

Connect.DC

Digital Inclusion Initiative

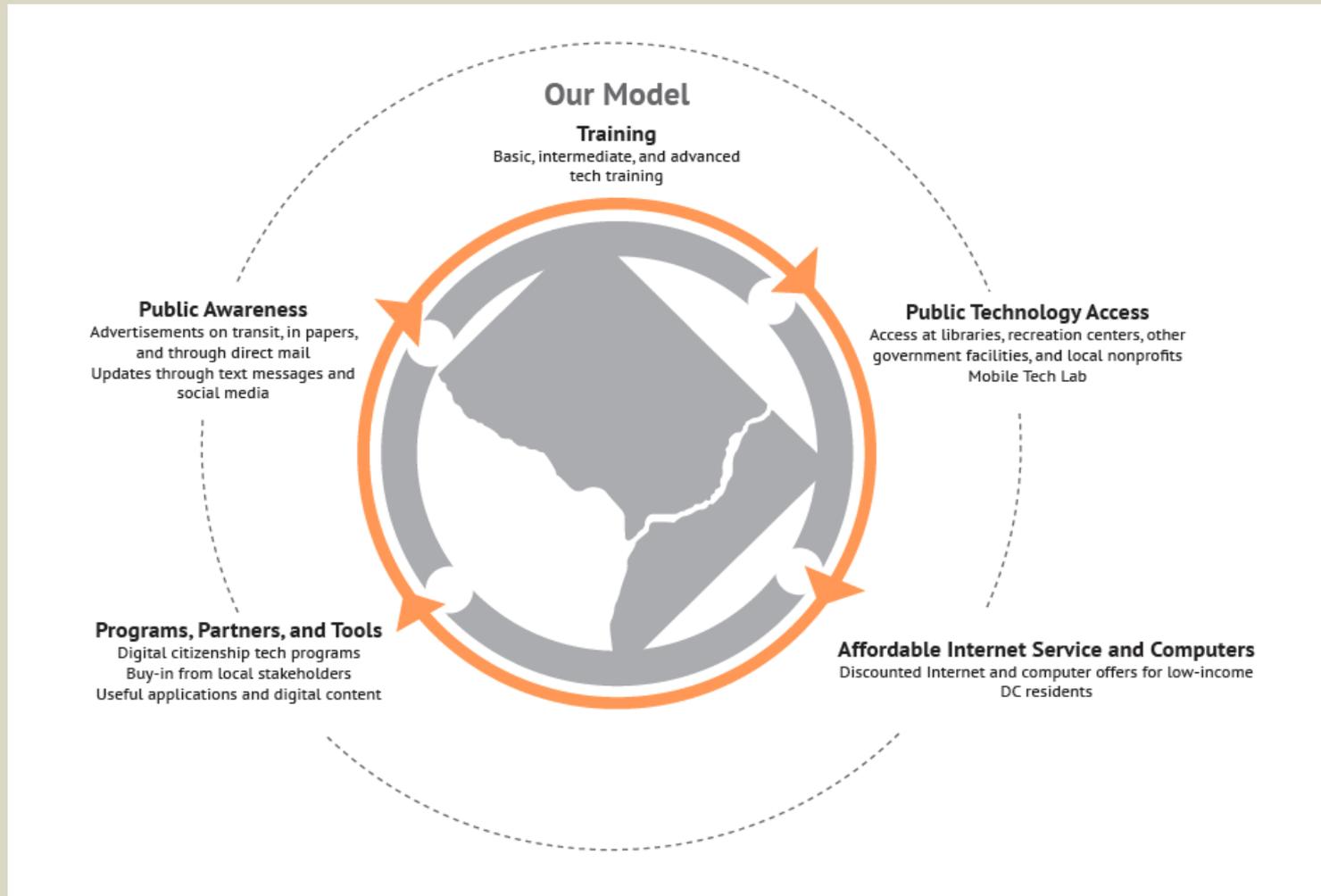


March 11th, 2014

Created by the DC Office of the Chief Technology Officer (OCTO) in 2010, Connect.DC works to bridge the digital divide by making technology easier to use, more accessible, more affordable, and more relevant to the everyday lives of District residents.

Approximately 150K District residents lack home broadband access

- Wards 1,2,3,4, and 6: 85%
- Wards 5,7, and 8: < 65%
- Why people aren't online*
 - Relevance (34%)
 - Lack of skills (32%)
 - Cost (19%)
 - Limited access (7%)
- Why tech is important
 - Affects every area of our lives
 - Employment, education, access to services, civic engagement social inter



Track Record

TRAINING



7,982

DC residents trained

Average hours per resident trained

34



PUBLIC TECH ACCESS

84



Locations

963

Public Computers Deployed



60

MTL Events



Track Record

HOME INTERNET & COMPUTER ACCESS

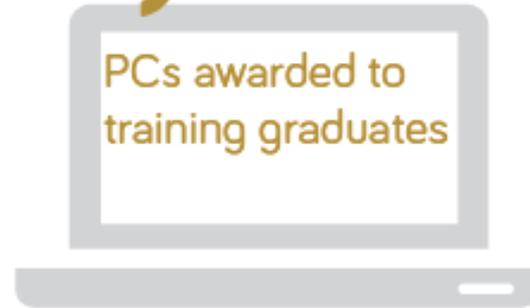
5,220

New broadband
subscribers

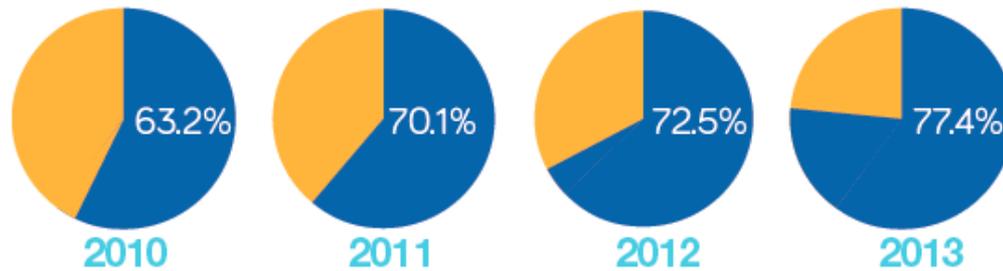


1,201

PCs awarded to
training graduates



Broadband Adoption Rate



Trainin

- Partnered with DCPL, Byte Back and UDC-CC and LEDC
- Delivered more than 272K hours of training
- Graduates have received hardware, software, and and Internet service



Public Computer Access

- DC provides public tech access in libraries, rec centers, etc.
- Tech Locator tool for residents seeking access in their neighborhoods



Mobile Tech Lab

- Partner with DC gov agencies and nonprofit partners
 - HBX (DC HealthLink)
 - DCPNI
- Coming soon: broadband subscriptions in partnership with local CBOs



Discounted Offer

mobilebeacon.

\$10 /mo

YOU QUALIFY!

DATA

Unlimited ?

SETUP FEE

\$36-\$39 + shipping. ?

RESTRICTIONS

None ?

CLICK FOR INFO

Web Enrollment Only
FOR INTERNET CONNECTION ONLY


Basic-Internet.com

\$9.99

YOU MAY QUALIFY

DATA

Unlimited

SETUP FEE

\$15

RESTRICTIONS

Phone Line Required ?

CLICK FOR INFO

call (855) 270-3725
FOR INTERNET CONNECTION ONLY


comcast.

\$9.95 /mo

YOU MAY QUALIFY

DATA

Unlimited

SETUP FEE

None

RESTRICTIONS

Click Here for Restrictions ?

CLICK FOR INFO

or, call (855) 846-8376
FOR INTERNET CONNECTION ONLY

Outreach and Partnershi

- Target: Local nonprofits, DC gov't agencies, civic groups, etc. that serve low-income families and other groups in our target audience
 - Health and human services, family support, technology training, ethnic/cultural focus, education, community development, etc.
- Outreach roundtables
 - Small biz community (January 9th, 2014)
 - Local health & human service nonprofits (March 6th, 2014)
 - Other target groups
 - Social good advocate/activist
 - Research/Academia
 - Policy Advocacy
 - Foundations/Funders
 - DC Gov
 - Faith-based institutions

Media and PA Campaign

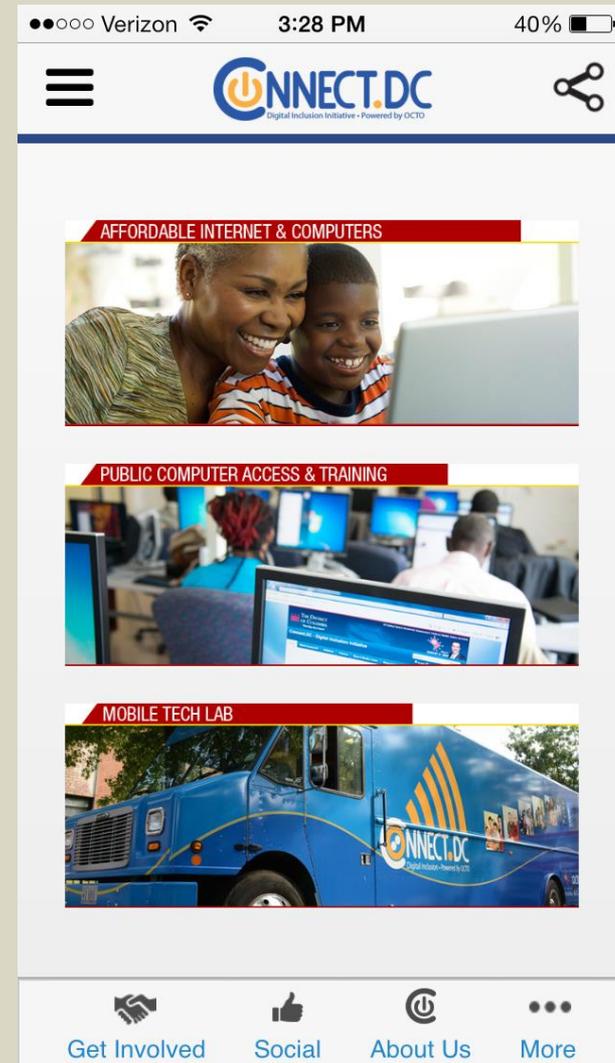
Goal: reach low/non-adopters using grassroots methods (12/1-12/31)

- Transit - Metro, buses, and shelters
 - 4.1M+ impressions for the month
- Print - 5 local papers
 - 1.1M+ circulation for the month
- Direct Mail - 102K low adoption households in Wards 5,6, 7, & 8
- Message: “Get Connected – It’s easier than you think”



Mobile Site

- Target: low-adoption users who own smartphones
- Made for mobile phones and tablets
- Focus on core services
- User-friendly interface
- Official launch: March 25th at Nonprofit Tech



Tech Locator

- 82 locations for *useful* public computer access and training
- Multiple search options (e.g., address, ward, facility type)

The screenshot shows the Connect.DC website interface. At the top, it features the District of Columbia logo and the slogan "One City, One Future" along with Mayor Vincent C. Gray's name and photo. The main navigation bar includes "Connect.DC - Digital Inclusion Initiative" and a search bar. Below this is a menu with options: Home, About Connect.DC, Computer & Internet Access, Maps & Apps, Events, and Partners. A prominent blue banner reads "Use this Tech Locator to find public computer access and tech training in DC" and lists three steps: 1. Search by address, ward, ZIP code or location name; 2. Find your results on the map; 3. Go!

The interface is divided into search filters on the left and a map on the right. The search filters include:

- Find an Address:** A text input field with a "Go" button.
- Search within a:** A dropdown menu set to "1/2 Mile".
- Search by Ward or ZIP Code:** A dropdown menu.
- Search by Name:** A dropdown menu.
- Show me facilities that are...:** A dropdown menu set to "View All Facility Types".
- And offer...:** Radio buttons for "Internet", "Wifi", and "Training".

The map on the right shows a dense cluster of blue location pins across Washington, D.C., with labels for various wards and landmarks. At the bottom of the map, it indicates "82 locations found" and provides "Reset" and "Show List" buttons. The footer of the map area includes "Map data ©2014 Google", a scale bar, and "powered by DC GIS octo".

“The Bridge”

We use text updates to stay in touch with our core audience so they know about upcoming events, new products and services, and more.

TEXT
SIGNUP
to 83224
for mobile updates

Social Media

How we use them:

- Deliver content
- Share important info
- Highlight the work of partner orgs/agencies



Community Tech Summit

JOIN US



3.25.14

- Goals

- Inspire potential partners to join us in addressing the digital divide
- Provide tech training to improve the effectiveness/efficiency of DC's nonprofits
- Encourage stakeholders to organize and coordinate in their own communities