Digital Equity Initiative

Update for Community Tech Advisory Board: September 2017

David Keyes, Digital Equity Manager
*Public input
*Strategy Development
*Public launch
*Implementation
We envision Seattle as a city where technology's opportunities equitably empower all residents and communities - especially those who are historically underserved or underrepresented.”

- Digital Equity Action Committee
In 2017

- Tech Matching Fund increased
- Device distribution underway (250+): incl. Rapid Rehousing
- Wave franchise agreement with low-income internet, cable broadband connections
- Wi-Fi in community centers completed. Parks strategic planning underway
- Seattle Public Library digital equity community conversation held
- Public Wi-Fi RFI & report completed
- Digital Inclusion Network – under development with CTAB
- Technology Access & Adoption research - to contract in 2017
- Evaluation – outcomes and indicators development with UW
Digital Equity Framework

Goals:

1. **Connectivity**

2. **Skills training**

3. **Devices and technical support**

4. **Capacity building (collective impact approach)**
Organizational
Community serving organizations have the capacity to provide equitable internet and technology access and training.

Structural
Policies, systems, communications, collaborations, resource investments, and online services enable organizational and individual outcomes.

Individual
All Seattle residents have access to Internet, devices, support, and skills necessary to be successful in employment, entrepreneurship and technology leadership, lifelong learning, civic engagement, and use of essential online services.

Digital Equity for All
Seattle as a city where technology’s opportunities equitably empower all residents and communities - especially those who are historically underserved or underrepresented.
Skills Strategy

• Boost Digital Skills Training Programs
  Gateway & life skills
  Work
  Youth education & parent engagement
  Small disadvantaged businesses

• Improve the pipeline and capacity to find training

• Ensure quality training
  Prepare trainers
  Help organizations find trainers
Connectivity Strategy

• **Internet for low-income residents in MDUs**

• **Internet to individuals**
  Expand low income programs
  Increase use of programs

• **Public Internet**
  Wi-Fi
  In community institutions/organizations
  Awareness of public access
Device & Tech Support Strategy

• Help individuals own devices

• Help organizations get devices for community use

• Develop technical support programs
  Improve low cost internet for individuals

• Increase assistive tech at community sites
  In City and in community facilities
Capacity Building

- Provide strategic services
- Develop funding & resources
- Support leadership & partner development – Local & national
- Communications
- Policy
- Research & evaluation
Outcomes identified, then Indicators

Devices and Technical Support: Digital Equity Outcomes

**Activities**
- Help individuals own devices
  - Increase capacity for orgs to distribute devices (linked to programs)
  - Funding
  - Partnerships
- Promote programs that increase the number of refurbished devices to individuals

**Short-term Outcomes**
- **Structural**
  - A system is in place to obtain and distribute devices.
- **Organizational**
  - Standards and goals for what equipment the city funds or seeks to distribute.

**Intermediate Outcomes**
- **Structural**
  - A system is in place that raises funds and allows people and companies to contribute funds.
- **Organizational**
  - Organizations receive devices to distribute to individuals.

**End Outcomes**
- **Organizational**
  - Organizations distribute devices to individuals.
- **Individual**
  - Residents without working devices are able to obtain appropriate devices.
Next steps

• Complete identification of indicators
• Prioritize Seattle IT activities based on budget, staffing and achievable strategies.
• Develop reporting structure and data collection
  • Data sources: census/American Community Survey, Seattle Technology Access & Adoption community survey
  • Programmatic data: Seattle IT grant programs, other city and community program data available, ISP reports
  • Administrative reports: Seattle IT and other organization progress reports.
  • New data sources: To be identified and implemented as possible. (Eg may include organizational surveys)
• Collect and report