



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**

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.

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If you have questions regarding this matter, please contact Lea Eriksen, Interim Director Technology and Innovation, at lea.eriksen@longbeach.gov or 562-570-6234, or John Keisler, Director of Economic Development, at 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

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MONIQUE DE LA GARZA, CITY CLERK (REF FILES #18-0060, #18-0061, #18-0062, #18-0063)

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

Library Name	Public Wi-Fi?	Public PC Count
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

Facility Name	Address
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. McArthur 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