

Housing Plus: Services and Sustainable Communities



Today's presenters include:

Julie Brekke, PPL VP of Programs, Fundraising & Communications

Sarah Koschinska, PPL Program Director

Ken Nelson, Digital Divide Initiative

Amanda Herbst, PPL Program Manager

Dan Meyer, St. Louis Park Police

Joan Bennett, PPL Youth Coordinator

Martha Malinski, St. Catherine University



PPL North Minneapolis Housing Portfolio



- 124 units of housing - range of 4-plexes to 25 unit building in North Minneapolis
- Low income individuals and families and 14-unit Supportive Housing Project for men with criminal histories
- Supportive Housing partners – Emerge, St. Stephen's, The NetWork for Better Futures
- PPL provides free on-site support services & community building
- 3 community rooms

What is Digital Inclusion?



“Knowing how to read is no longer sufficient to be ‘literate’ in the 21st Century. Basic literacy must be supplemented with digital literacy.”

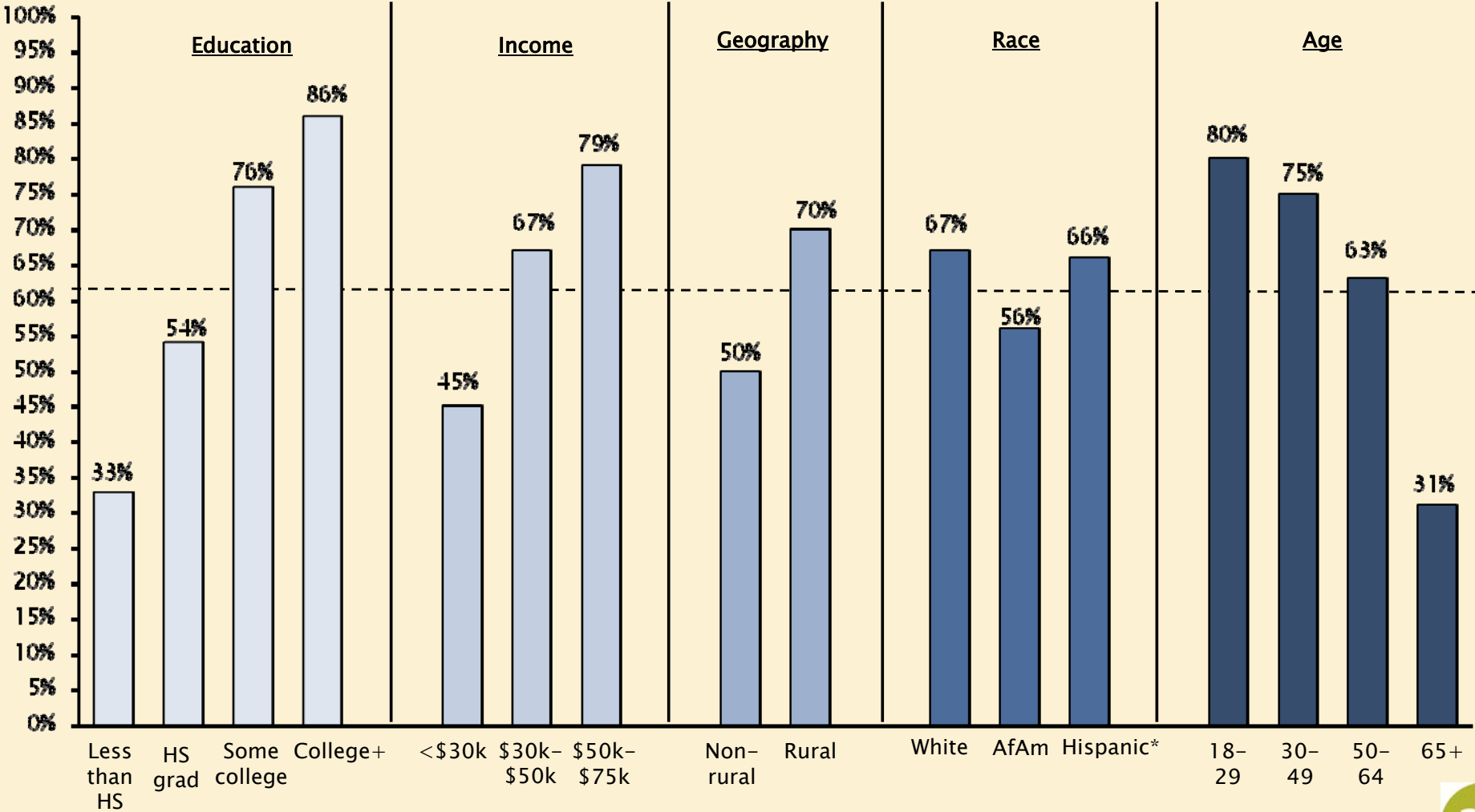
-FCC Commissioner Mignon L. Clyburn, America’s Broadband Summit March 9, 2010

- The Digital Divide refers to the gap between those who benefit from technology and those who do not.
- Digital Inclusion ensures all individuals can participate fully in the economic, education, civic and social activities of our community.

Doesn't Everyone Have the Internet?



% of American Adults



*Hispanics includes English speaking only
 Source: Pew Internet & American Life Project, Home Broadband Adoption, August 2010



Why it matters



- Job opportunities and career skills
- K-12 and post secondary education
- Health information
- Learning new things to improve and enrich life
- Government services
- Keeping up with news and information
- Connecting with what is happening in their communities

Program Overview: Digital Inclusion Initiatives and Partnerships



- Computer Labs in Community Rooms
Partners: U of M Broadband Access Project
- Integrating Technology into Service Delivery
Partners: CTEP AmeriCorps program
- Service Coordinator Staff with Laptops and Internet Cards
- Computers into Families Homes
Partners: Digital Divide Initiative & Geek Squad

PPL partnership with Digital Divide Initiative (DDI)



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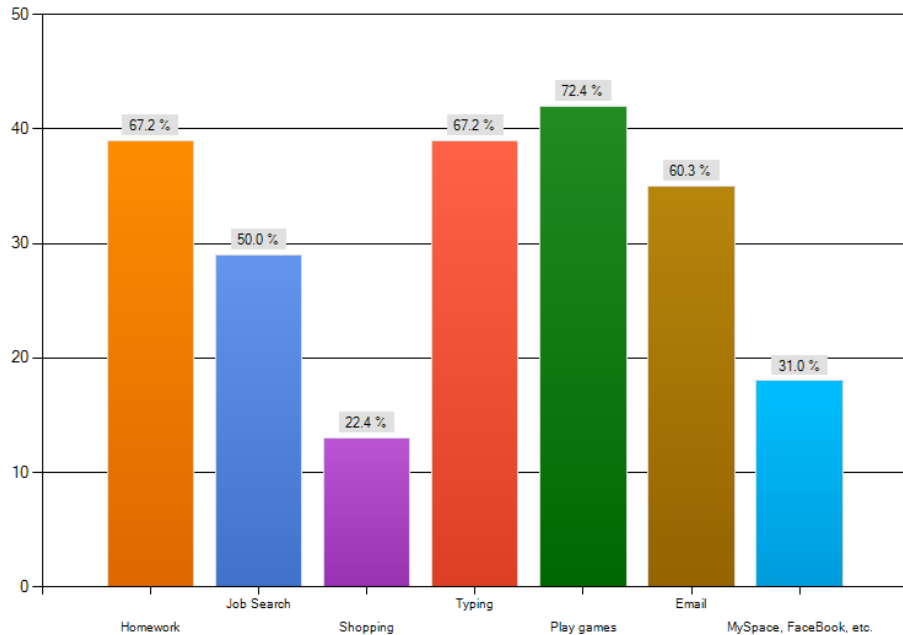


- Secure and refurbish high quality hardware
- Installs productivity and educational software
- Create training materials
- Coordinates Computer Upgrade Day
- Corporate involvement (IBM, General Mills)
- Curriculum Development (Digital Arts, STEM)

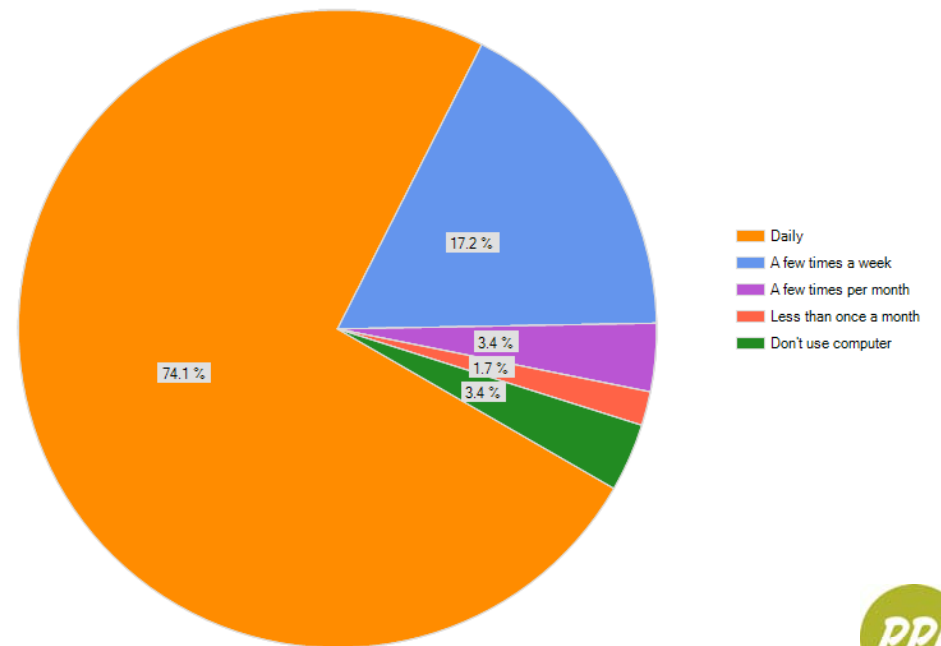
DDI Participant Follow-up Surveys



What types of activities do household members use the computer for?



How often does someone in your household use the computer you received?



Best Practices



Digital Inclusion strategies must include:

- Access
 - Hardware
 - Software
 - High-speed connectivity
- Basic Training in Computer Technology Skills
- Content that is Relevant to the End User

Best Practices



- Staffed computer labs- staff, AmeriCorps members, volunteers (bi-lingual if needed)
- Intake, rules and goal setting
- Value-added software – typing, education, links to helpful resources
- Internet safety training
- Investment by families – 4 hours of volunteering & required training in exchange for computer
- Real-time connection to information and informal teaching

PPL Louisiana Court Apartments St. Louis Park Housing Portfolio



- 128 units within 11 buildings of housing in St. Louis Park
- Low income individuals and families
- 20 units of Supportive Housing for formerly homeless individuals that have a Severe and Persistent Mental Illness (SPMI)
- PPL provides free on-site support services & community building
- 1 community room

Program Overview: Crime Reduction & Community Building



Weekly meeting with Police and partner agencies for past 10 years

- All partners give input on how best to resolve issues
- Negative police calls have decreased, while positive service calls have increased
- Moved from a high crime area with frequent calls to a maintenance stage

Weekly summer youth sports & activity program (May- August) for past 5 years

- Serves youth at Louisiana Court Apartments and surrounding neighborhood
- 40-75 youth participate per night
- 6-8 Police officers per summer
- Health & wellness and community building focus

Program Partners



- St. Louis Park Police Department
- Perspectives, Inc
- AmeriCorps member Community Builder (PPL)
- Perennial Management
- City of St. Louis Park
- St. Louis Park Parks & Recreation
- Nike Store (MOA)
- TexaTonka Neighborhood Association
- Vail Place
- Neighborhood families
- Community volunteers
- MicroGrants



Why it matters



- Reduction in crime
- Increase in education around Police functions
- Healthier more active youth and increase in parent involvement
- Police build positive relationships with parents and youth
- Build good will in the community so that when an incident occurs we can fall back to a solid foundation
- Connection to community and neighbors; lasting friendships that help bond a community
- Create leadership opportunities for Teens within the community

Why it matters



- Increase the use of the city parks by at risk youth
- Provide safe organized activities for kids
- Teach kids how to start and play organized sports in an effort to get them more active
- Police are trusted more and criminal information is shared
- Officers know the neighborhood leaders and key players in criminal activity

PPL & Police Partnership



- Police Meetings & Basketball Night
- Partnership increases intelligence, can give perspective on family issues and who is on leases
- Adults and youth are more willing to meet with officers
- Police are trusted more and criminal information is shared
- Can move quickly on any issues that might arise

Best Practices



- Share planning, tasks & costs with partner organizations
- Use of volunteers & donations
- Engaged staff and encourage participant input and involvement
- Remove barriers to accessing youth sports programming
- Use of existing community resources
- Frequency and consistency of partnership and programming
- Provide incentives for youth attendance (sports equipment, snacks, BBQ)
- High levels of communication between Police, Property Managers and Service Providers

PPL Saint Paul Housing Portfolio



- 120 units of housing throughout Saint Paul
- Park Crossing: 18-unit affordable housing community
- Low income individuals and families
- Majority recent Somali immigrant families
- PPL provides support services, youth development programming and family literacy programming
- 1 community room

Family Literacy Programming



“...To improve school out-comes for students, we must strengthen the culture of learning in the home and the community.”

-Jerome A. Stein, Ph. D, A Guide to Support the Work of the Neighborhood Educator

- Youth from Pre-K to 6th grade work one-to-one with a tutor/mentor from the greater community.
- Parents are matched with a mentor to work on an academic, professional or personal goal.
- Families receive take-home literacy activities, resource materials and books to encourage a climate of learning in the home.

PPL Partners in Saint Paul



- St. Catherine University
- Macalester College
- Hamline University
- University of St. Thomas
- University of Minnesota College of Education & Human Development
- U of M Office Community Service-Learning Office
- U of M Extension (Master Gardeners & Simply Good Eating)
- Saint Paul Public School Foundation



St. Catherine University Partnership



- Relationship cultivated gradually and with intention
- Began with short term projects that provided opportunities for residents outside of scope of core programming
- SCU provides 15 work study students that expand the capacity of core programming
- Experience of St. Catherine University's Center of Work and Learning

Best Practices



- Mission connections between partner institutions
- Begin with a defined structure, but remain open to new opportunities for both partners
- Need for adaptability
 - Programming schedule
 - Service-learning Course volunteers expand resources offered to residents
 - Course requirements adjust to needs of residents

Best Practices



- Multiple connections/relationship within each partner organization
- View volunteers as potential long-term assets

Policy Recommendations



To help build sustainable communities, the Housing Plus session recommends the Governor-elect support the following policy priorities related to our presentation today:

Policy Recommendations



- 1. Continue to support NITA's (National Telecommunications and Information Administration) national and statewide initiatives through the Broadband Technology Opportunities Program (BTOP), emphasizing sustainable broadband adoption.**

These programs provide access and instruction to low-income populations where broadband technology traditionally has been underutilized, strengthening our community in many ways, including:

- access to online job applications
- job training to the unemployed or under-employed
- access important public benefits programs online
- access citizenship programs online
- help school children access the materials they need to learn
- support parent engagement in their children's education through parent portals

Policy Recommendations



- 2. Help raise sustainable funding streams as well as the visibility of cross-sector partnerships which are an essential ingredient to sustainable communities.**

Focused and funded cross-sector partnerships utilize organizational strategies that support the systematic use of community engagement in addressing community issues, regularly resulting in increased sense of community, tolerance of diversity, public safety and more.

Policy Recommendations



- 3. The path to Minnesota's future prosperity begins with the well-being of all our children. Prioritize funding for early childhood, family education programs and quality afterschool programs that help prepare vulnerable populations for success in school and success in life.**

Effective, proven programs grounded in research-based best practices exist across the state and need sustainable revenue streams.

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PPL and our presenting partners

Thank you!

