**Draft Recommendations from Indicators Report**

Based on the research performed for this report, the City’s Community Technology Program has these initial conclusions and recommendations on how to apply the findings to the delivery of city and e-government services:

**Internet technology use, adoption and broadband services**

* Encourage continued marketing of affordable internet service and device options for low income residents. Ensure that materials are consumer-friendly and available in multiple languages. Market them directly to residents as well as through cultural community organizations, especially in limited-English communities.
* Focus more efforts on helping seniors and those with lower education obtain equipment, services, and the skills to use them.
* Continue to develop partnerships for targeted campaigns to increase awareness and training in use of online services. Libraries, our public community centers, community based computer centers and Seattle Public Schools would be valuable institutions in this effort. Parents of Seattle Public Schools students may need additional access to and training in technology.
* Strengthen outreach to limited-English communities through building training capacity at cultural community centers. Provide greater availability of devices with multi-lingual operating systems, and linked ESL and technology education.
* Continue efforts to increase available internet speeds and access.

**E-services/application development and distribution**

* Continue to build use of print, organizational distribution partners, internet streaming, social media, mobile enabled video and other delivery channels for City information and other e-services providers.
* Consider how device ownership costs and service level differences (like limited data plans) impact equity in user adoption of online services when deciding on information delivery channels. Even if the percentage of people without adequate electronic access is small, they nevertheless have information needs which must be met through other means.
* Continue to enable more city services and resources on mobile applications. Consider expansion of texting options for those without smartphones.
* Utilize an equitable application development that adheres to accessibility and universal design principles and rollout approach which engages diverse customers as early as possible to ensure user-centered and culturally relevant design. As a group, individuals with disabilities who may rely on technology for access otherwise available to others, were alone in their preference for single function apps. This preference should be explored as a potential access/equity issue. Design marketing with user education that goes deeper than product awareness.
* Be more deliberate about showing residents how data privacy and security are being addressed when designing and encouraging use of new and existing applications. For instance, include diverse residents on application development teams, provide information at community meetings or provide a very prominent button on web sites linking to explanations of data privacy and security measures.
* Provide additional safety education and privacy at public computer centers for users coming in to use computers for sensitive health, legal or financial uses.

**Cable services**

* Expand target marketing and outreach and education on the lowest cable tier and the customer assistance services offered by the Cable Office. Be sure to provide the information in multiple languages and through cultural community center in limited-English communities.
* Address the impacts of reductions in customer subscribership; areas of impact include city revenue and supported services, consumer rights, involvement in diverse and local programming.

**Social media and civic participation**

* Continue to grow the City’s use of social media, especially Facebook, while monitoring new trends.
* Use multiple channels for reaching residents, including phone, and use email as the primary electronic means to reach people.
* Help people learn to use the City information and alerts effectively, increase explanation and marketing.
* Urgent announcements sent via text, phone, email or other electronic means should encourage sharing the information with friends, relatives and neighbors.
* Further develop tools and strategies for electronic engagement, leveraging it with in-person opportunities. Include diverse community representatives in planning best methods for electronic civic engagement.
* Conduct more online community meetings, considering both demonstrations from community locations with higher bandwidth video and lower bandwidth opportunities that more people can join in from home or mobile devices.
* Strengthen partnerships with community organizations as intermediaries for public input and for marketing Seattle.gov and the Seattle Channel. Ensure community organization staff is trained well on online communication tools, and that government is working closely with them to develop the most effective methods and messaging for distribution.
* Increase awareness and visibility of language pages and/or page translators.
* Make electronic versions of materials available before, at and after meetings to assist those using screen readers and magnifiers. Individual accommodation is important for those who fall outside universal design.
* Encourage more community exchanges about technology tools and practices.