

City Roadmap: Digital Equity

October 7, 2021

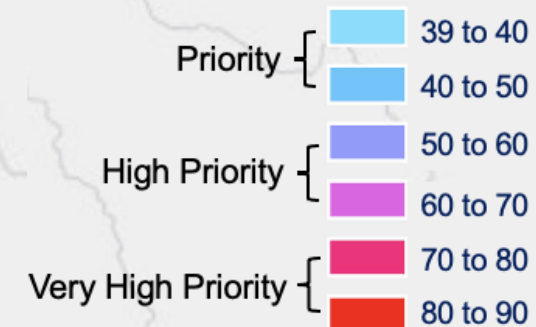
Smart Cities & Service Improvements Committee
Jill Bourne, City Librarian & Ann Grabowski, Division Manager

Centering Equity

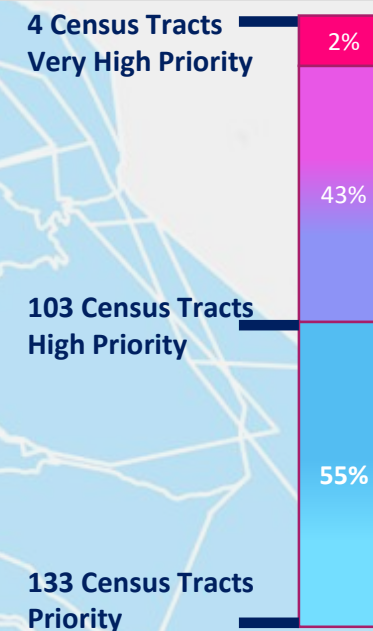
Priority Index is a ranking from 0 to 100 indicating the relative need within a census tract for digital access based on several criteria, including:

- K-12 enrollment
- Poverty rate
- Households with no computer
- Households with no Internet access
- Population in households with limited English proficiency
- Shared opportunities or other programs in the area

A higher index value indicates a greater need or higher priority.



Citywide Priority Breakdown



45% of City, measured by census tracts, is very high and high priority



2020-2021 Accomplishments



**12,800 Hotspots
Distributed to
Students Across 32
LEAs**



**Access East Side
3 attendance areas
operational (89k);
3 in design (168.5k);
2 in planning (53.5k)**



**8 cohorts (70)
complete Digital
Literacy Program;
12 new cohorts (150)
started May 2021 in
ENG/SPA/VIET**



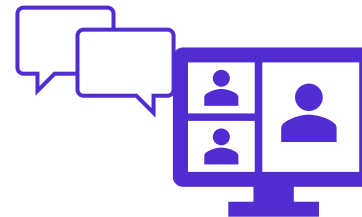
**San José
Digital Inclusion
Fund Round 2**

100%

**3,000 Hotspots in
circulation to residents;
23 partners +
14 outreach events**



**16 City Buildings
outfitted w improved
outdoor WiFi.
8 in progress.**



**7 Community
Conversations (80) in
ENG/SPA/VIET +
8 LEA Focus Groups**



**Planning for
2021-22
Academic Year**



Digital Equity Status Update

Access East Side

Customer Experience + Outreach

- Awareness + Outreach Campaign in planning stage >> Q4
- Website redesign in progress >> Q4
- Customer Service Survey redeploy + onboard to SJ311
- Data aggregation

Network Design & Construction

- 3 attendance areas operational
- 3 attendance areas in final design >> construction
- 2 attendance areas in prelim design
- Downtown Cambium Network live

Sustainability and Management

- Update to the 2017 Digital Equity Study
- Consulting review of Community Wi-Fi longer term management



Digital Equity Status Update

SJ Access Student Hotspot Program

- Hotspots distributed and reactivated with 25 Local Education Agencies
- Updated resource collateral and referrals to digital inclusion training in development

SJ Access Public Hotspot + Device Program

- New order of 1,200 hotspots expected in early October
- Awaiting Emergency Connectivity Fund award before ordering Youth Hotspots + Devices

Affordability and Adoption Programming

- Round 1 Grant deadline is 9/30 | Final report due to CMO on 10/30
- Round 2 Grant awards contingent upon review of R1 outcomes
- Round 3 Grant process in planning stages



Community Wi-Fi

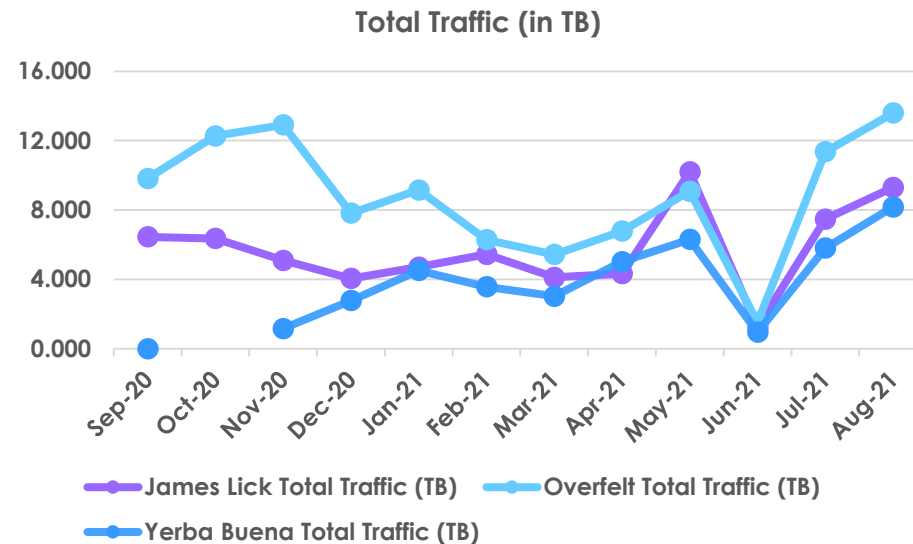
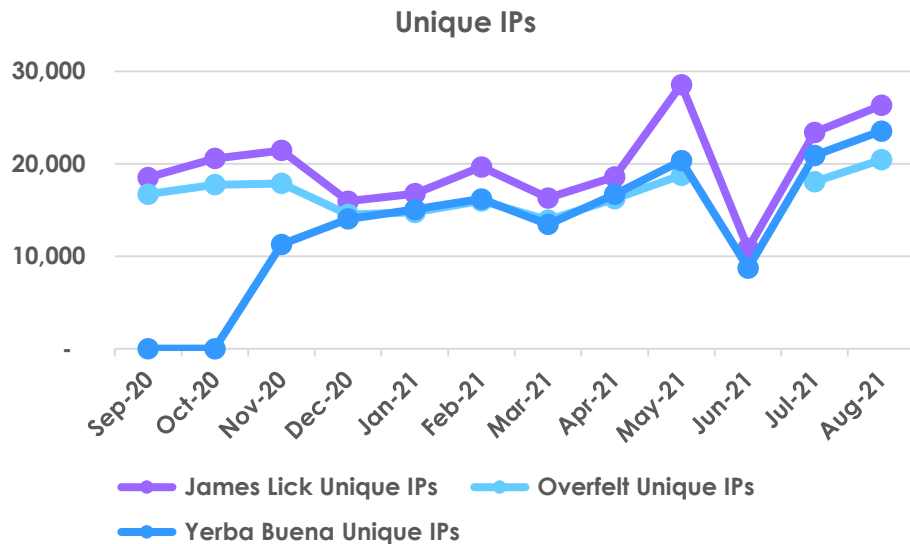
Access/Infrastructure



Access East Side

Current Service Plan for Existing Areas:

- Focus on customer experience data:
 - Launch SJ 311 service to solicit feedback from existing users
 - Reframe websites to enhance user experience
 - Launch awareness and marketing campaign to enhance use



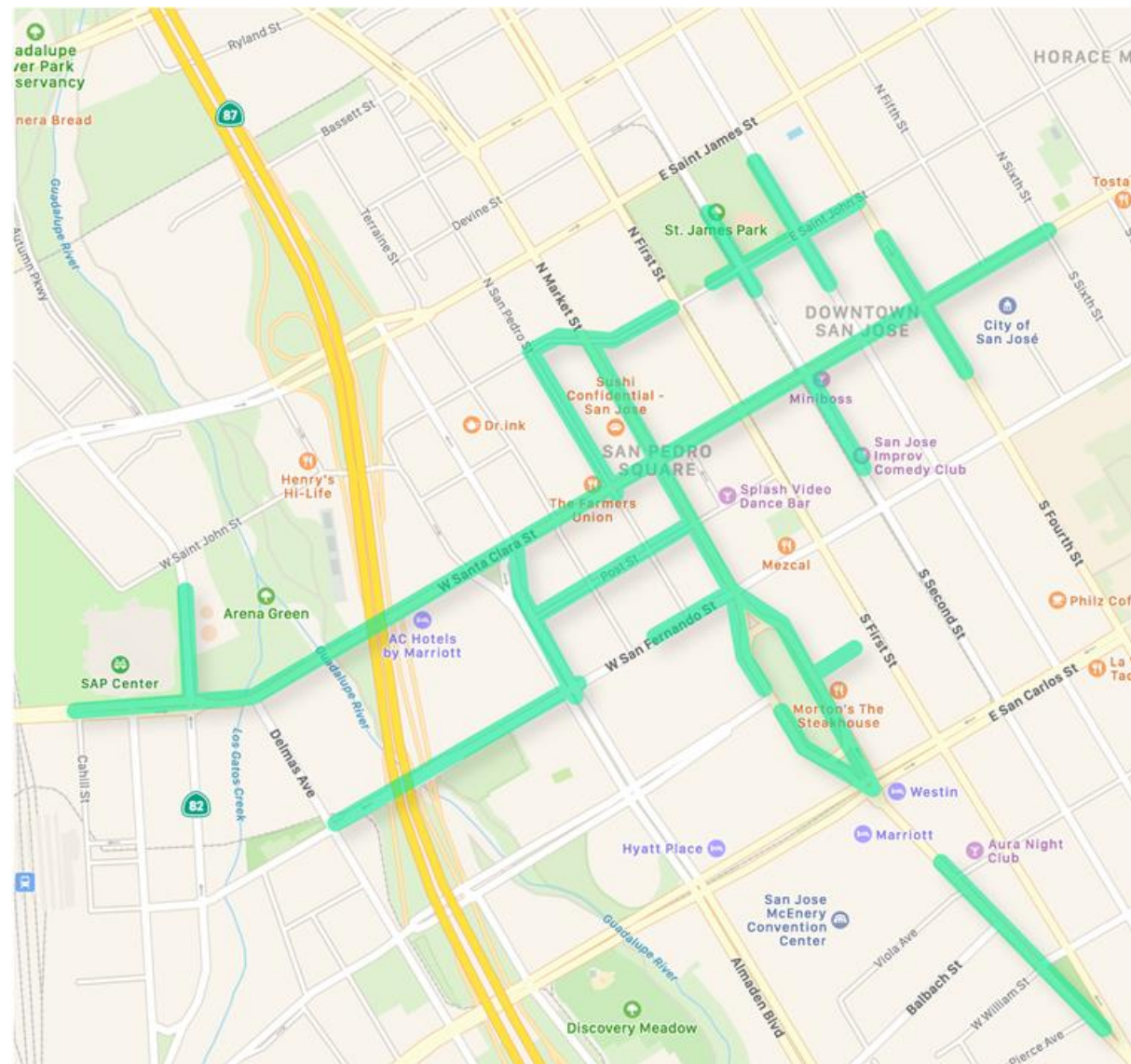


Downtown Wi-Fi Network

High Speed Public Wi-Fi at Strategic Corridors within Downtown Area

- 92 Radios + 56 Access Points
- Corridors recommended by FB & selected by OED based on network design and performance + traffic and use ROI
- Provide customers with average speeds of 70 Mbps download and 44 Mbps upload
- Coverage is outdoor only
- Available in St. James Park, Plaza de Cesar Chavez and portions of Arena Green

Project Completed in partnership with Facebook and Cambium Networks



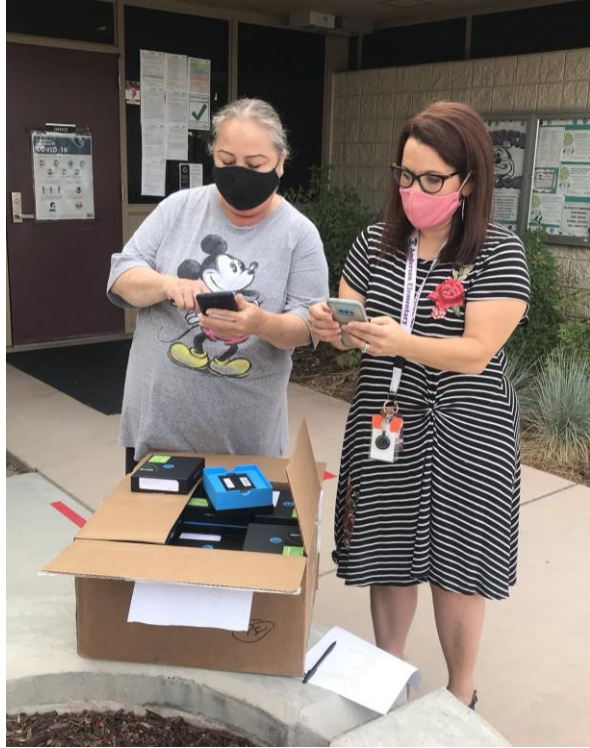


Access East Side Community Wi-Fi Buildout schedule

ESUHSD Attendance Area	Procurement	Planning and Design	Construction Start	Open for Public Use
James Lick				★
Overfelt				★
Yerba Buena				★
Independence			Dec. 2021	March 2022
Andrew P. Hill			Jan. 2022	Mar. 2022
Oak Grove			March 2022	June 2022
Mt. Pleasant			Sept. 2022	Nov. 2022
Silver Creek			Nov. 2022	Feb. 2023



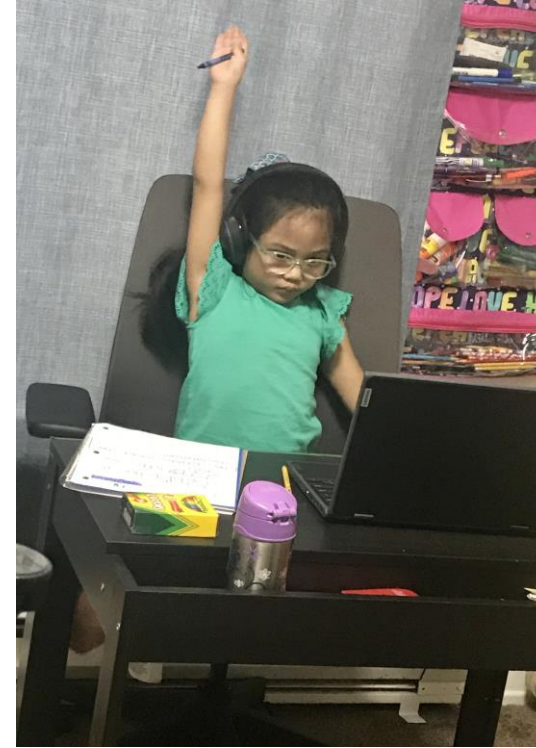
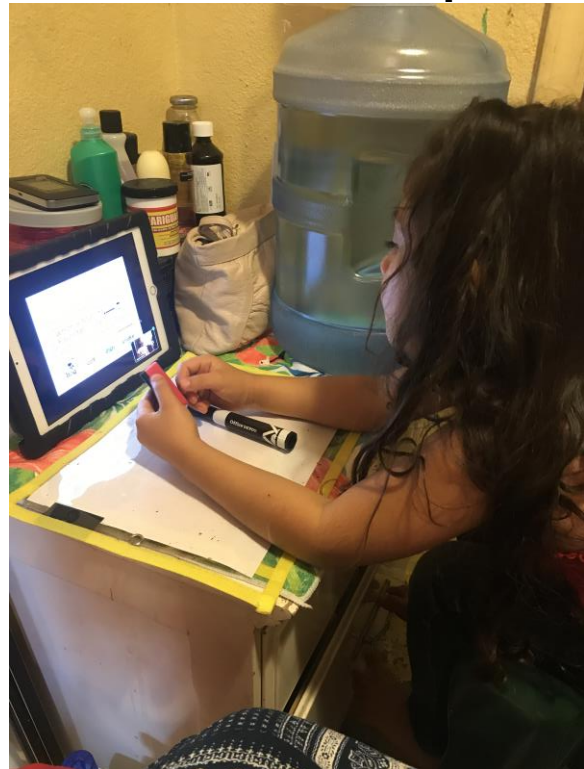
Hotspots



**12,800 Hotspots distributed
through 32 LEAs**

93%

**Avg. Attendance for
Students who Received an
SJ Access Hotspot**



**Tech support provided
through SJPL in four
languages and through
live chat, in-person help,
and video tutorials**

**3,000 Library Hotspots
checked out ~10k times**





Maximizing Access in 2021-2022

Access/Infrastructure



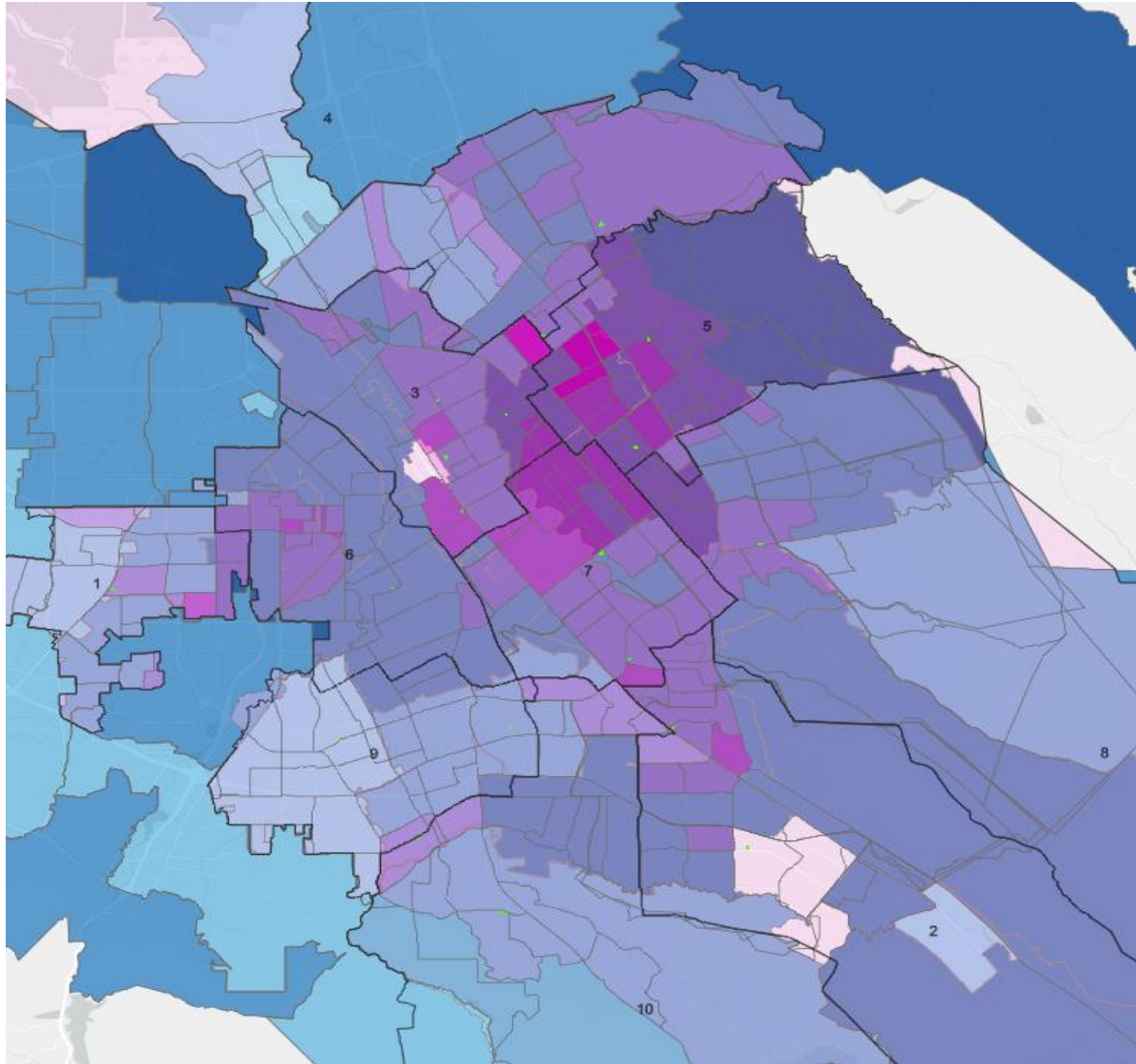
Hotspots

STUDENT & SCHOOL SUPPORT

- Increase support for schools from budgeted allocation of 3,200 to 6,160 lines of service (still a net reduction from 12,800 lines in 2020-21);
- Increase devices available to families who may not receive a device through their school, **create a youth hotspot program** through the Library of 4,500 lines of service;
- Support transitional aged, homeless, and foster youth who may benefit from having a connected device rather than a hotspot and a laptop, **order 1,500 connected Chromebooks** available through the Library;
 - Concentrate **youth hotspots and Chromebooks** at Library branches where schools have reduced or eliminated connectivity support;
 - Identify youth-centric CBOs to promote referral system
 - Print/social marketing campaign to promote awareness
 - Link to Student Library Card



Distributing Devices through SJPL



To reduce wait times for general hotspots available through the Library, **increase** the supply from 3,000 hotspots to 4,200 hotspots.

- Branches that will receive larger allocations of devices based on Digital Equity Need and COVID impact:
 - Alum Rock
 - Bascom
 - Biblioteca Latinoamericana
 - East Branch
 - Edenvale
 - Educational Park
 - Evergreen
 - Hillview
 - Joyce Ellington
 - Mt. Pleasant
 - Seven Trees
 - Tully
- Reopen CBO Referral Process

Image: Map of San Jose showing Digital Inclusion Index (pink hues) with COVID-19 Infection rates (blue). Areas with highest impact/need are shown in brightest shades of magenta. Library branches are shown in lime green.



Partners





Adoption and Affordability

Adoption



Digital Literacy

Current Service Plan for **Adoption:**

- Provide in-person tech support and programming at Library branches
- Expand access to refreshed devices available through Library programs
- Complete Digital Inclusion Fund Grant through digital literacy cohorts in multiple languages

Affordability



Expand awareness and access to

Emergency
Broadband Benefit
programs

Current Service Plan for **Affordable Plan Enrollment:**

- In-Person support of residents to consider and enroll in affordable internet programs at Libraries and Community Centers
- Enhanced web presence
- Promote affordable internet offers through Digital Inclusion Fund grant adoptions



Resources

SJ Access: <https://www.sjpl.org/sjaccess>



Find Free Wi-Fi:

<https://www.sjpl.org/eastside-wifi>



Borrow a hotspot:

<https://www.sjpl.org/hotspot>



Borrow a tablet or computer:

<https://www.sjpl.org/sjaccess#borrow>



Take a digital literacy class:

<https://www.sjpl.org/sjaccess#learn>

Tuesday, September 28, 2021		
🕒 10:30AM - 11:30AM	Technology Assistance »	Part of Family Learning Centers
📍 Biblioteca Latinoamericana	Computer Help / Adults, ages 18+ Seniors, ages 65+ Teens, ages 12-18	
🕒 10:30AM - 11:30AM	Taller De Tecnologia »	Part of Family Learning Centers
📍 Biblioteca Latinoamericana	Computer Help / Adults, ages 18+ Seniors, ages 65+ Teens, ages 12-18	
🕒 1:00PM - 2:00PM	Virtual Tech Help »	
📌 Online event	5 seat(s) remaining	Computer Help / Adults, ages 18+ Seniors, ages 65+

[Home](#) / [Your Library](#) / [Member Services](#) / [Live Chat](#)

Live Chat

ENGLISH ESPAÑOL TIẾNG VIỆT 中文

Chat with Us

Monday	11 AM - 6 PM
Tuesday	10 AM - 6 PM
Wednesday	10 AM - 6 PM
Thursday	10 AM - 6 PM
Friday	12 PM - 6 PM
Saturday	10 AM - 6 PM
Sunday	1 PM - 5 PM

Chat with Us

Type your question in the box below and press Enter to start chatting.

Type your message here...

SUBMIT

¿Tienes una pregunta? ¡Te podemos ayudar!

martes	12 PM - 2 PM
miércoles	12 PM - 2 PM
jueves	12 PM - 2 PM
viernes	12 PM - 2 PM

Platica con nosotros!

Escribe tu pregunta en el cuadro a continuación y presiona "Busca" para que te podamos ayudar.

Type your message here...

ENVÍA

Waitlist

Seniors, ages 65+

Seniors, ages 65+