

Digital Inclusion Initiative Briefing

Community Technology & Telecommunications
Commission Meeting
October 12, 2016
Austin City Hall

City of Austin Office of Telecommunications & Regulatory Affairs



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 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

**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 Action Categories & Dashboard Goals

Action Categories

CONNECT 4.1

ENGAGE 4.2

INCLUDE 4.3

INTEGRATE 4.4

COORDINATE 4.5

Dashboard Goals

- To **understand and increase usage** of digital and communications technology
- To **address potential barriers** to digital inclusion
- To understand the need for **digital literacy training**
- To understand the need for access via **reliable and affordable devices**
- To understand the need for **language and disability** accommodations
- To develop **relevancy and advocacy campaigns** within specific communities and populations

Steering Committee Meeting Overview

DECA Phase I

Listening Campaign Report

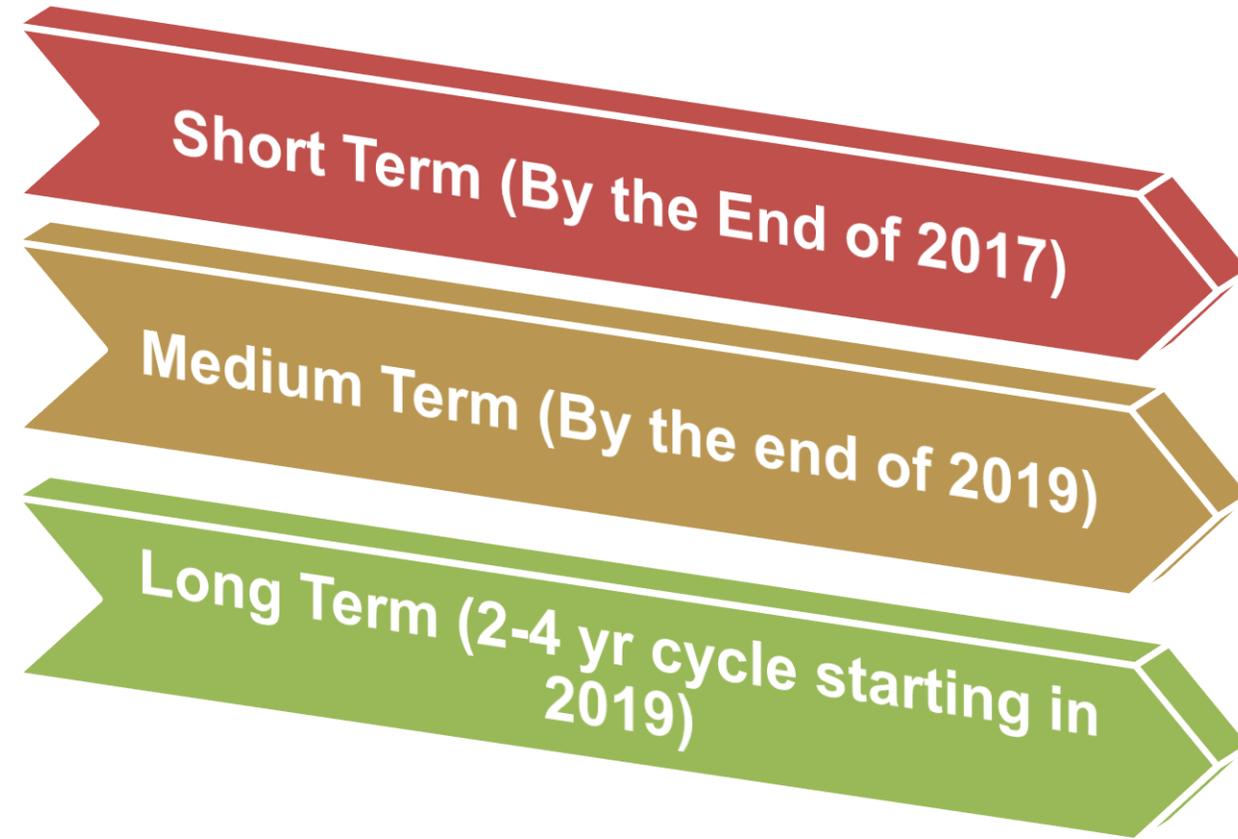
Insights and Opportunities

Steering Committee Priorities

**GTOPs 2017 Applications
Available**



DECA Phase I: Concept Catalog



Concept Catalog Initiatives

Short Term Goals (By the End of 2017)

1.1.5 Implement a Technical Assistance Hotline

1.1.7 Develop Cross Program Certification

1.1.8 Offer Skills-Based Workshops

2.2.1 Convene a National Digital Consortium

2.2.2 Develop an Online Content Clearinghouse

2.2.4 Create a Standardized Client Survey

3.3.2 Provide Periodic Training Sessions

4.4.1 Convene a (Digital Inclusion) Forum

4.4.2 Convene Digital Service Providers

5.5.1 Advertise using different media



Concept Catalog Initiatives

Medium Term Goals (By the End of 2019)

- 1.2 Create a Public Device Checkout Program
- 1.3 Develop a Wireless Bus Program
- 1.4 Advance Mobile Training
- 1.6 Develop Public Technology Kiosks
- 2.3 Create a Digital Handbook
- 3.1 Create a Pool of Program Instructors



Concept Catalog Initiatives

Long Term Goals (By the End of 2019)

1.1 Develop Citywide Wi-Fi

5.2 Leverage Existing Alternative Transportation Outreach
Programs



Prioritized Concept Catalog Initiatives

Short Term Goals (By the End of 2017)

- 1.5 Implement a Technical Assistance Hotline
- 1.7 Develop Cross Program Certification
- 2. Standardize Digital Literacy Curriculum
- 2.4 Create a Standardized Client Survey
- 4.2 Convene Digital Service Providers



Digital Inclusion Listening Campaign Report



Introduction

Who We Met With

- 30 Organizations
 - 9 organizations who provide services to adults
 - 11 organizations who provide services to youth
 - 2 organizations who provide services to the elderly
 - 7 organizations who provide services to all ages
 - Including 4 healthcare providers

Listening Campaign Goals

- Gain a better understanding of the D.I. community's resources and needs
- Gauge interest for collaboration on Concept Catalog initiatives
- Reengage with Digital Inclusion service providers ahead of DECA Phase II

Findings

Programming

- Service providers offered Digital Literacy programs as a path to better client outcomes
- The main distinction between programs was services tailored to children or adult learners
 - Adult programming was focused on task-oriented exercises to help participants become self sufficient device users or to perform specific tasks like apply for jobs
 - Youth programming provided a wider breadth of programming and learning outcomes
- Providers stated that the goals of their digital inclusion programming was to:
 - 1) Increase awareness about ICTs
 - 2) Achieve specific (Usually short-term) client-driven goals
 - 3) Or promote equitable access and training for the resources driving social and economic opportunity

Findings

Connecting w/ Clients & Other Organizations

- Service providers tend to connect with each other based either on client base or service focus
- Many organizations report that their connection to specific, high-need parts of the community is a particular success
- Organizations have a need for more/better outreach and marketing

Employees and Staffing

- Service providers need more volunteers and permanent staff
- Service providers need more professional development for current staff/volunteers

Capacity

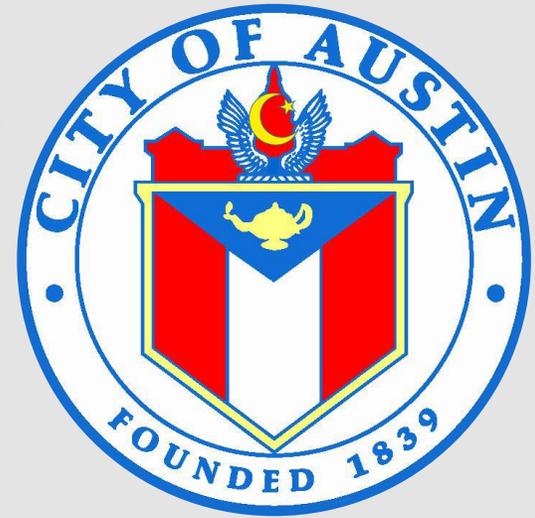
- Organizations are in need of devices, classroom space, storage and additional staff
- Funding

Recommendations

1. Create a recommended digital literacy curriculum, set recommendations for skills based certifications, and identify and share best practices
2. Develop and strengthen the DECA community
3. Generate a resource list and a referral process
4. Pursue strategies to connect service providers with devices

Residential Technology Usage & Access Survey

Austin Digital Assessment



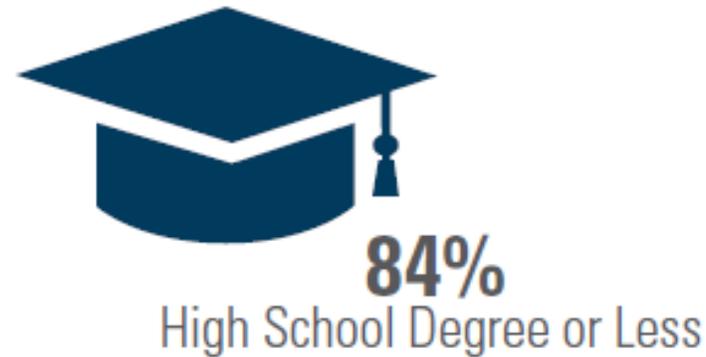
Austin Digital ASSESSMENT

Technology Usage in Austin in 2014

Population of Austin Which Does Not Use the Internet



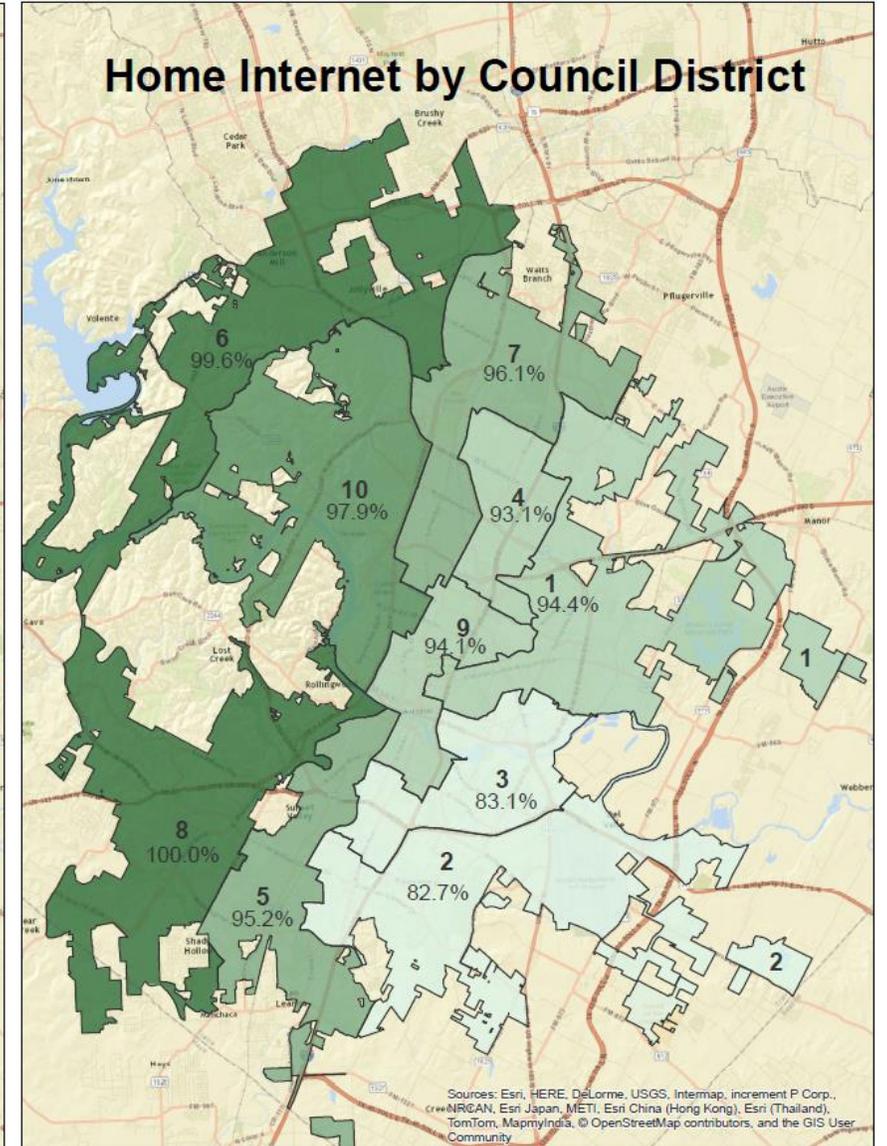
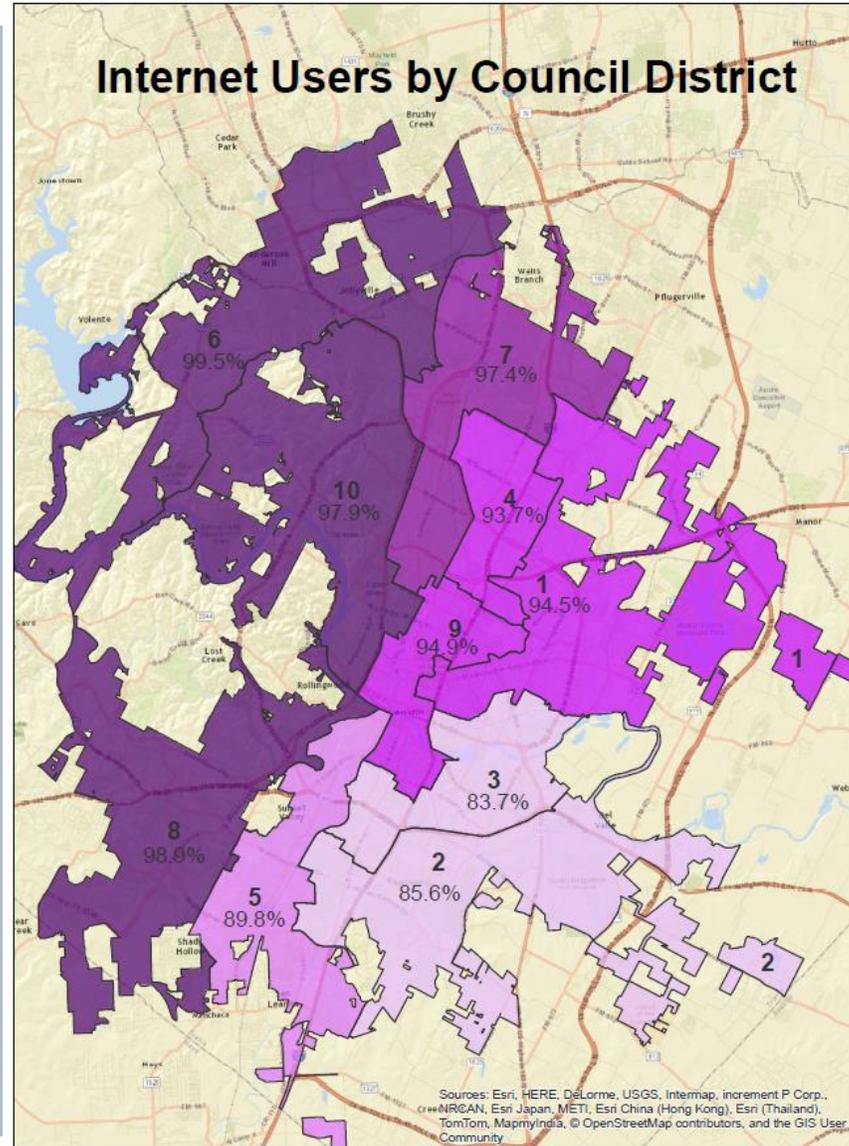
Who are the nonusers?



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

- The assessment, which began in 2011, has been an integral part of the City's efforts to understand the deep digital divide in Austin.
- Unfortunately, due to budget constraints, the City will no longer be able to fully fund the 2017 survey.
- This year the Digital Inclusion office will be seeking partners in the community to assist with funding, facilitation and logistics of the survey.
- The last Digital Assessment was performed in 2014 for about \$49,815.
 - The current estimate for conducting the survey next year ranges from \$48,225 to \$99,375, depending on the assumptions made.

2017 Digital
Inclusion
Steering
Committee

What are the most
important things for Digital
Inclusion to work on over the
next year?

Steering Committee Priorities

1. Use the library as a site of training and access. Help develop partnerships with the library and other organizations to better leverage the library's resources (space, devices, clients, etc.)
2. Partner with service providers to make access to data plans more accessible and more affordable. Devices are important, but they cannot be used unless there is access to data
3. Create a map of Wi-fi access points in the city

Coming Up...
October 21st

Digital Empowerment Community of Austin

- **Join us for the Digital Empowerment Community of Austin's Working Group meeting on Friday, October 21st from 9 a.m. to 12 noon @ YMCA North (1000 W Rundberg Lane).**
- **Goals of Meeting:**
 - **Introduce DECA Phase II: Where we've been, What we've learned, Understanding the future direction.**
 - **Conduct a workshop: for organizations to successfully apply for GTOPs 2017: How might we demonstrate our organizations ability to fulfill GTOPs mission and objectives?**
- **Lightening Pitches: connecting what's available to what's needed supporting opportunities for digital inclusion learning model outcomes.**
- **We will also have lightning presentations from the following organizations, among others:**
 - **Mozilla Foundation**
 - **Kiwi Compute**
 - **HackReactor**

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