Karen Mossberger

EVALUATING BROADBAND USE FOR BUILDING SMART COMMUNITIES
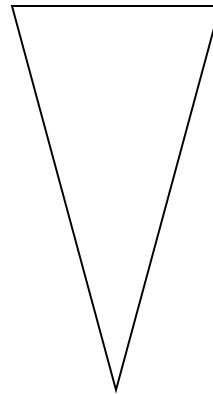
Goals of Smart Communities/ Why Study?

- 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

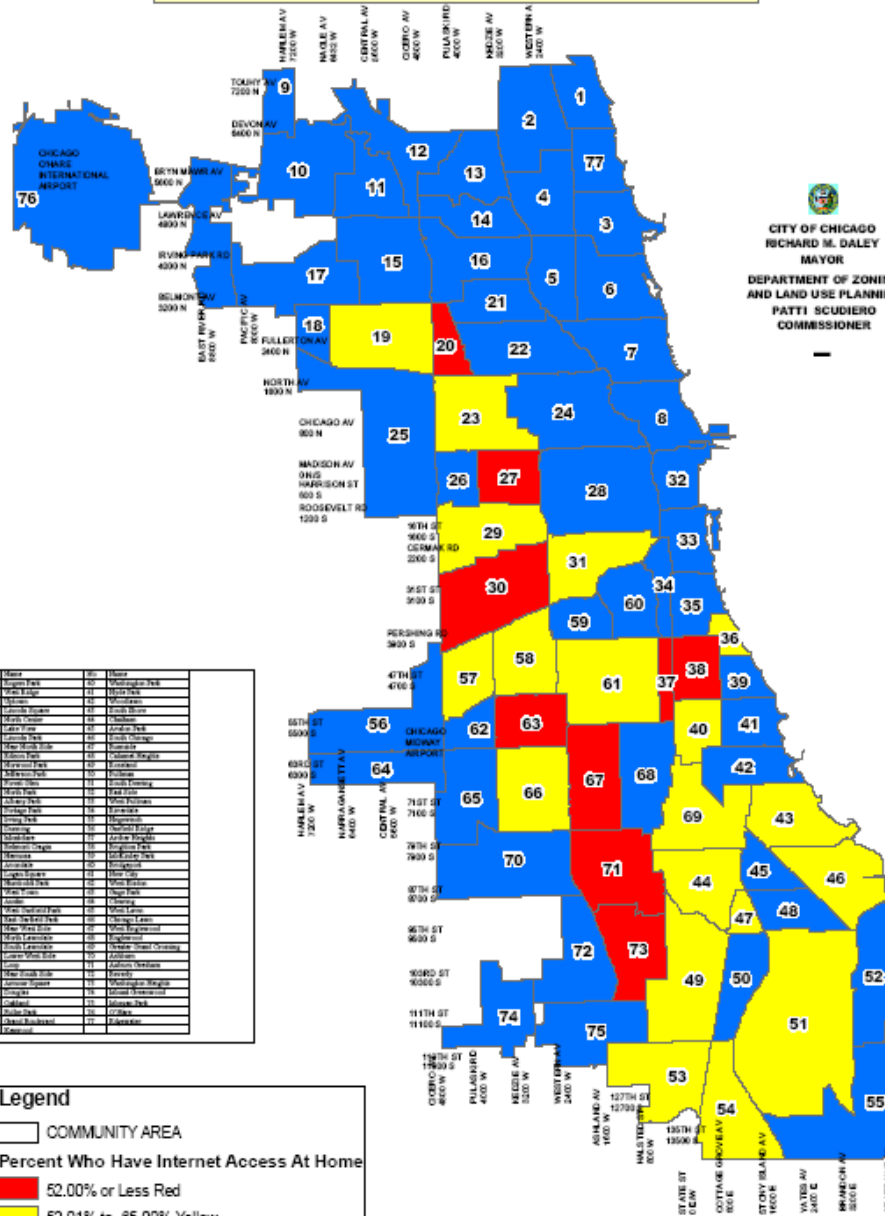Interpersonal outcomes

Questions on resource sharing and social

Outcomes – Individuals/FamilyNet

Other Outcomes

Intermediate Outcomes (why intermediate?)

- Feedback on program

- Broadband adoption (federal requirement)
  Continue to use

- Change in consequence
  Internet use anywhere as well as broadband adoption?

- Social networks for sharing technology and

- Help/information
  Collaborative learning online – for work, job search, education, community info, e-

Percent Who Have Internet Access At Home

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%	46%	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