

A G E N D A



Recommendation for Council Action

Austin City Council	Item ID	31303	Agenda Number	45.
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Meeting Date:	3/20/2014	Department:	Telecommunications and Reg Affairs
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Subject

Authorize negotiation and execution of an interlocal agreement with The University of Texas at Austin to develop a survey, conduct analysis, and develop a final report for the Residential Technology Study for a total contract amount not to exceed \$49,815.

Amount and Source of Funding

Fiscal Note

Funding is available in the Fiscal Year 2013-2014 Budget of the Management Services Department.

Purchasing Language:	
Prior Council Action:	
For More Information:	Rondella M. Hawkins, TARA Officer, 512-974-2422
Boards and Commission Action:	Austin Community Technology & Telecommunications Commission: February 12, 2014; June 12, 2013; May 8, 2013
MBE / WBE:	
Related Items:	

Additional Backup Information

The Telecommunications and Regulatory Affairs Office (TARA) will be developing a Digital Inclusion Strategic Plan (the Plan) in 2014. A residential technology survey will provide a needs assessment for the Plan. This agreement will allow the City of Austin to enter into an Interlocal Agreement with the University of Texas at Austin – Department of Radio, Television and Film to develop the survey to be sent to households targeted by examining neighborhood demographics, including data gathered during the previously conducted survey which commenced in October of 2010 with a final report delivered to the City in August of 2011.

The Austin Community Technology & Telecommunications Commission approved recommendations (20130508-010 and 20130612-008) that the City of Austin periodically engage in a residential technology survey to develop a profile of the information and communications technology means, skills, and needs in the community, and should be revised and administered in three-year intervals with recommended funding of \$50,000 for the survey.

City staff presented to the Austin Technology & Telecommunications Commission on February 12, 2014, to create a working group to guide development of the Plan to deploy and support community digital inclusion programs and services in the most needed Austin neighborhoods in partnership with city agencies, non-profits, and the private sector. The survey instrument selects a random sample of approximately 12,000 households, with an additional oversample of certain neighborhoods, and asks respondents about their Internet access, barriers for adoption, and usage habits. The survey also will assess digital literacy and attitudes towards the Internet to create a comprehensive and granular picture of connectivity in Austin at the neighborhood level.

The sample of residents will be sent a postcard announcing that they have been selected to participate in the survey; a few days later, they will receive the survey with a postage-paid return envelope. A follow up reminder postcard will be sent a week later to participants who have not responded. Each survey recipient will receive a URL to complete the survey online as an option to the written version. Respondents should be able to complete the survey in less than twenty minutes.

Under the agreement, the UT Austin – Department of Radio, Television and Film will provide the following scope of services, but not limited to: develop survey questionnaire with input from the City, conduct and administer survey, conduct data analysis, participate in community workshops and forums, assist at project team and public workshops, prepare visualization of mapping tools, and preparation and presentation of final report. In addition, UT Austin will utilize a Research Assistant for this project funded by a University mentoring grant..

The agreement will be in effect for 6 months from last signature date unless otherwise amended.

This project is managed by the Office of Telecommunications & Regulatory Affairs.