

# digital c

*Driven to Connect*



**CLEVELAND CITY COUNCIL**



**THURSDAY, JUNE 1, 2023**

# OVERVIEW

## DIGITALC BACKGROUND

- Team
- Evolution
- Key Partnerships
  - MetroHealth
  - CMSD
  - Meta

## CONNECTIVITY

- Network breakdown
- Network Speed
- Reliability
- Coverage

## DIGITAL ADOPTION

- The Consortium
- Digital Skilling Classes
- Digital Navigators & Ambassadors
- Workforce

## BUDGET

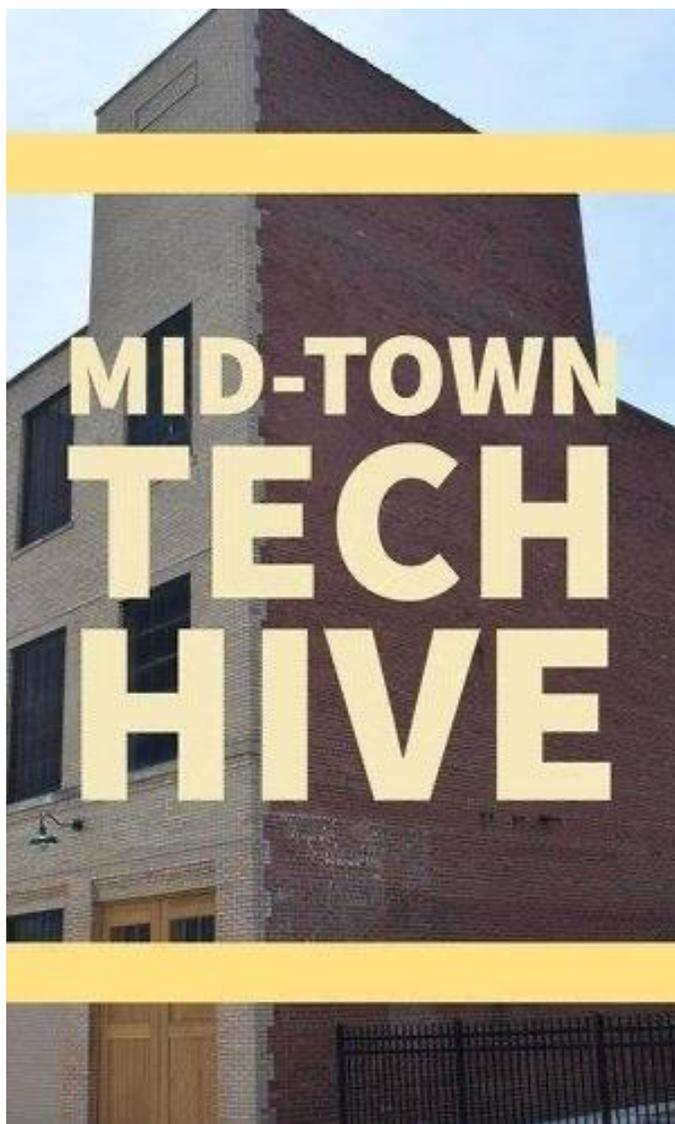
# ABOUT US



**OUR TEAM**

**OUR EVOLUTION**

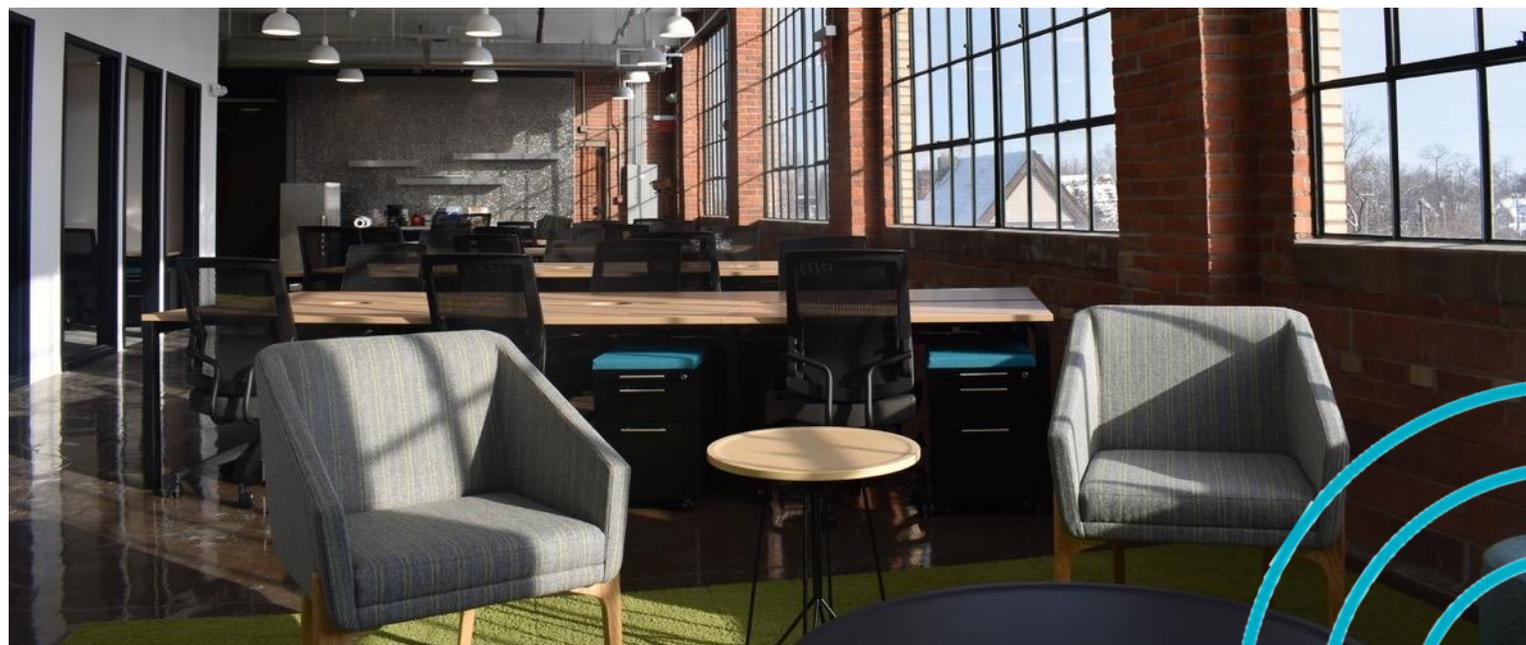
**OUR KEY PARTNERS**



# ABOUT

## OUR HEADQUARTERS

MID-TOWN TECH HIVE | 6815 EUCLID AVENUE

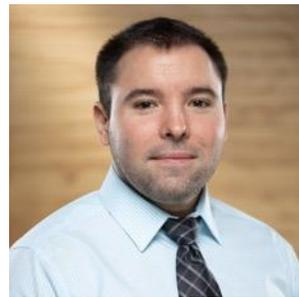
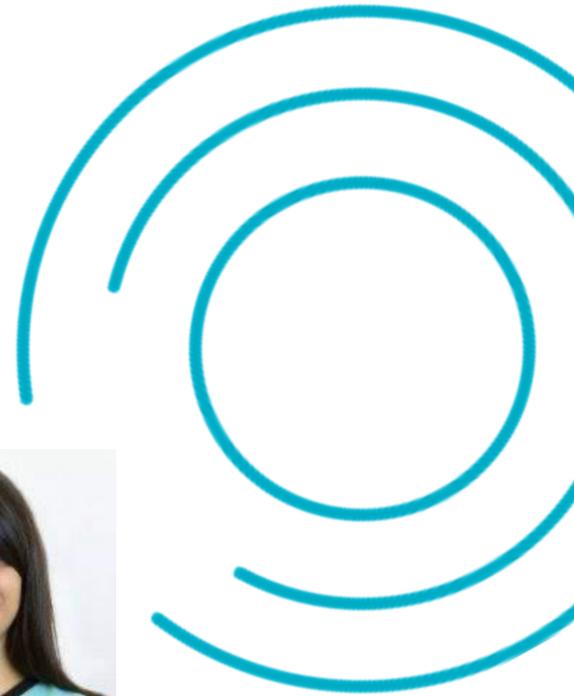




# ABOUT

## OUR TEAM MEMBERS

MISSION-DRIVEN



# ABOUT

## OUR EVOLUTION

DRIVEN TO CONNECT



### DIGITAL DIVIDE

Nonprofit focused on Cleveland's Digital Divide.

2015-2017



### INDOOR WIFI

Indoor Wi-Fi provider committed to connecting the unconnected.

2017-2019



### EXPANDING COVERAGE

Wireless Internet Service Provider (WISP) focused on expanding coverage.

2019-2021



### WISP SOCIAL ENTERPRISE

A WISP social enterprise committed to expanding coverage, subscriber growth and increasing internet performance.

2021-PRESENT

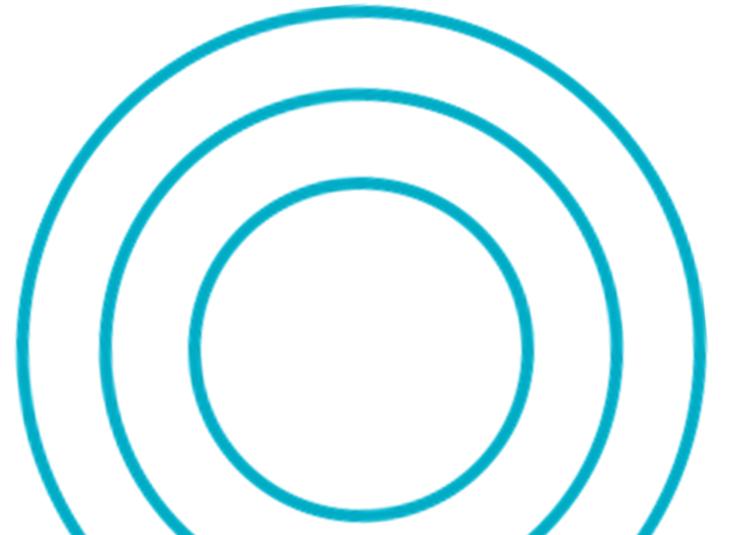




# ABOUT

## OUR KEY PARTNERSHIPS

CONNECTED TO COMMUNITY



# CLEVELAND METROPOLITAN SCHOOL DISTRICT



"CMSD hired [Cleveland nonprofit DigitalC](#) to extend high-speed internet services to thousands of CMSD families, targeting parts of the city where the digital divide is the worst."

Read more at [Freshwater Cleveland](#).

# METROHEALTH



MetroHealth, DigitalC, CMHA and Dollar Bank Celebrate Connecting 1,000 Cleveland Households to Affordable, Reliable Internet

Read more at [MetroHealth News](#).

# META



DigitalC, in collaboration with Meta, Brings High-Speed Internet to Affordable Housing Residents in Cleveland.

New service empowers thousands of Cleveland residents with access to low-cost, reliable connectivity.

Read more at [BusinessWire](#).

# CONNECTIVITY

## CONNECTIVITY



**BREAKDOWN**



**SPEED**



**RELIABILITY**



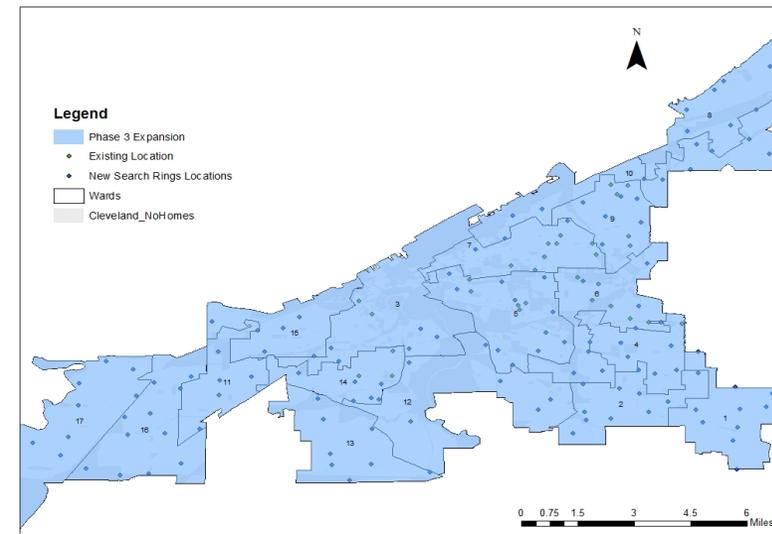
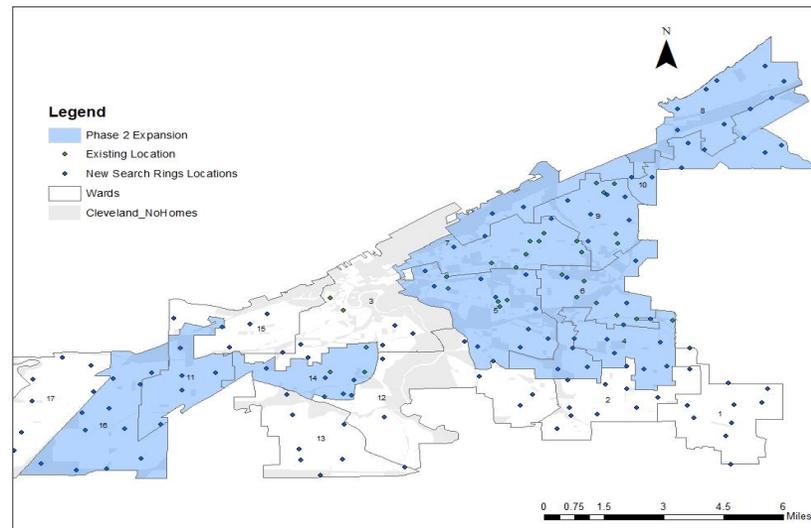
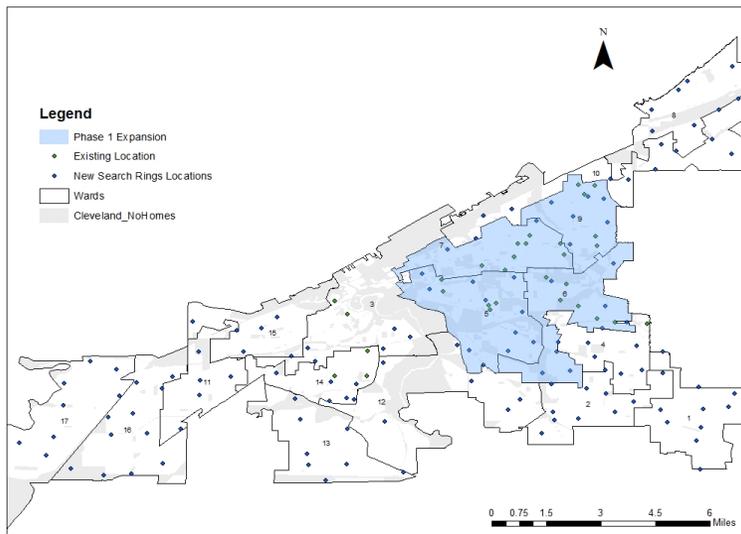
**COVERAGE**

# CONNECTIVITY

**DigitalC was created to connect the unconnected. We believe affordable home internet is a necessary equalizer to leveling the playing field for every community we serve.**

# CONNECTING CLEVELAND

DRIVEN TO CONNECT



Phase	Targeted Ward	Approx. # HH Covered
1	5, 6, 7, 9	+25k
2	4, 8, 10, 11, 14, 16	+75k
3	1, 2, 3, 12, 13, 15, 17	~175k

# CONNECTIVITY

## NETWORK SPEED

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### 100/100 Mbps

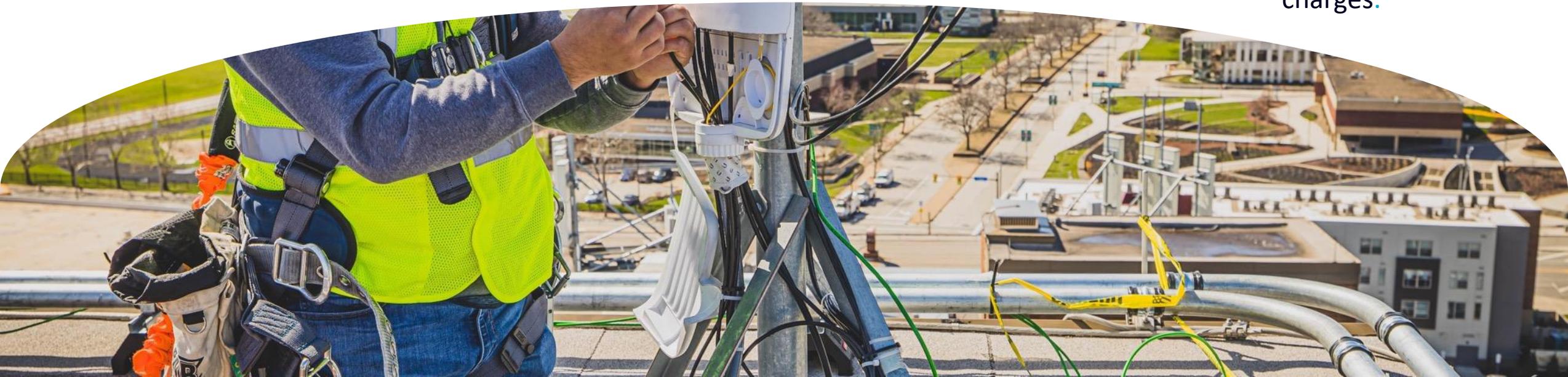
New customers in Phoenix Village are receiving minimum 100/100 Mbps.

### \$18/mo

Our signature plan will be available to every Cleveland household.

### \$0

No qualifications, no locked rates, no cancelation fees, no equipment fees, no installation charges.



# CONNECTIVITY

## RELIABILITY

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**Quarterly  
Optimization  
Audits**



**Continuous process  
improvements and  
software upgrades**



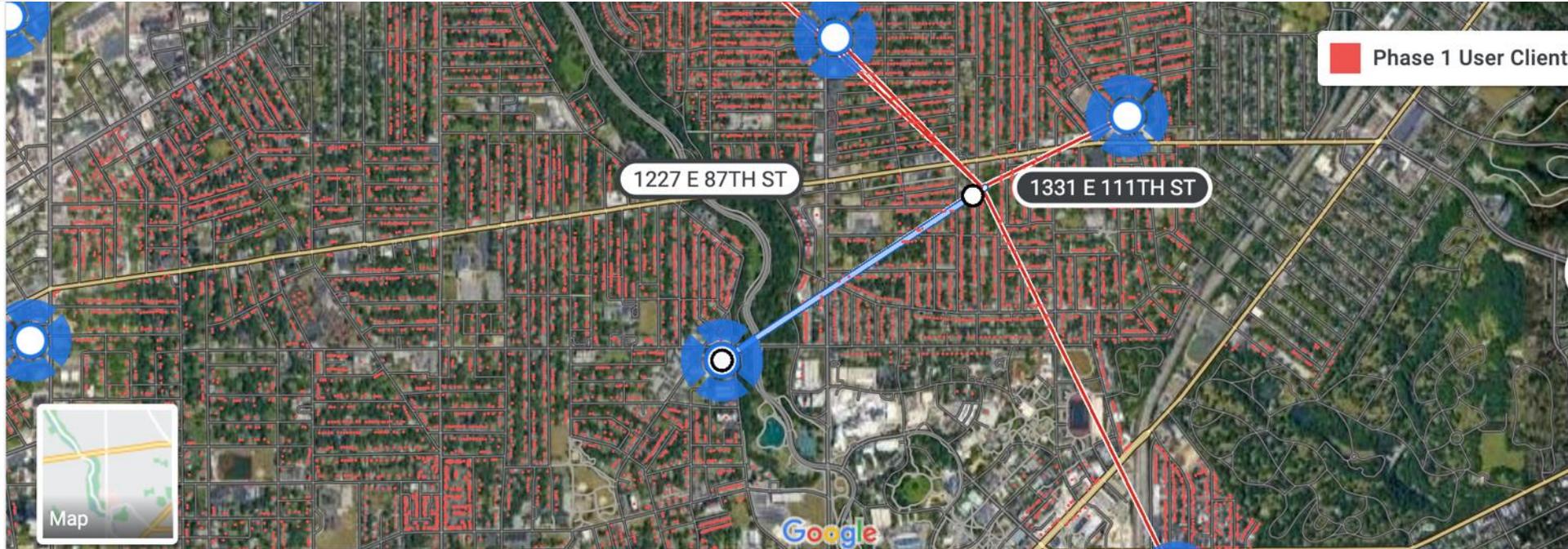
**Eliminating  
single points  
of failure**



**Resident calls  
our 24/7  
Hotline:  
216-777-3859**

# COVERAGE

DRIVEN TO CONNECT

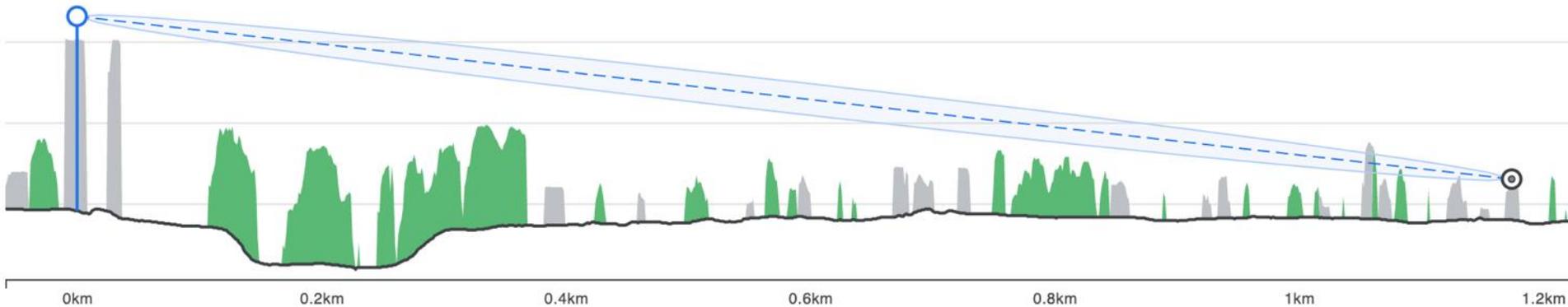


Map data ©2023 Google Imagery ©2023 CNES / Airbus, Landsat / Copernicus, Maxar Technologies, Sanborn, U.S. Geological Survey, USDA/FPAC/GEO Camera: 3,576 m 41.517934, -81.615279 0.5 km

— Elevation:

••• Distance:

[View detail](#)



# DIGITAL ADOPTION



**THE CONSORTIUM**



**DIGITAL NAVIGATORS  
& AMBASSADORS**



**DIGITAL SKILLING  
CLASSES**



**WORKFORCE**

# ADOPTION

## THE CONSORTIUM

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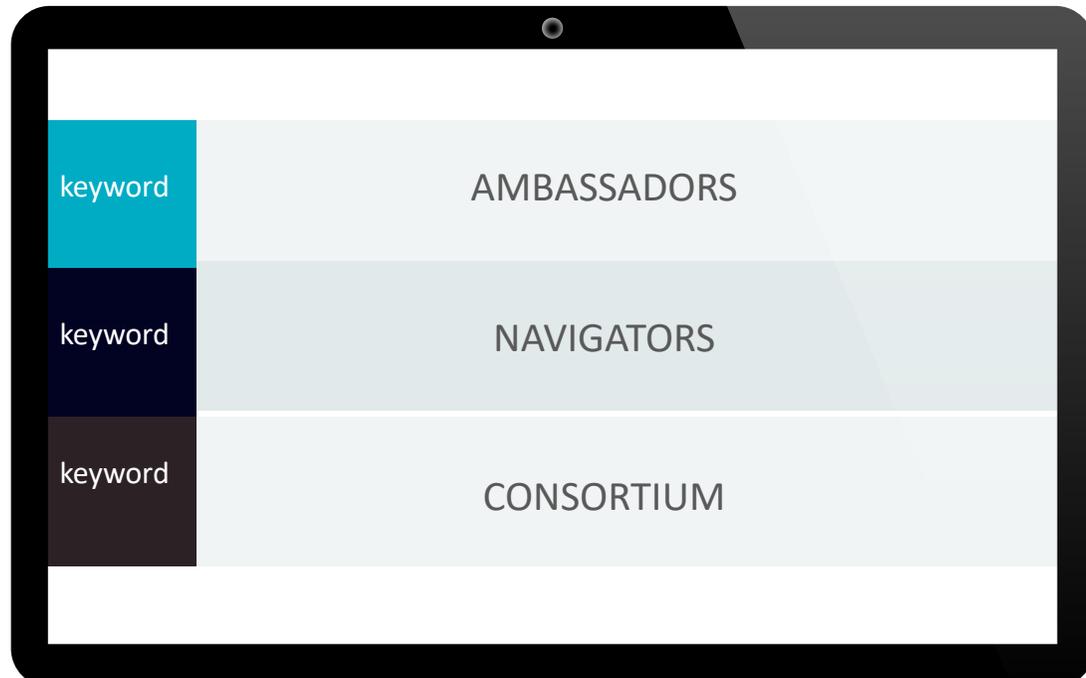
- Ashbury Senior Community Computer Center (ASC3)
- AustinGIS
- Benjamin Rose Institute/ESOP
- Case Western Reserve University
- Cleveland Clinic
- Cleveland Housing Network
- Cleveland Metropolitan School District
- Cleveland Neighborhood Progress
- Cleveland Public Library
- Cleveland State University
- Crown Castle
- Cuyahoga Metropolitan Housing Authority
- Cuyahoga Valley Career Center
- GPD Group
- IoT Collaborative
- MAC Installations
- MCPc
- MetroHealth System
- Nokia
- RET3
- Siklu
- Towards Employment
- United Way Greater Cleveland
- Urban League of Cleveland
- Winncom Technologies
- Youth Opportunities Unlimited



# ADOPTION

# DIGITAL NAVIGATORS & AMBASSADORS

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Grassroots door-to-door outreach to help residents sign up and make additional referrals as needed.

Individual & group coaching sessions, digital literacy training events, and connect residents to other assistance programs and resources.

Two dozen community partners that will host on-site navigators, identify referrals, and hold additional seminars.



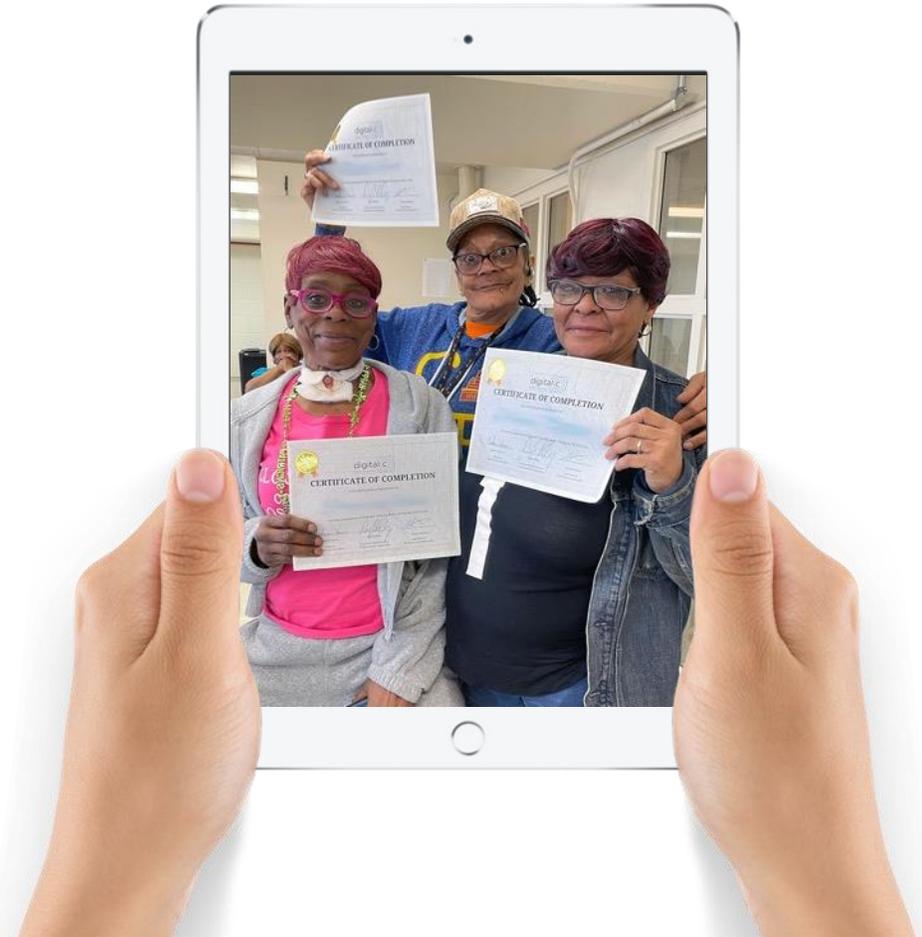
# ADOPTION

## DIGITAL SKILLING

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- Will reach 50,000 residents in four years through a strategic cycle.
- Plan leverages 100 Digital Ambassadors to knock on doors, refer to Digital Navigators at CDCs and partner sites.
- Digital training topics are tailored to meet the needs of residents based on feedback, surveys and collective experience.
- Consortium Partners are trusted across the community to provide resources, training, devices and support.

## DIGITAL SKILLS TRAINING FOR CLEVELANDERS



# ADOPTION LOCAL WORKFORCE

DRIVEN TO CONNECT

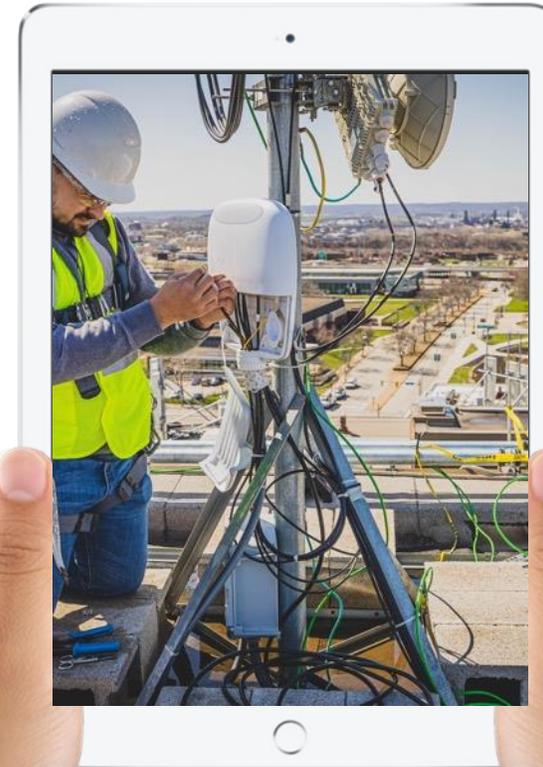


We're collaborating with CVCC on Fiber & Tower Technician training programs, which have a focus on the reentry population.



We partner with the Cleveland Sight Center in Ward 7 to deliver excellent customer service to city residents.

**WE SUPPORT THE LOCAL WORKFORCE**



# BUDGET

## BUDGET



**MANDEL & MYERS  
FOUNDATION MATCH**



**FEDERAL EARMARK**



**PROJECT BUDGET**

# Budget



## MANDEL & MYERS FOUNDATION MATCH

“With this investment of private dollars, DigitalC will have the unequalled organizational capacity to expand and deliver high speed, high quality, reliable and affordable broadband to unserved and underserved Clevelanders for many years and to facilitate its use to meet the needs of city residents,” Stephen H. Hoffman, chairman of the Mandel Foundation, said in the release.



Hoffman

Hoffman said the Mandel and Myers foundations “thoroughly studied” DigitalC prior to devising the grant.

“Our due diligence clearly shows that the comprehensive, economical and innovative approach the nonprofit offers is the best plan to provide equitable broadband access in Greater Cleveland,” he said.

Jehuda Reinharz, president of the Mandel Foundation, said in the release the foundation’s donation stemmed from the correlation between DigitalC’s efforts and the goals of Jack, Joseph and Morton Mandel.

**DigitalC is receiving \$20 million in donations from Mandel and Myers foundations to help bridge digital divide.**

Read more at [Cleveland.com](http://Cleveland.com)



# FEDERAL EARMARK

## House of Representatives Approves \$3 Million for DigitalC Project

DigitalC · July 21, 2022

*Funding will provide affordable, high-speed internet to Mt. Pleasant neighborhood in Cleveland*

**CLEVELAND, Ohio (July 21, 2022)** – The United States House of Representatives this week passed a package of spending bills that includes \$3 million for a DigitalC project championed by U.S. Rep. Shontel Brown (D-Ohio). The project, funded through the Department of Housing and Urban Development (HUD), will provide broadband connectivity and digital skills training to the Mount Pleasant neighborhood in Cleveland. It is one of 15 community projects sponsored by Rep. Brown and reviewed by the professional staff of the House Appropriations Committee for its merits and eligibility.

“Cleveland is one of the worst-connected big cities in the United States, and DigitalC continues to work to connect the unconnected in the city’s poorest neighborhoods,” said DigitalC Interim CEO Sharon Sobol Jordan. “Connecting underserved Cleveland communities with high-speed internet will allow residents access to the career, social, health, and economic benefits that come with reliable, affordable internet.”

“Today’s action by the House of Representatives reaffirms that connecting struggling communities to broadband is a cause for our time,” Sobol Jordan added. “DigitalC is deeply grateful to Congresswoman Shontel Brown for her hard work to include funding for this important project in the HUD spending bill. ”

In addition, Ohio Senator Sherrod Brown has requested funding for the same project in the United States Senate. In the coming months, the House and Senate will work together on their federal spending bills before they become law. DigitalC will continue to work with

BUDGET



# PROJECT BUDGET

BUDGET

	2023	2024	2025	2026
<b>Projected Budget Spend (2023 to 2026)</b>				
DigitalC funds & Other Grants			\$1,000,000	\$1,000,000
Mandel/Myers	\$8,000,000	\$9,000,000		
City of Cleveland	\$10,000,000	\$10,000,000		
Federal Earmark			\$3,000,000	
<b>Total</b>	<b>\$18,000,000</b>	<b>\$19,000,000</b>	<b>\$4,000,000</b>	<b>\$1,000,000</b>
<b>Uses</b>				
Adoption (Skills, Training)	\$250,000	\$750,000	\$500,000	\$500,000
Devices (11,500 units)		\$500,000	\$500,000	
Network Redundancy	\$825,000			
Infrastructure and Middle Mile Expansion	\$11,500,000	\$11,500,000		
Household Installations (Equipment and Labor)	\$1,300,184	\$5,716,839	\$3,906,974	\$2,873,015
<b>Total</b>	<b>\$13,875,184</b>	<b>\$18,466,839</b>	<b>\$4,906,974</b>	<b>\$3,373,015</b>

# VISION

DRIVEN TO CONNECT

## RESULTS

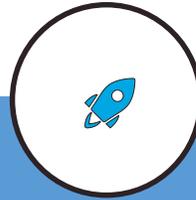
### SERVICE PLAN DEPLOYMENT



18 MONTHS

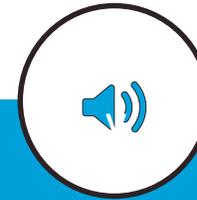
All **170,000+** households in Cleveland.

### ADOPTION TRAINING & OUTREACH



PER YEAR

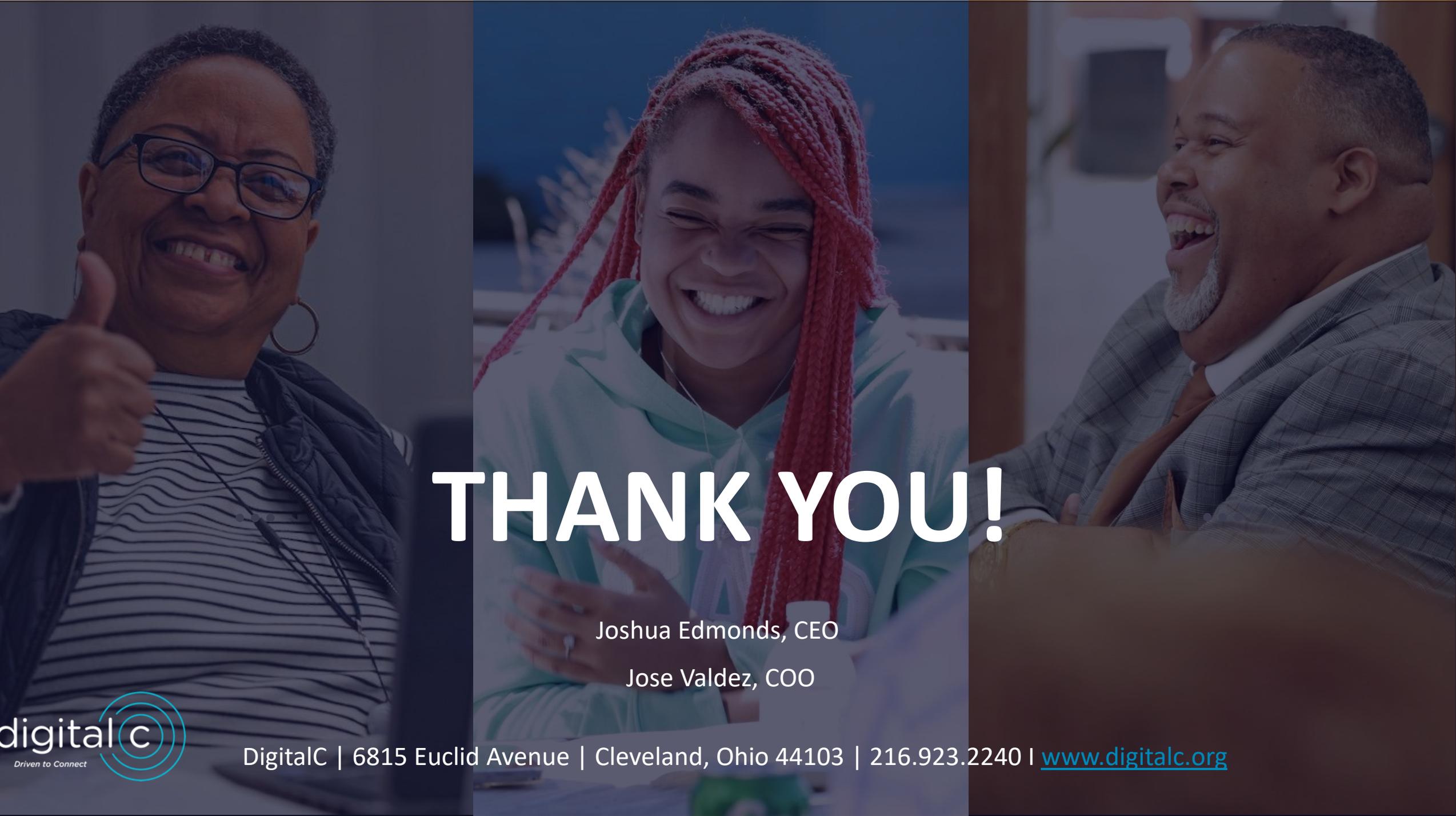
**12,500** residents reached through outreach activities, and at least **50,000** residents overall.



42 MONTHS

**23,500** new internet-using households (about **50,000** people).





# THANK YOU!

Joshua Edmonds, CEO

Jose Valdez, COO



DigitalC | 6815 Euclid Avenue | Cleveland, Ohio 44103 | 216.923.2240 | [www.digitalc.org](http://www.digitalc.org)