

Meeting Community Needs During the COVID-19 Pandemic: Successes in the Promise Zones Webinar Series



Webinar #3: Virtual Engagements and Responding to the Digital Divide

Featured Promise Zones:

- **San Diego Promise Zone**
- **North Hartford Promise Zone**
- **Kentucky Highlands Promise Zone**



NATIONAL COALITION OF PROMISE ZONES

March 30, 2021

Michele Perez

Assistant Deputy Secretary for Field Policy and Management
at the U.S. Department of Housing & Urban Development



Moderators and Presenters

- ❖ **Michele Perez**, Assistant Deputy Secretary for Field Policy and Management, U.S. Department of Housing & Urban Development
- ❖ **Shawn Arner**, Deputy Assistant Administrator, Rural Utilities Service, U.S. Department of Agriculture
- ❖ **Xio Crespo**, Promise Zone Program Manager, San Diego Promise Zone
- ❖ **Courtenay Jackson**, North Hartford Promise Zone & My Brother's Keeper Administrator for the City of Hartford, North Hartford Promise Zone
- ❖ **Sandi Curd**, Promise Zone Coordinator, Kentucky Highlands Promise Zone
- ❖ **Kim Berry**, Director of Strategic Engagement Division, Rural Development Innovation Center, U.S. Department of Agriculture

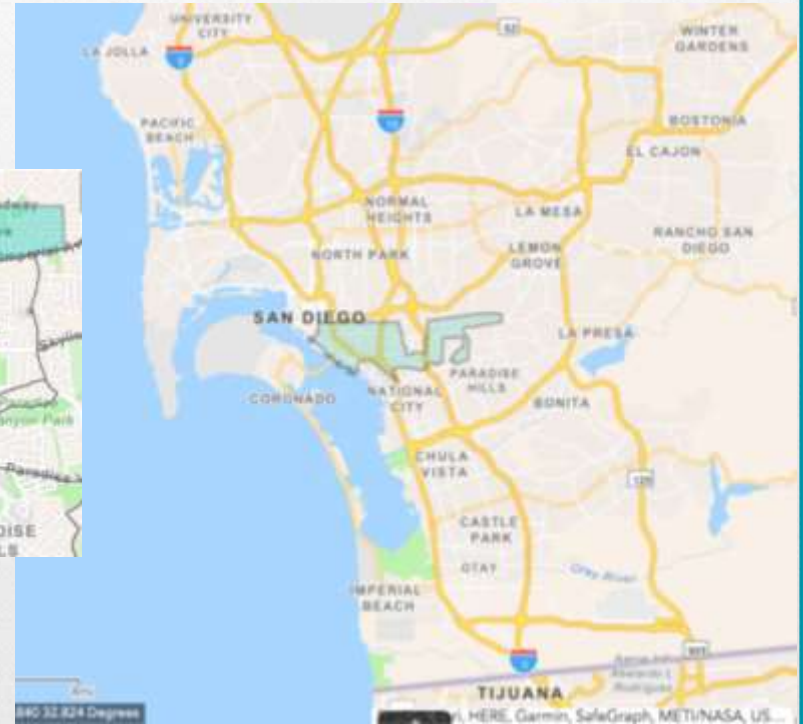
Shawn Arner

Deputy Assistant Administrator, Rural Utilities Service at the
U.S. Department of Agriculture



Xio Crespo

Promise Zone Program Manager



Overview

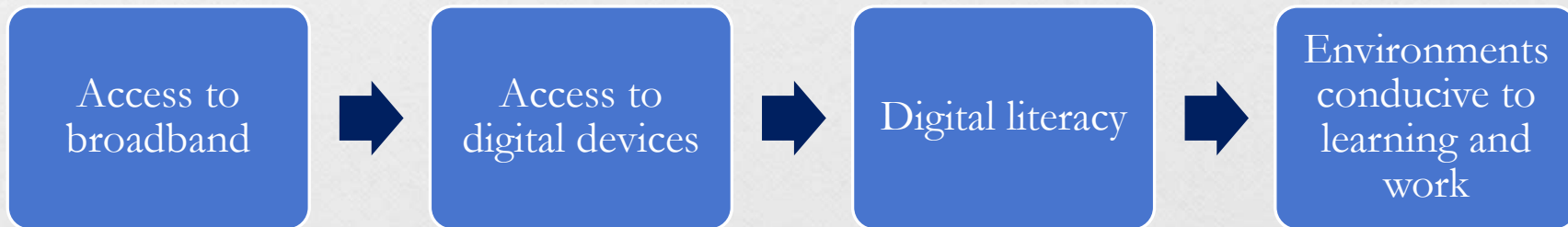
- Round Three Promise Zone
- 6.4 square miles that comprise 81,392 residents
- 65 Implementing and Supporting Partners
- All 19 San Diego Promise Zone Census Tracts are also qualified Opportunity Zones

Goals/Working Groups



Digital Equity and Inclusion as a Response to the COVID-19 Pandemic

- Low Connectivity: over 28% of residents report having no broadband internet access whatsoever
- Lack of Appropriate Devices: 16% of households lack computers and of the 84% with some sort of device, 18% only have a smartphone or tablet, which is often not sufficient for work and school
- Disproportionate COVID-19 Impact: higher than average unemployment and case rates and challenges in the provision of client-based services and outreach, remote work, and distance learning





Current Digital Equity and Inclusion Efforts

Virtual Convenings and Resource Sharing

Jobs and Education Working Groups

- Economic Development Administration Grant Proposal
- Grant Alignments and Capacity-Building Support
- Digital Inclusion Workshop Series
- Asset and Needs Mapping

City's Digital Equity Working Group and SD Access for All

- Residential Internet Sponsorship Allocation and Outreach
- Digital Navigation Program

Regional Advocacy and Coordination

- Cross-Departmental Collaboration
- San Diego Association of Governments Digital Divide Taskforce
- Coordination on Emergency Broadband Benefit and Other Federal Programs

Department
of Families,
Children, Youth
and **Recreation**



The Envision Center

at

Parker Memorial

North Hartford Promise Zone Engagement Hub
2621 Main Street, Hartford, CT 06120

City of Hartford
550 Main Street, Rm 305
Hartford, CT 06103

860.757.9595
www.hartford.gov/dfcyr



Envision Center Pre-Covid 19

- On-site City of Hartford Recreation
 - Catholic Charities Family Center
 - Hard referral services
-
- Monthly workgroup meetings Health, Housing/Economic Development, Jobs

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No Norms: Research

- Residents/individuals Needs
 - Childcare
 - Food
- CBO partner status
 - Staffing

- Services
 - Marketing promotion of opportunities
- Asset mapping
 - Live Interactive Resource Directory

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No Norms: Access to Programs and Services Reimagined

- **Resident/individuals Re-engagement**
 - **Marketing & Promotion**
 - **How Services are delivered**

- **Creative Partnership Development**
 - **Community Based Organizations**
 - **Faith Based Organizations**

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Questions?

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IT'S A PROMISE

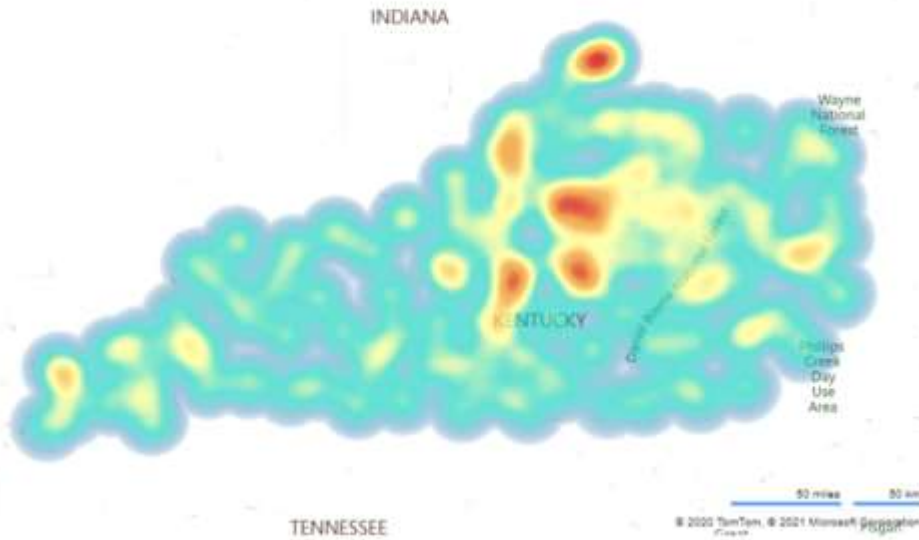
Addressing the Digital Divide



FACTS

- Round one Promise Zone - America's first Rural Zone
 - More people than Guam
 - Bigger than Delaware
- Nearly twice the poverty as Kentucky, PZ 33%, vs KY at 17.1%, vs USA at 13.4%
 - Started with 12 implementing partners, now have 97
 - Supported 505 grant applications with Letters of Support
- Identified more than \$873 million in federal, state and private investment
 - Our entire region suffers from the Digital Divide
- Our strategic plan's **Goal Two**, "Collaborate to assure geographically comprehensive and affordable access to high-speed broadband/Internet and cell phone service throughout the Promise Zone"

Broadband subscription by County
121/121 displayed



Kentuckywired



Digital Divide Strategies

1. Supported the Kentucky Wired Middle Mile
2. Encouraged the establishment of Local Government Broadband Boards
3. Promoted and supported broadband applications such as USDA's Reconnect, Community Connect and Distant Learning and Telehealth
4. Promoted community input in broadband feasibility studies
5. Pilot Program for increasing Take Rate with You on the internet booklet delivered by community members
6. Exploring the HUD Connect Home USA program to engage our public housing residents
7. Exploring using Opportunity Zones for Broadband Investment

Questions & Answers

Kim Berry

Director of Strategic Engagement Division at
the Rural Development Innovation Center at
the U.S. Department of Agriculture

