



City of  
**OAKLAND**  
California



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News from: The Office of Mayor Jean Quan

## MEDIA ADVISORY

April 25, 2011

### **Mayor Quan to Launch *Get Connected Oakland!* Citywide Initiative to Eliminate the Digital Divide Proclamation Announced**

- What:** *Get Connected Oakland!* Citywide launch
- When:** Thursday, April 28, 2011, 10-11am  
Networking Event & Light Reception to Follow
- Where:** Oakland Housing Authority, 935 Union Street, Oakland
- Who:** **Mayor Jean Quan**, Mayor of Oakland  
**Nancy O'Malley**, District Attorney & Founder of Alameda County  
Family Justice Center  
**Ashley McCullough**, **West Coast Children's Clinic/** Youth Adult  
Partnership  
**Ellen Muhammad**, Coordinator, Senior Digital Inclusion Project  
**Noel Gallo**, Director, District 5, Oakland Unified School District  
**Roma Groves**, Principal, Martin Luther King Elementary  
**Eric Johnson**, Oakland Housing Authority

**Background:** Eliminating the Digital Divide plays a pivotal role in the educational and career success of young people and helps seniors stay connected and avoid isolation. Through broadband connection people can enhance their education experience; strengthen job performance; obtain access to social and healthcare services; utilize government services; succeed in starting up and running a business; find relevant news and information; buy needed products and services; enhance lifestyle and entertainment options.

Mayor Quan will officially launch *Get Connected Oakland!*, a citywide initiative to eliminate the digital divide throughout the city by making it as simple as possible for everyone to have broadband Internet access along with training and tech support. According to the California Emerging Technology Fund, in 2011, 30% of all Californians, 51% of low-income households, 50% of Latino families, and 45% of people with disabilities are not connected to the Internet with broadband, leaving more than 10 million Californians without high-speed Internet access at home.

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At the press conference, Mayor Quan will present a proclamation re-enforcing the City's commitment to eliminating the digital divide and making it as simple as possible for Oakland residents to have computer access as a vital component to the economic prosperity and quality of life for all Oakland residents.

**About *Get Connected Oakland!***

*Get Connected Oakland!* is affiliated with the California Emerging Technology Fund statewide Get Connected! Initiative. 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).

In addition to partnering with the Office of the Mayor, Oakland Housing Authority and Oakland Unified School District, *Get Connected Oakland!* is partnering with the Alameda County District Attorney/Alameda County Family Justice Center; Alameda County Department of Social Services/General Assistance/CalWorks/Foster Youth; Alameda County Office of Education; Oakland Digital Arts and Literacy Center; Oakland Parks and Recreation; Oakland Public Library; and Santa Rita Jail/Educational Services.

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