Community members, COVID-19 has brought about many hardships which disproportionately affect our communities of color, including record-high unemployment. The need for digital inclusion is clear. Access to and the ability to use technology is essential for our residents to participate in the economy. Clearly, this was an opportunity to innovate and leverage key stakeholders to collaborate more deeply in a shared purpose. In response to COVID-19, we connected with local organizations to launch Ramsey County’s TechPak initiative. With the help of Literacy Minnesota, Tech Dump/Tech Discounts, City of St. Paul, Ramsey County libraries and others, Ramsey County transformed federal CARES Act dollars into workforce solutions.

Going beyond just providing technology, each TechPak provided comprehensive tools which combined technology, training and support. As we continue to strive to be a county where all are valued and thrive, we recognize there is much work to do. In the attached summary, you will see that the TechPak initiative provided us a powerful model to align key components to close the digital equity gap for our residents in order to help move them forward. We look forward to continuing our mission of strengthening the economic success of our community through personalized, inclusive, and responsive workforce development strategies and programs for all Ramsey County Residents.

LING BECKER, Ramsey County Workforce Solutions Director

LETTER FROM THE DIRECTOR

TESTIMONIAL

“Without TechPak none of this would happen. You give people hope” - RICH, TechPak Recipient

Rich’s Story: He was one of the first people to be assigned a TechPak. His navigator helped him set up his computer and referred him to Northstar classes, where he’s been attending the Word class and working with a tutor. He also worked on his resume as part of his long-term goal to change careers from automotive support to remote tech so he can caretake his mom from home. During a meeting with one of the integrated education and training programs, they told him that the prerequisites to register were an updated resume and some Northstar certificates. He was able to produce both on the spot, and now is looking at an opportunity where an organization might pay him to get certified in CompTIA and other programs as part of the hiring process.

OUR GOALS
Ramsey County

Well-Being: Strengthen individual, family and community health, safety and well-being

Prosperity: Cultivate economic prosperity and invest in neighborhoods with concentrated financial poverty

Opportunity: Enhance access to opportunity and mobility for all residents and businesses

Accountability: Model fiscal accountability, transparency and strategic investments

TechPaks MODELS
2,150 TechPaks distributed

<table>
<thead>
<tr>
<th>Model</th>
<th>Original</th>
<th>AIFC</th>
<th>Expansion</th>
<th>Tech4Future</th>
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</thead>
<tbody>
<tr>
<td>Quantity</td>
<td>750 TechPaks</td>
<td>150 TechPaks</td>
<td>500 TechPaks</td>
<td>750 TechPaks</td>
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<tr>
<td>Funding</td>
<td>County CARES</td>
<td>County CARES</td>
<td>City of St. Paul CARES</td>
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<td>Literacy Minnesota</td>
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<td>Tech Dump/Tech Discounts</td>
<td>City of St. Paul</td>
</tr>
</tbody>
</table>

Closing the digital equity gap by providing technology tools, training and support

SEE OUR IMPACT

Disclaimer: This assessment relies on the written and oral information provided to the analyst(s) by the client and stakeholders at the time of the Ecotone analysis. Under no circumstances will Ecotone, its staff, or the Ecotone analysts have any liability to any person or entity for any loss or damage in whole or in part caused by, resulting from, or relating to any error (negligent or otherwise) or other circumstances related to this assessment. This assessment does not address financial performance and is not a recommendation to invest. Each investor must evaluate whether a contemplated investment meets the investor’s specific goals and risk tolerance. Ecotone Analytics GBC (Ecotone), its staff, and Ecotone analysts are not liable for any decisions made by any recipient of this assessment. The accompanying technical document is an integral part of this Impact Assessment.

For more information: WSEvalSupport@CO.RAMSEY.MN.US
THE SOCIAL IMPACT OF TechPaks
This impact value map shows the estimated cost per TechPak, including Digital Navigator support, and the projected lifetime benefits generated by each recipient.

Projected Social Return on Investment
$1 → $2.40
For every $1 dollar spent by the TechPaks initiative there is a projected $2.40 in social value generated through improved earnings, well-being and cost savings.

$1.8 million in projected social impact return for the 500 recipients

Cost per Techpak: $1,540

Estimated Return on Investment per TechPak

Outcomes | Impacts | Who Benefits?
--- | --- | ---
$3,690 | $2,810

| Short Term Outcomes | Long Term Outcomes |
--- | ---
Increased employment, promotion and education due to digital skills gained $2,440 | Civic engagement
 | Health and health literacy
Use of computers, internet, and online services | Access to creative expression opportunities
Digital literacy and tech skills | Career advancement
Use of tech to access jobs and ability to interview | Educational pursuits
Access to digital skills training | Connectivity and online services
Awareness of other community services available | Academic attendance and performance for children
Demand for refurbished hardware | Opportunity to volunteer
Use of refurbished hardware | GHG emissions

Additional after-tax earnings
Additional taxes paid

Key Performance Indicators (KPIs)

| IMPACTS | Scale KPIs | Quality KPIs |
--- | --- | ---
Workforce development | # of TechPaks available | % who would not otherwise have internet access (not including phone)
Social cohesion | # of trainings completed | % who would not otherwise have computer access
Economic inclusion and growth | # of recipients reporting improved digital literacy | % previously without basic computer skills
Quality of life | Climate action | Society $3
Reimagination of human interactions, creating a new type of future | Social isolation | Partnership between non-profits, government and businesses
Climate action | New type of future interactions, creating a new type of future | Access to creative expression opportunities
Climate action | Reduced climate risks | Access to creative expression opportunities
Reimagination of human interactions, creating a new type of future | Quality of life | Enhanced education and use.
Access to creative expression opportunities | % previously without basic computer skills | Access to creative expression opportunities

# of TechPaks used for:
- Education
- Job search
- Adult students
- Families, Children, Older Residents
- Volunteers
- Technology recycling and reuse

| Theory of Change: | IMPACT RISK MITIGATION: |
--- | ---
Supporting economic inclusion by providing computers, internet and digital literacy training into the homes of Ramsey County residents | TechPaks offers support on computer skills training and makes referrals as indicated by individual assessments and goals, empowering recipients to develop the skills they desire. Non-profit, business and government partnerships strengthens the model by providing a complete service offering that increases the likelihood of continued digital skills development and use.

THE LOGIC MODEL

Inputs | Activities | Outputs
--- | --- | ---
- Ramsey County Investment and Support Efforts (RISE) Program with CARES Act Funding | - Support recipients in accessing and using TechPaks | - Over 500 TechPaks distributed to recipients who receive 0.5 - 2.5 hours of Navigator support, a year of internet access and hardware support, and their own computer - supporting lifelong opportunities.
- TechPak, including laptop, internet access, and pre-loaded guides | - Digital literacy assessments on basic computer, internet basics, and email skills | - There is a persistent gap in digital literacy skills and unmet demand for internet access in Ramsey County that would not be reduced without TechPaks.
- Digital Navigators | - Computer skill training as indicated by assessments and goals | - Partnership between non-profits, government and businesses
- Need-based lottery system to select Ramsey residents | - Additional referrals and courses as needed, on internet basics, ESL, adult basic education, social services, etc. | - Access to creative expression opportunities

Intermediate Outcomes

| KPIs | Scale KPIs | Quality KPIs |
--- | --- | ---
- Use of computers, internet, and online services | # of TechPaks available | % who would not otherwise have internet access (not including phone)
- Digital literacy and tech skills | # of trainings completed | % who would not otherwise have computer access
- Application to jobs and ability to interview | # of recipients reporting improved digital literacy | % previously without basic computer skills
- Career advancement | |