Orleans Digital Equity Plan

PROJECT KICKOFF MEETING

JANUARY 26, 2024| ORLEANS TOWN HALL

MBI
MASSACHUSETTS
BROADBAND INSTITUTE

at the MassTech
Collaborative

CAPE COD
COMMISSION

INTRODUCTIONS

Please share your:

- Name

- Organization

- Role

- First memory of using the internet or a device

AGENDA

- Introductions

- Project overview

- Defining key terms

- Existing conditions in Orleans

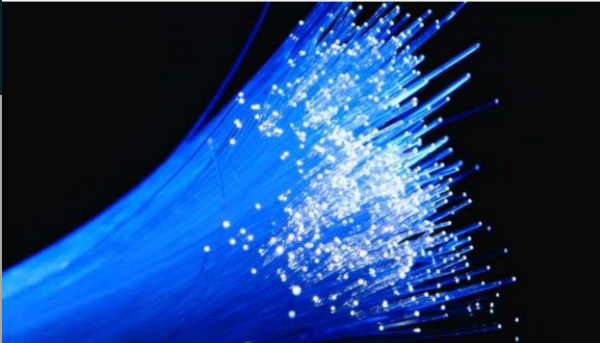- Community engagement exercises

- Wrap-up

Project
Overview

Background

- COVID-19
- ARPA, IIJA Digital Equity Act, BEAD

- MBI developing State Digital Equity Plan (SDEP)
- Funding for municipalities

- Commission is a service provider for municipalities
- Supporting regional digital equity & broadband initiatives
- Orleans embarking on municipal plan

WHAT IS A DIGITAL EQUITY PLAN?

Purpose of the plan

- Understand current landscape of digital equity

- Prepare for future funding opportunities

- Equitable implementation: ensure that all benefit from infrastructural and programmatic investments

Tasks and Timeline

Coordination With Municipal Staff

FALL 2023

DEC. 2023 – JAN. 2024

Existing Conditions Data Collection

Asset Mapping & Stakeholder Outreach Preparation

JAN. – FEB. 2024

MARCH 2024

Stakeholder Outreach

Includes community engagement activities such as 1-on-1 conversations, survey distribution, targeted workshop outreach, and pop-ups, to occur up through workshop date.

Community Workshop Preparation

MARCH & APRIL 2024

APRIL 2024

Community Workshop

Develop Municipal Digital Equity Plan

COMPLETE BY JULY 2024

Project Roles

Commission staff:

- Project management
- Conduct stakeholder & community outreach
- Collect and compile data
- Facilitate community workshop
- Draft digital equity plan

Town of Orleans:

- Inform town vision & goals
- Local guidance & sounding board
- Support outreach
- Participate in community workshop
- Implement digital equity plan!

Community members:

- Contribute to town vision & goals
- Provide information that will inform plan: challenges, opportunities, recommendations
- Engage in community outreach activities
- Take the MBI survey
- Attend community workshop
- Support town implementation of digital equity plan

What is Digital Equity?

Digital Equity: *The Goal*

"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."

National Digital Inclusion Alliance

Components of Digital Equity

Internet Connection

Affordable, fast, reliable, accessible.

Devices

Adequate, needs-appropriate, affordable, accessible.

Literacy/Skills

Ability to use technology, functionality, trust, privacy concerns.

Covered Populations

Digital Equity (DE) & **Broadband, Equity, Access, and Deployment (BEAD)**

Covered Populations and **Underrepresented Communities**

Identify groups and communities disproportionally impacted by digital inequity

Low-income households	Indigenous and Native American persons	People with language barriers
Aging individuals	Members of ethnic and religious minorities	Racial and ethnic minorities
Incarcerated individuals	Women	Rural inhabitants
Veterans	LGBTQI+ persons	Persons adversely affected by persistent poverty or inequality
Persons of color	Persons with disabilities	

Existing Conditions

Demographics and Internet Connectivity

EXISTING CONDITIONS

Data Reviewed

American Community Survey, 2022 5-year Estimate Tables

- **DP02**, Selected Social Characteristics In The United States
- **DP03**, Selected Economic Characteristics In The United States
- **DP04**, Selected Housing Characteristics
- **DP05**, ACS 5-Year Demographic and Housing Estimates
- **S0101**, Age And Sex
- **S0501**, Selected Characteristics Of The Native And Foreign-born Populations
- **S1602**, Limited English Speaking Households
- **S1701**, Poverty Status In The Past 12 Months
- **S1810**, Disability Characteristics
- **S1901**, Income In The Past 12 Months (In 2021 Inflation-adjusted Dollars)
- **S2101**, Veteran Status
- **S2801**, Types Of Computers And Internet Subscriptions
- **B16003**, Age By Language Spoken At Home For The Population 5 Years And Over In Limited English Speaking Households
- **B06009**, Place Of Birth By Educational Attainment In The United States

- **B11013**, Subfamily Type By Presence Of Own Children Under 18 Years
- **B16005**, Nativity By Language Spoken At Home By Ability To Speak English For The Population 5 Years And Over

2020 Decennial Census Tables

- **DP1**, Profile Of General Population And Housing Characteristics

Centers For Disease Control

- **2020 Social Vulnerability Index** (SVI), Massachusetts And National Data

Other

- **Affordable Connectivity Program** Enrollments And Claims, Through December 2023
- **Microsoft Broadband Usage**, October 2020, Zip Code Level
- **FCC National Broadband Map Data**
- **MassGIS Data**: 2020 Environmental Justice Populations
- **Massachusetts Broadband Institute** Digital Equity Survey, Preliminary Orleans Results

Town of Orleans

General Demographics
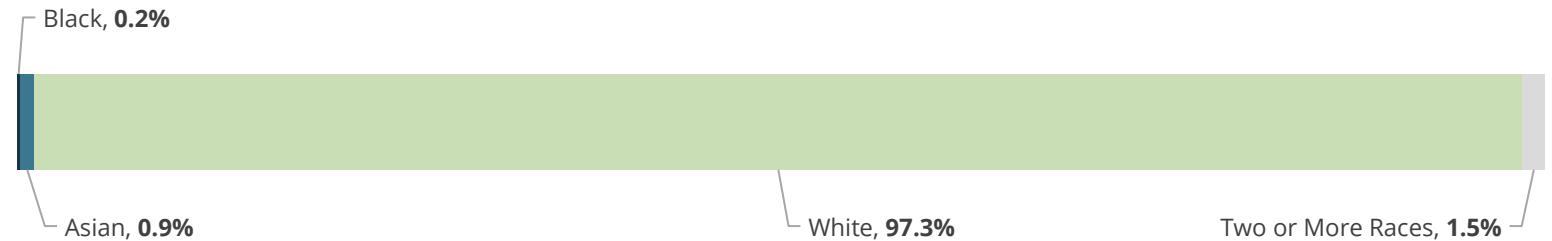
2022 American Community Survey 5-Year Estimates
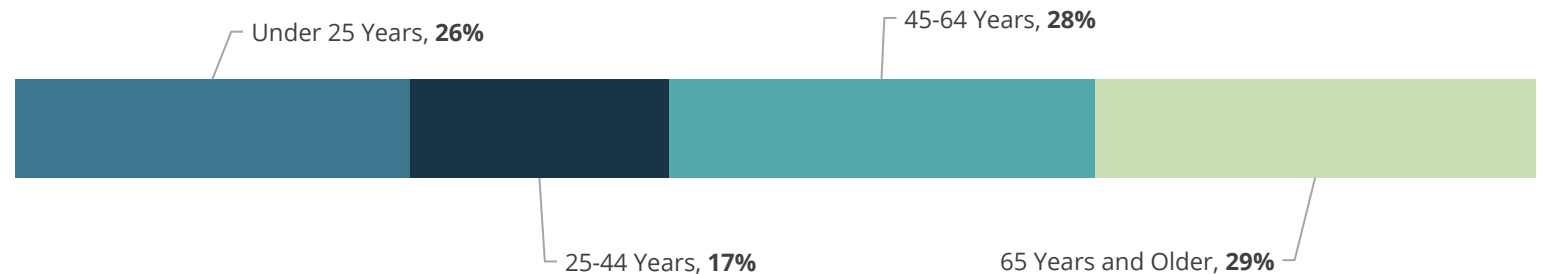
KEY DEMOGRAPHIC INFORMATION

POPULATION 6,322	HOUSING UNITS 5,944	HOUSEHOLDS 3,004	OWNERS 2,361 (78.6%)	BROADBAND 96.8%	MEDIAN SALES PRICE $840,000	HOUSEHOLD INCOME $89,375
MEDIAN AGE 63.2	SEASONAL 2,782 (46.8%)	HOUSEHOLD SIZE 2.1	RENTERS 643 (21.4%)	NO COMPUTER 3%	(2022)	

(Various Sources)

POPULATION BY RACE

Black, **0.2%**

Asian, **0.9%**   White, **97.3%**   Two or More Races, **1.5%**

AGE DIVERSITY

Under 25 Years, **26%**   45-64 Years, **28%**

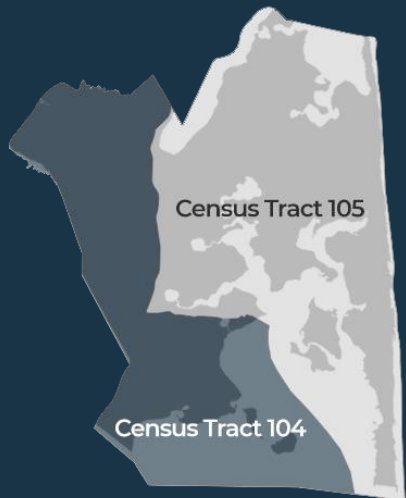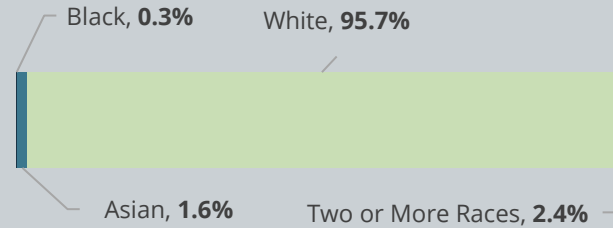25-44 Years, **17%**   65 Years and Older, **29%**

EXISTING CONDITIONS

General Demographics

2022 American Community Survey 5-Year Estimates

Census Tract 104
Orleans, South Orleans

POPULATION: 3,342

- Black, **0.3%**
- White, **95.7%**
- Asian, **1.6%**
- Two or More Races, **2.4%**

MEDIAN AGE: 64.6

- Under 25, **16%**
- 45-64, **21%**
- 25-44, **15%**
- 65 & Older, **48%**
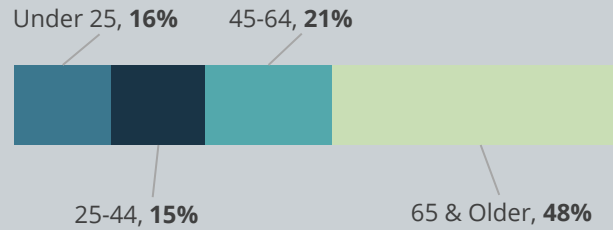
HOUSING AND INCOME

HOUSING UNITS 2,736	HOUSEHOLDS 1,587	OWNER UNITS 1,172 (73.9%)	HOUSEHOLD INCOME $78,232
SEASONAL UNITS 1,120 (40.9%)	HOUSEHOLD SIZE 2.0	RENTER UNITS 415 (26.1%)	% HH POVERTY 8.3%

CONNECTIVITY

Has Internet Subscription **96.2%**

No Home Computer **3.8%**

Census Tract 105
East Orleans

POPULATION: 2,980

- Black, **0.1%**
- White, **99.2%**
- Asian, **0.2%**
- Two or More Races, **0.5%**

MEDIAN AGE: 60.2

- Under 25, **16%**
- 45-64, **21%**
- 25-44, **15%**
- 65 & Older, **48%**
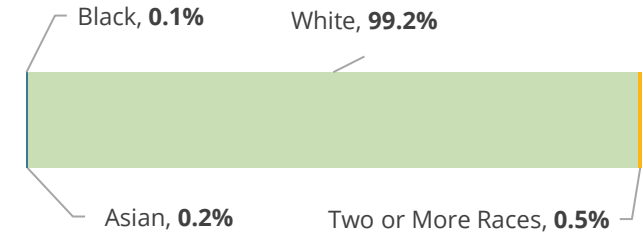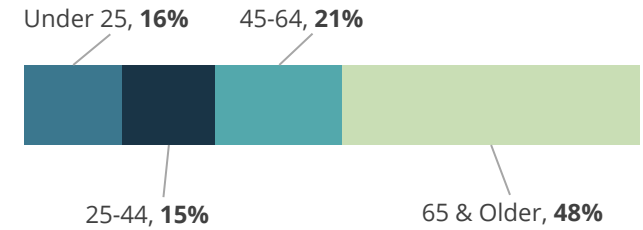
HOUSING AND INCOME

HOUSING UNITS 3,208	HOUSEHOLDS 1,417	OWNER UNITS 1,189 (83.9%)	HOUSEHOLD INCOME $99,403
SEASONAL UNITS 1,662 (51.8%)	HOUSEHOLD SIZE 2.2	RENTER UNITS 228 (16.1%)	% HH POVERTY 3.8%

CONNECTIVITY

Has Internet Subscription **97.6%**

No Home Computer **2.0%**
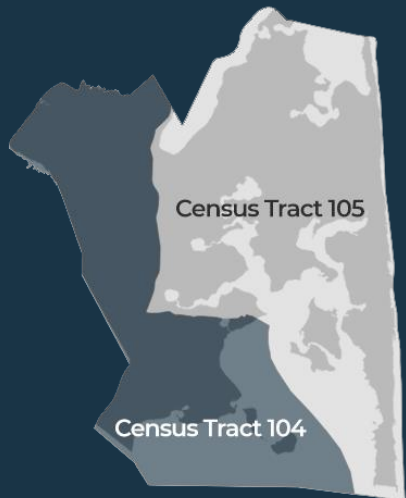
EXISTING CONDITIONS

Covered Populations

2022 American Community Survey 5-Year Estimates

Census Tract 105

Census Tract 104

Census Tract 104
Orleans, South Orleans

POPULATION: 3,342

Black, **0.3%**   White, **95.7%**

Asian, **1.6%**   Two or More Races, **2.4%**
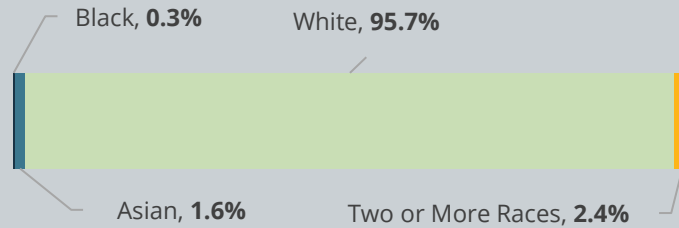
Veterans
6.0%

Poverty Level
8.3%

Aging Population (60+)
54.8%

With a Disability
12.9%

Limited English
0.4%

Census Tract 105
East Orleans

POPULATION: 2,980

Black, **0.1%**   White, **99.2%**

Asian, **0.2%**   Two or More Races, **0.5%**
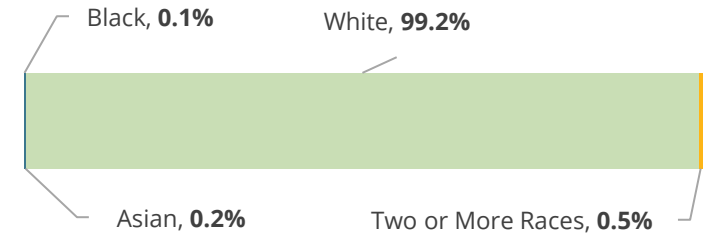
Veterans
7.8%

Poverty Level
3.8%

Aging Population (60+)
50.2%

With a Disability
15.8%

Limited English
0.8%

Orleans Public Schools & Nauset Regional
Student Population

Massachusetts Dept. of Elementary and Secondary Education

• 2022-23 School Attending Children Report
• 2022-2023 Enrollment By Race/Gender Report

Page updated after presentation, 10/25/23

Public Schools

	Orleans K-5	Nauset 6-12
Enrolled*	145	1,308
Race*		
White	77%	82%
Black	4%	6%
Asian	1%	2%
Hispanic	10%	6%
Native American	1%	0%
Multi-Race, Non-Hispanic	6%	4%
Characteristics*		
First Language Not English	9%	7%
English Language Learner	4%	1%
Students With Disabilities	19%	19%
High Needs	68%	42%
Low Income	39%	31%

•Includes all students enrolled, regardless of hometown.

SOURCE: Mass. DESE 2022-23 2022-2023 Enrollment By Race/Gender Report

Orleans

School-Aged Children
Total	477

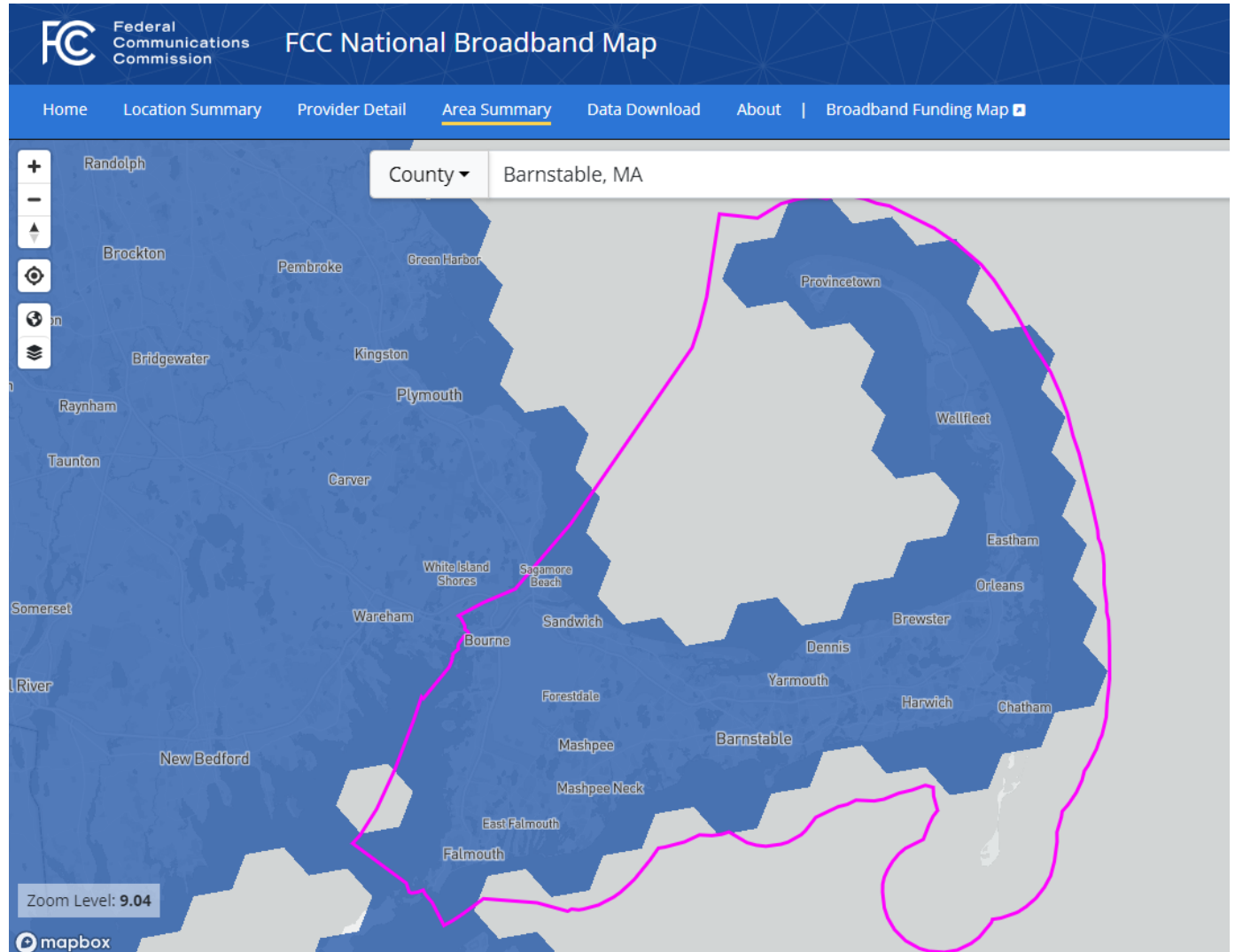| **Local Public Schools**	**147**
Regional Schools	**226**
Vocational	11
Collaboratives	1
Charter	33
Other Districts	20
Private/Parochial	12
Home Schooled	27

SOURCE: Mass. DESE 2022-23 School Attending Children Report

EXISTING CONDITIONS

Internet Coverage

FCC National Broadband Map

Internet Service Providers in Orleans
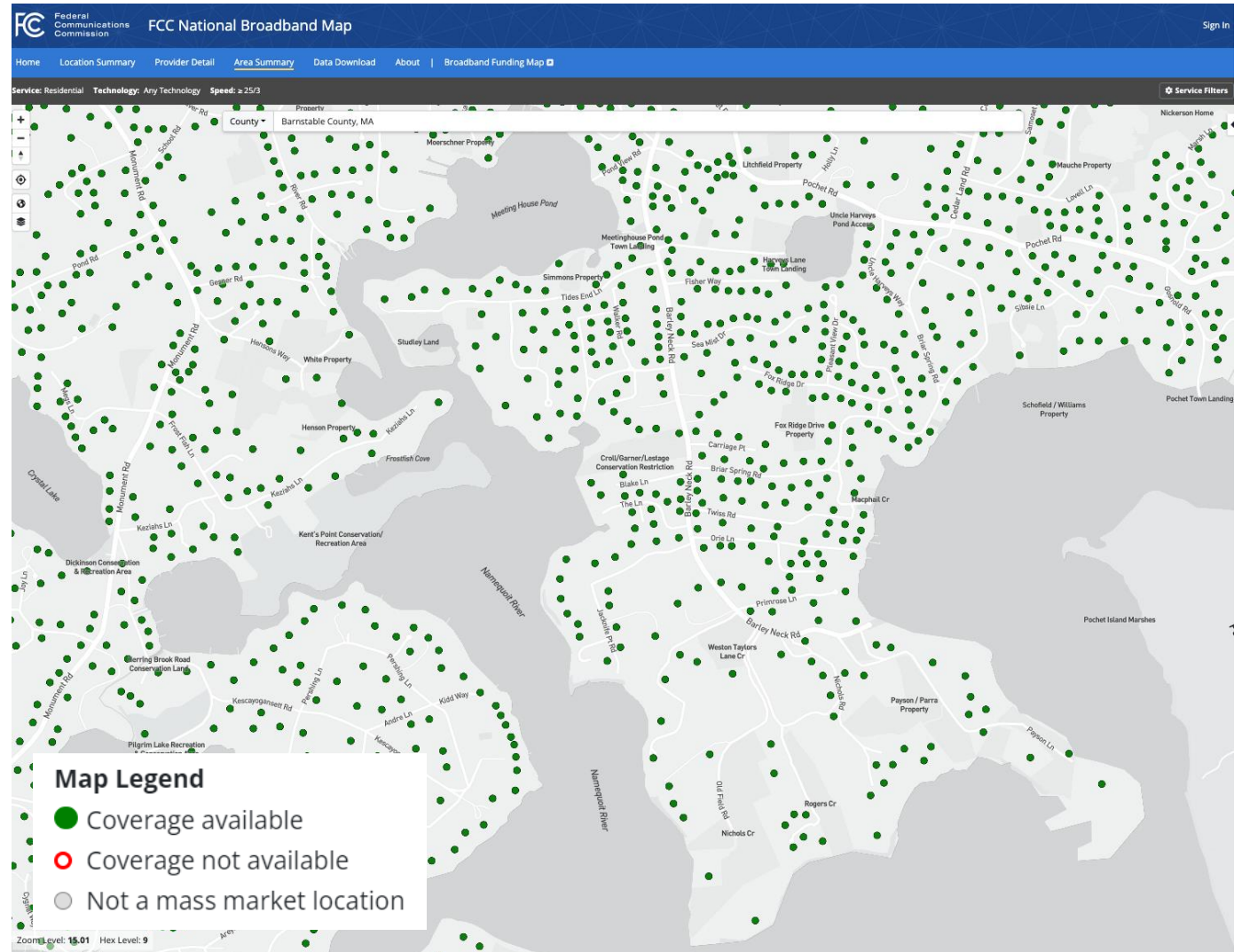### Marketing Speeds: Self-Reported to FCC

EXISTING CONDITIONS

Internet Coverage

FCC National Broadband Map

Internet Service Providers in Orleans
Marketing Speeds: Self-Reported to FCC

EXISTING CONDITIONS

Internet Coverage

Internet Service Providers in Orleans
Marketing Speeds: Self-Reported to FCC

FCC Methodology

- A census block is considered to have access if at least one broadband provider **advertises speeds of 25 Mbps download and 3 Mbps upload** of higher.

- Download and upload speed represent maximum advertised speeds providers report making available.

- A property is considered connected if a provider can install connections within 10 business days.

	Download (Max MBPS)	Upload (Max MBPS)	Coverage
Cable*			
Xfinity	1200	35	99.6%
Copper			
Verizon	10	1	-
Fiber-to-Premises*			
Xfinity	500	500	
Satellite			
HughesNet	25	3	100%
Viasat, Inc.	35	4	100%
Starlink	350	40	100%
Fixed Wireless*			
T-Mobile US	25	3	10.2%
T-Mobile US	100	20	0.9%

*Recognized as broadband service by MBI

Internet Coverage

Microsoft ZIP Code Level Speed Data
October 2020

ZIP	Village	Percent @ 25/3 (MBPS)
02643	East Orleans	**100%**
02653	Orleans	**47%**

Microsoft Methodology

- Broadband usage estimated from combined data from multiple Microsoft services.

- Throughout speed of a machines can be estimated when devices receive updates or connects to a Microsoft service.

- The data are combined with the number of households per county and zip code.

- ZIP code level location data also determined via reverse IP.

Affordable Connectivity Program (ACP)

As of Dec. 1, 2023

fcc.gov/acp

ACP Provides:

- Service discount up to $30/month
- Service discount up to $75/month on qualifying Tribal lands
- Device discount up to $100 for a qualifying device

The **Affordable Connectivity Program** is an FCC benefit program that helps ensure that households can afford the broadband they need for work, school, healthcare and more.

Townwide:

- Eligible Households: **746**
- Households Enrolled: **140** (18.8%)

81.2%

18.8%

Orleans

- % Eligible Households NOT Enrolled in ACP
- % Eligible Households Enrolled in ACP
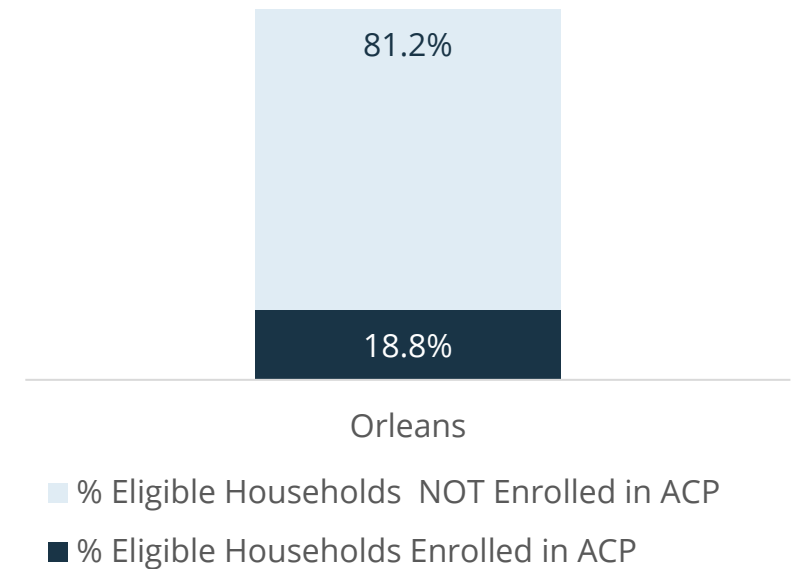
Community Engagement Overview and Brainstorm

Community Engagement

Hear from practitioners and community members on barriers to digital inclusion, **opportunities** to support and promote, and **recommendations** on how to forward equity.

- Public participation to inform the final plan, developed by the community for the community.

- Continued collection of data.

- Outreach that is responsive to diverse needs and yield equitable participation.

- Engagement that is driven by priority populations, those most likely to be impacted by the digital divide.

Community Engagement Strategy

Digital Equity Survey (MBI)

- Targeted and broad distribution of survey by entities across town.

- Online and paper.

- Multiple languages.

Community pop-ups

- "Meet people where they are at."

- Informal conversations with residents.

- Materials about digital equity planning.

Stakeholder input

- Engage key stakeholders to inform the plan and support outreach.

- Communications between Commission staff and individual stakeholders.

Community workshop

- Attendance driven through targeted and broad outreach.

- Town staff and representatives of organizations that provide related services or those that service target populations.

- Interested and affected citizens.

Community Workshop

- Vision for a community Digital Equity Plan
- Overview of target populations
- Review existing conditions and other data
- Local and subregional assets
- Barriers and challenges to digital equity
- Opportunities to increase inclusion
- How: identify implementation strategies
- Brainstorm long-term targets to meet local goals
- Develop measures of success

Opportunities for feedback and engagement will be incorporated throughout.

Digital Equity in Orleans

What does the digital equity landscape look like in Orleans? Any challenges we should consider?

How does your organization or department contribute to digital equity? Do you offer programs or services that support residents with the internet or technology?

Who else is supporting the Orleans community with internet and technology? Any individuals or organizations supporting digital equity that are not in this room?

Any populations in Orleans to consider during the planning process – those who may be most impacted by the digital divide?

Planning Questions

Digital Equity Survey	What strategies work in Orleans for distributing surveys and who can help distribute?
Community Pop-Ups	Select two venues where we can "meet community where they are at."
Key Stakeholders	Who are key stakeholders to incorporate in this process that we have not yet talked about? Entities supporting covered populations?
Workshop Outreach	How can we drive attendance for the community workshop?

Next Steps

- Town project webpage and outreach toolkit.

- Share digital equity survey with community.

- Commission team will reach out individually to plan community engagement activities.

- Community workshop outreach and planning.