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May 7-9, 2024   The M Resort   Las Vegas, NV

Maximizing Digital Equity:

Leveraging ITAD in the Federal $65 Billion "Internet for All" Initiative

Susan Krautbauer
Senior Director, Advancement
Digitunity

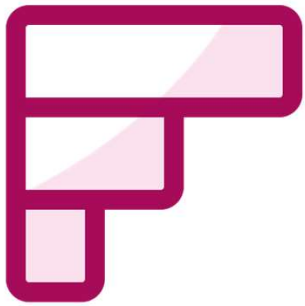*Finding your IAITAM Oasis*

Today's Workshop

- Purpose and goals of the workshop
- The Digital Equity landscape – IIJA and DEA
- Ecosystem: Terminology and methodology
- The role of ITAD in the digital equity ecosystem
- A look at pathways to engagement
- Discussion / Q&A
- Wrap up

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What is your main goal for attending today's presentation?

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Purpose and goals of the workshop

- Grasp IIJA & DEA scope and impact on digital equity.
- Learn "Sustainable Device Ecosystem" methodology and application.
- Understand timelines and funding windows within IIJA/DEA.
- Explore potential role for ITAD in State Digital Equity Plan implementations
- Map pathways for involvement in the broader Digital Equity Landscape.

About Susan Krautbauer

- Seasoned technology supply chain executive with 20+ years in marketing and technology solution sales.

- Expert in ITAD depot services, global logistics, field service delivery, and ESG application.

- Advising across private, social, and public sectors on device supply strategies that support digital equity

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Who is Digitunity? *(pronounced like opportunity)*

Our mission: To make owning a computer possible for everyone.

- Formerly National Cristina Foundation
- 40 years in digital inclusion space
- 501(c)(3) nonprofit public charity
- Core work had been matching tech donations with recipient organizations
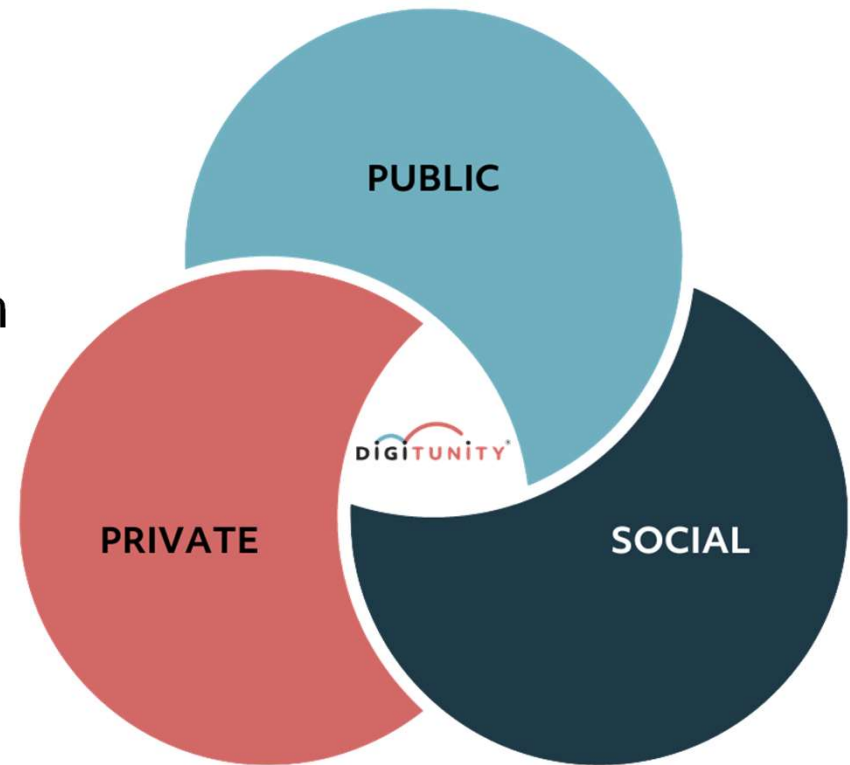- Digital Opportunity Network, including 90+ nonprofit refurbishers

An Independent, Systems-Level Actor

Three focus areas:

- Generating supply

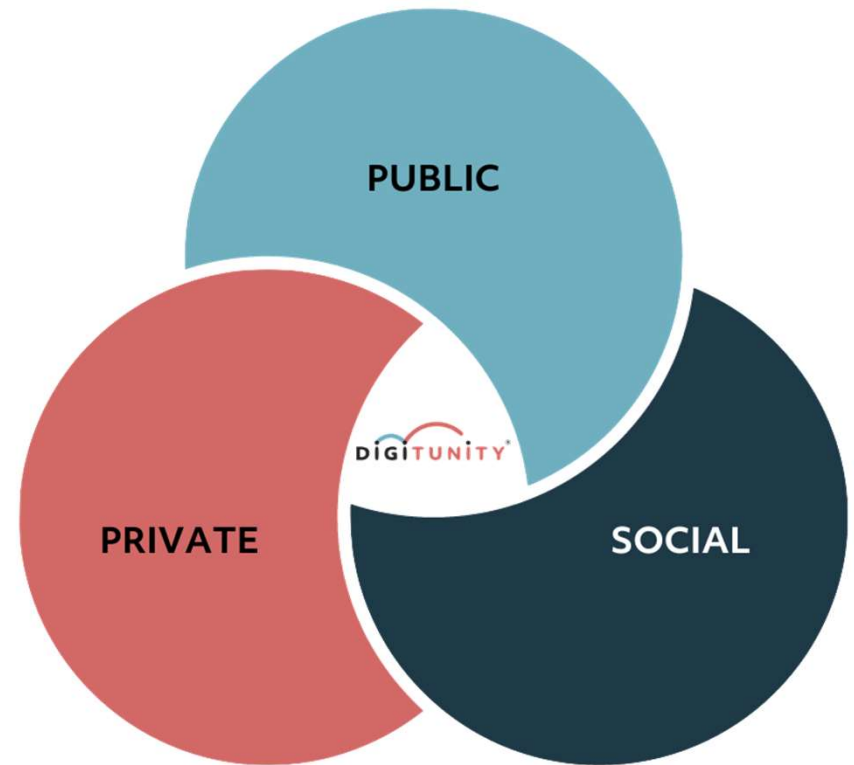- Developing systems of distribution

- Advancing knowledge to inform the field

An Independent, Systems-Level Actor

We are not a practitioner,
we support practitioners.

We do not touch computers,
we unlock supply for the sector.

Distinct from individual vendors,
we work to advance the field.

Bridging the Divide:
A Systemic and
Pervasive Challenge

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Imagine a Day Without Connection

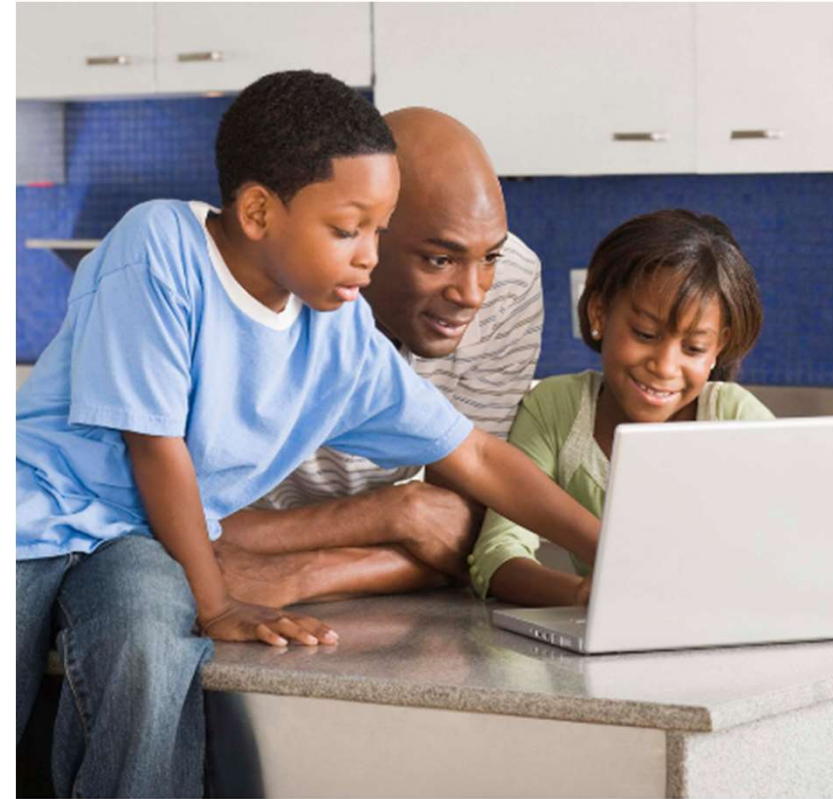
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What is Digital Equity?

Digital equity refers to the state where **every person and community has the necessary information technology resources to participate in society, democracy, and the economy fully**.

The term encompasses not only **access** to devices and the Internet, but also the **ability** to use and benefit from them effectively.

A Look at the Issue

No Computer
11%

More Than One Device
73%

Desktop or Laptop
9%

Tablet Only
6%

Smartphone Only
1%

Tech Gap Map

United States - by percentage distribution in households

© 2024 Mapbox © OpenStreetMap

Lower rate of device ownership - Higher rate of device ownership: Low   High

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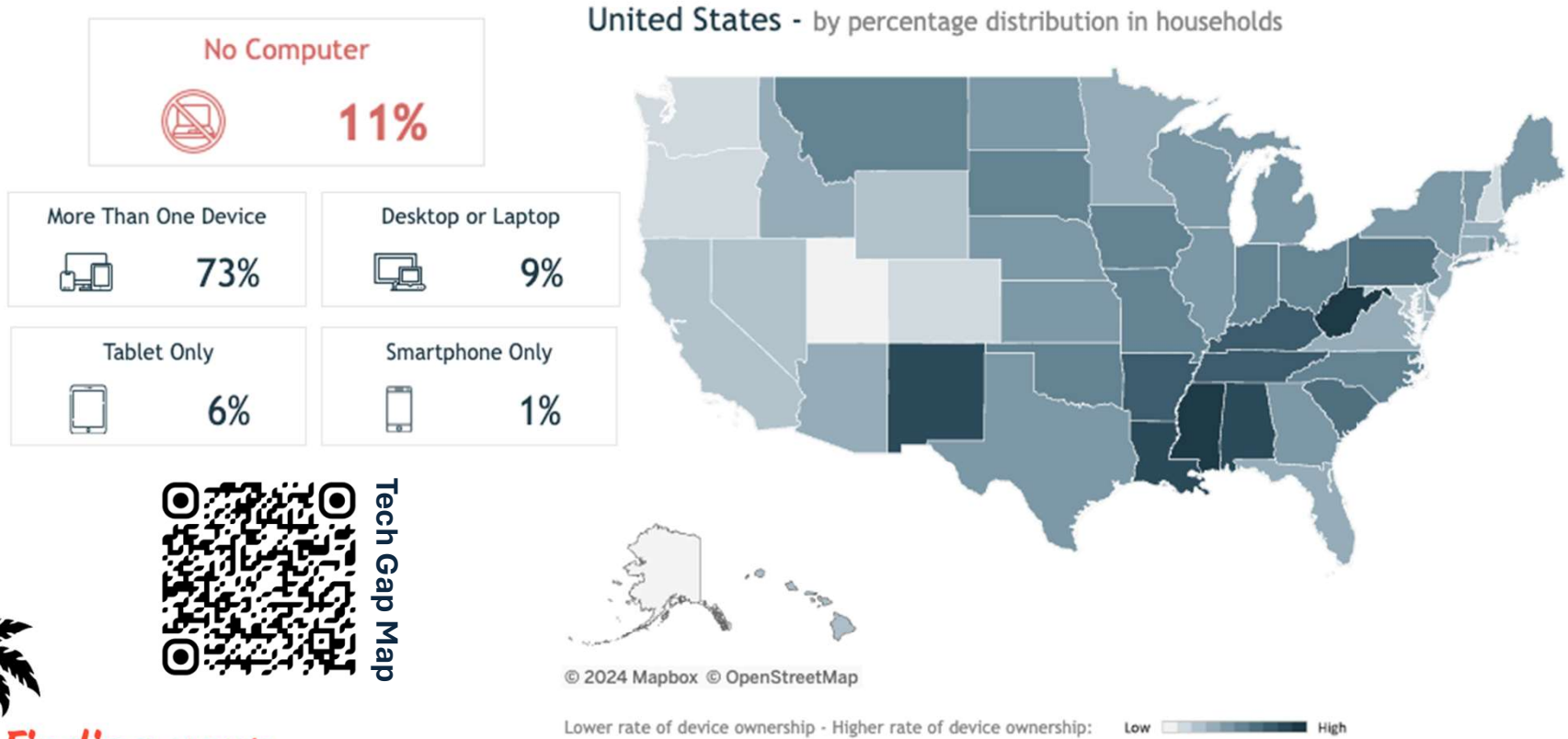
Unprecedented $65B Federal Investment

Made possible by the Infrastructure Investment and Jobs Act of 2021 (IIJA), **a historic federal commitment to expand broadband infrastructure, device access, and adoption** has begun.

INTERNET FOR ALL

NTIA — DEPARTMENT OF COMMERCE · UNITED STATES OF AMERICA

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Programs Related to Devices

- The **Broadband Equity, Access, and Deployment** (BEAD) program

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- The **Broadband Equity, Access, and Deployment** (BEAD) program

- The **Digital Equity Act** (DEA)

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Programs Related to Devices

- Support the creation and implementation of **community-centric solutions** to help scale digital literacy and adoption programs to help these groups, identified in the DEA as "Covered Populations"
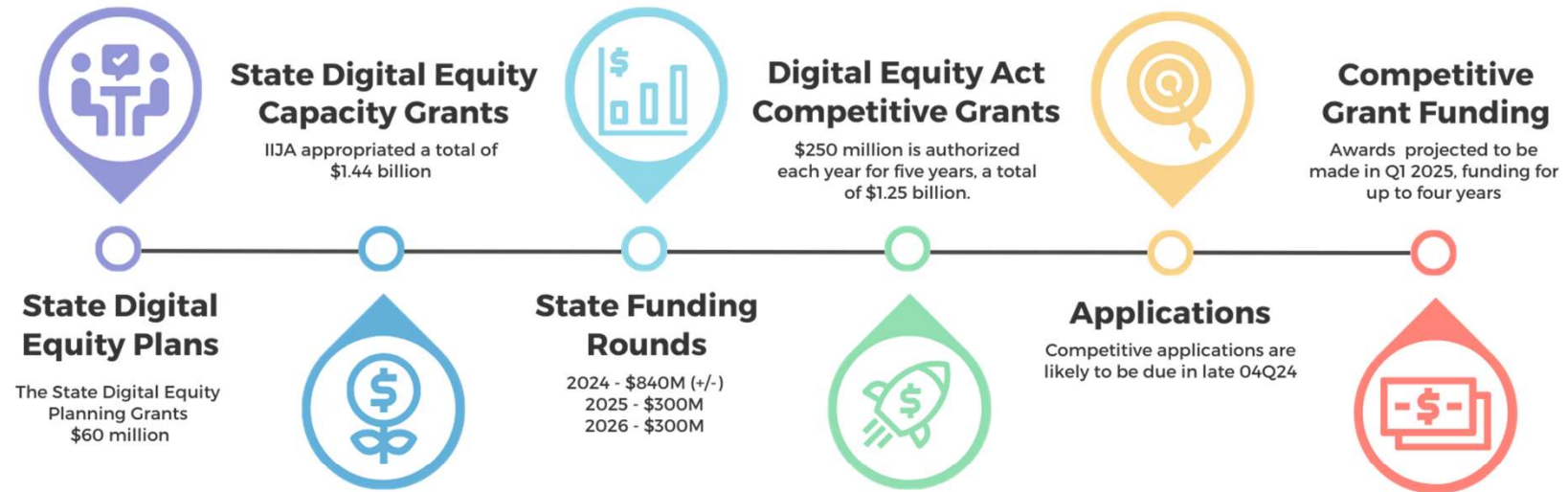

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NTIA Projected Timeline

State Digital Equity Capacity Grants
IIJA appropriated a total of $1.44 billion

Digital Equity Act Competitive Grants
$250 million is authorized each year for five years, a total of $1.25 billion.

Competitive Grant Funding
Awards projected to be made in Q1 2025, funding for up to four years

State Digital Equity Plans
The State Digital Equity Planning Grants $60 million

State Funding Rounds
2024 - $840M (+/-)
2025 - $300M
2026 - $300M

Applications
Competitive applications are likely to be due in late 04Q24

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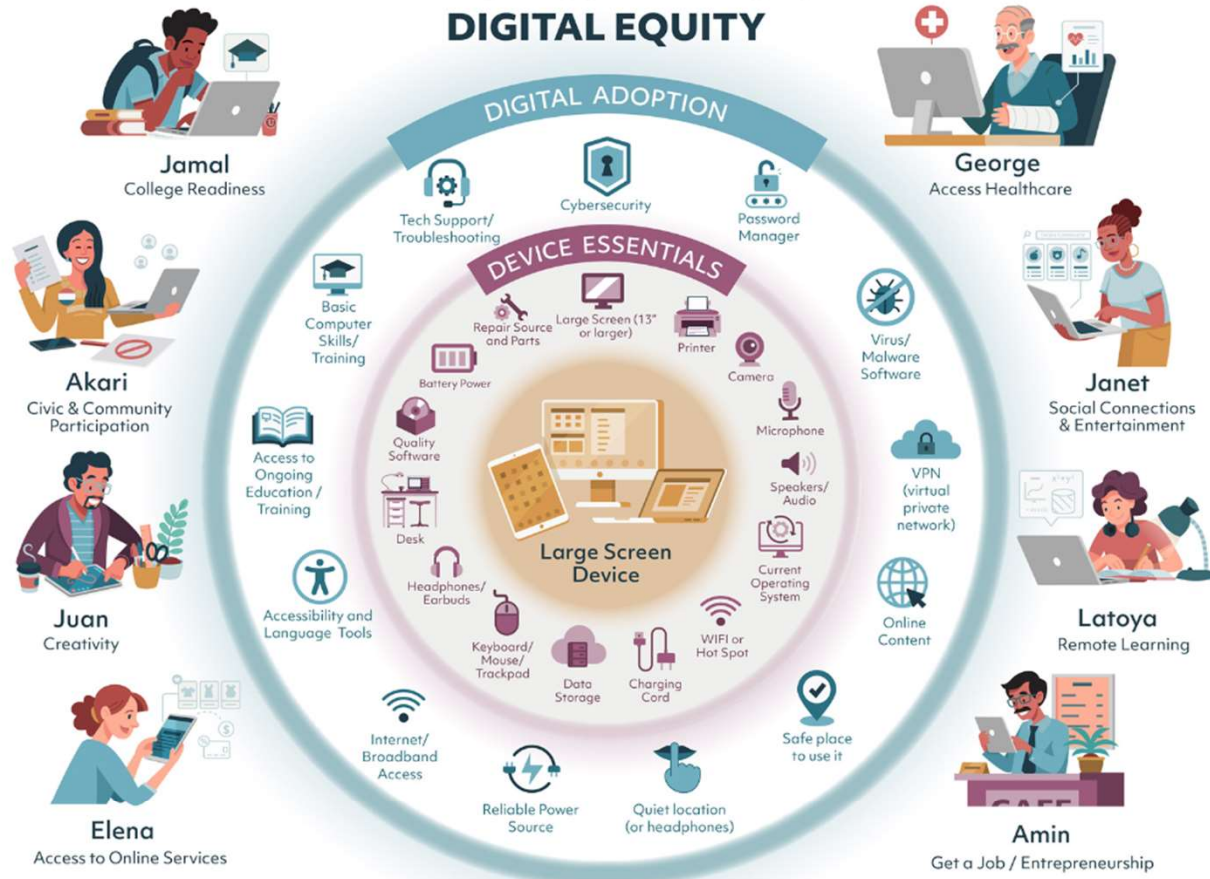
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Device Ecosystem and Essentials

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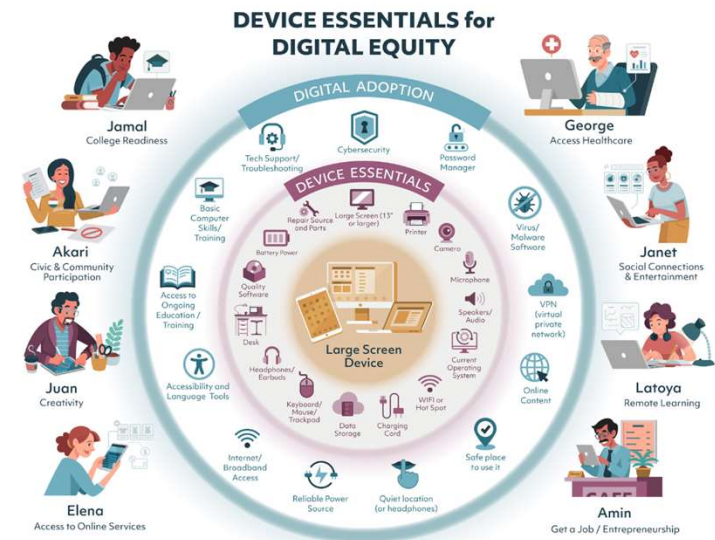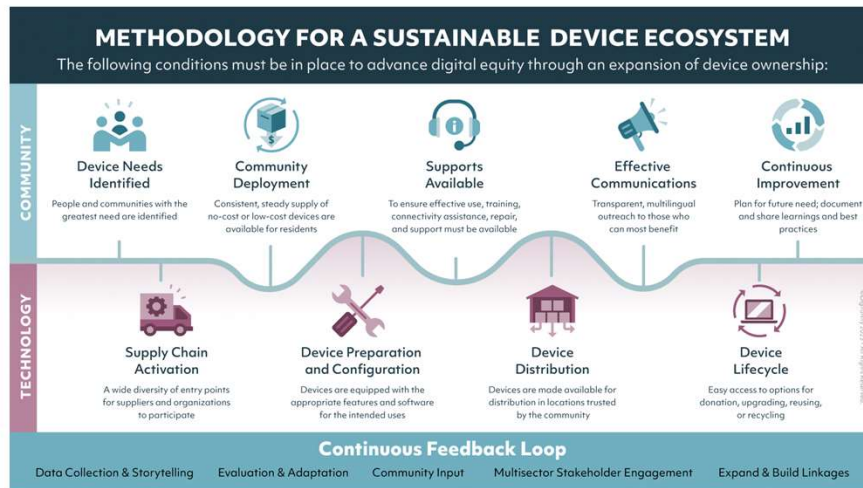
DEVICE ESSENTIALS for DIGITAL EQUITY
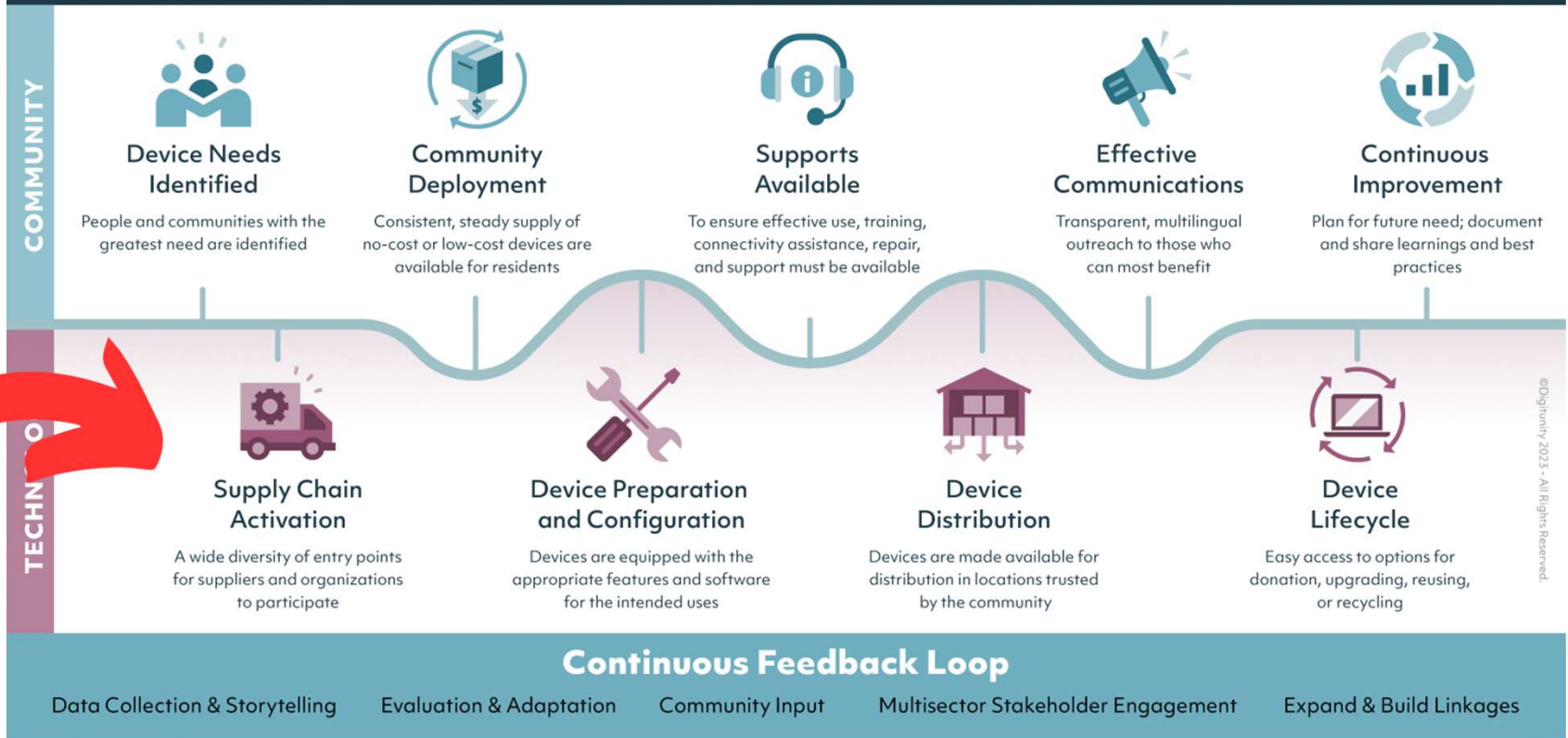
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METHODOLOGY FOR A SUSTAINABLE DEVICE ECOSYSTEM

The following conditions must be in place to advance digital equity through an expansion of device ownership:

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Device Needs Identified
People and communities with the greatest need are identified

Community Deployment
Consistent, steady supply of no-cost or low-cost devices are available for residents

Supports Available
To ensure effective use, training, connectivity assistance, repair, and support must be available

Effective Communications
Transparent, multilingual outreach to those who can most benefit

Continuous Improvement
Plan for future need; document and share learnings and best practices

TECHNOLOGY

Supply Chain Activation
A wide diversity of entry points for suppliers and organizations to participate

Device Preparation and Configuration
Devices are equipped with the appropriate features and software for the intended uses

Device Distribution
Devices are made available for distribution in locations trusted by the community

Device Lifecycle
Easy access to options for donation, upgrading, reusing, or recycling

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Continuous Feedback Loop

Data Collection & Storytelling   Evaluation & Adaptation   Community Input   Multisector Stakeholder Engagement   Expand & Build Linkages

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ITAD in the Ecosystem

Supply Chain Activation

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ITAD in the Ecosystem

Proper Device Configuration
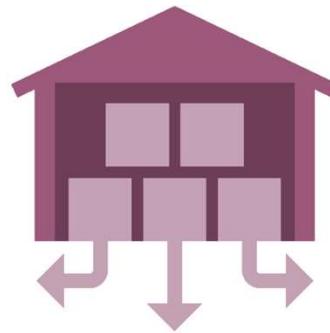
ITAD in the Ecosystem

Device
Distribution

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The DEA Opportunity:
A Glimpse Ahead

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The Value Proposition

- Scale of the Opportunity
- Beyond Preparation
- Workforce Advancement
- Cultivating Relationships
- Exploring New Avenues

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Success Stories

Recently arrived Ukrainian refugee families receive free devices through the IO-City Project.

MWV TECH DRIVE

close the digital divide, donate your used tech

Community and corporate sponsored Device Collection Events, help provide computers to people and ensure e-waste stays out of landfills

Device Distributions to Qualified Low Income Housing Residents throughout NYC

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Success Stories

"this computer will be so helpful to us because in a rural area. I can stop worrying about whe library will close and will we make it there in

Students from Trinity North Elementary learning about their new computers.

Nafeesah Burson completed 100 hours of cybersecurity training and enrolled in the CompTIA IT Fundamentals with her new computer provided by spiredu through the United Way Learning space prog

Bronx youth were provided with personal laptop devices, making it easier for students to complete job workforce programs, fix their resumes, and find jobs.

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Success Stories

Wrap Up:
Capitalizing on
the Opportunity

Maximizing an Unprecedented Opportunity

- Recap of the Digital Equity Act's aims.

- Summary of ITAD's potential role and next steps in the opportunity horizon.

- Collaborative strategies for successful engagement.

What's Next

Understand the Plan

01

Familiarize yourself with the details of the Digital Equity Act and your state's DEA Plan.

Assess Internal Capabilities

02

Evaluate your business's capacity to provide solutions that align.

Research Funding Opportunities

03

Look into the grant programs we discussed, their requirements, and timelines

Engage with Community Leaders

04

Connect with leaders in underserved communities to understand their needs

Develop Relevant Partnerships

05

Identify potential partners to collaborate on grant proposals or program implementation

Plan for Scalability and Sustainability

06

Design your programs to be scalable and sustainable

Stay Informed

07

Keep up to date with policy changes, future funding rounds, and impact outcomes

Measure Impact

08

Measure the effectiveness of your involvement and the social impact

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Discussion / Q&A

- What aspect of today's discussion about Digital Equity and ITAD's role was most eye-opening for you?

- Considering what we've covered, how do you envision applying these insights to your ITAD business?

- Has our conversation today ignited any new ideas, approaches, or partnering opportunities you'd like to explore for your organization?

- Additional Questions or Comments?

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