

# Digital Inclusion Initiative Briefing

## Community Technology & Telecommunications Commission Meeting

Wednesday, August 12, 2015

Sharla Chamberlain, Program Specialist  
City of Austin Office of Telecommunications & Regulatory Affairs



## Digital Inclusion Program Overview

Residential Technology Usage &  
Access

Digital Inclusion Strategic Plan

Key Programs & Partnerships



# Residential Technology Usage & Access

Austin Digital Assessment



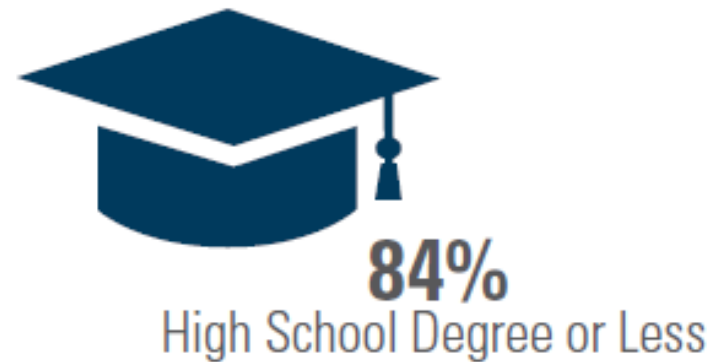
# Austin Digital ASSESSMENT

## Technology Usage in Austin in 2014

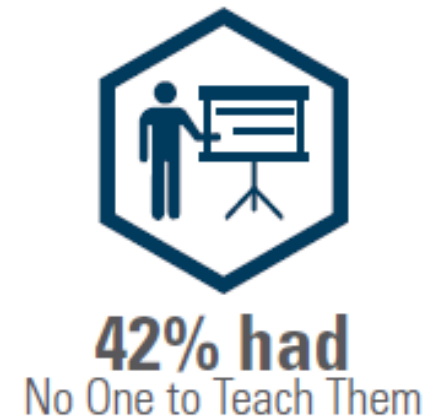
### Population of Austin Which Does Not Use the Internet



#### Who are the nonusers?

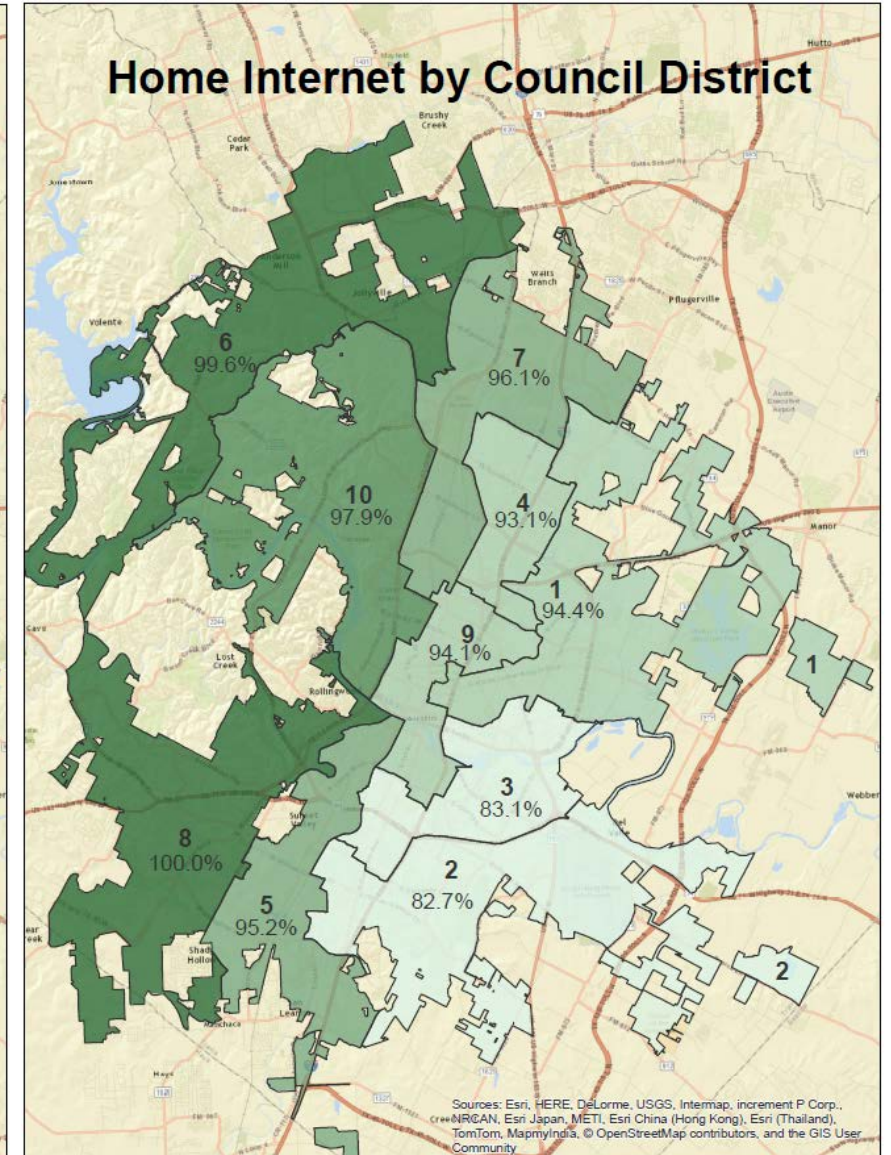
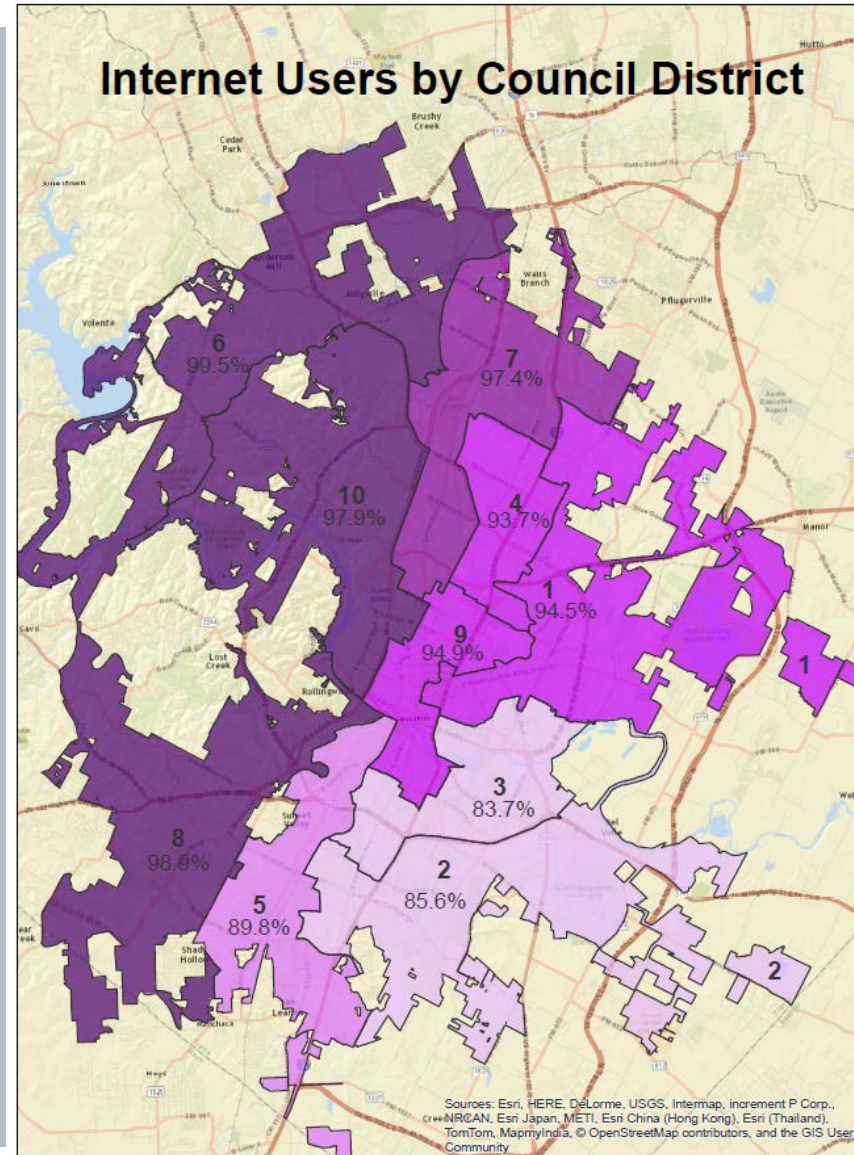


#### Why do they not use the internet?





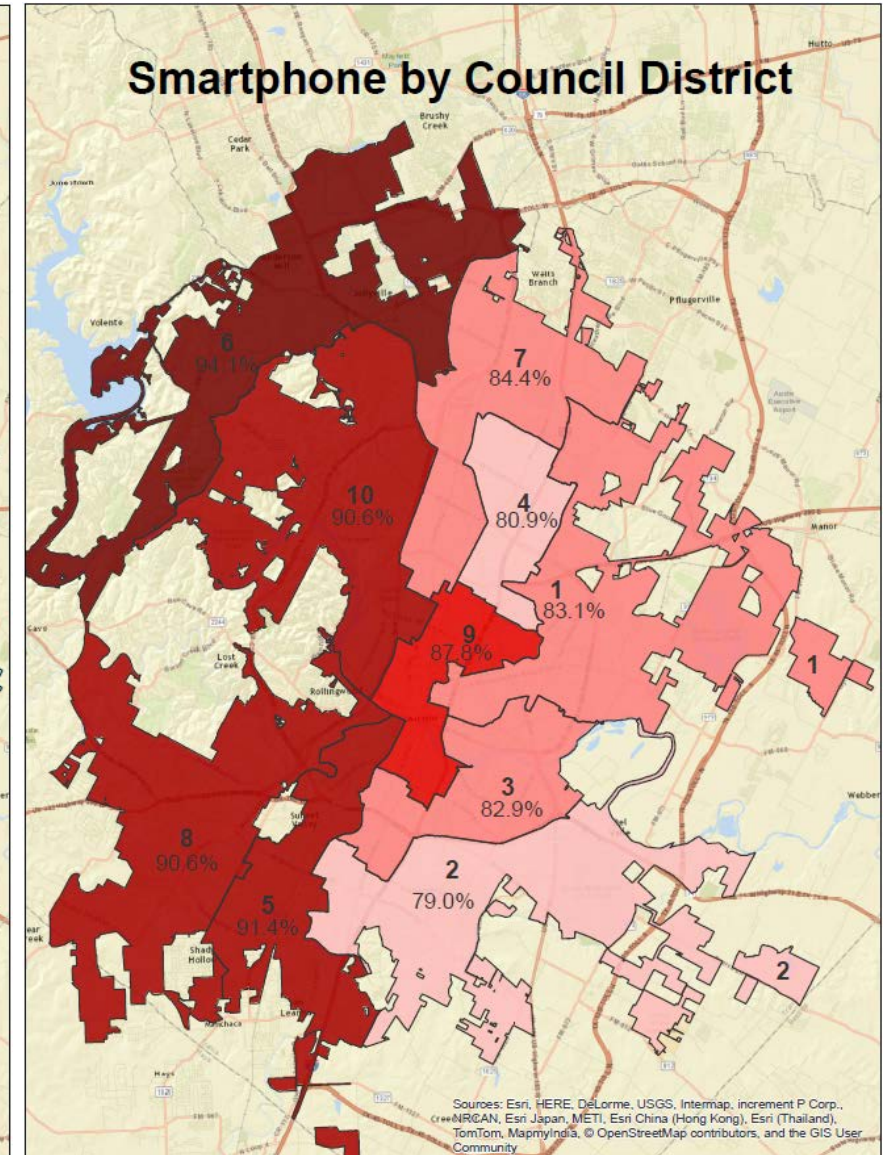
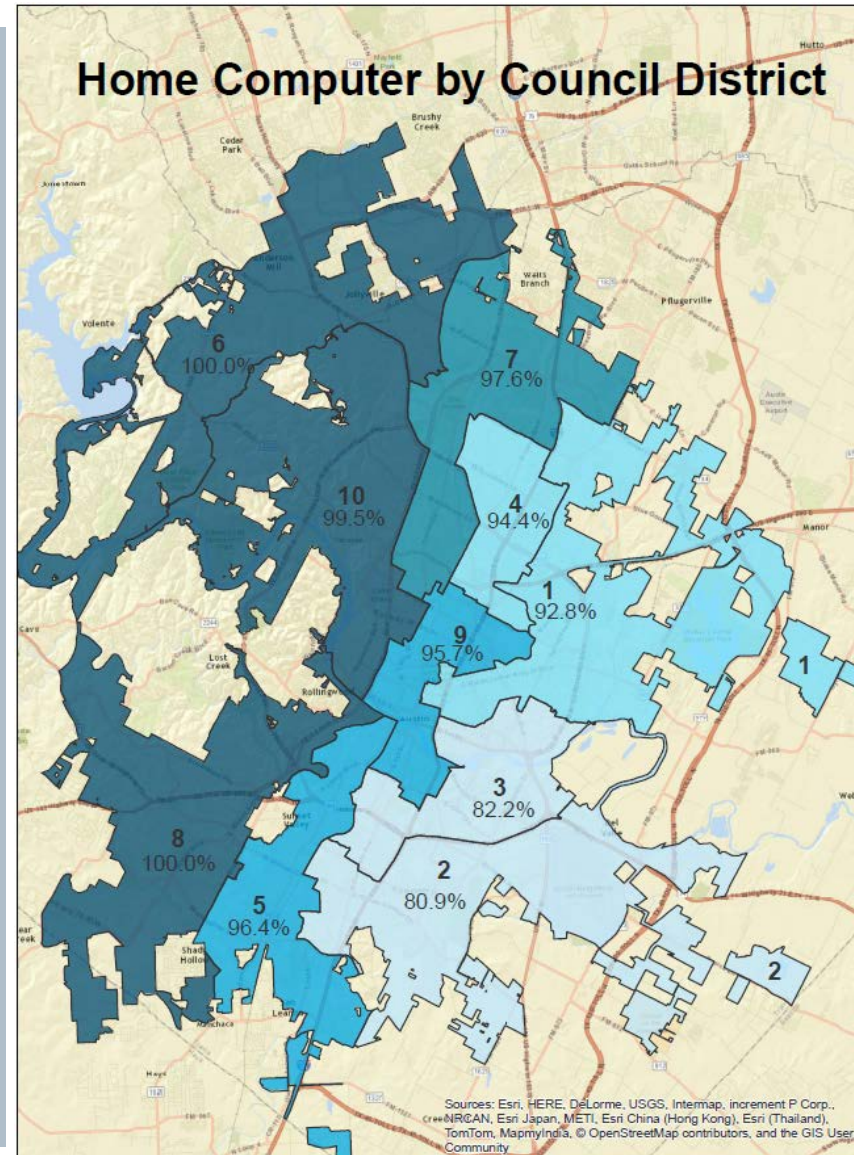
# Austin Digital Assessment



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

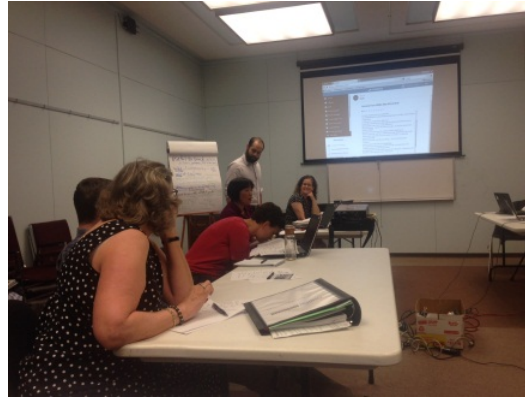


# Austin Digital Assessment



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

# Relevancy & Advocacy Reports

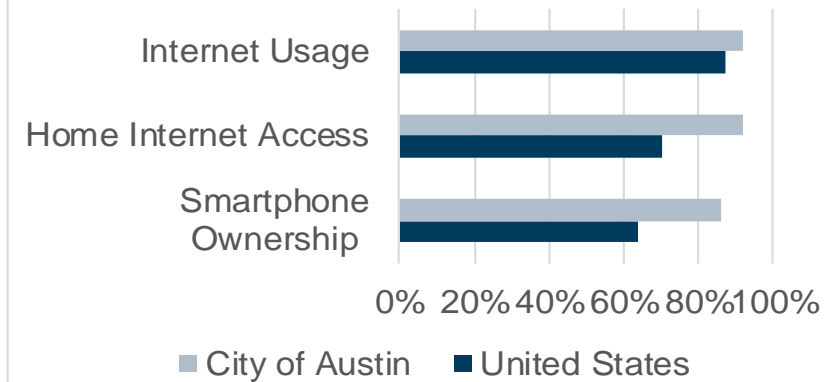


**Digital Inclusion**  
City of Austin

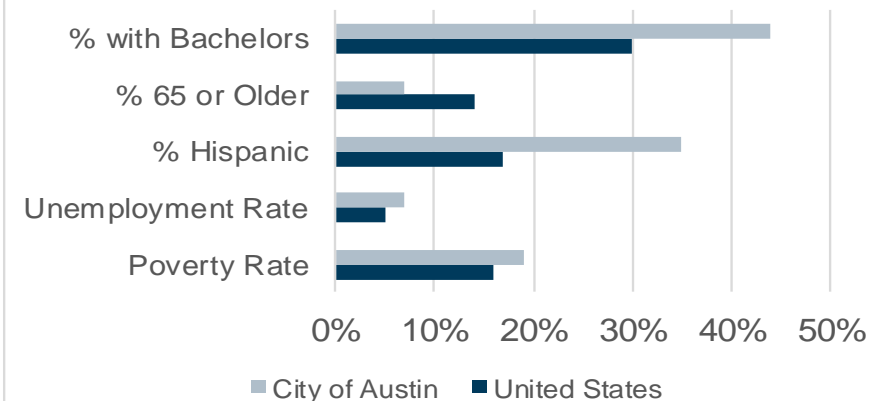


## Digital Inclusion Profiles

### Technology Landscape



### Social Landscape





# Digital Inclusion Strategic Plan

A Roadmap to Address Access and Adoption of Digital Technology in Austin





# City of Austin Vision & Purpose for the Digital Inclusion Strategic Plan

## Vision

To ensure every Austin resident has an opportunity to be fully engaged in digital society, accessing and using digital and communications technology.

## Purpose

To address access and adoption of digital technology, to serve as a guiding document for providing digital inclusion opportunities in effecting the City's goals to ensure all Austin residents are served.

# Strategic Plan Community Sectors & Steering Committee Representation



**Business / Entrepreneur**



**City Resources**



**Community**



**Community-Based Providers**



**K-12 Education / Higher Education**



**Non-Profit**



**Public Health**

# Strategic Plan Guiding Principles

## Availability

- Sufficient bandwidth

## Affordability

- Affordable pricing

## Public Access

- Free public access to technology and connectivity

## Design for Inclusion

- Erasing the boundaries and barriers

## Relevance

- Increase awareness on value of technology

## Digital Literacy

- Digital literacy skills training offerings

## Consumer Safety

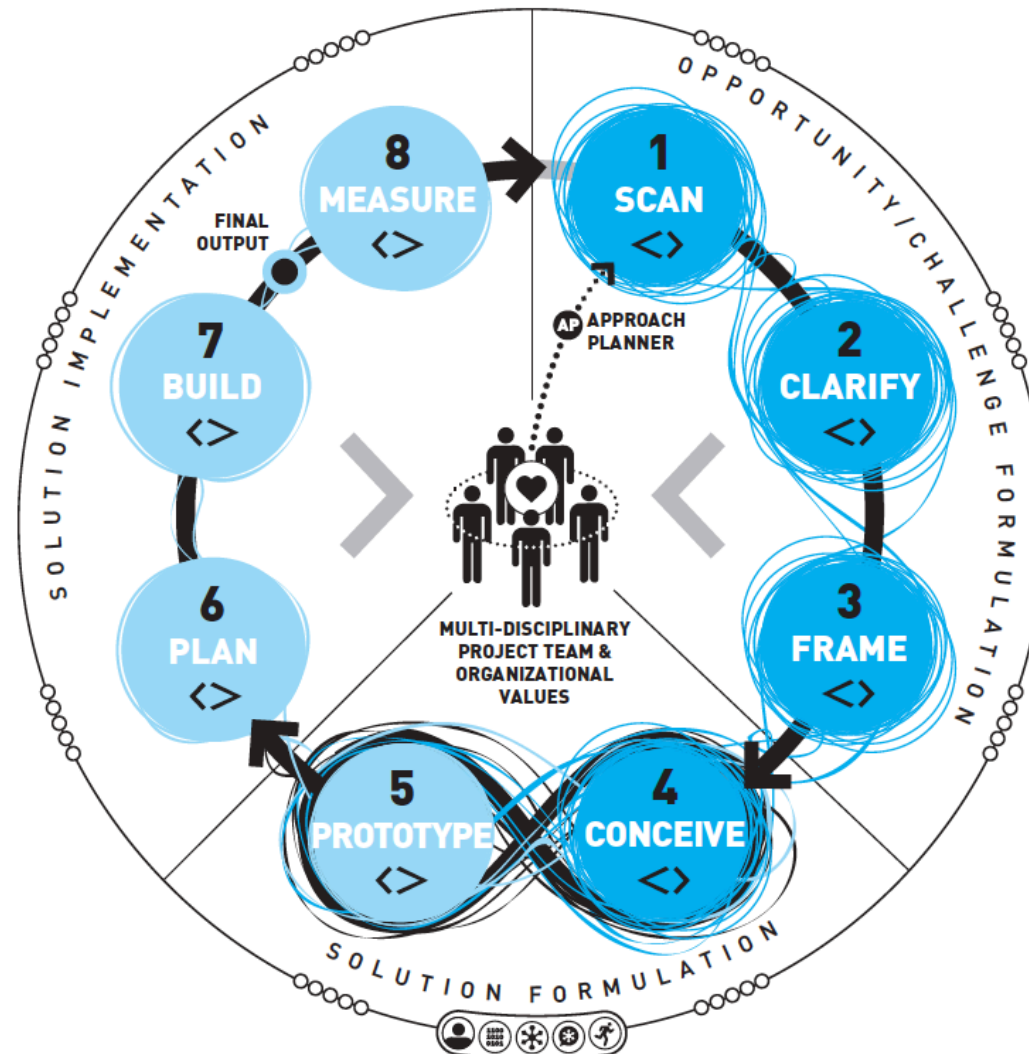
- Consumer awareness on navigating the digital world



# Facilitated Strategic Co-Creation Process



# HUMANTIFIC STRATEGIC COCREATION PROCESS



# Structure of Digital Inclusion Strategic Plan



# Strategic Plan Action Categories

## CONNECT 4.1

The City and its partners in digital inclusion should **embrace technological innovation** to help connect residents to programs and services.

## ENGAGE 4.2

The City and its partners recognize that **ongoing community engagement** is essential to emphasize the importance of having everyone connected.

## INCLUDE 4.3

The City and its partners endeavor to enhance the ability of digital inclusion program providers to serve local residents, and explore new ways to **advance digital inclusion directly to residents**.

## INTEGRATE 4.4

The City should work with its partners to **integrate** the Digital Inclusion Strategy with **community planning initiatives** across all sectors.

## COORDINATE 4.5

To coordinate strategic efforts & increase the scale of digital inclusion initiatives, we should **raise additional funds & plan for efficient implementation** of important programs & services.



# Dashboard Goals

## To Understand and Increase Usage of Digital and Communications Technology

- 8% of adults do not use the Internet on any device
- Initiatives: Include 4.3.3, Integrate 4.4.1, 4.4.2, 4.4.3 , Coordinate 4.5.3, 4.5.4 & 4.5.6 will help to achieve this goal

## To Address Potential Barriers to Digital Inclusion

- Relevancy is a barrier to non-users, 40% of whom are not interested in using the Internet
- Initiatives: Engage 4.2.6, Include 4.3.1 & 4.3.2 will help to achieve this goal

## To Understand the Need for Digital Literacy Training

- 42% of non-users would need someone to help them to get online
- Initiatives: Engage 4.2.5, Coordinate 4.5.1 & 4.5.2 will help to achieve this goal

## To Understand the Need for Access via Reliable & Affordable Devices

- Nearly all adults own cell phones, and 83% own smart phones
- Initiatives: Include 4.3.4, Coordinate 4.5.1 & 4.5.2 will help to achieve this goal

## To Understand the Need for Language & Disability Accommodations

- 1 in 4 non-users feel they do not speak English well enough to use the Internet
- Initiatives: Include 4.3.5 & 4.3.6 will help to achieve this goal

## To Develop Relevancy & Advocacy Campaigns Within Specific Communities & Populations

- Internet non-users primarily live in Southeast Austin
- Initiatives: Connect 4.1.1, 4.1.2, 4.1.3, 4.1.4, Engage 4.2.1, 4.2.2, 4.2.3, 4.2.4, & Coordinate 4.5.5 will help to achieve this goal

# Key Programs & Partnerships

Grant for Technology Opportunities (GTOPs)

Community Connections

Public Access Community Media & Computer Labs

*Coming Up...* Digital Empowerment Community of Austin



## Grant for Technology Opportunities (GTOPS)

- GTOPS is a City of Austin **matching fund grant program** that began in 2001 supporting local organizations in their efforts to include all our citizens in an emerging digital society
- GTOPS is currently funded at **\$200,000 annually**
- Grants between **\$10,000 to \$25,000** for capital and operating expenses and requires 1:1 matching funds (cash, in-kind and volunteer hours)
- Since its inception, GTOPS funding of \$1,865,000 has been a match to more than **\$6.5 million** for community programs



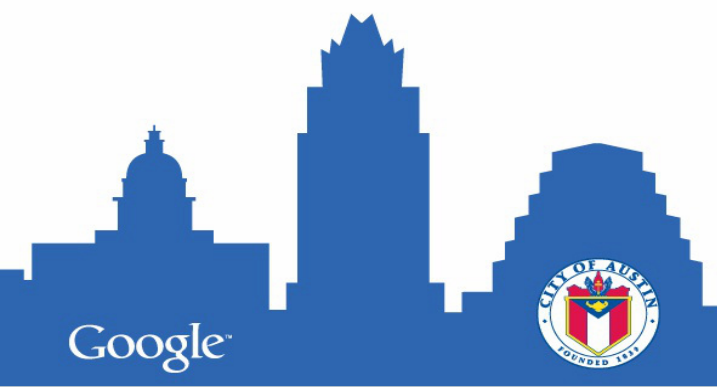


# Grant for Technology Opportunities (GTOPs)

- **GTOPs Goals:**
  - Support programs that provide public access to computers and information technology, especially among underserved segments of our community
  - Support programs that provide information technology literacy, education, and training
  - Support programs that use information and communication technologies in innovative ways that serve the community
  - Provide seed funding for Austin community and non-profit organizations for technological outreach and engagement efforts



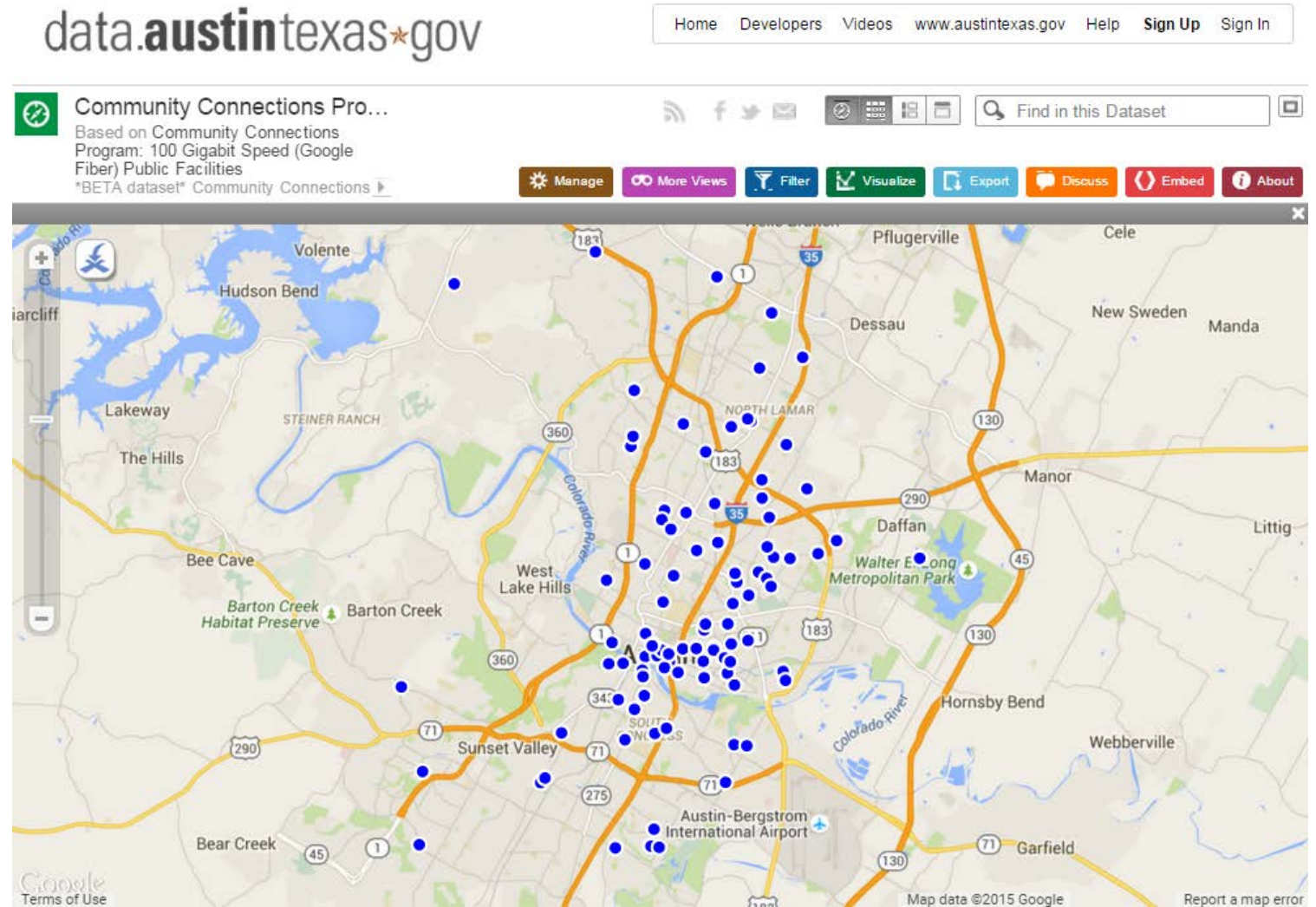
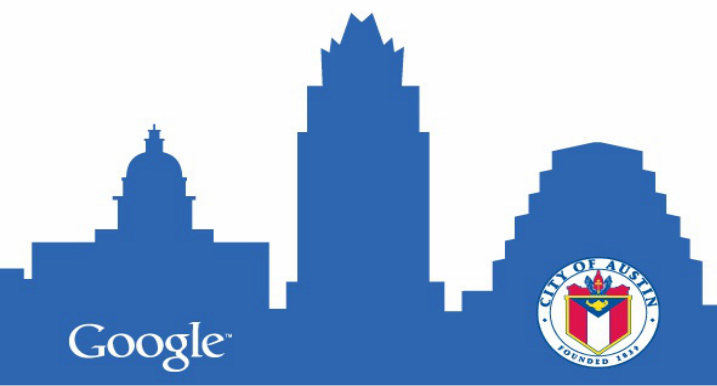
# Community Connections



The City partnered with Google Fiber for Community Connections and selected **100 social good locations** to receive a free gigabit Internet connection that will **spark social innovation**.



# Community Connections



*Coming up...* Develop a framework for Community Connections organizations to **report on outputs and outcomes** from gigabit-speed Internet

# Public Access Community Media

Public access television **promotes the creative power** and First Amendment right to free speech for all members of the Austin community who wish to access media forums.

The City of Austin has owned a **public access television facility** since 1974 and contracts with a **local nonprofit organization** that oversees daily operations.



Photo source: channelAustin, Facebook, Feb. 17, 2015



# Public Access Computers & Training

The City of Austin supports public access to computers at numerous locations throughout the City to help residents build digital skills.

The City of Austin supports **23 branch libraries** in addition to several **public access computer labs**. Residents can visit these facilities to use computers and receive free one-on-one training at certain sites.



*Willie Mae Kirk Library, where residents can access computers and receive one-on-one technology training assistance.*



*A public access computer lab, supported by the City of Austin and Austin Free-Net. Photo source: Austin Free-Net, Facebook, April 24, 2015*



***Coming Up...***  
**Digital  
Empowerment  
Community of  
Austin**



**Digital Empowerment Community of Austin**

# Digital Inclusion Team Contact



**Digital Inclusion**  
**City of Austin**



- [austintexas.gov/digitalinclusion](https://austintexas.gov/digitalinclusion)
- @COADigInclusion
- [digital.inclusion@austintexas.gov](mailto:digital.inclusion@austintexas.gov)
- Rondella Hawkins, TARA Officer
- John Speirs, Program Coordinator
  - [John.speirs@austintexas.gov](mailto:John.speirs@austintexas.gov)
- Sharla Chamberlain, Program Specialist
  - [Sharla.chamberlain@austintexas.gov](mailto:Sharla.chamberlain@austintexas.gov)
- Kirby Aull, Community Engagement Associate (VISTA)
  - [Kirby.aull@austintexas.gov](mailto:Kirby.aull@austintexas.gov)