

City of Minneapolis

Digital Equity Profile

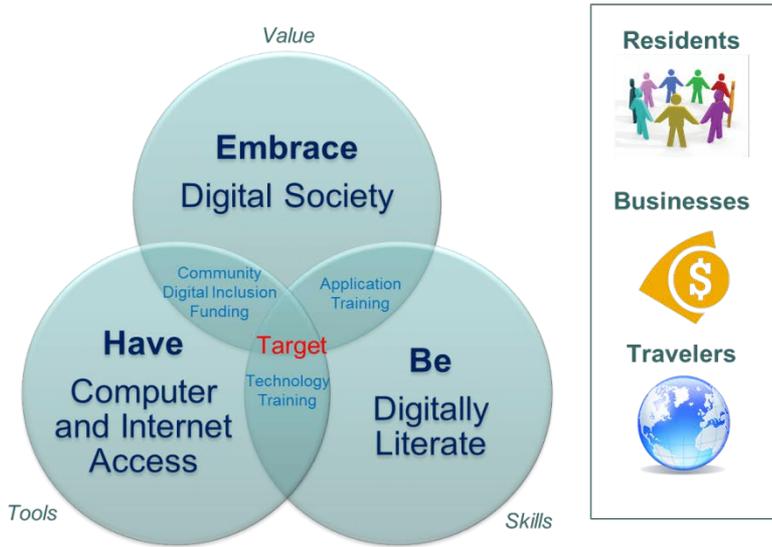


Committee of the Whole – IT Policy Subcommittee

May 7, 2014

Close the Digital Divide

Digital Inclusion levels the Playing Field



Residents

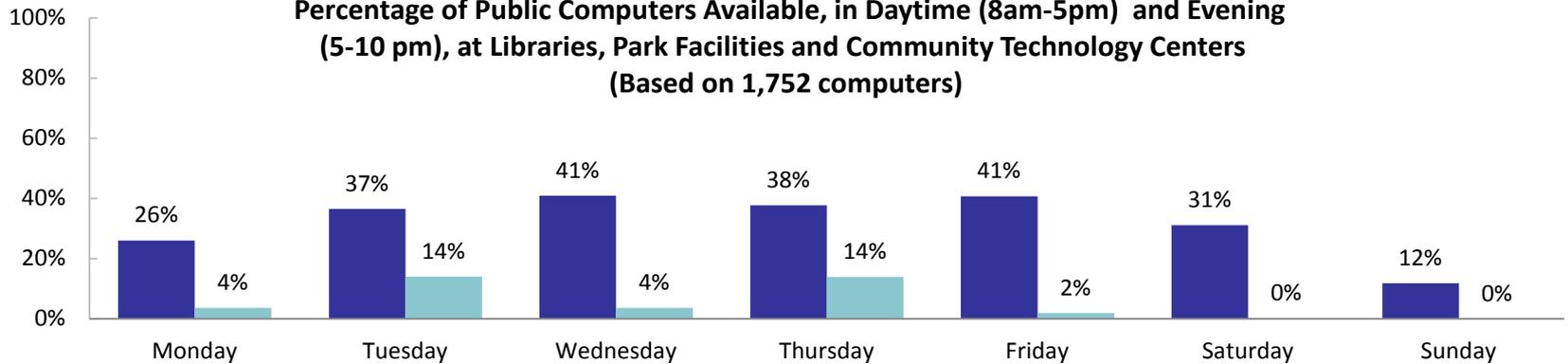
Businesses

Travelers

2014 Digital Equity Profile

- 24,750 households (15%) without computers 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

Percentage of Public Computers Available, in Daytime (8am-5pm) and Evening (5-10 pm), at Libraries, Park Facilities and Community Technology Centers (Based on 1,752 computers)



Source: Minneapolis IT Department, October 2012

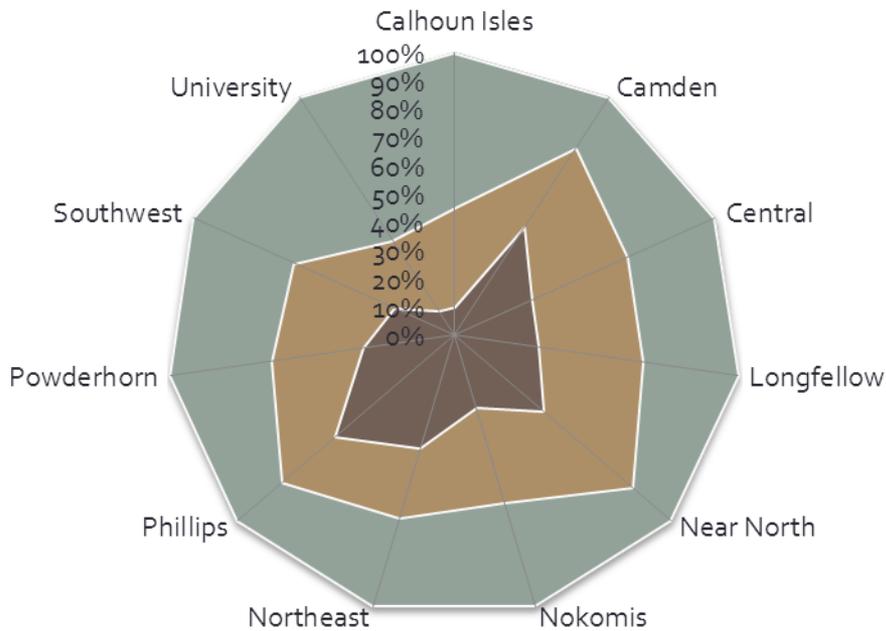
■ Daytime Public PC Availability ■ Evening Public PC Availability

Factoid: The existing public PC availability in Minneapolis will only allow *one hour of online access per week per household* for the 24,750 households without any Internet access at home.

Non-User Profile

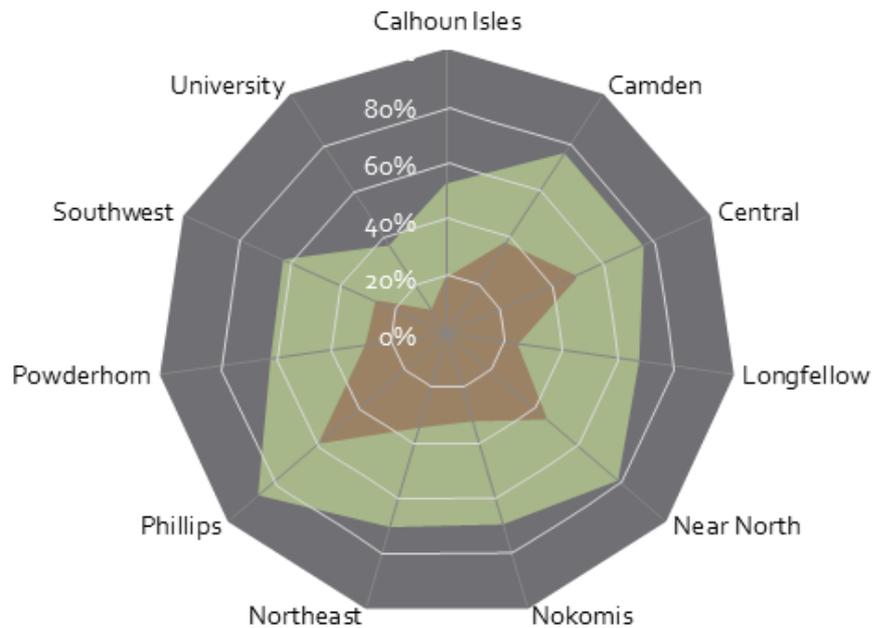
User Level by Community

2012



- High-level users
- Mid-level users
- Non-users

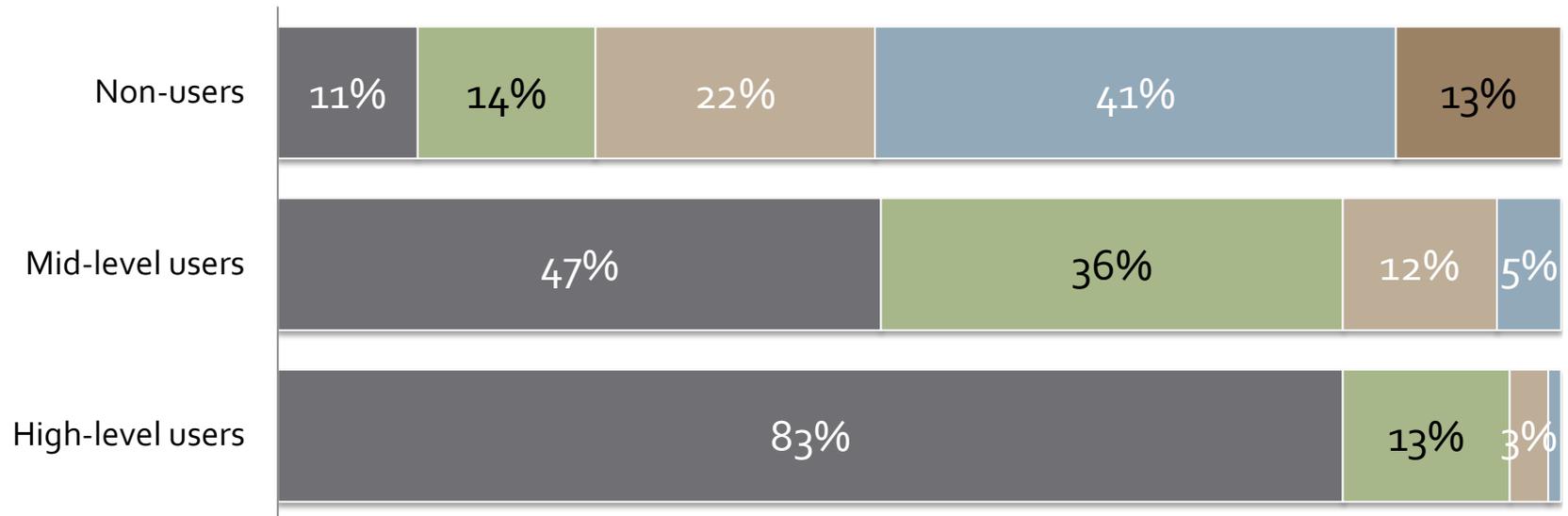
2014



- High-level users
- Mid-level users
- Non-users

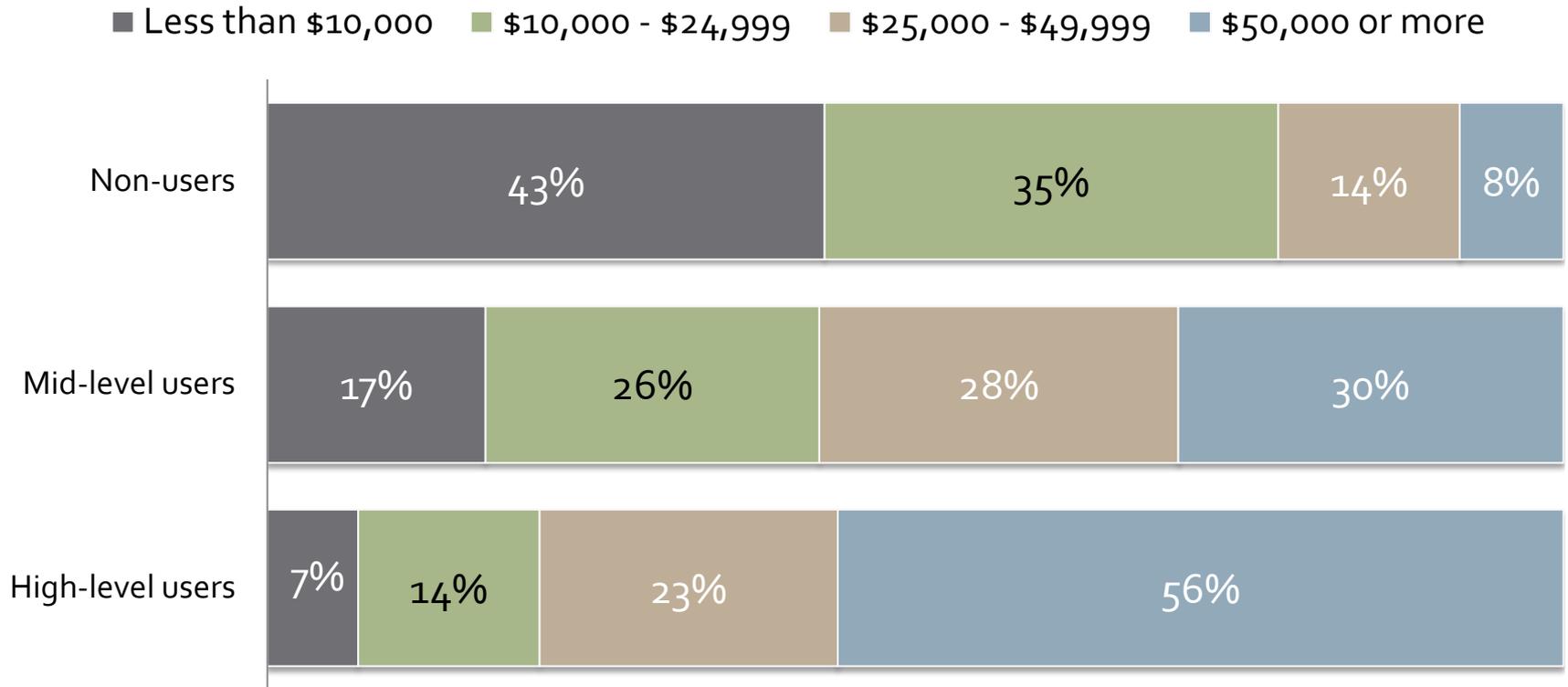
Importance of Internet Access at Home

■ Essential ■ Very important ■ Somewhat important ■ Not at all important ■ Don't know



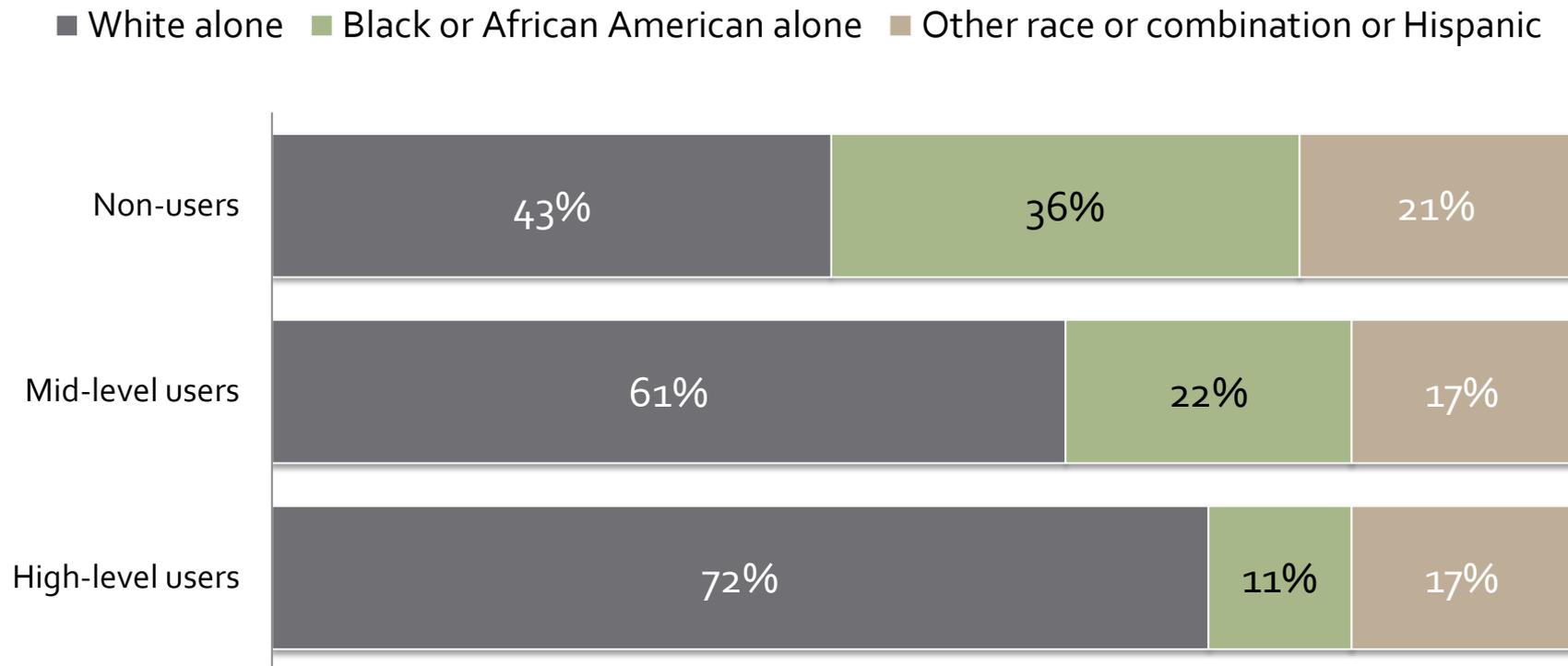
The importance of home Internet access increased substantially with level of use; virtually all high-level users described Internet access as essential, while non-users were most likely to say that home Internet access was not at all important.

Income by User Level



Use of technology increased with respondents' income level. While a majority of high-level users had annual household incomes of \$50,000 or more, most non-users reported incomes of less than \$25,000 per year.

Race and Ethnicity by User Level

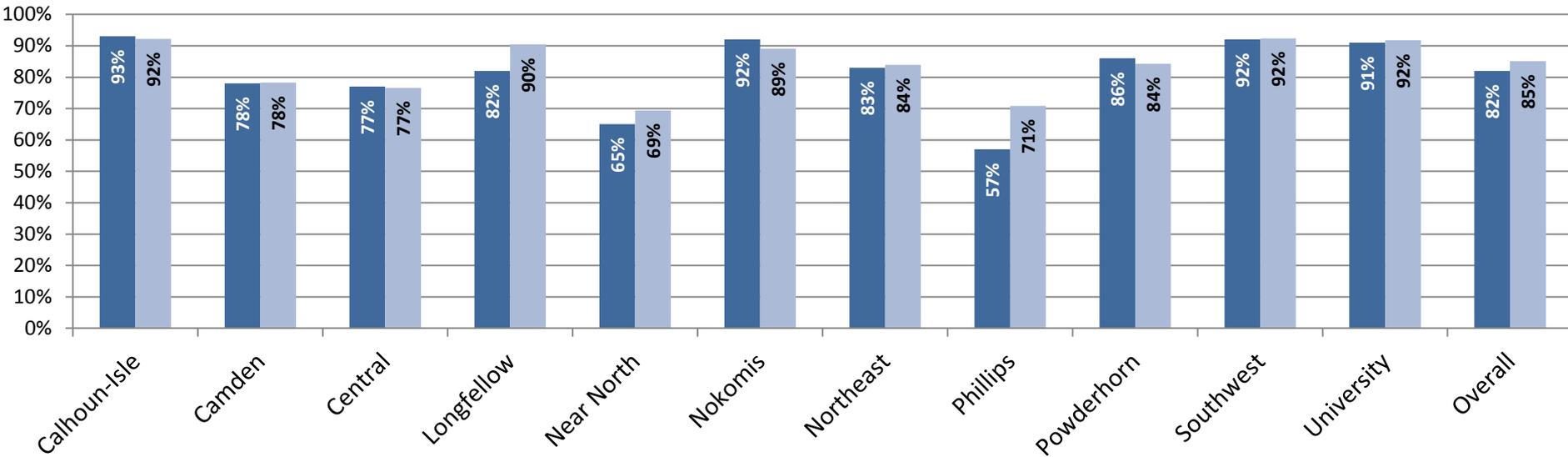


User levels also differed by race and ethnicity, specifically between Black/African American and White, non-Hispanic residents. Black/African American respondents made up over one-third of non-users but only 11% of high-level users. White, non-Hispanic residents made up nearly three-quarters of high-level users and less than half of non-users.

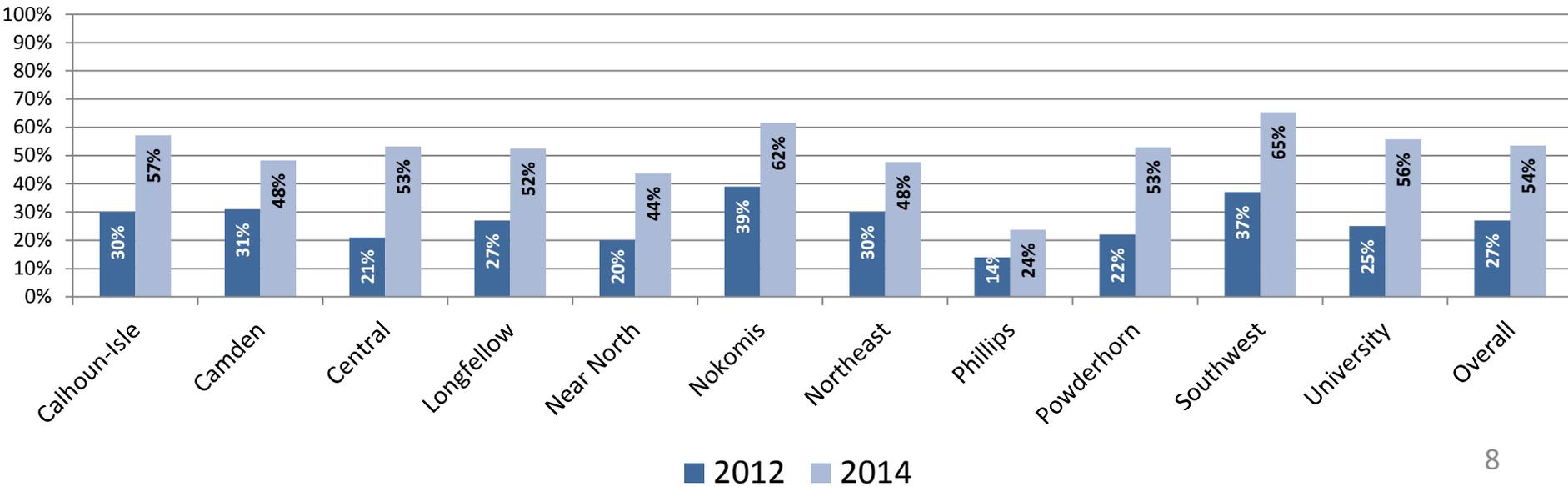
Internet Access

Smartphone quickly becoming access
method of choice

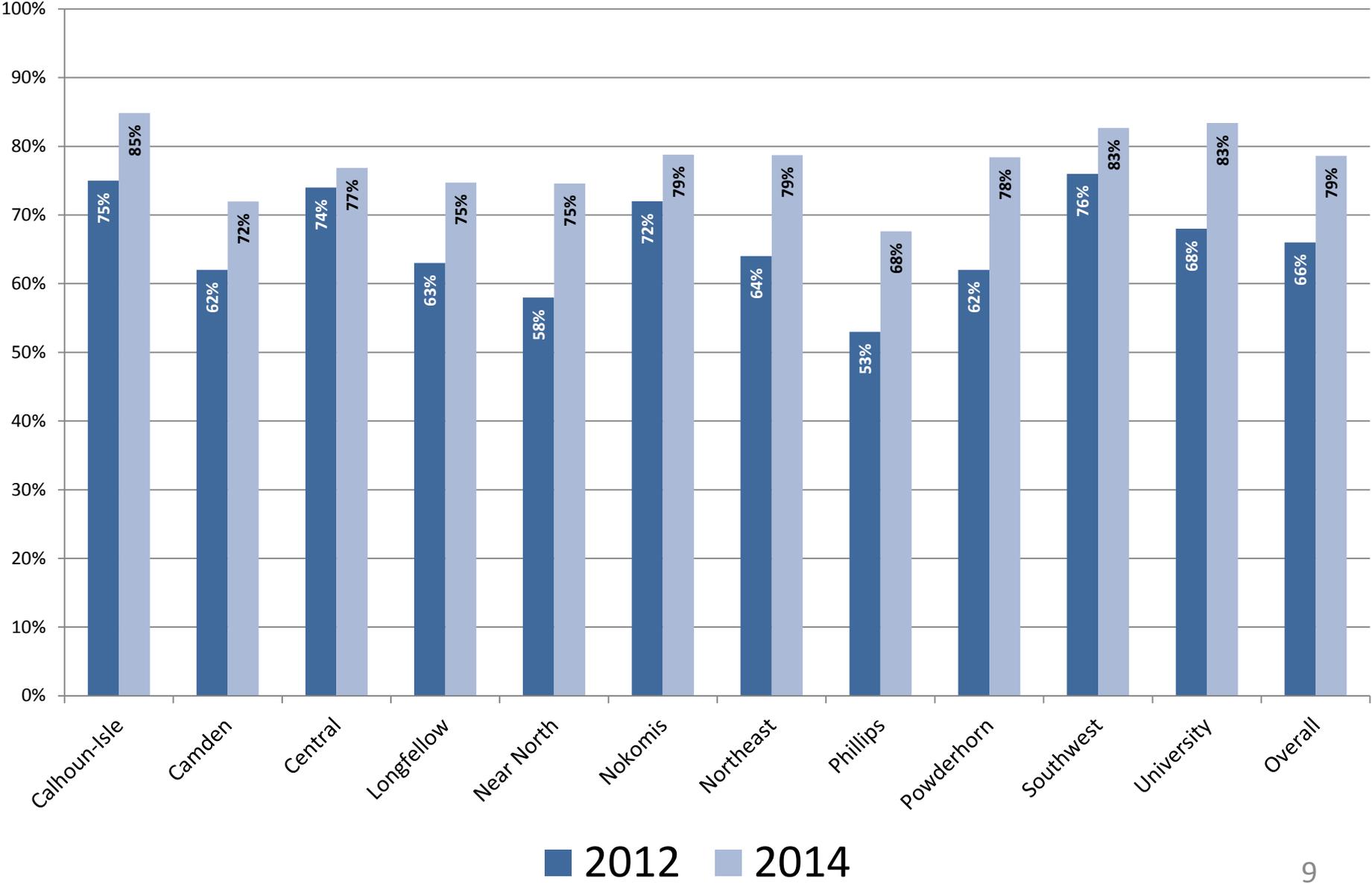
Resident's Internet Access Desktop and/or Laptop



Tablet (iPad, etc.)



Resident's Internet Access Cell Phone

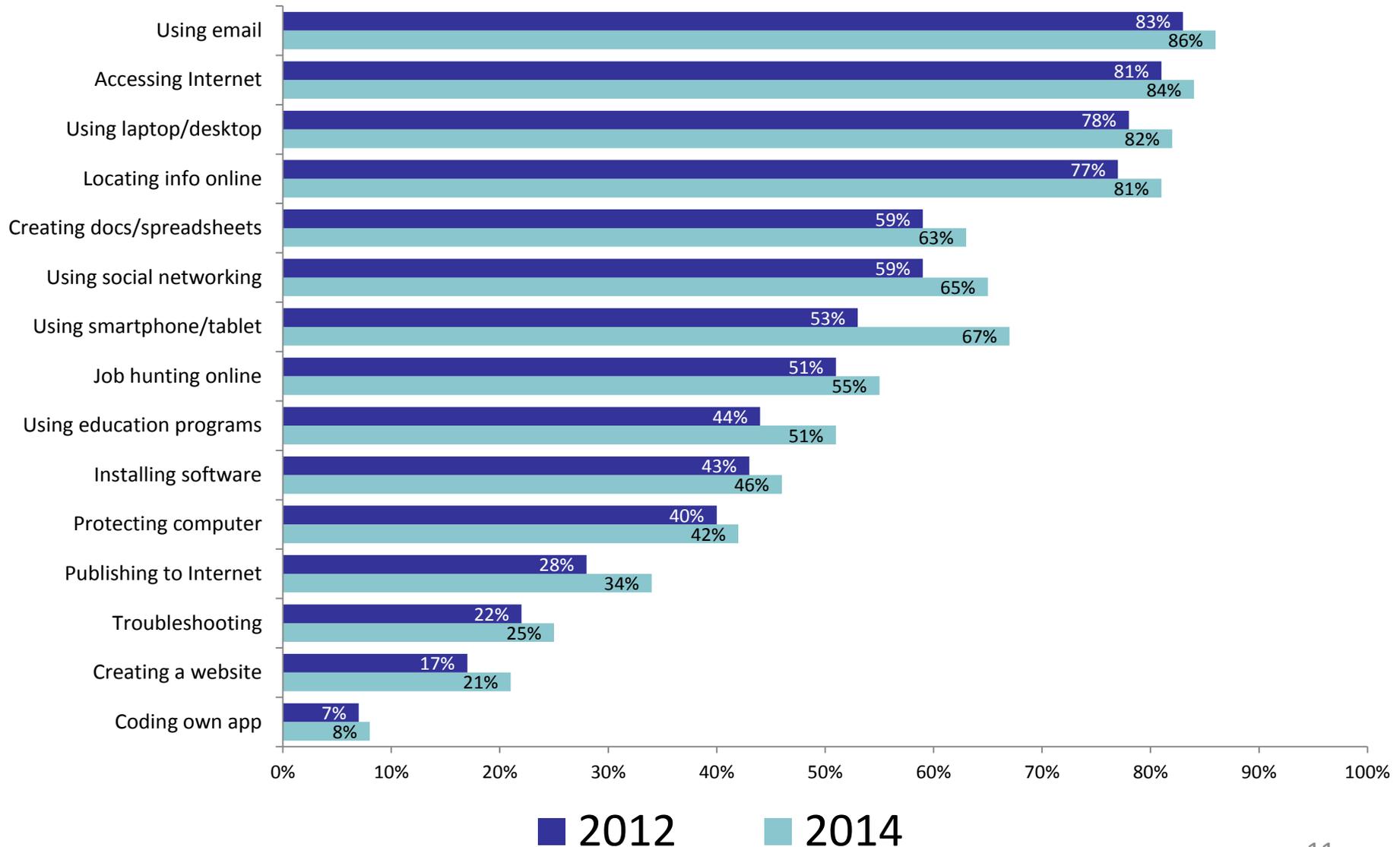


Digital Literacy

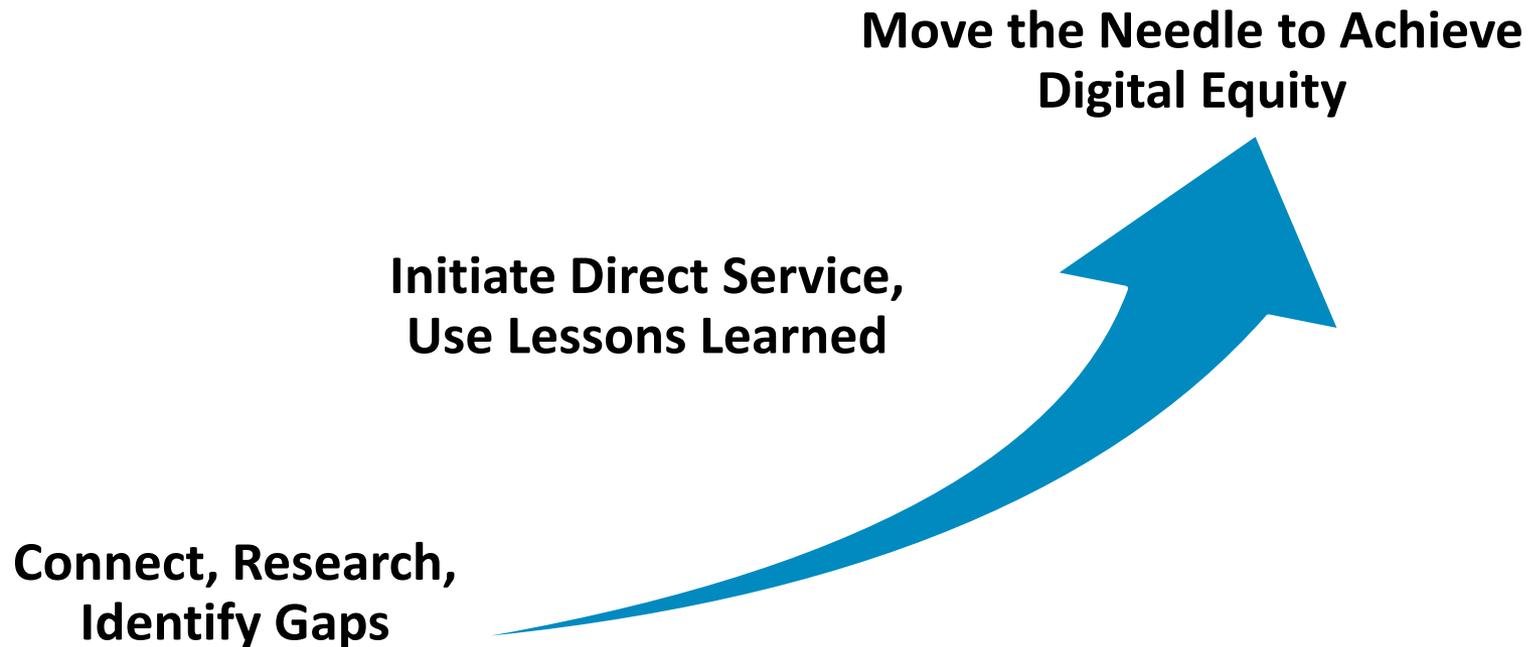
Aligning our training to what people need most

City of Minneapolis Level of Digital Literacy

Percentage of Residents Very Comfortable with Technologies



City's Role toward Digital Equity



Digital equity is a component of equity overall in Minneapolis. As we move further into a technology-based society, city government can act as a catalyst to ensure that Minneapolis is a digitally inclusive community - so all residents can participate in the benefits of the digital society.

What We Have Accomplished

PCs for People

1,595 City computers donated through Unisys since 2009 for Minneapolis residents

Technology Literacy Collaborative

Leadership, events, community resources, local/state/national efforts

Northstar Digital Literacy Standards

City is a proctored site to provide the assessments

Digital Equity Pilot

10 families: Computers with Internet at home, training & support with Build Wealth Minnesota

Partnerships with Public Housing and Neighborhoods for New Computer Labs

5th Ave Highrise
Logan Park / Holland Highrise

Phillips Technology Hub

Facilitating the group to collaborate on tech services in Phillips

Digital Equity Program Expansion

40 Families in 2014: North, Phillips, and American Indian Community

CTEP AmeriCorps

City position focused on technology access and skills to overcome the racial employment gap

North Minneapolis

City CTEP AmeriCorps service with WorkForce Center, U of M UROC, Neighborhood Associations, and youth engagement film project

Opportunities

Integration with City's equity goals and expansion in light of lessons learned

Sustainability

Supporting new technology users to join the digital society depends on:

- Readily available help
- Feeling safe online
- Some ability to troubleshoot problems
- Simplifying the technology
- Strong value proposition
- Tying technology skills together with job development, financial management and personal goals

Scale Up the Impact

To move the needle on digital equity we need to:

- Concentrate on Internet access at home
- Simplify the technology and concentrate on how to take advantage of the Internet
- Ramp up our programs to 1,000 families per year
- Continue building stronger collaborations
- Build a more robust citywide public technology asset locator system

THANK YOU

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Survey Results at www.minneapolismn.gov/it/inclusion