

**November 19<sup>th</sup>, 2019**



# Agenda

## 1. Detroit's New Director of Digital Inclusion

**Joshua Edmonds**, Director of Digital Inclusion, the City of Detroit

## 2. Detroit Housing Commission

**Julia Fearing**, Resident Opportunity & Self-Sufficiency Coordinator and ConnectHomeUSA Lead

## 3. Q&A

[Agenda](#)

Topic #1

Topic #2

Q&A

# Joshua Edmonds, Director of Digital Inclusion, City of Detroit



# Agenda

- 1. Background**
- 2. Benefits the City of Detroit Receives from Role**
- 3. Internal + External Detroit Partnership Structure**
- 4. How Cities Should Advocate for a Similar Role**
- 5. How PHAs Can work with Cities with or without a DI Champion**

# Digital Inclusion Background

**CMHA**  
ENRICHING LIVES SINCE 1933  
CUYAHOGA METROPOLITAN HOUSING AUTHORITY

**CLEVELAND CONNECTS**

**CLE**

**HOUSING HACKATHON**

**CLEVELAND Foundation**

**NDI**  
NATIONAL DIGITAL INCLUSION

**nten**  
CONNECT • LEARN • CHANGE

**pcsforpeople**

**CLEVELAND PUBLIC LIBRARY**  
www.cpl.org

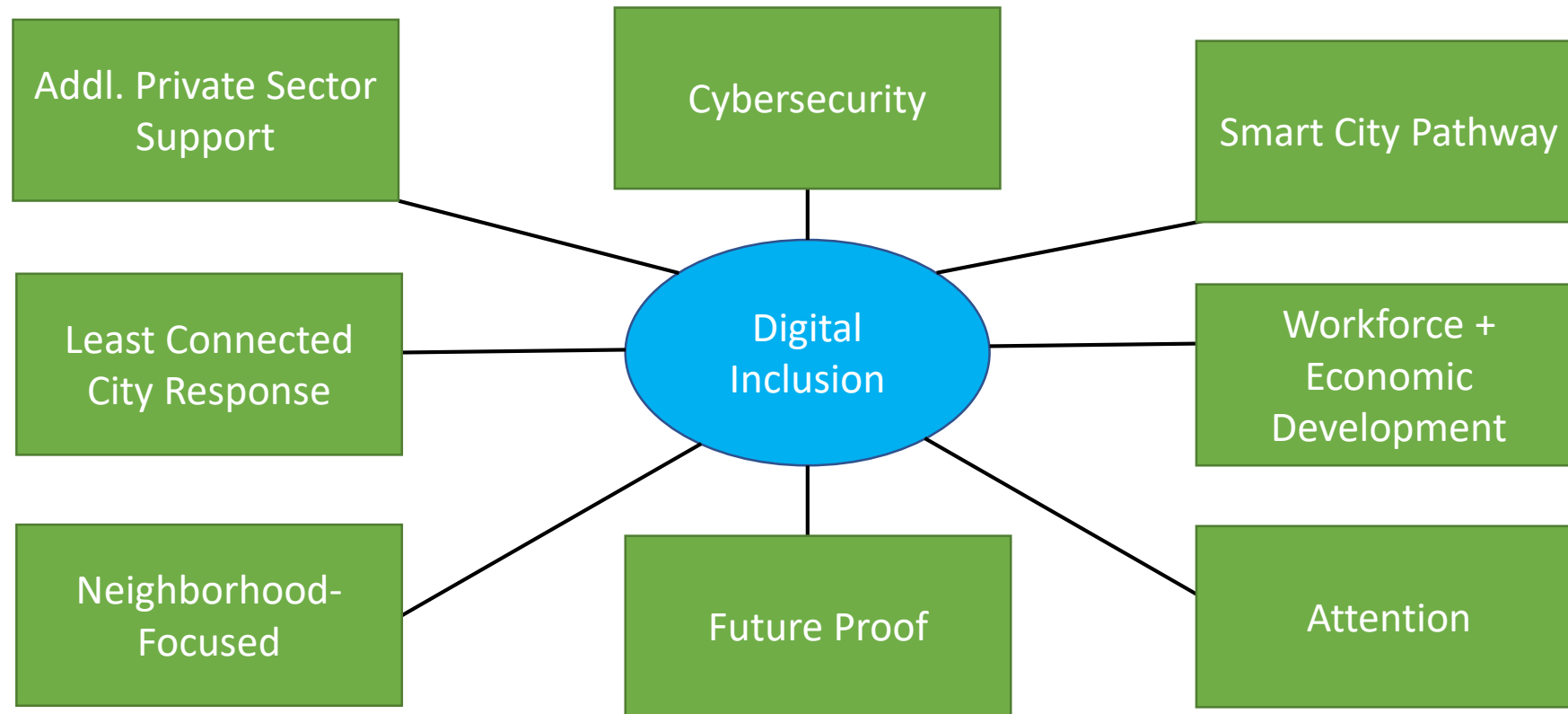
**CITY OF DETROIT**

**Connect 313**

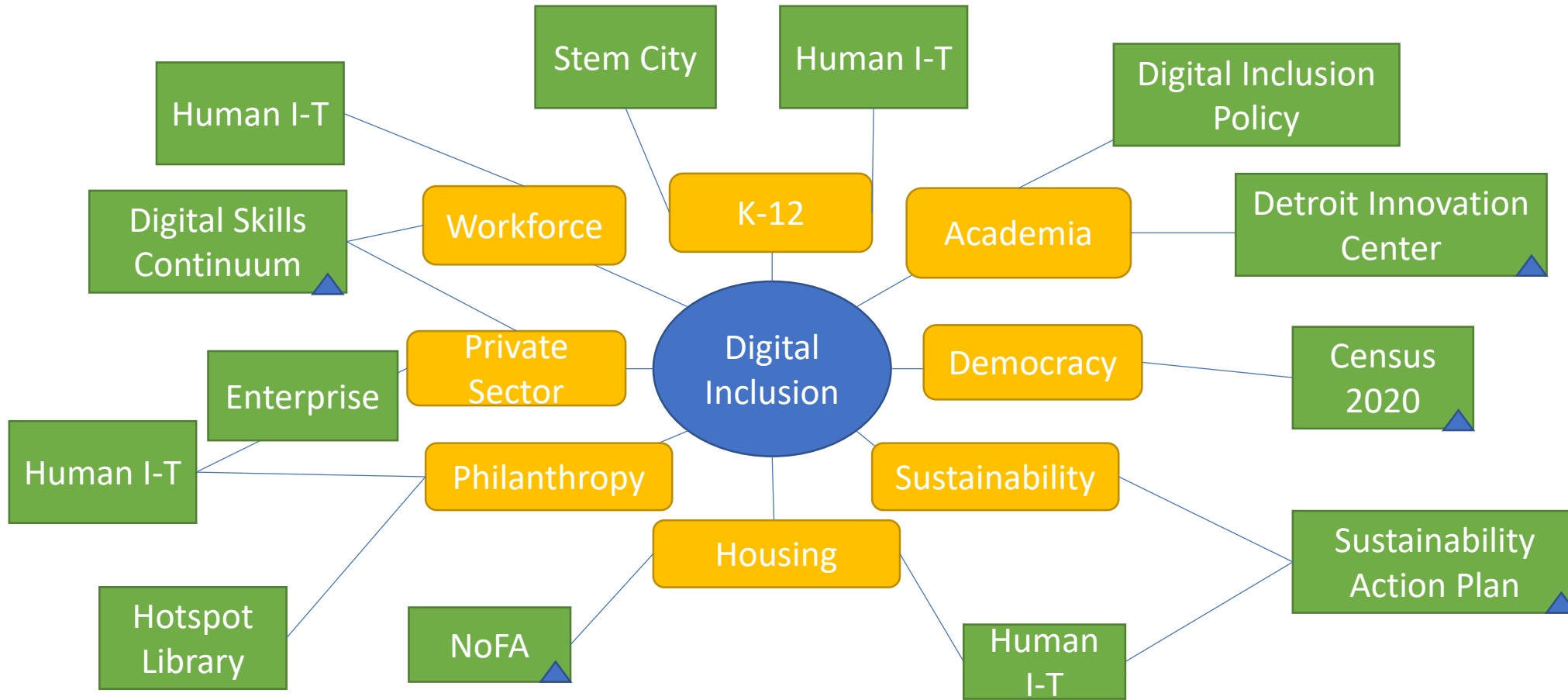
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UNIVERSITY OF MICHIGAN

# Digital Inclusion Municipal Rol



# Internal + External Partnership Structure



# How Cities Should Advocate for a DI Champion

## America's Least Connected Cities (100k+ Hh)

| City, State                | Rank | % of Households Lacking Internet Subscriptions |
|----------------------------|------|--|
| Detroit, Michigan          | 1    | 27.00%   |
| Cleveland, Ohio            | 2    | 26.60%   |
| Memphis, Tennessee         | 3    | 25.00%   |
| Miami, Florida             | 4    | 24.80%   |
| Philadelphia, Pennsylvania | 5    | 24.40%   |
| Newark, New Jersey*        | 6    | 24.30%   |
| Chattanooga, Tennessee*    | 7    | 23.50%   |
| Milwaukee, Wisconsin       | 8    | 23.20%   |
| New Orleans, Louisiana     | 9    | 22.60%   |
| Baltimore, Maryland        | 10   | 20.00%   |

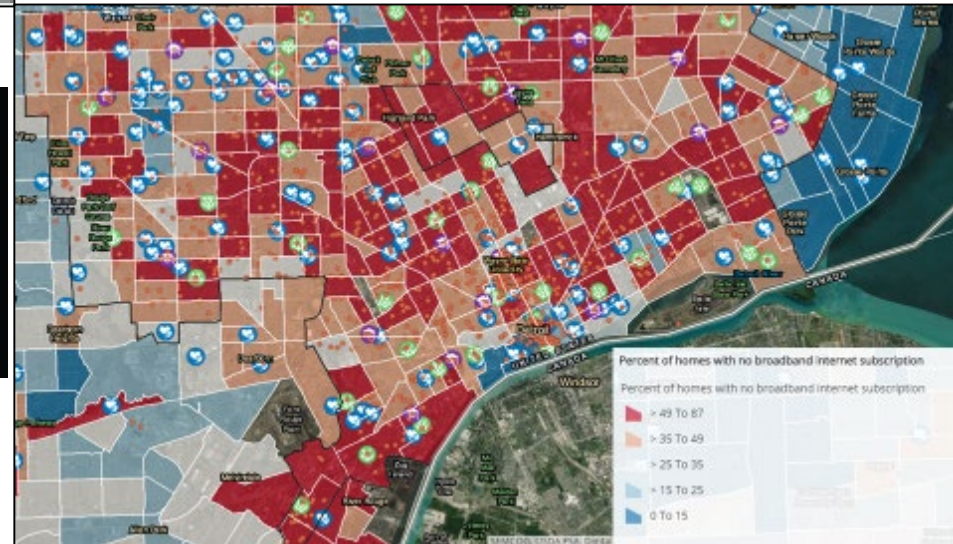


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# How PHAs Can Work with Cities

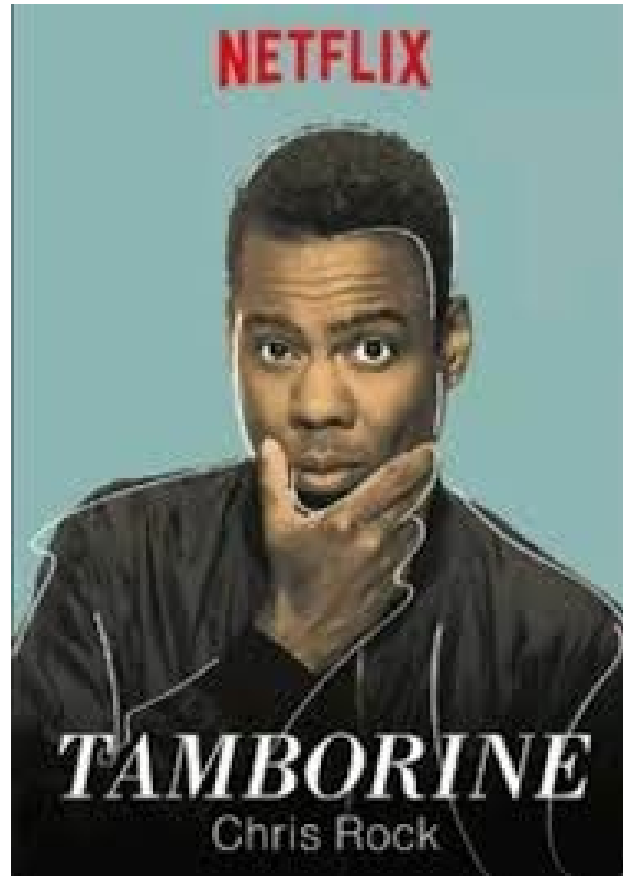
## ***With* DI Champion**

- HCVP/LIPH Digital Inclusion Resource Support
- Internet User Data Reporting
- Sharing Digital Inclusion Programming with City DI Champion

## ***Without* DI Champion**

- Use ConnectHome as leverage!
- City Council Champions
- Library Partnership
- Rooftop Access for Mesh Networks
- Vista Fellowship

# To summarize...



**Julia Fearing, Resident Opportunity & Self-Sufficiency Coordinator and ConnectHomeUSA Lead  
Detroit Housing Commission**



# 4 Key Areas For Successful ConnectHomeUSA Implementation

1. Preparation
2. Population
3. Partnerships
4. Performance

Agenda

Topic #1

**Topic #2**

Q&A

# Preparation

- The BEST Practices for preparation:

## **Plan, Prepare, Implement (Action)**

- Plan** meeting with community organizations and companies to formulate partnerships
- Prepare** an action plan to establish goals, create meaningful deliverables and activities to be carried out, and implement services and donations
- Implement** services to help communities work together

# Understanding Your Population

- **Resident Assessment** to create a baseline for each site.
- Assessment identifies methods, services, resources and trainings to implement.
- We conduct two separate surveys in our department:
  1. **Self-Sufficiency Assessment** - The 4 Components of Questions (Economic, Education, Health and Character) assist in identifying what self-sufficiency programs, resources, and activities to implement
    - Conducted in every resident home
  2. **Resident Technological Assessment (RTA)**- A short (8) question survey that focuses on gathering information on technology uses, experiences, and knowledge
    - To conduct RTA - host a Digital Tour at each of your sites. An event at each site lobby area or community space with food and raffles.
    - Have an option to allow residents to complete the RTA using Survey Monkey.

# Partnerships

## ➤ Impacts of having partnerships:

- Point of access to resources, services, trainings, and sponsorship opportunities that you may need
- Can provide leads/connection to their network i.e. (other organizations, companies, opportunities, projects, grants, and program activities)
- Expands your geographical reach
- Remember to: Network, Network, Network!

## ➤ Important TIPS to remember when developing partnerships:

- Be honest, but gentle
- Keep your agreements
- ASK, ASK, ASK- (Ask questions, for assistance, resources, services, and funding)
- Build positive relationships

# Performance

- Develop performance evaluation frameworks in collaboration with partners
  - This ensures that deliverables and activities are carried out according to schedule
  - Ensure active participation of both providers and residents
  - Track and Evaluate resident participation and outcomes



# Thank you!!





# Q & A

