



# **Digital Equity Zone**

## **Destination Crenshaw**

Getting free internet is hard for poor students despite provider promises, survey finds



CALIFORNIA

A generation left behind? Online learning cheats poor students, Times survey finds



South L.A.'s renaissance was decades in the making. The coronavirus could end it in weeks

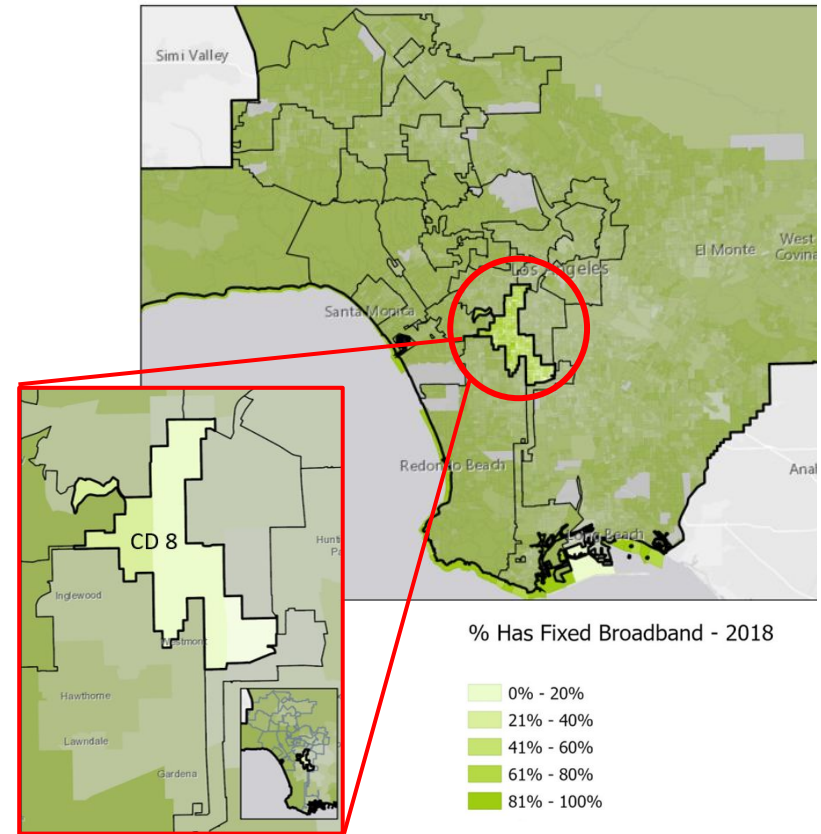


## **Affordable, reliable and fast broadband internet will transform L.A.'s underserved communities**

- ◉ Internet connectivity has become essential for employment and education
- ◉ For Angelenos, broadband internet services are available to 99.5% of LA County residents
  - However, there remain large disparities in broadband access and adoption across LA County
  - Racial and socioeconomic factors drive inequities in broadband adoption
- ◉ COVID19 has heightened the need to close the gaps to achieving Digital Equity
  - Affordable Home Broadband
  - Access to Devices
  - Digital Skills Training

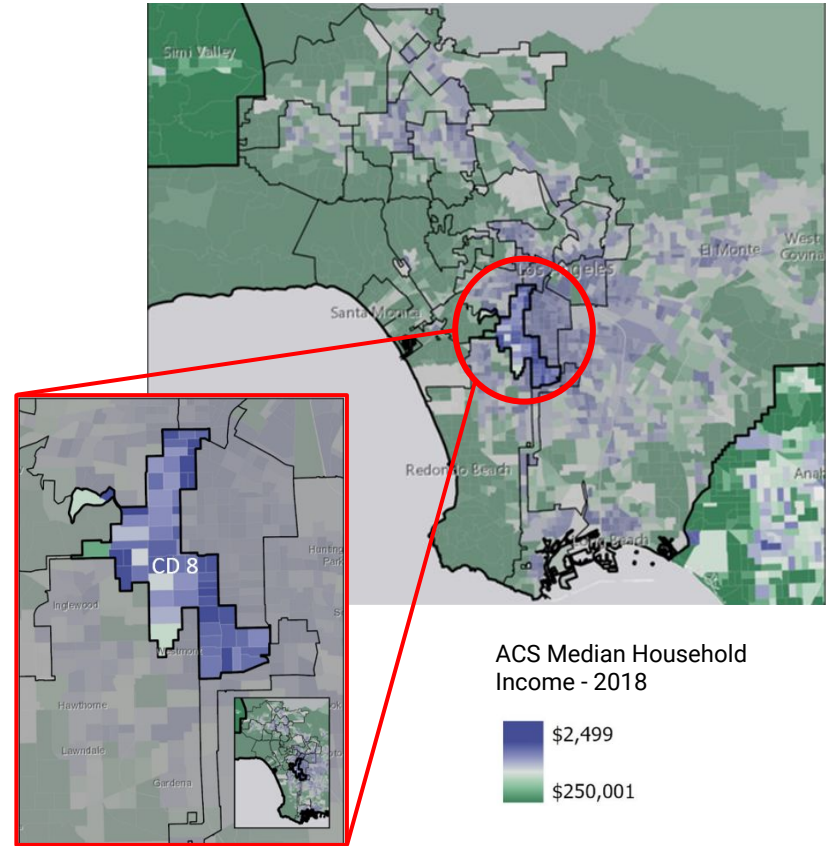
# Internet Adoption Rates

- Angelenos residing in South and East Los Angeles are less connected
- ~40% of residents in South Los Angeles do not have a home broadband connection
- 2015 - 2016 experienced a 50% increase in Angelenos unserved by broadband services



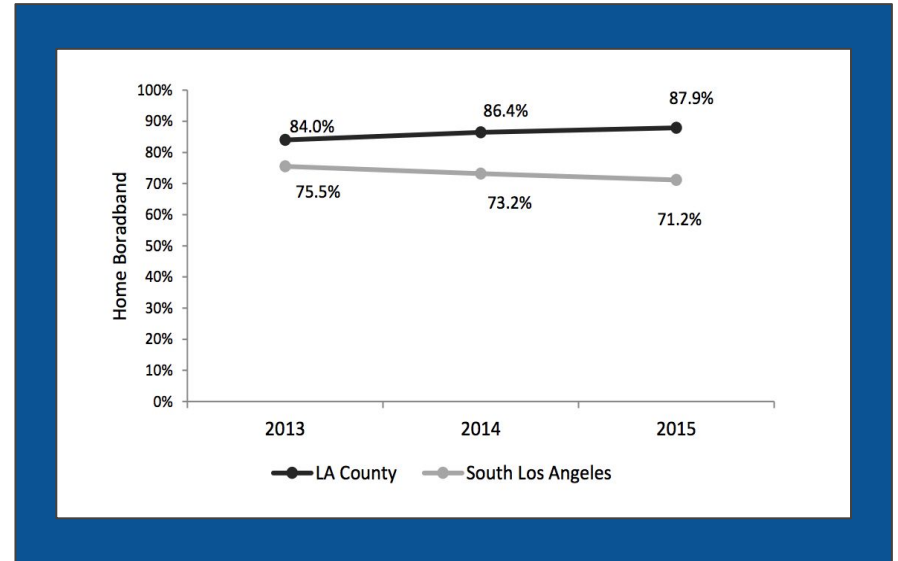
# Socioeconomic Impacts

- Areas of L.A. with lower broadband adoption correlate to low-income households
  - 33% of low-income households lack home broadband service
  - Average 2018 Household income < \$41,000 in CD8
- An increased opportunity exists to provide access, devices and literacy training
- Barriers to access include, but are not limited to the cost of broadband plans



## Internet Cost - A Barrier to Broadband Adoption

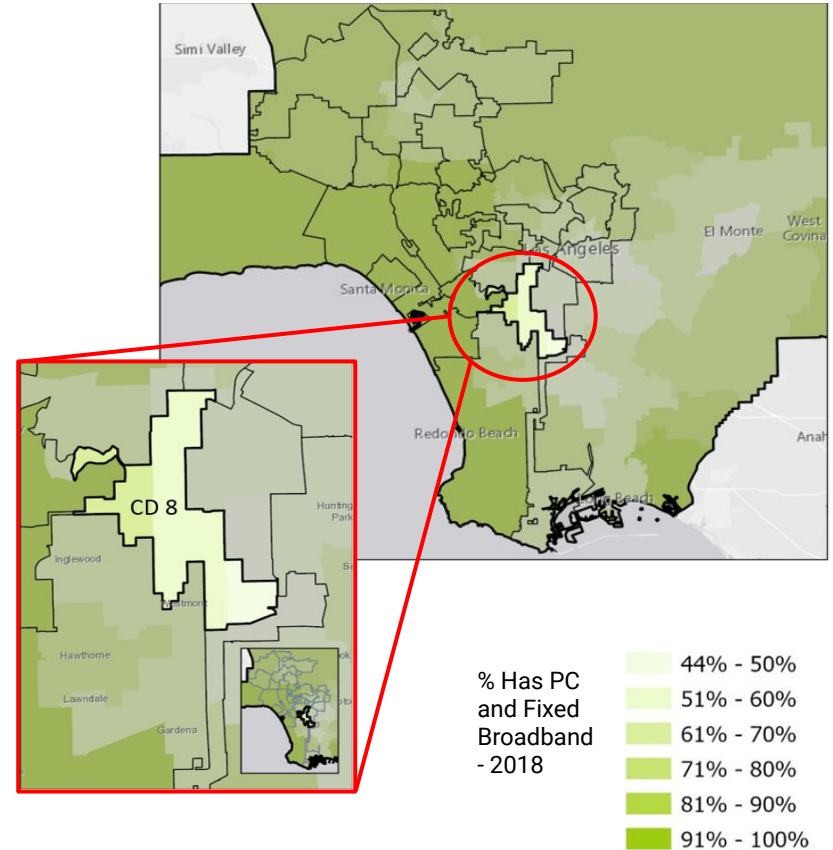
Historically, connected households with school age children increased across LA County from 2013-2015, however broadband adoption rates declined the same period in South Los Angeles





# Distance Learning Hindered by Lack of Broadband Access

- Roughly half of the K-12 households in the bottom 20% of the income distribution are equipped for distance learning. This compares to about 90% in the top 20%
- Regardless of income, students of color are less likely to have the technology resources (high speed connectivity and PCs) for distance learning.





# Broadband Internet is a Lifeline

As we know, the COVID19 pandemic has changed the way we access and engage in learning, health services, employment, as well as run businesses...



## Education

Provide more **free and/or low-cost** service and **devices** for families



## Healthcare

Provide a **stronger infrastructure** network to support our people most in need of care



## Workforce

Provide **digital literacy** to support broadband adoption rates and opportunities for **remote employment**



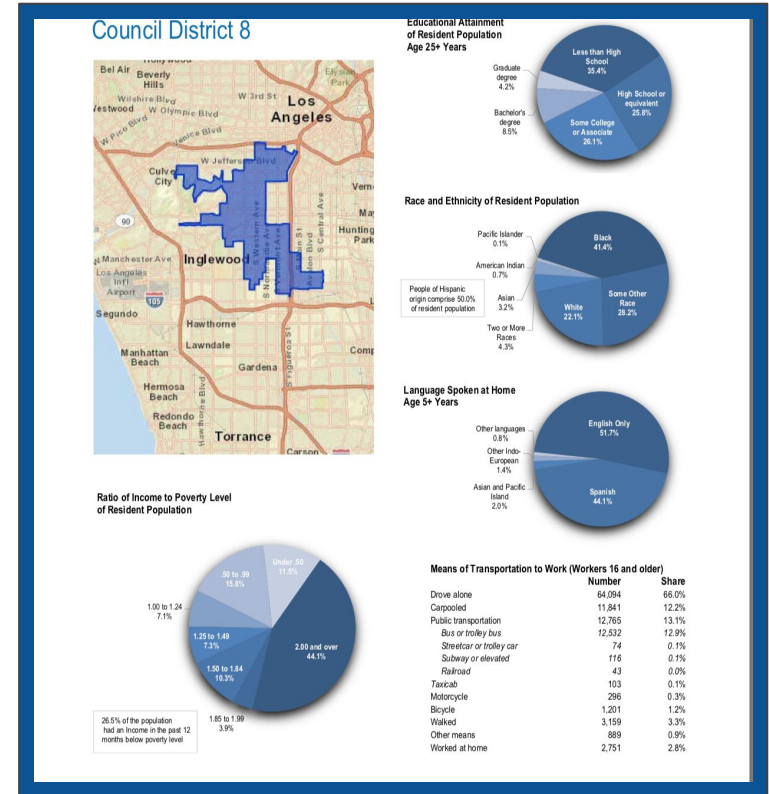
## Business

Provide **targeted marketing** of existing **free and/or low cost options** to **Crenshaw businesses, entrepreneurs, and artists**

...it is critical that we provide **equitable broadband** internet, **devices** and **literacy training** for our most vulnerable Angelenos to connect and thrive in this new normal.

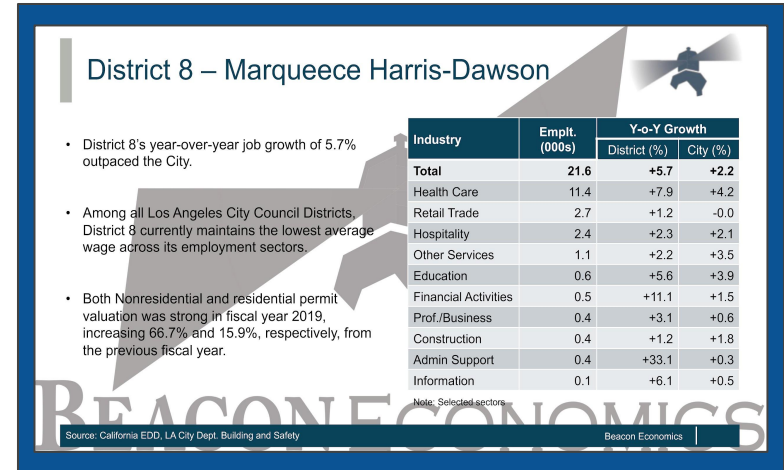
# Council District 8 Overview

- People of **Hispanic** origin compromise 50% of the population
- The **Black** population is 41%
- 26.5% of the population had income in the past 12 months **below the poverty level**.
- 61.2% of the district has attained a **high school education or less**



# Council District 8 Overview

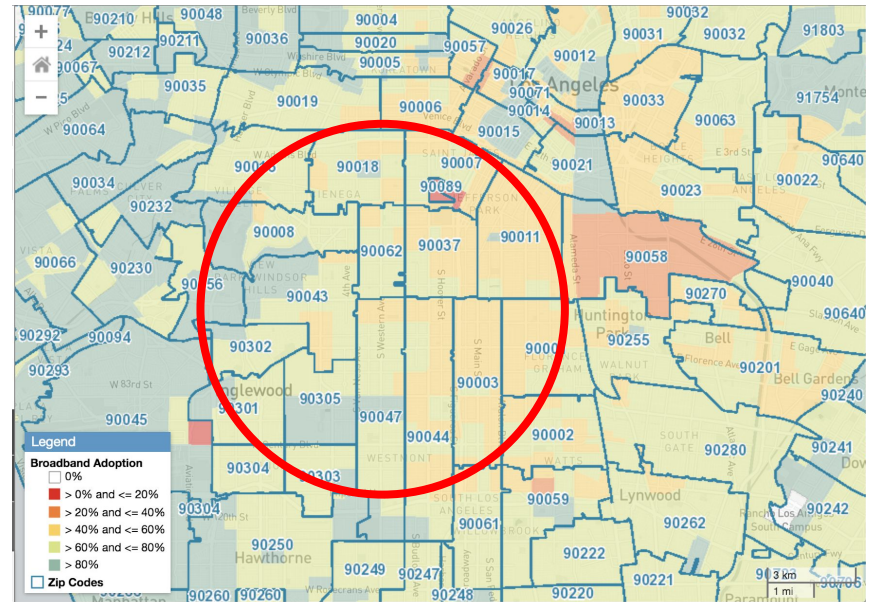
- Prior to the pandemic, the District was seeing a “[restaurant renaissance](#)”
- Council District 8 has seen **5.7% business growth**, higher than the LA City average.
- District 8 currently maintains the **lowest average wage** across employment sectors



Without an active intervention, all the business progress will be lost due to the challenges of the COVID-19 environment.

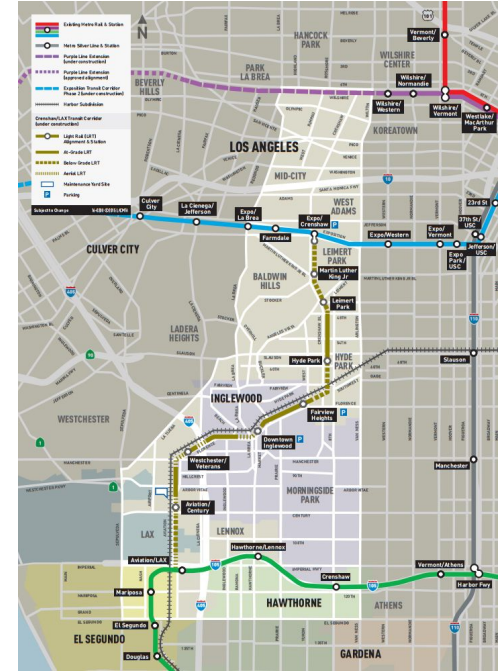
# A Closer Look at CD8's Digital Access

The average Broadband Adoption rate in Council District 8 ranges between 40% - 60%



# The Opportunity

The new Metro LAX/Crenshaw Line is an unprecedented \$2B+ infrastructure investment in South Los Angeles, but opted to build it street level from Hyde Park to Leimert Park.





# The Opportunity

## IMPROVISATION

### SLAUSON AVENUE

Celebrates resourcefulness as the positive outcome of struggle.

## FIRSTS

### 54TH STREET

Celebrates first-person stories of significant moments and historical firsts that impacted the personal to the political, from the local to international level.

## DREAMS

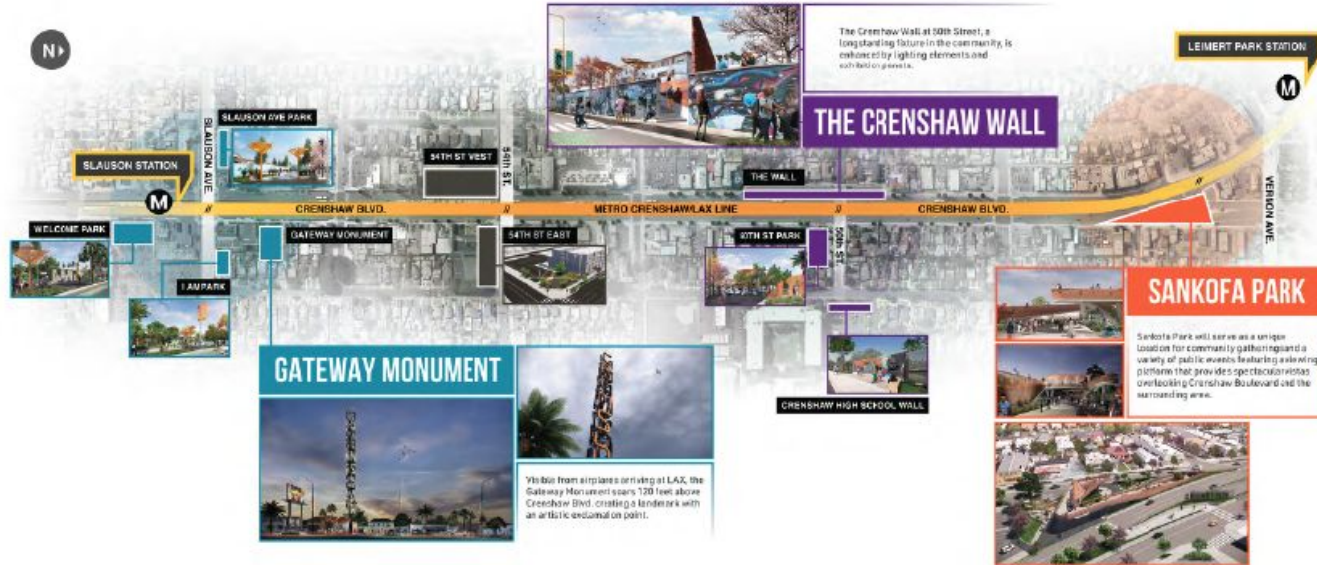
### 50TH STREET

Celebrates the realm of daydreams, the ephemeral, the seemingly impossible and aspirations free of constraints.

## TOGETHERNESS

### 46TH STREET

Celebrates resilience of Black culture born of a togetherness that is both ancestral and an ongoing necessity.



Destination Crenshaw is currently underway and will provide 1.3 miles of streetscape, pocket parks, and business facade improvements to the Crenshaw community.

# The Opportunity

Destination Crenshaw is a placekeeping project that will become a cultural landmark for the West Coast, showcasing Black Los Angeles history and culture through art, monuments and digital storytelling.





# Closing the Digital Divide in Crenshaw

To do this, we propose partnering with Destination Crenshaw to launch a pilot digital equity program in the Crenshaw District.



## Free Wifi access

Provide free **Wi-Fi service** to adjacent residents, businesses and visitors to the Destination Crenshaw project area



## Free Mobile Devices and Training

Provide more **free mobile devices and trainings** for businesses and local families in the Crenshaw area



## An Equitable Infrastructure Investment

Provide a **stronger infrastructure network** to support our people most in need of care

Partnering with Destination Crenshaw, we can engage local residents and business owners to provide a model for digital COVID interventions throughout Council District 8 and the City of Los Angeles.

**Thank you.**