



Empowered San Francisco Technology Needs Assessment

OUTREACH KEY POINTS

Here are the key points you can use to reach out to your constituents:

- **Overview:** Thriving in Place is conducting a city-wide needs assessment to understand the technology barriers and unmet needs of San Francisco residents with disabilities and older adults (ages 60+) during COVID-19. Study results will be shared with the Department of Disability and Aging Services (DAS) and the Mayor's Office on Disability (MOD) as part of COVID-19 Response in San Francisco. This needs assessment will inform the City's approach to expanding access to the Internet, devices, and digital literacy support needed for residents to get information, access services, have online health visits, connect with family and friends, and to participate in online activities.
- **Background:** The COVID-19 pandemic has intensified digital inequality for many older adults and people with disabilities, particularly for those with low-incomes, communities of color, and those with limited English proficiency. We know that many San Francisco residents with disabilities, older adults (60+) and people experiencing homelessness are facing barriers around technology during COVID-19, including lack of Internet, devices, digital training support, and access to accessible online information and essential services. It is vital that all residents have the technology tools needed to stay consistently and meaningfully connected during these challenging times.

- **Project Timeline:** The survey will be administered **March 2021 through April 30th, 2021**. Along with this survey, we will be interviewing leaders of local disability and aging organizations, and will be holding paid Focus Groups with people with disabilities, older adults (60+), transition-age youth, veterans, and people experiencing homelessness.

Focus Groups will be conducted in a variety of languages and accessible formats (including ASL and real-time captioning). The survey and focus groups will be completed by the end of April 2021. Focus group participants will receive a \$100 gift card for their participation.

- **Survey Questions** - The survey asks questions about Internet usage, device ownership, assistive or adaptive technology, digital literacy, and barriers to accessing services and programs. The survey also collects a variety of demographic data to ensure that the Thriving in Place has received input from a broad sample of San Francisco's communities.

The survey will be available in 6 languages (English, Spanish, Chinese, Tagalog, Russian, and Vietnamese). There will also be a phone-based survey, as well as printed and Braille versions available.

- **Survey Deadline** - The survey will be open until April 30th, 2021

SURVEY LINKS

- English: https://www.surveymonkey.com/r/technologyneeds_English
- Chinese: https://www.surveymonkey.com/r/technologyneeds_Chinese
- Russian: https://www.surveymonkey.com/r/technologyneeds_Russian
- Spanish: https://www.surveymonkey.com/r/technologyneeds_Spanish
- Tagalog: https://www.surveymonkey.com/r/technologyneeds_Tagalog
- Vietnamese:
https://www.surveymonkey.com/r/technologyneeds_Vietnamese

- **Accommodations**

- If you prefer to complete a survey via print or telephone, or if you require additional accommodations, contact Cecile Puretz at **415.593.8129** or email DigitalEquity@tipsf.org

PHONE-BASED SURVEYS

We encourage service providers to use these scripts to conduct phone-based surveys with their constituents. Phone-based surveys are available in multiple languages. Responses can be entered in a SurveyMonkey link below:

FLYERS

Thriving in Place has created flyers that contain a link to the survey online.

If your organization would like a stack of printed flyers, and you're willing to help display or distribute some, please contact DigitalEquity@tipsf.org

EMAIL OUTREACH

Here is suggested text you can customize and use to reach your constituents by email.

Subject Line Options:

SF Citywide Technology Needs Assessment

Take the Digital Equity Survey!

Advancing Digital Inclusion for People with Disabilities and Older Adults

Body Text:

Dear [name,]

Thriving in Place is conducting a City-wide survey to understand the technology barriers and unmet needs of SF residents with disabilities and older adults (ages 60+) during the COVID-19 pandemic. The City wants to learn from you!

Please participate in the survey by April 30th, 2021

Results of this survey will be shared with the Department of Disability and Aging Services (DAS) and the Mayor's Office on Disability (MOD) to help inform the City's strategy for expanding access to technology resources and solutions needed in order to bridge the digital divide.

Many San Francisco residents with disabilities and older adults still lack access to the technology resources needed in order to access essential services, information, online healthcare, and to stay consistently and meaningfully connected.

If you are a person with a disability, an older adult (60+), a transition-age youth (18-24), a veteran, a person experiencing homelessness, or a parent of a child with a disability, we want to learn from you!

The survey is 15 minutes long, and can be taken in multiple languages and accessible formats, including Braille and printed. The survey is available in English, Chinese, Spanish, Russian, Tagalog and Vietnamese. A phone-based version of the survey is also available in these languages.

English: https://www.surveymonkey.com/r/technologyneeds_English

Spanish: https://www.surveymonkey.com/r/technologyneeds_Spanish

Chinese: https://www.surveymonkey.com/r/technologyneeds_Chinese

Russian: https://www.surveymonkey.com/r/technologyneeds_Russian

Tagalog: https://www.surveymonkey.com/r/technologyneeds_Tagalog

Vietnamese: https://www.surveymonkey.com/r/technologyneeds_Vietnamese

If you have any questions or need support to complete the survey, email DigitalEquity@tipsf.org, call **415.593.8129** or visit us online at www.tipsf.org/Digital-Equity

Thanks,

[your name]

PRINT & BRAILLE SURVEYS

Printed versions of the survey will be available to distribute at various sites throughout the City at: aggregate meal sites, affordable housing communities, SROs, and other spaces where people access essential services in person. **To request copies of the printed survey**, please contact DigitalEquity@tipsf.org

SOCIAL MEDIA OUTREACH

Here is suggested text you can customize and use to reach your constituents via social media:

Are you a San Francisco resident with a disability, an older adult (60+), a transition-age youth, a veteran, a person experiencing homelessness, or a caregiver or family member of a person with a disability?

Thriving in Place is conducting a citywide survey to gather information from San Francisco residents with disabilities and older adults (60+) about their technology barriers and needs during the COVID-19 pandemic. This information will be shared with the Department of Disability and Aging Services (DAS) and the Mayor's Office on Disability (MOD) to inform strategies for expanding access to technology resources in San Francisco.

Take the Survey!

https://www.surveymonkey.com/r/technologynneeds_English

The survey will be open until **April 30th** and is available in English, Spanish, Chinese, Russian, Tagalog and Vietnamese. The survey is also available in Braille, print, and can be conducted as a phone-based survey. Take the survey and enter to win a \$50 gift card!

For more information, email DigitalEquity@tipsf.org, call 415-593-8129, or visit us online www.tipsf.org/Digital-Equity