San José Digital Inclusion Partnership
Invitation to Apply for Digital Inclusion Grants
Due November 15, 2019

Overview of Digital Inclusion Grants

The City of San José and the California Emerging Technology Fund (CETF) are jointly inviting Grant Applications to promote Digital Inclusion in San José by getting unconnected households online with home high-speed Internet connectivity and assisting them in becoming proficient in essential digital literacy skills to improve their economic opportunities and quality of life. “Digital Inclusion” is the intentional policy and practice by the City to ensure all residents have access to and benefit from Internet access and digital technology to improve their quality of life. The City plans to award up to $1,000,000 in performance-based Digital Inclusion Grants to qualified and experienced local non-profit community-based organizations (CBOs) and public agencies by early 2020. Grant Applications are due by 5PM PT on Friday, November 15, 2019.

Background

The City of San José established the Digital Inclusion Fund capitalized by fees from Internet Service Providers (ISPs) to deploy 5G fiber and small cell installations. In June 2018 the San José City Council unanimously approved the largest fiber and small cell deployment in the nation projected to generate $500 million in private-sector investment and $24 million for the Digital Inclusion Fund over 10 years. It is projected that at least $14 million in the Digital Inclusion Fund will be allocated to increase the number of households connected online at home with meaningful use of technology and skills to navigate the Internet. These funds will be granted to CBOs and public agencies to reach low-income disadvantaged and unconnected residents in-language and in-culture. The City engaged CETF to help manage community engagement, referred to as the Digital Inclusion Partnership, which is overseen by an Advisory Board appointed by the City Manager.

The City of San José Digital Inclusion Partnership Overall Goals are:

- Connect at least 50,000 San José households with universal device access and universal connectivity over the next 10 years.
- Ensure at least 50,000 San José households achieve and sustain the appropriate digital skills proficiency level (basic, intermediate, or advanced) to stay ahead of technology and increase quality of life outcomes (education, workforce, healthcare and more).

All Digital Inclusion Grants will be performance-based and required to document Outcomes that contribute to one or both of the Overall Goals. Grant payments will be made based on documented performance.
Preferred Grant Outcome: Adoption

Applicants are strongly encouraged to seek to achieve both Overall Goals simultaneously through the Preferred Outcome called an “Adoption” which refers to the process of getting a household online (connected to the Internet) at home and proficient in digital literacy skills.

Research identifies 3 primary barriers to Adoption for low-income unconnected households:

1. Cost: Service and Device
2. Relevance: Savings and Opportunities
3. Digital Literacy: Skills and Knowledge

A successful Adoption must address all 3 barriers and usually involves the following steps in assisting residents in unconnected households to: (a) understand the benefits of being connected online at home; (b) become aware of available affordable Internet service options; (c) acquire an affordable device for connecting to the Internet; (d) learn the foundational skills of digital literacy; and (e) select and sign up for home Internet service. Experience also shows that Adoption requires a “trusted messenger and honest broker” to do outreach in-language and in-culture to engage the priority populations to consider becoming connected at home. Further, the process of Adoption will be more efficient and effective if incorporated with an existing service known by and valued by unconnected residents. Thus, local CBOs and public agencies with existing trusted relationships with digitally-disadvantaged populations are excellent candidates to consider applying for a San José Digital Inclusion Grant.

The amount of each Grant will be based upon the number of Outcomes proposed by the Applicant and set forth in a Grant Agreement up to $250 per Adoption. The amount per an Outcome that is less than a full Adoption (discrete activities such as digital literacy training, distribution of devices, or deployment of community infrastructure) will be benchmarked to average costs experienced by high-performing organizations conducting similar activities. After an initial launch and start-up period (usually 2 quarters), grant payments will be made pursuant to performance in achieving the agreed-upon Outcomes. Performance-based grantmaking (with a set value per Outcome) not only ensures fairness and enhances transparency, but also encourages strategic thinking in Project design and drives innovation in implementation.

Approach to First Round of Digital Inclusion Grants

This first round of Digital Inclusion Grants is intended to be a “learning experience” to inform and improve subsequent grant cycles. Therefore, it is not targeted to specific segments of the community or limited to certain strategies or categories of grants (although prospective Applicants should review the attached Project archetype examples). CBOs and public agencies that serve all digitally-disadvantaged populations and all ages are encouraged to consider applying. Interested Applicants should diligently and sincerely analyze your ability to reach unconnected households over the next several years and assess your ability to achieve Adoptions (or other discrete Outcomes) in the first year (through December 2020) to ensure “early wins” that will provide valuable experience and data to inform subsequent rounds of Digital Inclusion Grants.
Given that up to $1,000,000 is available for Grants in the first round, at $250 per Adoption, it is expected that 4,000 Adoptions can be achieved as Outcomes by the end of the first round: 4,000 households connected and 4,000 households proficient in digital literacy skills (which hopefully will be the same 4,000 households to demonstrate what is possible with a focus on Outcomes). Applicants are welcome to propose a multi-year Project to demonstrate viability and sustainability of their strategy to achieve significant Adoptions, but also must show tangible Outcomes in the first year. A Proposed Work Plan and Budget with associated Outcomes are required for each year for which an Applicant intends to seek a Digital Inclusion Grant.

Evaluation Framework and Reports: Indicators and Metrics

The following initial Indicators and Metrics were approved by the City Council as the foundation for the Digital Inclusion Grants. Please note that the “Long-Term Outcomes” in the table below are components of “Adoption” as defined for the Preferred Outcome for Grant Applications. All Grant Applications proposing activities related to these Indicators (Long-Term Objectives) and Metrics (Key Performance Indicators) must specify quantified and verifiable Deliverables and will be required to report quantified results as a condition of receiving a Digital Inclusion Grant.

<table>
<thead>
<tr>
<th>Long-Term Outcomes</th>
<th>Indicators (Long-Term Objectives)</th>
<th>Metrics (Key Performance Indicators)</th>
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</table>
| **Universal Connectivity** | • Lower priced service plans  
• Low-cost options for mobile populations / households with multiple families  
• Stronger relationships with providers/Improved ability to be self-advocates when working with providers (“self-efficacy”)  
• Increased awareness of low-cost options and benefits of connectivity  
• Change in willingness to pay for digital services (pre/post outreach/awareness events) | • Number of outreach events held /number of people who sign up  
• Number of door-to-door outreach campaigns and people spoken with  
• Number of information sessions held with low-income residents |
| **Universal Device Access** | • Number of families buying / receiving donations of devices  
• Improvement in self-reported outcomes (household level)  
• Awareness of low-cost device / free options for low-income families (pre / post intervention)  
• Number/diversity of access points for residents to acquire devices | • Number of devices donated, refurbished, and distributed  
• Change in number of people with access to devices |
### Adoption

- Improved academic performance, attendance, and post-secondary outcomes
- Improved awareness of and ability to navigate career application sites, and improved access to career development tools
- Improved communication with healthcare providers + increased access to health services
- Increased ability to independently use Internet + devices for communication with friends and family
- Number of people who are hired for jobs with living wages from digital inclusion trainings
- Self-reported increases in health
- Increases in feelings of community for senior citizens
- Increases in academic performance for students

### Metrics

- Number of families using Internet + devices for completing homework, pursuing career opportunities, accessing telehealth and managing health needs, and connecting to friends and family
- Number of students accepted to 2- or 4-year post-secondary institutions
- Number of job applications submitted / number of jobs secured
- Average increase in household salary over specified timeframe
- Decrease in self-reports of social isolation and loneliness / increase in self-reports of well-being and social connectedness
- Number of users who have reached different steps on the digital ladder
- Total number of train-the-trainer program participants and trainers
- Number of basic / advanced skills trainings / learning circles
- Number of topic specific skills trainings (e.g., health, education, employment, etc.)

Grantees will be required to submit Quarterly and Annual Reports online summarizing completed Deliverables based on their approved Work Plan and quantifying results for the above Indicators and Metrics. Grantees will be responsible for measuring digital literacy proficiency through “pre and post” self-assessments based on the rubric below.

The City Manager’s Office and Advisory Board have approved a definition of digital literacy and a framework for assessing digital skills proficiency for the first round of Digital Inclusion Grants that are set forth in the 2010 Report “Digital Literacy Pathways in California” pursuant to Governor’s Executive Order S-06-09 calling for the advancement of digital literacy and information and communications technology (ICT) skills in California: Digital literacy is “a lifelong learning process of capacity building for using digital technology, communications tools, and/or networks to access, manage, integrate, evaluate, create and communicate information in order to function in a knowledge-based economy and society.” This is consistent with the UNESCO (United Nations Educational, Scientific and Cultural Organization) definition.
A standardized self-assessment tool and methodology focused primarily on the first 3 Elements (Access, Manage, Integrate) will be provided for use by all Grantees. If an Applicant proposes a Project related to education and/or workforce preparation, then the second 3 Elements (Evaluate, Create, Communicate) also will be measured through an agreed-upon rubric.

The City Council requested the Library Department, as the Education and Digital Literacy lead for the City, to provide guidance for education and digital literacy metrics and educational outcomes to further define key results for which Grantees will responsible to achieve. The Library has convened an Ad Hoc Committee on Digital Literacy Quality Standards that will provide input for the second round of grantmaking. Applicants proposing multi-year Projects will be required to comply with additional education and digital literacy metrics recommended by the Library and approved by the Advisory Board and City Manager.

**Workshops for Interested Prospective Applicants**

Workshops and webinars for interested prospective Applicants will be conducted on the following dates to provide guidance and answer questions on preparing Applications which must be submitted online: [https://www.cybergrants.com/cETF/SJDIG](https://www.cybergrants.com/cETF/SJDIG)

- Tuesday, October 15, 1-3PM, Bascom Branch Library
- Tuesday, October 29, 10AM-Noon, Seven Trees Community Center
- Tuesday, November 5, 10AM-Noon, Location TBD

CETF will provide examples of viable approaches to Digital Equity and guidance on completing substantive and succinct Applications during these workshops. In addition, CETF will be available to discuss possible Project designs to build upon your existing community services. Please submit questions about the Application to: info@sjdigitalinclusion.org
Criteria for Scoring Applications

The Grant Application focuses on clarity for the Project Goals, Outcomes, Objectives, Activities, and Deliverables to ensure transparency and accountability. Applications should provide specific statements and quantified results. Applications need not be lengthy, but must be explicit about how the Project will contribute to the Overall Goals of the Digital Inclusion Partnership. It is important for Applicants to clearly delineate why their previous track record of performance in achieving quantified outcomes aligns with the Digital Inclusion Partnership and how they will be able to reach low-income households and digitally-disadvantaged residents in-language and in-culture. The Application includes a Proposed Work Plan to demonstrate clear and strategic thinking about how to accomplish specific Outcomes and a Proposed Budget to determine reasonableness and cost-effectiveness of use of resources. Grant Agreements will include an agreed-upon Work Plan and Budget to assist in monitoring implementation to achieve the contractual Outcomes. In addition, all Grantees will be assisted by CETF to develop and implement an Accessibility Plan to reach people with disabilities.

Applications will be reviewed by a panel (or panels depending on the number of Applications received) consisting of at least a representative each from the City Manager, Advisory Board, and CETF. The following criteria will be used to score Applications:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Value of Points</th>
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<tbody>
<tr>
<td>Clarity in the description of relevant experience and capacity to reach low-income households and vulnerable populations in-language and in-culture to achieve Adoptions.</td>
<td>20</td>
</tr>
<tr>
<td>Demonstrated track record of performance in achieving tangible results and quantified outcomes in low-income neighborhoods and vulnerable populations (or, clarity in justification for ability to deliverable tangible results).</td>
<td>15</td>
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<tr>
<td>Experience and established working relationships with key stakeholders that serve and interact with low-income households (or, clarity in justification to ability to work with low-income households).</td>
<td>15</td>
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<tr>
<td>Focus and quality of delineated Objectives, Activities, and Deliverables to achieve Adoptions or other Outcomes among low-income households.</td>
<td>25</td>
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<tr>
<td>Reasonableness of Work Plan and Budget to achieve the proposed number of Adoptions or Other Outcomes. Innovation in leveraging existing resources.</td>
<td>25</td>
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<tr>
<td>TOTAL POSSIBLE POINTS</td>
<td>100</td>
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You must first register and sign in to submit your Application. You are strongly advised to register and sign in well in advance of the deadline and to prepare offline the content of your Application before entering information online. Please note that your Proposed Work Plan and Budget are additional forms that must be submitted along with the information below.

Applications must be submitted by 5PM PT by Friday, November 15, 2019.
San José Digital Inclusion Grants
Application

Full Legal Name of Applicant:
IRS 501(c)3: Yes or No
Employer Identification Number:
Project Title:
Brief Description of Outcomes:
Total Number of Outcomes:
Total Proposed Budget:
Average Cost Per Outcome:

1. Delineate your Project Goals, Objectives and Deliverables (you must state at least 1 Project Goal with at least 1 Objective (up to 3 Objectives per Goal) and 1 Deliverable (at least 1 Deliverable per Objective) up to a total of not more than 5 Goals with associated Objectives and Deliverables).

   Project Goal #1:
   Objective #1 and Deliverable(s):
   Objective #2 and Deliverable(s):
   Objective #3 and Deliverable(s):

   Project Goals #2 through #5.
   Objective #1 and Deliverable(s):
   Objective #2 and Deliverable(s):
   Objective #3 and Deliverable(s):

2. Explain succinctly and specifically your relevant experience and capacity to reach low-income households and vulnerable populations to achieve the Overall Goals and Adoptions.

3. Summarize 3 examples of your track record to achieve tangible results and quantified outcomes working in low-income neighborhoods and with vulnerable populations.

4. Outline your experience and established working relationships with key stakeholders that serve and interact with low-income households.

5. Describe how you plan to integrate your Digital Inclusion Project into your current services and leverage existing resources.

(Note: If you are a relatively-new, small, or all-volunteer organization, you are welcome to provide additional information by answering the following questions: Are you working with another “mentor organization” to help you develop capacity? If so, please describe the relationship and nature of the mentoring. Please explain why you are confident you can deliver your proposed Outcomes.)

Complete your Proposed Work Plan and Budget.

Submit your Application by 5PM PT on Friday, November 15, 2019.