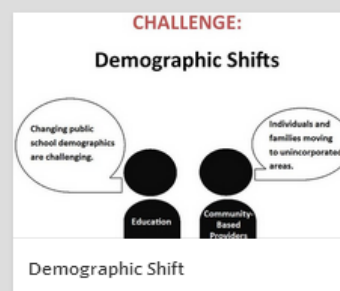
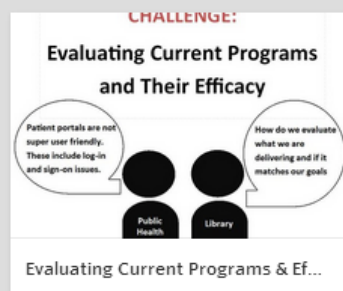




# Strategic Planning Update

August 13, 2014

Austin has the resources, knowledge, expertise, etc. to address the challenges we face in bridging the digital divide. The real problem is that we must connect what's available to what's needed, and determine how partners and organizations can work together to best address the digital divide.



# Provide input & feedback @: austintexas.gov/digitalinclusion

## DIGITAL INCLUSION STRATEGIC PLAN

The City of Austin wants to hear from you about the state of Digital Divide in the Austin community.

We are looking for further input that will help guide us as we draft a Digital Inclusion Strategic Plan for Austin. **Please complete this brief survey.** Your comments will provide invaluable insights to supplement the results we receive from the Austin Digital Assessment.

### Overview of Digital Inclusion Strategic Plan Working Paper:

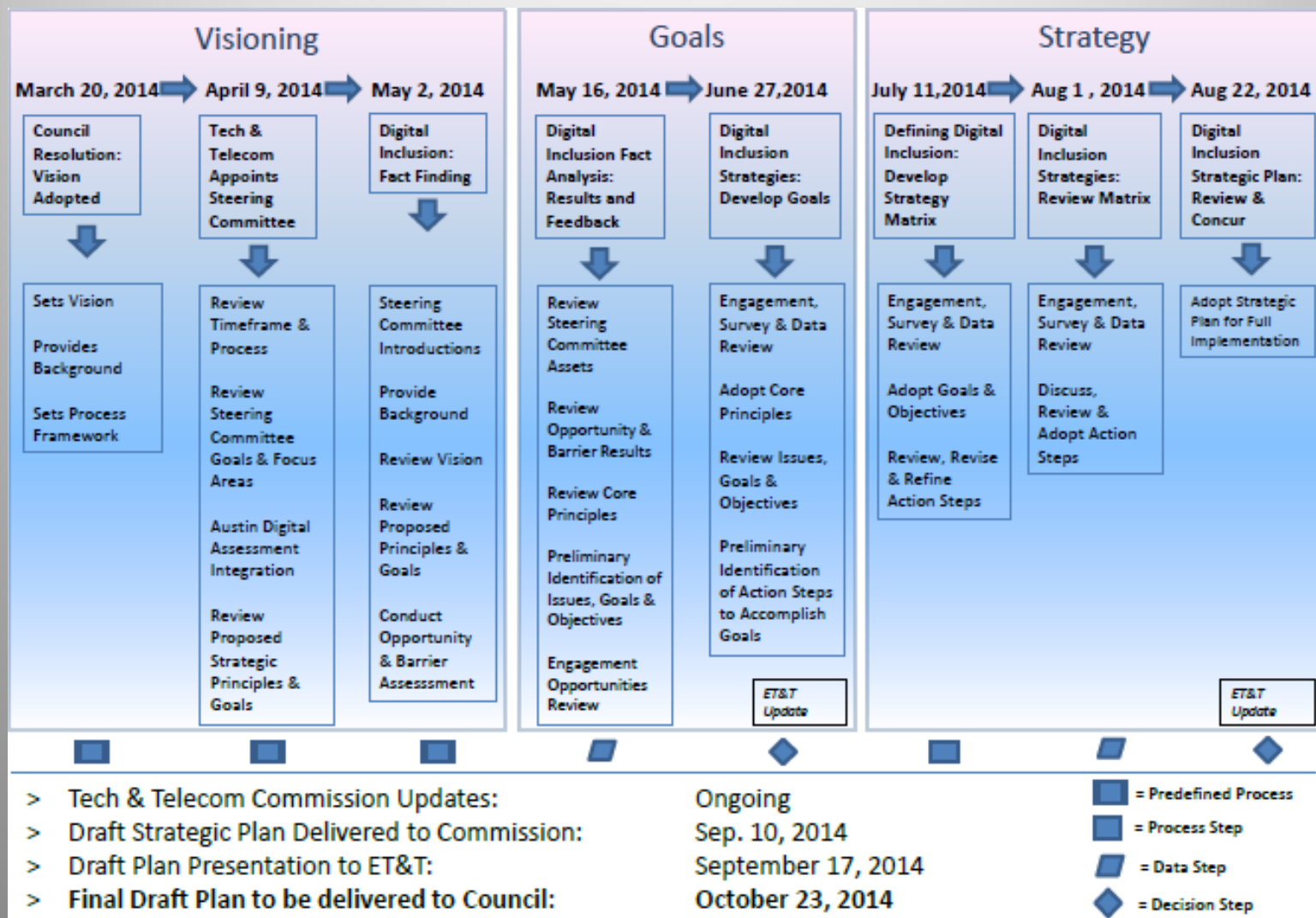
- Challenges to Digital Inclusion Principles
- Asset Categories of Digital Inclusion

### Digital Inclusion Steering Committee Members

#### Principles

- **Availability:** Sufficient bandwidth is available for multi-user environments, such as educational institutions, public libraries, medical facilities, and other organizations, to support current needs and future network demand.
- **Affordability:** Pricing structures and support systems to enable businesses, institutions, and households to afford access to broadband and digital technologies.
- **Design for Inclusion:** Erasing the boundaries between differences (language, literacy, physical, etc.) and reducing the obstacles to utilizing technology through principles of effective design.
- **Public Access:** Uninterrupted technology and connectivity are available through free public access, especially for those who have little or no communication technology available in the home.
- **Relevance:** Communities need to raise awareness of the value of technology and generate interest in adopting its use.
- **Digital Literacy:** Digital literacy skills, including the ability to find, evaluate, and use information to achieve goals, are a necessary pathway to digital inclusion.
- **Consumer Safety:** Consumers — both individual and institutional — need accurate, unbiased information on how to safely navigate the digital world.

# Steering Committee Process





New policy E P19: “Provide ongoing and coordinated digital services to meet the needs of the community by ensuring that all residents have access to internet connectivity, hardware availability, digital literacy training, and access to relevant information.”

New action E A22: “Initiate the development of the Digital Inclusion Strategic Plan.”




Amend the following Priority Programs by adding *Digital Inclusion Strategic Plan* under the Related City Initiatives

Priority Program #1  
**Invest in Compact  
and Connected  
Austin,**

Priority Program #3  
**Economic  
Development**

Priority Program #5  
**Creative Economy**

Priority Program #7  
**Healthy Austin**

A wide-angle photograph of the Austin skyline across a body of water. On the left, a modern, multi-story building with a glass and wood facade is reflected in the water. The city skyline, including several tall skyscrapers, is visible in the background under a cloudy sky. The water in the foreground is calm, creating clear reflections of the buildings and sky.

Comprehensive Plan Committee supported recommendations and forwarded all of the amendments to the Planning Commission. On docket for: September 23.

# Austin Digital Assessment: Phase I Update



August 13, 2014





## Phase I: Update

**11.3% response rate or 1,695 residents responded**

**Among the 1620, 1415 “use the Internet” at some location (87%).**

**About 192 self-identified as Hispanic/Latino, 1274 as non-Hispanic.**

**The average age is 55**

**The sample is skewed toward women: 828 female, 651 males**

# Phase II: Launching Soon

Phase II Launch: (August 18, 2014)



Working with community partners including Skillpoint Alliance, Austin Free-Net, Austin Public Libraries, etc. Our community partners will encourage their clients to take the survey, and this data will be weighted with the statistically valid portion of the survey.



# Community Connections Program Site Amendments



August 13, 2014

# Community Connections Program Site Amendments

Boys and Girls Club:  
South Club  
211 W Johanna St  
Austin, TX 78704

Asian American  
Resource Center  
8401 Cameron Rd.  
Austin, TX 78754



Skillpoint Alliance  
500 E. 4<sup>th</sup> Street  
Austin, TX 78701

Skillpoint Alliance  
201 E. Second St  
Austin, TX 78701

