Digital Inclusion Initiative Update

Technology and Innovation Commission Meeting

May 27, 2020

CITY OF
LONGBEACH
Digital Inclusion
Initiative

Presentation Overview

- Digital Inclusion Initiative Overview
- Three-Legged Stool of Digital Inclusion
- National and State Recognition
- Digital Inclusion Roadmap Development Update and Next Steps
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Digital Inclusion Initiative Overview

- The City of Long Beach's (City) Digital Inclusion Initiative (Initiative) uplifts **digital equity** which means ensuring everyone has **access** and **use of digital literacy training**, the **Internet** and **technology devices** to be successful in society, democracy and the economy regardless of their background and identity.

Three-Legged Stool of Digital Inclusion

- Low-cost, high-speed, quality in-home Internet services.

- Low-cost, quality, Internet-enabled technology devices and support.

- Multilingual digital literacy training and support.

National Recognition

- The City is one of fourteen jurisdictions in the country named a **2020 Digital Inclusion Trailblazer** by the National Digital Inclusion Alliance (NDIA).

- Digital Inclusion Trailblazers is an honor roll of local government initiatives that promote digital literacy and broadband Internet access for underserved residents.

- This is the second time the City has received this recognition.

State Recognition

- In April 2019, the Initiative received the **Excellence in Public Information and Communications Award of Distinction** under the Social Media Campaign Category.

- These awards are presented annually by the **California Association of Public Information Officials (CAPIO)** to honor outstanding public agency information and communications programs.

- The Initiative received this award for successfully developing and implementing the City's **2018 International Digital Inclusion Week (IDIW) Social Media Engagement Campaign**.

Digital Inclusion Roadmap Development Update

- The City is co-creating a Digital Inclusion Roadmap (strategic plan) with **community members** and **local cross-sector partners**.

- This Roadmap will be a blueprint for ensuring that everyone in Long Beach has equitable access and use of digital literacy training, the Internet, technology devices and other digital inclusion resources.

- The foundation of the Roadmap will include a vision statement, goals, objectives, performance indicators and strategies for advancing digital inclusion through a **collective impact approach** and **equity lens** in the following focus areas (e.g. capacity, connectivity, technology).

Stakeholder Engagement Update

- City staff have convened four **Digital Inclusion Stakeholder Committee (Committee) meetings.**

- The **50-person** multidisciplinary Committee is providing strategic **guidance**, **vision** and **oversight** on the development of the Roadmap.

- The Committee represents a broad range of sectors including members of the community, public libraries, City departments, private technology companies, community-based organizations, K-12/higher education institutions and Internet service providers to name a few.

- City staff is contracting with **McCormick L.A.** to implement stakeholder facilitation and engagement efforts.

Community Engagement Update

- City staff have started community outreach and engagement efforts.

- City staff is contracting with **Pueblo Planning** to engage communities most affected by the digital divide through **community pop-ups**, **community workshops** and a **community forum**.

- City staff are implementing equitable and inclusive community outreach and engagement approaches that include partnering with local trusted community partners.

- During the community engagement process, community members have had the opportunity to use **artmaking** and **storytelling** as a way to share their knowledge and lived experiences for the Roadmap.

Digital Inclusion Community Pop-Ups Update

- City staff hosted three Digital Inclusion Community Pop-ups. The purpose is to engage the Long Beach community in conversations (5-10 minutes) about the:
  - ✓ Digital Inclusion Initiative
  - ✓ Digital Inclusion Roadmap development
  - ✓ 2020 Census efforts
  - ✓ Potential digital inclusion strategies

- The community pop-up activity is **visually appealing** and brought together Long Beach community members and started conversations around digital equity and inclusion.

- Participants had an opportunity to provide input and feedback on potential strategies for the Roadmap.

Digital Inclusion Community Workshops Update

- Thus far, City staff have hosted two Digital Inclusion Community Workshops. The purpose is to engage community members through **art-making** and **storytelling** to learn more about:
  - ✓ What they want to use the Internet and computers for?
  - ✓ What is currently working?
  - ✓ Identify challenges, barriers and solutions.
  - ✓ Get feedback on the strategies for the Roadmap.

- During the development and implementation of the Digital Inclusion Community Workshops, the City is partnering with local trusted community partners:
  - ✓ Centro CHA
  - ✓ Long Beach Forward
  - ✓ United Cambodian Community (UCC)
  - ✓ YMCA of Greater Long Beach Community Development

Digital Inclusion Community Forum Update

- The purpose of the Digital Inclusion Community Forum is for Long Beach community members and stakeholders to learn more about the Initiative and Roadmap development process.

- This will be an **interactive community-friendly space** where the City will showcase the co-developed draft vision statement, goals, objectives and strategies for the Roadmap.

- Community members and stakeholders will have an opportunity to provide additional feedback and input on the draft Roadmap deliverables before they are finalized.

- In addition, the City will be coordinating a resource fair at the Forum where community members and stakeholders can connect to local digital inclusion resources and services.

Digital Inclusion Roadmap Development Community Engagement Summary February and March 2020

Community Engagement Event:	Date:	Location:	Total Community Members Engaged:
Community Pop-Up	February 20th	Long Beach Senior Arts Colony	18
Community Pop-Up	February 25th	Billie Jean King Main Library	23
Community Pop-Up	February 27th	Michelle Obama Neighborhood Library	21
Community Workshop	March 3rd	United Cambodian Community (UCC)	38
Community Workshop	March 11th	Centro CHA	17
		Total Community Members Engaged	**117**

Photos from the Digital Inclusion Community Pop-Ups
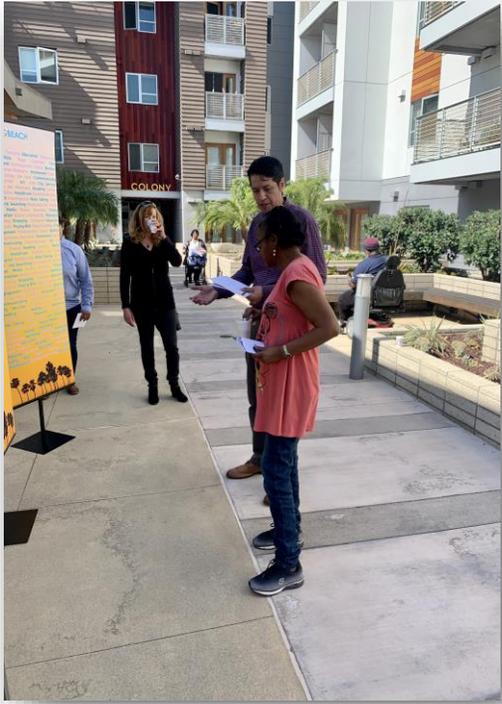
Photos from the Digital Inclusion Community Pop-Ups

Photos from the Digital Inclusion Community Workshops

Digital Inclusion Roadmap Development Next Steps

- Due to the COVID-19 pandemic and subsequent guidance for physical distancing, the City has postponed upcoming community engagement events until further notice.

- As a result, this will delay the completion date of the Roadmap which was scheduled for July 2020.

- Once Long Beach reopens, City staff will determine new project dates for the Roadmap development process including Committee meetings and community engagement events.

COVID-19 Digital Inclusion Response

- The COVID-19 pandemic has significantly heightened the digital divide.

- The City is convening the **COVID-19 Digital Inclusion Response Working Group** to ensure that unconnected and underconnected communities in Long Beach have equitable access and use of digital literacy training, the Internet and technology devices.

- The Working Group will convene virtually on a bi-weekly basis and implement COVID-19 digital inclusion strategies through **partnerships**, **collaboration** and **funding opportunities**.

COVID-19 Digital Inclusion Response

- The Working Group will be prioritizing **short-term** and **quick win strategies** (e.g. strategies that can be implemented in the **next three to six months**) in the following focus areas:

  - ✓ Short-term/quick win strategies from the draft Digital Inclusion Roadmap (Roadmap).

  - ✓ Strategies recommended from the National Digital Inclusion Alliance (NDIA) Local Government COVID-19 Digital Inclusion Response.

  - ✓ Digital Inclusion-related strategies recommended as part of the City's approved Economic Relief Package.

  - ✓ Strategies recommended from the Working Group.

Next Steps and Closing

- City staff will continue to identify funding opportunities, partnerships and legislation that will advance digital equity and inclusion in Long Beach.

- During the COVID-19 pandemic, City staff will continue to adjust and modify digital inclusion efforts and ensure they align with the current needs of the Long Beach community.

Thank You!

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