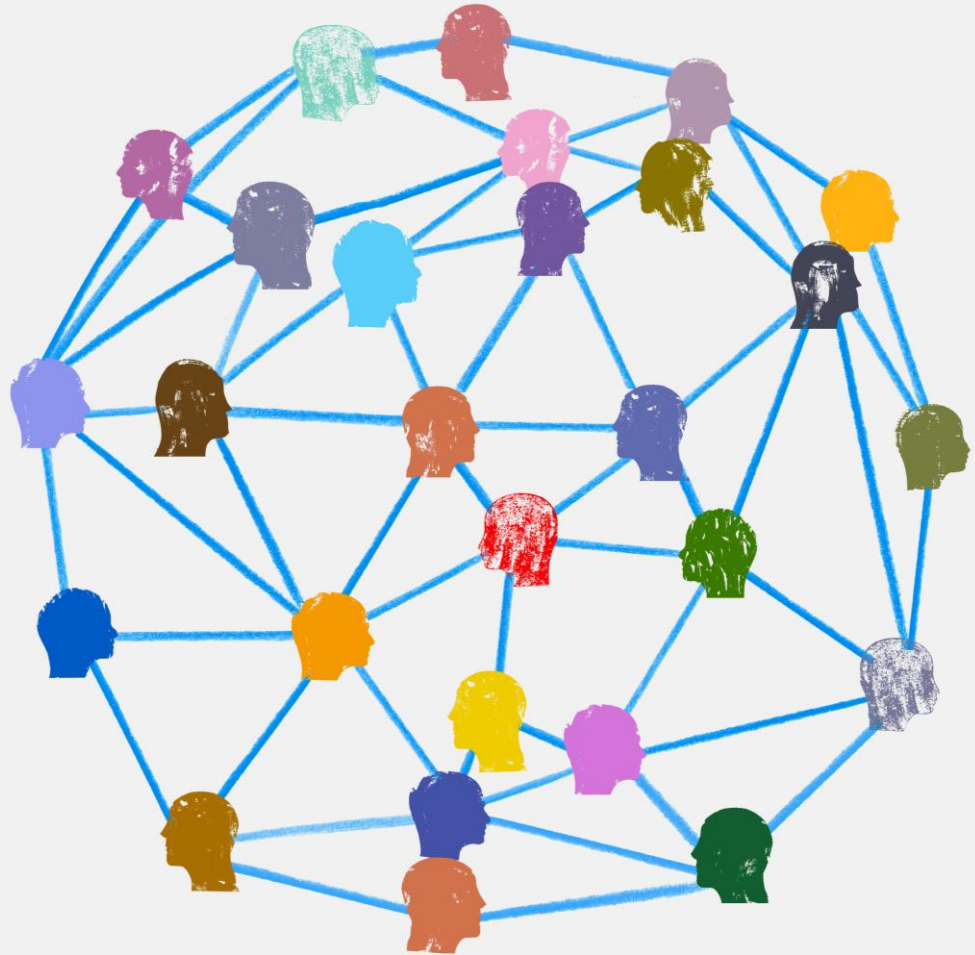


EDI Initiative 4.2

Project Overview



Raleigh



EDI Initiative 4.2

Evaluate the digital divide within our community and develop strategies to connect underserved neighborhoods to affordable internet service through partnerships with the private sector and nonprofits.

Broadband Access in Raleigh



Digital Access is Based on Four Factors

INFRASTRUCTURE

Is broadband
available?

EQUIPMENT

Do people have a
computer device?

COST

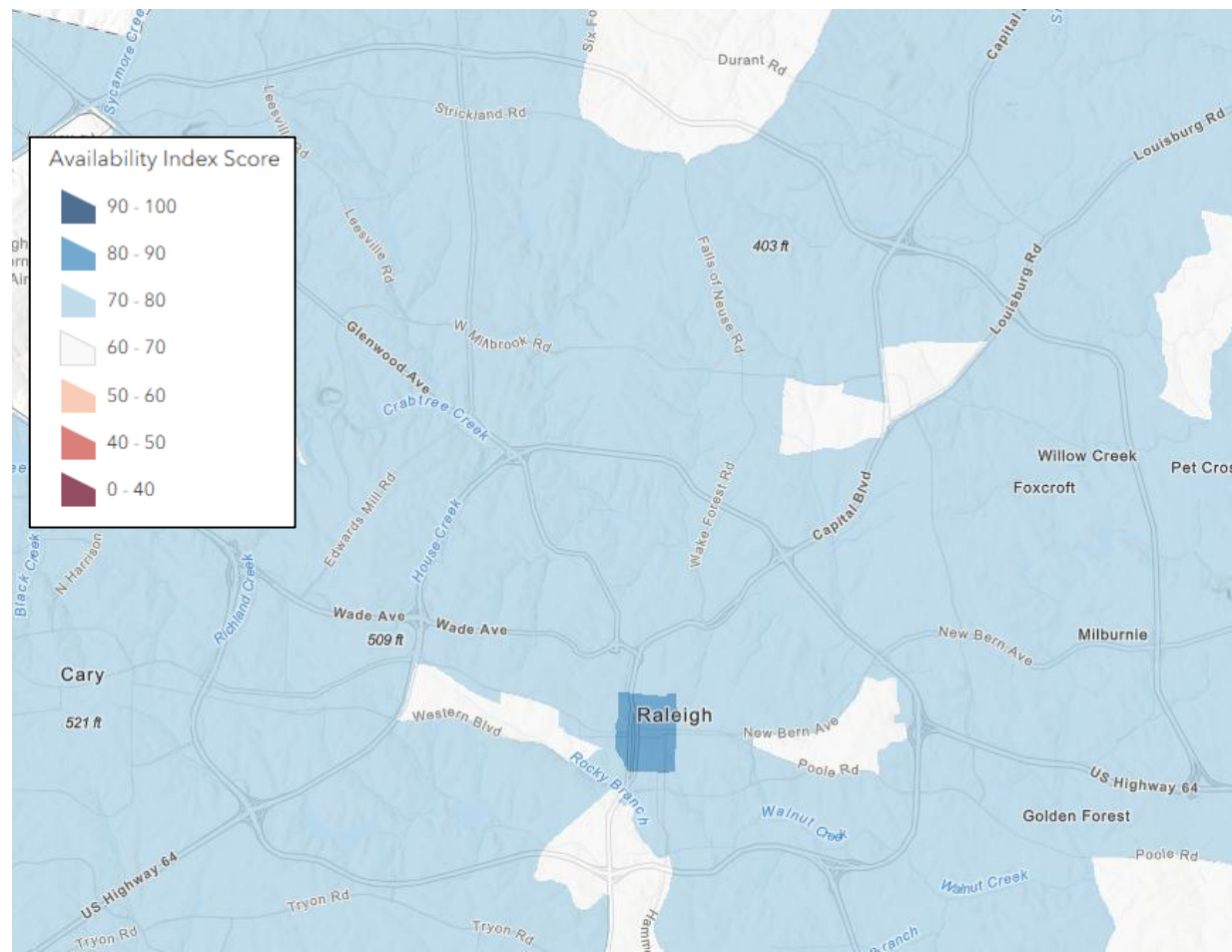
Can people afford
broadband service?

DIGITAL LITERACY

Do people know how
to use the internet?

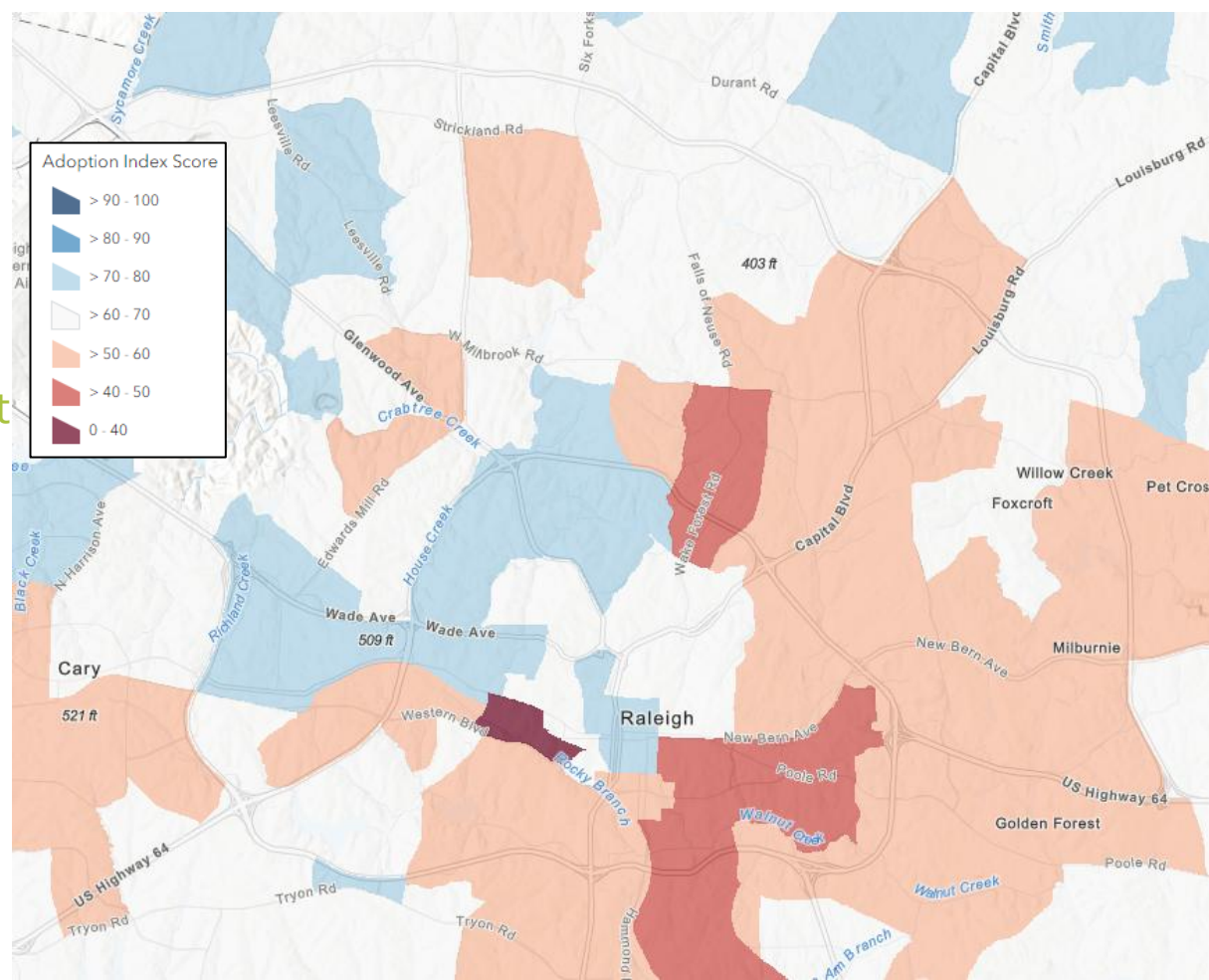
Raleigh Broadband Infrastructure

- Most census tract scores between 70-80
- Drivers for low availability scores vary significantly across census tracts



Raleigh Broadband Adoption

- Six census tracts have lowest adoption scores (<50)
- 58% have a broadband subscription
- 22% of households do not have internet access
- 16% of households do not have a computer device



ACP is Winding Down

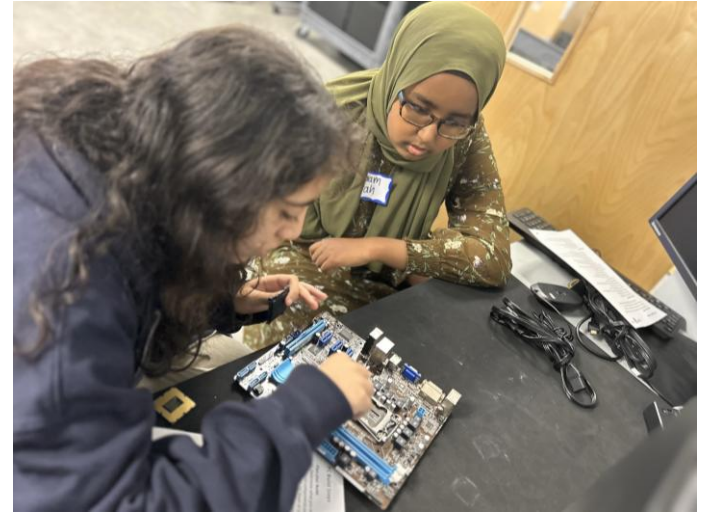
- The Affordable Connectivity Program (ACP) is a federal benefit program offering eligible households \$30/month toward internet service and one-time \$100 discount to purchase a device.
- Funding for the program runs out this year and Congress has not approved funding to continue it.
- 54,500 households in Wake County currently enrolled in ACP will be impacted.

Progress Update



Initiative Activities

1. Supported revamp of Digital Connectors program
2. Completed qualitative study to identify barriers to broadband adoption
3. Applied for NCDIT grant



1. Digital Connectors Program Revamp

Provides technology and leadership training for youth, ages 14-18, who serve as leaders and provide volunteer service for residents.

Partnered with the UNC Chapel Hill Design Thinking for Public Good course to identify opportunities for enhancing the program

1. Digital Connectors Program Revamp

Provides technology and leadership training for youth, ages 14-18, who serve as leaders and provide volunteer service for residents.

Digital Connectors Impact:

- 84 Collective Service Hours
- 3 Residents Trained
- 14 Program Graduates
- 77 Computers Distributed

Digital Ambassadors Impact:

- 36 Collective Service Hours
- 4 Residents Trained
- 9 Digital Ambassador participants

2. Qualitative Study on Broadband Barriers

We partnered with the U.S. Digital Response (USDR) to conduct resident interviews to help us identify barriers to broadband adoption for Raleigh's residents.



Qualitative Study: Project Goals

1. Gain an in-depth understanding of barriers to broadband adoption among Raleigh residents
2. Identify areas for further exploration or data collection
3. Connect Raleigh residents with resources offered by the city (e.g., devices, ACP program)
4. Inform actionable next steps for the initiative team

Qualitative Study: Key Barriers Identified

1. **Awareness** of broadband options, the setup process, and how to reach an internet service provider for support
2. **Affordability** of broadband subscriptions
3. **Limited broadband options** means some residents cannot switch to a different provider who may provide better or more affordable service
4. **Lack of effective customer support** for internet issues drives residents to rely on friends and neighbors to troubleshoot issues

3. NCDIT Grant

Eligible projects support the development or expansion of digital programming and address at least one of the following elements:

- Affordable, robust high-speed internet
- Internet enabled devices (computers, laptops, etc.) that meet users' needs
- Access to digital literacy and skills training
- Quality technical support
- Applications and online content

Expanding Digital Programming in Raleigh

Applied for \$400K to expand the Digital Connectors and Digital Ambassadors program to better meet our resident's needs.



Thank you!

