DIGITAL RIGHTS PLATFORM

Long Beach Technology & Innovation Department
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CITY OF LONGBEACH

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PROBLEM

← consumption →

- The general public does not have an easily accessible way to learn about what technologies and data collection are used in the city.

- They also don't feel part of the decision-making process.

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SOLUTION

Digital Rights Platform

- Online component: display information about tech/data with direct links to feedback forms that will be actively monitored by TID (& eventually the responsible dept)

- Offline component: signs deployed throughout the city to raise awareness with scannable QR code to easily link to online platform

PROJECT/DEVELOPMENT APPROACH

- **Agile development framework**

- **Community needs/wants define the product features**

  - 115 survey responses, ~10 interviews, ~10 feedback chats

  - User persona & journeys

- **Collaboration with other internal departments**

  - Newly compiled catalog of city's tech/data deployments

- **6 signs installed throughout the city** (in progress)

- **First version of the website is deployed**
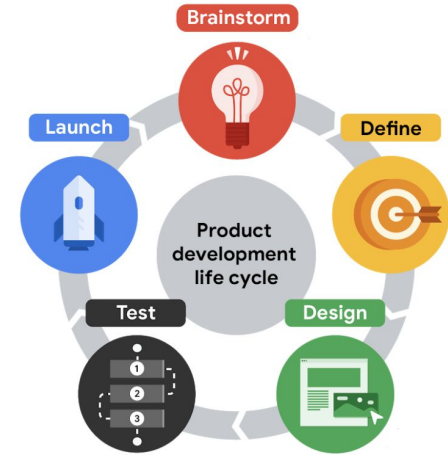
MAKING TECHNOLOGY ACCESSIBLE

- **Context, not technology**

- **Visuals whenever possible**

    - **Helpful Places**
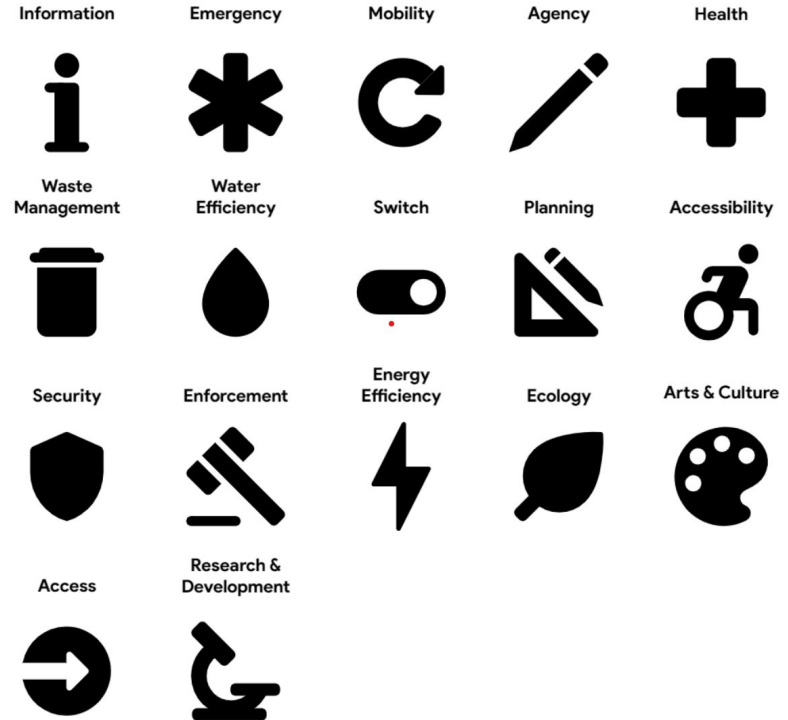
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LIVE DEMO

Digital Rights Notice:
Eco Totem

សេចក្ដីជូនដំណឹងអំពីសិទ្ធិឌីជីថល: អេកូ Totem
Abiso sa Mga Karapatan sa Digital: Eco Totem
Aviso de derechos digitales: Eco Totem

Public Works Department
នាយកដ្ឋានមុខងារសាធារណៈ
Kagawaran ng Gawaing-bayan
Departamento de Obras Públicas

For Improved Mobility
សម្រាប់ការធ្វើតម្រូវសើរស្មើង
Para sa pinahusay na mobility
Para sa mejorar la movilidad

Loop Inductor
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Loop inductor
Inductor de bucle

Learn More
ស្វែងយល់បន្ថែម
Matuto pa
Más información

smartcity@longbeach.gov
https://www.longbeach.gov/ti/

FINAL TAKEAWAYS

- Connecting with various community organizations & members directly is key

- The need for this project is validated

- See continuity plan and appendix for more details

  - Gathering information from other internal dept is no easy feat but necessary

  - Focus on delivering clear communication & friendly UI/UX

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THANK YOU!
Questions?

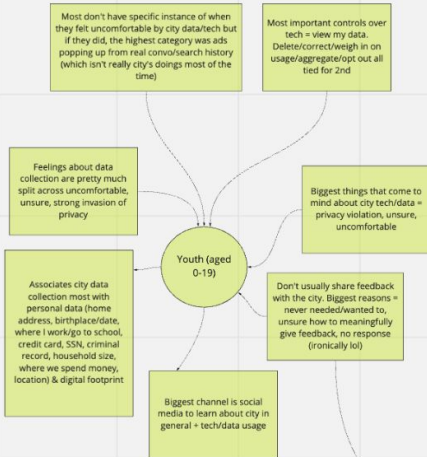# APPENDIX

USER PERSONAS

User personas partitioned by demographics
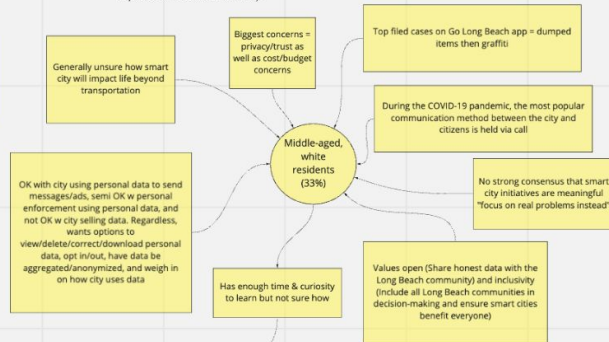
User Personas partitioned by demographics

For MVP purposes, no differentiation between what those who live in Long Beach need and those who work in Long Beach (top 2 categories of the population)

Note that these personas were primarily created from 2020 survey responses here, 2021 UCLA research here and here, and 2021 Zencity survey which are biased leaning towards middle aged (30-60) white residents. Lacks lots of representation in various groups. To continue more representative research, need to partner with community-based organizations & phone call/walk around neighbors to survey/interview.
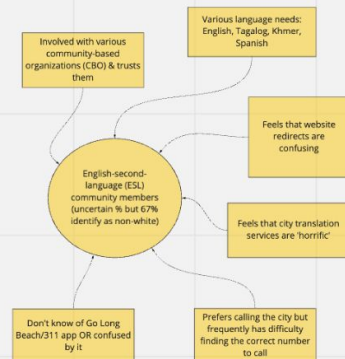
With lots of CBO help, 2022 summer survey responses were able to expand reach to the youth (awaiting responses from other communities).
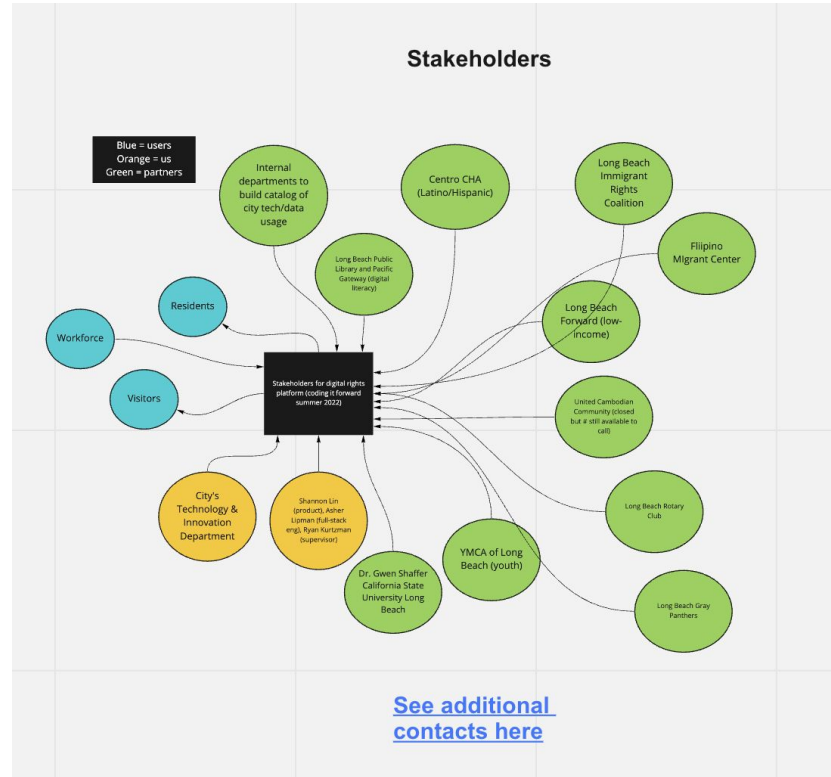
Youth (aged 0-19)

Most don't have specific instance of when they felt uncomfortable by city data/tech but if they did, the highest category was ads popping up from real convo/search history (which isn't really city's doings most of the time)

Most important controls over tech = view my data. Delete/correct/weigh in on usage/aggregate/opt out all tied for 2nd

Feelings about data collection are pretty much split across uncomfortable, unsure, strong invasion of privacy

Biggest things that come to mind about city tech/data = privacy violation, unsure, uncomfortable

Associates city data collection most with personal data (home address, birthplace/date, where I work/go to school, credit card, SSN, criminal record, household size, where we spend money, location) & digital footprint

Don't usually share feedback with the city. Biggest reasons = never needed/wanted to, unsure how to meaningfully give feedback, no response (ironically lol)

Biggest channel is social media to learn about city in general + tech/data usage

RK: Interesting point about social media being a key channel where teens learn about City events and news. Can our platform integrate any way?
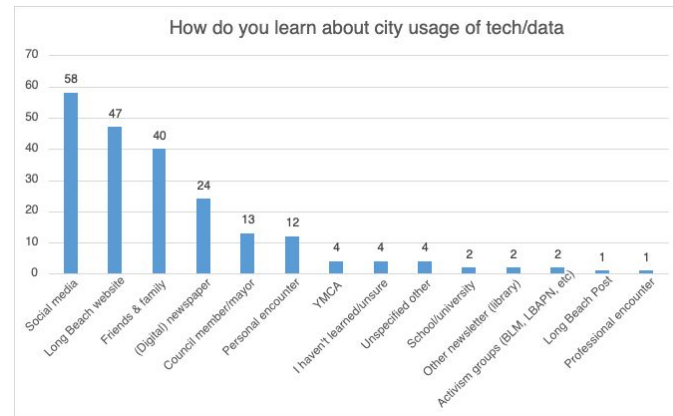
Middle-aged, white residents (33%)

Generally unsure how smart city will impact life beyond transportation

Biggest concerns = privacy/trust as well as cost/budget concerns

Top filed cases on Go Long Beach app = dumped items then graffiti

During the COVID-19 pandemic, the most popular communication method between the city and citizens is held via call

OK with city using personal data to send messages/ads, semi OK w personal enforcement using personal data, and not OK w city selling data. Regardless, wants options to view/delete/correct/download personal data, opt in/out, have data be aggregated/anonymized, and weigh in on how city uses data

No strong consensus that smart city initiatives are meaningful "focus on real problems instead"

Has enough time & curiosity to learn but not sure how

Values open (Share honest data with the Long Beach community) and inclusivity (Include all Long Beach communities in decision-making and ensure smart cities benefit everyone)

RK: Theme of users not knowing how to learn about something or how to provide feedback.

English-second-language (ESL) community members (uncertain % but 67% identify as non-white)

Involved with various community-based organizations (CBO) & trusts them

Various language needs: English, Tagalog, Khmer, Spanish

Feels that website redirects are confusing

Feels that city translation services are 'horrific'

Don't know of Go Long Beach/311 app OR confused by it

Prefers calling the city but frequently has difficulty finding the correct number to call

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STAKEHOLDERS

Stakeholders

Blue = users
Orange = us
Green = partners

Internal departments to build catalog of city tech/data usage

Centro CHA (Latino/Hispanic)

Long Beach Immigrant Rights Coalition

Long Beach Public Library and Pacific Gateway (digital literacy)

Fliipino Migrant Center

Residents

Workforce

Long Beach Forward (low-income)

Visitors

Stakeholders for digital rights platform (coding it forward summer 2022)

United Cambodian Community (closed but is still available to call)

City's Technology & Innovation Department

Shannon Lin (product), Asher Lipman (full-stack eng), Ryan Kurtzman (supervisor)

Long Beach Rotary Club

YMCA of Long Beach (youth)

Dr. Gwen Shaffer California State University Long Beach

Long Beach Gray Panthers

See additional contacts here

SURVEY RESPONSES

Most important control over tech that collects your data

How do you learn about city usage of tech/data
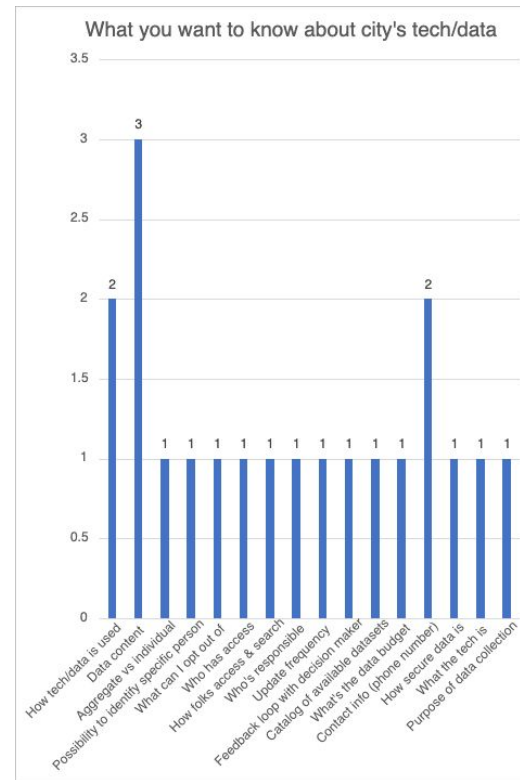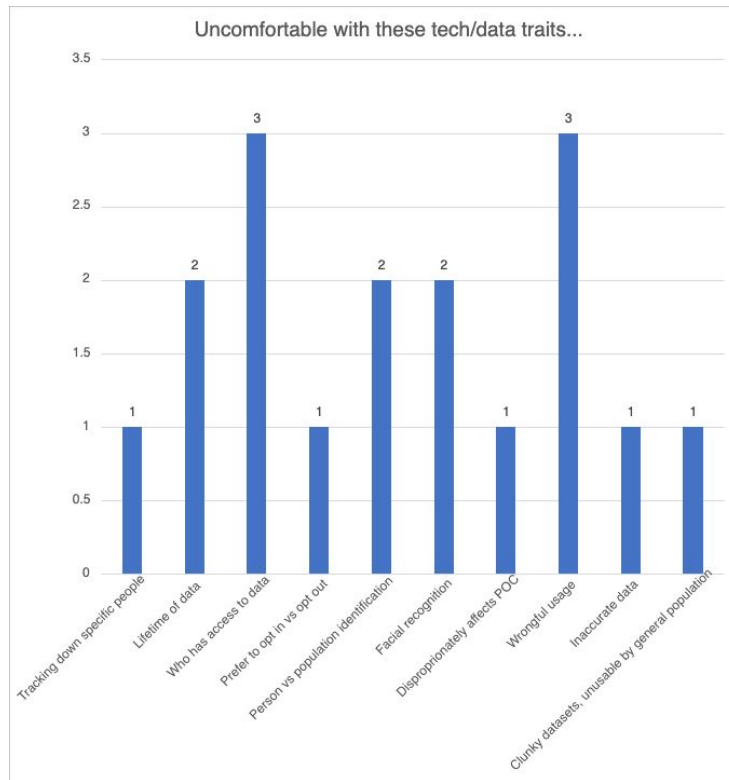
INTERVIEW RESPONSE

USER TESTING QUOTES

"WOW, this is crazy. The government's going to tell us what they use?"

"Clean site. Info is great!"

This site tells too much and too little at the same time. I'm left with a lot of questions.

"What does digital rights mean?"

I'd rather be informed but now I'm uncomfortable with these technologies & data collection.

I wonder if we can have a 'risk' section that more clearly details what this means for the public.

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