

# City of Minneapolis

## *Neighborhood Vitality through Digital Equity*



**Neighborhood & Community Engagement Commission**

**April 22, 2014**



# City's role

As we move further into a technology-based society, city government can act as a catalyst to ensure digital inclusion by all neighborhoods and their residents.

- Highlight gaps between needs and capacity
- Promote digital resources
- Facilitate connecting community resources
- Engage stakeholders

# Close the Digital Divide

Digital Inclusion levels the Playing Field



**Residents**

- Low-income
- Youth
- Seniors
- People w/Disabilities
- English Language Learners

**Businesses**

- Small
- Underutilized
- Minority
- Women

**Travelers**

- Visitors
- Newcomers
- Students
- Commuters

BIS - March 2011

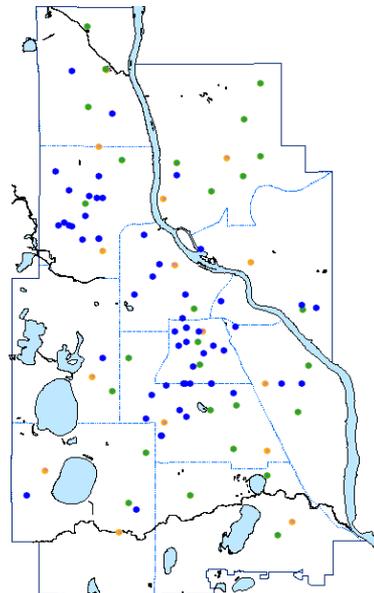
# Digital Divide Profile

## 2014 Community Technology Survey

- ❑ 24,750 households (15%) without computer and Internet at home
- ❑ Greatest divide in...
  - Camden, Near North and Phillips
  - Households with people > 55
  - American Indian and African American communities
  - Households with income < \$25K
- ❑ Digital Literacy opportunities warranted

# Resources & Training

- 15 Libraries
- 28 Park Computer Labs
- Over 50 Community Centers
  - Non-profit
  - Employment
  - Education
  - Faith-based



## Get Connected Minneapolis Everyone Online



### Low cost computer and Internet resources

#### CenturyLink Internet Basics

Low cost computers and Internet based on program guidelines  
1-800-366-8201 <http://www.centurylink.com/internetbasics>

#### Comcast Internet Essentials

Low cost computers and Internet based on program guidelines for families with at least one child in the free or reduced school lunch program 1-855-846-8376 [www.internetessentials.com](http://www.internetessentials.com)

#### EveryoneOn

A national online tool to find discounted Internet and computer offers based on zip code [www.everyoone.org](http://www.everyoone.org)

#### Free Geek

##### Computer Adoption Program

Earn a free computer after 24 hours of volunteering. Also provides refurbished computers at low cost. 612-293-7339 <http://freegeekwinnetics.org/>  
2537 25th Ave S, Minneapolis, MN 55406

**Minneapolis Public Schools** donates their used computers to families in their schools. Contact your school's principal to find out details.

#### PCs for People

Refurbished computers and Internet service at low cost based on income guidelines or participation in a government assistance program. 651-354-2552 [www.pcsforpeople.com](http://www.pcsforpeople.com)  
1481 Marshall Ave, St. Paul, MN 55104

#### Computer Refurbishing Center University of Minnesota - UROC

Refurbished computers at low cost. Individuals who meet income guidelines can apply to receive a computer for \$25 after attending 3 training classes. 612-624-3556  
<https://diversity.umn.edu/bced/program-guidelines>  
2001 Plymouth Ave N, Minneapolis, MN 55411

#### USI Wireless

##### Wireless Service in Minneapolis

- ★ Residents and businesses can sign up for Internet service with USIW, starting at \$14.95 per month. 952-253-3262 <http://www.usiwireless.com/>
- ★ Free Outdoor Wireless: There are over 100 free hotspots – Use the "USIW Free" network and connect. For security purposes, a credit card is required to login but there is no charge. Use the Civic Garden for FREE to access public service information. <http://wirelessminneapolis.org/>

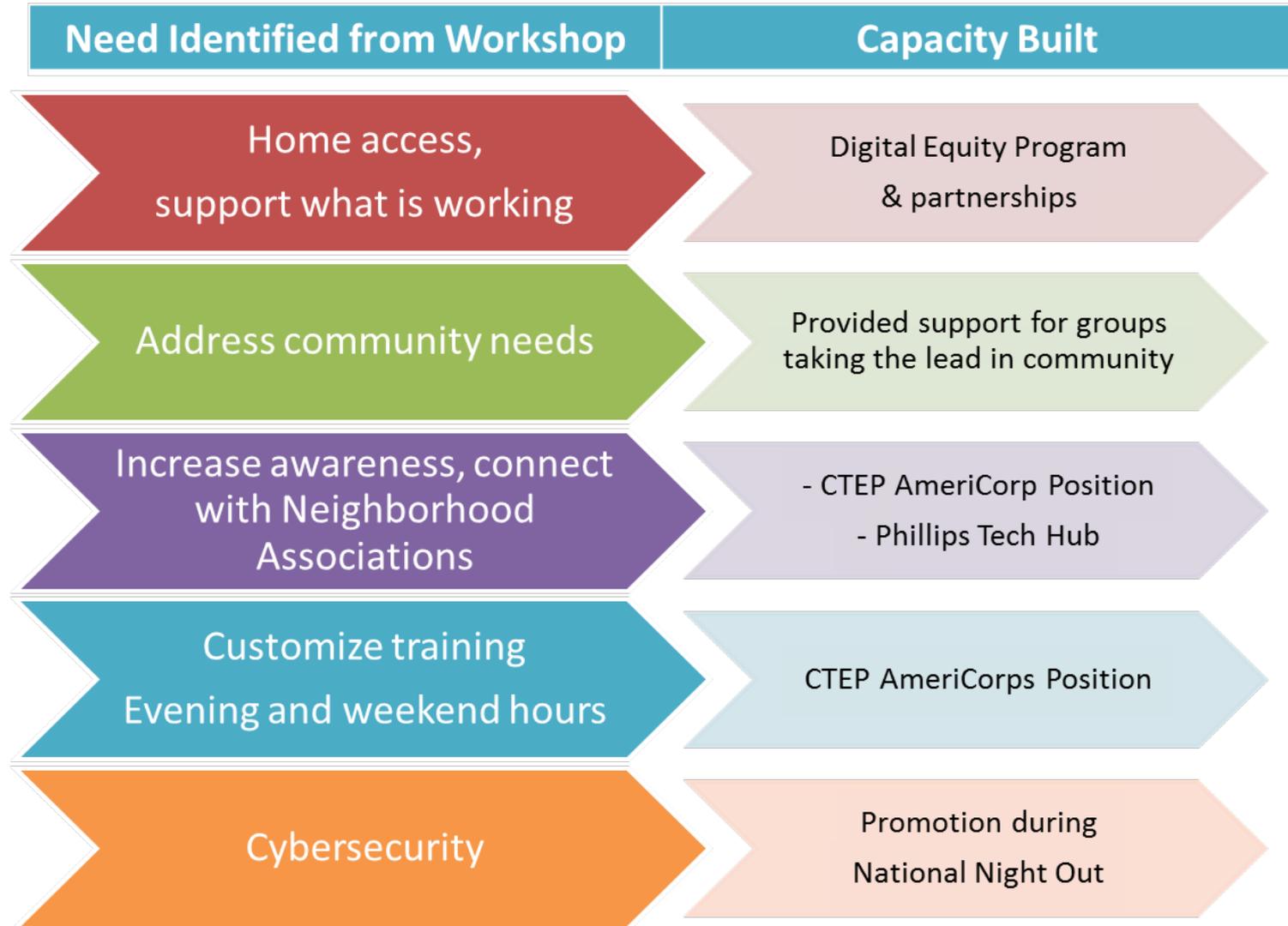
**For organizations: Minnesota Computers for Schools** trains and employs inmates at the Stillwater Correctional Facility to refurbish and recycle computers donated from local businesses and provides the equipment to schools and non-profits. For one-third the price of buying new, MCFS works with organizations to put together custom equipment, complete with educational software, a warranty and tech support. 651-779-2816 [www.mncfs.org](http://www.mncfs.org)

# City initiatives

- Community Technology Survey - 2014 data this spring
  - Presentations with City leaders, Community meetings
  - Engaging now to bring community perspective as part of the presentations
- PCs for People
- Digital Equity Program
  - Computers w/ Internet access at home
  - Customized programming and support
  - Funding needed
- Coordination and support
  - City and Technology Literacy Collaborative websites/resources
  - CTEP AmeriCorps Member
  - Urban Scholar
  - Facilitate connections for community projects and partner with community leaders

## Collaboration: Scale up into 2015

# What we've heard - 2012 Community Connections Conference





# What we've heard - 2014 Community Connections Conference

## Themes from exhibit table discussions and workshop

- Cost is a barrier for home access
- Demonstrate the value of access and encourage use Overcome barriers of fear to try new technologies
- Community development Consider connectivity and accessibility, including cost and service options for groups as part of development projects and where there are groups of residents in need: seniors, low income, public housing
- Raise awareness of community resources
- Leverage existing resources and collaborate:
  - Youth with seniors
  - Partner to serve in multiple languages
  - Computer labs and WiFi network
  - Church groups

*"If you haven't used it, it's hard to see the power of technology"*

*"Ask people what they want to learn and what they are interested in.*

*Then training is more valuable and effective, and people can directly see how tech can improve their lives."*

*"The more hands, minds, hearts working the better"*

# Neighborhood & Community Relations



## Neighborhood Associations & Community Organizations are Key Stakeholders

- Know their neighborhoods and communities
- Are connectors and mobilizers to:
  - Raise awareness of existing resources, drive community programming
  - Recommend solutions
  - Identify leaders, partners, and volunteers
  - Identify funding
  - Support implementation

# NCEC Perspective

- Feedback and input
- What role do you think Neighborhood Associations and Community organizations play related to resident's technology use and skills?
- How might the NCEC be involved?
- How can we work together to support tech needs for Neighborhoods and Community orgs city-wide?

# Next steps

- NCEC desired actions?
- 2014 Community Technology Survey results and recommendations will be published
- Schedule with City Leaders, community meetings
- Integration with Equity Initiatives
  - Racial Equity – Beyond Technology
    - Part 2 of the Technology Literacy Collaborative 2014 series
    - May 9, 11:00 – 1:00, 2225 East Lake Street, MPS Adult Education Center, South Campus
    - RSVP - Lunch provided!
- Contact IT and NCR to continue to work together toward Digital Equity

# THANK YOU



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[www.minneapolismn.gov/it/inclusion](http://www.minneapolismn.gov/it/inclusion)