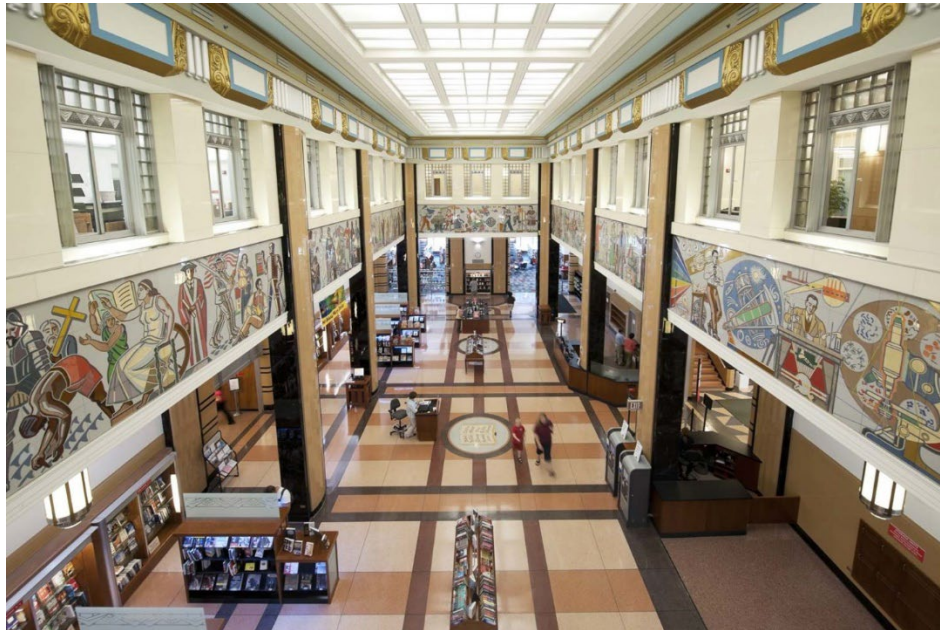


## **Proposal to Develop a Digital Equity Gap Analysis and Action Plan for Toledo Lucas County Public Library**



**Center for Regional Development (CRD)  
Bowling Green State University (BGSU)**

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### About the Center for Regional Development at Bowling Green State University

The Center for Regional Development (CRD) at Bowling Green State University (BGSU) is a community asset that partners with and convenes community stakeholders to enhance the economic well-being and quality of life in northwest Ohio by serving as a trusted and neutral capacity builder, data analytics provider, planning facilitator, program evaluator, and a bridge to BGSU faculty, students, and resources. As an Economic Development Administration (EDA) University Center, CRD contributes expertise, including economic impact analysis and data analysis, to local development organizations to support economic and community development initiatives across 31-counties in northwest Ohio. CRD is led by a team of 7 professional staff members with diverse experience in economic development, data analytics, economic impact analysis, program evaluation, and public planning facilitation and employs a talented team of graduate and undergraduate students with expertise in survey design and implementation and data visualization and analysis.

### Planning Experience

The CRD staff has significant experience in convening, facilitating and leading local and regional planning efforts in the areas of economic, workforce, and community development. CRD customizes its planning processes and public engagement strategies to the unique needs of the community to ensure the development of inclusive, representative, and effective strategies and plans. Some examples of recent or ongoing CRD-facilitated planning processes include:

#### *Local*

- Bowling Green Economic Development Strategic Plan
- Village of Crestline Economic Development Strategy
- Logan County Economic Development Strategy

#### *Regional*

- Toledo Region Comprehensive Economic Development Strategy (CEDS)
- Northwest Ohio Workforce Development Strategy and Recovery Plan
- U.S. 30 Corridor Comprehensive Economic Development Strategy (CEDS)

### Data and Analytical Resources

As part of a comprehensive 4-year university, CRD has access to a variety of data and analytical resources that are leveraged during planning processes. Specifically, CRD has access to the following resources for this project:

#### *Data Packages*

- EMSI Burning Glass Developer
- Chmura JobsEQ
- IMPLAN for the State of Ohio

#### *Analytical Packages*

- NVivo Qualitative Analysis Software

IBM SPSS Statistics  
Qualtrics Online Surveying Software  
ESRI ArcGIS Mapping Software  
Tableau Data Visualization Software  
Adobe Creative Suite

### Digital Equity Gap Analysis and Action Plan

The proposed scope of work originated from conversations with the Toledo Lucas County Public Library on February 24<sup>th</sup> and 28<sup>th</sup>, 2022. During these conversations, participants expressed interest in the following components for this project:

- A community scan of existing organizations and programs providing internet and device access as well as digital literacy training to develop an inventory of existing assets in the County.
- Stakeholder engagement to develop a community needs assessment to identify the level of access or exclusion to digital resources, and the impacts of access on quality of life, opportunity, and social mobility.
- Stakeholder engagement to develop an institutional needs assessment that identifies the impact of a lack of access to digital resources on workforce development, educational, and health and human service organizations.
- Development of a strategy to improve digital equity in the region.
- Development of specific timelines, resources, policies, etc. to move strategy toward implementation.
- Development of a governance structure to identify and build capacity to implement the Digital Equity Strategy.

Given these components of the project, CRD is proposing a two phase, 9-month process to develop the Digital Equity Gap Analysis and Action Plan. Below are outlines for the scope of work for the two phases of the project, broken out into specific tasks.

### Proposed Scope of Work for Phase I: Formative Assessment

To be led by current Digital Equity Group as steering committee and executed by CRD team with bimonthly steering committee meetings.

#### *Task 1: Community Scan*

- Conduct a situational analysis of conditions, challenges and barriers to access, key populations, demographic spread, and geographic variables.
- Conduct a coverage assessment of geographic internet connectivity and access, assessment of connectivity deserts, and identification of communities with distinct barriers and vulnerabilities effecting access.

*Task 2: Asset Inventory*

- Identification and assessment of current and emerging digital inclusion initiatives, programs, and resources. Assessment of the focus, scope, reach, and resources of each.
- Identification of digital literacy programming and resources currently available.

*Task 3: Institutional Needs Assessment*

- Stakeholder engagements (interviews, surveys, focus groups) to assess impacts of digital exclusion on key community services including workforce development, education, and health and human services. Level of public engagement will be decided with the steering committee.

*Task 4: Community Needs Assessment*

- Stakeholder engagements (interview, surveys, focus groups) to assess impacts of digital exclusion on key populations/neighborhoods identified via the community scan. Level of public engagement will be decided with the steering committee.
- Level of access or exclusion- connectivity, services, and devices.
- Impacts of access on quality of life, opportunity, and social mobility.
- Identified needs and desires to address short- and long-term access – i.e. connectivity, services, and devices.

Proposed Scope of Work for Phase II: Community Planning Process

To be led by Digital Equity Community Coalition including current steering committee with addition of key community stakeholders and representatives. Facilitated by CRD team with bimonthly Community Coalition meetings and breakout meetings with task forces during implementation planning.

*Task 5: Digital Equity Strategy Building*

- Facilitated process to craft a Mission and Vision for the *Digital Equity Strategy*
- Facilitated Process to develop a Theory of Change (TOC) to guide strategy building
- Facilitated process to identify strategy goals and objectives
- Facilitated process to identify goal measurement – benchmarks and metrics

*Task 6: Digital Equity Implementation Planning*

- Facilitated process to identify tangible action steps toward each goal
- Detailed planning around action steps
  - Timelines
  - Resources
  - Responsible parties
  - Evaluation
  - Policy supports

*Task 7: Development of a Digital Equity Governance Structure*

- Facilitated process to define permanence and roles of steering committee members and community coalition participants.
- Identify possible sustainability strategies for an organization to focus on digital equity, including examples from other regions.

*Task 8: Development of Final Deliverables*

- Development of ESRI Story Map to Host Digital Equity Gap Analysis and Action Plan. Story map will also host products developed through community scan and the asset inventory.
- Development of the Digital Equity Strategy and Final Report.

Proposed Deliverables

For engagement, CRD is proposing the following deliverables:

- ESRI Story Map Host Digital Equity Gap Analysis and Action Plan.
- Digital Equity Strategy and Final Report

Proposed Timeline

To fully implement the scope of work, CRD is proposing a 9-month scope of work that will run from April 1, 2022-December 31, 2022.

Tasks		2022								
		Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec
Phase I										
1	Community Scan									
2	Asset Inventory									
3	Institutional Needs Assessment									
4	Community Needs Assessment									
Phase II										
5	Digital Equity Strategy Building									
6	Digital Equity Implementation Planning									
7	Development of Digital Equity Governance Structure									
8	Develop Final Deliverables									

**Figure 1: Proposed Timeline for Digital Equity Plan**

Proposed Budget

The scope of work and deliverables proposed in this proposal can be accomplished for the following budget:

TASKS	Anticipated Time (allocation in hrs.)	Price based on CRD blended rate for staff salaries and fringe benefit rates
<b>PHASE I</b>		
1. Community Scan	98 hours	\$3,651.13
2. Asset Inventory	103 hours	\$4,258.65
3. Institutional Needs Assessment	128 hours	\$5,231.85
4. Community Needs Assessment	123 hours	\$4,944.54
<b>PHASE II</b>		
5. Digital Equity Strategy Building	95 hours	\$4,373.17
6. Digital Equity Implementation Planning	85 hours	\$3,898.56
7. Development of a Digital Equity Governance Structure	88 hours	\$4,152.82
8. Development of Final Deliverables	155 hours	\$6,262.71
<b>Sub-Total</b>	<b>875 hrs.</b>	<b>\$36,824</b>
BSGU Administrative Fee for Non-Profits/Public Entities	<b>8%</b>	\$2,946
<b>Total Cost to Toledo Lucas County Public Library</b>		<b>\$39,770</b>