

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

Initiative Details: Adoption Support

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.

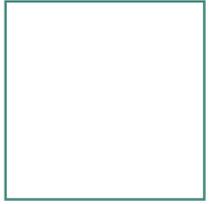
Some information will reflect the moment in time when the work was done. Data, funding, maps and assumptions may fluctuate in the everchanging digital ecosystem.

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# Initiative Details

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# Adoption Support



# Nature of the problem

## Summary | Overview of the (non-financial) adoption barriers faced by SA/Greater Bexar County



It is possible that all the 130K+ Greater Bexar County households with adequate broadband face adoption barriers, with **67K to 100K households** (50-75%) explicitly saying so



~50% of residents have cited **safety / privacy concerns** and **"choose not to use"** as reasons for not using the internet



Preexisting **socioeconomic challenges** and **systematic social exclusion** continue to leave marginalized communities out of digital opportunities and resources



Greater Bexar County is a racially diverse area, with a **largely Hispanic population** that has historically faced adoption barriers (e.g., language needs, distrust in gov, hesitancy sharing personal info)



Adoption efforts may need to **build on previously unlocked affordability solutions** (e.g., low-cost internet, federal program)

# San Antonio and Greater Bexar County households face a significant digital divide...



20%+ (130K+) of San Antonio/Greater Bexar County households lack access to broadband



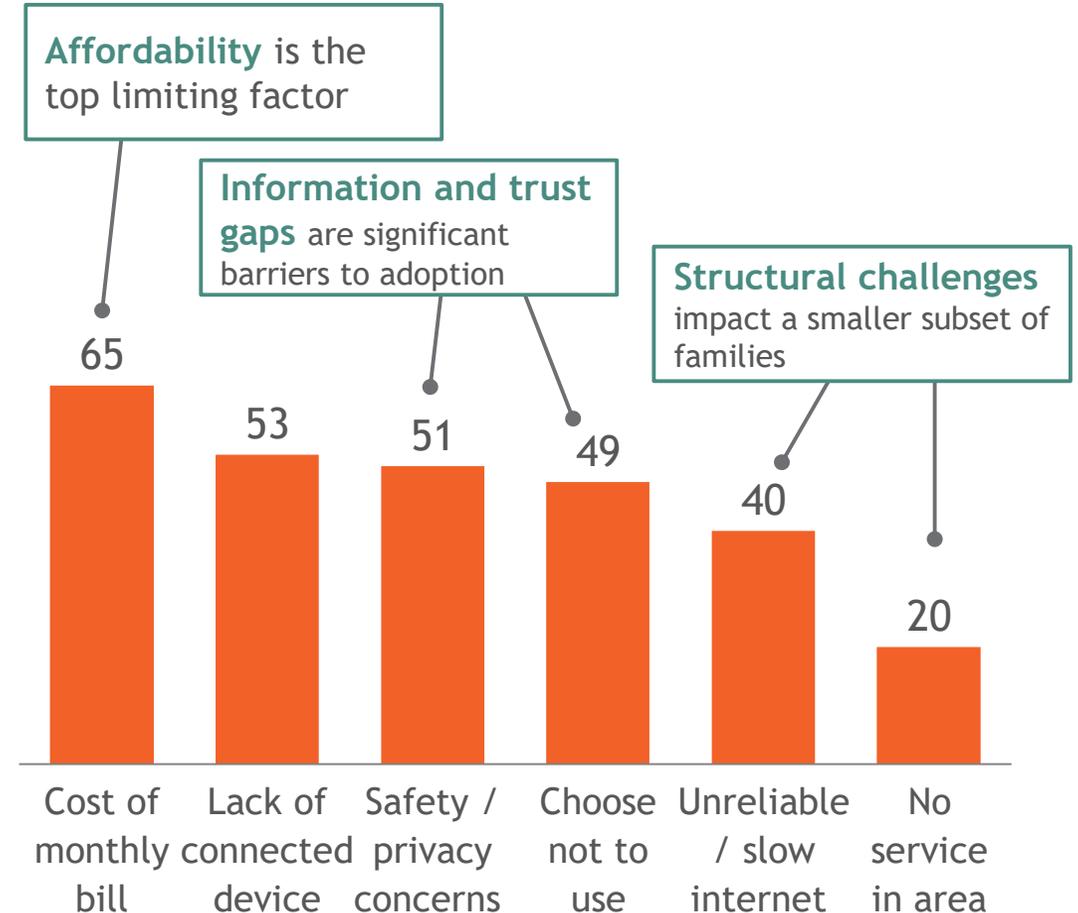
...With significant differences across districts, e.g.,  
District 5: 38% lack access  
District 9: 6% lack access



10%+ (65K+) of San Antonio/Greater Bexar County households lack access to devices

## ...Driven by several factors

Reasons for not using internet (% of respondents)



# Current assessment of the size and nature of the digital divide in SA/Greater Bexar County by number of households

## Size of the divide

## Barriers to adoption



Households (20%+ of all hhds.) without adequate broadband access



Households (10%+ of all hhds.) without connected devices



### Availability

50K

Households (40% of disconnected hhds.) lack access to reliable, adequate (100 mbps) coverage



### Affordability

90K

Households (70% of disconnected hhds.) report not having access because they cannot afford their monthly bill



### Adoption

Up to 130K

Households (up to 100% of disconnected hhds.) face adoption barriers including lack of comfort with digital tools, language barriers, etc.

*Households may face more than one barrier*

# Affordability and adoption are the greatest barriers to access; extent of availability challenges varies by source and service quality

Category	Sources	# and % of households	Considerations
Availability: Unserved	Broadband Now	5K (0.8% of HHDs)	<ul style="list-style-type: none"> <li>Unserved by 25 mbps coverage</li> </ul>
	SASpeakUp <sup>1</sup>	27K (4% of HHDs)	<ul style="list-style-type: none"> <li>Reported not having internet because there was no service in their area</li> </ul>
Availability: Underserved	Broadband Now	9K (1.4% of HHDs)	<ul style="list-style-type: none"> <li>Unserved by 100+ mbps coverage</li> </ul>
	SASpeakUp	53K (8% of HHDs)	<ul style="list-style-type: none"> <li>Reported not having internet because service was slow or unreliable</li> </ul>
	Broadband Now	201K (30.1% of HHDs)	<ul style="list-style-type: none"> <li>Unserved by 1 gig coverage</li> </ul>
Affordability	SASpeakUp	87K (13% of HHDs)	<ul style="list-style-type: none"> <li>Reported not having internet because could not afford the monthly bill</li> </ul>
	ACS data	211K (33% of HHDs)	<ul style="list-style-type: none"> <li>% with income less than \$50K, proxy income for hhd. of 4 eligible for the National School Lunch Program</li> </ul>
Adoption	SA SpeakUp	67-100K (10-15% of HHDs)	<ul style="list-style-type: none"> <li>Reported not having internet service because of data &amp; privacy concerns or chose not to<sup>2</sup></li> </ul>

2. Survey asked if residents had access to the internet. 20% reported a lack of access. The survey then asked those without access "why". 1. 51% of respondents without access said they had security or privacy concerns; 49% of respondents without access said it was because they chose not to. Assumed 0-50% overlap

# Adoption barriers significantly tied to preexisting socioeconomic challenges and patterns of exclusion

"[Lack of infrastructure] is not the problem at hand because high and low connectivity areas are less than 5 miles apart. Instead, **the driver of this digital divide is the systematic social exclusion and structural oppression of marginalized communities** left out in the past from opportunities and resources."

*-Digital Inclusion Survey  
& Assessment (2019)*



# Comparison city research and local efforts

# Successful local and national awareness campaigns require a thorough, decentralized approach with clear messaging

## Key elements of strong awareness campaigns



**Multiple channels** should be leveraged including online (e.g., email, websites, social media) and offline (e.g., flyers, radio, phone calls)



Messages must reach families in their **normal day-to-day** (e.g., on commute, at store) and come from **trustworthy sources** (e.g., teachers, community leaders, celebrities)



Short, catchy phrases with **strong, resonating messaging** enable an exponential chain of information sharing via word-of-mouth



The information must be **clear and actionable** in order to unlock real change



## Example awareness campaigns



# The Digital Navigator model, supported by NDIA, helps communities achieve digital inclusion

Digital Navigators are individuals who address the whole digital inclusion process — home connectivity, devices, and digital skills — with community members through repeated interactions

## How Digital Navigator Program works



Identify and map digital inequities



Identify digital inclusion assets



Identify digital inclusion programming gaps



Build a broad-based digital equity coalition



Create a digital equity plan



Implement the digital equity plan

In almost any community, a dedicated Digital Navigator is a key component of any successful digital equity plan. Navigators can be volunteers or cross-trained staff who already work in any number of community organizations including:



Social service agencies



Libraries



Health services

## Case study | Philadelphia

Context: In 2021, The City of Philadelphia announced two new organizations with Digital Navigator services and emphasized how the program can provide digital support to residents during the pandemic and beyond. Digital Navigators will assist residents in the following ways:

- Find and apply for affordable internet connectivity
- Obtain low-cost or free computers
- Offer support with simple online tasks
- Link to online digital literacy training

## Key themes from digital skill leveling/badging programs

### Preliminary



Offering digital skills programs in different languages, locations, and media can **enable residents to gain access to resources** and upskill at their convenience

- *Austin hosts multilingual classes, offered both at the public library and online along with offering courses to earn technical support certification*



Digital literacy certification programs are offered at two levels: to **enable basic digital access** to those in need, and to **equip students or job seekers** with coding or robotics skills

- *Baltimore's programs allow residents to earn basic badges for computer skills as well as advanced credentials from Microsoft Office or IBM*



Teacher and tutors should be **trained through dedicated programs and resources** on how to provide digital literacy training to residents

- *Philadelphia provides grants to organizations to train Digital Navigators and provide them with skills to train seniors and residents in need*



Local government can support existing digital skill leveling programs by **providing funding via grants** and **facilitating as a hub** for various digital literacy initiatives

- *Seattle gave out grants to several digital literacy initiatives, while Chicago collects and hosts several digital trainings on their platform*

# Digital Skill Leveling / Badging Programs - (I/II)

City / County	Stakeholders	Date	Initiative name	Why did they do it	Description of actions
Baltimore	City of Baltimore, Microsoft	2021	Digital Alliance	<ul style="list-style-type: none"> <li>Improving digital skills is considered essential, and especially crucial to support residents adapt to new normal</li> </ul>	<ul style="list-style-type: none"> <li>Online programs for residents to earn credentials in coding and robotics through Microsoft learning partnership or IBM skills</li> <li>Digicamp to introduce students to IT careers and provide tech workshops</li> <li>Microsoft prepares city employees on how to give digital literacy trainings</li> </ul>
Austin	Office of Telecommunications and Regulatory Affairs	2016	Austin Free-Net	<ul style="list-style-type: none"> <li>Part of the digital inclusion strategic plan, designed to overcome barriers to resident participation in digital society</li> </ul>	<ul style="list-style-type: none"> <li>Bilingual classes for seniors, homeless and general population, offered online and at recreation and resource centers</li> <li>Literacy program focuses on basic digital skills, including using a computer/tablet and going online</li> <li>Accelerate IT certificate to train individuals for free in providing tech support (funded by Texas Workforce Commission )</li> </ul>
San Jose	City of San Jose Parks, Recreation and Neighborhood Services, Mayor's Office of technology and Innovation	2020	SJ Access	<ul style="list-style-type: none"> <li>Close digital divide through expanding digital adoption and literacy skills in communities</li> </ul>	<ul style="list-style-type: none"> <li>Offer basic levels of digital classes for older adults focused on computer usage and finding, organizing and sharing information online</li> <li>Self-taught online courses on using email, navigating operating system, word processor, using online storage and websites</li> <li>Offers multi-lingual programs</li> </ul>

Source: <https://www.sanjoseca.gov/your-government/departments-offices/parks-recreation-neighborhood-services/digital-literacy> ; <https://technical.ly/baltimore/2021/03/29/microsoft-digital-literacy-courses/>; <https://www.austintexas.gov/departments/community-technology>; <https://austinfreenet.net/classes/dlprogram/>

## Digital Skill Leveling / Badging Programs - (II/II)

City / County	Stakeholders	Date	Initiative name	Why did they do it	Description of actions
Chicago	City of Chicago, Microsoft, Google	2020	Chicago Connected	<ul style="list-style-type: none"> <li>To support families that lack access to digital resources and are in need</li> </ul>	<ul style="list-style-type: none"> <li>Resources for public school students, and higher education</li> <li>Basic and advanced training courses available in public libraries and online (through Google Workspace and Microsoft Office)</li> </ul>
Philadelphia	City of Philadelphia, universities, and other non-profits	2020	Digital Literacy Alliance / Digital Navigator	<ul style="list-style-type: none"> <li>Enabling digital access to residents and communities in response to the pandemic</li> </ul>	<ul style="list-style-type: none"> <li>Organizations in the community will create Digital Navigator positions; Navigator will provide remote digital literacy training and help residents apply for internet access</li> </ul>
Seattle	Seattle IT, various digital literacy programs	2020	Technology Matching Fund	<ul style="list-style-type: none"> <li>Funding organizations that are focused on women and young adults in low-income neighborhoods</li> </ul>	<ul style="list-style-type: none"> <li>Literacy Source provides basic computer and digital literacy skills</li> <li>Organizations focused on educating Eritrean, Somali and Filipino neighborhoods</li> <li>Education Mobile Youth Workshops to provide digital cinematic skills</li> <li>Young Women Empowered provides coding and digital skills certificates, host panel speakers and workshops</li> </ul>

Source: <https://www.chicago.gov/city/en/sites/chicago-connected/home.html>; <https://www.phila.gov/2020-05-28-city-announces-recipients-of-the-digital-literacy-alliances-fast-track-grant-cycle-to-promote-digital-access-during-covid-19/>; <https://statescoop.com/seattle-distributes-345000-to-digital-literacy-organizations/>; <https://youngwomenempowered.org/our-programs/tech/>

# Adoption efforts underway in SA/Greater Bexar County offer models to scale

Illustrative, Non-Exhaustive

Key policies	Description
Texas A&M help desk / digital scholars program	<ul style="list-style-type: none"> <li>The university is piloting a help desk to develop digital literacy among students; once students graduate for the program, they can work in it for \$10/hour and help others learn digital skills</li> </ul>
SAHA ConnectHomeSA	<ul style="list-style-type: none"> <li>Through ConnectHomeSA / BiblioTech, digital literacy course are offered covering computer / internet basics, productivity software (e.g., Word, PowerPoint), cybersecurity / privacy, etc.</li> </ul>
OATS catalyst partner program	<ul style="list-style-type: none"> <li>Senior Planet developed a train-the-trainer model in which they recruit volunteers from orgs deeply connected to seniors and train them to teach seniors digital skills</li> </ul>
SAISD digital courses / tutorials	<ul style="list-style-type: none"> <li>SAISD offers students digital citizenship courses, basic digital tutorial sessions for parents and students, and a technical help desk to answer question student / families have on digital</li> </ul>

*Comprehensive list of local adoption efforts to be built out via Inventory Survey*

## OATS/Senior Planet offers the wrap-around digital skill building to launch a Digital Navigator program

A San Antonio based program that has increased digital engagement in the elderly community by developing an effective "train the trainer" model



### Senior Planet Virtual courses (non-exhaustive)

- Personal finance
- Online RX / health resources
- Intro. to social media
- How to spot fake news
- Contacting lawmakers
- Cybersecurity / privacy



### Why it works

OATS is successfully expanding digital inclusion for seniors with its key values:

- Ensure seniors **feel positively engaged** in their learning and not made to feel old / ashamed
- Select trainers who **have the patience** to teach seniors digital and don't get frustrated easily
- Design **services / messaging around specific needs** of the demographic it serves



### Measuring impact



Net promoter score seniors give to OATS courses



SA OATS seniors who saw measurable improvement in their social connectedness

*SAPL, Bibliotech, SAHA, among others offering similar digital literacy skills training*

# Need for digital across use cases builds motivation for adoption and creates opportunities to practice usage

Example



Learn something new and have fun with FREE online events!

Senior Planet from AARP in San Antonio helps people 60 and older learn to use technology to reach their goals, find community, and thrive in the digital world.

- Learn to use your phone or computer
  - Get moving with a group fitness class
  - Save money by paying your bills online
- ...and so much more!

Have a technology question? Call our hotline:

📞 210-504-4862

Or visit us online:

[www.seniorplanet.org/sanantonio](http://www.seniorplanet.org/sanantonio)

SENIOR PLANET  
SAN ANTONIO FROM AARP

Minimize other barriers to adoption (e.g., cost) and create opportunities to practice usage

Highlight technology as beneficial to holistic well-being

Motivate action by highlighting use cases specific to the populations of interest

Make it clear and easy to access supporting resources across channels

# Coordinating with the City and County to drive EBB adoption campaign



## Build Awareness

- Arm **community organizations** (e.g., Texas A&M, SAHA), **school districts**, and **libraries** with digestible promotional materials (illustrative example on next page)
- **Share EBB information** through City / County channels (e.g., website, newsletter, social media)

## Stand up support network

- Set up **City / County call centers** to support EBB enrollment process
- Partner with **community orgs**, **schools**, **libraries** to enroll families and direct questions to the hotline
- **Upload helpful links** to a City / County resource center, sharing the latest application / support information and FAQs

## Create feedback channels

- Create channels (e.g., EOD Zoom call, Google form) for call centers, residents, ISPs to **share questions, feedback, and pain points**
- Incorporate feedback into **refined materials / processes** and expand the set of support community orgs to **build a broader adoption ecosystem**

A successful launch of the EBB program, coordinated by SA / Bexar, can **build trust in the community** and increase momentum behind a **supportive, digital ecosystem** of community orgs, ISDs, and philanthropies that will **organically engage disconnected households** (e.g., reveals adoption needs and key barriers faced)

## Local Efforts: Adoption support (I/IV)

### Organizations aggregating informational / resources and building awareness

- Texas Veterans Network
- Good Samaritan Community Services
- UT Health San Antonio
- MICRO:SA
- North San Antonio Chamber of Commerce
- American Indians in Texas at the Spanish Colonial Missions
- Intercultural Development Research Association
- Southwind Fields
- Libraries Without Borders US
- San Antonio Clubhouse

### Examples of how orgs have supported this initiative

- “ We provide resources and **serve as an extended resource that executes functional responsibilities** to aid small businesses in performing tasks necessary to be more sustainable and/or productive - MICRO:SA
- “ We equip students **with knowledge of how to access resources**, connectivity and appropriately navigate online spaces- Intercultural Development Research Association



## Local Efforts: Adoption support (II/IV)

### Organizations providing technical support or one-on-one assistance

- Texas Veterans Network
- Good Samaritan Community Services
- UTSA Small Business Development Center
- UT Health San Antonio
- The Children's Bereavement Center Of South Texas
- Intercultural Development Research Association
- Adult Years Program
- SAISD/AYVP/ Project SEARCH
- SAISD
- San Antonio Housing Authority
- Libraries Without Borders US
- Family Service Association of San Antonio, Inc.
- Madonna Center, Inc.
- LISC San Antonio
- San Antonio Clubhouse
- Habitat for Humanity of SA
- Alamo Colleges District

### Examples of how orgs have supported this initiative

- “ We provide resources and **serve as an extended resource that executes functional responsibilities** to aid small businesses in performing tasks necessary to be more sustainable and/or productive - MICRO:SA
- “ Our program allows **students with disability to participate without loss of information**. The speech to text allows the student to search, complete and participate - Project SEARCH
- “ Students use **personal cell phones on worksites to find products and for Via transit bus stop times** - Adult Years Program
- “ Our staff will provide **technical assistance to navigate the digital options** we use in delivering our services - Habitat for Humanity of SA

## Local Efforts: Adoption support (III/IV)

### Organizations providing basic digital skills training

- Rise Recovery
- Good Samaritan Community Services
- Youth Code Jam
- SAMSAT -- San Antonio Museum of Science and Technology
- UT Health San Antonio
- Webhead
- Intercultural Development Research Association
- YMCA of Greater San Antonio
- Adult Years Program
- MY Charity
- SAISD/AYVP/ Project SEARCH
- SAISD
- Bexar County Commissioners Court
- San Antonio Housing Authority
- Southwind Fields
- Libraries Without Borders US
- Family Service Association of San Antonio, Inc.
- Girls Inc. of San Antonio
- San Antonio Clubhouse
- Alamo Colleges District
- National Hispanic Institute at San Antonio

### Examples of how orgs have supported this initiative

- “ We are partners with UTHSC to **provide tele-peer support services** across three regions in Texas - Rise Recovery
- “ Our main digital literacy focus is **basic digital skills training through our sponsored program, Microsoft-SAMSAT Digital Academy**, including training both older high school students and adults - SAMSAT
- “ We **teach computer basics and offer hands-on training** on usage - San Antonio Clubhouse
- “ We utilize a multitude of platforms for engagement. Students and families are not only exposed to them **but are trained on them and by the time they finish their leadership experience are able to navigate and master these platforms** - National Hispanic Institute at San Antonio

## Local Efforts: Adoption support (IV/IV)

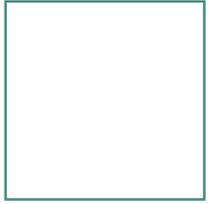
### Organizations providing advanced digital skills training

- Good Samaritan Community Services
- Youth Code Jam
- SAMSAT -- San Antonio Museum of Science and Technology
- Intercultural Development Research Association
- Adult Years Program
- Adult Youth Vocational Program
- SAISD/AYVP/ Project SEARCH
- SAISD
- San Antonio Housing Authority
- Madonna Center, Inc.
- Alamo Colleges District

### Examples of how orgs have supported this initiative

- “ We teach **coding, computer science, digital literacy, cybersecurity, digital Safety, STEM education,** parent/guardian resources and support - Youth Code Jam
- “ Through our Broadway Bank-sponsored Computer Literacy for the Workplace program, **we deliver selected computer literacy training classes** - SAMSAT





# Recommendation

# 6

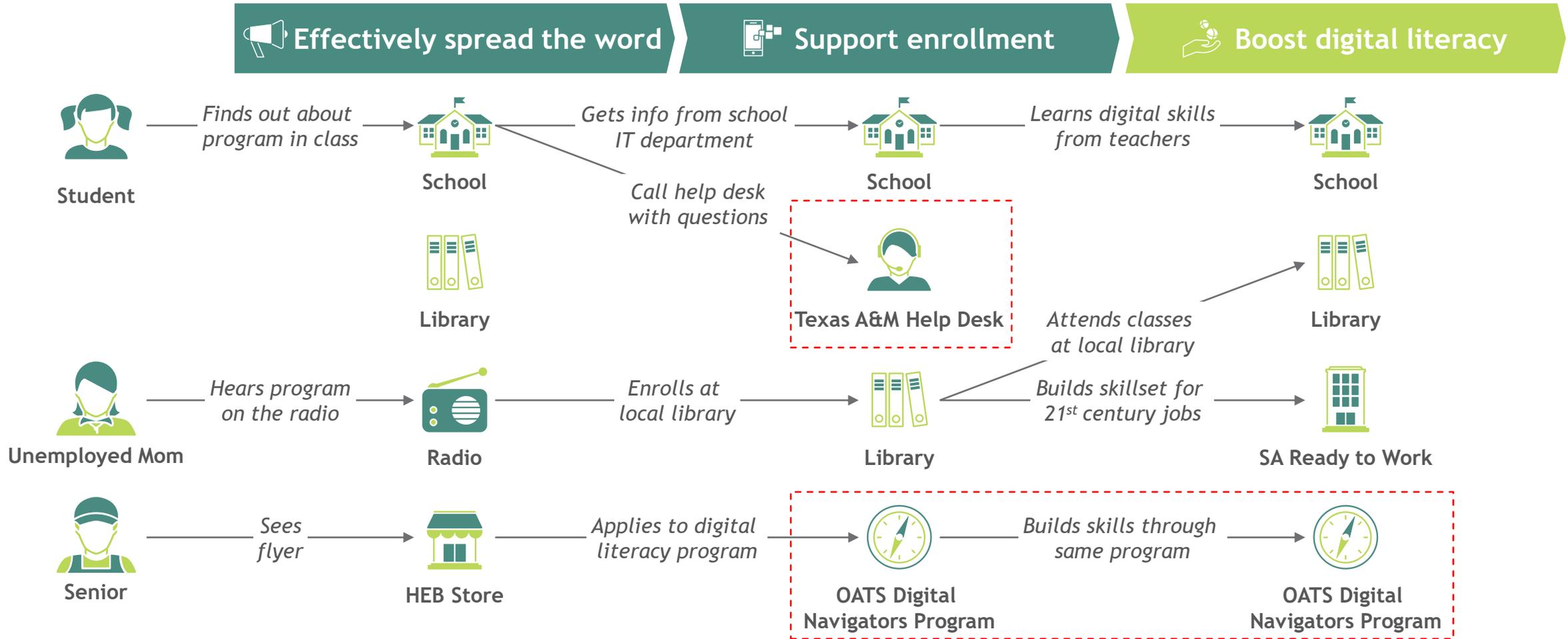
## Adoption solutions

### Detailed recommendations

#### Preliminary

- 6A **Conduct multi-channel campaigns to spread awareness across population segments**
  - Establish a network of trusted grassroots orgs to reach households and publicize programs catered to specific populations
  - Drive awareness campaigns through multiple channels and languages
  - Distribute flyers in commonly-visited locations (e.g., grocery, doctor's office)
  
- 6B **Create help desks and other forums for personalized technical support to help households enroll in programs and connect to the internet**
  - Stand up hotlines (e.g., City or County call center, Texas A&M help desk) and train employees to guide families through enrollment
  - Engage minority-focused CBOs to ensure culturally relevant assistance
  - Partner with organizations already in touch with specific populations (e.g., veterans, seniors, public housing) to get households enrolled
  
- 6C **Engage in widespread digital skills leveling through 1:1 digital training programs and the expansion of digital literacy and learning across sectors**
  - Stand up Digital Navigator programs that provides 1:1 digital training to newly connected individuals in the community, building on the successful OATS model
  - Partner with education entities (e.g., K-12, higher ed, job training, libraries) to advocate for standardized digital competencies (e.g., defined digital skill credentials) in school curriculums and workforce programs
  
- 6D **Coordinate adoption initiatives and strategy across stakeholders**
  - Engage key stakeholders to align on adoption plans and aggregate existing efforts for each major initiative (e.g., EBB, E-Rate, 5G rollout)
  - Create feedback channels and a data collection strategy (e.g., surveys) to continually improve the adoption support network

# Many pathways exist to help families achieve digital inclusion



Deep dive topic

*Effective adoption ecosystems require a coordinated but decentralized approach that targets as many disconnected subgroups as possible*

# Raise awareness by sharing engaging, digestible messages through trusted channels

Illustrative, Non-exhaustive

## Core principles to employ...

- Select organizations that are "**network weavers**" and trusted by disconnected families
- Reach families in their **normal day-to-day** (e.g., on commute)
- Help families **understand the benefit** of internet and **discuss any existing signup concerns**
- Share information in **languages / terms they understand** via online and offline channels
- Clearly **identify next steps**



## ...when raising awareness for digital programs across stakeholders

### Schools / Libraries (via staff, newsletters)

- Bibliotech
- SA Public Libraries
- Schools (ISDs, charter, private)

### Gov Agencies (via website, emails)

- Greater Bexar County
- SA (Innovation, EDD, Equity)
- Mayor's Office

### Community Organizations (via word-of-mouth, PR team)

- AARP
- Alamo Workforce
- City Education Partners
- COPS / Metro Alliance
- Faith-based Orgs
- LISC
- Methodist Healthcare
- OATS/Senior Planet
- SA Ready to Work
- SA2020
- SAHA
- Southside First
- Texas A&M San Antonio
- Up Partnership
- USAA

### Frequently Visited Places (via flyers, employees)

- Food Banks
- Goodwill Industries
- HEB
- Parks & Rec
- Senior Centers
- Tax Offices
- VIA Metro Transit

### Media Outlets (via ads, articles, posts)

- Magazines
- Newspapers
- Radio stations
- Social media
- TV advertisements

*Coordinating hub to meet regularly (e.g., biweekly) with coalition of community organizations **to solicit input, ensure buy-in** for upcoming campaigns, and **add to the SA network** of grassroots organizations*

# Community organizations should tailor their adoption strategy based on the population they are interacting with

	Population	Available Solution(s)	Adoption Strategy
	<b>Small Business</b>	City/County grants, municipal networks	<ul style="list-style-type: none"> <li>• Increase awareness for local programs that offer funding to develop small businesses through existing government channels</li> <li>• Create a municipal network that small businesses can connect to at affordable prices</li> </ul>
	<b>Households</b>	Low-income subsidies	<ul style="list-style-type: none"> <li>• Leverage community organizations that reach all corners of the community to spread word (e.g., phone calls, door-to-door) of affordable options (e.g., Lifeline)</li> </ul>
	<b>Veterans</b>	Low-income subsidies	<ul style="list-style-type: none"> <li>• Work with veteran organizations (e.g., Endeavors, AACOG, NVOP) to connect veterans with affordable broadband options</li> <li>• Socialize workforce programs, highlighting that digital skills unlock job opportunities</li> </ul>
	<b>Seniors</b>	Low-income subsidies	<ul style="list-style-type: none"> <li>• Connect seniors to broadband through existing communities (e.g., nursing homes) and programs that work closely with them already (e.g., AARP, OATS)</li> </ul>
	<b>Students</b>	School-sponsored solutions (e.g., E-Rate, 1:1 device programs)	<ul style="list-style-type: none"> <li>• Work with school districts and libraries to socialize available programs and support digital training</li> <li>• Leverage education funds (e.g., E-Rate, grants) to help close the homework gap</li> </ul>
	<b>Public Housing</b>	Affordable housing initiatives	<ul style="list-style-type: none"> <li>• Support ongoing initiatives (e.g., SAHA) to provide internet and digital literacy to public housing by offering available resources and funding</li> </ul>

## Two centralized call centers can be stood up to build on the enrollment efforts of school, libraries, and CBOs



### City / County Call Center

- **Trained call center** staffed by the city and county can also support digital initiatives
- Staff would **pre-screen and enroll** callers in select digital programs
- Additional resources including **FAQs and ISP contact information** would be provided
- Potential to **use one phone number** between the two call centers to support higher call volumes



### Texas A&M Help Desk

- Texas A&M is standing up a help desk to serve as a **one-stop-shop** for all digital questions
- Program **hires, coaches, and certifies** high school / college students to manage the front-line help desk
- Requests are **processed and tracked through ticketing systems** shared between A&M and ISDs
- Their digital scholars program increases the number of **trained community ambassadors**, creating a multiplicative effect for digital inclusion

*Community organizations can route households to call centers and, once enrolled, call centers can point users to community support programs (e.g., Digital Navigator programs, library resources) to build their digital toolkit*

# Digital Navigator programs are a proven model for onboarding new digital users



## Who is a digital navigator?

### Hired volunteers or staff from:

- Libraries
- Social service agencies
- CBOs
- Philanthropies

Leverages **support from community members** with local knowledge who have familiarity interacting with people



## How does the program work?

- The program **trains staff** to teach digital equity, providing each new user an assigned navigator
- Navigators assess needs and point users to helpful resources, including **digital tools and online services** (e.g., rent, food support, healthcare, education)



## Why does it work?

- Continual, one-on-one contact with trusted community members ensures **each individual's needs will be met**
- The framework centralizes support to **concurrently identifies and solve gaps** in digital understanding

- **Successful Digital Navigator programs** have been stood up in Philadelphia, Minnesota, Salt Lake City, Cleveland, Seattle, Nashville, Austin, Portland, Denver, Providence, and more
- **Existing SA orgs** have capabilities to support these programs (e.g., OATS, SAPL, Bibliotech)

## Three key actions for the coordinating hub to enable an effective adoption ecosystem



### Coordinate adoption campaigns

- Partner with community orgs to maximize adoption and troubleshoot challenges for **government programs and digital equity initiatives**
- **Support the campaign effort** where needed (e.g., collect program info, create multilingual collateral, prepare call centers, identify funding)
- **Align on a communication strategy** to share upcoming programs with key distribution points and the network of grassroots organizations



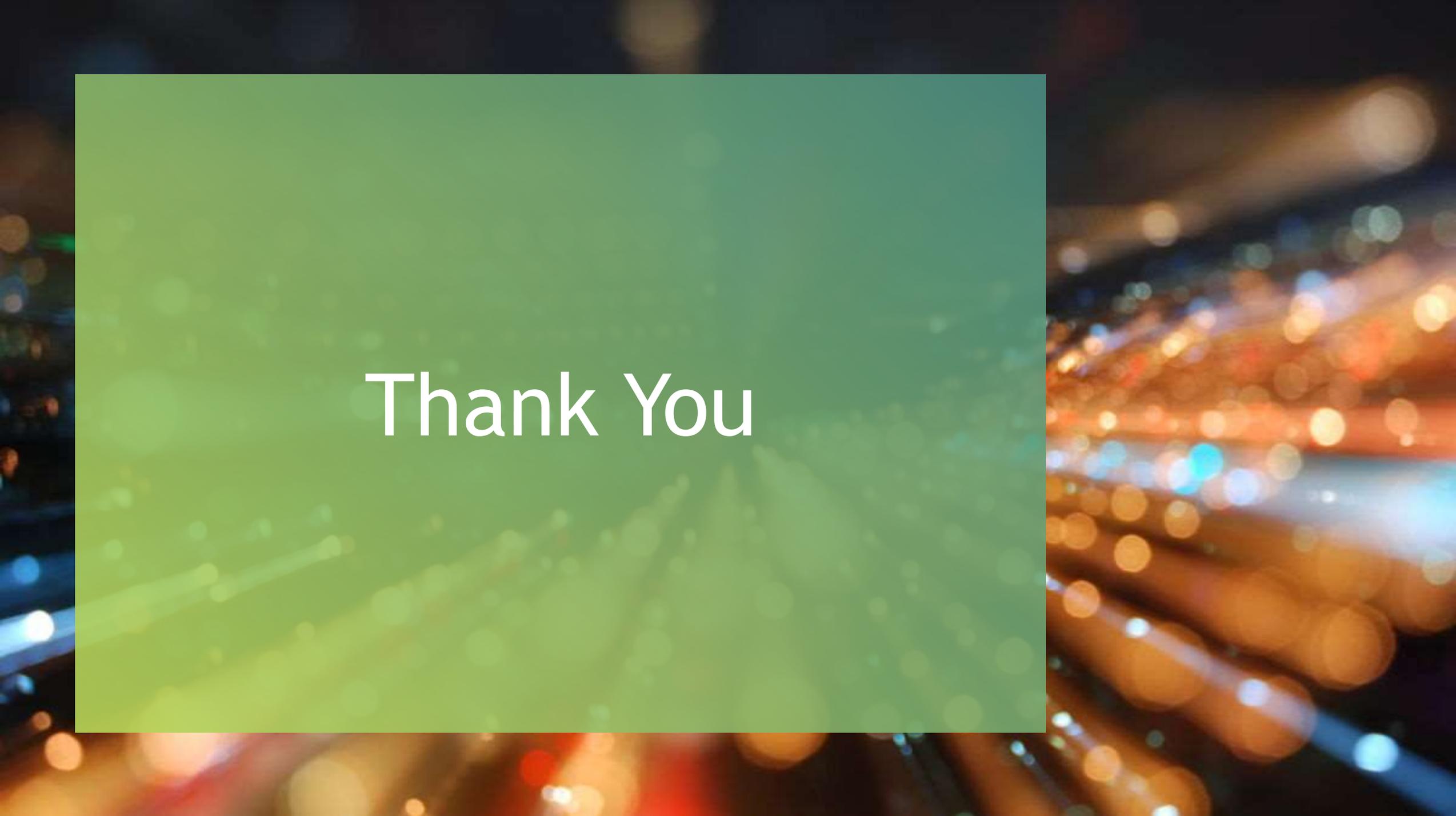
### Aggregate resources and best practices

- Post resources (e.g., helpful links, directory of digital inclusion entities) on the **community portal** of the City / County website
- Provide best practice digital inclusion efforts from **municipality exemplars**
- Identify the **KPIs that corporations are looking for** in order to inform how business can be brought to the city



### Create feedback channels

- Create forums for community organizations and call centers to **share questions, feedback, and pain points** across the customer journey
- **Incorporate findings into refined processes** and expand the network of support organizations to build a broader adoption ecosystem
- Collect / analyze population data over time to **inform future digital initiatives**



Thank You