Title	**0020**	11/03/2023
	by **Terri English Yancy** in **Digital Equity Public Comment (English)**	id. 44602500

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Please provide your first and last name	Terri English-Yancy
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If you are affiliated with an organization, please provide the organization name	Essential Families Midwest Inc
If you are affiliated with an organization, please share a brief paragraph about your organization and its work in promoting digital equity	Essential Families, a state of Missouri registered 501(c)(3) nonprofit, provides crucial children and family development services, virtually, 24 hours a day, 7 days a week, from anywhere -like AMAZON delivers products and services to your front door!

Our Essential Digital Equity Program is designed and built to stabilize children and families, leveraging affordable and reliable broadband Internet, then prepare (train) them to participate in the "Digital Economy" by way of good paying "work from home Digital Jobs- solving the Digital Divide.

As of November 2, 2023, Essential Families closed the Digital Divide for 354 clients, assisted 308 clients with registering for ACP, trained and hired 59 Digital Navigators (1099 contractors), and has 720 clients on our Essential Digital Equity Program waitlist. |
| If affiliated with an organization, please provide a link to website | https://efamilies.org/ |

Who is your main point of contact if we have further questions? Please provide their name and the best method to communicate with them if they are not the commentor on this form	Terri English-Yancy - Email is best contact: terri@efamilies.org
Is there any additional background information you would like our office to know?	Essential Families has a partnership and contract with the city of Kansas City Digital Equity Office, to provide our very successful and proven Essential Digital Equity Program. Currently, we have 720 people on our Essential Digital Equity Program waitlist, that grows daily. Please see attached.

Please click this link for details about our partnership and contract with the city of Kansas City Digital Equity Office. https://efamilies.org/clientregistration/city-of-kansas/

Earlier this year, the city of Kansas City and Essential Families, partnered and won the State of Missouri Digital Demonstration Plan (DPP) grant. The results of our partnership, with DDP was exceptional. Click this for details https://efamilies.org/clientregistration/neighborhood/ |
	Please rank the Kansas digital equity plan on how it accomplishes the following:
Question 1: Outlines the current state of digital equity in Kansas	Average
Question 2: Outlines a vision for digital equity in Kansas that recognizes the state's unique social and economic circumstances	Well
Question 3: Identifies the barriers to digital equity faced by each of the state's covered populations	Average
Question 4: Establishes an implementation strategy to achieve digital equity	Average

Question 5: Describes how Kansas will coordinate and conduct outreach amongst digital equity partners and stakeholders	Poorly
Question 6: Describes how Kansas will coordinate its use of DEA funding with any funds it will receive in connection with BEAD or other digital equity funding	Average
Question 7: Identifies the assets available to help connect Kansas' covered populations	Average
Question 8: If there are any digital equity assets that you feel have not been listed in the digital equity plan, please list them here	Per our 354 clients served, 59 Digital Navigators, and 720 clients on our Essential Digital Equity Program waitlist; EMPIRICAL DATA, collected "directly" from covered population, and analyzed to determine digital skill level, laptop, social, education, primary health, mental health, and digital workforce needs, is the most valuable digital equity asset of them all.

In other words, Essential Families went "deeper" and "directly" to understand covered population true needs. Two successful Digital Equity Pilots, from December 2022 through August 2023, helped tremendously.

Essential Families highly recommends that the Kansas Broadband Office initiate and fund Digital Equity Pilot(s) in geographic areas that have been identified as unserved and underserved (rural and urban core) from an infrastructure prospective. |
| Question 9: Please indicate which sections of the Kansas digital equity plan you are providing comment on | Section 3: Current State of Digital Equity: Barriers and Assets
Section 4: Collaboration and Stakeholder Engagement
Section 5: Implementation |

Please provide comment on Section 3: Current State of Digital Equity: Barriers and Assets	Excellent writing and graphics, but it's clear nonprofits, who have not collected covered population empirical data directly have defined digital equity programs for Kansas covered population.

Since December 2022, Essential Families has been involved in two (2) Digital Equity programs. We learned a lot, but the most important thing we learned was: Computer, Computer training, and $30 savings will NOT close the Digital. |
| Please provide comment on Section 4: Collaboration and Stakeholder Engagement | Providing Community Partners with relational database software, AI/ML tools, and Digital Marketing will enable effective Digital Equity Programs, that scale.

Additionally, this approach/model ensures DEA funds are not wasted on the programs that have no track record of being successful. |
| Please provide comment on Section 5: Implementation | Based on what Essential Families has learned from our two (2) successful Digital Equity pilots, a lot of the Digital Equity program services mentioned in this section have been used for years, with very little results, relative to closing the Digital Divide.

To implement data driven, "measurable" and "accountable" Digital Equity Programming, Essential Families highly recommends the Kansas Broadband Office initiate and fund Digital Equity Pilot(s) in geographic areas that have been identified as unserved and underserved (rural and urban core), from an infrastructure prospective.

Key Performance Indicators (KPI's) should be established, based on results of Digital Equity Program pilots. Moreover, entities that receive Kansas Broadband funding should be held accountable and be required to satisfy KPI's. If not, contract "claw backs" should be executed for funded non/underperforming Digital Equity partners.

Lastly, Essential Families highly recommends the use of software (specifically relational database services), AI/ML, and Digital Marketing in your implementation section. This model/structure is "measurable and scalable" for Digital Equity programs, proven successful during Digital Equity Program Pilots. |

By submitting this form for public comment and evidence to support your comment, you are accepting responsibility for the accuracy of the information submitted and that it is true and correct to the best of your knowledge. You agree to be contacted by the Kansas Office of Broadband Development, Kansas Department of Commerce should the need arise. Furthermore, by making this submission, you understand that Kansas Department of Commerce and the Office of Broadband Development reserve the right to publicly publish your comment and evidence provided. Falsification of information will result in rejection of future public comment submissions and could result in legal action. Please type your name and today's date in the text box below.

Terri English-Yancy