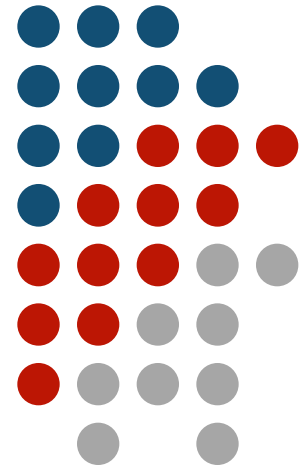


# Broadband Connectivity in Affordable Housing

May 3, 2016

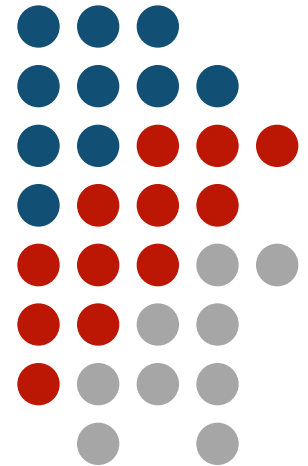
National Housing Conference



# Broadband Connectivity in Affordable Housing

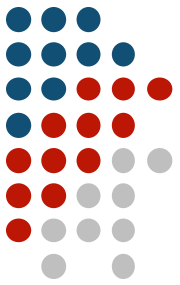
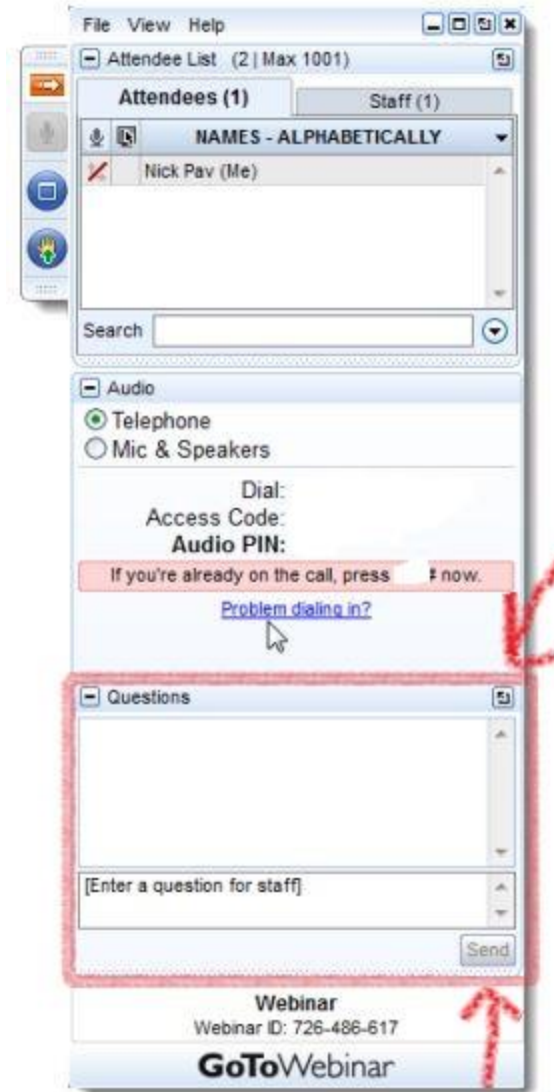
May 3, 2016

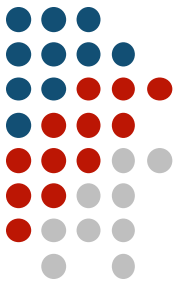
National Housing Conference



# Questions & technical details

- A link to view the presentation and download slides will be emailed to everyone who registered
- Ask us questions via the Questions box in your GoToWebinar module
- Use the Help menu or visit <http://support.citrixonline.com/> for support



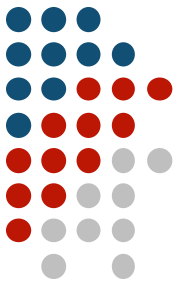


# Panelists

- Rebekah King, policy associate, *National Housing Conference*
- Mindy Ault, research associate, *National Housing Conference*
- Catherine Crago, head of strategic initiatives and resource development, *Austin Pathways*



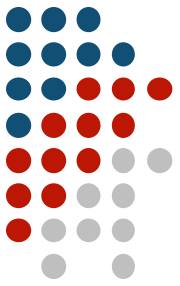
# Eden Housing's Cottonwood Place



- Opened in 2012 in Fremont, CA
- Mixed-use development combining housing and health care for low-income seniors
- 98 units
- Broadband Internet access is offered, free of charge, in every unit, along with a free modem.



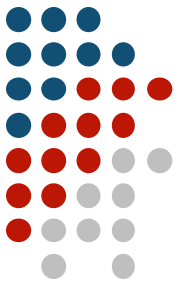
# Benefits of Internet Access for Seniors Are Becoming More Evident



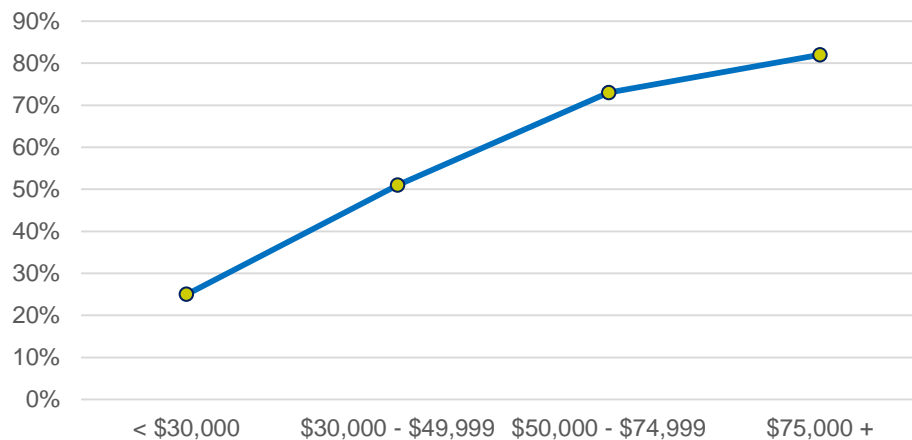
- Email and social media help combat social isolation.
- Internet connectivity can improve health care delivery.



# More Seniors Are Going Online, But the Numbers Decline with Income



Percentage of Seniors with Broadband Access at Home

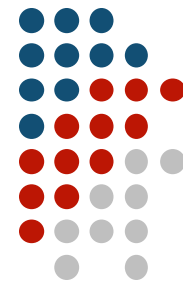


# 25%

of seniors with annual incomes under \$30,000 have in-home broadband access, compared to 82% of those with annual incomes over \$75,000.



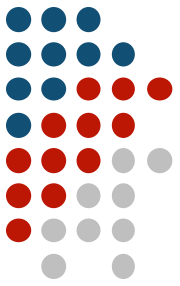
# Cottonwood Place Broadband Access: Funding



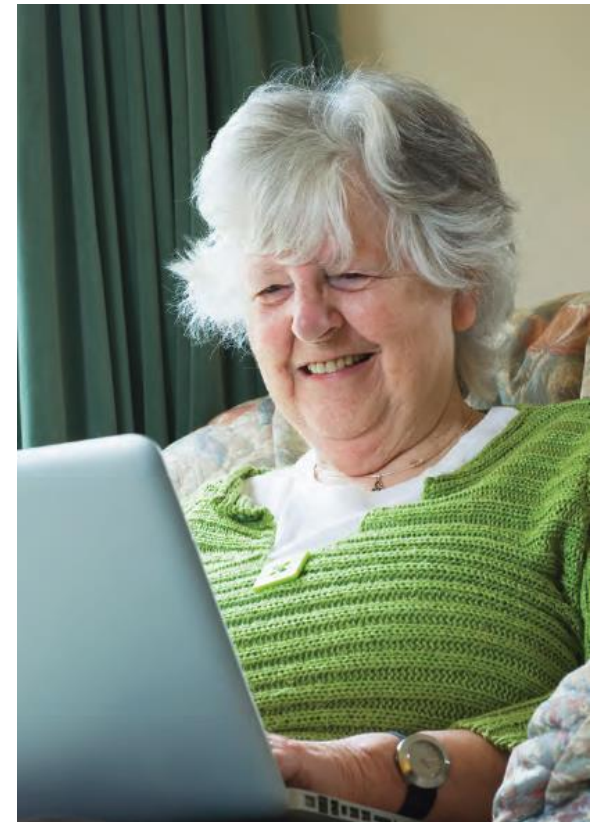
- Property-wide, cost for in-unit broadband access is \$190 per month.
- Initial property development funded through:
  - HUD 202 Supportive Housing for the Elderly Program
  - Low Income Housing Tax Credits (LIHTC)
- Ongoing support primarily from rental income from residents



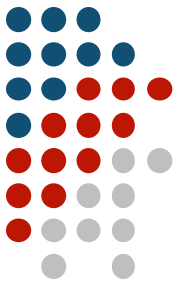
# Broadband Usage and Digital Literacy at Cottonwood Place



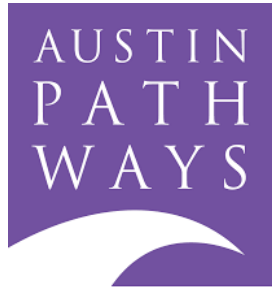
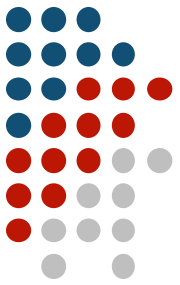
- An on-site computer lab provides computers for all residents.
- Eden Housing also offers low-cost options for residents to purchase their own devices, as well as digital literacy classes for all residents.
- About 95% of Cottonwood Place units have connected a device to the Internet with the free modems provided.
- About 70 to 70% of residents have a device of their own.



# Unlocking the Connection in Austin, Texas



# A Network of Collaborations and Partnerships



The road to success.

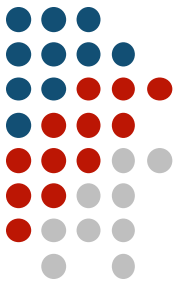


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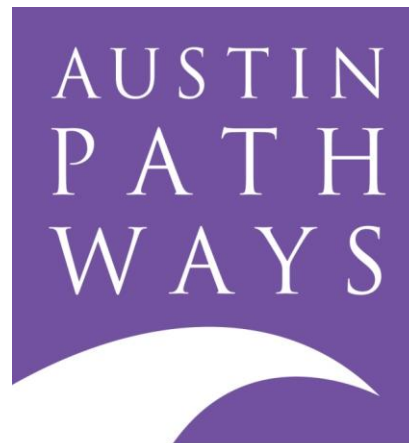
# Potential Benefits

- Internet-connected thermostat controls
- Internet-based devices for seniors or people with disabilities
- Web-based smartphone apps for social workers



# UNLOCKING THE CONNECTION

*Connecting Families to Opportunity*



The road to success.





## Launching the Connection

On November 20, 2014, HUD Secretary Julian Castro helped Austin Pathways and Google Fiber announce *Unlocking the Connection* as the nation's first digital inclusion initiative for public housing residents.





# 1,838 Public Housing Families

Over 4,300 individuals in the program

25% of households have at least one person employed

- \$14,000 average annual income

7.6 year average stay in the program

42% male / 58% female

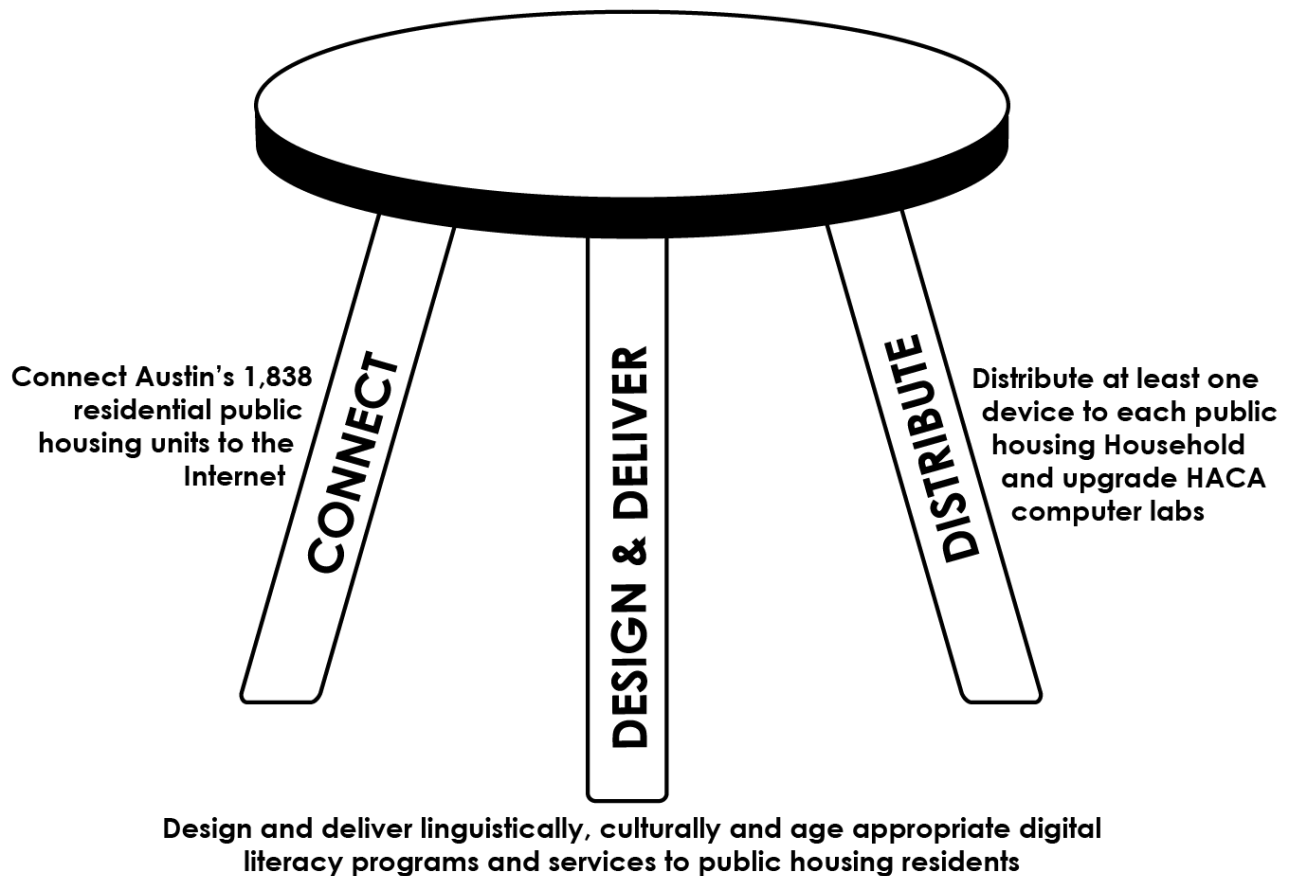
## Other Key Data

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48% Children

12% Elderly

31% Disabled  
Individuals



## **EVALUATE**

project progress and overall impact

*Unlocking the Connection* creates a three-legged stool where each leg complements the other to effectively create a solid foundation in technology and link youth and young adults living in public housing to opportunities through STEM education and training. Evaluation cuts across all program elements to ensure goals are met and best practices are documented.

# Internet Access for All Residents

- Strategic plan objective and Google Fiber partnership
- Barriers to adoption:
  - ▣ Choice between Internet and daily necessities
  - ▣ 10 to 15% of residents are “Internet poor”
  - ▣ Not relevant or don’t want to lose social capital
  - ▣ Internet is not safe; can hurt me
- Keys to Success
  - ▣ Willingness to experiment with outreach tactics
  - ▣ Facilitate a mix of long and short interactions



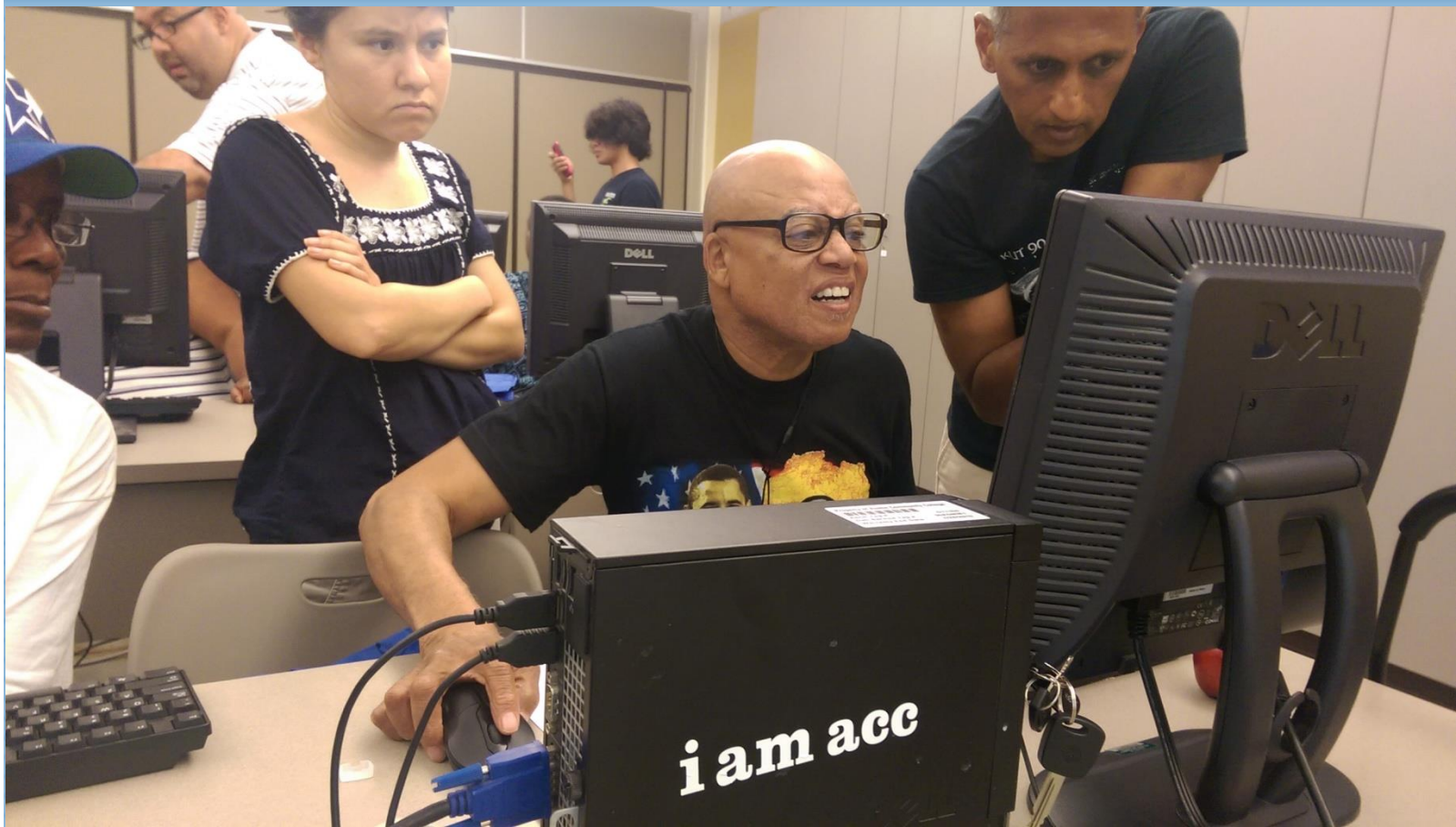
Human Connection is the Change Agent

Google fiber  
Austin

everyoneon

# A Continuum of Digital Literacy Programs

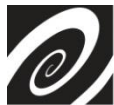
- HACA Demographics and Relevance of Digital Literacy
- Barriers to adoption
  - ▣ Range of outcome goals for different populations
  - ▣ Diversity of participant expectations, learning styles
  - ▣ Earned device know-how
- Keys to Success
  - ▣ Earn A Device program
  - ▣ Austin Free-Net customized learning for every resident
  - ▣ Digital Ambassadors program
  - ▣ Provide opportunities for residents to innovate. They will develop and share products and services that fill the gap in unpredictable ways.



Offering a continuum of digital literacy programs



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# It Takes a Village

- Leveraging what we already have
- Finding capable partners and creating synergy
- Personalize for the continuum, e.g. NCWIT and HUD, Microsoft Alliance partnership
- Keys to Success
  - ▣ Leverage what we already have
  - ▣ Ability and willingness to start small
  - ▣ Assess and reassess- partners work together differently depending on the environment – every property is different
  - ▣ Willingness to share successes and failures



# It Takes a Village



## FUNDING PARTNERS



## SERVICE PARTNERS



## EVALUATION PARTNER



# Thank You

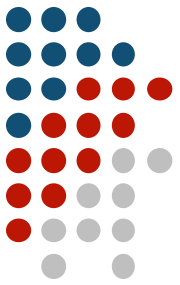


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Housing Authority of the City of Austin  
Austin Pathways

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# Thank You!



Contact us with more questions at:

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