



Join the digital inclusion movement

When low-income households are able to connect to high-speed Internet at home, they gain the tools to cross the digital divide and access 21st Century opportunities, significantly improving their educational, employment, health, and social outcomes. That is why the focus of ConnectHome is increasing **high-speed Internet adoption at home**.

While approximately 90% of households making over \$100,000 per year have access to high-speed Internet at home, only about 54% of families with children living in public housing do.

Closing this gap is the fundamental goal of ConnectHome.

The 3-legged stool of digital inclusion

TIP →

Each leg matters

Be sure to, consider *all* three legs of the digital inclusion stool. Your efforts to address one leg can also build or amplify your efforts around each of the other legs.

STEPS: Launching your digital inclusion initiative

To frame your planning efforts, think of digital inclusion as a stool with three legs, each playing a critical role:

- **Affordable high-speed Internet** to connect low-income families at home (*Playbook 6*)
- **Low-cost computing devices**—such as laptops, tablets, or desktop computers—to enable households to use their high-speed Internet connections (*Playbook 7*)
- **Digital literacy trainings** to ensure that families can make the most of their devices by safely and effectively accessing the Internet (*Playbook 8*)

The *ConnectHome Playbook* covers all three legs of digital inclusion (*Playbooks 6–8*), including how national ConnectHome stakeholders and resources can help narrow the digital divide in your community.

STEP 1: Assemble your core planning team

To organize and launch ConnectHome in your community, assemble a **core planning team** to serve as your initiative's backbone, driving progress forward.

Consider the following checklist:

What your core planning team *needs*:

- **ConnectHome champions** to jumpstart your initiative
- **Information technology** staff representatives
- **Resident services** staff representatives
- **Chief Innovation (CIO) and Technology Officers (CTO)**
- **Creative approaches** to solving problems

What your team does *not* need:

- Prior digital inclusion experience
- Large numbers of people

Your core planning team may be small at first. It will continue to grow as additional community stakeholders join your initiative.

Playbook 1: Getting Started

Case Study

Charlotte, NC

Digital inclusion steering team

Charlotte launched a digital inclusion steering team, including representatives from the city, county, school district, public housing agency, library system, EveryoneOn, and other organizations. Initially, Charlotte's core team met regularly to build relationships and coordinate efforts. It conducted research, gathered data and information from sources such as Pew Research Center, and launched a digital media literacy initiative. It also began to identify "WiFi deserts"—areas that lack wireless Internet—within the city.

Over time, this core team launched dozens of community partnerships with local universities, Internet Service Providers, developers, and entrepreneurs. One partnership between the school district and library system allows students to access the library's extensive digital tools with their school ID. Another partnership repurposes surplus laptops for students, with digital literacy training provided by a local college.

TIP →

Other helpful assessment and planning guides

- **The National Resource Network's** *Access and Digital Inclusion in the Digital Age: A Resource Guide*
- **BroadbandUSA's** *Planning a Community Broadband Map: A Toolkit for Local and Tribal Governments*

STEP 2: Clarify your digital inclusion landscape

One of the first tasks of your core planning team is to evaluate your community's digital inclusion **resources, gaps, and needs**.

These three resources offer a good starting point for your inventory:

- **The National Broadband Map** provides a high-level summary of the Internet providers and services available in every region, including Internet service speeds (broadbandmap.gov)
- **The Connecting America's Communities Map** provides information about open-access networks, computer labs, and training programs in your zip code (www2.ntia.doc.gov/BTOPmap)
- **EveryoneOn's** website identifies affordable offers for Internet and devices in your zip code (everyoneon.org)

As part of this process, use the Playbook to familiarize yourself with what other communities have been doing and identify digital inclusion initiatives that *already* exist in your community, pinpointing their scope, successes, and challenges.

BroadbandUSA

BroadbandUSA is a federal program that provides free assistance to communities, industry organizations, and nonprofits to expand broadband infrastructure and promote digital inclusion. Across the country, BroadbandUSA offers locally tailored technical assistance and regional workshops that bring together stakeholders to support the planning, funding, and implementation of community broadband programs.

You can use BroadbandUSA resources to gather information, learn how to use broadband to meet your community's needs, make key decisions, and advance broadband adoption in your community. (www2.ntia.doc.gov/publications)

BroadbandUSA is a program of the U.S. Department of Commerce's **National Telecommunications and Information Agency (NTIA)**, which is the executive branch agency principally responsible for telecommunications and information policy issues.

STEP 3: Complete the ConnectHome Launchpad

The next four *Playbooks* complete the ConnectHome **Launchpad** to get your effort off the ground:

PLAYBOOKS: Launchpad

- ✓ **Playbook 1:** Getting Started
- ⇒ **Playbook 2:** Building Partnerships
- ⇒ **Playbook 3:** Assessing Your Baseline
- ⇒ **Playbook 4:** Organizing a Local Convening
- ⇒ **Playbook 5:** Developing Your Action Plan

Congratulations—you are now ready to begin narrowing the digital divide in your community!