

Community Connections Site Replacement Process

Input and Recommendation

Digital Inclusion Team

digital.inclusion@austintexas.gov



Why we're here...

Process Overview

Review &
Assessment
Criteria

Input &
Recommendation



Austin Digital Inclusion Strategic Plan Update

Activation and Implementation

City of Austin, Digital Inclusion Team
digital.inclusion@austintexas.gov



Strategic Plan Implementation Update

Connect 4.1
Innovation
Project

Engage 4.2
Engagement &
Outreach
Strategy

Engage 4.2
Relevancy &
Advocacy
Campaign



Connect 4.1 – Innovation Project



Connect 4.1 – Innovation Project

Taking Action: Connect...

Introduction
Community Sectors
Building Blocks: Community Assets
Taking Action: Initiatives
On the Horizon



CONNECT 4.1

Austin has the resources, knowledge and expertise 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. The City and its partners in digital inclusion should embrace technological innovation to help connect residents to programs and services.

Initiative 4.1.1: Expand existing digital inclusion inventory and mapping resource capabilities

Residents need to be able to access a robust and accurate inventory of public computer labs and digital literacy training opportunities. AustinConnects.net is an example of an existing catalog with geographic filtering capabilities by program type. But this map could be strengthened by incorporating data indicating where programming and public technology access is most needed as identified in the Austin Digital Assessment. This could be visualized as a heat map useful to providers to identify where further program development could be maximized.

The City should work to make sure that Austin Digital Assessment data and AustinConnect.net's program inventory are publically available through Austin's Open Data initiative. This effort can be guided by advice and input from the City's Communications & Technology Management Department. Next, the City should work with local programmers and hackers to build upon AustinConnects.net to improve its existing mapping capabilities and incorporate technology usage data as a tool for providers. Once completed, the City should alert social service partners like Texas Connector and 2-1-1 to these mapping tools so they can be incorporated into these existing services.

Initiative 4.1.2: Develop a system for keeping the inventory and map robust and up-to-date

Keeping information up-to-date is a major challenge for any community inventory effort. A system must be developed to engage local providers in providing information about programs as programs change, expand, or new programs are added. 2-1-1 and Texas Connector may be valuable partners in this effort, as they both provide public information on community programs of all types, including community computer labs and digital literacy programs. An effort should also be made to expand the types of programs included in the digital inclusion inventory to reflect the interdisciplinary nature of this issue. For example, relevant public health locations should be included to the extent that access to computer hardware and online patient and caregiver portals are available.

2-1-1 annually asks community providers to update information about their programs and sees a very high response rate to this effort. The City and its partners in digital inclusion should work to promote this 2-1-1 outreach to local program providers to ensure the highest response rate possible, creating a reliable information resource. After the 2-1-1 inventory has been updated, this information can be annually incorporated into the digital inclusion inventory and map as outlined in Initiative 1. Texas Connector, which draws data from 2-1-1, can tag and map these resources

Initiative 4.1.3: Promote the inventory and map

Upon the launch of the updated inventory and map, the City and its partners should promote the map to the community to ensure the public and community providers are aware of it. Links to the inventory and maps should be made available and promoted through literature available at the public libraries, public computer labs, public schools, recreation facilities and public health facilities. Organizations that provide social services support should encourage their clients to use this as a resource to identify available access or training resources.

Initiative 4.1.4: Facilitate ongoing innovation techniques using this open data

The local civic hacking community can be a strong resource to the Digital Inclusion effort. We should engage with this community on an ongoing basis at Open Austin and similar meetups in addition to civic hack-a-thons like the ATX Hack for Change to seek advice and technical support when needed on how to spark social innovation. For example, we should encourage a volunteer from within the civic hacking community to bring to Austin an application like LocalFreeWeb.org, a text-based application that can locate public computer locations near specific bus stops. The LocalFreeWeb API is publically available on Github.

How might we...

- Create a **better program inventory** to give residents more up-to-date information about beneficial digital resources?
- Visualize data to **empower our community partners** to improve and potentially expand service delivery?
- Leverage the enthusiasm and expertise of volunteer tech experts to **support this collaborative effort**?



Connect 4.1 – Innovation Project

What we have...



[Resource Map](#)[News](#)[Events](#)[About](#)[Contact](#)[Add Your Information](#)[Online GED Resources](#)

Resource Map

Filter Results

Cost:
<Any>

Child care:
☐ Childcare available

Zip:

Target clientele:
<Any>

Documents:
☐ Documents required

Show Results

Category:
<Any>

Assistive technology:
☐ Assistive technology available

Languages served:
<Any>

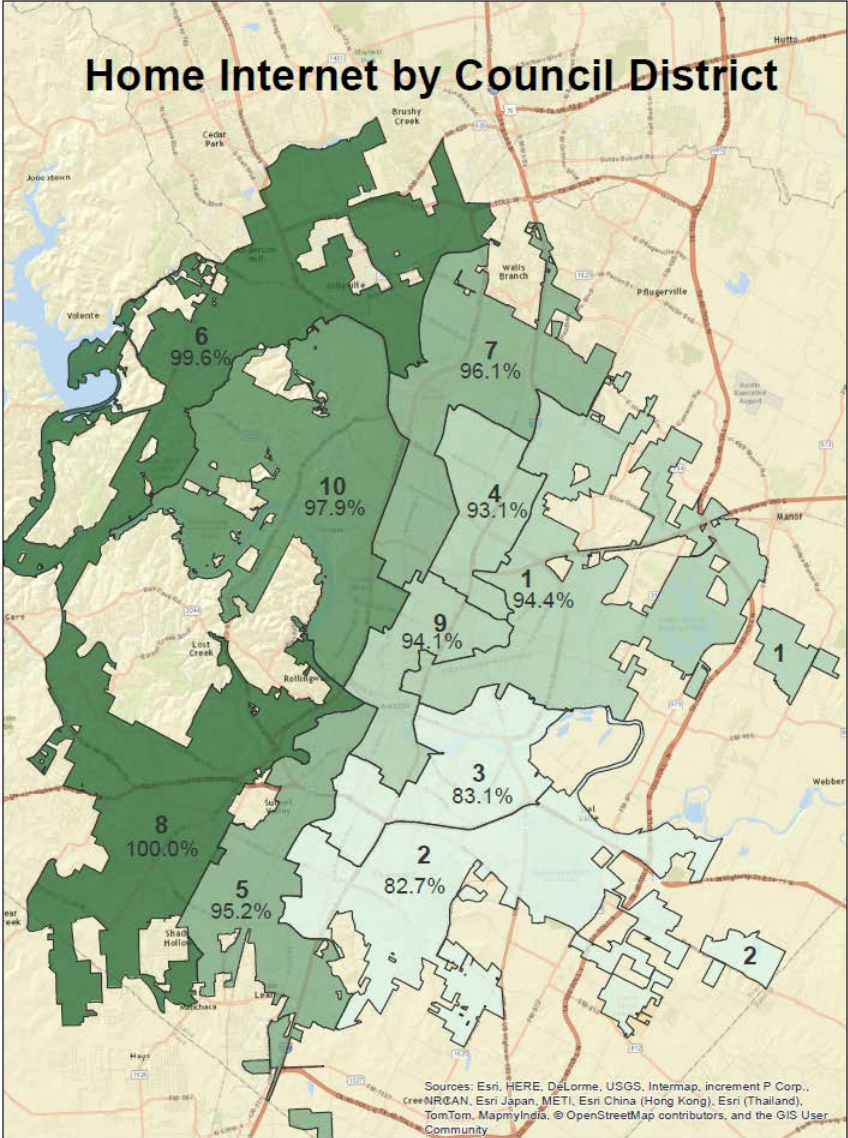
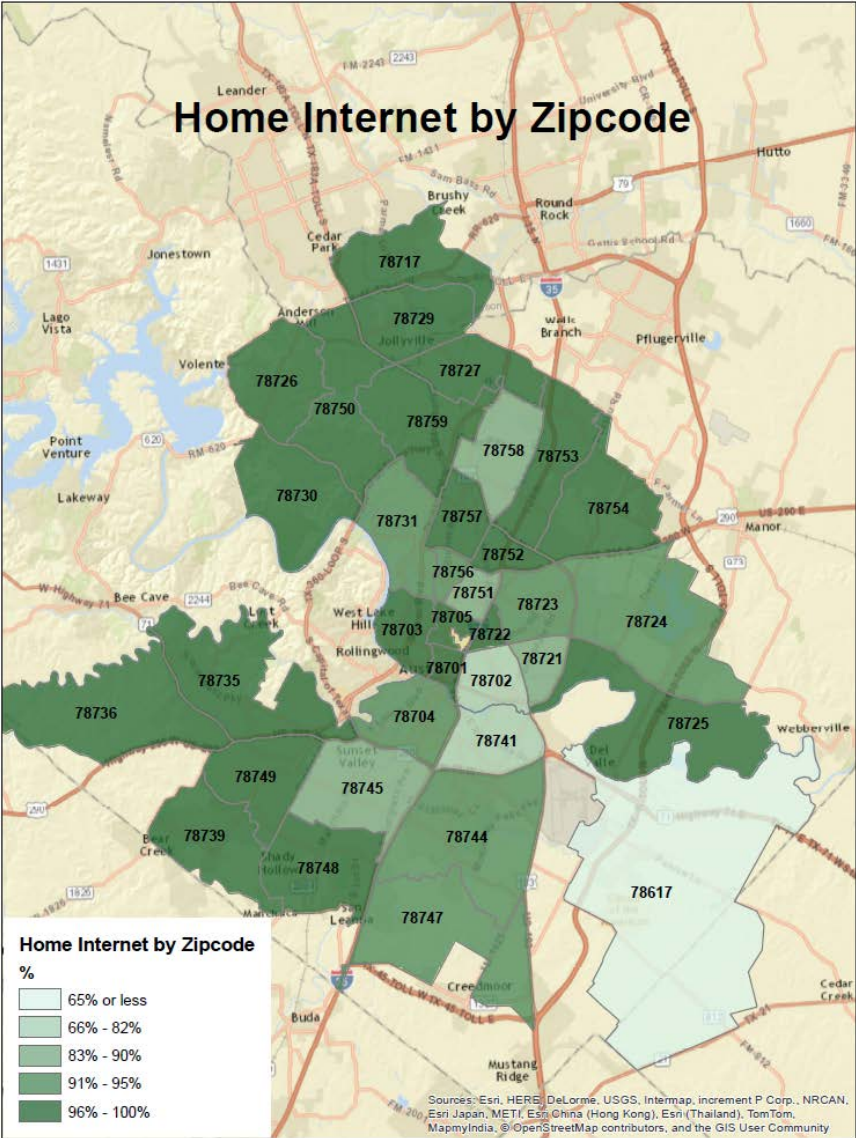
Near public transportation:
☐ Within 1 block
☐ Within 5 blocks
☐ More than 5 blocks

Program	Provider (location)
GED, Adult Basic Education and Job Readiness Training	Ascend Center for Learning (Ascend Center for Learning)
Bilingual (English/Spanish) Basic Computer Classes	Austin Free-Net (DeWitty Center IBM Training Lab)
Computer Basics Classes	Austin Free-Net (Ventana del Soul)
Computer Basics Clinics and Classes	Austin Free-Net (Rosewood Zaragosa Neighborhood Center)
Computer Basics Clinics and Classes	Austin Free-Net (ARCH - Austin Resource Center for the Homeless)
Computer Basics Clinics and Classes	Austin Free-Net (South Austin Neighborhood Center)
Computer Basics	Austin Free-Net (ARCH - Austin

A map of Austin, Texas, with numerous blue location pins indicating the sites of various resource providers. The map shows major highways like I-35, I-183, and I-10, as well as local landmarks like Walter E. Long Metropolitan Park and the Austin-Bergstrom International Airport. A scale bar indicates 5 km.

The official seal of the City of Austin, featuring a shield with a red and white design, a blue banner at the top, and the text "CITY OF AUSTIN" and "FOUNDED 1839" around the perimeter.

What we have...



Note: Council District data is geospatially weighted by aggregated zipcode-level data



What we have...



Dale Thompson
@dale_thompson FOLLOWS YOU
Virtual nonprofit CFO, independent contractor financial analysis and management. Loves geeks and community tech. Lover of flowers & other living things.
📍 Austin, TX



CITY OF AUSTIN
CHIEF INNOVATION OFFICER



Kerry O'Connor

Who Else?



austinfreenet



Connect 4.1 – Innovation Project


Our vision...

On the Digital **Inclusion** Horizon
Courtesy of the City of Austin



The Housing Authority of the City of Austin teams up with the nonprofit and for-profit sectors for Unlocking the Connection

The Housing Authority of the City of Austin (HACA) has launched a new initiative to ensure that all residents living in public housing have access to the skills and tools needed to engage in our community. Learn more about the initiative at [haca.org/UnlockingtheConnection](#).



Connect Chicago

No matter where you are.

[Home](#) [Locations](#) [Learn](#) [News & Events](#) [About](#) [Contact Us](#) [Login](#)

Find near an address (find me)

1/2 mile search radius

[Search](#) [Reset](#) [Show list](#)

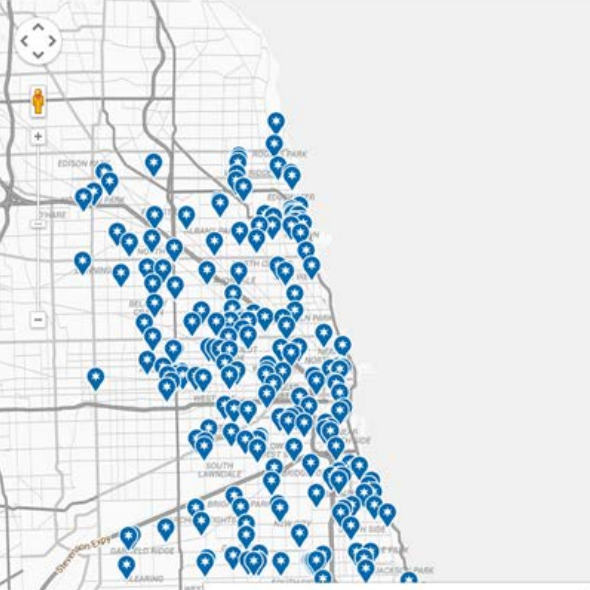
Show me locations that have ...

☐ Internet ☐ Training ☐ Wi-Fi

and are ...

Any location type

260 locations found



Knowledge Hook Up
Community Technology Center
3457 East 106th Street
Mon-Thurs 8:30 AM-3:30PM

← → ↻

hotspots.wifi.comcast.com

📍

2209 Rosewood Avenue, Austin, TX 78702

Go

Search results

Previous 10 Results

Next 10 Results

CableWiFi

1156 Chestnut Ave
Austin, TX 78702

Get directions to this location

CableWiFi

2303 Rosewood Ave
Austin, TX 78702

Get directions to this location

CableWiFi

1162 Chestnut Ave
Austin, TX 78702

Get directions to this location

CableWiFi

2300 B Rosewood Ave
Austin, TX 78702

Get directions to this location

CableWiFi

2300 Rosewood Ave
Austin, TX 78702

Get directions to this location

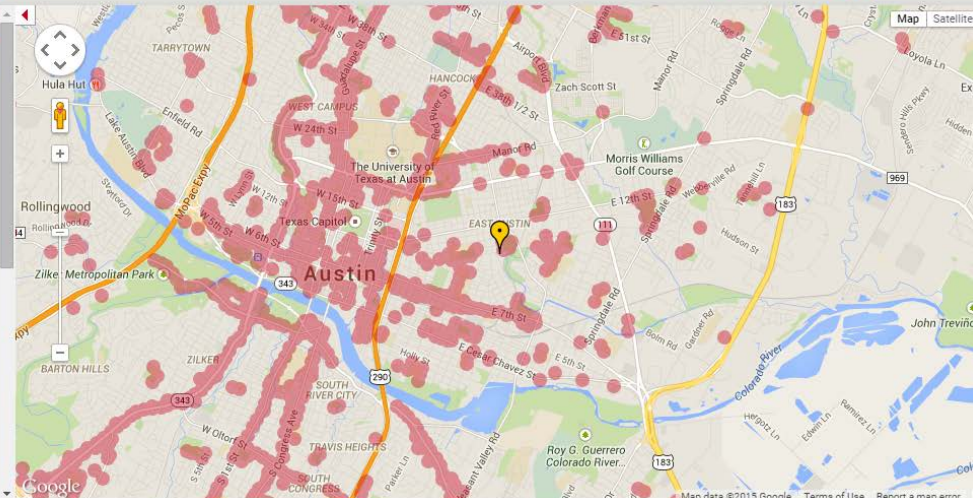
📍

Map

Satellite


Single Hotspot

Featured Hotspot



Map data ©2015 Google

[Terms of Use](#) [Report a map error](#)



Next steps...

- Conduct **user research** (based on UK Digital Services Guide)
 - What do our partners really need from this site?
- Establish **interdisciplinary team** to meet the needs of the project
 - Determine the needs and required roles according to the user research
- Develop a prototype or proof of concept for a **web service** that can fulfill our project needs
 - What web tool(s) best helps us achieve our vision?
 - Tentative deadline: ATX Hack for Change (early summer)



Engage 4.2 - Engagement & Outreach Strategy



Engagement & Outreach Objective

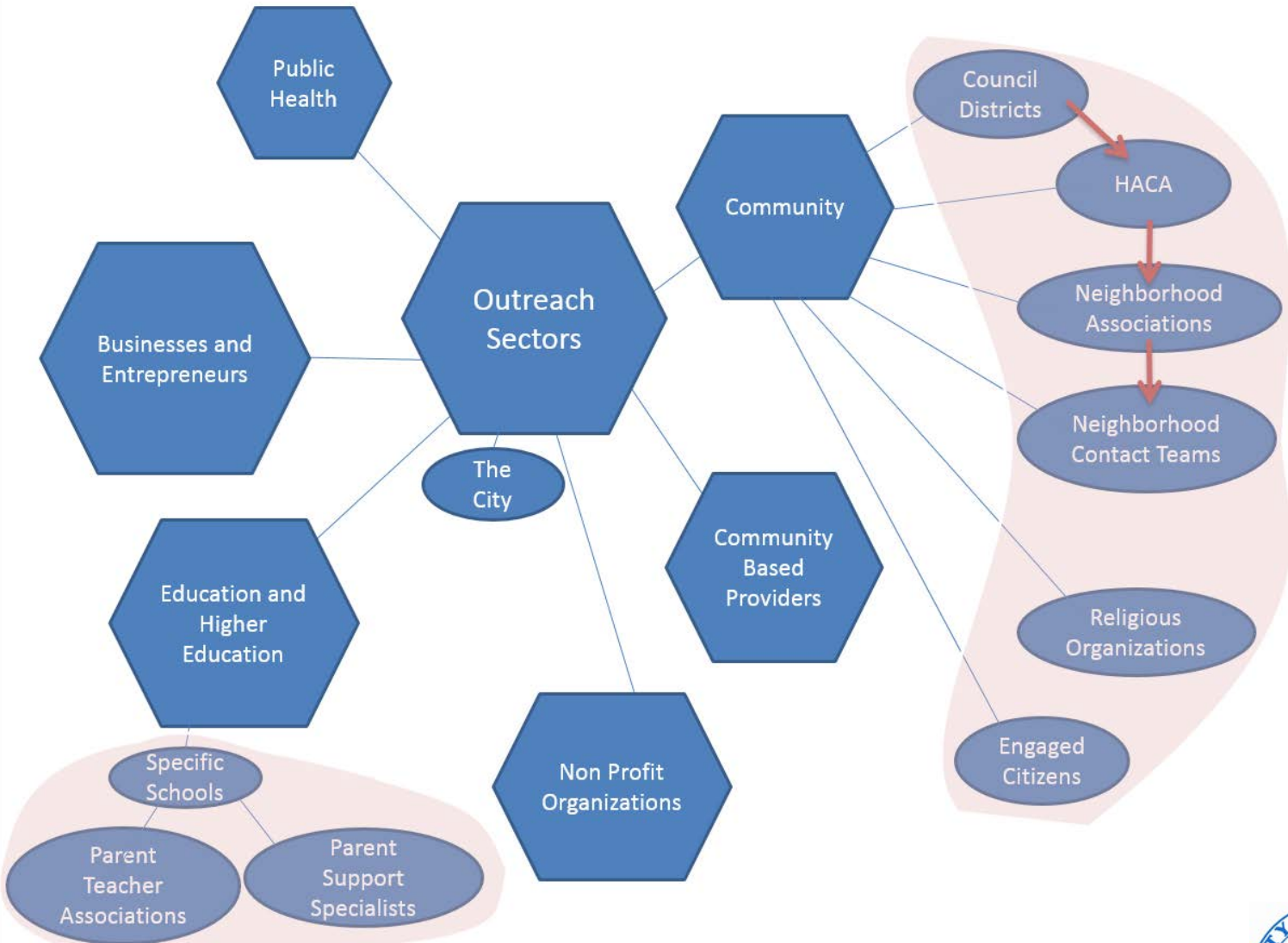
- Objective: To engage with targeted communities of Austin by:
 - Connecting them to the existing digital resources
 - Exploring opportunity areas to strengthen digital inclusion
 - Promoting the relevancy and advocacy campaign

Engagement & Outreach Stages

- Outreach Stages
 - **Identify** target communities
 - **Appoint** community leaders (Digital Inclusion Advocates)
 - **Map** out assets of the community
 - **Develop** digital inclusion initiatives for the community
 - **Implement** initiatives
 - **Measure** successes
 - **Celebrate** successes



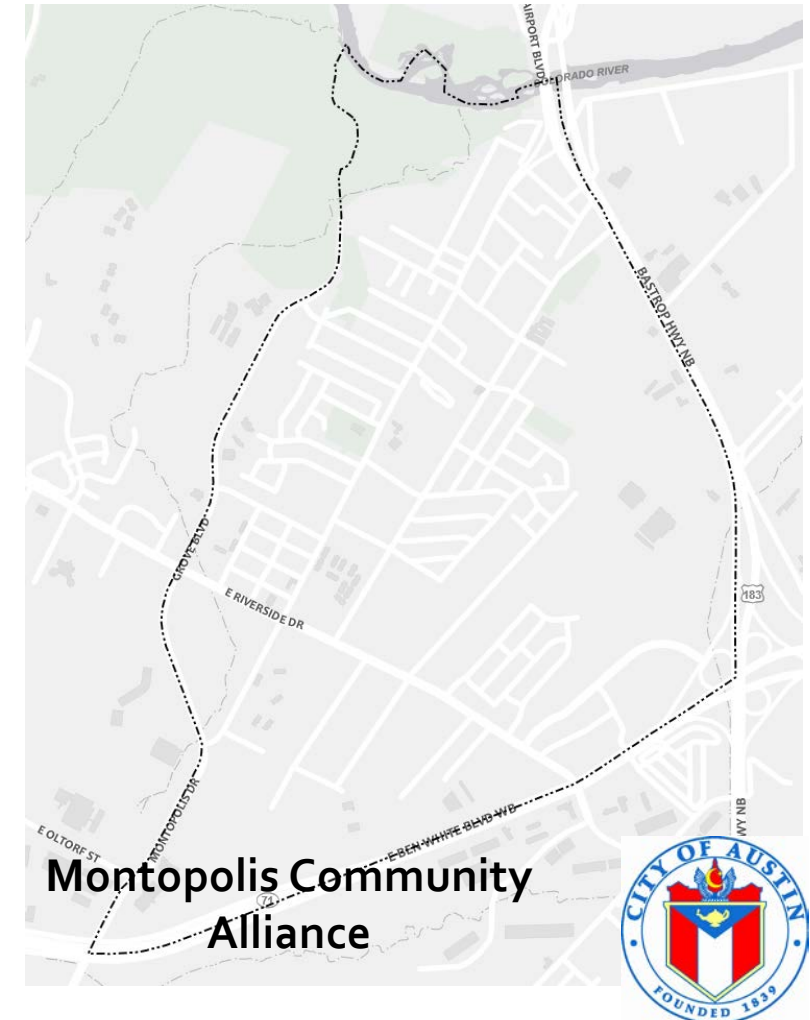
Outreach Sectors



Engage 4.2 - Engagement & Outreach Strategy

Outreach Meetings

- East Town Lake Citizens Neighborhood Association
- Montopolis area neighborhood organizations
- Rosewood area neighborhood organizations
- Refugee Organizations



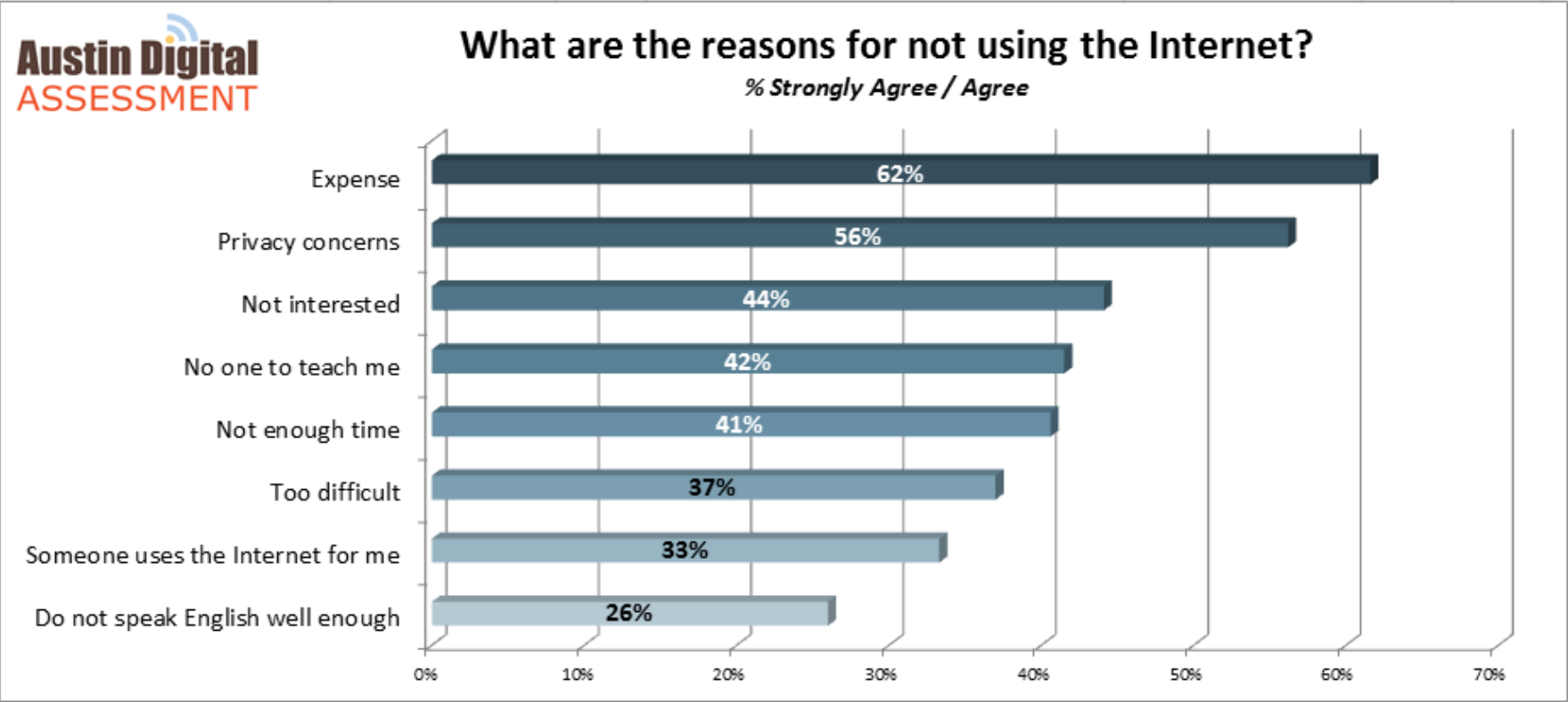
Engage 4.2 - Relevancy & Advocacy Campaign



Q3. *INTERNET: We would now like to ask about your use of the Internet.*

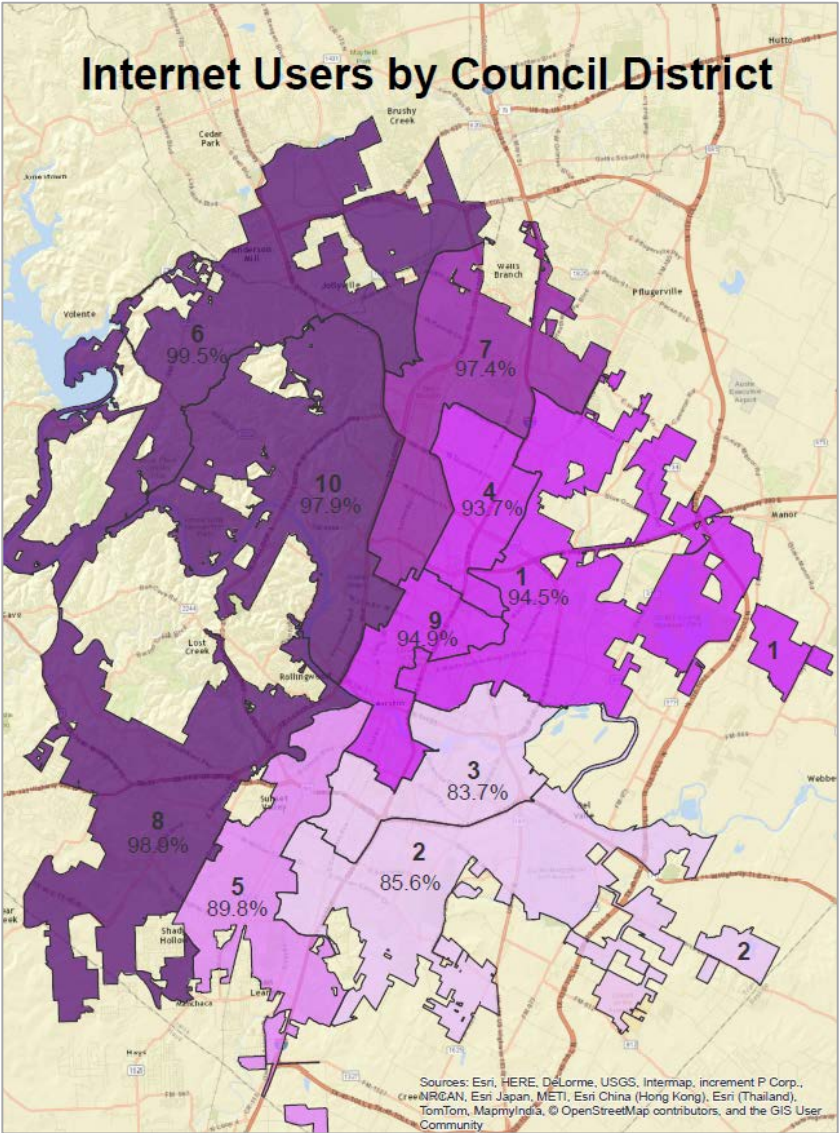
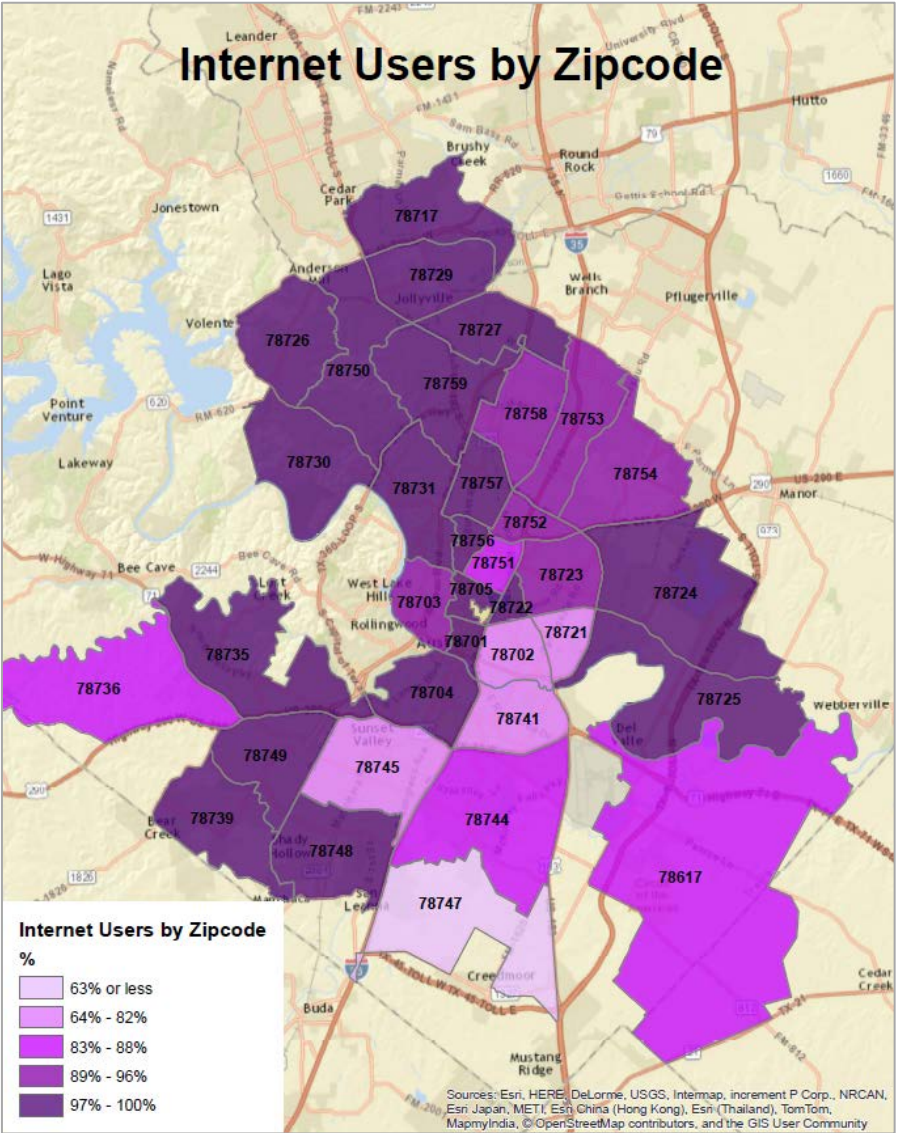
A. *Do you use the Internet at all on any device at any location? (ex. surf the web, chat, email)?*

Yes = 91.9% No = 8.1%



Engage 4.2 - Relevancy & Advocacy Campaign

Austin Digital
ASSESSMENT



Note: Council District data is geospatially weighted by aggregated zipcode-level data





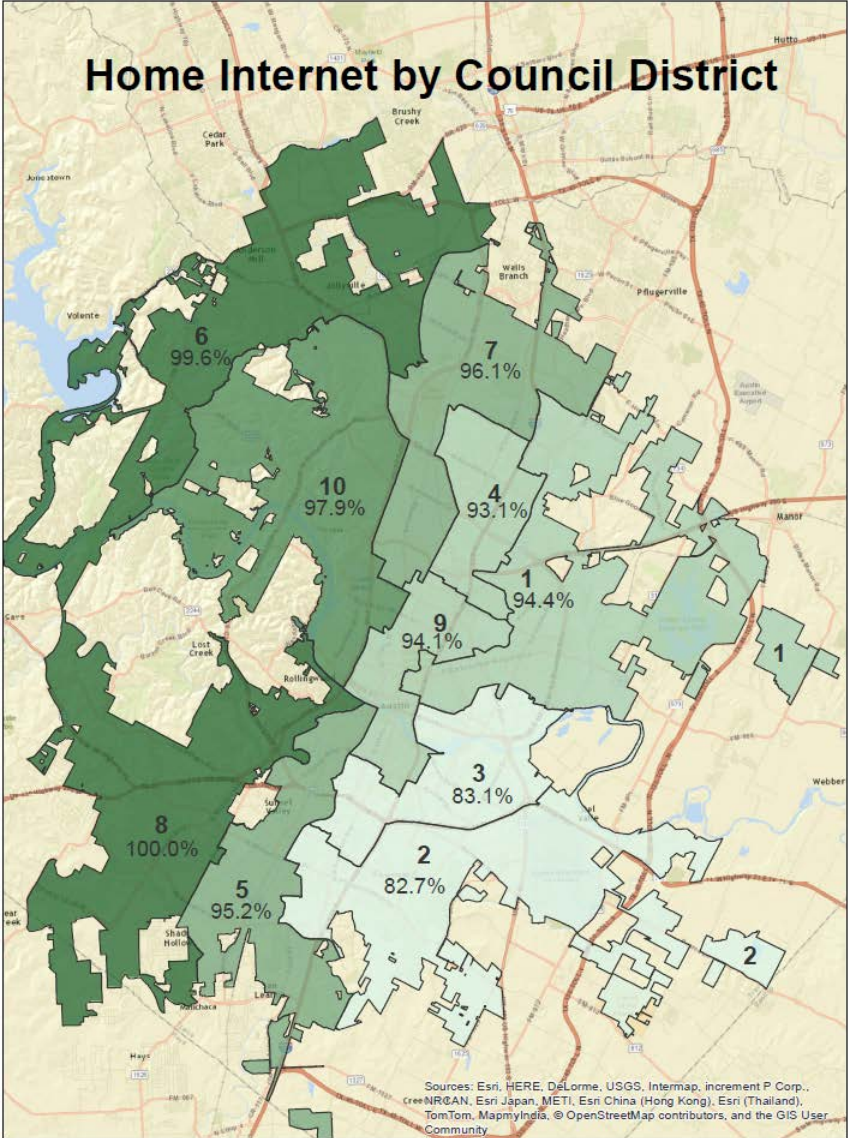
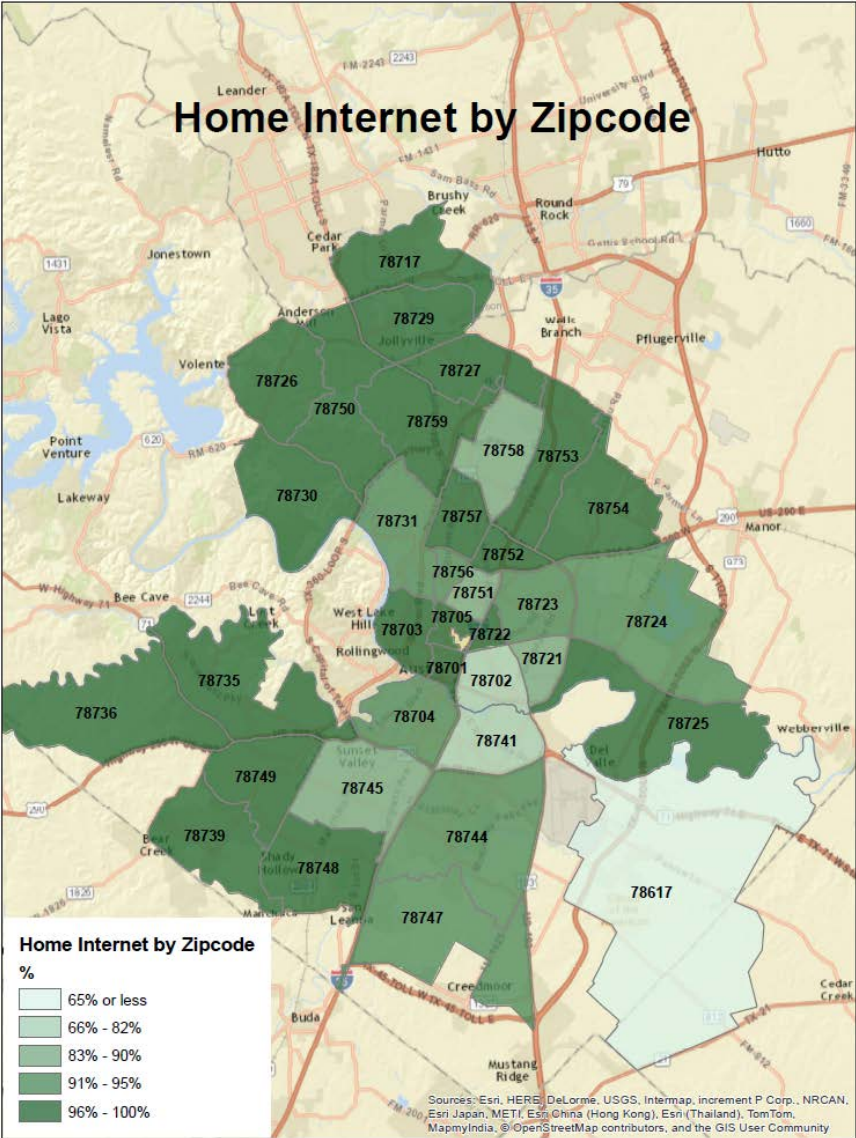
Media Usage

Q2. HOME MEDIA: *The following questions ask about the media that you have access to at the place you currently live. Please check ☒ your answer.*

	Yes	No
Do you have a home Internet connection?	92.5%	7.4%
Do you have a TV in your current residence?	97.0%	3.0%
Do you subscribe to cable TV (ex. Time Warner, Grande, UVerse)?	57.6%	42.1%
Do you subscribe to satellite TV (ex. DIRECTV, DISH)?	9.6%	90.0%
Is there a game console in your current residence (ex. PlayStation, Wii, Xbox)?	52.0%	47.6%
If YES, is the game console connected to the Internet?	63.4%	33.9%
Is there a desktop computer you can use in your current residence?	57.0%	42.9%
Do you have a laptop or notebook computer?	83.8%	16.1%
Do you have a home phone line (wired, landline)?	39.2%	60.6%
Do you have a cell phone?	96.6%	3.7%
If YES, Do you have a smart phone (like iPhone, Blackberry, Android phones)?	86.0%	13.9%
Do you have a tablet (iPad, Kindle Fire, Surface, etc.)	60.1%	39.8%



Engage 4.2 - Relevancy & Advocacy Campaign



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Engage 4.2 - Relevancy & Advocacy Campaign



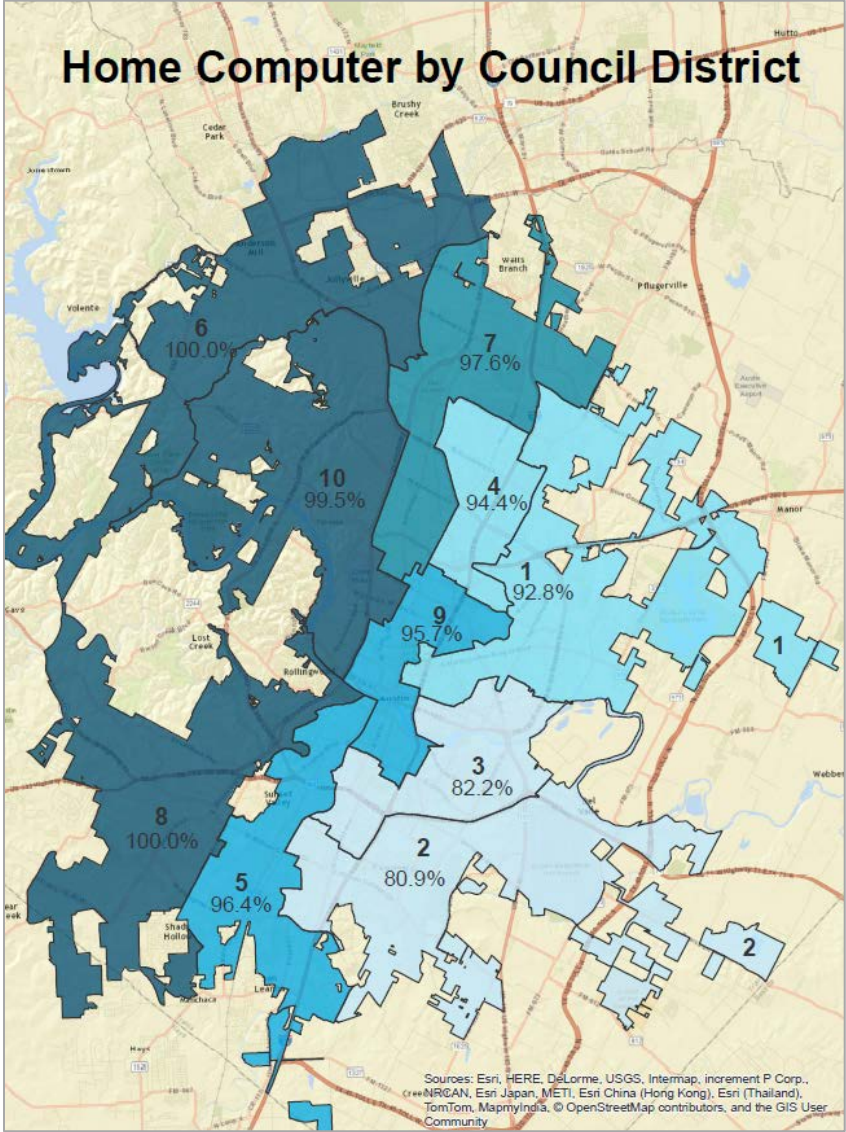
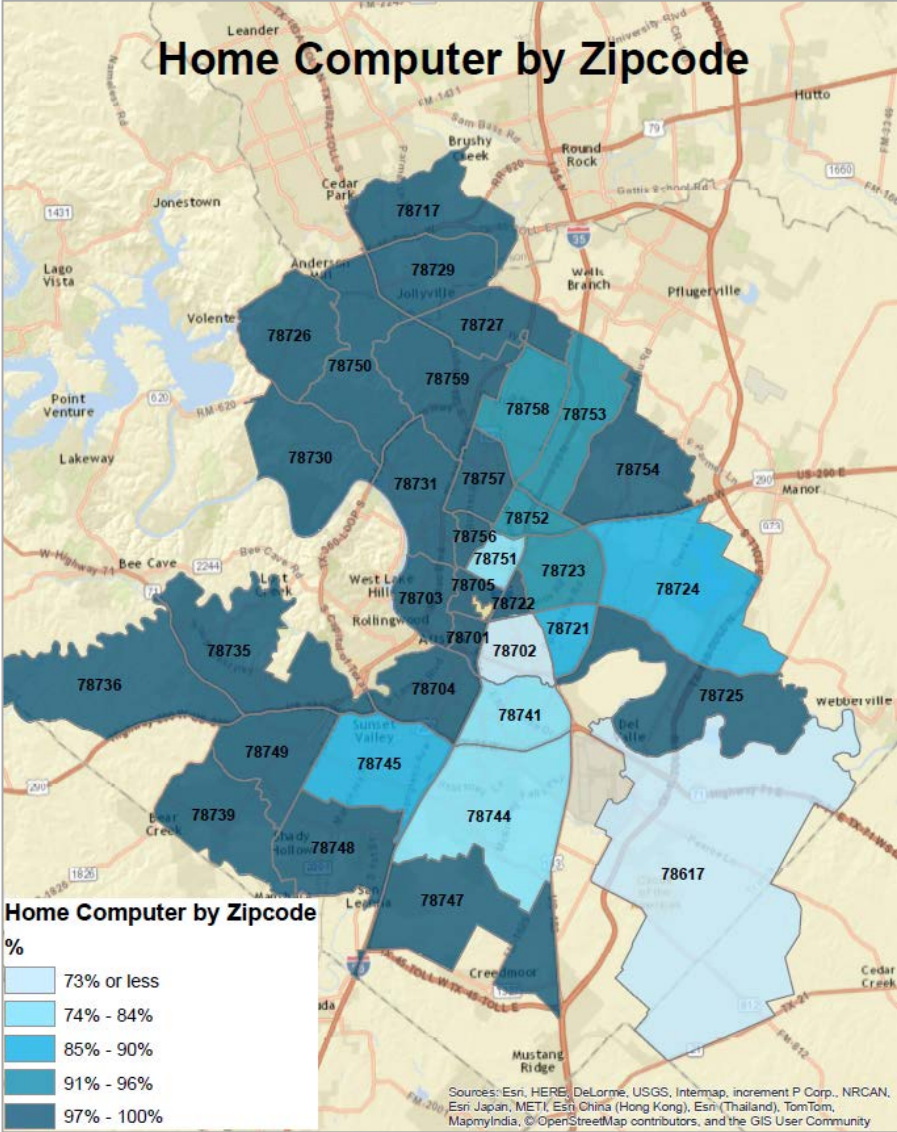
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Media Usage

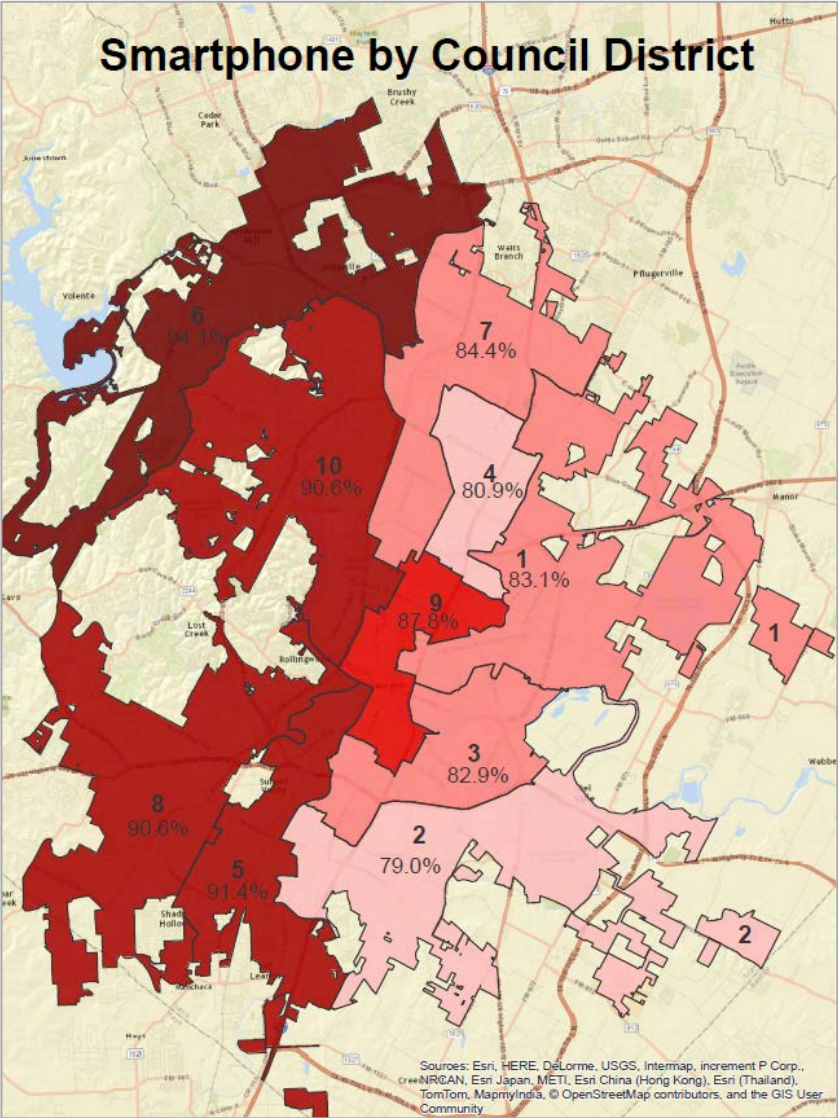
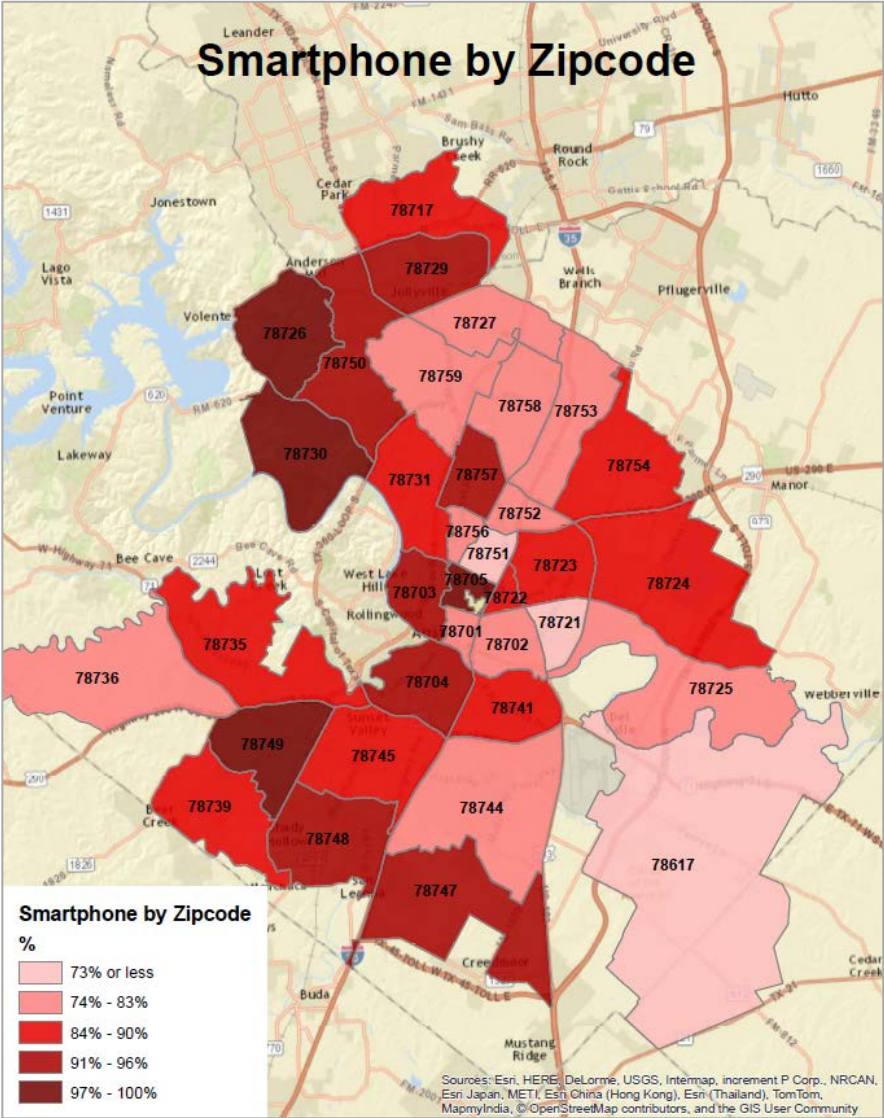
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Engage 4.2 - Relevancy & Advocacy Campaign

Austin Digital
ASSESSMENT



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