

HUD Best Practices Success Stories

Connectivity

Devices

Digital Literacy



HUD Best Practices: Connectivity

Three Connectivity Models

1. Individual ISP Subscriptions
2. Wireless Hotspots and Internet-enabled Tablets
3. Property-wide Internet Connections

HUD Best Practices: Connectivity

Individual ISP subscriptions

Exiting Service to building

Pros

- Large players can offer discounted service
- Cost-effective *if* building is already connected
- ISPs can help publicize offers to residents

Cons

- Residents hold individual contracts, navigate enrollment and billing
- Past debt may affect eligibility
- Buildings lacking preexisting service

Wireless hotspots, internet-enabled devices

Wifi Access

Pros

- If building lacks physical connections, quickest and cheapest
- Can free residents from enrolling or paying service costs on their own
- Unconstrained by past resident debt

Cons

- Monthly data caps, can significantly lower speeds, quality of service

Property-wide internet

Internet in every unit

Pros

- Automatic connectivity
- Eliminates barriers for residents
- Unconstrained by past resident debt

Cons

- Initial investment may be required
- Heavy planning required
- Quick results unlikely

HUD Best Practices: **Devices** (Computers and Tablets)

Key Considerations in Devices

- Acquisition
- Distribution

HUD Best Practices: **Devices** (Computers and Tablets)

Acquisition

- Refurbished devices
 - P3s with universities, schools, government, libraries, etc.
- Internet Service Providers
 - ISPs can offer free or discounted devices coupled w internet offers
- Donors
 - Who in the community is interested in donating to narrowing the digital divide?

Distribution

- Managed Model
 - Device comes with the unit, like an appliance
- Ownership Model
 - Housing Agency provides device, or helps resident purchase

HUD Best Practices: Digital Literacy

Elements of Successful Digital Literacy Program

HUD Best Practices: Digital Literacy

- **Partnering with community organizations**

Community organizations that *already* provide digital literacy training

- **Design trainings for your audience**

Assess resident needs, and tailor topics

- **Regular, convenient trainings**

Centrally-located computer labs, libraries, schools, community centers, etc.

Consistent and convenient meeting times

- **Promote the events**

Integrated communications with community partners

Use trusted community members, and past participants, to help promote

- **Make it worth their while**

Up front benefits + long-term incentives

Example: consider subsidizing internet subscriptions, providing free computers or tables to those that successfully complete the training

One strategy for integrating *Connectivity + Devices + Literacy*

ConnectHome: Success Stories

Success Stories: Detroit, MI

- **Connect 313 Project**
 - Partnership between City and Rocket Companies Inc.
 - Human I-T stores to provide refurbished devices at low cost
 - Public Wi-Fi access in neighborhood and community centers
 - Digital skills classes
- **Director of Digital Inclusion**
Joshua Edmonds



Success Stories: Roxboro, NC

- **Digital Literacy Trainings**
 - Partnered with a local community college to provide free 2 hour, 10-week trainings.
- **Distribution Event**
 - 25 laptops, 50 all-in-one devices; internet ready
 - In-person, on-site assistance.
 - Partnered with local ISP (Spectrum) to provide free Wi-Fi access



Success Stories: Phoenix, AZ

- City partnered with T-Mobile to acquire and distribute 800 tablets.
 - Contracted for 2-year subscription service; no cost for devices.
 - Mobile Device Management (MDM) Software
- Engaging residents with digital technology
 - Virtual Book Club, Online Bingo, Cooking Classes



ConnectHome USA: 2020 Cohort

- Atlantic City, NJ
- Boise, ID
- Columbus, MS
- Elizabeth, NJ
- Fayetteville, NC
- Flint, MI
- Gary, IN
- Los Angeles, CA
- McAllen, TX
- New York City, NY
- Phillipsburg, NJ
- Rocky Mount, NC
- Tucson, AZ