Digital Equity Initiative

Update for Community Tech Advisory Board: September 2017

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DIGITAL EQUITY
Initiative Action Plan

*Public input
   *Strategy Development
   *Public launch
         *Implementation

Digital Equity for All

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
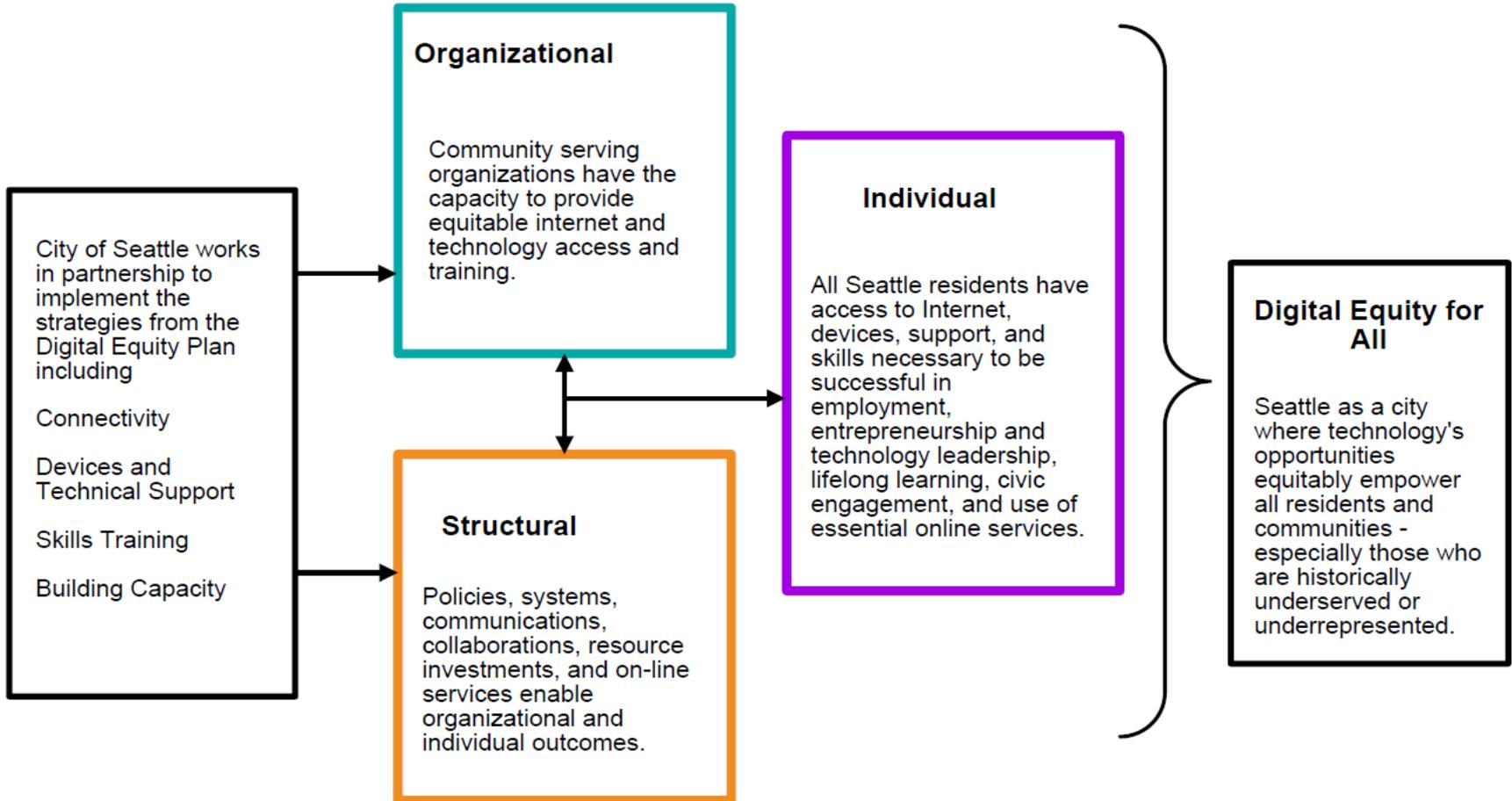
Digital Equity Framework

Goals:

1. **Connectivity**

2. **Skills training**

3. **Devices and technical support**

4. **Capacity building (collective impact approach)**

Activities

Outcomes

Vision

City of Seattle works in partnership to implement the strategies from the Digital Equity Plan including

Connectivity

Devices and Technical Support

Skills Training

Building Capacity

Organizational

Community serving organizations have the capacity to provide equitable internet and technology access and training.

Structural

Policies, systems, communications, collaborations, resource investments, and on-line 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
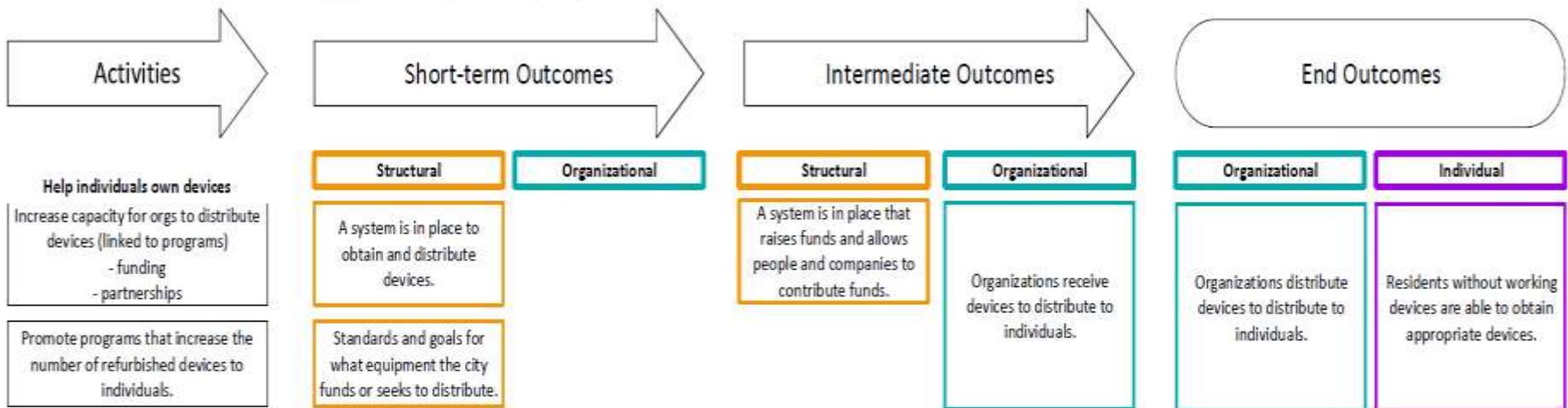   - Awareness of public access

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	Short-term Outcomes		Intermediate Outcomes		End Outcomes	
Help individuals own devices	Structural	Organizational	Structural	Organizational	Organizational	Individual
Increase capacity for orgs to distribute devices (linked to programs) - funding - partnerships	A system is in place to obtain and distribute devices.		A system is in place that raises funds and allows people and companies to contribute funds.	Organizations receive devices to distribute to individuals.	Organizations distribute devices to distribute to individuals.	Residents without working devices are able to obtain appropriate devices.
Promote programs that increase the number of refurbished devices to individuals.	Standards and goals for what equipment the city funds or seeks to distribute.					

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