# Wireless Minneapolis Digital Inclusion Task Force

**FINAL REPORT**

Monday, July 17, 2006

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# Executive Summary

In May of 2006, The Wireless Minneapolis "Digital Inclusion Task Force" (DITF) was convened by The City of Minneapolis under the direction of BIS Director William Beck.

Catherine Settanni, director of the Community Computer Access Network, coordinated Task Force efforts with the help of two outside facilitators, Clare MacDonald Sexton and Lou Anne Sexton. Twenty-nine experts in the field of community technology and technology literacy were asked to volunteer their time and expertise in the development of this report. The recommendations, analysis and suggested community benefit requirements that follow represent the collective opinion of the task force.

Task Force objectives include:

1. To articulate a vision for bridging the digital divide within the City of Minneapolis;
2. To develop strategies that address persistent barriers to technology access and literacy;
3. To recommend these strategies for inclusion in the City of Minneapolis' "community benefits agreement," (CBA);
4. To help identify an intermediary organization/agency/or foundation to coordinate digital inclusion efforts and manage digital inclusion funds.

# Key Recommendations

**Recommendation 1:** That the City adopt a Digital Inclusion Vision Statement to Guide the Negotiations on the community benefits agreement and to Guide the work of the "intermediary" organization charged with managing the Digital Inclusion Fund.

**Recommendation 2:** That the City acknowledge the barriers to Digital Inclusion as found by the Digital Inclusion Task Force.

**Recommendation 3.:** That the City use the findings and recommendations regarding the Community Benefits Agreement in its negotiations with the vendors

**Recommendation 4:** That the City Authorize the continuation of the Digital Inclusion Task Force

# Opinion of the Task Force

The City of Minneapolis needs a formal community technology agenda to ensure all residents benefit equally from technology initiatives that address public safety, educational and e-Government services.

To that end, the Task Force recommends the following vision components for bridging the digital divide and creating digital inclusion in the City of Minneapolis:

### Digital Inclusion: A Community Technology Agenda for the City of Minneapolis

- Everyone connected, everyone informed
- Transparent secure systems protecting everyone's privacy
- Technology literacy training for all
- "Get on line" campaign
- Building economic development through digital access
- Digital access for civic engagement and accessible government
- Creating local content for engagement and information

### Obstacles to Digital Inclusion in the City of Minneapolis

These are some of the major obstacles/blocks that impede the realization of the Task Force's digital inclusion vision for the city of Minneapolis:

- Fear of the unknown; mistrust of the motivation of users and operators
- Cultural, language, and literacy (basic and technical) barriers
- Cost of access-time, effort, and money
- Undefined goals and measurement standards for success
- Undetermined policies for relevant content: creation, distribution, maintenance and evaluation
- Inability to reach individuals within their frame of reference

# Community Benefits Recommendations

A unique opportunity to expand and improve Digital Inclusion is presented by the Wireless Minneapolis Initiative. The final City-Wireless Vendor contract will incorporate a Community Benefits Agreement at the direction of City Council. Recommendations for CBA items directly address the Task Force's vision for Digital Inclusion in the City of Minneapolis. These include:

## 1. Service Expectations

a. The Vendor will provide 24/7 customer service including multi-lingual, multicultural and disability access

b. The Vendor will provide dedicated server space for on-line applications

c. The Vendor will provide ubiquitous service and coverage

d. The Vendor will comply with the Minneapolis Living Wage Ordinance "The City of Minneapolis shall honor it's commitment to local community economic development by securing the Vendor preferences for local hiring and contracting of women and minorities owned businesses for the network construction crews and support center staff."

e. Vendor will provide the necessary infrastructure in multi-family residential facilities (including high-rise buildings) within the city of Minneapolis to support access to the wireless broadband network, subject to cooperation of building owners.

f. The Vendor will publish transparent minimum standards

g. The Vendor will prohibit financial and marketing red-lining

h. A third party beneficiary, recommended by the City of Minneapolis, should have recourse if the expectations that are outlined to impact Digital Inclusion in the vendor contract are not met

## 2. Cost of Service

a. The Task Force strongly encourages the Vendor provide an ad-supported service option that is free of charge to the public—in addition to the subscription based service.

b. In the event that a free service option cannot be negotiated with the Vendor, the Task Force recommends the Vendor provide subsidized accounts and free service that provides limited, selected community services

c. The Vendor will provide tech support

d. The Vendor will set residential rates

### Digital Inclusion Fund

a. The Vendor will provide 7% of gross revenue for a Digital Inclusion Fund and arrangements for commission structure pertaining to advertising placements secured by non-vendor resources

b. The Vendor will provide $500,000 upfront amount to support the Digital Inclusion Fund

### Access

a. The Vendor will meet or exceed accessibility standards compliant with the city and the law including multilingual, multicultural, and disability access needs

b. The Vendor will guarantee network neutrality

### Security

a. The Vendor will provide a secure system including: parental controls, spam and phishing protection, data security, virus detection and privacy protection

### Evaluation

a. The Vendor will provide to the City of Minneapolis usage, access, and geographic data for on-going evaluation

### Hardware

a. The Vendor will supply, at no cost, any necessary CPE (consumer premises equipment) to subscribers

b. The Vendor will participate in regular meetings with an intermediary group and other stakeholders concerning equipment requirements

### Content

a. The Vendor will provide infrastructure for local content development including; log-in and tech support to manage; community will control content of log-in space, and home page

b. The Vendor will provide a location-specific portal that allows for local content, free websites hosting for neighborhood associations as well as a basic website content management system

# Continuation of the Digital Inclusion Task Force

## Rationale

The Task Force feels the discussion regarding who will be charged with overseeing the expected Digital Inclusion Fund requires much more investigation and deliberation ("the intermediary organization").

The timeframe suggested, and the goals outlined below reflect a similar agenda the City of San Francisco is pursuing with their "TechConnect Task Force" (see Appendix J).

Therefore, the Digital Inclusion Task Force recommends that the Minneapolis City Council authorize the Digital Inclusion Task Force to continue for the purposes of:

- Considering and recommending strategies to address digital inclusion in the City of Minneapolis.
- Establishing and clearly articulating Digital Inclusion goals and priorities.
- Bringing the vision of the Digital Inclusion Task Force's vision to life.
- Leveraging and coordinating existing city-wide resources and activities.
- Establishing key responsibilities of an intermediary entity including: the use and management of the digital inclusion fund.
- Making recommendations to the City of Minneapolis on the development, definition and formation or selection of the intermediary entity.

## Recommended time frame for Digital Inclusion Task Force

The Task Force would reconvene following the conclusion of city-vendor contract negotiations, and finish their work by March 31, 2007.

## Task Force Composition—Additional Participants

Current members of the Task Force would be asked to extend their service through March 31st, 2007, along with additional members (including elected officials and other stakeholders) as recommended by City staff, City Council, and the Mayor's office.

# Introduction: The Wireless Minneapolis Digital Inclusion Initiative

## Wireless Minneapolis RFP Language & Community Response to the RFP

On April 13, 2005, the City of Minneapolis Business Information Services Department (BIS) issued a request for proposals (RFP) inviting telecommunication vendors to submit IP/Broadband proposals to the City for consideration.

As part of the "desired services" vendors were asked to address in their proposals were two items of interest to community groups interested in technology access and literacy programs. Section 6.3.1 and section 6.3.2 read as follows (from the original RFP):

### 6.3.1 Community Technology Center Services

In Minneapolis, more than 100 community technology centers and technology assistance providers have been established as a result of programs and policies initiated by Federal Government, State of Minnesota, Hennepin County, CITY OF MINNEAPOLIS and directed philanthropy. See Appendix 7 for an overview of city neighborhoods and community technology center locations. If one goal is to strengthen neighborhoods using the power of information technology, it is critical to understand the importance of the existing infrastructure and its connection to local constituents.

Our community based organizations are the gate keepers of local information and are, therefore, the appropriate actors for collaborating in the development of local content that is relevant, useful and available online. Local content – relevant and meaningful community and neighborhood based information on topics such as employment, housing, community events, education, childcare, social services and the arts – must be able to be understood by limited-literacy users, published in appropriate languages and offered in culturally appropriate ways. See Appendix 8 for an overview of the languages spoken within the CITY OF MINNEAPOLIS.

As policies and programs are implemented to bridge the digital divide, design and deployment teams must focus their efforts on using emerging technologies as a tool to strengthen and support our existing community infrastructure. Strategies that promote a culture-of-use in community based organizations, and the constituencies they work with, are critical. Some activities that will promote a culture-of-use include:

• Developing stronger and deeper links between technologists and

community builders so that awareness of technology's impact is better understood;

- Creating an inventory of community based applications, along with technology descriptions, that illustrate how technology tools can be used as a tool for social change; and,
- Creating online and offline opportunities for community based organizations to share knowledge and experience around developing content and applications.

### 6.3.2 Community Technology Empowerment Program (CTEP)

The CITY OF MINNEAPOLIS is a 2005 Host Site for AmeriCorps and the Community Technology Empowerment Program (CTEP) grant program. Through that program, CTEP has developed goals about how to best serve the community. Below is background information on the CTEP program goals.

> **QUESTION (for vendors):** Respondent should provide information on their proposed ideas relative to the CTEP program goals.

The Respondent has the opportunity to work with CTEP to take a leadership role in closing the "digital divide" by coordinating community technology initiatives to create a common technical platform and ensure the usefulness and consistency of applications. CTEP can help to decentralize access to information and database tools, promote communication and cross-learning across community technology centers, provide strategic seed funding, introduce computer and technology skills to underserved community organizations, and provide accessible and central support and technical assistance.

The strategic use of broadband technology could streamline service delivery, help social service organizations serve a larger number of constituents, facilitate community-based online projects, and facilitate collaboration across multiple community-based organizations. CTEP seeks to build economic, social, and cultural bridges between the diverse City communities and believes strongly in directing change within our community while leveraging Respondent relationships and our community-based organizations. CTEP envisions that the network could provide significant new functionality to address digital divide issues.

**QUESTION (for vendors):** If you intend to address these issues, please describe your capabilities. Please also describe your team's experience regarding the coordination of this type of service delivery and connections with community-based organizations. We are interested in learning how you propose to help to coordinate and/or lead community technology initiatives to create a common technology platform that ensures the usefulness and consistency of applications. Do you propose to help to decentralize access to information and databases, promote communication and cross-learning across our community technology centers, provide strategic seed funding, introduce computer and technology skills to underserved and underemployed residents, implement improved connectivity solutions for community organizations, and provide accessible and central support and technical assistance?

## Community Response to the RFP

In response to the public RFP, and these two sections in particular, in November 2005 The Community Computer Access Network (C-CAN) approached another local non-profit agency, The Alliance for Metropolitan Stability (AMS), to begin work on an education and outreach effort focused on securing a "community benefits agreement" in conjunction with this contract. C-CAN has worked to support community technology efforts since 2000, and sponsors an ongoing community asset-mapping project related to technology services and access in the City of Minneapolis (see Appendix I). AMS works with community-based organizations to help develop and enact community benefits agreements.

Initial community organizing efforts received support from the MSNet Fund of the Minneapolis Foundation, with additional staff support from the C-CAN and members from the CTEP AmeriCorps program. This collaborative project, originally called the Digital Access +Equity Campaign, began organizing community roundtable meetings in November 2005, and finished work on a CBA recommendations document in June of 2006. (This group has recently changed their name to the Digital Inclusion Coalition).

## From "Desired" to" Required": CBA Language Added to Contract Requirements

On February 24th, 2006 as a result of these early community organizing efforts and compelling testimony from several commu-

nity technology advocates speaking on behalf of their low-income constituents, the Minneapolis City Council amended the existing RFP in to *require vendor support for Digital Inclusion efforts*, and directed BIS staff work with community leaders to develop specific CBA recommendations in advance of contract negotiations.

As a result of this directive, City Staff from the BIS department engaged Catherine Settanni, C-CAN Director, to coordinate a cross-sector Digital Inclusion Task Force. The Task Force was initially charged with setting forth a vision for Digital Inclusion in the City of Minneapolis, to ensure that any community benefits related to this contract address the barriers to Digital Inclusion.

The Task Force then began the work of reviewing community benefits recommendations provided by community groups, and e-mails, public comments and survey data collected by both the City and C-CAN, then developed a set of community benefits based on this information and members own expertise as community technology providers. James Farstad (Program Manager for the Wireless Minneapolis Initiative) attended several meetings and answered questions from the task force regarding both potential contract strategies and specifics related to the vendor proposals.

## What is a Community Benefits Agreement?

For the purpose of this report, the term CBA or "community benefits agreement" describes both a stand-alone set of legally binding vendor contract requirements, and/or embedded contract requirements, which will help the City of Minneapolis achieve Digital Inclusion as a result of the Wireless Minneapolis initiative.

## Who is served?

A "Digital Inclusion" community benefits agreement is designed to expand technology access and literacy opportunities for Minneapolis' low-income residents and other underserved populations, in order to improve Digital Inclusion rates within our community. No other municipality has created a similar model that includes a CBA as part of a Wireless/Broadband contract; Minneapolis is creating a new model for equity and inclusion with this approach.

Nationally, Digital Inclusion rates vary greatly along the lines of race, class, income and education. In Minneapolis, as in many similarly sized cities, we have a concentration of low-income residents,

**Excerpt from Regular Meeting Official Proceedings, 2/24/06:**

*"The Ways and Means Committee further recommended that City staff be directed to:*

*d) Incorporate in any contract for Broadband IP Data Access Services a "Community Benefits Agreement"; and*

*e) Develop a community engagement plan, which details all efforts to engage the community to date and set forth goals for further community engagement processes in order to incorporate community input into a "Community Benefits Agreement." Such plan shall have a timeline, include interested council members in any working group, and shall be received and filed by the Ways & Means Committee."*

many of whom do not currently have dial-up Internet access, let alone broadband access.

In order for ALL city residents to participate in the social, civic, educational and economic benefits the Internet provides, local government has a responsibility to promote and support Digital Inclusion efforts. As federal, state, county and city governments move public services online (to reduce costs and increase efficiency), our most vulnerable residents could be left behind. As public schools implement long-planned deployments moving student records online, require students to complete homework using the Internet, and offer more classes online, families in low-income households experience a significant disadvantage. As more and more employers—including those offering service industry jobs—rely on online applications and use resume search engines to fill positions, those with limited technology literacy skills and lack of access are effectively eliminated from the applicant pool.

Only with a concerted, coordinated effort can communities address, and hope to eliminate, the persistent barriers to Digital Inclusion. A strong community benefits agreement offers the City of Minneapolis a unique opportunity to support Digital Inclusion efforts, and focus attention on the best strategies available to eliminate existing barriers to technology use and access.

# Digital Inclusion Task Force Composition

*For biographies, see Appendix A*

Task Force participants include community technology advocates (including several Digital Inclusion Coalition members), students and educators from Minneapolis K–12 schools, representatives from the University of Minnesota and MNSCU systems, Minneapolis Public Libraries, The Greater Twin Cities United Way, ADC, IBM, and Best Buy Foundations, Central Labor Union, community development agency representatives, public housing residents and staff, and representatives from minority, disability and senior communities.

The project coordinator solicited referrals for Task Force participants from city staff, area nonprofit leaders, The Minneapolis Foundation, the Mayor's office, and City Council members. In late April of 2006, an informational background packet and letter of invitation and was distributed to over 40 possible participants, and 28 of those invited agreed to serve on the Task Force.

Jamal Elmi
Rick Birmingham
Tovah Flygare
Ramon Leon
Bruce Lindberg
Rae Montgomery
Nora Paul
Paul Wasko
Nick Wallace
Nan Miller
Devon Rughubir
Katherine G. Hadley
Sheldon Mains
Steven Lu
Dave Fielding
Steven Clift
Mark C. Siegel
Sarah Koschinska
Nellie Johnson
Bill Roddy
Damaris Fredell
Malik Bush
Daniel Gumnit
Paul C. Ernst
Barry Mason
Jose Diaz
Maria Antonieta Mata
Bill McCarthy

# Background: Digital Inclusion Efforts in the City of Minneapolis

In the mid-1990's, Minneapolis Telecommunications Network (MTN) expanded their public access services and programs to include technology support for non-profits and city residents (i.e. website hosting, website design, email services, classes, etc.). After a few years of running these programs, the MTN Board of Directors decided to pull back from the technology services arena, leaving a gap in services that has yet to be adequately filled by any one City agency or non-profit agency.

All Minneapolis Public Libraries have public access computers available, as many as 400 in the new Central Library. Two Minneapolis Public Library Branches have developed technology centers where classes and training are available: Franklin and Hosmer. Both these branches have neighborhood partners that help to finance and support the technology centers, and centers have been well used by the community over the years.

Also during this timeframe, many non-profit agencies began installing computer labs within their facilities, often to serve the needs of their existing workforce development, education or social service constituents. These early community technology projects, often funded by local foundations with an interest in technology access, were implemented across the City. Dozens of computer labs emerged within community centers, parks, school buildings, libraries, and social service agencies. These labs are commonly referred to as CTCs—Community Technology Centers, although no formal relationship exists between the various centers or their sponsor agencies.

Libraries and community education programs are included in this broad definition of community technology centers; no distinction is made between CTCs located in non-profit, public or private facilities, as long as programming and computer/Internet access is publicly accessible.

*The RFP language in sections 6.3.1 and 6.3.2 reflect the critical role that CTCs and the CTEP AmeriCorps program play serving the technology needs of the City's low-income and underserved communities.*

CTCs provide access and technology literacy support to thousands of Minneapolis residents; many residents rely on these neighborhood-based facilities for daily email access, word processing, online learning, job search and to simply access the Internet using a broadband connection.

## The CTEP AmeriCorps Program

The Community Computer Access Network (C-CAN), along with the St Paul Neighborhood Network (SPNN), The City of Minneapolis, and the Minnesota Department of Human Rights are project partners on this three-year, $1.1 million initiative. As the lead agency, C-CAN manages the project, and SPNN operates as fiscal agent for the program. The CTEP AmeriCorps program provides federal funding for 25 full-time, paid AmeriCorps members. These members, ranging in age from 17–55, work in community technology centers, parks and libraries throughout the Twin Cities. Members help run public access labs and develop and support technology literacy programs including classes focusing on English as a second language, computer basics, Microsoft Office, resume writing, and job search workshops.

# Task Force Findings

The Task Force met six times during a twelve-week period beginning in May 2006, and finished their work on July 21st, 2006. Meetings were held at the Minneapolis Central Library and at the Greater Twin Cities United Way offices. Meetings were generally well attended. Members unable to attend all meetings were free to participate online using a members only online forum, or through email correspondence. Documents were shared via the task force website and most resources were made available in both print and online format.

The Task Force reviewed 473 surveys from city residents (see Appendix D), 31 emails that were received from the City's website, and feedback from community meetings held throughout the spring by the Office of Community Engagement. In addition, the Digital Inclusion Coalition presented an overview of their recommendations at the June 17th meeting, including a PowerPoint presentation and Q&A with the Task Force. Their report was very well received, and the Task Force defers to Coalition recommendations on many of the key points related to the proposed community benefits agreement.

## Initial Work

Much of the work in initial meetings focused on understanding Digital Inclusion from local, national, and international perspectives; reviewing data and articles provided; and discussing underlying assumptions the group possessed. Work during the first three meetings focused on developing a set of vision components, designed to encourage a formal community technology agenda at the City and capture the attention of policy makers. Members were challenged to look at both the opportunities and the challenges this vision provided, and participated in on- and off-line exercises designed to uncover how various obstacles might impede this vision from being fully realized.

The Task Force also reviewed a collection of published case studies from several academic, government and community agencies regarding how best to achieve Digital Inclusion. Data in these reports points to a continuing digital divide, as well as a developing "broadband divide." Various community and government strategies have met with success in bridging this divide, and studies from such projects and programs were reviewed as well.

Task Force participants have many combined years of experience in the community technology arena, and are bring to the table a broad

diversity of perspectives. A result of the richness of the expertise the group brought to the meetings, discussion regarding how best to achieve Digital Inclusion was spirited and focused. Participants offered many viewpoints while considering a broad array of strategies and approaches to this complex problem.

Many discussions centered on the perplexing interplay of social and economic issues related to why a persistent digital divide continues, especially in light of the relatively low cost of personal computers.

*Do low-income and non-Internet users in our community avoid technology because of the cost of either computers or Internet services, or do many non-users consider this technology simply irrelevant—leading to reluctance in investing their precious (and limited) time and resources?*

## Discussion: Organizational Infrastructure Needed to Support Digital Inclusion

Prior to creating the list of community benefits agreement items, Task Force participants discussed the following issues in light of the vision statement they had reached consensus on during the first few meetings.

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**Issue 1**

**Digital Inclusion requires four components**:

- Affordable Internet access
- Technology literacy
- Local, relevant and accessible content
- Adequate, affordable hardware and software tools

While participant' opinions differed as to which of these was most important, all agreed that these four components were critical to the success of any Digital Inclusion efforts. The Task Force did not feel it was necessary to prioritize these components, but felt it important that all were reflected in the community benefits agreement.

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**Issue 2**

Digital Inclusion efforts are required as more and more e-Government, educational and commercial services move online. Constituent, residential and small business **access to the Internet has political, social, economic and educational implications**.

*"The point is, how do we make it easy for diverse communities to engage with government, and access services?"*

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**Issue 3**

Technology **literacy programs** need to be in place to ensure that novice technology users can benefit from Wireless Internet service offerings and e-Government services.

*"The goal is literacy, but we need to tell people that we're going to have the ability to CREATE literacy —if the goal is literacy, then we have to say how we're going to get there."*

*"We have to say that we will have training for everyone…that training is alive, it's all the time!"*

*"People could say, "I don't know how to use it, they never taught me…" so you end up building more and more animosity. We need to make it a friend rather than an enemy."*

*"If we are trying to provide service to immigrants, customer service and tech support is very important. People need to be able to contact the vendor 24/7, and need to be able to reach someone who can communicate with them in their language."*

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**Issue 4** The selected Wireless vendor will have a tremendous business advantage, therefore should work with the City and other stakeholders to support community development and Digital Inclusion efforts.

**Wholesale pricing** should be examined by the City to prevent the vendor from adversely impacting local ISP services. There is concern that the wholesale price will drive small ISP's out of business.

*"Qwest charges as much at the wholesale level to my local ISP as they do to their retail customers, that way they undercut the local company every time. We need to make sure the wireless vendor does not do this…"*

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**Issue 5** Access to the Internet is unequal across socio-economic and racial lines, and all solutions must address these disparities. Some kind of **subsidized service** needs to be in place to ensure that everyone has the opportunity to benefit from this network.

*"Administering free accounts, (I question) how people would qualify? The vendor is not the best entity to do this, as they are in the business of making money, and it's not in their best interest to do it. I'd worry they won't put the effort behind it to manage it."*

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**Issue 6** The proposed Digital Inclusion Fund is a beginning, not an end to supporting necessary programs. The Fund should be considered a "seed fund," and managed so as to leverage other investments as well in years to come. Vendors can help reduce cost of entry, provide support for tech literacy programs, subsidize required hardware, and invest in digital inclusion efforts, but **other stakeholders** have important roles to play as well (see Appendix G).

*"Does anyone at the city level, elected officials, have a vision beyond getting this contract signed"?*

*"So much energy around getting this launched—if there isn't a well-defined strategy for laying out next steps, definition to City of who this*

*intermediary is, then we could run into problems. We need to be mindful of "horizon" beyond the launch."*

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**Issue 7**

After reviewing strategies to promote Digital Inclusion among all city residents, the Task Force divided responsibility for specific digital inclusion efforts into two main categories: that of an unnamed "Intermediary Group", and "Other Stakeholders."

These "other stakeholders" include the City of Minneapolis, public institutions such as schools and libraries, community and corporate foundations, private sector employers, and nonprofit organizations.

Implementation of any coordinated Digital Inclusion initiative, or management of a new Digital Inclusion Fund, will require an **intermediary organization** with adequate resources to be successful.

**Implementation of any coordinated Digital Inclusion initiative, or management of a new Digital Inclusion Fund, will require an intermediary organization with adequate resources to be successful.**

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**Issue 8**

**Internet security** is critical to protecting the personal information of all city residents.

*"What we need to do is offer trust—we need to offer security and privacy, to reduce lack of trust relating to private data. Also should include content, not just "private data." The term "private data" is too narrow."*

*"As a consumer, you might not necessarily want the vendor to be keeping track of when you log on, how often you log on, etc."*

*"Privacy is a value that belongs in the vision; it's one of the values that we're going to be stating to the vendor, and I think it's a category that belongs on its own."*

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**Issue 9**

The development of **local, contextual and accessible content** is critical to Digital Inclusion efforts.

*"People are going to see the value (of this network) if they see the content in a way they can understand it. We want to make it easy so people get pulled in to adding content, utilizing content."*

*"Policies around content management - how are you going to encourage the free-flow of content, but ensure that the content is appropriate?"*

*"Once you're in the system, the initial system or log-in page should depend on where you are in the city, providing ads specific to the area you're in, neighborhood businesses, etc."*

# Discussion: Recommendation on the "Free Service" Option

**Included as CBA item 2 (a)*

The idea of requiring the vendor to provide a free level of service sparked a lengthy conversation about the pros and cons such a service offering presents vis-à-vis digital inclusion efforts.

Overall, many Task Force members voiced concern that any kind of direct subsidy program, such as providing free or reduced-fee accounts for residents and/or disadvantaged businesses and non-profits, presents a myriad of logistical problems.

The cost of setting up a new agency or oversight board to determine qualifications and requirements for such subsidies (let alone actually managing such a program) would most likely deplete any "digital inclusion fund" resources that are secured.

In light of this alone, "free service" presents an attractive strategy in that no new bureaucracy would be created. Task Force members felt strongly that duplication of efforts, or "reinventing the wheel" to set up digital inclusion programs, should be avoided if possible.

Free Internet service may eliminate the need to establish a "walled garden" of content, since full access to the Internet would be available, but the **Task Force felt strongly that neighborhood-based, location-specific portal sites and home pages still required adequate vendor support.**

### Advantages of Free Service Model:

- Eliminates the need to fund an intermediary organization to manage any subsidized services, determine qualifications, distribute vouchers or hardware, etc.
- Provides a base level of broadband Internet access to all city residents
- Satisfies "everyone connected" from the vision statement
- While free wireless access for every Minneapolis resident addresses a critical component required for digital inclusion—"access everywhere", it is also understood that providing free access may come at the expense of securing the financial resources needed to address many of the other strategies discussed.

Since there is no genuine consensus regarding which of the four main barriers to digital inclusion (technology literacy, access, content and hardware) is most important, there is little consensus as to which strategy will prove most effective in achieving it.

**All agree that focused attention to address all four barriers presents the best solution.**

**Content**—Support for the development of local content, which many feel is critical to digital inclusion — especially within Minneapolis' diverse new-immigrant communities remains an important component of a meaningful solution.

**Hardware and Software**—It is clear from the survey data and public comments from City sponsored information meetings that significant hardware and software needs remain, affecting primarily low-income households. One concern is that even if a level of free service is provided by the vendor, or heavily subsidized, it may not reach those most in need and instead become a benefit enjoyed by the laptop equipped "creative class."

**Technology Literacy Training**—Since there is strong cross-sector support for funding digital literacy efforts—from the Task Force, survey respondents and Coalition members—a free service option that replaces a revenue sharing model presents a serious challenge to realizing the "everyone informed" vision set forth by the Task Force. Everyone informed requires local and accessible content, and technology literacy training to ensure residents have the skills to use these resources.

**Disadvantages of Free Service Model:**

- A free service option will most likely reduce or eliminate Digital Inclusion funding or other resources as listed in the CBA
- Free service, without adequate customer service or network connection speed, creates a system of two-tiered Internet access for city residents
- Free service achieves the goal of everyone connected, but does not address "everyone informed"
- Vendor may not be able to provide this option under their current business model
- "Free Service" might come at the expense of protecting personal information from the vendor or other commercial agents
- "Free" is problematic in terms of perceived value; offering this kind of service may not improve residential take rate to the extent required to improve digital inclusion among low income residents

# Intermediary Organization or Agency Options

The Task Force was in agreement that a recommendation on the form of intermediary organization will be dependent on the outcome of the final contract negotiations with the Vendor.

A summary of the preliminary discussion of responsibilities for an Intermediary Entity compiled from the June 30 and July 14th meetings was distributed.

The Task Force considered the 501(c)3 (nonprofit) Option and issues related to setting up a new intermediary. Attorney Gina Kastel, from Faegre & Benson Law Firm was invited by the United Way to consider the Task Force's questions. Of concern was the issue of contract compliance and oversight of funds since the intermediary organization would receive funds from a private company, as part of a public contract that includes the City and vendor as parties to that contract—but not necessarily the intermediary organization.

The Task Force discussed making a recommendation for contract negotiations with the Vendor that would provide a third party beneficiary recommended by the city. The final recommendation is as follows: A 3rd party beneficiary, recommended by the City of Minneapolis, should have recourse if expectations in the vendor contract are not met. *

*The Task Force understands the City Attorney and outside council are also investigating municipal law regarding contractual assignments, beneficiaries and contract compliance issues.*

Here are a several representative comments from the Task Force regarding the Intermediary Organization:

*"A Digital Inclusion Intermediary Organization—what would that be? A clearinghouse with a lot of time and resources, efficient at delivering these available services...for example, a staff of four full-time people to provide this function."*

*"Some kind of coordinating entity staying on top of it might be very useful—interact with the vendor, foundations, etc. to create better and more useful services."*

*"There are very large foundations here that can fold this into their existing programs."*

*"Probably one of the most radical proposals we're making in this agreement. Lot of people have said there is a need for such an entity.*

* Included as CBA item 1(h)

# Conclusion

The Digital Inclusion Task Force makes these recommendations to elected officials and city staff in light of the City's need to advance "Digital Inclusion" among all our City's residents.

Minneapolis stands at a critical crossroad as we begin to build a city-wide broadband network.

Will this new wireless network simply reduce costs for institutional, residential and business customers, or will it provide adequate resources to help narrow the gap between "information haves" and "have-nots"?

The community benefits recommendations in this document are a first step toward realizing the vision that in Minneapolis, "everyone will be connected, and everyone will be informed."

With this initiative, we have the opportunity to create a more sustainable and robust economy, and a more livable city— but only when all residents share in the social, civic, economic and educational opportunities the Internet provides.

Guided by this vision, we encourage the City of Minneapolis to negotiate for these community benefits as part of any IP/broadband wireless contract, and to continue to support Digital Inclusion efforts underway in our community.

# Online Resources

Task Force website, electronic background materials and forums are available at: http://tripark.org/~digitalaccess/node

- Task Force agenda and roster
- Calendar of meetings
- Background readings and materials
- Links to surveys and websites
- Shared files, letter of invitation
- PowerPoint presentation

# Appendices

A. Participant Biographies

B. Letter of Invitation

C. Task Force Work Plan

D. Online Survey results from Digital Access + Equity Campaign

E. Community Engagement Process Graphics

F. List of Stakeholder Responsibilities—Intermediary Group

G. List of Stakeholder Responsibilities—"Other Stakeholders" Group

H. Vision Statement and CBA Benefits Matrix

I. Map of Area Community Technology Centers

J. City of San Francisco, TechConnect Task Force

# Appendix A
# Task Force Biographies

**Bruce Lindberg** is currently the executive director of the Center for Strategic Information Technology and Security, a joint educational venture of Metropolitan State University, Minneapolis Community and Technical College, and Inver Hills Community College. Prior his current role, Lindberg served in several roles for 11 years at Inver Hills Community College including as dean of business, dean of student services and executive director of business partnerships. Previous work includes several years with the University of St. Thomas, the YMCA of Metropolitan Minneapolis and the Minneapolis Public Schools. He holds a bachelor's degree in education and a master's degree in business administration.

**Daniel Gumnit** brings to his role as Executive Director of Intermedia Arts a varied background in both business and the arts. He is a veteran of television, film and interactive media businesses, and has served as general manager and president for Twin Cities-based media companies. In the early '90s, he managed an organization that conceived of and created the first large-scale Web-based national medical training and certification program. He also studied fine arts and design at Macalester College. Gumnit has his Master's in Business Administration from the University of St. Thomas.

**Dave Fielding** is Vice President - Support Services for Greater Twin Cities United Way, which encompasses UW 2-1-1, Technology Capacity Building and Building Operations. Dave served as a board member for the United Way of Saint Paul from 1993 to 1996. And after joining the United Way in August 1998, he led the formation and implementation of administrative services, which combined back office operations of both Minneapolis and Saint Paul United Ways. With the creation of Greater Twin Cities United Way in May 2001, administrative operations were rolled into the new organization.

**Devon Raghubir** was born in Guyana, which is located in South America along the coast of the Atlantic Ocean. I come from a family of seven. September 7th 2002, Devon started 9th grade at Roosevelt High School. During high school he got involved with the chess team, Business Professionals of America, Student Council, played baseball, helped the National Honor Society with fundraising, volunteered during plays as a server of food and beverages and much more. Devon now volunteers at Hmong American Mutual Assistance Association as a tutor, helping them redecorate the upstairs for some larger classrooms. Mr. Raghubir is also waiting to start college in fall as a freshman.

**Nellie Johnson,** Vice President of Advantage Services for CommonBond Communities, is an experienced project manager with 25 years experience in operating and developing community based health and social services programs. Prior to joining CommonBond in January 2003, Johnson was Vice President of Development for Evercare, a subsidiary of UnitedHealth Group. She also served as Senior Vice President of Walker Methodist, where she had operational responsibility for Walker' Nursing homes, retirement and assisted living communities. Nellie has a Masters in Social work From the University of Wisconsin as well as a nursing home license from the University of Minnesota.

**Paul Wasko** is currently the Director for Online Academic Services and related efforts within the Academic Affairs Division of the Minnesota State Colleges and Universities.. This role includes responsibility for project management and leadership of Minnesota's Electronic Portfolio Project.
Prior to assuming this position, Mr. Wasko was the Assistant Director for iSeek Solutions--a public-private collective of state agencies and organizations focused on addressing workforce and education opportunities.

**Rae Montgomery** is an Extension Educator and Professor with the University of Minnesota Extension Service. She works in Community and Economic Development and is the Technology Literacy Coordinator. She coordinates the Access E Info suite of technology outreach programs that help community and business leaders, residents, small businesses, local governments and nonprofit agencies make informed decisions about using the Internet.

**Sheldon Mains** has his own consulting practice that specializes in helping nonprofit organizations use technology to improve service to their communities. In addition, he is member of the Minneapolis Library Board of Trustees and is the board's representative on the Minneapolis Board of Estimate and Taxation and the Minnesota Planetarium Executive Committee and a member of the Library Technology Futures Task Force. He is also a member of the board of directors of Minnesota E-Democracy and vice chair of the Alliance for Nonprofit Management (a national professional organization of people and organizations interested in improving the management of nonprofit organization).

**Maria Antonieta Mata** is originally from Costa Rica where her focus of study was marketing. While in Costa Rica, Mata was actively involved in the Cooperatives in Community Outreach. Since 2001, she has been a Program Coordinator for the Casa de Esperanza research center --which helps Latinos and others find resources in the Twin Cities for their daily life. She have also been through the yearly training for Community Development provided by LISC (Local Initiative Support Cooperation). Currently, Mata is the Program Director for the Business and Career Center, a program of the Neighborhood Development Center. BCC provides three paths for the success of lower – income residents in Minneapolis through technological and entrepreneur training sessions while also providing resources through technology.

**Tovah Flygare**, a recent graduate of the University of Minnesota School of Law, works with the LEAD (Local Economic Advancement and Development) group sponsored by the Minneapolis Central Labor Union Council. She represents Labor interests in the Digital Inclusion Task Force.

**William McCarthy** is President of the Minneapolis Central Labor Union Council, representing 125 Unions in the Minneapolis metro area. Bill represents Labor on the Digital Inclusion Taskforce.

**Kit Hadley** has been the Director of the Minneapolis Public Library since March, 2003. At the Library she has been instrumental to the success of the Library's first private capital campaign; managed a building plan that includes a new central library; and refocused and reorganized services, staffing and operations in response to challenges posed both by budget cuts and by dramatic changes in technology and access to electronic information.

**Nan Miller, J.D.** has been a Minneapolis resident since 1979 and is a graduate of the University of Minnesota Law School (1977) Nan has worked with the Minneapolis Public Schools since 1995, and is currently the Coordinator of the Office of Family Engagement. Nan also serves on our District Technology Committee. Her primary area of interest is how technology can support the academic achievement of our students, and how technology can improve the ability of parents and families to support their children's educational lives. "The Minneapolis Broadband/Wireless Initiative is of specific interest to us as it has the potential of improving access for our families to resources and communication."

**Paul Ernst** is a technology consultant, primarily helping non-profit organizations leverage technology to advance their mission. He is also currently finishing a Master of Arts degree in Comparative and International Development Education at the University of Minnesota, where his area of research focuses on the global "digital divide" and ICT diffusion in developing countries. Paul has been in the computer profession for over 25 years, most of which was spent with Cray Research, Inc. He has also taught courses at various levels from graduate level to community education. Paul also helps provide leadership training in cross-cultural, development, team dynamics and conflict management issues for a local non-profit organization.

**Sarah Koschinska,** Community Access Lab Manager, has worked at Project for Pride in Living (PPL) for eight years. She has served the organization and community in several capacities: Volunteer Coordinator, Manager of Youth Services and currently leads program development and management of our community-based technology programming at PPL's new Learning Center. In this position she oversees services, classes and resources for community members seeking employment, education and technology literacy skills. Sarah has supervisory experience and worked with AmeriCorps members including our current partnership with CTEP. She has experience developing partnerships in the community, recruiting and training volunteers, and developing new programs.

**Jose Diaz and Ramon Leon** represent the Latino Economic Development Center of Minnesota, a non profit organization that was founded by Latino leaders on all fields of community development who share

the same mission: "To transform our community by creating economic opportunity for Latinos ", and the same vision; "A thriving multicultural enriched Latino leadership, culture and economic influence ".

**Jamal Elmi** lives and works at CommonBond Communities. Jamal helps new immigrants learn to use the Internet using the Advantage Center computers labs located within the public housing provided by CommonBond Communities.

**Rick Birmingham** has over ten years of experience partnering with nonprofits and schools to better use technology. Rick is a Technology Circuit Rider for MAP for Nonprofits working with organizations to plan and implement technology, especially databases.

**Nora Paul** is the inaugural director of the Institute for New Media Studies. She came to the University of Minnesota in July 2000 after nine years at the Poynter Institute for Media Studies in St. Petersburg, Florida. Prior to the Poynter Institute, Nora was the Editor, Information Services at the Miami Herald from 1979-1991 where she developed one of the early full-text electronic archives for news, brought in computer-assisted research, and created a fee-based news research service for the public.
Nora is the author of Computer Assisted Research: A guide to tapping online information, co-author, with Margot Williams, of Great Scouts: Cyberguides for Subject Searching on the Web, editor of When Nerds and Words Collide. Reflections on the Development of Computer Assisted Reporting, and co-authored with Kathleen Hansen, Behind the Message: Information Strategies for Communicators.

**Nick Wallace** develops and assists in legal projects for IRP in the areas of urban and regional policy. He received his B.A. degree in Political Science, Asian Studies and Religion magna cum laude, Phi Beta Kappa from St. Olaf College in 2002 and his J.D. from the University of Minnesota Law School in 2005, where he was a MacArthur Fellow and served as a student director of the law school housing clinic. He is also completing a Master of Public Policy degree at the Humphrey Institute of Public Affairs at the University of Minnesota.

**Steven Clift** is the Board Chair of E-Democracy.Org. E-Democracy.Org hosts the Minneapolis Issues Forum. As an independent online strategist and public speaker focused on the use of the Internet in democracy, governance, and community he has worked to fundamentally improve democracy and citizen participation across 25 countries. His articles are available at http://publicus.net and his blog/e-newsletter which reaches 2500 people across 100 countries each week is at http://dowire.org.

**Steven Lu** is Director of Virtual Media at Asian Media Access, a non-profit organization dedicated to using media arts as tools for social betterment. Centrally located on the Minneapolis campus of Metropolitan State University, AMA is one of only five national media organizations devoted to serving Asian American media needs. AMA's continuing mission is to Connect the Disconnected: we want to challenge the traditional isolation of Asian American communities by helping Asian Americans realize that the media can be an effective and important tool for communication and education.

**Mark Siegel** is an attorney and policy consultant working for the Minnesota Department of Human Services. Mark analyzes and crafts policies that remove barriers to employment for people with disabilities. He also works on a research project that studies the connection between access to comprehensive health care and employment outcomes for people with chronic health conditions.
Mark earned a B.A. in political science and English from St. Norbert College in De Pere, WI. He earned his J.D. from the University of Minnesota Law School. He was a 2004-2005 Hubert Humphrey Policy Fellow at the University of Minnesota.

**Bill Roddy** is a social entrepreneur and humanitarian. Along with wife Gail, Bill co-founded Osiris Organization Inc, a non-profit mentoring youth offenders through computer technology. Recently named 2006 Humanitarian of the Year by the University of St.Thomas, Bill continues his work with youth through a partnership with Hennepin County. As a result of Bills' efforts and the work of Osiris, many Minneapolis Park facilities now have computer labs and support.

**Damaris Fredell** is coordinator of the Gladys Green SeniorNet project at the Minneapolis Comm. & Technical College. SeniorNet Learning Centers are designed for adults, 50 and over. Students are introduced to computer skills in classes that are available at low cost. Classes are taught and coached by volunteers. Damaris also participated in the Digital Access+Equity Campaign (Digital Inclusion Coalition) roundtable meetings.

**Malik Bush** comes to the Task Force as a representative of Phyllis Wheatley Community Center and the Minneapolis' north side neighborhoods and a local small business owner. He is a long time proponent of powerful applications of technology in communities where insight and talent might outstrip easily available financial resources. In his nearly 20 years working in the arenas of intensive information dispersal Mr. Bush has worked in pre-schools, public high schools, private colleges, vocational institutions and with a range of both Fortune 1000 as well as small to mid-sized corporations. In his work as the senior consultant for IdeaCorps Training and Consulting Inc. he has discovered that the important thing is not what particular technology tools you use but the passion behind the message you have and the connections and networks that you have nurtured to get that message to the world.

**Barry Mason** is IBM's senior location executive for the Twin Cities. Barry joined IBM in July, 1981 as systems engineer working with large clients to apply and leverage IBM technologies to their businesses, including complex project management and systems architecture. In 1994, Barry was announced as a principal in the IBM Consulting Group, where he built a consulting practice focused on data analytics and customer relationship management with retailers and consumer banks. Subsequently, Barry served as Managing Director for Target Corporation and in July, 2004, assumed his present position as Managing Director for UnitedHealth Group. Barry became IBM's Senior Location Executive for the Twin Cities in June, 2004.

## Task Force Facilitators

**Clare MacDonald-Sexton,** MSW., LICSW., has been facilitating for 20 years. She is an effective leader with experience in organizational development, project management and collaborative action planning. Clare utilizes participatory processes that promote dialogue and provide effective sustainable results.

**Lou Anne Sexton** is principal of a marketing communications consulting business based in Mendota Heights, Minnesota. She helps not-for-profit organizations achieve their marketing communications and development goals. A journalism graduate from the University of St. Thomas in St. Paul, Ms. Sexton has been awarded two Gold Quill Awards of Excellence from the International Business Communicators Association. Ms. Sexton has a history of community service on not-for-profit boards.

## Task Force Coordinator

**Catherine Settanni** is founding director of Digital Access (www.digitalaccess.org) and C-CAN--The Community Computer Access Network, (www.c-can.org), two projects helping to bridge the digital divide through support of community-based technology initiatives. In addition to her work as a community technology advocate, Catherine co-chairs the Minneapolis Foundation's MSNet Fund, and sits on the United Way's Service Through Technology committee. As director of C-CAN, she currently leads the Community Technology Empowerment Project (CTEP), a three-year federally funded initiative that provides support for 25 full-time AmeriCorps members, all of whom provide 1-2 years of community service to local non-profit agencies and libraries.

# APPENDIX B
# LETTER OF INVITATION

**10 April 2006**
Dear Prospective Task Force Member,

You have been identified as a person who may be interested in helping shape the City of Minneapolis' community technology agenda through participation on a newly formed Digital Inclusion Task Force. This project brings together community leaders to articulate and address existing technology access and literacy gaps in our communities.

The Task Force will work closely with community stakeholders to articulate the core "digital divide" issues facing the City. This group will also provide guidance regarding the use of potential funds that the City is positioned to secure through the Wireless Minneapolis initiative. Your participation on the Task Force will ensure that any "community benefits" funding addresses technology disparities as defined in the City's RFP. Included with this letter are background materials describing the City's Broadband/Wireless initiative, along with a proposed timeline for task force activities leading up to final contract negotiations in July of 2006.

We envision the Task Force as a dynamic cross-sector working group, designed to include representatives from local government, education, non-profit, business and community-based organizations. The Digital Inclusion Task Force is being convened to:

- *Identify opportunities* to leverage new and existing resources towards "bridging the digital divide" in the City of Minneapolis
- *Develop specific strategies* that address the persistent barriers to technology access and literacy among City residents, small businesses and non-profit organizations
- *Prioritize technology needs* and approaches, based on cross-sector input and evaluation (these will be included in final CBA recommendations)
- Articulate a *community technology agenda* for the City moving forward

The Task Force will meet 5-6 times between April 24th$^{th}$ and August 1st, 2006. These will be working lunch meetings (11:30-1:00 p.m.) held at City Hall in downtown Minneapolis. We will survey participants for best dates once we have the final list of participants.

In addition to attending meetings, participants will be expected to share information and correspondence over the next 4 months using an online forum provided by e-democracy.org. This forum is being designed to facilitate discussion, and will allow members to share internal and external resources (such as links and draft documents) in advance of meetings and presentations.

To ensure that we have a broad representation of perspectives and expertise while maintaining a productive group size (approx. 15), we are asking nominees to submit a summary of your interests or experience related to this issue, and brief answers to the following questions:

1. How does the digital divide affect your constituents/customers/clients?
2. Has your organization/office developed (or discussed) strategies to address the "digital divide"?
3. What expertise or interests do you bring to this Task Force?

Please email your resume or biography, including current contact information, along with your thoughts in response to the questions above, **no later than April 17th**.
If you would like to nominate another colleague to represent your organization or sector, or have any questions about this project, please contact me directly ASAP.

Thank you in advance for your help toward ensuring "Digital Inclusion" for all Minneapolis residents!

Catherine Settanni, Task Force Coordinator
catherine@digitalaccess.org
V: 612.724.9097

# Appendix C
# Task force work plan

**Situation Overview**
A "community benefits agreement" (CBA) is formally required as part of the final vendor contract for the Wireless Minneapolis Initiative.

The "community benefits agreement" will include a community technology agenda that ensures that funds allocated from the CBA address technology disparities and "digital inclusion."

A Digital Inclusion Task Force is being created, composed of a dynamic cross-sector working group and designed to include representatives from local government, education, non-profit, business and community-based organizations.

**The purpose of the Task Force is:**

- To articulate the core digital divide issues facing the City of Minneapolis and to provide guidance to the process of allocating potential funds that the City is positioned to secure through the Wireless Minneapolis Initiative.
- To ensure that the funds from the future "community benefits agreement" (CBA) address disparities in technology services, access, and literacy and support digital divide efforts in low income communities through a specific mechanism.

Outside facilitation is needed to direct and guide the Task Force in its efforts to create a community technology agenda for the "community benefits agreement" to recommend to elected officials, city staff and contract negotiators by July, 2006.

**Project Description**
*Facilitate the work of the Digital Inclusion Task Force.*

**Specifically, the Task Force will:**

1. *Identify opportunities* to leverage new and existing resources toward "bridging the digital divide" in the City of Minneapolis.
2. *Prioritize technology needs* based on cross-sector input and evaluation.
3. *Develop specific strategies* that address the persistent barriers to technology access and literacy among City residents, small businesses, and non-profit organizations.
4. *Articulate a community technology agenda* for the City moving forward
5. *Define roles* that schools, businesses, foundations, local government, libraries, etc. play.
6. *Articulate what Task Force members can bring to the table* as representatives of organizations, companies and foundations.
7. *Determine what the City should require the wireless vendor to contribute* to the community benefits agreement.
8. *Present recommendations* to elected officials, city staff, and contract negotiators.

**Work Plan**

**DIGITAL INCLUSION TASK FORCE MEETING 1**: **approximately May 1, 2006**

***Agenda***

- Introductions
- Purpose of City of Minneapolis Digital Inclusion Task Force
- Presentation on current State of the City's existing technology access and literacy environment—(find out from Catherine the id. of best person to present this info).
- Create Digital Inclusion Vision for bridging the digital divide in the City of Minneapolis:
  - 3-year vision
  - 10-year vision
- Reach consensus on top three priorities for 3-year vision; top three priorities for 10-year vision.
- Explain online forum provided by e-democracy.org to address next task of defining barriers and gaps to technology access and literacy.

**VIRTUAL DISCUSSION via e-democracy.org—weeks of May 8, 15**

*Prior to virtual discussion: identify and invite a cross section of interested parties, beyond members of the task force, to participate in the online forum. Develop a system for all participants to register name and organization affiliation so we can quantify participation.*

***Tasks:***

- Ask participants to define barriers and gaps to technology access and literacy.
- Synthesize information gathered from online forum and relay this information to Digital Inclusion Task Force to reflect on prior to next full group meeting.

**DIGITAL INCLUSION TASK FORCE MEETING 2: week of May 15**

***Agenda***

- Prioritize technology needs based on barrier/gap analysis.
- Reach consensus on key technology needs and post on e-democracy.org.
- Develop specific strategies that address the persistent barriers to technology access and literacy among city residents, small businesses, and non-profit organizations. Discussion that informs strategy development will include:
    - information on what works in Minneapolis and what works in other communities;
    - successful inclusion practices;
    - who needs to be at the table to make sure strategies are on target and move forward?
- Reach consensus on key strategies and post on e-democracy.org

**VIRTUAL DISCUSSION – week of May 22**

- Seek feedback on key technology need priorities and key strategy suggestions from online form participants.

**DIGITAL INCLUSION TASK FORCE MEETING 3: week of June 5**

***Agenda***

- Synthesize feedback from online forum participants around technology needs, strategies and discuss.
- Finalize key technology need priorities and key strategies.
- Develop approaches/tactics/action steps to accomplish identified strategies.
- Identify opportunities to leverage new and existing resources toward “bridging the digital divide.”
- Discuss what to include in development of Community Technology Agenda.

**DIGITAL INCLUSION TASK FORCE MEETING 4: week of June 19**

***Agenda***

- Develop Community Technology Agenda to inform the CBA.
- Determine criteria for funding allocations; responsibilities and requirements of wireless vendor; other pressing issues.
- Reach consensus on Community Technology Agenda

**VIRTUAL DISCUSSION – week of June 26**
Seek feedback on Community Technology Agenda

(Between June 26 and July 7, facilitators and Catherine will revise and finalize draft of proposed community technology agenda and get approval of final draft from Task Force members.

**DIGITAL INCLUSION TASK FORCE MEETINGS 5-6 : weeks of July 10, and 17th**

***Agenda***

- Present proposed community technology agenda to elected officials, city staff, contract negotiators.

# Appendix D

# Online Survey results from Digital Access + Equity Campaign

**Survey A**

1. Do you know how to use the Internet?

| Response | Percent |
|---|---|
| Yes | 90.8% |
| No | 5.3% |
| Not Sure | 3.9% |

2. How frequently do you use the Internet?

| Response | Percent |
|---|---|
| Daily | 68.7% |
| A few times a week | 20.7% |
| A few times a month | 7.3% |
| Never | 4% |

3. Where do you use the Internet?

| Response | Percent |
|---|---|
| Home | 55.8% |
| Work | 58.5% |
| School | 23.1% |
| Community Center | 15% |
| Other | 22.4% |

4. What is the most you would/could pay for Internet access each month?

| Response | Percent |
|---|---|
| $0 | 12.7% |
| $10 | 14.7% |
| $15 | 18.7% |
| $20 | 28% |
| $30 | 26% |

6. What do you or would you use the Internet for?

| Response | Percent |
|---|---|
| Business | 58.9% |
| Job Search | 45.7% |
| Entertainment | 52.3% |
| Research | 53% |
| Relationships | 17.9% |
| Education | 64.9% |
| Shopping | 37.7% |
| Other | 15.2% |

**Survey B**

1. Site:

| | |
|---|---|
| Total Respondents | 140 |

2. Gender

| Response | Percent |
|---|---|
| Female | 49.1% |
| Male | 50.9% |

3. Age:

| Response | Percent |
|---|---|
| under 20 | 3.6% |
| 21-40 | 56.6% |
| 41-60 | 31.9% |
| over 60 | 7.8% |

4. Have you heard about the City of Minneapolis' plan to create a wireless internet network?

| Response | Percent |
|---|---|
| Yes | 52.1% |
| No | 47.9% |

5. Would you come to a community meeting about this project?

| Response | Percent |
|---|---|
| Yes | 72.1% |
| No | 27.9% |

6. IF THIS CITY-WIDE NETWORK WAS INSTALLED: Would you use this network at home?

| Response | Percent |
|---|---|
| Yes | 87.3% |
| No | 12.7% |

7. IF THIS CITY WIDE NETWORK WAS INSTALLED: would you use this network at a community center?

| Response | Percent |
|---|---|
| Yes | 83.6% |
| No | 16.4% |

8. IF THIS CITY WIDE NETWORK WAS INSTALLED: How much would you be willing to pay (per month) to have access to this network at home?

| Response | Percent |
|---|---|
| $5-10 | 42% |
| $10-20 | 40.8% |
| $20-30 | 8.9% |
| Apply for subsidized service | 12.7% |

9. IF THIS CITY WIDE NETWORK WAS INSTALLED: How important would it be to offer basic computer skills training?

| Response | Percent |
|---|---|
| Very important | 69.5% |
| Somewhat important | 16.5% |
| Not important | 14% |

10. How important would it be for you to access the following information online?

| | Very important | Somewhat important | Not important | Response Average |
|---|---|---|---|---|
| City | 77% | 19% | 3% | 1.26 |
| School | 78% | 16% | 6% | 1.28 |
| Health | 76% | 22% | 2% | 1.25 |
| Community events | 72% | 23% | 4% | 1.32 |
| Community resources | 81% | 19% | 0% | 1.19 |
| Job search | 81% | 14% | 5% | 1.24 |
| Total Respondents | 166 | | | |

**Survey C**
Community Technology Needs Survey

1. Are you an individual, or do you represent a group?

| Response | Percent |
|---|---|
| Individual | 75.7% |
| Represent a nonprofit organization | 18% |
| Represent a small business | 3.6% |
| Other (please specify) | 2.7% |

3. Should the vendor subsidize individual accounts, or give discounts to non-profits and small or disadvantaged businesses?

| | Not important | Important | Very Important | Critical | Average |
|---|---|---|---|---|---|
| Subsidized individual accounts | 17% | 25% | 28% | 30% | 2.70 |
| Free Individual accounts | 29% | 25% | 23% | 23% | 2.39 |
| Discounts to nonprofit organizations | 13% | 23% | 38% | 25% | 2.76 |
| Free service to nonprofit organizations | 33% | 19% | 24% | 24% | 2.38 |
| Discounts to Businesses in Empowerment Zones | 28% | 32% | 27% | 13% | 2.26 |
| Free service to Businesses in Empowerment Zones | 49% | 29% | 12% | 11% | 1.84 |
| Discounts to Small Businesses | 27% | 42% | 21% | 10% | 2.14 |
| No discounts | 80% | 9% | 7% | 4% | 1.34 |

4. Should the vendor provide free services to non-profits, or low cost services?

| Response | Percent |
|---|---|
| Free to non-profits | 38.5% |
| Low cost accounts for nonprofits | 54.1% |
| No discount | 11% |

5. Which non-profits should get discounts?

| | Not important | Important | Very Important | Critical | Average |
|---|---|---|---|---|---|
| All 501c3s would be discounted | 25% | 28% | 25% | 22% | 2.44 |
| An advisory board would select organizations | 49% | 27% | 20% | 5% | 1.80 |
| All organizations with annual budgets under 2 Million | 39% | 23% | 21% | 16% | 2.14 |
| Just schools | 45% | 19% | 13% | 23% | 2.14 |
| Just libraries and parks | 44% | 19% | 14% | 23% | 2.15 |
| Schools, Parks and Libraries | 27% | 19% | 17% | 37% | 2.63 |
| Community Technology Centers | 26% | 13% | 25% | 35% | 2.69 |
| Schools, Parks and Libraries and Community Technology Centers | 15% | 12% | 22% | 50% | 3.07 |

6. How should the vendor support a Digital Inclusion Fund?

| Response | Percent |
|---|---|
| A percentage of revenues | 41.6% |
| A set amount per year | 9.9% |
| An endowment (upfront donation) | 5.9% |
| A percent of revenues plus an endowment | 45.5% |

7. What percent of revenues do you think is fair to ask for?

| Response | Percent |
|---|---|
| 2% | 17.8% |
| 5% | 22.8% |
| 7% | 15.8% |
| 10% | 24.8% |

8. Should funding for existing technology access and literacy programs be favored over funding for new programs?

| Response | Percent |
|---|---|
| yes | 30.8% |
| no | 31.7% |
| no opinion | 28.8% |

9. Which of the following do you think should receive funding priority?

| | Not important | Important | Very Important | Critical | Average |
|---|---|---|---|---|---|
| Public Access Programs, Kiosks, etc. | 9% | 28% | 34% | 28% | 2.81 |
| Subsidized Accounts | 18% | 25% | 27% | 29% | 2.69 |
| Technology Literacy Programs (classes, training, etc.) | 3% | 23% | 23% | 50% | 3.20 |
| Hardware refurbishing and distribution programs | 16% | 32% | 39% | 14% | 2.50 |
| Content Development | 48% | 30% | 15% | 7% | 1.80 |

10. How would these funds best be managed?

| Response | Percent |
|---|---|
| New community organization | 21.7% |
| Existing community organization | 27.2% |
| Community foundation (existing fund) | 38% |
| Foundation/fund set up by vendor | 22.8% |

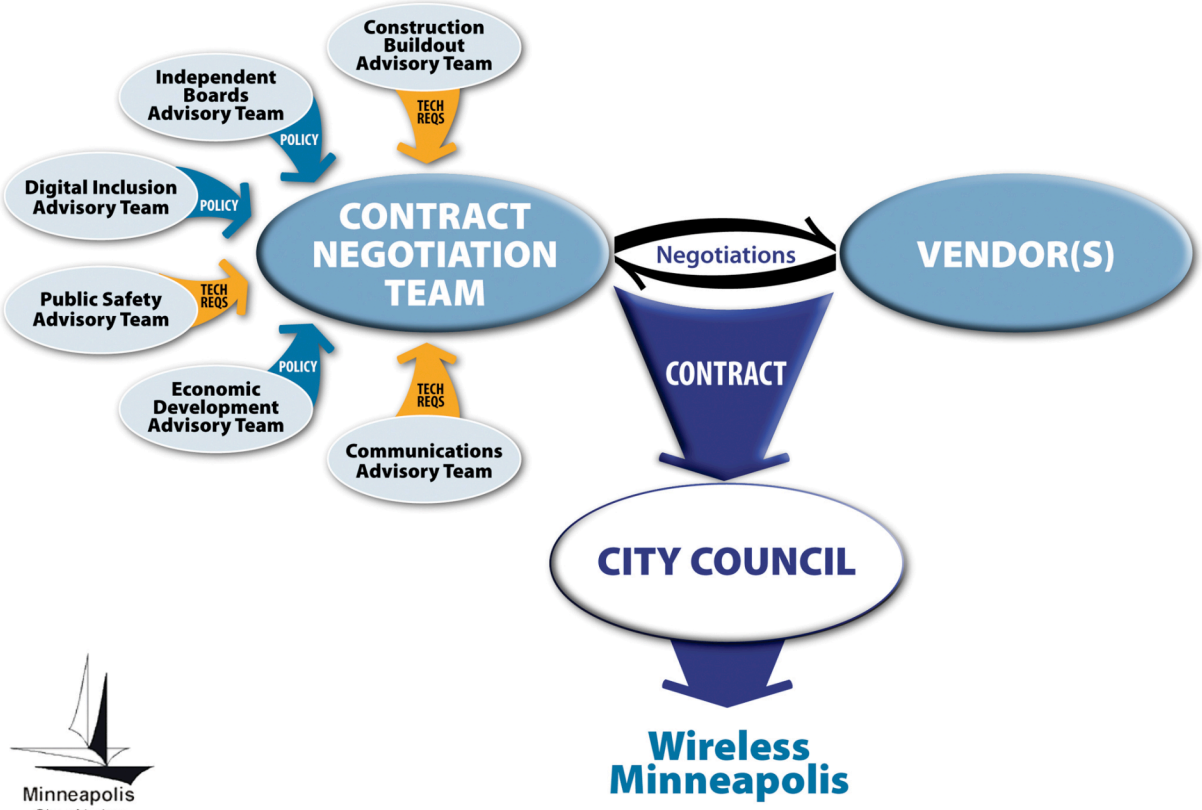
15. Should there be support to help low income residents purchase necessary hardware, such as WiFi cards, booster boxes (CBE's), and firewall software?

| Response | Percent |
|---|---|
| Yes | 77.2% |
| No | 13.9% |
| No opinion | 9.9% |

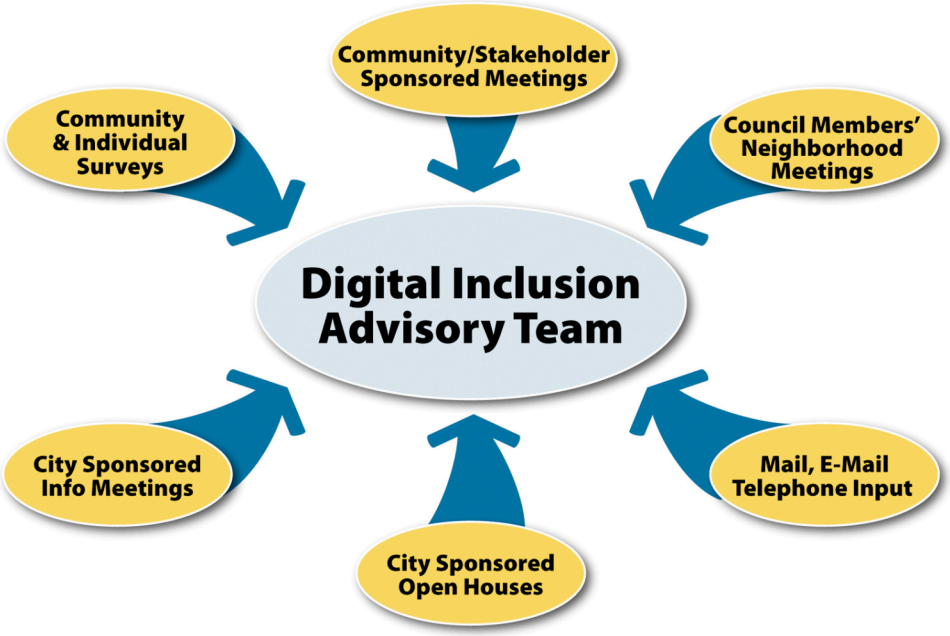
16. Who should provide this support (for hardware upgrades, etc)?

| Response | Percent |
|---|---|
| The vendor | 61.9% |
| Community based organizations | 42.9% |
| Foundation support | 38.1% |

# Appendix E
# Community Engagement Process Graphics




Minneapolis
City of Lakes




Minneapolis
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# Appendix F
# List of Stakeholder Responsibilities—Intermediary Group

## DIGITAL INCLUSION TASK FORCE (DITF)

***June 30, 2006 and July 14, 2006***

## Community Benefits Agreement recommendations
**Suggested Entity:** Intermediary Entity

*Dependent upon the outcome of the final contract with the vendor*

## Potential Responsibilities

### TRAINING

- Support for: AmeriCorps program (City of Minneapolis is a lead partner)
- Support for: tech literacy training and classes

### ACCESS

- Community outreach
- Support for: research on digital inclusion in Minneapolis
- Support for: asset mapping project to determine public access needs
- Support for: public access facilities

### Cost of Service

- In the event that a free service option cannot be negotiated with the Vendor, DITF recommends the Vendor provide some free and some subsidized accounts.

Questions to resolve: how many; qualified how? Based on take rate?

- How many free accounts to households?
- How many free accounts to NPOs, parks, libraries, schools?
- How many subsidized accounts to small, disadvantaged businesses?

### FUNDING

***Manage Digital Inclusion Fund***

- How to qualify for funds: history of (ICT) programming
- How to qualify for funds: access by public
- How to qualify for funds: internal capacity
- How to qualify for funds: best practices
- How to qualify for funds: geographically representative
- How to qualify for funds: creativity and permission to fail
- How to disburse funds: digital inclusion advisory board
- How to disburse funds: community foundation
- How to disburse funds: intergovernmental agency
- How to disburse funds: oversight by elected officials?
- How to disburse fund: cost of agency?

***Fundraising***

- ***Form partnerships to bring money to the table***

**Cost of Service**

- In the event that a free service option cannot be negotiated with the Vendor, DITF recommends the Vendor provide some free and some subsidized accounts.

Questions to resolve: how many; qualified how? Based on take rate?

- How many free accounts to households?
- How many free accounts to NPOs, parks, libraries, schools?
- How many subsidized accounts to small, disadvantaged businesses?

**CONTENT**

- *Content management*
- Walled garden-who controls; city sponsored? Digital inclusion board oversight? Vendor+city+advisory?
- Local content; development and training; neighborhood pages; who will train? Who represents the neighborhood?
- # of languages, interface and content

**HARDWARE**

- Issues to consider: computer upgrades CPE (Consumer Premises Equipment)—subsidized low income? How to qualify? Who will manage?

**ADDITIONAL AREAS of CONSIDERATION for Intermediary Entity**

*Dependent upon the outcome of the final contract with the vendor*

***Form***

- **Recommend separate entity*
- **Recommend city manage the fund with Board of Directors to provide oversight*
- **Recommend paid position*

***Participants***

- *Need continued city involvement*
- *Need city stake without control*
- *Need diversity of perspective: tech ability, experience*
- *Need community people, organizers/activists*

***Please note: Italized items are from the July 14th meeting.***

# Appendix G
# List of Stakeholder Responsibilities—"Other Stakeholders"

## DIGITAL INCLUSION TASK FORCE (DITF)

***June 30, 2006***

## Community Benefits Agreement recommendations
## Suggested Entity: Other Stakeholders.

**Service Expectations**

- Training; curriculum standards
- Who will provide tech support?
- Support for: AmeriCorps program (City of Minneapolis is a lead partner)
- Support for: research on digital inclusion in Minneapolis
- Support for: asset mapping project to determine public access needs
- Support for: public access facilities
- Support for: tech literacy training and classes

**Cost of Service**

- Free low bandwidth service, ad supported?
- Recommended residential rates (1-3 MBPS)

**Access**

- Assessment for residents with disabilities to determine appropriate assistive technologies.
- Community outreach

**Hardware**

- Computer refurbishing: redistribution program; CPU upgrade program
- Work with corporate partners?
- Who will manage?
- Costs of program?

**Content**

- Local content; development and training; neighborhood pages
- Who will train?
- Who represents the neighborhood?

# Appendix H
# Vision Statement and CBA Benefits Matrix

| **Universal Access** | **Training/Literacy** | **Economic Development** | **Awareness/ Outreach** | **Privacy** | **E-Governance** | **Content/ Interactivity** |
|---|---|---|---|---|---|---|
| Affordable access-minimal up-front costs | Technical literacy standards. | Business development relationships with CTCs. | Broad marketing and public awareness campaign | Secure systems and protect everyone's privacy. | Simple communication with public officials. | Public information is available in multiple languages. |
| Utility like model with no ability to cut off service | Advanced technical training for students grades 6-12 | Low cost internet access to small businesses and local CTCs | All people understand the value of technology and how it is relevant to them. | A living defini-tion of the digital public good. | Commitment from state and local services, agencies to provide simple access to their information. | Free access to key public and community content and services. |
| Easy access and use of assistive technologies | Need-based training; tailored for all uses. | A tool for: Entrepreneur-ship Economic Development | Active and ongoing promotion of CTCs to those who will need them. | Watching the watchers. | Online not inline service access. | Bridge local content divide with relevant and diverse information. |
| Improve the ratio of people to public access computers. | Low-cost ready available training and support | | Respecting already established community centers | | A tool for active participation in government and politics. | Mpls. is a place online that connects all citizens into their neighborhood and local community. |
| Appliance-like device (simple, cheap) | All citizens are techno-logy literate and have basic skills | | | | | A tool for intellectual freedom. |
| Facilitate internet access to all cities | Universal training available | | | | | Multi-lingual community information. |
| People have broad access to affordable technology | Ongoing technology training:<br>*Multiple languages<br>*multiple locations<br>*free | | | | | Local content, locally produced. |
| Access by everyone no matter:<br>Location<br>Economic status<br>Level of education<br>Language | Education to facilitate use of technology for all. | | | | | |
| Affordable broadband internet access | Linguistics no barrier | | | | | |
| Universal e-mail to all house-holds/ people in Minneapolis. | Low cost, readily available training and support. | | | | | |
| Same access level to services across demo graphics | All children entering school (kindergarten) are "technology" ready | | | | | |
| Broad base access; 24/7 cafes | Provide low-income families and youth with employment at CTCs. | | | | | |
| Ongoing computer /software purchase plan. | | | | | | |

# Twin Cities Area Community Technology Centers

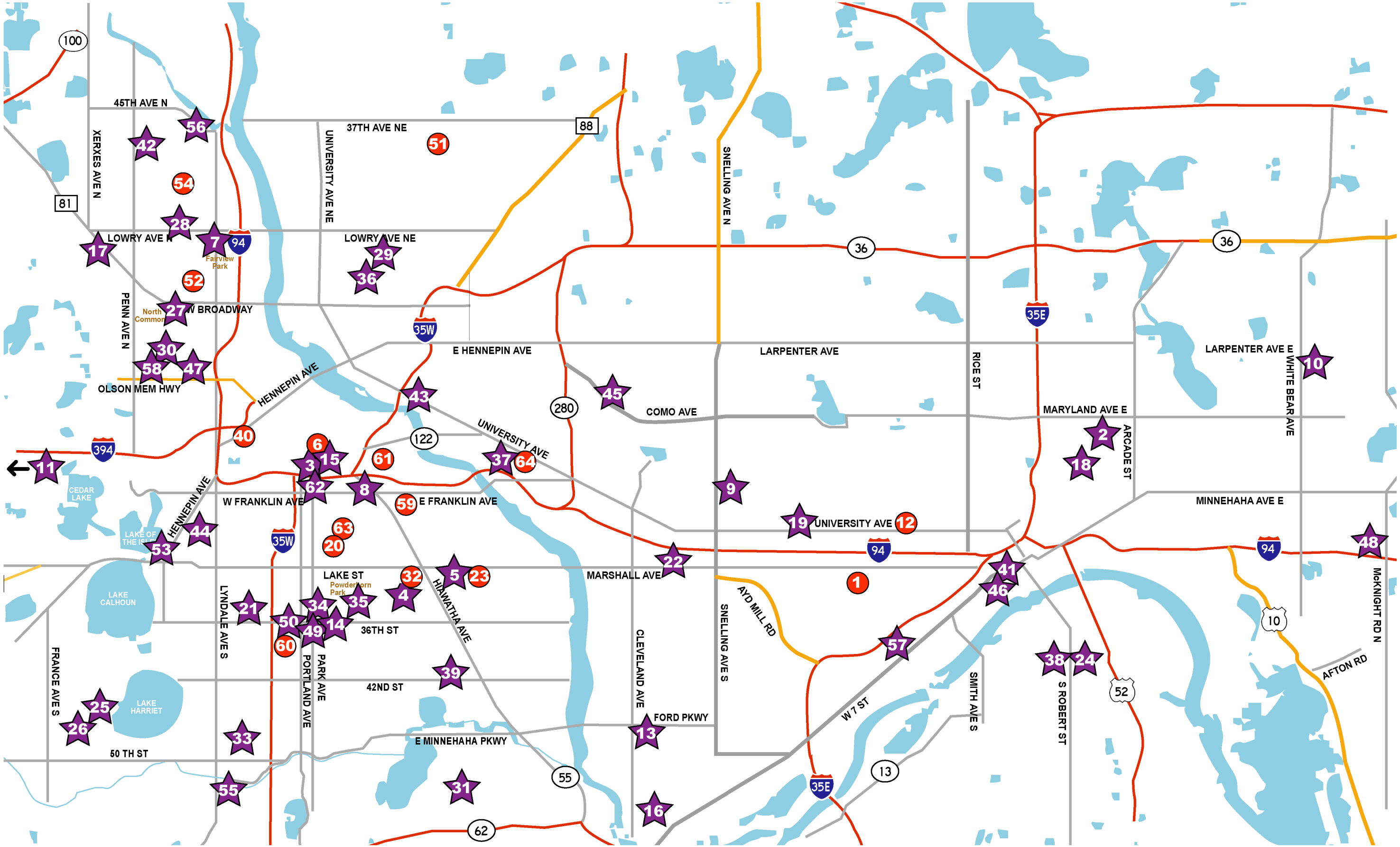
**Online database at: www.c-can.org**

## Minneapolis Area Locations

| | | | | |
|---|---|---|---|---|
| 20 | Andersen Community Education | school | 2727 10th Ave S | 612-668-4215 |
| 61 | Brian Coyle Community Center - Pillsbury United Communities | nonprofit | 420 15th Ave S | 612.338.5282 |
| 54 | Camden Neighborhood Center - Pillsbury United Communites | nonprofit | 1201 37th Ave N | 612.302.3400 |
| 3 | Catholic Charities - Branch 3 | nonprofit | 740 E 17th St | 612-278-1120 |
| 58 | Cecil Newman Resource Center | nonprofit | 703 Emerson Ave N | 612-374-1511 |
| 4 | Corcoran Computer Center | park | 3334 20th Ave S | 612-370-4919 |
| 5 | East Lake Library | library | 2727 E Lake St | 612-630-6550 |
| 6 | Elliot Park | park | 1000 E 14th St | 612-370-4772 |
| 59 | Employment Action Center | nonprofit | 900 20th Ave S | 612-752-8604 |
| 60 | ESL & Life Skills at Sabathani Community Center | nonprofit | 310 E 38th St | 612-821-2301 |
| 7 | Farview Park | park | 609 29th Ave N | 612-370-4922 |
| 8 | Franklin Library | library | 1314 E Franklin Ave | 612-630-6800 |
| 11 | Hennepin County Library | library | 12601 Ridgedale Drive | 952-847-8800 |
| 42 | Henry Community Education | comm ed | 4320 Newton Ave N | 612.668.1922 |
| 14 | Hosmer Library | library | 347 E 36th Street | 612-630-6950 |
| 15 | House of Charity Computer Learning Center | nonprofit | 714 Park Ave | 612-664-1444 |
| 44 | Jefferson Community Education | comm ed | 1200 West 26th St | 612.668.2740 |
| 17 | Lao Cultural Center | nonprofit | 2648 West Broadway Ave | 612-302-9590 |
| 25 | Linden Hills Library | library | 2900 W 43rd St | 612-630-6750 |
| 36 | Logan Park & Recreation | park | 690 13th Avenue NE | 612.370.4927 |
| 37 | Luxton Park & Recreation | park | 112 Williams Avenue NE | 612.370.4925 |
| 21 | Lyndale Neighborhood | nonprofit | 3537 Nicollet Ave S | 612-824-9402 |
| 23 | MIGIZI Communications | nonprofit | 3123 East Lake St | 612-721-6631 |
| 31 | Nokomis Library | library | 5100 34th Ave S | 612-630-6700 |
| 27 | North Commons Park | park | 1801 James Avenue N | 612-370-4921 |
| 28 | North Regional Library | library | 1315 Lowry Ave N | 612-630-6600 |
| 29 | Northeast Library | library | 2200 Central Ave NE | 612-630-6900 |
| 49 | Park Avenue Foundation | nonprofit | 3400 Park Ave S | 612-825-6864 |
| 30 | Pillsbury United Communitites Oak Park Neighborhood Center | nonprofit | 1701 Oak Park Ave N | 612-377-7000 |
| 34 | Pillsbury House | nonprofit | 3501 Chicago Ave S | 612-824-0708 |
| 35 | Powderhorn Park | park | 3400 15th Ave S | 612-370-4960 |
| 64 | Pratt Community Education Enrichment Center | comm ed | 66 Malcom Ave SE | 612.668.1122 |
| 39 | Roosevelt Library | library | 4026 28th Ave S | 612-630-6590 |
| 40 | Senior Net | nonprofit | 1403 Harmon Place | 612-359-1558 |
| 62 | Southeast Asian Refugee Community Home (SEARCH) | nonprofit | 1421 Park Ave | 612-673-0840 |
| 43 | Southeast Community Library | library | 1222 SE 4th St | 612-630-6850 |
| 26 | Southwest Community Education | comm ed | 3414 W 47th St | 612-668-3100 |
| 32 | South High School - Mpls Community Ed | comm ed | 3131 19th Ave S | 612-668-4326 |
| 47 | Sumner Library | library | 611 Emerson Ave N | 612-630-6390 |
| 52 | Unity House - Pillsbury United Communities | nonprofit | 2507 Fremont Ave N | 612.529.9267 |
| 50 | Urban Ventures Leadership Foundation | nonprofit | 3024 4th Ave S | 612-824-6145 |
| 51 | Waite Park | park | 1810 34th Ave NE | 612-370-4959 |
| 63 | Waite House -Pillsbury United Communities | nonprofit | 2529 13th Ave S | 612-721-1681 |
| 53 | Walker Community Library | library | 2880 Henepin Ave | 612-630-6650 |
| 55 | Washburn Community Education | comm ed | 209 W 49th St | 612-630-6500 |
| 55 | Washburn Community Library | library | 5244 Lyndale Ave S | 612-630-6500 |
| 56 | Webber Park Library | library | 4310 Webber Pkwy | 612-630-6640 |

## Saint Paul Area Locations

| | | | | |
|---|---|---|---|---|
| 1 | African American Mentors, Life Skills Drop In Center | nonprofit | 917 Selby Ave | 651-726-2406 |
| 2 | Arlington Hills Branch Library | library | 1105 Greenbrier St | 651-793-3930 |
| 12 | Asian CTC | nonprofit | 417 University Ave W | 651-224-6570 |
| 9 | Hamline Midway Library | library | 1558 West Minnehaha Ave | 651-642-0293 |
| 10 | Hayden Heights Library | library | 1456 White Bear Ave | 651-793-3934 |
| 13 | Highland Park Library | library | 1974 Ford Parkway | 651-695-3700 |
| 18 | Hmong MN Pacific Association, Inc. | nonprofit | 925 Payne Avenue, Suite B | 651-778-8937 |
| 16 | Jewish Community Center | nonprofit | 1375 St. Paul Ave | 651-698-0751 |
| 19 | Lexington Branch Library | library | 1080 University Ave | 651-642-0359 |
| 22 | Merriam Park Library | library | 1831 Marshall Ave | 651-642-0385 |
| 24 | Neighborhood House | nonprofit | 179 East Robie St | 651-227-9291 |
| 38 | Riverview Branch Library | library | 1 E George St | 651-292-6626 |
| 41 | Skyway Library | library | 201 Norwest Ctr, 56 E 6th St | 651-292-7141 |
| 45 | St. Anthony Park Branch Library | library | 2245 Como Ave | 651-642-0411 |
| 46 | St. Paul Library Central | library | 90 West Fourth St | 651-266-7000 |
| 48 | Sun Ray Library | library | 2105 Wilson Ave | 651-735-1050 |
| 57 | West 7th Library | library | 265 Oneida St | 651-298-5516 |




= locations where there is computer access by signing up for a program or class (free or low-cost)

= locations where there is free computer access (and may also offer free or low-cost classes)

# Appendix J

# City of San Francisco, TechConnect Task Force

SAN FRANCISCO TECHCONNECT

Press Release - April 20 2006

FOR IMMEDIATE RELEASE:

Thursday April 20, 2006

Contact: Ron Vinson, DTIS

415-554-0803

*** PRESS RELEASE ***

DEPARTMENT OF TELECOMMUNICATIONS AND INFORMATION SERVICES ANNOUNCES FORMATION OF TASK FORCE TO FOCUS ON DIGITAL INCLUSION

New task force to consider current efforts, best practices and the capacity of the private and public sectors to address the digital divide in San Francisco.

San Francisco, CA – The Department of Telecommunications and Information Services (DTIS) today announced a new task force that will assist and advise the City and County of San Francisco on digital inclusion programs that would complement the deployment of a citywide wireless Internet network. The task force includes community leaders from business, nonprofits and philanthropy with expertise and experience in technology, media, affordable housing, community development, human and social services.

"Free and low-cost Internet access is a great first step. However, all San Franciscans need access to affordable hardware, computer skills training and relevant content for San Francisco to be truly competitive in the 21st Century information-based economy," said DTIS Executive Director Chris Vein.

The Task Force will meet for 12-18 months and advise DTIS and other City departments on the following issues:

* Hardware – access to affordable computers, networking equipment and devices;
* Training / Support – computer skills training and technical support that enable underserved communities to take advantage of Internet access – including non-English speaking populations and the disabled;
* Content – diverse, community-based and relevant online content.

The City recently hired Emy Tseng as Project Manager for TechConnect, who comes to this role with extensive experience in the software industry and philanthropy. Tseng will oversee the design and implementation of TechConnect's digital inclusion programs. "I am honored to be part of this exciting initiative to bring the benefits of technology to San Francisco 's residents, especially the City's underserved communities," said Tseng. She adds, "I am particularly excited to work with such a diverse group of people that represents a true microcosm of San Francisco 's communities and talents."