CITY OF CHARLOTTE

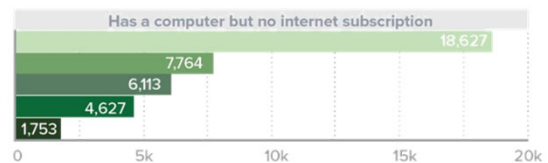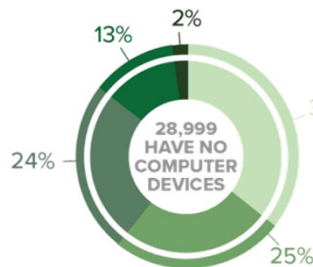# American Rescue Plan Update
Digital Inclusion Recommendations
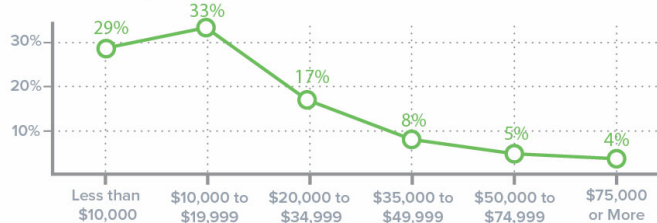
APRIL 4, 2022

1

Charlotte's Digital Access Stats

Proposed

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

28,999 HAVE NO COMPUTER DEVICES

2%
13%
36%
24%
25%

Has a computer but no internet subscription
18,627
7,764
6,113
4,627
1,753
0   5k   10k   15k   20k

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

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

29%
33%
17%
8%
5%
4%

30%
20%
10%

Less than $10,000 | $10,000 to $19,999 | $20,000 to $34,999 | $35,000 to $49,999 | $50,000 to $74,999 | $75,000 or More

51,483
Of Charlotte households have no computer or tablet device

66,947
Of Charlotte households have no broadband internet subscription

American Community Survey, 2019

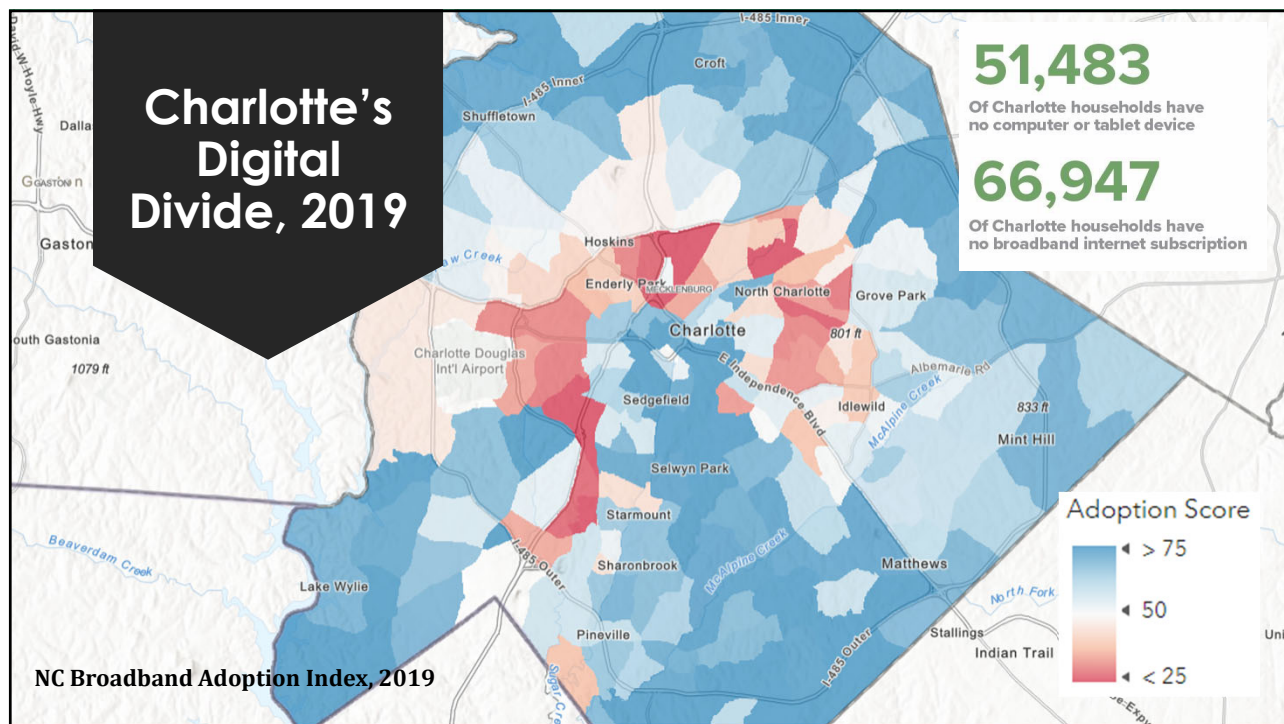CITY of CHARLOTTE

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Charlotte's Digital Divide, 2019

51,483
Of Charlotte households have no computer or tablet device

66,947
Of Charlotte households have no broadband internet subscription

Adoption Score
- > 75
- 50
- < 25

NC Broadband Adoption Index, 2019

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Who will benefit from this investment?

	Individual & Family	Housing Insecure	Senior	Youth	General population
Use:	• Remote work • Job application • Continuing education • Virtual healthcare • Childcare • News & information • Online banking	• Housing search • Job search • Housing & financial support courses • Childcare search • Transit options	• News & information • Communication • Entertainment • Online shopping & delivery service • Side jobs & volunteer opportunities	• Remote school • Communication • Entertainment & gaming	• Navigation • Alerts • Transit options • Communication • Share creative content • News & information
Internet Connection *Investment:*	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	Digital Navigation, Future Forward Programs	Digital Navigation, Future Forward Programs	Digital Navigation

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Access Charlotte Phase 1

$3,250,000 (CARES)
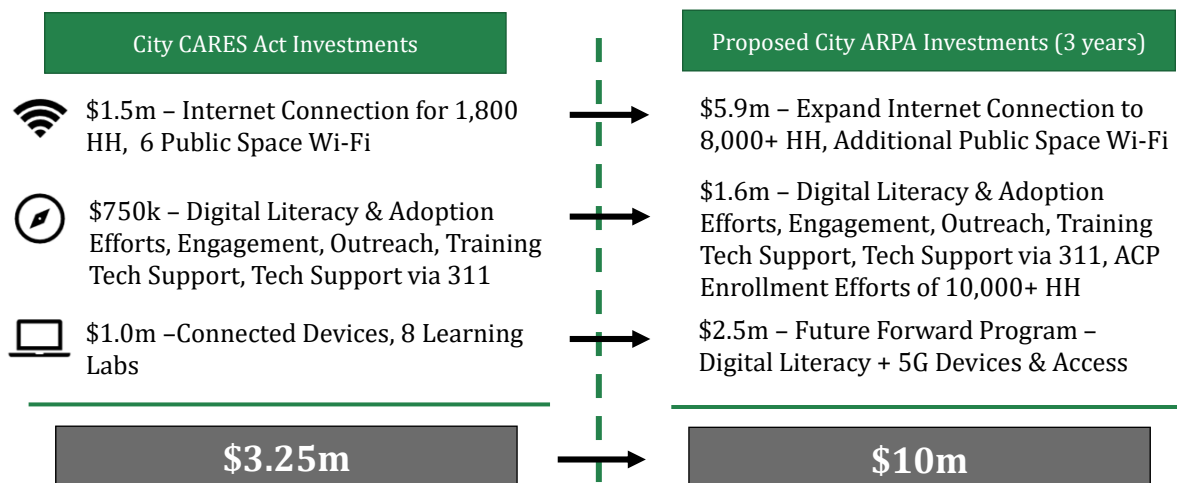
Digital Inclusion Demonstration Through 2022:
- Working with housing partners to provide residents of 1,803 households (at 14 multifamily sites) with Wi-Fi internet connection
- Free Public Wi-Fi at 4 public spaces and 2 community centers
- 8 Learning Labs & devices
- Digital Navigators Program providing 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
- Inlivian wired internet connection for 877 households for one year of service

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At a Glance: City's Investment in Digital Inclusion

City CARES Act Investments		Proposed City ARPA Investments (3 years)
$1.5m – Internet Connection for 1,800 HH, 6 Public Space Wi-Fi	→	$5.9m – Expand Internet Connection to 8,000+ HH, Additional Public Space Wi-Fi
$750k – Digital Literacy & Adoption Efforts, Engagement, Outreach, Training Tech Support, Tech Support via 311	→	$1.6m – Digital Literacy & Adoption Efforts, Engagement, Outreach, Training Tech Support, Tech Support via 311, ACP Enrollment Efforts of 10,000+ HH
$1.0m –Connected Devices, 8 Learning Labs	→	$2.5m – Future Forward Program – Digital Literacy + 5G Devices & Access
$3.25m	→	**$10m**

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Access Charlotte Phase 2 - $5.9m

$1,777,825

$4,140,200

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

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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Digital Adoption Investment $1.6m

$900,000

$420,000

$300,000

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

Universal Adoption Tool(s):
- Community driven approach to adoption tools where residents' needs are being met & are engaged at the beginning

Contractor to Support Team:
- Project coordination and management support, engagement leadership & support, evaluation of adoption efforts over 3 years

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

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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

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