# Digital Inclusion: Strategic Planning Update

June 11, 2014

Effective 8/22/2013

# Steering Committee Process

- Steering Committee: Inventory Assignment
- Staff Review, Analysis and Visualization of Results and Process Based On Results
- Brainstorm best practices and output techniques
- Determine best course for presentation at upcoming meeting (6/27)

- ❑ What and how to present
- ❑ Possible exercises
- ❑ Overall flow of meeting

Digital Inclusion
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# Framework for Inclusion

## Availability

*Sufficient bandwidth is available for multi-user environments, such as educational institutions, public libraries, medical facilities, and other organizations, to support current needs and future network demand.*

## Affordability

*Programs that subsidize monthly Internet subscription costs are available to low-income households.*

## Design for Inclusion

*What type of digital technologies do Austin residents need? Do residents have the training to maximize available digital technologies?*

## Public Access

*What is the availability of technology to Austin residents?*

## Relevance

*How many people use digital technologies to improve their employment skills? What types of education and supportive services will Austin residents need?*

## Digital Literacy

*Training needs and assets in the community are identified and evaluated, and a strategy for meeting the digital literacy needs of the community is adopted.*

## Consumer Safety

*A strategy for training and educating community members about safeguarding personal information, using parental controls, protecting vulnerable populations from online bullying and exploitation , maintaining systems free of viruses, and protecting against other forms of online abuse has been adopted by all providers of Internet services and content.*

The Imagine Austin comprehensive plan serves as a roadmap for shaping the future of Austin and documents the community's vision for the next 30 years, including promoting the prosperity of all, which is one of six key noted challenges, but as yet does not address digital inclusion.

- *Commission asked to review staff generated proposals for recommendation to the Steering Committee at their June 27, 2014 meeting.*

- *The first draft of the annual report and amendments will be at a committee of Planning Commission on July 14, 2014.*

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## Potential Amendments

- **Create a policy**, probably in the **Economy Building Block** (Chapter 4), that discusses the principles of digital inclusion such as “Provide ongoing and coordinated digital services to meet the needs of the community by ensuring that all residents have access to internet connectivity, hardware availability, digital literacy training, and access to relevant information.”

- **Create an action** in the **Economy Building Block** (Chapter 5) to develop the Digital Inclusion Strategic Plan such as “Initiate the development of the Digital Inclusion Strategic Plan.”

- **Amend Priority Programs 3** (Economic Development) and/or 7 (Healthy Austin) **to include this initiative**.

# Austin Digital Assessment: Phase I Update

June 11, 2016

Austin Digital ASSESSMENT

# Phase I: Update

- Postcards announcing survey went to sample of 15,000 residents on 6/4.
- Phase 1: Survey will begin to appear in mailboxes the week of Monday, June 16th.
- Respondents are encouraged to complete the survey as soon as possible. Phase 1 of the survey will close in mid-July.

**The 2014 Austin Digital Assessment Project**

Dear Austin Resident,

You have been selected to participate in a survey conducted by the City of Austin and the University of Texas at Austin about access to and use of online technologies. Please expect a questionnaire to arrive in the mail within the next 1-2 weeks. Your participation is important because it will help the city of Austin increase access to digital technologies.

If you have any questions, please call us at **512-471-5826**. You may take the survey online by visiting the web address below and entering your access code found located on the other side of this postcard.

**http://www.atxdigitalassessment.com**

Thank you in advance for your participation.

Querido/a residente de Austin,

Usted ha sido seleccionado/a para participar en una encuesta conducida por la ciudad de Austin y la Universidad de Texas en Austin sobre el acceso y uso de tecnologías de comunicación. Por favor espere la llegada de un cuestionario a su correo dentro de una o dos semanas. Su participación es importante porque ayudará a la ciudad de Austin a ampliar el acceso a tecnologías digitales.

Puede completar la encuesta en línea visitando la dirección electrónica proporcionada abajo e ingresando el código de acceso localizado en el otro lado de esta postal.

**http://www.atxdigitalassessment.com**

o llámenos al siguiente número **512-471-5826**.

Gracias de antemano.

# Phase II: On the Radar

- Phase II: (Mid-July) UT will no longer accept mail-in or online survey responses—the Qualtrics link dedicated to the Phase 1 survey will be deactivated. “Phase 2” survey, which is the exact same survey with a different Qualtrics link.
  - Working with community partners including Skillpoint Alliance, Austin Free-Net, Austin Public Libraries, etc. Our community partners will encourage their clients to take the survey, and this data will be informally compared with the statistically valid portion of the survey.

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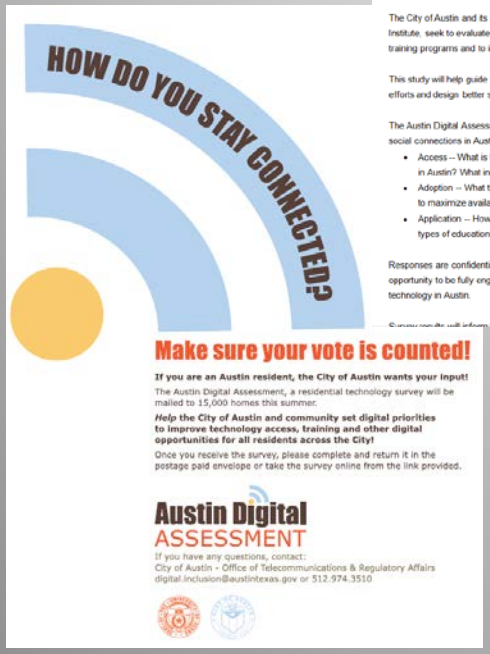
Austin Digital ASSESSMENT

# Getting the word out!



City of Austin
Communications and Public Information Office
NEWS RELEASE

**For immediate release**
June 9, 2014
Contact: John Speirs, Telecommunications and Regulatory Affairs, (512) 974-2999, john.speirs@austintexas.gov

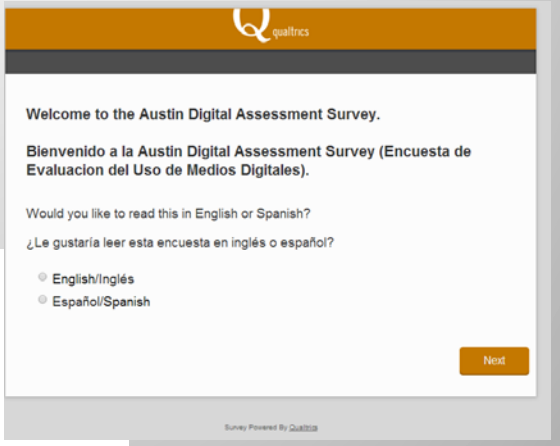
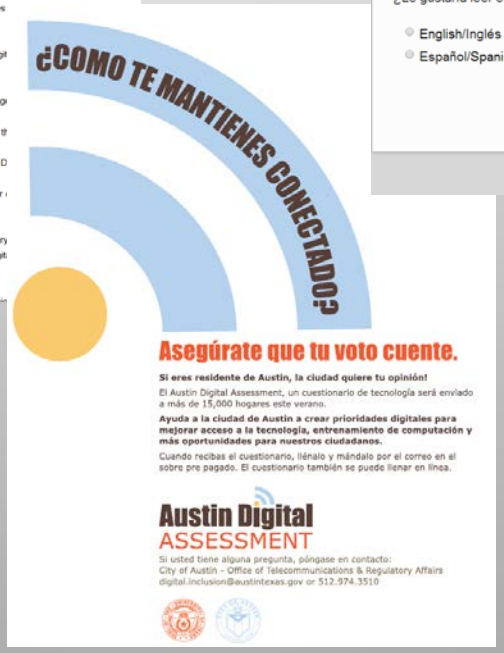
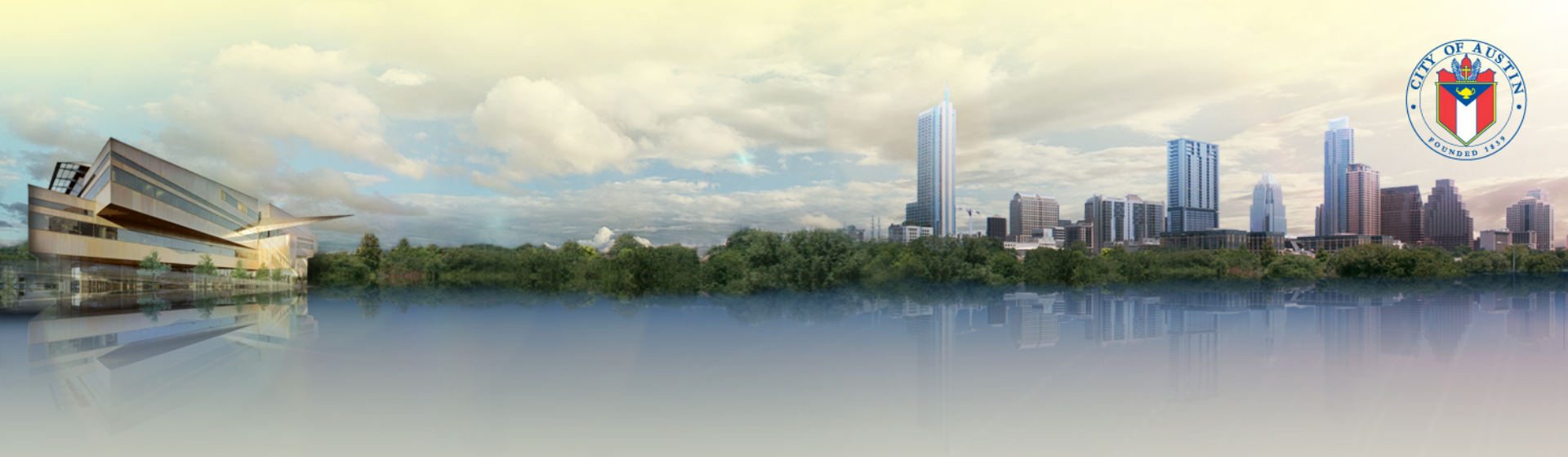
**Digital Assessment survey to set digital priorities to improve technology access for Austin residents**

The Austin Digital Assessment, a residential technology survey, will be mailed to 15,000 homes this week.

The City of Austin and its research partner, the University of Texas Telecommunications and Information Policy Institute, seek to evaluate and assess residents' access to technology resources training programs and to identify unmet needs and barriers.

This study will help guide City of Austin decisions and help those involved in digit efforts and design better services. Phase I of the survey closes in mid-July.

The Austin Digital Assessment will delve into education, health care, civic engag social connections in Austin. Topics will include:

- Access -- What is the availability of technology to Austin residents? Are th in Austin? What inclusion options are available for all Austin residents?
- Adoption -- What type of digital technologies do Austin residents need? D to maximize available digital technologies?
- Application -- How many people use digital technologies to improve their types of education and supportive services will Austin residents need?

Responses are confidential and will inform future decisions that will ensure every opportunity to be fully engaged in digital society and able to access and use digit technology in Austin.