



2014 RESIDENTIAL TECHNOLOGY STUDY: INTRODUCTION

Austin Community Technology & Telecommunications
Commission

February 12, 2014

Overview

Purpose

- Digital and communications technologies continue to proliferate with a digitally evolving community.
 - What are the needs, availability, and utilization of technologies by our citizens?
 - What is the community's level of technical literacy and education?
- The City delivers information about services and programs electronically, also in consideration of open data opportunities.
- The City has a substantial investment in providing community technology programs that promote use of information technology through connecting and training our citizens with computers and the Internet.
- Of particular interest to Austin, with its high-tech economy and identity.

Overview

Background

- Recommendation from Commission: During FY14 Budget adoption, Council approved \$50,000 in funds necessary to conduct and support a Connected Austin Survey.
 - Commission also resolved to conduct a survey at three year intervals.

Previous Survey Efforts

- 2010: Austin Internet & Global Citizens Project via 60 question mail-in survey.
- 1998: COA- Telecommunications & Regulatory Affairs (TARA) office via 40 question mail-in survey.
- 1995: Cable franchise ascertainment via 40 question mail-in survey.

Best Practices

- Telephone surveys are statistically preferable, but more expensive.
- City of Seattle (telephone survey in 2000 & 2004) and City of Minneapolis (mail-in survey in 2013) are two city specific surveys successfully conducted. We are looking to emulate the reporting structure to our survey effort along with the questions used routinely in the Pew Internet and American Life Project.
- Shorter survey instruments yield higher response rates. We will endeavor to keep the questionnaire as concise as possible without sacrificing content and substance.

Survey Instrument

- The Survey: Developed with consent and guidance from Commission & ET&T and engaging with City and community organizations.
- The sample will be sent a postcard announcing that they have been selected to participate in the survey.
 - Sample will be developed to be representative of the diverse demographic makeup of the Austin community.
- Each contacted individual will be provided with a URL for people to complete an online survey as an alternative to the paper-and-pencil version (this will likely engage a younger demographic in the survey).
 - The online survey will enable us to access a robust and representative sample.
- Qualitative (non-user) forums to be held with local organizations.

Integration to Digital Inclusion Strategic Plan

Goals

- Complete Digital Inclusion Strategic Plan by November 2014
 - Commission & TARA to establish working relationship with Innovation Office
 - Many programs within Austin but a cohesive plan needs to be developed
 - Focus on Proposed Goal areas:
 - Internet Connectivity
 - Hardware
 - Training & Digital Literacy
 - Content: Local & Diversity-Focused Programming
 - Sustainability

Roles

- TARA will serve as Project Lead
 - Selected contractor will serve as research and analysis lead
 - Engaging Questionnaire (Survey Instrument) Development – TARA, Library, channelAustin
 - TARA will work with the City's demographer to develop a representative sample.
 - Promote the Web Survey Tool and qualitative insights, with the goal of attracting younger demographics and non-user residents through community partners (River City Youth Foundation, HACA, Skillpoint Alliance, Austin Free-Net).
- Develop Marketing Plan with PIO to ensure effective distribution & publicity of Web and Written Survey.

Commission Guidance

- Activate and appoint members to Working Group of Commission
- Staff seeks direction from Commission to designate an official name for effort.
 - Austin Internet and Global Citizens Project
 - Technology Ascertainment Survey
 - Community Technology Assessment
 - Digital Capabilities in Austin

**AUSTIN
INTERNET
AND GLOBAL
CITIZENS
PROJECT**

