



Making Mecklenburg County the most  
digitally equitable community in America.

# Level Setting

## The Goal


**Digital Equity** is a condition in which all individuals and communities have the information technology capacity needed for full participation in our society, democracy and economy. Digital Equity is necessary for civic and cultural participation, employment, lifelong learning, and access to essential services.

## The Pathway

**Digital Inclusion** refers to the activities necessary to ensure that all individuals and communities, including the most disadvantaged, have access to and use of Information and Communication Technologies (ICTs).

This includes 5 elements:

- 1) affordable, robust broadband internet service;
- 2) internet-enabled devices that meet the needs of the user;
- 3) access to digital literacy training;
- 4) quality technical support; and
- 5) applications and online content designed to enable and encourage self-sufficiency, participation and collaboration.



Digital Inclusion must evolve as technology advances. Digital Inclusion requires intentional strategies and investments to reduce and eliminate historical, institutional and structural barriers to access and use technology.

# Existing Gaps



Internet Access and  
Adoption



Technology/Hardware



Digital Literacy and  
Skilling

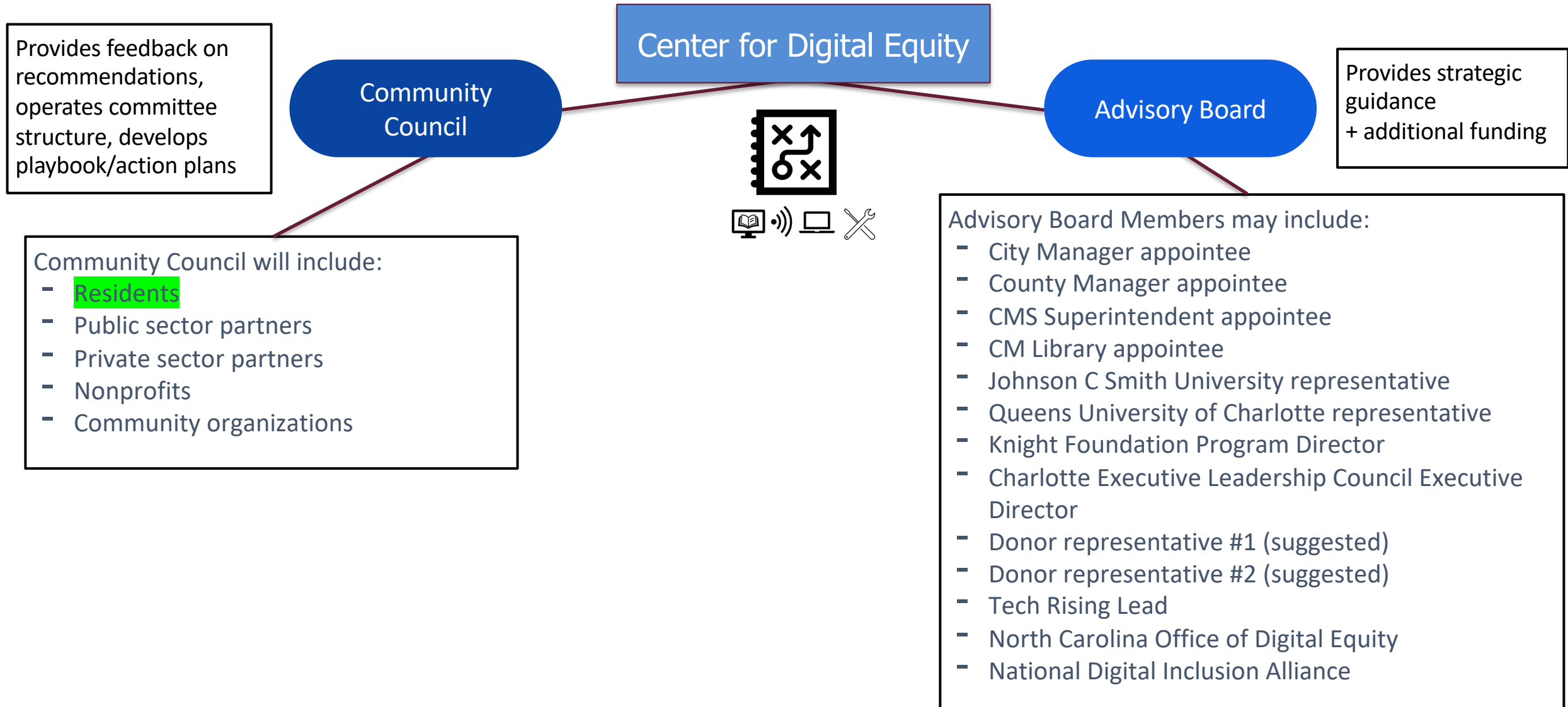


# Center for Digital Equity

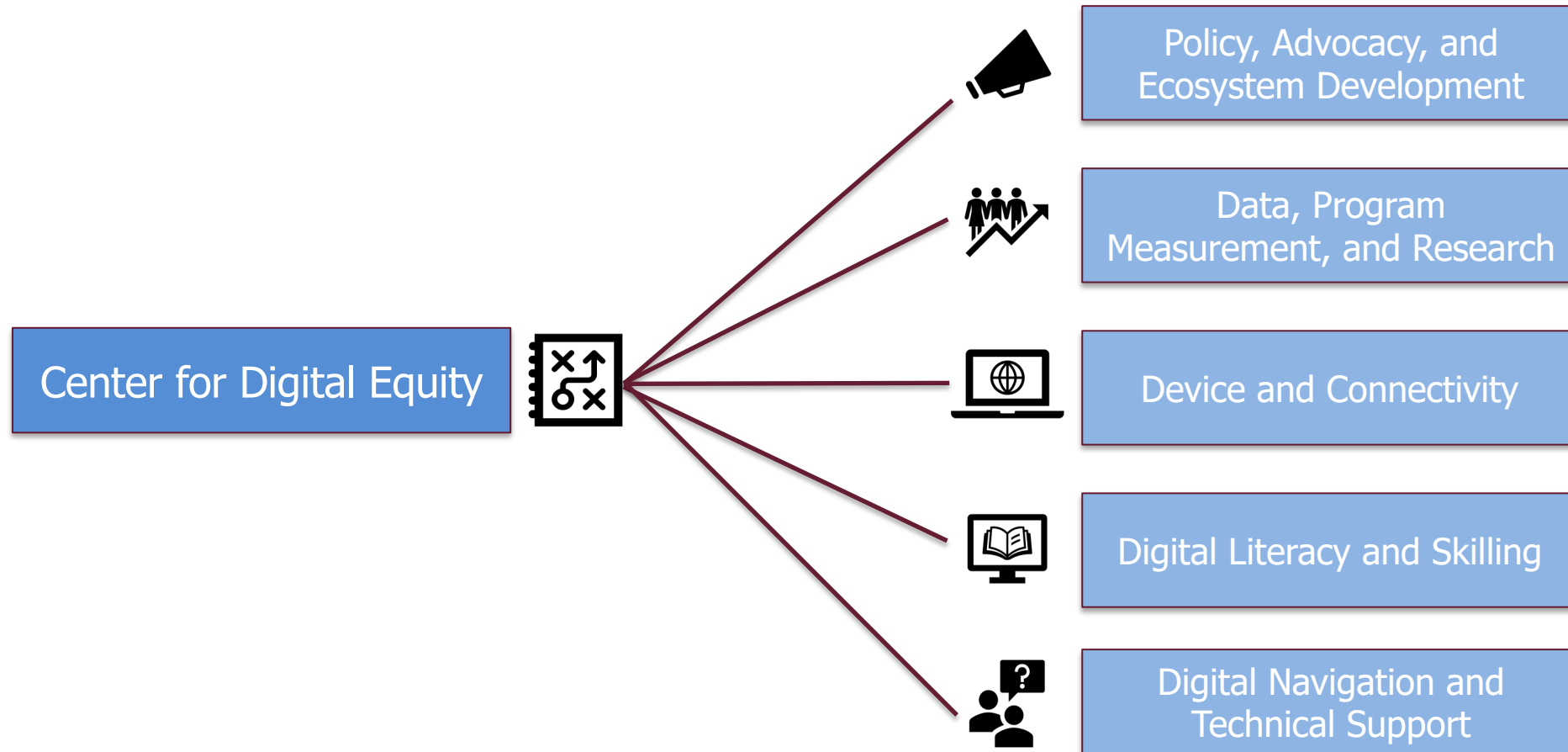
**Mission:** To make Mecklenburg County the most digital equitable community in America.

**Vision:** The Center for Digital Equity is the backbone organization for a collective impact strategy bringing together residents, public, and private sector partners to co-create solutions allowing every resident the opportunity to thrive in our modern culture.

# Board and Council of the CDE

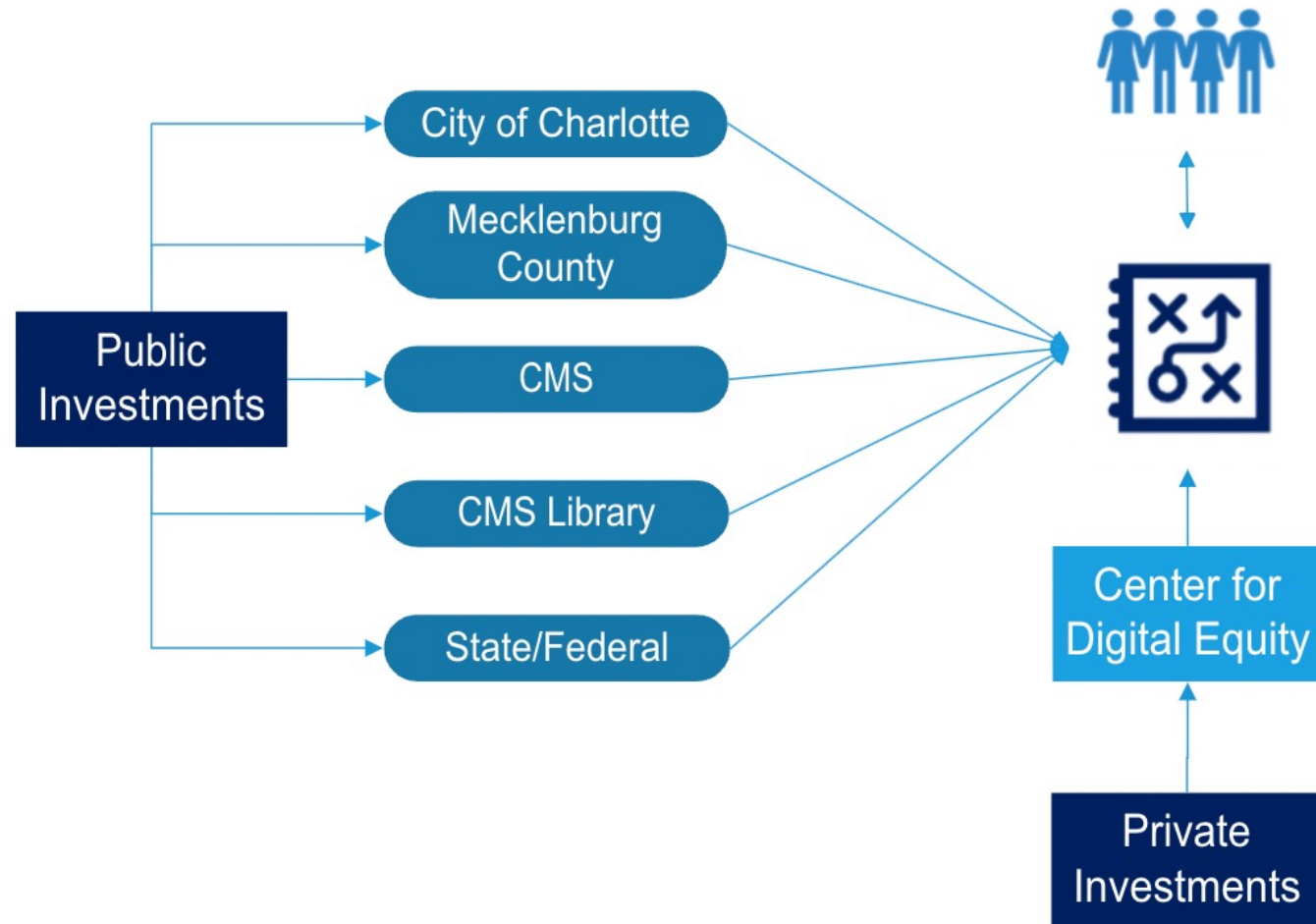


# Workstreams



# Future State Ecosystem

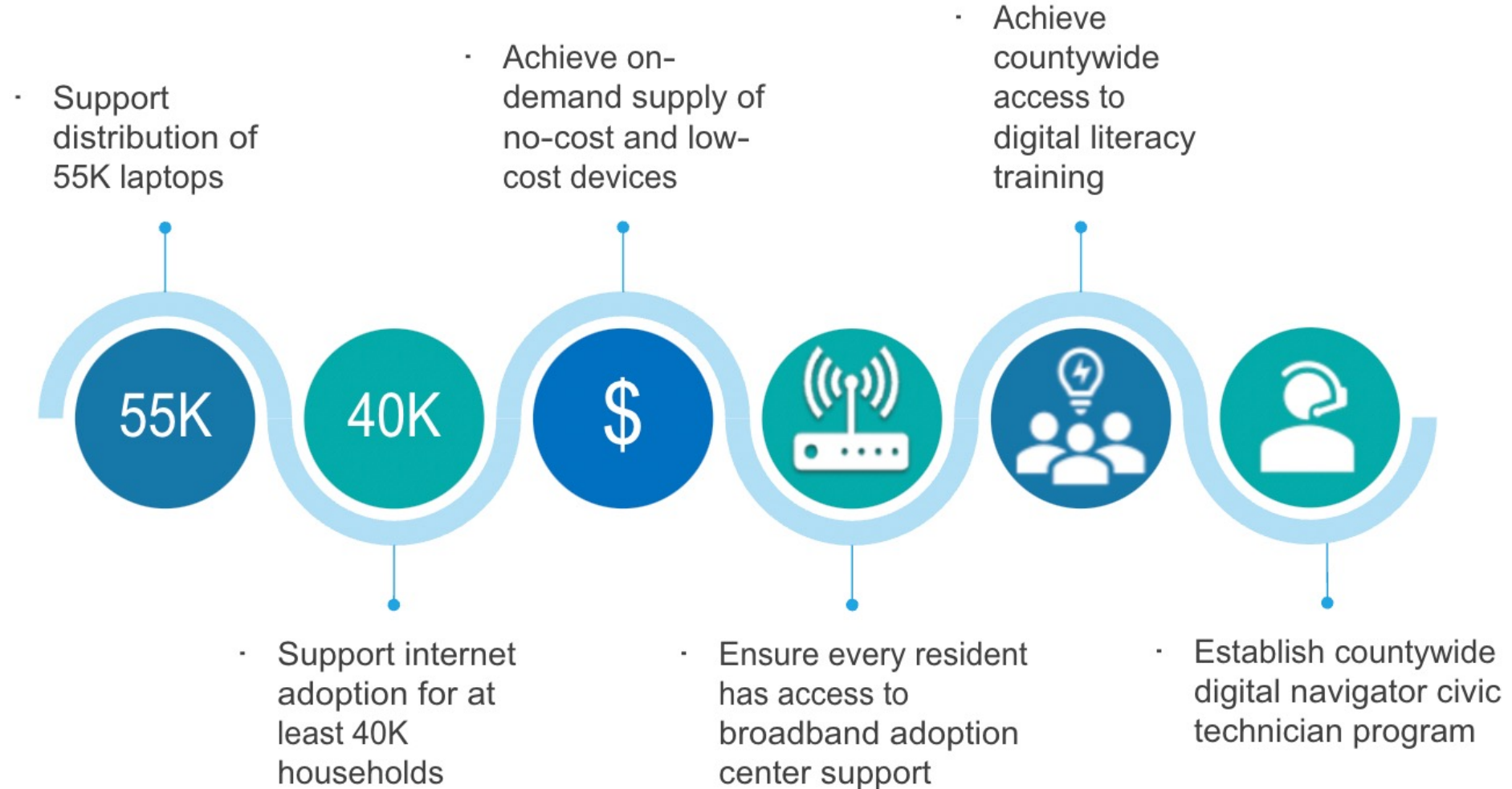
Benefitting residents and the community





# Top Line Goals

Highlights of the planned 5-year goals for the CDE



# Top Line Goals

## FY2023

- Increase resident participation by conducting 9 corridor-based innovation campaigns
- Corral current digital inclusion data – illustrate actual and gap
- Support distribution of 20k laptops
- Support internet adoption for at least 10k households
- Conduct 1500 digital literacy basics sessions in 2022
- Increase digital navigator ticket volume by at least 25%

## FY2024

- Apply for additional grant funding from IJA
- Cocreate local, state, and national digital equity policy agenda
- Develop and publish "State of Digital Equity" report
- Support distribution of at least 20k laptops
- Support internet adoption for at least 15k households
- Conduct 2500 digital literacy basics sessions
- Publish community member journey/resource map

## FY2025

- Launch local digital equity leadership lab
- Achieve on-demand supply of no-cost and low cost devices
- Publish "State of Digital Equity" report
- Support internet adoption for at least 15k households
- Conduct 5k digital literacy sessions (basics and intermediate)
- Integrate efforts with Smart Cities initiatives

## FY2026

- Ensure every resident has access to broadband adoption center support across Mecklenburg County
- Deploy Level 2 digital navigator – civic technician model
- Support and develop capacity amongst skill providing organizations for county-wide digital literacy training that adapts to changing technology landscape

## FY2027

- Achieve capacity for county-wide digital navigator – civic technician program
- Develop and deploy resident technology and application design lab
- Ensure key sectors (education, workforce, healthcare) are fully integrated into digital inclusion resource ecosystem

# FY23 Benchmarks – Workstreams

## Community Council (At-Large)

- ❑ Conduct 9 corridor-based innovation campaigns
- ❑ Update digital inclusion playbook

## Device and Connectivity

- ❑ Support distribution of 20k laptops
- ❑ Support internet adoption for at least 10k households

## Digital Navigation

- ❑ Baseline current service model to develop version 1 journey map
- ❑ Develop SLA and develop an OLA between key service partners
- ❑ Outreach to increase digital navigator ticket volume by at least 25%

## Data, Program Measurement, and Research

- ❑ Corral current data – illustrate actual and gap
- ❑ Overlay existing efforts
- ❑ Overlay delivery/results of efforts

## Digital Literacy and Skilling

- ❑ Develop version 1 journey map
- ❑ Increase use of Northstar for baseline assessment
- ❑ 1500 Digital literacy sessions in 2022

## Policy, Advocacy, and Ecosystem Development

- ❑ Develop policy and advocacy agenda
- ❑ Support recruitment/onboarding of new partners/residents
- ❑ Support communication efforts related to CDE primary activity

## Corridor Based Innovation Campaign Framework

Steps in corridor iterative process



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