Digital Inclusion in San Francisco

Office of Digital Equity

About Us

1. Central coordination
2. Pilot programming
3. Research

"Accessing the Internet has become a prerequisite to full and meaningful participation in society."

- Federal Communications Commission

Employment

Nearly all major companies accept job applications **exclusively** online.

Employment

80% of middle-skill jobs today require digital skills.

Education

70% of all teachers assign homework requiring Internet to complete. (2009)

Services

Government

Health Care

Commerce

Banking

The Digital Divide in SF

The Digital Equity Survey

A survey of over 1,000 residents measuring…
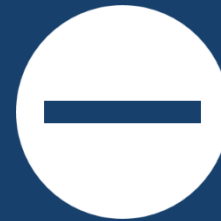
Usage   Access   Skills   Barriers   Perceptions

Overall findings

Technology adoption is high for the general SF population across all indicators.
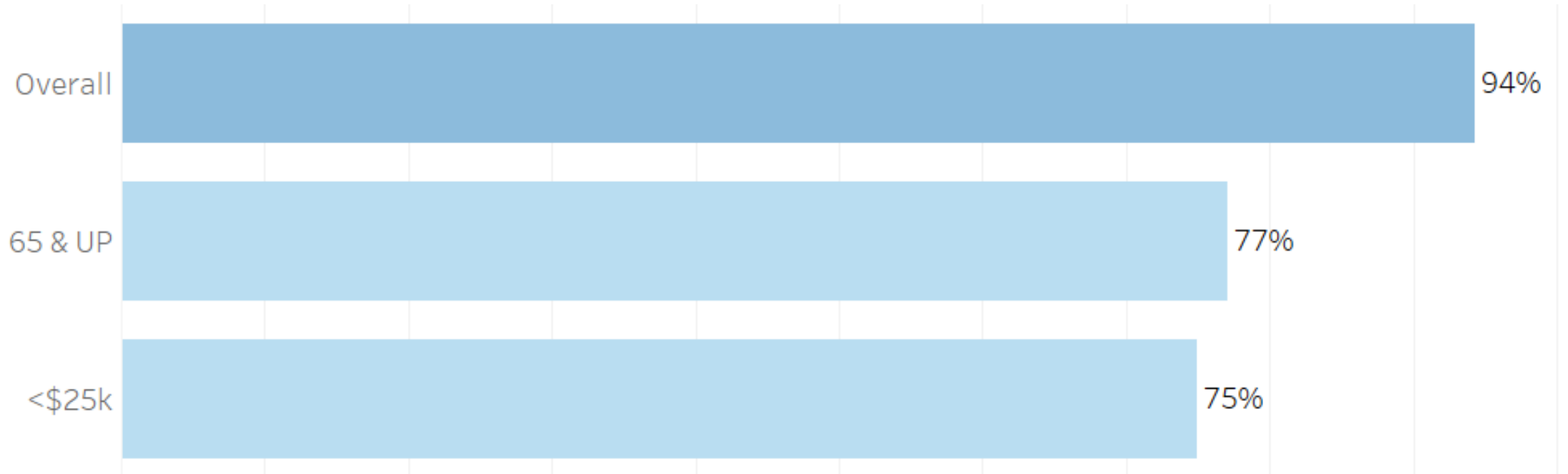
Significant disparities for...
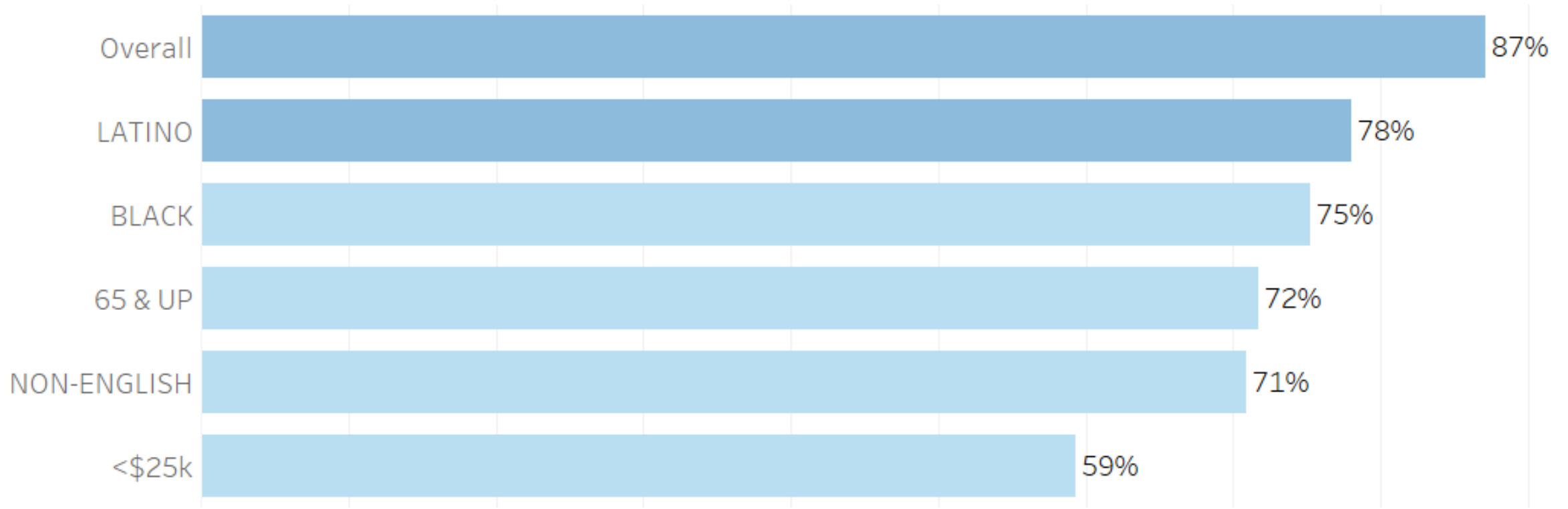
Seniors (65+)

Low-income residents (<$25,000)

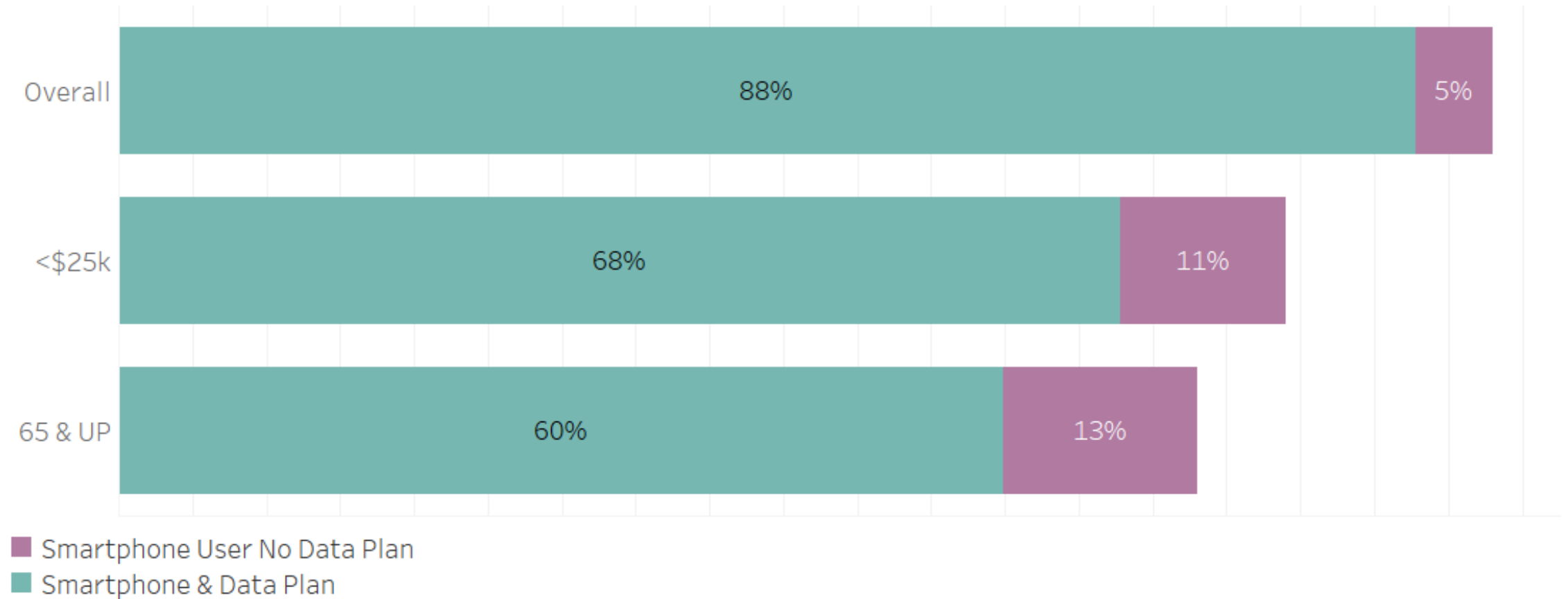Those speaking primary language other than English.

Internet Usage (any)

High speed home Internet

Overall	87%
LATINO	78%
BLACK	75%
65 & UP	72%
NON-ENGLISH	71%
<$25k	59%

Smartphone + Data Plan

Basic Digital Literacy

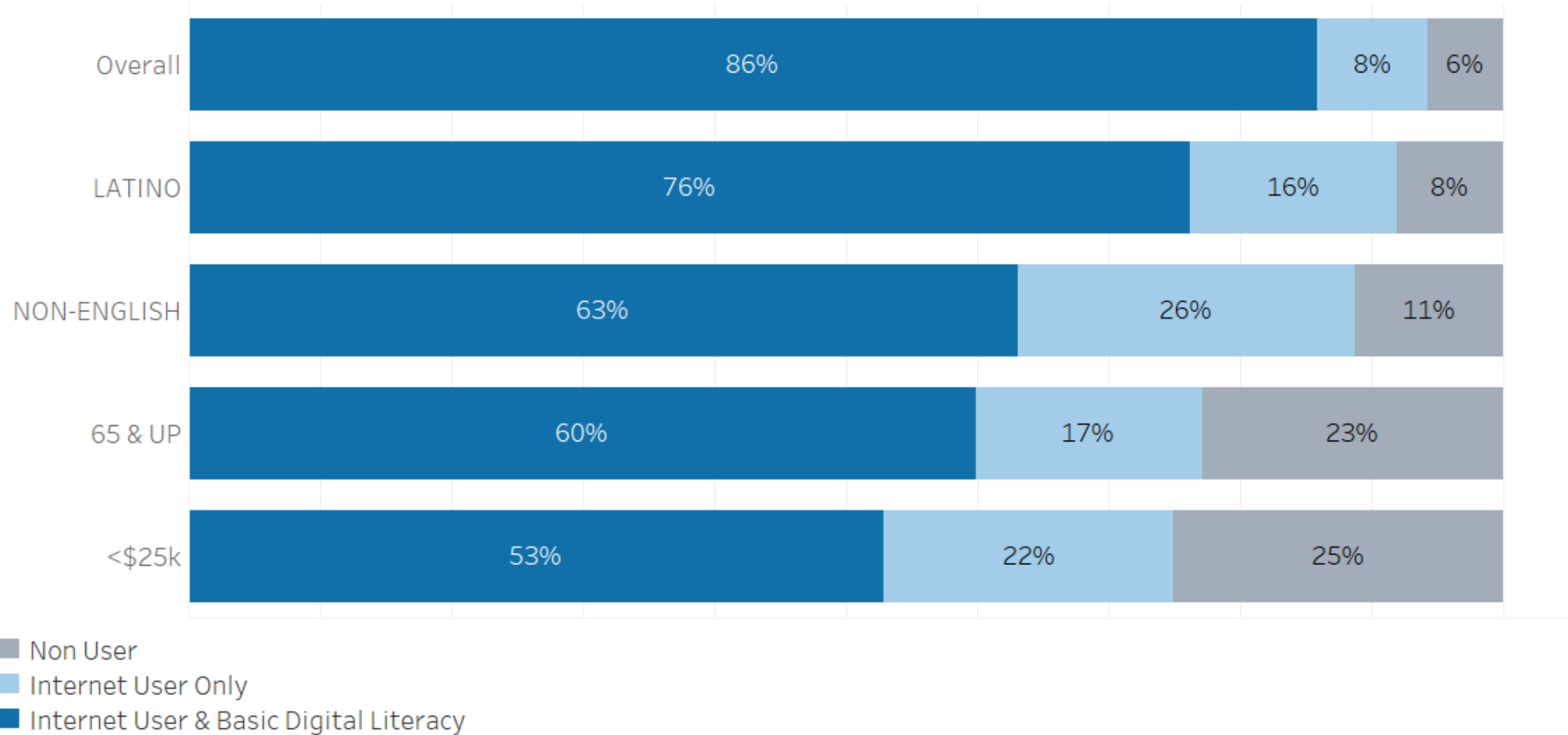**86%** of all residents are Internet users with Basic Digital Literacy:

Search

Find Website

Send Email

Fill out online form

Internet Usage + Basic Digital Literacy

Barriers

Non Users:
Primary reason for not using Internet

Reason	Percentage
Don't see a need for it/Not interested in it.	30%
Too Expensive	20%
I feel I'm too old to learn how to use it.	20%
Too complicated/difficult to use/learn	15%
Physical impairment (low vision, dyslexia, etc.)	14%
Too busy/No time to learn how to use the internet.	11%
Afraid of equipment harming my health	9%
Afraid of being taken in by an online scam	3%
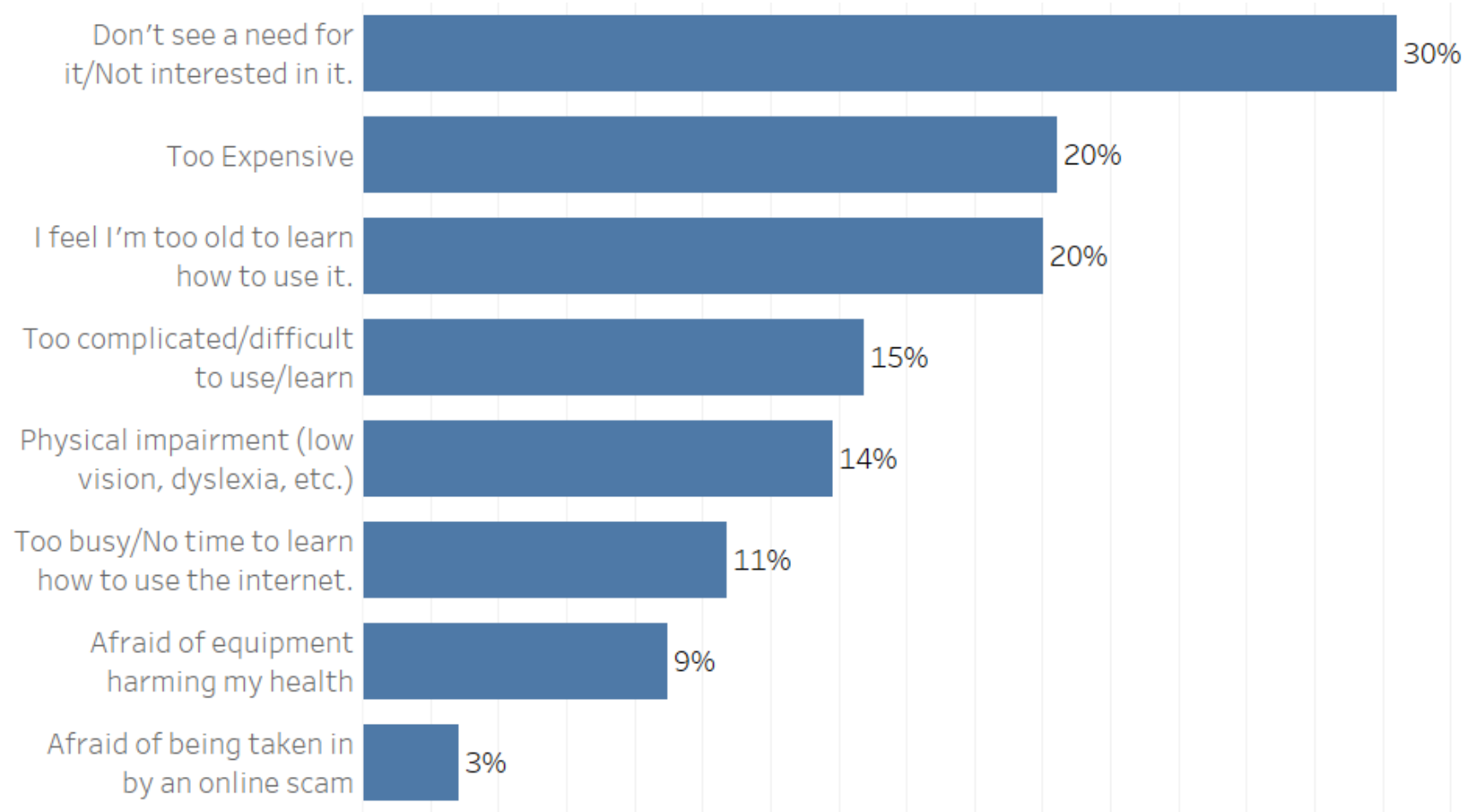
Less Connected Users: Primary reason
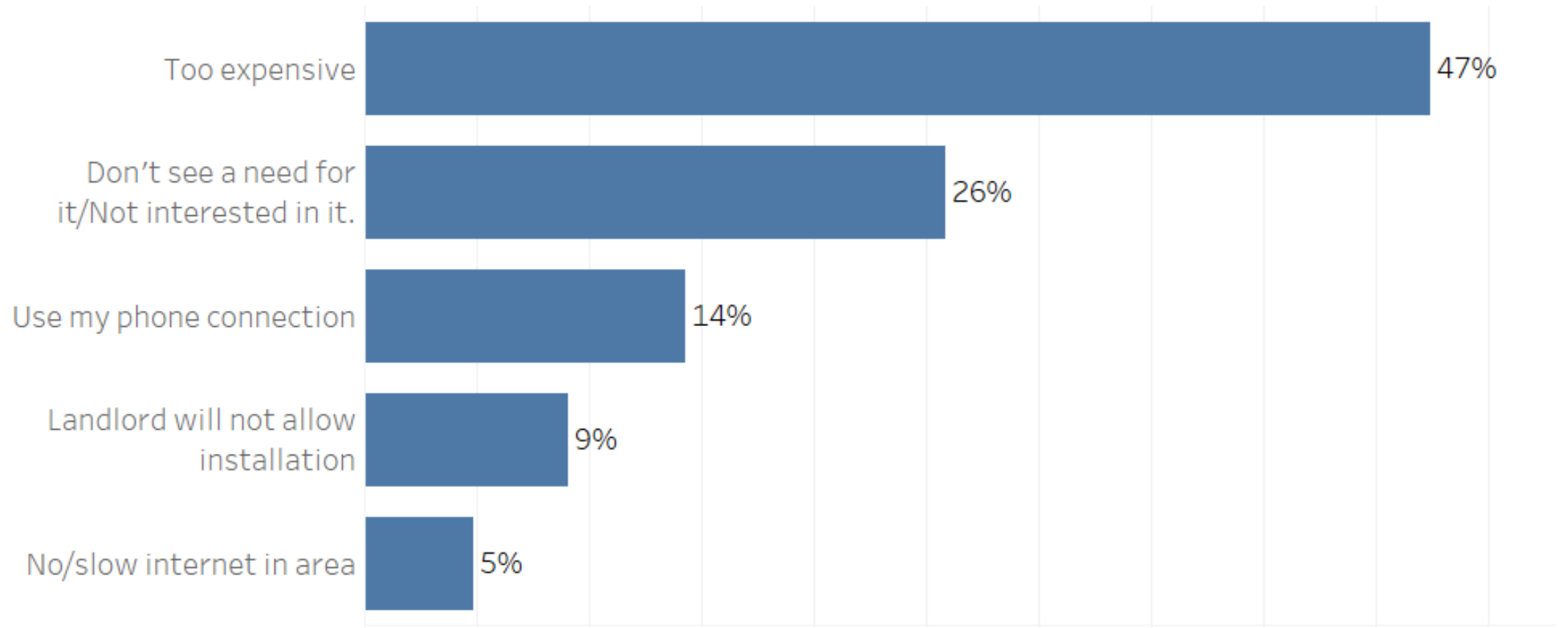
Disability as a barrier

<u>5%</u> with a disability or chronic condition that makes it hard for them to use Internet.

Perceptions
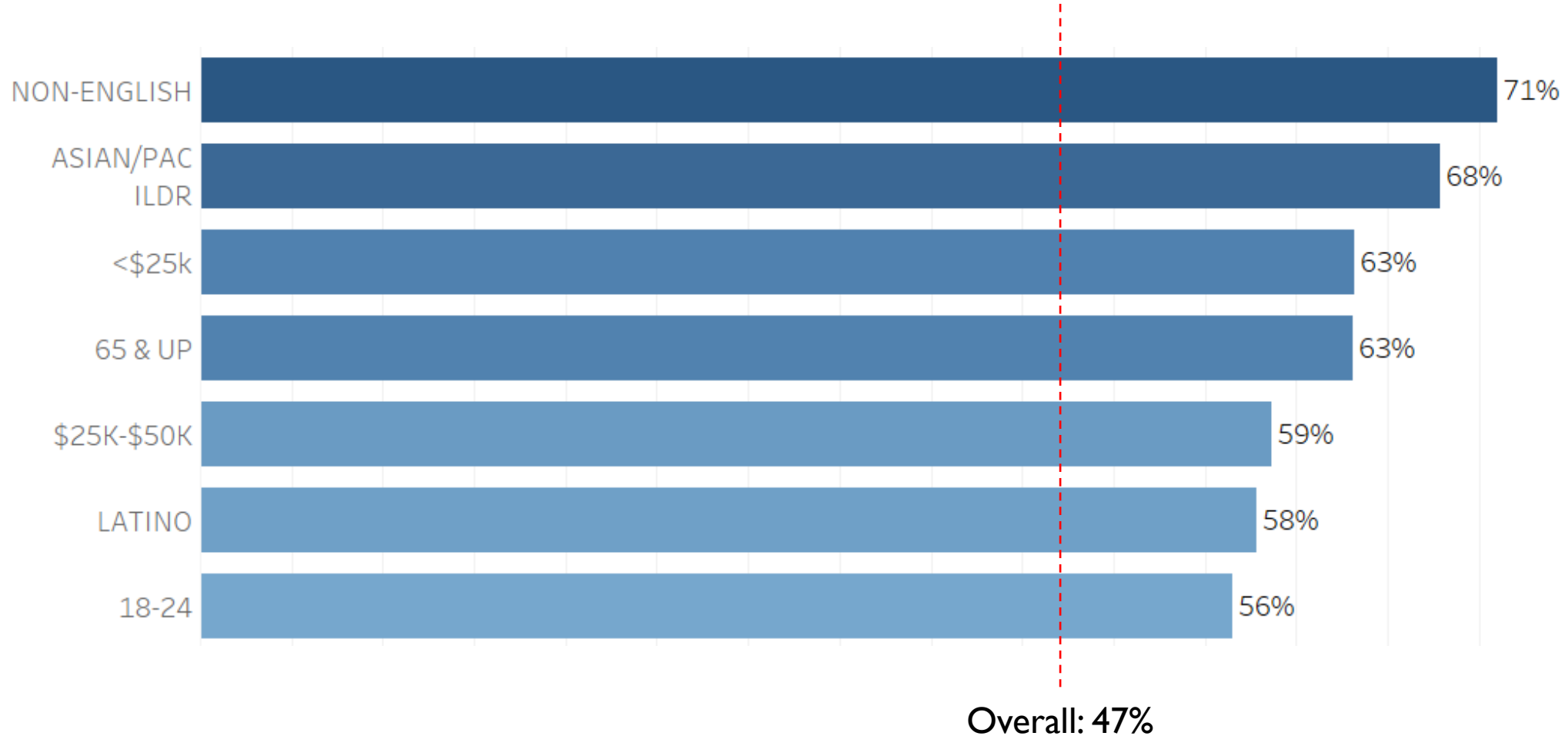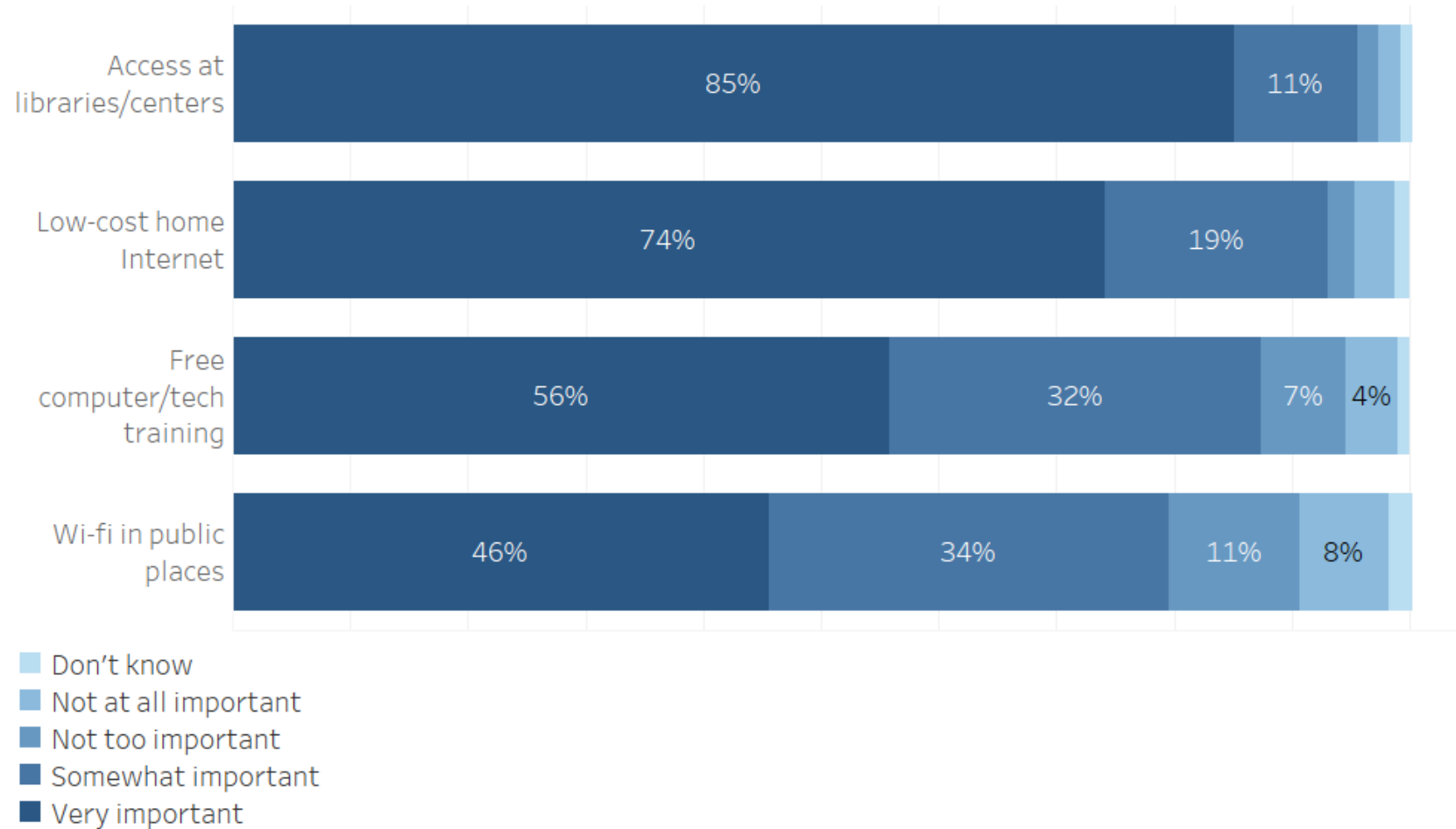
"Very Concerned" about online scams

Category	Percentage
NON-ENGLISH	71%
ASIAN/PAC ILDR	68%
<$25k	63%
65 & UP	63%
$25K-$50K	59%
LATINO	58%
18-24	56%

Overall: 47%

How important is it for the City to provide the following services?

Access at libraries/centers: 85% | 11%

Low-cost home Internet: 74% | 19%

Free computer/tech training: 56% | 32% | 7% | 4%

Wi-fi in public places: 46% | 34% | 11% | 8%

Legend:
- Don't know
- Not at all important
- Not too important
- Somewhat important
- Very important

Qualitative Research Findings

Cost barriers lead to mobile-reliance

Majority of focus group participants have mobile access, commonly through prepaid carriers or Lifeline program.

Mobile itself won't close digital divide

1. Data throttling
2. Tasks requiring larger screens
3. Lack of digital literacy

Online safety trends for vulnerable populations

1. Low levels of knowledge about online safety
2. More likely to be have been victim to cyberscam
3. More likely to underutilize online services like banking because of safety concerns.

SF Connected

Computer labs and training at **54** sites serving seniors and adults with disabilities.

#SFWIFI

[Dept. of Technology]

Free wifi along Market St. and at **33** public parks and rec centers.

SF Public Library

Computers, wifi, and classes systemwide.
Tech'd Out lending program.
Tech Mobile.
Connect with Tech Week.

Pilot Projects

Free connectivity, training, and tech support at select subsidized housing sites.

Integrated digital literacy program at select workforce centers.

Digital Equity Playbook

Standard toolkit for:

- Discount Internet access
- Refurbished computers
- Digital literacy trainings
- Assistive technology

SAN FRANCISCO
DIGITAL EQUITY

PLAYBOOK
Version 1.0

April 2018   sfcoit.org/digitalequity
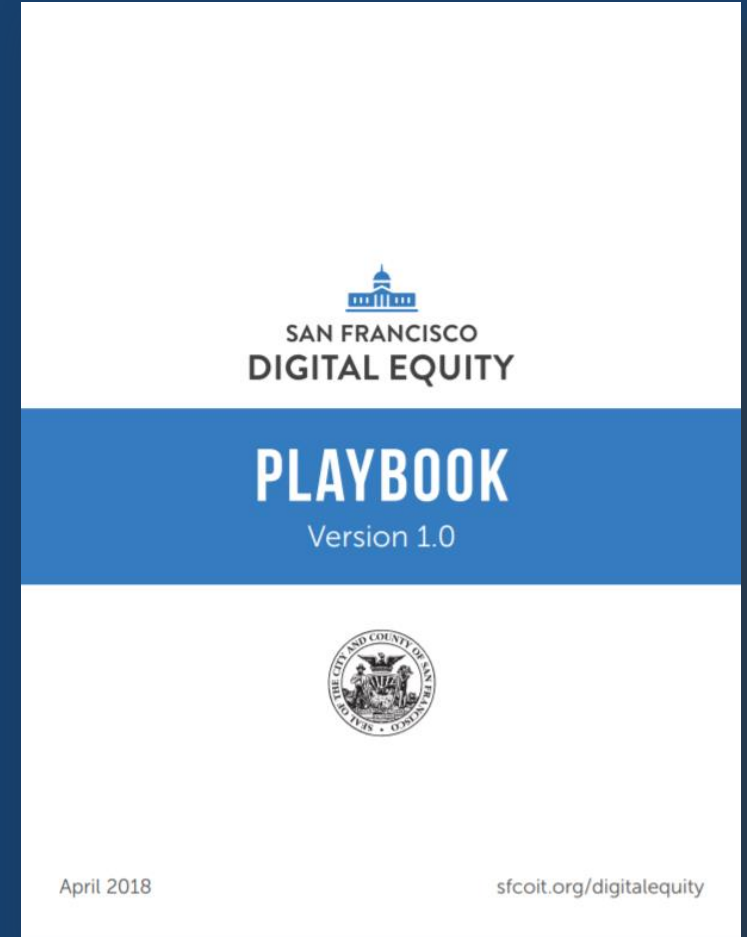
Upcoming: Strategic Planning

Develop long-term strategic plan with residents & cross-sector stakeholders.

Explore partnership opportunities to make impact at scale.

More info

View the Playbook & get updates at:
sfcoit.org/digitalequity