Digital Literacy & Public Technology

October 14, 2021
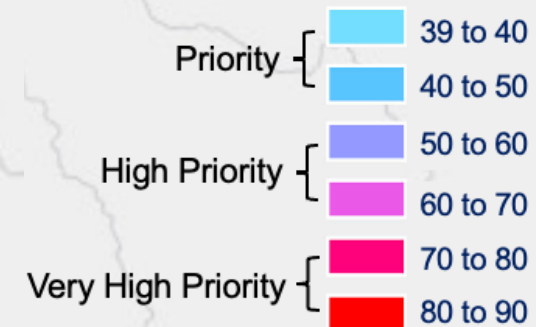### Neighborhood Services & Education Committee
Jill Bourne, City Librarian & Ann Grabowski, Division Manger
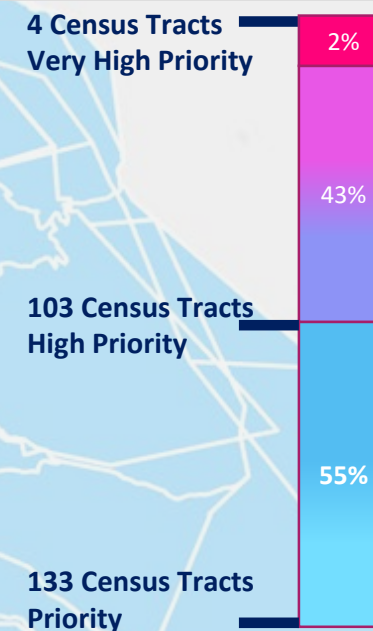
1

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.

Priority
- 39 to 40
- 40 to 50

High Priority
- 50 to 60
- 60 to 70

Very High Priority
- 70 to 80
- 80 to 90

Citywide Priority Breakdown

4 Census Tracts Very High Priority

2%

43%

103 Census Tracts High Priority

55%

133 Census Tracts Priority

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

2

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

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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
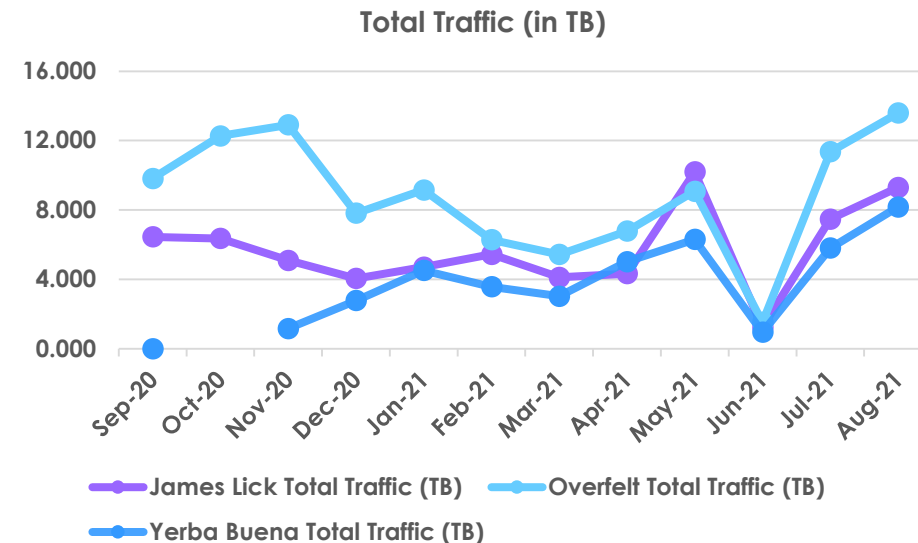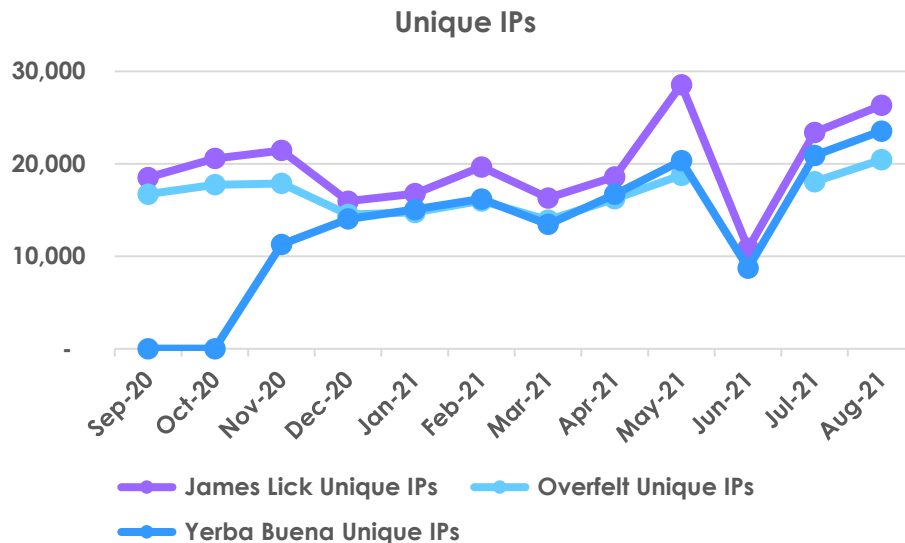
Community Wi-Fi

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
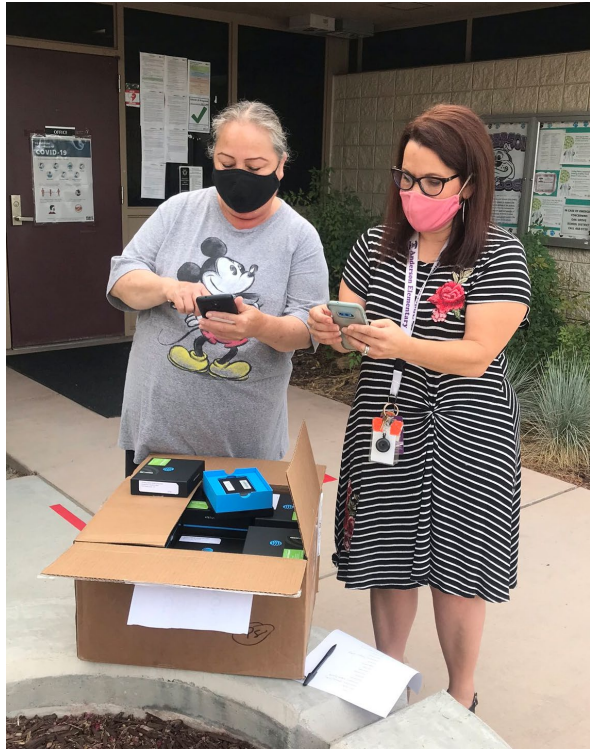   - Launch awareness and marketing campaign to enhance use

Unique IPs

— James Lick Unique IPs — Overfelt Unique IPs
— Yerba Buena Unique IPs

Total Traffic (in TB)

— James Lick Total Traffic (TB) — Overfelt Total Traffic (TB)
— Yerba Buena Total Traffic (TB)

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Access East Side Community Wi-Fi Buildout schedule

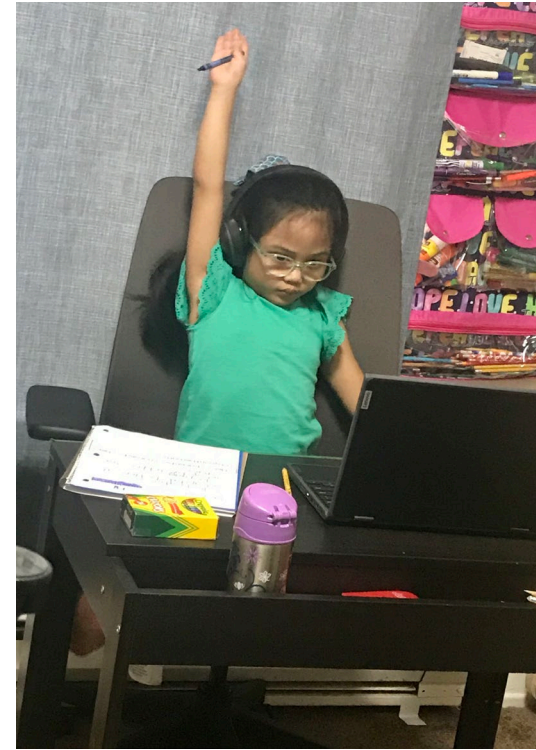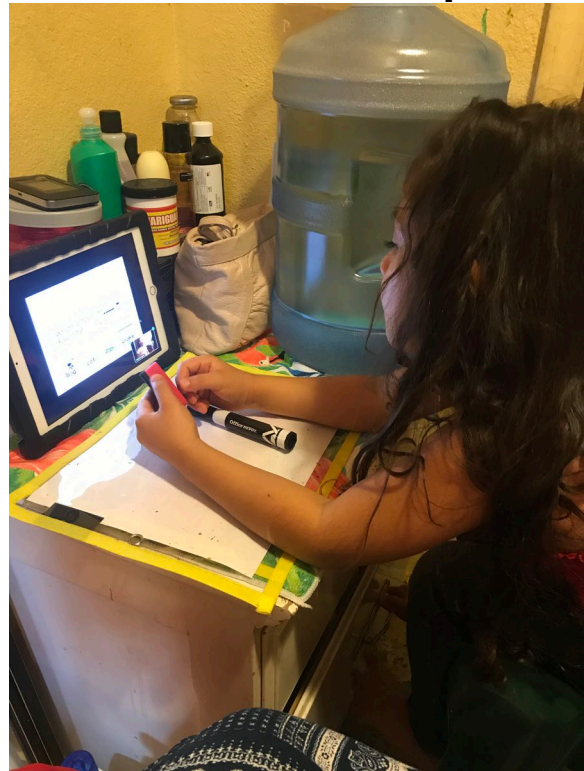| ESUHSD Attendance Area	Procurement	Planning and Design	Construction Start	Open for Public Use
James Lick				★
Overfelt				★
Yerba Buena				★
Independence			Dec. 2021	March 2022
Andrew P. Hill			Jan. 2022	March 2022
Oak Grove			March 2022	June 2022
Mt. Pleasant			Sept. 2022	Nov. 2022
Silver Creek		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

Hotspots

12,800 Hotspots distributed through 32 LEAs

93%

Avg. Attendance for Students who Received an SJ Access Hotspot

3,000 Library Hotspots checked out ~10k times

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

Maximizing Access in 2021-2022

Access/Infrastructure

Hotspots

STUDENT & SCHOOL SUPPORT

- <u>Increase</u> 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);

- <u>Increase</u> 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;

RESIDENT SUPPORT

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

Branch	District	Existing Hotspots	New Hotspots	New Youth Hotspots	New Total	New % of Total
Calabazas	1	85	15	40	140	3%
West Valley	1	119	50	150	319	8%
Edenvale	2	165	70	100	335	8%
Santa Teresa	2	95	40	150	285	7%
Biblioteca Latinoamericana	3	155	65	100	320	8%
East Branch	3	85	35	100	220	5%
Joyce Ellington	3	75	50	100	225	5%
King	3	241	85	350	676	17%
Alviso	4	65	25	20	110	3%
Berryessa	4	105	40	50	195	5%
Educational Park	4	155	65	200	420	10%
Alum Rock	5	180	70	250	500	12%
Hillview	5	175	70	250	495	12%
Mount Pleasant	5		50	70	120	3%
Bascom	6	95	50	200	345	8%
Rose Garden	6	115	45	60	220	5%
Willow Glen	6	95	40	60	195	5%
Seven Trees	7	105	80	150	335	8%
Tully	7	200	80	200	480	12%
Evergreen	8	156	65	150	371	9%
Village Square	8	105	25	40	170	4%
Cambrian	9	75	15	40	130	3%
Pearl Avenue	9	75	30	40	145	4%
Almaden	10	110	15	40	165	4%
Vineland	10	65	25	40	130	3%
		2896	1200	2950	4096	100%
Maximum total Youth Hotspots				4500		
Remaining Hotspots - Float/Outreach				1550		

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