



BOARD OF SUPERVISORS AGENDA ITEM REPORT AWARDS / CONTRACTS / GRANTS

Award Contract Grant

Requested Board Meeting Date: 7/2/2024

* = Mandatory, information must be provided

or Procurement Director Award:

***Contractor/Vendor Name/Grantor (DBA):**

Comcast of Southern Arizona

***Project Title/Description:**

Pima County Digital Navigator Program

***Purpose:**

Request approval to accept a grant from Comcast of monetary support (monetary value of \$25,000) and 100 laptops (estimated value of \$636.48 each / \$63,648.00 total) to be issued to program participants who complete the “learn to earn” class series included as part of the Pima County Digital Navigator Program (pilot-Year 1) for fiscal year 2025. Money will be used to facilitate the program and purchase supplies for mobile classroom, technical assistance, one-on-one appointments, and group learning opportunities for digital skill-building.

***Procurement Method:**

The grant award did not require PCAO’s review or signature.

***Program Goals/Predicted Outcomes:**

Digital Navigators provide personalized assistance, creation of individualized plans, connection to resources and continuous support and follow-up while addressing barriers to access (internet and devices) and skill-building, helping individuals navigate the digital world effectively. The program will serve exurban areas of Pima County with a high number of households designated unserved or underserved by broadband infrastructure. By participating in the program, community members (3,000) will gain critical digital skills that can be applied to work, education, business creation, and healthcare outcomes.

***Public Benefit:**

Individuals who participate in this program will learn digital skills critical to improving the financial stability of their household. Individuals will have the opportunity to participate in the economy and improve the overall prosperity of the region.

***Metrics Available to Measure Performance:**

of appointments, # of class participants, # of skills acquired, # of new devices, # of new internet subscriptions

***Retroactive:**

Yes. The start date is 7/1/2024. The timing of the award and submittal of paperwork from Comcast to the Office of Digital Inclusion did not allow for review by County Administration prior to the Clerk of the Board deadline for the June 18, 2024 Board of Supervisors meeting. The appropriate paperwork was completed for the next soonest meeting on July 2, 2024.

If this award is not approved, community members in unserved and underserved areas of Pima County will lose the opportunity to gain access to the internet, computers, and one-on-one digital assistance. This will negatively impact the County's prosperity and economic development goals.

Handwritten signature and date: GME, 6/13/2024

THE APPLICABLE SECTION(S) BELOW MUST BE COMPLETED

Click or tap the boxes to enter text. If not applicable, indicate "N/A". Make sure to complete mandatory (*) fields

Contract / Award Information

Document Type: _____ Department Code: _____ Contract Number (i.e., 15-123): _____
Commencement Date: _____ Termination Date: _____ Prior Contract Number (Synergen/CMS): _____
 Expense Amount \$ _____ * Revenue Amount: \$ _____

***Funding Source(s) required:** _____

Funding from General Fund? Yes No If Yes \$ _____ % _____

Contract is fully or partially funded with Federal Funds? Yes No

If Yes, is the Contract to a vendor or subrecipient? _____

Were insurance or indemnity clauses modified? Yes No
If Yes, attach Risk's approval.

Vendor is using a Social Security Number? Yes No
If Yes, attach the required form per Administrative Procedure 22-10.

Amendment / Revised Award Information

Document Type: _____ Department Code: _____ Contract Number (i.e., 15-123): _____

Amendment No.: _____ AMS Version No.: _____

Commencement Date: _____ New Termination Date: _____

Prior Contract No. (Synergen/CMS): _____

Expense Revenue Increase Decrease

Amount This Amendment: \$ _____

Is there revenue included? Yes No If Yes \$ _____

***Funding Source(s) required:** _____

Funding from General Fund? Yes No If Yes \$ _____ % _____

Grant/Amendment Information (for grants acceptance and awards)

Award Amendment

Document Type: GTAW Department Code: ODI Grant Number (i.e., 15-123): 24*163

Commencement Date: 7/1/2024 Termination Date: 6/30/2025 Amendment Number: _____

Match Amount: \$ 0.00 Revenue Amount: \$ 88,648.00

***All Funding Source(s) required:** Comcast of Southern Arizona

*Match funding from General Fund? Yes No If Yes \$ _____ % _____

*Match funding from other sources? Yes No If Yes \$ _____ % _____

*Funding Source: N/A

*If Federal funds are received, is funding coming directly from the Federal government or passed through other organization(s)?

N/A

Contact: Michelle Simon

Department: Office of Digital Inclusion

Telephone: 520-724-7694

Department Director Signature: _____

Date: 6/11/2024

Deputy County Administrator Signature: _____

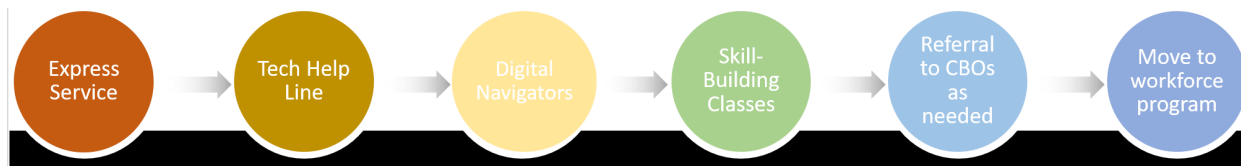
Date: 13 June 2024

County Administrator Signature: _____

Date: 6/17/2024

Pima County Digital Navigator Program

Digital navigator programs play a critical role in advancing digital equity and inclusion in the community. By providing personalized assistance, creation of individualized plans, connection to resources and continuous support and follow-up, digital navigators address barriers to access (internet and devices) and skill-building, helping individuals navigate the digital world effectively. Individuals move through the process by engaging at a local facility (community-based organization, community center, church, etc...) for independent work and support. This is followed up by supportive interaction that moves them through the workflow on an individualized path.



Digital navigators, as trusted members of their community, are familiar with important resources that relate to digital equity, and they help residents learn to use critical online services. Digital navigation services include ongoing assistance with affordable internet access, device acquisition, technical skills, and application support.

The digital navigator program provides on-demand services and appointments, supporting both urgent needs and long-term goals. Digital navigators function as case managers, providing general support and making referrals to the appropriate wraparound services to improve individual participation in the program.

Best Practices of Digital Inclusion

The proposed program is aligned with the goals of Arizona's State Digital Equity Plan, Pima County's Prosperity Initiative, and the Pima County Economic Development Plan. The Digital Navigator Program is built with a focus on principles of digital equity – resilience, sustainability, trust-building, and meaningful collaboration. The program will provide services that:

1. Connect individuals to affordable, robust internet service,
2. Assist individuals in purchasing/receiving an internet-enabled device,
3. Meet the unique needs of everyone through one-on-one appointments, classes, and referrals to partner organizations,
4. Connect individuals to quality technical support and resources,
5. Ensure individuals understand online safety and privacy through cybersecurity training, and
6. Encourage self-sufficiency and participation.

Target Population

Individuals served by this program include, but are not limited to, the following:

- Low-income households
- Aging individuals
- Incarcerated individuals
- Veterans
- Individuals with disabilities or language barriers
- Racial/ethnic minority groups
- Rural inhabitants

Digital equity and inclusion directly address the gaps in opportunity typically called “the digital divide.” The digital divide disproportionately affects families and communities in different ways. For lower-income families, the infrastructure may be available, but they cannot afford broadband service or the required technology. In rural areas, infrastructure may be absent or limited, regardless of income. Additionally, lack of the necessary knowledge and skills can be barriers, particularly for older residents and those with limited English.

A significant portion of the workforce has no or low digital skills, making this a workforce development issue as well. The digital divide keeps workers locked in lower wage jobs with less opportunity for career advancement and at greater risk for displacement by automation. One study showed that 58% of workers with no and 47% of workers with limited digital skills were in the bottom two quintiles of lowest earnings. While many of these workers are interested in upskilling, their incomes make it difficult to pay for tuition for many training programs.

Race is a significant factor for digital equity and inclusion. Black (9%), Latino (15%), and Native American adults who are tribal residents (18%) remain less likely than White adults to say they have high-speed internet at home. The access to high-speed internet at home affords individuals with the opportunity to gain advanced digital skills. 41% of white workers have advanced digital skills, while only 13% of Black workers, 15% of immigrant workers, 17% of Latino workers, and 28% of Asian American and Pacific Islander workers have these advanced digital skills.¹

Proposed Service Areas and Timeline

Service areas have been identified by zip code. **Table 1** identifies the areas by fiscal year for 2025, 2026, and 2027. Pima County is seeking funding through a Recompete grant, Digital Equity Act capacity and competitive grant programs, and other avenues of support to fund the program in full.

For year 1 (Fiscal Year 2025) of the program, priority zip code areas include 85735, 85746, and 85757. These areas are exurban and include the communities of Tucson Estates, Three Points, Drexel Heights, San Xavier District of the Tohono O’odham Nation, and a portion of the Pascua Yaqui Nation. Approximately 15% of households in these areas are below the federal poverty level, 20% of households have no internet access, and more than 40% of these same households have at least one person with a disability.

Year 2 will incorporate zip code areas of 85653, 85658, 85741, and 85742 into the program. Much of this area is exurban and rural, including Marana, Avra Valley, and Picture Rocks. The rural areas include more than 20% of households below the federal poverty level, more than 10% of households with no internet access, and more than 35% of these same households have at least one person with a disability.

Year 3 will incorporate zip code areas 85704, 85705, and 85739 into the program. These areas are different from years 1 and 2 because the areas include high poverty areas with low internet adoption rates within the City of Tucson. There are census block groups in these areas with upwards of 50% of households below the federal poverty level, more than 25% of households with no internet access, and more than 30% of those same households with at least one person with a disability.

¹ [Prosperity Initiative Report \(PDF\).pdf \(civicplus.com\)](#)

	Year 1	Year 2	Year 3	Notes
Zip Code Areas				
85735	X			
85746	X			
85757	X			
85653		X		
85658		X		
85741		X		
85742		X		
85704			X	
85705			X	
85739			X	

Table 1

Work Expectations and Reporting Requirements

Program Year	One-on-One Appointments	Group Classes (10/class)
Year 1 (pilot)	20/wk*2 navigators= 2,000	3/wk*2 navigators=3,000
Year 2	20/wk*2 navigators=2,000	3/wk*2 navigators=3,000
Year 3	35/wk*3 navigators=5,250	3/wk*3 navigators=4,500
Totals	9,250 one-on-one appointments	10,500 people served by classes

Pima County Office of Digital Inclusion will provide quarterly reports and an annual report of all work activities, including the number of digital navigators, locations of service provision, number of individuals served, number of individuals receiving a new device as part of “learn to earn” class series, number of qualified individuals receiving low-cost internet subscriptions and/or devices, and number of individuals enrolled in workforce or educational opportunities.

The following is the schedule of reports for fiscal year 2025:

Quarter 1 Report: October 15, 2024

Quarter 2 Report: January 15, 2025

Quarter 3 Report: April 15, 2025

Quarter 4 Report: July 15, 2025

Annual Report: August 15, 2025

Monetary Support and Device Donation

Comcast has committed to \$25,000 of monetary support and a donation of 100 laptops for the “learn to earn” class series included as part of the Pima County Digital Navigator Program (pilot-Year 1) for fiscal year 2025 only. Funds will be deposited with Pima County per the Comcast APSS Vendor Modification form and completed W-9. Pima County will provide an invoice to Comcast for \$25,000 once this program document is signed by all parties.

Comcast and Pima County Partnership Recognition

- Recognition of Comcast as a partner via Pima County communication channels (newsletter, social media, and Pima County website). Comcast can provide content, with Pima County guidance.
- Pima County joint press release discussing Comcast support of program.
- Michelle Simons and any key program individuals to participate in Comcast “Digital Navigator Best Practices Panel,” to help partners across nation learn from digital navigation program experiences.
- Pima County to help generate awareness of Comcast Internet Essentials by distributing materials to individuals served through digital navigator program.

Acceptance of program parameters and funding obligations:

_____ Date _____
Adelita Grijalva, Chair
Pima County Board of Supervisors



Julianne Phares,
Director, External Affairs – Comcast

Date: 5/29/2024

Approved as to content



Michelle Simon, Director
Office of Digital Inclusion

Date 6/4/2024