June 19, 2018

Addressing the Digital Divide & Berkeley's Broadband Infrastructure Master Plan

Agenda

Background

Digital Divide Research and Findings

City of Berkeley - Digital Inclusion Programming

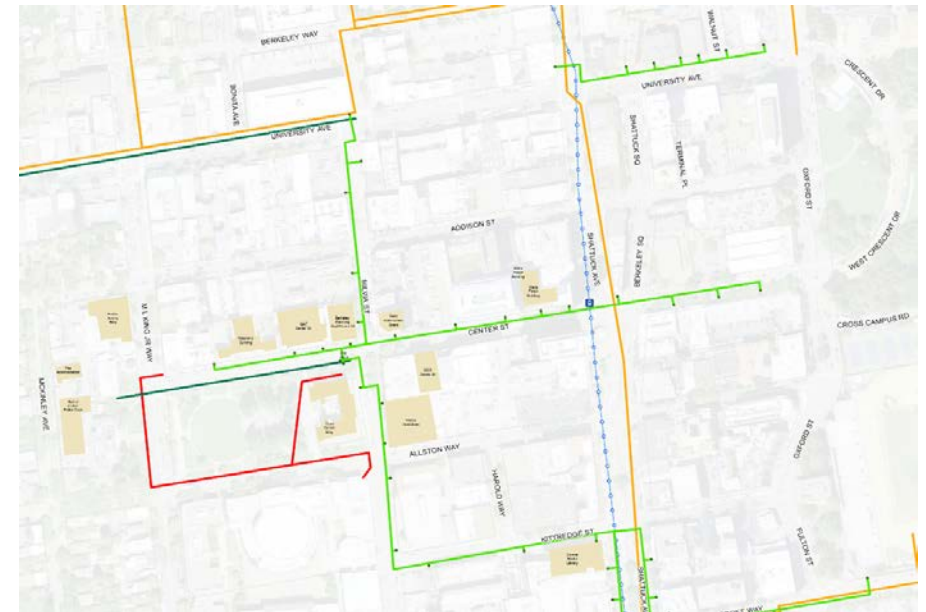Berkeley Infrastructure Master Plan

Next Steps

Q&A

Background: Broadband Master Plan

The City of Berkeley is contracting with a third party vendor for a *Broadband Infrastructure Master Plan* with goals to:

1. Expand fiber access for public facilities and infrastructure to ensure continuous connectivity and service resilience for public safety, emergency response, and other essential City functions.

2. Address the 'digital divide' by increasing high speed internet access for low-income and disadvantaged residents.

3. Improve fiber access in key commercial areas to maintain Berkeley's economic competitiveness, retain, and attract job-creating businesses, entrepreneurs and other IT-reliant innovators.

Defining the Berkeley Digital Divide

Overview of segments and their priorities

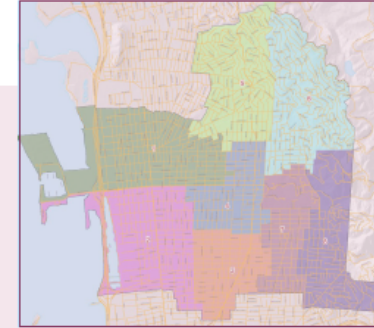| Segment	Barrier 1	Barrier 2
Pretired	**Training** specific to their needs, e.g online supplemental income opportunities	**Reliable high-speed internet** to build digital skills
Seniors	**Basic training** (focused on social media and photo sharing) in an accessible and constant location	**Better devices** (not hand-me downs and cheap androids)
Low-Income	Cheap smartphone **training** specific to needs (financial, housing, social services)	**More user friendly devices** (than obamaphone) + internet
ESL	Similar to low income **training specific to needs** (financial, housing, language, social)	**Increasing connectivity** in affordable housing options
High Schoolers	**Expand chromebook loan program** within schools	**High-speed internet** access at homes
Business Owners	**Affordable high-speed internet** connection	Access to **digital marketing** and **enterprise software** tools

Marty

Organizations Contacted

J-Sei	The CIL	RISE Youth	BAOBOB
BAHIA	The Continuum	Berkeley Bridge	CITRIS
Osher Lifelong Learning	The Suitcase Clinic	Berkeley High School	Oxford Plaza
CforAT	Ashby Village	Berkeley Unified School District	Resources for Community Development
Homeless Action Centre	Solano Business District	Oxford Plaza	U.C Berkeley

Type of Feedback Received

Seniors - 12 Interviews

Organizations & Active Programs

- **Berkeley Senior Centers:** CoB Senior focused support initiative
- **The Continuum:** The Continuum aging friendly initiative
- **Ashby Village:** Matches pretired volunteers with seniors in need.
- **Center for Accessible Technology:** Making the digital world available to all
- **Berkeley Public Library:** Downtown library
- **The Center for Independent Living:** Provides support for people with disabilities to live independently
- **CITRIS:** The Center for Information Technology Research in the Interest of Society

Barriers
Level of concern

Training & Awareness

Devices

Internet Speed

Low Priority ← - - - - - - - - → High Priority

Opportunities for partner organizations

1. Berkeley Senior Centers: Expand partnership w/Berkeley Student Cooperative to provide tech training in senior centers. Utilize comp labs in centers.
2. Berkeley Senior Centers: Partner with Community Living Campaign/SF Connected training
3. BPL: Library curriculum (beginners/senior focused) and training the librarians - e.g. Apple store training
4. BPL: Fixed location and times for tech support.
5. TechExchange Fair: Distribute devices to seniors

Marty

Other Cities' Digital Equity Solutions

NUTTER CONSULTING

Infrastructure ("Assets")	Programming
1. Laying fiber and cable infrastructure in underserved areas & connecting community buildings to broadband	1. Digital Literacy Training
2. Implementing free WiFi	2. Device access through discounts and donations
3. Establishing innovation zones	3. Grant programs that support training and device donations

Pilot Program - Tech Exchange

Digital Inclusion Solution

- Free Refurbished Computers
- Digital Literacy Workshop
- 1-year of Free Tech Support
- Access to $10/month internet service

Tech Fairs

- Events organized with schools and community partners
- Provide Digital Inclusion Solution to 30-50 families
- Currently organizing 2-3 Tech Fairs each week across the East Bay

Broadband Infrastructure Master Plan – Research

| Assessment of City owned and Non City Owned Broadband Resources | Broadband Assets Data Collection | Review list of Infrastructure Projects | Review existing Policies |

Broadband Infrastructure Master Plan – Next Steps

Develop a recommended network design to address City Needs	*Recommendations for any revisions to existing City policies and practices*	*City Asset Market Value Assessment*
Gap Analysis (City Communication and Traffic Infrastructure) as related to Broadband	*Financial Modeling*	*Prioritized list of initiatives and projects for Broadband Investment*

Q & A