



UTAH BROADBAND CENTER CONNECTING UTAH

UTAH NON PROFIT HOUSING CORPORATION DIGITAL ACCESS PLAN





Note: *This document is intended to serve as an organizational tool that supports each community/organization in capturing notes and developing its Digital Access Plan. Each community/organization should review the Utah Digital Access Planning Guidebook and reference it while drafting its plan.*





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EXECUTIVE SUMMARY

VISION

At UNPHC our goal is to create access to affordable or free internet, devices, and offer easily accessible modules for digital literacy trainings to all of our residents, through the most effective channels.

KEY BARRIERS

Financial

Devices

Knowledge



Our population are the residents of low-income housing, as such, and the surveys affirm this, the primary barrier is the cost of internet service. That being said, close to 75% are participating in the ACP program. While this helps, in certain households even that cost is a barrier. For the remaining 25% who are not using the ACP, 11% of those respondents do not want internet. The 11% are a combination of seniors who simply do not desire to access the internet for reasons ranging from fear of being taken advantage of, to not seeing a need for it, and severely mentally disabled individuals for whom internet is not a viable means of engagement. Our surveys tell us quite succinctly that there will be roughly 11% who simply do not, and will not want to be connected. The remaining 14% , roughly 350 households, are our target population for digital access.

Access to new and reliable devices, other than a phone, is a lesser barrier, but significant. Roughly 50% of our households have access to something other than a phone. The additional 50%, or roughly 1250 households are using phones or outdated technologies.

Roughly 37% of our residents responded that they would benefit from digital training. Of that 37% most were senior citizens over the age of the 70, with a smaller proportion coming from new immigrants.



<p>COVERED POPULATIONS</p>	<p>Low to Extremely Low income households. Families and individuals at or below 80% of the AMI of Utah, make up our populations.</p>	<p>Immigrants and Refugees.</p>	<p>Low income Senior Citizens.</p>	<p>Veterans</p>	<p>Disabled and HIV/AIDs persons</p>
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<p>GOALS</p>	<p>Connection to internet services in every household. Either free, or affordable to said household.</p>	<p>Access to reliable devices in each household. Either free, or affordable to said household.</p>	<p>Access to ongoing digital training as well as application of said training to increased earning possibilities, education, and access to resources.</p>	
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<p>KEY STRATEGIES</p>	<p>Partnering with the technology community, internet providers, and other interested parties to create the financial means to offer free or deeply reduced internet to all households. The ACP and other gov't entities playing a key role.</p>	<p>Partnering with the technology community, internet providers, and other interested parties to create the financial means to offer free or deeply reduced devices to all households. The ACP and other gov't entities playing a key role.</p>	<p>Creating in-house video modules, onsite events, and utilizing best practices in the world of digital literacy to assure channels of delivery are flowing and being utilized. Including assistance in signing up for the ACP</p>	
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1. **COMMUNITY OR ORGANIZATION PROFILE**

1.1. GENERAL COMMUNITY OR ORGANIZATION PROFILE

Utah Non Profit Housing Corporation has spent over 56 years building a strong and responsive company to assist local communities in addressing affordable housing. Both our development and management teams remain focused on the mission of Jerald Merrill and Carl Innnoway, two community leaders who in 1967 set forth “to improve the quality of life of their fellow citizens by providing decent, safe, affordable housing, focusing on very low- income individuals and families.” Today, UNPHC owns and operates a portfolio of more than 2,900 units of affordable housing, which serves those with average area median incomes of less than 45%, most of whom make less than just 18%. Our service population remains focused on families, elderly, disabled; individuals with special needs such as victims of domestic violence, mental illness, or HIV/Aids; and those needing transitional housing or who have been chronically homeless.

1.2. COVERED POPULATION PROFILE

We serve households with average area median incomes of less than 45%, most of whom make less than just 18%. Our service population remains focused on families, elderly, disabled; individuals with special needs such as victims of domestic violence, mental illness, or HIV/Aids; and those needing transitional housing or who have been chronically homeless.



2. **DIGITAL ACCESS VISION AND GOAL(S)**

2.1. VISION

At UNPHC our goal is to create access to affordable or free internet, devices, and offer easily accessible modules for digital literacy trainings to all of our residents, through the most effective channels.

2.2. GOALS AND OBJECTIVES

Connection to internet services in every household. Either free, or affordable to said household.

Access to reliable devices in each household. Either free, or affordable to said household.

Access to ongoing digital training as well as application of said training to increased earning possibilities, education, and access to resources.



3. CURRENT STATE OF DIGITAL ACCESS

3.1. DIGITAL INCLUSION ASSETS

3.1.1. Affordable High-Speed Internet Assets

Existing high-speed internet assets include all the programs and activities that relate to affordable internet access UNPHC currently performs or has performed in the past.

UNPHC EdX	<p>UNPHC EDx program is our flagship program to address the needs of digital equity via education, access creation, and community partnerships. To date we have distributed 1000 computers to residents for free, or deeply reduced prices.</p> <p>100 hot spots distributed</p> <p>Signed up over 1500 residents for free or deeply reduced internet</p> <p>Connected 1000 residents to the ACP program during and post Covid.</p> <p>3 Coding Bootcamps ages 18 to 65, with a 30% graduation rate.</p> <p>22 educational videos created and hosted on website and YouTube channel, addressing digital literacy and more.</p> <p>5 Comcast Lift Zones created and fully funded for properties, allowing high speed internet for free.</p> <p>Computer labs upgrade with Comcast partnership, and other partners. Every pretty site has a computer lab available to them.</p> <p>5 Chromebook roving labs for residents to check out a Chromebook for two weeks at a time.</p>



<p><i>Partnerships-</i></p> <p><i>Google Fiber</i></p> <p><i>Comcast</i></p> <p><i>Mobile Beacon</i></p> <p><i>Adobe</i></p> <p><i>Oracle</i></p> <p><i>3-form</i></p> <p><i>Alliance Community Services</i></p> <p><i>Atlas RTX</i></p> <p><i>Bottega</i></p> <p><i>Utah State University</i></p> <p><i>State Of Utah</i></p> <p><i>Salt Lake County Government</i></p> <p><i>Utah Partners For Health</i></p> <p><i>Utah Housing Coalition</i></p>	<p>During COVID we were able to get immediate information from the Utah State Health department in six different languages out quickly and efficiently because we had already laid the digital groundwork.</p>

1.1.2. Useful Device Assets

Existing useful device assets include all the programs and activities that relate to providing access to useful devices that UNPHC currently performs or has performed in the past.

Program Name	Description
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Comcast Lift Zone & Chromebook grant	We were able to offer 400 free chrome books to residents, upgrade existing computer labs, and create Lift Zones for our population.
Partnering Organizations and/or Programs	
Comcast Mobile Beacon	Mobile Beacon provides affordable connectivity through hot spots, and discounted devices.
Covered Population(s) Served	We serve households with average area median incomes of less than 45%, most of whom make less than just 18%. Our service population remains focused on families, elderly, disabled; individuals with special needs such as victims of domestic violence, mental illness, or HIV/Aids; and those needing transitional housing or who have been chronically homeless.

1.1.3. Skill-Building Tool Assets

Existing skill-building tool assets include all the programs and activities that relate to providing digital skills, trainings and tools that UNPHC currently performs or has performed in the past.

Program Name	Description
So as not to repeat, The UNPHC EdX program referenced in 3.1.1 answers these questions.	
Partnering Organizations and/or Programs	
Covered Population(s) Served	



1.2. EXISTING DIGITAL ACCESS PLANS

Our digital access plan is implemented through our UNPHC EdX program, the plan is committed to the following: Connection to internet services in every household. Either free, or affordable to said household. Access to reliable devices in each household. Either free, or affordable to said household. Access to ongoing digital training as well as application of said training to increased earning possibilities, education, and access to resources.

1.3. NEEDS ASSESSMENT

1.3.1. Digital Equity Barriers (Covered Populations)

Covered Population	Barrier(s)
We serve households with average area median incomes of less than 45%, most of whom make less than just 18%. Our service population remains focused on families, elderly, disabled; individuals with special needs such as victims of domestic violence, mental illness, or HIV/Aids; and those needing transitional housing or who have been chronically homeless.	<p>Lack of financial resources is by far the largest barrier to internet access and devices.</p> <p>Understanding how to access ACP is a barrier we continue to address with case managers assisting in the paperwork, and monthly educational modules for those without a case worker.</p> <p>A much lesser barrier is hesitancy to adapt to the technologies based on trust, or simply lack of desire to be connected to the internet.</p>
Assessment Data	Need(s)
Our population are the residents of low-income housing, as such, and the surveys affirm this, the primary barrier is the cost of internet service. That being said, close to 75% are participating in the ACP program. While this helps, in certain households even that cost is a barrier.	Deeper financial subsidies, and capacity for integration. Education Modules created to explore potential trust issues, and offering a robust discussion around the opportunities afforded by being connected.



1.1.2. Digital Equity Barriers (General Population)

Our population are the residents of low-income housing, as such, and the surveys affirm this, the primary barrier is the cost of internet service. That being said, close to 75% are participating in the ACP program. While this helps, in certain households even that cost is a barrier.

Access to new and reliable devices, other than a phone, is a lesser barrier, but significant. Roughly 50% of our households have access to something other than a phone. The additional 50% are using phones or outdated technologies.

Roughly 37% of our residents responded that they would benefit from digital training. Of that 37% most were senior citizens over the age of the 70, with a smaller proportion coming from new immigrants.



4. **IMPLEMENTATION PLAN**

4.1. PLANNED ACTIVITIES

Monthly onsite activities and events to assist in creating 100% ACP information delivery and assistance in signing up. These activities would also identify low or no cost internet services, low or no cost access to devices, and information on accessing digital literacy education.

Onsite events would take place in Lift Zones, and our comprehensive distribution of computer labs within our buildings.

In addition we would create media distributed on our delivery channels that addresses these same points. Our delivery channels are door to door flyers, onsite events, YouTube Channel, Monthly Newsletters delivered in hard copy on site and via email, text messaging, social media.

While we believe there will always be roughly 11% who will opt out of connectivity, we will create modules and outreach to educate around fraud issues, and point to the possible opportunities being connected would provide.

4.2. IMPLEMENTATION STRATEGIES

While 4.1 addresses much of this, we would also want to create a process of potentially subsidizing costs to the residents. This implementation would be along the lines of partnerships and grants, wherein we could offer fully subsidized devices and fully subsidized internet as part of our housing strategy. In addition, fundraising for development and distribution of the educational collateral. This would take greater fundraising strategies and partnerships.

4.2.1. Stakeholder Engagement Process

See 4.1

4.2.2. Program Evaluation and Assessment

Evaluation and Assessment would be delivered via the capture of information via our property management teams, and grant reporting. We would update and realign based on the percentage of coverage we increase to, assessing what strategies have the highest impact.

4.3. TIMELINE

It would all depend on funding, but our timeline would be relatively easy to implement once guarantees of funding were secured. The exception would be the digital literacy education and ongoing survey processes which are already implemented and an ongoing part of our housing strategy.

4.4. ESTIMATED IMPLEMENTATION COST



*as an affordable housing entity, it would violate our company policy to make provisions for some households and not others. In a perfect world we would find ways to offer all of our residents subsidized internet, thereby reducing one more cost bur

Table 1

DIGITAL ACCESS PLAN POTENTIAL COSTS		
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*INTERNET SUBSIDIES FOR 350 HOUSEHOLDS LACKING	350 households at \$40 monthly after ACP: \$168,000	\$168,000.00
Staff Development and Staff Delivery of Monthly education modules	50 hours monthly at \$35 per hour.	\$21,000.00
Monthly collateral production, software for education modules, printing, video production, software licensing.		\$8000.00
ANNUAL COST		\$197,000.00
ONE TIME COST		\$187,500, Chromebooks or similar approx \$150 per unit. 1250 Devices

den on struggling households. So, while our gap is roughly 925 households, the approach would need to be to the entire portfolio. The 925 households are those who have not yet accessed ACP, or have no interest. This number can fluctuate year to year.



5. **PLANNING PROCESS REPORT**

The planning team took several steps to determine the current state of digital access in UNPHC. The planning team included Ginger Tolman, Marci Milligan, Property Management Division heads. The activities performed include: Creating and executing a survey plan for 55 properties and 2500 households. Distributing and collection of hard copy surveys, door to door, Identifying translation needs, events to encourage surveys. Assistance with survey completion. Collection, integration, and assessing survey data. Reporting on data.

5.1. COLLABORATION AND STAKEHOLDER ENGAGEMENT

UNPHC created onsite events, new media, mailers, and door to door flyers for our residents in order to educate them on the purpose and timing of the surveys. We incentivized the survey taking and those distributing the surveys to ensure a higher rate of response. We dedicated a phone line, website portal, and email address for questions and conversations around it.

5.2. COORDINATION AND ALIGNMENT WITH INFRASTRUCTURE PLANNING EFFORTS

5.3. COORDINATION AND ALIGNMENT WITH OTHER DIGITAL INCLUSION EFFORTS

We participate with the Utah CC calls and information sharing, as well as working with our partners at Comcast, Google Fiber, and Mobile Beacon.

5.4. RESEARCH AND DATA FINDINGS

Our population are the residents of low-income housing, as such, and the surveys affirm this, the primary barrier is the cost of internet service. That being said, close to 75% are participating in the ACP program. While this helps, in certain households even that cost is a barrier.

We have found that approx 11% have no interest in connection, due to advanced age, or mental health barriers.

The remaining 14% are those who are without internet connections who would desire them, but even with ACP the cost remains out of reach.

Access to new and reliable devices, other than a phone, is a lesser barrier, but significant. Roughly 50% of our households have access to something other than a phone. The additional 50% are using phones or outdated technologies.

Roughly 37% of our residents responded that they would benefit from digital training. Of that 37% most were senior citizens over the age of the 70, with a smaller proportion coming from new immigrants.



