

# Seattle Technology Access and Adoption Study

## Preliminary Report: Phase 1

### Community Input for Survey Design

July 2022



“Vivo en Seattle y mi respuesta es que no tengo acceso a un internet rápido porque las compañías cobran muy caro y otras dicen no tener servicio en mi área donde yo vivo.”

“I live in Seattle and my response is that I don't have access to fast internet because the companies charge a lot and others say they don't have service in the area where I live.”

-Seattle Resident, Spanish speaker



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# Community Input for Survey Design

## Executive Summary

### Purpose of City Project and Community Engagement in Design Phase

This report provides the result of diverse community input intended to inform the questions and how the City of Seattle will conduct its Technology Access and Adoption Survey. The City commissioned this preliminary engagement of diverse community stakeholders to determine how best to ensure that the 2022 Survey reflects the voices of BIPOC, under housed, low income, immigrant communities, elders, and other communities of interest. In past iterations of this study, the City recognized that there has been underrepresentation of these demographic groups in the sample size, and overrepresentation of others. They also realized that improvements could be made to the survey instrument and methodology to increase response rates/precision and accuracy of participant data.

Since 2000, the City of Seattle has engaged research to guide digital equity work and investments by the City, community, and other funders. The Seattle Technology Access and Adoption Survey is conducted every 4 - 5 years and helps determine millions of local government, foundation, and community funding. In January (2022) the City of Seattle began the process of design and development for its [2022 Seattle Technology Access and Adoption survey](#).

The Community Input for Survey Design phase of the project helps the City understand how the Seattle residents and stakeholders use the Internet and related technologies, also to identify the community's access needs. This current report informs Phase 1, which will provide recommendations for the budget allocation, methodology and instrument. Phase 2 will distribute the survey and/or conduct focus groups; Phase 3 involves data analysis and delivery of a final report to City of Seattle stakeholders.

### Methodology/Approach

The Inclusive Data (ID) research team conducted a series of presentations and outreach to individuals (influential community members), culturally unique groups, and community based organizations. The goal of the approach was centered on reaching communities that were underrepresented in previous years. The engagement plan called for a mix of in-person and online activities. Participatory Design (PD) activities coordinated with community organization board meetings were combined with interviews, focus groups, and questionnaires. Public meetings were held in combination with workshops and working sessions. The ID Facilitators Guide established the project parameters, and the ID Engagement Plan outlined the prioritized communities and outreach strategy.

### Outcomes and Recommendations

Using a mix of in-person and online strategies, we heard from people with varying levels of comfort with technology. ID also adjusted outreach strategies based on community feedback to reach more underrepresented communities.

#### *Outreach efforts and outcomes:*

- 247 responses in combined formats: 206 identified as located in Seattle, 18 in the Greater Seattle Metro Area, 7 outside the metropolitan area, and 16 provided no location information
- 35 neighborhoods (e.g. Beacon Hill) or areas of Seattle (e.g. North Seattle) represented/listed by 141 respondents
- 150 + Community based Organizations contacted
- Survey distributed to entire student body of Seattle Colleges District (≈45k) through Canvas and Faculty (≈1.5k) through the Faculty Conversations listserv (North, Central, South)
- Conducted specialized focus groups (2 two sessions with 16 multilingual community workers), and attended community events
- Languages spoken included: Spanish, Cebuano, Filipino, Tagalog, Ilocano, Somali, Oromo and Amharic
- Outreach to 9 commissions/boards in addition to CTAB and DELN - team members presented to 3 meetings

## Survey questions aligned with the 4 pillars of Digital Equity identified by City of Seattle IT:

- Devices (Access for all Uses)
- Internet Access (Affordable and Sufficient)
- Digital Skills and Tech Support (In Cultural Context)
- Applications and Services (Accessibility)

There were challenges with outreach that mirror the experiences community members described with technology overall. This includes concerns about privacy, language access, and data instruments.

### *Challenges with outreach:*

- Privacy a major concern, several vulnerable communities hesitant to participate (i.e. previously incarcerated, immigrant, BIPOC), concerns regarding how data would be used by City officials
- Challenges with the process included needs for additional translation support, difficulty understanding terminology, and access to devices or platforms to participate digitally
- Instruments and engagement plan updated as a result of community feedback: Including adding additional language documents and versions, text only/paper versions of the survey, and more effort dedicated to one-on-one individual engagement

## Key Findings and Recommendations

- **Key Findings and Recommendations: Language Access** – Staffing community workers who speak different languages is necessary for the team; Include specific line items in the budget for this purpose
- **Key Findings and Recommendations: Data Collection Methods** – Participants appreciated variation in survey access; Multiple methods and platforms should be used
- **Key Findings and Recommendations: Outreach Methods** – In-person 1:1 outreach is more effective than indirect digital distribution; Regularly recruit and contract with community workers who can plan and implement outreach program
- **Key Findings and Recommendations: Incentives** – Incentives were critical to success; Invest substantially in phase 2
- **Key Findings and Recommendations: Internet Services Cost and Trust** – Free internet, subsidized internet, and direct government role (i.e. Internet as utility and regulation) cited; Revisit public support for municipal broadband and public investments in service
- **Key Findings and Recommendations: Privacy, Bandwidth, and Service Option** – Specific policy priorities related to privacy, bandwidth requirements; Additional internet options, engage community members to learn more about recommended policy priorities
- **Key Findings and Recommendations: Digital Skills** – Free tech support both in-person and via hotlines so that they could get the help they needed when they need it; Explore what communities find helpful regarding existing programs and hopes for new ones
- **Key Findings and Recommendations: Devices** – Participants are concerned about accessible devices; Expand low-cost and free device distribution
- **Key Findings and Recommendations: Demographics** – Self-reporting in unanticipated ways complicated demographics data; Use a mix of methods to collect these data

## Acknowledgements

Thank you to the over 100 community organizations that supported the outreach for this phase of this work. Thank you to the community participants who kindly provided feedback and direction for this report. Thank you to Pacific Market Research and the City of Seattle for stewarding this work for the past 20+ years.

# How to Read this Report

Big picture finding

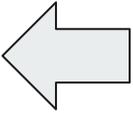
**“Not affordable” is the most mentioned challenge, though privacy, digital literacy and accessibility are also key.**

Summary of the data collected

When asked about the challenges their communities face for getting online, nearly half responded that it was “not affordable.” Privacy, digital skills, speed, and availability were also top of mind for participants.

Challenges - Participants could select multiple options.	#	%
Not affordable.	120	48%
Concerned about privacy.	90	36%
Not feeling confident or good at it.	78	31%
Too slow.	71	29%
Technology or internet is not available.	70	28%
Can't trust information or technology.	68	27%
It's not designed for my community.	53	21%
Takes over daily life.	48	19%

**THE QUESTION**  
Not everyone can get online right now. What are some of the challenges you are seeing in your community?



Specific question from the research

“Make it more affordable. Having access to great tools (new phones, updated computers) puts some people at a HUGE advantage over others.”  
-North Seattle, Seattle Resident, BIPOC, Person with a disability, English-speaker

“low cost internet bandwidth is not sufficient for online participation in video calls”  
-Wallingford and Lake City, Seattle Resident, English-speaker

Connecting takeaways from different parts of this report.

**Connections**  
These challenges align with the recommendations respondents made for the popularly cited actions government should take - with the exception of **privacy**. While 90 respondents mentioned that privacy was a challenge, only seven spontaneously mentioned that the government should secure personal information.

**Note:** When quoting participants, we include self-reported information regarding demographics for context. Unless otherwise known, we assume that participants who used the English survey respondents are English-speakers. Sometimes participants shared more nuanced but irrelevant information; we omit irrelevant information for clarity.

# Methodology and Approach

## Survey

Phase 1 of the Seattle Technology Access and Adoption Survey began fielding in May 2022 and continued through late June 2022. This report covers data collected during that process. The survey was available in both English and Spanish.

Over 200 people participate in the survey as of June 30, 2022.

The survey included questions about outreach priorities, descriptions of community challenges, government priorities, support needs, reflections experience using the internet and technology, as well as demographic questions.

The goal of this survey was to reach historically underrepresented communities and learn more about community priorities and recommendations.

## VideoAsk

Using Jotform's VideoAsk software and mobile app (VideoAsk), Inclusive Data conducted an interactive qualitative approach with participants. VideoAsk participants were, in a few instances, recruited from survey respondents interested in an additional paid research opportunity. The VideoAsk format experience feels more like researchers are having a friendly and focused conversation with participants.

The VideoAsk portion of the research fielded from May 24 – June 24, 2022. Participants were offered activities during the course of their involvement. Activities covered the following topics: technology use and perceptions, outreach/data collection recommendations, and government feedback.

Moreover, the VideoAsk software allows researchers to engage directly with participants, enabling follow up questions and conversations.

**This is not a representative, statistically-valid sample of Seattle, nor was it intended to be a statistically valid sample. The goal was to produce a comprehensive snapshot of underrepresented groups, instead. This project achieved that outcome.** The recruitment included purposive sampling (we invited participants from other research projects and outreach efforts). The goal of this phase of the project intentionally sought to obtain information from participants who have been challenging for the City of Seattle to easily reach.

Many people enjoyed the methods we used, especially offering 1:1 interviews and asynchronous remote interviews. The interactive formats helped create more buzz.



Researchers worked alongside family members to conduct outreach at a Seattle Pride event promoting the survey with large signs, a QR code, and raffle prizes.

# Outreach Strategies Prioritized Specific Communities

The Seattle Technology Access and Adoption Study seeks to reach people who represent and are most impacted by digital inequities, including but not limited to:

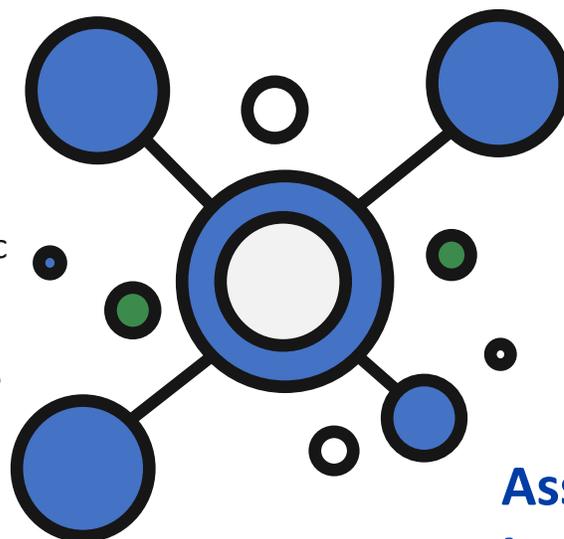
- Elder immigrants and refugees
- People experiencing homelessness
- People who are best reached by in-person outreach
- People with large families
- People of Color – particularly those who are multilingual
- People with disabilities

We engaged several partners in digital equity. For example, Seattle Public Schools helped us reach multilingual community workers. Small businesses, community-based organizations, and individuals shared surveys and hosted community meetings to collect feedback.

## Partners in Digital Equity

### Public Agencies

Including City of Seattle, The Seattle Public Library, Seattle Housing Authority, Seattle Public Schools, County, State



### Community Based Organizations

### Associations, Faith, Individuals

### Private Sector

# Prioritized Communities and Survey Demographics

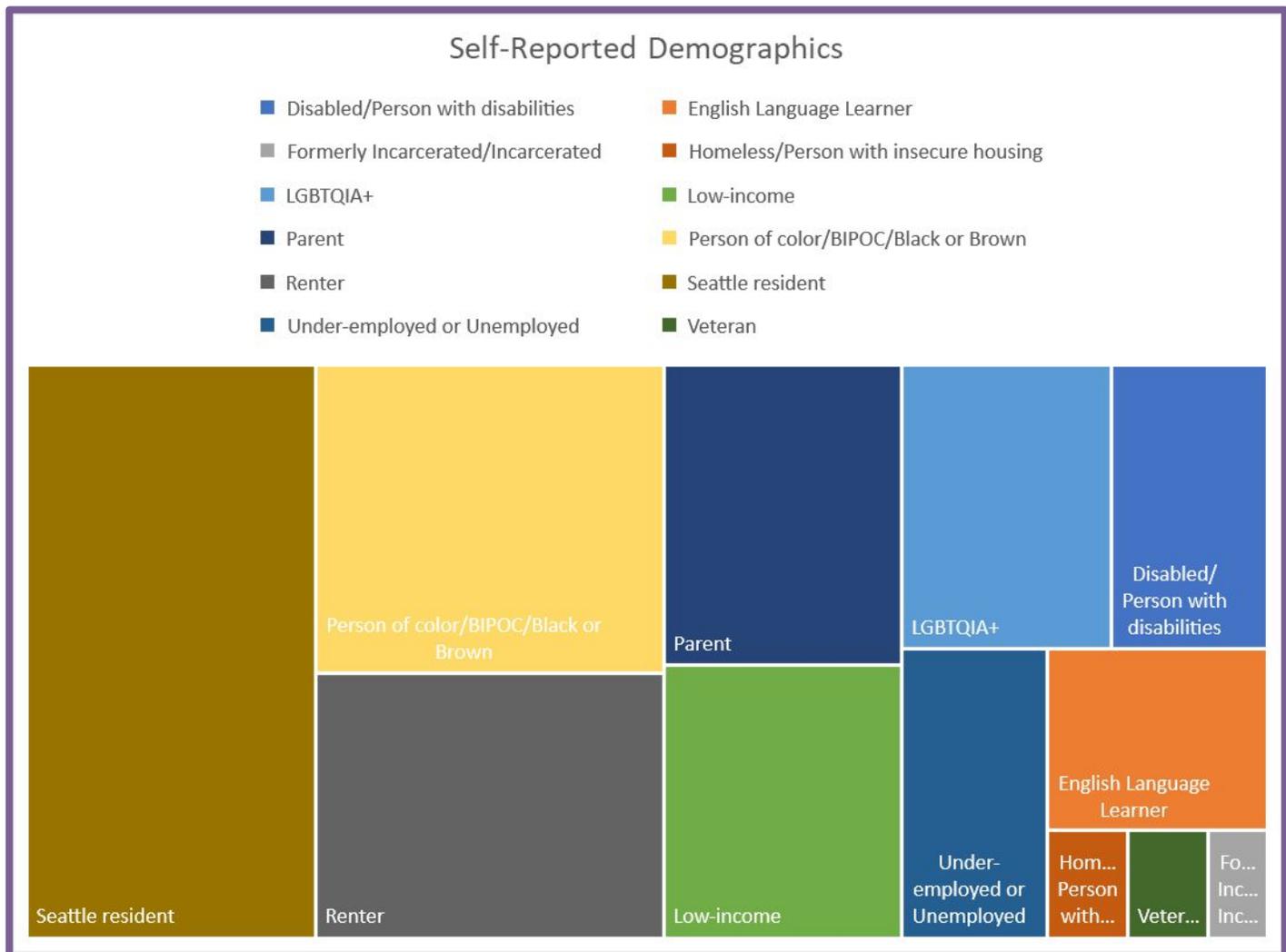
Respondents needed more clarification and support to self-identify on the survey.

## Key Findings:

- People who identified and presented as “Latino” often did not select “BIPOC.”
- A community worker was asked for clarification about the words “renter” and “disabled”
- Some respondents who speak little or no English did not think of themselves as an “English language learner” because they were not actively learning English

## Recommendations:

- Mixed-methods approach with quantitative data
- More relatable survey options
- Community workers assisting respondents



# Recommendations by Respondents

## 4 Pillars of Digital Equity



**Access and affordability were frequently cited issues in the surveys and community conversations.**

### Key Findings:

- Internet is “not affordable” is the most mentioned complaint with 120 mentions
- Multiple respondents mentioned (anecdotally) that certain areas of Seattle have limited internet choices and access, such as North Beacon Hill, South Beacon Hill, and South Park

### Recommendations:

- “Make the internet free” is the most mentioned recommendation at 64 mentions
- Lower cost broadband, free broadband
- Provide discounts to consumers, subsidies to companies
- Provide city wide hotspots, free internet in public spaces
- Regulate ISPs
- Provide a public alternative
- Improve infrastructure

# Recommendations by Respondents

## 4 Pillars of Digital Equity



Respondents had specific ideas for the ways support should be provided, many of which involved easy access to personal assistance and classes.

### Key Findings:

- “Not feeling good or confident at [technology]” was the third most mentioned complaint at 78 mentions

### Recommendations:

- Meet community where they already are in both location and manner of relating
- Government should provide technology classes free of charge to the public; such as classes for the elderly, workshops to address peer-to-peer issues, and help with privacy and encryption.
- Provide technical support in-person or at a centralized location
- Provide technical support with shopping and use of medical applications
- Encourage senior residents to get online
- Provide resources for educational access
- Provide support in languages other than English

# Recommendations by Respondents

## 4 Pillars of Digital Equity



Respondents mentioned devices less frequently than service.

### Key Findings:

- Some families rely on the devices distributed by their child's school
- Several participants (N=20) wanted free devices to help them get online

### Recommendations:

- Provide lower cost devices or free devices
- Distribute devices year-round in schools
- Distribute devices outside of schools, through CBOs and private businesses frequented by community members

# Recommendations by Respondents

## 4 Pillars of Digital Equity



Respondents did not mention existing applications or services for reference.

### Key Findings:

- “Privacy” was the second most mentioned complaint with 90 mentions
- Respondents want applications and services that secure their data
- Respondents want stable and accessible tech

### Recommendations:

- Provide training on data and encryption
- Regarding survey outreach, “Version is needed for visually impaired folks who rely on technology but may not have the same access”
- “Have to balance low bandwidth content with attractive and visual content”



**Thank you to the Central Area Collaborative for promoting the survey! The Executive Director took it upon himself to print a poster board with the QR code and displayed it while tabling for a Seattle Department of Transportation survey at a Juneteenth market on Union Street in the Central District.**

## Communication and Outreach Process: Government

We reached out to several stakeholders with seven versions of the survey available in two languages (English and Spanish). We also provided interpretation and language access support in Somali, Amharic, and Oromo. We leveraged government, nonprofit, and small business networks to reach underrepresented communities where they often gather.

With support from Community Technology Advisory Board members and the City of Seattle staff, we identified specific venues and meetings to collect feedback and provide reports.

We contacted Seattle Boards and Commissions for feedback to inform this research. The list included:

- Seattle Human Rights Commission
- Immigrant & Refugee Affairs
- Community Involvement
- Community Technology Advisory Board
- Indigenous Advisory Council
- Mayors Council on African American Elders
- Seattle Arts Commission
- Seattle Chinatown/ International District Preservation and Development Authority Council
- Seattle Disability Commission
- Seattle Indian Services Commission
- Seattle-King County Advisory Council on Aging and Disability Services
- Seattle LGBTQ Commission
- Seattle Music Commission
- Seattle Renters' Commission
- Seattle Women's Commission
- Seattle Youth Commission

## Communication and Outreach Process: Communities

We reached out to numerous stakeholders with seven versions of the survey available in two languages (English and Spanish). We also provided in-person interpretation and language access support in Somali, Amharic, and Oromo.

We engaged over 100 community based organizations based on prioritized communities to inform this research. Examples of the specific organizations we reached are included in parentheses for illustrative purposes. Often, organizations serve multiple communities:

- Youth (Committee for Children, Families of Color Seattle)
- Students (Seattle Colleges: North, Central, South)
- Black (Heal the Healers, Wa Na Wari)
- BIPOC (206 Zulu, WA-Building Leaders of Change)
- Homelessness/Housing Insecurity (Sacred Community Connections, Progressive Tiny House Village)
- Languages other than English (Consejo Counseling, Somali Community Center)
- Disabilities (Muscular Dystrophy Association, Northwest Access Fund)
- Low-Income (Filipino Community Center, Jackson Heights)
- Black Elders (The Silent Task Force, Central Area Senior Center)
- South Seattle (African American Advisory Council, Cultivate South Park)
- Immigrant (El Centro de la Raza, Sea Mar)
- Veteran (Veterans at SCC)
- Reentry (Community Passageways, Seattle Central Colleges)
- Latinx/e (Entre Hermanos, Latino Community Fund)
- AAPI (Filipino Community Fund, Filipino Community Center, API Chaya, ACRS)
- Tribal (Individual Duwamish members, Duwamish Youth Group, Indigenous Peoples Festival)
- Labor (Washington State Labor Council, Martin Luther King Labor Council)

## Outreach Efforts and Outcomes: Demographics

Combined, we reached over thirty neighborhoods (e.g. Beacon Hill, Central District) or areas of Seattle (e.g. North Seattle).

Some participants lived beyond the Seattle city limits. Some of these participants mentioned working in Seattle or accessing services there.

We reached multilingual people in multiple ways. We conducted targeted outreach to multilingual community workers, many provided direct digital navigation support to Seattle residents. Languages spoken when working with the public are Spanish, Cebuano, Filipino, Tagalog, and Ilocano.

We also reached individuals who were not community workers.

- Four (4) Somali speakers;
- Six (6) Oromo speakers;
- Three (3) Amharic speakers;
- Seven (7) speakers of both Oromo and Amharic.
- Seventeen (17) surveys were taken in Spanish

## Outreach Efforts and Outcomes: Methods

Using the above mentioned outreach methods, we were able to obtain direct feedback from 247 participants. This includes people who participated in-person, online, and through group activities.

We engaged community members through a variety of methods, including:

- Specialized focus group sessions and community event attendance (designated increments ≈ : 30 minutes, 10 minutes)
- Two focus group sessions with 16 multilingual community workers
  - Entre Hermanos, Instructional Assistants at Graham Elementary School and Aki Kurose Middle School
  - Spanish, Cebuano, Filipino, Tagalog, and Ilocano
- Outreach to 9 commissions/boards in addition to the Community Technology Advisory Committee and the Digital Equity Learning Network (DELN): Our team members presented updates and collected feedback during three meetings
- We also included flyers that directed participants to the survey in food delivery boxes that were distributed in South King County
- We coordinated outreach and outreach strategy development with a Black community member who lives in a tiny house village in South King County.

THE QUESTION  
What part of Seattle are you in?

## Where you live in Seattle matters.

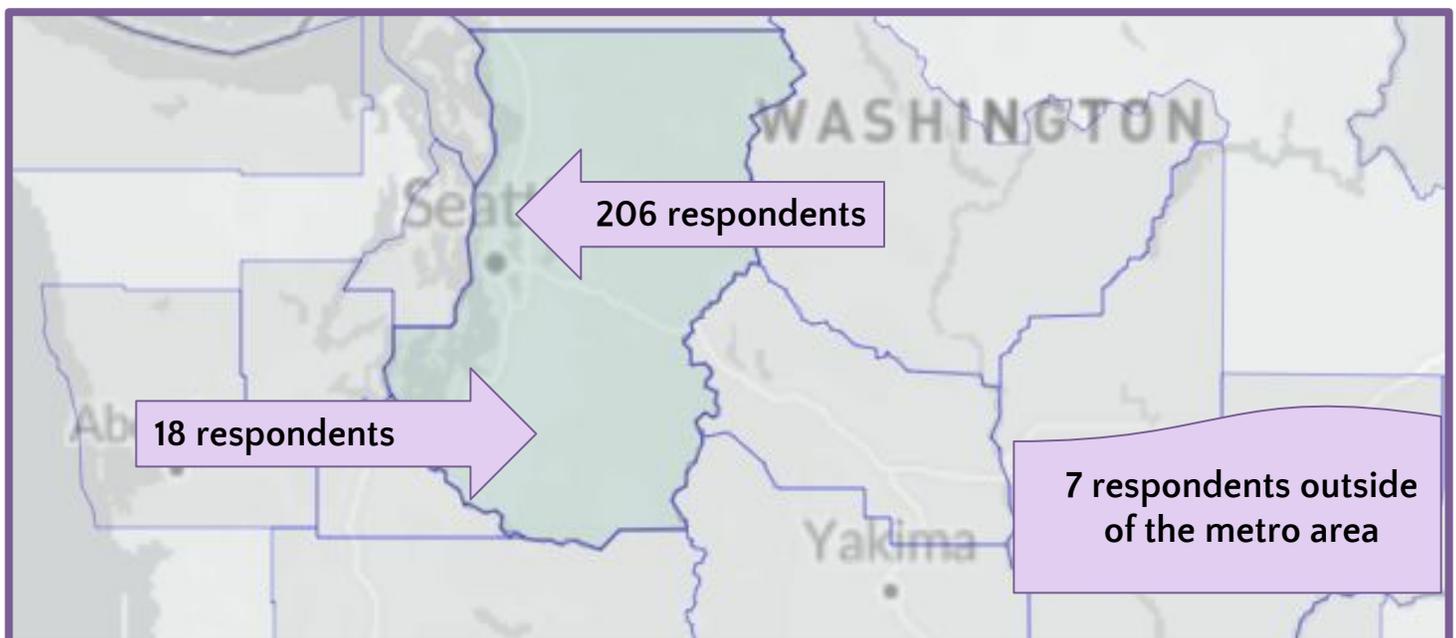
Of 247 participants, 206 are located in Seattle, 18 in the Greater Seattle Metro Area, 7 outside the metropolitan area, and 16 provided no location information. The metropolitan area is defined based upon the U.S Census Bureau's Seattle – Tacoma – Bellevue Metro Area. 141 participants provided a specific neighborhood in Seattle.

In the qualitative data, particularly when speaking with community workers, several respondents stated that certain areas of Seattle have worse infrastructure for connectivity and fewer options for providers such as Beacon Hill and South Park. A Spanish-speaking community worker stated, “With the beginning of the pandemic, we realized that the service [Internet Essentials from Comcast] was not for every single area or every single neighborhood in Seattle... North Beacon Hill, South Beacon Hill, and South Park as well” did not have access to service.

**THE QUESTION**  
What part of Seattle are you in?

“Belltown”  
-Belltown, Seattle Resident, BIPOC, English-speaker.

“Renton”  
-Renton, Disability, Experiencing Homelessness, Low-income, Parent, BIPOC, Unemployed/underemployed, English Language Learner, Spanish-speaker.



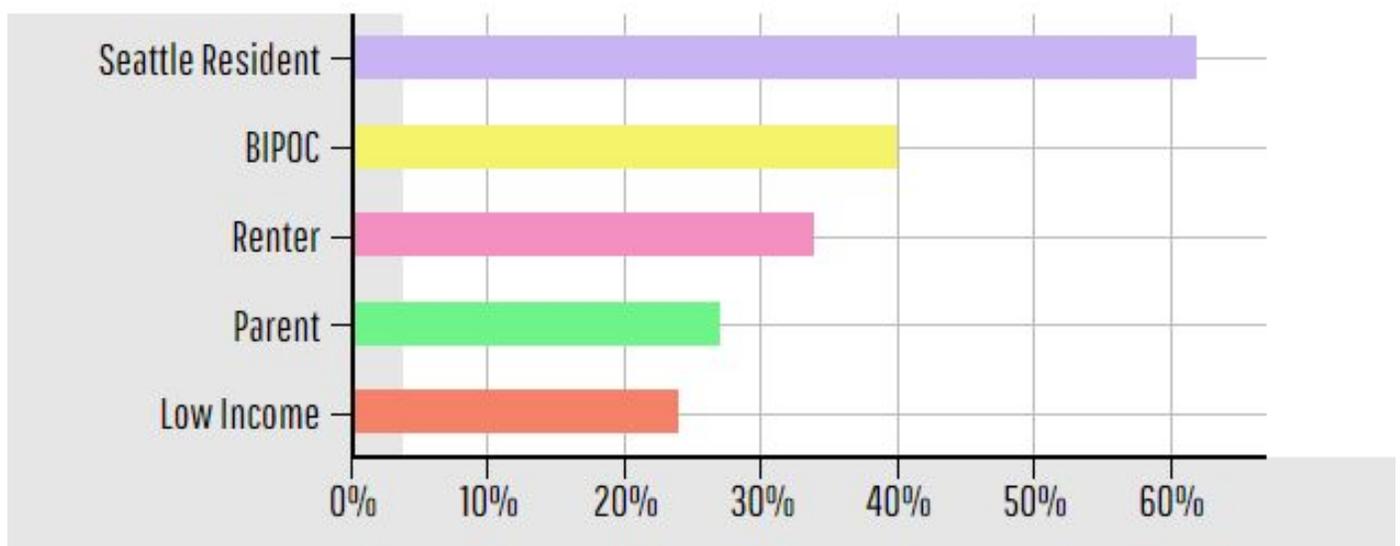
THE QUESTION  
Which best describes you?

# Self-descriptions do not always match the communities reached.

Inclusive Data made concerted outreach efforts to engage communities of focus. On several occasions participants’ responses for self-descriptions unexpected.

- A community worker supporting participants at a tienda in Beacon Hill noticed that; while the respondents presented as “Person of color/BIPOC/Black or Brown,” they did not select this option without further discussion
- Some survey respondents asked for clarification about what “disabled” and “renter” meant
- Some survey respondents who speak languages other than English did not select “English Language Learner” because they are not actively learning English
- While approximately 62% of respondents identified as a Seattle Resident, over 83% listed Seattle as their location; While it is possible that some participants were in Seattle while taking the survey but do not reside in the city, it was observed during in-person surveying that respondents did not carefully consider each selection option and moved through the question quickly
- Survey Results (N=247): 17% Disabled/Person with disabilities; 15% English Language Learner; 2% Formerly Incarcerated/Incarcerated; 3% Homeless/Person with insecure housing; 22% LGBTQIA+; 24% Low-income; 27% Parent; 40% Person of color/BIPOC/Black or Brown; 34% Renter; 62% Seattle resident; 16% Under/Unemployed; 3% Veteran

## THE TOP FIVE RESPONSES WERE:



## THE QUESTION

What is the best way to collect information about the priorities or barriers for your community?

# Participants say in-person events are the best way to conduct outreach and collect information (89 mentions).

Participants provided recommendations for features and methods for collecting information in the community. Inclusive Data coded the responses and tallied mentions of the features (shown in parentheses).

## Methods:

- Surveys (74)
- Surveys with rewards or coupons (12)
- Interviews (3)

## Outlets:

- In-person events (89)
- Online (42)
- Email (33)
- Posters/flyers/ads (32)
- Phone calls are good outreach (32)

## Locations:

- Community centers (34)
- Social media (34)
- Websites (34)
- Community programs (31)
- Faith Centers/Mosques/Churches (12)

**THE QUESTION**  
 What is the best way to collect information about the priorities or barriers for your community?

“Meet the community where they are (spaces and places and in their languages) and pay them for their expertise in their experiences (gift cards etc)”  
 -South Seattle, Seattle Resident, BIPOC, English Language Learner

“Reach out to community organizers and trusted community leaders”  
 -Mount Baker, Seattle Resident, BIPOC, English-speaker

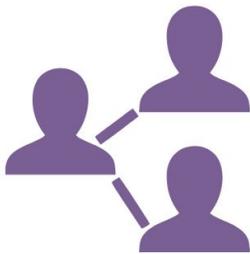
 **Connections**  
 This question was asked of participants in two ways, first asking about collecting information on community priorities and later about barriers. There was extensive overlap as community members brainstormed outreach methods.

# Outreach Recommendations by Respondents

## support



multiple languages  
version for visually impaired



## connection

talk in person  
talk to people in their settings  
1:1 outreach  
trusted community members  
build trust  
invest in ongoing engagement  
invest in planning

## methods



SMS  
paper  
meetings

## incentives



gift cards  
devices  
food



## locations

libraries  
community centers  
food banks  
neighborhood events

## THE QUESTION

What could the government do to address the issues you face with technology or the internet?

# Community members most frequently stated that government should make the internet free (64 mentions).

There were 64 mentions of making internet free. Community members also mentioned reduced internet cost through subsidies and free or reduced price devices. A few participants mentioned that there should be requirements around quality such as bandwidth and speed.



### Connections

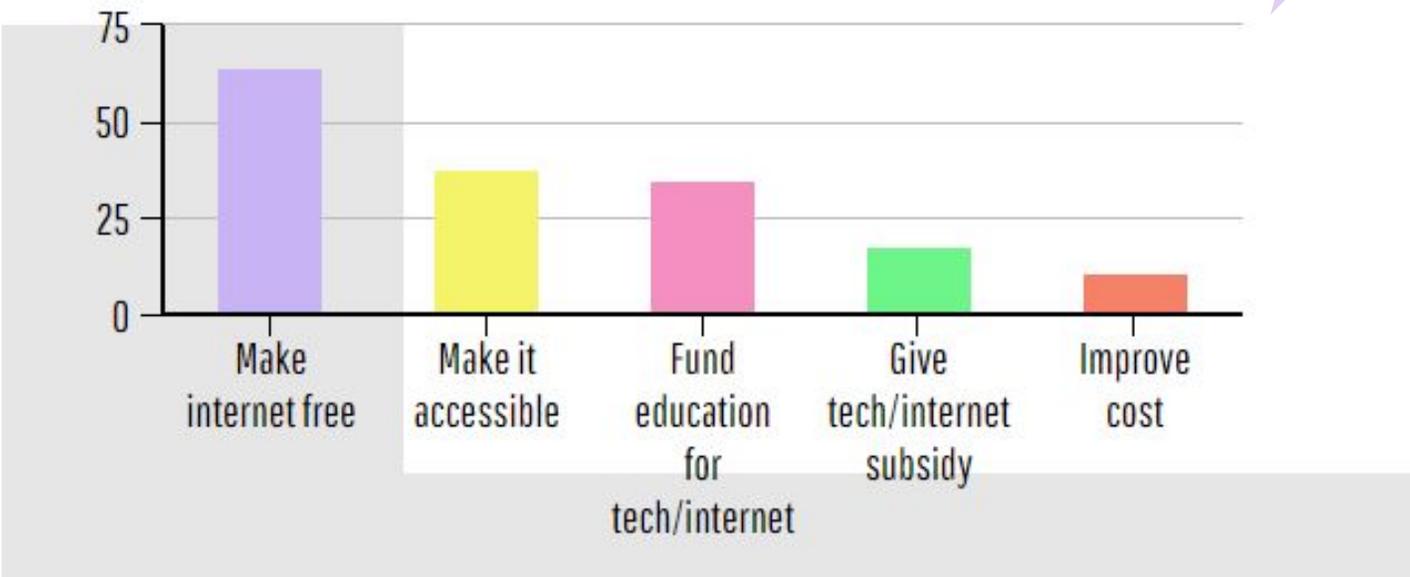
Participants mentioned that the government should give subsidies. Mostly people refer to offering families, students, and the elderly discounts. There were also mentions of the government subsidizing the internet companies.

**THE QUESTION**  
 What could the government do to address the issues you face with technology or the internet?

"We would like the City to supplement BIPOC-owned businesses with hot spot capability (not as a cost to the business) such that residents can browse via public hotspots and black and brown-owned small businesses."  
 -Central Area Seattle, Seattle Resident, BIPOC, Person with a disability, English-speaker

"Offer free classes in the community."  
 -Beacon Hill, Seattle Resident, BIPOC, English-speaker

THE TOP FIVE RESPONSES WERE:



## THE QUESTION

Not everyone can get online right now.  
What are some of the challenges you are  
seeing in your community?

# “Not affordable” is the most mentioned challenge, though privacy, digital literacy and accessibility are also key.

When asked about the challenges their communities face getting online, nearly half responded that it was “not affordable.” Privacy, digital skills, speed, and availability were also top of mind for participants.

Challenges - Participants could select multiple options.	#	%
Not affordable.	120	48%
Concerned about privacy.	90	36%
Not feeling confident or good at it.	78	31%
Too slow.	71	29%
Technology or internet is not available.	70	28%
Can't trust information or technology.	68	27%
It's not designed for my community.	53	21%
Takes over daily life.	48	19%

**THE QUESTION**  
 Not everyone can get online right now. What are some of the challenges you are seeing in your community?

“Make it more affordable. Having access to great tools (new phones, updated computers) puts some people at a HUGE advantage over others.”  
 -North Seattle, Seattle Resident, BIPOC, Person with a disability, English-speaker

“low cost internet bandwidth is not sufficient for online participation in video calls”  
 -Wallingford and Lake City, Seattle Resident, English-speaker



## Connections

These challenges align with the recommendations respondents made for the popularly cited actions government should take - with the exception of **privacy**. While 90 respondents mentioned that privacy was a challenge, only seven spontaneously mentioned that the government should secure personal information.

## THE QUESTION

How can we reach people who are not  
online?

# Participants want a mix of outreach strategies that meets people where they already are, creates spaces for people to engage, and brings people together to discuss.

Generally, people recommended in-person outreach to engage people who are not online.

Multilingual community workers shared their experiences conducting home visits and attending in-person events to teach parents how to navigate school-related technology. When school returned in-person, there were fewer supports for some families to navigate technology at home.

“face-to-face well-publicized in advance public events thru public K-12 schools”  
 -North Seattle, Seattle Resident, English-speaker

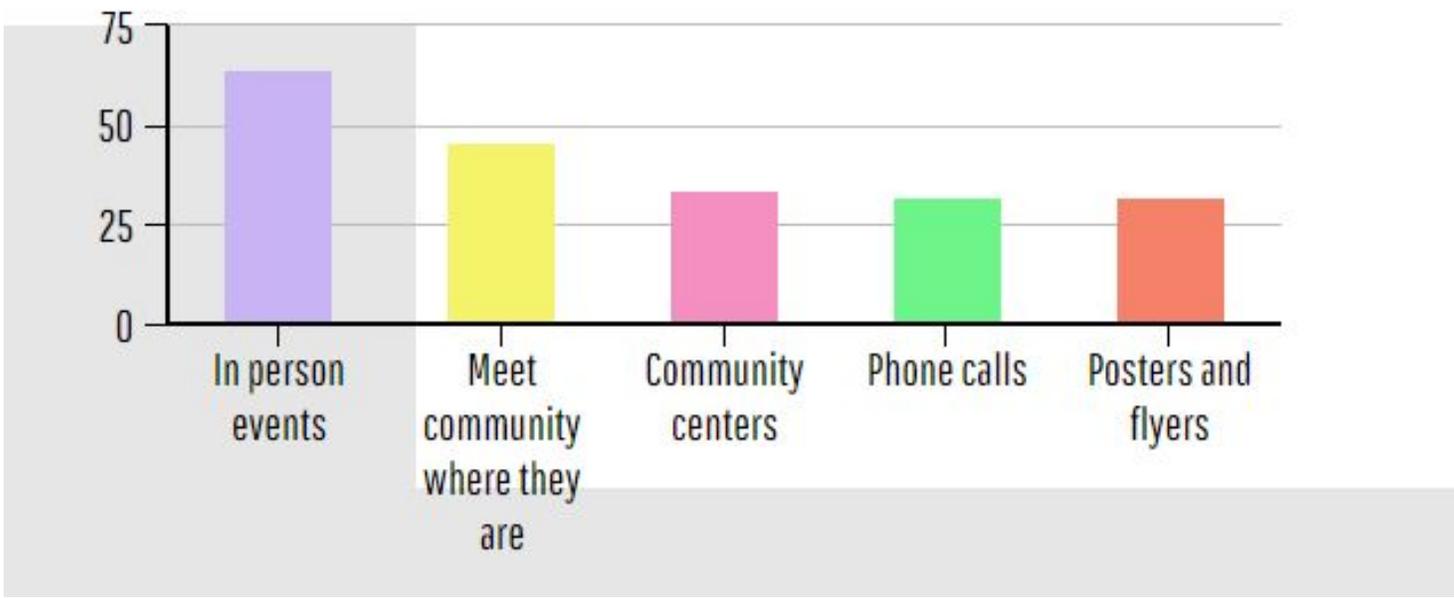
“canvas (door-to-door), reaching out to youth living in multigenerational households”  
 -Capitol Hill, Seattle Resident, BIPOC, English-speaker



**Connections**

Participants generally stated the same recommendations for outreach in general as their recommendations for how to best reach people who are not online.

## THE TOP FIVE RESPONSES WERE:



“Can't imagine where we would be without it”

-Seattle Resident,  
Elder, Parent,  
English-speaker

“I have a love hate relationship. It is not being monitored in a safe way and it's contributing to the overall destruction of society as we know it. The endless cycle of violent news and misinformation is scary and panic inducing. But it's nice to watch kitten videos and stay connected with friends and loved ones???”

-North Seattle, Seattle Resident, BIPOC,  
Disability, LGBTQIA+, Low-income,  
Renter, English-speaker

## THE QUESTION

In general, how do you feel about technology?

“i think it helps people get access to things they need, but i also feel like some companies use technology to beat down the poor”

-South Seattle, Seattle Resident, BIPOC, Low-Income, Renter, Parent, Under/Unemployed, English-speaker

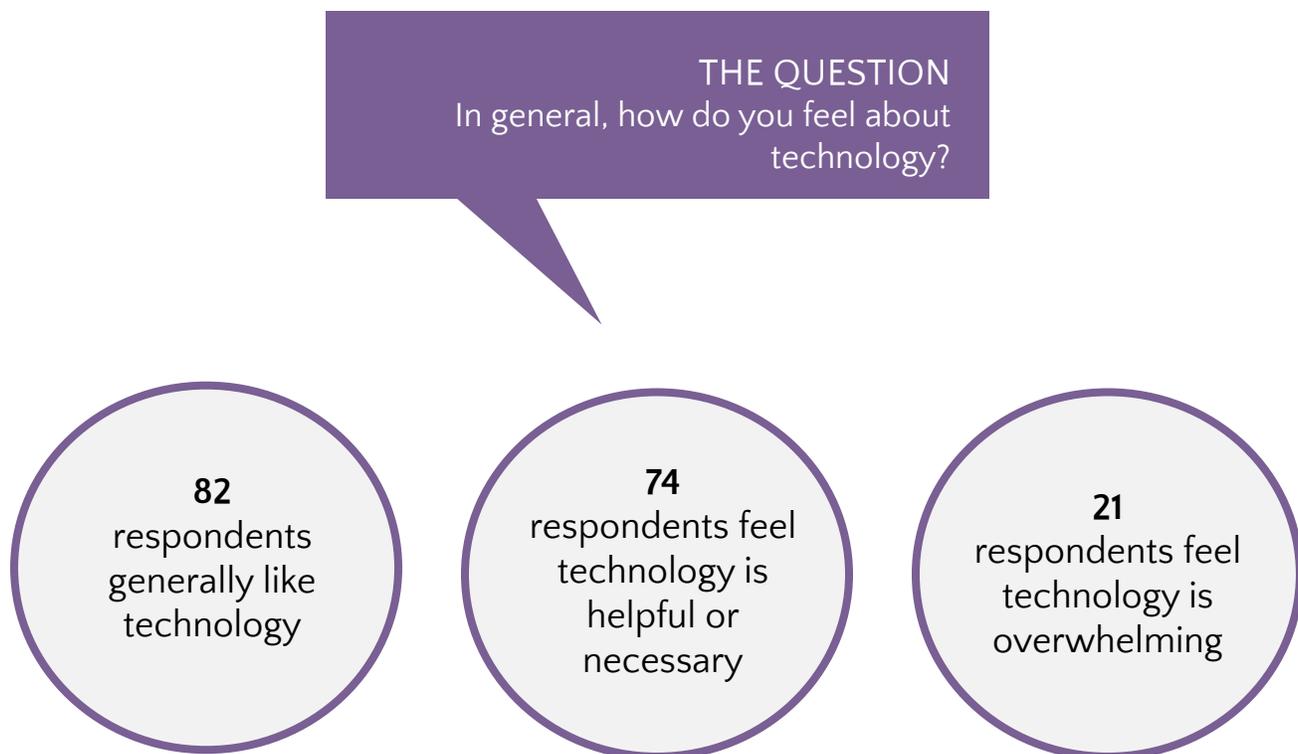
“I value it's usefulness, I teach people how to use it to learn English”

-Leschi/Central District, Seattle Resident, No Disclosed Disability, LGBTQIA+, Low-income, Renter, English-speaker

# Participants generally find technology useful, though many note it can be time-consuming or overwhelming.

Respondents had mixed feelings about technology.

- While most respondents cited generally positive feelings about technology, there were substantive critiques.
- One of the most common critiques is that technology takes a lot of time, and can be generally difficult.
- While a few people did state they did not like technology, there were participants who described technology as being a necessary evil.





Thank you to the multilingual community workers who support the needs of their community members every day (including tech and language needs).

Two organizations in particular offered great feedback to Inclusive Data regarding digital equity and language access in Seattle: Entre Hermanos, pictured above at Seattle Pride and Aki Kurose Middle School pictured to the right.



# Key Findings and Recommendations:

## Language Access

### Key Findings

**More than survey translations, community workers who speak different languages are necessary for the team.**

- Survey translation is part of language access. However, that is only a first step. A community worker who speaks the language is also necessary for distributing the survey, following up with organizations and participants to ensure its distribution, talking in-person with survey respondents who have questions about the survey, translating the responses for data analysis, and communicating with respondents to receive their incentive payments are also essential to success.

### Recommendations

**Invest in multilingual community workers on the outreach team.**

- Decide which languages are needed during the budgeting phase of the scoping projects
- Budget each community worker as part of the outreach team: Include line items specific to this need
- Engage with City resources, including Community Engagement Ambassadors who work for Parks and Recreation to support outreach

# Key Findings and Recommendations:

## Data Collection Methods

### Key Findings

**Participants appreciated having a mix of approaches to give feedback.**

- People requested multiple options to provide information, including: VideoAsk, Google Forms, interviews, focus groups, Wild 8's, community conversations, and board meeting presentations
- Some participants decided to share the survey more broadly after having participated in a positive activity, themselves
- Reaching people who are more anxious or ambivalent about technology was easier when people were brought together for mini-trainings or events

### Recommendations

**Use multiple methods to collect feedback, including interactive and traditional surveys.**

- Explore multi-response tools like VideoAsk and Swurveys to collect feedback from people who prefer conversational-style approaches (and to build relationships)
- Include participatory approaches to learn more deeply about the experiences of people.
- Piggyback on relevant non-tech focused topics, when possible: This can help reach people who avoid technology conversations

# Key Findings and Recommendations:

## Outreach Methods

### Key Findings

Participants generally wanted information that was credible, nuanced, and direct.

- Participants perceive longer, ongoing relationships as more credible versus one-off requests for information
- Distributing surveys indirectly to non-profits and community-based organizations is less effective than direct outreach methods
- In-person, 1:1 outreach is more effective
- Large in-person events are loud, limiting direct feedback from participants

### Recommendations

**Regularly recruit and contract with community workers who can plan and implement outreach programs**

- These workers can be liaisons for government departments and community based organizations, who often need more support versus just being sent materials to distribute through their networks
- These community workers should be consulted about which payment and reimbursement models work best for communities
- Start outreach with organizations early, even before the survey tools are finished, to discuss outreach methods with the organization and learn about upcoming events/opportunities

# Key Findings and Recommendations:

## Incentives

### Key Findings

Participants generally wanted incentives to be high enough to warrant their time away from other tasks.

- Incentives were effective for outreach, particularly at the level of \$50 for a half hour conversation
- Some participants were skeptical of raffles
- Food as an incentive was brought up by multiple people, often in relation to outreach

### Recommendations

**Invest heavily in incentives, even at the survey level.**

- Compensate survey takers beyond a raffle entry: a small amount of money per survey, a free food item per survey, or entry to an event with the survey acting as the ticket price

# Key Findings and Recommendations:

## Internet Services Cost and Trust

### Key Findings

Participants generally wanted free internet, subsidized internet, and for government to take a direct role in expanding technology access and adoption.

- The idea that the internet should be a utility was mentioned frequently
- Some participants noted that there were gaps in existing subsidy program that negatively affected them
- Some participants expressed concerns and mistrust of technology companies

### Recommendations

#### Revisit public support for public investments in service

- Explore the ways people want to receive free or reduced price internet
- Explore service gaps in existing subsidy programs
- Explore trusted sources for information about internet service providers
- Explore public support for municipal broadband

# Key Findings and Recommendations:

## Privacy, Bandwidth, and Service Options

### Key Findings

Participants had specific policy priorities related to privacy, bandwidth requirements, additional internet options.

- Privacy and surveillance was top of mind for some participants
- Bandwidth requirements was recommended by a few participants, though reliability concerns were reported by more participants overall
- Some participants stated they wanted there to be more options for their internet service

### Recommendations

**Explore future conversations with community members to learn more about recommended policy priorities**

- Share feedback with the public about advocacy priorities heard so far
- Explore whether elected officials are receiving feedback from community about policy priorities related to technology access and adoption
- Host events and spaces to collect information about community policy priorities
- Explore connection between policy and impact
- Solicit information on reliability and service challenges

# Key Findings and Recommendations:

## Digital Skills

### Key Findings

Participants wanted free tech support both in-person and via hotlines so that they could get the help they needed when they need it.

- Hotlines and call-in options were approaches that some participants suggested to reach people who are not typically online
- Schools adopted a mix of strategies before COVID-19, and some programs went away during COVID-19

### Recommendations

**Explore what communities have found helpful about existing programs, in addition to what they are hoping for in new ones.**

- Share feedback with the public about digital skill support priorities identified by respondents
- Document what has been done in community to address digital skill gaps
- Adopt an equity-based approach to learning about digital skills gaps

# Key Findings and Recommendations:

## Devices

### Key Findings

#### Participants are concerned about accessible devices.

- Some families rely on the devices distributed by their child's school, which poses challenges during times of change: Times of change include the summer, schooling at home during the pandemic, and returning to the classroom
- Several participants (N=20) wanted free devices to help them get online
- Current options for free or low-cost devices have restrictions around time of day (the library) and time of year (school).

### Recommendations

#### Expand low-cost and free device distribution.

- Provide lower cost devices or free devices.
- Distribute devices year-round in schools.
- Distribute devices outside of schools through CBOs and private businesses frequented by community members such as convenience and grocery stores.

# Key Findings and Recommendations:

## Demographics

### Key Findings

#### Participants self-described in unexpected ways that complicated the demographics data.

- Several individuals who present as BIPOC did not select “BIPOC” as a description. When we offered this survey in person, we were able to explain the categories to participants to help them answer the question or note that the person “presented as BIPOC.”
- “BIPOC” may not capture people who are older or who are looking for a more specific category to describe themselves
- It is difficult to ask participants to identify themselves as migrants, especially when requiring contact information for payment. We intended to use “English Language Learner” as a proxy; however, many individuals who do not speak English also do not view themselves as someone who is learning it and did not select that option.

### Recommendations

#### Use alternative methods to self-description for obtaining demographics information.

- Use a mix of methods to collect information about demographic data, instead of just relying on surveys
- Engage community workers to assist participants, especially for underrepresented communities
- Update and assess how relatable the language is on data collection instruments:
  - “Renter” → “I rent a house or apartment that I do not own.”
- Including both self-identified and familiar demographic categories can allow for both comparability with previous metrics as well as updates to ensure demographics are captured with dignity

# Appendices

[Appendix A](#) – Facilitators Guide

[Appendix B](#) – Engagement Plan

[Appendix C](#) – Survey Questions