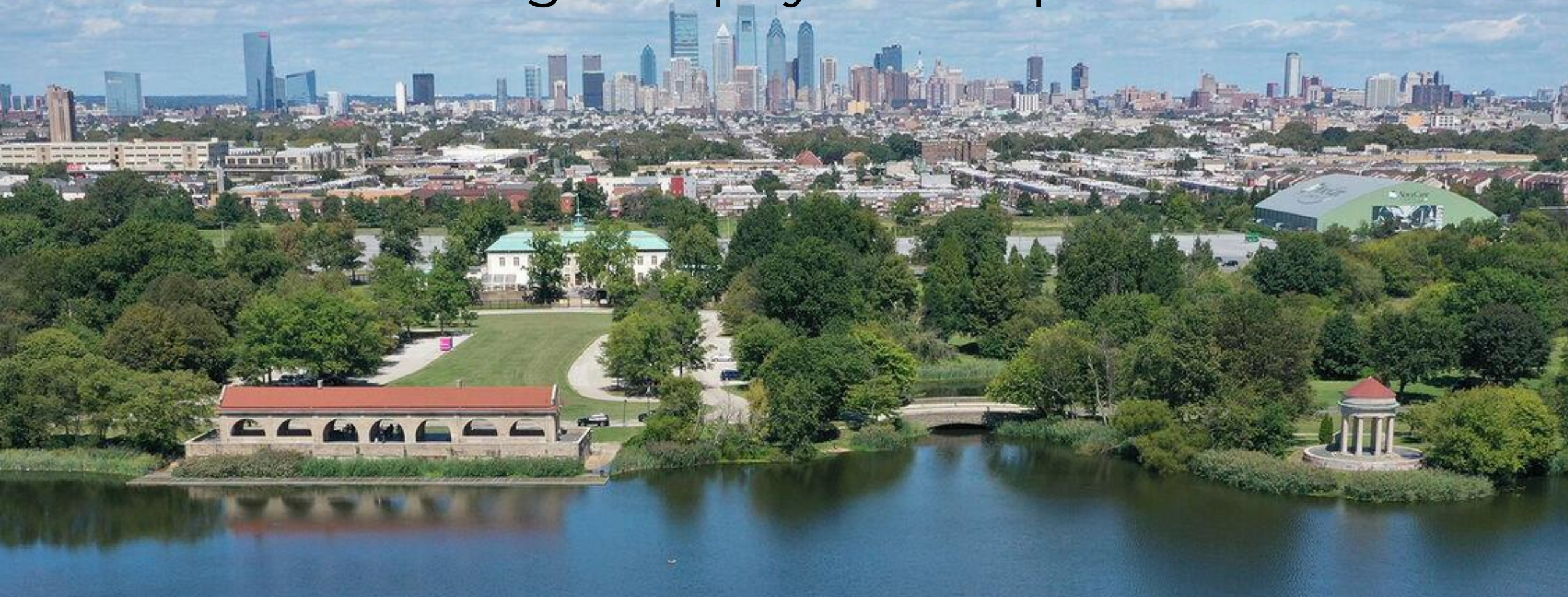


# From Seeds to Gardens

## Cultivating Philadelphia's Digital Equity landscape





# Despite the infrastructure, Philadelphia has some work to do

**16%**  
**of Philadelphia households lack high-speed internet**

**56%** said the **cost of monthly fee** was a problem and **50%** said they could **not afford the cost of a computer.**



- **29%** of low-income Philadelphians and **33%** of seniors lack home broadband internet

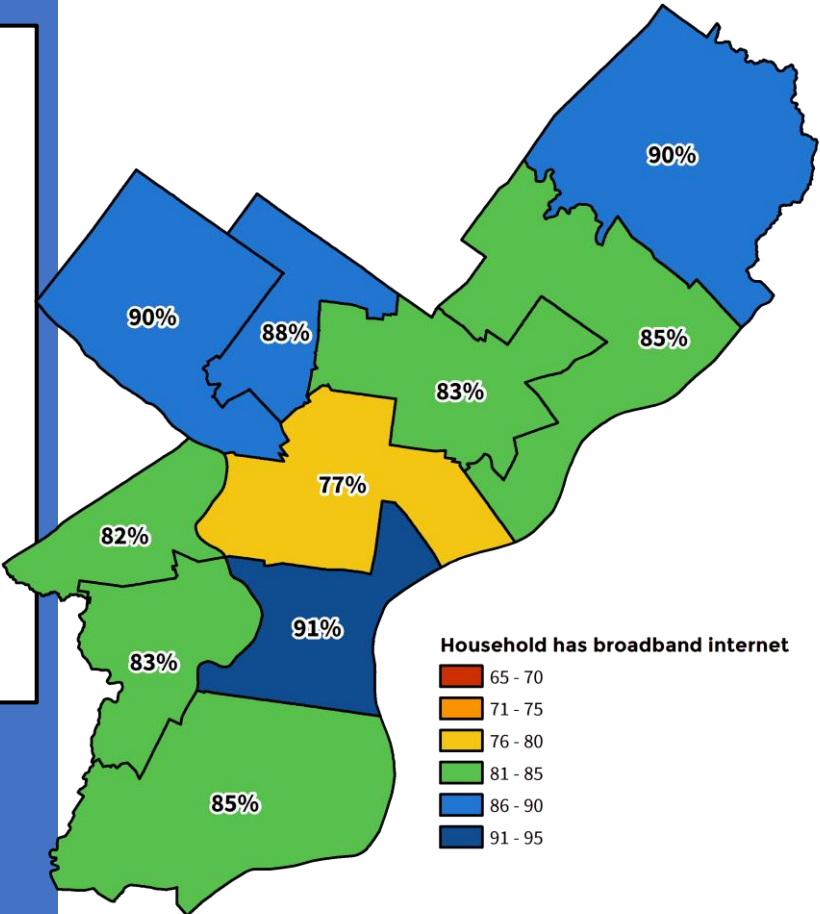
**32%**  
**of Philadelphia households are considered "subscription vulnerable."**



**31%**  
**have heard of discount programs for Internet & devices**



More than 90% of those with broadband subscriptions in Philadelphia say a monthly fee of over \$20 per month is too expensive.



# Timeline of Growth

Pre-Pandemic

Post-Pandemic

**2008**

Wireless Philadelphia

**2015**

Comcast Franchise Agreement

**2010**

KEYSPOT Program / BTOP Funding

**2016**

Digital Literacy Alliance established

**June 2020**

Digital Navigator Program Launched

**December 2020**

PHLDonateTech Launched

**August 2020**

PHLConnectED Launched

**Summer 2021**

Household Internet Assessment Survey



# Philadelphia Designs a Digital Equity Plan



**GOAL 1: DEVICES**  
PHILADELPHIANS CAN  
ACCESS APPROPRIATE  
AND  
AFFORDABLE  
TECHNOLOGY DEVICES

**GOAL #2: CONNECTIVITY**  
PHILADELPHIANS  
CAN ACCESS AND AFFORD  
THE INTERNET  
CONNECTIVITY THEY NEED

**GOAL #3: TRAINING &  
WORKFORCE**  
PHILADELPHIANS  
DEVELOP THE DIGITAL  
SKILLS NECESSARY FOR  
WORK AND LIFE

**GOAL #4: ECOSYSTEM**  
PHILADELPHIA GROWS  
AND SUSTAINS THE  
INFRASTRUCTURE AND  
ECOSYSTEM TO  
INCREASE DIGITAL  
EQUITY

# The Ingredients for Success



## Stable Funding

Federal  
State  
Local  
Foundations  
Corporate

+

## Internal Capacity

OIT  
OCF Adult Education  
OTIS / Streets  
Office of Civic Engagement  
Commerce Dept  
Free Library  
Parks and Rec

+

## External Partners

CBOs  
LEAs  
Industry  
Workforce Board  
Higher Ed  
PHA  
Consultants



# Philadelphia Digital Equity Programs in Bloom



## Digital Literacy Alliance

Grant making and advisory body seeding innovative projects

**\$1M+** in funds dispersed

**400+** orgs in the network



## Digital Navigators

CBOs offer helplines and supportive digital case management services

**2,000+** total unique callers since June 2020

**300+** signed up for internet, **600+** received a device



## PHLConnectED

Free internet for pre-K-12 households in need

**\$17M** investment over 3 years

**22,500** internet connections provided since August 2020.

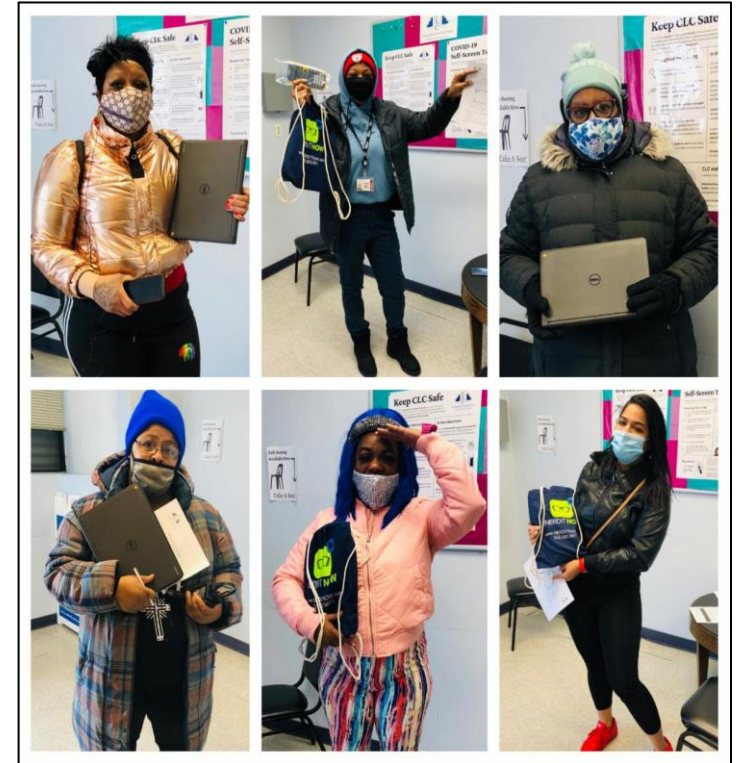


## PHLDonateTech

Campaign to collect and refurbish devices

**6,500+** devices collected

**1,440** devices refurbished and distributed



*Residents receive digital skills training and free devices from Digital Navigator partner*



# Projects in Germination



# Project 1: Devices

## RFP for refurbishing and Tech Support

**Strategy:** Establish a non-city entity to coordinate and manage a large-scale, city-wide recycling, refurbishing, and community technical support operation.

### We envision a model that includes:

- 1) **a robust device collection operation** that includes e-waste vendors/recyclers
- 2) **a device refurbishment and redistribution program** through which residents can receive free and / or low-cost devices.
- 3) **a program that offers reasonable free or low-cost level 2/3 tech support**





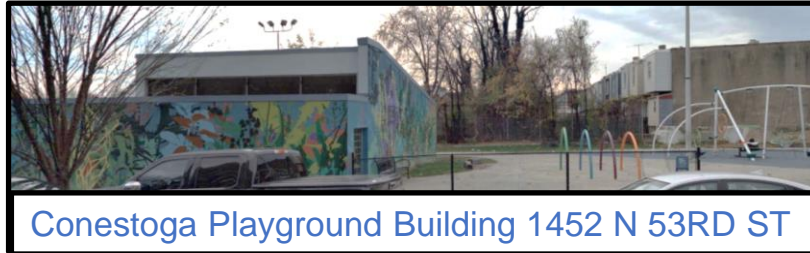
# Project 2: Internet/Ecosystem

## RFI for Use of City Assets to Advance Digital Equity

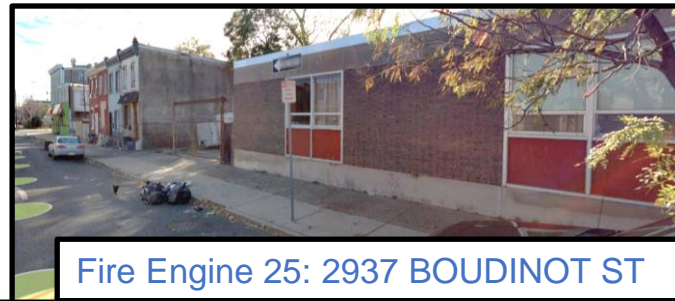
1. AS IN-KIND TO PROVIDE DIRECT LOW-COST OR FREE DIGITAL SERVICES

2. TOWARD OTHER TECHNOLOGY ADVANCEMENTS THAT WOULD HELP FUND DIGITAL EQUITY NEEDS

**839** PPR facilities and Libraries



**67** City Office and Multi-Use Buildings



**63** Public Safety

**55** Other Assets

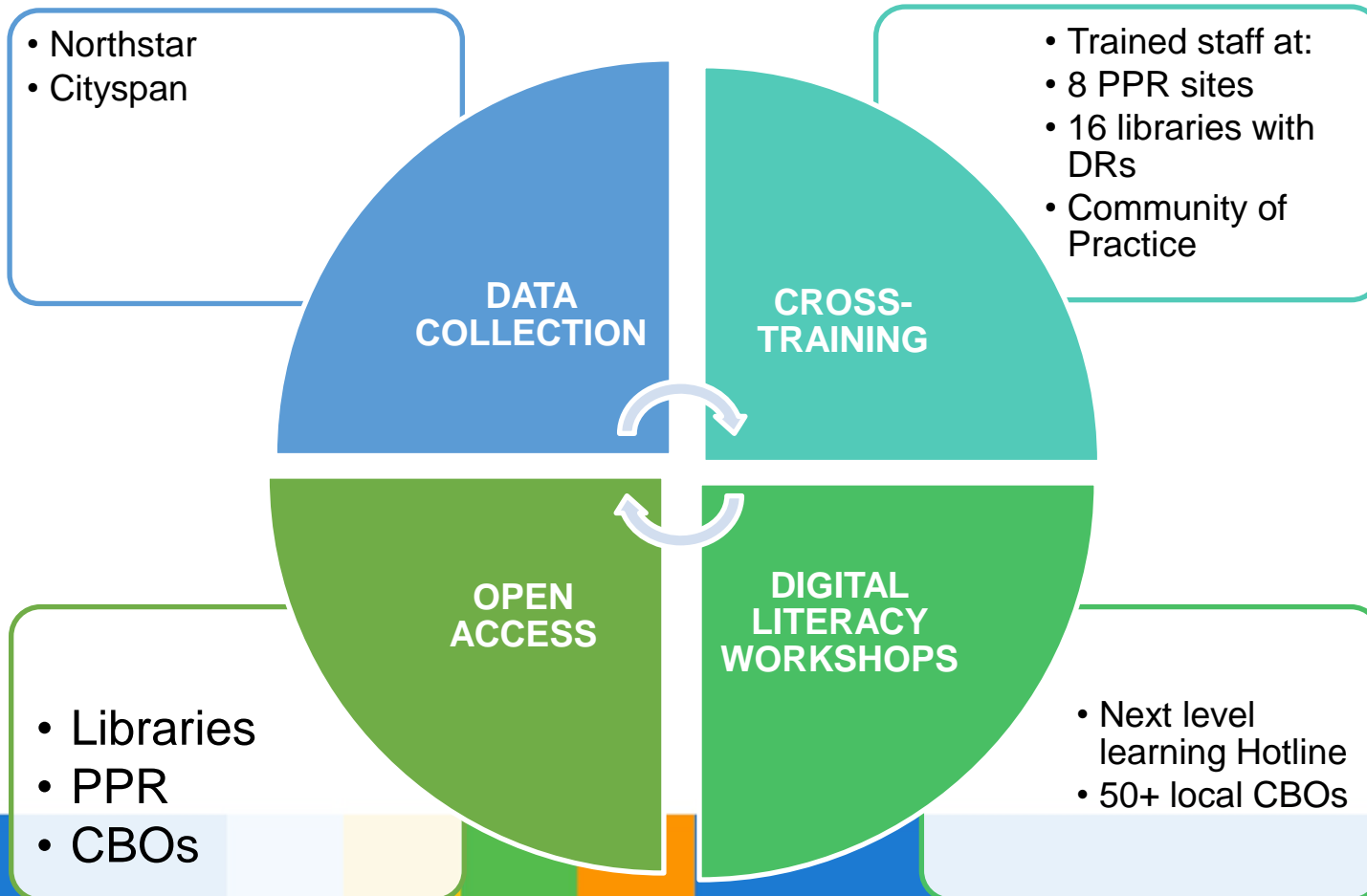
### Examples of Innovative Ideas

- Wireless networks
- Digital Advertising
- Intelligent Infrastructure
- Transportation Analytics
- Public Safety
- Park or Campus Lighting Controls

# Project 3: Outreach and Training

## Growing the Digital Literacy / Public Computer Center Landscape


### Integrating Workforce + Adult Education







# Key Questions

- 1) How can the states and federal government support / lift up local needs and plan while also creating a larger vision for broadband and digital equity?
  - 2) The mapping issue is becoming a big one – what can or should we be doing right now to address any inaccuracies in the FCC maps for PA given that the timeline is short and the funds that will be dispersed are directly related to these maps?
  - 3) Even with low-cost internet available, digital equity is not achieved – what tools are critical to success? How is the state working to think about covered populations?
  - 4) How do we work together to develop long-term funding to sustain the work?
- 



- 1) What promising practices are you all seeing from state broadband offices that we should adopt/replicate here?
- 2) What work is the PA Broadband Authority doing now in preparation for these funds?
- 3) What are the biggest challenges or issues that are bubbling up at the state/federal level?
- 4) How do you see large and small cities leveraging the coming funding?
- 5) How has internet essentials evolved and what lessons can we learn about broadband adoption as it relates to the ACP and supporting residents across the state?
- 6) What are exciting solutions or work that you have seen or heard about recently that has inspired you.

