



POVERTY SOLUTIONS
UNIVERSITY OF MICHIGAN



City of Detroit Digital Equity & Inclusion 2019 + 2020 Timeline

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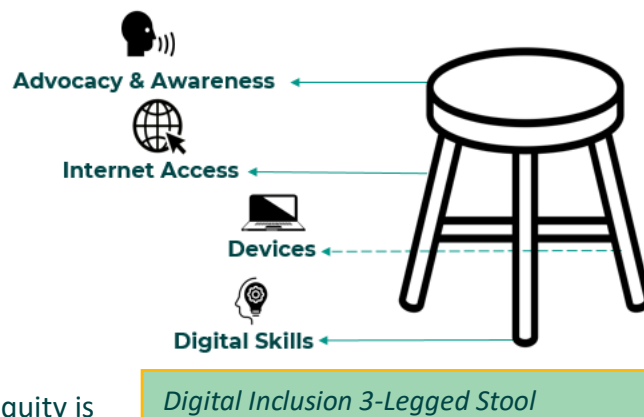


EXECUTIVE SUMMARY:

The goal of this document is to provide clarity on some of the successes, challenges and overall direction the City of Detroit is headed as it relates to the implementation of its digital inclusion strategy. The strategy, hereafter referred to as Connect 313, is an embryonic mixing of partnerships, best practices and policy analyses, all strategically designed to drastically reduce Detroit's digital divide. The steps towards completing some of the larger goals can change, and some additional "wins" not referenced in this document will most-likely come to fruition; therefore, beyond the aforementioned purposes, this document will ultimately serve as a snapshot of progress made, and a journey far from culmination.

DIGITAL EQUITY & INCLUSION METHODOLOGY:

The City of Detroit defines *digital inclusion* as an active process of *equitably* including residents and organizations into the technological ecosystem. According to the [National Digital Inclusion Alliance](#) (NDIA), "**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."



DIGITAL INCLUSION POLICY LANDSCAPE

For Detroit, the digital inclusion policy landscape is **unfavorable**. The landscape is directly influenced by the [Federal Government's desire to focus on connecting rural America](#). Large swaths of the country are designated as unserved areas, meaning they lack the built infrastructure to connect to high speed internet; Detroit does not fall under that designation. Detroit is deemed an *underserved* city, which means the majority of our city has the infrastructure to connect to the internet, a variety of factors are impeding residents from adopting the internet; the largest barrier is cost. To summarize, the Federal Government, byway of the FCC, deploys funding to the State Government, the State allocates funding to the rural areas – urban *underserved* areas do not receive any federal or state funding for digital inclusion*.

- *What about schools and libraries?*

Detroit schools and libraries do receive a [subsidy for internet access](#); however, it is illegal for schools and libraries to use their connectivity and essentially "beam" the internet in the form of public Wi-Fi to surrounding neighborhoods.

- *Can the City be an internet service provider?*

According to the [Michigan Telecommunications Act](#), this is possible, but extremely unlikely. The law requires the City to first issue a request for proposal (RFP) for building a potential network.

Then, only if we receive fewer than three qualified bids, could we deploy the network. Unfortunately, Detroit’s internet service provider diversity makes it so we will never be in the position to receive less than 3 qualified bids for a network.

- *Is there anything being done?*

Yes! Thanks to the leadership of Senator Patty Murray (D-WA), the [Digital Equity Act](#) is a bill that would allocate government funding for:

- 1) [Promoting digital equity](#)
- 2) [Supporting digital inclusion activities](#)
- 3) [Building capacity for state-led efforts to increase residential broadband adoption](#)

KEY DATA POINTS:

TOPIC	DETROIT	MICHIGAN	UNITED STATES
NO INTERNET	27%	13%	13%
NO HIGH SPEED INTERNET	46%	34%	32%
NO COMPUTER*	45%	24%	21%
NO CELLULAR DATA PLAN	42%	17%	28%

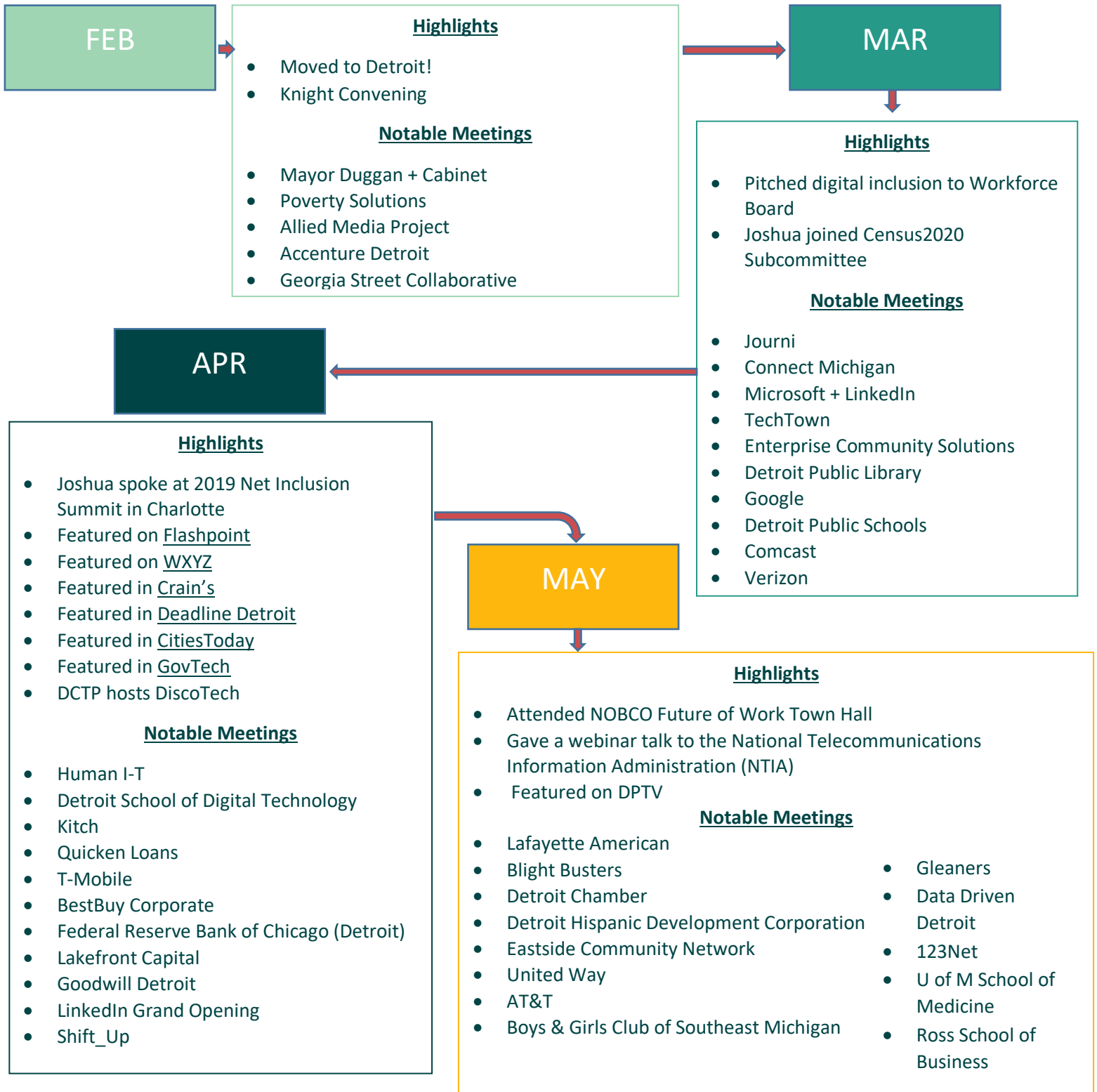
All data shown in all tables is found within the US Census 2017 American Community Survey.

ADDITIONAL DATA POINTS:

TOPIC	DETROIT	MICHIGAN	UNITED STATES
INCOME			
>\$20K W/O HIGH SPEED INTERNET	48%	39%	40%
\$20K-\$74K W/O HIGH SPEED INTERNET	27%	18%	18%
<\$75K W/O HIGH SPEED INTERNET	11%	5%	5%
RACE			
BLACK W/O HIGH SPEED INTERNET	29%	22%	20%
WHITE W/O HIGH SPEED INTERNET	20%	12%	12%
LATINO W/O HIGH SPEED INTERNET	31%	15%	26%
ASIAN W/O HIGH SPEED INTERNET	28%	7%	7%
EDUCATIONAL ATTAINMENT			
>HS W/O HIGH SPEED INTERNET	46%	23%	33%
SOME COLLEGE W/O HIGH SPEED INTERNET	31%	17%	16%
BACHELOR’S DEGREE + W/O HIGH SPEED INTERNET	10%	5%	5%
EMPLOYMENT STATUS			
IN LABOR FORCE W/O HIGH SPEED INTERNET	22%	9%	9%
EMPLOYED W/O HIGH SPEED INTERNET	20%	8%	9%
UNEMPLOYED W/O HIGH SPEED INTERNET	32%	18%	14%
NOT IN LABOR FORCE W/O HIGH SPEED INTERNET	37%	23%	22%

2019 TIMELINE

2019 was full of lessons learned, awareness building and introductions. This timeline will not capture every meeting (we had over 500), rather highlight key meetings that were integral to our efforts.



JUN

Highlights

- The Housing Revitalization Department adds digital equity recommendations for all future developments in Detroit
- Mayor Duggan approved digital inclusion strategy
- Poverty Solutions developed [digital equity map](#)
- Presented early digital inclusion plans with DNew Tech
- Hired 2 digital inclusion interns (native Detroiters)
- Attended Microsoft’s Artificial Intelligence Forum
- Featured in [Black Press USA](#)

Notable Meetings

- Lt. Governor Gilchrist
- Wayne Metro
- Parks & Rec
- Rocket Fiber
- Focus Hope
- Wayne State School of Medicine
- Tech Elevator
- Southwest Solutions

JUL

Highlights

- Human I-T met with Focus Hope.
- Interns developed Introductory Digital Inclusion CRA Policy Brief
- Spoke at Detroit School of Digital Technology Ceremony
- Used M-Lab to conduct Detroit Internet Speed Tests
- Identified 500+ free Wi-Fi locations in Detroit
- Identified over 60 digital skills training providers in Detroit

Notable Meetings

- Ballmer Group
- Blackberry Michigan
- Michigan Community Resources
- COTS
- Co.act Detroit
- Detroit Housing Commission
- Second Ebenezer
- Bedrock Detroit
- Challenge Detroit

AUG

Highlights

- Comcast hosted Digital Inclusion Forum – Joshua Keynotes
- Comcast invited Senior Executive VP to give remarks at Piquette Square on behalf of Internet Essentials expansion
- 313Connects became Connect 313
- U of M’s Taubman School + City of Detroit Wi-Fi proposal received support
- Gave [Marketplace Tech Radio Interview](#)

Notable Meetings

- Guidehouse Consulting
- City of New York
- Public Lighting Authority
- Manistique Block Club
- Next Century Cities
- Remington Group
- DPSCD Adult Education Center
- Wilson Foundation
- State of Michigan (DTMB)
- Zimperium

SEP

Highlights

- Presented on digital skills and smart cities at the [Global Tech Jam](#)
- Panelist at SpaceLab Detroit's [Smart City](#) Convening
- Presented digital inclusion strategy to Wayne Metro Board
- Spoke at San Bernadino Park's Community Meeting (Detroit)
- Spoke at [Stamp's Gallery, Digital Detroit: On Borders & Activism](#)
- Spoke at the [Michigan Broadband Summit](#)

Notable Meetings

- Skillman Foundation
- McGregor Fund
- Ford Foundation
- Council of Michigan Foundations
- Verizon
- Npower
- Civilla

OCT

Highlights

- Hosted the Inaugural 2019 [Detroit Digital Inclusion Summit](#)
- Gave digital inclusion lecture at Michigan State University
- Presented in Lansing at the [Digital Government Summit](#)
- Featured in [American City & County](#)
- Featured in [Detour Detroit](#)
- Panelist and speaker at the [Atlanta Smart Cities Summit](#)
- \$300M+ [Detroit Innovation Center](#) announcement – digital inclusion and workforce are focal points

Notable Meetings

- Hudson Webber Foundation
- M-Lab
- GM
- Ballmer Group
- Technovation
- General Assembly
- Media Democracy Fund
- Quicken Loans
- Accelerate Kid

NOV

Highlights

- Spoke at [Sneakers and Speakers Event on Tech & Inclusion](#)
- Spoke at the [INCLUDE Conference](#) on inclusive design and digital inclusion
- Served as a Digital Inclusion Mobility Advisor for the College of Creative Studies
- Served as a [smart cities panelist](#) with Microsoft and Data Driven Detroit at the U of M Multicultural Center
- Keynoted the Comcast Internal Ambassador Luncheon
- Presented to [ConnectHome USA](#) on digital inclusion best practices

Notable Meetings

- Detroitisit
- Detroit Community Care Network
- District 1 Community Meeting
- Office of Congresswoman Brenda L.
- My Brother's Keeper
- Kramden Institute
- RecycleHere Detroit
- Knight Foundation

DEC

Highlights

- Worked with the Jewel Tankard Family Foundation, human I-T, Comcast and the Detroit Housing Commission to [deploy computers and free internet for 6 months to 75 families](#)
- Featured on [Stateside](#)
- Provided consulting insight to Cook County's digital inclusion efforts
- Served as a judge for Verizon Innovative Learning's XR Challenge

Notable Meetings

- Grand Circus
- Fifth Third Bank
- Walker Miller Energy
- Erb Foundation
- Henry Ford Health Systems
- McDonald's Corporation

2020 TIMELINE

TOPIC	QUARTER	DIGITAL INCLUSION AREA	EXPLANATION
Digital Inclusion Funding Convening	1	All	The City will convene a core group of funders that have expressed interest in supporting digital inclusion efforts
Bipartisan Tech Policy Conference	1	Advocacy & Awareness	Joshua will be speaking at the Next Century Cities Policy Conference on January 23 rd in the Google DC Office
human I-T Opening	1	Devices + Internet	human I-T is a nonprofit, social enterprise that focuses on collecting, refurbishing, and redistributing surplus technology
Connect 313 Branding	1	Advocacy & Awareness	Working with both the Communications team at the City and Poverty Solutions, establishing the branding guidelines of Connect 313 is a must for all digital inclusion programming in Detroit
AI Training	1	Digital Skills	As we look to build out a “bench” of digital inclusion volunteers, organizations like Technovation are offering training sessions in Q1 that will help facilitate the learning of Artificial Intelligence to leverage emerging technology for problem solving
Connect 313 Volunteer Core	1	All	Establishing a core group of volunteers from the Detroit community will help in virtually every aspect of digital inclusion. This is a major priority
Detroit Community Technology Project (DCTP): DiscoTech	1	Advocacy & Awareness	DCTP will host two DiscoTechs with a focus on Census2020. The events are aimed at promoting informed participation in the Census, particularly among disenfranchised populations
Google Digital Coach + Connect 313 Partnership	1	Digital Skills	Currently, Katrina Turnbow leads business-focused digital inclusion efforts in Detroit. We would like to establish an official partnership to boost Detroit business technology adoption
Net Inclusion Summit	1	Advocacy & Awareness	Net Inclusion will be in Portland, Oregon. This is the flagship digital inclusion conference
Connect 313 Technology Roundtable	1	All	Under the direction of Nate Wallace at the Knight Foundation, we will develop a quarterly roundtable of all major tech companies in Michigan. Main outcomes include: <ol style="list-style-type: none"> 1) Boosting the Connect 313 Partnership Structure <ol style="list-style-type: none"> a. CSR b. Volunteer c. Marketing Campaigns 2) Identifying and implementing key company-specific resources that could provide Detroit residents greater access to technological offerings 3) Identify ways the roundtable can influence technology policy

Detroit Public Library Connect 313 Technology Lending Demonstration	1	Internet + Devices	We will be exploring ways technology can be lent at Detroit Public Library locations. The first stage will be a 9 month demonstration with a goal of starting in Q1.
Detroit Wi-Fi Census2020	1	Internet	According to the Associated Press, Detroit, with Census2020 going online, will be the hardest to count major city in America . We are actively looking at ways we can deploy Wi-Fi in key areas to lessen the digital divide's effects on Census2020
CCS Research Design	1	Advocacy & Awareness	We will work with CCS students to explore ways to increase service delivery adoption of low-cost internet programs
Detroit Yelp API Scrape	1	Internet + Advocacy & Awareness	We will be leveraging Yelp's web-based API to automatically scrape Wi-Fi locations in Detroit. This process automates a large degree of work that we had to manually input in 2019
Connect 313 Website	1	Advocacy & Awareness	We will be working with Lafayette American to develop a Connect 313 website where all digital inclusion resources will be housed. The goal of this repository-based site is to become the online hub for all things digital inclusion in Detroit. (similar to Charlotte)
Connect 313 Low-Cost Energy Partnership	1	Internet	We are committed to exploring the link between low-cost energy programming for residents, and the way the digital divide impedes residential adoption
Digital Inclusion Summer Fellow Hire	2	All	We will hire a Digital Inclusion Summer Fellow to assist DoIT staff with improving Connect 313 goals and objectives
CRA Broadband Investment Roundtable	2	Advocacy & Awareness	Working with the Federal Reserve Bank, we will convene all local banks to discuss ways CRA credits can be used to fund digital inclusion
Tech for Teens Back to School Event	2	Devices + Internet	From the recent success of the holiday Tech for Teens event, we will be exploring ways we can make tech more accessible for families during the back-to-school season
Detroit Auto Show	2	Internet	The Detroit Auto Show is moving outside , Wi-Fi infrastructure will be deployed at the outdoor exhibit locations. We are looking for <i>sustainable</i> ways we can repurpose the infrastructure to better serve Detroit residents beyond the Auto Show
Detroit Surplus Technology Policy Proposal	2	Devices + Advocacy & Awareness	We are working with the State and Poverty Solutions to develop a surplus technology policy proposal that will ensure Michigan technology stays in Michigan to address Michigan's digital divide
Detroit Digital Inclusion Playbook	3	Advocacy & Awareness	While this document does a good job summarizing key plays, we are looking to release an official playbook that provides a better understanding of the state of affairs and the reasons why we are calling certain "plays" over others

Detroit Digital Inclusion Summit	3	Advocacy & Awareness	While the 2019 Detroit Digital Inclusion Summit was a success, we would like to up the ante for the 2020 Detroit Digital Inclusion Summit. We will place a higher emphasis on sponsorship, planning and key takeaways for summit attendees.
Detroit Digital Inclusion Week	3	Advocacy & Awareness	Last year, Detroit highlighted one event for Digital Inclusion Week (Summit) this year, the goal is to highlight different themes for each day. The Summit will function as the official kick-off for Digital Inclusion Week.
Connected Cities Tour	3	Advocacy & Awareness	Ran by Dense Networks, the Connected Cities Tour is a traveling social think-tank that focuses on demystifying trends in emerging technology, with an emphasis on connectivity. Dense Networks will be in Detroit for Digital Inclusion Week 2020
Tech for Teens Holiday Event	4	Devices + Internet	We are interested in establishing a tradition where we arm teenagers with the technology they need during the holiday season
ConnectHome USA Keynote	4	Advocacy & Awareness	I will serve as a Keynote for the 2020 ConnectHome Summit in DC

BUILDING MOMENTUM

Topic	Digital Inclusion Area	Explanation
Cybersecurity	Internet	We are working with the State to identify potential cybersecurity programs
Entrepreneurship	Digital Skills	We are committed to exploring the link between digital entrepreneurship and traditional digital skills training
Academia	Advocacy & Awareness	We need to be better coordinated and poised to elevate the digital inclusion discussion beyond the existing conclusions. Creating an academic collaborative and leveraging the top-tier academic talent in Michigan ensures the digital divide is continuously backed by innovative research
Faith	All	Churches are a potentially dominant partner in the digital inclusion space. They are strategically located within neighborhoods, have space for trainings + computer labs, and they already partner with a host of community partners. We are still identifying the <i>best</i> way to work with churches through the Detroit Community Care Network
Digital Skills for Returning Citizens	Digital Skills	We are interested in taking the digital skills discussion to the larger narrative on reducing reentry and boosting workforce placement for Returning Citizens
Health + Digital Inclusion	All	Telehealth is big for a number of reasons. We are still finding our footing, but want to remain in the conversation