Electric lights are different. Electricity is not in any sense a necessity, and under no conditions is it universally used by the people of a community.

1905 Richmond Virginia Dispatch

David Keyes @diginclusion Seattle.gov/tech
Ensure that residents have information & communications technology training and access needed to ensure civic and cultural participation, employment and lifelong learning.
Inclusion Framework

Access

Literacy

Content

Residents, neighborhoods, business, non-profits
Access

• Availability, bandwidth, cost, ease to connect

• End user equipment

• Hardware and software/apps
  – tools for people with disabilities

• Technical support
ICT Literacy

Skills to

• Utilize equipment and Internet,
• Applied to education, work, business, community and cultural participation

• Information & media literacy: Ability to find info and analyze content
• Fluency: Ability to self-learn, solve problems & teach others
Content & Services

- Relevant
- Cultural & education appropriate design
- Marketing to reach underserved communities
- Able to produce & distribute content
- Findability
• Requires deep subsector stakeholder & power analysis
• Work on structural systems
• E.g. Proximity to tech sector, support and mentoring
Who’s at the table?

- Community Centers
- Schools
- Libraries
- Culture/Faith Centers
- Human Services
- Housing
- Work Centers
- Government
- Legal System
- Education
- Health System
- Industry
- Foundations
- Government
- Individuals
- Companies
Our Technology Advisory Board
Seattle Programs

• Tech adoption research
• Asset mapping tech centers & online neighborhoods
• Public computing centers in libraries, Neighborhood Service Centers, public Community Centers
• Grant program
• Cable broadband
• Seniors Training Seniors
• Youth Civic engagement
Mapping resources: public computing

- **Delridge Computer Lab**
  - Website: [http://www.seattle.gov/parks/recctcch/labs/delridge/](http://www.seattle.gov/parks/recctcch/labs/delridge/)
  - 206-799-2030
  - See details »

- **Delridge Neighborhood Service Center**
  - Website: [http://www.seattle.gov/nc/neighborhoods/nsc/dclridge.c.htm](http://www.seattle.gov/nc/neighborhoods/nsc/dclridge.c.htm)
  - 206-233-5061
  - See details »

- **Deming Public Library**
  - Website: [http://www.wcls.org](http://www.wcls.org)
  - 360-592-2422
  - See details »

- **Denny Ashby Library**
  - Website: [http://www.pomeroy.lib.wa.us/](http://www.pomeroy.lib.wa.us/)
  - 509-043-0710
TECHNOLOGY ACCESS AND ADOPTION IN SEATTLE

Welcome to our profile on how Seattle residents use information and communications technology

Join us for the launch of our 2014 report: May 22nd, 6 pm at Seattle Goodwill. See more: techtalk.seattle.gov

Our latest report is the fourth time since 2000 that this research has been done. It covers Internet and mobile access, interest in high-speed Internet, barriers to access, cable customer and education needs, civic engagement, use of social media and more. Over 2600 very diverse residents participated in a random telephone survey, an online survey, or focus groups.

Seattle continues to be a leading city in access and use of communications’ technologies, though a digital divide does still exist between our neighbors. The City is using this data to guide how we deliver services and interact with the community. We encourage others to also use this to keep moving Seattle forward as an innovative, connected, affordable and caring community. In addition to the main report, you’ll find individual community focus group reports, a much more detailed technical report, and the survey questions we used. The collected data set is also available for others to do more detailed analysis.
IT Indicators Project

Measures:

• Access to tools & Internet
• Use and skills
• Barriers to adoption
• Civic participation
• Communication with government
• Business and economic development
• Trust and security
IT Indicators Project

Used for:

• Digital inclusion strategy
• City web services
• Public education planning
• Safety communications
• Business
• Schools
Topics

• Access
• Super high speed services and applications
• Use & skills incl. social media
• Cable services
• Seattle.gov and Seattle Channel
• Civic participation
• Focus groups input
Methodology

- **Phone** – 803 (20% cell)
- **Online** - 1,658
- **9 Focus Groups** – 225
- African American, Vietnamese, Disabilities, Somali, Ethiopian, Chinese, and Latino
We found...

Differences by:
• Education
• Age
• Income
• Ethnicity
• Language
• Cultural factors
• Disability

Key barriers to use:
• Cost, skills, and relevance
Who owns what?

All methods add to the story!
Lower income residents have lower-speed broadband service.
Those with less education, less income and disabilities make less use of the internet.
Technology Matching Fund

- Competitive annual grant program
- Supports broadband access, adoption & civic engagement
- $320K, up to $20,000
- Wide range of community groups & technology
- Match more than 2:1
- Guided by citizen advisors
Diverse Impact

**Cultural & Code Learning**

Gen 7 Project youth learn about salmon and programming using MIT Scratch

**Homeless Transitions, Jobs**

Women gain business skills

**Education & Life Skills**

Immigrants & refugees learn English and citizenship
I learned how to use social media, video and photography to make real changes in my community.

LUWAM NUGUSE
TEENS AGAINST DISTRACTED DRIVING

REY MARTINEZ
GRAPHIC DESIGN INTERN
Seattle Youth Employment Program

Puget SoundOff pushed me in the right direction. The internship helped me realize that I can actually use my skills and use my art in the graphic design field.

PugetSoundOff.org
After the 54 hour hackathon, “Hack the CD” participants finish strong!
Community Network Building

Engagement online / offline
- Are your neighborhoods on the net?
- Is it easy to find – incl. events, background, results, how to engage
- Do community meetings teach people to use online resources?
- Let people know what’s coming and how
Examples

• FreedomNet youth journalists
• Neighborhoods on the Net directory
• Minnesota e-democracy hands on
• Youth/Senior mapping
• Shared Google calendars
We Open Doors...as

- Information Ambassadors
- Translators between sectors
- Policy Activists - in any job, at any level
- Building teams and trusted relations
- Trying It...and trying again
- Listening & adapting
Thank-you