

Hidden Costs of Digital Inclusion – Facilitated Idea Exchange

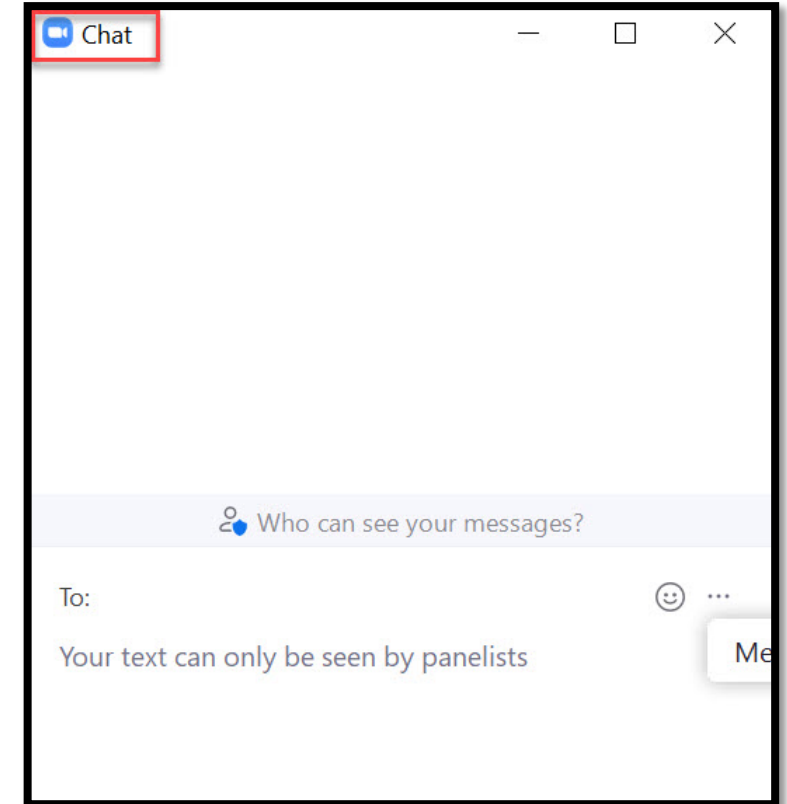
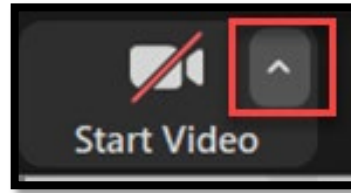
2021 ConnectHomeUSA Virtual Summit

October 5, 2021



Technical Issues? Questions?

- Attendees have been muted on entry
 - Can control mute/unmute
- Please turn your camera on and participate in the discussion
- For technical and content related questions, submit via the Chat box
- This webinar is being recorded and will be posted on the HUD Exchange



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Are you a ConnectHomeUSA Community?

- a. Yes
- b. No

If no, are you interested in joining?

- a. Yes
- b. Maybe
- c. I don't know

What type of organization are you affiliated with?

- a. PHA
- b. Tribe
- c. Multifamily property
- d. Nonprofit
- e. Private sector
- f. Other federal agency

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Knowledge Build Hudson

Government Relations Liaison & Special Project Coordinator

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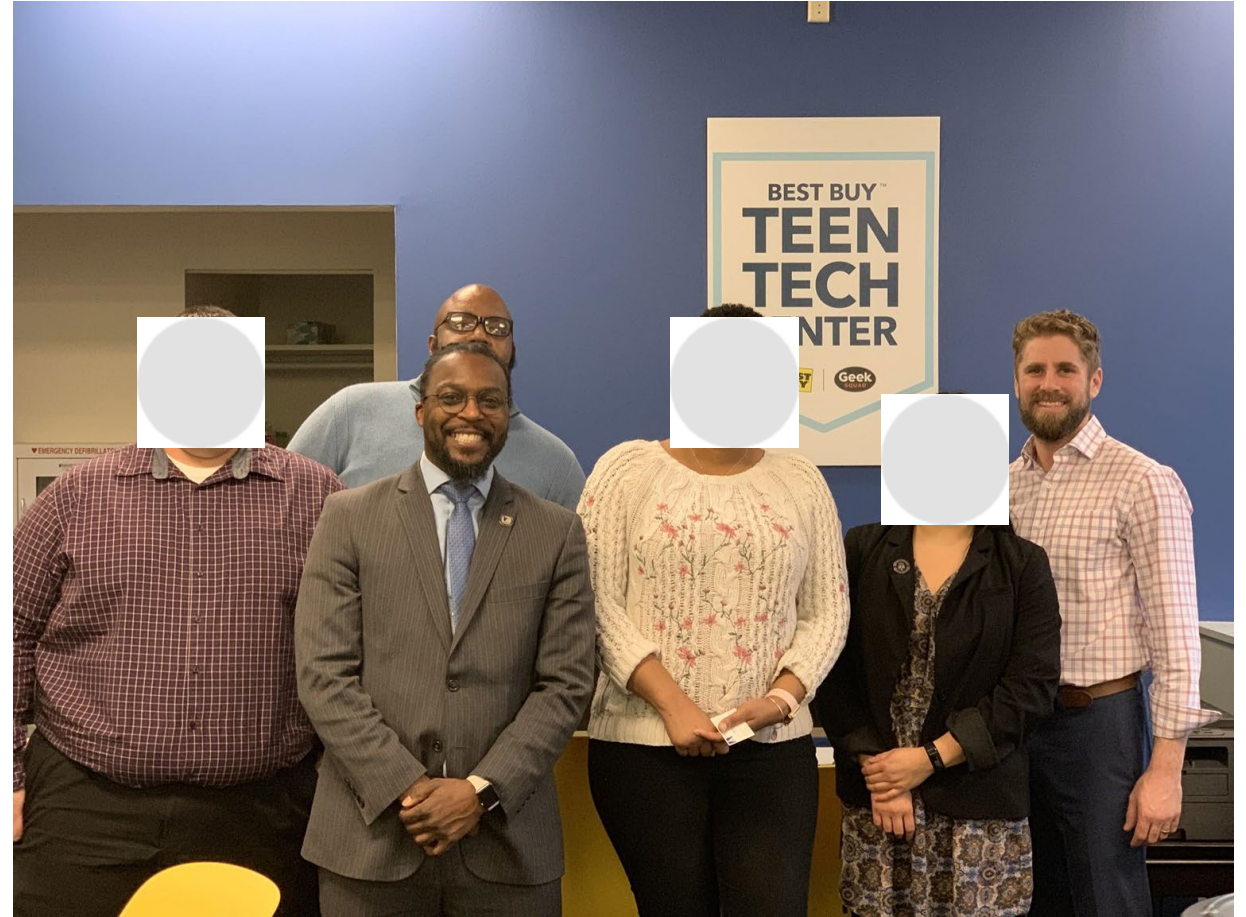


How it all began...

"IF IT'S NOT FOR ALL, IT'S NOT FOR US."

WILLIAM PEDUTO, MAYOR, CITY OF PITTSBURGH

Strategic Partnerships:



PHA Program Funds:

- T-Mobile Tablets
- Comcast Internet Essentials
- Chromebooks for PPS students
- Mobile Computer Lab Program



Teamwork Makes Dreams Work (& Come True)

Solution Oriented Teams

- Michelle Sandidge
- Byron Wright
- Brandy Weatherspoon
- Knowledge Build Hudson

Key Partnerships

- ConnectHomeUSA
- HUD Local & Regional Staff
- City of Pittsburgh
- Allegheny County PHA
- EveryoneOn
- T-Mobile
- Comcast
- Computer Reach
- Local Foundations

2021 ConnectHomeUSA Virtual Summit

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Make Smart Investments: Learn Tech Specs

- **Wifi Speeds**
 - 25/25 mbps (megabits per second) is generally the minimum recommended speed for streaming on 1 device.
 - More devices in the home? You'll need a higher speed.
 - *Note: The FCC defines "high speed" as 25 mbps download and 3 mbps upload (25/3). Senators have recently called on the FCC to change this to 100/100.*
- **Data Speeds**
 - 3G is not sufficient for streaming.
- **Data Caps**
 - Streaming services (incl. video chat) use ~100-300 mb/hr.
 - Apps like Instagram and TikTok use 700+ mb/hr.
 - Monthly data plans of 5GB+ (GigaBytes) needed to support average streaming of even 1 hr/day.

Connecting with the Unconnected

STRATEGIES

- Email blasts
- Robocalls
- Mass Texting
- Social Media
- Flyers
- Surveys

CHALLENGES

- Many residents don't have email addresses; JCHA doesn't have a method of capturing resident email addresses
- Residents' phone numbers change or can't accept voicemail
- Concerns over texting fees charged to residents; managing opt outs
- Gaining, maintaining, and engaging followers
- Human resources to post materials
- Promotion; limited internet access among residents to collect online responses; human resources to collect responses on the ground

Discussion and Q&A

Did you get a new idea or strategy from this session that you will implement?

- a. Yes
- b. No
- c. Maybe

Thank you!
See you tomorrow