

American Rescue Plan Update

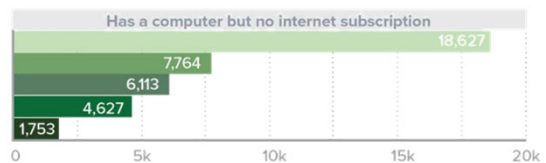
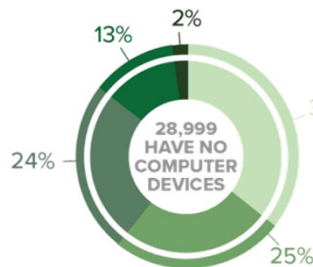
Digital Inclusion Recommendations

APRIL 4, 2022

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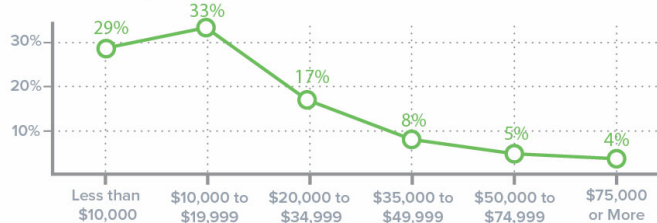
Charlotte's Digital Access Stats

How do Charlotte households' computer and internet access compare across races?



● Black and Black, Hispanic ● White, Non Hispanic
● Some Other Race ● White, Hispanic ● Asian

Across different income levels,
how many don't have any internet subscription?



American
Community
Survey, 2019

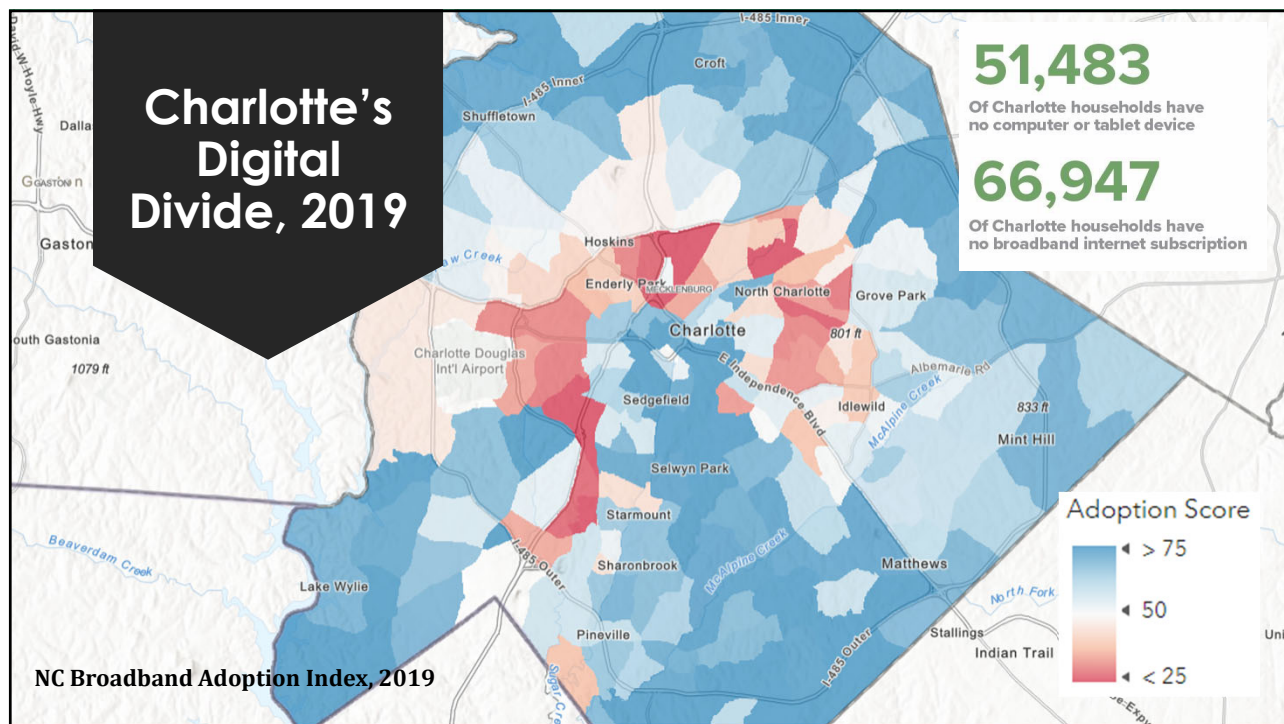
51,483

Of Charlotte households have
no computer or tablet device

66,947

Of Charlotte households have
no broadband internet subscription

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Who will benefit from this investment?

	Individual & Family	Housing Insecure	Senior	Youth	General population
Use:	<ul style="list-style-type: none"> Remote work Job application Continuing education Virtual healthcare Childcare News & information Online banking 	<ul style="list-style-type: none"> Housing search Job search Housing & financial support courses Childcare search Transit options 	<ul style="list-style-type: none"> News & information Communication Entertainment Online shopping & delivery service Side jobs & volunteer opportunities 	<ul style="list-style-type: none"> Remote school Communication Entertainment & gaming 	<ul style="list-style-type: none"> Navigation Alerts Transit options Communication Share creative content News & information
Investment:					
Internet Connection	Subsidized home access	Key public spaces, Mobile connectivity	Subsidized home access	Subsidized home access	Key public spaces
Connected Devices	Future Forward Programs	Future Forward Programs	Future Forward Programs	Future Forward Programs	N/A
Adoption	Digital Navigation, Future Forward Programs	Digital Navigation, Future Forward Programs	Digital Navigation, Future Forward Programs	Digital Navigation, Future Forward Programs	Digital Navigation

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Access Charlotte Phase 1



\$3,250,000 (CARES)

Digital Inclusion Demonstration Through 2022:

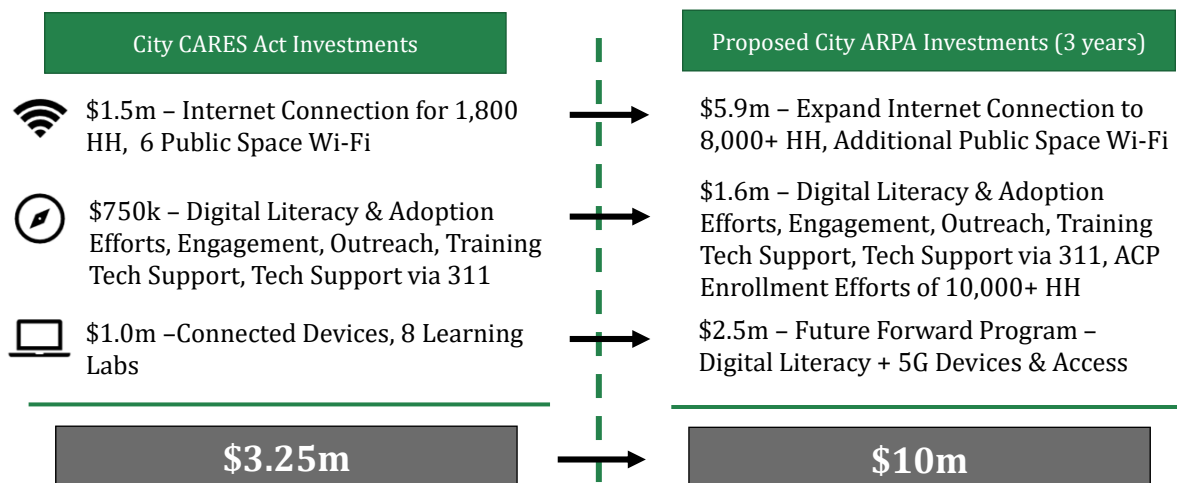
- Working with housing partners to provide residents of 1,803 households (at 14 multifamily sites) with Wi-Fi internet connection
- Free Public Wi-Fi at 4 public spaces and 2 community centers
- 8 Learning Labs & devices
- Digital Navigators Program providing tech support via 311 & Wi-Fi site outreach

Partners Internet Connection Work:

- Library WISP project for 800 single family homes near West Blvd Library Branch for one year of service
- Free Wi-Fi on CATS buses & Lynx Gold Line
- Inlivan wired internet connection for 877 households for one year of service

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At a Glance: City's Investment in Digital Inclusion



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Proposed

Access Charlotte Phase 2 - \$5.9m



\$1,777,825

Extend internet services through 2024:

- Working with housing partners
- Work with Library on WISP
- Wi-Fi internet service for 3,116 HH, multifamily & single family
- Free Public Wi-Fi at 4 public spaces and 2 community centers
- Data on use patterns, network support, & maintenance

\$4,140,200

Expand internet service:

- Working with housing partners
- Work to connect to privately-owned, qualifying apartments
- New locations of public space Wi-Fi
- New learning lab
- Wired internet to home with no new infrastructure (4,043 HH for 3 years)
- Wi-Fi internet service for public spaces & new apartments (2,000 HH for 3 years)

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Proposed

Digital Adoption Investment \$1.6m



\$900,000

Digital Navigators Program:

- Awareness campaigns for public wi-fi locations
- Qualitative & quantitative data on digital divide & investments
- Support development of sustainable solutions with CDE partners
- Staffing for 3 years:
 - Inbound calls from 311
 - Outbound calls to support ACP sign up (aim 10,000 + HH)
 - Tech support for public wi-fi & ticket data
 - Public engagement on campaigns



\$420,000

Universal Adoption Tool(s):

- Community driven approach to adoption tools where residents' needs are being met & are engaged at the beginning



\$300,000

Contractor to Support Team:

- Project coordination and management support, engagement leadership & support, evaluation of adoption efforts over 3 years

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Proposed

Phase 3 – Access Expanded + Upward Mobility Future Forward Programs- \$2.5m



Future Forward – Support the path to 5G Adoption:

- Work with 5G providers on expansion plan
- 5G Enabled, devices to support digital literacy training

Upward Mobility Programs through Partner Training & Rewards:

- Multiple levels of training from digital literacy to workforce training and certifications
- 5G devices & data plans that can serve as home internet

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Questions?

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Appendix

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ARPA Community Support Recommendations - Status

Recommended Investments	Amount	High-Level Descriptions	Status
Housing	\$17M	• Neighborhood stabilization and anti-displacement strategies	
Workforce Development & Employment			
Small Business	\$5M	• Business Partner Support and Innovation Programs	
Workforce	\$5M	• Training programs and Corridors employment study	
Hospitality Sector Support	\$4M	• CRVA support [possibly including targeted hotel relief]	
HIRE CLT and Corridors Workforce Study	\$1M	• Design/planning funding	
"Open for Business" Strategy	\$1M	• Sustain/enhance programming	
Community Vitality			
Digital Inclusion	\$10M	• Internet adoption, device access and digital literacy	
Non-Profit Support	\$3.5M	• Operating support aligned with City priorities	
Public Safety	\$5M	• Placeholder for potential support for Umbrella Center	
Arts & Culture	\$2M	• Approved during FY 2022 budget process	
Arts & Culture	\$1.5M	• Funding in support of projects in corridors	
Youth/Teen Impact	\$2M	• YMCA programming in "zip codes of need"	
Food Insecurity	\$3M	• Hoskins Road project and placeholder for Three Sisters	
Total	\$60M		

Legend:

Design Phase

Ready for Council Discussion

Council Endorsed

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Sustaining Beyond ARPA



Household Connections:

- ACP (IIJA funding)
- Work with ISPs
- Work with property managers



Public Space Connections:

- Work with community groups to sponsor
- Incorporate into OpEx



5G Networks:

- 5G service providers



5G Smart Phones Serving as Hotspots:

- Owner maintained



Learning Labs:

- Work with partners



Digital Navigators Program:

- Incorporate into OpEx



Universal Adoption Tool(s):

- Maintenance portion incorporated into OpEx



Contractor to Support Team:

- Temporary

Community Digital Inclusion Strategy

Make Charlotte the most digitally equitable city in America.

The City is committed to participating in the Center for Digital Equity (CDE), a national model of public-private partnership aimed at achieving this goal.

The work and partners of the Center for Digital Equity

- Policy, Advocacy, and Ecosystem Development
- Data, Program Measurement, & Research
- Device & Connectivity
- Digital Literacy & Skilling
- Digital Navigation & Technical Support





Questions?