



CHARLOTTESM

Digital Inclusion



What is Digital Inclusion

Digital inclusion is the process of building an environment where all people, especially those in underserved communities, **have the resources to benefit from the internet in the home.**

It requires **long-term commitment** and localized solutions. It also demands **multiple sectors working together**, including: local government, community organizations, businesses, education & learning institutions, faith community, foundations, healthcare, and individuals.

A connected Charlotte is

Educated - Engaged - Economically Viable

Inclusion & Equity

- **All residents** participate in 21st Century opportunities
- Broadband is a prerequisite for social & economic inclusion

Civic Process

- **All voices** are important
- Citizen engagement with local government will increasingly involve technology

Neighborhood Revitalization

- **All neighborhoods** matter
- Neighborhood-level access positively influences neighborhood engagement and stability

Economy of the Future

- **Charlotte will be a next century city**
- Jobs & Industries of the future will be technology centric

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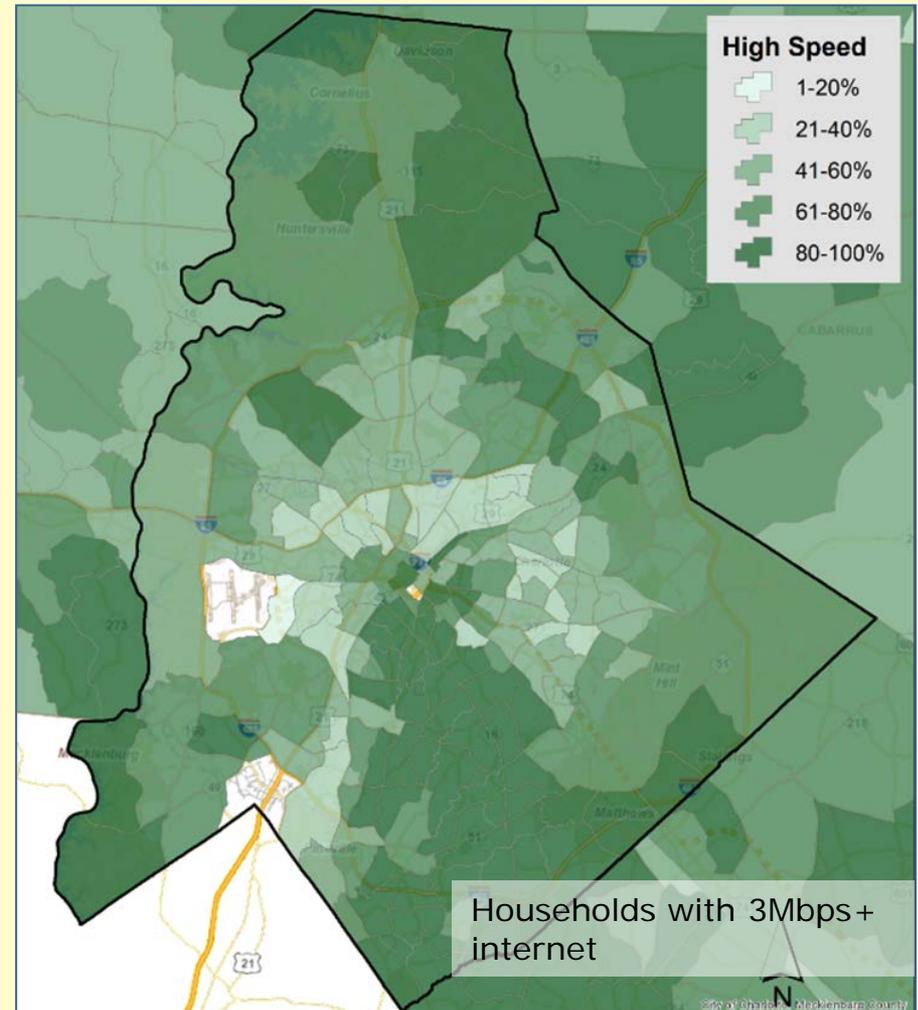
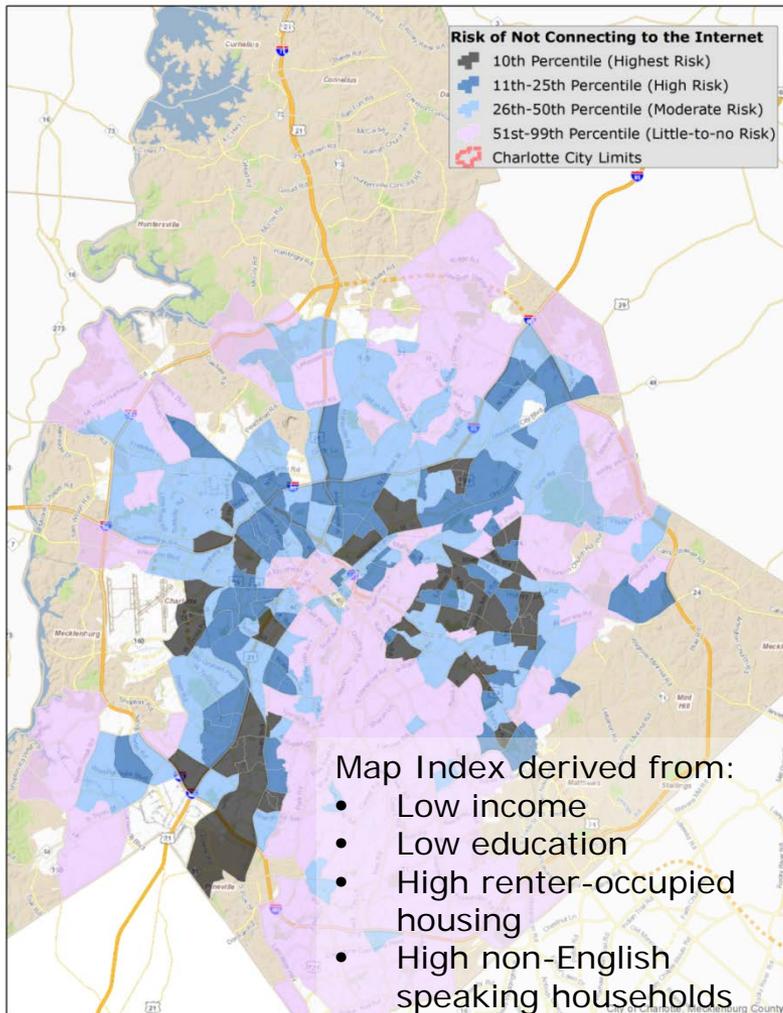
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What we know already...

There are communities at higher risk of being impacted by the digital divide

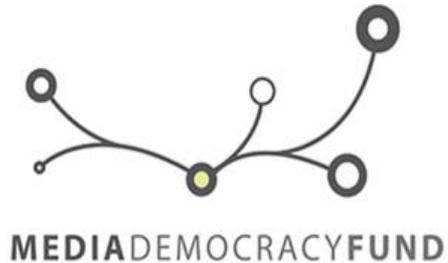


Community Effort





Developing a Strategic Plan



Developing a Strategic Plan

1

- **Convening 100+ community stakeholders** since January 2015
- Update to H&ND - May 2015

2

- **Bruce Clark, Project Manager hired** - August 2015
(Knight Foundation/Queens University)

3

- **Map local Digital Inclusion landscape** (with support from NBS Community Engagement)

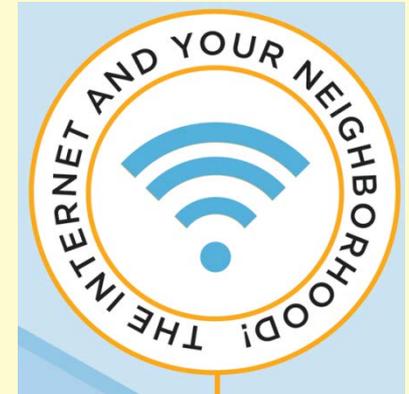
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- Work with community and stakeholders to **develop and refine plan**
- Subcommittee work groups being formed – Fall 2015

5

- Broaden outreach
- **Implement plan**

- Initial Convener
 - Steering Team
 - Community Stakeholder Meetings
- Mapping support
- Messaging Digital Inclusion
 - National Night Out
 - Back to School Events
 - Neighborhood Board Retreat
 - Neighborhood Leadership Awards



- Gig speed as economic driver

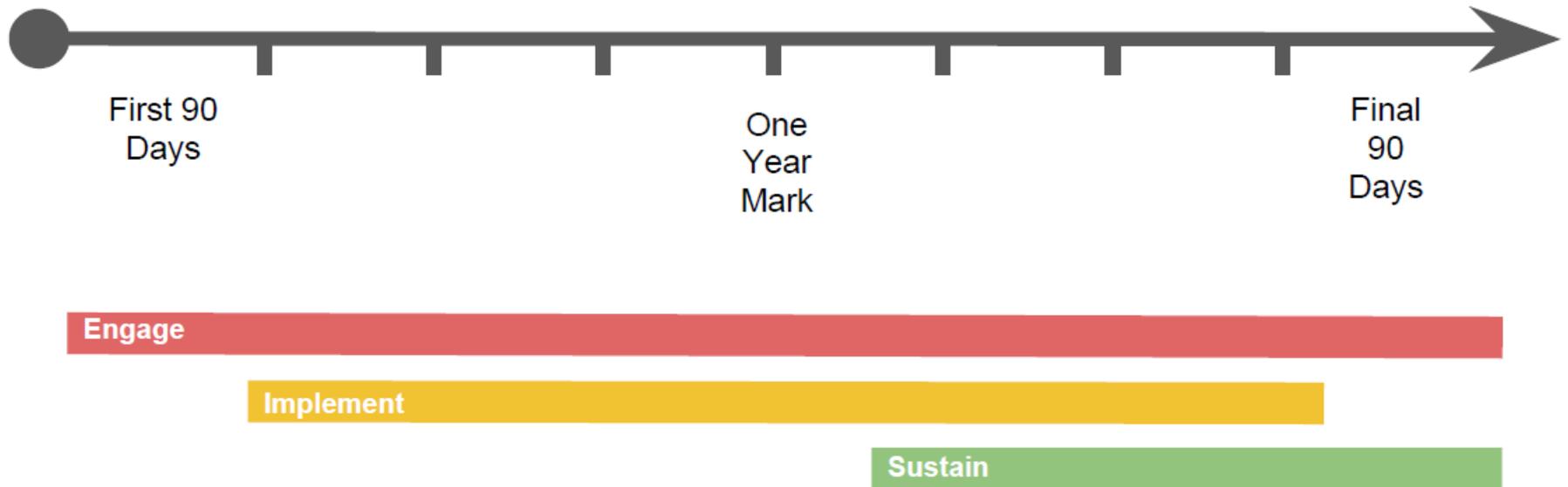
- Role in affordable multi-family development



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Timeline



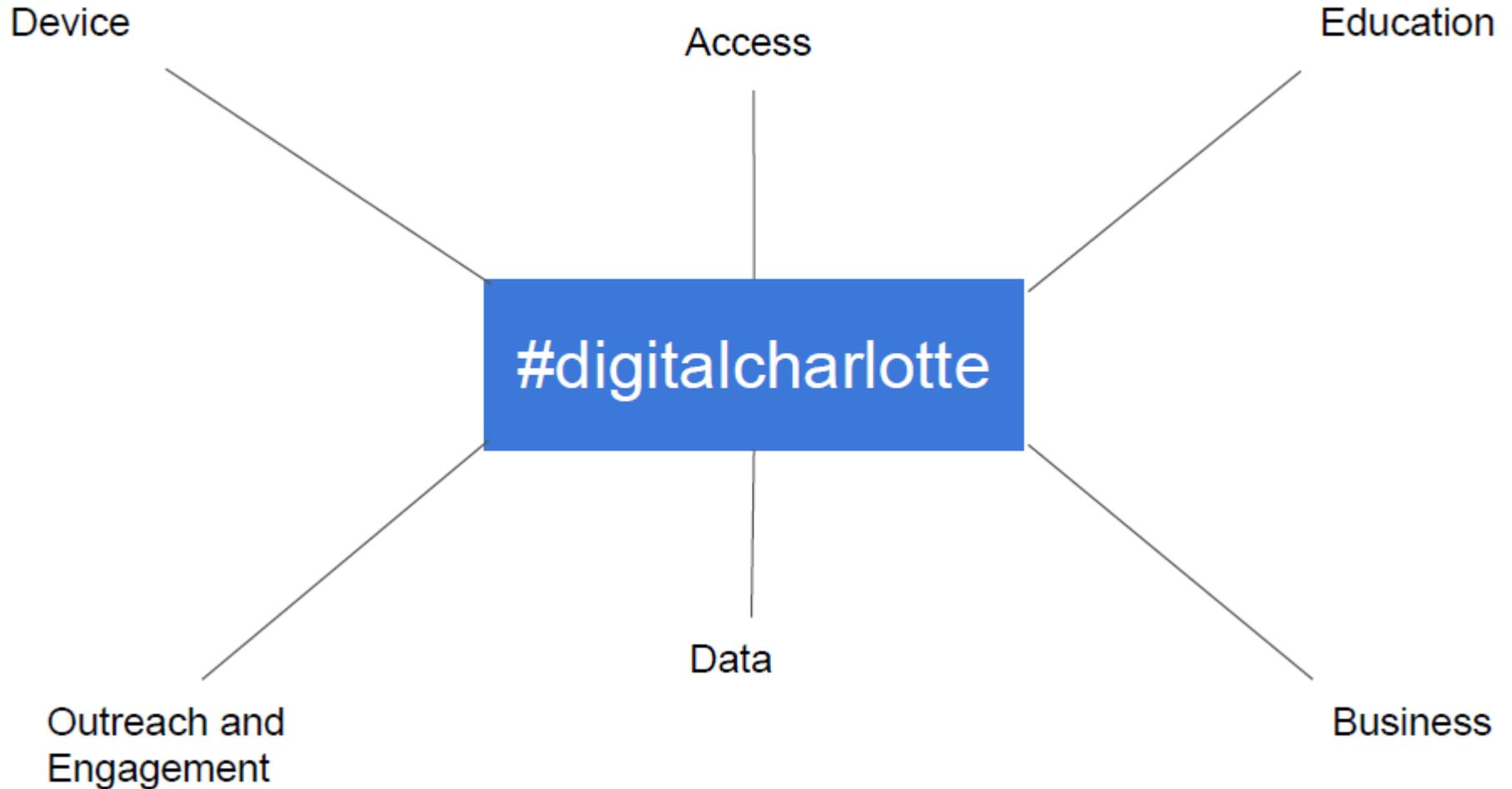
First 90 Days



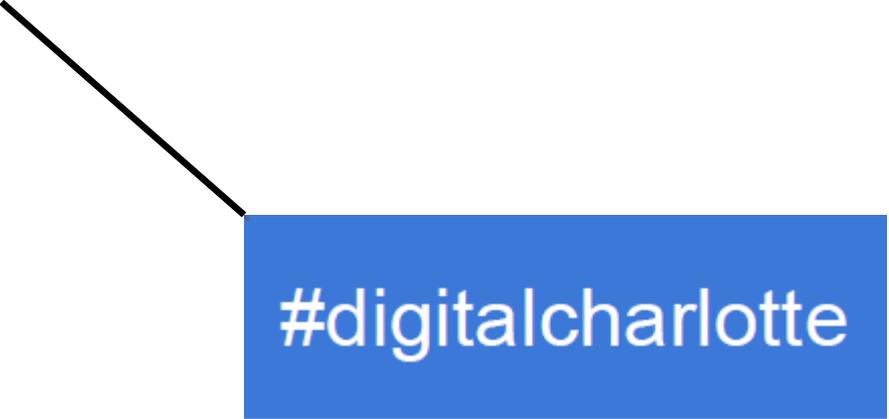
- Engage the Steering Team
- Engage the Stakeholder Team
- Identify and map current ecosystem
- Introduce #digitalcharlotte to community at-large
- Begin outlining strategic plan



Key Components



Device



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- What types of devices are available?
- Where are they available?
- How much do they cost?
- How do we get them to those that need them?

Access



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- Home broadband access
- Hotspots
- Public Wi-Fi
- Community based Wi-Fi

Education



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- Computer training
- Digital literacy skills
- Understanding broadband

Outreach & Engagement

- Messaging
- Communications
- Community Engagement

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Outreach & Engagement

- Collection
- Analysis
- Presentation/Sharing

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Data

- Workforce development
- Entrepreneurship
- Research & development
- Attracting talent

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Business



Questions

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