

Measuring City of Seattle's progress on Digital Equity

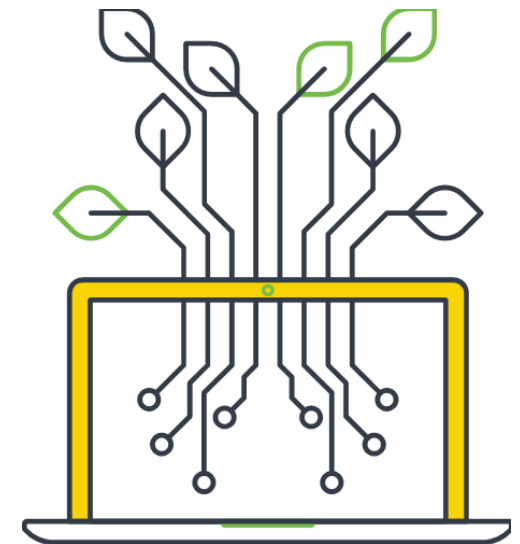
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Outline

- Overview of City of Seattle Digital Equity Initiative
- Indicator Framework
- Putting the indicators to work



Digital Equity means...

We envision Seattle as a city where technology's opportunities equitably empower all residents and communities - especially those who are historically underserved or underrepresented.



Background

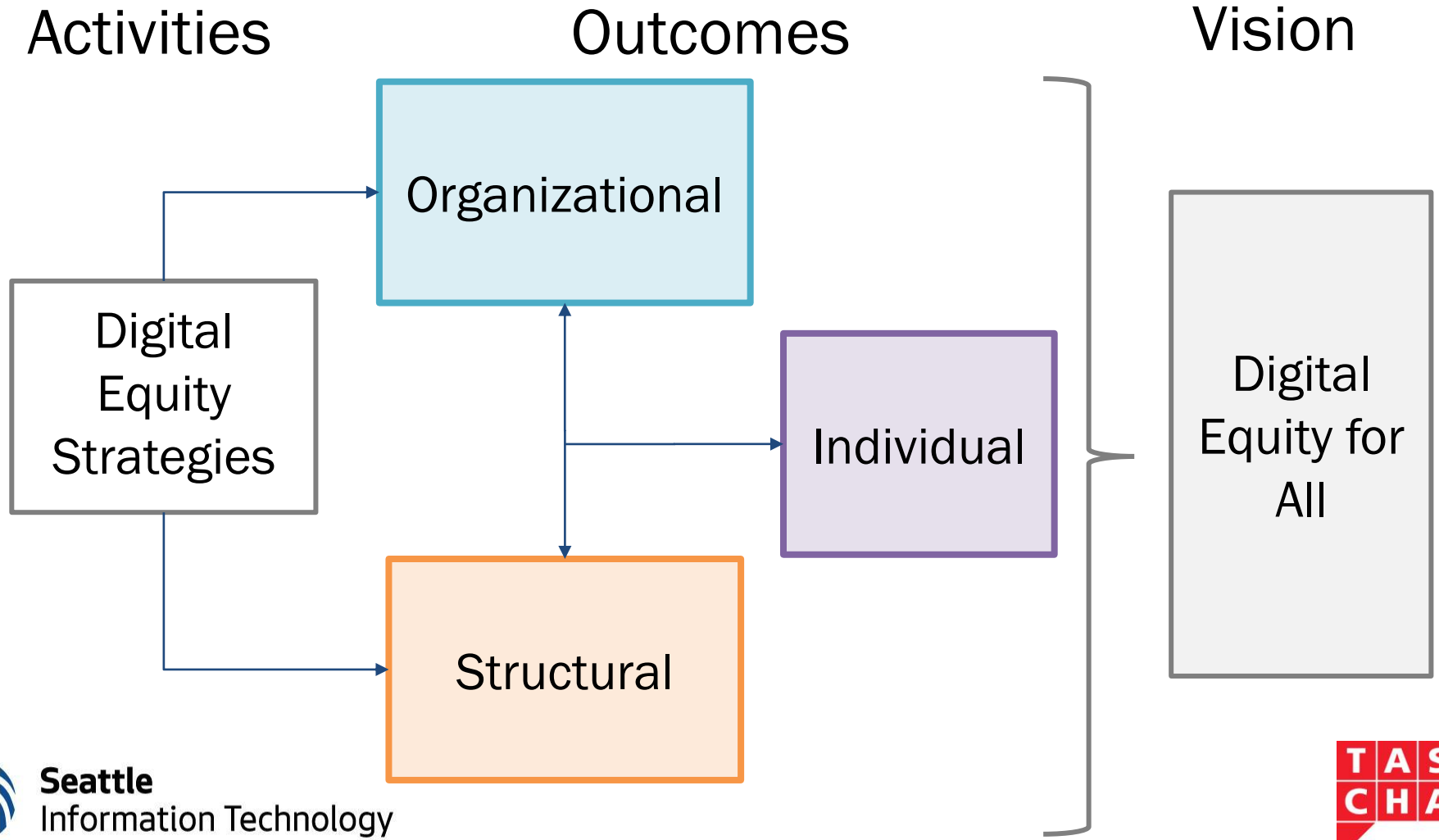
- For the last 20 years, Seattle IT has partnered with community organizations to implement programs to increase technology access and skills.
- The Digital Equity Initiative, based on broad community input, created a city-wide strategy to continue and expand this work.
- Other cities, such as Austin, and Portland, have digital equity strategies. More coming...

Digital Equity Goals & Strategies

- **Connectivity**
- **Skills training**
- **Devices & technical support**
- Applications & online services
- Community capacity building



Initiative Theory of Change



Process for creating indicators

1. Inventory of internal and external data points
2. Develop theories of change
3. Indicator framework
4. Data collection and reporting strategy development



Inventory of internal and external data points

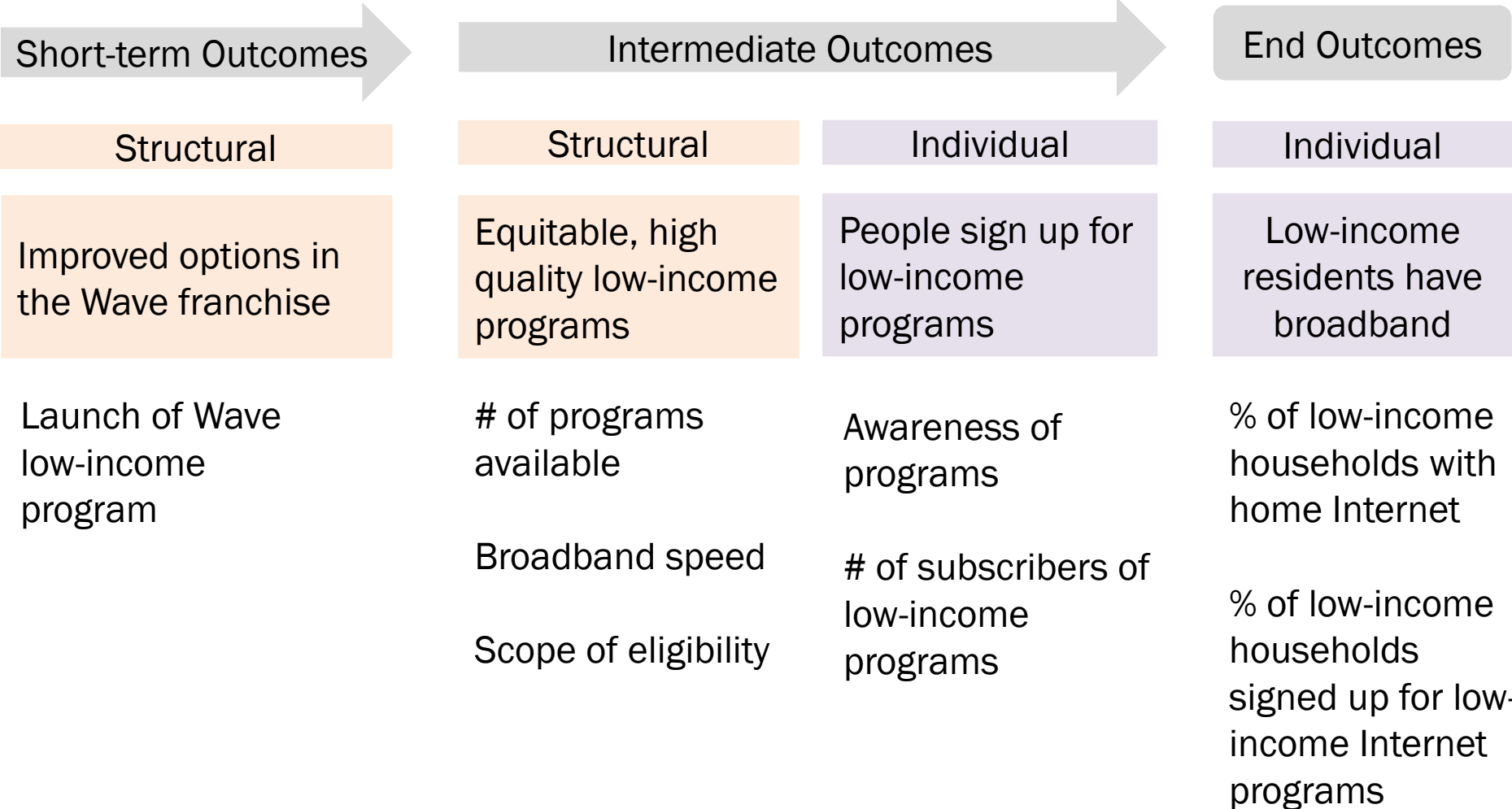
- Identified and assessed Seattle IT's existing indicators from sources such as
 - Population: Community indicators survey
 - Program: Grant applications and reports
 - Services data (eg wi-fi use)
- External data points came from other surveys and indicator projects



Example Connectivity Indicator Framework

Activity: Internet to individuals

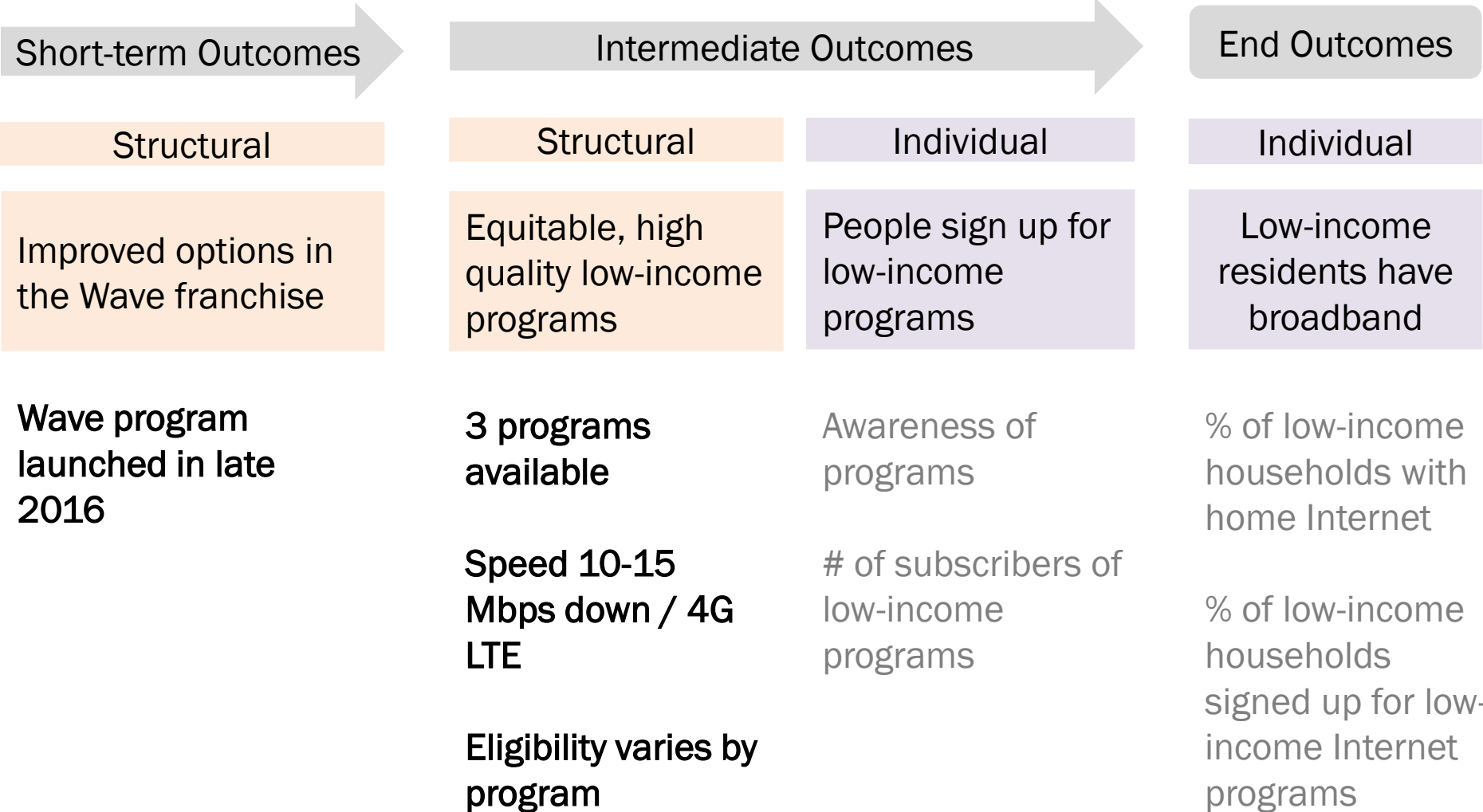
Expand and improve internet programs for low-income residents



Example: Connectivity Indicators w/ results

Activity: Internet to individuals

Expand and improve internet programs for low-income residents



Examples: what we know so far

1st comprehensive report produced using 2017 data

1,018

Devices provided to residents, schools, and non-profits



2,922

Residents received skills training through City of Seattle investments in community organizations

6,584

Wi-Fi Hotspot check-outs from the Seattle Public Library

An icon on a yellow background showing a hand with the index finger pointing to a green square with a white Wi-Fi symbol. Below the hand are two horizontal arrows pointing left and right, with small squares at their ends, suggesting a range or connection.

How indicators are being used

- Investment guidelines & decisions - grant program
- Community data collection (Survey)
- Data storage and design work
- Public education
- Annual digital equity report
- Strategic consulting to others on planning and surveying



Want to measure digital equity?

- National sources
 - [Community Survey/Census computer questions](#)
 - [NTIA supplemental questions](#)
 - [Robert Gallardo's Digital Divide Index](#)
 - [FCC form 477 data](#), and [NDIA research](#)
 - Health survey CDC [National Health Interview Survey](#) (NHIS)
- Potential local sources
 - Government & libraries, CBO's

Lessons learned

- Helpful to produce iterative drafts of measures and get feedback from stakeholders
- Process of identifying and collecting indicators is hard, can help partnerships



Wrapping up...

- Next steps
 - Community Survey
 - Implement new grant systems with integrated indicators
 - Further develop collection and reporting tools
- **Our message to you -**
 - **Apply digital equity indicators to other indicator projects**



Thank you!

Slides and supporting documents uploaded to Sched

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