



CITY OF OAKLAND

AGENDA REPORT

TO: Jestin D. Johnson
City Administrator

FROM: Lea Lakes
Interim Director, HSD

SUBJECT: digitalLIFT Digital Literacy Training for
Older Adults

DATE: April 20, 2026

City Administrator Approval


Jestin Johnson (Apr 30, 2026 09:42:22 PDT)

Date: Apr 30, 2026

RECOMMENDATION

Staff Recommends That The City Council Adopt A Resolution

- 1. Authorizing A One-Year Memorandum Of Understanding (MOU) For The Receipt Of In-Kind Services With digitalLIFT For Digital Literacy Training And Related Services At Oakland Senior Centers, Valued In A Total Amount Not To Exceed \$67,500; And**
- 2. Authorizing The City Administrator To Accept Additional Services And Extend The Memorandum Of Understanding With digitalLIFT For Up To Three (3) Additional Years.**

EXECUTIVE SUMMARY

digitalLIFT (formerly Community Tech Network (CTN)) is a nonprofit organization dedicated to closing the digital divide. Since 2008, digitalLIFT has worked to ensure individuals are empowered to use technology to thrive in connected and flourishing communities.

Oakland Senior Centers, under the Human Services Department (HSD), aims to enrich the lives of older adults by offering various programs, activities, and services designed to promote wellness, social engagement, and lifelong learning. Their core values include respect for all individuals, fostering community connections, and ensuring a supportive and inclusive environment for seniors to thrive.

Through this partnership, digitalLIFT will collaborate with HSD to deliver multilingual digital literacy classes and workshops at Oakland Senior Centers. Services will include basic technology training, internet navigation, and device use, as well as a "Train the Trainer" model to equip staff and community members with the skills to sustain and expand digital literacy efforts.

BACKGROUND / LEGISLATIVE HISTORY

In 2023, CTN completed ten workshops delivered in two series. One series was in English, and the other was in Cantonese and Mandarin. There were 60 unique learners, and 9 learners completed four out of five classes. In February 2025, the City Attorney's Office reviewed, and the City Administrator signed an MOU with CTN to provide digital education workshops at the Senior Centers. In-kind services were less than \$50,000 in value and did not necessitate City Council approval.

CTN transitioned to their new name, digitalLIFT in April 2025 and completed four series with four workshops each. Three series were held in English and one in Mandarin. There were 98 unique learners, and 27 of them completed the full series (four workshops). Workshop topics have included password management, email management, common scams, clickbait, internet safety, connecting to Wi-Fi and internet search, misinformation and disinformation, Zoom and FaceTime, and YouTube and video streaming.

The City Council must approve the acceptance of services for the 2026 MOU because the in-kind services exceed \$50,000 in value, pursuant to Oakland Municipal Code section 2.04.160.

ANALYSIS AND POLICY ALTERNATIVES

In 2025, the City of Oakland's Human Services Department, Aging and Adult Services (AAS) division, and the Mayor's Commission on Aging (MCOA) worked together on a citywide assessment of the needs of older adults to continue making Oakland an Age-Friendly community. Highlights of the needs assessment results include the following:

- 773 responses received
- Technology (classes, equipment, and support) was one of the unmet needs.
- 84% of respondents have a smartphone.
- 1:3 use a computing device.
- More than 40% want training on apps and the basic use of devices.
- The most common uses of technology were for text messages/messengers, sending e-mails, ordering medication, video chat, and telehealth.

These workshops are a needed resource, and the City would not be able to provide the same level of workshop without the partnership with digitalLIFT. If approved, Oakland seniors will be able to increase their access to digital knowledge and increase their competency online. If not approved, the City forgoes this no-cost, high-value resource for Oakland seniors—an identified service gap, thereby perpetuating the technology divide among older adults.

RELATED PLANNING EFFORTS

This agenda item supports the [Aging Well in Oakland: 5-Year Strategic Action Plan](#) specifically the goal of ensuring equitable access. Digital to services and resources for older adults. This action advances implementation of the following strategy:

Leverage technology for outreach while providing hands-on, multilingual digital literacy support for older adults, ensuring inclusive access for individuals with varying levels of digital proficiency.

FISCAL IMPACT

This item has no direct fiscal impact or cost to the City's General-Purpose Fund. The proposed services, valued at up to \$67,500 annually, will be provided at no cost to the City through in-kind contributions from digitalLIFT, representing a cost-effective approach to expanding digital literacy services for older adults. Classes will be held at times when the Senior Centers are already opened and staffed.

PUBLIC OUTREACH / INTEREST

No additional outreach was required beyond standard City Council noticing procedures. However, this initiative builds upon ongoing collaboration with senior center advisory councils and community stakeholders.

COORDINATION

In 2024, City of Oakland Information Technology Department (ITD) approved the CTN Data Security Plan and Incident Response Policy. This report and legislation have been reviewed by the Office of the City Attorney, the Budget Bureau, and the City Administrator's Office.

PAST PERFORMANCE, EVALUATION AND FOLLOW-UP

Participants from previous classes have informally shared positive feedback. Under the 2026 MOU, program evaluation will be formalized and integrated into service delivery. DigitalLIFT will implement pre-and-post-training surveys for all participants in both Basic Digital Literacy cohorts and Beyond Basics workshops to assess:

- Changes in digital skills and confidence
- Participant satisfaction and engagement
- Effectiveness of curriculum and instruction
- Ongoing technology needs and barriers

In addition, digitalLIFT will provide regular progress updates and outcome reporting to HSD, including feedback on learner progress and overall program success.

Follow-up support will be provided through:

- Virtual Tech Advice sessions
- Train-the-Trainer Capacity building

HSD will further support evaluation and continuous improvement by:

- Sharing participant feedback
- Participating in quarterly coordination meetings
- Monitoring program implementation at Senior Centers

The above evaluation and follow-up approach will ensure we are meeting the needs of older adult learners.

RACE AND EQUITY

This item helps older adults in Oakland-especially those facing racial, language, disability, gender, or economic inequities-gain access to devices, internet, and culturally responsive digital support. This access strengthens older adults' safety, health, inclusion, and connection to community resources so they can age well and live full, engaged lives.

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ACTION REQUESTED OF THE CITY COUNCIL

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For questions regarding this report, please contact JESSI CUTTER, OUTREACH DEVELOPER, at 510-238-6391.

Respectfully submitted,

[Lea Lakes](#)

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