

KNOXVILLE, TN

Tech Upgrades at City of Knoxville Recreation Centers

The City of Knoxville Parks & Recreation Department is furthering their efforts to reduce the digital divide within disadvantaged communities through tech upgrades at 15 recreation centers.

BUDGET

\$100K

\$70K

TVA Connected
Communities

\$30K

Proposed
Match

Background



Positioned for Impact

The majority of residents who live within a 10-minute walk of nearly all facilities do not have access to household broadband. This has created a need and opportunity for better WiFi signaling and additional computers at facilities.

THE OPPORTUNITY

Expand Services

With more advanced and accessible technology, the City of Knoxville can provide WiFi to more community members.

INEQUITABLE ACCESS

51%
of Knox County
households don't
have broadband

**Low- and
middle-
income**

residents make up
the majority of people
who live near facilities

Scope



Computers

provided at each location for public use, plus laptops for group learning and classes.



Tablets

on portable kiosks for aiding fitness programs and classes on tablet fundamentals.



Smart TVs

for group use and educational programs.

QUANTITY

15
recreation
facilities,
including
senior
centers

THE GOAL

Support Tech

Increase facility use and technological support to community members.



FOCUS AREA
Equitable Access to Services



TENNESSEE
VALLEY
AUTHORITY

Performance

Key Performance Indicators

- Device and facility use
- Programs offered
- Program attendance and effectiveness

The Value

Low- and Middle-Income Individuals

- Many are within walking distance of facilities
- No membership fees at facilities
- Most programs are free

Knoxville Residents

Gives residents of all ages access to technology and relevant training, such as:

- “Computer for Beginners” for adults with little experience
- “Coding and Video editing” for kids seeking creative outlets or career exploration

Key Partners

City of Knoxville Parks and Recreation Department

Knox County Health Department*

Knox County Schools*

Knoxville Education Foundation (Community Schools)

Knoxville-Knox County Community Action Committee*

Knoxville Chamber

Heartland Forward*

Tennessee Valley Authority

*Potential partner



Process

Receive Input

Staff and leadership provide suggestions for specific equipment desired.

Work with Recreation Specialists

Discuss marketing, equipment usage, program ideas and implementation strategies.

Get Facilities Set-up

Review, purchase and install all equipment at facilities.

Train Staff

Hold staff training for general equipment information and leading specialized programs.

Ensure Safety

Conduct training on how to monitor equipment use, safety and ongoing maintenance.