

Public Investment Plan (PIP)

| | |
|--------------------------------|--------------------|
| Name: | Digital Inclusion |
| Convener: | Lonnell Matthews |
| Contact: | Keith Durbin |
| Mayor's Priority Area : | Education, Housing |

1. Briefly describe the issue or problem addressed by the investment plan:

According to Pew Research, 70% of American adults have some sort of broadband connection, and 90% with incomes of \$100,000 or more have broadband at home. Yet, only 64% of Americans with incomes of less than \$30,000; 54% with incomes between \$10,000-\$19,999; and 42% with incomes less than \$10,000 have broadband service at home.

How many Nashvillians are lacking access? According to the most recent data from MNPS, in 2012 44% of Metro School Students do not have access to computers or connectivity at home.

Extrapolating from the Pew statistics above, 87,133 adults in Davidson County are not yet using the internet. Connected Nation reports that "for the Nashville Metropolitan Statistical Area (MSA). According to our 2014 Residential Technology Assessment, 79% of the 259,499 households (which we use synonymously with households) in the Nashville MSA subscribed to home broadband service in 2014." Which means that the remaining 54,495 need assistance to enter the digital age.

2. How does the plan solve the stated problem?

Together hardware and connectivity is the "great equalizer of our time," as our society's increasing dependence on the rapid exchange of information makes this essential for the average American to access education, employment opportunities, improved health care, civic engagement, communication and a host of other services. Making access more affordable and available for our community's citizens is a fundamental tool in the fight to break the cycle of poverty.

Continuation of \$100K grant to CFMT: This funding provides support for the existing public/private partnership efforts begun in 2014 of the Community Foundation of Middle Tennessee's Nashville Digital Inclusion Fund through its support of the collaborative **Anytime Access for All** program for MNPS students and MDHA's HUD-based **ConnectHome** Initiative.

Free Public Wifi for MDHA Properties: The funding will also allow for implementation of a concept posed by Mayor Barry, who asked "what would it take to blanket all MDHA projects in free public WIFI?" This initiative would work to provide both the equipment and connection to offer fast and free wifi coverage to MDHA residents at defined housing sites. Metro Government provides this service today at libraries, parks and government business locations. Google has agreed to partner with Metro on this initiative and provide free internet connectivity once their Google Fiber product reaches each designated site.

We propose 3 separate levels of service based on funds available (these are reflected in the financial document as 3 separate options):

- 1) Metro Government buildout and management of comprehensive WIFI infrastructure to residents
- 2) Metro Government buildout and management of comprehensive WIFI infrastructure to all **property community centers only**
- 3) Metro Government funds, as a utility, an internet provider at reduced rates

Dedicated Digital Inclusion Coordinator employed by MNPS: Funding would allow initially for a single MNPS employee at the SCH014 "Coordinator" Paygrade with salary starting at about \$76,000. The employee's focus would be to lead and coordinate digital inclusion activities within MNPS and engage with community partners and other digital inclusion efforts to support MNPS students. Lessons learned from the pilot at Hunter's Lane High School point to a dedicated person who understands schools, understands the demands on teachers and is sympathetic to the needs of students,

but who also has a sense of urgency and can champion the Anytime Access for All project and other digital inclusion initiatives to principals, teachers and students.

3. Why is this the right time to implement this plan?

We are in the early stages of projects to train, provide computers for and facilitate internet access for enrollees of **Anytime Access for All** and **ConnectHome**. Funding would facilitate and allow us to continue to apply the lessons we are learning from these programs and from programs in other cities to future projects.

MNPS staff, government and community leaders have been spearheading this work for years without dedicated resources. Now that the implementation is in progress, additional support is required within MNPS to move from promoting community conversations and planning to action.

4. What current processes address the issue?

There are currently a number of processes in place:

Mayor Karl Dean funded the first \$100K grant during the FY 2016 Metro Government budget to the newly established Nashville Digital Inclusion Fund (NDIF) at the Community Foundation of Middle Tennessee (CFMT). This grant was matched by Google, Comcast and the Steven Turner Family Foundation to support digital inclusion activities in Davidson County. CFMT established a NDIF board of respected community members to guide the fund and hired a Digital Inclusion Coordinator to manage activities across multiple populations including school age children, the medically fragile, seniors, and the un- and underemployed. Fund staff has currently focused on 2 specific initiatives: Anytime Access for All (A3) with MNPS and ConnectHome with MDHA.

A3 is currently in a 100-family pilot to serve Metro Nashville Public School students and their families. It will bring low-cost computers, low-cost internet service, computer and internet orientation, and on-going support to students and family members. Anytime Access for All participation is based on parent interest and ability to attend 3-hours of orientation, as well as certain income criteria. Families will be provided one refurbished, packaged, wireless capable Dell laptop per enrolled MNPS student (approximate retail value of \$350) for the cost of \$25/each upon completion of 3-hours of orientation attended by the enrolled MNPS student(s) and the parent/caregiver. Families will be eligible to earn up to six months of free Comcast high speed internet service (must meet Comcast Internet Essentials service requirements, enroll in, and retain internet service - see included enrollment brochure) by participating in ongoing program requirements, including program surveys. Families will have access to online and telephone support to assist in finding answers to technical questions about the computer and its software or the internet and connection.

Building on the 6 months on intensive planning conducted by A3, MDHA is leveraging the processes described above to implement U.S. Housing and Urban Development (HUD)'s ConnectHome program. Nashville was selected as 1 of 28 cities to pilot the program which aims to meet the same goals and Nashville was selected from pilot cities for a visit from Sec. Julian Castro due to the planning and commitment of MDHA and partners to the project.

Nashville Public Library (NPL) has had for a number of years a commitment to digital inclusion through sponsorship of training courses aimed at getting multiple segments of Metro's population online. In recognition of this they are hosting a Google Fellow with a focus on digital inclusion, and NPL has partnered with both Metro's A3 and ConnectHome initiatives to develop training materials, courses and to deliver some courses.

5. What problems and inefficiencies have been identified with the current processes?

Prior to the founding of the NDIF in late summer 2015, there was no organization that was acting as an “asset aggregator” for digital inclusion initiatives. NDIF was designed to meet this need and NDIF has been instrumental in the progress we have made with our A3 and ConnectHome partners. A few lessons learned after the first 6 months of the NDIF partnership:

Unlike in other cities where procuring devices are main the issue for digital inclusion efforts, thanks to the generosity of Vanderbilt University, Dell was able to coordinate the contribution of thousands of gently used PCs. These are shipped by arrangement of CFMT to ER2, an environmentally friendly technology refurbisher, who gives us credit and supplies us with standard, 1 year-old Windows laptops to match the environment used within MNPS. The main issue is connectivity. While Comcast provides the Internet Essentials program for MNPS students, not all can take advantage of this. Google Fiber has also been a major supporter of digital literacy, but their offerings have not hit the market. With a population to serve that already does not understand the value of connectivity, the hurdles of procuring a reasonable contract are larger than they appear to be.

The other lesson learned is that while MNPS has had ownership of and leadership in the digital inclusion space for its students for years, that leadership is fragmented, with no group or individual “owning” digital inclusion initiatives. While CFMT staff has worked to bridge this gap, this leadership for A3 should come from within MNPS to be most successful. This is the model that MDHA has adopted for ConnectHome from the outset.

6. List all proposed participants including:

- **Internal Partners**
- **External Partners (Nonprofits, Non-Government Organizations, Community Organizations)**

Mayor’s Office
Metro Government Information Technology Services (ITS)
Metropolitan Nashville Public Schools
Metropolitan Nashville Housing Authority
Martha O’Bryan Center
Nashville Public Library
Vanderbilt University
Google
Comcast
Community Foundation of Middle Tennessee
ER2/Revive IT

7. Briefly define the individual roles of each participant in each year of the project

Mayor’s Office: leadership and guidance
Metro Government Information Technology Services: guidance and implementation/management of public wifi for MDHA facilities.
Metropolitan Nashville Public Schools: leadership and guidance, identifying student families with need, hosting training
Metropolitan Nashville Housing Authority: leadership and guidance, identifying families with need, hosting training
Martha O’Bryan Center: provide leadership, communications, training
Nashville Public Library: training development and pilot delivery
Vanderbilt University: surplus hardware donation
Google: free connectivity
Comcast: reduced price connectivity, varied support for paid connections
Community Foundation of Middle Tennessee: host the Digital Inclusion Fund, provide guidance and additional funding
ER2/Revive IT: hardware and support

8. Total Length of Project in Years

Indeterminate as the need for connectivity, devices and training is not expected to be met in the foreseeable future.

9. Provide a brief explanation below of the actions that will be taken to implement the project in each year

| | |
|-------------------------|---|
| <p>Year 1</p> | <p>Through the \$100K funding grant, CFMT will continue to explore gaps within the community and establish/grow programs to meet those needs.</p> <p>ITS will work with MDHA executive leadership, IT and community liaison staff to provide MDHA properties in Metro Public Wifi, the same filtered service that is offered at libraries, parks, community centers and other government buildings. Depending on the level of service selected, this will include placement of wifi access points, running necessary cabling, procuring (preferably free or reduced cost service) from vendors, posting awareness signs, and communicating the availability of the service. This work will be phased in at sites over time per ConnectHome plans and MDHA direction. Google Fiber has offered to provide the connectivity at no charge once Google Fiber service reaches service locations. Metro may choose instead to subsidize, as a utility, internet service from an on-site provider at a reduced rate (or for free if possible).</p> <p>MNPS will define job responsibilities, post the Digital Inclusion Coordinator position, hire and provide training and direction. The individual hired will take lead within MNPS to evangelize for, promote, coordinate and direct activities for digital inclusion – beginning at a small number of schools – until a repeatable methodology has been developed to replicate success at other district schools.</p> |
| <p>Year 2</p> | <p>Through the \$100K funding grant, CFMT will continue to explore gaps within the community and establish/grow programs to meet those needs.</p> <p>ITS will continue to work with MDHA to continue rollout to defined housing sites until project completion. As Google Fiber reaches a site location, service will be converted to their solution at no cost if not already provided at no charge.</p> <p>The individual hired will continue to work to identify effective processes, work with CFMT, Metro Government agencies and other community partners to advance the program.</p> |
| <p>Year 3</p> | <p>Through the \$100K funding grant, CFMT will continue to explore gaps within the community and establish/grow programs to meet those needs.</p> <p>ITS will continue to work with MDHA to continue rollout to defined housing sites until project completion. As Google Fiber reaches a site location, service will be converted to their solution at no cost if not already provided at no charge.</p> <p>The individual hired will continue to work to identify effective processes, work with CFMT, Metro Government agencies and other community partners to advance the program.</p> |
| <p>Long Term</p> | <p>The need for digital inclusion show no sign of resolution in the near term, so additional efforts will be identified and taken to continue these efforts.</p> |

10. Please explain why this collaborative approach more effectively addresses the identified issue compared to existing individual efforts

With this effort, CFMT can act as the asset aggregator with the strategic guidance of the Metropolitan Government and its various entities to address the problems in a systemic way. Resources can be directed at areas of highest identified need and duplication of efforts minimized as possible.

11. Briefly summarize the additional resources (funding, staffing, training, etc.) needed by all participants in order to successfully implement the plan.

Digital Inclusion Fund: match the \$100,000 precedent set by Mayor Karl Dean in the FY 2016 budget

Free Public Wifi for MDHA Properties: In addition to time from Metro ITS employees to oversee management of the extensive expansion of the Metro Public Wifi network in the long term, there will be costs of the hardware as well as connectivity to each site until a free service may be obtained.

MNPS Digital Inclusion Coordinator: MNPS will also require typical needs of a new employee: technology, equipment, etc.

12. If applicable, briefly describe how your proposed project will achieve cost savings, revenue gains and/or service improvements? Please provide detailed financial data in the attached spreadsheet.

The target audiences for this project currently lack in-home access to internet connectivity and/or computing devices which impact their ability to do schoolwork and other activities where they live. This project aims to address both those needs.

We also hope there will be a positive impact on parent engagement and access to digital resources that inform them regarding their student's progress as well as increase their access to government/social services and civic engagement. Over time we anticipate this effort will have a positive economic impact as families experience increased access to opportunities.

13. How will success be measured and in what years of the project will it become measurable?

A3 pilot program participants complete a pre-class information sheet self-rating technology skill level and an immediate post-class survey measuring intent of laptop/internet use and effectiveness of training. Follow-up occurs at three months and six month surveys to capture participants' experience and growth. In the pilot, we will gather detailed information and set expectations for how these families will be successful at having digital access. This process will maintain a relationship with at least 50% of those receiving initial training. Success will be defined as these people seeing ongoing value and use of digital access for their family wellbeing.

Similar enrollee tracking is planned for MDHA and ConnectHome.

Additionally, MNPS maintains an extensive, confidential internal student database. In year 1, MNPS, led by the Digital Inclusion Ambassador and the Data Informatics group of MNPS will seek to cross reference A3 and ConnectHome attendees with data on attendance, grade performance, conduct and other attributes in the aggregate.

14. How many citizens will this project impact?

All residents of MDHA housing community properties will be able to access the Metro Public Wifi should they choose, or 14,000 citizens. This will be phased in over several years.

Within MNPS, using 2012 numbers, the families of up to 44% of 86,000 students will have access to the program once fully implemented. This will be phased in over several years.

15. What benefits or improved services will the citizens of Davidson County receive as a result of the plan?

The Nashville Digital Inclusion Fund will heavily impact the citizens of Davidson County by addressing the digital divide to provide children to be cradle to career ready for the internet economy; provide a second chance to youth who have underperformed or dropped out; provide new Americans tools to navigate and to succeed; provide unemployed and underemployed Nashvillians access to job skills, job training and employment; provide seniors the ability to diminish isolation, strengthen family ties, broaden horizons, access help and access opportunities to help; provide medically fragile the opportunity to access records and improve communication with medical support/services; and provide incarcerated individuals the preparation to reenter the workforce with access to job skills like coding, logistics management, etc.

| Public Investment Plan (PIP) | | | | | | | | | | | | |
|---|--------------------------------|--|------------------------------|-------------------------|----------------|---------------------------|-------------------------|---------------------------|---------------|-------------------|------------------------|-------------------|
| Name of Collaboration: | | Digital Inclusion (MDHA Network Option #2) - Continue existing plan of providing Metro-constructed WIFI infrastructure to Community rooms only | | | | | | | | | | |
| | Dept. Name | FY2017 | | | FY2018 | | | FY2019 | | | FY17-FY19 GRAND TOTALS | |
| | | Operating PIP | FTE PIP TOTAL | Capital PIP TOTAL | Operating PIP | FTE PIP TOTAL | Capital PIP TOTAL | Operating PIP | FTE PIP TOTAL | Capital PIP TOTAL | Operating PIP | Capital PIP TOTAL |
| Department/External Partner A: | ITS | 2,700 | - | 63,000 | 5,400 | - | - | 8,100 | - | - | 16,200 | 63,000 |
| Department/External Partner B: | Mayor's Office | 100,000 | - | - | 100,000 | - | - | 100,000 | - | - | 300,000 | - |
| Department/External Partner C: | Metro Nashville Public Schools | - | 1.00 | - | - | 1.00 | - | - | 1.00 | - | - | - |
| Department/External Partner D: | External -See Tab 2 | - | - | - | - | - | - | - | - | - | - | - |
| Totals: | | 102,700 | 1.00 | 63,000 | 105,400 | 1.00 | - | 108,100 | 1.00 | - | 316,200 | 63,000 |
| Current Level of Funding (Operating and Capital) | | | | | | | | | | | | |
| | Dept. Name | Fund | Budget Category | Budgeted Positions/ FTE | Budgeted FTEs | Operating Amount | Capital Budget | Capital Resolution Number | | | | |
| Department/External Partner A: | ITS | | | | | | | | | | | |
| Department/External Partner B: | Mayor's Office | | Nashville Digital Inclusion | | | 100,000 | | | | | | |
| Department/External Partner C: | Metro Nashville Public Schools | | | | | | | | | | | |
| Department/External Partner D: | External -See Tab 2 | | | | | | | | | | | |
| Totals: | | | | 0 | - | 100,000 | - | | | | | |
| Requested Level of Funding For Fiscal Year 2017 (Operating and Capital) | | | | | | | | | | | | |
| | Dept. Name | Fund | Budget Category | Requested Positions | Requested FTEs | Operating Funding Request | Capital Funding Request | | | | | |
| Department/External Partner A: | ITS | | | | | 2,700 | 63,000 | | | | | |
| Department/External Partner B: | Mayor's Office | | Continuation of Grant | | | 100,000 | | | | | | |
| Department/External Partner C: | Metro Nashville Public Schools | | Salary/Digital Inclusion | 1 | 1.00 | Funding for position to | | | | | | |
| Department/External Partner D: | External -See Tab 2 | | | | | | | | | | | |
| Totals: | | | | 1 | 1.00 | 102,700 | 63,000 | | | | | |
| Requested Level of Funding For Fiscal Year 2018 (Operating and Capital) | | | | | | | | | | | | |
| | Dept. Name | Fund | Budget Category | Requested Positions | Requested FTEs | Operating Funding Request | Capital Funding Request | | | | | |
| Department/External Partner A: | ITS | | | | | 5,400 | | | | | | |
| Department/External Partner B: | Mayor's Office | | Continuation of Grant | | | 100,000 | | | | | | |
| Department/External Partner C: | Metro Nashville Public Schools | | Digital Inclusion Ambassador | 1 | 1.00 | Funding for position to | | | | | | |
| Department/External Partner D: | External -See Tab 2 | | | | | | | | | | | |
| Totals: | | | | 1 | 1.00 | 105,400 | - | | | | | |
| Requested Level of Funding For Fiscal Year 2019 (Operating and Capital) | | | | | | | | | | | | |
| | Dept. Name | Fund | Budget Category | Requested Positions | Requested FTEs | Operating Funding Request | Capital Funding Request | | | | | |
| Department/External Partner A: | ITS | | | | | 8,100 | | | | | | |
| Department/External Partner B: | Mayor's Office | | Continuation of Grant | | | 100,000 | | | | | | |
| Department/External Partner C: | Metro Nashville Public Schools | | Digital Inclusion Ambassador | 1 | 1.00 | Funding for position to | | | | | | |
| Department/External Partner D: | External -See Tab 2 | | | | | | | | | | | |
| Totals: | | | | 1 | 1.00 | 108,100 | - | | | | | |
| Potential Revenue Generated from Collaboration | | | | | | | | | | | | |
| | Dept. Name | Fund | Revenue Category(OA) | Revenue Source | Revenue Amount | Fiscal Year Collected | | | | | | |
| Department/External Partner A: | | | | | | | | | | | | |
| Department/External Partner B: | | | | | | | | | | | | |
| Department/External Partner C: | | | | | | | | | | | | |
| Department/External Partner D: | | | | | | | | | | | | |
| Totals: | | | | | - | | | | | | | |