

Digital Equity Strategy Vision:

We envision a San Diego region where everyone has access to high-quality broadband connectivity and the tools and skills needed to use technology to improve their lives.

Digital Equity Strategy Framework:

Access

1. High-quality broadband service is available to every household in every community.
2. Affordable high-quality broadband plans are available to everyone regardless of income.
3. A secure device and privacy preserving access is available to everyone regardless of income.

Adoption

1. Everyone has the digital skills, tools, and resources needed to safely and privately use information and communication technology to improve their lives.
2. Digital content is designed for everyone to access with ease regardless of ability, age, income, or language.

Guiding Principles for the Digital Equity Strategy & Action Plan:

Data Driven – Collect, share, and use relevant and reliable data to identify service disparities and gaps in infrastructure.

Reduce Barriers – Identify and reduce barriers to rapid and equitable broadband deployment.

Capacity Building – Build capacity across organizations working to advance digital equity and inclusion.

Needs Based - Prioritize investment in the communities most affected by the digital divide.

Performance– Focus on meeting speed, reliability, and performance standards that meet future application needs while remaining technology agnostic.

Choice – Promote competition in the broadband market in all areas of the region.

Resiliency – Plan for a redundant network that is resilient to changing environmental conditions and that keeps communities connected during emergencies or natural disasters.

Alignment – Align with strategic areas like transportation and land-use planning, economic and workforce development, public health, and education.

Collective Action – Build consensus on a common agenda and work collectively to make the greatest impact.

Continuity – Create a roadmap for addressing the long-standing issue of digital equity beyond the immediate crisis presented by the pandemic.

Expediency – Identify and prioritize those strategies that can be implemented quickly to provide relief.

Accountability – Identify specific and measurable actions with roles and responsibilities for various agencies, and monitor performance and measure progress.

Transparency - Communicate progress frequently and clearly, and seek feedback on goals, strategies, actions, performance, etc.

Educate – Inform the public and policy makers on the wide-ranging benefits of digital equity. Be a resource for accurate and credible information that is easy to access and understand.