

# **Get Connected! Oakland Campaign**

## ***Eliminating the Digital Divide in Oakland***

**Purpose:** The purpose of the *Get Connected! Oakland* Campaign is to eliminate the Digital Divide in Oakland by making it as simple as possible for people who aren't connected yet to get access to Broadband high speed Internet along with the training and tech support needed for mastery.

**Target Populations:** The target populations for *Get Connected! Oakland* are Oakland residents who are low-income Latinos, African Americans, Asian Americans, Non-Hispanic Whites, people with disabilities, and seniors who don't have Broadband connection to the Internet.

**Goals:** In the next year, *Get Connected! Oakland* is seeking to:

- Enroll 300 *Get Connected! Oakland* Campaign Leaders.
- Introduce Broadband to 10,000 Oakland community members.
- Generate 5,000 new Broadband adopters.
- Refurbish 2,500 computers (the environmental benefits of this are equivalent to taking 1,250 cars off of the road).

**Objectives:** *Get Connected! Oakland* has 7 specific objectives:

1. Awareness, using communication media and a "Broadband Orientation Experience" to demonstrate the affordability, simplicity of use, and relevance of Broadband for low income communities.
2. Access, sharing information on all of the public access Broadband sites, WiFi hot spots, and opportunities for home Broadband access.
3. Acquisition, encouraging acquisition of Broadband by showing the locations for acquiring new or used computers and the programs for obtaining low/no cost equipment and Broadband.
4. Tech Support, listing the various organizations and programs that provide technical support for Broadband adopters.
5. Training, communicating information on all of the various places and organizations that offer training for Broadband adopters.

6. Accessibility, providing information on web tools available for people with visual, auditory, speech, cognitive, and neurological disabilities.
7. Adoption, assisting adopters to make Broadband use a part of their everyday life in relation to their workplace or job search, education, services, retail, social connections, and entertainment, etc.

**Benefits:** Elimination of the Digital Divide is in the interest of everyone in Oakland. Broadband connection improves:

- Educational quality.
- Job readiness and job performance.
- Business success.
- Government operations.
- Healthcare services.
- News, information, and retail access.
- Family and community lifestyle and entertainment.

**Campaign Leadership:** *Get Connected! Oakland* is affiliated with the California Emerging Technology Fund statewide Get Connected! California Campaign. The Organizing Committee for *Get Connected! Oakland* is Co-Chaired by: Bruce Buckelew, OTX West; David Glover, OCCUR; and Joe Gross, Sustainable Systems/California Emerging Technology Fund. Oakland City Council President Jane Brunner has agreed to be a Campaign Leader.

*Get Connected! Oakland* is looking for other Campaign Leaders from: City and County Government; Community Based Organizations; the Faith Community; the Workforce System; Education; Healthcare; Businesses and Business Organizations; and the Media.

There are many ways Campaign Leaders can help with the Campaign:

- Endorse *Get Connected! Oakland* and lend their name in support.
- Promote *Get Connected! Oakland* in their organizations.
- Include information about *Get Connected! Oakland* on their websites and in their publications, newsletters, and other communications.

- Invite other people to become Campaign Leaders.
- Identify events and locations for presentation of “Broadband Orientation Experiences” to introduce community members to Broadband.
- Participate in semi-annual *Get Connected! Oakland* Campaign Roundtables.
- Identify sources of funding to support *Get Connected! Oakland*.

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