



# Digital Inclusion Initiative Digital Inclusion Roadmap Development

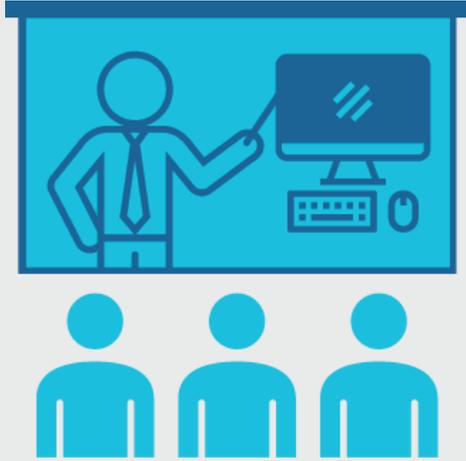
City Council Meeting – June 15, 2021

# 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



## Capacity

Free multilingual computer literacy training and technical support.



## Connectivity

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



## Technology

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).



# Digital Inclusion Roadmap Introduction

- On January 23, 2018, the City Council approved the City Manager to work with the Technology and Innovation Department (TID), Innovation Team (i-team), Library Services Department, Office of Equity and community stakeholders on a Digital Inclusion Master Plan.
- The agenda item included several recommendations to address the expansion of network infrastructure, economic development and the preparation of a Digital Inclusion Roadmap (Roadmap) to provide Internet and computer access to the community.
- On March 19, 2019, the City Council further approved one-time funding of \$40,000 to TID to support the development of the Roadmap.

# Digital Inclusion Roadmap Approaches

## Collective Impact Approach

City staff brought together the community and cross-sector partners in a structured format to solve a complex problem such as a digital divide and achieve social change for instance advancing digital equity and inclusion.

This included developing a common agenda, focusing on performance management, coordinating through a joint plan of action, fostering open communication and orchestrating the work of the entire committee.

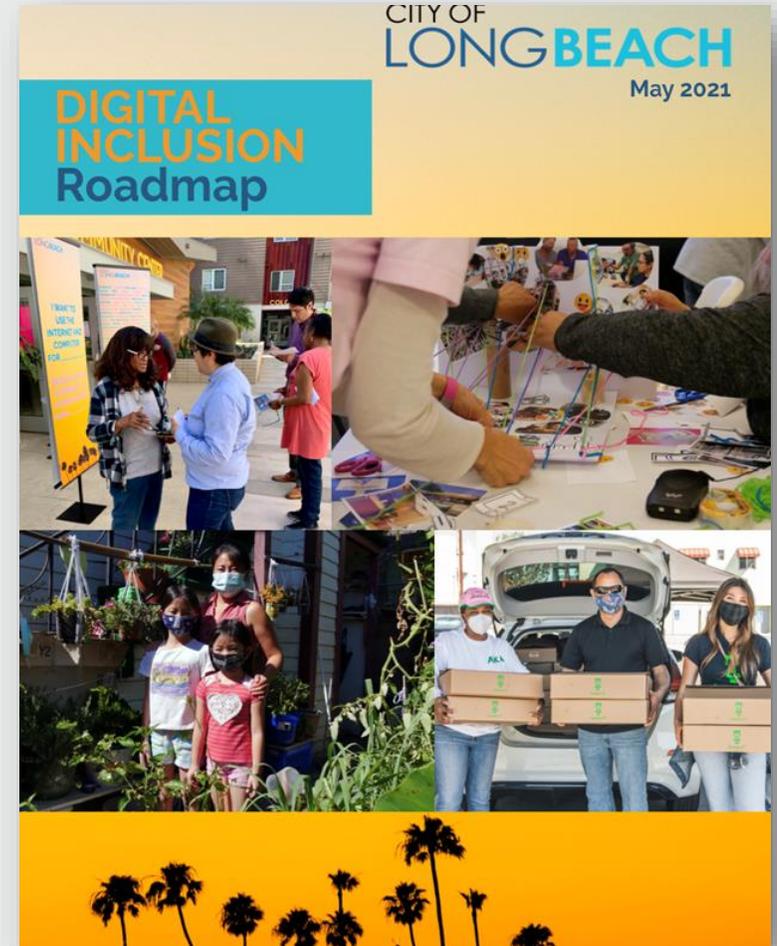
## Equity Lens

City staff used an equity lens to implement an intentional, equitable and inclusive Digital Inclusion Roadmap development process. City staff are striving to reduce digital inequities and improve outcomes for Long Beach communities most impacted by the digital divide.

This included disaggregating data, addressing systemic and institutional barriers, uplifting lived experiences of communities, prioritizing communities most in need and leveraging system change strategies for implementation.

# 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.



# Digital Inclusion Roadmap 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.



# Digital Inclusion 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.



# Digital Inclusion Roadmap 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, City staff 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.



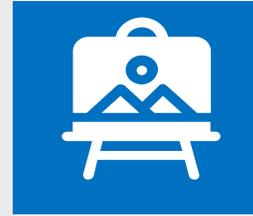
# Digital Inclusion Roadmap Community Engagement Process



## 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!**

# 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

# Digital Inclusion Roadmap Community Engagement Testimonial

*“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**

# 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.

- Provide one-on-one tutoring where community members can learn how to use the computers and Internet.
- Promote classes where community members can learn how to speak, read and write in English.
- Establish a hotline where community members can call to resolve issues or problems they are having with their Internet service providers (ISPs) 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.

- Provide free, quality high-speed Internet services for community members at home.
- Provide low-cost, quality high-speed Internet services for community members at home.
- 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).

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

# 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.
- The Roadmap uplifts strategies from the Blueprint for Economic Development, Everyone In Implementation Plan, and the Racial Equity and Reconciliation Initiative – Initial Report.

# Thank You!

CITY OF  
**LONG BEACH**  
Digital Inclusion  
Initiative



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