

Date: May 26, 2020

To: Thomas B. Modica, City Manager 

From: Lea Eriksen, Director of Technology and Innovation 

For: Mayor and Members of the City Council

Subject: **Digital Inclusion Initiative Update and ConnectedLB Platform Launch**

---

The [Digital Inclusion Initiative](#) (Initiative) is a citywide 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 inclusion 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 Roadmap Development Process Update**

City staff officially kicked-off the [Digital Inclusion Roadmap development process](#) (Roadmap) in August 2019. The foundation of the Roadmap includes a vision, goals, objectives, performance indicators, and strategies for advancing digital inclusion through a [collective impact approach](#) and [equity lens](#) in focus areas that include 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.

In January 2020, City staff started working closely with Pueblo Planning, a contracted community outreach and engagement consultant, to engage communities impacted by the digital divide through community pop-ups and community workshops. City staff and Pueblo Planning are working closely with local trusted community partners (e.g., Centro CHA, Long Beach Forward, United Cambodian Community, YMCA of Greater Long Beach Community Development) to develop and implement equitable and inclusive community engagement strategies. Thus far, City staff and Pueblo Planning have engaged with over 100 community members. Due to the COVID-19 pandemic and subsequent guidance for physical distancing, the Technology and Innovation Department (TID) has postponed upcoming community engagement events until further notice. As a result, this will delay the completion date of the Roadmap, which was scheduled for July 2020.

### **Long Beach Named “2020 Digital Inclusion Trailblazer” by National Digital Inclusion Alliance (NDIA)**

The City of Long Beach (City) is one of fourteen jurisdictions in the nation that was named a 2020 [Digital Inclusion Trailblazer](#) by the [National Digital Inclusion Alliance](#) (NDIA). This is the second time the City has received this distinct recognition. Digital Inclusion Trailblazers is an honor roll of

May 26, 2020

Digital Inclusion Initiative Update and ConnectedLB Platform Launch

Page 2 of 2

local government initiatives that promote digital literacy and broadband Internet access for underserved residents. Trailblazers are models for other local governments to pursue digital inclusion efforts in their own communities. NDIA identifies local governments that are Digital Inclusion Trailblazers using six indicators, such as:

- Full-time staff dedicated to digital inclusion initiatives.
- Local government has developed or is developing a digital inclusion plan.
- Local government participates in a digital inclusion coalition.
- Local government has conducted or plans to conduct Internet access survey research.
- Local government directly funds community digital inclusion programming.
- Local government has or is taking steps to increase affordability of home broadband internet service.

### **ConnectedLB Platform Launch**

The City is partnering with the [California Emerging Technology Fund](#) (CETF), [EveryoneOn](#) and [human-I-T](#) to provide a centralized online platform for Long Beach residents to access low-cost internet, computers, and digital literacy resources through the development of the ConnectedLB platform, which is affiliated with CETF's Get Connected Initiative. Long Beach residents can find low-cost Internet services and computers through this online platform by entering their zip code. Long Beach residents will qualify for low-cost Internet services and computers based on income and participation in public benefit programs in their households. The platform is available in both English and Spanish.

### **Next Steps**

City staff will be developing and implementing a robust community outreach and engagement plan to promote the ConnectedLB platform to Long Beach communities most in need. City staff will also work closely with local trusted messengers to promote and share outreach materials regarding the ConnectedLB options. Outreach materials will be shared with City Council Offices once developed and approved.

Please do not hesitate to direct specific questions regarding this effort to me at [Lea.Eriksen@longbeach.gov](mailto:Lea.Eriksen@longbeach.gov) or (562) 570-6234.

CC: CHARLES PARKIN, CITY ATTORNEY  
LAURA L. DOUD, CITY AUDITOR  
REBECCA G. GARNER, ACTING ASSISTANT CITY MANAGER  
TERESA CHANDLER, INTERIM DEPUTY CITY MANAGER  
KEVIN J. JACKSON, DEPUTY CITY MANAGER  
AJAY KOLLURI, ACTING ADMINISTRATIVE DEPUTY TO THE CITY MANAGER  
MONIQUE DE LA GARZA, CITY CLERK (REF. FILE #18-0060)  
DEPARTMENT DIRECTORS