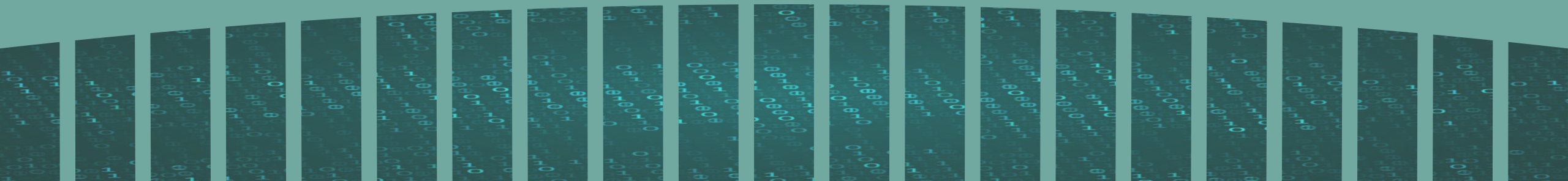
LakeCounty

LAKE COUNTY
DIGITAL
GROWTH
INITIATIVE

Special Committee on Broadband

Budget Discussion

Digital Equity Team
August 2, 2024



Overview

- Review Current Status of Strategy Implementation
- Revised Implementation Budget

- **Strategy 3-1 Pilot Public Wi-Fi Hotspots**
  - Meeting with municipalities on potential Wi-Fi network expansions and/ or creations
  - Focused on central downtown areas and/ or CAI expansions
  - Municipalities identified in plan include Waukegan, Zion, North Chicago, Round Lake, Grayslake, and Fox Lake
- **Strategy 4-1 Device Distribution Campaign**
  - In the process of procuring devices
    - 4000 devices identified in plan
  - Drafting strategy and determining potential community partners
  - Plan for detailed discussion and review of strategy at the end of August Committee meeting

- **Strategy 5-1 Expand Digital Navigators**
  - Contract negotiation based on responses to RFP
  - Review outcome and proposed strategy at the end of August Committee meeting
  - The primary objectives of the Digital Navigator Program are as follows:
    - Provide personalized technology assistance to Lake County residents, including troubleshooting technical issues, navigating digital platforms, and accessing online resources.
    - Increase digital literacy and confidence among Lake County residents, particularly those who face barriers to accessing technology including, but not limited to the following impacted households and communities, low- or-moderate income households or communities, households that experienced unemployment, households that experienced increased food or housing insecurity, and households that qualify for the Children's Health Insurance Program, Childcare Subsidies through the Child Care Development Fund (CCDF) Program, or Medicaid.
    - Facilitate access to essential services and resources available online, such as healthcare information, educational opportunities, and government services.
    - Foster community engagement and collaboration through outreach efforts and partnerships with local organizations.

- **Strategy 5-2 Coordinate Digital Literacy Programming**
  - Digital Literacy Programming will be tied into the deployment of the Digital Navigator Program.
  - Coordination between the Broadband and Digital Equity Team, organizations participating in the County's Digital Navigator Program and other entities in Lake County to address community needs for Digital Literacy Programming facilitated by Digital Navigators.

- **Strategy 6-2 Create a County-led Broadband and Digital Equity Coalition**
  - Lake County Digital Equity Coalition interest form remains active
    - Digital Growth Initiative | Lake County, IL (lakecountyil.gov)
  - Second Coalition meeting held virtually on Tuesday July 25th
    - 26 attendees
    - 17 organizations
  - Reviewed Digital Equity Events, Goals & Strategies
  - July Awareness Campaigns
  - Coalition Committees
    - Broadband
    - Digital Learning
    - Digital Devices
    - Digital Inclusion Week
  - Recording and slides available at www.lakecountyil.gov/broadband

- **Strategy 6-3 Launch a Digital Equity Resource Website**
  - Find Affordable Internet - Affordable Internet Plans page
  - Digital Equity Coalition
  - Digital Navigator Program
  - Competitive Request for Proposal (RFP) Processes
  - Presentations and recordings
- **Outreach Marketing Campaign for the Digital Growth Initiative (New!)**
  - Developing RFP process to acquire marketing services.
  - The primary objectives will be to increase awareness of the DGI, promote events, engage communities, and highlight partnerships.
  - These objectives will be reached through social media marketing campaigns, adaptive grassroots outreach, event promotion and coverage, program promotion, and reporting.

Estimated Budget

Project Name	Budget Item	Revised Budget Draft	Cost Stated in Plan	Estimated Timeframe
Digital Navigator Program	External and Internal Digital Navigators	$2,000,000	$2,000,000	RFP June – August 2024
Public Wi-Fi Network Expansion	Purchasing Equipment, Installation, limited network up-keep costs, network security and dashboard access	$1,000,000	$1,300,000	Fall 2024 - December 2026
Digital Literacy Program Coordination	Digital Skills Programming	$200,000	$2,500,000	Fall 2024 - December 2026
Digital Equity Coalition	Spanish Interpretation Services	$35,000	$0	June 2024 – December 2026
	In-person Meeting Reservations	$0		September 2024 – September 2026
Outreach Marketing Campaign	RFP	$200,000	$0	Fall 2024 – December 2026
Support the BEAD Process	Internal Print Shop	$1,000	$0	Already completed
Device Distribution Program	Device Donation Campaign	$2,500,000	$1,400,000	January 2025 - December 2026
	Device Procurement in Process			Fall 2024 - December 2026
	PCs for People Partnership	$5,633		Already Completed
Digital Equity Staff	NDIA Net Inclusion Conferences	$6,000	$630,000	Q2 2025 and Q1 2026
	Illinois Connected Summit	$150		Already completed
	Salary, benefits, equipment	$657,540		March 2024 - December 2026
Administrative Support		$0	$300,000	
Digital Equity Asset Inventory Website		$0	$8,000	
Digital Equity Fund		$0	$2,250,000	
Implement Dig Once Policy		$0	$600,000	
ACP Outreach Campaign		$0	$500,000	
	Total estimated cost:	$5,947,783	$11,488,000	

Next Steps

- **Procurement In Progress**
  - Public Wi-Fi Network Expansion
  - Digital Skills
  - Devices
  - Outreach Marketing Campaign
- **Lake County Digital Equity Coalition**
  - Interested organizations should fill out interest form
  - Next meeting will be held Tuesday, August 27th 12:30pm
  - First in person meeting will be held Tuesday, September 24th 12:30pm at the College of Lake County Advanced Technology Center (ATC)
    - Registration details to follow

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Questions