

CALIFORNIA EMERGING TECHNOLOGY FUND

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ORGANIZATION PROFILE: CITY OF LOS ANGELES, INFORMATION TECHNOLOGY AGENCY JUNE 29, 2007

– ORGANIZATION AND PROJECT OVERVIEWS –

Name of Organization	CITY OF LOS ANGELES – INFORMATION TECHNOLOGY AGENCY
Name(s) of Principal(s) and Complete Titles	Randi Levin – General Manager Mark Wolf – Assistant General Manager
Contact Information (complete)	Maryam Abbassi – Project Manager 213-473-9797 email: maryam.abbassi@lacity.org
Name of Program or Project (if different from organization)	Los Angeles Digital Inclusion Initiative
Geographic Location or Focus of Program or Project	City of Los Angeles
Demographic Overview of Focus Community or Population	Low Income Communities Ethnic Minorities At Risk Youth Seniors Disabled Community Homeless Community Underserved Population
Description of Program or Project named above	The City's digital inclusion goal is to close the digital divide so that residents and businesses throughout the City can access, use and benefit from advances in information technology.
o Goals	
o Objectives	<ul style="list-style-type: none"> o Support all Angelenos in acquiring the technology and skills needed to use the Internet to access jobs, education, healthcare, government services and other information services. o Create a more vibrant Los Angeles by leveraging affordable access to the Internet to enhance communication, empower new voices, enhance civic engagement and increase the connectedness in physical and cultural communities. o Further enhance the City of Los Angeles role in the local, regional and global economy by expanding opportunities for innovation and participation. o Encourage collaboration throughout Los Angeles by partnering with existing organizations serving the community, strengthening technology adoption and digital empowerment.
o Strategies	The City's strategies include:

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	<ul style="list-style-type: none"> • Developing collaboration and partnerships with other organizations and programs that are already established in Los Angeles and California with a mission to help close the digital divide. • Engaging the community (Community Outreach) to help identify the needs of the underserved communities and define the scope of the initiative. • Evaluating the results in collaboration with targeted communities and projects to assess their effectiveness and define their specific purpose. • Leverage existing City facilities, services and programs to extend accessible facilities. • Develop a comprehensive digital inclusion plan with sustainable programs that address access, hardware, training, support and content/services to serve the components found during the outreach activities.
<ul style="list-style-type: none"> ○ Actions 	<p>To meet these goals and objectives, the city envisions undertaking a series of actions, generally including:</p> <ul style="list-style-type: none"> • Establishing collaboration and partnerships with other organizations and programs that are already established in Los Angeles and California with a mission to help close the digital divide. • Conducting a broad community outreach effort to clarify the unique needs of Los Angeles' underserved communities; • Establishing clear and open communications with key constituencies and stakeholders to help build and sustain consensus; • Completing an analysis of digital inclusion best practices from around the country; • Compiling an inventory of local community resources for providing digital inclusion programs; • Delineating specific community objectives, program elements, structures and funding requirements in a Digital Inclusion Plan with a detailed implementation roll-out; • Identifying metrics for success and evaluation components for each program; and • Implementing specific projects in key City facilities collaboratively with Community Based Organizations.
<ul style="list-style-type: none"> ○ Outcomes 	<p>The Los Angeles Digital Inclusion Initiative will bridge Los Angeles' digital divide amongst its socio-economically diverse communities. Moreover, it will enable other agencies to utilize this initiative as a blue print for Municipal Digital Inclusion initiatives state-wide encompassing community outreach activities and digital inclusion planning.</p> <p>This program will target the following communities implementing digital inclusion services within 3 years at the facilities noted below:</p> <p><u>Targeted Community and Targeted Public Service Facilities</u></p> <ul style="list-style-type: none"> • At Risk Youth – City Recreation & Parks Facilities & CBO's, Libraries • Seniors – Senior Centers • Disabled Community – Disabled Access Centers • Small Businesses – Public Counters and Key City Facilities • Homeless Community - Homeless Shelters • Low Income Families – Affordable Housing Projects
<ul style="list-style-type: none"> ○ Brief History (when was 	<p>Digital Inclusion strategies were considered by the City of LA since 2004 as part of wireless network</p>

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the organization founded or when was the program launched?)	implementations. Since then the City has implemented wired and wireless internet connections for public use in all of its 71 library locations, has established public WiFi connection in Van Nuys Civic Center, Pershing Square and Little Tokyo Community Center, and is in the process of establishing a public access WiFi connection at the Jordan Downs public housing project.
<ul style="list-style-type: none"> ○ Size and Magnitude of Program or Project <ul style="list-style-type: none"> ▪ Number of People Served, Involved, Impacted 	The project will potentially serve the entire 3.96 million residents of the City of Los Angeles, with an immediate emphasis on the underserved pockets of the City's residents.
<ul style="list-style-type: none"> ▪ Annual Budget, Percentage of Earned Income and Staff 	The specifics of the fiscal requirements for this initiative will be defined based on the results of the community outreach efforts and the stakeholder needs assessment planned for this project.
<ul style="list-style-type: none"> ▪ Funding Sources and Partners 	The City is exploring grant funding sources to fund this important initiative.
<ul style="list-style-type: none"> ○ Results and Evidence of Success <ul style="list-style-type: none"> • Metrics for Evaluation Progress 	The City of Los Angeles will work closely with local community partners to track and evaluate the progress of the Los Angeles Digital Inclusion Initiative.
<ul style="list-style-type: none"> • Change in Outcomes or Metrics Over Time • How long does it take to secure results for the program above? 	<p>As the number of community centers with Internet connection increase, the technical services and support for the users will also increase, reaching a larger number of the underserved population in the City of Los Angeles.</p> <p>The initiative will target implementing Digital Inclusion services for the underserved communities in City of Los Angeles within three years.</p>

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