



Elevate Miami brings technology into the daily lives of our residents, creating unparalleled access to opportunity, celebrating cultural diversity, and enhancing quality of life for all Miamians: the new face of America.

Elevate Miami prepares all residents and businesses of Miami for a leadership position in the global economy, establishing public and private partnerships that facilitate affordable technology, including mobile and low-cost internet access, employable skill sets and economic opportunities for all Miamians.

In order for our residents to succeed in the future, the need to build technology skills must be recognized and leveraged as one of the most vital requirements for the citizens of Miami. The City of Miami recognizes how digital literacy impacts employment, education, civic engagement, and day-to-day life, and it is our belief that all citizens should have access to this gateway of opportunity. As a result, the Elevate Miami program was launched as an initiative geared towards the development of the 21<sup>st</sup> Century Digital Family/Community and the eventual elimination of the digital divide.

## KEY PROGRAM COMPONENTS

Elevate Miami is a comprehensive, life-long approach focused on the accessibility and affordability of technology and training for youth, adults, senior citizens and small businesses. The initiative encompasses *ePark* Computer labs and *eSenior* Centers, and, in the past, has also included a youth education component. Each of the following key components work in unison to embody the essence of Elevate Miami's mission:

### **For All Residents:**

#### **ePark Computer Labs:**

37 City of Miami parks are equipped with computers and offer open lab hours available to all residents. Some *eParks* offer monitored lab hours during the week where technology coaches are available to assist computer users with any questions they may have.

#### **NET Offices:**

Neighborhood Enhancement Team (NET) offices are mini-City administration buildings located in city neighborhoods where residents and business owners can obtain answers to their questions and receive assistance with city services. The City of Miami has provided a computer kiosk at City NET offices, giving citizens the ability to search for jobs or connect with governmental services online.

#### **Affordability:**

Major computer hardware/software vendors, internet service providers and business partners are working with the City of Miami to provide low-cost alternatives within the affordability range of lower-income individuals, families, and small businesses.

#### **Website:**

The City of Miami has created an Elevate Miami website with valuable information and tools for students, parents, seniors and businesses. Anyone interested in learning about any of the program components can visit [www.elevatemiami.com](http://www.elevatemiami.com).

### **For Adults:**

#### **Workforce Development:**

Through the implementation of the following programs, the City seeks to directly address the need to build a technologically literate workforce to ensure that existing businesses are competitive in the global market and to provide an environment which is conducive to the formation of new business opportunities.

#### **Small Business Outreach:**

With approximately 77,500 micro-entrepreneurs in the Miami market study area, it is imperative to provide our local entrepreneurs with customized training programs and resources to assist them in becoming effective, competitive participants in the global economy. As a result, specific programs are being developed to demonstrate how these entrepreneurs can grow their businesses through the use of technology to create business plans, conduct market research, locate potential funding sources, manage their company's business finances, create consistent branding, increase markets through the creation of an online web presence, and improve employee performance through access to online training.

**Website Development** The City of Miami has developed a program with Florida International University's College of Business Administration whereby student interns conduct web development workshops with small business owners to help grow their companies and create better marketing opportunities via the internet.

**ACCESS Miami** Under this program, the City works with local partners on a one-on-one, customized basis to offer opportunities for residents year-round, including financial seminars, free tax preparation, multi-benefits assistance towards such programs such as Food Stamps, Medicaid, and KidCare, training, 2:1 matched savings fund program for homeownership, micro-lending programs for existing or start-up businesses, employment opportunities and more. All pertinent information regarding ACCESS Miami programs can be found on the [www.accessmiamijobs.com](http://www.accessmiamijobs.com) web site.

***For Seniors:***

**eSenior Centers:**

The City of Miami currently facilitates specialized technology education for senior citizens at various senior center and ePark locations, offering computer training classes weekly and open lab hours daily. Senior citizens are learning how to use computers, access the internet and communicate with family using technology.

**PARTNERSHIPS**

The success of Elevate Miami is attributed to the cooperation between the City of Miami and our community educational institutions, businesses, corporations and non-profits. The City of Miami and Miami-Dade County Public Schools are working closely with Miami-Dade County, Microsoft, John S. and James L. Knight Foundation, AT&T, Comcast, McAfee, Dell, Intel, Per Scholas, Miami Dade College, Florida International University and the University of Miami. It is clear that the power of these strengthened partnerships will elevate the city, schools, the students, their families and all residents of Miami. For more information on how you can help, send an email to [elevatemiami@miamigov.com](mailto:elevatemiami@miamigov.com) or call 305-416-1538.