



CITY OF  
KANSAS CITY,  
MISSOURI

# Digital Equity Strategic Plan

March 9, 2017



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## **Acknowledgements**

The City of Kansas City, Missouri's Digital Equity Strategic Plan was co-drafted by McClain Bryant, Policy Director for Mayor Sylvester "Sly" James; Rick Usher, Assistant City Manager of Kansas City; and Susan Norris, ECCO Select. The Plan is the result of a collaborative process, with input from members of the Kansas City Coalition for Digital Inclusion and others in the community interested in Digital Equity.

## **Letter of Introduction from Mayor Sly James**

February 2, 2017

Dear Citizens of Kansas City, Missouri,

It is my absolute pleasure to be your Mayor. I take the honor of serving as the Mayor of this entire City very seriously, and I strive to be responsive to what our residents need to thrive both in our City and beyond.

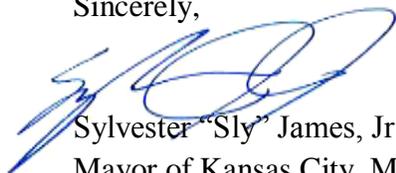
An area I have been particularly focused on during my time in office is digital equity. This means making sure that all our citizens have equal access to the Internet, the ability to purchase a low cost device to connect to the Internet, and the skills to use both the connection and the device. It means ensuring all of us can participate and compete in our digital, 21st century economy.

Our City has been a leader in national efforts to bridge the digital divide. We have participated in the White House and Department of Housing and Urban Development ConnectHome Initiative, the TechHire Initiative, the National Digital Inclusion Alliance, Next Century Cities, and other programs committed to digital inclusion. Locally, we have created organizations such as the Mayor's Bi-State Innovation Team, KC Digital Drive, and the Kansas City Coalition for Digital Inclusion to lead the charge on digital equity in the Kansas City region.

Even with our participation, however, too many of our residents still don't have equal digital access. Too many of our neighbors cannot access our open data platform, sign up for government services or healthcare online, take advantage of online learning and training opportunities, participate in the sharing economy or e-commerce, complete and submit homework assignments, and many other opportunities. Some of our senior citizens do not know how to operate a computer device or navigate the Web. Barriers still exist based on culture, age, disability, income, education, access to transportation and skill level. So, without a strategic focus and a commitment of necessary resources, digital inclusion efforts in our City cannot keep pace with advances in technology.

It is clear that society will continue to become increasingly digital, and that participation in a digital society helps to level the playing field. Today, I will introduce a resolution to the City Council in support of a Digital Equity Strategic Plan, in which we outline various pathways toward creating digital equity for the entire City. As part of this Plan, the input of the public as well as digital inclusion experts was solicited and incorporated to assure we are meeting real needs. The plan begins the next phase of our journey towards digital equity. Please join me in taking the action it recommends, so we may continue and expand our digital leadership on behalf of all Kansas Citizens.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Sly James, Jr.', is written over the printed name.

Sylvester "Sly" James, Jr.  
Mayor of Kansas City, Missouri

## **Purpose and Overview**

The purpose of Kansas City, Missouri's Digital Equity Strategic Plan is to frame the issue of the Digital Divide for the Mayor, City Council, City staff, corporate citizens, and the community at large, and to promote a shared understanding of the need to take action to ensure all Kansas Citians are able to participate in an increasingly digital society. This Plan outlines the course by which the City can create opportunities for all residents to have equitable access to and utilization of the digital economy.

The development and deployment of this Plan has been directed by the Mayor and City Council, and is meant to demonstrate the City's commitment to Digital Equity, engagement and efficiencies. The Plan is also intended to build upon and leverage other future and current City strategic priorities, such as the City's Digital Roadmap, the Smart City Initiative, the Community Health Improvement Plan (CHIP), the Neighborhood & Housing Services Department's Five Year Consolidated Plan and partnerships with others actively engaged in Digital Inclusion locally and nationally. It is not meant to be an exhaustive list of Digital Inclusion programs or other possibilities, and the Mayor, City Council and City staff are encouraged to explore additional potential projects, programs, and funding opportunities that align with the priorities set forth in this Plan. This Plan is a living document, intended to evolve over time as technologies and needs change.

The Plan, which is detailed in this document, is threefold: 1) clarify the current state of the Digital Divide and Digital Equity both around the world and locally, 2) describe work-to-date in Kansas City on Digital Equity, and 3) propose next steps (aka Priorities and Pathways) for Mayoral and City Council approval to advance Digital Equity in Kansas City, Missouri.

The drafting of this Plan involved community input obtained through the Coalition for Digital Inclusion, five community engagement meetings at community centers and libraries around the city, and public comment solicited and received online through the City's KCMOMentum.com website.

For the convenience of the reader, words and phrases important for understanding the concepts presented in the Plan are defined in the next section.

In addition, two Appendices provide (A) additional helpful resources, and (B) a draft of the City Council resolution adopting the Plan.

## **Definitions and Glossary**

**Access:** the ability to connect to the Internet using a personal computer, lap-top computer, tablet or any other mobile device.

**Broadband:** a connection to the Internet with minimum download speeds of 25 mbps and minimum upload speeds of three mbps, as defined by the Federal Communications Commission.

**Community Connection:** Google Fiber symmetric gigabit service offered free of charge to up to 300 schools, community centers, libraries and government buildings, as a term of Google's development agreement with the City of Kansas City, Missouri.

**Community Health Improvement Plan (CHIP):** a five-year community created strategy of the Health Department for improving physical and mental health equity focused on jobs, education, the built environment and violence prevention in Kansas City, Missouri.

**Connect Home Initiative:** a 2015 initiative of the White House and Department of Housing and Urban Development to partner with 28 communities to provide broadband connectivity, training and educational opportunities to families of K-12 residents of properties owned by local Housing Authorities, of which Kansas City is a participating community.

**Connect All Initiative:** a 2016 White House initiative to help Americans from across the country, at every income level, get online and have the tools to take full advantage of the Internet by: 1) increasing the affordability of broadband for low-income Americans, 2) initiating a national service effort to deliver digital literacy skills, 3) increasing access to affordable devices, 4) developing a tool to support broadband planning, 5) bringing together private sector companies helping to deliver affordable connectivity, and 6) marshaling philanthropic support for Digital Inclusion. Kansas City is a participant in this initiative.,

**Connect Ed Initiative:** a 2013 White House initiative, in which the Kansas City Public Schools and Libraries are participating, to provide 20 million more K-12 students with access to broadband in their classrooms and libraries by upgrading connectivity, training teachers, and encouraging private sector innovation.

**Digital Citizen:** a person who engages in government, politics and society by using the Internet.

**Digital Divide:** the difference between those who have access to the Internet and related technologies and those who do not. These differences are highlighted in categories of inequitable access to the Internet at home, inability to afford Internet service or devices, misunderstandings of privacy and the relevance of the Internet.

**Digital Equity:** the condition in which all individuals and communities have the information technology capacity needed for full participation in our society, democracy and economy, as is necessary for digital access to essential services, civic and cultural participation, lifelong learning, employment, entrepreneurship, and economic mobility.

**Digital Inclusion:** activities necessary to ensure that all individuals and communities, including the most disadvantaged, have access to and use of Information and Communication Technologies (ICTs). This includes five elements: 1) affordable, robust broadband Internet service; 2) Internet-enabled devices that meet the needs of the user; 3) access to Digital Life Skills training; 4) quality technical support; and 5) applications and online content designed to enable and encourage self-sufficiency, participation and collaboration.

**Digital Inclusion Fund:** a charitable fund managed by the Greater Kansas City Community Foundation to provide funding to nonprofits engaged in Digital Inclusion and Digital Equity activities in the Kansas City metropolitan area.

**Digital Inclusion Summit:** the biennial conference sponsored by the Kansas City Coalition for Digital Inclusion to convene Digital Inclusion partners in the Kansas City metropolitan area for the purpose of sharing best practices for providing Digital Inclusion and creating Digital Equity.

**Digital Life Skills:** basic skills for using electronic equipment and the Internet, including but not limited to, turning a computer on or off, Internet browsing, completing online homework assignments, filling out a job or college application, setting up an email account, online banking, signing up for insurance coverage, and protecting personal and confidential electronic information.

**Digital Literacy:** the set of competencies required for full participation in a knowledge society. It includes knowledge, skills, and behaviors involving the effective use of digital devices such as smartphones, tablets, laptops and desktop PCs for purposes of communication, expression, collaboration and advocacy. While digital literacy initially focused on digital skills and stand-alone computers, the focus has shifted from stand-alone to network devices including the Internet and social media.

**Digital Roadmap:** announced by the City Council in 2015, the Digital Roadmap outlines the Plan for our digital future, including ways to collect and analyze data, leverage resources across all City departments, share information, and protect electronic information. (Appendix A.1)

**Digital Scholars:** A City program, in partnership with the Full Employment Council (FEC) and members of the Kansas City Coalition for Digital Inclusion, such as Surplus Exchange, Connecting for Good, aSTEAMvillage and WEB DuBois Learning Center, through which members of the FEC's service population, ages 16 – 24, complete paid on-the-job tech training at local organizations that provide Digital Inclusion services to City residents. (Appendix A.2)

**Digital Upcycling:** A City program, in partnership with Surplus Exchange, through which the City donates its surplus electronic equipment to Surplus Exchange for triaging and refurbishing according to e-Stewards Enterprise Certification standards. The electronic equipment is either donated or made available for low-cost purchase by non-profit organizations to low income individuals. (Appendix A.3)

**Distance Learning:** utilizing the Internet as a method of learning through online educational platforms, classes and lectures without having to attend classes in a physical classroom. Distance learning may include formal educational institutions, subscription based educational platforms, free educational platforms or self-directed learning.

**Distance Working:** employment carried out from a remote location, such as the employee's home. This is also known as teleworking.

**E-stewards Enterprise Certification:** a global commitment to the responsible recycling of electronic waste, through recognition by the Basel Action Network (BAN), as an eStewards Enterprise. The BAN designation recognizes cities, counties and companies that take concrete measures to eliminate the export of hazardous electronic wastage (e-waste) to developing countries by using Certified eStewards Recyclers to manage their electronic waste.

**Federal Communications Commission (FCC):** the governmental body charged with regulatory oversight of interstate and international communications by radio, television, wire, satellite and cable in all 50 states, the District of Columbia, and US territories. The commission is the United States' primary authority for communications laws, regulation and technological innovation.

**Gigabit Service:** symmetric broadband speeds up to 1 gigabit per second (Gbps).

**Global Connect International Connectivity Steering Group (Steering Group):** a group created by Executive Order in 2016 to strategically improve coordination and catalyze further action to increase Internet connectivity globally in support of the Global Connect Initiative.

**Homework Gap:** the situation of students who are assigned homework requiring them to use the Internet, but who do not have Internet access at home.

**Internet:** a global computer network consisting of interconnected networks using standardized communication protocols and using wired and wireless access. It is a *network of networks* that consists of private, public, academic, business, and government networks of local to global scope, linked by a broad array of electronic, wireless, and optical networking technologies.

**Internet Service Provider (ISP):** a company that provides its subscribers with access to the Internet and related services. Kansas City ISPs include Google Fiber, Time Warner, Spectrum, AT&T, and Comcast.

**Kansas City Coalition for Digital Inclusion (Coalition for Digital Inclusion):** an organization of practitioners, businesses, and other stakeholders, led by the Kansas City Public Library, Connecting for Good, KC Digital Drive, and the City of Kansas City, MO, the vision of which is for every citizen and household in the Kansas City metropolitan area to have access to the Internet, the equipment needed to use it and the skills to participate in a digital society.

**KC Digital Drive:** an organization created by Mayor Sly James of Kansas City, Missouri and former Mayor Joe Reardon of Kansas City, Kansas to implement the recommendations of the Mayors Bi-State Innovation Team (defined below).

**Lifeline:** a Federal Communications Commission program designed to provide low-income Americans with financial assistance to purchase affordable phone service. Efforts are underway to modernize the program's subsidy, so that it can be used to help make broadband more affordable.

**LRNG:** an ecosystem of learning that combines in-school, out-of-school, employer-based and online learning experiences into a network that is open and inviting to all youth. The ecosystem includes schools, city leaders, businesses and community institutions such as libraries and museums.

**National Digital Inclusion Alliance (NDIA):** a unified voice of leaders of local community organizations, public libraries, towns and other institutions for home

broadband access, public broadband access, personal devices and local technology training and support programs. NDIA works collaboratively to craft, identify and disseminate financial and operational resources for Digital Inclusion programs, while serving as a bridge to policymakers and the general public.

**Next Century Cities (NCC):** a national membership organization supporting community leaders across the country as they seek to ensure that all have access to fast, affordable, and reliable Internet.

**National Telecommunications and Information Administration (NTIA):** the Executive Branch agency founded during the Clinton Administration, which is principally responsible for advising the President on telecommunications and information policy issues. NTIA's programs and policymaking focus largely on expanding broadband Internet access and adoption in America, expanding the use of spectrum by all users, and ensuring that the Internet remains an engine for continued innovation and economic growth.

**Net Neutrality:** the principle that Internet service providers should enable access to all content and applications regardless of the source, and without favoring or blocking particular products or websites.

**Universal Services Schools and Libraries Program (E-Rate):** a discount set by the Federal Communications Commission (FCC) and administered by the Universal Service Administrative Company (USAC) that schools and public libraries receive on telecommunications, Internet and internal connections.

**Small Cell Technology:** a type of wireless that uses low-powered radio access nodes having a range of ten meters to one to two kilometers, as opposed to a macrocell which has a range of several kilometers. This is being deployed to increase densification in areas with disparate wireless infrastructure.

**Smart City Initiative:** a multi-phase project initiated in May 2016 that will enable the City of Kansas City to collect and use real-time electronic data through sensors and other technology to deliver basic services more efficiently, and attract economic development, entrepreneurs and residents.

**TechHire:** a 2015 White House initiative, of which Kansas City is a participant, to expand local tech sectors by building tech talent pipelines in communities across the country. TechHire includes three main components: (1) more than 20 communities with over 300 employer partners signed on to pilot accelerated training strategies; (2)

large private-sector companies and national organizations committed to providing tools to support these TechHire communities; (3) President Obama's pledge of \$100 million in federal funding.

## **The Digital Divide**

The term "Digital Divide" was first coined in the 1990's as a result of the passage of the High Performance Computing Act, which funded the Internet, and the resulting widespread public and commercial use of the Internet. Even then, the Clinton Administration began to wonder if access to the Internet and related technologies would be equitably distributed among citizens. "Digital Inclusion" is now recognized worldwide as a means of narrowing the Digital Divide between the Internet haves and have-nots, and thereby improving our society, removing power differentials, increasing shared understanding, and gaining a free and democratic world.

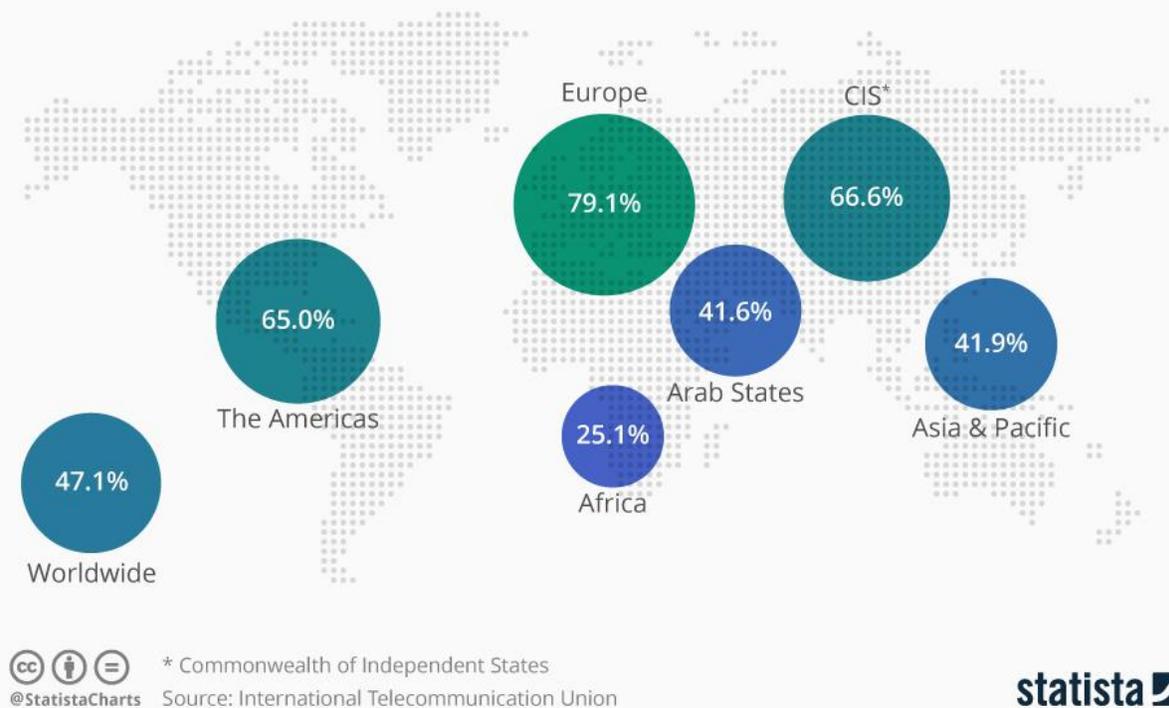
## **Around the World**

The Digital Divide is more than just a shorthand way of differentiating between those citizens who can easily take advantage of the Internet and those who cannot. The term also suggests the *causes* and *effects* of not being able to go "online" for both the individuals that are insufficiently connected and the surrounding broader communities. These *causes* and *effects* can be seen around the world and locally, and manifest themselves in numerous ways that challenge our collective ability to advance in an equitable society.

According to the Global Connect International Connectivity Steering Group, over four billion of the world's 7.2 billion people do not yet have access to the Internet. 35% of Americans do not have access to the Internet at home or otherwise.

## The Not So World Wide Web

Estimated number of internet users per 100 inhabitants in 2016



At a national level, a significant *cause* for being offline is income. 34 million people are currently disconnected from digital life, because they are unable to afford the Internet or the equipment to access the Internet. According to a 2013 Pew study, Americans making under \$30,000 per year are eight times more likely than affluent adults not to use the Internet. The majority of disabled Americans fall below this income level, and typically have an income of around \$835 per month or less.

For these lower-income individuals and families, the ability to be a **consumer** of the Internet is limited by the lack of ability to purchase Internet-ready devices, to purchase privacy software, to purchase dictation software or enlarged keyboards or other software and equipment for the disabled, to pay monthly connectivity fees, or because they do not view the Internet as important in their lives. 19% of American cite the cost of owning a computer or paying for the Internet as the reason they do not have access. 92% of non-users surveyed said they were not interested in going online.

The *effect* of being offline at home is a significant barrier for the **learners** who use the Internet for educational purposes. According to a 2015 article in Education Week, the Federal Communications Commission stated that in some localities, 70% of teachers

assign homework requiring Internet access, while only 33% of students in those localities were able to access the Web at home.

There is also an *effect* on the ease with which the **digital citizen** can be civically engaged online. As evidenced by current 2017 political engagement, social media makes learning about and participating in ad hoc, or quickly organized activities, much easier. But in 2015, a Santa Clara University panel on "Civic Engagement in the Digital Age" identified poor broadband access as a key barrier to digital engagement, with greater access directly correlated to those earning \$75,000 a year and above.

In addition, lack of access to the Internet appears to exacerbate the economic situation of families. It is more than an inconvenience. Access to the Internet increases economic disadvantage, especially for **job seekers** unable to access online job search tools. Per a 2015 report by the Pew Research Center, 79% of job hunters utilized online resources in their most recent job search and 34% say these online resources were the *most* important tool available to them. Today, because of the Digital Divide, it is more difficult for individuals who are not online to find employment, in large part because they cannot find opportunities or apply for them online.

Based on the same Pew study, 28% of Americans who are currently not employed, say that it would *not* be easy to create a resume, 22% say they would have a difficult time filling out an online job application, and 19% indicated it would be difficult to contact employers via email, find job lists online, or research services for job seekers. In addition, the study indicates that roughly 20% of adults with a high school diploma or less feel it would *not* be easy to contact a potential employer via email, research services for job seekers online, fill out an online application, or access lists on the Internet of available jobs. Almost 33%, who haven't attended college stated that it would *not* be easy for them to build a resume or use social media to advertise their job skills. In short, the Digital Divide between those comfortable using the Internet and those who aren't leads to a significant employment disadvantage.

The *effect* of being offline is evident for **entrepreneurs** and **job creators**, as well. Today, 24% of Americans report earning money from the digital 'platform economy'. These platforms allow users to earn money in several ways, including selling their goods or services online. It also allows them the flexibility of working at times and places of their own choosing. However, the ability to participate in these online sharing platforms, or to participate in other types of e-commerce, is dependent on Internet access, equipment and skills. According to Pew in 2016, 41% of those with incomes of \$100,000 have participated in the sharing economy on four or more occasions, while only 13% of those with incomes of \$30,000 annually have used these services at all.

Many national programs have been initiated to address both the *causes* and the *effects* of the Digital Divide. The White House has launched several initiatives aimed at making the Internet more affordable and available to those most impacted by the Digital Divide – students, low income families, and individuals living in rural and tribal areas. From ConnectEd, ConnectHome, ConnectAll, efforts to modernize the Federal Communications Lifeline Program and E-Rate Program, and Net Neutrality legislation, the federal government has gone to great lengths to legislate and convene national partners to contribute their time, talent and treasure toward narrowing the Digital Divide.

The federal government has also recently made existing funding sources available for use for Digital Inclusion purposes. In 2016, the Department of Housing and Urban Development issued rule changes specifying that digital inclusion and broadband infrastructure now qualify as public services for HUD assistance, such as Community Development Block Grants, and requiring local governments to consult with broadband service providers as part of the HUD Five Year Consolidated Plan process. The Federal Reserve Bank of Dallas also issued guidance in 2016 allowing Community Redevelopment Act (CRA) money to be used toward Digital Inclusion training and broadband infrastructure. Because these are new purposes for existing funding streams, Digital Inclusion organizations and programs must share in the opportunity to receive these funds with organizations that have historically qualified for this funding.

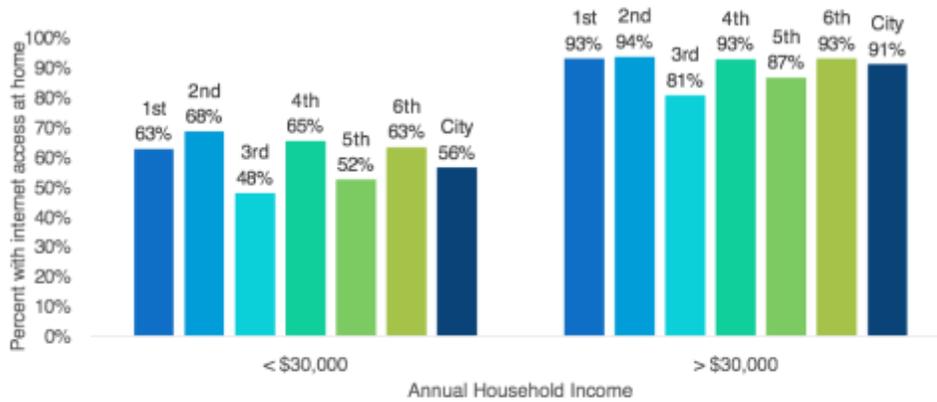
Several national organizations have formed to advocate for policies that will further Digital Equity efforts or to provide Digital Inclusion programs and services directly to users. Next Century Cities and the National Digital Inclusion Alliance are two national membership organizations that work to draft and otherwise effect public policy in favor of Digital Equity. Both organizations have driven the national conversation on expanding the Lifeline and E-Rate programs to include Broadband, and advocating for Net Neutrality legislation on the federal and state levels.

## Locally

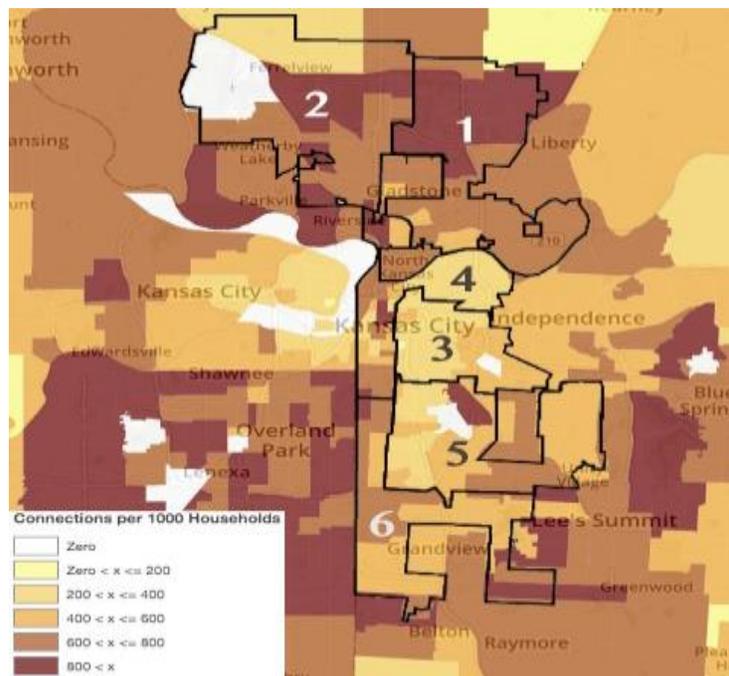
Kansas City is unique in many ways. We are a city of 319 square miles of both rural and urban areas, with a population of approximately 462,986 people. Median income for our residents is \$45,320, with 19% of residents living below the poverty level, and 10% of residents being unemployed. One in five households do not have access to a car. With a low median income level and high levels of poverty and unemployment, many of our residents cannot afford both access to the Internet and other basic needs.

It should be noted that connectivity in Kansas City is not equally distributed. As the graphs below show, not only does access to the Internet at home vary based on annual household income, it also varies based on the area of the City in which residents live. While the Digital Divide exists throughout our entire city, our urban areas and specifically the Third and Fifth Council districts, are most affected by the Digital Divide.

### Internet Access at Home by Income and Council District



Source: Citizen Survey, FY2015-16



For a city with a large geographic footprint, we have a relatively small population. This imbalance poses unique challenges for connecting public, community assets with

residents. Many of our public buildings, such as libraries, community centers, churches, and learning centers, have computer labs that are free and open to the public. However, these assets are often spatially dispersed given our large land mass, making access to those without transportation even more challenging. Also, residents are often unaware of the public spaces and resources near their homes.

Google Fiber's arrival benefited Kansas City in numerous ways. Equally important to Google's provision of Gigabit fiber was the work Google Fiber did to assess Internet access and interest in our City. To properly deploy Gigabit fiber throughout the City, Google Fiber conducted assessment study of Internet usage in Kansas City, as well as a series of community sign up events for residents to express interest in fiber service to the home.

The assessment, "The State of Broadband Internet Access in Kansas City," detailed the state of the Digital Divide in Kansas City. It showed that while many Kansas Citians seem to recognize the value of the Web, not enough enjoy adequate access to it. At the time of the study in 2012, 17% of Kansas Citians were not going online at all, and 8% were only using dial-up or slow speed wireless connections. The study also showed that one of the primary barriers to online access was cost. 28% of those, who didn't use the Internet said that they didn't go online because either they lacked the equipment or they could not afford connectivity fees. 41% of respondents said they did not go online because it was not relevant to their lives. And, while Pew Research reports that 76% of teachers across the nation require students to complete assignments online, 70% of children in the Kansas City School District did not have Internet access in the home.

The Google Fiber signup campaigns, which focused on reaching certain subscriber thresholds in neighborhoods they termed "fiberhoods," also underscored the Digital Divide in our City. Initially, residents in economically distressed neighborhoods were slow to subscribe for Gigabit service. The City, Google Fiber, KC Digital Drive and others community stakeholders stepped up to ensure that not only was Gigabit service made available in the majority of fiberhoods in the City, but to also ensure there was a larger and more concerted effort to ensure all residents understood the relevance of the Internet to their daily lives and have Internet access, equipment and skills.

### **Work- to-Date**

In an effort to promote Digital Equity for our residents, the City of Kansas City, Missouri has been actively engaged in many Digital Inclusion initiatives over the last five years. Foremost, the City, along with other practitioners and stakeholders in the digital and technological community, co-founded the Kansas City Coalition for Digital

Inclusion (“Coalition for Digital Inclusion”) with KC Digital Drive, the Kansas City Public Library, Connecting for Good, LiteracyKC, and the Linwood YMCA. The Coalition for Digital Inclusion has grown to include municipal governments, the Housing Authority of Kansas City, libraries, school districts, Internet service providers, practitioners, and foundations, from all over the Kansas City metropolitan area. Notably, every Digital Equity initiative and program the City has accomplished to date has been through a collective effort with members of the Coalition for Digital Inclusion and other local and national partners. While Kansas City still has much work to do to map existing services, connect residents to services, identify programmatic, service and funding gaps, identify funding sources for Digital Inclusion programs, and advocate for an open, competitive Internet, the existence and work of the Coalition for Digital Inclusion has allowed us to make great progress toward Digital Equity.

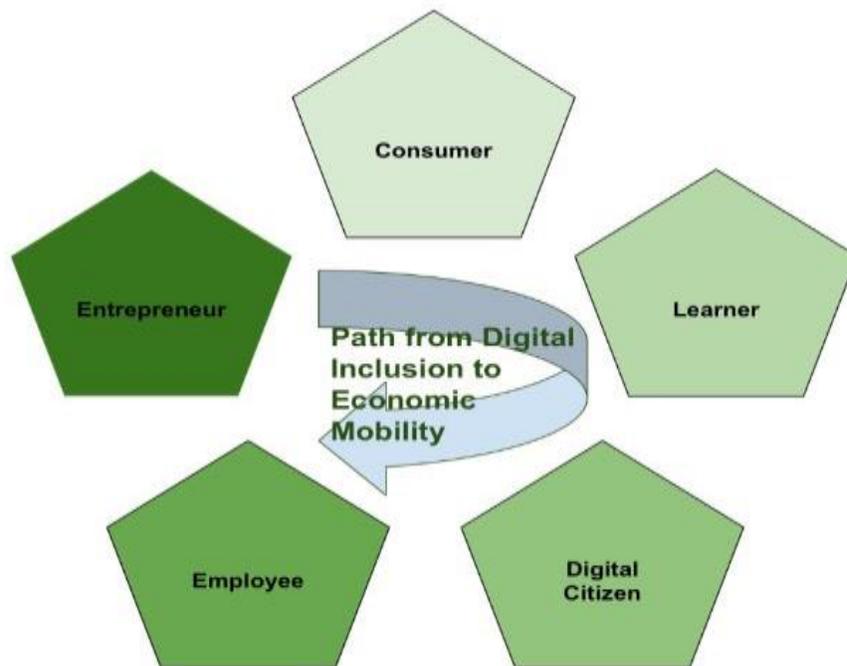
The most remarkable Digital Equity initiatives in which the City has been involved include:

- Establishment of the Open Data Platform
- Inclusion of 300 Google Fiber Community Connections in the City’s and Google Fiber’s development agreement
- Co-founding the Mayor’s Bi-State Innovation Team
- Creation of KC Digital Drive
- Co-founding the Kansas City Coalition for Digital Inclusion
- Implementation of Google Fiber Community Connections at 164 schools, libraries, community centers and City-owned buildings
- Completion of digital access infrastructure improvements and gigabit fiber connectivity in the Gregg Klice, Marlborough and Garrison Community Centers
- Sponsorship of the Digital Inclusion Summits in 2014 and 2016
- Adoption of the Digital Roadmap
- Selection as one of 20 pilot communities for participation in the White House TechHire Initiative
- Selection as one of 28 pilot communities for participation in the White House and Department of Housing and Urban Development ConnectHome Initiative in partnership with the Housing Authority of Kansas City
- Certification as an eStewards Enterprise
- Creation of the Digital Upcycling Program
- Creation of the Digital Scholars Program
- Launch of the Smart City Initiative
- Host of the inaugural National Digital Inclusion Alliance Summit in 2016
- Selection as a White House ConnectAll & Community Connectivity community
- Selection as one of eight LRNG cities

## **Policy Priorities and Pathways to Digital Equity**

This critical component of this Plan is an outline of public policy priorities for furthering Digital Equity in Kansas City, and, in a broader sense, to advance the participation of all Kansas City residents in the digital economy. Six policy priorities have been identified based on national and local research, statistics, and through ideation with experts in the community and individuals affected by the Digital Divide. Five of the policy priorities relate directly to helping the five types of Internet users – consumers, citizens, students, job seekers, and entrepreneurs/job creators. The sixth describes the continued collaboration on matters of Digital Equity necessary for its achievement.

These policy priorities encapsulate the areas of highest need for promoting Digital Equity. Keeping these priorities at top of mind standing alone and when making other policy decisions will enable our City to advance Digital Equity in incremental ways both large and small, and will allow us to have a meaningful impact on the lives of residents. After the adoption of this Plan, the City must continue to work with the Coalition for Digital Inclusion and other individuals and organizations focused – the practitioners and “boots on the ground” - on Digital Equity to advance these policy priorities.



## Six Policy Priorities

- Access to Affordable Broadband, Devices, And Digital Literacy Training for the Consumer
- Internet Use for Education for the Learner
- Internet Use to Promote Civic Responsibility for the Digital Citizen
- Internet Use to Promote Employment
- Internet Use for Business and Job Creation for the Entrepreneur
- Collaboration to Promote Ongoing Digital Equity Opportunities

### **Digital Equity Policy Priorities**

#### **1. Access to Affordable Broadband, Devices, and Digital Literacy Training**

The initial priority for Digital Equity must be Access. To participate in the digital economy, potential users of the Internet must first have access to it, either at home or in conveniently located public spaces. A person cannot effectively access the Internet unless there are affordable options to purchase the Internet, equipment to utilize the Internet, and software to protect their personal information and effectively utilize the Internet. Potential Internet users must also be aware of their options for purchasing the Internet among Internet Service Providers, including the various low cost options for low income residents. They must have access to equipment that meets their needs, such as dictation software or enlarged keyboards for seniors and the disabled. They must be educated on the utility of the Internet and the opportunities and services available online. They must learn the basic skills for operating a computer, navigating the web, and keeping their information safe. Language, physical ability, literacy and other access barriers must be eliminated. Only then can residents become actual users taking advantage of opportunities to complete everyday tasks online, such as online shopping, banking, completing and reviewing homework assignments, paying bills, signing up for insurance, accessing healthcare information, accessing government services, applying

for jobs, gathering news, socializing with distance loved ones, and enjoying games and other entertainment.

## **2. Internet Use for Educational Purposes**

With the Access priority as a foundation, another priority for Digital Equity is enabling Internet use for educational purposes. A learner should be able to use online resources to participate in formal K-12 instruction, post-secondary programs and training opportunities, online learning websites, or self-guided learning. He or she should be able to use the Internet in real-time through distance learning or send and receive information before or after class. Initiatives such as ConnectHome have made a positive impact on student ability to complete assignments at home. Still, Internet use for educational purposes is arguably the most significant opportunity highlighted in this Plan, since the inability to complete assignments online is negatively affecting students in our educational institutions, particularly in the Kansas City Public School District, and is thereby hindering our collective future.

## **3. Internet Use to Promote Civic Responsibility**

Another priority for ensuring Digital Equity is to foster opportunities for individuals and organizations to participate in community affairs through the Internet. Here a user can become a better citizen by contributing to public policy discussions on social media and government interaction websites like Next Door and MySidewalk, or the 311 Action Center, with friends, family, and other engaged citizens online. People around the globe are utilizing the Internet to stay abreast of worldwide events, voice their opinions, monitor government programs and services, and engage in their communities. Ensuring that all residents have equitable access to the Internet ensures that all voices are heard in our society.

## **4. Internet Use to Promote Employment**

An equally important priority is to enable Internet use for applying for traditional jobs online, as well as identifying and facilitating opportunities forand employment through Distance Working. Most employers today require job applicants to have an email address and to apply for jobs in online or mobile applications. Employers frequently

post job opening solely online. For a a potential employee without Internet access, this poses a barrier to finding employment opportunities.

Distance working presents opportunities to work outside of a traditional office environment, and offers a unique solution for the disabled to work in a virtual or remote environment. The ability of employees to work from home opens tremendous opportunity for all, including small businesses that want to avoid the overhead of a brick and mortar office space, by eliminating the need to commute to and from traditional places of work.

## **5. Internet Use for Business and Job Creation**

Another priority for Digital Equity is helping the entrepreneur to leverage online resources and promote economic mobility. For small business owners, this creates more independence, and, potentially allows them to create more jobs by avoiding the overhead of physical office space. Symmetric Gigabit speed Internet availability greatly enhances the potential growth of homebased businesses and enables employers to create Distance Working opportunities that not only reduce employees commuting costs but can provide business resilience in times of high demand or business interruption.

## **6. Collaboration to Promote Other Digital Equity Opportunities**

The final priority for Digital Equity is to continue the City's collaboration in Broadband initiatives. The City must consider Digital Equity when selecting its legislative priorities. This action promotes collaboration locally, regionally, and nationally, as well as heightening awareness and providing valuable input into achieving the City's other Digital Equity priorities. Examples of such collaboration over the last five years include participation in the Kansas City Coalition for Digital Inclusion, Next Century Cities, National Digital Inclusion Alliance, the White House/HUD ConnectHome Initiative and the TechHire Program, and advocacy for Net Neutrality and Lifeline.

## **21 Digital Equity Pathways**

The pathways presented here take the form of 21 recommendations to the Mayor and City Council, on action that can be taken to advance the City's policy priorities for Digital Equity.

### **ACCESS**

1. Direct the City Manager to develop an overall Three Year Roadmap to include increasing Digital Equity Access within the City. The Roadmap should be presented to Council within six months of adoption of this Plan. The Roadmap should address the three elements of Access, with emphasis on infrastructure for advancing a wireless network. The elements are:
  - Broadband Infrastructure – Wireless/Wired
  - Device
  - Training on Basic Usage
  
2. Direct the City Manager to identify and present one-three “Quick Win” projects to the City Council involving Access. Selection of these projects should be based on their tangible and intangible return on investment and be presented for consideration within six months of adoption of this Plan. The presentation should identify the following:
  - Funding Source(s) expected for project completion
  - Project Team involved, including both private and public partners and expected project management staff
  - ROI projections
  - Timeline projections
  - Criteria for measuring success

Quick Win Projects to be considered include, but are not limited to the following:

- Implementation of a Dig Once Policy
- Addition of digital equity provisions in RFPs for Neighborhoods & Housing Services contracts
- Addition of digital equity provisions in the Five-Year Consolidated Plan for the Neighborhoods & Housing Services Department
- Establishment of a program to provide free Internet services for recipients of Minor Home Repair & Weatherization Program benefits
- Addition of Digital Equity into Health Community Health Improvement Plan goal
- Adoption of a resolution supporting a standard agreement for use when negotiating with all small cell, wireless communications and Internet service providers that includes some expectation of contribution to Digital Equity

## **EDUCATION**

3. Direct the City Manager to develop an overall Three Year Roadmap including promoting the use of the Internet for Education within the City. The Roadmap should be presented to Council within six months of adoption of this Plan. The Roadmap must include Plans to narrow the Homework Gap by creating a public

private partnership that will ensure access to the Internet and a computing device for K-12 students, and access to training and post-secondary programs, distance learning opportunities, and informal online and self-guided learning opportunities for all Kansas City residents.

4. Direct the City Manager to identify and present one - three “Quick Win” projects to the City Council involving Education. Selection of these projects should be based on their tangible and intangible return on investment and be presented for approval adoption by the Council within six months of the adoption of this Plan. The presentation should identify the following:
  - Funding Source(s) expected for project completion
  - Project Team involved, including both private and public partners and expected project management staff
  - ROI projections
  - Timeline projections
  - Criteria for measuring success

Quick Win Projects to be considered include, but are not limited to the following:

- Establishment and mapping of a network of community learning centers to ensure that students have access to connectivity, equipment, training and support within walking distance of their home. It is recommended that this would be completed in collaboration with the City’s community partners.
- Establishment of a shared online learning center (i.e. the WikiKC Community Learning Center) with local partners to allow citizens to follow an educational and career path with a user experience that is the same regardless of which partner is providing the service
- Identification of opportunities to engaged the business community and non-profit partners in the Digital Scholars Program and Digital Upcycling Program

## **CIVIC RESPONSIBILITY**

5. Direct the City Manager to develop an overall Three Year Roadmap to include increasing Digital Equity based Civic Responsibility within the City. The Roadmap should be presented to Council within six months of adoption of this Plan.
6. Direct the City Manager to identify and present one - three “Quick Win” projects to the City Council involving Civic Responsibility. Selection of these projects should be based on their tangible and intangible return on investment and be

presented for consideration within six months of adoption of this Plan. The presentation should identify the following:

- Funding Source(s) expected for project completion
- Project Team involved, including both private and public partners and expected project management staff
- ROI projections
- Timeline projections
- Criteria for measuring success

Quick Win Projects to be considered include, but are not limited to the following:

- Assessment by the City Manager's office of the City's open data, performance management, and 311 Action Center with closure of any significant gap(s) identified
- Establishment of a technical assistance hotline for the city website
- Expansion of the City Employee Volunteer Program to encourage City employees to use City-paid volunteer time to support non-profits engaged in Digital Equity
- Development within the City Manager's office of a program for digital literacy, consumer safety and privacy training for city employees for using city digital equipment, email, and Internet
- Development within the City Manager's office of a program to publicize a Digital Equity relevancy campaign through City Communications, and to publicize to city staff opportunities for purchasing low cost equipment and the availability of digital literacy training in KCMO
- Development of a program within the City Manager's office to work with the Full Employment Council on a pipeline of employment from the Tech Hire Program and/or Digital Scholars Program to City Hall

## **WORKFORCE**

7. Direct the City Manager to develop an overall Three Year Roadmap to include increasing opportunities for employment through Internet Access. The Roadmap should be presented to Council within six months of adoption of this Plan.
8. Direct the City Manager to identify and present one - three "Quick Win" projects to the City Council involving Digital Equity for employment. Selection of these projects should be based on their tangible and intangible return on investment and be presented for consideration within six months of the adoption of this Plan. The presentation should identify the following:
  - Funding Source(s) expected for project completion

- Project Team involved, including both private and public partners and expected project management staff
- ROI projections
- Timeline projections
- Criteria for measuring success

Quick Win Projects to be considered include, but are not limited to the following:

- Collaboration with community partners to identify and promote Distance Working opportunities for persons with disabilities, who may benefit from employment that does not require commuting
- Development of a program within the City Manager’s office to work with the Full Employment Council on a pipeline of employment from the TechHire program and/or Digital Scholars Program to City Hall

## **BUSINESS AND JOB CREATION**

9. Direct the City Manager to develop an overall Three Year Roadmap to include increasing Digital Equity based Business and Job Creation. The Roadmap should be presented to Council within six months of adoption of this Plan.
  
10. Direct the City Manager to identify and present one - three “Quick Win” projects to the City Council involving Business and Job Creation. Selection of these projects should be based on their tangible and intangible return on investment and be presented for consideration within six months of adoption of this Plan. The presentation should identify the following:
  - Funding Source(s) expected for project completion
  - Project Team involved, including both private and public partners and expected project management staff
  - ROI projections
  - Timeline projections
  - Criteria for measuring success

Quick Win Projects to be considered include, but are not limited to the following:

- Develop a program to enable home based and small business owners to get online and grow their business through e-commerce
- Direct the City Manager to review and confirm home-based business regulations, to include zoning regulations, business license regulations, and other related regulations, to ensure compatibility with the current state of the digital economy

## **COLLABORATION**

11. Direct the City Manager to develop an overall Three Year Roadmap for continued participation in collaborative efforts around Digital Equity. The Roadmap should be presented to Council within six months of adoption of this Plan.
  
12. Direct the City Manager to identify and present one -three “Quick Win” projects to the City Council involving Collaboration on Digital Equity. Selection of these projects should be based on their tangible and intangible return on investment and be presented for consideration within six months of adoption of this Plan. The presentation should identify the following:
  - Funding Source(s) expected for project completion
  - Project Team involved, including both private and public partners and expected project management staff
  - ROI projections
  - Timeline projections
  - Criteria for measuring success

Quick Win Projects to be considered include, but are not limited to the following:

- Incorporation of Digital Equity objectives into the Urban Business Growth Program agreement with UMKC Innovation Center
- Addition of an annual contract employee City Manager’s Office in the position of Digital Equity Fellowship to facilitate the implementation of the Digital Equity Strategic Plan, recruit regional governments to participate in the activities of the Coalition for Digital Inclusion, expand public- and private-sector participation in the Digital Upcycling Program, continue the City’s participation in national initiatives for Digital Equity, Lifeline, Net Neutrality and similar state and national initiatives, utilize Channel 2 to promote opportunities for the general public to participate in digital engagement volunteer opportunities
- Designate a representative of the City Manager to serve as the City’s representative on the Kansas City Coalition for Digital Inclusion

## **GENERAL**

13. Adopt a resolution in support the Kansas City Coalition for Digital Inclusion's efforts to bridge the Digital Divide
14. Review programs of City departments and compile a list of programs supporting the goals of the Digital Equity Strategic Plan
15. Amend the Advance KC Scorecard to allocate additional points to projects that include free high-speed broadband connectivity, and commercial developments with a public wifi space that meet minimum bandwidth standards
16. Consider affordable digital connectivity in the City's Five-Year Consolidated Housing Plan and Housing Policy and neighborhood Plans
17. Direct the City Manager to annually review the Google Fiber Community Connections network utilization

## **FUNDING**

18. Direct the City Manager and Neighborhoods and Housing Services staff to develop and implement a coordinated plan which involves, but is not limited to:
  - Consider funding requests of organizations that provide digital connectivity, digital literacy or other digital literacy skills training to members of the public and consider an organization's provision of digital connectivity, digital literacy or other digital literacy skills as a factor when awarding CDBG funds
  - Require all multi-family housing developers, including the Choice Housing Developments, and public facilities to include digital connectivity in the project plans;
  - Insert in the 2018 Guide to Requesting Funding through the Consolidated Plan funding review questions on how agencies support digital connectivity literacy or other digital literacy training to low income persons;
  - Include connectivity data and maps in the 2018 Consolidated Plan showing areas where digital connectivity gaps exist within the City; and
  - Insert in the proposed 2018 Neighborhood Revitalization Strategy Area for the defined Catalytic Urban Development (CUR) area special demonstration and implementation programs that enhance digital connectivity.
19. Dedicate a portion of the revenue for small cell pole attachments and new small cell freestanding poles to support local non-profits that offer digital literacy

training, refurbish and/or provide low cost equipment, or build networks for low income residents of Kansas City, Missouri

20. Direct the City Manager to establish a Digital Equity Fund, the purpose of which is to provide annual leveraging allocations for funding to non-profit organizations whose primary mission is to provide digital connectivity, digital literacy, and other digital skills
21. Direct the City Manager to review and pursue other funding opportunities for Digital Equity

# Appendices

## Appendix A: Additional Resources

### A.1: Kansas City, MO Digital Roadmap

**1 DIGITAL INCLUSION**

1. Develop a Citywide digital inclusion policy aimed at bridging Kansas City's digital divide.
2. Develop Citywide digital strategies to increase public access to free Wi-Fi, and to manage public infrastructure.
3. Improve approaches to technology procurement with a focus on digital literacy, professional skills, communications, operations and delivery of services.

**2 OPEN GOVERNMENT**

1. Make data more accessible to residents.
2. Develop strategies and supporting policies to identify and provide data that is most valuable to the community.
3. Enhance operations by ensuring timely delivery of data and internal collaboration.

**3 ENGAGEMENT**

1. Build on the initial success of 311 and other digital engagement platforms.
2. Enhance mobile accessibility of digital services and information.
3. Focus on implementing best practices and support feedback from the community.

**4 INDUSTRY**

1. Support technology startup infrastructure.
2. Foster sustainable partnerships with regional academic institutions.
3. Create a smart city living lab to enable entrepreneurs to test ideas in Kansas City.

**5 SMART CITY**

1. Establish a Smart City advisory structure to benchmark and measure the success of Kansas City's Smart City infrastructure investment.
2. Leverage data and analytics to drive performance management and explore the potential of predictive modeling in order to work smarter.
3. Embrace a paperless City Hall by

**KC DIGITAL ROADMAP**

## A.2: Digital Scholars Program Description

Originally posted at TechHire.org

In collaboration with the City of Kansas City, Mo., and Kansas City-area nonprofit organizations, the Full Employment Council leveraged Summer Youth Employment Program grant funds to launch its first cohort of Digital Scholars. A total of 31 out of 32 Digital Scholars completed their six-week internship. These 18- to 24-year olds performed a wide variety of technology-related tasks, gained work experience and began building their professional network.

“Some places don’t teach you the skills or put you in places to implement them,” Digital Scholar, Chris Denson said. “Through these programs you are making yourself more marketable, adding skills and experiences in the real world and being able to apply classroom learning. Overall I believe that this is a great program and am happy that I was able to be a part of it.”

Chris’s fellow Digital Scholar, Marquan Wilson, remarked on the program’s ability to expose youth to the possibilities of the tech industry. “In my opinion the Digital Scholars program is a great way to show youth of color the jobs that are actually expanding and increasing in demand. All in all it is a great way to get the youth into technology not as a source of entertainment but as a career path,” he said.

As part of their internship these two participants led the training for a new I.T. certification training platform to be implemented by the Full Employment Council as a part of the Digital Scholars/TechHire program in partnership with their host organization. They also secured permanent technology-related employment following their internship. In addition, two other participants were offered and accepted permanent technology-related jobs as a result of their hard work in this program.



Photo: Digital Scholar presenting and training LearnKey to FEC/AJC employees

### **A.3: Digital Upcycling Program Description**

The Digital Upcycling Program is intended to make eStewards Certified recycled computer equipment accessible to low-income residents of Kansas City, Mo. The City of Kansas City, Mo. is an eSteward Enterprise certified by the Basel Action Network. City Council Finance Committee hearing on ordinance revisions and authorization to enter the certification contract with the Basel Action Network - July 15, 2015, Ordinance 150570 - approved July 16, 2015. The City Council has authorized a cooperative agreement with The Surplus Exchange to implement the Digital Upcycling Program.

Priority in the program will be given as follows: 1) housing authority residents and HUD voucher residents participating in ConnectHome who have completed a course in digital life skills, 2) community learning centers operated in HAKC computer labs, City community centers and other locations, and 3) low-income residents of Kansas City, Mo. who have completed a course in digital life skills. The program aligns with the City's participation in the White House TechHire and ConnectHome initiatives as well as the KC Coalition for Digital Inclusion. TechHire aims to get more people into the middle class by providing accelerated on the job training in the tech industry. ConnectHome aims to provide residents of public housing, particularly K-12 students, with access to the Internet. The KC Coalition for Digital Inclusion aims to bridge the digital divide in the Kansas City metro.

The Digital Upcycling Program prioritizes making computer equipment more accessible to residents of public housing participating in ConnectHome. Residents of public housing who complete Connecting for Good's Digital Life Skills Training Program are given priority and are eligible to purchase refurbished computers for approximately \$55.00. This program aims to utilize Digital Scholars, including residents of public housing, to triage computer equipment, refurbish computer equipment, and teach digital literacy training. It also aims to get our corporate and non-profit partners to be more responsible in their e-waste practices by becoming E-Steward Stewards certified, and to commit to donating their surplus computer equipment to the Digital Upcycling Program.

#### Partners:

- The City of Kansas City, Missouri: the City, as an E-Stewards Certified organization, will donate its surplus computer equipment to Surplus Exchange for hard drive wiping and refurbishing. The City, including the Mayor, City Manager and staff, will also work with the other partners to get additional corporate and non-profit partners committed to the program.
- **The Housing Authority of Kansas City, Missouri:** the Housing Authority of Kansas City, in particular the Residents' Services Department, will identify residents of public housing qualified and interested in participating in the Digital Scholars Program, identify and quantify residents in need of access to computer

equipment, notify residents of public housing of the existence of this program and the availability of low cost computer equipment for purchase and digital literacy training, and assist with the selection of computer labs that are easily accessible to residents of public housing for the placement of recycled equipment that has been donated toward this program.

- **The Full Employment Council:** the Full Employment Council will provide Digital Scholars to work at Surplus Exchange to conduct the triaging work and digital literacy training as a part of the Digital Upcycling Program.
- **Surplus Exchange:** Surplus Exchange will train and hire Digital Scholars to perform the computer equipment triaging, refurbishing, and other work associated with the Digital Upcycling Program. Surplus Exchange will also work with the City to identify other corporate and non-profit partners to commit to the Computer Upcycling Program.
- **Connecting for Good:** Connecting for Good will train and hire Digital Scholars to teach digital literacy skills to residents of public housing interested in purchasing computer equipment; and may sell computer equipment to Housing Authority Computer labs, other computer labs identified by the Housing Authority as accessible by residents of public housing, and directly to residents of public housing who have completed Connecting for Goods Digital Literacy Training program. Connecting for Good will also work with the City to identify other corporate and non-profit partners to commit to the Computer Upcycling Program.
- **Various Corporate and Non-Profit Partners:** Corporate and Non-profit partners will commit to donate their surplus computer equipment to the Digital Upcycling Program, and will be encouraged to become E-Stewards Certified. Other corporate and non-profit partners may also be engaged to provide other services aligned to this program.

Goals:

- To make 1900 or more refurbished surplus computers available for purchase by residents of public housing by July 2016.
- To make additional surplus equipment available for computer labs, community centers, and for purchase by low income residents of Kansas City, Missouri.
- To highlight the success of this program at an event by July 2016.

Cost:

- Labor - triaging and refurbishing will be done at no cost, given state funding available through the Full Employment Council; digital literacy training will provided at no cost; incidental costs will be covered by Surplus Exchange and Connecting for Good.

- Computers - we aim to make computers available for purchase by residents of public housing and HAKC computer labs for approximately \$55.

## **A.4: Kansas City Coalition for Digital Inclusion 2015 Summit Report**



# DIGITAL INCLUSION SUMMIT

REPORT

JANUARY 2015



# INDEX

## 1 / Description/Dimensions of the Issue

- 1 / Vision
- 1 / Kansas City Digital Divide Snapshot

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# DESCRIPTION / DIMENSIONS OF THE ISSUE

## VISION

Exclusion from access to computers and the Internet, including high-speed connectivity, can have profound repercussions for those on the wrong side of the digital divide. Those without access are very disadvantaged in today's digital society and face challenges in conducting business, accessing health information, gathering research, looking for a job, learning, completing school assignments, securing government services, or even communicating on a day-to-day basis. Digital inclusion must be seen as a priority for our community, and we must all come together to develop a joint vision and strategy to narrow the digital divide. Without a community-wide inclusion initiative, many people will be left behind.

## KANSAS CITY DIGITAL DIVIDE SNAPSHOT

**The State of Internet Connectivity in Kansas City** study performed by Google in June 2012 shows that for those residents living in Kansas City:

**17% of them do not use the Internet.**

Of the 17% non-users:

**41%** THINK THE INTERNET IS IRRELEVANT

**28%** LACK ACCESS

**44%** ARE SENIORS

**46%** ARE AFRICAN AMERICAN

**42%** MAKE LESS THAN \$25K A YEAR

**64%** HAVE ONLY A HIGH SCHOOL EDUCATION OR LESS



# BACKGROUND ON THE DIGITAL INCLUSION SUMMIT

## OBJECTIVE AND GOALS

The **2014 Kansas City Digital Inclusion Summit** convened individuals and organizations working to ensure that all residents are able to benefit from digital access. The Summit will provide a forum to share and discuss digital inclusion efforts and needs in Kansas City and exchange best practices and trends in the field of work that includes digital and online information literacy, broadband adoption, low-cost technology, economic and workforce development, and public access to information technology.

### Goals of the Summit included:

- Identifying the major needs in digital inclusion for Kansas City
- Identifying the major gaps in the community in narrowing the digital divide
- The development of a community-wide collaborative plan to narrow the digital divide
- Raising awareness on the importance of digital inclusion in Kansas City
- Improving education and employment outcomes
- Improving and enhancing access to health and government resources

## SPONSORS AND PARTNERS

### TERABYTE LEVEL

Ewing Marion Kauffman Foundation

### GIGABYTE LEVEL

Kansas Department of Commerce  
City of Kansas City, Missouri  
The Brainzooming Group

### MEGABYTE LEVEL

Google Fiber  
Truman Medical Center

### KILOBYTE LEVEL

Local Investment Commission (LINC)  
Full Employment Council (FEC)  
KC Stem Alliance

### EXHIBITOR LEVEL

Comcast  
City of Kansas City, Missouri  
Connecting for Good  
Kansas City Digital Drive  
Kansas City, Missouri, Parks and Recreation  
The Kansas City Public Library  
The Kansas City, Kansas, Public Library  
Linwood Family YMCA  
Literacy Kansas City  
Local Investment Commission (LINC)  
Metropolitan Community Colleges  
Mid-Continent Public Library  
UrbanTEC



# CONTENT-GATHERING METHODOLOGY

The Digital Inclusion Summit used a common meeting flow within each breakout session to share information with participants, provide them time to work in small groups to identify ideas/opportunities/issues, and then report back to the overall group.

The objective for this interactive, collaborative approach was to:

- Gain expanded participant perspectives on opportunities and issues.
- Uncover new ideas to support efforts to close the digital divide.
- Capture specific ideas and comments to document in the post-Summit report.

Based on whether a particular session was addressing resources and best practices or strategy and policy, participants were offered four questions to focus their discussions:

## RESOURCES AND BEST PRACTICES TRACK

- What are new ideas for how these resources/tools can be applied to address the digital divide?
- What other individuals or groups could benefit from these tools and resources to help close the digital divide?
- What tools/resources are needed to address other potential challenges or barriers to digital access?"
- What questions do you think remain unanswered in this area?

## STRATEGY AND POLICY TRACK

- How might you shape or refine the issue to make more rapid progress in closing the digital divide?
- What definitely has to happen to achieve greater success with these types of efforts in closing the digital divide?
- What additional ideas do you have for how strategies and policies in this area can better address the digital divide?

Participants documented their discussions and responses to the questions above. The depth of each group's feedback varied based on:

- The time actually allotted for discussion
- The extent of their focus in addressing the topics
- Their rigor in documenting discussions

Participants were asked to turn in their discussion reports. The Brainzooming Group, which designed the exercises used in each session, compiled and categorized the responses to create this report.

# THEMES EMERGING FROM THE DIGITAL INCLUSION SUMMIT

In reviewing, categorizing, and analyzing participant responses, nine themes emerged from the Digital Inclusion Summit participant discussions.

The themes are summarized in this section with:

- A brief introduction
- A sampling of related participant comments (some edited for length, clarity, and redundancy)
- An overview of opportunities, implications, and/or potential next steps

The nine themes include:

1. CREATE A COLLABORATIVE MOVEMENT ACROSS DIGITAL INCLUSION INITIATIVES
2. REFRAME DIGITAL INCLUSION AROUND GEOGRAPHIC AND ORGANIZATIONAL LINES
3. BUILD STRONGER AWARENESS OF REAL OPPORTUNITIES AND ASPIRATIONS
4. INVOLVE FAITH-BASED AND COMMUNITY GROUPS TO REACH PEOPLE
5. MEANINGFULLY ENGAGE BUSINESSES IN DIGITAL INCLUSION
6. TAKE ADVANTAGE OF CROSS-GENERATIONAL OPPORTUNITIES
7. ADDRESSING CONCERNS, RISKS, AND FEARS
8. BARRIERS TO ACCESS EXTEND WELL BEYOND TECHNOLOGY ISSUES
9. AGGREGATE DIGITAL INCLUSION RESOURCES AND SERVICES, REVIEW BEST PRACTICES, AND ESTABLISH BENCHMARKS



## PARTICIPANT COMMENTS

**“We don’t need another organization or project to work on, but need a movement.”**

*“Don’t rebuild what other people have already created; many resources are available, especially online.”*

*“Get partners together to have one big voice.”*

**“How (do we) build a network of organizations for the digital divide?”**

*“(Foster) collaboration between each organization already working to close the digital divide.”*

*“Model a program after Harvesters.”*

**“Collective effort, i.e., many, many groups working on the goal and working together.”**

*How are people hearing about the available tools and resources?”*

*“How do we learn about each other and connect with others doing the same thing?”*

*“Small voices could come together as one big voice to make a change.”*

## THEME 1: CREATE A COLLABORATIVE MOVEMENT ACROSS DIGITAL INCLUSION INITIATIVES

There are multiple organizations and parties working to address digital inclusion in Kanas City. This presents a clear opportunity to collaborate, build upon current initiatives, and leverage efforts under a single name/identity spanning all initiatives.

### OVERVIEW

Many interested, passionate people and organizations understand the implications of the digital divide and the incredible possibilities from eliminating it. They are typically tackling the issue from their own perspectives, capitalizing on their respective capabilities, talents, and resources to develop their envisioned solutions. Some efforts are unique. Others, however, could be duplicating efforts, leaving potential gaps in successfully addressing the digital divide.

There is a real opportunity, as voiced by Digital Inclusion Summit participants, to create a coordinating organization. It should involve interested parties and facilitates in an integrated, even higher-profile movement that extends the reach of current resources and builds support for greater attention and advancement toward closing the digital divide.

# THEME 2:

## REFRAME DIGITAL INCLUSION AROUND GEOGRAPHIC AND ORGANIZATIONAL LINES

Within the community, we are bounded by traditional structures, both geographic (state, county, city lines) and organizational (school districts, community groups, etc.).

The availability of ultra high-speed Internet service creates the potential to deliver information, resources, and support in new ways that ignore traditional boundaries. This necessitates reframing traditional thinking to accelerate digital inclusion.

### OVERVIEW

In a telepresence session for the Gigabit City Summit in 2012, Josep Piqué, CEO of the 22@Barcelona innovation district in Barcelona, Spain, asked the question, “When everything is in the cloud, what does ‘place’ mean?”

Digital Inclusion Summit participants raised related questions and ideas regarding the importance of working across traditional boundaries. As access to vital digital resources opens up new possibilities, the community must first envision new ways to provide these resources to span geographic, organizational, and social boundaries. We won’t be effective if we accept boundaries that have shaped thinking, funding, support, and actions throughout our community’s history.

Existing digital service infrastructure can be used in innovative ways. As one participant suggested, “We might use school infrastructure to provide wireless access to a community around the school. Bandwidth use drops during the evening at schools but increases in the homes. Could homes access the school bandwidth in the evenings and weekends?”

Other examples of cross-boundary outreach include the Kansas Board of Regents offering an online high school degree program, and the library checking out hotspots to school students to allow them to work on homework outside school hours.

Those are just a few examples of exciting new ways to imagine bringing resources and tools to those who will most easily miss them if old thinking doesn’t change.

## PARTICIPANT COMMENTS

“Look at patrons/community members regionally, not just as service system entities.”

“(We) need a work-around for the political barriers to the democratization of digital technology.”

“Educate agencies on funding in a way that eliminates the feelings of competition and increase collaboration with less fear.”

## PARTICIPANT COMMENTS

**“Advertise to the masses and let more of the users know about these programs.”**

**“Adapt the language to (be relevant for) the community. Adapt the marketing.”**

*“Cultural minorities don't see people like them doing coding – so they think it is not ‘for them.’”*

*“Need to let kids and teens know they have the power to positively impact their own lives.”*

*“Need to let teens know t here are pathways to their futures from their current interests.”*

## THEME 3: BUILD STRONGER AWARENESS OF REAL OPPORTUNITIES AND ASPIRATIONS

Digital Inclusion Summit participants pointed to the need to create greater awareness of the issue. Part of the awareness-building equation comes through creating greater message frequency and impact for messages. Another vital aspect identified by participants is the need for messages, formats, images, and styles that are appropriate and resonate with those in the digital divide.

### OVERVIEW

Some aspects of reaching the digital divide audience need to be grassroots (see theme #4, “Involve Faith-Based and Community Groups to Reach People”). There is also a need, however, for a strong, compelling message that is engaging and distinctive, builds support, and drives action throughout all parts of the community.

Addressing awareness-building will require an integrated, professional, and ongoing marketing and advertising program. The target audience’s diversity demands both traditional approaches and nontraditional formats that take the message into the community through billboards, display, vehicle signage, etc.

The message will need to establish the size and impact of the digital divide and provide information on how people can advance their digital literacy levels with education, tools, and resources.

# THEME 4:

## INVOLVE FAITH-BASED AND COMMUNITY GROUPS TO REACH PEOPLE

Despite its efficiency for so many audiences, the use of online marketing and outreach to target those without access to online resources won't be effective. Digital Inclusion Summit participants suggest there are important opportunities for faith-based and community groups to play a larger, organized role in reaching their members who are in the digital divide.

### OVERVIEW

It is vital to create broader awareness of digital inclusion's importance as a community issue and opportunity. Key parts of the audience who most need the message, however, may not be reached in standard ways.

Participants throughout Digital Inclusion Summit sessions suggested the importance of working with groups apparently absent from the effort right now to reach people in the digital divide. There's opportunity for a strategy to approach this audience in two ways. One is to understand where people in the digital divide are active in groups within the community, be they faith-based, community, social, cultural, or other types of organizations.

The second component of the strategy is to identify the appropriate "anchor institutions" in the community. These provide both a broad reach to those in the digital divide and are already (or are prepared to be) active in outreach and digital education.

## PARTICIPANT COMMENTS

*"Fit into the community as opposed to trying to shape the community to fit a digital approach."*

*"Build relationships with community leaders, faith-based leaders."*

*"(Develop) awareness of community and culture practices (i.e., Wednesday Bible study, sporting events)"*

*"Are the churches (faith-based organizations) connected to schools/community agencies? Are these churches educated/informed on the ongoing need to bridge the digital divide?"*

*"Churches and neighborhood associations (need to be involved). Churches could use every 5th Sunday (quarterly) to do digital literacy programs or have an abbreviated service and save time for digital lessons."*

*"Get more tech in churches for year-round use with hot spots."*

*"Cultural institutions – literacy isn't about language, many times there are cultural barriers."*

## PARTICIPANT COMMENTS

**“Must let businesses know (how) to help with youth digital learning if they want knowledgeable employees for the near future.”**

*“Need to get the corporations with money to understand the needs for digital literacy.”*

*“Corporations (need to become involved since they will be the ones) to provide jobs to those getting trained.”*

*“Share (information) with the business community so they can disperse information.”*

*“Wish jobs would offer professional development on technology training. The workplace is missing opportunities. People in jobs where technology is introduced might be on their own to figure it out.”*

*“Mid-career professionals have to learn a lot of tech if they are displaced from their jobs or change jobs.”*

**“We need to communicate with property owners to get them to realize the benefits of including/providing Internet access, much like a utility.”**

## THEME 5: MEANINGFULLY ENGAGE BUSINESSES IN DIGITAL INCLUSION

The current digital inclusion leadership in Kansas City is characterized by nonprofit organizations, government agencies, and Internet service providers (ISPs). There’s a clear opportunity to bring businesses and business leaders to the table with vested interests in hiring the newly-digital literate as part of their companies’ strategies.

### OVERVIEW

There are many organizations involved in the digital inclusion effort for altruistic reasons. Additionally, the ISPs are involved because of interest in providing their services to a wider base of users. There isn’t as much clear leadership involvement from businesses that will be recruiting and hiring the newly digital literate. This group represents a different set of commercial interests and motivations in addressing digital inclusion, and can help drive progress on new fronts and in different ways (such as introducing more workforce center programming on basic computer skills).

A first step is to survey businesses in the community to understand their hiring and technology needs – regarding new employees and how digital literacy expectations are changing among current employees. The results provide a basis to reach out to general management, human resources, and IT professionals.

Residential rental property owners are another group to involve more actively. There are already examples in Kansas City (such as Rosedale Ridge) where Internet access was included in apartment rent. Before Internet access was included, there were high vacancy rates. Following installation, resident retention grew significantly (and a waiting list developed), which means more rental stability for property owners and more consistent home for students.”

While different in nature, home-based businesses are another set of commercial interests to actively involve in leadership roles. Those who have used digital resources to create and grow home-based businesses can lead the outreach to others with comparable opportunities.

# THEME 6:

## TAKE ADVANTAGE OF CROSS-GENERATIONAL OPPORTUNITIES

Across multiple Digital Inclusion Summit sessions, ideas surfaced for connecting multiple generations with digital learning needs that could be addressed by another generational group. This creates an opportunity for strong learning and increased understanding across age groups that might not happen otherwise.

### OVERVIEW

There's an intriguing opportunity to use the talents, needs, capabilities, and challenges that characterize each generation to create multi-generational programs addressing digital inclusion.

**Children:** School students are increasingly receiving instruction through digital technologies and have a strong understanding of their uses and benefits. They may lack access to stable, readily available resources outside the classroom, however, and in some cases lack mentorship in successful life skills. Often, their schools have community service expectations that students actively help others in the community.

**Parents:** They may harbor suspicions about technology use and risks for their school-age children. Lack of knowledge of technology could also be holding them back in their careers and earning potential. There's an opportunity for training on how to be a digital parent, demonstrating the importance and value of digital access for themselves and their children.

**Older Adults:** They would benefit from understanding digital resources to sustain independent living. Older adults may also be more active in faith-based communities and have available time and experience to share as trainers and mentors. Some seniors are already preparing themselves to be digitally savvy; five seniors attended the Digital Inclusion Summit and split up to attend as many sessions as possible to develop their knowledge.

One multi-generational approach could be "creating a student help desk for parent education and to assist fellow students." A digital literacy hotline that's promoted through billboards takes advantage of student expertise and channels it toward other generations who would directly benefit from greater technology learning.

Extending the idea to a digital literacy youth corps more overtly places digitally strong young people in situations to help older adults with no access to learning new skills that can extend their productivity and community involvement.

## PARTICIPANT COMMENTS

"Involvement of everyone, such as seniors and children, of various (backgrounds) and diversity (is vital)."

Many parents of school children need to better understand the benefits of technology through "teaching them how to use tech and that it isn't just fun and games."

*Helps address "family pressure – you don't need it (and) lack of support."*

*"Are devices going to help with teaching kids or hinder them?"*

"Meet with parents where they are at health clinics, bus stops, (in the) community – (provide) grassroots knowledge to increase awareness & potential buy-in."

Where grandparents are raising children, "educate grandparents about technology tools to help their students."

## PARTICIPANT COMMENTS

**“Parents have refused to let kids have devices at a much higher rate than expected because of insurance and not understanding this is how students have to do homework. Parents are saying they went to school without computers, why is it different now?”**

*“As we close the digital gap, we have to be conscious of how we merge this with people who are at the pre-PC stage.”*

**“To protect their computers, kids may be leaving their computers at school even though their textbooks are on the computer.”**

**“We need to communicate that the resale value of a computer is not amazing and that computers have tracking devices. This could result in fewer stolen computers and less personal risk for students transporting computers to and from school.”**

**“Parents want to protect kids from online influences.”**

*“Do you teach people how to protect themselves when online?”*

## THEME 7: ADDRESS CONCERNS, RISKS, AND FEARS

Participants cited safety and security fears as perceived risks standing in the way of greater digital participation. The session on digital access and schools addressed this topic. Because the public understands that school children have computers, they become potential targets for theft outside of the school. Concerns exist about how digital availability opens the potential for student access to online gaming and adult websites.

### OVERVIEW

Whether or not these fears and perceived risks are accurate, they are real for individuals both inside and outside the digital divide.

Among the potential solutions participants suggested, many are already contained within other themes, including ideas for awareness building, multiple generations assisting one another, and education in the effective use of digital resources.

Other suggested solutions involve additional long term and day-to-day issues, such as access to insurance for computers issued to school children, software and practices for addressing cyberbullying, and applications that keep children safe on the Internet by managing where they can navigate with or without parental oversight.

# THEME 8:

## BARRIERS TO ACCESS EXTEND WELL BEYOND TECHNOLOGY ISSUES

We asked participants to identify digital inclusion barriers they saw from their own experiences. Responses indicated that while technology access and education might be the first barriers the general public anticipates, they are certainly not the only ones. Because of this, it's important to frame digital inclusion advocacy broadly enough to rally interests and resources needed to address the variety of barriers individuals face.

### OVERVIEW

The barriers participants put forward vary in scope, complexity, and the nature of the resources needed to address them successfully. Some seem to require nothing more than creative thinking and openness to nontraditional solutions.

A key lesson is that advocacy in digital inclusion requires leadership with a broad, integrated vision of potential solutions to existing barriers and new ones that emerge or develop. Additionally, areas now not represented prominently in the effort (such as public transportation) need to be recruited and actively involved.

## PARTICIPANT COMMENTS

**“How to make a case for concerted advocacy?”**

*“3 Buckets (to Address) – 1. Access, 2. Device, 3. Knowledge.”*

**“Economic challenges (exist) in affording technology, such as computers and Internet access.”**  
**Other barriers participants identified included:**

*“Language”*

*“Cultural biases or apprehensions”*

*“Transient/dynamic population”*

*“Homeless families”*

*“Coolness factor”*

*“Transportation issues” – “Live in areas not near a program”*

*“Disabilities – HOH, Hand/ Eye Coordination”*

*“Scheduling around work/ school hours”*

*“Libraries – waiting on line, only one hour (use of computers)”*

*“Ex-offenders”*

**“How can we change our physical and information spaces to accommodate a more inclusive consumer market?”**

**“Have teams of people with disabilities who live successfully (with technology) show people (both those with limitations and those without) how it works, make others more comfortable.”**

## PARTICIPANT COMMENTS

“Is anyone in KC developing best practices for evaluating digital literacy training and its impact on quality of life, job placement, advancement and retention? If so, where is it being published, how is it being shared?”

“Success metrics must be collected, demonstrated, and celebrated to tie increases in digital inclusion to increases to things that matter to economic development and workforce development.”

## THEME 9: AGGREGATE DIGITAL INCLUSION RESOURCES AND SERVICES, REVIEW BEST PRACTICES AND ESTABLISH BENCHMARKS

Consistent with the theme of creating a collaborative movement among digital inclusion initiatives, Digital Inclusion Summit participants and the organizing team articulated the need to understand where broad community attitudes are toward digital inclusion. This benchmark sets the stage for identifying priorities, developing successful strategies, and tracking progress.

### OVERVIEW

A variety of starting steps, some underway already, set the stage for moving forward to address the themes reflected in the 2014 Digital Inclusion Summit. Among them are:

- Aggregating all available information resources and studies documenting digital inclusion opportunities in the Kansas City community. Where there are significant gaps that prevent the creation of a sufficient benchmark, conduct new research to set the stage for prioritizing initiatives and tracking progress.
- Looking outside the metro area – in other communities and across industries – for digital inclusion solutions that are working effectively and can be adapted for implementation in Kansas City.



# APPENDIX

DIGITAL INCLUSION SUMMIT SESSION DESCRIPTIONS

SESSION TRACKS

# DIGITAL INCLUSION SUMMIT SESSION DESCRIPTIONS

These were the session names and topics covered during the Digital Inclusion Summit, held on October 17, 2014, at the Kansas City Public Library - Central Library.

## **Learn about Public Wi-Fi and the use of Mesh Networks**

Wireless mesh networks, an emerging technology, may bring the dream of a seamlessly connected world into reality. Wireless mesh networks can easily and effectively connect entire cities using inexpensive, existing technology. Traditional networks rely on a small number of wired access points or wireless hotspots to connect users. In a wireless mesh network, the network connection is spread out among dozens or even hundreds of wireless mesh nodes that “talk” to one another to share the network connection across a large area.

## **Trainer’s Toolbox: Resources for Digital Literacy Providers**

This hands-on session will give you a chance to test drive instructional tools that can be used to help anyone become a productive Internet user. Learn about free web-based applications that can be used in a classroom setting along with resources that help new users through self-guided learning experiences. You will be introduced to practical tools that can bring people from basic computer skills to effectively using social media. At the same time, you will find out just how computer literate you are yourself!

## **Free Digital Resources for Education, GED, Workforce and Economic Development**

Learn about free digital resources in education, workforce and economic development available at your local libraries, community colleges, workforce organizations, etc.

## **Low-Cost and Affordable Broadband Packages from Area Providers**

Find out about the various low-cost offerings from broadband and Wi-Fi providers in the community. Learn about their plans to introduce high-speed connectivity and about community outreach efforts underway.

## **Digital Literacy and its Importance in Narrowing the Digital Divide**

Just as providing books to people who cannot read does not solve illiteracy, simply offering access to technology does not bridge the digital divide. Tutoring, and other educational initiatives must be a vital part of a digital inclusion initiative. Moreover, the curriculum must be broad in scope while fulfilling the needs of targeted audiences. The goal is to equip the targeted population with the digital skills needed to enhance employment opportunities or, as in the case of the disabled or the elderly, positively impact daily lives with relevant access skills. This session will explore best practices for community-wide digital literacy initiatives.

## **How Can the Kansas City Community Increase and Scale Capacity to Meet the High Need for Access, Digital Literacy, and Connectivity?**

Hear from organizations in Kansas City that are actively working to narrow the digital divide and strategize on ways to scale what is currently in place in the community.

## **Youth and the Computing Divide**

Going beyond literacy and media creation, how can we get youth interested in computing: making video games, mobile apps, etc.? How can we move from interest to actual careers in the field?

### **Closing the Digital Divide, One App at a Time**

Mobile apps are the fastest-growing dimension of the mobile space with impact on virtually every aspect of our lives. So how can this popular technology be used to benefit education, workforce, digital literacy, early childhood development, and seniors?

### **Bridging the Digital Divide as a Mainstream Issue in Economic Development**

Economic advantage and competitiveness rest heavily on the ability to equip the 21st-century workforce with competitive digital tools and resources. Local governments are engaged in fierce competition to attract businesses, and digital inclusion is a major key to increasing their advantage.

### **Digital Inclusion for Underserved Communities – What is Really Needed?**

Hear from individuals in these communities on how narrowing the digital divide in their community can be achieved.

### **Narrowing the Digital Divide for Seniors**

Learn from those who have implemented innovative initiatives in their communities that close the digital divide for seniors. How can the Greater Kansas City area develop a coordinated and successful initiative to narrow the digital divide for seniors?

### **Digital Inclusion and Workforce Development**

Today's workplace increasingly relies on technology. From computers that help mechanics diagnose car troubles to computer-assisted laboratories, radio and television broadcasting, and machine-shop engineering, computer literacy has become a prerequisite for employment and career development in most fields. Individuals lacking computer skills and regular access to computer and telecommunications technologies face surmounting obstacles to participating in the technology-based economy. Not only does this growing "digital divide" threaten to place low-income citizen even further behind in competition for jobs, it also jeopardizes our economy. How can the greater Kansas City area better serve its workforce and provide necessary technology skills and resources?

### **Accessibility Technology and Strategies for Persons with Disabilities**

Technology and the Internet offer those with disabilities a great opportunity to fully participate in the digital age and be fully independent. Those who have difficulty leaving their homes, or are visually or hearing impaired, can use the Internet to access health information, communicate with others, read books and newspapers, and much more. People who have difficulty holding a pen or using a keyboard can use the latest speech recognition software to write letters, pay their bills, or perform work-related tasks. How do we in the greater Kansas City area offer solutions for accessing and using technology to better serve those with disabilities?

### **Digital Divide in the Kansas City School District**

Seventy percent of students in the Kansas City, Missouri, School District do not have access to the Internet in the home and there is a 40% mobility among the student population during the school year. What is the best approach to ensure students have access at home, in libraries, schools, community organizations, faith based organizations etc.

### **Digital Inclusion Collaborations and Sustainability**

Programs that have been inclusive in their approach to engaging community partners appear to enjoy the highest levels of success. The support of the public/private-sector partnerships, the philanthropic community, and other not-for-profit organizations in the community, along with strong relationships with the board of education and higher-level institutions, build a sustainable infrastructure that provides a variety of access alternatives for citizens.



## **BEST PRACTICES AND RESOURCES TRACK – ALL SESSIONS**

pp. 18-24

## **STRATEGY AND POLICY TRACK – ALL SESSIONS**

pp. 25-30

# BEST PRACTICES AND RESOURCES TRACK – ALL SESSIONS

Question	Topic Category	Trainer's Toolbox	Free Digital Resources for Education, etc.	Digital Literacy	How can KC Community Scale This?	Closing the Digital Divide One App at a Time	Narrowing the Digital Divide of Seniors	Low Cost & Affordable Broadband
What are new ideas for how these resources / tools can be applied to address the Digital Divide?	<b>Awareness / Outreach</b>	<ul style="list-style-type: none"> <li>Organizations have all ways of connecting people that aren't well-known by the community-getting the word out is key</li> </ul>	<ul style="list-style-type: none"> <li>Promote resources (Chamber of commerce email blast, trainer from vendor visits, decide who your target audience is)</li> <li>Create venues to educate people about what we have, but as secondary part of overall fun</li> <li>Thoughtful info distribution</li> <li>Info with enrollment</li> <li>Partner with community organizations (Can we do "train the trainer" sessions with their employees)</li> <li>Look at patrons / community members regionally, not just as service system entities</li> <li>School + library partnerships (on literacy levels)</li> </ul>	<ul style="list-style-type: none"> <li>Use the successful / old ideas, be consistent and expand, such as outreach in community, churches</li> </ul>	<ul style="list-style-type: none"> <li>How do you get your community residents to choose access for internet instead of mobile phones – make a choice, affordability and reliability is greater for internet services.</li> </ul>	<ul style="list-style-type: none"> <li>Tech talks / awareness building</li> <li>Storytelling</li> </ul>	<ul style="list-style-type: none"> <li>Creating terms or a branding</li> </ul>	<ul style="list-style-type: none"> <li>Consider having Galas or other social fundraisers. This is a popular approach in Kansas City.</li> <li>Use the media more to create awareness of digital inclusion.</li> <li>Reach out to the Pell Center.</li> </ul>
	<b>Collaboration</b>	<ul style="list-style-type: none"> <li>Don't rebuild what other people have already created, many resources are already available, especially online.</li> <li>Partner with other organizations to "train the trainer"</li> </ul>		<ul style="list-style-type: none"> <li>Build relationships with community leaders, faith-based leaders</li> </ul>	<ul style="list-style-type: none"> <li>How to build a network of organizations for the digital divide.</li> <li>Need to get the corporations with money to understand the need for digital literacy and access is a right.</li> </ul>		<ul style="list-style-type: none"> <li>Collaboration and partnering</li> </ul>	<ul style="list-style-type: none"> <li>Model a program after The Harvesters.</li> </ul>
	<b>Engagement</b>	<ul style="list-style-type: none"> <li>Parent engagement with school / PD library cards, plus transportation and incentives</li> </ul>	<ul style="list-style-type: none"> <li>More volunteers for outreach / increased community outreach, partnership efforts</li> <li>Building rapport and increasing ability to connect the right people to teach individual</li> <li>Engaging young people to volunteer and integrate selfless service and communicating the benefits</li> </ul>		<ul style="list-style-type: none"> <li>Get people from the community to help those in the community to understand the internet . . . with a transient community, pay someone to coordinate the resources.</li> </ul>	<ul style="list-style-type: none"> <li>Get teens involved in teaching / internships</li> </ul>	<ul style="list-style-type: none"> <li>Tool kits (Faith-based, volunteers)</li> <li>Capitalize on com. ser. Requirements</li> </ul>	<ul style="list-style-type: none"> <li>Study the Rhode Island Broadband Advisory Council approach. When the state ended the program, it recruited providers and community organizations to continue its work on a volunteer basis.</li> <li>Make digital inclusion one of the KC Chamber's Big 5 Initiatives.</li> <li>Rhode Island also has a digital inclusion program through its Department of Education.</li> </ul>
<b>Resources</b>	<ul style="list-style-type: none"> <li>Provide people with funding sources so that they could enable people in their community.</li> </ul>		<ul style="list-style-type: none"> <li>Cost of building the network – Roof rights, equipment (radio, antennas), bandwidth, maintenance of the network.</li> </ul>				<ul style="list-style-type: none"> <li>Resource of all locations and seniors</li> <li>Tech navigator "Safe Place"</li> </ul>	
<b>Education</b>		<ul style="list-style-type: none"> <li>Community center programming – classes for seniors, adults, youth</li> <li>Use the arts to teach</li> <li>Individualized and one-on-one attention can be a better facilitator</li> </ul>					<ul style="list-style-type: none"> <li>Helping seniors with medical management using apps / portalizing (in tandem with texting) / texting</li> </ul>	

Question	Topic Category	Trainer's Toolbox	Free Digital Resources for Education, etc.	Digital Literacy	How can KC Community Scale This?	Closing the Digital Divide One App at a Time	Narrowing the Digital Divide of Seniors	Low Cost & Affordable Broadband
	Services			<ul style="list-style-type: none"> <li>Integrating digital and human contact to better match the right teachers to students</li> </ul>	<ul style="list-style-type: none"> <li>Providing services for evening classes – childcare, space, volunteers</li> <li>Price services that have moved to the Internet and it is now required to do online. Like SSA for benefits.</li> </ul>			
	Access Applications						<ul style="list-style-type: none"> <li>Adaptive technology – key sizes, text sizes to more easily seen / used by seniors</li> <li>Text notifications (i.e. emergency alerts, medical reminders, etc.)</li> </ul>	
52	Other		<ul style="list-style-type: none"> <li>"You don't know what you don't know"</li> <li>Learning express</li> <li>JOCO – Treehouse / tech skills, coding</li> <li>Language barrier</li> <li>Transient / dynamic population</li> <li>Coolness factor</li> <li>Need to let kids and teens know they have power to positively impact their own lives</li> <li>Cultural minorities don't see people like them doing coding – so they think it is not "for them"</li> <li>Transportation issues</li> <li>Need to let teens know there are pathways to their futures from their current interests</li> </ul>		<ul style="list-style-type: none"> <li>Debit cards / credit</li> <li>Library cards extensions</li> </ul>			
What other potential challenges or barriers do these resources / tools need to be able to address with the Digital Divide?	For Individuals	<ul style="list-style-type: none"> <li>Language barriers</li> <li>Health issues</li> <li>Disabilities – HOH, Hand/Eye coordination</li> <li>Accessibility</li> </ul>		<ul style="list-style-type: none"> <li>Unequal representation of individuals / groups in organizations collaborating to close the Digital Divide</li> <li>Remove suspicion regarding resources / tools / organizations</li> <li>Mobility of the population (good and bad)</li> <li>Changing mindset, distrust of technology</li> <li>Language barriers</li> <li>Transportation</li> </ul>				
	Access / Various Forms	<ul style="list-style-type: none"> <li>Live in areas not near a program</li> <li>Scheduling around work/school/hours</li> <li>Public transportation</li> <li>Libraries- waiting on line, only one hour</li> <li>Economic issues – cable v. internet</li> </ul>	<ul style="list-style-type: none"> <li>Digital Media Lab – how do we have a solid presence? Physical Space – (1) Umedia lab in Chicago has this, (2) Key = mentors</li> </ul>	<ul style="list-style-type: none"> <li>Economic challenges in affording technology, such as computers and Internet access</li> </ul>		<ul style="list-style-type: none"> <li>Web portal</li> <li>Putting classes on-line</li> <li>Merging the divide between Apple and Android?</li> <li>Mobile telecommunications – blocking hotspot tech for profit</li> </ul>	<ul style="list-style-type: none"> <li>Transportation Time</li> </ul>	

Question	Topic Category	Trainer's Toolbox	Free Digital Resources for Education, etc.	Digital Literacy	How can KC Community Scale This?	Closing the Digital Divide One App at a Time	Narrowing the Digital Divide of Seniors	Low Cost & Affordable Broadband
	<b>Awareness / Knowledge</b>	<ul style="list-style-type: none"> <li>• Fearful (breaking device/hacking)</li> <li>• How do people know about it?</li> <li>• Lack of info, classes/resources</li> <li>• Knowledge to access help</li> <li>• No knowledge of hotspots</li> <li>• Advertising to the masses and letting more of the users know about these programs</li> </ul>	<ul style="list-style-type: none"> <li>• Need to build awareness</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness of community and culture practices, i.e. Wednesday Bible study, sporting events</li> <li>• Educating parents, families about how much tech affects all walks of life</li> <li>• Connecting to the unconnected</li> </ul>		<ul style="list-style-type: none"> <li>• Basic training for new use of Android and iOS users</li> <li>• More education – knowledge of resources</li> <li>• Fill-in the Early Learning Gaps</li> </ul>	<ul style="list-style-type: none"> <li>• Promotion and communication of materials and information, not just to seniors but to other community leaders (radio, newsletters, papers)</li> <li>• Changing mindsets</li> </ul>	
53	<b>Resources</b>	<ul style="list-style-type: none"> <li>• Have older Machines</li> <li>• No computer at home</li> <li>• FEC – outdated computers</li> <li>• Finances for up keep of personal computers</li> </ul>				<ul style="list-style-type: none"> <li>• Regional support group for apps</li> <li>• Funding</li> </ul>		
	<b>Support Network</b>	<ul style="list-style-type: none"> <li>• Family pressure – you don't need it/lack of support</li> </ul>						
	<b>Business</b>		<ul style="list-style-type: none"> <li>• Must let businesses know to help with youth digital learning if they want knowledgeable employees for the near future</li> </ul>					
	<b>Engagement</b>					<ul style="list-style-type: none"> <li>• How do we make a case for concerted advocacy?</li> </ul>		
	<b>Strategy</b>					<ul style="list-style-type: none"> <li>• Are devices going to help with teaching kids or hinder them?</li> </ul>		
	<b>OTHER</b>	<ul style="list-style-type: none"> <li>• Would love to collaborate this training with individuals—we train for assistive tech access and a disability.</li> <li>• 211 access</li> <li>• After school programs</li> <li>• KCK school kids also</li> </ul>						

Question	Topic Category	Trainer's Toolbox	Free Digital Resources for Education, etc.	Digital Literacy	How can KC Community Scale This?	Closing the Digital Divide One App at a Time	Narrowing the Digital Divide of Seniors	Low Cost & Affordable Broadband
What other individuals or groups could benefit from these tools and resources to help close the Digital Divide?	<b>Individuals with Needs</b>	<ul style="list-style-type: none"> <li>• have laptops</li> <li>• Volunteering efforts in places like YM/CA</li> <li>• Wireless access coop model – 100 households</li> <li>• Parent training, have family computer days</li> </ul>	<ul style="list-style-type: none"> <li>• Learning disabled</li> <li>• People with language barriers</li> <li>• Reach ELL communities</li> <li>• People with little access to library due to transportation / knowledge</li> <li>• High school students</li> <li>• Adults who need reading skills</li> </ul>	<ul style="list-style-type: none"> <li>• Immigrants</li> <li>• Non-English speaking immigrants</li> <li>• Refugees</li> <li>• Recent immigrants</li> <li>• Single parents</li> <li>• Homeless youth</li> <li>• Disabled persons</li> <li>• Elderly</li> <li>• Seniors</li> <li>• Ex-cons</li> <li>• Adults</li> <li>• Unemployed, underemployed</li> <li>• Youth</li> <li>• Homeless</li> </ul>	<ul style="list-style-type: none"> <li>• Homeless families</li> <li>• School age kids</li> <li>• Parents who work</li> <li>• People with disabilities</li> <li>• Seniors</li> <li>• Hospital Patients</li> <li>• Parents</li> </ul>			
54	<b>Types of Organizations / Groups</b>	<ul style="list-style-type: none"> <li>• Retirement Facilities</li> <li>• Child Care (facilities)</li> <li>• Churches</li> <li>• Social Organizations, working with the homeless, etc.</li> <li>• Companies who employ unskilled workers</li> <li>• Work Centers, e.g. Kansas &amp; MO job centers</li> <li>• After School Programs</li> </ul>	<ul style="list-style-type: none"> <li>• Share with business community so they can disperse information</li> <li>• Partner with government institutions</li> <li>• Corporations – to provide jobs to those getting trained</li> <li>• Shelters</li> <li>• Educational institutions – secondary and post</li> <li>• Millennial Social Groups – to spread the word quickly</li> </ul>	<ul style="list-style-type: none"> <li>• Churches – church leaders</li> <li>• Cultural institutions – literacy isn't about language, many times there are cultural barriers</li> </ul>	<ul style="list-style-type: none"> <li>• Churches</li> </ul>			
	<b>Specific Organizations / Groups</b>	<ul style="list-style-type: none"> <li>• Literacy KC</li> </ul>	<ul style="list-style-type: none"> <li>• Library card drive at the Full Employment Council</li> </ul>		<ul style="list-style-type: none"> <li>• Equity networks / UMKC</li> <li>• MIARC</li> <li>• HUD</li> </ul>	<ul style="list-style-type: none"> <li>• Good Shepherd's Center</li> <li>• 50 Forward College at Maple Woods</li> <li>• Boy / Girl Scouts</li> </ul>		
	<b>Jobs / Roles</b>	<ul style="list-style-type: none"> <li>• Factories – Line Workers</li> <li>• Farmers</li> </ul>	<ul style="list-style-type: none"> <li>• High school teachers and administrators (professional development)</li> <li>• Graduate students</li> <li>• CEOs and employees of businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Civic leaders</li> </ul>		<ul style="list-style-type: none"> <li>• Educators</li> </ul>		

Question	Topic Category	Trainer's Toolbox	Free Digital Resources for Education, etc.	Digital Literacy	How can KC Community Scale This?	Closing the Digital Divide One App at a Time	Narrowing the Digital Divide of Seniors	Low Cost & Affordable Broadband
			<ul style="list-style-type: none"> <li>• HR people at businesses</li> <li>• Teachers and school administrators</li> <li>• School counselors</li> <li>• Marketing professionals – get the word out</li> <li>• High school students and teachers</li> <li>• HR and businesses</li> <li>• State workers / social workers</li> <li>• Get library cards for all business employees at a given company (MCPL does this) – Can make cards right at training</li> <li>• Booth at health fair, home show, etc. with info</li> </ul> Rural areas					
	<b>Situations</b>	<ul style="list-style-type: none"> <li>• Parent/Teacher meetings</li> <li>• Teacher Training</li> </ul>						
	<b>OTHER</b>							<p>The information provided by Sam Hassan of Comcast..</p> <p><i>We have not produced a scientific study on the impact of IE in a community. We have conducted customer surveys and this is what we have found:</i></p> <ul style="list-style-type: none"> <li>• 97% said schoolwork is the most common activity</li> <li>• AND of these, 94% feel that Internet Essentials has had a positive impact on their child's grades</li> <li>• 91% use it for finding general information</li> <li>• 80% use it for email</li> <li>• 71% use for social networking</li> <li>• 68% use it for healthcare and/or government services</li> <li>• 62% use it for paying bills</li> <li>• 50% of families use it for job hunting, and of those, 64% say it has helped someone in their family find a job.</li> </ul>

Question	Topic Category	Trainer's Toolbox	Free Digital Resources for Education, etc.	Digital Literacy	How can KC Community Scale This?	Closing the Digital Divide One App at a Time	Narrowing the Digital Divide of Seniors	Low Cost & Affordable Broadband
<p>What questions remain unanswered in this area?</p>	<p><b>Engagement</b></p>	<ul style="list-style-type: none"> <li>What can I personally do about this?</li> <li>Is there a network of DL/DLS providers? A Shared site/directory</li> <li>Make sure that we can sustain this effort with willing workers and motivation.</li> <li>How can we connect with/collaborate with Connecting for Good to offer training to school students' parents?</li> </ul>	<ul style="list-style-type: none"> <li>How do we engage community members who don't see the importance in this?</li> <li>How do we learn about each other and connect with others doing the same thing?</li> <li>Do libraries work with rental communities?</li> </ul>	<p><b>Digital Literacy</b></p>	<ul style="list-style-type: none"> <li>This is still an equity / social justice issue. Can we organize in concert with other equity organizations? The idea of a cultural / social shift that is required to close the digital divide. Seeing this – digital literacy and access – as a civil right. Sharing resources to find a paid organizer to spearhead and lead this effort. Harnessing the powers of our existing networks to better effect.</li> </ul>	<ul style="list-style-type: none"> <li>Need a work-around for the political barriers to the democratization of digital technology</li> <li>Concerted advocacy efforts</li> </ul>	<ul style="list-style-type: none"> <li>How do you change the attitudes of seniors toward technology?</li> </ul>	
<p>56</p>	<p><b>Awareness / Outreach</b></p>	<ul style="list-style-type: none"> <li>211 listing through United Way</li> </ul>	<ul style="list-style-type: none"> <li>Why don't we discuss digital literacy?</li> <li>Can libraries identify and target niche communities for marketing?</li> <li>Can we promote "opt ins" for users who would otherwise not get info due to privacy?</li> <li>Can we feature e-resources on our library webpages / websites?</li> <li>Have we used Google's free advertising for non-profits?</li> <li>How do librarians stay current?</li> </ul>	<ul style="list-style-type: none"> <li>How effectively communicate?</li> <li>How are people hearing about the available tools and resources?</li> </ul>				
	<p><b>Education / Training</b></p>	<ul style="list-style-type: none"> <li>Where can people go to learn how to refurbish computers?</li> <li>Do you teach people how to protect themselves when on line?</li> <li>How do we help people who hear about hacking in the news?</li> <li>Do you teach neighborhood initiative?</li> <li>Is anyone in KC developing best practices for evaluating digital literacy training and</li> </ul>				<ul style="list-style-type: none"> <li>Need access to training on devices</li> </ul>		

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		its impact on quality of life, job placement, advancement and retention? If so, where is it being published, how is it being shared?	<ul style="list-style-type: none"> <li>How do we decide what to order with limited budgets?</li> </ul>	<ul style="list-style-type: none"> <li>How to meet the needs of the population with the resources we have?</li> </ul>				<p>How can low or no cost programs such as CFG become sustainable?</p> <ul style="list-style-type: none"> <li>Need to have measures and regular progress reports.</li> <li>Need programs to measure the social impact and results to ensure continued funding.</li> <li>GF has assigned a Google Researcher to assist the Library with its digital inclusion efforts. This type of role could be used by other programs.</li> <li>Comcast believes Internet Essentials is a successful and there are no plans to change it.</li> <li>As Comcast has the more experience in both time and number of users, what has it seen in social impacts such as higher grades, more employment, etc.?</li> </ul>
	<b>Strategy</b>							
	<b>Individuals</b>	<ul style="list-style-type: none"> <li>How do we increase people's confidence?</li> </ul>						
	<b>Access</b>					<ul style="list-style-type: none"> <li>How will we get tech to all families?</li> <li>Need to push for access – should be a standard svc for all</li> <li>What other things can we do with tablets? Are apps really their limit?</li> </ul>		
	<b>Technology</b>							
	<b>Funding</b>	<ul style="list-style-type: none"> <li>Does anybody know how to write a grant?</li> </ul>						

# STRATEGY AND POLICY TRACK – ALL SESSIONS

Question	Topic Category	Youth and the Computing Divide	Digital Inclusion for Underserved Communities	Digital Inclusion and Workforce Development	Accessibility Technology and Strategies for Disabled	Digital Divide in the School Districts
<p>What definitely has to happen to achieve greater success with these types of efforts in closing the Digital Divide?</p>	<p><b>Access (Various Forms)</b></p>	<ul style="list-style-type: none"> <li>Transportation for youth</li> </ul>	<ul style="list-style-type: none"> <li>Affordability</li> <li>More space</li> <li>Computers and connections</li> <li>Corporations and ISPs such as Google, etc. expanding options to need actual need / experience</li> </ul>	<ul style="list-style-type: none"> <li>Funding</li> <li>Offering free access to computers / Internet</li> <li>Do not just give things away – make people prove it</li> <li>Bridge smart phones and other digital literacy</li> </ul>	<ul style="list-style-type: none"> <li>Having computer and technology devices for everyone even people with disabilities.</li> <li>Access to technology for youth (with disabilities) in school/ and at home.</li> <li>How can we change our physical and information spaces to accommodate a more inclusive consumer market? (i.e. Centers of Access to Computers, like the Library, accommodate those with physical limitations).</li> </ul>	<ul style="list-style-type: none"> <li>We need to communicate with property owners to get them to realize the benefits of including/providing internet access much like a utility.</li> <li>Example from Juniper Gardens of above point: Internet access included in rent of each apartment; following installation resident retention grew significantly which means more stability in renters for property owners and more consistent home for students.</li> </ul>
<p></p>	<p><b>Engagement</b></p>	<ul style="list-style-type: none"> <li>Igniting passion in our youth, providing opportunities to see importance of grit, transportation to sites.</li> </ul>	<ul style="list-style-type: none"> <li>*We don't need another organization or project to work on, but need a movement</li> <li>More volunteers (staff, supervising)</li> <li>Government recognizing how people connect</li> </ul>	<p>On an individual level in my community (Midtown KCMO, Zip 64111) I want to be able to encourage those who are discouraged in their job goals / searches. This module was extremely informative and educational regarding community resources that are available, particularly the scope of the Full Employment Council (FEC) offerings and Urban Tech. I can provide suggestions to neighbors to seek out these resources. Thank you for a very informative session.</p>	<ul style="list-style-type: none"> <li>Involvement of everyone such as seniors and children, of various (backgrounds) and diversity.</li> </ul>	<ul style="list-style-type: none"> <li>We need to communicate that the resale value of a computer is not amazing and that computers have tracking devices. This could result in fewer stolen computers and less personal risk for students transporting computers to and from school.</li> </ul>
<p></p>	<p><b>Awareness / Outreach</b></p>	<ul style="list-style-type: none"> <li>Media blitz and advertising to get info to the right audiences</li> <li>Reaching out to people on tech they already have</li> </ul>	<ul style="list-style-type: none"> <li>Provide more free, small classes</li> <li>Training with others having resources</li> </ul>	<ul style="list-style-type: none"> <li>Broader understanding of the issues</li> </ul>	<ul style="list-style-type: none"> <li>Break down barriers of discomfort with disability encourage EVERYONE to think with universal accessibility in mind wherever you go, feel more comfortable bringing up the voids in accessibility.</li> </ul>	<ul style="list-style-type: none"> <li>Train and educate everyone in each state.</li> <li>Having teams of people with disabilities who live successfully (with technology) show people (both those with limitations, and those without) how it works, make others more comfortable.</li> </ul>
<p></p>	<p><b>Education / Training</b></p>	<ul style="list-style-type: none"> <li>Community-based solutions / efforts / networks / coalitions</li> </ul>	<ul style="list-style-type: none"> <li>Basic skills taught at an early level in schools</li> <li>More basic, core level computer skills taught in schools at an early age.</li> <li>More focus on high level IT jobs and preparing youth for those jobs</li> <li>Must pass basic skills test</li> </ul>	<ul style="list-style-type: none"> <li>Bring department for Children and Families into this conversation</li> <li>An idea I heard from Rhode Island was the adoption of a statewide curriculum and assessment tool for digital literacy skills training. Adopting a stance at the state level with buy-in from rural and urban</li> </ul>	<ul style="list-style-type: none"> <li>Bring department for Children and Families into this conversation</li> <li>An idea I heard from Rhode Island was the adoption of a statewide curriculum and assessment tool for digital literacy skills training. Adopting a stance at the state level with buy-in from rural and urban</li> </ul>	<ul style="list-style-type: none"> <li>Bring department for Children and Families into this conversation</li> <li>An idea I heard from Rhode Island was the adoption of a statewide curriculum and assessment tool for digital literacy skills training. Adopting a stance at the state level with buy-in from rural and urban</li> </ul>
<p></p>	<p><b>Collaboration</b></p>	<p></p>	<p></p>	<p></p>	<p></p>	<p></p>

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			<ul style="list-style-type: none"> <li>Virtual monitoring with people with disorders to save on emergencies</li> </ul>	<p>communities, would help us to scale efforts, as well as leverage resources.</p> <ul style="list-style-type: none"> <li>Collaboration between each organization already working to close the digital divide.</li> <li>Development leadership at the city, state, and federal levels</li> <li>Collective effort, i.e., many, many groups working on the goal and working together</li> </ul>		
59	<p><b>Applications</b></p> <p><b>Strategy</b></p>			<ul style="list-style-type: none"> <li>Success metrics must be collected, demonstrated, and celebrated to tie increases in digital inclusion to increases to things that matter to economic development and workforce development. For example, how does getting X number of families to pay for Google Fiber / TWS / Comcast's low income packages increase jobs, grades in school, graduation rates, etc. In other words, we've got to talk in numbers.</li> </ul>	<ul style="list-style-type: none"> <li>People have to go into everything with eyes open to the needs of all populations.</li> </ul>	
<p>What other individuals or groups could become active in these efforts to help close the Digital Divide?</p>	<p><b>Resources</b></p> <p><b>Individuals with Needs</b></p> <p><b>Specific Organizations / Groups</b></p> <p><b>Types of Organizations / Groups</b></p>	<ul style="list-style-type: none"> <li>Parents – teaching them how to use tech and that it isn't just fun and games.</li> <li>More young student internships with tech organizations.</li> </ul>		<ul style="list-style-type: none"> <li>KC Civic Council</li> <li>Area Chambers of Commerce and other established business leader entities that influence legislators and those with power. We need their support to make digital inclusion a civic priority, like, you know, the streetcar.</li> <li>Department for Children and Families</li> <li>Schools at all levels, universities, libraries, corporation – never stop educating</li> <li>Job centers</li> <li>Churches and neighborhood associations (Ivanhoe, Washington-Wheatley, Key Coalition, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>Have funding available to provide access in the home and outside the home.</li> </ul>	<ul style="list-style-type: none"> <li>City of KC</li> <li>KC Public Schools</li> <li>KC Housing Authority</li> <li>KC Public Library</li> <li>KC Police Department</li> <li>MARC</li> </ul> <ul style="list-style-type: none"> <li>Faith Based Community</li> <li>Minority Based Community Centers</li> </ul>

Question	Topic Category	Youth and the Computing Divide	Digital Inclusion for Underserved Communities	Digital Inclusion and Workforce Development	Accessibility Technology and Strategies for Disabled	Digital Divide in the School Districts
60		<ul style="list-style-type: none"> <li>• Educators and professional development</li> </ul>	<ul style="list-style-type: none"> <li>• IT Support / Troubleshooting – when people get access and learn to use tech, what happens when they have issues, questions, need help? Support can be very expensive so as we plan for access and education, we also need to plan for providing support that’s accessible and affordable.</li> <li>• Marketing / Advertising – How will we ensure that underserved KNOW what resources are available to them? Need strategies to disseminate information in effective ways so no one is overlooked.</li> </ul>	<p>[Instead of all the preaching and choir singing, churches could use maybe every 5<sup>th</sup> Sunday (quarterly) to do digital literacy programs or have an abbreviated services and save time for digital lessons.]</p> <ul style="list-style-type: none"> <li>• Libraries</li> <li>• Churches</li> <li>• Workforce Centers</li> </ul> <ul style="list-style-type: none"> <li>• Industry leaders</li> <li>• City Community Directors – Gregg-Klice, Southeast, Marlborough, etc.</li> </ul>		
<p>How might you shape or refine the issue to make more rapid progress on closing the Digital Divide?</p>	<p><b>Collaboration</b></p>		<ul style="list-style-type: none"> <li>• Partnership – are the churches connected to schools / community agencies?</li> <li>• Are these churches educated / informed on the ongoing need to bridge the digital divide?</li> <li>• More conferences and summits (such as this one).</li> <li>• Connect – divide and conquer with a common goal.</li> <li>• Educate agencies on funding in a way that eliminates the feelings of competition and increase collaboration with less fear.</li> <li>• Help each agency see the piece of the puzzle that they represent.</li> <li>• Discuss / express how we individually benefit from the groups benefitting.</li> <li>• Gatherings for funding communities (Kauffman, etc.)</li> <li>• Comprehensive plan and linking up partners</li> <li>• Quick info meetings at each agency to inform audience of other agencies.</li> </ul>	<ul style="list-style-type: none"> <li>• Students and employees lack basic computer, time management, and people skills. All work together to create a strong workforce</li> </ul>		

Question	Topic Category	Youth and the Computing Divide	Digital Inclusion for Underserved Communities	Digital Inclusion and Workforce Development	Accessibility Technology and Strategies for Disabled	Digital Divide in the School Districts
			<ul style="list-style-type: none"> <li>Each partner must understand their distinct role in the partnership and realize their extended networks because of the partnership</li> <li>Each agency must realize their strengths and weaknesses and those of other agencies so they can partner and do more with existing resources, before we add more to an individual agency</li> </ul>			
	<b>Engagement</b>		<ul style="list-style-type: none"> <li>Engage communities</li> </ul>			<ul style="list-style-type: none"> <li>Engage parents prior to elementary enrollment when they are in Head Start.</li> </ul>
	<b>Awareness / Outreach</b>		<ul style="list-style-type: none"> <li>Adapt the language to come down to the community</li> <li>Adapt the marketing</li> <li>Advertisements – billboards, buses, etc.</li> <li>Keep it simple</li> <li>Radio in MAX terminals to broadcast information</li> </ul>	<ul style="list-style-type: none"> <li>Spreading the word – start a LOUDER discussion in KC. Everyone should be caring. Schools are not teaching these skills. Why? Let tax payers know</li> </ul>	<ul style="list-style-type: none"> <li>Educating families about extra tools to help the special needs students.</li> <li>Educate Grandparents about technology tools to help their students. (explanation: Many children with disabilities are being raised by Grandparents who have even less knowledge/experience with technology)</li> </ul>	<ul style="list-style-type: none"> <li>Meeting with parents where they are at health clinics, bus stops, community grass roots knowledge to increase awareness &amp; parental buy-in.</li> </ul>
61	<b>Access (Various Forms)</b>		<ul style="list-style-type: none"> <li>Creating various ways to afford access</li> <li>Access mobility</li> <li>Find a way to connect resources throughout the community</li> <li>Mobile WIFI</li> <li>Crowdfunding campaigns for utility purchases</li> <li>Net neutrality (Office of Civil Rights)</li> <li>Public computing centers form a database of managers to develop a comprehensive picture of what KC has</li> <li>Map of community hotspots and other resources posted publicly</li> <li>Posting info / having hotspots on the bus stops (Wi-Fi on some MAX buses)</li> </ul>			<ul style="list-style-type: none"> <li>We might use school infrastructure to provide wireless access to a community around the school. Bandwidth use drops during evening at schools but increases in the homes. Could homes access the school bandwidth in the evenings and weekends?</li> </ul>
	<b>Applications</b>		<ul style="list-style-type: none"> <li>Creating an app that is mobile phone friendly</li> <li>Mobile apps that connect people to government offices, utilities, other community agencies, health care forms</li> </ul>			
	<b>Education / Training</b>			<ul style="list-style-type: none"> <li>Offer more programming in workforce centers on basic computer skills. Make programming available at more locations.</li> </ul>		<ul style="list-style-type: none"> <li>Creating a student help desk for parent education and to assist fellow students.</li> </ul>

Question	Topic Category	Youth and the Computing Divide	Digital Inclusion for Underserved Communities	Digital Inclusion and Workforce Development	Accessibility Technology and Strategies for Disabled	Digital Divide in the School Districts
	<b>Strategy</b>			<ul style="list-style-type: none"> <li>3 Buckets – 1) Access, 2) Device, 3) Knowledge . . . . Where does your service, expertise, or lack exist? “Have and have not?” --&gt; Create repository → Connect people and resources</li> <li>Define the steps and prioritize them:               <ol style="list-style-type: none"> <li>1) Connection is a need, 2) Basic how to use, 3) Then branch out to many users</li> </ol> </li> </ul>		
What additional ideas do you have for how strategies and policies in this area can better address the Digital Divide?	<b>Awareness / Outreach</b>	<ul style="list-style-type: none"> <li>Ongoing communication to students/clients via phone, email, phone tree, free conference call</li> </ul>	<ul style="list-style-type: none"> <li>Keep It Simple</li> <li>Free WiFi Charts and advertisements Educating privileged public on the issue of broadband as a requirement, not an elective</li> </ul>	<ul style="list-style-type: none"> <li>Newspapers, TV, Documentaries, educate general population of the need – more awareness – a common topic.</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li>Increased efforts to educate parents about computers &amp; their use (different languages).</li> </ul>
	<b>Education / Training</b>		<ul style="list-style-type: none"> <li>BTW, I have great respect for all those working on these problems. But I believe they are all setup to fail...just like our public school systems.” Please read Evgeny Morozou</li> </ul>	<ul style="list-style-type: none"> <li>F.E.C. talking about training young people the drop-out of school and unemployed people getting basic computer training while receiving unemployment checks</li> <li>Department for Children and Families needs to offer programs and services in this area.</li> <li>I’m not familiar with current policies, so increasing my awareness and understanding is a start.</li> </ul>		
	<b>Strategy</b>					
	<b>Engagement</b>			<ul style="list-style-type: none"> <li>How to get young people interested in owning their own business?</li> <li>How to get kids and young people to get involved and learn Java, SQL, Microsoft Access, etc. instead of social media or computer games? [Micah, Sandy, Julia, Sara...ina was over the session]</li> </ul>		<ul style="list-style-type: none"> <li>Create methods for students showcasing computer work to parents to reinforce vital nature of computer use for education.</li> </ul>
	<b>Access (Various Forms)</b>	<ul style="list-style-type: none"> <li>Net neutrality (the right to the Internet)</li> <li>Office of Civil Rights</li> <li>Access at bus and bus stops, school and metro</li> <li>Can local municipalities mandate that broadband be considered a public service (like water, phone)?</li> <li>Pay as you go plan for Internet access</li> <li>Political action to declare digital access a right</li> </ul>	<ul style="list-style-type: none"> <li>Digital movement right (legal issues)</li> <li>Must pass tests before receiving services – instructional / training opportunities</li> <li>Connect for Good is an organization to help low-income people</li> </ul>		<ul style="list-style-type: none"> <li>Mesh networks together during off peak times to offer additional capacity.</li> <li>Making digital access to be as common as a utility resource accessible to all residences. Keep residents more stable in their housing.</li> <li>Kansas City Public Schools like many schools are implementing a 1:1 initiative with each student receiving a</li> </ul>	

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		<ul style="list-style-type: none"> <li>Partnership with service providers to provide affordable services by building awareness and patronizing those who give back</li> <li>Support publicly owned and operated networks (most public-private partnerships are scams, designed to plunder and pillage our commons)</li> <li>Publicly owned networks, not just access</li> </ul>	<ul style="list-style-type: none"> <li>Partnering with service providers to provide affordable services by building awareness and patronizing those who give back</li> <li>Support publicly owned and operated networks (most public-private partnerships are scams, designed to plunder and pillage our commons)</li> <li>Publicly owned networks, not just access</li> </ul>			<p>computer. Challenges with this initiative:</p> <ul style="list-style-type: none"> <li>Security and safety of child transporting computer from school to home and return</li> <li>Lack of home based internet</li> <li>Cyber security of the computer</li> <li>Parents not believing a computer is necessary and refuse device for their child(ren)</li> <li>Mobility of student – home and school</li> <li>Insurance for damage – making it affordable</li> </ul>
	<b>Collaboration</b>		<ul style="list-style-type: none"> <li>Why aren't public schools involved? Or, am I wrong about that? How are public schools involved?</li> <li>Partner with FreePress.org, FightForTheFuture.org</li> </ul>			



**DIGITALINCLUSIONKC.ORG**

## A.5: List of Google Fiber Community Connections

8500 E 77th St	64138	WESTRIDGE ELEMENTARY SCHOOL	Complete
2050 W Pennway Ter	64108	TONY AGUIRRE COMMUNITY CENTER	Complete
4700 E 63rd St	64130	Swope Campus	Complete
3601 Roanoke Rd	64111	WESTPORT-ROANOKE COMMUNITY CENTER	Complete
118 Westport Rd	64111	WESTPORT BRANCH KCPL	Complete
9601 James A Reed Rd	64134	TRUMAN ELEMENTARY SCHOOL	Complete
1215 E 59th St	64110	TROOST ELEMENTARY SCHOOL	Complete
4401 Wornall Rd	64111	ST.LUKES HOSPITAL OF KANSAS CITY	Complete
6707 Woodson Rd	64133	ROBINSON ELEMENTARY SCHOOL 64133	Complete
1100 Rockhurst Rd	64110	Rockhurst University	Complete
9301 State Line Rd	64114	ROCKHURST HIGH SCHOOL	Complete
1000 Carondelet Dr	64114	ST. JOSEPH HEALTH CTR	Complete
3200 Wayne Ave	64109	Robert J. Mohart Multipurpose FOCUS Center	Complete
4801 Main St	64112	PLAZA BRANCH KCPL	Complete
14 W 75th St	64114	ST ELIZABETH SCHOOL	Complete
8941 James A Reed Rd	64138	St. Regis School	Complete
11400 Cleveland Ave	64137	WARFORD ELEMENTARY SCHOOL	Complete
11800 Holmes Rd	64131	ST THOMAS MORE SCHOOL	Complete
5134 Baltimore Ave	64112	VISITATION SCHOOL	Complete
5600 Main St	64113	ST TERESA ACADEMY SCHOOL	Complete
11140 Locust St	64131	Red Bridge Branch, Mid Continent Public Library	Complete
1401 NE 42nd Ter	64116	St. Patrick's School	Complete
4737 N Cleveland Ave	64117	St. Gabriel School	Complete
1500 NE 42nd Ter	64116	St. Pius X High School	Complete
6400 Charlotte St	64131	ST PETERS SCHOOL	Complete
2400 NE Russell Rd	64116	PUBLIC WORKS DEPARTMENT	Complete
9000 NE Flintlock Rd	64157	Shoal Creek Elementary School	Complete
5121 State Line Rd	64112	Pembroke Hill Upper & Middle School	Complete
400 W 51st St	64112	Pembroke Hill Lower School	Complete
8908 Eastern Ave	64138	Santa Fe Elementary School	Complete
600 Broadway St	64105	MID-AMERICA REGIONAL COUNCIL	Complete
535 Garfield Ave	64124	SCUOLA VITA NUOVA	Complete
3823 Locust St	64109	NOTRE DAME DE SION GRADE SCHOOL	Complete
4400 Sterling St	64133	NORTHWOOD SCHOOL	Complete
8200 Paseo Blvd	64131	Marlborough Community Center	Complete
3291 Southwest Tfwy	64111	MCC - Penn Valley Main Campus	Complete

10631 Wornall Rd	64114	NOTRE DAME DE SION HIGH SCHOOL	Complete
6000 Wilson Rd	64123	NORTHEAST BRANCH KCPL	Complete
7703 NW Barry Rd	64152	Park Hill District Office	Complete
1601 E 18th St. #214	64108	Maranatha Ed Services, LLC	Complete
3200 Broadway Ave	64111	METROPOLITAN COMMUNIY COLLEGE ADMINISTRATION CENTER	Complete
3200 Broadway Ave	64111	METROPOLITAN COMMUNIY COLLEGE ADMINISTRATION CENTER	Complete
624 Westport Rd	64111	SAINT LUKES COLLEGE OF NURSING	Complete
825 NE 79th Ter	64118	Oak Park High School	Complete
2700 E 18th St	64127	MCC - Penn Valley Pioneer Campus	Complete
6140 Norfleet Rd	64133	NORFLEET ELEMENTARY SCHOOL	Complete
3050 Prospect Ave	64128	LUCILE H. BLUFORD BRANCH KCPL	Complete
2830 Holmes St	64109	LONGFELLOW ELEMENTARY MAGNET SCHOOL	Complete
26th and Brooklyn	64127	NEW EAST PATROL FACILITY	Complete
5940 NW Waukomis	64151	LINE CREEK COMMUNITY CENTER	Complete
8700 N Oak Tfwy	64155	North Oak Branch MCPL	Complete
2700 E 18th St #155b	64127	KIPP Endeavor Academy	Complete
201 E 75th St	64114	KCPL WALDO BRANCH	Complete
1750 Independence Ave	64106	1750 INDEPENDENCE AVE	Complete
3218 Gladstone Blvd	64123	Kansas City Museum, Corinthian Hall	Complete
1601 E 18th St	64108	Lincoln Building – CC	Complete
4900 Swope Pkwy	64130	Neighborhood Preservation Division	Complete
31 W. Pershing	64108	LIBERTY MEMORIAL	Complete
3400 Paseo Blvd	64109	Lee A Tolbert Community Academy	Complete
3930 NE Antioch	64116	KC NORTH COMMUNITY CENTER	Complete
1211 Mcgee St	64106	Kansas City Board Of Education	Complete
3715 Wyoming St	64111	Gordon Parks Elementary School	Complete
4415 Warwick Blvd	64111	Kansas City Art Institute	Complete
1111 Locust St	64106	KANSAS CITY COMMUNICATIONS CENTER	Complete
6242 Swope Pkwy	64130	KC Public Library, Southeast Branch	Complete
14 W 10th St	64105	Kansas City Central Public Library (KCPL)	Complete
3800 E 44th St	64130	Genesis School Inc.	Complete
1615 E 18th St	64108	GEM Theater	Complete
7933 Main St	64114	Kansas City Academy	Complete
1600 E 17th Ter	64108	Gregg-Klice Community Center	Complete
9801 Grand Ave	64114	Indian Creek Elementary School - Kansas City	Complete
2017 W Pennway St	64108	IH RUIZ PUBLIC LIBRARY	Complete
1517 Locust St	64108	FIRE STATION 8	Complete
121 N Quincy Ave	64123	HOLY CROSS SCHOOL - KANSAS CITY	Complete
2800 E Linwood Blvd	64128	Hope Leadership Academy	Complete

436 Prospect Blvd	64124	Garfield Elementary School	Complete
30 Pershing Blvd Ste 402	64108	FRONTIER SCHOOL SYSTEM - CENTRAL OFFICE	Complete
1124 E 5th St	64106	GARRISON COMMUNITY CENTER	Complete
5605 Troost Kansas City	64110	Frontier School of Excellence - Middle & Upper	Complete
5200 Pennsylvania Ave	64118	Jacob L. Loose Park	Complete
9010 Old Santa Fe Rd	64138	Hickman Mills Freshman Center	Complete
6006 E Red Bridge Rd	64134	FIRE STATION 42	Complete
524 E Blue Ridge Blvd	64145	FIRE STATION 45	Complete
7511 NW Barry Rd	64153	FIRE STATION 44	Complete
2400 Troost	64108	HEALTH DEPARTMENT	Complete
4000 NW 64 <sup>th</sup>	64151	FIRE STATION 4	Complete
1924 Van Brunt Blvd	64127	EAST HIGH SCHOOL	Complete
10003 E 47	64133	FIRE STATION 39	Complete
4150 N Mulberry, Suite 250	64116	Heart Of America Regional Computer Forensics Lab	Complete
7600 Blue Ridge Blvd	64138	HEART OF AMERICA CHRISTIAN ACADEMY	Complete
2600 NE Parvin Rd	64117	FIRE STATION 6	Complete
10530 Greenwood Rd	64134	ERVIN JUNIOR HIGH SCHOOL	Complete
6401 Paseo Blvd	64131	Ewing Marion Kauffman School	Complete
616 W PENNWAY	64108	FIRE STATION 7	Complete
1015 Central St	64105	CROSSROADS ACADEMY	Complete
6600 E Truman Rd	64126	FIRE STATION 27	Complete
401 E Missouri Ave	64106	FIRE STATION 25	Complete
1414 E 63rd St	64110	FIRE STATION 29	Complete
930 Red Bridge Rd	64131	FIRE STATION 28	Complete
550 W 43rd St	64111	FIRE STATION 19	Complete
211 W Linwood Blvd	64111	CRISTO REY KANSAS CITY HIGH SCHOOL	Complete
4777 Independence Ave	64124	FIRE STATION 23	Complete
9903 Holmes Rd	64131	Fire Station 36	Complete
8100 N OAK TRFWY	64118	FIRE STATION 38	Complete
7708 Wornall Rd	64114	FIRE STATION 37	Complete
7534 Prospect Ave	64132	FIRE STATION 30	Complete
11101 N OAK TRFWY	64130	FIRE STATION 3	Complete
7504 E 67th St	64133	FIRE STATION 33	Complete
1505 E 9th St	64106	FIRE STATION 10	Complete
9253 Blue Ridge Blvd	64138	Blue Ridge Branch MCPL	Complete
1722 E 17th Ter	64108	Black Archives of Mid-America	Complete
8300 N. Brighton	64119	FIRE STATION 14	Complete
425 W 85th St	64114	CHRIST THE KING SCHOOL - KANSAS CITY	Complete
20 E 5th St Ste 201	64106	CITY MARKET OFFICE BLDG	Complete

1320 E 32nd Ter	64109	FAXON MONTESSORI SCHOOL	Complete
1815 E 63rd St	64130	Brookside Charter School	Complete
3211 Indiana Ave	64128	FIRE STATION 18	Complete
3401 Paseo Blvd	64109	FIRE STATION 17	Complete
8817 Wornall School	64131	Boone Elementary School	Complete
326 E 103rd St	64114	CENTER MIDDLE SCHOOL	Complete
11901 Wornall Rd	64145	Avila University	Complete
3221 Indiana	64132	Central Academy of Excellence	Complete
8401 Euclid Ave	64132	Center Elementary School	Complete
8434 Paseo Blvd	64132	Center Alternative High School	Complete
2001 NW 87th Ter	64154	Barry School	Complete
6401 Rockhill Rd	64131	B BANNEKER CHARTER SCHOOL	Complete
635 Woodland	64124	Century Towers Apartments	Complete
2640 Belleview St	64127	ALTA VISTA ELEMENTARY SCHOOL	Complete
1722 Holly St	64108	ALTA VISTA MIDDLE SCHOOL	Complete
1616 E 18th St	64108	American Jazz Museum/Negro Leagues Baseball Museum	Complete
7500 Oak St	64114	CALVARY LUTHERAN SCHOOL-OAK	Complete
3421 Cherry St	64109	Academie Lafayette K – 2	Complete
4251 Bridger St	64111	ALLEN VILLAGE CHARTER SCHOOL	Complete
7401 NW Barry Rd	64153	Alfred L. Renner Elementary School	Complete
2534 Prospect	64127	ANIMAL CONTROL	Complete
8030 Ward Parkway Plz	64114	CALVARY LUTHERAN SCHOOL-WORNALL	Complete
9001 James A Reed Rd	64138	Archbishop O'Hara High School	Complete
6903 Oak St	64113	ACADEMIE LAFAYETTE	Complete
10000 E 59th St	64133	(KCE) Raytown City Hall	Complete
6801 Holmes Rd	64131	University Academy Charter School	Complete
30 W Pershing Rd	64108	UNION STATION	Complete
4232 Mercier	64111	Our Lady of Hope	Complete
600 E 3rd Street	64106	Streetcar Vehicle Maintenance Facility	Complete
2645 Brooklyn Ave	64127	The Kansas City Police Regional Crime Lab	Complete
6131 Raytown Rd	64133	KCE: Mid-Continent Public Library (Raytown)	Complete
4041 Main St	64111	St. Paul's Episcopal Day School	Complete
1601 Prospect Ave	64127	MCC Facility Services Building	Complete
13007 10th St	64030	(KCE) Grandview School District's IT Center	Complete
8500 E 77th St	64138	WESTRIDGE ELEMENTARY SCHOOL	Complete
2050 W Pennway Ter	64108	TONY AGUIRRE COMMUNITY CENTER	Complete
4700 E 63rd St	64130	Swope Campus	Complete
3601 Roanoke Rd	64111	WESTPORT-ROANOKE COMMUNITY CENTER	Complete
118 Westport Rd	64111	WESTPORT BRANCH KCPL	Complete
9601 James A Reed Rd	64134	TRUMAN ELEMENTARY SCHOOL	Complete

1215 E 59th St	64110	TROOST ELEMENTARY SCHOOL	Complete
4401 Wornall Rd	64111	ST.LUKES HOSPITAL OF KANSAS CITY	Complete
6707 Woodson Rd	64133	ROBINSON ELEMENTARY SCHOOL 64133	Complete
1100 Rockhurst Rd	64110	Rockhurst University	Complete
9301 State Line Rd	64114	ROCKHURST HIGH SCHOOL	Complete
1000 Carondelet Dr	64114	ST. JOSEPH HEALTH CTR	Complete
3200 Wayne Ave	64109	Robert J. Mohart Multipurpose FOCUS Center	Complete
4801 Main St	64112	PLAZA BRANCH KCPL	Complete
14 W 75th St	64114	ST ELIZABETH SCHOOL	Complete
8941 James A Reed Rd	64138	St. Regis School	Complete
11400 Cleveland Ave	64137	WARFORD ELEMENTARY SCHOOL	Complete
11800 Holmes Rd	64131	ST THOMAS MORE SCHOOL	Complete
5134 Baltimore Ave	64112	VISITATION SCHOOL	Complete
5600 Main St	64113	ST TERESA ACADEMY SCHOOL	Complete
11140 Locust St	64131	Red Bridge Branch, Mid Continent Public Library	Complete
1401 NE 42nd Ter	64116	St. Patrick's School	Complete
4737 N Cleveland Ave	64117	St. Gabriel School	Complete
1500 NE 42nd Ter	64116	St. Pius X High School	Complete
6400 Charlotte St	64131	ST PETERS SCHOOL	Complete
2400 NE Russell Rd	64116	PUBLIC WORKS DEPARTMENT	Complete
9000 NE Flintlock Rd	64157	Shoal Creek Elementary School	Complete
5121 State Line Rd	64112	Pembroke Hill Upper & Middle School	Complete
400 W 51st St	64112	Pembroke Hill Lower School	Complete
8908 Eastern Ave	64138	Santa Fe Elementary School	Complete
600 Broadway St	64105	MID-AMERICA REGIONAL COUNCIL	Complete
535 Garfield Ave	64124	SCUOLA VITA NUOVA	Complete
3823 Locust St	64109	NOTRE DAME DE SION GRADE SCHOOL	Complete
4400 Sterling St	64133	NORTHWOOD SCHOOL	Complete
8200 Paseo Blvd	64131	Marlborough Community Center	Complete
3291 Southwest Tfwy	64111	MCC - Penn Valley Main Campus	Complete
10631 Wornall Rd	64114	NOTRE DAME DE SION HIGH SCHOOL	Complete
6000 Wilson Rd	64123	NORTHEAST BRANCH KCPL	Complete
7703 NW Barry Rd	64152	Park Hill District Office	Complete
1601 E 18th St. #214	64108	Maranatha Ed Services, LLC	Complete
3200 Broadway Ave	64111	METROPOLITAN COMMUNIY COLLEGE ADMINISTRATION CENTER	Complete
3200 Broadway Ave	64111	METROPOLITAN COMMUNIY COLLEGE ADMINISTRATION CENTER	Complete
624 Westport Rd	64111	SAINT LUKES COLLEGE OF NURSING	Complete
825 NE 79th Ter	64118	Oak Park High School	Complete
2700 E 18th St	64127	MCC - Penn Valley Pioneer Campus	Complete

6140 Norfleet Rd	64133	NORFLEET ELEMENTARY SCHOOL	Complete
3050 Prospect Ave	64128	LUCILE H. BLUFORD BRANCH KCPL	Complete
2830 Holmes St	64109	LONGFELLOW ELEMENTARY MAGNET SCHOOL	Complete
26th and Brooklyn	64127	NEW EAST PATROL FACILITY	Complete
5940 NW Waukomis	64151	LINE CREEK COMMUNITY CENTER	Complete
8700 N Oak Tfwy	64155	North Oak Branch MCPL	Complete
2700 E 18th St #155b	64127	KIPP Endeavor Academy	Complete
201 E 75th St	64114	KCPL WALDO BRANCH	Complete
1750 Independence Ave	64106	1750 INDEPENDENCE AVE	Complete
3218 Gladstone Blvd	64123	Kansas City Museum, Corinthian Hall	Complete
1601 E 18th St	64108	Lincoln Building – CC	Complete
4900 Swope Pkwy	64130	Neighborhood Preservation Division	Complete
31 W. Pershing	64108	LIBERTY MEMORIAL	Complete
3400 Paseo Blvd	64109	Lee A Tolbert Community Academy	Complete
3930 NE Antioch	64116	KC NORTH COMMUNITY CENTER	Complete
1211 Mcgee St	64106	Kansas City Board Of Education	Complete
3715 Wyoming St	64111	Gordon Parks Elementary School	Complete
4415 Warwick Blvd	64111	Kansas City Art Institute	Complete
1111 Locust St	64106	KANSAS CITY COMMUNICATIONS CENTER	Complete
6242 Swope Pkwy	64130	KC Public Library, Southeast Branch	Complete
14 W 10th St	64105	Kansas City Central Public Library (KCPL)	Complete
3800 E 44th St	64130	Genesis School Inc.	Complete
1615 E 18th St	64108	GEM Theater	Complete
7933 Main St	64114	Kansas City Academy	Complete
1600 E 17th Ter	64108	Gregg-Klice Community Center	Complete
9801 Grand Ave	64114	Indian Creek Elementary School - Kansas City	Complete
2017 W Pennway St	64108	IH RUIZ PUBLIC LIBRARY	Complete
1517 Locust St	64108	FIRE STATION 8	Complete
121 N Quincy Ave	64123	HOLY CROSS SCHOOL - KANSAS CITY	Complete
2800 E Linwood Blvd	64128	Hope Leadership Academy	Complete
436 Prospect Blvd	64124	Garfield Elementary School	Complete
30 Pershing Blvd Ste 402	64108	FRONTIER SCHOOL SYSTEM - CENTRAL OFFICE	Complete
1124 E 5th St	64106	GARRISON COMMUNITY CENTER	Complete
5605 Troost Kansas City	64110	Frontier School of Excellence - Middle & Upper	Complete
5200 Pennsylvania Ave	64118	Jacob L. Loose Park	Complete
9010 Old Santa Fe Rd	64138	Hickman Mills Freshman Center	Complete
6006 E Red Bridge Rd	64134	FIRE STATION 42	Complete
524 E Blue Ridge Blvd	64145	FIRE STATION 45	Complete
7511 NW Barry Rd	64153	FIRE STATION 44	Complete
2400 Troost	64108	HEALTH DEPARTMENT	Complete

4000 NW 64 <sup>th</sup>	64151	FIRE STATION 4	Complete
1924 Van Brunt Blvd	64127	EAST HIGH SCHOOL	Complete
10003 E 47	64133	FIRE STATION 39	Complete
4150 N Mulberry, Suite 250	64116	Heart Of America Regional Computer Forensics Lab	Complete
7600 Blue Ridge Blvd	64138	HEART OF AMERICA CHRISTIAN ACADEMY	Complete
2600 NE Parvin Rd	64117	FIRE STATION 6	Complete
10530 Greenwood Rd	64134	ERVIN JUNIOR HIGH SCHOOL	Complete
6401 Paseo Blvd	64131	Ewing Marion Kauffman School	Complete
616 W PENNWAY	64108	FIRE STATION 7	Complete
1015 Central St	64105	CROSSROADS ACADEMY	Complete
6600 E Truman Rd	64126	FIRE STATION 27	Complete
401 E Missouri Ave	64106	FIRE STATION 25	Complete
1414 E 63rd St	64110	FIRE STATION 29	Complete
930 Red Bridge Rd	64131	FIRE STATION 28	Complete
550 W 43rd St	64111	FIRE STATION 19	Complete
211 W Linwood Blvd	64111	CRISTO REY KANSAS CITY HIGH SCHOOL	Complete
4777 Independence Ave	64124	FIRE STATION 23	Complete
9903 Holmes Rd	64131	Fire Station 36	Complete
8100 N OAK TRFWY	64118	FIRE STATION 38	Complete
7708 Wornall Rd	64114	FIRE STATION 37	Complete
7534 Prospect Ave	64132	FIRE STATION 30	Complete
11101 N OAK TRFWY	64130	FIRE STATION 3	Complete
7504 E 67th St	64133	FIRE STATION 33	Complete
1505 E 9th St	64106	FIRE STATION 10	Complete
9253 Blue Ridge Blvd	64138	Blue Ridge Branch MCPL	Complete
1722 E 17th Ter	64108	Black Archives of Mid-America	Complete
8300 N. Brighton	64119	FIRE STATION 14	Complete
425 W 85th St	64114	CHRIST THE KING SCHOOL - KANSAS CITY	Complete
20 E 5th St Ste 201	64106	CITY MARKET OFFICE BLDG	Complete
1320 E 32nd Ter	64109	FAXON MONTESSORI SCHOOL	Complete
1815 E 63rd St	64130	Brookside Charter School	Complete
3211 Indiana Ave	64128	FIRE STATION 18	Complete
3401 Paseo Blvd	64109	FIRE STATION 17	Complete
8817 Wornall School	64131	Boone Elementary School	Complete
326 E 103rd St	64114	CENTER MIDDLE SCHOOL	Complete
11901 Wornall Rd	64145	Avila University	Complete
3221 Indiana	64132	Central Academy of Excellence	Complete
8401 Euclid Ave	64132	Center Elementary School	Complete
8434 Paseo Blvd	64132	Center Alternative High School	Complete

2001 NW 87th Ter	64154	Barry School	Complete
6401 Rockhill Rd	64131	B BANNEKER CHARTER SCHOOL	Complete
635 Woodland	64124	Century Towers Apartments	Complete
2640 Belleview St	64127	ALTA VISTA ELEMENTARY SCHOOL	Complete
1722 Holly St	64108	ALTA VISTA MIDDLE SCHOOL	Complete
1616 E 18th St	64108	American Jazz Museum/Negro Leagues Baseball Museum	Complete
7500 Oak St	64114	CALVARY LUTHERAN SCHOOL-OAK	Complete
3421 Cherry St	64109	Academie Lafayette K – 2	Complete
4251 Bridger St	64111	ALLEN VILLAGE CHARTER SCHOOL	Complete
7401 NW Barry Rd	64153	Alfred L. Renner Elementary School	Complete
2534 Prospect	64127	ANIMAL CONTROL	Complete
8030 Ward Parkway Plz	64114	CALVARY LUTHERAN SCHOOL-WORNALL	Complete
9001 James A Reed Rd	64138	Archbishop O'Hara High School	Complete
6903 Oak St	64113	ACADEMIE LAFAYETTE	Complete
10000 E 59th St	64133	(KCE) Raytown City Hall	Complete
6801 Holmes Rd	64131	University Academy Charter School	Complete
30 W Pershing Rd	64108	UNION STATION	Complete
4232 Mercier	64111	Our Lady of Hope	Complete
600 E 3rd Street	64106	Streetcar Vehicle Maintenance Facility	Complete
2645 Brooklyn Ave	64127	The Kansas City Police Regional Crime Lab	Complete
6131 Raytown Rd	64133	KCE: Mid-Continent Public Library (Raytown)	Complete
4041 Main St	64111	St. Paul's Episcopal Day School	Complete
1601 Prospect Ave	64127	MCC Facility Services Building	Complete
13007 10th St	64030	(KCE) Grandview School District's IT Center	Complete
11511 State Line Road	64114	Barstow School	Complete
10750 E 350th Hwy	64138	Community Education and District Technology Center	Complete
2830 E 60th Street	64130	Glad Tidings Christian Academy	Complete
9901 Holmes Rd	64131	Trailside Center	Complete
1200 Main St	64030	(KCE) Grandview City Hall	Complete
6060 N. Chestnut	64119	KCE: Mid-Continent Library, Gladstone Antioch Branch	Complete
8900 NE Flintlock Rd	64157	Woodneath Library Center	Complete
8030 Ward Parkway	64114	Sherwood Center Special Education Services	Complete
10781 Oak St	64114	RED BRIDGE ELEMENTARY SCHOOL	Complete
1080 Washington S	64105	Quality Hill Academy	Complete
3435 Broadway	64111	Citizens of the World Charter School	Complete
5300 Municipal	64120	MUNICIPAL SERVICE CENTER	Complete
2601 NE Barry Rd	64119	MAPLE WOODS COMMUNITY COLLEGE	Complete
6750 Eastwood Tfwy	64129	EMERGENCY MANAGEMENT SERVICES	Complete
8817 Wornall Rd	64114	Early Childhood Education Center	Complete
2923 Troost Ave	64109	Kansas City Board Of Education #2	Complete

2640 Belleview Ave	64108	ALTA VISTA HIGH SCHOOL	Complete
11511 State Line Road	64114	Barstow School	Complete
10750 E 350th Hwy	64138	Community Education and District Technology Center	Complete
2830 E 60th Street	64130	Glad Tidings Christian Academy	Complete
9901 Holmes Rd	64131	Trailside Center	Complete
1200 Main St	64030	(KCE) Grandview City Hall	Complete
6060 N. Chestnut	64119	KCE: Mid-Continent Library, Gladstone Antioch Branch	Complete
8900 NE Flintlock Rd	64157	Woodneath Library Center	Complete
8030 Ward Parkway	64114	Sherwood Center Special Education Services	Complete
10781 Oak St	64114	RED BRIDGE ELEMENTARY SCHOOL	Complete
1080 Washington S	64105	Quality Hill Academy	Complete
3435 Broadway	64111	Citizens of the World Charter School	Complete
5300 Municipal	64120	MUNICIPAL SERVICE CENTER	Complete
2601 NE Barry Rd	64119	MAPLE WOODS COMMUNITY COLLEGE	Complete
6750 Eastwood Tfwy	64129	EMERGENCY MANAGEMENT SERVICES	Complete
8817 Wornall Rd	64114	Early Childhood Education Center	Complete
2923 Troost Ave	64109	Kansas City Board Of Education #2	Complete
2640 Belleview Ave	64108	ALTA VISTA HIGH SCHOOL	Complete

## A.6: ConnectHome Final Report

### **Connectivity Efforts**

1. Please list all Internet service providers participating in your ConnectHome efforts.

**Google Fiber** - providing \$0/month gigabit-speed home Internet services to residents in five public housing authority properties and other low-income housing partners' properties (mixed-finance).

Google Fiber also connected Google Access Lounges (community computer labs) in community spaces in five housing authority properties.

West Bluff Town Homes – 58 signups out of 99 households

Theron B. Watkins Apt. – 149 signups out of 210 households

Wayne Minor Apt. – 47 signups out of 74 households

Riverview Garden Townhomes – 148 signups out of 232 households

Guinotte Manor Townhomes – 114 signups out of 219 households

**Total Household Sign ups = 516 out of 834 Households targeted.**

**Sprint** - Providing free wireless internet access services up to 3GB per month on the Sprint network per unit/student for up to four years and is offering connection devices for each unit/student at Sprint's cost to the public housing authority. Sprint is also providing implementation and ongoing customer care support to the designated public housing authority point of contact.

Please see list below:

Chouteau Court Apt (Chouteau Courts is a part of the Choice Neighborhood Grant) – Total Units = 134

Scattered Sites Central – Total Units = 146

Scattered Sites South - Total Units = 107

Scattered Sites North – Total Units = 175

Total Units Targeted = 562

**Connecting For Good** – Though this partner is not an ISP, funding was raised through the use of gofundme.com and private donations. Pemberton Heights Apts. for Elderly and Disabled residents will be provided with 1 year of free wifi access. We estimate completion by September 2016. 120 Units will be able to access this free service. Also, as an additional bonus, this equipment will also allow free wifi to 35 Households with K-12 Families of Pemberton Park for Grand Parents, a Housing Choice Voucher Special Program Community.

### **AT&T Access Plan(Available to SNAP Recipients):**

AT&T will assign the fastest of these speed tiers available at the customer's address:

10 megabits per second, for \$10 per month;

5 megabits per second, for \$10 per month; or

3 megabits per second, for \$5 per month.

There is NO Commitment, NO Deposit, NO Installation fee and NO Charge for in-home Wi-Fi Modem. This is four-year program commenced April 22, 2016.

Families that reside outside of the free high speed internet service areas offered by our partners will be notified of this service via mass mailings or monthly newsletter email blast.

**Comcast:(Recent Addition)**

Comcast is offering affordable high-speed Internet access across its footprint. We believe this may include your community. Through this offer, all HUD-assisted households within Comcast's nationwide footprint are eligible for in-home high-speed Internet for \$9.95 + tax per month (including free installation), provided that they have not been Comcast Internet subscribers within the past 90 days and do not have debt to Comcast less than one year old.

Families whom reside outside of the free high speed internet service areas offered by our partners will be notified of this service via mass mailings or monthly newsletter email blast.

2. Did the ISPs you worked with conduct sign up events with your residents? Were they successful?

Google Fiber hosted sign up events listed below:

West Bluff Townhomes – February 3, 2016

Wayne Minor – May 21, 2016

Riverview Garden – May 25, 2016

Theron B. Watkins – June 6, 2016

Guinotte Manor – July 13, 2016

All sign up events were very successful and yielded a high resident participation due to The City of Kansas City's ConnectHome partners, McClain Bryant, with The Honorable Mayor Sly James Office and Rick Usher with The City Manager's Office. Their expertise and relationships with local partners provided an invaluable resource during the planning stage. Monthly Strategic Digital Inclusion Co-Working day sessions was established to update progress and insure target dates were met. Strategic plan was finalized and implemented as so, through the use of flyers and door hangers, Google Fiber informed residents of upcoming sign up events, Connecting For Good provided information regarding class schedules and curriculum, Surplus Exchange informed resident of their offer of low cost computers. HAKC coordinated with HAKC Property Management Team and assisted with partners pre-event efforts.

3. How many HUD-assisted households have been connected at home to high-speed Internet through your ConnectHome efforts since September 2015?

Between February 3, 2016 and July 31, 2016, 579 HAKC households have been connected to High Speed internet.

- How many of these are families with school-age children (4-18)?

341 Families within this age range. This information is based on our previous signup events and the tracking of families moving in Communities since February 2016. We are currently creating policies and procedures to track numbers monthly and quarterly.

4. How many HUD-assisted households will be connected at home to high-speed Internet through your ConnectHome efforts by the end of September 2016 (including everyone connected since September 2015)?

Our Goal is to have at least 800 Families of our 1900 households connected by September 2016.

How many of these will be families with school-age children (4-18)?

427 Families with school age children. 70% of 1900 Households.

5. Did you have a budget specifically allocated for getting families connected to the Internet?

No Budget or funding was provided by HAKC. All services have been donated in kind or purchased at negotiated low cost by residents.

### ***Digital Content and Training***

1. List the digital training events for residents that were conducted in the past year. Please share details about the types or trainings conducted and target audiences involved.
  - a. Connecting for Good - Connecting for Good is providing basic digital literacy skills training to Housing Authority residents at the Google Fiber Lounge located at the following communities: West Bluff Townhomes, Wayne Minor Apts. T.B. Watkins Apts. Riverview Garden Townhomes and Guinotte Manor Townhomes. Classes are scheduled every Tuesday from 1 p.m. to 3 p.m. Connecting for Good has also trained Digital Scholars in how to train others in digital literacy skills.
  - b. Surplus Exchange - Surplus Exchange holds office hours at the West Bluff Google Access Lounge every Tuesday from 3 p.m. to 5 p.m. and has provided computer triage and refurbishing training to Housing Authority residents pursuant to the Digital Scholars program.
  - c. Google Fiber holds office hours at the Google Access Lounge every Tuesday and Thursday afternoon and teaches digital literacy classes on Thursday afternoons.
  - d. Samuel U. Rodgers Health Center is providing training at Chouteau Court Google Access Lounge daily from 10 a.m. to 4 p.m.
  - e. KC Public Library is gearing up its technology training program, headquartered at their new One North Technology Center at Central

Library, due to open in mid-April. As a result of this initiative, they will begin to provide technology training outside the library in community centers, HAKC facilities and other appropriate locations.

- f. HAKC Resident Services offers Money Smart and Home Ownership classes at the 299 Paseo Office twice per month.

#### Homework Assistance for K-12 families

Several partners host daily classes at all locations for children grades K-12. Class sizes avg. 12 students per day.

Which local stakeholders have worked with you to conduct trainings?

#### **Google Fiber:**

Provided Digital Life Skill training to residents that were unfamiliar with setting up email accounts, gaining knowledge to create documents, spreadsheets and other skills using Google tools and browsing Internet for information.

#### **Connecting For Good:**

Provided training for Residents using Microsoft Office Products which re-enforced job readiness skills, Keyboarding 101 for those not familiar with typing, Internet Explorer and how to surf web. Technology terms and understanding, Technology Certification study courses and job search web resources.

2. Which national stakeholder offers from non-ISPs (GitHub, College Board, Best Buy, PBS, etc.) have you taken advantage of in your ConnectHome efforts?

GitHub provided digital Inclusion training at W.E.B. DuBois Learning Center on May 21<sup>st</sup> and 22<sup>nd</sup> 2016.

ABC Mouse – HAKC obtained a community license for residents

3. How much did you spend to support digital skills training activities this year?

**All support and training activities were provided in kind by local partners and stakeholders. No funds were required by HAKC.**

#### ***Computers and Devices***

1. What did you do to provide opportunities for residents to have access to free or low cost computers and equipment?

In order to provide participants with quality computers and devices of reasonable cost, the City is partnering with Surplus Exchange and Connecting for Good in the [Digital Upcycling Program](#). Residents are able to purchase computers at the low cost of \$55.00. Through this program, the City and Surplus Exchange will work with the corporate community to donate their used computer equipment which will then be refurbished in part by HAKC residents participating in the Digital Scholars Program. The City was the first to donate its surplus equipment into this program. The City of Kansas City, Mo. is certified by the Basel Action Network as an eSteward Enterprise. As such, the City is committed to environmentally and socially conscious recycling and reuse of electronic equipment and is seeking to build a network of KC companies to join our Digital Upcycling Program and supply used computing devices for refurbishing and use in our digital inclusion programs with emphasis on ConnectHome participants.

2. Did you have a budget specifically used to purchase or subsidize these devices for families?

**No Budget has been established to subsidize devices for families.**

### ***Outreach and Communication***

1. Please provide an overview of resident outreach activities conducted this past year (i.e. what you did to inform residents about ConnectHome and low-cost or free high-speed internet offers, special events related to the initiative)?

Past outreach and communication has occurred in a variety of ways, including earned media, events, and social media. Examples of past outreach and communications are listed below:

#### **Press Releases:**

July 15, 2015 - [FACT SHEET: ConnectHome: Coming Together to Ensure Digital Opportunity for All Americans](#)

July 15, 2015 - Google Fiber Blog - [Bringing Internet Access to Public Housing Residents](#)

July 15, 2015 - [Congressman Cleaver Announces Kansas City as New Location for HUD Digital Divide Project](#)

September 30, 2015 - [HUD Secretary, Congressman Cleaver, Mayor James Kick Off ConnectHome Summit in Kansas City](#) - Mayor Sly James Blog

February 3, 2016 - Google Fiber Blog - [Connecting public housing, at gigabit speeds](#)

February 3, 2016 - [HUD SECRETARY CASTRO AND GOOGLE FIBER ANNOUNCE FIRST PUBLIC HOUSING UNITS TO BE CONNECTED TO ULTRA HIGH SPEED INTERNET THROUGH CONNECTHOME INITIATIVE](#)

February 5, 2016 - Google Fiber Blog - [An update on our work to help narrow the digital divide](#)

**Events:**

August 18, 2015 - ConnectHome National Summit - Washington, D.C.  
September 21, 2015 - ConnectHome Kansas City Summit - attended by Secretary Castro and Congressman Cleaver  
December 1, 2015 - ConnectHome Sign-Up Event - Crooked Creek Apartments - 19 Units of HUD “mixed finance” housing  
December 2, 2015 - Digital Inclusion Coworking Day - Sprint Accelerator  
January 7, 2016 - ConnectHomeKC Coworking Day with Residents and Local Partners - Plaza Library  
February 3, 2016 - ConnectHome Sign-Up Event - West Bluff Apartments - 100 Units of KCHA owned housing  
October 2016 to present - Housing Authority assessment survey is underway  
February 23, 2016 - ConnectHome Coworking Day with Residents and Local Partners - Lucile Bluford Public Library  
March 5, 2016 - Google Fiber sign up event at West Bluff  
May 18-20, 2016 - The Kansas City Public Library is hosting the National Net Inclusion Summit that will convene stakeholders and provide opportunities for ConnectHOME partners to engage the larger community.  
May 20, 2016 - Kansas City Digital Inclusion Summit

**Partner Media:**

September 25, 2015 - Kansas City joined ConnectHome Yammer  
September 30, 2015 - [Connect Home](#) - YouTube KC City Communications  
September 30, 2015 - [Secretary Castro’s photos at ConnectHomeKC](#)  
February 3, 2016 - [ConnectHomeKC video](#) from West Bluff

**Social Media:**

August 18, 2015 - Housing Authority of Kansas City, Mo. twitter account launched - @HAKCMO - currently 17 followers/29 tweets  
October 9, 2015 - @ConnectHomeKC twitter account launched - currently 224 followers/555 tweets  
February 3, 2016 - Launched [ConnectHomeKC](#) facebook page - currently 47 likes

**Earned Media Coverage:**

July 15, 2015 - [ConnectHome program will bring free Internet service to Kansas City public housing residents](#) - KC Star  
July 15, 2015 - [Kansas City is selected for program to expand low-income residents’ access to high-speed Internet](#) - KC Star  
September 2, 2015 - [Kansas City, MO Becomes e-Stewards Enterprise: Helps Communities Connect-](#) Basel Action Network

September 28, 2015 - [KC joins program to boost inner-city Internet access - KMBC](#)

September 28, 2015 - [KC bridging digital divide, bringing Internet to students](#) - Fox4News

January 16, 2016 - Blog Talk Radio - [Tech Espresso Cafe interview with Banneker Digital Scholars](#)

February 3, 2016 - KCStar - [KC residents get first free Google Fiber under federal ConnectHome program](#)

February 3, 2016 - KSHB - [Google Fiber to provide free internet to KCMO public housing](#)

February 4, 2016 - Money - [Google Fiber High-Speed Internet Coming to Public Housing, for Free](#)

Note: Earned media after the February 3, 2016 Google Fiber announcement that public housing authority residents will be receiving \$0/month gigabit Internet service has taken off exponentially and is a list too long to report here (Google “connecthome kansas city” and result is *About 21,600 results*)

### **Other Outreach:**

Housing Authority Resident Survey results - to be completed survey on TBD

Housing Authority Newsletter on ConnectHomeKC TBD

2. What additional ConnectHome-related activities do you have planned in the coming months?

We will be hosting back to school sign up events for new Residents and those that did not sign up during previous events.

September 2016: Host monthly guest speakers to join our Community and discuss various topics related to job readiness, best interview practices, resume writing etc.... Each community will be surveyed to seek their topic of interest. Guest will be invited from HAKC Executive Team Members, Kansas City, MO. City Officials as well as Corporate Executive from various Companies throughout the K.C., MO. Metro Area.

Housing Authority Resident Survey results - to be completed survey on TBD

Housing Authority Newsletter on ConnectHomeKC TBD

### **Program Feedback**

1. Please estimate the number of staff hours that were dedicated to your ConnectHome efforts.

A minimum of 40 hours per week has been dedicated to the ConnectHome Initiative.

2. Have you accomplished the goals your community set out in your ConnectHome project plan?

HAKC's goal was to reach 326 household with children and assist them with getting connected to High Speed Internet Access by July 31, 2016. As of this date we have assisted 341 families within this group with connectivity.

3. Please share the biggest challenges you faced in implementing your project plan.  
**Our challenges are many:**

Our biggest challenges thus far are as follows:

- While we were easily able to determine how many housing authority residents are students in our public schools are unified by one administrative body which tracks this data, it is more difficult to assemble data on Housing Authority resident enrollment in Charter Schools because they are separate and distinct organizations.
- Administering the Housing Authority survey has been particularly challenging due to cultural and language barriers, and resident concern over data and personal information security.
- Informing residents about the program and offerings, particularly those in the scattered sites, has also posed a challenge
- Making offerings accessible to residents has been challenging, but will become much easier when we are able to offer access to equipment, connectivity and training at each of our Google Fiber Lounges
- Coordinating with city staff, and finding funding, for necessary Google Fiber infrastructure upgrades to additional city-owned community centers has also been a challenge.

The need for funding is critical. ConnectHome has made a major impact throughout our many Communities and we are grateful to all stakeholders, however, we understand their financial support will not last a lifetime. Future funding sources must be identified to make this sustainable.

### **Surveying Residents:**

Resident's low response and return of surveys does not provide a sufficient sampling to measure the success ConnectHome. We have tried and tested many ways to inform Residents and stress the importance of returning surveys. However, at this time we do not have the manpower or resources needed to get ample data to achieve a reasonable rate of return.

**Resident Trust Factor:**

Families are hesitant to sign up for services and attend classes due to lack of trust. After to going door to door speaking directly with Residents we have been told they were not interested in free internet because they did not want HAKC invading their privacy. Nor did they want our partner and stakeholder Google Fiber to send their information to the Government. Assumptions were made that installed equipment contained cameras and other surveillance devices for spying purposes. Time to engage Residents require many man hours that currently does not exist.

- 4. Did local foundations or philanthropies provide funding for your ConnectHome efforts?

Not yet. We intend to engage foundations to determine their interest in contributing funding to the program locally.

- 5. Did HUD or EveryoneOn provide assistance to you? If so, what was most valuable?

HUD D.C. and the Kansas City Regional Offices has provided information for future funding sources and National partners Low Cost Internet Offers to residents.

EveryoneOn has shared best practices that have been successful for other cities, and provided answers to many questions during the initial planning stage via Webinars and correspondence.

## Appendix B: Resolution No. 170097

### RESOLUTION NO. 170097

Adopting a Digital Equity Strategic Plan to ensure all residents have equal access to the digital economy; and directing the City Manager to implement its six priorities and conduct annual reviews of the policy.

WHEREAS, digital equity is a condition in which all individuals and communities have the information technology capacity needed for full participation in our society, democracy and economy and is necessary for access to essential services, civic and cultural participation, lifelong learning, employment, entrepreneurship, and economic mobility; and

WHEREAS, in 2011, the City executed a development agreement with Google Fiber to deploy an experimental gigabit fiber to the home Internet service which included Google Fiber's commitment to serve economically distressed neighborhoods through the deployment of free Internet services to 300 schools, libraries, community centers and government buildings; and

WHEREAS, on September 20, 2011, Mayors Sylvester "Sly" James and Joe Reardon announced the Mayors Bistate Innovations Team Playbook and KC Digital Drive to highlight the importance of digital equity initiatives; and

WHEREAS, the Kansas City Coalition for Digital Inclusion, of which the City is a founding member, was established with the vision of ensuring every citizen and household in the Kansas City metropolitan area has computer equipment, access to the Internet and training; and

WHEREAS, according to the Google Fiber study "The State of Broadband Internet Access in Kansas City," published in June 2012, nearly one-quarter of Kansas Citians are not connected to the Internet at home and 70% of children in the Kansas City School District do not have Internet access at home; and

WHEREAS, in 2015, the City Council adopted the Digital Roadmap, which states digital equity is an issue of social equity, and maximizing access to technology is a moral imperative in an increasingly digital age; and

WHEREAS, the Digital Roadmap charges the City with developing a Citywide digital equity policy aimed at bridging Kansas City's digital divide and a comprehensive strategy to increase public access to free Wi-Fi and/or broadband; and

WHEREAS, since 2015, the City has been recognized as a digital equity leader and has initiated local, or has been selected to pilot numerous national, digital equity initiatives, including:

1. selection for the White House/HUD ConnectHome Initiative aimed at creating opportunities for digital equity for student residents of public housing,

RESOLUTION NO. 170097

2. selection for the White House ConnectAll Community Connectivity Initiative aimed at creating opportunities for digital equity for students of public school systems,
3. adoption of the Kansas City Community Health Improvement Plan which identifies a greater need for internet access to increase public health outcomes, and
4. selection as a site for the inaugural national Net Inclusion Summit for digital equity; and

WHEREAS, the development and adoption of a City digital equity strategic plan is included in the Planning, Zoning, and Economic Development section of the City's 2017-2022 Citywide Business Plan; and

WHEREAS, the Council recognizes that while significant strides have and are being made throughout the City, ongoing work is necessary to attain digital equity; NOW, THEREFORE,

BE IT RESOLVED BY THE COUNCIL OF KANSAS CITY:

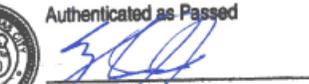
Section 1. That the City Council hereby adopts the Digital Equity Strategic Plan.

Section 2. That the City Council directs the City Manager to implement the six priorities of the Digital Equity Strategic Plan.

Section 3. That the City Manager shall conduct a policy review on digital equity annually to ensure the Digital Equity Strategic Plan is reflective of changing digital technologies.



Authenticated as Passed

  
Sly James, Mayor

  
Marilyn Sanders, City Clerk

\_\_\_\_\_  
Date Passed