

# Karen Mossber ger

## EVALUATING BROADBAND USE FOR BUILDING SMART COMMUNITIES

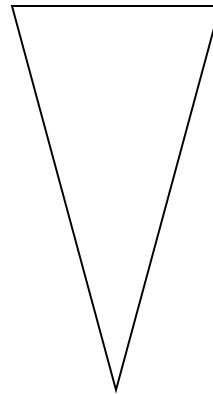
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Engagement (UIC)



# Goals of Smart Communities/ Why Study?

- Creating a culture of technology use in low-income communities
- Creating capacity and leadership for technology use among community organizations - sustainability
- Integrating technology into existing efforts at community revitalization (and sponsoring a number of technology-related activities) is

# Theory of Change



Content: Community Portals, activities that engage residents in technology, including parent programs, YouMedia for teens, Skype for immigrant families, job search for re-entry. CBO's should know needs and interests of residents

Increased Broadband Adoption & Uses  
Residents & Businesses



Culture of Use in Community  
(sustainability and leadership)

Proximity/Social Networks and Informal Learning

Integration of Technology for Community  
Organizations, Businesses, and Schools

**Economic Opportunity for Individuals**  
**Business Growth and Local Economic Development**  
**Educational Improvements**  
**Greater Access to Health Care, Government Services**  
**Civic Engagement**

# Multilevel Evaluation Components

## Process evaluation

- Site visits, interviews, program data and budgets, attendance at bi-weekly partner meetings

## Individual outcomes

- Surveys of participants in FamilyNet & Business Resource Networks/baseline data & 6-month follow-up

## Interpersonal outcomes

Questions on resource sharing and social

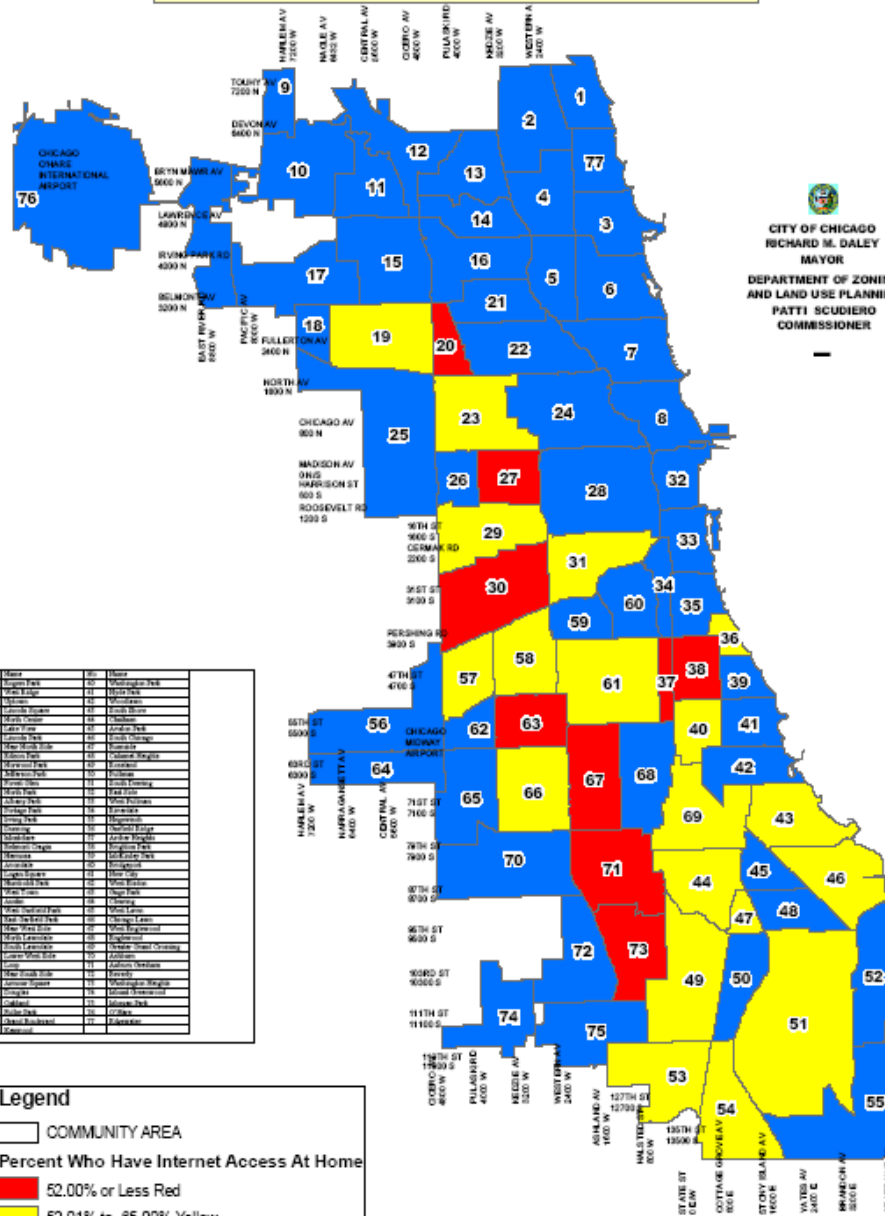
# Outcomes – Individuals/FamilyNet

## Intermediate Outcomes

(Why intermediate?)

- Broadband adoption (federal requirement)
- Change in computer use anywhere as well as broadband adoption?
- Social networks for sharing technology and help/information online – for work, job search, education, community info, e-

# Percent Who Have Internet Access At Home



CITY OF CHICAGO  
 RICHARD M. DALEY  
 MAYOR  
 DEPARTMENT OF ZONING  
 AND LAND USE PLANNING  
 PATTI SCUDIERO  
 COMMISSIONER

CA	Name	CA	Name
1	North Park	37	Washington Park
2	Lincoln Park	38	Uptown
3	Loop East	39	Uptown
4	Loop West	40	Uptown
5	Loop West	41	Uptown
6	Loop West	42	Uptown
7	Loop West	43	Uptown
8	Loop West	44	Uptown
9	Loop West	45	Uptown
10	Loop West	46	Uptown
11	Loop West	47	Uptown
12	Loop West	48	Uptown
13	Loop West	49	Uptown
14	Loop West	50	Uptown
15	Loop West	51	Uptown
16	Loop West	52	Uptown
17	Loop West	53	Uptown
18	Loop West	54	Uptown
19	Loop West	55	Uptown
20	Loop West	56	Uptown
21	Loop West	57	Uptown
22	Loop West	58	Uptown
23	Loop West	59	Uptown
24	Loop West	60	Uptown
25	Loop West	61	Uptown
26	Loop West	62	Uptown
27	Loop West	63	Uptown
28	Loop West	64	Uptown
29	Loop West	65	Uptown
30	Loop West	66	Uptown
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32	Loop West	68	Uptown
33	Loop West	69	Uptown
34	Loop West	70	Uptown
35	Loop West	71	Uptown
36	Loop West	72	Uptown
37	Loop West	73	Uptown
38	Loop West	74	Uptown
39	Loop West	75	Uptown
40	Loop West	76	Uptown
41	Loop West	77	Uptown
42	Loop West	78	Uptown
43	Loop West	79	Uptown
44	Loop West	80	Uptown
45	Loop West	81	Uptown
46	Loop West	82	Uptown
47	Loop West	83	Uptown
48	Loop West	84	Uptown
49	Loop West	85	Uptown
50	Loop West	86	Uptown
51	Loop West	87	Uptown
52	Loop West	88	Uptown
53	Loop West	89	Uptown
54	Loop West	90	Uptown
55	Loop West	91	Uptown
56	Loop West	92	Uptown
57	Loop West	93	Uptown
58	Loop West	94	Uptown
59	Loop West	95	Uptown
60	Loop West	96	Uptown
61	Loop West	97	Uptown
62	Loop West	98	Uptown
63	Loop West	99	Uptown
64	Loop West	100	Uptown

**Legend**

- COMMUNITY AREA
- 52.00% or Less Red
- 52.01% to 66.00% Yellow
- 66.01% or Higher Blue

# Chicago "Smart Communities," 2008

Tech. Use	City Avg.	Pilsen	Chicago Lawn	Englewood	Auburn Gresham	Humboldt Park
Internet Anywhere	75%	61%	75%	79%	60%	68%
Broadband Home	61%	38%	51%	56%	38%	43%
Job Search	50%	34%	49%	54%	40%	50%
Politics	53%	31%	37%	38%	30%	31%
Online classes	31%	19%	21%	26%	18%	22%
E-govt. general	57%	36%	46%	50%	41%	39%
E-govt. Chicago	49%	37%	41%	<u>46%</u>	33%	38%
Mass Transit	56%	35%	43%	51%	32%	40%
Health	64%	43%	55%	63%	42%	47%



# City-wide Survey: A Unique Neighborhood-Level View

- City-wide surveys in early 2011, 2013 (comparison with 2008)
- English & Spanish