

NWX-COMMERCE-NT&IA-1

**Moderator: Karen Hanson
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Coordinator: Participants will be in listen only mode throughout the presentation. We will conduct a question answer session. At that time, to ask a question, dial star one in your touch tone phone.

Today's conference is being recorded. If you have any objections, you may disconnect at this time. I would now like to introduce your host, Miss Dina Lehmann-Kim, you may begin.

Dina Lehmann-Kim: Thank you very much. Good afternoon or good morning for those of you out west. My name is Dina Lehmann-Kim and I'm with HUD's Office of Public Housing Investments in Washington, D.C.

I'm also joined by (Karolyn Kaelin), who is a Special Assistant in the Office of Multi-Family Housing. Thank you so much for joining us today. We're very excited to have so many people and organizations participating.

I think the high number of participants shows just how important this issue of internet access to HUD's stakeholders and partners. As many of you know, HUD resident's face many challenges in their day to day lives.

We, at HUD, feel that access to the internet can be a gateway to a world of information and opportunity that can lead to improved quality of life for all resident groups, not just working age adults but the elderly and disabled as well as children and youth.

So, we've got a great line-up of speakers for you today who have a lot of experience working in this area and who will bring many great resources to share with you.

I'd like to take a quick moment to thank my colleagues at the National Telecommunications and Information Administration for hosting this webinar and for doing such a tremendous job in putting it together. Now, I'd like to turn things over to Karen Hanson, who is a program officer at NTIA.

Karen Hanson: Thank you so much, Dina. We're very pleased to host this webinar because part of our mission at NTIA is to promote access to broadband for underserved communities.

And, we know that many of you are working with those very communities. This webinar, as Dina mentioned, will bring together some of the key elements needed to promote access and use of broadband.

First, we'll hear from - we'll hear some more from HUD and Connect2Compete about how to use HUD funds and how to take advantage of the offers of discount broadband through Connect2Compete.

We'll also hear from Jamie Hollier, who has some great information about how to teach digital literacy and how to work with other folks who are trying to teach digital literacy to share knowledge and resources.

We'll then have a question and answer session after which we'll dive into more of the work of NTIA. We'll share lessons that we've learned through our Broadband Technology Opportunities Program, which gave grants to many organizations around the country, including many housing authorities.

We'll have ample time for questions and answers so please do make note of questions that you have and ask them when their opportunity arises.

On that note, we want to show you how you can ask questions so this slide shows you that the webinar software has a chat box so if you have questions, you may ask your question at any time and the moderators will see them and will ask the presenters at various points throughout.

If you would rather ask your question yourself, we'll have those two Q and A periods and you'll be able to press star one. The operator will then be able to un-mute your line and you'll be able to ask your questions.

So, our objectives for today are fairly obvious as I already mentioned. We really want to help you understand what is some best practices, how can you design, implement and integrate broadband adoption into your programs.

We want to share with you what some options are for low cost broadband for your communities through Connect2Compete and others. We want to share with you how you can support broadband adoption through the use of HUD funds and learn about digitallearn.org and some other great resources which provide portals to digital literacy classes and a community practice.

But before we go into the meat of the webinar, we want to take this opportunity to ask you some polling questions. Just so we and our presenters know who's in the audience.

So, can we have the first polling question and you'll answer this question by clicking on your screen. So, are you from a public housing authority, a multi-family property or other? If you would just use your mouse to click on the right answer? Let's give a couple more seconds.

And, let's go ahead and get the answer. So, it looks like 31% are with the public housing authority, 28% with multi-family and 41% are with other.

Unfortunately, we don't know what that other means but, maybe, we'll find out throughout the course of this webinar.

So, let's go to the second question. So, what is your role, regardless of what function - where you work? Are you in program services delivery? Are you more administration management? Are you a volunteer? Are you with a partner organization or is it some other kind of role?

So, again, we'll give a couple more seconds. Click on the screen. The best answer for your role and let's go ahead and see the answer now. Okay, great. Almost half of you are in program services and delivery, 44% administration, 1% volunteer and 8% other. Great. Okay.

Third question, please? Do you have a computer lab already in your facility? The options are yes, it's a neighborhood network computer center. Yes, but it's not a neighborhood network center or no. Okay, can we have the answers?

Looks like 15% of you are with a neighborhood network computer center, 37% other and almost half of you do not have a computer lab or center. That's great information for our presenters who will be able to gear them - gear their remarks accordingly.

And, let's see, if you - next question. If you already have a computer center, which half of you do, what services do you offer? And, with this question, you can check off as many as apply. Adult education, after school homework assistance, computer training, job training, job search or open lab time?

Let's go ahead and get those answers. These will be over a 100% because it looks like you can pick more than one. So, it looks like a pretty good mix of all of the above. Good.

81% of you offer open lab time, which is very common. Okay, so, last question before we dive into the rest of the webinar. Of the population you serve, approximately what percentage have access to the internet in their home or in their unit?

Please select one, either - and this is going to be probably a guesstimate on your part - but under 25%, somewhere between 25% and 50%, 51% to 75%, above 75% or you just have no way of knowing. So, let's see the answer.

Okay, the vast majority, 60% say that under 25% so that's really good to know. It means that many of your residents will be able to benefit from the information that you'll get today.

So, thank you so much for answering those questions. We'll now go back to the webinar. Dina and Karolyn from HUD will start us off and, again, feel free

to post your questions throughout the presentation and I will be guiding them towards the presenters. But, go ahead, Dina, take it away.

Dina Lehmann-Kim: Great. Thank you so much. I'd like to have the next slide, please. So, I wanted to talk a little bit about what HUD has done in this area of digital - of providing digital access.

In 1995, HUD created neighborhood networks, which helped establish computer labs in multi-family housing. It turned out to be a great model because it established centrally located computer labs so people could conveniently access free internet computers and the necessary training right where they live.

The centers also provided staff to manage those centers, develop programming and work one on one with residents. This is a very important component, especially for our residents, who face serious challenges, like low literacy, health issues, such as depression and other challenges and, so, the one on one aspect is very, very important.

Neighborhood networks was originally conceived as a way to help residents move up the economic ladder but now, in many cases, centers have become vibrant community hubs servicing the needs of all residents so seniors, disabled, children and youth.

The other benefit is that centers have also helped mission oriented organizations fulfill their goals. They do this by providing space and the equipment as well as ready access to the people that many socially driven organizations are trying to serve.

So, it's basically, like a one stop shop for partner organizations. We've also seen (unintelligible). You'll hear a little bit more about this from another presenter that the presence of the center has property benefits.

We've known or we've seen (unintelligible), at least, the presence of a center has reduced vandalism and crime at properties, which, of course, translates into property management savings.

And, finally, centers reduce three main barriers to internet access. Cost, lack of training and the perception of the internet is not relevant or necessary.

The program was expanded to public housing through a congressionally funded grant program, the Neighborhood Network Grant Program that lasted a few years.

It ended in 2007 but Congress changed the statute to allow capital funds and operating funds to be used to establish and operate the neighborhood network center or computer lab.

So, if - I'll go over what those - how those funds can be used in our next slide. Though, the capital fund can be used to establish and initially operate in neighborhood network center so we've defined initial operation as a yearlong period.

So, you can use the capital funds to purchase computer equipment, equipment upgrades and, that you can use the capital fund for over - for equipment upgrades for the life of the center so not just for the first year, but, for space renovations, internet connection and utilities, staff salaries, insurance and routers for individual units.

And, this is going to be relevant in our discussion around Connect2Compete. Capital fund cannot be used for internet connectivity for individually units so just the routers, not the actual connectivity.

The operating fund can be used for the ongoing cost of operating computer centers in public housing so ongoing internet connection fees and utilities, staff salary and insurance.

If I can have the next slide, please? So, in the office of multi-family housing, they also have strategies to help owners create and establish neighborhood network centers.

But if you're interested in doing this, and I know we have a lot of multi-family stakeholders on the line, please first talk to a local HUD project manager or your neighborhood network coordinator to obtain approval.

But depending on your property type, theirs - the following sources of funding are - could be available to use so residual receipts accounts, owner's equity reserve for replacement, a run increase, requesting a special rent adjustment, excess income and, if you want more information, you can go to these two documents that I reference here on this slide.

So, if I can go to the next slide, that'll be great. So, we are very excited about the partnership we've established with Connect2Compete and, like I said, you'll hear from them shortly.

HUD's work has focused to date on the establishment of computer labs and we feel that the work that we're doing with Connect2Compete really compliments that by allowing residents to have access to low cost options for end unit computer and internet access.

Additionally, the partnership helps us fulfill our goals and our strategic plan to use housing as a platform to improve resident's education and employment outcomes.

We expect that HUD - that the residents will be able to have internet access at home and all the benefits of that access affords. We expect, for example, that by having end unit access, residents will be able to conduct research for school projects or for employment or health issues from the comfort and privacy of their own homes.

We hope and expect that they'll become more civically engaged, have access to additional training and connect, importantly, with family and friends. Something that is very important, in particular, for our senior and disabled residents.

So, if I can move to the next slide. So, in February, actually, on Valentine's Day, HUD's secretary, Shaun Donovan, announced formally, our partnership with Connect2Compete.

And he committed HUD's support to C2C's mission by promising that we would link Connect2Compete and its partners with PHAs and multi-family properties around the country to help create local programs.

Working with Connect2Compete to develop messaging that PHAs and multi-family properties can use to encourage residents to sign up for low cost broadband and computer offers and we've been doing this.

Disseminating information about Connect2Compete's offers and training to our housing partners around the country, providing information about Connect2Compete on our website, in newsletters and through social media.

And, also, informing HUD's staff around the country about this partnership to encourage additional linkages with housing and other partners.

So, we really expect that by doing all of these things, more residents that we serve will be able to connect to the critical tools of the 21st century.

If I could have the next slide, please? So, now, it's my great pleasure to introduce Zach Leverenz. He's been a tremendous supporter of our work as we've rolled out this partnership and he's currently the CEO of Connect2Compete and everyone on.

Previously, he was the CEO of the Middle East Education through Technology, an MIT based technology and (unintelligible) organization where he secured substantial new commitments from HP, Google and Mercy Corp and USAID.

He's a graduate from Dickinson College with a Master's in education from Harvard University and he was selected as a Reynolds fellow in Social (unintelligible) by Harvard's Center for Public Leadership. Zack, the floor is yours.

Zach Leverenz: Excellent. Thank you, Dina. I really appreciate that warm introduction and the picture of me which looks like I'm 12 years old but I promise that the hard work we're doing together has put some bags on that.

You can move on to the next slide. I'd love to, kind of, go over what we hope to cover in the 20 minutes that I have today.

First, I want, again, thank HUD, Dina, Karolyn for such a great partnership and we announced this on February 14th and we said there couldn't be a better match in the way that we're both serving the same core constituency with complimentary services so we're really excited to launch this officially.

Having had all of those join us on the phone, over 300 and, of course, thank you to NTIA and Laura and Karen for all your work in setting this up.

I'm real excited about continuing to take the lessons learned from your toolkit and bring them to bear in the work that we do together. So, I want to cover five things today.

I want to start with just a little bit about who we are, what we are and how (unintelligible) everyone to Connect2Compete brands work together.

There some questions that we've already received and, then, really just dive in for the rest of the time into how all the PHAs on the phone and multi-housing units can work with us to deliver these low cost offers to their entire constituency in really effective ways.

I will talk a bit more about the devices, dive down on the specs and, then, also touch the ad (unintelligible) campaign, which provides really interesting opportunity to create more relevance and awareness around the importance of digital literacy and of being online for all the residents.

Next slide, please? So, the Connect2Compete is the national non-profit organization. Our mission is really three-fold.

We hope and this is directly related to what over a decade of research has defined as the core barriers to adoption and we just simply aim at a national scale to solve for each of those barriers comprehensively.

So, the first barrier is cost. We want to eliminate the (unintelligible) affordable high speed internet and computers, training and the lack of skills and we want to entrust that through a large partnership across about 21,000 non-profits and libraries.

We'll talk about how to leverage that network for your centers in a moment. And, then, lastly, and this relates to the second description about what everyone on, provide a platform for driving national awareness and personal value for being online.

We know that's one of the big pieces that has to align with the cost and affordability and with the training, folks have to know why it is important for them to be online, not just about the skills and for the sake of the skills. It's about doing something better and that's what everyone on aims to do. EveryoneOn is powered by Connect2Compete so it's the lead campaign brand - the three-year media campaign with the ad council English and Spanish TV, radio, and print. We'll talk a little bit more about that later in the slides. Next slide, please.

So before we talk about the offers, I just wanted to kind of setup the wholistic model for you so you get a sense of how we're addressing those three big barriers. The EveryoneOn campaign as I mentioned is a three-year multi-media campaign. The main message is do something better online figure out, you know, whether it be around jobs and education, whether it be about civic engagement or health.

We've identified four core areas where we see correlated social goals and outcomes and they're completely aligned with what Dina has outlined as some of the main goals for HUD in creating economic and educational opportunities for independence and that's exactly what this hopes to do by driving awareness and engagement we can then create the solutions around Internet training.

And then here you also see our online portal at EveryoneOn.org feature some of the best in class content for education, employment, jobs, and health which has been vetted by an expert committee mainly of librarians, but also of digital literacy experts from kind of a broader field as well. And so we are always are looking for feedback and input on how to improve that site.

That site also contains the locator tool which through a zip code entry you can find the closest three Digital Literacy (trend to your) area. I think that'll relevant as we talk about ways to make adoption sustainable for your residents through training and opportunities close to your centers. Next slide, please.

So I wanted to start at the high level as we dive down into the discounted Internet offers because it can be a little confusing and complex when you think about everything that's come before Connect2Compete in terms of low cost and offers and the different types of offers that are available and types of criteria that each offer brings for eligibility.

So what I wanted to do is just kind of start with just a very simple explanation. It's really two types of offers that we can make available to your residents. The first is very specific around a certain target population and that's free reduced school lunch families. So those are families with students enrolled in

the National School Lunch Program and that offer is a cable Internet offer and we'll talk about the details in a minute.

And then for everyone else there's a wireless Internet offer and again we're agnostic to technologies and to companies. We want to always work to find the best value discount for our target population with a focus on cost. We know that 75% of Americans make less than \$35,000 a year and we saw that it's a very representative population.

Obviously for the folks that you work with and that less than, you know, the majority less than 25% of those in the poll (when we were) just beginning this Webinar reported that folks did not have a home Internet connection. So that's representative of what we know to be the national data as well. So those are the two big types of offers that we have and then I'm going - if you can move on to the next slide - get into the specifics about each and how you can enroll.

So this is a cable Internet offer. The cable Internet offer as I mentioned is specifically for households who qualify for free or reduced school lunch and there's actually even a further division there in the way that free reduced is separated from those who - some companies would just serve free school lunch kids and families.

So you see that the service provider column is divided by free and reduced as both or any and those who provide for just free school lunch. It's a \$9.95 per month offer. It's virtually unlimited data, but it does vary a bit by provider. But the data levels are for all intents and purposes unlimited per month. There's no setup fee and there's no equipment fee.

So some of you may be aware of Internet Essentials who kind of led the way in this space a few years ago before Connect2Compete was born and that's

part of a merger with NBC Universal and they've been doing this a bit. This is the same type of offer that CenturyLink, Cox, Bright House, and Mediacom are also making available to their entire footprint within the coverage areas of households.

So there's a few additional eligibility requirements that I want to touch on. One is that if you have bad debt then this offer you can still be rejected despite being qualified for free reduced school lunch. And there's a few other additional requirements, but that's the main one that we found through all our testing pilots and all our focus groups (unintelligible) have been with local community organizations who were doing digital inclusion work.

We found that last disqualifier on debt to be very prohibitive so this is why I want to kind of - the story I want to tell about the cable is this. If you do qualify for free reduced school lunch and you can get past those additional eligibility requirements especially on debt, this could be the best offer for those residents.

With that said, we knew as we launched on March 21st of this year that we had to also find an offer that was big enough and inclusive enough to serve everybody else. If you move on the next slide, I'll touch on that offer which is the wireless one. Great.

So wireless offers, we have two types. This is the first type and again this is for everyone else. So if you're not (unintelligible) with school lunch or even if you are and you are disqualified based on bad debt this is available to you regardless. And so when I say that, I mean literally for anybody in two types of eligibility categories.

But for everyone on this call every single resident of a public housing unit or a multi-family unit is automatically pre-qualified through our partnership with HUD and we'll talk in a minute about how to take that to the next practical step to sign folks up what they consider a bulk adoption strategy for your entire residency.

But there are two types of offers here. This one is the home hub. It's through a company called FreedomPop. They're a partner who is getting a lot of great press recently. They actually were backed by the co-founders of Skype so they have a really interesting model here that looks to provide free and low cost Internet to all our Connected2Compete beneficiaries.

There's two types of plans. One is 1 gigabyte at no cost. You actually get free Internet for (opportunity) and it's actually at \$49. It's about a 50% discount. And the other is a 12 gigabyte plan for \$9.99. Now what's true about this offer that's not true of the cable offer is that there's no restrictions on debt, no contract, and you also get a few extra value services that we've negotiated for our resident and for our beneficiaries that includes free auto off at the end of each month.

So because these are kept on data, there's a risk, you know, in the market at least for a normal customer that you receive an overage - you went over your data limit as we all probably have experienced from time to time on our smartphone. That is not going to happen to any of your residents or Connect2Compete beneficiaries because we've negotiated in the front end that that's turned off automatically.

So, you know, there's cost to that which means 8/21 you may not have Internet for nine days until the end of the month, but you won't receive an overage which we felt was important to protect new users. With that said, you

could decide to upgrade let's say to the 12 gigabyte plan if you're at the 1 gig or making - opt in through a few steps to get the larger data deals, but we wanted to make sure that was there to begin. Next slide, please.

So I failed to mention that the last offer was in the Clear network and we knew that the Clear network is great. We're about 36 million people who qualify for this offer within the Clear network, but we also need to get bigger understanding the scope of this problem is somewhere around 100 million Americans at the last two) reports who don't have an Internet connection at home. And that's where we really see the social goals correlated with home Internet access around education, and education, employment, etcetera.

So we've also negotiated a discount deal with Sprint again through FreedomPop. It's a bit different because it's a mobile offer, but this is a Sprint overdrive that is for \$24.99, about a 60% discount. And the plan is a little less data based on the kind of contractual agreements that FreedomPop has with Sprint, but both these deals represent about a 75% discount over the market level prices for the same services.

So really great deals and most importantly opens up the funnel for eligibility to include seniors, and veterans, and single adults, and everyone across the board who we know makes up the entire segment of unconnected Americans mostly low income of course. Next slide, please.

So I wanted to touch base on how you could actually bring this to bear in your own DHA or in your own center. So we actually did something and I'm not sure if they're on the line with Lawrenceville Housing Authority recently and appreciate it and thank them for helping us kind of learn through the process and be their guinea pig.

But I thought it was a very successful process in which Lawrenceville decided to as I think Dina mentioned earlier utilize some of their capital funds to buy a router for each unit, 212 in total, with the free gigabyte plan as the base plan for every unit.

That was something that they decided to do themselves and we did a few tests which we're happy to do with every DHA out there to make sure that the coverage area is strong enough to support the full number of residents and do a really thorough testing process on the connectivity piece. And then the truth is we - actually it was very flexible to work with each of you on finding the exact right model for the bulk adoption opportunity. And when I say bulk adoption, I mean kind of one to one units Internet access.

But there's a couple of options that I'll just throw on the table. One is to do what Lawrenceville did which is to simply purchase the units and then to allow each individual resident decide if they want to upgrade to the higher data plan. But for the life of our partnership which is indefinite each resident will receive 1 gigabyte of Internet per month for free.

And we have a data calculator that we'll share with you guys, but that's, you know, it's not a ton but it's enough to do all the email job searching kind of education focused online homework and assignments. What it's not enough to do really is a lot of video streaming. So that's where we want to help work with each of you and with the residents to understand what 1 gig means and what 12 gigs means.

The other thing you can do is to purchase - this is happening in a few other areas, I think in L.A. for example of a housing authority that is purchasing the Internet service and the router for each resident. And then they get to manage also the usage and some of the value back to the PHA beyond the social goals

around building opportunities for employment and economic independence that the Internet provides and has been proven to provide.

They also get some value back to the development of the housing center in the way that they're able to streamline some of the communication to the residents. How to use kind of an auto dashboard that provides data to the residents, kind of external communication, but also internally.

Now how many of the residents are actually using the Internet ongoing is of course anonymous to protect all the privacy rights, but it's an interesting way to measure your success and goals when you do one of these bulk adoption plays. So I just wanted to put that out there and we'll be answering your questions in the Q&A. Next slide, please.

Great. So I'm just going to touch on this. But this is an example of what I just mentioned around how each of you when you partner with Connect2Compete are able to kind of view usage reports. Subs is another word for users. So the total number of subs, the total average number of data that's being used across your residence base and kind of being able to plan it and form the way that the Internet is being leveraged to hit these social goals by seeing all the data in real-time on usage patterns.

Again this is all protected for privacy for each resident, but gives you the aggregate information which allows you to make informed decisions and that's something that comes as a value automatically for a partnership with Connect2Compete. Next slide, please.

Now that's what we call a bulk adoption strategy. We also really want to promote the ways that individual residents if you don't have - are unable to use some of the capital funds or operating funds to support this, individuals

can also be pre-qualified immediately to take advantage of this offer and there's two ways to do that.

Obviously the easiest way if you don't have Internet at home is to call the 800 number and this is the customer service line that we've built with FreedomPop in English and Spanish to specifically serve our new user population that will be coming to the funnel or we can do it online with the help perhaps of volunteers or staff at your centers and kind of over the shoulder. We know the facilitated enrollment is one of the most effective ways to do this.

You can enter your zip code. You will answer a few questions on whether you're free reduced school lunch so we make sure to show the right offers and then you'll choose the offer. But there's no - because we want to pre-qualify all of the HUD membership, it doesn't matter whether you aren't in a pre-qualified zip code based on income you'll regardless of zip code be on automatically qualified as a resident to take advantage of these low cost offers.

One catch is that you do need an email address, or a prepaid debit card, or credit card. We know that that payment method can be prohibitive. We're working to kind of create new solutions there. But the email address piece we actually have a nice little U.S. and Spanish tutorial that helps folks set that up very quickly if they don't have one in order to take advantage of the offer. Next slide, please.

Well that's also a very low device ownership in the poll earlier today so we do offer reduced cost devices as well through a large network of refurbishers - desktops, laptops, and tablets now. We're always looking to expand these offers both on the Internet side and device side, but by going to Connect2Compete or calling the 800 numbers that we'll provide after this

presentation you can also take advantage of some of these low cost devices for your residents. Next slide, please.

Let's touch quickly awareness campaign. I hope you guys get a chance to look at the Web site. The call to action from the campaign and again remember the campaign is really built to drive people toward those solutions that we've aggregated a national scale around training and around low cost affordable devices and Internet. So you can call this 800 number. You can text. We know there's a (deep) concentration of cell phone usage even among this population. Connect to 30364 or visit EveryoneOn and enter your zip code.

In each case you'll receive a - oops, sorry. Sorry about that, I it timed and I'm running over. You can receive the closest free Digital Literacy training center to your zip code. And so that's a great way to get folks into centers getting facilitated training in-person and that's something I hope you guys all take advantage of as we think about adoption and sustainability of adoption for (unintelligible) and the skills required there. Next slide, please.

These are some of the assets that come along with that ad council campaign and what's great about this is that they're all localized. And you can see here in the example enter your information into these PSAs. There's TV, radio, print and use them. Bring that national platform on the awareness to bear in very local ways for your residents and that personal value and relevance is established in kind of context specific ways. Next slide, please.

This is another example of all the different types of materials available through our Web site to each partner and to each center. So just more (unintelligible) to look at that, but I hope you check out the Web site. Next slide and I'll finish up here.

So in closing I just want to say again thanks for being a part of this. I think we all share the same goals. We really want as part of that to communicate and connect with you.

We're a fairly new organization trying to learn, you know, using what (unintelligible) has done and what digital (including) partners across the last four to five years have learned to create a national solution here that can really work in the ways that we understand the barriers and the solutions to be most effective. So at the end of the day we want to hear from you.

We want to get feedback and we want to revise and improve the program based on what you know at kind of the local level because we win or lose this in the local context and it's great to have these national offers and these national opportunities. But unless it makes sense in very specific ways for you and your residents, we're not going to hit our goal.

So we hope to hear from you and also to share your successes through our social media platform through our ad council campaign. Please reach out to us at info@everyoneon.org. My information is Zach with an H at EveryoneOn.org. And we always promote and help to kind of share the stories that our partners are collecting. So please do that and thank you so much (unintelligible) my time.

Karen Hanson: Thanks a lot, Zach. I just want to remind everybody, you'll have opportunities to pose questions directly to Zach and our next presenter who I'm very happy to present. Jamie Hollier who we're very fortunate to have speak to us about the terrific work she's been doing.

Jamie is currently the Project Manager for DigitalLearn.org, an online hub for those who teach and support digital learners through a community of practice

in a collection of training resources. Previously she was the Project Manager for Colorado's Public Computer Centers, which brought computers and training to 88 locations throughout Colorado and has provided access to over 3 million users.

She is a board member for the Digital Public Library of America and consults for open government and startup communities in Colorado. She's a recent White House Champion of Change awardee, which is why I said we're really lucky to have her talk to us today. So Jamie the floor is yours.

Jamie Hollier: Thanks so much for that really amusing opening. I still get a little bit of chills when I hear White House Champion of Change. So let's go ahead and get started. Let's go to that first slide.

And I'm going to talk to you guys today about DigitalLearn.org. It's an online hub for Digital Literacy managed by the Public Library Association and from this (unintelligible) grants Institute of Museum (unintelligible) services. The source is a resource for those who teach and support visual literacy and digital literacy learners through a community of community of practice and a collection of training resources.

The project is being undertaken with the support of the American Library Association, Office of Information Technology and Policies, and the Chief Officers of State Library agencies. So somewhere in your state regardless of where you're from is involved with this. They also have the input of community members from a diverse array of organizations, including non-profits and community works.

So where (unintelligible) next compete is about affordable federal access to computers and the Internet for the public. EveryoneOn is about digital literacy

training for the public. DigitalLearn.org is primarily a tool for the practitioners, trainers, and organizations that help people gain digital literacy skills.

Non-profits, community orgs, and libraries across the country have stepped up to help people gain computer skills and get online. For those working with individuals providing training and support, there has not been a central online place to find resources, to share best practices, and to work collaboratively in this specific field.

Additionally many of the individuals working in these organizations don't necessarily have the time to meet the needs of all those seeking help so a collection of self-directed trainings that practitioners can direct people to is an important asset.

DigitalLearn.org was created to help fill all those goals and fill all those needs for those people supporting digital literacy learners. You can go to the next slide.

So DigitalLearn.org was started less than a year ago. It's still very new. And just launched the full site at the end of June. So we're not very old at all. In the future we will be adding more classrooms for end-users, adding more features to the community of practice, and a lot of other different content. So I ask you to please check out the site, add to it, share your inputs, give feedback, all that stuff. Let's go to the next slide.

You heard me mention the community of practice. The community of practice is one of the core value adds for our site and what we think really provides a benefit to all of you. The community of practice provides the ability to share

great and common resources, to post blogs, ask questions, and start discussions.

There's also a calendar feature so people can share Digital Literacy events like this one, Webinars for your community organization staff, all that sort of stuff. Also you can create groups based on your location.

So for some of you guys that are in specific regions and you want to talk with the people in your community that are doing similar work, you can totally build your own group and do that. You can share all those other features together there, too. So far the site has just over 1,300 members and 80 different unique posts. Next slide.

I also mentioned that the site includes a collection of self-directed tutorials for end-users. These are resources that are intended to be used with minimal support from a volunteer, trainer, or other person in the organization. So for those you that have computer labs or thinking about adding them, this is a resource where you can help people during that open lab time without having to dedicate, you know, 10 minutes/15 minutes to helping someone with their answer.

These trainings are interactive. They leverage multiple forms of learning such as video, audio, etcetera. Additionally each training is accompanied by a handout that follows along with the trainings that way people can take notes and have something to take with them to refer back to later. Many of these trainings can also be used as a refresher or in conjunction with classroom training. There have been almost 800 class completions so far. Next slide.

So I just want to say what the value is for you because I'm sure you guys are wondering. The increased access to tools, ideas, resources, people, and more

in the field for digital literacy can help you do your work better and more effectively with a little less outlay of time and energy when you're helping digital literacy learners.

Through the site, you'll have the ability to find curriculum, handouts, marketing materials, surveys, and more. Now all of this will become the place for these resources.

For example if you decide to teach a class on resume skills, you can come to the site find lesson plans, discussions on how best (unintelligible) with job seekers, ideas on reaching that audience, and all that sort of stuff. Again that slide has comments and ratings so you can also say hey, I used your resource in the class and it worked great for this, but not too much for that. And then that next person that uses it knows what to do with it.

This will save you time in searching, vetting, and creating resources and allows you to bring together the best of the best quickly and easily. Additionally the end-user (materials) will allow you to meet the needs of those needing basic training without as much outlay of your time and energy.

So in summary - last slide - feel free to press join the community of practice on the site, share any resources, ask people questions, volunteer. We always are happy to have volunteers to help us create more end-user classes, tell other people about the site, spread the word in your computer lab. Make sure people know they can use this and as always we welcome feedback. There's my contact info. So thank you very much.

Karen Hanson: Thank you so much, Jamie. This is Karen with NTIA and I'm going to moderate a few questions during the Q&A. Zach, one quick question we had for you and in the meantime folks who want to ask a question, please hit star 1

otherwise I'll be reading the questions that we've gotten through the chat box. So Zach, one question that we've gotten for you is can PHAs get the discounts on devices as well?

Zach Leverenz: Yes. So the kind of computers, the laptops, desktops, and tablets are also available for all the PHAs at quantity. So if you - you may want to re-outfit your lab or make a different kind of approach to connectivity by outfitting each unit with a laptop or a tablet that's absolutely within the scope for us and we'd love to work with you on it.

Karen Hanson: Okay great. And Dina, I have a question for you. I think it's a general question. But do these offers apply for housing agencies that only accept Section 8 or does it apply to any of them?

Dina Lehmann-Kim: It applies to any of them, yes.

Karen Hanson: Great. Okay. Do we have any questions from the audience, operator?

Coordinator: I do have a couple of questions. Thank you. And as a reminder to ask a question over the phone dial star then 1. But our first question comes from (Maureen). Your line's open.

(Dorene Cornwell): My name's (Dorene Cornwell). I'm from Seattle, Washington and in King County people speak over 100 languages. What are your plans to work with access for languages other than Spanish?

And there's another question in my head about what's going to be your mix of content aimed just at BCs versus content aimed at mobile? Because I think that mobile - the wireless is part of that picture, but I think mobile is kind of big and unpredictable from my perspective.

Zach Leverenz: And I'm assuming that's for me. So the...

(Dorene Cornwell): Whoever.

Zach Leverenz: Okay. I'll jump in first. For Connect2Compete and EveryoneOn, the way that we are working with multiple languages is as follows. So first everything we do on a national scale in every market (with) EveryoneOn campaign for our Web site just English and Spanish.

What we are doing in specific locations is working where there's a demand and there's a local partner who's helping us kind of understand the need. We're adapting the materials and the opportunities into multiple languages. We've worked with the libraries specific areas do that already and we're open to doing that will all partners. The default is always English and Spanish and it's kind of case by case in the way that we look at multiple languages so if that's an opportunity in Seattle, King County we'd love to talk to you about how make sure that the materials you want to use are relevant in the right languages.

Second, on the piece around mobile, it's actually interesting that you brought this up because we're right in the middle too, as I mentioned (unintelligible) technologies (unintelligible) companies of really looking at how the gap that has existed to date, or at least gap we all kind of understood to date on the value proposition for mobile content in, you know, bridging the digital (unintelligible) as related to positive outcomes for education and employment.

You know, that's kind of been a barrier in the way that that kind of small screen big screen dilemma has been presented for value. But what we've found recently is that's narrowing by the day.

And so we're actually in the middle of figuring out how we can really leverage the fact that there's such deep smart phone capable or smart phone ownership among this group to get to that social value too that's correlated with being online.

So we're looking at ways to pre-load Workforce and education apps onto discounted phones with discounted value, sorry, data plans that would allow similar to the way we're looking at the wireless that's offered to homes that same opportunity for smart phone ownership.

And, you know, we're still I think a little early on that to make sure that it really is aligned. And we know also there is a lot of opportunity within the digital improvement space and all these partners that are on the phone and these (unintelligible) prove that and proved that that's there.

Have the same value. But we're definitely on that and understand that is kind of the future here, on the trends.

Karen Hanson: Thank you Zach. I think we're going to kind of jump ahead to the next part of the presentation but before I introduce my colleague Laura Breeden, Dina there was one quick question I think would be easy for you to answer.

Must the center be located in the public housing facility? Our computer center is located in the HRA office building.

Dina Lehmann-Kim: That's fine I mean we don't have any, you know, requirements as to where a center, you know, is located. As long as it's accessible to the residents that you're serving, and it sounds like it is, it's fine.

Karen Hanson: Okay and as an FYI to everybody we will be gathering all the questions that were submitted and circulating them afterwards when we circulate the slides and the recording of the webinar.

So even if your question didn't get answered verbally you will get an answer through e-mail.

So I'm now very pleased to introduce my colleague Laura Breeden who is our team leader for the public computer center and sustainable broadband adoption grants portfolio at NTIA.

So it's been a great pleasure to work with Laura on this project and work with her on these grants so please take it away Laura.

Laura Breeden: Thank you so much and welcome everybody to the webinar. I'm going to take a few minutes to give you kind of the trailer version of this movie, the broadband adoption toolkit.

And by way of background I'll just say that in 2009 Congress appropriated \$4.7 billion at NTIA and another \$2-1/2 billion at the Rural Utility Services, The Department of Agriculture to help expand networks and also to reach people who might need to use a public computer center or might not have broadband at home.

So in the 3-1/2 years that we've been working on this project, it's been tremendously exciting to see how many new resources, new ideas, and new possibilities have emerged.

And I think the AX program at Connect to Compete and the work that Jamie's doing and a lot of work that's behind the scenes that you don't necessarily see

in these presentations have yielded a really rich toolset for all of you who are now interested in starting a program, expanding a program, or refining a program.

So just very briefly we have about \$250 million that's the Federal share in broadband adoption project and about a year ago we decided to collect some of the really great ideas that our grantees had come up with for solving the hard problems of overcoming barriers like fear, like poverty, like not understanding the relevance of the Internet.

So the next slide please. Some important lessons learned and I think this is what you've heard all along, the messaging, the communication is very important when you're helping people understand what the Internet is and what broadband is.

We've found that partnerships with trusted neighborhood institutions and that might be the housing authority, it might also be the Boys and Girls Club, the church, the library, another non-profit organization, working with those organizations and having trusted messengers is tremendously important.

You need to be where people are and I think all of the HUD audience understand that very well. And finally affordability which is of course what this webinar is all about. But there's no one recipe for how to approach this.

And if you'll show the next slide I'll talk a little bit about how the toolkit breaks down that problem. So we put this together really after looking at what some of the challenges were in the field.

The toolkits have chapters on program design and then for really critical elements we take a deeper dive into awareness and outreach, affordability, training curriculum, and content and then training planning and delivery.

And what you're seeing here is two of the pages in the toolkit. Next chapter, I mean sorry, next slide. Each chapter is organized in a way that makes it very easy to find the examples. They're organized by population, by barrier, by strategy.

They have additional resource links and also special how-tos on things like working with adult learners or as on this page making computer centers and computers more accessible to people with disabilities. Next slide.

At the back of the toolkit we've cross-referenced things so if you were working for example with farmers or small businessmen or veterans you could reference this index in the back to help you quickly locate something that might be relevant to your audience. Next slide.

And I'll just reiterate that these lessons learned have been tremendously important. The thing that we hear over and over and over again is that this is an intensive process that requires one on one relationships with people in the target audience.

And that taking that journey with your partners is by far the best way to do it. The toolkit is available freely. You can download it from the NTIA Web site and Karen has just put up the location, the address on the chat window.

You'll also have at the end of the presentation a list of resources and the presentation will be available if you didn't receive it by e-mail for download. So I think that's my last slide.

Yes, so let me introduce Gina Baxter a wonderful colleague who was managing a grant that we made to Connected Living which is an organization that works with seniors to help design accessible and useful computer tools and interfaces for them.

And she is going to tell you about the project that they did in upstate Illinois with a very diverse and interesting group of housing properties. So Gina I will turn it over to you.

Gina Baxter: Thank you Laura. Good afternoon everyone. Let's go through - I have a lot to cover and I want to make sure that I get all of it in there.

I know this is somewhat daunting to be - to all of a sudden to go into this world. I hear everybody talking about gigabytes and this and that and when it's not something you're used to, it's a foreign language.

And if that's how you're feeling, you can only imagine that from the viewpoint of a low income senior, of a low income family member, maybe not with use of the language.

So I show this to you so that you can see how many people - what the opportunity is. And we were specifically engaged with seniors. So you can see about 20 million seniors use the Internet and even that is a lower percentage.

Here's how we addressed our solution. What we wanted to do was demonstrate the most effective ways to get low income seniors and those with disabilities online. Create the jobs. Create the path to independence. That's so critical.

You all know that. The path to independence for each of these individuals regardless of their age, it doesn't always have to do with a job. Sometimes it just has to do with their own care, so education, social services, the financials, anything.

Also to strengthen the ties between senior housing and the neighborhoods. We all know how valuable your surrounding neighborhood to your housing authority is. It makes it a safe environment, it makes it a connected environment into the community within.

This is it in a nutshell. There may be some of our partners on listening on this call right now - we were involved you can see 23 affordable housing buildings, nine public housing authorities, five private, some had one, two buildings. A couple had three buildings each.

And so we were - regarding our specific partners for this program we encompassed about 700 miles across northern Illinois. And it was a group that was mixed race, mixed age, all the way across the board.

Our labor model, you know, everybody says oh that's great if I had staff. Oh that's great I'd love to do that if I had this if I had that. Well one of the things that we tried to do in this program is demonstrate.

This was truly a demonstration project. We said if this works, if this works, what if this, what if this. So we used all three. We used full-time training ambassadors working within each building.

We said if we put somebody in full-time and we do nothing but train, train, train, keep the doors open, what happens? And we looked at that. We also looked at part-time ambassador assistance.

People coming through and saying that they made the rounds throughout an entire housing authority. How did that work? Then by the end, we had trained so many people we said, you know what? If what we're doing is right, at the end everybody we're training should be able to train themselves.

And so we had volunteer trainers and those came from the housing authority buildings as well as from the neighborhoods. Here were the program requirements.

We had two different populations. One of the populations were the residents within our building, the housing authority buildings, the private buildings.

The other one, the other population was the neighborhoods that surrounded, the low income neighborhoods that surrounded the housing authority buildings.

And so you can see for the first one the building residents they had to attend at least 80% of the offered classes and pass a basic skills assessment. That's no small feat. We all know that many times within the housing authority these individuals have literacy issues.

They have confidence issues, they have social disabilities, all kinds of things happen. So that really was a requirement that they had to come to a class and they had to stick it and they had to learn it.

And then of course if they did, if they passed everything, we had a graduation. We gave them a free laptop and we subsidized their apartment level broadband until the end of the program.

For the people in the neighborhoods, what we did, they had to achieve the same skills but they had to come to us and say hey, you know what? I believe so much in this I just signed up for broadband on my own in my own home and then what we did is we provided a refurbished desktop computer.

Here's the program in a nutshell. People technology training programming, we already talked about the people part. Full-time, part-time ambassadors, also a call center that is available seven days a week to answer questions because of course they have questions.

The technology, we came in under the BTOP grant award and we came in and we put computer learning centers. You can see them, they're not high tech, they're just there. And they were in everything from a small almost a closet to a nice large room.

This is the second part of the technology. This is the secret soft as we like to say. This is the secure online tool. This is the Connected Living network. This is what we used to train. The online training tool you can see it.

Most interesting, there's nothing that scares anybody here. If somebody doesn't know how to use a computer, don't sit them down and say I'm going to show you an Excel spreadsheet. They'll run for the hills as you and I both would.

But if you say hey look at that little fun thing that looks like a game, and it's like wow I can do that. And then before you know it, they're doing the very same things you and I are. I'm trying to get to the next - there we go.

The training, 12 hours of classroom instruction provided over six to twelve weeks. We talk beginner, intermediate, and advanced classes. We also put in

workshops because if you're going to learn how to use a computer but don't know how to adapt it into your life, it's a difficult proposition.

So we're talking couponing, the language of texting, how to Facebook, things like that. And then of course there's programming. So many times, as Zach mentioned, so many times is why do I need to use the technology?

I have a phone, why do I need to use the technology I can write a letter. So we had to say, this is why. And we had 200 modules which we talked about different things in a group setting and said here, and then we'd show them on the screen using the Internet.

Hey here's the things that are on the Internet for you. That's all you have to do is learn how to do it. And so that became part of the value proposition for them. Here's the observed benefits to the housing authority.

Decreased operating budgets by eliminating staff duplication of efforts. One housing authority specifically ended up having over 70% of that site learn how to use a computer. They immediately dropped the amount of paper, copying, ink and all the other things that they were doing to the housing authority residents and in fact sending e-mails.

Hey the parking lot's going to be under construction. Hey we're showing a movie on Wednesday night. Hey, on and on and on. Built a strong sense of community. Less resident versus resident negative interaction because they began to know each other.

They sat in the lab and they talked and they laughed. You can see the wellness opportunities. You can see they stay busy. All of a sudden they weren't just bored in their apartments. They had something to do.

Higher mission value, they gained the technical skills. We hired people from there because we said, you know what? These are people looking for an opportunity and training and we gave them the training and we also provided them with the opportunity.

This is the ultimate focused approach. 32 jobs to Illinois - you can see how many unique users, graduates, new broadband subscribers.

How does it become sustainable? In obviously regains in revenues through increased efficiencies. You can own your own building Internet and then pass that along to your residents.

The outreach into the community, ultimately good outreach comes from this. PR, media opportunities, partners that have come in and want to do things in your building because you're contributing back to the neighborhood by teaching residents, neighborhood residents how to use it.

Obviously all the partners that you're used to working with. Area Agency on Aging things like that. What we learned, 50% never used a computer before. This is, and I believe Zach covered all this, no motivation, fear that it's too difficult, lack of access.

And then their areas of interest. I thought this was interesting, number one e-mails. Google searching, online games, on and on. There's my contact information if anybody would like to follow up and get a hold of me.

I'm certainly happy to have a discussion with you and help you walk through some things. Thank you so much Karen.

Karen Hanson: Thank you so much Gina. Now it's my pleasure to introduce John Lindamood and (Kam) from the Cambridge Housing Authority who are going to present their model of how they integrated broadband adoption program in their organization. So John and (Kam).

John Lindamood: Well good afternoon everyone. It's a pleasure to be a part of today's webinar and we hope to share some of what we learned here in Cambridge with you.

We're pressed for time but our goal today is to provide you with a snapshot of the broad-based work that we do on behalf of public housing residents in Cambridge and to accent the integral role our BTOP supported computer lab's play in delivering those services.

So I'm going to take you through a quick overview and the plan is to have (Kam) discuss a couple of the programs in a bit more detail as we get later on in the presentation. So first slide please.

So central to the CHA mission is really an just on providing all of our residents which at this point is roughly 10,000 people or 10% of the population of Cambridge with many opportunities to - that promote self-sufficiency.

It's really for a long time been our belief that housing assistance alone while it's vitally important is not in and of itself a long-term solution to generational poverty. As we like to say around here, it's not just about bricks and mortar but providing a platform for genuine success.

So as this slide depicts we work with an organizational mandate to help our residents to achieve economic mobility through a variety of educational supports and asset building. Next slide please.

So this mandate plays out in the Resident Services Department through what we call a continuum-of-care model which seeks to provide a broad spectrum of program supports from early childhood to adulthood and as indicated in this slide a number of these programs are conducted in house. Quite a few involve extensive partnerships with other agencies and many of them make use of our computer labs which serve for all intents and purposes as epicenters for a substantial portion of our service delivery.

It's worth noting here that our BTOP funding helped us considerably to upgrade these labs and as you'll see further on, to significantly augment many of the services that we've traditionally offered. Next slide please.

So we worked up this slide to visually depict the continuum of services we provide to our clients. The intent through the years has been to build a scaffolding of supports to cover different developmental phases of the life cycle and really define connections between the programs that will better support the personal and professional growth of our clients and help them ultimately, which is our central goal, to move up and out of public housing. Next please.

So a few key services for our adults. We don't have the time to go through all of these in any great detail but we've picked a few to accent here that utilize in varying capacities our computer labs and perhaps the one that's had the broadest impact for us in terms of numbers reached among residents is the second one, the Gateways Adult Basic Ed Program which provides ESOL, GED and basic literacy classes to our residents. Next slide.

So what's been the impact on the adult programs?

We have the addition of a new mobile computer lab that was at one particular site that had been traditionally underserved in Cambridge.

More open lab hours which has I think paid great dividends to us over the long haul and we've had numerous residents over the past several years utilizing those open lab hours.

And perhaps most importantly, upgraded equipment and software in all the labs which has allowed us to greatly expand our capacity to offer new computer programs, new technology and that ultimately I think leads to more efficient training, better teaching and we've been very pleased with our ability to offer that.

And lastly the literacy building activities for parents with their children. This has been a new development we've had over the past couple of years. We're very excited about where that's going and, you know, we hope to be able to expand that in the future.

So at this juncture I'm going to turn the presentation over to (Kam) who's going to talk a little bit about the youth development programs and provide a bit more detail as to how the computer labs have been used in those programs.

(Kam): Hello, everyone, this is (Kam) and next slide please.

So I'm going to talk about our children youth programs. Mostly about our two - the two programs on the bottom, the Work Force Youth Program and this (Way Ahead Initiative) which is part of the Work Force Program. But we do have Head Start Center's (unintelligible) program reading on computers with kids. It actually takes great advantage of our newly revitalized computer lab at one of our larger family developments. Next slide please.

So the Work Force Program I will talk very quickly about and then tell you a little bit about how the BTOP grant has really helped us in that way. It's a five-year comprehensive program that really focuses on successful post-secondary education options for our youth (unintelligible) and Cambridge public housing, either in the family development or in Section 8.

As you can see, we operate at four sites. We really recruit in eighth grade and we - at each of our sites there's about 45 to 50 students and we work with them all the way through 12th grade and we focus on these afternoon classes on life skills, employment skills and academic skills. And we provide - and we've been around. This is going to - in 2014 will be our 30th year that we've been running this program. It's been very successful across the board.

Part of our success is that we dedicate a lot of staff time - a lot of staff and their time to case managing at each site and working with parents and schools and students and employers throughout the city of Cambridge really trying to build a network of support for our students and about 90% of our youth successfully transition to a post-secondary education whether that's a two-year college, a four-year college or some sort of training program.

And we are about to launch - in order to help that success even further we're about to launch a match college savings accounts that help them in starting in 10th grade to save up to \$2,000 towards college. So next slide please.

Now we do a lot of this stuff in the classroom and by having BTOP help us we've really been able to bring this from paper and pencil to more of an online and digital programming. The addition of the third mobile lab was huge for us as that site had only three computers. That's the computers that they have to

share in a classroom and really limited our curriculum across off sites in order to provide college searches, career searches.

So we would do our career research and exploration through books and papers and the kids were - felt like they were in the Dark Ages but now we've really been able to use the State's portal which has a great career research and exploration program.

We have been able to (unintelligible) and tax preparation with our families at all of our sites online.

We are able to link in with the schools' Naviance accounts with our students and really look at the college and scholarship searches through that.

And we've been able to complement the high schools' move towards online course registration and online parent-teacher conference - I just lost my train of thought - parent-teacher conference registration by using our own computer lab at the different developments to get our students - get our families to be on board and to utilize those services. Next slide please.

One of our initiatives that we recently started was a career - a retail training program funded and run in collaboration with Gap Incorporated and you can see right there it's a very innovating program. This is - we're the third site in the country to be doing this and we really are training them to be ready for not only summer internships but long-term for years in retail but also just stronger career education and job education. Next slide please.

Again with the new computer labs, with the new software, with the new technology that we have in these labs we're able to incorporate stronger resume writing programs and job training programs for it that's way ahead.

We were able to get all our students on professional working email accounts. A lot of them had school accounts or accounts that they were - Facebook accounts, but they weren't really using regular email and we were able to really get them on par to that - up to that level where it's in the professional world it's really needed.

And one thing that has always been a struggle for young people and also our adults population is online job application and our new technologies were able to have students apply online for the Gap jobs as a practice but they really got to learn what the online job application process is like. Next slide please.

And so overall as we talked about, the BTOP funding was able to really ramp up our ability to provide literacy training to our parents and students to really bring our families on par with other families in the city of Cambridge to be able to use technology to affect their student's education.

We were able to expand our job readiness programming and college readiness programming for our high school youths, job training and job online application for adults, and really more open lab time in general for computer training which was lagging in our centers.

So with that I'm going to be conscious of time. Thank you, everyone. I'm turning it back to you guys.

Karen Hanson: Thank you so much and we have - we will be sharing the slides with everybody so you'll have - everyone who's in the audience will be able to get in touch with (John) and (Kam) and everybody who presented so thank you so much.

We now are going to have time for Q&A and I am very happy to share that - I know that we said the webinar was going to end at 3:30 but some of our presenters can stay on beyond that so we will go until 4 o'clock or at least another half an hour beyond the end time.

So if you have a question please hit star 1 and the Operator will let you ask your question.

But in the meantime I do have some questions that came in from the audience so I'm going to go ahead and ask those right now. So, and by the way, the presenters who are not speaking please mute your phone again.

Does HUD assist neighborhood network centers with operational funding?

Woman: Yes. If you're a public housing neighborhood network center, the answer would be yes. But you'd have to work with your PHA, your Executive Director and maybe even the Board to get permission to use the operating fund for that purpose but it is in the law that governs the operating fund so it is legally, you know, allowed. You can definitely use the operating fund for ongoing costs like, as I mentioned earlier, like staff salary, utilities, internet connection, the cost to, you know, to pay for internet connection and that kind of thing.

Karen Hanson: Great. Zach, we have some questions for you as well. I think it's a general question. I'm trying to find out what's the best way to sign up for some of these services. If a person wants this service and equipment is it available now? How do we direct tenants to get these services and devices? So maybe you can just recap that.

Zach Leverenz: Sure. So for an individual, I mean just one resident or even someone on the call today who wants to sign up for let's say one router or one plan, the best way to do that is either to call the 800 number which was in the slide deck or to go to the website, Connect2Compete.org and I'll just provide you with the 800 number very quickly. That's 1-877-848-2810 and that's the best way to sign up for an individual account.

If you go to the Connect2Compete.org website what you want to do and it's also in the deck is to go to Connect2Compete.org/HUD because as I mentioned, HUD is a pre-qualified partner and then regardless of your zip code you'll - as long as you're in coverage for Sprint or for Clear you'll be able to take advantage of that offer.

Now if you want to do a bulk adoption like we did with Lawrenceville and others that are in the pipeline, then the best option is just to reach out to me or my team, zach@everyoneon.org, and we'll work with you on a very kind of personal basis to figure out what is the best structure for you and how can you either just (unintelligible) and create within budget the right unit, you know, per unit opportunity for your residents.

Karen Hanson: Great and again a reminder, we will share the slides afterwards and there - everyone's email address is in there as well as all these contact numbers.

Before we go to the lines I wonder if we could possibly do the last polling question that we have just so that we can try to get as many of you to answer this before you sign off and then, again, we'll keep the phone lines open for another half an hour to get to all your questions but if we could just run quickly the last polling question right now.

So we really hope that you got a lot out of this today but we want to know if you would want more so after today's webinar what would you want some more information about, if anything? Implementing digital literacy programs, discount broadband options, finding partners in funding, having another open Q&A session or do you feel like this was enough for what your needs are?

Let's go ahead and see those results and then take a question.

Man: One more second for the percentage to go up.

Karen Hanson: Okay. We'll get the answer now. Okay, looks like there's still lots of interest so we'll take that into account and you will all be invited to whatever we do next.

So now, Operator, do we have any questions on the line?

Coordinator: We do have a couple questions in queue. Our first question comes from, I believe the name was (Vadia Draine). Your line is open.

(Vadia Draine): Hello everyone, this is (Vadia Draine). My question is, I was mainly interested in the literacy portion of it. I wanted to know how often once they enroll in this program or I enroll in this program, how often, how much time is necessary to be spent during the day or how many days a week, how many hours a day, what would that be like?

And I'm asking that question because I do GED prep courses here in my network center as well as after-school tutoring for my school age children all the way up to high school but I do know that I have some parents that want to have internet access at home at some point but they have no idea how to use the computer.

Karen Hanson: That's a great question so let's go to the resources slide just so folks can see that there are lots of resources available. We have links that we can provide to you. DigitalLearn.org is another site that we've mentioned today that has access to tutorials. It's a great question. I think maybe there's not one answer but let's see if Gina or Laura or Zach have some thoughts to offer at this point.

Gina Baxter: Yes, I have some thoughts. This is Gina. I think it really depends on what your audience is. I think if it's families, if it's adults, if it's young adults, middle aged or seniors. The seniors tend to need some repetition than just the regular - the middle-aged adult or the younger adult. The younger adult is a little bit more savvy. It also depends on what experience they have up until now so, for example, if they have some cell phone, smartphone kind of things and so they understand the concept or if they literally are starting from scratch.

So I'm not giving an exact answer Karen. You're exactly right, it really does depend. But those are the things that you probably should consider as you're looking, you know, is this a 4-hour endeavor or is this a 12-hour endeavor. Again that's going to depend on your audience.

Laura Breeden: This is Laura. I'd like to just add a couple of tips that we learned in putting the adoption toolkit together. One is that you need to make that first step very nonthreatening and really encourage people to experiment.

So people come with a lot of fear. They're afraid that they're stupid and they won't be able to learn or they're afraid that the computer is very expensive and that they are going to break it or destroy information if they touch it. And so I think early on you want to do something that's very hands on that lets people get a taste of what they could do on the internet and some of those things are

sites or other kinds of internet chats, looking up information that's of interest to them in the search engine.

But those initial experiences if they are rewarding to people in terms of helping them and seeing the potential of what the internet could be and also if it gets them over that, you know, I'm afraid to do this that those are the first steps to getting this to happen. And then depending on how far you would like people to go, I think you could, you know, you could do it in a few hours or you could do it in more than that over several weeks.

Karen Hanson: I would also add another idea. You can go to the Connect2Compete site and find training locations near where you live and potentially find other partner organizations that might be willing to work with you and your residents to deliver trainings. You can go to - on this page you can see there's a link to the Connect2America's communities map which will also take you to lists of locations where trainings have been offered.

So there are potentially some other ways that you can get support to have people come to your center to help people learn but it is time intensive, it depends on your audience as has been mentioned, but we encourage you to continue forward.

Can we take another question?

Coordinator: Our next question over the phone, no name was recorded so if you queued to ask a question please check your mute button. Your line is open.

Once again if you queued up your line is open. Please check your mute button. You may ask your question.

Karen Hanson: We may have lost them.

Coordinator: Our next question in queue then comes from Bob. Your line's open.

Bob Harootyan: Hi, this is Bob Harootyan, I'm with Senior Service America. We're a Department of Labor sub-grantee running a program that helps older people who are unemployed and low income get training and find unsubsidized employment.

And we also run a program called the Digital Inclusion Initiative using our program participants to be coaches for other seniors in the community. We've reached over 26,000 senior learners in 16 states.

A number of our learners as well as our participants don't live in public housing facilities and they're not in a zip code that would qualify under the FreedomPop categories. So we're wondering, how in the world can we also reach that other group of seniors who might not otherwise find a way to be qualified eligible for the program?

And we suggested in the past that like the school lunch program, if it were possible for C2C to coordinate with or link up with the SNAP program, the Supplemental Nutrition Assistance Program. There are about 2.8 million people age 60 and older who are eligible and qualified for the SNAP program. Is there any intention to try to expand in that regard?

Zach Leverenz: Yes. So this is Zach. And two answers.

First, what's really great and we didn't cover today because we were really focused on HUD and they're already prequalified but because you serve seniors and that's one of our core constituents in one of the shared groups that

we hope to serve through Connect2Compete, you can actually prequalify all the members of your own organization regardless of whether they're in public housing or in a nonqualified zip code.

What that requires is a simple registration process that's on our website. If you go to Connect2Compete.org and you click on the top toolbar there's a link called Become A Partner. You fill out just about six or seven questions, we'll verify that you're a nonprofit, that your mission is aligned and then we will send you essentially your own customized URL like Connect2Compete/HUD for your organization and then you can use that to sign up all your members who are in coverage regardless of what their zip code is.

Bob Harootyan: That is a great advantage and we're going to do that and that - and all nonprofits like us. It's a great advantage and we, for instance, this webinar has been extremely informative and we appreciate it.

In our program, the Senior Community Service Appointment Program, nationwide it serves less than 100,000 people so that's still a small number relative to the potential under the SNAP program and so we're looking beyond certainly our participants and we just hope that, again, for the ones who fall through the cracks despite all of the great components of finding and helping to get people enrolled in the program, if it wouldn't be possible somehow to use the SNAP eligibility as another avenue to help those who just don't, you know, have the opportunity to fit in any of those other categories.

Zach Leverenz: I think it's a great idea and with the, you know, the free reduced school lunch was kind of the first level of how to means test the eligibility program with the cable companies but now, you know, as we expand our offer I think it's time and we can definitely look at how other means tested eligibility criteria can be leveraged to not - we want to make it bigger.

That's our goal, is to make it streamlined, big and simple on eligibility, so if we can extend and expand eligibility opportunities based on some of these means tested criteria then we would absolutely be all about that.

Maybe we should set up a time afterwards to kind of discuss in more detail what you have in mind. But it also, you know, another piece of this is about how do we work then with our private sector partners to make sure that the validation piece is painless enough to use that kind of means test and criteria.

Bob Harootyan: Yes, that's true.

Zach Leverenz: You know, one of the things that we've heard back from a lot of practitioners in the field was that free reduced school lunch it was becoming - it was actually sending people away from the internet in a way that the rejection process was a long one, it was hard, it's actually a little embarrassing throughout the process so we want to make sure that we streamline that and make it painless but otherwise, yes, we're on board with that.

Bob Harootyan: Oh that's wonderful. Great. Very good.

Karen Hanson: Thank you so much for your question. We're still taking more questions and I have some from the chat box but I know that Dina and Zach, you were trading some comments back and forth. Do you want to - is there anything else that occurred to you that you'd like to share at this point?

Dina Lehmann-Kim: Yes. We were just - oh, go ahead, Zach, go ahead.

Zach Leverenz: No, no Dina, please.

Dina Lehmann-Kim: No, no I was just going to say that Zach raised a good point which was if a housing authority purchased routers for their - for the units, the residents would basically be getting free internet access through the offer that's made available through FreedomPop because they can get up to one gigabyte of data for free as long as they have the FreedomPop router. And so what - I had said that, you know, PHAs cannot pay for individual internet access but because they're purchasing the router and that is okay with capital funds, they're basically getting free internet access through that mechanism so it's actually a win-win.

Zach Leverenz: Yes and I'll just add that it's a great opportunity, you know, as we think about how important the training is and the relevancy is, one of the things often missing for folks who are making that hard decision about how to spend, you know, monthly resources on internet. Even if you just get a gig and I'll send through or hope that Karen you can, the kind of definition of one gig versus 12 gigs et cetera and what you can do practically with that.

, but that's a great way also to establish personal values if you get for life that free gig and there's no overage so you're protected and you can just really test it at one gig and then if the capital fund can help, you know, reduce the friction on the upfront cost for the routers per unit at \$50 per unit then you're really going a long way in getting folks on line even at one gig per month with no extra cost.

Karen Hanson: That's a great, great point. Do we have another question queued up?

Coordinator: (Patsy).

(Patsy): Yes.

Coordinator: You're queued up, go ahead.

(Patsy): Yes, if I've been found to be ineligible for the FreedomPop or the Sprint services, what can we do?

Zach Leverenz: If I understand you correctly, you mean you're not eligible because you're out of coverage meaning there's not infrastructure - there's not a Sprint or a Clear coverage in your area?

(Patsy): That's correct. There is not.

Zach Leverenz: Right. So this is kind of our soft underbelly at the moment. We are only able to offer these discounted offers where our partners have coverage at the moment. And so we know that there're really two types of digital devices, one that's happening where folks are in coverage but unable to adopt based on those barriers, and the second is where there's not even infrastructure. So I'm assuming you're in probably a more rural area and for that what we can - we don't address that specifically unfortunately in our program but what we do do is help them form policy on how to extend service, subsidized service, for those areas.

And then we also are always looking for new partners who are willing to work with us on internet service at the right kind of value, discounts, the right protections. So if you want to message us with the idea of who are the partners - who's delivering internet in your area and then we can help create a plan to address and work and outreach to them. We had a couple folks join our consortium here after the last webinar we did with NTIA with small, you know, local MSOs or, you know, internet service providers.

(Patsy): Okay, we have Charter and Verizon if that tells you anything.

Zach Leverenz: I'm sorry, who was the first one?

(Patsy): Charter is the internet and Verizon is the mobile phone.

Zach Leverenz: Okay, yes. So why don't we talk off line if you want to message me. We have some ongoing conversations with Verizon and I'm not sure about the first one but we're happy to think about a game plan to kind of outreach them but unfortunately at the moment we can only serve these discounts today where we have coverage. There are 60 million Americans who are in coverage by the way it's just that unfortunately - I'm from a rural area too and we get left out.

(Patsy): Okay, thank you.

Karen Hanson: I would also encourage folks as Zach alluded to try to contact - obviously work with Zach but also you might want to reach out to your providers that are in your area because I think the more the providers start hearing from you and from people who have access to a lot of folks who might be interested in these kind of programs, the more they may be motivated to start participating.

In fact we've started to hear that when we've done some of these webinars in the past some telecom providers have chimed in said, well how can we participate because we want to get our services out there? So I just encourage you to really start talking to those providers and see if they'll - see if they'd be willing to join these types of offers.

Zach Leverenz: Yes and we need your help to find those guys too in the right areas.

Karen Hanson: Exactly. Okay, we have a question here that I'd like to pose. So this may be a question for Dina. If computers are provided to each household do they then become their property or does the Housing Authority maintain ownership?

Dina Lehmann-Kim: Okay, so, a PHA cannot use, you know, the capital funds or the operating funds to buy computer equipment for individual units or residents. They can use the capital funds for the routers but not for the computers.

And so I would suggest if you have, you know, other sources of funding like I know some housing authorities have a nonprofit arm. They can maybe use those funds if they wanted to do something like that and then it would be up to the discretion I guess of the Housing Authority on whether that equipment would be considered the resident's or the Housing Authority's.

I mean I know of some Housing Authorities that have done give-away programs where, you know, after residents have achieved a certain milestone like they completed their GED or something like that they give them a computer which they've received from a local business that was getting rid of their computers. Things like that. So I think there're creative ways to go about it so you don't have to rely on necessarily on HUD funds.

Karen Hanson: And as you alluded to earlier, you can use the funds to set up a computer lab in your center.

Dina Lehmann-Kim: Exactly.

Karen Hanson: And then...

Dina Lehmann-Kim: Right. It's all about the center really. The only exception is the router which I found very interesting. I mean I cleared it with our legal team because

I was like, oh, I want to make sure, you know, it's okay. But as long as it's surrounding the computer lab then, yes, capital funds and operating funds can be used.

Karen Hanson: Great. Do we have any more questions from the audience?

Coordinator: There is another question from the phones, okay. (Ada).

(Vadia Draine): Hello everyone again. While I'm - during that last discussion my question was somewhat answered. I wanted to know how can I find out whether or not we qualified so but I found out - well I learned in listening that we cannot use those funds to purchase computers but we - is it called a Pop router? Is that the name I heard?

Zach Leverenz: Yes. It's actually called - the name of the company is FreedomPop but it's a home router. It's called a home hub router, the one that we've been talking about today. There's also a Sprint version of that which is more mobile. It's called a Sprint Overdrive. So there're two options for you.

(Vadia Draine): Okay.

Zach Leverenz: But both are routers.

(Vadia Draine): Okay. I have - I currently live in Mobile.

Zach Leverenz: Yes.

(Vadia Draine): And my network center's open Monday through Friday from 8:00 to 5:00 or 8:00 to 4:45 and I do GED programs in between those times Monday through Thursday mainly from 8:30 to 9:00. I was just wanting to know because I live,

well excuse me, I currently work in the network center for a multi-family affordable housing.

So I want to be able to figure out if and how I can best benefit the residents here. There are a lot of single moms who are putting their children through school but I hear every day in my GED, oh I need to, you know, many of them sadly cannot read so they are not even ready for what I do which is a GED program so they have some literacy issues which is I was mainly interested in that portion of it.

I would like to further talk to someone because I really and truly want to figure out how I can make this work for my residents and all it takes is for one on the property to be successful and that one will, you know, of course they will talk to let's say at least 15 to 20 people and if I can get another one out of that 15 to 20 that lives here on the property then I would feel as if the program can really take off.

It could be something that would be very, very beneficial and then perhaps the other apartment complexes within the community will hopefully decide to get on board with this.

Zach Leverenz: Yes. Well actually there're two things we can do and I'd love to talk with you off line about specific concepts, you know, where you are in mobile and how we can kind of link up on partners but essentially on the digital literacy side as you've heard earlier there's a kind of no - not one size fits all together but we either really understand it sounds more like it's job search, employment but also some literacy issues at this basic level. So we could at Connect2Compete think about who are partners in that area that could help on that specific kind of training piece.

And then, you know, if you can think about capital funds within your Public Housing Authority to get the multi-family housing to get the routers then you're going to - FreedomPop is going to have people who can test this or otherwise, you know, we can think about how to create some test opportunities through a router that just goes to the housing unit itself.

So once you message us off line we can get more specific about your particular case.

(Vadia Draine): Okay and this is zach@everyoneon.org?

Zach Leverenz: That's right.

(Vadia Draine): Great, I will do that. Thanks so much for your - for answering that question for me.

Karen Hanson: And Zach I was just reminded by a question that came in, we do have a list of all the zip codes that qualify for the FreedomPop offer that we will be able to share with everybody but - so we will include that in what we disseminate but I think...

Zach Leverenz: Right, but that's actually less relevant for I think most of the people on the call but we'll see, there's a big other category given that through their affiliation with HUD they're automatically qualified regardless of zip code for discounted offers.

Karen Hanson: But they might not necessarily still have...

Zach Leverenz: Being covered. I see what you mean, yes, yes, so the in-coverage zip codes (unintelligible).

Karen Hanson: Correct, correct. But as you've mentioned many times you're always trying to add more providers so folks should continue to check your website by adding their zip codes in to see what comes up. Is that right?

Zach Leverenz: Absolutely, and I think we'll probably - if we can get a, you know, list serve communication going as soon as we have anything new we'll blast everybody to make sure they're aware of the new offers.

Karen Hanson: Great. Let's just see if we have one more question from the audience.

Coordinator: We have a question from (Beverly).

(Beverly): Yes, I live in an area that's under the coverage for both of those companies but we're looking to provide free Wi-Fi or low-cost internet access to our residents. We have over 2000 residents of which I would guess that 35% to 40% of them are using the internet. We also have a computer center where we provide literacy training for our young children, preschoolers right up through our seniors.

My question is, is that one, I'd like to know where it is that I can find those HUD regulations that stipulate - that tell me about being able to use the capital funds for the computer center because any program that I get I'll have to present to my Executive Director and to the Board of Directors so I'd like to know what I'm talking about when I make a presentation.

Dina Lehmann-Kim: Sure. I can send - I think Karen is going to be assembling all of the questions and will send out all the answers so - to everybody who's been on, so I'll get the citation for you and then you can...

(Beverly): Well you can - actually the person that signed up for this webinar couldn't take it so I'm taking it in her place so you don't even have my address.

Dina Lehmann-Kim: Oh, okay. Well if you want to send me an email message.

(Beverly): Okay.

Dina Lehmann-Kim: Yes, my email is on the slide but I can tell you also.

(Beverly): What is it?

Dina Lehmann-Kim: It's D-I-N-A...

(Beverly): Oh I got it. I see it online.

Dina Lehmann-Kim: You see it, okay good. Excellent.

Karen Hanson: Anyone...

(Beverly): Okay, I'll send you that.

Karen Hanson: Yes, and to that point if anyone is listening in on somebody else's registration link and if they'd like to be added to the official list please do email me and I can make sure you get added to the registration list and that's khanson@NTIA.boc.gov.

Dina Lehmann-Kim: (Beverly), are you still on the phone?

(Beverly): Yes, I am.

Dina Lehmann-Kim: Well you were just talking about you were doing literacy training, can you talk to, I mean, can you tell us what you're doing because I think that also help answer (Ada)'s questions.

(Beverly): Well we offer classes and for our introduction to computers for people who are afraid of the computers and think they're going to break it, as well as some workforce development training for to build up the skills for some of our residents who can get a better job as well as our teens.

And then for our seniors who want to use a computer as entertainment. So I've gotten some really good information about where I can send my seniors so that they can have fun on it because most of them don't want to be bothered and they don't know why it's important that they become connected so that's my challenge, is getting them to be interested in being connected because most of them tell me, well I don't need that, you know, I got a telephone and my kid lives across the street and then they're afraid, so for all the reasons that were mentioned before.

Dina Lehmann-Kim: Yes, okay, thank you.

(Beverly): We offer those to them but one of the things that I find is that once our residents come through and they take some classes then they somehow or another they get a computer but they don't have access to the internet. So they get a computer, their children or someone gives them a computer or a laptop but then they can't afford the internet access.

Karen Hanson: Well that's exactly why we're hoping that you'll be able to get coverage through one of these discount offers that you've heard about today.

And to your earlier comment about getting people excited, we've found that some of our grantees were really successful when they were able to teach people how much money they could save by, you know, finding coupons online or even being able to talk long distance using voice over internet saves money on long distance calls and so some of the curriculum that was effective was really offering very practical how-to-save money types of tips and that you can find in the toolkit that we shared the link to earlier.

(Beverly): Well we've been working with - I've been investigating the possibility of being able to offer low-cost Wi-Fi to the multitude or many of our residents here and I've always come to roadblock for this reason or another and so I'd like to make a presentation to my Executive Board and be able to offer them some concrete information as well as that information from HUD.

Karen Hanson: Great. Well please keep us posted because we'd love to hear about those success stories.

Dina Lehmann-Kim: Yes, yes.

(Beverly): And so I will email you email address so you can get in touch with me because I'm not on your list.

Karen Hanson: Great.

Zach Leverenz: And if you need us to help too in the way that we present this option for low-cost internet for all the residents, let us know. We're happy to join in and talk to your leadership too.

(Beverly): Oh, you are. Well that's even better.

Zach Leverenz: Absolutely.

(Beverly): And this is, Zach, right?

Zach Leverenz: Yes, that's right.

(Beverly): Okay, well I'll send everybody my email so that we can keep it going. Great. I'm excited about this workshop - this webinar as a matter of fact and I'm glad that I had a chance to participate in it. It was very helpful, very helpful.

Karen Hanson: Great. So I think we're at about the hour time so I think we'll be closing off the Q&A right now but anyone who has questions that were posed during the webinar, we will be gathering those, collecting them and recirculating them so if it didn't get answered during this time we will still strive to get your answer out to everybody actually.

I really want to thank all of our presenters who did such a wonderful job in sharing all this great information and for the work that they do every day to help the communities in so many ways including helping them get access to the internet and to everything that that offers.

So on behalf of NTIA, thank you so much and Dina, would you like to say a few words?

Dina Lehmann-Kim: Yes, I just want to say, thank you so much to everybody who participated, all of the panelists and, of course, the audience. We're very encouraged to see how many people participated and we look forward to working with you in the future and thanks so much.

Karen Hanson: Have a great afternoon everybody.

(Beverly): Thank you.

Zach Leverenz: Excellent, thank you.

Dina Lehmann-Kim: Bye.

Coordinator: That completes today's conference. You may disconnect at this time.

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