

Connect.DC

Digital Inclusion Initiative



April 18, 2015

About Us

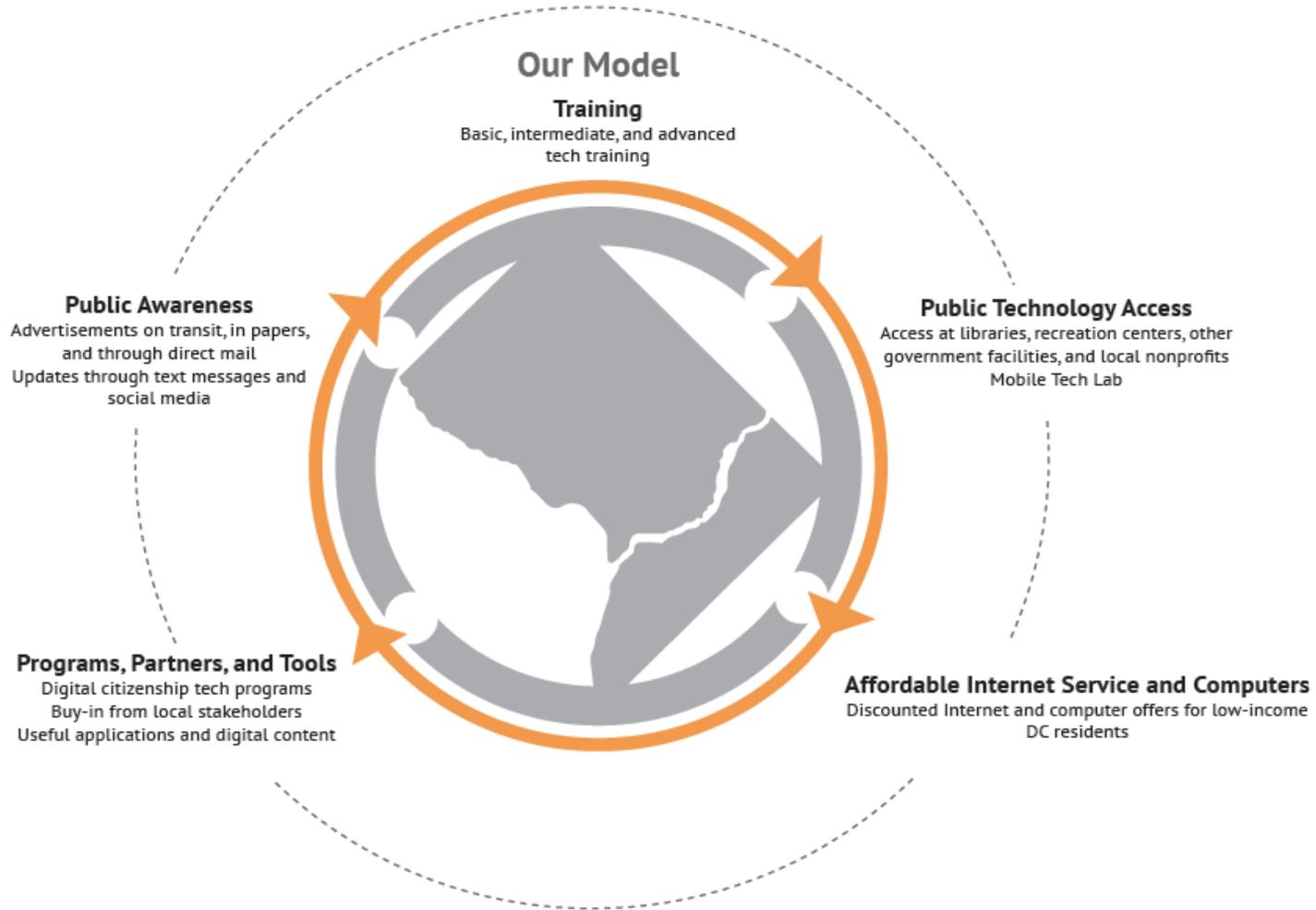
Created by the DC Office of the Chief Technology Officer (OCTO) in 2010, Connect.DC works to bridge the digital divide by making technology easier to use, more accessible, more affordable, and more relevant to the everyday lives of District residents.

The Facts

- ~160K DC residents lack home broadband service
 - Wards 1,2,3,4, and 6: 85%
 - Wards 5,7, and 8: < 65%
 - Why people aren't online*
 - Relevance (34%)
 - Lack of skills (32%)
 - Cost (19%)
 - Limited access (7%)
 - Why it matters
 - Affects every area of our lives
 - Employment, education, access to services, civic engagement
social interaction

*Pew Internet and American Life
Project

Model



Track Record

TRAINING



7,982

DC residents trained

Average hours per resident trained

34



PUBLIC TECH ACCESS

84



Locations

963

Public Computers Deployed



60

MTL Events



HOME INTERNET & COMPUTER ACCESS

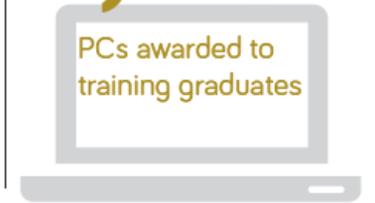
5,220

New broadband subscribers

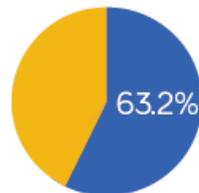


1,201

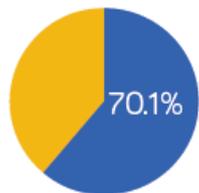
PCs awarded to training graduates



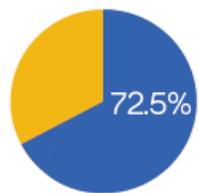
Broadband Adoption Rate



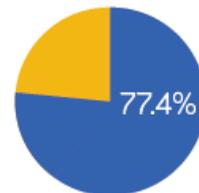
2010



2011



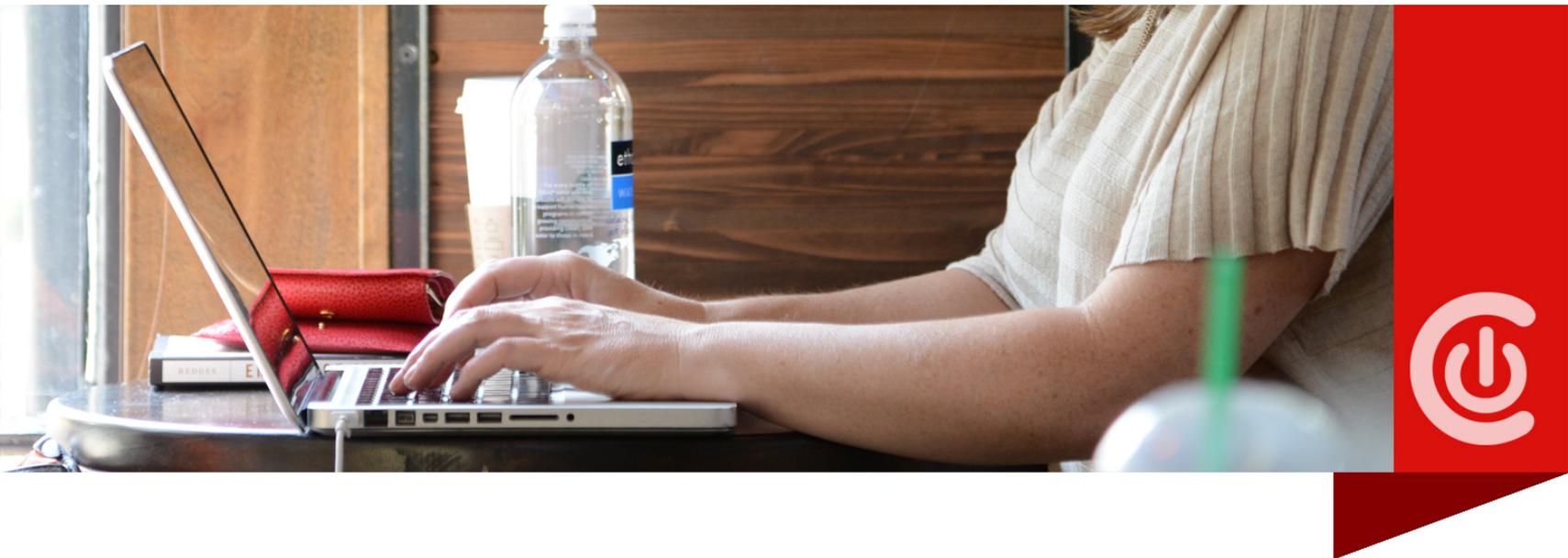
2012



2013



Affordable Internet and Computers



Discounted Offers

mobile beacon.

\$10 /mo

YOU QUALIFY!

DATA

Unlimited ?

SETUP FEE

\$36-\$39 + shipping. ?

RESTRICTIONS

None ?

CLICK FOR INFO

Web Enrollment Only
FOR INTERNET CONNECTION ONLY

Basic-Internet.com

\$9.99

YOU MAY QUALIFY

DATA

Unlimited

SETUP FEE

\$15

RESTRICTIONS

Phone Line Required ?

CLICK FOR INFO

call (855) 270-3725
FOR INTERNET CONNECTION ONLY

comcast.

\$9.95 /mo

YOU MAY QUALIFY

DATA

Unlimited

SETUP FEE

None

RESTRICTIONS

Click Here for Restrictions ?

CLICK FOR INFO

or, call (855) 846-8376
FOR INTERNET CONNECTION ONLY

Other Media

- Transit/Print/
Direct Mail
 - Message - “Get Connected – It’s easier than you think”
- Handouts
 - Tech Locator
 - Program initiatives



Connect.DC

For More information please go to:
connect.dc.gov

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