



BALTIMORE COUNTY
PUBLIC LIBRARY

Using Data to Determine Hotspot Distribution and Access Initiatives for Digital Equity

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About DEVS (Digital Equity & Virtual Services)

- Mission:
 - Streamline and improve access to the internet, hardware and software, technology education, and emerging technologies for Baltimore County Public Library customers and staff.
- Remove barriers to permanent internet access
- Provide internet access to everyone who needs it when they need it
- Help customers obtain and use in-home technology
- Bring tech support & education to customers
- Improve access to current technology



Internal & External Data

- **How we decide:**

- We use our circulation and data mart tools in addition to ACS/Census data to determine where to focus our hotspot and accessibility initiatives.
- This helps ensure responsible spending, increases staff efficiency, and ensures targeted efforts.

- **We will be exploring 3 main tools that we use:**

- Baltimore County Public Library's FY22 Equity Audit Report
- PolicyMap and the American Community Survey from the U.S. Census Bureau
- Education Superhighway's ACP Adoption Dashboard



A woman with curly hair is reaching up to a high shelf in a library, holding a book. The image is overlaid with a teal color. The text "Baltimore County Public Library" and "FY22 Equity Audit" is written in white on the left side of the image.

Baltimore County Public Library

FY22 Equity Audit

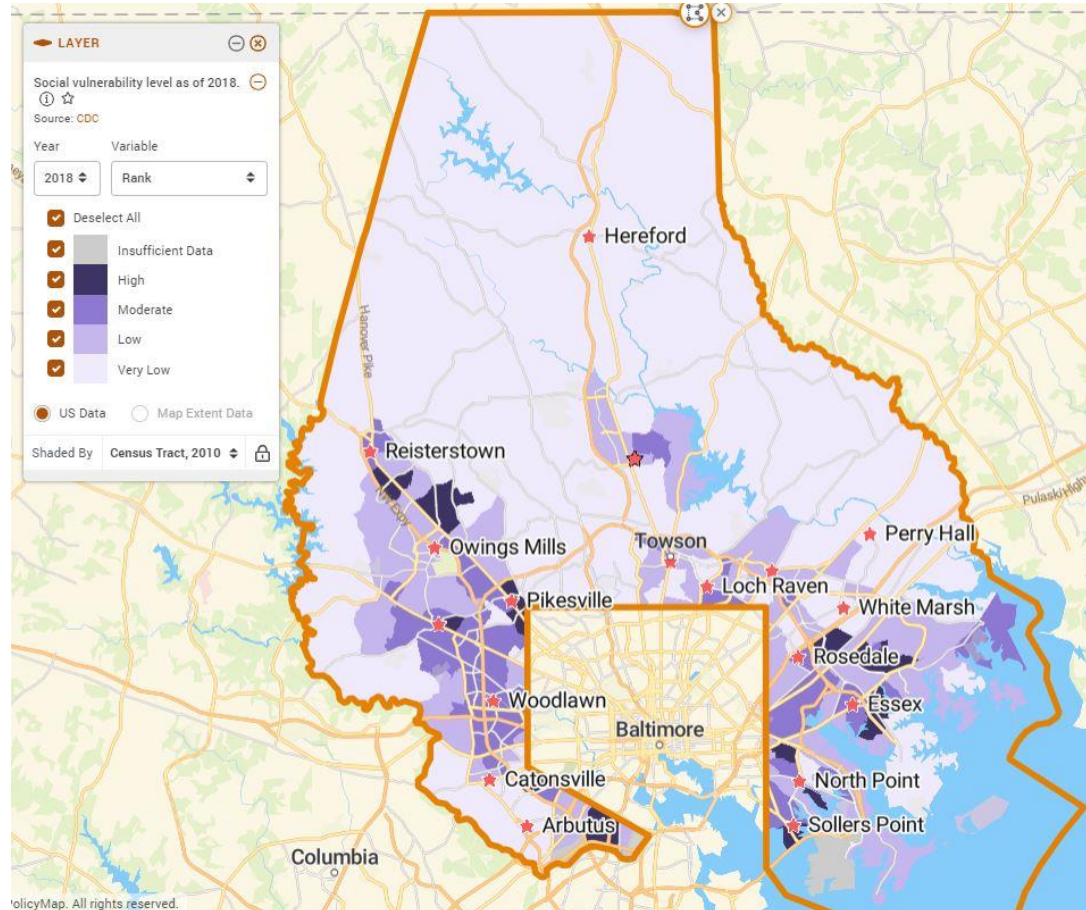


About the Equity Audit

- **Conducted by BCPL's Director of Diversity, Equity, & Inclusion.**
- **Completed over the year 2021-2022 (mid-pandemic)**
- **DEVS**
 - Offering continued staff education and development. Provide staff with training on a variety of tools, their purposes, and which to use to support customers in a variety of different circumstances.
 - Collaborating with branch staff to identify branch-level customer needs.
 - Identifying and forming collaborative environments with organizations such as the Maryland Department of Disabilities, the Maryland Department of Aging, and the Maryland State Library Workforce Development Group.
 - Enhancing the relationship between the Assistive Technology Lending Library and BCPL.



Digital Equity Findings



- Social Vulnerability Index
 - Overall the county has low to very-low social vulnerability.
 - There are pockets, served by our branches with high social vulnerability.
- Use the resources at those branches to provide digital equity services
 - LTE Chromebook pilot at Sollers Point, Woodlawn
 - Released additional hotspots in Reisterstown and Pikesville



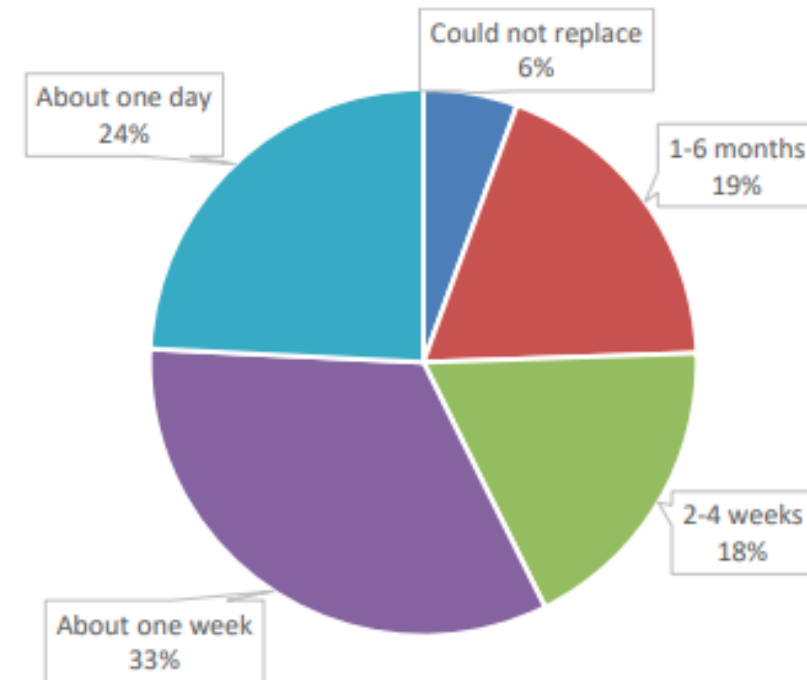
External Data Sources



Baltimore County Internet Survey

- Mailed to Baltimore County residents.
- Prepared 9/21 mid-pandemic but before the ACP was codified.
- Findings indicated an issue with affordability of connectivity.
- Additional issue with ability to replace devices should existing devices malfunction or become unusable.
- Highlights need for accessibility/connectivity AND device availability.

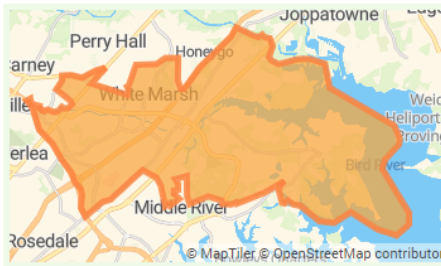
Figure 19: When Could Replace Computer



ACS/Policy Map Data

- Create Custom Areas based on branch reach/local needs
- Review current trends in income, internet connectivity, households
- Review events and technology offerings
- Review circulation of Library of Things materials

Community Profile Report of Custom Region: WH2019



Date: December 5, 2022

Proposed Area:

This area is located in **Baltimore County** and **Harford County**, in the state of **Maryland**

It is located within or touches the following 2010 census tract(s): **24005411302, 24005451701, 24005451702, 24005411306, 24005440600, 24005451801, 24005411308, 24005411307, 24005451401, 24005440800, 24005440702, 24005440701, 24005440300, 24005411408.**

Similarly, it is located within or touches the following zip code(s): **21220, 21085, 21087, 21234, 21237, 21236, 21162, 21128, 21206.**

Data presented in this report summarize the geographies specified in the citation information in each section.

(-) This Area is Served by (or touches):

School District(s): Baltimore County Public Schools

Congressional District(s): Maryland's 1st District, Maryland's 2nd District, Maryland's 3rd District

Senators: Chris Van Hollen (D-MD), Benjamin L. Cardin (D-MD)

State Senate District(s): State Senate District 6, State Senate District 7, State Senate District 8, State Senate District 42

State House District(s): State Legislative District 6, State Legislative District 7, State Legislative District 8, State Legislative Subdistrict 42B

(-) Population Trends:

As of the period 2020, this area was home to an estimated 51,542 people.



A photograph of three children sitting on the floor in a library, looking at a book together. The image is overlaid with a teal color filter. The text 'Education Superhighway ACP Adoption Dashboard' is written in white over the image.

Education Superhighway ACP Adoption Dashboard



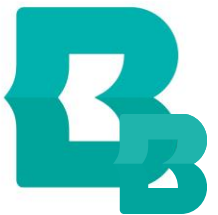
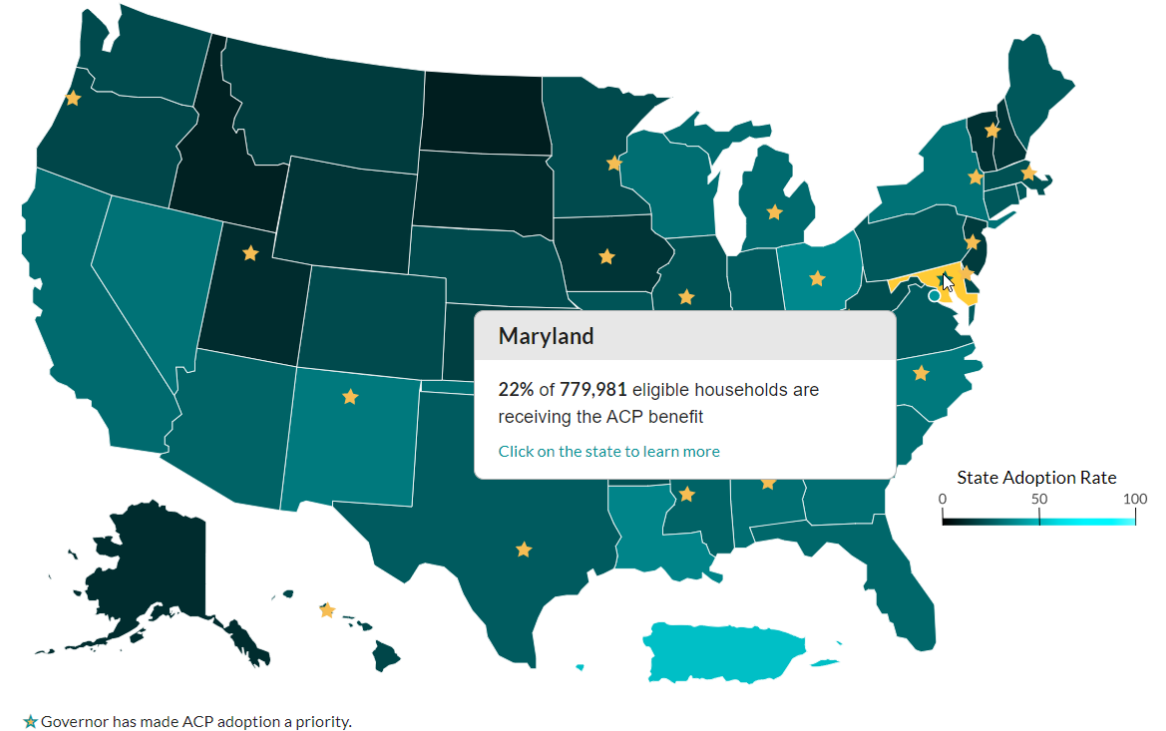
About Education Superhighway

- **National non-profit with a mission to close the digital divide for the 18mm households who could access the internet if it were more affordable.**
- **Free customizable tools available to help libraries with their digital inclusion work.**
 - Resource hub with marketing materials.
 - Adoption Toolkit for leaders
 - Connectivity wizard to help develop checklists for programs
- **Data dashboard to follow connectivity numbers to see where to focus efforts.**




ACP Adoption Dashboard

- Easily identify areas in the Baltimore County community that are not taking advantage of the ACP benefit.
- Establish events and outreach for those areas:
 - Food bank partnerships
 - Flu shot clinics
 - Meal distribution
 - Voting activities



ACP Adoption Dashboard

- Drill down into areas covered by branches.
- Focus on gaps in adoption:
 - Increase awareness
 - Handouts/inserts
 - My Librarian Appointments

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Data By City

	ADOPTION RATE	ELIGIBLE HOUSEHOLDS	ENROLLED HOUSEHOLDS	ELIGIBLE UNCONNECTED HOUSEHOLDS
Aberdeen	37%	2123	778	600
Accident	16%	60	9	26
Annapolis	21%	3768	784	956
Annapolis Neck	17%	1075	184	273
Arbutus	34%	2867	961	869
Arnold	6%	2010	117	468
Aspen Hill	9%	6528	594	1461
Ballenger Creek	16%	2422	377	621
Baltimore	40%	127971	51769	56752
Barclay	9%	19	2	7

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Columns: City Operator: equals Value: Rosedale DOWNLOAD

Data By City ▾

	ADOPTION RATE	ELIGIBLE HOUSEHOLDS	ENROLLED HOUSEHOLDS	ELIGIBLE UNCONNECTED HOUSEHOLDS
Rosedale	32%	2623	840	659

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THANK YOU!

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