



City of Long Beach
Digital Inclusion Initiative
Digital Inclusion Roadmap Development
Technology and Innovation Commission

April 28, 2021



Digital Inclusion Initiative Overview



Digital Inequities in Long Beach

Even though most people in Long Beach have access to computers and Internet subscriptions, some communities do not have access.

Internet Access Citywide

8.2% of Long Beach households are without an Internet subscription.

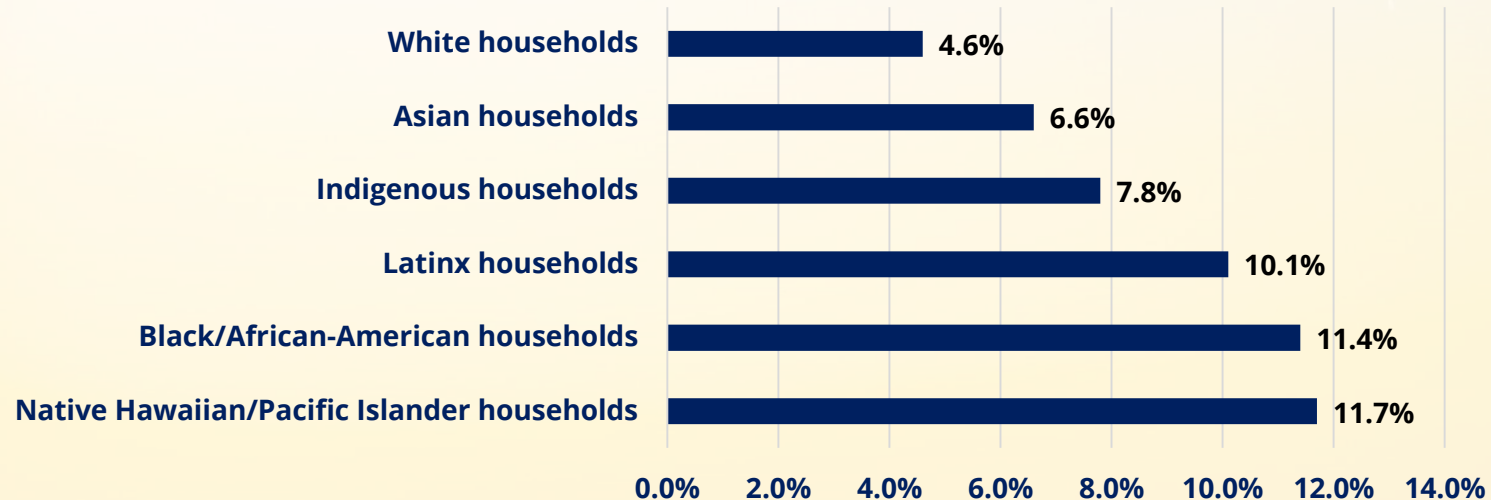
Computer Access Citywide

5.3% of Long Beach households are without computer access.

Source: American Community Survey (ACS) 2019 – 5 Year Estimates

Internet Access by Race/Ethnicity

Households of color in Long Beach are without an Internet subscription at twice rate of White households.



Source: American Community Survey (ACS) 2019 – 5 Year Estimates

Computer Access by Race/Ethnicity

8.0% of
Black/African-American
households in Long Beach
are without computer
access. Twice the rate of
White households at **3.6%**.



Source: American Community Survey (ACS) 2019 – 5 Year Estimates

Digital Inclusion Initiative Vision

Every individual in Long Beach, regardless of background, neighborhood or identity has high quality, accessible, technology resources and services to be civically engaged and socially and economically empowered.



Digital Inclusion Initiative Focus Areas



Free multilingual computer literacy training and technical support.



Low-cost and free, high-speed, quality in-home Internet services and technical support.



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

Digital Inclusion Initiative Honors and Awards



- 2020 Charles Benton Digital Equity Champion Award from the National Digital Inclusion Alliance (NDIA).
- 2020 Digital Inclusion Trailblazers Recognition from the National Digital Inclusion Alliance (NDIA).
- 2018 Award of Distinction for the Digital Inclusion Week Social Media Engagement Campaign from the California Association of Public Information Officials (CAPIO).

Approach to Advancing Digital Equity and Inclusion



What is Collective Impact?

- Collective impact brings together the community and cross-sector partners in a structured format to solve a complex problem and achieve social change.
- Collectively working towards the same goal.
- Organizations actively coordinating their actions and sharing lessons learned.

Isolated Impact



Collective Impact



Source: Collective Impact The “New Normal” in the Greater Cincinnati Region

Five Conditions of Collective Impact

- 1** **Common Agenda**
 - **Common understanding** of the problem
 - **Shared vision** for change
- 2** **Shared Measurement**
 - **Collecting data** and **measuring results**
 - Focus on **performance management**
 - **Shared accountability**
- 3** **Mutually Reinforcing Activities**
 - **Differentiated approaches**
 - **Coordination** through joint plan of action
- 4** **Continuous Communication**
 - **Consistent** and **open communication**
 - Focus on **building trust**
- 5** **Backbone Support**
 - Separate organization(s) with **staff**
 - Resources and skills to **convene** and **coordinate** participating organizations

Source: United Way Collective Impact

What is an Equity Lens?



An equity lens means that we are being **thoughtful** and **inclusive** in all decisions including programs, policies, practices, systems and budgets. An equity lens was and will continue to be integrated into the planning, development, implementation, evaluation and governance of the Roadmap.

Source: Office of Equity Toolkit

Equity Lens Best Practices

Addressing the systemic and institutional barriers that are creating the digital inequities.

Disaggregating data to identify communities most impacted by the digital divide.

Including community members most impacted by the digital divide development and implementation of the Roadmap.

Incorporating an equitable engagement process that draws upon the assets, knowledge and lived experiences of communities.

Developing and implementing strategies that prioritize communities and/or neighborhoods most in need.

Developing and implementing strategies that focus on programmatic, process, systems and policy change.



Digital Inclusion Roadmap Development Process

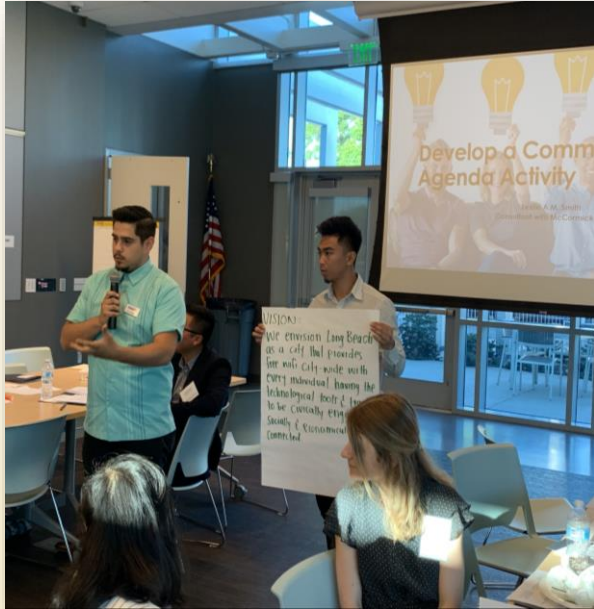


Digital Inclusion Roadmap Overview



- The Roadmap is a blueprint for ensuring that everyone in Long Beach has equitable access and use of computer literacy training, the Internet, technology devices and other digital inclusion resources and services.
- The foundation of the Roadmap includes a vision statement, goals, objectives and strategies.
- Two major components of the Roadmap development included stakeholder and community engagement.

Stakeholder Engagement



- City staff contracted with McCormick L.A. and convened a 50-person multidisciplinary Digital Inclusion Stakeholder Committee (Committee) from August 2019 through October 2020 who consulted the development of the Roadmap.
- The Committee provided strategic guidance, vision and oversight on the development of the vision, goals, objectives and strategies that will advance digital equity and inclusion for all in Long Beach.
- The Committee reflected the entire spectrum of digital inclusion.

Stakeholder Engagement Process

Developed a Common Agenda August 2019

The Committee co-created a draft vision statement and co-crafted draft goals in each working group (capacity, connectivity and technology).

Engaged in Asset Mapping October 2019

The Committee refined the draft vision statement and goals. They engaged in asset mapping and identified current assets, resources and services for the Roadmap.

Developed a Shared Measurement System November 2019

The Committee co-created SMART objectives and used an equity lens to co-design performance indicators for the Roadmap.

for the Roadmap.



Stakeholder Engagement Process

Refined Draft Strategies March 2020

The Committee refined the draft objectives, performance indicators and strategies for the Roadmap.

Reviewed Community Input and Assessed Strategies October 2020

The Committee reviewed the community input and collectively refined the strategies for the Roadmap.

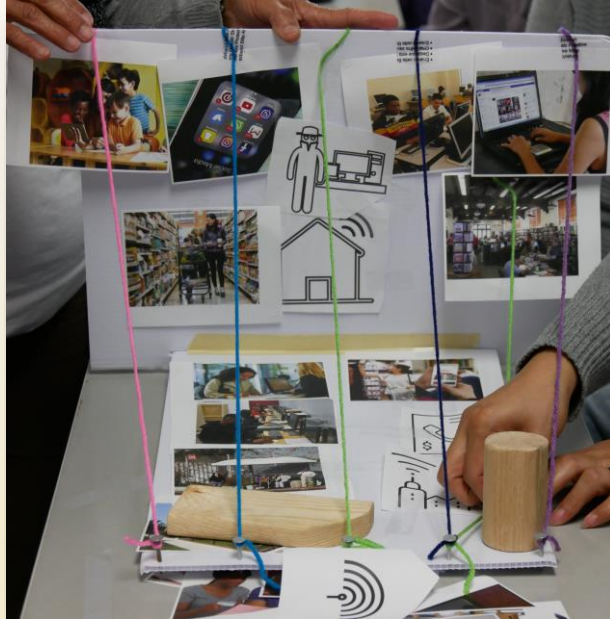


Community Engagement



- City staff contracted with Pueblo Planning to develop and implement community engagement activities for the Roadmap.
- To engage community members who are most impacted by the digital divide in Long Beach, collaborating with local trusted community partners was imperative.
- These community partners included Centro CHA, Long Beach Forward, United Cambodian Community and the YMCA of Greater Long Beach.

Community Engagement Approach



- The community engagement approach intentionally uplifted community members as experts in digital inclusion through power-sharing.
- It acknowledges that historically and currently marginalized communities are typically left out of government decision-making processes.
- Through the approach, we met community members where they are while using art-making and storytelling as a way for community members to share their lived experiences, knowledge and vision.

Community Engagement Process



Digital Inclusion Community Pop-Ups

Meeting community
members where they are
**62 community members
engaged**



Digital Inclusion Community Workshops

Connecting with community
members in trusted spaces
**55 community members
engaged**



Digital Inclusion Community Interviews

Engaging in storytelling with
community members
**10 community members
engaged**



Digital Inclusion Community Survey

Prioritizing community members
lived experiences and input
**48 community members
engaged**

More than 170 community members engaged

Digital Inclusion Roadmap

Key Findings from Community Engagement



Most Common Uses of the Internet and Computers

- Going to school
- Completing homework assignments
- Conducting research
- Searching for community resources and services
- Reading the news
- Watching entertainment
- Looking for job opportunities
- Looking for transit routes and times



Challenges and Barriers for Accessing and Using the Internet and Computers

- High costs with Internet services
- Poor quality Broadband
- Literacy and English literacy barriers
- Lack of access to electricity
- Lack of consumer protection
- Poor public Wi-Fi
- Lack of institutional access
- Lack of Internet and computer literacy
- Lack of Internet security
- Lack of access to technology



Community Profile

"For one of my classes the computer wouldn't work because the Internet wasn't working. So, I had to email my teachers through my phone, because I have mobile data, to tell them I was not able to complete the assignment. I told him if he would give me more time and he did....I had to drive to my grandmother's house because my grandmother also has Internet access...to complete the assignment...."



Angela, Long Beach Community Member

Community Profile



"Each month I pay \$35 for Internet service. And my daughter understands that it is the cheapest service my family can pay...it does not meet the needs of my child's education because it has been very slow because it is very cheap. I wish I could afford a better price so that I can get a better speed from the Internet connection."

Chheng, Long Beach Community Member

Making Accessing and Using the Internet and Computers Easier

- Cost (e.g. free and low-cost resources)
- One-on-one tutoring and classes
- Language access
- Consumer advocates
- Internet security education
- Public Wi-Fi
- Extended Long Beach Public Library hours
- Charging stations
- Community technology hubs



Digital Inclusion Roadmap

Goals and Top Community Strategies



Capacity Goals and Top Community Strategies

GOAL 1: Ensure that computer literacy knowledge and support are designed to meet community members where they are.

GOAL 2: Expand and create pathways to digital skills to ensure job employability and ability to participate in society.

GOAL 3: Empower cross-sector partners to advance digital inclusion through leadership development and capacity building.

1. Provide one-on-one tutoring where community members can learn how to use the computers and Internet.
2. Promote classes where community members can learn how to speak, read and write in English.
3. Establish a hotline where community members can call to resolve issues or problems they are having with their ISP to ensure they are not being taken advantage of.



Connectivity Goals and Top Community Strategies

GOAL 1: Promote and expand free and low-cost, high-speed, quality in-home Internet services for all communities.

GOAL 2: Expand the citywide fiber network infrastructure to serve the Long Beach community.

GOAL 3: Promote and expand public Wi-Fi resources in public community areas.

1. Provide free, quality high-speed Internet services for community members at home.
2. Provide low-cost, quality high-speed Internet services for community members at home.
3. Administer free quality Wi-Fi provided at public libraries or public parks.



Technology Goals and Top Community Strategies

GOAL 1: Ensure access to reliable, secure and supported Internet-enabled technology devices.

GOAL 2: Ensure high-quality multilingual technical support for Internet-enabled technology devices, programs and applications.

GOAL 3: Ensure free community computer labs (e.g. public libraries).

1. Provide free, quality desktops, computers or tablets for community members.
2. Administer free technical support community members with computer issues and problems.
3. Provide low-cost quality desktops, computers or tablets for community members.

Digital Inclusion Roadmap Next Steps



Next Steps

- The community members and cross-sector partners shared expertise, wisdom and lived experiences for addressing the digital divide in Long Beach.
- Once the City Council has approved the Roadmap, City staff will kick-off an equity-focused implementation process.
- This includes distributing the final Roadmap to the community and cross-sector partners, establishing an Implementation Committee and identifying funding, personnel and data collection and reporting structures to implement the strategies.





Rebecca F. Kauma, MPA

Economic and Digital Inclusion Program Manager

Technology and Innovation Department

Economic Development Department

City of Long Beach

rebecca.kauma@longbeach.gov

longbeach.gov/ti/digital-inclusion

CITY OF
LONG BEACH
**Digital Inclusion
Initiative**

