



Date: December 30, 2019

To: Thomas B. Modica, Acting City Manager *T. Modica*

From: Lea Eriksen, Director of Technology and Innovation *Lea Eriksen*

For: Mayor and Members of the City Council

Subject: **Update on the Digital Inclusion Roadmap Development Process**

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At its January 23, 2018 meeting, the City Council requested the City Manager to work with the Technology and Innovation Department, I-Team, Library Services Department, Office of Equity, and community stakeholders on a Digital Inclusion Master Plan and return to the City Council within 120 days. On May 15, 2018 and February 28, 2019, City staff provided updates on the City's [Digital Inclusion Initiative](#) and its efforts, including transmitting the Digital Inclusion study prepared by the City's Technology and Innovation Commission. This memorandum provides further updates on the Digital Inclusion Initiative and the Digital Inclusion Master Plan (Digital Inclusion Roadmap) development process.

### **Digital Inclusion Initiative Background**

The Digital Inclusion Initiative (Initiative) is an effort that focuses on ensuring that everyone in Long Beach has equitable access and use of digital literacy training, the Internet, technology devices and other digital resources. The Initiative complements the Blueprint for Economic Development (Blueprint) that is a 10-year vision and strategic plan for economic development by making Long Beach a city of opportunity for workers, investors and entrepreneurs. Specifically, the Initiative is an extension of the economic inclusion focus area of the Blueprint that highlights decreasing the digital divide for low-income households as one of its objectives.

### **Digital Inclusion Initiative Accomplishments**

In April 2019, the Initiative received the Award of Distinction for the Social Media Campaign category from the [California Association of Public Information Officials \(CAPIO\)](#). These awards are presented annually by CAPIO to honor outstanding public agency information and communications programs. The Initiative received this award for successfully developing and implementing the Long Beach 2018 International Digital Inclusion Week (IDIW) Social Media Engagement Campaign.

As part of the decommissioning of the old Civic Center, and in accordance with the City's Digital Inclusion Initiative, TID staff worked with GovDeals to ensure that technology equipment was offered at a nominal price to local nonprofits who are providing digital literacy programming and technology devices to the community. The City allocated a total of 80 computers and over 600 monitors to local nonprofits. These nonprofits include, but are not limited to, (1) Community Medical Wellness Centers; (2) ESP Education and Leadership Institute; (3) human-I-T; (4) Korean Culture Center, Inc.; and, (5) YMCA.

The City celebrated Digital Inclusion Week (DIW) in alignment with the [National Digital Inclusion Alliance \(NDIA\)](#) on October 7-11, 2019. City staff developed and implemented several community outreach and engagement efforts.

- **#Digitalequityis Video:** City staff posted a [multilingual video](#) that interviews community partners about “what digital equity is.” The video had over 600 views on Facebook and over 5,000 impressions on Twitter via the City’s social media main platforms.
- **Digital Inclusion in Action Photo Spotlights:** City staff posted photo spotlights with narratives of community partners implementing digital inclusion efforts in Long Beach on Facebook and Twitter via the City’s social media main platforms.
- **Facebook Live at Bret Harte Neighborhood Library:** City staff hosted a [Facebook live](#) on October 9, 2019 at the Bret Harte Neighborhood Library. During the Facebook live, City staff hosted an interactive multilingual discussion to promote Digital Inclusion Week and 2020 Census efforts. The Facebook live reached 5,600 people and had over 2,300 video views.
- **In-person Grassroots Community Outreach:** City staff developed and implemented a grassroots and equity-based community outreach strategy to engage with hard-to-count communities and communities most affected by the digital divide to promote Digital Inclusion Week and 2020 Census efforts. City staff visited close to 40 laundromats and engaged with over 140 residents citywide.

### **Digital Inclusion Roadmap Development Process**

The City is in the process of co-creating a Digital Inclusion Roadmap (Roadmap) with community members and local stakeholders. 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 resources. The foundation of the Roadmap will include a vision, goals, objectives, performance indicators and strategies for advancing digital inclusion through a collective impact approach and equity lens in various focus areas, including capacity, connectivity, and technology. The foundation of the Roadmap will include collaborating with the community and cross-sector partners to uplift communities most in need during the development and implementation phases.

City staff officially kicked off the Roadmap development process in August 2019. The Roadmap will be developed by July 2020. The Digital Inclusion Roadmap development process is supported by a fund transfer of \$40,000 offset by First Council District one-time District Priority Funds, approved by the City Council on March 19, 2019. The funding is being used to support stakeholder engagement and community outreach and engagement efforts. Below are some of the key components of the Roadmap development process. Additional information on the Roadmap, including the development process and timeline, is included in Attachment A.

- **Stakeholder Engagement:** City staff are convening the Digital Inclusion Stakeholder Committee (Committee) who are consulting the development of the Roadmap. The multi-disciplinary 50-person Committee are providing strategic guidance, vision and oversight on the development of the Roadmap. The Committee members represent a broad range of sectors including members of the community, public libraries, private technology companies, non-profits, housing entities, cultural organizations, community-based organizations, K-12/higher education institutions, public health entities, Internet services providers and local government entities. The City contracted with McCormick L.A. to implement stakeholder facilitation and engagement efforts for the Roadmap development. Once the Roadmap has been developed, City staff will work closely with the community and local stakeholders to develop action plans for implementation.
- **Community Outreach and Engagement:** In January 2020, City staff will begin engaging Long Beach communities most impacted by the digital divide through pop-ups, workshops and a community forum to co-develop the Roadmap. Under the facilitation of Pueblo Planning, the contracted consultant, the City is developing and implementing a community outreach and engagement process that includes partnering with local trusted community-based organizations. The process will incorporate equity and inclusion approaches. This includes meeting community members where they are and using art-making and storytelling as a way for community members to share their knowledge and lived experiences for what kind of community they want to live in and one that best serves their needs. City staff will conclude the community outreach and engagement process in April 2020.
- **Collective Impact Approach:** City staff are developing and implementing the Roadmap through a Collective Impact approach. Collective Impact brings together the community and cross-sector partners in a structured format to solve a complex problem and achieve social change. The approach has a strong emphasis on cross-sector collaboration and includes principles such as (1) designing and implementing the initiative with a priority placed on equity; (2) including community members in the collaborative; (3) using data to continuously learn, adapt and improve; and, (4) focusing on program and system strategies. City staff in the Technology and Innovation Department serve as the backbone organization in the Collective Impact structure. City staff are managing the planning, development, implementation and evaluation of the Roadmap and Digital Inclusion Initiative efforts.

City staff will continue to provide the City Council with updates on the progress of the Digital Inclusion Roadmap development and implementation. If you have questions regarding this matter, please contact me at [lea.eriksen@longbeach.gov](mailto:lea.eriksen@longbeach.gov) or (562) 570-6234.

ATTACHMENTS

CC: CHARLES PARKIN, CITY ATTORNEY  
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KEVIN JACKSON, DEPUTY CITY MANAGER  
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MONIQUE DE LA GARZA, CITY CLERK (REF. FILES #18-0060, #18-0061, #18-0062, #18-0063)  
DEPARTMENT HEADS

# City of Long Beach Digital Inclusion Initiative Roadmap Development Process and Timeline

The City of Long Beach is co-creating a Digital Inclusion Roadmap with the community and local cross-sector partners. This Roadmap will be a blueprint for providing equitable access and use of digital inclusion resources, services and tools for everyone in Long Beach. A **collective impact approach** and **equity lens** will be incorporated into the governance, planning and development of the Roadmap. The focus areas of the Roadmap are **capacity**, **connectivity** and **technology**.

## Deadline: June 2019

- Recruit cross-sector partners to join the Committee.
- Recruit community members who are most affected by the digital divide to join the Committee and include them in the governance and decision-making process.

## Establish Digital Inclusion Stakeholder Committee

## Develop a common agenda

## Deadline: August 2019

- Develop vision, goals and desired outcomes.
- Establish a common understanding of the digital divide and a shared common agenda for digital equity.

## Deadline: August 2019

- Disaggregate all data by relevant subpopulations.
- Identify any data gaps and obtain better data through the community's lived experiences.
- Acknowledge and understand the historical/current root causes of digital inequities and institutional and systemic barriers.
- Identify digital inequities with the goal of prioritizing communities and/or neighborhoods most in need.

## Analysis of data

## Scan the digital environment/ asset mapping

## Deadline: October 2019

- Identify current digital inclusion assets, initiatives, programs, projects, resources, tools and/or services to build upon.
- Support and amplify current and existing digital inclusion efforts.
- Include current and existing efforts in the Roadmap.



**Deadline: November 2019**

- Create short-term, intermediate and long-term (S.M.A.R.T.) objectives for each goal.
- Create performance indicators.
- Important to collect data and measure results.
- Focus on performance management.

**Develop shared measurements**

**Conduct subject-matter expert interviews**

**Deadline: December 2019**

- Conduct in-depth interviews with subject-matter experts with diverse expertise and experience in developing and implementing digital equity and inclusion efforts with the goal of identifying best practices for the Roadmap.

**Deadline: January 2020**

- Develop strategies that are rooted in equity and focus on communities and/or neighborhoods most in need.
- Develop strategies that focus on programmatic, process, systems and policy change.

**Define strategies**

**Conduct stakeholder engagement**

**Deadline: March 2020**

- Gather stakeholder input on draft goals, objectives, performance indicators and strategies.
- Leverage best practices from subject-matter experts and cross-sector partners.
- Include stakeholder assets and resources.
- Include equity and cultural representation.

**Deadline: April 2020**

- Gather community input on draft goals, objectives, performance indicators and strategies.
- Uplift communities who have been historically underserved and marginalized.
- Draw upon the assets, knowledge and lived experiences of communities.
- Incorporate an equitable, inclusive and culturally competent community outreach and engagement process.

**Conduct community engagement**

## Conduct stakeholder engagement

### Deadline: June 2020

- Include vision, goals, objectives, performance indicators and strategies.
- Include storytelling through quotes.

## Publish Digital Inclusion Roadmap

### Deadline: May 2020

- Review and incorporate community input into the goals, objectives, performance indicators and strategies.
- Review and incorporate additional stakeholder input into the goals, objectives, performance indicators and strategies.
- Identify cross-sector partners who will lead and/or support the strategies during the implementation phase.

## Prepare draft Digital Inclusion Roadmap

### Deadline: July 2020

- Draft memorandum to City Manager, Mayor and City Council.
- Conduct a presentation at the City Council Meeting.
- Host community and stakeholder Roadmap release & press event.



Date: May 15, 2018

To: Patrick H. West, City Manager *T.M.*

From: Lea D. Eriksen, Interim Director Technology and Innovation *LE*

For: Mayor and Members of the City Council

Subject: **Status Update – Digital Inclusion Initiatives**

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At its January 23, 2018 meeting, the City Council requested that the City Manager direct staff to implement the following Digital Inclusion projects:

1. Work closely with Technology and Innovation Department (TI), Innovation Team (i-team), Library Services, Office of Equity and community stakeholders to develop a Digital Inclusion Master Plan and report back in 120 days.
2. Establish Long Beach as an official affiliate of the National Digital Inclusion Alliance and recognize Digital Inclusion Week.
3. Collaborate with Technology and Innovation Department (TI) and community stakeholders on a Recycling Technology Infrastructure Plan and report back in 90 days.
4. Partner with Technology and Innovation Department (TI), the Innovation Team (i-team) and Economic Development Department (ED) on Long Beach's patents and report back in 90 days.

This memorandum provides an update of the City's Digital Inclusion Initiatives.

## **DIGITAL INCLUSION MASTER PLANNING PROCESS**

### Technology and Infrastructure

In addition to actively promoting digital inclusion through various City plans, such as the Blueprint for Economic Development and the Fiber Master Plan, the City has also installed a variety of technology infrastructure in City facilities aimed at enabling individuals and groups to access and use information and communications technologies.

The installation of Wi-Fi infrastructure is an important step to achieving digital inclusion. Most Long Beach residents are within one mile of City-provided Wi-Fi. While the City does not provide broadband access for in-home use, the City does provide access to free Wi-Fi at all 12 branch libraries and 22 of the City's parks. In addition, Council District 9 funded the "UpLink" smart corridor project to expand public Wi-Fi access and security cameras along Atlantic Avenue, between Jordan High School and the Michelle Obama Neighborhood Library. Along the Atlantic Corridor, there are five new Wi-Fi access points, which can support up to 200 users connecting simultaneously for up to 60 minutes of Wi-Fi service. A map of City-provided Public Wi-Fi Access, locations, and range of access across Long Beach is provided (Attachment A).

Moving forward, staff will use a data-driven approach to identify strategic locations for future City-provided public Wi-Fi locations. New locations take into consideration construction projects, City initiatives, and regulations from the Wireless Ordinance recently approved by the City Council. Additional public Wi-Fi was one of the needs identified in the critical technology infrastructure needs presentation to the City Council on December 5, 2017.

The City also offers a total of 327 public access personal computers (PC) at the branch libraries (Attachment B). Over the past year, TI has upgraded all 12 branch libraries to an ultrafast one gigabyte broadband connection. This upgraded connectivity provides the public with high-performance access to information and technology resources that digitally empowers residents. All City libraries also offer computer and coding training classes, both in-person and online, in English and Spanish. Moreover, in 2017, Library Services (LS) sponsored the month-long “Maker Camp” program designed to engage kids ages 10 to 16 in design and technology-centered activities at the Main Library, Michelle Obama Library, and Mark Twain Library.

#### Digital Divide

City staff has begun to identify Long Beach communities impacted by the “Digital Divide” and will focus on neighborhoods that are high in density, concentrated with renters and low-income households. The City’s Technology and Innovation Commission (TIC) has drafted a community-based survey that will be administered to residents to gain a deeper understanding of how residents are currently accessing the internet and the barriers faced to connect to Internet services. To reach residents, the survey will be translated in multiple languages and distributed at libraries, community centers, and with community-based organizations. A cultural competency and equity lens is proposed to be used to administer the survey by identifying community-based organizations in the areas of immigration advocacy, job training, and economic development. Further, community outreach is planned to be conducted in the form of workshops and forums in conjunction with the TIC, as funding is identified.

TI staff will also contact local Internet service providers including, but not limited to, AT&T, Frontier, and Charter Communications to identify programs and resources that support moderate to low-income households. In addition to working with Internet service providers, TI staff plans to collaborate with the digital inclusion non-profit *Everyone On* to assist with this effort. A roundtable of these providers and partners is in the planning phase and is sponsored by Council District 1, in conjunction with other Digital Inclusion Week activities.

To enhance competitiveness for workers and small business owners in low-income areas, which tend to be areas with the greatest digital divide, the Economic Development Department (ED) launched Kiva, an innovative crowdfunding micro-lending platform. This initiative provides opportunities for small business owners in low-income areas to access zero percent interest loans with zero fees aimed at lowering the cost and increasing the access to business capital, including technology infrastructure and resources.

ED staff remains active in ongoing conversations with potential partners to launch educational courses for small business owners focused on using technology platforms to market their businesses. ED will continue to look for opportunities to partner on programming that will



educate business owners in low-income areas about technology solutions that may improve their business operations and/or sales.

## **NDIA AND DIGITAL INCLUSION WEEK**

The City is now designated as a Digital Trailblazer by the National Digital Inclusion Association (NDIA) based on our Digital Inclusion initiatives. Additionally, TI staff worked with the i-Team, the Office of Equity, Council District 1, and the Mayor's Office to recognize Digital Inclusion Week in Long Beach May 7, 2018 through May 11, 2018. A Digital Inclusion Roundtable will be hosted following Digital Inclusion Week to include service providers and partners. Details regarding this Roundtable are currently being finalized.

## **RECYCLING TECHNOLOGY INFRASTRUCTURE PLAN**

On February 13, 2018, the City Council approved the selection of Homeboy Recycling as the City's new e-waste vendor. Homeboy Recycling provides training and jobs for formerly incarcerated individuals. Included in this new contract is a revenue share where the City will receive 20 percent of gross sales less an administrative fee.

TI works with vendors to ensure that e-waste is disposed of in a manner that is compliant with federal, state, and local laws. In addition, TI requests that any potential City e-waste vendor be certified in a standard that promotes sustainable and responsible e-waste disposal practices such as R2, E-Stewards, or ISO 14001. The City's e-waste program includes the disposal of computers from the replacement program. In 2019, TI will be switching from a four-year to a five-year computer replacement cycle, which will result in cost savings to the City. Computer monitors are replaced when a monitor is no longer operable and/or when there is a business need to do so. Replaced operable monitors with usable life are repurposed within the City as a cost saving measure.

Computer donations in underserved neighborhoods will require collaboration from multiple departments. Legal guidance from the City Attorney will be required to ensure that proper legislation is approved by the City Council to allow donation of City-purchased assets directly from the City or through another entity like a non-profit organization. The goal is to have this process finalized prior to the disposal of any computers stemming from the move to the new Civic Center.

## **LOCAL PATENTS**

ED is working to establish baseline patent information within all industries in the City by partnering with the CSULB Institute for Innovation and Entrepreneurship (IIE). ED's Entrepreneur Fellow has met with a local patent expert to learn more about the patenting process and get advice pertaining to patent research. The Fellow has also begun a review of reports focused on patent research to gain an understanding of the different research methodologies that are used in these types of reports. ED has also contracted with *mySidewalk* to help track, analyze, and communicate progress on Citywide patents.

The IIE delivered a presentation to the Economic Development Commission (EDC) in February 2017 to inform the Commissioners about their findings. The IIE has embraced the Blueprint for Economic Development and is committed to working with the City, the private sector, and the community on implementation. ED plans to continue to find ways to partner with the IIE on programs and projects that are mutually beneficial, such as patent workshops, entrepreneurial education programs, marketing business assistance resources to entrepreneurs, and connecting and augmenting the different resources in our local entrepreneurial ecosystem.

The IIE, in partnership with the CSULB College of Business Administration, coordinated a workshop on March 6, 2018 that focused on informing current and future business owners on patents, trademarks, and copyrights. Additionally, the IIE and the Downtown Long Beach Business Alliance (DLBA) have applied to the LA2050 Activation Challenge, which may result in a \$200,000 grant focusing on developing a Sustainable Tech Intellectual Property Education Series. The Series will provide the tools and skills to develop and launch green technology businesses, file potential intellectual property, and scale qualified businesses. Twenty-five finalists will be selected and the public will select five winning proposals.

ED will continue to look for ways to support additional Digital Inclusion efforts by either providing letters of support for grant opportunities, attending events and seminars to show City support, making introductions to potential funding opportunities, and coordinating joint programs and events. Coordination and stakeholder management for this will require additional staff resources, time and funding.

## **DIGITAL INCLUSION INITIATIVES IN PROGRESS**

The following is a list of tasks that City staff is exploring to expand its efforts in Digital Inclusion, as well as various challenges faced to compete these tasks:

- Provide more robust Digital Inclusion outreach efforts, including community roundtable discussion events and the distribution of the TIC community-based survey on multiple formats. This will involve additional resources, including funding and administrative support.
- Identify large and small business within the technology sector that can provide internships and retraining opportunities to students and unemployed adults via Pacific Gateway will benefit the initiative. This will involve additional staff resources to work with Pacific Gateway and the businesses.
- Identify existing additional non-City-owned locations that have free public Wi-Fi will provide a wide-reaching Digital Inclusion effort. Opportunities to students and unemployed adults via Pacific Gateway will benefit the initiative. This effort will involve additional staff resources to work with Pacific Gateway and the businesses.

- Explore the feasibility of rebranding the existing City-based public Wi-Fi networks to “LB Wi-Fi.” This project would require TI staff to engage with multiple City departments and involves the modernization of outdated equipment/systems. A cost estimate is not currently available, but can be developed with additional staff resources.
- Conduct a needs assessment for the support and expansion of existing digital literacy programs for subpopulations. This will require additional staff resources.
- Engage Long Beach Unified School District (LBUSD), Long Beach City College (LBCC), and CSULB to identify digital literacy and computer access programs for youth, the unemployed and underemployed, older adults, and limited English speakers who are residing in communities impacted by the digital divide. This will require additional staff resources to engage these entities.
- Develop plans to improve access to high-speed internet to facilitate business development and job growth. Implementation of the fiber master plan requires significant resources. Phase One is in the planning phases, which will connect City facilities.
- Explore opportunities for partnerships with the private sector. This will require additional staff resources to explore these partnerships.
- Engage non-profit partners such as Human IT, Pacific Gateway, etc. to implement support with training, and wiping of refurbished computers is essential, but will also require additional funding and administrative resources.
- Engage intergenerational residents with learning activities such as using email, digital archiving of physical files, etc., which will require additional funding and administrative resources.

## **FISCAL IMPACT**

Significant progress has been made in Digital Inclusion efforts Citywide. However, dedicated administrative resources are necessary to effectively carryout a robust Digital Inclusion Plan. An additional full-time equivalent (FTE) staff person would work collaboratively with other City departments, community partners, and service providers to accomplish the remaining tasks and would also serve as the coordinator of both digital and economic inclusion activities for the City going forward. The estimated cost for one FTE is \$130,000. Additionally, a one-time budget of \$50,000 is needed to conduct a robust outreach process for the digital inclusion activities and administration of the community-based survey.

Without the dedicated administrative resources described, progress on the City’s Digital Inclusion efforts will take significantly longer and will need to be prioritized in conjunction with the City’s other critical technology and economic development projects and initiatives.

Update on Digital Inclusion Initiatives  
May 15, 2018  
Page 6

If you have questions regarding this matter, please contact Lea Eriksen, Interim Director Technology and Innovation, at [lea.eriksen@longbeach.gov](mailto:lea.eriksen@longbeach.gov) or 562-570-6234, or John Keisler, Director of Economic Development, at [john.keisler@longbeach.gov](mailto:john.keisler@longbeach.gov) or 562-570-5282.

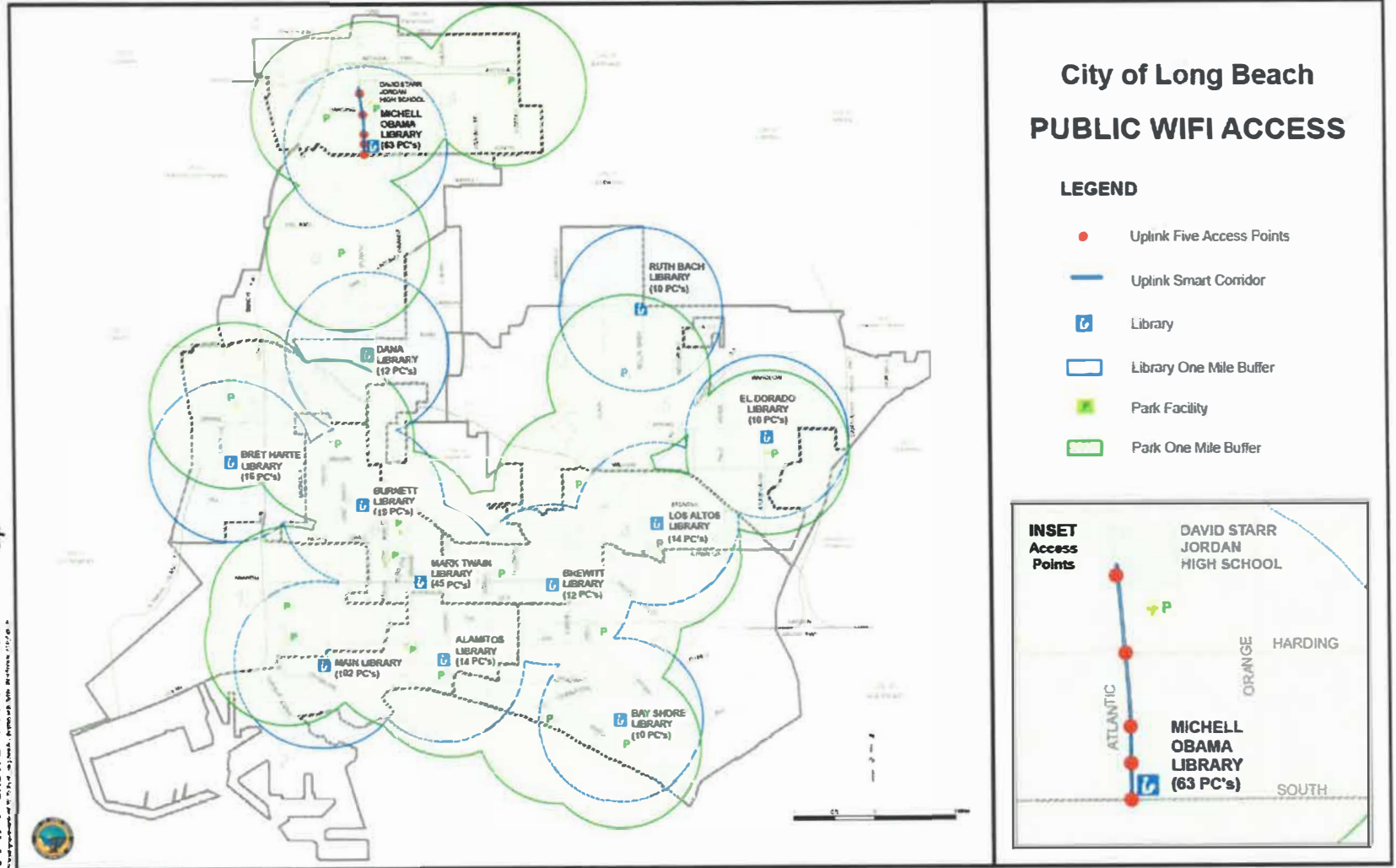
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**ATTACHMENTS:**

Attachment A: Public Wi-Fi Access Map  
Attachment B: Public Access PC in Long Beach Public Library System  
Attachment C: Public Wi-Fi Access in Long Beach at Long Beach City Parks

CC: CHARLES PARKIN, CITY ATTORNEY  
LAURA L. DOUD, CITY AUDITOR  
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KEVIN JACKSON, DEPUTY CITY MANAGER  
REBECCA GARNER, ASSISTANT TO THE CITY MANAGER  
MONIQUE DE LA GARZA, CITY CLERK (REF FILES #18-0060, #18-0061, #18-0062, #18-0063)

Attachment A: Public Wi-Fi Access Map






*Attachment B: Public Access PC in Long Beach Public Library System*

<b>Library Name</b>	<b>Public Wi-Fi?</b>	<b>Public PC Count</b>
Main Library	Yes	102
Alamitos Library	Yes	14
Bach Library	Yes	10
Bay Shore Library	Yes	10
Brewitt Library	Yes	12
Burnett Library	Yes	19
Dana Library	Yes	12
El Dorado Library	Yes	10
Harte Library	Yes	16
Los Altos Library	Yes	14
Mark Twain Library	Yes	45
Michelle Obama Library	Yes	63


*Attachment C: Public Wi-Fi Access in Long Beach at Long Beach City Parks*


<b>Facility Name</b>	<b>Address</b>
1. Belmont Pool	4000 E Olympic Plaza
2. Bixby Park	130 Cherry Avenue
3. Cesar E. Chavez Park	401 Golden Avenue
4. DeForest Park	6255 De Forest Avenue
5. Drake Park	951 Maine Avenue
6. El Dorado Park	2760 Studebaker Road
7. Houghton Park	6335 Myrthle Avenue
8. King Park	1910 Lemon Avenue
9. Leeway Sailing & Aquatics Center	5437 E. Ocean Boulevard
10. Long Beach Senior Citizens Center	1150 E. 4th Street
11. McAurthur Park	1321 Anaheim Avenue
12. McBride Park	1550 Martin Luther King Jr. Avenue
13. Orizaba Park	1435 Orizaba Avenue
14. Ramona Park	3301 E. 65th Street
15. Recreation Park Community Center	4900 E. 7th Street
16. Scherer Park	4600 Long Beach Boulevard
17. Silverado Park	1545 West 31st Street
18. Silverado Pool	1545 West 31st Street
19. Stearns Champions Park	4520 E. 23rd Street
20. Veterans Memorial Park	101 East 28th Street
21. Wardlow Park	3457 Stanbridge Avenue
22. Whaley Park	5620 Atherton Street

## Community Centers with Free Public Wi-Fi Social Graphic


**Long Beach City**  
 Published by Anabell Romero-Chávez [?] · October 16 at 6:00 PM ·

Through Long Beach Parks, Recreation & Marine you can access free public Wi-Fi at any of the 23 community centers!  
 Find a complete list here → <http://www.longbeach.gov/park/park-and-facilities/directory/> #LBDigitalInclusion #IDIW2018






**Get More Likes, Comments and Shares**  
 Boost this post for \$10 to reach up to 5,200 people.

2,127

48

Boost Post

People Reached
 Engagements




 Johnny Vallejo, Lea Eriksen and 5 others

5 Shares

Like

Comment



Share



### Performance for Your Post

**2,127** People Reached

**15** Reactions, Comments & Shares *i*

<b>8</b>  Like	<b>5</b> On Post	<b>3</b> On Shares
<b>2</b>  Love	<b>2</b> On Post	<b>0</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>5</b> Shares	<b>5</b> On Post	<b>0</b> On Shares

**33** Post Clicks

<b>9</b> Photo Views	<b>4</b> Link Clicks	<b>20</b> Other Clicks <i>i</i>
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### NEGATIVE FEEDBACK

<b>1</b> Hide Post	<b>1</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

## Facebook Public Wi-Fi Contest Social Graphic

### Post Details



**Long Beach City**

Published by Anabell Romero-Chávez [?] · October 15 at 3:00 PM · 🌐

Enter to win a \$50 gift card!! 🎁

In the comments below tag a location that offers free wifi 📶 that you regularly go to, to work 🧑, study 🧑, or just explore the web 📱.

This will help the City identify other places in Long Beach that offer free Wi-Fi. But we need your help to locate them!... [See More](#)

### International Digital Inclusion Week Long Beach Public Wi-Fi Contest

- ✓ Under this picture, in a comment, tag as many locations in Long Beach as you can that provide free public Wi-Fi (e.g. @Starbucks #LBdigitalinclusion #IDIW2018)
- ✓ When you post your comments, you MUST include hashtags #LBdigitalinclusion #IDIW2018
- ✓ Participants will enter a drawing to win a \$50 giftcard  
Increase your chances of winning by posting more than one location

**Contest Dates: Mon, 10/15 - Mon, 10/22**

**\*\*Comments must be submitted by Mon, 10/22 @ 11:59pm PDT\*\***



**Get More Likes, Comments and Shares**

Boost this post for \$10 to reach up to 5,200 people.

**1,709**

People Reached

**243**

Engagements

**Boost Post**



Lea Eriksen, Lili Arroyo and 10 others

23 Comments 11 Shares



Like



Comment



Share



### Performance for Your Post

**1,709** People Reached

**65** Reactions, Comments & Shares ⓘ

**18**

Like

**11**

On Post

**7**

On Shares

**1**

Love

**1**

On Post

**0**

On Shares

**35**

Comments

**24**

On Post

**11**

On Shares

**11**

Shares

**11**

On Post

**0**

On Shares

**178** Post Clicks

**37**

Photo Views

**0**

Link Clicks

**141**

Other Clicks ⓘ

### NEGATIVE FEEDBACK

**0** Hide Post

**0** Hide All Posts

**0** Report as Spam

**0** Unlike Page

Reported stats may be delayed from what appears on posts

**Public Wi-Fi Contest Locations**

<b>Location</b>	<b>Type of Location</b>
Amora di Roma	Dessert shop
Bay Shore Neighborhood Library	Library
Beachwood BBQ and Brewing	Restaurant
Berlin Bistro	Coffee shop
Bixby Joe Coffee and Tea	Coffee shop
Bobbie Smith YMCA Community School	Non-profit organization
Burnett Neighborhood Library	Library
Cafe 1909	Coffee shop
Café Cabinet	Coffee shop
Caffe Bene	Coffee shop
California State University, Long Beach	College/University
CHA FOR TEA	Coffee shop
Coldstone Creamery	Ice-cream shop
Community Development YMCA of Greater Long Beach	Non-profit organization
Confidential Coffee	Coffee shop
Cuppa Cuppa	Coffee shop
Dana Branch Library	Library
Governor George Deukmejian Courthouse	Courthouse
Hilton Long Beach	Hotel
Hot Java	Coffee shop
Jack in the Box	Restaurant
Kohls	Clothing store
LA Fitness-Long Beach/Bellflower	Gym
LBUSD schools	K-12 schools
Linden Public	Coffee shop
Long Beach Airport	Airport
Long Beach City College	College/University
Long Beach Parks	City property
Long Beach Police Department	City property
Long Beach Public Main Library	Library
Los Altos Branch Library	Library
Mark Twain Neighborhood Library	Library
McDonald's	Restaurant
Michelle Obama Neighborhood Library	Library
Panera	Bakery
Portfolio Coffeehouse LLC	Coffee shop
Recreational Coffee	Coffee shop
Ruby Laundryland	Laundromat
Ruth Bach Neighborhood Library	Library
Saints and Sinners Bakeshop	Bakery
Starbucks	Coffee shop
Steelcraft	Restaurant
Steelhead Coffee	Coffee shop
The Library A Coffee House	Coffee shop
The Merchant	Coffee shop
The Smith Family Center	Non-profit organization
The Village Grind	Coffee shop
Tierra Mia Coffee	Coffee shop



## Digital Inclusion Flyer

### CITY OF LONGBEACH Digital Inclusion

The City of Long Beach is striving for digital inclusion to ensure that everyone in Long Beach has equitable access to digital services, resources and tools.

## Did You Know?



The Long Beach Public Library provides free in-person English and Spanish computer literacy classes.



There are **23** Long Beach community centers where free public Wi-Fi is provided.



**12** Long Beach libraries have been upgraded to an ultrafast 1 gigabyte broadband connection.



Many internet service providers (ISPs) in Long Beach provide low-cost internet services for qualifying households.



The Long Beach Public Library has **261** public access PCs within the public library system.



The City will be co-creating a Digital Inclusion Roadmap with community members and local stakeholders. Some of the focus areas of the Roadmap will include computer literacy classes, low-cost internet services, low-cost devices and more!

For more information regarding the City's Digital Inclusion efforts, please contact: [digitalinclusion@longbeach.gov](mailto:digitalinclusion@longbeach.gov) or visit our website at <http://www.longbeach.gov/ti/digital-inclusion>.