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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19% of Charlotte households don’t have Internet access at home

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Why This Matters
What we know already...

There are communities at higher risk of being impacted by the digital divide.
Addressing the Digital Divide requires ...
Developing a Strategic Plan

Knight School of Communication

Charlotte Mecklenburg Library

Knight Foundation

Queens University of Charlotte

Urban League of Central Carolinas

Charlotte-Mecklenburg Schools

Gigabit

Charlotte

Media Democracy Fund

everyoneon
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)

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

5. **Broaden outreach**
   - **Implement plan**
City’s Role

- **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**
#digitalcharlotte
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

#digitalcharlotte

Device
Access
Data
Education
Outreach and Engagement
Business
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

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

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Education

- Computer training
- Digital literacy skills
- Understanding broadband

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Outreach & Engagement

- Messaging
- Communications
- Community Engagement

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Data

• Collection
• Analysis
• Presentation/Sharing
Business

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

#digitalcharlotte
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