

# Incorporating Digital Literacy and Inclusion in Resident Services - Facilitated Idea Exchange

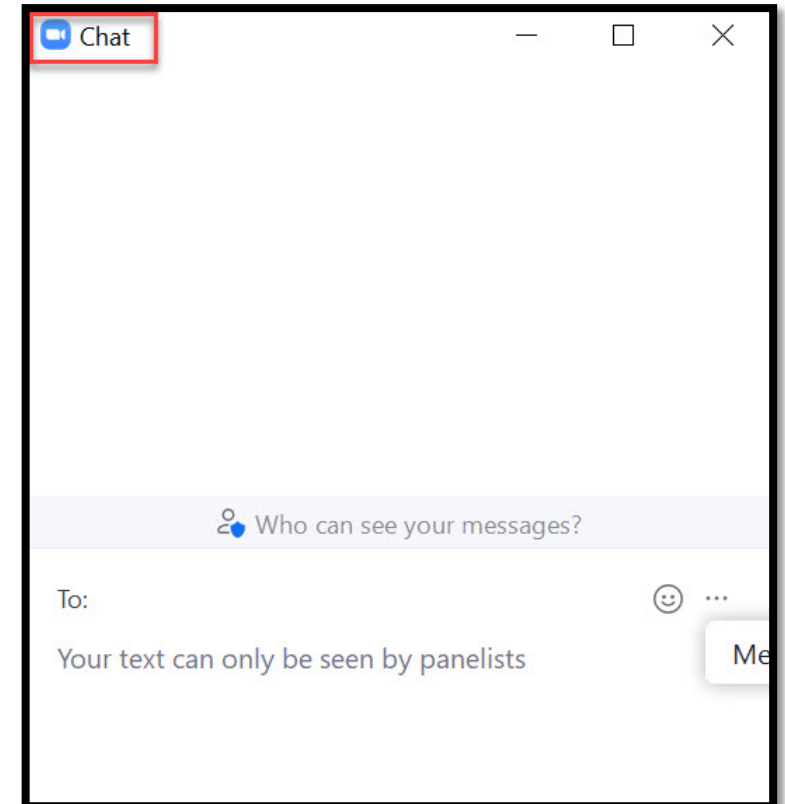
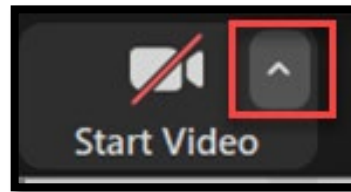
2021 ConnectHomeUSA Virtual Summit

October 4, 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



# Incorporating Digital Literacy and Inclusion in Resident Services - Facilitated Idea Exchange

2021 ConnectHomeUSA Virtual Summit

October 4, 2021



# Agenda

- Welcome & Introductions
- Topic overview
- Presenters:
  - **Mindy Davis**, City of Phoenix Housing Department
  - **Courtney Anderson**, City of Phoenix Housing Department
  - **Jennifer Thomas Arthur**, Housing Authority of the City of Los Angeles
  - **Marco Ferreira**, Philadelphia Housing Authority
- Open discussion and Q&A

Do you have resident services programs that do not include digital literacy training?

- a. Yes
- b. No
- c. I'm not sure

# What type of organization are you affiliated with?

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

# Incorporating Digital Literacy and Inclusion in Resident Services

*City of Phoenix Housing Department*



# 2021 ConnectHomeUSA Virtual Summit

**Mindy Davis**

*Housing Manager*

City of Phoenix Housing Department

[mindy.davis@phoenix.gov](mailto:mindy.davis@phoenix.gov)

**Courtney Anderson**

*Community Outreach Coordinator*

City of Phoenix Housing Department

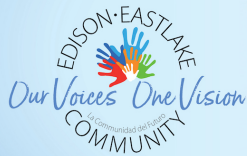
[courtney.anderson@phoenix.gov](mailto:courtney.anderson@phoenix.gov)





# Program Integration

## CHOICE NEIGHBORHOODS



## Family Self-Sufficiency Program

Take a Step Towards Your

*Dreams!*



## iWORK A Jobs Plus Initiative

Improving Work Opportunities and Resident Knowledge

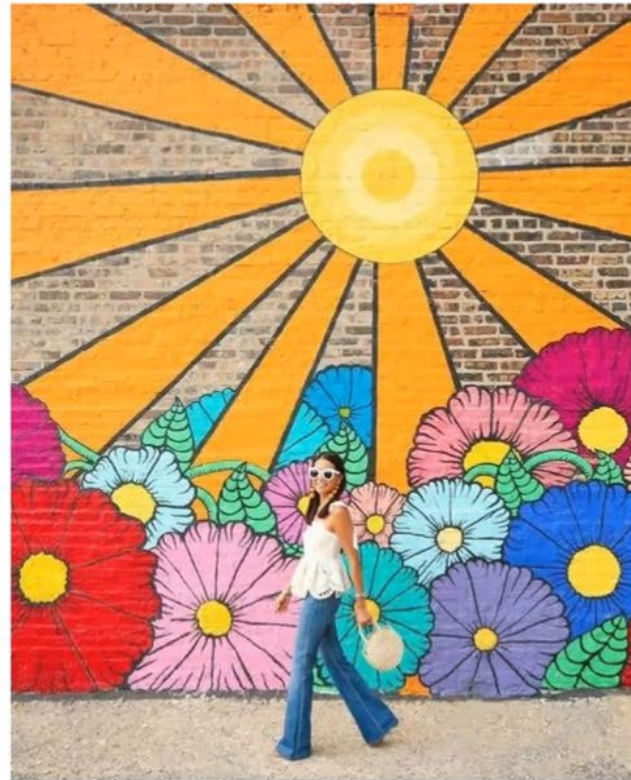
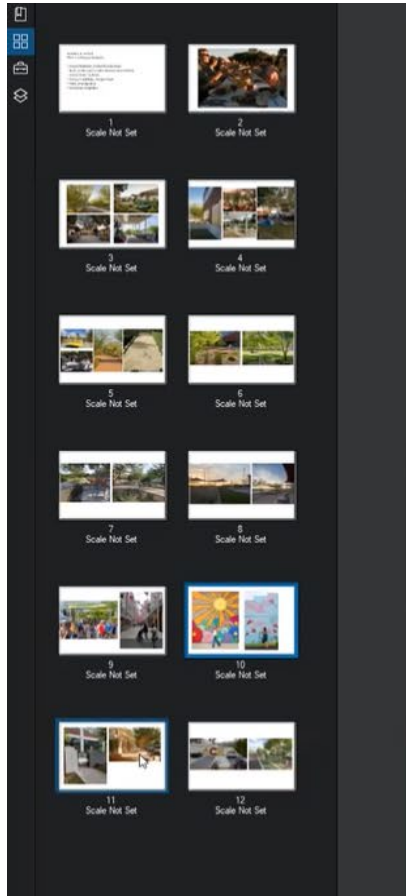


Innovative Workforce Solutions





# Organizational Benefits



# Incorporating Digital Literacy and Inclusion in Resident Services

*Investing in People – Housing Authority of the City of Los Angeles*



# 2021 ConnectHomeUSA Virtual Summit

**Jennifer Thomas Arthur**

*Assistant Director*

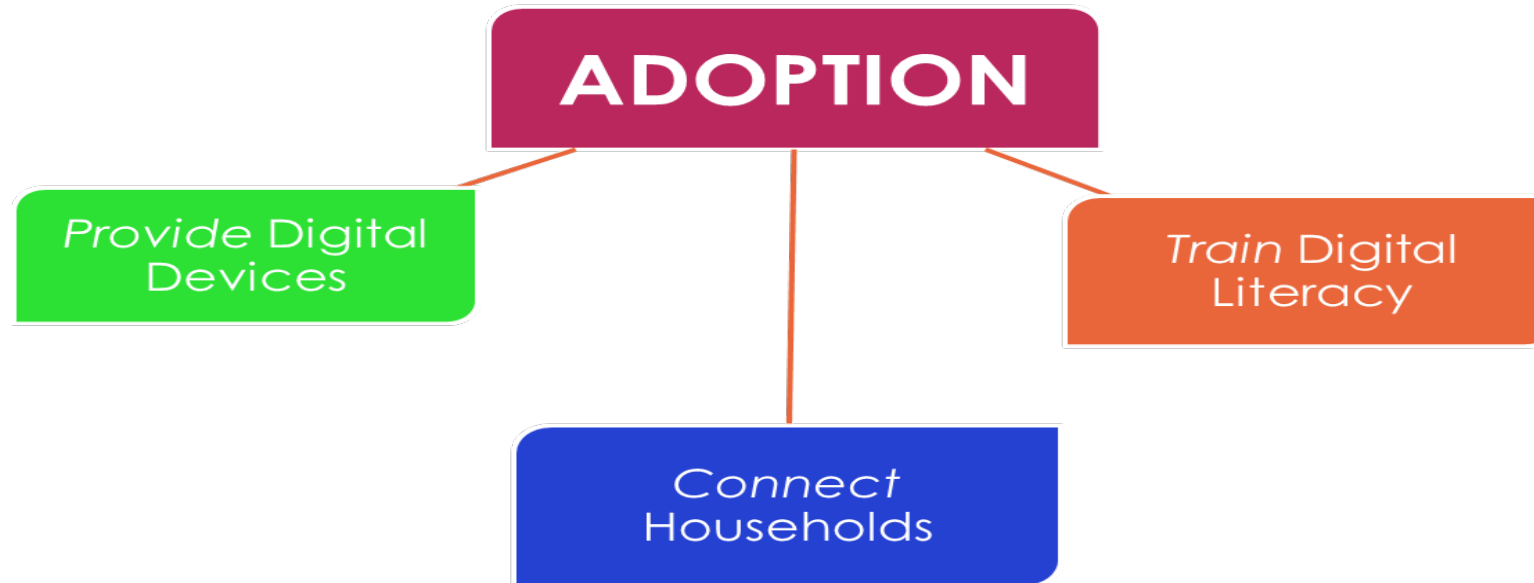
*Strategic Initiatives + Workforce Development*

Housing Authority of the City of Los Angeles



# ConnectHome Campaign

*Bridging the digital divide to enhance equity and access among residents residing in communities served by the Housing Authority*



# Scaling Effort

Launch of the Digital Ambassadors Program



via

The Community Health Worker National  
Demonstration Program

Broadband Connectivity + COVID-19 education +  
Telehealth promotion +  
COVID-19 Testing & Vaccines

# Starry Internet Partnership

Community	Launch Date	Units	Subscribers	% Adoption
Mar Vista Gardens	6/9/20	601	193	32%
Imperial Courts	10/30/20	498	135	27%
<b>Nickerson Gardens</b>	<b>12/11/20</b>	<b>1,066</b>	<b>687</b>	<b>64%</b>
Pueblo Del Rio	1/20/21	670	107	16%
Jordan Downs	2/4/21	508	101	20%
Estrada Courts	6/7/21	414	89	21%
William Mead	6/17/21	449	92	20%
Pico Gardens/Las Casitas	7/15/21	298	114	38%
<b>Total</b>		<b>4,504</b>	<b>1,518</b>	<b>34%</b>

*Note: Numbers reflect data through 9/21/21.*

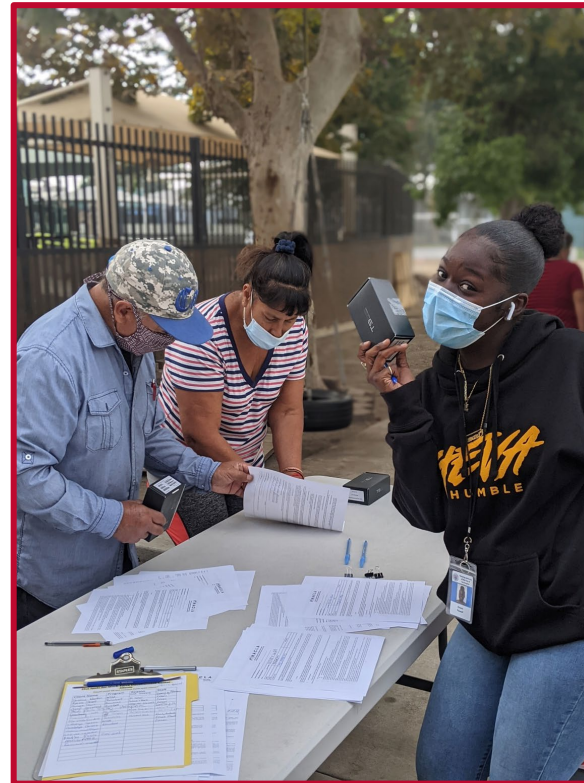


**Resident Testimonial Video**



# T-Mobile Hotspot Devices

Housing Development	Hotspots Distributed
Avalon Gardens	75
Estrada Courts	57
Gonzaque Village	81
Imperial Courts	60
Jordan Downs	4
Mar Vista	38
Nickerson Gardens	45
Pico Gardens	12
Pueblo del Rio	10
Pueblo del Sol	1
Ramona Gardens	268
Rose Hills Courts	4
Rancho San Pedro	17
San Fernando Gardens	205
William Mead Homes	25
Project SOAR staff	18
RAC members	60
<b>Totals</b>	<b>980</b>

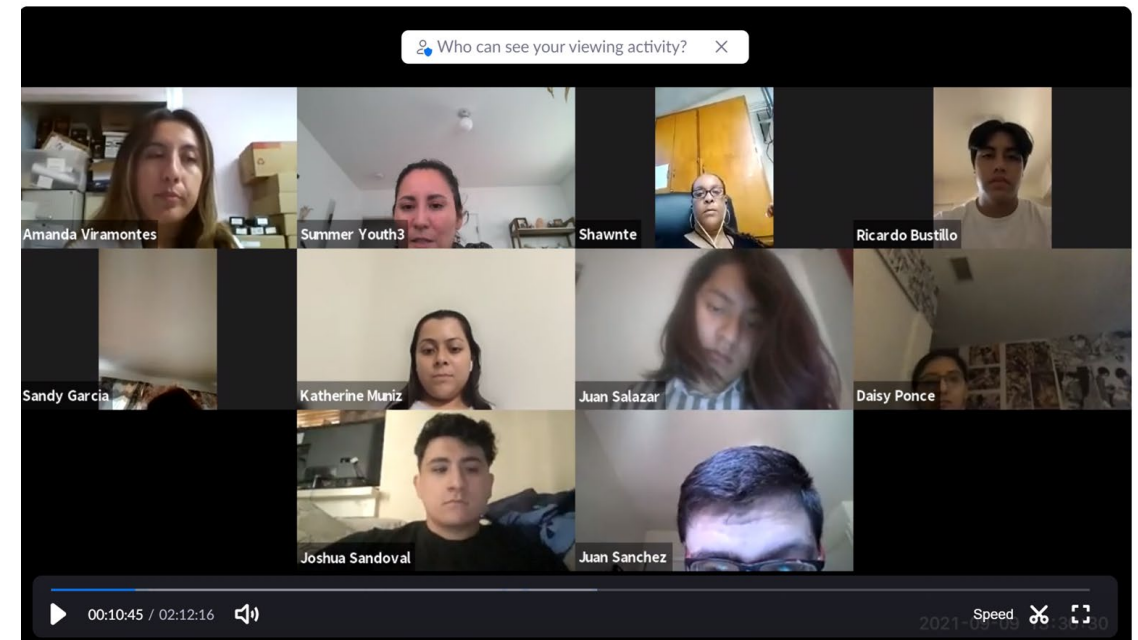


# Digital Ambassador Program

- Digital Ambassadors are residents who are trained on digital inclusion and telehealth topics, promote Internet connectivity, digital devices, share information and resources
- The numbers
  - 30 Digital Ambassadors currently enrolled
  - 15 attend digital literacy trainings
  - 15 attend telehealth trainings
  - Town Hall Forums to dispel vaccine myths

zoom

Digital Ambassador Training - Gallery view



# Computer Lab Assessment

An assessment of the 11 Computer Labs demonstrated the most common technology issues across the sites:

- Malfunctioning or outdated computers, printers/fax machines
- Currently running on Windows 7; Software updates not allowed
- Key educational platforms and job seeking websites are blocked

The cost to upgrade all of the Computer Labs with new technology equipment with stationary devices (desktops) mobile devices (laptops), high-productivity devices (Macbooks), all in one printer/fax machine and technical support, is approximately \$40k per site, with a total cost across sites at \$440K.

HACLA submitted a proposal to the City of LA for \$440,000 to upgrade the Computer Labs.

# Philadelphia Housing Authority

*Digital Inclusion to Redefine Workforce Opportunities*



# 2021 ConnectHomeUSA Virtual Summit

**Marco Ferreira**

*Director-Workforce and Homeownership Programs*

*Business Manager-PhillySEEDS, Inc.*

Philadelphia Housing Authority

[Marco.Ferreira@pha.phila.gov](mailto:Marco.Ferreira@pha.phila.gov)

215-684-8926



# PhillySEEDS, Inc.

- PhillySEEDS was established in 2013 by the Philadelphia Housing Authority
- A 501(c) 3 tax-exempt organization incorporated under Pennsylvania law
- PhillySEEDS' mission is to provide opportunities of self sufficiency, education, and empowerment to residents living in public and assisted housing through programs, philanthropic fund raising, community-based partnerships and special initiatives.

# PhillySEEDS and ConnectHome

- In 2017, PhillySEEDS reached an agreement with T-Mobile to acquire 4500 Alcatel T-Mobile tablets.
- Each tablet had 2 years of free data coverage
- PhillySEEDS covered the 2 year data coverage for all 4500 T-Mobile tablets distributed to PHA residents
- Furthering the partnership, T-Mobile donated another 2,000 for future distribution to PHA residents
- To date, PhillySEEDS and PHA has distributed over 5,500 T-Mobile Tablets to PHA residents

# Digital Inclusion & Access to PHA Residents

- Through the PHA Workforce Centers, each resident looking to enroll into the various Self Sufficiency programs will complete a one on one appointment over the phone, in person or virtually.
- At the conclusion of the appointment, the resident will receive a T-Mobile tablet in order to use for their program enrollment.
- If the resident does not have internet connection at home, the resident will be referred to Internet Essential opportunities through the City of Philadelphia
- Also, PHA residents would be notified of additional technology access through PHA's Computer labs at various Public Housing sites



# PHA Workforce Center

- Section 3 Resource Office
  - Section 3 Job Bank
  - PHA Entrepreneurship Program
- Family Self Sufficiency Program
- Jobs Plus Program Grant
  - Wilson Park Apartments
  - Raymond Rosen Manor
- Envision Center-Vaux Community Center
- Workforce and Education Opportunities
- Bridge to Employment classes
- PHA Homeownership programs
- Pre-Eviction Financial Literacy Program

# Importance of Digital Connection

- Increase virtual participation opportunities in Workforce and Education programs
- Ability to apply for Job Placement opportunities
- Able to perform self-pace work with activities related to PHA Workforce Programs
- Allow residents to attend virtual workshops and seminars on Workforce, Entrepreneurship, Homeownership and Health and Wellness

# Identified Gaps

- With the relationship with T-Mobile, PHA was able to see how much data was used with each tablet
- Uncovered that many tablets were rarely used or not used at all
- Through one to one resident engagement, the majority of residents admitted that they didn't know how to properly use a device, navigate through the internet or how to use software like Microsoft Word, Excel, etc.

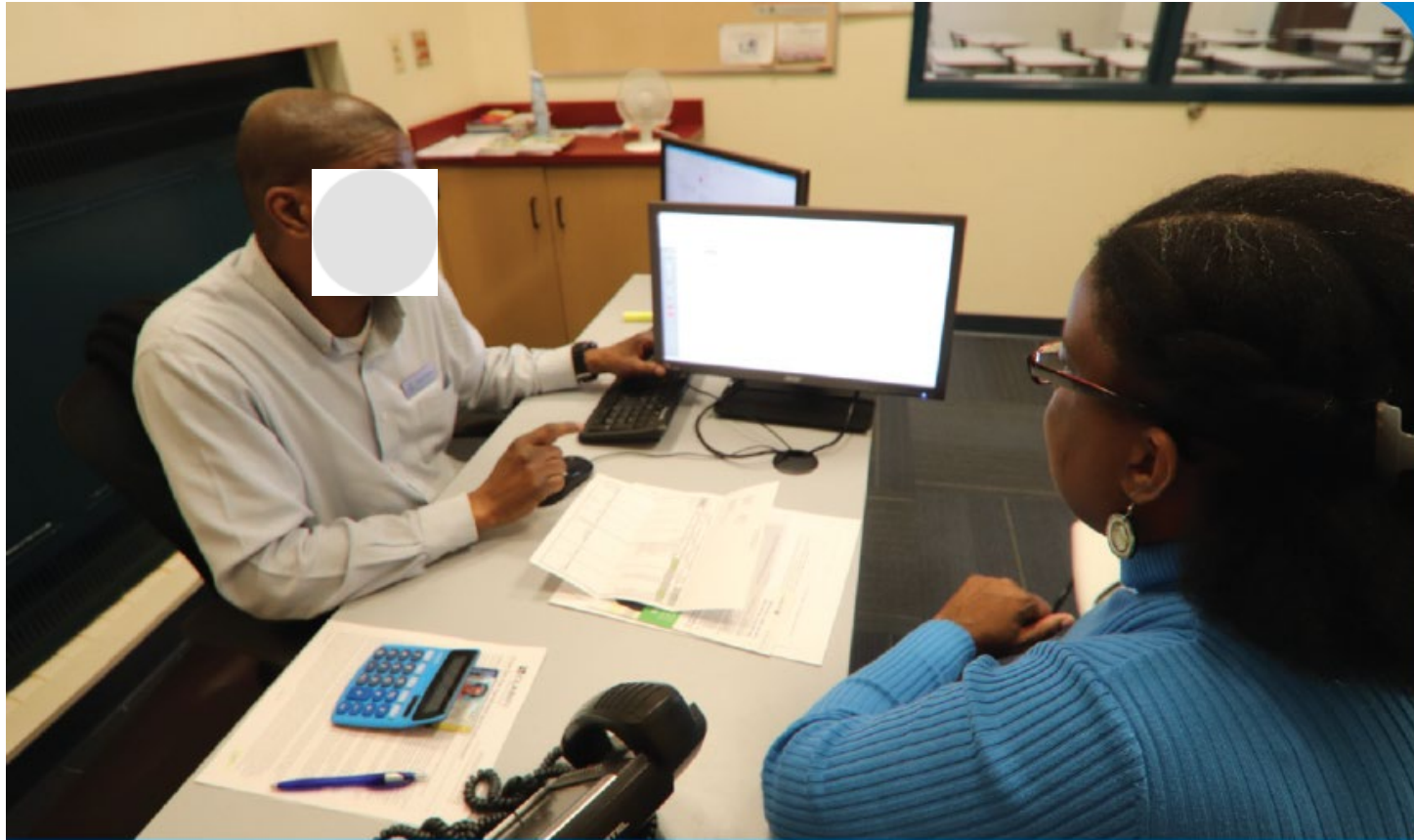
# Digital Literacy Education

- T-Mobile performed digital literacy classes to help residents on how to setup an email address, download apps, how to use certain apps and how to use the internet and the device properly
- PHA Computer lab monitors offered one on one and/or group instruction to PHA residents on how to use a PC computer and its software programming like Microsoft Word, etc
- Workforce Navigators and Section 3 Job Bank coordinator led Professional Development with the residents table or taught a PC or tablet to complete certain Professional Development classes like Resume and Cover Letter development, how to interview virtually, apply to job opportunities and much more

# T-Mobile Tablet Giveaway



# Family Self Sufficiency Program



# 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