

Ham 10

Strategic Plan Steering Committee
Meeting 1 Notes
Friday, May 2, 2014

If you have any edits, suggestions or additions to these notes, please send them to Sharla Chamberlain at sharla.chamberlain@austintexas.gov to have them incorporated into this document.

Introductory Comments

Grover Bynum, Business & Entrepreneur – Small businesses have a lot to gain from digital inclusion, but large businesses also have an interest in a digitally inclusive community

Dave Colligan, Economic & Workforce Development – His experience comes from Lafayette, Louisiana, which is also a connected city. The steering committee can use this opportunity to improve economic development in Austin

Mary Dodd, Community-based providers – Economic segregation is growing. There is high concentration of poverty: this affects crime, mobility, regardless of what jurisdiction they are in. We need seamless access to services, and to share information across jurisdictions. Poverty is getting deeply worse—this needs to be addressed.

Gilbert Rivera, Community – Public housing facilities in Austin are not connected. These are some of the citizens with the most need, and we need to make sure we are providing them with the tools and resources to access technology. The City as a policy needs to require access to connectivity in units when homes and facilities are being built. Nonprofits don't have access to the technology they need to serve.

Jim Lax, Education – AISD wants to provide its students with the ability to connect from home, but this is not possible right now. They have an interest in providing personal computer devices (a broader category than tablets) to students—this is a goal. However, AISD is cash-strapped and pays significant amounts to the state. AISD wants to build a sustainable personal computer device with home-access program. Private industry may be able to get involved. This effort is especially timely because AISD is starting a new digital citizenship & cyber safety training for all its students starting next Fall. They want to facilitate a large deployment of devices and investigate other opportunities to improve access in lower-income households. Tablets are too personalized a device to be used properly in classrooms—they do not work well with students. Laptops and possible Chromebooks are better for students. Microsoft waves some software fees for education purposes.

Robert Pinhero, Non-Profit – Nonprofits are the frontline organizations. There are more than 5,000 non-profits in the Austin area, and only approximately 150-200 at best interact with the City. Non-profits are often the first to interact with the people in need. Many organizations are so small that they are as underserved when it comes to technology access as their clients. We need to help these organizations so that they can help the underserved.

GTOPs could help more of these organizations

Sarah Churchill, Public Health – Electronic health information is improving patients' ability to be involved with their own healthcare. Austin is uniquely placed when it comes to access to Electronic Health Records (EHRs) through grants. Most primary care facilities use EHR or Electronic Medical Records (EMRs). This helps to decrease duplicative testing and to target heavy healthcare users. These are modern platforms for the exchange of health information. Patient portals are emerging as a way for patients to access their own health information, and this is extremely important.

Rebecca Frost Davis, Higher Education – St. Edward's University is a strong partner through its students and its Hackathon. They want students to collaborate, communicate, create and compete in the Cloud. They have a strong focus on social justice and community engagement. St. Ed's has recently been focusing volunteer efforts in Dove Springs. Students need excellent digital skills, but the community at large needs skills, too. What does it mean to engage digitally? This is what they want their students to focus on.

Teri Pennington, Public Safety & Emergency management – Their office oversees open data. Apps are a resource for digital inclusion. This office is the technology arm for city applications—they identify what works and what doesn't work, estimates costs, etc.

Sly Majid, Chief Services Officer – Conferences show that Austin has the potential to change the digital landscape civically, economically, digitally. This conversation today and throughout this process will improve Austin for the better.

Sue Soy/Joe Faulk, Library – All library locations in Austin are getting Google Fiber. The library has a strong role in providing digital inclusion in Austin. Libraries can work with non-profits and entrepreneurs. They have the space, and now they will have the connectivity. Libraries are welcoming, neutral organizations available to ALL Austinites. They can help resident with information needs, jobs, training, and more. Digital use in libraries is skyrocketing, and the landscape for libraries is changing. Austin, TX is lucky that we are embracing and re-envisioning libraries for our community. There is a paradigm shift in how libraries serve the community. Libraries need to embrace new technology like wifi, but they have funding issues. We need to maintain the ability to LISTEN to citizens to meet the needs of all citizens.

Central Themes to keep in mind:

- Infrastructure
- Accessibility
- Sustainability
- Reliability
- Equity & Opportunity
- Progression & Succession
- Collaboration
- Space Availability
- Staffing
- Literacy

Opportunity / Threat Assessment Exercise

Steering Committee Members discussed the communities they served, the services they provide, what they need to enhance their ability to engage and serve. They contemplated what would be useful, how can this be achieved, and why it would help their organizations.

Members also discussed what is preventing them from doing more of what they need to do. Candidness and specificity about barriers were encouraged, as were actionable and specific measures.

OPPORTUNITIES (+)

Small business & Entrepreneurship

Ensure we are including the “already included” as a resource so that everyone has an opportunity to engage.

Targeted development so that relevance of a digital inclusive community is articulated to the small business community

Community based providers

Promote cross-jurisdictional collaboration

Lower income citizens are moving to unincorporated areas. They don’t really care what this means—they just know that they need their needs met.

Seamless access to services → digital equity

The common definition of poverty and the “tale of two cities” phenomenon is becoming more widely talked about.

Community

There is an opportunity to get more services to permanent supportive housing (e.g., veterans, those with addiction, etc.)

We can use non-profits to provide digital services to underserved and non-connected communities, but to do this we need to build up the NPs.

The City could require anyone using City funds to build complexes to provide digital access to residents within the facilities.

We need to make sure that devices are EDUCATION devices so that we can encourage citizens to produce their own content rather than just consume.

BARRIERS (-)

Small business & Entrepreneurship

Relevance is a barrier: entrepreneurs and businesses often aren’t engaged in the conversation

Community based providers

Sharing digital education across jurisdiction is very difficult. Federal guidelines can be a barrier; e.g. AISD can’t share information about their students.

Economic segregation is a problem. There is a higher concentration of inequality vs. wealth. “A tale of two cities”. Poverty as becoming as deeply concentration as wealth, and there is no communication between these groups.

Community

Few of these facilities have on-site social services available to residents. Most units don’t have access to digital services.

Some small non-profits don’t have the ability or knowledge to help residents with computer knowledge

There is a lack of available funding for digital training in communities.

The way block grant money is being disseminated is problematic

Computers are sometimes used as just “internet devices”—this is not as empowering

OPPORTUNITIES (+)

Economic & Workforce Development

Two priorities: (1) investment, (2) job creation

INDUSTRY creates jobs & opportunities for unemployed and underemployed.

We can create industry engagement for STEM programs

There is a lot of need and a lot of willingness to give.

Education

Goal: transform classrooms. Devices should be used for education. 24x7x365 access to the classroom via the cloud for students and parents

Create system for donation of refurbished computers (from COA, businesses, etc.)

Provide devices to students to take home. But connectivity is an issue—we need a wifi hotspot map.

Private industry may be able to help with insurance for home devices

The public doesn't want to spend \$\$\$. Attitudes are changing. Enrollment is decreasing, so state funding is decreasing, and attitude among non-families is they don't want to pay for schools

Focus on connecting efforts to be aligned with goals.

Higher Education

Make college students social aware

There is lots of opportunity in students

Public Health

Text messaging is an increasingly effective way to communicate with patients

Patients portals are new access point for patients, and provide community-wide provider standardized data.

There may be an opportunity to develop apps that are more user friendly than patient portals.

Med School, 11-15 waiver: Federal government matches proper spending

BARRIERS (-)

Economic & Workforce Development

Bandwidth to help that is open to industry is limited.

Digital literacy is FOUNDATIONAL in today's job market. Some citizens don't have the digital literacy needed to apply for jobs, etc.

The challenge is connecting those in NEED with those willing to GIVE

Education

Funds are limiting. Bond funding expires in 5 years—devices are now ancient. Innovative and sustainable funding is needed.

What talent & technology do we need?

What kind of free internet coverage among all the providers might exist?

We need insurance to allow students to take devices home.

Changing public school demographic is problematic. 60% of students are economically disadvantaged.

There is a conflict between comprehensive learning and ease-of-use of device

What do we want people to have access to, and why is that important? We need to answer these questions

Higher Education

Challenge is making sure social focus is engaged correctly
→ how do we REALLY make a difference?

We need to make sure that students are connected to the community

Public Health

What is the best way to access health information? Is it via computers, or via mobile devices?

Health literacy is still an issue (what does the information mean, and what do patients do with it?)

Patient portals are not super user friendly. There are log-in and sign-on issues.

OPPORTUNITIES (+)

Library

Collaboration: Come up with measurement of progress and success in programs

Opportunity: Advertise for donations to improve hardware

Opportunity: Promote the library as a content provider

One-on-one training is the most effective for digital literacy.

Private company can “sponsor” a library

Non-profits

BE SPECIFIC. Craft targeting messaging that identifies how different constituencies relate with each other. E.g., promote health literacy programs to seniors.

Discuss bringing private providers into this conversation

City of Austin Technology

The City has a program where they sell devices that can be sold, and recycle the rest. There is also a trickle-down system for aging computers

Engagement Opportunities

ACC

Highland Mall Project

Industry Providers

Libraries

BARRIERS (-)

Library

How will we know that we are delivering what we want?

There are some financial barriers to the library. E.g., overdue fees and lost materials fines—new policy is that these can’t be waived. This hurts the community because parents are afraid of letting their children use the library.

There is competition for funding from city departments

-Infrastructure

-Bandwidth

-Staffing

-Space availability

Non-profits

Jargon and euphemisms turn people off. There is a lack of relevant messaging: “What’s in it for me?”

According to their research, 30% of the highly literate population said they have a deficiency in health literacy.

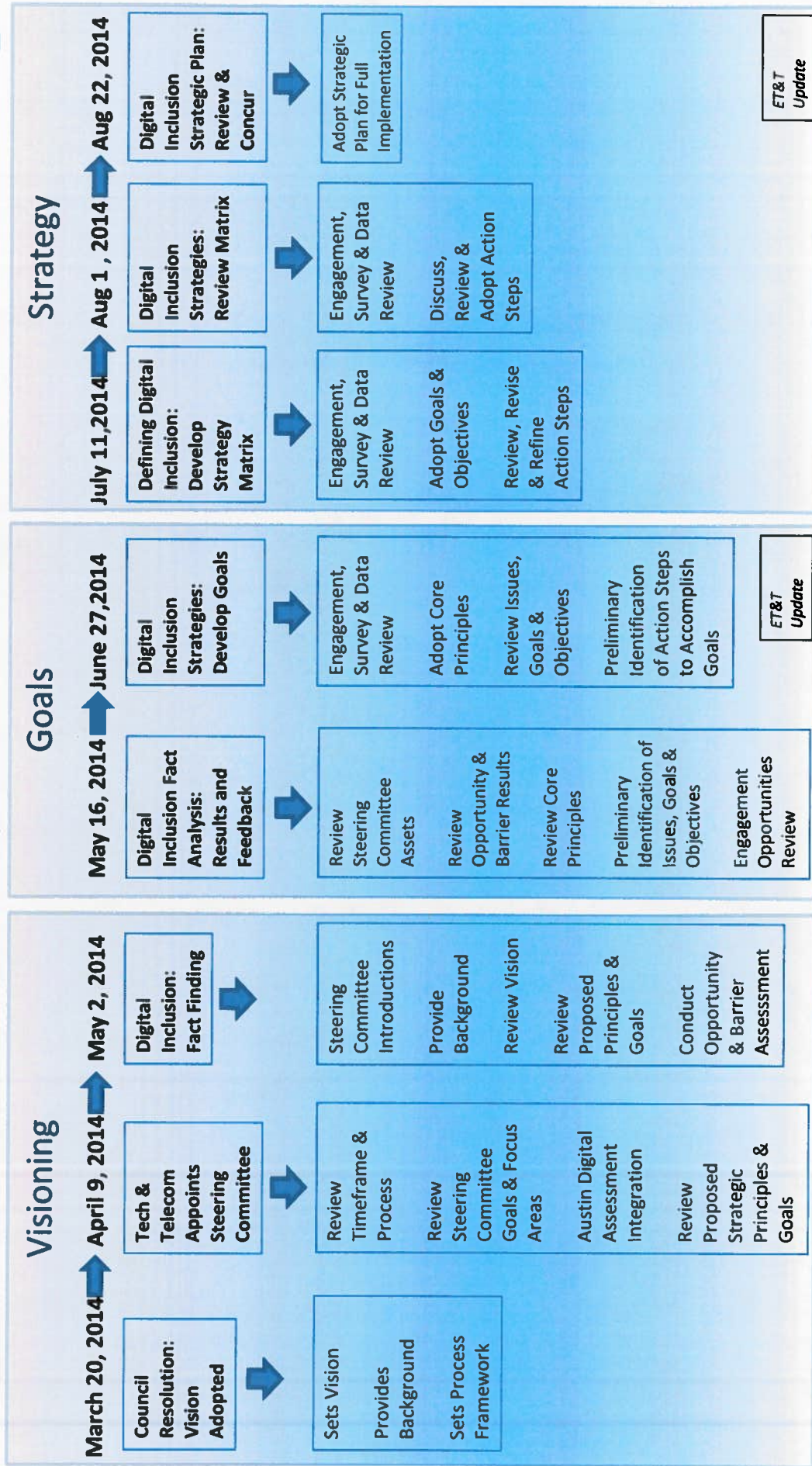
Working with all providers can be problematic

City of Austin Technology

We can take a 5 year old computer, give it a new operating system, donate it to the community.



Digital Inclusion Strategic Plan: Steering Committee Process



> Tech & Telecom Commission Updates:

> Draft Strategic Plan Delivered to Commission:

> Draft Plan Presentation to ET&T:

> Final Draft Plan to be delivered to Council:

Ongoing

Sep. 10, 2014

September 17, 2014

October 23, 2014

■ = Predefined Process

■ = Process Step

■ = Data Step

◆ = Decision Step

Providers Feedback Survey
On the Digital Inclusion Horizon Newsletter
May 14, 2014

Q1. Do the Austin residents you interact with typically need basic computer training (e.g., how to check email, use social media, etc.)?

#	Answer	Response	%
1	Most need basic computer training	2	8%
2	Some need basic computer training	7	29%
3	Few need basic computer training	9	38%
4	Almost none need basic computer training	5	21%
5	Not applicable / Unsure	1	4%
Total		24	100%

Q2. Could the Austin residents you interact with benefit from computer proficiency training related to software or hardware (e.g., Microsoft office training)?

#	Answer	Response	%
1	Most could benefit from computer proficiency training	2	8%
2	Some could benefit from computer proficiency training	15	63%
3	Few could benefit from computer proficiency training	4	17%
4	Almost none could benefit from computer proficiency training	2	8%
5	Not applicable / Unsure	1	4%
Total		24	100%

Q3. Could the Austin residents you interact with benefit from help with creating resumes and applying to jobs online?

#	Answer	Response	%
1	Most could benefit from help with resumes and online job applications	5	21%
2	Some could benefit from help with resumes and online job applications	14	58%
3	Few could benefit from help with resumes and online job applications	3	13%
4	Almost none could benefit from help with resumes and online job applications	1	4%
5	Not applicable / Unsure	1	4%
Total		24	100%

Q4. Generally speaking, do the residents you interact with regularly utilize public computer labs (e.g., Austin Public Libraries, Austin Free-Net, etc.)

#	Answer	Response	%
1	Most regularly utilize public computer labs	2	8%
2	Some regularly utilize public computer labs	5	21%
3	Few regularly utilize public computer labs	3	13%
4	Almost none regularly utilize public computer labs	12	50%
5	Not applicable / Unsure	2	8%
Total		24	100%

Q5. In your opinion, why might some of the Austin residents you interact with not need computer training?

#	Question	Major reason	Somewhat common reason	Not very common reason	Not a reason at all	Not applicable / Unsure	Total Responses	Mean
1	They already have these computer skills	14	5	3	1	1	24	1.75
2	Not interested in learning or no need for technology	2	4	6	10	2	24	3.25
3	Do not know where to receive computer training	4	10	3	4	3	24	2.67
4	Technology is too expensive	4	9	6	3	2	24	2.58
5	Do not know what kind of training might be available	6	8	7	1	1	23	2.26
6	Mobility barriers	2	8	6	6	2	24	2.92
7	Language barriers	4	6	5	7	2	24	2.88
8	Concerns about Internet safety and privacy	1	7	5	9	2	24	3.17
9	Not enough time	5	5	6	6	1	23	2.70
10	Using the Internet is too difficult	1	6	4	12	1	24	3.25
11	Other:	1	0	0	0	5	6	4.33

Other:

Youth who are very tech savvy

Q6. In your opinion, how well utilized is technology and the Internet among the following communities and stakeholder groups in Austin?

#	Question	Highly utilized	Somewhat utilized	Not very utilized	Not utilized at all	Not applicable / Unsure	Total Responses	Mean
1	Arts & culture community	10	6	3	0	5	24	2.33
2	Public health community	5	7	6	1	5	24	2.75
3	K-12 education	11	6	2	0	5	24	2.25
4	Higher education	18	3	0	0	3	24	1.63
5	Entrepreneurial & business community	14	6	1	0	3	24	1.83
6	Austin Public Libraries	6	12	3	0	3	24	2.25
7	Public housing facilities	0	3	8	2	11	24	3.88
8	Nonprofit community	6	7	6	0	5	24	2.63
9	Other:	0	0	0	0	3	3	5.00

Other:

Q7. In your opinion, what are some specific improvements that can be made to enhance service delivery for the groups represented in the previous question? (all text fields are optional)

Arts & culture community	Public health community	K-12 education	Higher education	Entrepreneurial & business community	Austin Public Libraries	Public housing facilities	Nonprofit community	Other
<p>City-wide more faster cheaper (including free) Internet access (wired & wireless)</p> <p>extend Information portals to mobile apps that are easy to get (free) and easy to use. AND provide a help desk supporting this application.</p> <p>Provide them with hardware and software that will allow their creativity to grow, and share with the rest of society.</p>	<p>Too fractured & too poor to perform their mission but City-wide more faster cheaper (including free) Internet access (wired & wireless) would help.</p> <p>extend Information portals to mobile apps that are easy to get (free) and easy to use. AND provide a help desk supporting this application.</p> <p>Flood it with informative media, not sales speeches.</p> <p>Low income Citizens need Internet access in their houses, and the</p>	<p>City-wide more faster cheaper (including free) Internet access (wired & wireless)</p> <p>extend Information portals to mobile apps that are easy to get (free) and easy to use. AND provide a help desk supporting this application.</p> <p>Provide hardware across all the underserved communities.</p> <p>Better Internet access in kids houses</p>	<p>City-wide more faster cheaper (including free) Internet access (wired & wireless)</p> <p>extend Information portals to mobile apps that are easy to get (free) and easy to use. AND provide a help desk supporting this application.</p> <p>Make it affordable.</p>	<p>City-wide more faster cheaper (including free) Internet access (wired & wireless)</p> <p>extend Information portals to mobile apps that are easy to get (free) and easy to use. AND provide a help desk supporting this application.</p> <p>Those that are not able to afford a PC, provide them one so they can be successful and become gainful employers.</p>	<p>City-wide more faster cheaper (including free) Internet access (wired & wireless)</p> <p>extend Information portals to mobile apps that are easy to get (free) and easy to use. AND provide a help desk supporting this application.</p> <p>Having reliable high speed connectivity for everyone to use through all levels of income, education, etc.</p> <p>Outfit them with mid range equipment, and have longer accessibility to their labs (hours).</p> <p>Increase in bandwidth to the internet</p>	<p>City-wide more faster cheaper (including free) Internet access (wired & wireless)</p> <p>extend Information portals to mobile apps that are easy to get (free) and easy to use. AND provide a help desk supporting this application.</p> <p>Getting suitable access to technology, connectivity and computer training</p> <p>Flood them with technical labs that are inspirational and fulfilling, to inspire kids to stay around home as there is no need to go out and hang around the wrong company.</p> <p>Better access to the internet in their houses</p>	<p>Cheap Internet, discounts</p> <p>City-wide more faster cheaper (including free) Internet access (wired & wireless)</p> <p>extend Information portals to mobile apps that are easy to get (free) and easy to use. AND provide a help desk supporting this application.</p> <p>Additional funding to help their programs move ahead</p> <p>Provide them with their requested needs. They have a vested interest on being successful.</p>	<p>City-wide more faster cheaper (including free) Internet access (wired & wireless)</p> <p>extend Information portals to mobile apps that are easy to get (free) and easy to use. AND provide a help desk supporting this application.</p>

Industry needs to do a better job of providing clear info online	Add in "maker" components to technology education Availability of more devices and subsidies to assist low income students with the cost of insurance on the device to allow them to take it home Higher network bandwidth	Add in "maker" components to technology education Higher network bandwidth	Higher network bandwidth	Availability of more computing devices and higher speed internet band width Higher network bandwidth Active Advertising	Affordability		In general, there are concerns about privacy laws and technology. If these concerns could be addressed, it might open many doors. Especially around the areas of connecting with minors through technology.
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Statistic	Value
Total Responses	11

Q8. In your opinion, how much could the following stakeholder groups benefit from digital inclusion programming that improves connectivity access, hardware and device access, and/or digital literacy?

#	Question	Benefit significantly	Benefit somewhat	Benefit slightly	Not benefit at all	Not applicable / Unsure	Total Responses	Mean
1	Veterans	8	7	5	0	3	23	2.26
2	Senior citizens & disabled citizens	11	8	4	0	1	24	1.83
3	Public housing facility residents	13	6	0	1	4	24	2.04
4	Homeless individuals	7	7	2	4	4	24	2.63
5	Recent immigrants	9	8	4	2	1	24	2.08
6	At-risk youths	14	5	3	1	1	24	1.75
7	K-12 students	13	4	1	3	3	24	2.13
8	College students	10	6	2	4	2	24	2.25
9	Entrepreneurs	11	7	0	4	2	24	2.13
10	Austin nonprofits	15	3	1	3	2	24	1.92
11	Other:	0	0	0	0	2	2	5.00

Other:

Q9. In your opinion, what are some specific capacity building activities that could improve connectivity access, hardware and device access, and/or digital literacy for these stakeholder groups? (all text fields are optional)

Veterans	Senior citizens & disabled citizens	Public housing facility residents	Homeless individuals	Recent immigrants	At-risk youths	K-12 students	College students	Entrepreneurs	Austin nonprofits	Other
	Low costs, accessibility options available, training	Low cost, accessibility options, training	Public computer labs, computer literacy training, adult basic education and case management	Public computer labs in places frequented, ESL training, languages other than English training	Public computer labs with lots of lab monitors				Lowering costs, discounts on local tech support, case management online tools.	
More facilities with public internet that accessed by multiple devices.	Some social media training to enhance access to services			On-line language education.						
	More facilities with public internet that accessed by multiple devices.	More facilities with public internet that accessed by multiple devices.	More facilities with public internet that accessed by multiple devices.	More facilities with public internet that accessed by multiple devices.	More facilities with public internet that accessed by multiple devices.	More facilities with public internet that accessed by multiple devices.	More facilities with public internet that accessed by multiple devices.	More facilities with public internet that accessed by multiple devices.	More facilities with public internet that accessed by multiple devices.	More facilities with public internet that accessed by multiple devices.
	Increased knowledge and access may allow for community building online. They could become involved in groups and have "pen pals", or learn to play video games that connect them to others. This could increase life satisfaction and reduce illness.				Tech specific after school groups that allow for project based learning, in a fun and relaxed environment. Build robots and apps.					
Free internet and free computer services	Free internet and free computer services	Free internet and free computer services	Free internet and free computer services	Free internet and free computer services	Free internet and free computer services	Free internet and free computer services	incentive to communicate	Nothing,	Free internet and free computer services	
Connected to relative support groups in the community for dealing with reintegration into civilian war after serving over seas.	Basic skills, such as email, social media, and research tools in order to increase their competency with relevant issues in today's society	Access to resources throughout the community to increase their chances of maintaining their housing or access to alternatives in housing and any other area		Basic computer skills to help them gain access to service offered that would improve their quality of life.	Basic computer skills to help them gain access to service offered that would improve their chances at a successful transition to the US and a better understanding of	Access to support groups of other youth either in the same situations, or have been in similar situations. Access to necessary resources to increase their				

	and to increase their feelings of being connected to their community, friends and family.	they need assistance gaining access services offered.		necessary laws. Also a way to increase their cultural competency.	success factors that may not be readily available to them.						
Accessibility to job fairs and mock interview programs	Being able to setup email, surfing internet, etc.	Having reliable and safe internet connectivity	A safe place to use the internet to connect with family members, job referral services, etc.								
Make classess and discounted devices available	Bring classes to them										
Have retraining courses to provide them with a new meaning in life. In other words retraining them to transition to civilian life and be successful at their new way of life.	and mental activity that is appealing and challenging for them, while ensuring they are connected to the community.	Have common areas where they are able to share technology while teaching them ownership and responsibility.	Help them out of the street, those that have the will and want to do so to be able to get back were they were before they became homeless, with the hope they will surpass their previous level monetarily.	Ensure they take language courses to be proficient in the official language (s).	Challenge them to demanding software like 3D drawing, engineering software for building robots, mathematical challenging software via games, and alike.		Training them in relevant software that will be utilized on a frequent basis in everyday life, not theory.	Provide them with training on the software they will need to ensure their business is successful, example accounting software to keep track of their assets and balances.	Provide them with enough hardware so they can spread the hardware were they are able to determine would be the most effective local.		

Statistic

Total Responses

Value

9

Q10. What technology are you think are needed most in Austin's underserved communities? Please select the top 1 to 3 most needed devices

#	Device	Response	%
1	Desktop computers	9	38%
2	Laptop computers	10	42%
3	Tablets	6	25%
4	Smartphones	9	38%
5	Cell phones (without internet connectivity)	0	0%
6	Game consoles (with internet connectivity)	0	0%
7	Free or low-cost wifi	20	83%
8	Professional software (e.g., Microsoft Office)	11	46%
9	Other:	0	0%
10	Not applicable / Unsure	1	4%

Other:

Q11. How important is it that the City of Austin work to prioritize universal access to free or low-cost Internet for Austin residents?

#	Answer	Response	%
1	Very important	15	63%
2	Somewhat important	7	29%
3	Not very important	0	0%
4	Not important at all	2	8%
5	Not applicable / Unsure	0	0%
Total		24	100%

Q12. What do you believe are the largest barriers to including all Austin residents in the digital community? Please select the 1 to 3 most significant barriers.

#	Answer	Response	%
1	Funding for digital inclusion programming	13	54%
2	Staffing for digital inclusion programming	6	25%
3	Perceived lack of relevancy for technology non-users	6	25%
4	Technology and the Internet is too expensive for non-users	8	33%
5	Non-users do not have time to learn how to use technology	3	13%
6	Lack of engagement with business and entrepreneurial community to promote digital inclusion	3	13%
7	Lack of access to a reliable Internet connection	7	29%
8	Lack of access to reliable hardware and devices	9	38%
9	Lack of access to quality computer-training	5	21%
10	Language barriers	5	21%
11	Other:	1	4%
12	Not applicable / Unsure	2	8%

Other:

Lack of funding/stipends for Internet access

Q13. Please provide any further comments or suggestions you may have related to digital inclusion in Austin. (optional)

Text Response

Individual grants for Internet access in the home or a stipend for it.

It takes the entire community acting together toward a common vision. Austin needs TWC, AT&T, Grande, & Google Fiber to step up together and provide parts of a free wired & wireless Internet infrastructure for those in need (such as above). Other tech companies could provide the required devices & services. Non-tech companies could provide facilities (retail, offices, etc) & other non-tech needs. Each entity contributes a piece of the whole solution, but no one entity is over-loaded. Austin could have done this in the 80's had the technology been there because during that era we dreamed big & worked together to do big stuff - even if no one made big money. All the new folks came from places where that could never happen so now it cannot happen here because they do believe it can. Austin lost our slacker past (do it because it's good & you can for free) to profit-oriented / go-it-alone goals only.

It's been long said that extending computer services to community services actually alienates those in lower salary arenas...and it's true. A homeless person ISNT going to be able to see the food kitchen info listed on a shelter's webpage; and its insane to imagine they would. More PERSONAL outreach is necessary. Making it more technical only increases the problem. Of course, it's easier on POLITICIANS, as they don't really have to make any effort and they can claim they are trying to do something.

Internet is available on Capital Metro trains and some buses, but it is slow and unreliable. There is room for improvement here and would provide access when riders have the time that they could be productive if connected.

Statistic

Value

Total Responses

4