



Digital Inclusion



STRATEGIC PLAN

Telecommunications & Regulatory Affairs
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Process Overview



City Council Resolution setting forth Digital Inclusion Vision:

The City of Austin vision includes every Austin resident having an opportunity to be fully engaged in digital society, accessing and using digital and communications technology.



Digital Inclusion
City of Austin

Austin Digital
ASSESSMENT



What have we learned?

*Austin has the resources, knowledge, expertise, etc. to address the challenges we face in bridging the digital divide. The real problem is that we **must connect what's available to what's needed**, and determine how partners and organizations can work together to best address the digital divide.*

Challenges

Literacy
Limited Capacity/Scale
Funding Limitations
Focusing & Defining Efforts

Assets

Demographic Insight
Transportation
Funding Limitations
Focusing & Defining Efforts

Goals

Strategy
Insights Learned
Tactics
Objectives



Austin Digital Assessment (Residential Technology Survey)

Early insights from survey data, report to be completed Fall, 2014

87% use the "internet" at some location

Average Survey Respondent
2:1 Female
Age 55
15% Hispanic
85% Non-Hispanic

 **The Journey to Inclusion**

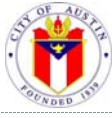
<p>April 9, 2014</p> <p>Community Technology & Telecommunications Commission appointed a Digital Inclusion Steering Committee</p>	<p>May 2, 2014</p> <p>Digital Inclusion Steering Committee Convenes Chair Gilbert Rivera represented Community Sector on Steering Committee</p>	<p>Aug 22, 2014</p> <p>Steering Committee Adjourns to Engage with Community:</p> <p>What's Needed: Insights Tactics Benchmarks</p>
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 **The Journey to Inclusion**






The Plan



The Plan






Availability, Design for Inclusion

To ensure that ALL Austinites have the ability to access and utilize the Internet, digital inclusion efforts must be tailored to all demographics.

<p><u>Strategy</u></p> <p>To evaluate, we need to develop a catalogue of current services offered throughout Austin.</p>	<p><u>Goal</u></p> <p>To develop this catalogue of services, we need to...</p>
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(1) Create system for ensuring that local service providers keep this information updated

To evaluate, we need to utilize defined metrics within the current service offerings.



Public Access

To ensure Austinites have the ability to use these public access facilities as their gateway to the Internet and digital world.

<p><u>Strategy</u></p> <p>To make connections between what's available and what's needed, we should use these free public access facilities to promote and drive relevant digital programming.</p>	<p><u>Goal</u></p> <p>Create a public campaign to promote and disseminate - in various mediums - the map to all sectors of the community</p>
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<p>(1) Utilize existing health-related communication mediums to promote digital health resources (e.g., newsletters, social media, etc.)</p>	<p>(2) Craft messaging specifically to promote digital health resources that can be used in the public campaign</p>
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To evaluate, we need to utilize defined metrics within the current service offerings.



Relevance

To ensure the relevance and benefits of adopting technology will assist in fulfilling all the digital inclusion principles and closing the digital divide.

Strategy
To connect what's available to what's needed, we need to understand the needs and wants of the various demographic groups, and how they can be addressed by technology.

Goal
To understand these groups, we need to...
• Identify them/Conduct ethnography
• Talk to them and provide multiple platforms of engagement

(1) Participate in on-the-ground community events like Esquinas de Tecnologia to educate local residents about digital health resources in their communities

To evaluate, we need to utilize defined metrics within the current service offerings.



How to Participate

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Input period through September 22, 2014