



Manchester Community Technologies Final Report for The California Emerging Technology Fund May 2017

Name of Executive Director: Revlyn L. Williams, Ph.D.
Name of Project Manager: Revlyn L. Williams, Ph.D.
Manager Phone Number: 323.592.1089
Manager Email: rlwilliams@mctorg.com
Name of Project: Virtual Community Wellness Broadband at Home Project
Grant Number: 020114MCT
State Date: February 2014 **End Date:** May 2017

I. Financial Summary

| | |
|--|-----------|
| Total Project Budget Spent: | \$105,058 |
| CETF Grant Amount: | \$60,000 |
| Number of First-Time Adoptions Achieved: | 262 |
| Percentage of Match Funds Raised against Goal (\$130,000): | 37% |
| Cost Per Unit of Outcomes (\$105,058/262): | \$400 |

II. Project Description, Goals and Objectives, and Outcomes

Project Description

The purpose of the CETF grant was to provide partial funding for the Virtual Community Wellness Broadband at Home project. Manchester Community Technologies (MCT) was to: (1) install wireless networks and connecting residential units at two senior citizen housing complexes of 100 units; (2) provide Digital Literacy classes to 300 participants; and (3) conduct Telehealth orientations to 360 participants with the ultimate goal of facilitating 600 first-time Internet subscriptions to high-speed Internet at home.

Goals and Objectives Summary

Not all goals and objectives were completed. MCT exceeded, however, in the telehealth component of the program to reach 100% implementation of a community wellness program encompassing the number of wellness participants, telehealth consultations, distribution of telehealth literature and the collection of electronic health records. MCT exceeded by 200% the PSA Campaign by promoting telehealth as a public service on KTYM Gospel-1460 in Inglewood and RMC, both local radio stations in Los Angeles. These outlets had a collective audience of over 40,000. A YouTube video on the benefits on Telehealth was developed and posted online. Telehealth workshops were offered at three senior center locations at Encanto Court, Osage Senior Villas and Hoover Senior Apartments.

One senior living apartment building and one low-income housing complex were provided with Internet connections. A total of 160 low-income residents were first-time adopters at West Park Apartments. The Encanto Court installation served only common areas of the facility—MCT was unable to complete the

installation in the tenant units due to a change in management at the facility. Unfortunately, we missed our goal of 200 resident adoptions by providing connectivity at both building locations. However, MCT was able to facilitate 262 new subscriptions to the Internet through the Mobile Citizen offer.

Project Outcomes Summary

| Outcome Description | Actual | Goal | Percent Completed |
|---|---------------|-------------|--------------------------|
| Number of first-time subscribers | 262 | 600 | 30% |
| Number of participants completing Digital Literacy Training | 300 | 300 | 100% |
| Number of participants completing telehealth orientations | 360 | 360 | 100% |

III. Accomplishments and Challenges

Summary of Accomplishments and Impacts of Project

One of the most positive results from this grant was providing hotspot devices to group homes serving the re-entry population. These individuals valued the ability to connect and re-engage back into society. Broadband connectivity afforded residents the opportunity to perform several online tasks including job search, pursue educational opportunities, as well as engage in social media.

Assessment of Outcomes Achieved in Comparison to Grant Agreement

The program had a number of significant achievements in the training and certifying eight (8) medical assistants on the University of California Davis telehealth platform in association with the California Telehealth Network. Moreover, senior citizen participants were deeply engaged in the learning process and had a true appreciation of the benefits of broadband connectivity with respect to health and wellness. A large portion of the training was targeted to senior citizen residents at Encanto Court. Telehealth demonstrations were also hosted at Osage Senior Apartments and individual telehealth workshops were conducted at MCT offices, in addition to the monthly telehealth demonstrations made at the cancer support group locations.

Delineation of Deliverables and outcomes Not Achieved and Explanation

The program did not achieve all its goals and, specifically, fell short with respect to the number of first-time subscriptions.

Discussion of Other Positive Results from Project

A major output of this project has been the ability to bring the knowledge of telehealth to the senior citizen population and to the community at-large. Senior citizens in urban communities have the largest instances of chronic conditions (i.e. diabetes, hypertension, etc.) and are the prime candidates in need of telehealth benefits on a day-to-day basis.

Impacts of the Project

MCT believes this project made an impact within its community. Residents were aware that they could visit our location to learn about many aspects of technology, including telehealth, digital literacy, and basic advice on low-cost offers and/or types of carrier services available.

Overview of Major Challenges to Achieving Planning Results

Identify Major Challenges to Successful Implementation

At the beginning of the grant MCT had a project manager and a part-time coordinator assigned to perform all of the necessary components of the grant. After several months into the grant, the project manager accepted other employment.

Discuss Efforts to Address Challenges and Resolve Problems

The inability to replace the project manager, the lack of certain necessary in-kind components not being realized, along with financial challenges prevented moving forward on certain components as required by the grant.

IV. Lessons and Recommendations

Summary of Lessons Learned

Lesson 1: Identify the needs of the students. With the senior citizen population MCT found that participants required a significant amount of one-on-one time and effort, often requiring the instructor to extend the class an additional hour or more.

Lesson 2: Understand what appeals to special niche markets. The target population was first-time adopters. Once identified, MCT found many individuals gave a myriad of reasons why they had not adopted broadband connectivity. Beyond cost-considerations and overall lack of computer knowledge, those individuals did not have an interest in adopting Internet at home. Nevertheless, everyone MCT encountered had a cellular phone which offered some form of online connectivity.

Lesson 3: Shared knowledge of the grant reporting process is vitally important. Due to the complexity of the CETF reporting and requirements, any change in personnel makes this process difficult to learn in midstream.

Summary of Recommendations

Recommendations for Expanding the Project in Region or Scaling Up Statewide

Recommendation 1: Explore innovative technologies and niche marketing to encourage those individuals to adopt Broadband through social engagement.

Recommendations to Close the Digital Divide Based On Your Experience

Recommendation 1: Continue the collective effort by all stakeholders to provide sufficient incentives and to remove cost, educational and/or access impediments to bring the last segment of the population online.

Recommendations to CETF Regarding Grants Management

Recommendation 1: Simplification of the reporting processes.

V. Grant Agreement Requirements

Purchased Equipment

Not Applicable.

Unspent CETF Grant Fund

All of the CETF grant funds were expended.