CITY OF
LONGBEACH

The City of Long Beach
Digital Inclusion Initiative
Collective Impact Approach and Equity Lens

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.

It starts with a common agenda.
Convening together to collectively define the problem and create a shared vision to solve it.

It establishes shared measurement.
Collaborating to track progress in the same way, which allows for continuous improvement.

It fosters mutually reinforcing activities.
Coordinating collective efforts to maximize the result.

It encourages continuous communication.
Building trust and relationships among all participants.

It has a strong backbone.
Having staff dedicated to orchestrating the work of the group.

Resources

Collective Impact Forum (2016). Collective impact principles of practice. Retrieved From: https://www.collectiveimpactforum.org/resources/collective-impact-principles-practice
Collective Impact Forum (2014). What is collective impact. Retrieved From: https://www.collectiveimpactforum.org/what-collective-impact
National Council of Nonprofits (2019). Collective impact. Retrieved From: https://www.councilofnonprofits.org/tools-resources/collective-impact
Collective Impact Forum Channeling Change: Making Collective Impact Work Webinar Presentation

Collective Impact Approach
Five Conditions for Shared Success

Common Agenda	All participants have a **shared vision for change** including a common understanding of the problem and a joint approach to solving it through agreed upon actions
Shared Measurement	**Collecting data and measuring results consistently** across all participants ensures efforts remain aligned and participants hold each other accountable
Mutually Reinforcing Activities	Participant activities must be **differentiated while still being coordinated** through a mutually reinforcing plan of action
Continuous Communication	**Consistent and open communication** is needed across the many players to build trust, assure mutual objectives, and appreciate common motivation
Backbone Support	Creating and managing collective impact requires a separate organization(s) with staff and a specific set of skills to **serve as the backbone for the entire initiative and coordinate participating organizations and agencies**

How to Incorporate an Equity Lens?

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

Incorporate an equity lens and inclusion in the governance, planning, development and implementation of the Digital Inclusion Roadmap.

Include community members most affected by the digital divide in the governance, planning, development and implementation of the Digital Inclusion Roadmap.

Disaggregate data by subpopulations/characteristics to identify communities and/or neighborhoods with the greatest digital inequities.

Conduct a root cause analysis to understand what historical and current factors, institutional and systemic barriers are influencing the digital inequities.

Identify data gaps and obtain better data through the community's lived experiences and expertise.

Uplift communities who are historically underserved, marginalized and most affected by the digital divide.

Incorporate an equitable and inclusive community outreach and engagement process that draws upon the assets, knowledge and lived experiences of communities.

Develop and implement strategies that prioritize communities and/or neighborhoods most in need.

Develop and implement strategies that focus on programmatic, process, systems and policy change.