

Energy Is Everywhere!

U.S. DEPARTMENT OF
ENERGY | Energy Efficiency &
Renewable Energy



Digitally Engaged Communities: Helping Residents Get Online and Thrive Online

April 21, 2016



Webinar Series sponsored by
Housing and Urban Development,
Department of Energy and
Department of Education

DIGITALLY ENGAGED COMMUNITIES: HELPING RESIDENTS GET ONLINE AND THRIVE ONLINE

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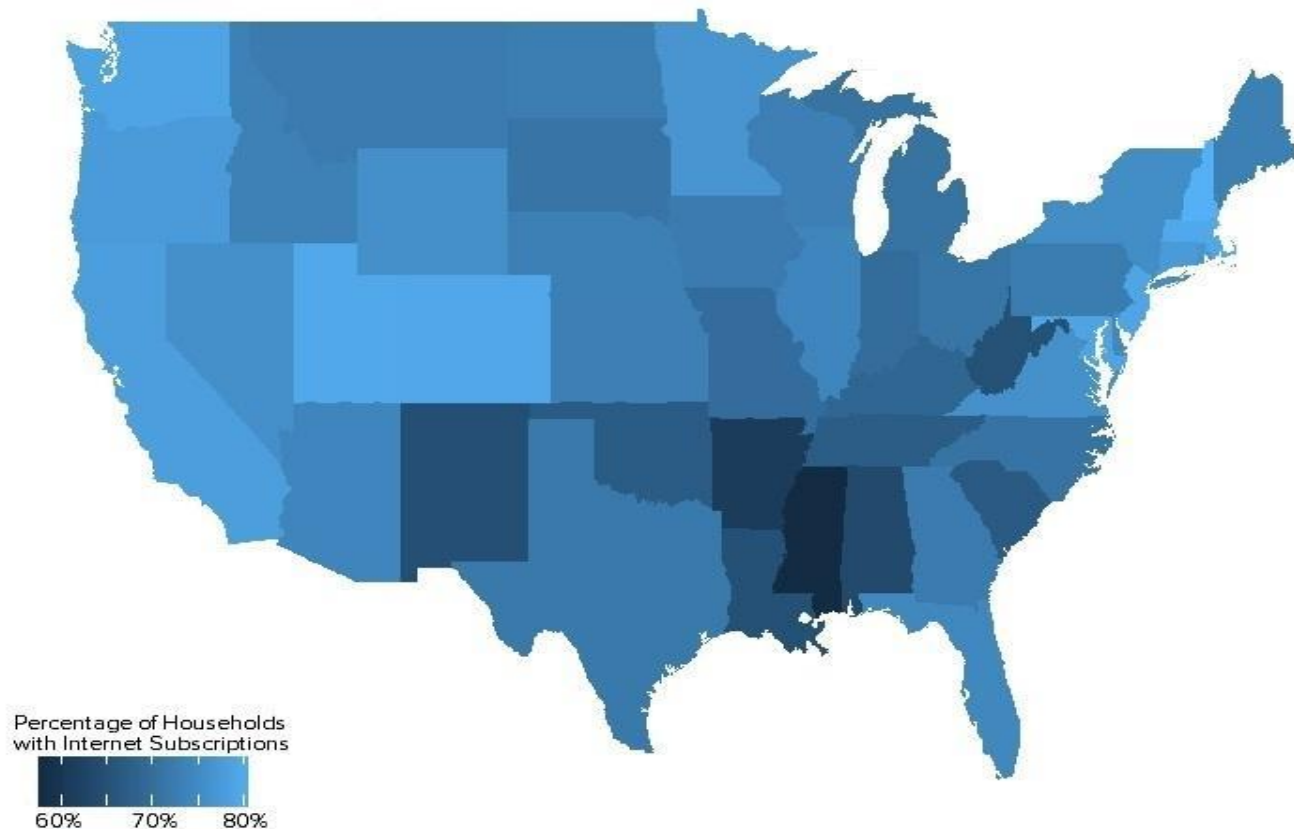
Webinar Agenda

- **Welcome & Intro to Webinar Series by HUD representative**
- **Introduction of Webinar Topic by presenter**
- **The Digital Divide**
- **2016: A Digital Society**
- **EveryoneOn Model & Story**
- **Public Housing as a Platform**
 - ConnectHome
- **Digital Inclusion Playbook**
- **Vanguard Communities**
 - Little Rock Metropolitan Housing Authority
 - Best Practices and creating partners
 - **Rockford Housing Authority**
 - Resident Engagement Strategies
- **Q & A**
- **EveryoneOn.org Review**



You are on mute! Use your webinar bar to fill out poll or chat to send in a question.

Email SEEDInitiative@hud.gov about the Energy is Everywhere Webinar Series to learn more.

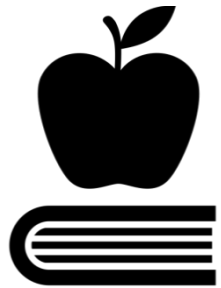


On average, **24.7 percent of households** in the United States are without home access.

The digital divide disproportionately affects low-income and minority populations. In HUD assisted housing it is estimated that approximately half are unconnected.

Cost of devices and digital literacy are also a barrier for low-income HUD residents.

Resources moving online:



Ninety-four percent of recruiters use or plan to use social media to find potential employees. Fifty percent of today's jobs require technology skills, & this percentage is expected to grow to **77%** in the next decade.



Teachers of the lowest income students are more than twice as likely as teachers of the highest income students (**56% v. 21%**) to say that students' lack of access to digital technologies is a **"major challenge"** to incorporating more digital tools into their teaching.

Students with a PC & broadband at home have **graduation rates that are 6-8%** higher than similar students who don't have home access to the Internet.

EveryoneOn is a national nonprofit devoted to closing the digital divide in America.

There are three primary reasons people are offline, & these are what we work against:

COST

We work to provide access to **affordable computers & Internet service** for as low as \$10 per month.

RELEVANCY

We **build awareness** of the importance of Internet through national and local outreach.

DIGITAL LITERACY

We provide **access to best-in-class content** both online & in-person training.

HUD stakeholders like the Public Housing Authorities & the residents they serve are pre-qualified for low-cost offers through:
www.EveryoneOn.org/HUD

The logo for EveryoneOn, featuring the word "everyoneon" in a lowercase, sans-serif font. The "e", "v", "e", "r", "y", "o", "n" are in blue, and the "o" is in red.

OUR MODEL FOR IMPLEMENTATION

Regardless of color, creed or circumstance, everyone deserves the Internet and the opportunity it brings.

everyoneon Origin

- Spawned in 2012 by the FCC as a public awareness campaign and digital inclusion pilot
- Becomes standalone non-profit in 2013
- Based in Washington D.C. with personnel on the ground in five states



The Three-Legged Stool of Digital Inclusion

1. Affordable and high speed Internet service
2. Inexpensive and quality devices
3. Top notch digital literacy training

Insight: If you make the Internet accessible and affordable, people will adopt and lives will be changed.

The Model



Offer Creation and Negotiation

EveryoneOn negotiates with Internet service providers and device manufacturers to create and refine low cost offers that low-income families can afford.



Full Spectrum Access Platform

Families can sign up for offers that we have negotiated via:

- Our website
- Text message
- Customer service agents



On-The Ground People and Partners

We work that last mile to make sure that families are connect on the ground via:

- Regional managers on the ground in 5 states
- An array of over 600 partner organizations across the country

With this model, we have connected almost 200,000 low-income families since 2013 in 49 states

A VISION FOR PUBLIC HOUSING



“If you’re a student and you don’t have Internet access at home...You may have to wait in long lines at public libraries or even in parking lots at the local McDonald’s just to try to get digital access...That’s not what America’s about.”

*- President Barack Obama
Durant, Oklahoma July 15, 2015*



“For families here, at West Bluff, the days when young folks had to research a paper using the Wi-Fi at McDonalds, or research a paper using a library computer, are over.”

*- US Secretary of Housing and Urban Development Julian
Castro
Kansas City, Missouri February 3, 2016*

ConnectHome: Narrowing the Digital Divide in Public Housing

On July 15th, 2015, ConnectHome launched, a new initiative with communities, the private sector, and federal government to expand Internet access to more American families.

Through ConnectHome, communities and stakeholders provide to families with school-age children who live in HUD-assisted housing:

- free and low-cost Internet service
- devices
- training
- other resources.



“This is such a great opportunity for my girls. I wrapped the Internet modem and computer in gift wrap... We will no longer have to spend long evenings at the library or McDonald’s to connect.”

– Mrs. Ramos, mother
Newly connected to the Internet

CONNECTHOME PROGRAMMING & STAKEHOLDERS



Department
of Housing
and Urban
Development



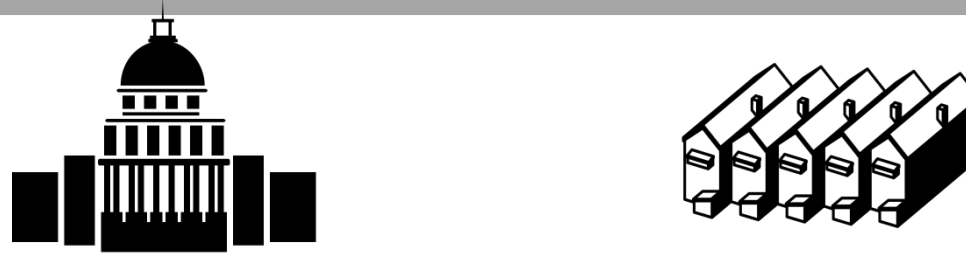
National
Nonprofit
Lead

That EveryoneOn created the deck; and That EveryoneOn, via an Memorandum of Understanding, is helping to implement the ConnectHome initiative.

Internet Service Providers*



Local Governments & Public Housing Authorities

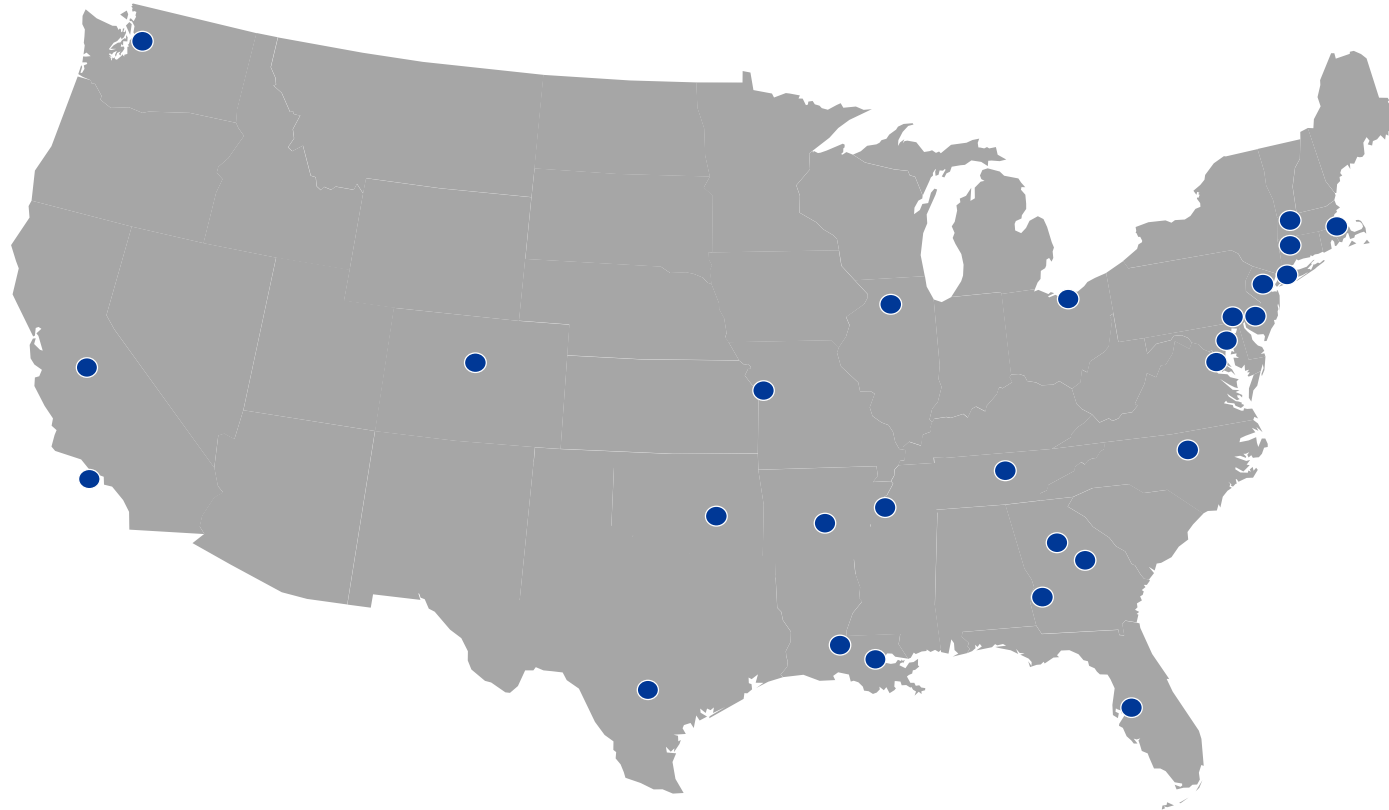


Stakeholders**



VANGUARD COMMUNITIES

The **ConnectHome** pilot program is launching in **twenty-seven cities and one tribal nation**. It aims to reach nearly **200,000 children** living in public housing with the support they need to access the Internet at home.



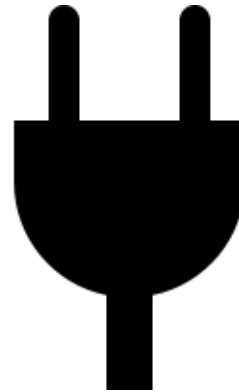
ConnectHome Communities:

- Albany, GA
- Atlanta, GA
- Baton Rouge, LA
- Baltimore, MD
- Boston, MA
- Camden, NJ
- Choctaw, OK
- Cleveland, OH
- Denver, CO
- Durham, NC
- Fresno, CA
- Kansas City, MO
- Little Rock, AR
- Los Angeles, CA
- Macon, GA
- Memphis, TN
- Meriden, CT
- Nashville, TN
- New Orleans, LA
- New York, NY
- Newark, NJ
- Philadelphia, PA
- Rockford, IL
- San Antonio, TX

HOW CAN I RECREATE THE CONNECTHOME MODEL FOR MY COMMUNITY?



**Bulk Adoption
Strategies**



**Accessing
ConnectHome/L
ocal Resources**

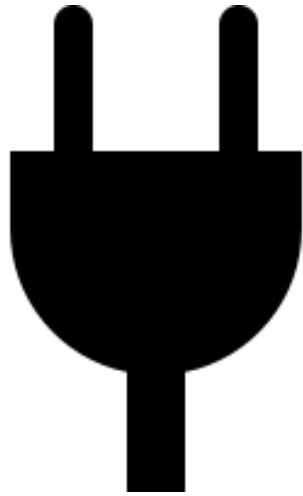


Best Practices



**WHERE CAN I
HAVE THE MOST
IMPACT?**

- **ISP & Coverage Checks**
 - Understanding which offers are available to residents? How is eligibility structured?
- **Information Dispersal**
 - What is the best method of getting the word out to residents? Mail, word-of-mouth, social media?
- **Enrollment Events**
 - How can we merge our digital inclusion efforts with existing programs and take advantage of different audiences?

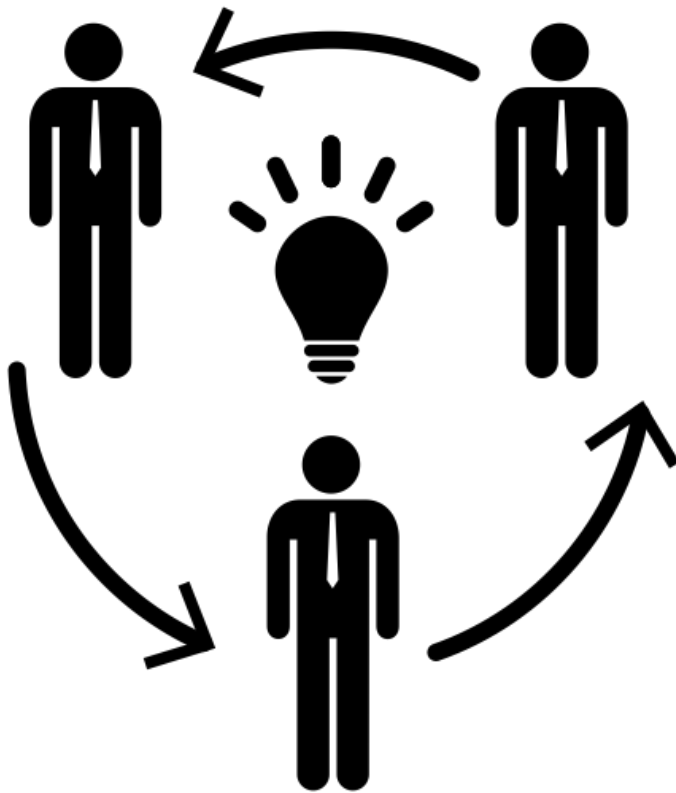


**HOW CAN I
PLUG INTO
EXISTING
RESOURCES?**

- **Educational Institutions**
 - Partnering with local K12 school districts, community colleges, and charter schools to promote digital learning.
- **Community Spaces**
 - Libraries, Museums, and Boys & Girls Clubs
- **Nonprofits/Like-minded individuals**
 - Who else's mission aligns with mine?



CREATING A COMMUNITY OF PRACTICE



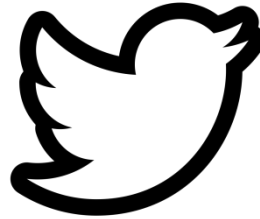
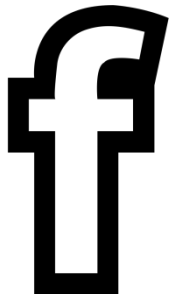
Best Practices/Planning Ahead

- Engage the Resident Counsel Community to include them in your ConnectHome advisor committee (for non-CH sites: inform residents about resources through EO and www.everyoneon.org/hud)
- “Early Wins” should include rewards of the Resident Counsel efforts
- Know your audience and gain their trust
- Prepare to cold call and door knock
- Include residents on every opportunity for Section 3 activity
- When preparing your Partner Outreach have a solid plan and with a specific “ask” prepared
- Memorandum of Understanding “MOU” prepared
- Continue the momentum



Resident Engagement is Key!

- Blogs/Twitter/Facebook
- Resident Surveys
- Newsletters
- Local Media Outlets



WHAT IS CONNECTHOME?

These days many families are connected to the internet and have instant access right inside their own home. But what about the families who are not always connected? What about Low Income/Public Housing residents?

In 2015, President Barack Obama announced ConnectHome, an initiative with communities, the private sector and federal government to expand high-speed broadband to more families across the country. ConnectHome was launched in twenty-seven cities and one tribal nation all over the continental United States. The City of Rockford and RHA are one of these community partnerships.

More than 60 million Americans lack the digital literacy skills necessary to take advantage of the resources and services found on the internet, according to the U.S. Department of Commerce, *NTIA Broadband Adoption Toolkit* (May 2013.) For this reason, Internet Service Providers, non-profits and the private sectors are offering broadband access, technical training, digital literacy, programs, and devices for residents in public housing units.



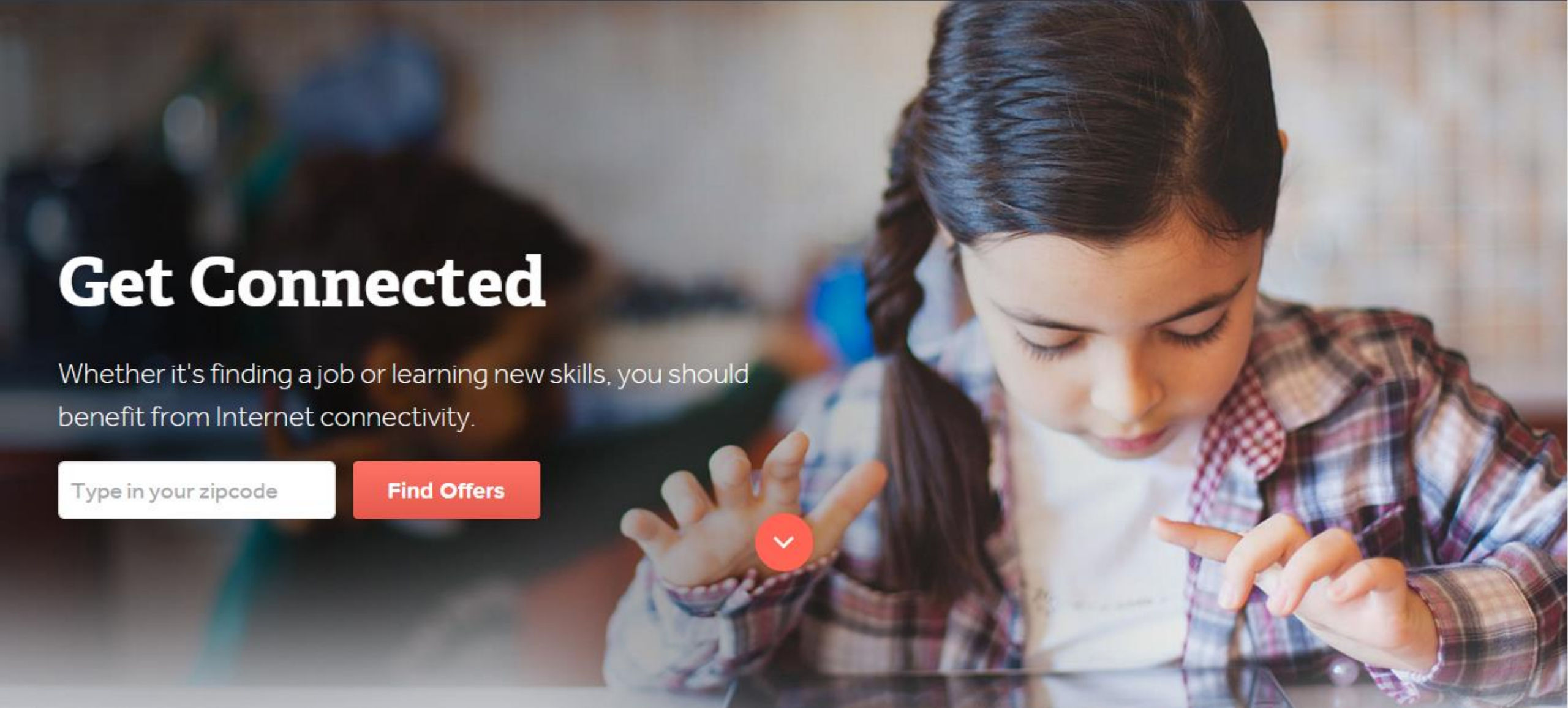
QUESTIONS & ANSWERS

Anyone in the United States can **visit EveryoneOn.org or text 'Connect' to 215-45 and discover** low-cost Internet service, devices, and free computer and Internet training at over 8,000 sites across the country.

Get Connected

Whether it's finding a job or learning new skills, you should benefit from Internet connectivity.

Find Offers



LOW-COST INTERNET SERVICE OFFERS AVAILABLE

<p>Basic Internet \$10.00 per month</p> <p>EQUIPMENT \$62.51 ?</p> <p>DATA 1.2GB at 4G speed, then unlimited at 3G for month</p> <p>RESTRICTIONS View Restrictions</p> <p>Enroll Online</p>	<p>Basic Internet \$20.00 per month</p> <p>EQUIPMENT \$62.51 ?</p> <p>DATA 3.2GB at 4G speed/month; then unlimited 3G speed.</p> <p>RESTRICTIONS View Restrictions</p> <p>Enroll Online</p>
<p>Enroll Online and receive 5% discount. For more information, or to order by phone, call (855) 270-3725.</p>	<p>Enroll online and receive 5% discount. For more information, or to order by phone, call (855) 270-3725.</p>

Computer Offers



PRICE

\$162.00

TYPE

Desktop

SPECIFICATIONS

Desktop:

Dual Core 1.8 GHz+
2 GB Memory
80 GB Hard Drive
Windows 7 Pro
Microsoft Office Included
90 day warranty

[Click to Buy](#)



PRICE

\$202.00

TYPE

Laptop

SPECIFICATIONS

Laptop:

Core 2 Duo 1.4 GHz_
2 GB Memory
80 GB Hard Drive
Windows 7 Pro
Microsoft Office Included
90 day warranty

[Click to Buy](#)



PRICE

\$143.00

TYPE

Tablet

SPECIFICATIONS

Tablet:

7" Screen
Android Operating System

[Click to Buy](#)

We also work with device refurbishers in order to **offer affordable devices**.

The prices listed under the devices include shipping. All desktops & laptops include Windows 7 Pro, free Microsoft Office software, 90-day warranty, & tech support.

FINDING COURSES NEAR YOU

We have a database of schools, libraries, and community centers across the country that **offer digital literacy courses and/or public computing centers.**

TWIN CITIES RISE 0.00mi

800 Washington Ave N, Suite 203
Minneapolis, MN 55401
(612) 338-0295

[Hours](#) [Get Directions](#)

INTERNATIONAL EDUCATION CENTER 0.33mi

730 Hennepin Ave
Minneapolis, MN 55403
(612) 871-6350

[Hours](#) [Get Directions](#)

LINCOLN ADULT EDUCATION

730 Hennepin Ave
Minneapolis, MN
(612) 871-6350

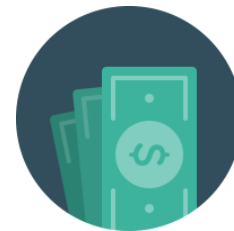
[Hours](#) [Get Directions](#)

Using the Internet

Make the most of the digital world by accessing online resources that will improve your quality of life.



EveryoneOn provides a platform of online resources through our **knowledge center**. With content covering education, financial literacy, career training and much more, our knowledge is a perfect resource for newly connected individuals looking to learn.



everyoneon



Questions and Contact Us

Questions: Type in the questions/chat box.

**We are interested in your feedback on the
Energy is Everywhere Series!**

Email: SEEDInitiative@hud.gov

**Please join us for the May Energy is Everywhere
Webinar on May 19, 2016 from 3-4pm**