

**2021 ConnectHomeUSA Virtual Summit**

**Incorporating Digital Literacy & Inclusion in Other Resident  
Programs - Facilitated Ideas Exchange**

**Monday, October 4, 2021**

Tesia Anyanaso: Good afternoon, everybody, and welcome to the 2021 ConnectHomeUS Virtual Summit. This is our second year holding our summit virtually. Our topic today will be incorporating digital literacy and inclusion in residential services. This is a facilitated idea exchange. Next slide, please.

If you have any technical issues or questions, please make sure you unmute yourself. Put yourself on mute for now, but unmute yourselves, if you have any questions, or you can also use the chat box. If you want to and you feel comfortable, please turn on your camera so we can see your lovely faces since this is virtual and interactive.

And also, please note that the webinar is being recorded, and it will be posted in the HUD Exchange. Next slide, please.

Quick overview of the agenda. I'm going to give the background on all our presenters, and my name is Tesia Anyanaso. I am a member of the HUD headquarters team for ConnectHome. I'm out of the Office of Field Operations. We have four wonderful speakers for you here today and we're going to go over the topics and we're going to do open discussions and Q&A at the end. But quickly, we're going to take a quick poll before I do the introductions of our speakers. Next slide.

Hopefully, everybody can see the questions, but if not, I'll read them real quick. Do you have resident services programs that do not include digital literacy training? And you have multiple choice there. And then, what type of organization are you affiliated with? And it's single choice, PHA, tribes, multifamily property, nonprofit, or private sector. So, take a minute or two to answer those polling questions for us.

Okay. Thank you all for your feedback.

Okay. Our first presenter today will be Ms. Mindy Davis. She is the Choice Neighborhoods housing manager and has been the ConnectHome team lead for the Phoenix Housing Department since 2017. Mindy has 28 years of experience serving the residents of Phoenix, Arizona.

Next, we have Courtney Anderson. Courtney is the community outreach coordinator and a -- and she joined ConnectHome team in 2020. So, welcome. Welcome, Courtney. Courtney is fluent in Spanish and has over 12 years of experience working with underserved communities doing community outreach and engagement.

Next, is Jennifer Thomas-Arthur. Jennifer has an extensive background in housing and economic development, primarily in the affordable housing industry, with experience in land use planning, raising capital, managing projects in the urban core, developing human capital programs, and influencing public policies in Los Angeles and other cities across the country. She is the adjunct professor at the University of Southern California, Sol Price School of Public Policy, Housing, and Community Development, a field instructor in the School of Social Work, and a steering

committee member of the Sol Price Center for Social Innovations Committee on neighborhood data.

And finally, bringing up the rear we have Marco Ferreira. Marco is the Philadelphia Housing Authority's director of workforce and home ownership programs, as well as the business manager of PhillySEEDS, Inc., a 501(c)(3) subsidiary of PHA. Marco oversees the PHA Workforce Center located at the BAH Community Center and Envision Center, the partners within the Envision Center, Section 3 Resource Office, the Family Self-Sufficiency Program, and the Jobs Plus Program Grant.

So, as you see, we have a multitude of experience here to share with you today. Now, I'm going to turn it over to Mindy Davis and Courtney Anderson for their presentation.

Mindy Davis: Good afternoon. I'd like to start by thanking HUD for inviting Phoenix to speak at the first facilitated idea exchange. So, we're happy to be here.

So, for a little background, Phoenix is the fifth largest city in the country, and the city of Phoenix Housing Department is also the Public Housing Authority for Phoenix. So, we are the PHA. City of Phoenix Housing Department program provides public housing, Section 8 housing vouchers, affordable rental apartments, and single-family homes to more than 35,000 area residents, and we have about 40 multifamily properties, 5,363 units, and another 412 that are under construction.

So, when I started with the Housing Department in 2017, one of the first projects that was given to me was ConnectHome. So, we joined the ConnectHomeUSA community in 2017, and that's really when our work on digital inclusion began.

So, in 2018, we were awarded a Choice Neighborhood Implementation Grant, and we are about halfway through with our grant right now. And we are redeveloping the largest concentration of public housing in Phoenix through our Choice Neighborhoods programs, and I am the housing manager for that program.

In 2019, Aeroterra Community Center, which is in the heart of our Choice Neighborhoods project, was granted -- was named an Envision Center. So, we're very proud to have that Envision Center within the heart of our community as well.

Early 2020, when the pandemic hit, we were all trying to figure out how we were going to continue meeting all of our program obligations and continuing to engage our residents and to provide pertinent information about services to our community. And we were lucky enough that the city of Phoenix mayor allocated CARES Act funding for the Phoenix Housing Department to be able to provide devices and connectivity to our families that were in need of help to provide an environment for their children where they could do at-home learning successfully.

So, that is when Courtney joined the team, luckily, and her experience as our community outreach coordinator was key in getting people to come to the table, get their devices, learn about

connectivity. So, that's pretty much what we spent all of 2020 on, was trying to get devices and get service in the hands of our residents.

The -- so, since then, we have been really working on how we can incorporate digital literacy into all of our programs, and so, I just wanted to briefly talk a little bit about how we have the integrated ConnectHome into our resident program.

So, obviously, with Choice Neighborhoods, we have a commitment to sharing information and to obtaining feedback from our residents about our redevelopment projects. So, we have transitioned all of our in-person community meetings to virtual meetings, and we continue to provide -- to receive input from our residents on housing design, on amenities that are occurring in the department.

We have several art projects going on as well, and so we held all of our meet the artist presentations and our community art workshops virtually as well. The -- as part of our Choice Neighborhoods group, we have a resident leadership council, and so all of our resident leadership council sessions have been transitioned online.

Courtney does all of our virtual coffee chats. So, we do really work to engage our seniors within the Edison-Eastlake community virtually. And so, all of her coffee chats have transitioned to a virtual format. She's hosting our block watch meetings virtually.

We have a partnership with Maricopa County Department of Public Health to do seed to supper training for our gardening club. And so, where a lot of our gardening activities still need to be in person, obviously, all of the training associated with those programs has been moved over to a virtual platform.

Courtney has done an amazing job continuing to have all of our events that would have been in person, like Public Safety Month. She has a lot of activities where we have nonprofit -- other partners come in and provide education to our residents, and she's transitioned those to a Zoom platform, as well as many other types of activities.

Our property management teams have started doing our resident meetings online as well, and so residents still have that ability to have that contact with our -- with all of our staff through the virtual platforms.

We've also placed a lot of emphasis on our seniors in our communities because early on we did see a lot of social isolation that was occurring, as I'm sure all of you guys have experienced as well. And so, we really have been working on engaging with our seniors and providing an environment that is comfortable for them to learn new technology so that they can interact with their family throughout the country and still participate in community events and meetings with their neighbors and their friends as well.

So, Choice Neighborhoods in particular, because we do have a lot of engagement with our families and our seniors, we've seen some really good -- we've made good progress in regards to

increasing digital literacy in the community and providing training to our residents so that they can still continue to get the services and the updates in their community.

Our service coordinators that are part of our ROSS programs, so like our Jobs Plus and our FSS, are also utilizing technology and integrating that into their programs as well. So, I know that at our Marcos de Niza property, that iWORK Center, they have Chromebooks that are available for our residents to check out. And so, staff at iWORKS are providing homework assistance, job searches, resume writing.

We have workforce development staff that are continuing to host virtual job fairs and helping our residents with job searches and resume updates and things like that.

Our family supportive services staff are continuing to work with residents and using the tablets to have individual one-on-one meetings with our residents to check on them, help them schedule doctor's appointments, and they're still -- all of our FSS staff are doing virtual meetings as well.

And one of the other partnerships that we're really proud of over the last year is Grand Canyon University has partnered with the city of Phoenix Housing Department to do youth tutoring. So, the GCU students are tutoring our children virtually on the Zoom platform, and we've had a lot of very positive feedback about that reaction. So, we really thought that we were going to transition to in-person, but the students like the ability of being able to be tutored in their home.

So, I think some of the things that we've seen through this effort has been that we've been able to get people engaged that maybe wouldn't have come out in person. But since they can join the events and the meetings from the comfort of their own home, we've seen different people participate than we had before.

One of the other partnerships that I just briefly want to touch on is that we -- the Housing Department has partnered with City of Phenix Parks and Recreation to do distance learning labs at six of our sites. And so, they started with a school, helping with classes, homework, and then that group extended through the summer and still were able to provide tutoring and assistance at all of the sites as well.

And so, at those distance learning labs, the students were able to bring the devices provided by us, the Housing Department, or if they received a device from their school or even use iPads or computers that we had on site to be able to do their -- to complete their work at the learning labs.

I think for me, the big takeaway through this whole thing is that we have to be flexible and adaptable and that we could not have made -- the ConnectHome team could not have made the impact that we've made over the last year without the hard work and dedication by all of the staff within our department.

Our service coordinators and our caseworkers have stepped up and have helped in distribution events and digital literacy trainings that have occurred on site. They've been very key partners in ensuring that our residents feel comfortable in learning and engaging virtually.

Our property management team, I mentioned before, they're meeting with residents virtually as well. And then my team in housing development -- our VISTAs, our interns.

In regards to digital inclusion, I really feel like this is an all hands on deck effort and that I couldn't have done what we've done over the last year without our entire team, specifically our community outreach coordinator, Courtney Anderson. So, Courtney works days, evenings, weekends with our residents, and she's going to talk next about what our impact has been to our residents and to our organization.

Courtney Anderson: Thank you, Mindy. I also want to thank HUD for having us out because this is my first opportunity to kind of show the work that I'm doing here with the ConnectHome. And I am new to ConnectHome, but I'm really learning a lot. And so, thank you for having me here today.

When the pandemic started and we were all sent home, I think we all didn't know what our work life would look like, how we were going to interact with clients and with residents. And I specifically went home worrying about how I would continue doing community engagement. And I've gone four years. I've focused on how to include residents without access to technology or know-how, and now, I was focusing on, how can I make it easier for our residents to be included in the advancement of technology?

So, it was a totally different world for me that I am still learning in. And I think to this day, I didn't realize the impact that having access and these devices would be making for our residents and for me doing community engagement. So, I am just really happy to be here.

I was also a naysayer. I thought when we were -- I knew that the kids that we were able to give tablets to were going to be able to use them for school. But when we went back and asked for tablets for seniors, I thought, well, I'm going to go ahead and do this, but I don't know what this looks like or who's going to use them. And that was just based on my experience in the community previously and even with my own grandparents. So, I definitely was a naysayer, and I was proved -- and I was proven wrong.

So, I want to say that the redevelopment of Edison-Eastlake depends 100 percent on community engagement. And so, I did kind of kick it into full gear and start wanting to work with residents and get them on track with using their new devices.

And so, one of the main -- one of the place we started, because this was a blank slate, we started with our resident leaders. One of our community partners worked with our resident leaders to learn how to use Zoom, to learn how to use our mute buttons, and get them on board so that they could continue with their leadership sessions but, also, so they could continue coming to meetings and participating in community events.

And then I started working with the seniors, and I also didn't know what that would look like. So, I started where we kind of left off, where we left off before everything was shut down, and that was one thing that they enjoyed, which was the coffee chats.

And so, I found a community, a local business that wanted to donate some donuts and coffee, and I was able to invite the seniors out, stagger their times so that they could pick up coffee and donuts and their Zoom link and get them logged in. And it's taken some time to get them on, but they are -- they're using their tablets, and we're seeing them come out to other events. So, it's been wonderful.

Some of the impact for our residents that we have found is inclusion. They're able to participate in the trainings that not only we're providing but any other trainings that they would like to do, whether that's a yoga class or an art class. They're able to participate in social activities and meetings with us or with their church or a Bible study. They're staying in touch with the world.

They're also able to get important information, information about vaccine clinics, COVID testing sites. They've been able to have access for health and nutrition with the Housing Department. We've held a head and heart health month where we've been able to provide online yoga. We've been able to have the seed to supper courses so that our garden club members can learn about gardening, and we've also done some different health classes, like for diabetes.

And they're able to also get their benefits, so, their VA benefits, the veteran benefits or any other benefits that they're needing. We've been able to help them access those.

And we're also finding they have the ability. They're able to -- with everything going virtual, they're able to pay rent, attend meetings, visit with their families and their doctors, and even attend school. Some of our residents recently had reached out who I was doing in on -- an in-person training with some residents at one of our senior sites, actually, and they came up and they said their property management is going to paying their rent online, and they were concerned about how they were going to do that. And we just talked about, as soon as the program is out, we can kind of -- we can do a training to help so that they may learn how to do it.

And one of the other interesting impact or benefit to our residents was cost savings. We didn't realize when we recently did a poll how many residents were saving money by receiving the tablets and service through our Phoenix Housing Connect program.

And so, they were being able to compare deals online with coupons, sales, and even grocery deliveries. They were saving gas from not having to go connect to Wi-Fi somewhere else or use a tablet or device somewhere else. They didn't have to purchase the tablets. So, that was also a cost savings for that and internet service.

The -- these were larger screens than they had on their phones. So, that was also a benefit to them, and they were faster than a computer. So, there was various benefits to our residents, from -- everything from inclusion to saving money. Next slide, please.

And as the community outreach coordinator, as I said before, I was really concerned how I would continue doing engagement, being that it was so important for the Choice Neighborhoods redevelopment efforts in this community.

And so, one of the things that we did was we set up a Facebook page for our community and I -- knowing that many of our residents were already on Facebook, we were able to create this page and have them join, and this could also be a way that we share information. We were still doing flyering when we felt it was safe, but we waited a little bit before we were out. And so, we wanted to connect to our residents as quickly as possible. So, we were looking at all different ways that we'd be able to engage with them.

So, we created a Facebook page. We were able to -- with our -- the tablets that our residents received, we set up emails for them. So, then we had their email addresses that we'd be able to send notifications and information through email. Through push notifications as well we had the ability to send push notifications to them.

So, when I was looking at rewriting our community engagement plan now that we were looking at virtual meetings, these were some of the things that we looked at. How are we going to be able to send information to our residents and be able to get them the information that they needed?

This is also a benefit to us because it was saving time. We weren't having to flyer as much. We were able to send reminders without having to make each phone call. So, being able to send emails or push notifications were also a benefit to us.

This also helped with collecting feedback. We were able to send surveys and getting information that way. And through our meetings and virtual presentations, we were able to get feedback on all the areas of our redevelopment efforts. We actually shared the screenshot here from one of our Housing Design Committee meetings where we had really great attendance.

The very first meeting that we had, we tried to use a different platform, and we ended up having less of a turnout. And so, this one, we stayed with Zoom, which we had done multiple times in the past, and our residents came out and were able to just share in our -- share in the design renderings and what they liked and what they didn't like. And this is so important.

This is also a benefit to the City of Phoenix Housing Department because we're meeting our Choice Neighborhoods goals and milestones. We haven't had to really -- we've had to cancel a lot of in-person meetings that normally we would hold throughout the year, but we've held virtual meetings that residents have come to.

So, it's just been an exchange from in-person to virtual. As Mindy had said earlier, we may have had a better turnout because now people were able to participate virtually and from the comfort of their home.

Some of the other, besides meeting goals, is just being able to obtain survey data and get the participation and feedback. So, these are all organizational benefits to the Choice Neighborhoods efforts. And I know throughout the Housing Department and our different teams doing work in our community, having the access to our residents and being able to have them engage with us and us check in with them has been extremely positive.

Yeah. I think that's it. Thank you.



Tesia Anyanaso: Great. Thank you so much, Courtney. We'll now pass it on to the Housing Authority of the City of Los Angeles. Jennifer.

Jennifer Thomas-Arthur: Hi. Good afternoon. What a great presentation. That was some excellent info we just heard.

We are excited to share all that we've done, particularly during COVID. But just as a backdrop, the housing authority of the City of Los Angeles is the second largest housing authority in the nation next to New York, next to NYCHA. And we were one of the early ConnectHome recipients in the first cohort, and we still participate on the calls because there's just such great information that comes out of those calls and the convenings and, of course, this wonderful learning exchange. Next slide, please. Next slide.

Okay. So, we actually started a campaign at all 14 of our public housing developments where we were actually a recipient of some of the early pilot funds. It was through the California Emerging Technologies Funds, the ETF, which was awarded at the state level in partnership with our mayor's office, ConnectHome, and, of course, HUD.

We did participate in some early adoption efforts of broadband internet at select public housing sites. But as many PHAs and partners know, we all had some struggles with really installing infrastructure at our sites. And so, it just became a pretty big challenge. We even partnered with the Public Utilities Commission to really understand how we can implement early adoption and installation, and it was just a real big challenge.

So, we did pilot free internet, like I said, at a few select sites. So, we started early adoption and then we provided devices. We partnered with ConnectHome, everyone on to do digital literacy trainings at those sites. So, we did increase digital literacy. And, ultimately, the goal was to connect households, which we really did.

We think that COVID-19, unfortunately, when it happened, everybody was devastated and we just did not know what to do, but we immediately pivoted. We had a Jobs Plus or have a Jobs Plus grant at Nickerson Gardens, which happens to be the largest public housing development in our portfolio.

And we were also awarded the National Demonstration Grant by DHHS and HUD for the Community Health Worker Program. And while we had goals for that particular grant to include digital connectivity, when COVID-19 hit, it really became the focal point.

So, we initially pivoted, and through the CARES Act, we were able to enter into a contract with Starry to implement 5G broadband internet mainly across the majority of our portfolio. So, COVID-19 was actually a blessing in disguise. My direct supervisor, Jenny Scanlin, who's our chief development officer, negotiated a pretty lucrative contract with them where we received a lock-in rate of low-cost internet for all of our families, 5G high-speed internet, which was what we really, really needed.

So, we did pilot it initially at Nickerson Gardens and some other sites and [inaudible]. From that pilot where we installed the 5G internet, we had community health workers, and then we coined or really launched our digital ambassador program, which was directly funded through the Community Health Worker Grant.

So, our digital ambassadors were really the outreach workers, resident outreach workers on the ground explaining what the Starry internet was, hosting Zoom sessions, getting families signed up. Everyone on also donated devices. So, we were able to give out devices to our families, and then through a small pilot partnership with T-Mobile, we also had hotspots. So, for families that had multiple children in their home that needed additional hotspots, they were able to make sure that they could connect.

I am pleased to say that Starry has an average adoption rating of 30 percent. At Nickerson Gardens, we've exceeded that. We're at 64 percent of adoption rates. We host meetings virtually, and families are engaged. We have actually scaled this effort. I guess I can go to the next slide.

We've actually scaled this effort HACLA-wide. So, we are now recruiting digital ambassadors for all 14 of our housing sites. Starry is about 60 percent installed and over -- at many of our other public housing sites.

Through the Community Health Worker National Demonstration Model, we now are promoting four things, broadband connectivity through Starry, COVID-19 education, telehealth promotion for our seniors and families, and then we just inked a contract with a local provider to do COVID-19 testing and vaccines at all of our public housing sites, are Section 8 portfolio, and our small asset management portfolio. We have about 95 units that we directly manage, and then, of course, our Section 8 contract is the second largest in the nation.

So, we have scaled this effort just from the little grant that we received for the Community Health Worker Demonstration Grant and Jobs Plus and Nickerson Gardens. We have now scaled it to our other public housing sites. Aracely Hernandez, who is part of our team, is really working on the community outreach and recruitment for that, and she's leading that effort.

But we are really, really, really grateful that we were able to scale this and really measure the impact. I think across our portfolio, we've got about 34 percent adoption rates across the board for Starry. Starry has also partnered with us for Digital Inclusion Week, which is this week. We are promoting broadband connectivity, FAFSA, and -- oh, gosh. I'm drawing a blank -- but FAFSA and California Dream Act applications.

And then, of course, we're continuing the effort with our SOAR pilot grant that was originally funded by HUD. We have continued to expand that through a grant. Kresge funded the additional expansion and we have some other funding but we are now scaling that HACLA-wide. So, our SOAR team on the ground is actually doing additional virtual trainings around college prep, applications, and financial aid readiness.

So, this is the slide where you can see our adoption rates. Starry will complete adoption at all of our sites by first quarter of 2022. So, we're really excited. We're going to celebrate that. And they

have agreed to do some pop-up events to promote, obviously, our COVID-19 strategy to get families vaccinated. Next slide, please.

As I mentioned, T-Mobile, we entered into a partnership with them early on when the pandemic hit. We wanted to ensure that families could connect for virtual learning. We did do a few learning pods similar to Phoenix at two of our -- or three of our sites. And so, we are still promoting that and distributing hotspots for families. We recognize that youth still have virtual programming that they do need to connect to, even though they're back in school. And then tutoring. Tutoring is still online. So, we definitely are still pushing that. Next slide, please.

Again, the digital ambassador program, I'm really excited about this because we've talked about this, and we finally have funding to do it. So, right now, we have 30 that are currently enrolled. Our goal is to at least recruit 10, 5 to 10 at each of our public housing sites. We have 14 across our portfolio. I'm working with our workforce development team.

I oversee our Watts Los Angeles WorkSource Center. We are talking to employers now to make sure that, at the end of this cohort, that students do have youth employment opportunities this summer, particularly in STEM and the tech space. Just received an email this morning. We have a partner at Nickerson Gardens that comes in every December and does a hackathon. Last year we did it virtually. We had 138 kids online learning about robotics and STEM careers from about 8:00 a.m. to 5:00 p.m.

I was concerned initially because I said, oh, my gosh, we've got to do blue light glasses next year. So, we did submit a donation request for blue light glasses this year. We are going to do that again in December. So, it's a really, really exciting time for us. Next slide, please.

And then lastly, we have about 11 computer labs that are co-located on our public housing sites. As part of our capital improvement focus, we recognize that that's an unfunded activity under HUD. So, we have reached out privately to fundraise for this. So, we just submitted a proposal to the City Council of Los Angeles for about \$440,000 to upgrade our computer labs. This would include new devices, so new computers.

We want to do digital libraries where families and youth can check out laptops and hotspots and then, of course, bring in a partner that can also offer technical support. And so, we're assuming that that would be about roughly \$40,000 per site.

Also, want to throw some new paint on the walls and get some really cool furniture. So, we are going to continue to fundraise. We're hoping that we'll know if we receive this particular pot of funding in the next month or so, but we will continue to fundraise to ensure that we upgrade our space so that families can use it and still receive the access to the necessary resources that they so need. Next slide.

And that concludes my presentation. Thank you.

Tesia Anyanaso: Thank you, Jennifer. Now, we're going to hear from our last presenter, Marco, with the Philadelphia Housing Authority. Marco.

Marco Ferreira: Thank you. Good evening. Good afternoon. Good evening to everybody. First of all, thank you for HUD for allowing the Philadelphia Housing Authority to be part of this presentation today and to all the other panelists as well for sharing their best practices and ideas of digital inclusion. So, thank you. Next slide, please.

As alluded, my name is Marco Ferreira. I'm the director of Workforce and Homeownership Programs, along being the business manager of PhillySEEDS, which is a nonprofit organization of the Philadelphia Housing Authority. We'll discuss how the entity of PhillySEEDS has assisted the Philadelphia Housing Authority in the digital inclusion route through the ConnectHomeUSA. Next, please. Thank you.

So, again, PhillySEEDS was established in 2013 by the Philadelphia Housing Authority. It is a 501(c)(3) tax exemption organization, and its mission is to provide opportunities of self-sufficiency, education, and empowerment to residents living in public and assisted housing through programs and philanthropic fundraising, community-based partnerships, and special initiatives. Next slide, please.

So, with that special initiatives [inaudible], we entered into an agreement with T-Mobile to acquire 4500 Alcatel T-Mobile tablets. Through the initiative with ConnectHome, connecting these digital inclusion devices to young youth living at public housing, PhillySEEDS decided to cover the data for two years straight. With that, 4500 tablets with two-year data coverage, we're able to reach out and distribute to all PHA residents, both young age, but also in other categories of working able, unemployed, seniors, whatever it was. If a resident wanted to come into a programing or just do some sort of self-sufficiency increase or just to connect on a digital landscape, we were able to promote that T-Mobile device to them.

And then also, further the partnership. And some of you may know who I am. I always ask for more as much as possible. So, T-Mobile was able to donate another 2,000 tablets to the -- to PhillySEEDS to distribute to PHA residents in various activities. To date, 5500 -- over 5500 tablets have been donated to PHA residents, and all these tablets were free received from T-Mobile. Next, please.

So, just trying to connect the dots with digital inclusion and access to our PHA residents through the PHA Workforce Center, which I oversee at the Envision Center located in North Philadelphia, each resident is looking to enroll into a various self-sufficiency program where they will complete a one-on-one appointment over the phone or virtually, if they have a device or not.

If they do not have a device or need an additional device, we'll provide them a T-Mobile tablet with their participation in a program enrollment. If the resident does not have internet connection at the home, the resident will be referred to internet essentials primary through Comcast, T-Mobile, and also Comcast through the city of Philadelphia.

And also, PHA residents would be notified of additional technology access to PHA's computer labs at various public housing sites. We have 12 right now, and it keeps on increasing. We are

always updating the technology at these sites and better computer, better software, and also better digital access as well through our bandwidth. Next slide, please.

So, just to give you some context of how these devices are being given to residents or donated to residents for the participation in various programs, Section 3 Resource Office contains three -- two core programs, Our Section 3 Job Bank connecting residents to job placement opportunities through PHA sponsored construction opportunities or contract jobs.

We also have a PHA entrepreneurship program as well. We just finished a great virtual -- it was all done virtually on a -- 12 residents are able to open their own business. They start from a business idea and formulate it into a business plan, guide their EIN, WEB -- the NBE certification and now have the opportunity to register their business at the Resident Advisory Board's resident incubator system that we have here at the Community Center.

Family Self-sufficiency Program. Residents who are enrolled in this program have various goals and opportunities they want to achieve through the escrow program of the FSS program, and many of our residents -- all of them are doing virtual programing on a financial literacy level, on a budgeting level, job training level, and so forth.

I also connect residents with these devices on our Jobs Plus program grants. We had one that's closing this year at Raymond Rosen Manor, and we're now implementing a new grant that we received earlier this year, Wilson Park Apartments in South Philadelphia.

Also, residents who are coming in PHA or non-PHA through the Envision Center, the [inaudible] Community Center that need a digital device, we will give them that device as well for them to start to have some sort of connectivity.

Also, workforce and education programs. Since 2019 -- well, COVID-19 in early 2020, all our programs have been virtual, job training programs, GED, adult-based education. It forced our partners to get really creative how to really connect with residents on a virtual landscape and how to adopt the virtual world into their programing.

So, for example, we have -- we just kicked off an appliance repair training program. Many residents do not want to come in for that on the hands-on learning. So, the instructor was great, and he actually was able to create a simulation of how to repair appliances with different wiring and components and were able to do that with our devices.

So, I push all our partners in all these programs to say, you're not going to see them in person. This is -- let's just throw it out there right now. You're not going to see them. Hopefully, we will see them, but create a program that's virtually friendly, that's accessible, and is really high-level success rate.

And all our partners, thank goodness, have been to the table and really been pushing the envelope and getting really creative. And that goes for our GED and adult-based education. We have a lot of residents already got their GED virtually versus when they were coming in as well.

And it just kind of shows that home-life balance of working, going to school, and learning at the same time from a virtual landscape is really working out for a lot of our residents.

Virtual employment classes. These are more professional development programming, virtual about interview skills. Now, we have to learn how to interview on a virtual landscape now.

Resume development. We do have clothes for success as well that residents can come in and get them as well. PHA homeownership programs. We have three core programs that are helping every resident living in PHA to become a first-time homebuyer, and a lot of that is housing counseling and credit counseling, which we push a lot here before we even go into a program is done on a virtual landscape with all our partners in the city of Philadelphia and our newest one, Covid-19 highlighted income disparity, budgeting issues, unable to pay rent and so forth.

Even though they're receiving subsidized rent from the Philadelphia Housing Authority, we want to do best practices on pre-eviction. So, we partner with two organizations in the city of Philadelphia to do pre-eviction financial literacy programming. Next slide, please.

So, the importance of digital connection. Increasing virtual participation in our programs, ability to apply for job placement opportunities. A lot of residents did not have that feature, did not know how to apply virtually. So, we provide that access. Able to perform self-paced work activities related to PHA workforce programs along with entrepreneurship. We had a self-paced program for six-month fellowship, and all 12 had performed beautifully out there.

Allows residents to attend virtual workshops, seminars in the workforce, entrepreneurship, home ownership, and health and wellness, health and wellness especially in the COVID-19 mix, making sure that residents understand vaccination, the myths around vaccination. Even prior to that, helping residents how to prevent being affected from COVID-19 before a vaccine even came out of someone's mouth as well.

And then on top of that, I learned a lot where I could have increased my bandwidth years prior to doing these in-person workshops, including a virtual aspect. So, God willing, when COVID-19 is decapitated [ph] or is at a good level of transmission, low transmissions and having in-person workshops, I will be doing both in-person and virtual workshops at the same time just for that balance of activities. Next slide, please.

So, then being nosy, so I kind of look at numbers and really look at the -- any gaps. So, with T-Mobile's partnership, which is awesome, they were able to give me data points. This just showed -- is telling me who's using tablets, who's not. And then we've uncovered that many -- a lot of our residents say, yes. I'm using it. I'm going on and so forth. Don't worry about it. We were able to tap in and found that many of them were not using the tablets.

So, then what happened? We have a great team here at PHA that do a lot of resident engagement, and the consensus was, I don't know how to use it. And they said, yeah. I know how to use it. I know how to use it. I have a grandson that will teach me and or I have a friend of mine will teach me but they never really -- they never use it well.

So, with partnership with T-Mobile and other partners like our [inaudible] University friends, other organizations in that digital literacy education landscape, we were able to connect those residents to those partners and learn -- and have them learn how to use that tablet over the phone and also at times in-person during the COVID numbers, during the year of 2020 and this year as well. Next slide, please.

So, again, just to highlight T-Mobile performed these digital literacy classes. We also had other partners. We also had computer lab monitors at PHA sites, 12 computer lab monitors helping residents how to connect, and then also our workforce navigators at the Workforce Center and our Section 3 Job Bank coordinator did a great job of professional development of how to use a PC or tablet and just learn how to encapsulate what they're trying to do, activities, and more importantly, in our professional development bridge to implement classes. Next, please.

And there's some pictures up. Yeah. So, there's some photos showing tablet distributions to our residents at various sites, in West Philadelphia, actually. Next, please.

And then this is one of our coordinators, actually, our FSS coordinator doing a literacy instruction with a FSS participant to receive a tablet at the end. Thank you.

Tesia Anyanaso: Thank you so much to all of our presenters. We hope that everybody will stay online for a few more minutes because this is the best part of the presentation, which is the discussion and answer portion.

We did get a couple of questions in the box. So, I'm going to start with the first one. It was from Housing Catalyst. I believe this was asked while Jennifer was speaking. "How many residents are served and how many property sites?"

Jennifer Thomas-Arthur: If this is across our portfolio, we serve over 20,000 residents. We do have a large housing portfolio. So, I don't have those exact numbers, but I know specifically we have about 20,000 folks that we house across the city.

Tesia Anyanaso: Okay. And I think I have another question for you. "Which company donated the devices?"

Jennifer Thomas-Arthur: So, we received donations from T-Mobile, and then we also received another set of donations from a company called Human IT. Human IT is a partner. They're part of the ConnectHome collaborative, and they're a partner to the school district. So, we did receive a direct donation through our nonprofit affiliate of the devices.

Tesia Anyanaso: Okay. Now, I have a correction. Housing Catalyst just came back into the box and said that that first question, "How many residents I serve and how many property sites?" is actually for Mindy and Courtney.

Mindy Davis: Okay. Sorry about that. What was -- how many -- what was the question? How many --

Tesia Anyanaso: "How many residents are served and how many property sites?"

Mindy Davis: Yeah. That's a good question. So, we have 40 properties in our portfolio. In the Choice Neighborhood area, we have four properties, and then throughout ConnectHome, we've touched on six senior sites in addition to those. I don't have the total numbers, but that's something that I could provide later, if necessary.

Tesia Anyanaso: Okay. That would be great. Ms. [inaudible], I think that Mindy already answered your question. It's already in the chat box, if you take a look back. So, Mindy answered that question while the other presenters were presenting.

Then we have a question for Marco from Jennifer. She wants to know, "How are your programs funded, and are they privately funded outside of the HUD funds?" How is it funded?

Marco Ferreira: Yeah. So, our programing was funded in the mixture of -- we are a moving to work agency. So, all our dollars were identified through an agreement between PHA and PhillySEEDS to promote activities for the two-year data coverage of each.

But what allowed us as well is PhillySEEDS was able to receive approximately \$100,000 in dollar donations from nonprofit organizations, foundations to PhillySEEDS, not to PHA. It was to PhillySEEDS as a 501(c)(3) entity. Many of you already know housing authorities really are not able to receive a lot of donations or grant opportunities.

So, we were able to leverage the minor success that we had with T-Mobile through MTW Bowers [ph] and leverage it up through SEEDS non-federal funds to support other programing with individual inclusion, along with the coverage of other programs that PhillySEEDS has for home ownership, rental assistance, and scholarship as well.

Tesia Anyanaso: Okay. So, we have a question in the box from Ricardo. He's asking for a favor. He wants to know, "How did you get T-Mobile, let alone any ISP, to do digital literacy classes? Who's your contact? Share the information."

Marco Ferreira: Well, I have no problem sharing my contact. He's on the East Coast. I don't know where you're at Ricardo but you can definitely email me and I can share that information. I'm a pretty blunt guy. So, I kind of say, if the device is two years old, what are you going to do with the device after that? Because, usually, devices are obsolete after so many years and the depreciation goes down. And then I said, if you donated to PhillySEEDS, it's a write-off for your organization.

So -- and there were great. T-Mobile's great. They're great to us. They are really super focused on digital -- bridging the digital divide, even before ConnectHome came out. So, they were doing this kind of work already, especially in the schools in the city of Philadelphia, along with other cities. So, the vision, it just married all together. It was perfect sense. It was perfect sense. But you can always ask for more. That's my opinion.



Tesia Anyanaso: Thank you. I have another question. This is for everybody. "How have you leveraged the ConnectHomeUSA programs to support other resident initiatives or programs within your communities?"

Marco Ferreira: This for me or for somebody -- I'm sorry.

Tesia Anyanaso: Anyone that want to answer. How have you leveraged ConnectHome programs?

Marco Ferreira: Ms. Jennifer, please, ladies first.

Tesia Anyanaso: You've been doing it the longest. You've been doing it the longest. So, yes. Jennifer, if you could provide that answer for us.

Jennifer Thomas-Arthur: Yes. I mean, for us, it's been to basically provide information on workforce development. And we've switched to a Zoom platform. We're the only public housing authority in the nation with a workforce center co-located on our public housing sites.

We have our main site at Imperial Courts, and then we're at 11 of our computer labs. So, we have been doing virtual Zoom sessions for job trainings and job development, resume building workshops. Also, through the SOAR program that has switched to Zoom. Doesn't look like it's going to go back to in-person. It looks like we're going to stay in a hybrid model. We're actually able to reach more youth now through the virtual platform. So, that was a plus.

And then I think for our seniors, it has really opened up a space to really educate our seniors about telehealth. Many of our seniors during COVID, even still, a lot of the push was on vaccines and testing. But they still had underlying health conditions that still needed to be treated and they weren't able to connect with their doctors and they had questions and ask the advice nurse, et cetera. So, we've been able to really, really, really help our seniors by teaching them how to connect virtually.

And now, again, the digital ambassadors program. We actually did this pilot with, like I said, the Community Health National Demonstration Grant, but also we piloted it with our local school district through our youth employment program in the summer.

We did Zoom sessions around STEM careers, and one of the things that came out of that is, when parents have questions about technology, they typically ask their teenagers or their kids. I know I'm guilty of that. They are the informal TA, technical assistance, team at home.

So, we said, hey, what if we partnered with the school district to teach youth how to teach and then really arm them with the information from everyone on what it means to teach digital literacy classes? What would that look like? And now, we have the digital ambassadors program.

So, it is a model. It's already on the books. ConnectHome has the template for it in terms of the training. I suggest all PHAs get that in the hands of their youth because it really is a career path for them. It's a great resume builder, and it's an asset to our families. They do ask their kids, how

do you use this stuff? And they're more likely to listen to them anyway. So, those would be the top things that I can think of offhand to really talk about how this is really benefited our residents.

Tesia Anyanaso: Well, thank you. I think that benefit -- that answer benefited a lot of people.

We want to thank everyone for still bridging the digital divide in this time of uncertainty. We just -- the way the you all still working and pushing through in this virtual community is amazing to me.

Really quickly, I'm going to do a quick poll, our last poll of the day before we close out.

The question is, did you get a new idea or strategy from this session that you would implement? We're hoping you're going to say yes. I want to see 100 percent, yes. Pretty good. 90 percent. So, oh, yeah.

Well, we're getting close to the end. We have about two minutes. So, I just want to tell everybody thank you so much for spending your afternoon with us. Please make sure that you continue to join in to the rest of this summit for the next two days. And tomorrow's topic is going to be on funding. Very interesting. Full of information. Make sure you join us. Thank you all so much. Have a great afternoon. See you tomorrow.

Dina Lehmann-Kim: Bye, everyone. Thank you.

Tesia Anyanaso: Bye-bye.

(END)