



# Overview of Digital Inclusion Research, Analysis & Recommendations Technology and Innovation Commission, January 2019

# Snapshot: Understanding the Digital Divide in Long Beach

## Pre-COVID-19, about 28% of residents were impacted

- Communities of color lack home internet at twice the rates of white communities.
  - About 11 percent of LatinX, Black/African American and Asian/Pacific Islander residents, compared to less than 5 percent of Whites, are offline at home.
- Income is the primary determinant of whether a Long Beach resident has home broadband.
  - Nearly 40 percent of residents without internet earn less than \$20,000.
- About 12 percent of older adults and youth lack home internet access.

Source: Current Digital Inequities, Digital Inclusion, Technology & Innovation Department

# Snapshot: Understanding the Digital Divide in Long Beach

Digital equity includes access to internet-connected devices sufficient for completing tasks, from schoolwork to job searching

- Nearly 11 percent of Black/African American residents lack computer access at home—nearly three times the rate of White community members.

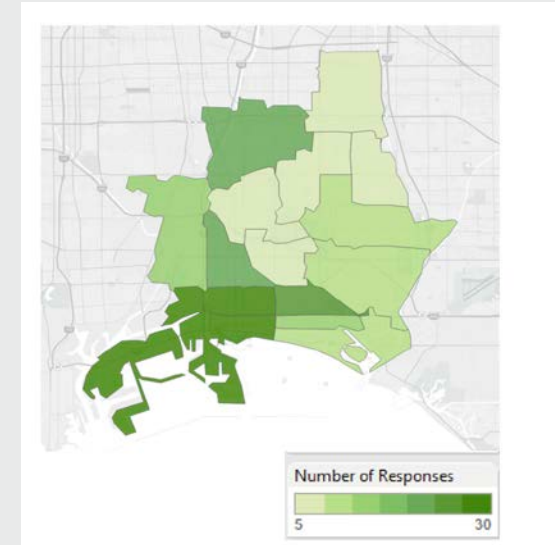


Source: Current Digital Inequities; Digital Inclusion, Technology & Innovation Department

# Study methodology

## Quantitative data collection

- The TIC disseminated two versions of a survey (printed in English, Spanish, Khmer and Tagalog) between May 2018 and November 2018
  - Commissioners distributed copies at community events and farmers markets; left copies at 12 library branches and non-profit organizations (i.e. Centro CHA, the Guidance Center). City Council members also distributed hard copies to neighborhood groups in their districts.
- **Qualitative data collection**
  - The TIC organized a dozen face-to-face community engagement events with diverse groups of Long Beach residents between May 2018 and November 2018
    - This outreach included focus group discussions and a citywide forum.





# TIC Survey: “Yes” and “No” versions

## For residents who lacked home internet...

- 228 residents completed the “No” version of the survey, which asked respondents:
  - to identify benefits of home internet access
  - to rank reasons for not subscribing
  - to list where they gained access to the internet
  - how much able to pay for internet, and identify who they’d trust to help them sign-up for residential broadband service.



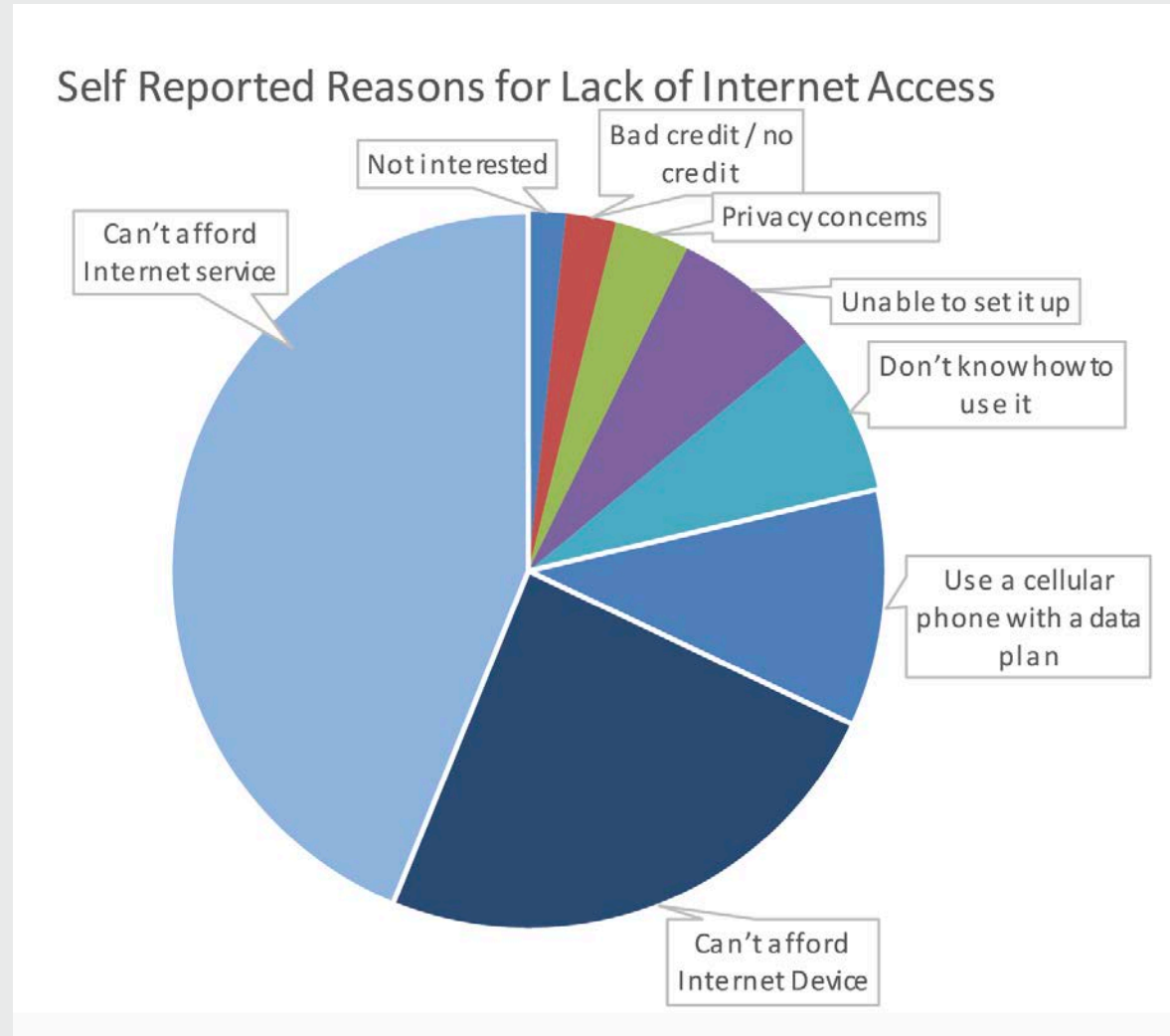
# TIC Survey: “Yes” and “No” versions

## For residents who had home internet...

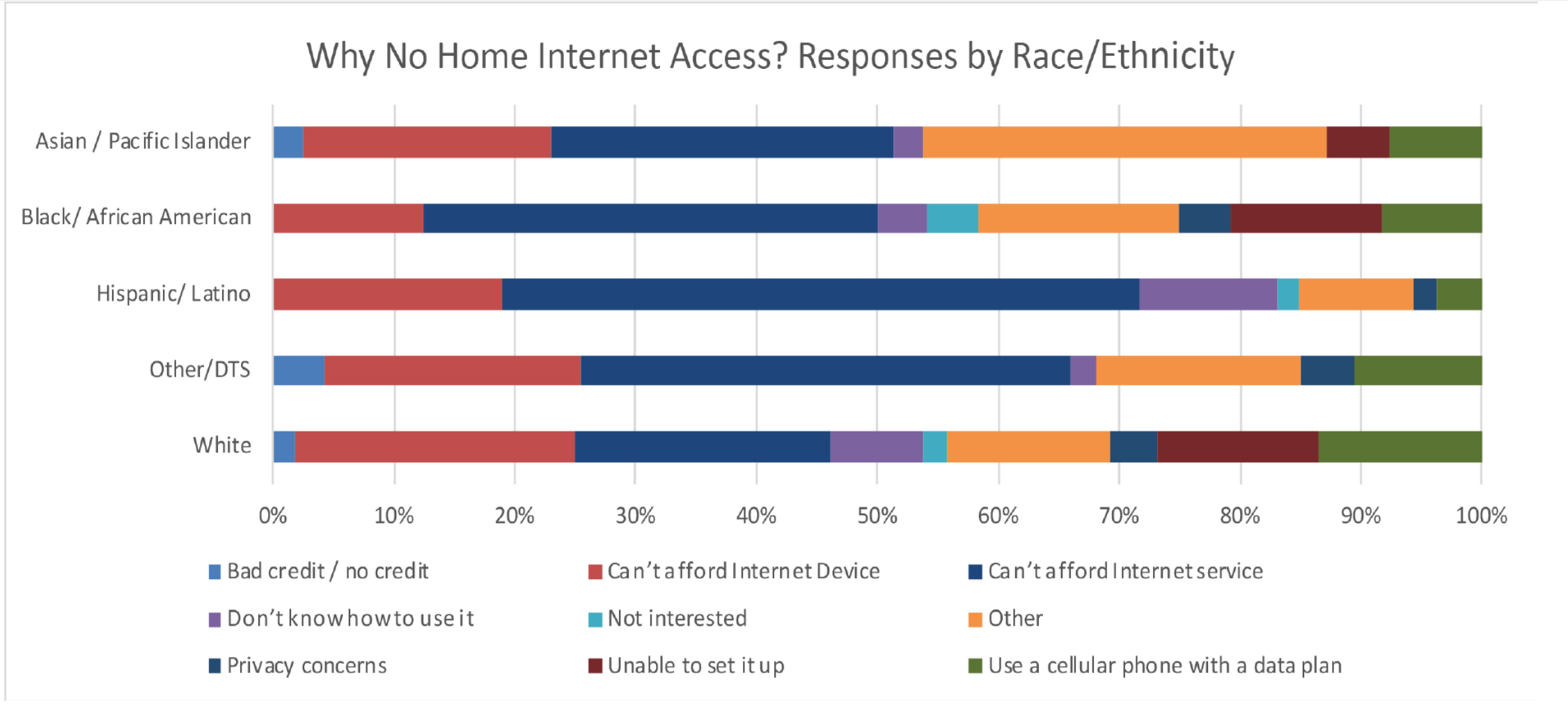
- 856 residents completed the “Yes” version of the survey, which asked respondents
  - which devices they used to access the internet
  - how much they paid for connectivity
  - how reliable they perceived their connections to be



# Why Long Beach residents say they do not subscribe to an ISP

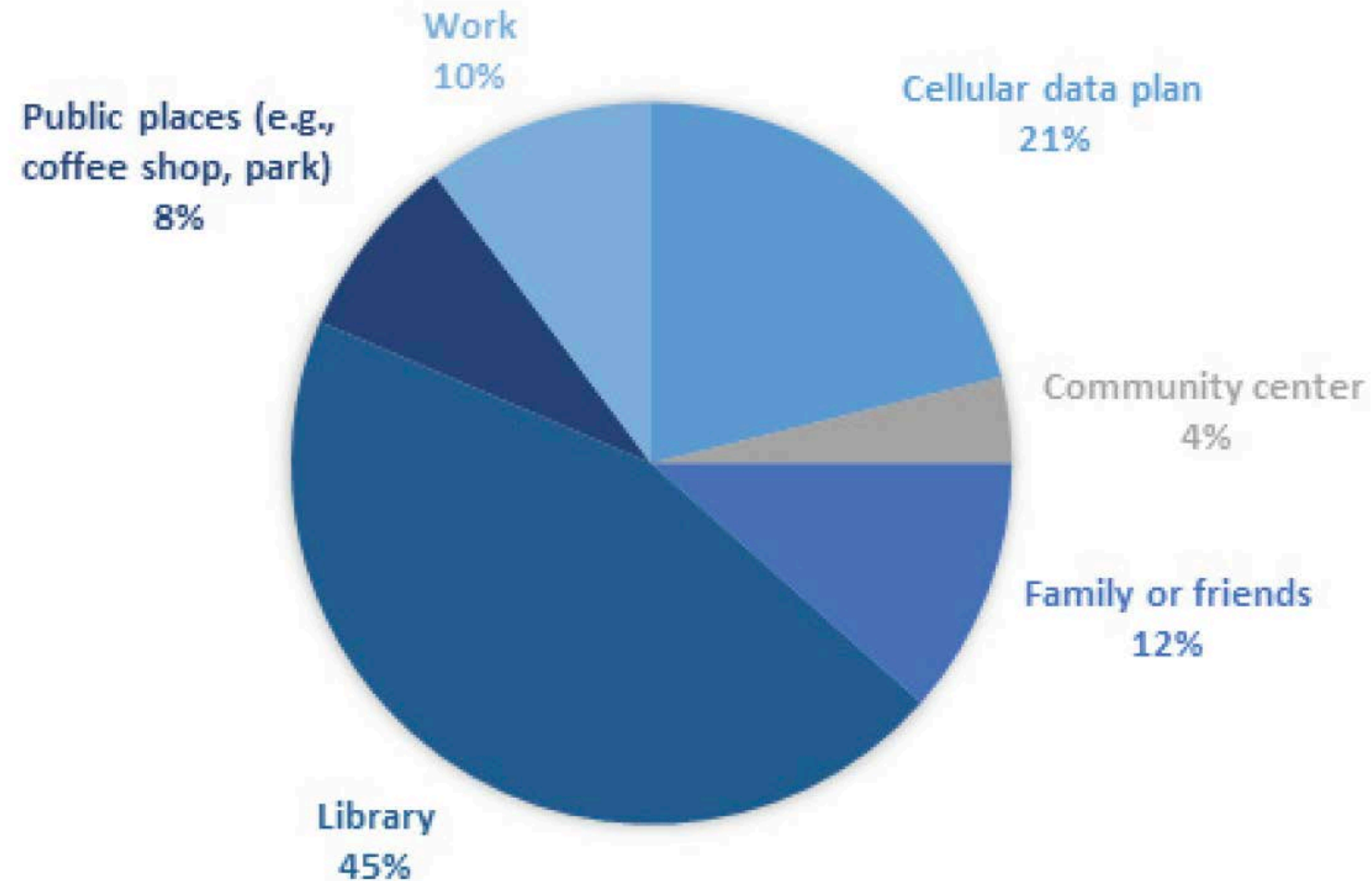


# Reasons for lack of home broadband broken down by demographics



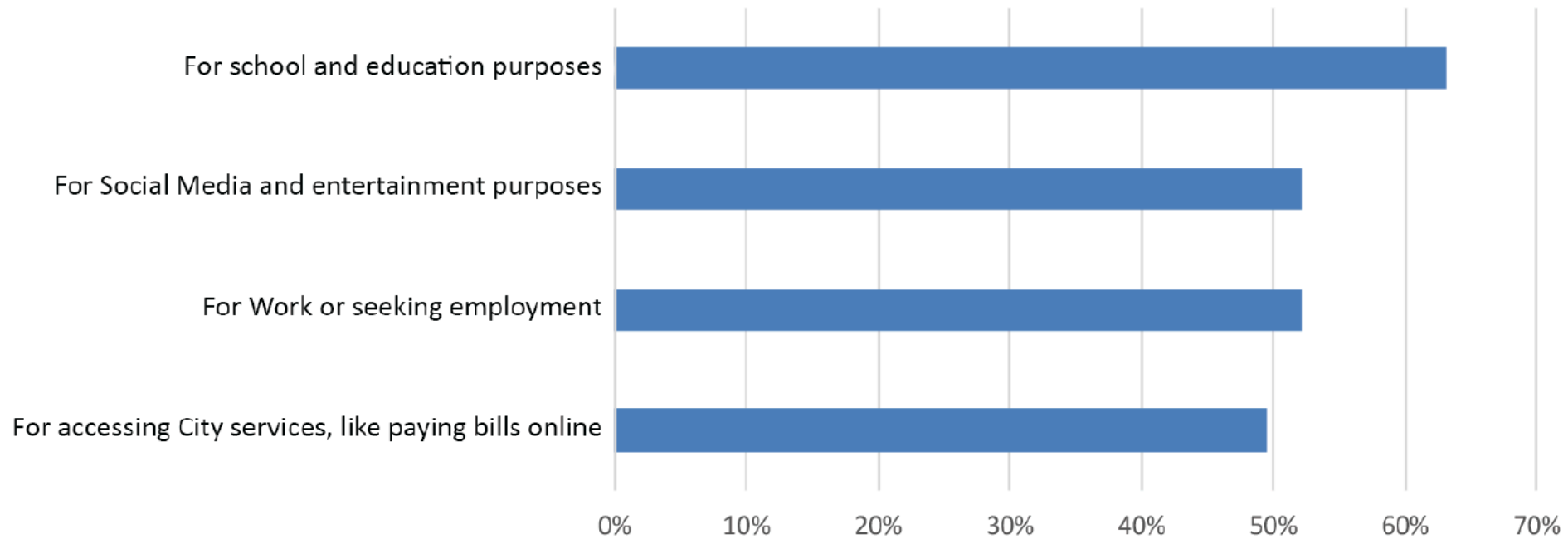


# How residents without a home broadband connection get online



# How residents say they would benefit from home broadband

What Would be the Benefits of Having Internet Access in Your Home?  
(Select two)



# Key Findings from community conversations

- Long Beach residents of diverse races, ages, ethnicities and income consistently stated that internet access is a “*necessity, not a luxury,*” a “*human right*” and should be affordable or free.
- Residents of all ages, especially LatinX, expressed frustration that libraries close too early to accommodate those who work more than one job and/or have childcare responsibilities.
- Many older adults expressed a desire to better understand computers; how to access digital information safely; and how to save money by paying bills online.
- Cambodian residents frequently cited language as a barrier to maintaining their home internet connections.



# Policy recommendations emerging from survey and interview findings

- **Digital Literacy:** offer trainings in convenient spaces residents already visit, such as libraries, recreation centers, senior centers, schools, and churches.
- **Access to Device and Broadband Connections:** to achieve meaningful internet access for all Long Beach residents by 2024, the Commission recommends expansion of existing city efforts, as well as new initiatives.
- **Additional recommendations:**
  - Ongoing Research and Evaluation
  - Infrastructure Deployment
  - Apply Rigorous Standards
  - Regional, State and Federal Advocacy



# How the TIC report is informing Long Beach's digital inclusion efforts

- In 2019, the City convened a Digital Inclusion Stakeholder Committee comprised of community, industry and city representatives to co-develop a Digital Inclusion Roadmap for Long Beach.
- In response to the COVID-19 pandemic, the City created a digital inclusion working group. Members are prioritizing short-term and quick-win strategies to ensure Long Beach's marginalized communities have equitable access to devices, internet connectivity and digital literacy training.
  - **Stakeholders involved in both initiatives use data collected by the TIC and published in its report.**



A nighttime photograph of the Long Beach skyline. The city lights, including several tall buildings and palm trees, are reflected in the calm water in the foreground. A semi-transparent white rectangular box is overlaid on the left side of the image, containing the text "Questions?".

Questions?





**Thank you**

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Innovation Commission**

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