DIGITAL INCLUSION FUND WEBSITE

San José Mayor's Office of Technology and Innovation

Stephen Caines, Esq. — Deputy Chief Innovation Officer
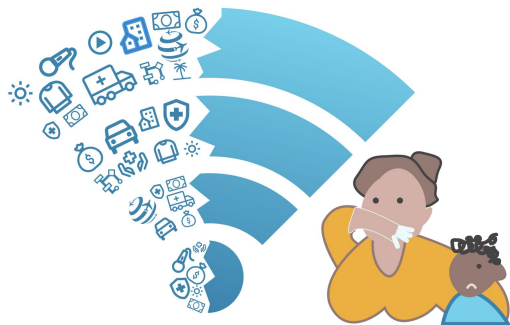
CIVIC INNOVATION CORPS

CITY OF SAN JOSÉ · CALIFORNIA · FOUNDED 1777

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BACKGROUND

What is the digital divide?

The digital divide describes the gap between people who have affordable access to technology, skills, and support to effectively engage online and people who do not.

(Source: NDIA)

In Santa Clara County, roughly **1 in 5** of the county's households don't have access to the internet.

(Source: SCCOE)

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OUR PROJECT

Design and create a new website for the San José Digital Inclusion Fund

- Reliable and easy to use for all residents

- Have comprehensive digital resources for those seeking help

- Showcase San José's digital inclusion work

MOTIVATIONS & CONSIDERATIONS

Motivating Questions:

- What is lacking in the current website that could be useful for residents?

- How can we make the Digital Inclusion Fund website more equitable and accessible to all residents?

Considerations:

- Local government environment & resource constraints

- Mayoral term

- Multiple stakeholders

- Technical rigor

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PROJECT TENSIONS

Minimalism for mobile and easy navigation for residents

VS.

Professionalism for donors and other potential supporters

Focusing solely on discussing the fund

VS.

Providing a baseline of understanding and literacy around digital inclusion as a subject

Ensuring there are multiple indicators to key content

VS.

Not being overly redundant

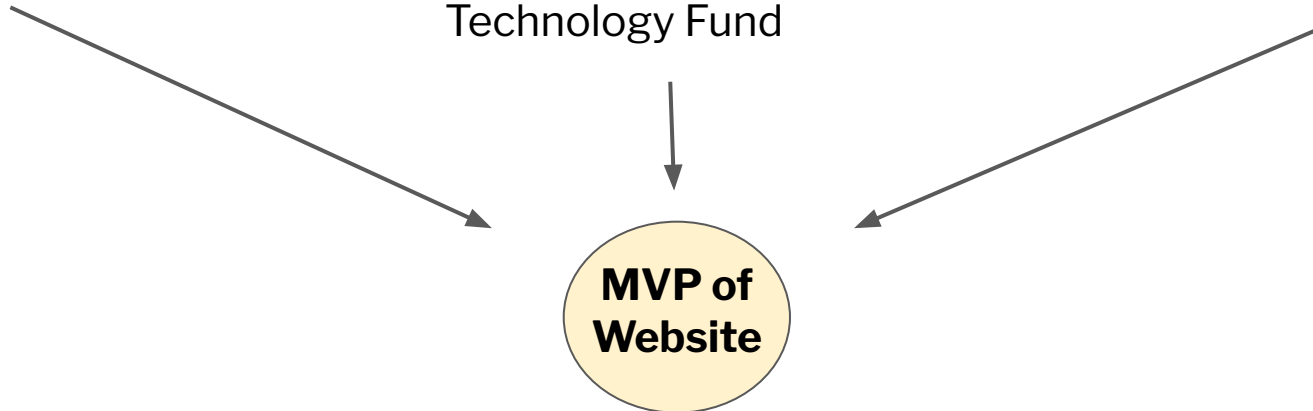# PROCESS & DEVELOPMENT

Research & Analysis

- Literature Review
- Stakeholder Register
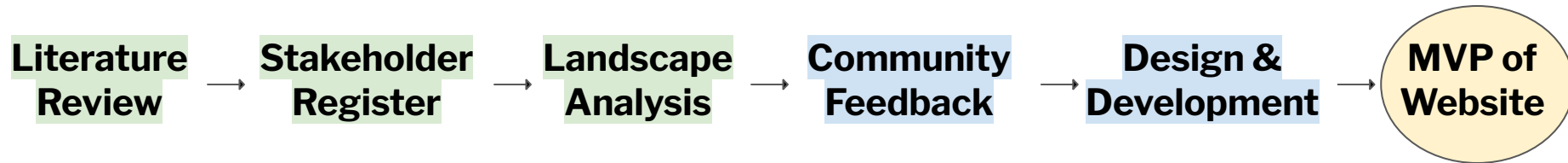- Landscape Analysis

Community Feedback

- Mayor's Office of Technology and Innovation
- San José Public Library
- California Emerging Technology Fund

Design & Development

- Sean: UI/UX Design
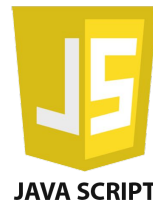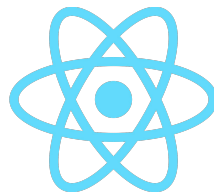- Angela: Back-End
- Nikita: Front-End

MVP of Website

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PROCESS & DEVELOPMENT (old version)

Literature Review → **Stakeholder Register** → **Landscape Analysis** → **Community Feedback** → **Design & Development** → **MVP of Website**

Who we worked with:

- Mayor's Office of Technology and Innovation
- San José Public Library
- California Emerging Technology Fund
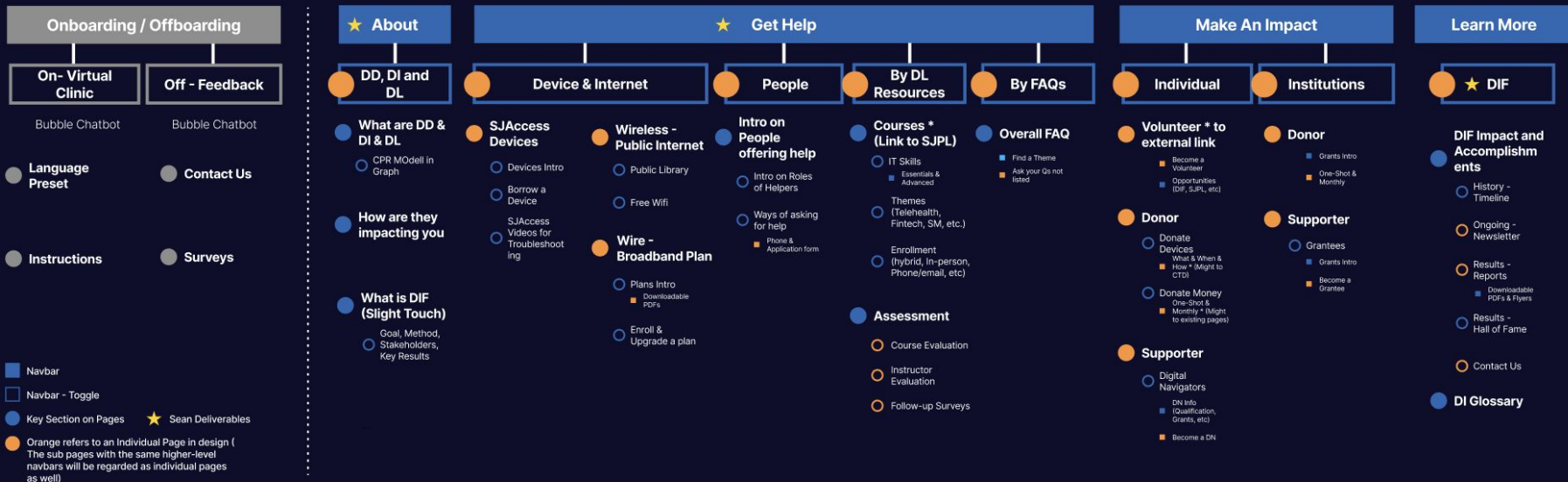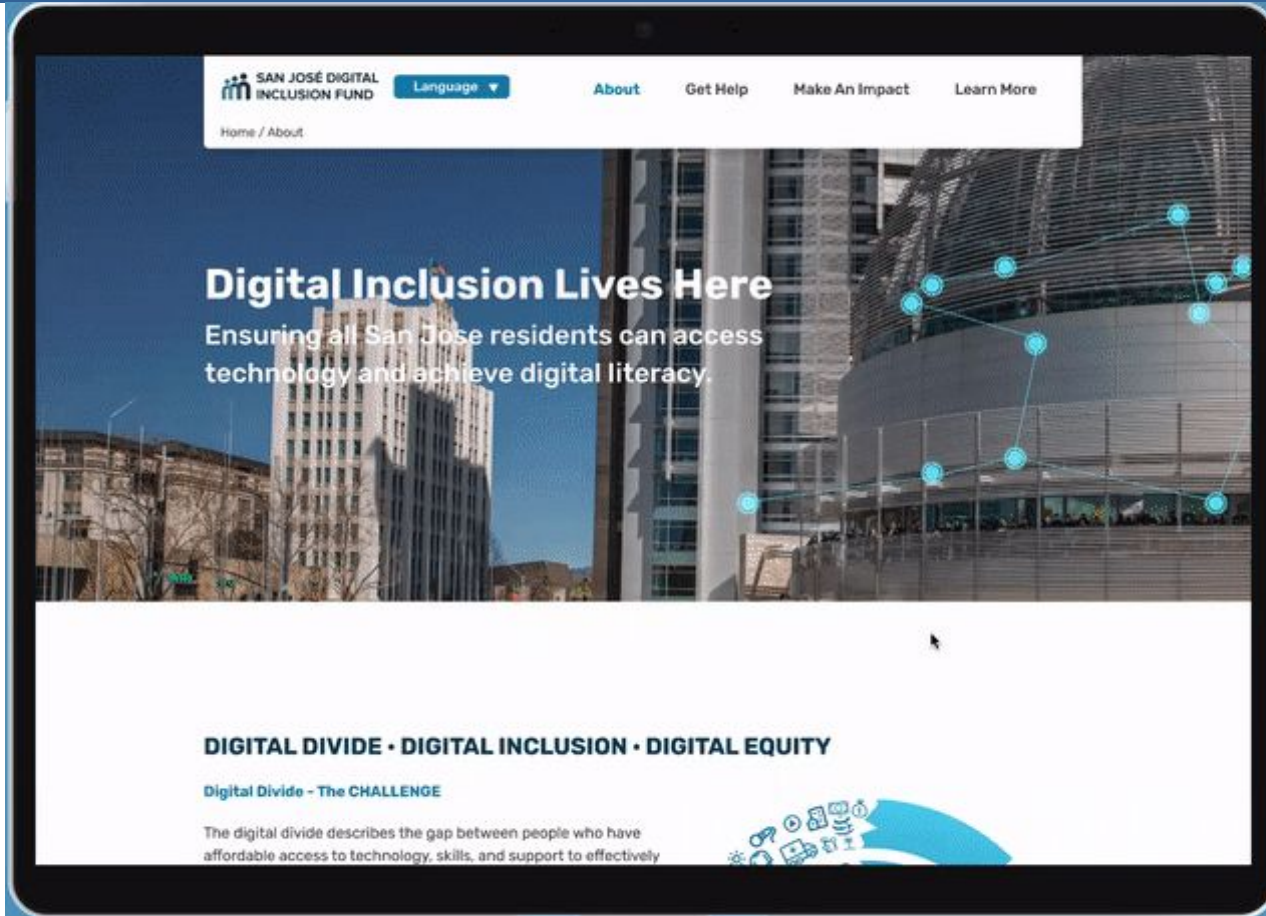
Tech Stack:

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SITE MAP

Site-Map - After MOTI All Hand Meeting

Guideline 1:
NDIA 3 Legs of STOOL
Afforrdable Broadband
Approachable Device
DL Training

Digital Inclusion Website

Onboarding / Offboarding
- On- Virtual Clinic — Bubble Chatbot
- Off - Feedback — Bubble Chatbot

- Language Preset
- Contact Us
- Instructions
- Surveys

Legend:
- ■ Navbar
- □ Navbar - Toggle
- ● Key Section on Pages
- ★ Sean Deliverables
- ● Orange refers to an Individual Page in design (The sub pages with the same higher-level navbars will be regarded as individual pages as well)

★ About
DD, DI and DL
- What are DD & DI & DL
  - CPR MOdell in Graph
- How are they impacting you
- What is DIF (Slight Touch)
  - Goal, Method, Stakeholders, Key Results

Get Help
Device & Internet
- SJAccess Devices
  - Devices Intro
  - Borrow a Device
  - SJAccess Videos for Troubleshooting
- Wireless - Public Internet
  - Public Library
  - Free Wifi
- Wire - Broadband Plan
  - Plans Intro
    - Downloadable PDFs
  - Enroll & Upgrade a plan

People
- Intro on People offering help
  - Intro on Roles of Helpers
  - Ways of asking for help
    - Phone & Application form

By DL Resources
- Courses * (Link to SJPL)
  - IT Skills
    - Essentials & Advanced
  - Themes (Telehealth, Fintech, SM, etc.)
  - Enrollment (hybrid, In-person, Phone/email, etc)
- Assessment
  - Course Evaluation
  - Instructor Evaluation
  - Follow-up Surveys

By FAQs
- Overall FAQ
  - Find a Theme
  - Ask your Qs not listed

Make An Impact
Individual
- Volunteer * to external link
  - Become a Volunteer
  - Opportunities (DIF, SJPL, etc)
- Donor
  - Donate Devices
    - What & When & How * (Might to CTD)
  - Donate Money
    - One-Shot & Monthly * (Might to existing pages)
- Supporter
  - Digital Navigators
    - DN Info (Qualification, Grants, etc)
    - Become a DN

Institutions
- Donor
  - Grants Intro
  - One-Shot & Monthly
- Supporter
  - Grantees
    - Grants Intro
    - Become a Grantee

Learn More
★ DIF
- DIF Impact and Accomplishments
  - History - Timeline
  - Ongoing - Newsletter
  - Results - Reports
    - Downloadable PDFs & Flyers
  - Results - Hall of Fame
  - Contact Us
- DI Glossary

Hi-Fi Prototype

[Link to Hi-Fi Prototype Demo](#)

DEMO

Get Help

DEMO

Multi-Language Support

DEMO

Find Your San José Public Library

NEXT STEPS

- **Match MVP design to Figma prototype**

- **Add additional accessibility features**

    - Adjustable contrast and text spacing, screen reader, etc.

- **Add additional features to help folks find digital resources**

    - Virtual clinic help quiz

    - Host Digital Navigator volunteer network coordination

- **Admin portal for website**

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WE NEED YOUR HELP

- Translations

- Content, Wording, and Accuracy

- Design and UI/UX decisions

- Sourcing San José based photos for stock images

- Sourcing recent San José statistics on the digital divide

- Selection of statistics around DIF performance

- Phrasing the current strategic planning stage of the fund

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INTENDED IMPACTS

1) Greater national and state **recognition** of SJ's DI efforts and success

2) **Centralization** of already existing resources

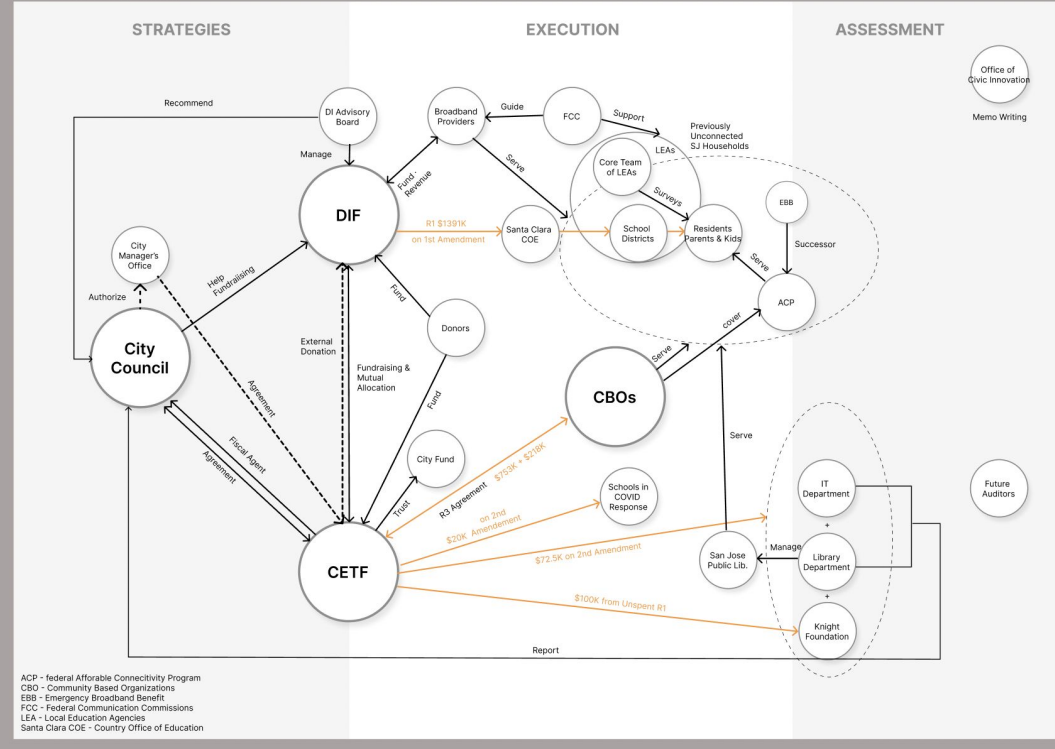3) Provides more **structure and accessible pathways** for people to enter the DI ecosystem

Thank you!
Any questions?

Appendix

Stakeholder Register

Landscape Analysis

Seattle	Seattle Information Technology	https://www.seattle.gov/tech/initiatives/digital-equity	Folks interested in their initiative (rather than those unconnected and underconnected). Could include other cities, researchers, community organizations, general interest, etc. Less targeted towards folks who are looking for resources, although it provides useful information for them.	Seattle's website provides a high-level overview of Seattle's history in digital equity and provides links to the digital equity reseources and information such as their Digital Equity Plan. The resources are targeted to different audiences; the page mentions free public wifi and low income internet programs available for individuals, free internet and other grants for organizations/non-profits, and educational materials such as frameworks and research studies related to digital equity.

Their list of resources is more useful than it appears -- clicking the various resource links leads to helpful information about how to obtian those resources (ex. dynamic map and instructions for free public wifi), instructions and websites for low income internet programs, etc.). Furthermore, the redirect pages have affiliated links for free and discounted devices, which was not originally present on the Digital Equity site.

Overall, helpful and good information about resources are definitely provided, but it is not made apparent, accessible, nor clear to those visiting the website. | |
| **Austin** | Austin Data Portal / Telecommunications Department | https://data.austintexas.gov/stories/s/Resource-DigitalATX/d69x-3mq3/ | Target audience is people trying to access services and residents who want to learn more about Digital Inclusion. | The website is housed in Austin's Open Data Portal (also saved a "story", not a primary link), which is not the most intuitive place I would look for services in (seems slightly unrelated). The website is not fully updated; it still features Digital Inclusion Week from last year, and some of the resource options were last updated in 2019 (pre-pandemic). However, resources they provide are helpful (free wifi, technology access, digital literacy classes, low-income internet options). | https://data.austintexas.gov/stories/s/Resource-DigitalATX/d69x-3mq3/ |
| Chicago | Chicago Digital Equity Council | https://www.chicago.gov/city/en/sites/digital-equity-council/home.html | Target audience is people who want to learn more about the Digital Equity council, the digital inclusion movement, and those who want to give feedback on their process. Secondary audience are folks looking for resources. | Website shows immediate credibility that it is an official gov website. The website highlights the Digial Equity Council and its work, and gives various options for people to give feedback on their work and process. Provides clear information about what is digital inclusion/equity and what does that mean in terms of services. However, resources to get services is not located or highlighted at all on the main page, and is instead located on a secondary "Resource Hub" page. Resources listed either link to other websites (i.e. Chicago Public Schools), or uses a lot of text (not accessible) to provide more information on eligibility/contact. Available in multiple languages. | https://www.chicago.gov/city/en/depts/dgs/supp_info/dei.html |
| Boston | Innovation and Technology | https://www.boston.gov/innovation-and-technology/broadband-and-digital-equity | Target audience is residents who want to learn more about what they are doing. Secondary audience are those who are looking for services. | The Boston website has minimal / organized text, and all the information is on the single page (menu navigation takes you to different parts of the main page). The website holds various information such as who is involved, news articles, and what their purpose is. I particularly find the "What we're working on" section very useful for those looking for more information.

The resources are abundant, but by listing some resources more than once, it is not clear to me (as a potential person looking for help) what resouce to click on. Language used for resources is more geared towards those wanting to learn more rather than those looking for help. Resources listed include public internet, low-cost internet at home, digital skills resources, and other digital tools. Some of the main service providers listed are connected to City of Boston, but are run as a non-profit. Link attached to the left. | https://www.techgoeshome.org/ |
| Nashville | Nashville Information Technology Services | https://www.nashville.gov/departments/information-technology-services/digital-inclusion | Target audience is people wanting to learn more about Nashville's digital inclusion strategy | This website is certainly geared towards providing information to those interested in Nashville's digital inclusion efforts. Website is primarily text that explains Nashville's Digital Inclusion Fund, it's history, its connection to the Connected Nashville smart city working group, Nashville's smart city plan (the "Nashville Digital Inclusion Needs Assessment"), and survey results related to remote learning during the pandemic. This website is visually appealling and is available in multiple lanuages. However, there is no indication of where resources are available or what current work is being done. | https://digitalinclusionnash.org/welcome |
| New Orleans | Information Technology and Innovation | https://www.nola.gov/iti/digital-equity-overview/ | Target audience is people seeking information about the digital divide in New Orleans and perhaps those looking for resources. | Strengths of website include comprehensive information about the digital divide and how it specifically affects New Orleans (great)!. Website navigation is not intuitive and menu items do not make it clear if pages lean more informative or resource-heavy. Resources (defined as both services/tech access, and definitions of digital equity) are spread out and not organized onto a single page or location of a page. Not all resources have links to access services while others require reading paragraphs of text/going thoruhg multiple steps to get access. There is not a clear audience for the Resources page. Website has | https://nola.gov/iti/digital-equity-overview/resources/ |

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Firebase – Database

TECH STACK