

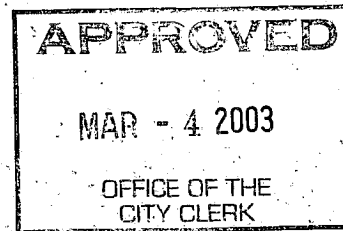


**Sacramento
Housing &
Redevelopment
Agency**

February 19, 2003

5.1

City Council
Sacramento, California



Honorable Members in Session:

**SUBJECT: IMPLEMENTATION OF "THE BEEHIVE - SACRAMENTO REGION" - AN
ONLINE COMMUNITY RESOURCE CONNECTION**

LOCATION & COUNCIL DISTRICT - Citywide with south area focus

RECOMMENDATION

Staff recommends adoption of the attached resolution which authorizes the Executive Director or her designee to execute a contract with the Community Services Planning Council for the implementation of an electronic community resource connection known as The Beehive - Sacramento Region.

CONTACT PERSONS

Leslie Fritzsche, Management Analyst, 440-1301
Cassandra Jennings, Deputy Director, 440-1347

SUMMARY

This report recommends authority to enter into a contract with Community Services Planning Council for the delivery of The Beehive - Sacramento Region, an internet based information system. The \$196,000 contract would be funded from HUD's Economic Development Initiative funds previously received by the Agency.

COMMISSION ACTION

At its meeting February 19, 2003, the Sacramento Housing and Redevelopment Commission adopted a motion recommending approval of the attached resolutions. The votes were as follows:

- AYES: Amundson, Burns, Burruss, Castello, Faust, Harland, Hoag, Piatkowski, Simon
- NOES: None
- ABSENT: McCarty

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BACKGROUND

In 1995, the Sacramento Region initiated a public-private collaborative process to develop a set of strategies to improve both the regional economy and the quality of life. The budget for this effort was provided by the U.S. Economic Development Administration, the James Irvine Foundation, AT&T Wireless, Hewlett-Packard, and the Sacramento Housing and Redevelopment Agency. This process involved business leaders and community members who formed teams around issues identified in the initial visioning and research phases. At a Regional Economic Summit, which occurred in 1998, seven initiatives were proposed for implementation by Valley Vision/Regional Action Partnership, in cooperation with the Sacramento Metropolitan Chamber of Commerce and SHRA.

Two of the seven initiatives, the Shared Work Center Initiative and the Home-Based Telecommuting Initiative emerged as opportunities to use telecommunications networks to improve access to work, services, and markets. As phrased by the working committee for Shared Work Initiative: "The project is intended to satisfy multiple goals of reducing traffic congestion and air pollution, reducing commute time ...and creating a community asset that can link businesses, the labor force, residents, schools, community resource, increasing the capacity of the community and the current and future labor force to take advantage of the opportunities presented by technology."

For the past two years, the Shared Work Center Committee has been researching the concept and identifying potential funding opportunities. SHRA was successful in obtaining a \$196,000 Economic Development Initiative Grant through the U.S. Department of Housing and Urban Development with the support of Congressman Robert Matsui. We received the funding in the Spring of 2001. In addition, California Department of Transportation (CalTrans) established a pilot program in 2000 to assist local governments in responding to the critical transportation needs facing them as they meet the challenge of a growing and changing populace, increasing demands on natural resources and maintaining a vibrant economy. The program, entitled Community Based Transportation Planning Demonstration Program, offered city and county entities the opportunity to apply for funds to plan creative solutions to the ever-increasing transportation challenges they face.

In October 2000, SHRA along with Valley Vision/Regional Action Partnership applied for \$238,400 in funding for a project entitled "Planning Smart Community Access Centers" which followed the tenets of the early Valley Vision/RAP initiatives. Notice of a reduced award amount of \$212,000 was made in May 2001. Since that time, staff has been working on a revised scope of work and developing specific implementation steps. The CalTrans funding could only be used for planning activities, while the EDI grant funds is available for project implementation.

SHRA contracted with Valley Vision to serve as Project Manager for the planning phase of this project. Through the efforts of Valley Vision Vice-President, Karen Baker, the project followed a

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planning process that guided the staff and Steering Committee (composition of the Steering Committee is included as Attachment I) to identify unmet needs, clarify priorities, explore best practices and recommend a specific fundable solution. By doing so the team learned that the Florin Road community had a critical gap in their access to information about the range of local services including employment, childcare availability, financial services and transportation. Residents, business owners, and nonprofit agencies lacked the ability to efficiently access this information. The Committee realized that the Internet could provide access to this information, but that no single entity had collated the information for the Sacramento community – let alone the Florin Road neighborhood. By creating a regional web portal, an information source would be available to serve as a self-help tool for all Sacramento residents and business owners. This model has been used in a number of cities such as Chicago where the “Community Resource Quick Finder” helps people find resources specific to their needs and Portland’s locator tool for home-based child care center. The San Francisco Housing Authority’s has developed a suite of on-line tools for residents of particular housing developments to access a community calendar, job board and newsletter.

The Steering Committee carefully considered this option and decided to proceed with implementation in conjunction with the Community Services Planning Council (CSPC). CSPC was selected as a natural partner since their key business is the provision of information on available services in the Sacramento area and they have a successful track record dating back to 1939. CSPC has taken a leadership role in regional health and human services planning, coordination and advocacy.

Valley Vision staff held five community forums in the Florin area and contracted with Meta Research to conduct a telephone survey to determine the viability of the concept and to assist in identifying program elements. Among the results of the survey were the following:

- 65% of respondents have used the Internet.
- 48% of respondents use the Internet at least once a week.
- 59% of respondents, including those who have never used a computer, were interested in using a Web-based service to access information about local community resources and activities.
- 55% of respondents have a computer with Internet access at home
- 86% of those interviewed had never heard of InfoLine Sacramento

These results reinforced what we learned from the community forums while the lack of computer access was a barrier to a significant number of people in the community some people had such access; however many people did not know where or how to learn about local resources that could benefit them. Further, interest in the community resources connection project is strong, especially among those who use or are willing to use computers. The community’s lack of knowledge of InfoLine Sacramento highlighted the importance of promoting not only that telephone service but also the community resource connection website.

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CSPC, along with an implementation team (composition of this team is included as Attachment I), circulated a Request for Proposals to five firms that had experience in developing internet based community resource systems. One Economy Corporation was selected as the recommended provider. This firm was founded in July 2000, with a mission of maximizing the potential of technology to help low-income people improve their quality of life and become part of the economic mainstream. The One Economy staff brings over twenty years of experience working with public and private sector organizations to help low income people. Background on the company is included in Attachment II.

One Economy's website –www.thebeehive.org – is a virtual support network for people to help themselves; low-income people can use the site to access financial services, homeownership opportunities, educational resources, jobs, government services, even help children with homework. In addition to providing comprehensive web content, One Economy works with partners to bring computers into the home in order to foster a culture of technology use. They also work on building "Digital Communities" which concentrate on a three-part strategy of access, content, and culture to learn what works best to help low-income families use technology.

One Economy has successfully built nine local "beehives" for cities including Portland, Washington, D.C., Chicago, Brooklyn, Cleveland and San Francisco. Their partnerships in these efforts include Cisco, AOL Time Warner, Ford Foundation, and Hewlett Packard. In Sacramento, they would be under contract with CSPC to build a Sacramento "Beehive". Currently the name selected for the system is The Beehive – Sacramento Region ("The Beehive").

The Beehive would be customized for Sacramento, with a particular focus on the south area. Its five key areas (money, health, jobs, school, and family) will contain generalized content, such as how to open a checking account, as well as localized information such as listing of local banks, child care providers, local government services, etc; A sample "web page" is included as Attachment III. The information will be provided both in English and Spanish. A third language such as Hmong is currently being explored. If approved, work on site content will begin immediately. Content managers will be solicited for each program area. For example, SETA may be a natural partner to serve as a content manager for the employment area of the site. We anticipate that The Beehive can be developed and in operation by the fall of 2003. A detailed project plan is included as Attachment IV.

Once The Beehive is in operation, a marketing campaign will be conducted with outreach to residents, businesses, and service providers. Specific training workshops will be held in the neighborhood and with key organizations, government agencies and business chambers. A proposed budget for the implementation of The Beehive – Sacramento Region is attached as Attachment V. Responsibility for ongoing operational costs will be assumed by the Community Services Planning Council.

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Though not included in the initial budget, CSPC and SHRA staff will continue to work on adding additional components to enhance the effectiveness of The Beehive. Two particular components featured by One Economy are a low-interest computer purchase program, and a youth program which utilizes local youth to serve as mentors to teach residents how to access the "Beehive" system and to gain computer literacy. Funding for these program enhancements is currently being pursued.

FINANCIAL CONSIDERATIONS

The award of this contract will have no financial impact to the Agency as all implementation funds are from the previously awarded HUD Economic Development Initiative grant.

POLICY CONSIDERATIONS

This project supports the Agency goal of creating sustainable communities by providing a self-help tool for residents and businesses to better connect them to local services and information to assist them in making informed decisions.


ENVIRONMENTAL REVIEW

The proposed activity, funding of a public service, does not constitute a project nor a federal undertaking, and is therefore exempt from further environmental review pursuant to California Environmental Quality Act, Guidelines Section 15378(b)(4) and the National Environmental Policy Act, Code of Federal Regulations Section 58.34(a)(4).

M/WBE CONSIDERATIONS

M/WBE considerations will be applied when required by the federal EDI grant.

Respectfully submitted,


ANNE M. MOORE
Executive Director

Transmittal approved,



ROBERT P. THOMAS
City Manager

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STEERING COMMITTEE MEMBERS

Tom Bhe, Engineering Technical Principal, Aerojet
 Larry Carr, Executive Director, Florin Road Partnership
 Katherine Eastham, Associate Transportation Planner, CalTrans
 Aileen Foley, District Director, City Councilmember Bonnie Pannell
 Walter Grubbs, Vice President, Human Resources, Vision Services Plan
 Lyla Hanson, Chief of Staff, Supervisor Illa Collin
 Brice Harris, Chancellor, Los Rios Community College District
 Helen Hewitt, Administrative Assistant to City Councilmember Lauren R. Hammond
 Cassandra Jennings, Deputy Executive Director, SHRA
 George de la Mor, Executive Director, MAAP
 Barbara O'Connor, Director, Institute for the Study of Politics and Media
 California State University, Sacramento
 Jeffrey Pulverman, Chief, Office of Regional Planning, CalTrans
 Richard Shaw, President, Sacramento Black Chamber of Commerce
 Brian Tippens, NSSO Solutions Marketing Alliance Manager, Hewlett-Packard Company

IMPLEMENTATION TEAM MEMBERS

Rick Armbruster, CSPC Board Member, Armbruster and Associates
 Aaron Boyce, Franklin Business Information Center
 Larry Carr, Executive Director, Florin Road Partnership
 Dick Cochran, CSPC Board Member, First US Community Credit Union
 Dennis Dworman, Electronic Data Systems
 Nancy Findeisen, Executive Director, Community Services Planning Council
 Aileen Foley, District Director, City Councilmember Bonnie Pannell
 Lyla Hanson, Chief of Staff, County Supervisor Illa Collin
 Diane Hartline, Office of Communications and Information Technology, Sacramento
 County
 Helen Hewitt, Administrative Assistant to City Councilmember Lauren R. Hammond
 Katrina Middleton, Community Services Planning Council
 Barbara O'Connor, Director, Institute for the Study of Politics and Media
 California State University, Sacramento
 Tracy Schneid, Sacramento County, DHHS- MIS
 Bill Taylor, City Webmaster, City of Sacramento
 William Walker, Department Manager, SETA
 Juan Yniquez, CSPC Board President, Executive Vice-President, Research & Information
 Service, Association of Independent California Colleges and Universities

**ONE ECONOMY
CORPORATION****COMMUNITY RESOURCE CONNECTION****Response to RFO****Section A: Company Overview**

One Economy was founded in July of 2000 to maximize the potential of technology to help low-income people improve their quality of life and become part of the economic mainstream. Our consumer website – www.thebeehive.org – is a virtual support network for people to help themselves; low-income people can use the site to access financial services, homeownership opportunities, educational resources, jobs and government services. In addition to providing comprehensive Web content, One Economy works with partners to bring computers into the home in order to foster a culture of technology use.

In select markets, One Economy builds “Digital Communities” where we concentrate our three-part strategy of access, content, and culture to learn what works best to help low-income families use technology. Our access work involves wiring homes for Internet connectivity and facilitating computer purchases with low-interest loans and good equipment deals. Local Beehives provide highly localized content that is connected to all of the information tools offered in the national Beehive website. Our Digital Connectors program prepares youths to provide technical support and training to people in the “Digital Communities”. These youths are key in creating a culture of technology use to take advantage of the resources on the Beehive to build social and economic capital.

We have 18 full-time staff:

- CEO
- President and COO
- Vice President, Business Development
- Chief Net Officer
- Director, Special Initiatives and Communications
- Director, Partnerships
- Director of Program Offices
- Program Director, New York, NY
- Program Director, Washington, DC
- Program Director, Portland, OR
- Program Director, San Francisco, CA
- Program Director, Los Angeles, CA
- Director of Technology
- Director of Education
- Director of Youth Initiatives
- Director of Content Development

- Senior Web Designer
- Director of Technology Access

2002 Annual Revenue

\$3.3 million

Offices

Washington, DC
 Los Angeles, California
 Portland, Oregon
 San Francisco, California
 New York, New York

List of Representative Clients/Grant-Based Sources of Support

The Chicago Housing Authority
 The San Francisco Housing Authority
 The City of San Jose, Redevelopment Agency
 Chatta.oooga Housing Authority
 Baltimore Housing Authority
 City of Portland
 Neighborhood Reinvestment Corporation
 Local Initiatives Support Collaborative
 Related Management Company

Local Beehive Locations

Atlanta, GA
 Baltimore, MD
 Brooklyn, NY
 Chicago, IL
 Cleveland, OH
 Los Angeles, CA
 Portland, OR
 San Francisco, CA
 Washington, DC

Funding Sources

Grants

United States Congress, Congressional earmark
 Washington Mutual
 Annenberg Foundation – Los Angeles, CA (3-year)
 Annenberg Foundation – Atlanta, GA (3-year)
 Ford Foundation
 California Bank & Trust
 Cisco (3-year)
 AOL Time Warner

Markle Foundation
JP Morgan Chase
Meyer Memorial Trust (2-year)
Robert Wood Johnson
Kellogg Foundation (3-year)
Ted Leonsis Family Foundation
City of Portland
Fannie Mae Foundation
MacArthur Foundation
Hewlett Packard
US Bank
Rockefeller Foundation
San Francisco Foundation
Haas Jr Fund

[note: unless otherwise indicated, all grants are 12-month duration with no renewal dates]

Fee for service

Neighborhood Reinvestment Corporation
City of Cleveland
Allstate
City of Chattanooga
Baltimore Housing Authority
Chicago Housing Authority
San Francisco Housing Authority
Waitt Family Foundation
Kentucky Housing Corporation
Related Management Company
The National Congress for Community Economic Development
Local Initiatives Support Collaborative
Susan P. Byrnes Health Education Center

Section B: Current Scope of Services

One Economy Corporation is dedicated to improving the standard of living of low-income people by ending their economic and social isolation. Through a home-based Internet strategy, One Economy works with partners to provide low-income households with computers and Internet access, training and comprehensive, web-based content that expands their opportunities to make more informed decisions and build assets. We also work with cities to create demonstration projects that show how citizens can use technology to help themselves, provided that the tools are available online.

The primary purpose of One Economy is to provide high-quality online content that helps people improve their lives. We work with subject matter experts, nonprofit and for-profit organizations, government agencies, and others, to bring consumer-oriented self-help information in the areas of health, education, personal finance, employment and family to low-income people in the United States. We edit that content for a 6th grade reading level, translate it into Spanish and present it on our main website: the Beehive (<http://www.thebeehive.org>).

Because of how important Spanish content has become, we use human translators, not software, who are media-trained to write for a low level of literacy and to use a country-nonspecific form of Spanish. As a result of our efforts, 40% of the traffic that comes to the Beehive is on Spanish pages. The Beehive's traffic is substantial: in November of 2002 the website received 50,000 visits, and it had over one million hits in both October and November of 2002. In addition, we have signed up over 840 users for a free "@thebeehive.org" email address.

The content on the Beehive is designed to teach people about ways they can improve their lives. We give people information, but we also present that information contextually, explaining why something is important and how it is relevant. Then, we give people the ability to take action on the information they've just received by providing links and contact information for local resources. Taking action is the goal of the site, and that's why we work with cities and states to create local Beehives.

Local Beehives bring the power of the Beehive's content and make it locally relevant. We work with partners on the ground to find the best resources in our main topic areas, and then go a step further by covering areas a city is most concerned with, such as transportation, government, housing and immigration. Local Beehives are created using the same standards the national site follows, especially with regard to literacy and language. In addition to Spanish, local Beehives can be translated into languages that the national site is not.

Along with great content, many local Beehive sites incorporate online tools that allow visitors to interact with the site. For example, in Washington, DC we developed an intake form for the city's child care resource and referral agency, which streamlines the process parents go through when looking for care. Rather than trying to make time during business hours to call the agency and spend 15-20 minutes answering questions, now

someone can fill out an online form on their own time, which is sent to the agency electronically. The agency then calls back with possible matches.

One Economy works with partners to figure out what tools would be useful to a community, develops them, and assists with the maintenance. Other examples include:

- In Chicago, a tool that helps residents understand a complex relocation process; [<http://www.thebeehive.org/cha/relocation.asp>]
- Also in Chicago, a "Community Resource Quick Finder" that helps people find resources specific to needs they have; [<http://www.thebeehive.org/local/chicago/servicelocator/default.asp>]
- In Portland, Oregon, a locator tool for home-based child care centers; [<http://www.thebeehive.org/local/portland/locator>]
- In San Francisco, a suite of tools for residents of particular housing developments, including a community calendar, discussion forum, job board and newsletter. [in development]

Because people learn differently, we develop multimedia tools that demonstrate concepts visually and aurally. For example, for people who have never used an ATM we created an animated demonstration of how one works, so that people don't have to learn "on the spot." We're working with partners such as Allstate to develop more ways to teach important skills and share knowledge.

One Economy's exciting partnership with Jeeves Solutions allows us to offer JeevesOne, a best of breed search and retrieval tool for websites. Using this tool, a local Beehive could be the single face of all city and county government services for residents, thereby enabling constituents to obtain essential government services more efficiently. A person could type in "How do I get my trash picked up?" or "How do I register my business?" and obtain the appropriate results regardless of whether the service is delivered by the city, county or state, or any combination of the three.

Jeeves Solutions is a leading provider of enterprise class search technology that delivers intelligent self-service and essential customer intelligence through an intuitive interface that connects customers with the information, products and services they are looking for. Jeeves Solutions uses sophisticated analytics to deliver critical, customer-driven information to Web content providers. This essential data enables companies worldwide to build profitable relationships with their customers, prospects and suppliers. By learning from every online customer interaction, Jeeves Solutions helps companies cost-effectively increase the quality and depth of customer interactions and leverage customer insight to guide product, sales and marketing strategies.


Below is a detailed description of how we would address the development and support of the Community Resource Connection.

Welcome to the Beehive! Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Search Favorites Media Go

Address http://www.thebeehive.org/




The Beehive Sacramento, Ca

Wednesday, January 22, 2003

Welcome David Saunter. [I am not David](#)

- MONEY**
- HEALTH**
- SCHOOL**
- JOBS**
- FAMILY**
- LIFESTYLE**
- Transportation
- Housing/Utilities
- Legal/Immigration
- Government



John went on the Beehive to find help quitting smoking. He has now been smoke-free for three months. Click here if you want to quit.

[En Español](#)

[Check Email](#)

[My Community](#)

[Buy a Computer](#)

[Search](#)


[About Us](#)


[Site Map](#)

[Help/Feedback](#)

What can I help you find?

Type your question in the white box, and click "ask."

Ask 



community services planning council

Poll Question

Should the US invade Iraq?

Yes

No

IN THE NEWS:

Federal, state fiscal plans given, then taken away

Sacramento Bee

MORE NEWS

WEATHER

SPORTS

ENTERTAINMENT

RECENT IMMIGRANT

BUYING A HOUSE

HAVING A BABY

DEATH IN THE FAMILY

RETIRING WITH LEASE

FIRST DAY OF SCHOOL

NEW GRADUATE

GETTING A JOB

Proposed Project: The Beehive (a.k.a. Community Resource Connection)

Summary of Proposed Project

The Community Resource Connection project will help residents of the Sacramento area find information about local human services, employment opportunities, events and announcements through an interactive "digital community" website available 24 hours a day, seven days a week. Information about more than 2,000 local community resources (child care providers, food banks, senior centers, etc.) and other useful information (about starting a small business, creating a résumé, eating healthfully, etc.) will be maintained on the user-friendly website, which will be available in three languages: English, Spanish and Hmong. The project also will include a pilot plan for helping poor residents in one of Sacramento's most diverse communities gain access to and use computers as a tool to improve their lives.

Planning Stages

To develop the Community Resource Connection project, CSPC first consulted agency representatives and community residents about how best to share its wealth of information with the public, especially those in underserved communities. A consistent recommendation from focus groups, surveys and community meetings was that CSPC develop an easily accessible website containing information about community programs, health and social services, housing, employment, and local events. Based on these suggestions, CSPC began to develop plans for creating such a website to benefit poor residents of the Sacramento area.

In recent months, CSPC has worked closely on this project with Valley Vision, a nonprofit working to ensure the economic, social and environmental vitality of the six-county Sacramento Region by encouraging civic engagement, creating measurements of progress, providing key information on issues, and being a catalyst for action. At the same time that CSPC was determining the best way to make its wealth of community-resource data available via the Internet, Valley Vision was using a planning demonstration grant from the California Department of Transportation to canvas the community for a model program to help poor people in the Meadowview/Florin Road neighborhood get the services they need to improve their lives. After selecting CSPC's Community Resource Connection project, Valley Vision conducted phone surveys and meetings of local stakeholders (including representatives from nonprofit and government agencies as well as community residents) to determine the viability and necessity of the project. Valley Vision also contacted vendors with experience in website design and maintenance and researched potential funding sources and community partners. As a result of working with Valley Vision, CSPC will receive a grant of \$196,000 in 2003 from the Sacramento Housing and Redevelopment Agency (SHRA) to help implement the Community Resource Connection project.

Target Population

In general, the Community Resource Connection project will help all residents of the Sacramento region who are seeking employment or human services for themselves or others. Specifically, the project will benefit people living in the Meadowview/Florin Road area of south Sacramento, within a three-mile radius of the future site of the Florin Light Rail Station. The Meadowview/Florin Road neighborhood is diverse in age and ethnicity. In terms of age, 36% of residents are between 0 and 17, 36% are between 18 and 44, and 28% are aged 45 or older. The ethnic breakdown of the community is as follows: 28% Latino/Hispanic, 26% Black/African-American, 19% White, 19% Asian, 5% Mixed Race, 2% Native Hawaiian/Pacific Islander and 1% American Indian. Many residents are immigrants from Asia, Mexico, Central America and Eastern Europe, speaking little or no English. Nearly half of the households in the community earn less than \$20,000 per year.

Target Population's Inclusion in Project Design

The target population has been consulted during the design of the Community Resource Connection project, mainly through stakeholder meetings and phone surveys. In Autumn 2002, Valley Vision conducted three separate stakeholder meetings, one each in English, Spanish and Hmong, the three most prominent languages spoken in Sacramento city schools. Based on participant feedback, CSPC realized that the Community Resource Connection project must be flexible enough to meet the specific needs of each of these communities. For example, access to computers is a key issue for many Latino/Hispanic and African-American residents, with language being an additional barrier for Latino/Hispanic residents. Many

of the Hmong people contacted have access to computers but, because of the language barrier, cannot get the information they need to start their own businesses, find out about employment opportunities, receive important human services and more.

In December 2002, Meta Research (at the request of Valley Vision) conducted a phone survey of 400 households in the Meadowview/Florin Road community to help CSPC shape the Community Resource Connection project. Among the results were the following:

- 86% of those interviewed had never heard of InfoLine Sacramento.
- 65% of respondents have used the Internet.
- 48% of respondents use the Internet at least once a week.
- 59% of respondents, including those who have never used a computer, were interested in using an Web-based service to access information about local community resources and activities.
- 55% of respondents have a computer with Internet access at home.

These results reinforced some of what came out of the stakeholder meetings: namely that computer access was a barrier to a significant number of people in the community, but not all; that many people did not know where or how to learn about local resources that could benefit them; and that interest in the Community Resources Connection project is strong, especially among those who use or are willing to use computers. The community's lack of knowledge of InfoLine Sacramento highlighted the importance of promoting not only that telephone service but also the Community Resource Connection website.

Need for Program

According to the Civil Rights Project at Harvard University, Sacramento is the most integrated city in the United States (*Time* magazine, September 2, 2002). The Meadowview/Florin Road community provides a dramatic example of this diversity, with the population divided almost equally among African-American, White, Asian, and Latino/Hispanic communities, and with immigrants comprising a significant portion of the population. This diversity has helped make Meadowview/Florin Road a vibrant community, rich in language, culture and ideas. The neighborhood also benefits from a strong infrastructure, featuring a large regional public library, the Pannell Community Center, a public high school, two middle schools and several elementary schools. Thanks in part to the hard work of the Florin Road Partnership, a group of local businesspeople, the neighborhood's commercial occupancy rate stands at 94%.

Despite this richness of diversity and community resources, ongoing language and financial barriers prevent many residents from achieving dreams of starting a small business, maintaining good employment or owning a home; from accessing the human services they need; and from participating more fully within the community and improving their quality of life. Not knowing where to go for help, advice or collaboration within their own neighborhood, many people in Meadowview/Florin Road are socially and financially isolated.

The Community Resource Connection project will help these diverse communities learn about the services and resources they need to improve their lives and strengthen their neighborhood. By learning how to use the computer as a tool for self-betterment and action, residents will become more active participants within the community. CSPC, with more than 63 years experience in connecting poor people in Sacramento to the services they need, is the ideal organization to undertake this project.

Program Goals & Objectives

Following are the goals and objectives for the Community Resource Connection for calendar year 2003:

- I. Create and maintain "Beehive Sacramento" (a digital community website) for residents of Sacramento, primarily those who are living in poverty.
 - a) Develop and implement a plan for website content with the assistance of local residents and representatives from human-service and government agencies.
 - b) Work with One Economy Corporation to create one of its "Beehive" websites for Sacramento.

- c) Work with local business groups and the Sacramento Employment & Training Agency to post job listings and small-business opportunities on Beehive Sacramento.
- d) Update and post information on Beehive Sacramento about local human-service programs and community activities.
- e) Make Beehive Sacramento available in three languages: English, Spanish and Hmong.

II. Expand Internet access to residents of Meadowview/Florin Road community.

- a) Develop training materials, including a Train-the-Trainer video.
- b) Train 100 staff from the more than 150 agencies operating in the community to use and to encourage clients to use the website.
- c) Train 200 community residents to use the website.
- d) Develop an incentive program so residents will train others to use the website.
- e) Work with at least five local computer access sites in the area to extend their service hours and assist residents with using the website.
- f) Contact technology partners to develop a plan to partially underwrite the purchase cost of home computers for residents participating in training.
- g) Design and use evaluation materials and procedures to assess the benefits of the project.

III. Increase awareness of Beehive Sacramento and InfoLine Sacramento.

- a) Implement a marketing/outreach plan to promote use of Beehive Sacramento at the regional and neighborhood levels.
- b) Promote InfoLine Sacramento in marketing materials to reach those unable or unwilling to use computers.

Goal 1: Create and maintain a “digital community” for residents of Sacramento

CSPC will continue to work with local residents, government agencies (including Sacramento Employment & Training Agency) and service providers to determine what information should be included on the Community Resource Connection website (“Beehive Sacramento”). For each topic area (e.g. child care, human services, employment and small-business assistance), CSPC will define and secure a local lead agency to help develop content for the website.

Once these partner agencies have been identified, CSPC will work with One Economy, a national nonprofit, to set up Beehive Sacramento. One Economy (www.one-economy.com) was founded in July of 2000 to maximize the potential of technology to help low-income people improve their quality of life and become part of the economic mainstream. One Economy’s consumer website (www.thebeehive.org) is a virtual support network for people to help themselves; low-income people can use the site to access financial services, homeownership opportunities, educational resources, jobs and government services. In select markets, One Economy builds “digital communities” (or “Beehives”) as part of a three-part strategy of access, content and culture to learn what works best to help low-income families use technology. Local Beehives provide highly localized content, which is connected to all of the information tools offered in the national Beehive website. One Economy has already established Beehives in Atlanta, Baltimore, New York, Chicago, Cleveland, Los Angeles, Portland, San Francisco and Washington DC.

In Sacramento, One Economy will create a Beehive in conjunction with CSPC. This digital community will combine One Economy’s technological skill and carefully developed content with CSPC’s vast information about local services to help poor people in Sacramento find the services and information they need. Following are some anticipated features of Beehive Sacramento:

- **Flexible Searches:** Thanks to One Economy’s partnership with Ask Jeeves, Beehive Sacramento will contain a search box so visitors can easily search the website for the information they need. To accommodate user preferences, the search box will handle multiple forms of input, including full sentence questions, phrases, keywords, parametric searches and Boolean operators. “Results” pages will feature dozens of display options to suit users’ needs: concept highlighting, results grouping,

dynamic abstracts, direct answers, exact answers, etc. Visitors can also find information from the site map, buttons and menus.

- **One Economy's National Content:** Beehive Sacramento will include general information of use to the target population, such as how to start a small business, prepare a résumé and more. Much of this information will come from One Economy, which has a wealth of information on its national Beehive website and works with subject matter experts, nonprofit and for-profit organizations, government agencies and others, to bring information in the areas of health, education, personal finance, employment and family to low-income people. One Economy edits content for a 6th grade reading level to reach a wide variety of people.
- **CSPC's Database of Local Services:** Beehive Sacramento will include the material that CSPC uses at InfoLine Sacramento and in its *Community Services Directory*. Visitors will be able to search CSPC's database of local services in a variety of ways: by geographic area, types of service, demographics (seniors, parents, youth, etc.) and more.
- **Job Listings and Community Message Boards:** Beehive Sacramento will feature links to online job databases as well as a local job board of current openings. The site also will include community message boards where people can list events, activities, services and more. One Economy will create an administration tool for the message boards, which will allow designated individuals to edit or remove messages that are inappropriate or outdated, add topics for discussion, etc.
- **Additional Local Content:** Beehive Sacramento will contain information about local resources, such as public transportation, government services, public utilities, housing and immigration. This local content will be wedded to One Economy's national content to best help users. For example, a visitor might come to the site to find out about free or low-cost health insurance. While learning about that topic, they may see local resources for them to contact to take action (perhaps to get health insurance, in this case). One Economy's content management system will help the site administrator organize content so that this process of tying local resources to national content happens automatically.
- **Maps and Driving Instructions:** Beehive Sacramento will have the capability to store address data for local resources in such a way that a dynamic link can be generated to a mapping website for the particular address. Each resource will include a link to an interactive map of its location, along with driving directions or a link to public transportation sites.
- **Links to Services:** Beehive Sacramento will contain links to local human-service organizations, as well as brief descriptions of the resources so a visitor can decide if he or she wants to click through to the selected site.
- **Availability in Multiple Languages:** Beehive Sacramento will be available in English, Spanish and Hmong, with the potential for adding additional languages. Because the website will be database-driven, with content separated from the design of the site, content translation will happen easily. Translators will log on to an extranet application and enter their translated text into a Web form. Once a "page" has been entered into the database, it is immediately available online in the new language. The application keeps track of changes to content in English, so that translators are alerted when they need to change their version. National Beehive material is already available in English and a country-nonspecific form of Spanish.
- **Ease of Use:** Beehive Sacramento, like other Beehive websites, will be designed so that all information can be accessed in about four mouse clicks. One Economy has worked with focus groups and organizations such as the Literacy Assistance Center and the Children's Partnership to ensure that their site design is understandable to their audience.

- **User Feedback:** One Economy will create a feedback tool that appears on every page of the website with features such as “rate this page,” “send comments” or “suggest a resource.” In this way, community residents can play an ongoing role in shaping the content of Beehive Sacramento.
- **Data Updates from CSPC:** CSPC staff will use a data import/export utility from FoxPro to One Economy’s online system to make sure that information in CSPC’s database and on the website are accurate and identical. In addition, One Economy will create a “snapshot” procedure so that older versions of the data can be rolled-back to in the event that problems arise.
- **Data Updates from Partners:** Beehive Sacramento will be edited using a Web-based content management system. Any message boards, job listing, community calendar or other tool created for the website will include administrative interfaces that allow designated individuals to directly add, edit or delete information contained therein. One Economy staff will be available to make changes as needed, and will play the role of overall system administrator for functions such as adding content administrators to the system, monitoring tool usage and availability and making content changes as requested.
- **Content Accuracy:** To ensure currency and accuracy of site information, One Economy will employ three methods: automated link checking on a daily basis, content freshness dating and content reviews with CSPC and other partner agencies.
- **Usage Tracking:** One Economy will use WebTrends Log Analyzer to report on Web traffic information contained in server logs and usage data collected from registered users. Reports on usage will be provided monthly to CSPC via an extranet application. One Economy also will work with all partners to establish a menu of reports for such items as tool usage, aggregated requests for help, feedback reports and user survey data. Furthermore, demographic data will be requested as part of the registration process, thereby allowing CSPC to more accurately track usage and modify content to best serve those using Beehive Sacramento.
- **Technical Support for Users:** Visitors will be able to receive technical support from One Economy via email and a toll-free phone number. Beehive Sacramento also will contain a Help section, featuring a general site tour and a reference section, which helps visitors understand how to use a computer.
- **Technical Support for CSPC:** CSPC will have access the same support that users receive, including the toll-free phone number. Additional levels of support, including content review schedules, will be negotiated between One Economy and CSPC.
- **Site Availability:** One Economy’s contract with AOL Time Warner stipulates that if Beehive websites or servers go down, the Network Operations Center (NOC), which operates continually, will reboot the server(s). If the websites fail to return to service, the NOC is instructed to inform one or more employees of One Economy immediately to rectify the situation. In over two years being hosted by AOL Time Warner, the NOC has never had to respond to a failure of any kind on One Economy machines.

During the production phase, One Economy will work with CSPC and other local partners to gather content, establishing review schedules with each source so that content maintenance will go smoothly. As content is gathered, One Economy will edit it for literacy requirements, do research and writing to fill in any gaps, and get the content translated into Spanish and Hmong. One Economy also will train CSPC staff to maintain the parts of the site they are responsible for, and present design mockups for discussion and approval with CSPC.

Also during production, One Economy will work on establishing a method by which Beehive Sacramento visitors will be able to search CSPC’s database. One Economy will break the application into modules

(such as database, user search interface, user browsing interface, database administration tool and data export/upload utility), testing each module thoroughly as it is developed. The production phase will include extensive beta testing of the full application with real data, and training of CSPC staff in how to use the application.

Toward the end of production, One Economy will create the beta version of Beehive Sacramento, with edited and translated content entered into the content management system so CSPC staff can review it. One Economy also will test the website's interactive components and administrative interfaces.

After CSPC approves Beehive Sacramento, One Economy will begin the maintenance phase. Email alerts will be sent to CSPC staff when specific content needs to be updated. In addition, periodic content reviews for the whole site will occur on a schedule that would have been set during production. The extranet application that controls the site has tools for requesting changes and sending feedback, in addition to viewing Web traffic reports that are generated automatically. One Economy staff will remain available by phone and email should problems with the site arise.

Goal 2: Expand Internet access to residents of Meadowview/Florin Road community

To achieve this goal, CSPC initially will develop training materials, including a Train-the-Trainer video, to teach people not only how to use Beehive Sacramento but also how using the website can help them access information and services to improve their quality of life. As with all materials for the Community Resource Connection project, these items will be available in English, Spanish and Hmong.

Once these materials are available, CSPC staff will conduct a series of two types of trainings. First, they will train employees at local service agencies, many of whom are already familiar with InfoLine Sacramento and the *Community Services Directory*. These social-services professionals will be encouraged to not only use Beehive Sacramento to find resources for their clients but also inform their clients of the resources they can find by accessing the website. Second, CSPC staff will train community residents to use Beehive Sacramento. Connected to this second type of training, CSPC is working to create an incentive program whereby community residents would train others to use the website. Possible incentives will include stipends or underwriting of costs for personal computers or home Internet access.

Given that many of the people who would benefit from the Community Resource Connection lack personal computers, expanding access to computers will be a crucial component of the project. To increase this access, CSPC will work with existing public-computer sites (Florin Road Mall, MLK Regional Library, Sacramento Works, Intel Clubhouse and Pannell Community Center) to increase access to their computers, either by extending hours of operation or adding terminals. CSPC also will train staff at these sites to help visitors successfully use Beehive Sacramento. (As part of this effort, CSPC staff will look into getting local corporate partners to donate computers to these sites. These computers would be for public use of Beehive Sacramento.)

CSPC also will work with local technology partners and One Economy to develop a plan to underwrite the cost of home computers and Internet access within the community. One Economy has worked to develop such plans in other Beehive cities.

Because the access component of the project is still in development and differs with each community within the Meadowview/Florin Road neighborhood, CSPC will develop evaluation materials and procedures to assess the effectiveness of the program. These evaluation tools will not only track how many people have been trained to use Beehive Sacramento but also measure how many continue to use the website and, most importantly, how they have used Beehive Sacramento to improve their lives.

Goal 3: Increase awareness of Beehive Sacramento and InfoLine Sacramento.

Key to the success of the Community Resource Connection project will be effective outreach to the various communities that will benefit from the program. To reach our target population, CSPC will engage in a marketing campaign to promote the Beehive Sacramento Web address and features. Given the recent

phone survey in which 86% of respondents had never heard of InfoLine Sacramento, CSpC also will promote the use of that telephone referral line through promotional materials and trainings.

Initial Program Staffing

The program will require a staff of three full-time employees at CSpC:

Project Director: This person will oversee the Community Resource Connection project. In particular, he or she will be responsible for raising funds for the project, overseeing project staff, and maintaining working relationships with One Economy and key agencies in Sacramento.

Training/Access Manager: This person will coordinate and oversee use Beehive Sacramento among the target population and at local agencies. This person will train members of the community to use the website and work with corporate partners to expand in-home and public use of computers among the target population.

Opportunities & Challenges of Connecting People to Technology

As mentioned earlier, the diversity of the target population presents a challenge for CSpC to design a project that meets a wide range of needs. Of those who would benefit from the Community Resource Connection, some cannot afford computers, some have never used a computer, and others speak little or no English. To reach all of these people, CSpC has created a flexible project to meet the needs of these different groups. For those who cannot afford computers, we will expand access at local public sites and develop a plan to subsidize the purchase of home computers. For those who have never used a computer, we will conduct training sessions throughout the community, both for residents who need services and for nonprofit and government employees who can help their clients access services. For those who speak little or no English, we will make Beehive Sacramento available in the three most prominent languages spoken in Sacramento public schools (English, Spanish and Hmong) and look into adding other languages in the program's second year. By addressing these challenges, we will provide poor residents of Sacramento (in particular the Meadowview/Florin Road area) with the opportunity to use technology as a tool to improve their lives.

Capacity to Support the Technology

CSpC is well positioned to support the technology component of the program. The organization has been compiling, updating and disseminating data about local services and issues for more than half a century and currently maintains a database of approximately 2,000 local programs. By working closely with One Economy, which will set up and provide technical support for Beehive Sacramento, CSpC will be able to ensure that the information on the website is accurate, current and accessible.

How the Program Differs from Existing Services

The only services similar those to be offered through the Community Resource Connection project are CSpC's InfoLine Sacramento and *Community Services Directory*. Like these services, Beehive Sacramento will provide information about useful community services to those who most need them. Unlike these services, Beehive Sacramento will be available 24 hours a day, seven days a week; will contain job listings, information from One Economy, community boards and more; will be interactive; will be available in three languages; and will be accessible from the privacy of home. Furthermore, the project includes training to help people access this information when they need it.

Accessibility of Services

Beehive Sacramento, training materials and promotional materials will be available in English, Spanish and Hmong. Furthermore, CSpC staff members will train representatives from local service agencies to use Beehive Sacramento, thus indirectly reaching those whose language is not represented through the project. The website will be written for those at a sixth-grade reading level, thus reaching children, teenagers, and adults with limited language skills. Lastly, One Economy, which will set up and support Beehive Sacramento, is working with its partners to deliver a version of the entire website that is completely ADA compliant by January 31, 2003.

Program's Relationship to CSPC's Mission

The program demonstrates CSPC's mission of "building strong and caring communities in the Sacramento Region through information, planning and advocacy for human needs." By creating and maintaining an online database of services, and by improving people's access to these listings, CSPC will help low-income and immigrant communities become stronger.

Program's Benefit to Target Population

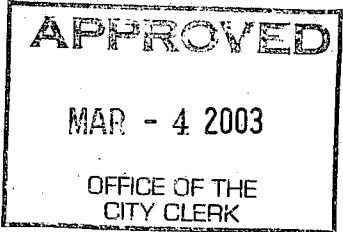
The Community Resource Connection will benefit the target population by helping them find information about local human services and employment opportunities through an interactive website available 24 hours a day, seven days a week. Information about more than 2,000 local community resources (child care providers, food banks, senior centers, etc.) and other useful information (about starting a small business, creating a résumé, eating healthfully, etc.) will be maintained on the user-friendly website, which will be available in English, Spanish and Hmong. The project also will include a plan for helping poor residents of Sacramento's diverse communities gain access to and use computers as a tool to improve their lives.

Envisioned Impact on Community

The Community Resource Connection project will help the diverse communities in the Meadowview/Florin Road area learn about the services and resources they need to improve their lives and strengthen their neighborhood. CSPC envisions that residents, by learning how to use the computer as a tool for self-betterment and action, will become more active participants within the community. Consequently, the project will help bring together diverse communities by encouraging them to learn about and become active in their neighborhood.

Community Resource Connection
Proposed Budget – February 2003

Total	Other Sources	SHRA	Category
\$ 90,000	\$ 75,000	\$ 15,000	<u>Project Coordination</u> Overall project management, development of partnerships, coordination of vendor contracts, communication with public
25,000	25,000		<u>Resource Development</u> Development of in-kind, personnel, financial and equipment resources to support project objectives
175,000	150,000	25,000	<u>Content Development</u> Collection, compilation, editing and translation of information and data for website; integration of Community Services Directory resources data into website; developing processes and procedures to assure that information is up to date
50,000	24,000	26,000	<u>Technology Access and Training</u> Development of Access Plan and training materials; implementation of “train the trainers” project to train and provide resources to neighborhood residents who will in turn train others; initiatives to increase access to technology in underserved neighborhoods
90,000		90,000	<u>Website Development</u> Contract with One Economy to develop a Sacramento focused, interactive website with information on money, jobs, health, housing, government, human services, public safety, and other issues identified by community residents, including an on-line version of the <i>Community Services Directory</i>
40,000		40,000	<u>Community Outreach</u> Activities and materials to inform and engage neighborhood residents in using the Community Resource Connection
\$470,000	\$274,000	\$196,000	Total



RESOLUTION NO. 2003-103

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

**IMPLEMENTATION OF THE BEEHIVE SACRAMENTO REGION – AN ONLINE
COMMUNITY ACCESS RESOURCE**

WHEREAS, the Sacramento Housing and Redevelopment Agency received funding from State of California, Department of Transportation for the planning of a Community Access Center;

WHEREAS, the Sacramento Housing and Redevelopment Agency funding from the U.S. Department of Housing and Urban Development for the implementation of a Smart Workplace Center; and

WHEREAS, significant planning and community outreach has been conducted in the planning for the Center.

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SACRAMENTO:

Section 1: A contract between the Sacramento Housing and Redevelopment Agency and the Community Services Planning Council for the implementation of the on-line the Beehive Sacramento Region is recommended.

MAYOR

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____