



COMMISSION RECOMMENDATION

COMMUNITY TECHNOLOGY AND TELECOMMUNICATIONS COMMISSION

RECOMMENDATION NUMBER: 20230308-2a

REGARDING: 2023 Affordability Connectivity Program Awareness Campaign

WHEREAS, our stated vision is for Austin to be a beacon of sustainability, social equity, and economic opportunity; where diversity and creativity are celebrated; where community needs and values are recognized; where leadership comes from its community members, and where the necessities of life are affordable and accessible to all;

WHEREAS, it is defined responsibility of the Community Technology and Telecommunications Commission (CTTC) according to our bylaws to “advise the city council on community technology, telecommunications services” and “new sources of funding for community technology projects,” to help realize the stated vision above;

WHEREAS, the Affordability Connectivity Program (ACP) is a Federal Communications Commission (FCC) program that helps connect families and households struggling to afford internet service;

WHEREAS, there are existing funding sources which can be used to promote ACP awareness - must name the sources and amounts;

WHEREAS, June 2022 Travis County data reflects that there are 124,820 families or households eligible for ACP in the Austin area. Of the eligible Austin area households, 104,832 are unenrolled reflecting only 18%;

NOW, THEREFORE, BE IT RESOLVED THAT:

The Community Technology & Telecommunications Commission (CTTC) recommends that appropriate 2023 budgets be allocated to execute a City-wide multimedia campaign to promote the ACP to all eligible Austin-area community members. The CTTC further recommends that this campaign should focus on promoting ACP to audiences who currently qualify for Supplemental Nutrition Assistance Program (SNAP), Med

icaid, Women, Infants, & Children (WIC), federally funded free lunch and social services programs where ACP eligibility is automatic with qualification.

Further, the CTTC recommends that City Council direct the city manager to allocate FY2023 budget no less than \$5,000 for an ACP awareness campaign that should include foreign language outlets. This campaign should also include a variety of advertising mediums and should be communicated in a variety of public spaces. Further, the campaign should begin as soon as possible and run on a continuous basis as ACP funding allows. Finally, this campaign should be funded into fiscal year 2024 budget cycle and reflect market changes.

Date of Approval: March 8th, 2023

Record of the Vote: Approved by the Community Technology and Telecommunications Commission on a vote of 7-0.

ATTEST:

A handwritten signature in black ink, appearing to read "Dan Martinez". The signature is fluid and cursive, with the first name "Dan" written in a larger, more prominent script than the last name "Martinez".

Dan Martinez

Telecommunications & Regulatory Affairs

City of Austin