

OCTOBER 2023

Y-ZONE

**FINAL IMPACT REPORT SUMMARY
PROJECT IMPLEMENTATION:
MAY 2022 – JULY 2023**



YONKERS-ZONE
GET CONNECTED

A CITY OF YONKERS CARES ACT INVESTMENT TO BRIDGE THE DIGITAL DIVIDE FOR YONKERS RESIDENTS

GRANT PARTNERS:

- Westchester County Association
- The STEM Alliance
- Fordham University
- Yonkers Partners in Education
- Westhab

SUMMARY

The Y-Zone's mission is to bridge the digital divide in Yonkers to connect underserved populations with device access, free/low-cost internet, and the basic skills to use those tools with the goal of increasing economic opportunity for the Y-Zone clients while also improving the skilled workforce in our County. Internet access included enrolling Yonkers residents in the federal Affordable Connectivity Program (ACP) for a \$30 monthly discount on their internet bill.

This work is directly tied to workforce and economic development research from NY State Department of Labor (2023) which shows that both employers and job candidates feel that digital skills are urgently needed in the workforce. **In Mid-Hudson specifically, 48% of businesses indicate that basic computer use and computer literacy skills are lacking in new hires.¹ 36% of job seekers say that they do not have modern digital skills.²**

PROGRAM SERVICES



375

Clients provided with 15 hours of tech education



583

Clients provided with a new Chromebook

ACP

Affordable
Connectivity
Program

153 ✓

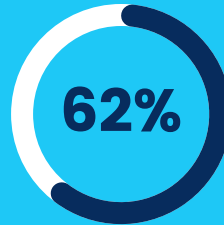
Clients enrolled in ACP

35,000

Pieces of ACP outreach information delivered to Yonkers residents

CLIENT DEMOGRAPHICS

71% identify as female



Workforce age
(50 or younger)



Spanish speaking

DIGITAL NEEDS OF CLIENTS

78%

Needed a device

60%

Live in a home with no desktop or laptop

48%

Rarely use a computer

60%

Have had no formal computer training

70%

Have a high interest in receiving computer training

60%

report some difficulty paying for internet
23% find it very difficult

Visit www.yzone.info to learn more

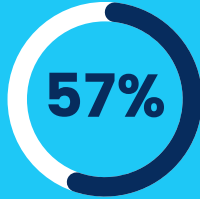
Y-ZONE RESULTS & IMPACT

ECONOMIC EMPOWERMENT & WORKFORCE DEVELOPMENT

Y-Zone Clients reported that the services they received helped them across multiple critical areas



Improved various financial literacy skills



Developed workforce tech skills



Improved ability to start a new business or market a pre-existing one

3.3%

Estimated percentage increase to household income for each newly connected ACP enrolled home^{3,4}

BASIC COMPUTER SKILLS

Following Y-Zone services, clients' confidence & ease of computer use was significantly improved

2X

Clients doubled their confidence on basic internet skills like using a digital calendar and video conferencing



91%

More confident using computers

ACCESS TO TOOLS & RESOURCES

Y-Zone services were highly impactful in improving clients' access to critical tools and resources.



Were able to use the internet to save money



More able to find reliable health or medical information online

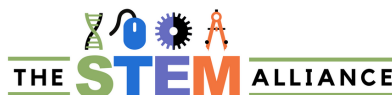
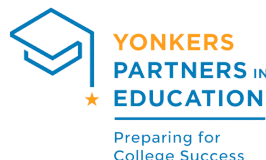


In the follow-up survey, the share of clients who said it was "very difficult" to afford internet fell to 11% from 21%.

Visit www.yzone.info to learn more

FINAL NOTES

GRANT PARTNERS



VOICES OF OUR CLIENTS

“

“An excellent opportunity to learn how to use the computer. I now use it to make appointments.”

Fransisco, Age 45, Hispanic, Male

”

“I am really grateful for the classes. Now I will be able to make my resume, use Zoom calls, take classes, and most importantly I am a computer owner.”

Rugiatu, Age 31, African-American, Female

RESEARCH NOTES

1. New York State Department of Labor Job Seeker Survey, 2023
2. New York State Department of Labor Business Workforce Survey, 2023
3. Zuo, G. (2021). Wired and hired: Employment effects of subsidized broadband internet for low-income Americans. *American Economic Journal: Economic Policy*, 13 (3), 447-482
4. Klenow, P. et. al. (2023). Assessing the gains from e-commerce. *American Economic Journal*, 15(1), 342-370.

Updated 10.04.2023

Visit www.yzone.info to learn more