



This research project identified three main themes:

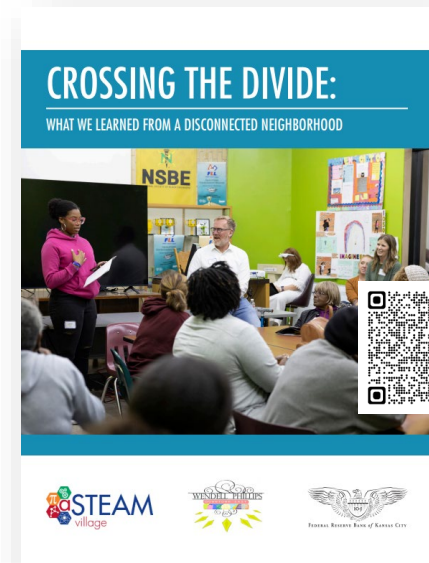
1. Historical and continuing disinvestment: Being an historically redlined and disinvested neighborhood comes with ongoing challenges.
2. Trust: Few residents trust internet service providers (ISPs) to serve their best interests.
3. Community empowerment: Residents want to better understand technology.



Kansas City Fed and partners engage a neighborhood with low broadband subscription rates

“Community research is often conducted ‘at’ community members,” Jeremy Hegle said. Hegle is assistant vice president and community affairs officer for the Kansas City Fed, whose work has focused on digital equity. “This often leaves participants with a bad taste in their mouths, with a feeling that those conducting the research are missing some key aspects of the issues at hand. We didn’t want that to happen with this project, so we formed a partnership with the community to design the research project. Together, we agreed on the right questions to ask, on how to ensure participants truly felt welcomed and empowered, and ways to leave residents more informed and better off as a result of participating in the research.”

The team held a process called a data walk, where it shared data with neighborhood residents and got their feedback on what it meant to them. The data walk was a pilot project, one of four that the Federal Reserve System initiated in 2022 to increase the use of External Linkcommunity-engaged research methods, conducted with communities as partners.



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