

DIGITAL DIVIDE

Council Work Session
May 2, 2017



AGENDA

- Definition of Digital Divide
- Digital Divide Factors
- Reasons for Digital Divide
- Attempts to Bridge The Digital Divide
- Possible Solutions to Digital Divide

DEFINITION OF THE DIGITAL DIVIDE

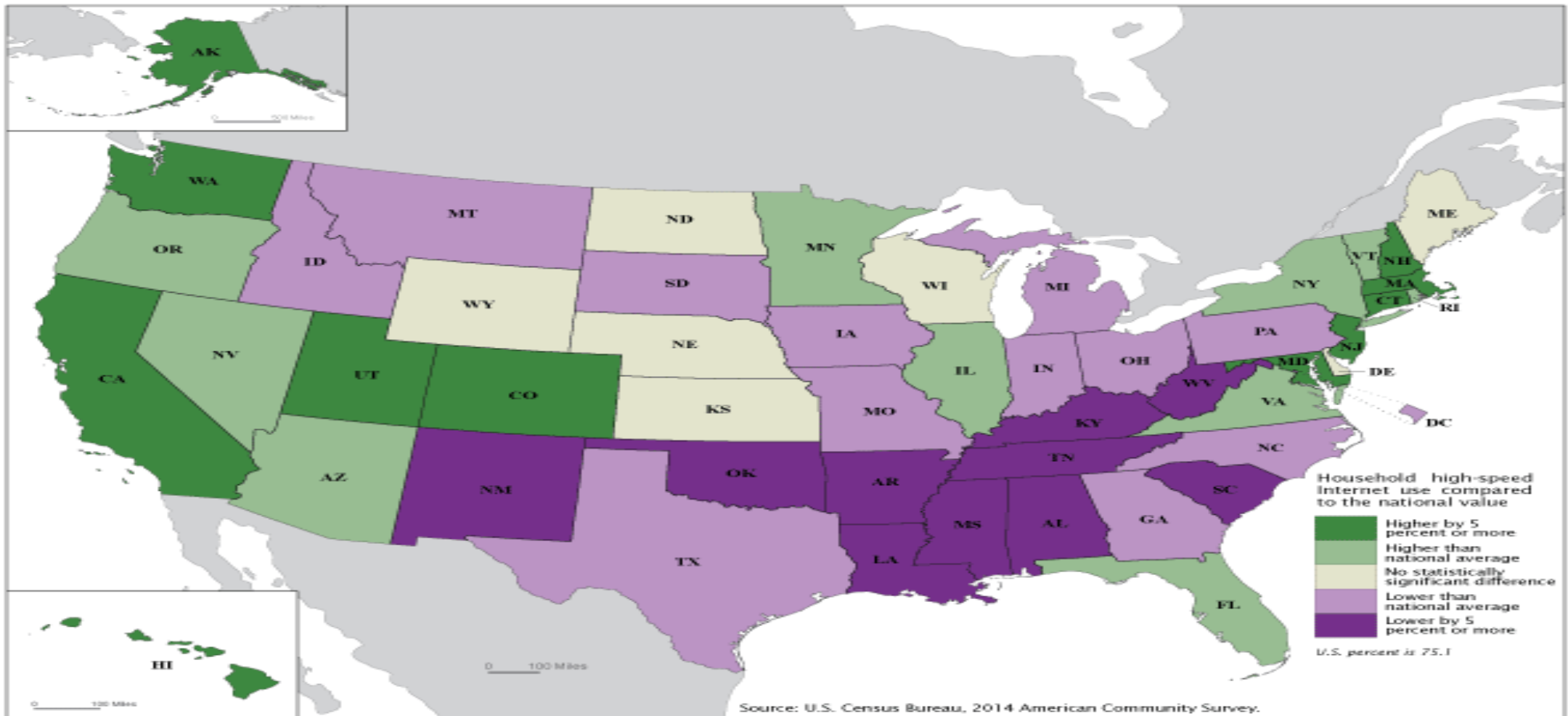
- The “digital divide” refers to the economic, educational, and social inequalities between those who have computers and online access and those who do not. (www.merriam-webster.com)
- A term used to describe the discrepancy between people who have access to and the resources to use new information and communication tools, such as the Internet, and people who do not have the resources and access to the technology.
(http://www.webopedia.com/TERM/D/digital_divide.html)

DIGITAL DIVIDE FACTORS

- Socioeconomic status
- Age
- Gender
- Educational Achievement
- Geographic location

DIGITAL DIVIDE FACTORS

- Income – If you live in a high income household, you're much more likely to use the internet. Over 90% go online, versus 53% of those earning less than \$30,000 per year.
- Denton's median household income in 2015 was \$49,100. In 2015, 20.6% of City of Denton residents lived in poverty.



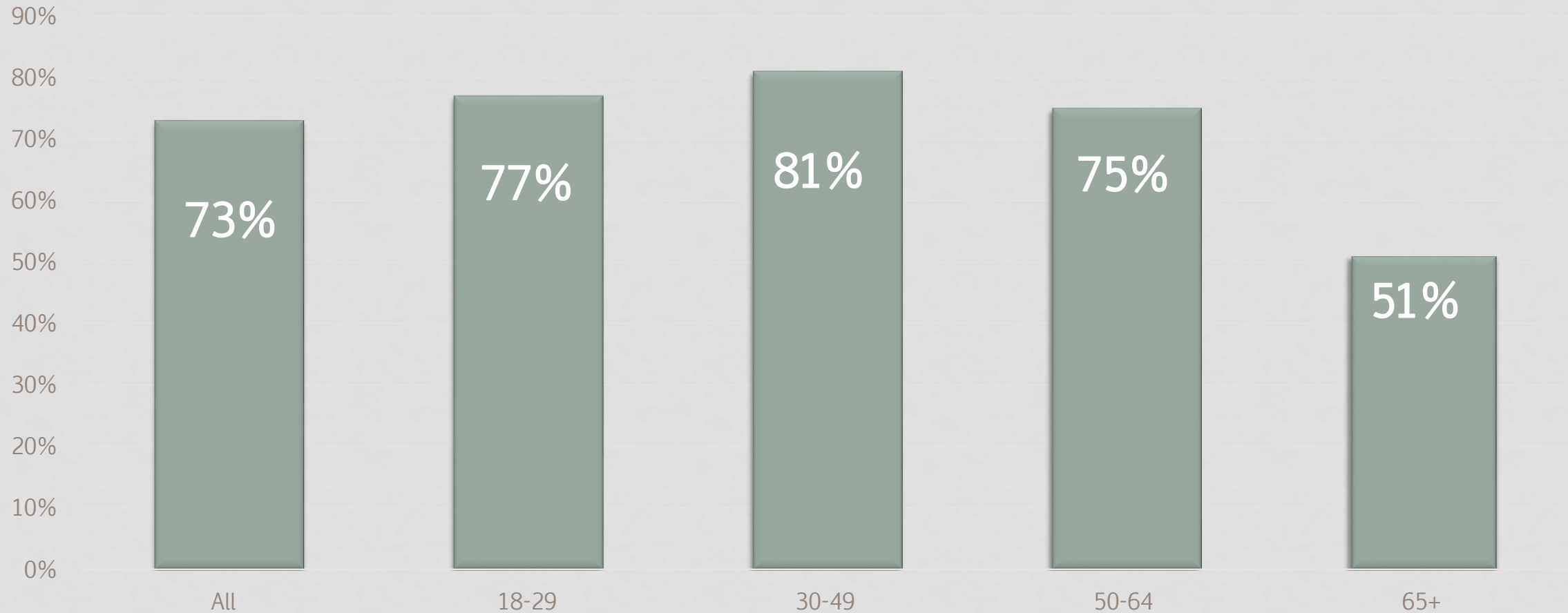
HIGH-SPEED INTERNET USE BY STATES

STATES IN THE WEST AND NORTHEAST HAVE HIGHER RATES OF HIGH-SPEED USE THAN STATES IN THE SOUTH.

U.S. HOME BROADBAND USERS BY HOUSEHOLD INCOME



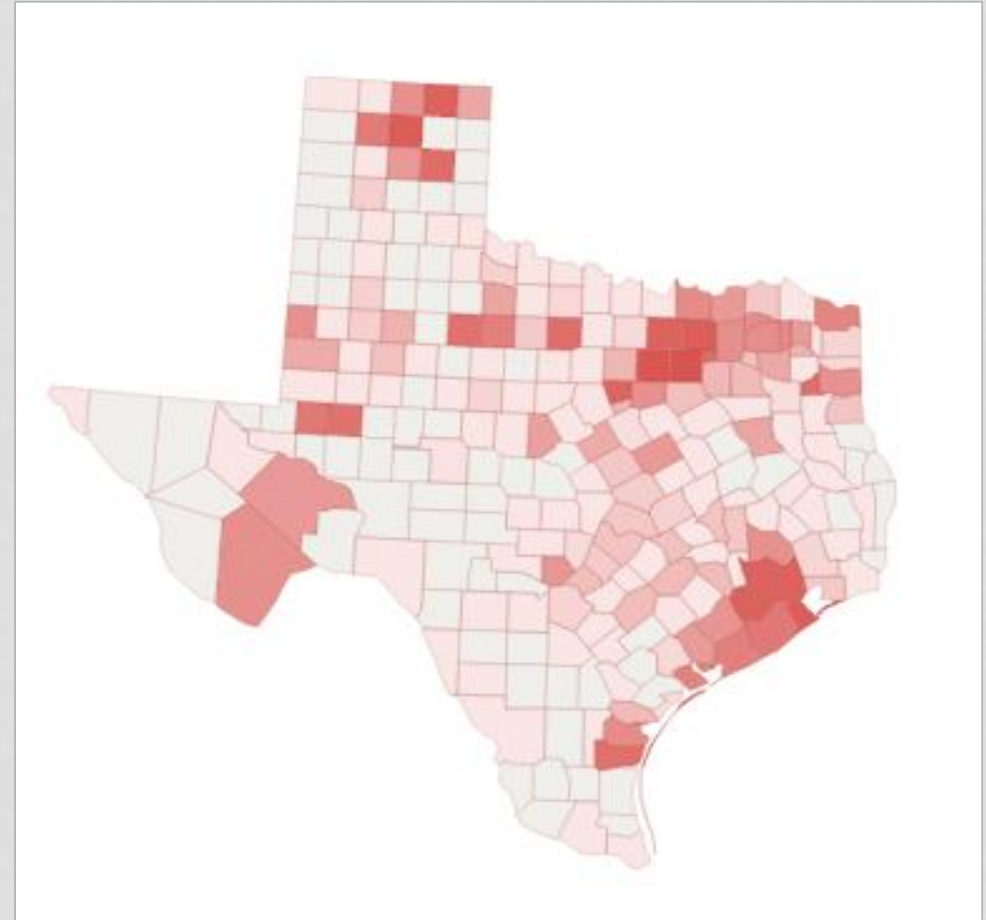
U.S. HOME BROADBAND BY AGE



TEXAS BROADBAND STATISTICS

- 46th Most connected state
- 45.6 Mbps average statewide speed
- 56.3% of Texas have access to wired broadband 25Mbps or faster
- 100% of Texas have access to mobile broadband service
- Denton has 99.5% broadband coverage

Source: <http://broadbandnow.com/Texas>



DENTON INDEPENDENT SCHOOL DISTRICT SURVEY

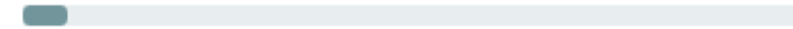


of your students have Internet access at home

→ OF WHOM

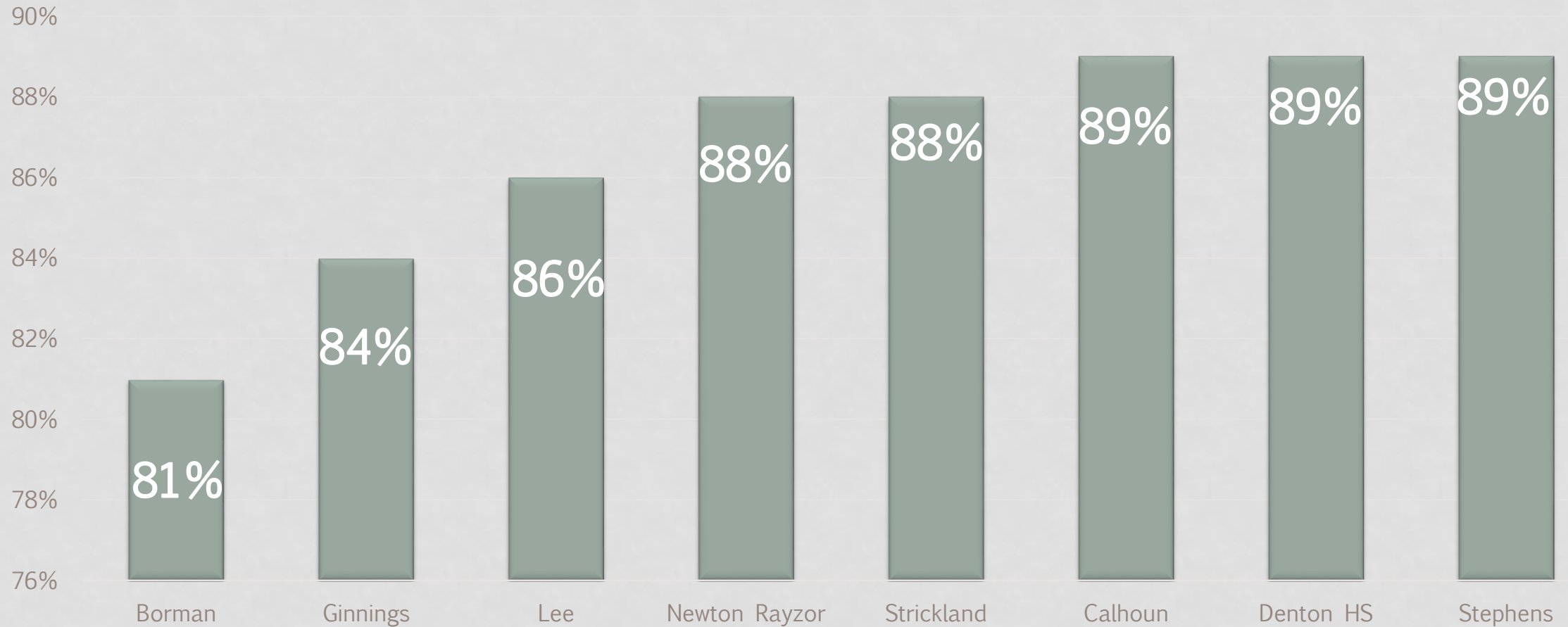


94% Have wireless Internet access



6% Have wired Internet access

DENTON INDEPENDENT SCHOOL DISTRICT SURVEY



Students who have Internet access at home. Lowest results out of 34 schools shown above.

DENTON INDEPENDENT SCHOOL DISTRICT SURVEY



of your parents have Internet access at home

→ OF WHOM

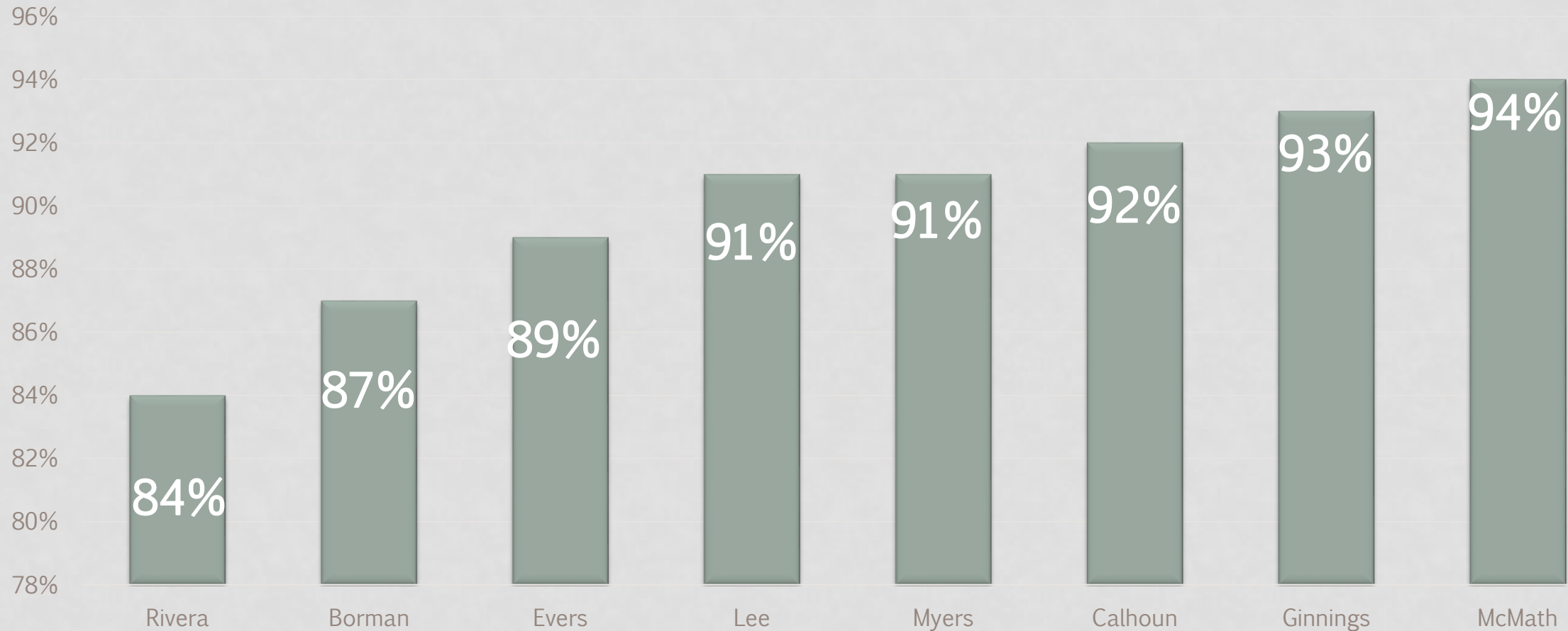


99% Have wireless Internet access



1% Have wired Internet access

DENTON INDEPENDENT SCHOOL DISTRICT SURVEY



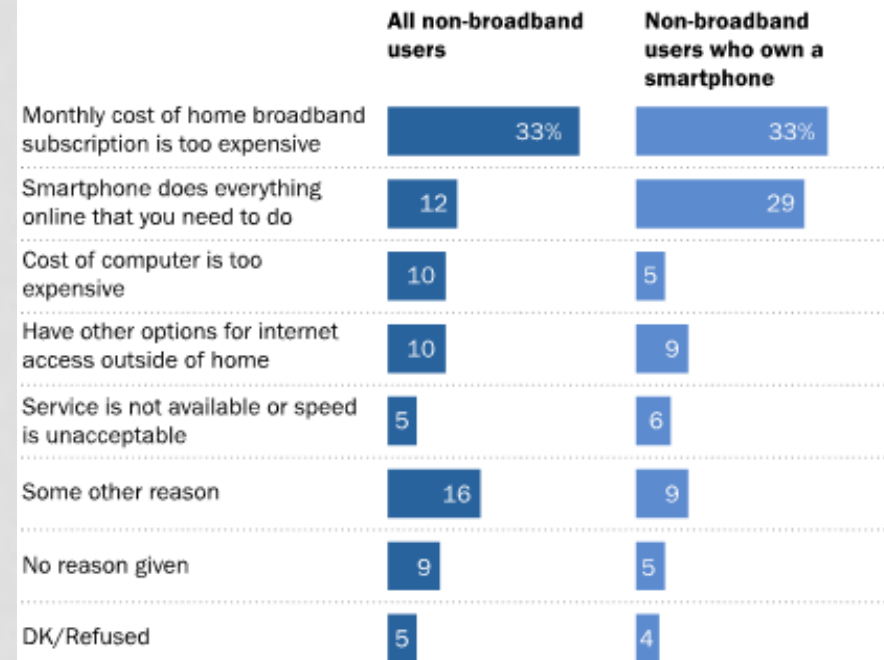
Parents who have Internet access at home. Lowest results out of 34 schools shown above.

BARRIER TO ADOPTING BROADBAND

- Monthly cost is too expensive
- Technology cost for devices
- Technology literacy

Cost is the most important barrier to adopting broadband

% of non-broadband users who cite these as their most important reason for not having a broadband connection



Source: Survey conducted June 10-July 12, 2015. Sample size = 2,001.

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ATTEMPTS TO BRIDGE THE DIGITAL DIVIDE

- Federal Communications Commission (FCC) Lifeline's program is designed to help make communications services more affordable for low-income consumers.
- Charter offers a discounted rate at \$14.99/mo. for a 30/4Mbps speed package.
- Frontier offers a federal Lifeline discount of \$9.25 per month with an additional \$7.20 Texas State Lifeline credit.

ATTEMPTS TO BRIDGE THE DIGITAL DIVIDE

- Denton Libraries provide free Wi-Fi and Internet.
- Downtown Denton has free Wi-Fi.
- Parks and Recreation facilities have free Wi-Fi.
- Denton ISD provides Verizon Jetpacks for schools to purchase.
- Denton Libraries provide over 16 programs related to technology which include;
 - Microsoft Office training
 - Computers with special software
 - Laptops and iPads at each location
 - Online training and tutorials

POSSIBLE SOLUTIONS

- Increase funding from state resources, national resources, and seek investments from private sector, nonprofit and community-based organizations.
- Create resource guide that highlights area of free Wi-Fi.
- Consider integrating into development incentive policies.
- Continue to work with service providers on right-of-way agreements in an effort to enhance broadband access.
- Continue to create community awareness of the issues with educational technology.

QUESTIONS

