

THE NEW ORLEANS DIGITAL EQUITY CHALLENGE

Promoting digital pathways to opportunity

THE PROBLEM: THE DIGITAL DIVIDE

In the 21st century, many resources are only available online. If you cannot regularly and confidently use technology, you miss key information on education, employment, health, housing, civic life, etc.

Creative solutions are needed to overcome digital divide problems created by income disparities in New Orleans.

DIGITAL EQUITY CHALLENGE

The City of New Orleans and Citymart announce the **Promoting Digital Pathways to Opportunity Challenge**, an open call for ideas on how to connect residents to economic, social, and cultural opportunities.

Solutions should aim to increase technology use among groups who are historically underrepresented in technology:

- Low-income
- Minorities and women
- Elderly

We welcome ideas from any person, company, non-profit, philanthropic, or other entity with a solution. The Challenge is a Request for Information (RFI) to help the City learn about ideas and potential solutions. We will consider procuring and implementing a best-fit solution identified from the RFI.

CHALLENGE TIP: The City is specifically interested in creative solutions that harness the **City's diverse culture, communities, and shared experiences** to introduce underrepresented groups to technology in a non-threatening manner.

66%
of low income
New Orleanians
do not have
home internet access

Pre-Submittal Briefings

Friday, March 10, 2017, 10AM CST

Friday, March 17, 2017, 10AM CST

*Please register for a
pre-submittal briefing by March 8th*

Responses Due

Friday, April 7, 2017, 4PM CST

To learn more and register, visit
NOLA.GOV/DIGITAL-EQUITY-CHALLENGE

