

# San Antonio and Greater Bexar County Community Digital Equity Plan and Roadmap

Community Engagement

August 2021

# Disclaimer:

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The information found in this portal is intended for public use. It reflects work produced and provided by the SA Digital Connects team and community members starting in January 2021 to the present.

Some information will reflect the moment in time when the work was done. Data, funding, maps and assumptions may fluctuate in the everchanging digital ecosystem.

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# Breakdown on Community Engagement

# Community Outreach | Update

## Participation Breakdown: 141 Entities Total

113 Community  
Organizations/Businesses

28 K-12 Districts/Charters/Organizations

- Survey Responses: 99 total (89 unique)
- One-on-One Meetings: 30
- Focus Groups Participation: 17
- Representation through Advisory Member: 15
- K-12 Questionnaire Responses: 8
- K-12 Focus Groups Participation: 25

## Bexar County ISDS & Charter Schools (K-12)

- **Chief Technology Officers** - Thursday, April 22, 2021
- **Superintendent Update** - Tuesday, June 2, 2021  
E-Rate Updates
- **ISD Questionnaire**

## Target Focus Groups w/Anchor Organizations

- **Healthcare/Telemedicine**  
Monday, June 7, 2021 | 11:00 am - 12:00 pm
- **Veteran/Active Military**  
Wednesday, June 2, 2021 | 10:00 am - 11:00 am
- **Business**  
Thursday, June 3, 2021 | 11:00 am - 12:00 pm
- **Civic Engagement/Justice System**  
Friday, June 18, 2021 | 11:00 am - 12:00 pm
- **Individuals with Disabilities**  
Town Hall Thursday, June 24, 2021 | Pending final details
- **Seniors (OATS/Senior Planet/AARP)**  
Tele Town/Hall Tuesday, July 6, 2021 (+Social Media)
- **Funders**

# Community Outreach | Participation

Organization Name	Survey	One-on-One	Focus Group	Advisory
1 Adult Years Program	Yes			
2 Adult Youth Vocational Program	Yes			
3 Alamo Colleges District	Yes	Yes		
4 American GI Forum	Yes			
5 American Indians in Texas at the Spanish Colonial Missions	Yes		Yes	
6 Any Baby Can of San Antonio	Yes			
7 Archdiocese of San Antonio		Yes		
8 Artpace San Antonio	Yes			
9 Autism Treatment Center	Yes			
10 Avenida Guadalupe Association	Yes			
11 AYVP	Yes			
12 Bexar County		Yes		
13 Bexar County Commissioners Court (Community Outreach & Engagement)	Yes			
14 Bexar County Education Coalition		Yes		
15 Bexar County Health Collaborative			Yes	
16 Bibliotech		Yes		
17 Big Brothers Big Sisters of South Texas	Yes			
18 Bridges to Care - San Antonio	Yes			
19 Brooks Development Authority		Yes		Yes
20 Centro Cultural Aztlan, Inc.	Yes			
21 Cesar E. Chavez Foundation			Yes	
22 ChildSafe	Yes			
23 City Education Partners	Yes	Yes		Yes
24 City of San Antonio		Yes		Yes
25 City of San Antonio Economic Development Department	Yes			
26 Classical Music Institute	Yes			
27 Community First Health Plans	Yes			
28 Conjunto Heritage Taller	Yes			

# Community Outreach | Participation

	Organization Name	Survey	One-on-One	Focus Group	Advisory
29	COPS/Metro	Yes	Yes		
30	COSA Office of Veteran Affairs		Yes	Yes	Yes
31	disABILITYsa	Yes	Yes	Yes	
32	Ella Austin Community Center	Yes			
33	ESC 20*		Yes		Yes
34	Esperanza Peace and Justice Center	Yes			
35	Essence Prep	Yes	Yes		
36	Family Service Association of San Antonio, Inc.	Yes			
37	Family Violence Prevention Services, Inc./The Battered Women and Children's Shelter	Yes			
38	Geekdom		Yes		
39	Girls Inc. of San Antonio	Yes			
40	Good Samaritan Community Services	Yes			
41	Goodwill				Yes
42	Habitat for Humanity of SA	Yes			
43	Healthy Futures of Texas	Yes			
44	Hemisfair	Yes			
45	House of Neighborly Service	Yes			
46	Individuals and Families Impact Council, United Way of Bexar County	Yes			
47	Intercultural Development Research Association	Yes	Yes		Yes
48	Launch SA	Yes			
49	Libraries Without Borders US	Yes			
50	Lift Fund - Women's Business Center WBC-SA			Yes	
51	Lit Communities		Yes		
52	LISC San Antonio	Yes			
53	Louis Escareno Attorney at Law			Yes	
54	Madonna Center, Inc.	Yes			
55	Martinez Street Women's Shelter	Yes			Yes
56	Meals on Wheels San Antonio	Yes			
57	Methodist Healthcare Ministries	Yes	Yes	Yes	Yes

# Community Outreach | Participation

	Organization Name	Survey	One-on-One	Focus Group	Advisory
58	Mexican American Civil Rights Institute	Yes			
59	MICRO:SA	Yes			
60	MY Charity	Yes			
61	National Hispanic Institute San Antonio	Yes			
62	North San Antonio Chamber of Commerce	Yes			
63	OATS/Senior Planet		Yes	Yes	Yes
64	Orangetheory Fitness Huebner	Yes			
65	Project QUEST, Inc.	Yes			
66	Project Search/Children's Hospital of San Antonio	Yes			
67	Project Transformation Rio Texas	Yes			
68	Prosper West San Antonio	Yes		Yes	
69	Respite Care of San Antonio	Yes			
70	Restore Education	Yes			
71	Rise Recovery	Yes		Yes	
72	Roy Maas Youth Alternatives	Yes			
73	SA Youth	Yes			
74	SAGE		Yes	Yes	
75	San Antonio Independent School District*	Yes	Yes		Yes
76	SAISD Adult Years Vocational Program	Yes			
77	SAISD/AYVP/ Project SEARCH	Yes			
78	SAMSAT -- San Antonio Museum of Science and Technology	Yes			
79	San Anto Cultural Arts	Yes			
80	San Antonio Clubhouse	Yes			
81	San Antonio Economic Development Foundation		Yes		Yes
82	San Antonio Housing Authority		Yes		
83	San Antonio Library Foundation		Yes		
84	San Antonio Public Library		Yes		
85	SAY Sí	Yes			

## Community Outreach | Participation

	Organization Name	Survey	One-on-One	Focus Group	Advisory
86	Social and Health Research Center, Inc.	Yes			
87	Soldiers' Angels	Yes		Yes	
88	Southside First Economic Development Council	Yes	Yes		
89	Southwind Fields	Yes			
90	St. Mary's University Upward Bound Grant	Yes			
91	Steven A. Cohen Military Family Clinic at Endeavors in San Antonio	Yes		Yes	
92	Students of Service (SOS)	Yes			
93	Successful Aging and Living in San Antonio (SAAF)	Yes			
94	TechBloc		Yes		
95	Texas A&M San Antonio		Yes		Yes
96	Texas Veterans Network (AACOG)	Yes		Yes	
97	The Arc of San Antonio	Yes			
98	The Children's Bereavement Center Of South Texas	Yes			
99	THRU Project	Yes			
100	Toyota Motor North America	Yes	Yes		Yes
101	Trinity University - Center for Innovation and Entrepreneurship	Yes	Yes		
102	TRIO Upward Bound- Palo Alto College	Yes			
103	University Health	Yes		Yes	Yes
104	UP Partnership	Yes			
105	Upward Bound, Trinity University, Harlandale and Edgewood ISD	Yes			
106	UT Health San Antonio	Yes			
107	UTSA Small Business Development Center			Yes	
108	VIA Metropolitan Transit	Yes	Yes		
109	Voices for Children of San Antonio	Yes			
110	Webhead	Yes			
111	YMCA of Greater San Antonio	Yes			
112	Youth Code Jam	Yes			
113	YWCA San Antonio	Yes			



## Community Outreach | Participation

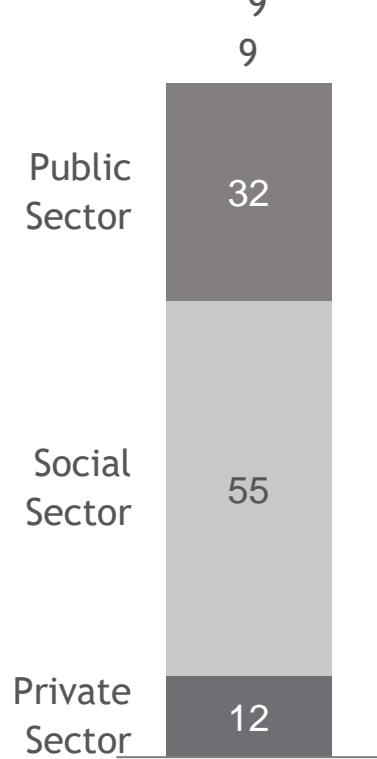
	School District/Charter/Organization Name (K-12)	Questionnaire	Focus Group
114	Alamo Heights ISD	Yes	Yes
115	Boerne ISD		Yes
116	Brooks Academy of Science and Engineering	Yes	Yes
117	East Central ISD		Yes
118	Edgewood ISD		Yes
119	Eleanor Kolitz Hebrew Lang. Academy	Yes	
120	Ft. Sam Houston	Yes	Yes
121	Grow Associates, LLC		Yes
122	Harlandale ISD	Yes	Yes
123	Jubilee Academy		Yes
124	Judson ISD		Yes
125	Lackland ISD		Yes
126	Lighthouse Charter School		Yes
127	New Frontiers		Yes
128	Northeast ISD	Yes	Yes
129	Northside ISD		Yes
130	Promesa Academy	Yes	
131	Responsive Ed		Yes
132	SA Prep		Yes
133	San Antonio ISD		Yes
134	Schertz Cibolo Universal City ISD		Yes
135	School of Science and Technology		Yes
136	Seguin ISD		Yes
137	Southside	Yes	
138	Somerset ISD		Yes
139	South San Antonio ISD		Yes
140	Southwest ISD		Yes
141	TEA		Yes

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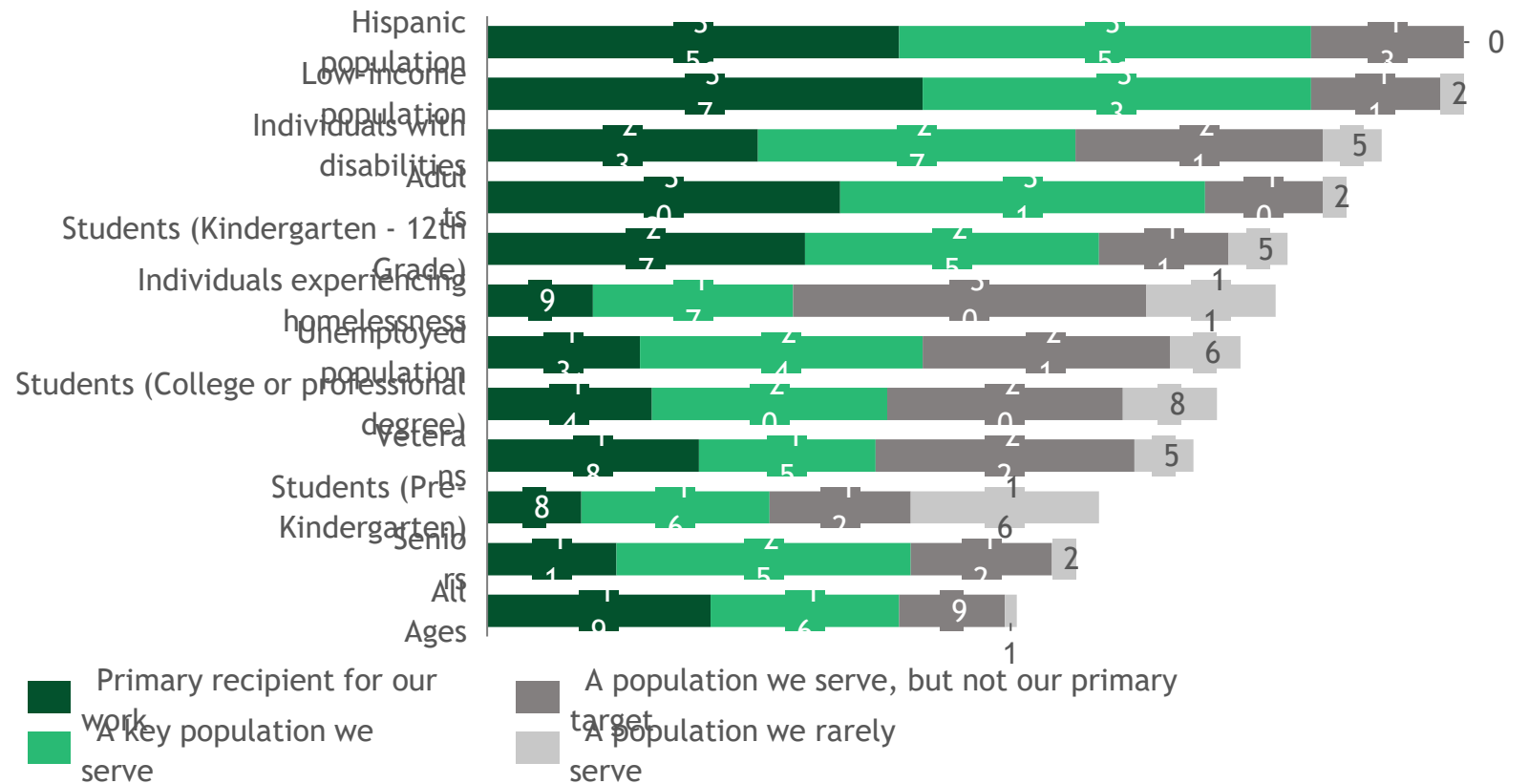
# Inventory survey results

# 99 organizations surveyed serve a wide range of populations

# survey respondents



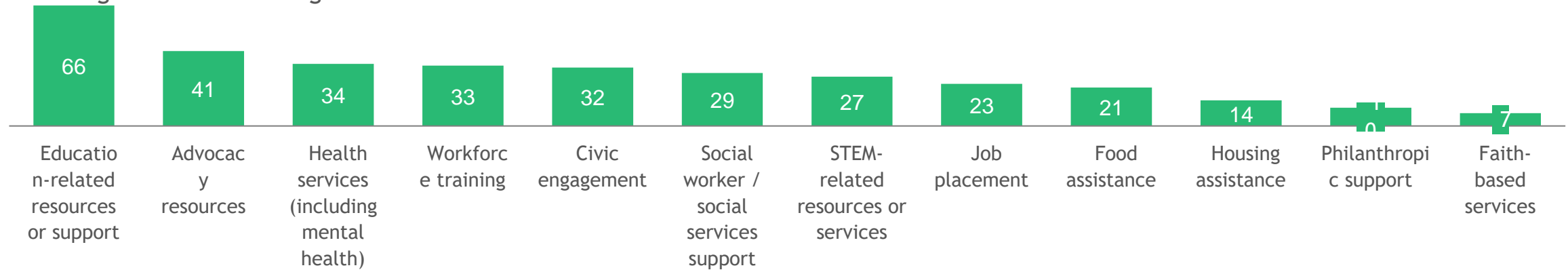
# of organizations serving specific populations



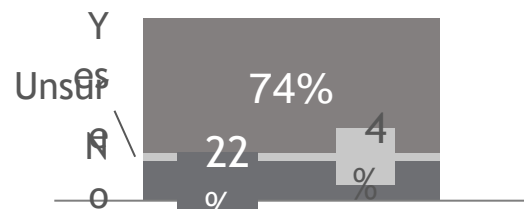
Source: survey of businesses and organizations in San Antonio and Bexar County (n=99)

# The organizations offer a variety of social services, many of which rely on recipients having internet access

# of organizations offering social services



Does your organization rely on residents having internet access and/or device to use some of your services?

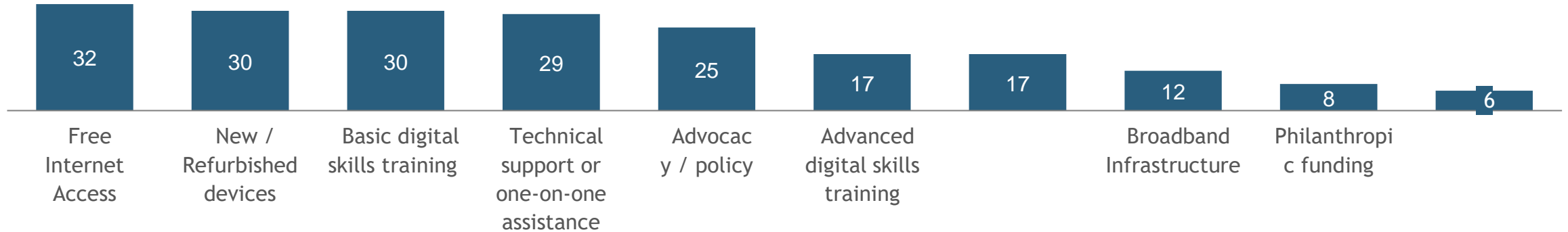


Please provide details on how having access to the internet and/or devices helps residents use your services?

- “ During the pandemic, some of our **economic empowerment and financial literacy courses were hosted remotely**. Same for our youth programming, racial justice and gender equity programming - *YWCA San Antonio*
- “ Many services, or information about said services, are online. Offline resources exist as well, but **may be difficult to access or require separate infrastructure to access** - *Bexar County Commissioners Court*
- “ They are able to **connect via Wi-Fi when on our campus and also have access to a small computer lab**. All of our programs for all ages are dependent on access to the internet for program delivery and reporting of data - *Good Samaritan Community Services*
- “ They are better able to **apply for jobs, conduct research, communicate and stay engaged, and complete online applications** for other programs - *Prosper West San Antonio*

# More than 80 organizations offer a variety of digital inclusion services

# of organizations offering digital inclusion services



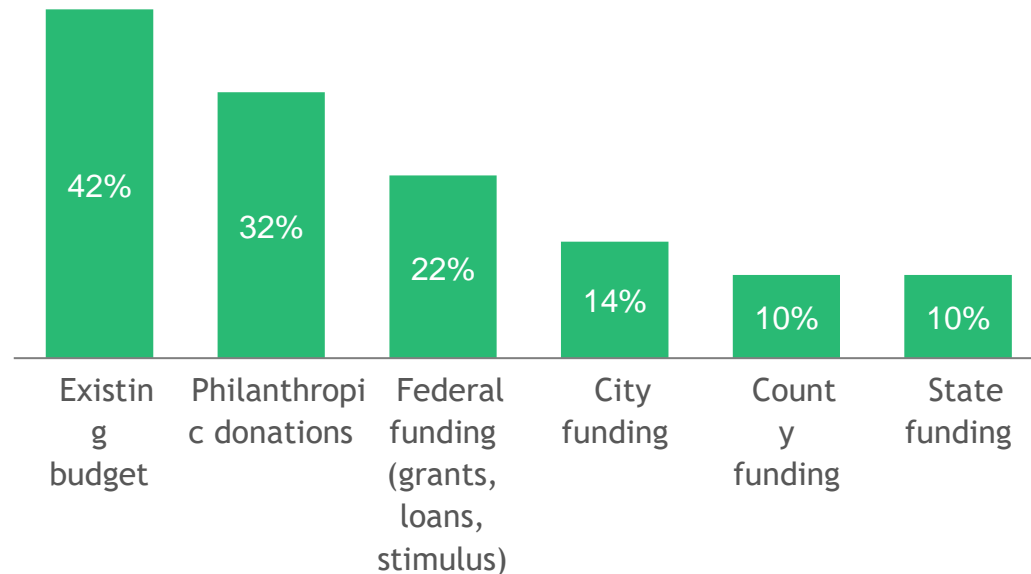
Why does your organization offer and invest in digital inclusion efforts?

- “ It improves **quality of life** for San Antonio area residents and contributes positively to the business climate - San Antonio Chamber of Commerce
- “ It is crucial for **inclusion of the disabilities population** - Southwind Fields
- “ There is a clear, **geographical digital divide in San Antonio** that needs to be addressed - Libraries Without Borders
- “ Consistent digital connectivity is critical to **help youth and their families access services, education, employment.** - Girls Inc. of San Antonio
- “ The poverty rate in this MSA is the highest in the country. Our students & prospective students need technology to put them on an even playing field. Education can drive social mobility but we need to equip our students for success. **There is no "productivity" without "connectivity"** - Alamo Colleges District
- “ Broadband/digital inclusion impact on **health equity and breaking the cycle of poverty.** As our VP, J Barton, has noted, Digital Inclusion is economic inclusion - Methodist Healthcare Ministries

# Funding for digital inclusion services comes mainly from existing budget, federal funding, and philanthropy

## Organizations rely on different funding sources...

What have been your funding sources for digital inclusion efforts?



## ... and would expand if additional funding were available

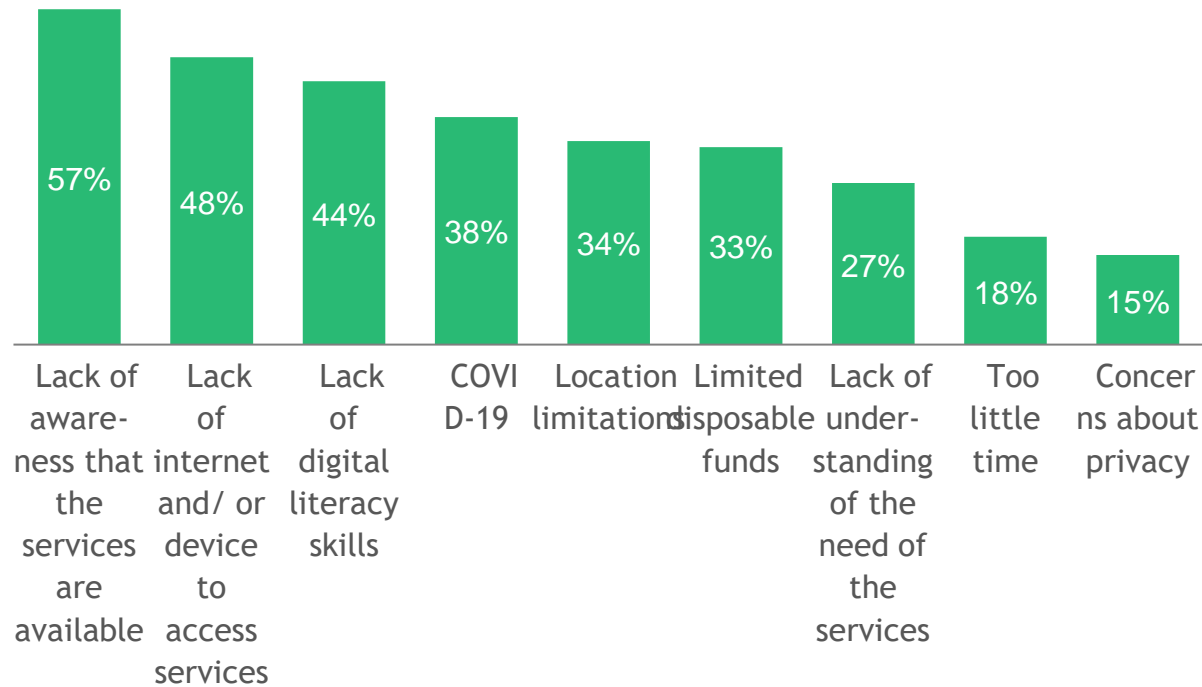
Please share additional details on efforts your organizations would be interested in pursuing if additional funding were made available

- “ Provide more **internet to individual homes** with stipends to get unlimited data hotspots, [...] new devices and more staff to focus on training and support - *San Antonio Housing Authority*
- “ Providing **telehealth therapy to children with autism** who do not have access to in-person therapy because they are located in a rural area or do not have transportation - *Autism Treatment Center*
- “ Smartphones or tablets for current/former foster youth to provide them **connection to vital resources that prevent homelessness, incarceration and victimization** - *THRU Project*
- “ **Equitable digital literacy courses** for teachers and families - *Intercultural Development Research Association*
- “ Increase both **software and hardware capabilities** to assist a greater number of underserved - *Ella Austin Community Center*

# Both organizations and recipients face barriers to digital inclusion

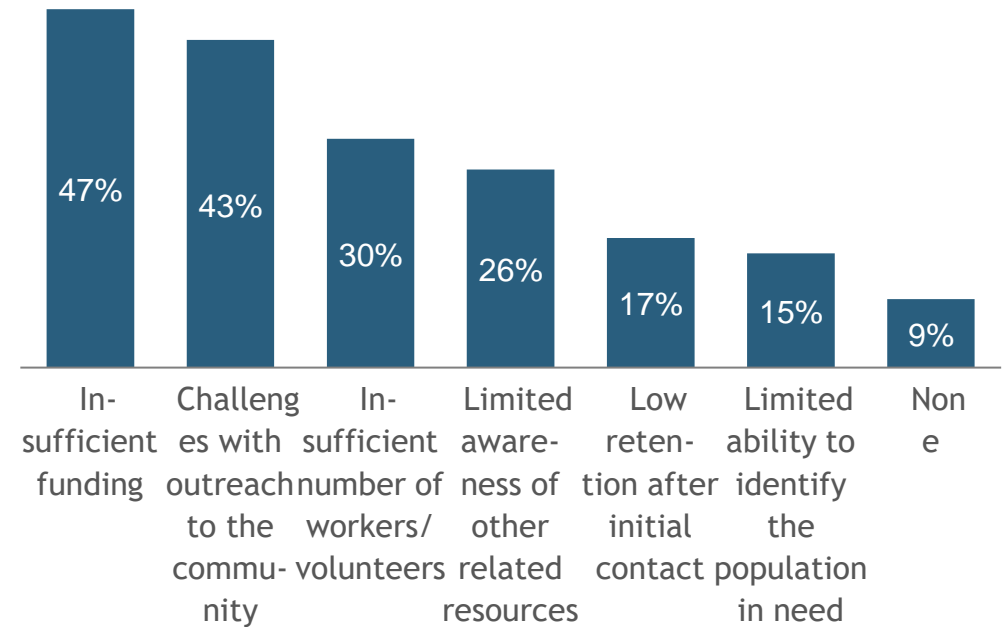
## Recipients face barriers to utilizing services

% of organizations whose recipients face a barrier preventing them from fully utilizing the service the organization offers



## Organizations face barriers to offering services

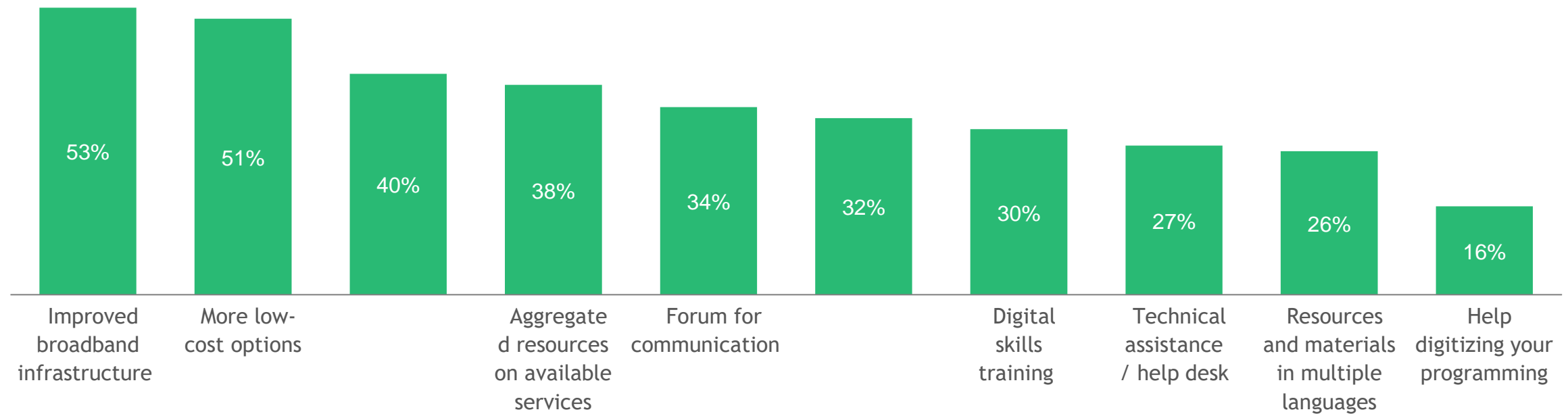
% of organizations that face a challenge in offering their services



Source: survey of businesses and organizations in San Antonio and Bexar County (n=99)

# Support services can help remove some of these barriers

% of organizations that believe a support service would make them better equipped to offer digital inclusion services





## Next steps

Continue to refine fact-base and digital equity plan based on findings from inventory survey

Build out directory (map and table) of community resources, to be made available on public portal

Maintain live inventory survey to collect updated responses and information on an ongoing basis

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# Focus group findings

# What Does Digital Inclusion Mean for You?

- TRUST, TRAINING, ACCESS and AFFORDABILITY
- Remove barriers to healthcare and telehealth. Telemedicine has grown exponentially.
- Access to transportation through digital devices.
- Develop Partnerships to avoid gaps.
- Provide comprehensive, effective, and innovative services that encourage growth, allowing people to build better lives for themselves and their families. Includes small businesses.
- Readiness and quality of life improvement.
- Integrate members/clients into their respective local community.
- Expansion into other areas and increase digital meetings that save member/client time.
- Increased digital activity due to the pandemic, is affecting planning for the future.

# How is Technology Used on a Daily Basis?

- Work around member schedules and needs.
- Access to a variety of health providers, cultural matching is important.
- Reduces need for transportation.
- Social Media has assisted in recruitment and engagement with members.
- Increases footprint for organizations and small businesses.
- Increases democracy through voting. Digital access is crucial to reach our community.
- To continuously inform families regarding court and civic resources and processes.
- Digital infrastructure creates the ability to organize and respond in a crisis.

# Needs to Enhance Digital Inclusion (Wish List)

- List of Points of Contacts for readily available resources.
- Best Practices for small businesses.
- Seminars will not work. Training needs to be ongoing.
- Digital classes for veterans or elderly in general.
  - Mobile classes that can move from location to location.
- Access to hardware and training that is open to the public.
  - How to build a digital management team for small businesses.
- Funding to increase footprint in the community.
- Wi-Fi in public spaces in San Antonio needs to be expanded.
- Home versus business broadband capability at home.
  - Reevaluate due to number of family members, families need business broadband quality access.
- Cloud Investment for non-profits that serve as a digital access point to community members.
- Segmented plan and strategies for small businesses to increase their productivity and reach.
- Continue having these conversations.

# Partnerships

- The More the Better!
- Anchor Institutions should be a Resource. Long-Term Commitments.
- Direct Deposit Access. Recommend a Holistic approach, for example, USAA could train veterans on this topic which brings more clients to USAA.
  - Education courses, counseling and group meetings on a readily available basis.
- Alamo Workforce, train on digital job applications and resumes.
- Explore access to the VA's digital information on veterans, remove the duplication of paperwork across the board.
- Conversations should include Carriers, due to digital access pockets in most needed neighborhoods.
- With ISD's, developing Help Desks for community and designating students as "experts" in their community. Addresses Trust and Transportation challenges.
  - A local Peace Corp. Model
- Reverse Internship: universities pair a student to work with small businesses.
- Health systems should invest in their own technology to assist with reducing the digital gap.

# Expected Outcomes from Roadmap

- The big needs are access, proximity and affordability.
- Measurement tools:
  - Improved health outcomes for our community.
  - Quality of life improvement.
  - Small Business inclusion and measurement of impact.
- Data is essential to analyze the performance of the plan.
- Want to know how the resources are helping households.
- Broadband should be treated as a UTILITY.
- Digital Literacy from PK-12 is essential.

# Challenges

- Introducing members/clients to the digital world is a daily challenge.
- Hand-holding is a necessity to ensure clients are comfortable through the process. Constant instruction is required to put them at ease and avoid fumbling when member utilizes technology the first time.
- Duplication of paperwork is frustrating to members, especially with minimal digital knowledge.
- Digital Literacy and other technology programs exist, but the information does not reach the most in need.
- Assumption that everyone knows how to use technology.
- Price differences between business and household account is an issue.
- Stable internet access.
- Barriers
  - Economic
  - Social /Trust - Giving personal information
  - Education - From Literacy to Training
  - Lack of Family Support
  - Transportation



# Attendees BY Work Group

## ▪ Veterans Group

- Andrew Santos, Psych Tech – Endeavors Military Clinic
- Debbie Clark, Senior Management Analyst – City of San Antonio (COSA) Veterans Affairs
- Traci Tate, Area Manager - Soldiers Angels
- Ervin Locklear, TX Serves Intake Specialist – Alamo Area Council of Governments (AACOG)

## ▪ Healthcare/Telemedicine

- Leni Kirkman, Executive VP, Marketing & Communications, University Health
- Elizabeth Lutz, Executive Director – The Health Collaborative
- Jordan McIlveen, Strategic Manager – The Health Collaborative
- Lindsey Liles, Program Outcomes Coordinator - Rise Recovery
- Jordana Barton, VP for Community Investments – Methodist Healthcare Ministries

## ▪ Small Business

- Richard Sifuentes, Director – UTSA Small Business Development Center
- Margaret Wilson-Anaglia, Director – LiftFund Women’s Business Center
- Ramiro González, CEO – Prosper West
- Tuesdae Knight, President & CEO – San Antonio for Growth on the East Side
- Louis Escareno, Attorney – Louis R. Escareno P.C. – Board Member of Prosper West

## ▪ Civic Engagement & Justice System

- Ernest Martinez, President - Cesar E Chavez Legacy & Educational Foundation
- Ernie Wittwer, Treasurer – League of Women Voters
- Madhu Sridhar, President – League of Women Voters
- Ramon Vasquez, Executive Director – American Indians in Texas

# Resources Provided by Attendees

- The Health Collaborative
  - <http://healthcollaborative.net/reports/>
- Methodist Healthcare Ministries
  - This report also highlights some insight into technology use during the pandemic in SA:
  - <http://2020outcomesreport.org/>
- City of LA, Entrepreneur in residence
  - <https://smrts.co/la-optimized/>
  - <https://www.latimes.com/business/newsletter/2021-02-16/small-business-website-social-media-online-presence-business>

# Thank You

SA DIGITAL CONNECTS

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