



Digital Inclusion in Cleveland: An overview

For presentation to **Cleveland City Council's Special Joint Hearing on Digital Inclusion**, May 10, 2017

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Connect Your Community is a nonprofit organization, based in Cleveland, working with our partners to to develop sustainable strategies to help individuals and communities to overcome “digital exclusion” and join the digital mainstream.

CYC and ASC3 are founding members of the **National Digital Inclusion Alliance**, the sponsor of **National Digital Inclusion Week**.

NDIA is a nationwide unified voice for home broadband access, public broadband access, personal devices and local technology training and support programs. Founded in 2015, NDIA now counts 249 affiliated organizations in 35 states and the District of Columbia. Our local affiliates include twenty municipalities, thirty local library systems, and more than one hundred nonprofit community programs.

On behalf of NDIA, CYC and ASC3 thank City Council for holding this special hearing during National Digital Inclusion Week.

What's “Digital Inclusion”? (NDIA's definition)

Digital Inclusion refers to the activities necessary to ensure that all individuals and communities, including the most disadvantaged, have access to and use of Information and Communication Technologies (ICTs). This includes 5 elements:

- 1) affordable, robust broadband **internet service**;
- 2) internet-enabled **devices** that meet the needs of the user;
- 3) access to digital literacy **training**;
- 4) quality technical **support**; and
- 5) applications and online content designed to enable and encourage **self-sufficiency, participation and collaboration**.

Digital Inclusion must evolve as technology advances. Digital Inclusion requires intentional strategies and investments to reduce and eliminate historical, institutional and structural barriers to access and use technology.

Questions we want to cover...

- What do we know about the extent of Digital Exclusion in Cleveland today?
- What does our survey research tell us about broadband adoption and the impact it has on users' lives?
- What are the key ingredients of effective community Digital Inclusion strategies?

**What do we know about the extent of
Digital Exclusion in Cleveland today?**

HOME INTERNET ACCESS FOR CLEVELAND HOUSEHOLDS, 2015		
Total households	167,667	
Fixed broadband (DSL, cable, etc.)	86,643	51.7%
Mobile broadband only	17,485	10.4%
No home broadband subscription	63,539	37.9%
Dial-up only	500	0.3%
"Internet access without a subscription"	10,718	6.4%
No home Internet access	52,321	31.2%

2015 American Community Survey 1-Year Estimates, Table B28002



The Top 25 Worst Connected U.S. Cities, 2015

(Fixed Home Internet Connections)

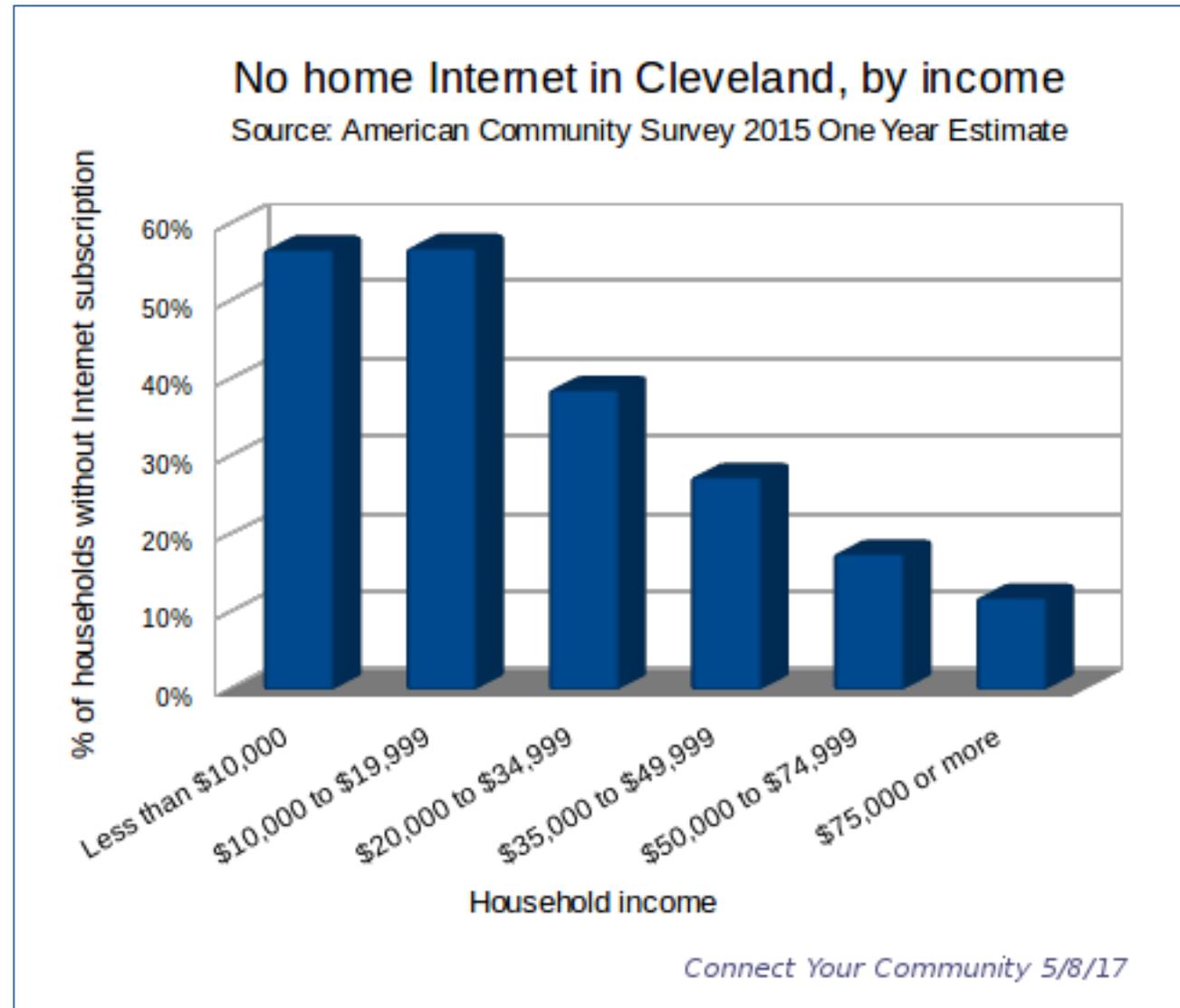
2015 American Community Survey

Percentage of households without fixed broadband subscriptions				
185 cities with 50,000 or more households				
<i>Source: 2015 American Community Survey 1-Year Estimates</i>				
	Total households	No fixed broadband subscriptions		Worst-connected rank
		Number of households	Percent of households	
Median, all 185 cities			28.6%	
Top 25:				
Detroit, Michigan	255,580	138,006	54.0%	1
Brownsville, Texas	52,309	27,316	52.2%	2
Cleveland, Ohio	167,667	81,024	48.3%	3
Memphis, Tennessee	250,324	116,861	46.7%	4
Shreveport, Louisiana	75,823	34,424	45.4%	5
Laredo, Texas	69,026	31,315	45.4%	6
Birmingham, Alabama	93,467	42,011	44.9%	7
Jackson, Mississippi	62,092	27,105	43.7%	8
Miami, Florida	171,720	74,022	43.1%	9
Dayton, Ohio	56,466	24,200	42.9%	10

Cleveland's 48.3% of households with no fixed home broadband connections was the third worst in the nation in 2015, compared to all cities with 50,000 or more households.

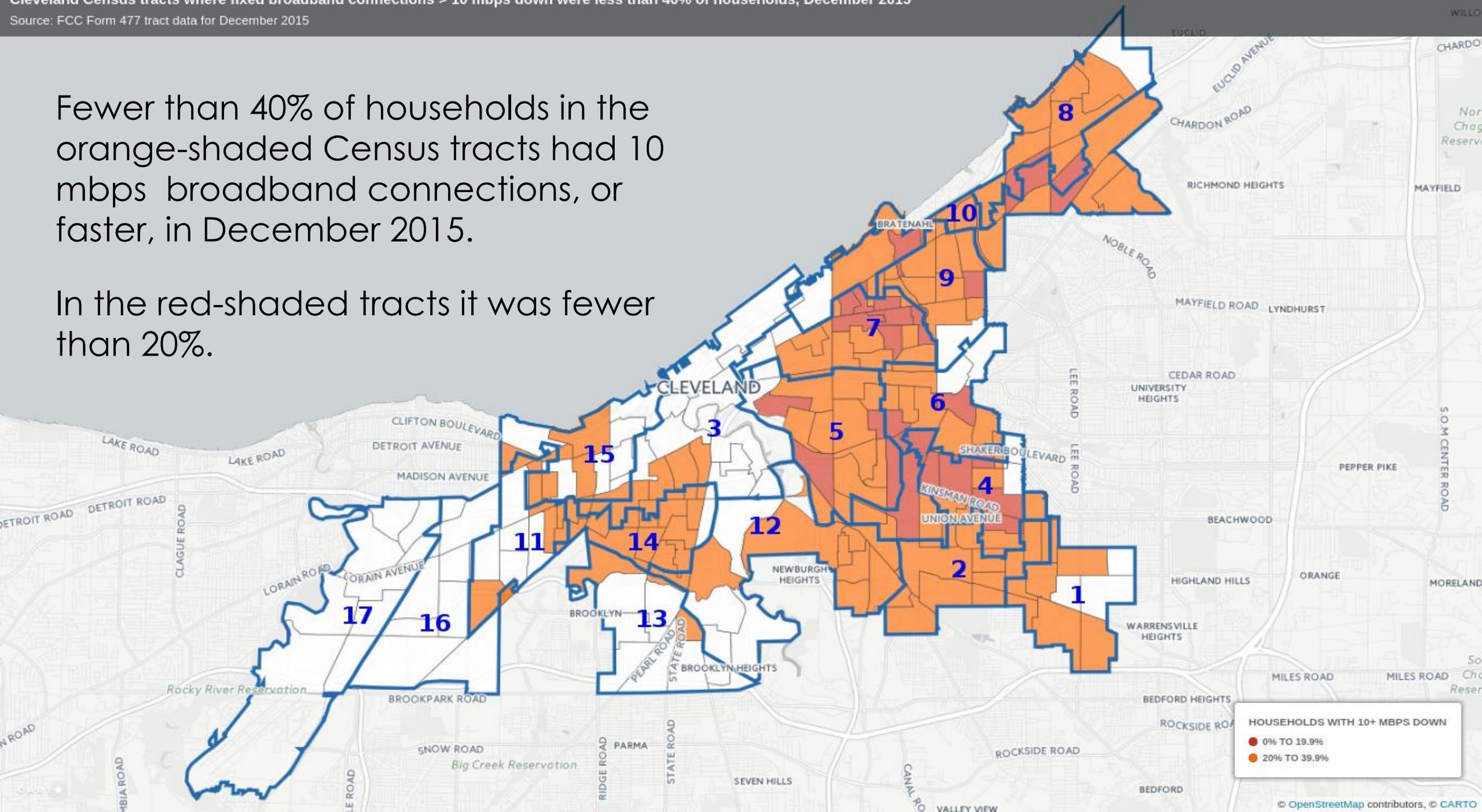
Home broadband access in Cleveland is closely tied to household income.

More than half of all Cleveland households with incomes below \$35,000 didn't have home Internet access of any kind in 2015.



Fewer than 40% of households in the orange-shaded Census tracts had 10 mbps broadband connections, or faster, in December 2015.

In the red-shaded tracts it was fewer than 20%.

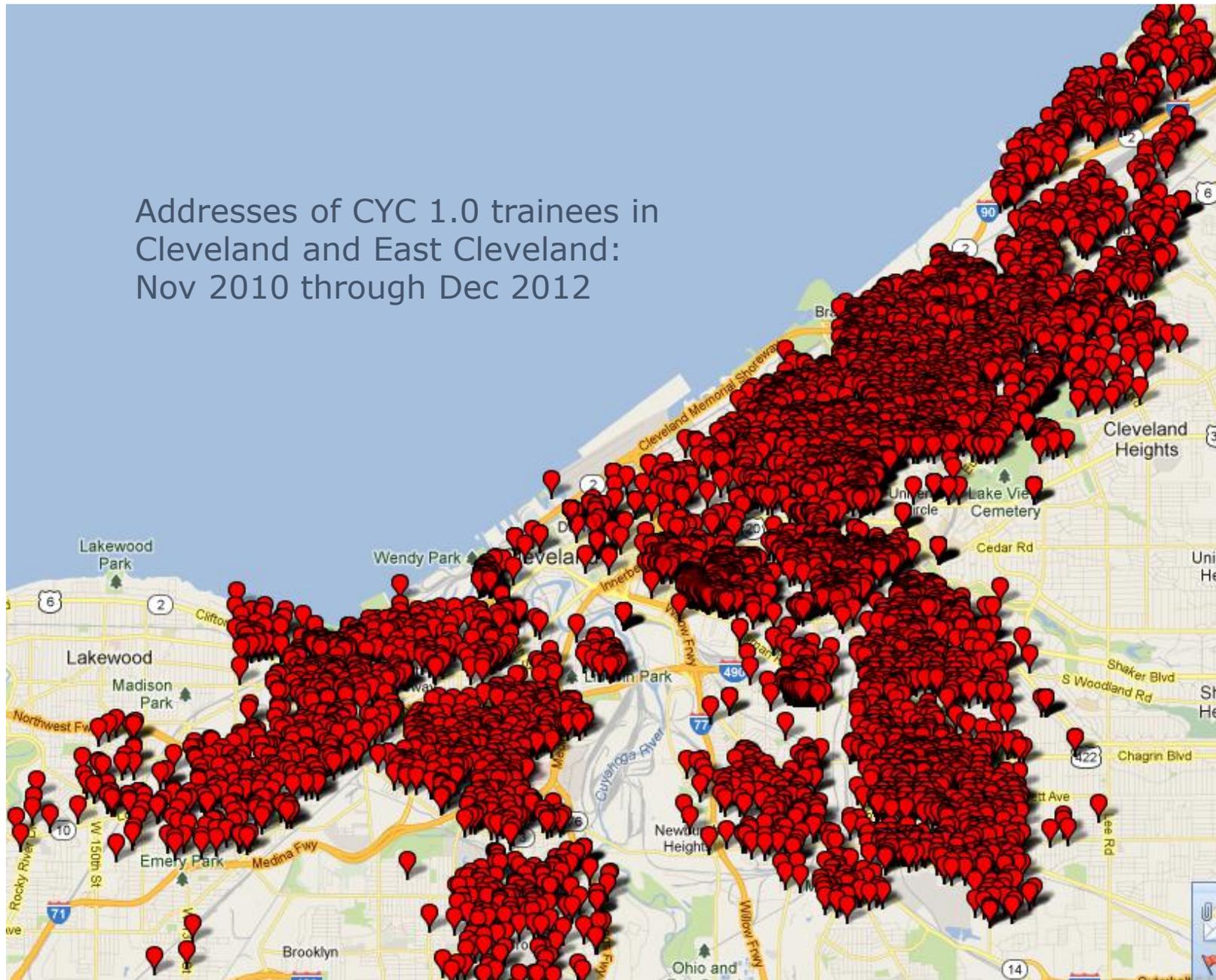


What does our research data tell us about digital skills, Internet access and the impact they have on users' lives?

The Connect Your Community Project

- Stimulus-funded broadband adoption initiative **2010-2013**
- Local partners included OneCommunity, CHN, ASC3, Esperanza, Famicos, Tri-C, Fairfax Renaissance, and others
- Trained over **8,000** Cleveland and East Cleveland residents
- Created over **5,500** new broadband adopters in the area.

Addresses of CYC 1.0 trainees in
Cleveland and East Cleveland:
Nov 2010 through Dec 2012



2012 CYC Participant Survey

- Data from interviews with **2,300 randomly selected CYC participants.**
- **Topics include:**
 - Program satisfaction
 - Home broadband connection status
 - Broadband subscription choices (ISPs)
 - Employment and public service user characteristics
 - Most frequent Internet uses
 - Broadband adoption outcomes for respondents as workers, parents, patients, etc.

Health-Related Highlights

- **81%** of all survey respondents say that the CYC program improved their ability to find health information online
- **29%** of all survey respondents report using their home broadband connection to communicate with their hospital/doctor.
- **55%** of all survey respondents report feeling more socially connected to their family and friends since getting home broadband access
- **59%** of all survey respondents say that having home broadband access makes them feel more independent.

Workforce-Related Highlights

- **22%** of those reporting to be in the workforce, (*not retired, or enrolled full-time in school*) say they had some positive employment outcome since participating in the CYC program.
- **47%** of those reporting to have experienced a positive workforce impact – use a computer for their job
- **35%** of these people who improved their employment status - are now using a computer for their job where they didn't previously!

Education-Related Highlights

- 78%** of parents report that their kids use their home broadband connection to do their homework/schoolwork and class projects.
- 83%** of parents say their children spend over 3 hours per week on their home computer/internet doing school-related activities.
- 53%** of Parents report using their home broadband connection to communicate with their child's school/teachers
- 60%** of parents say that having home broadband access has increased their ability to communicate with their child's school/teachers

2017 Bridging the Gap Survey

- A random sample of 2,930 Bridging the Gap subscribers in the Twin Cities who had signed up for Mobile Beacon's unlimited mobile 4G broadband service through PC's for People.
- The *Bridging the Gap* program is a \$10/month unthrottled, uncapped, unlimited 4G mobile internet plan offered by Mobile Beacon, a Educational Broadband Service Provider through the organization PC's for People in St. Paul MN.

What we learned...

Mobile is nice.....but not the solution.

- The average internet user consumes **41 GB** of data per month.
- The national average (monthly) **cost** of mobile data plans is **\$12 per GB**.
- Those using their Internet connection to pursue **education** use **25 GB per month MORE than the average use** (an average of 59 GB).
- Those using their Internet connection to improve their position in the **workforce** use **13 GB more per month than the average user**.
- Most mobile data plans start at 3-5 GB. Not enough!

**What are the key ingredients of effective
community Digital Inclusion strategies?**

The “four-legged stool”...

Free, Friendly Training
and Relevant Content
/Meaningful Uses



Support

Affordable devices

Affordable Internet



Thank you!

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