Digital Inclusion Strategic Plan: 2015 Update

Community Technology & Telecommunications Commission

Wednesday, December 9, 2015

City of Austin, Office of Telecommunications & Regulatory Affairs

Digital Inclusion Program Overview

Dashboard Goals

Digital Inclusion Strategic Plan

Residential Technology Usage & Access

Grant for Technology Opportunities Program

Community Connections Program

Dashboard Goals

To Understand and Increase Usage of Digital and Communications Technology
- 8% of adults do not use the Internet on any device
- Initiatives: Include 4.3.3, Integrate 4.4.1, 4.4.2, 4.4.3 , Coordinate 4.5.3, 4.5.4 & 4.5.6 will help to achieve this goal

To Address Potential Barriers to Digital Inclusion
- Relevancy is a barrier to non-users, 40% of whom are not interested in using the Internet
- Initiatives: Engage 4.2.6, Include 4.3.1 & 4.3.2 will help to achieve this goal

To Understand the Need for Digital Literacy Training
- 42% of non-users would need someone to help them to get online
- Initiatives: Engage 4.2.5, Coordinate 4.5.1 & 4.5.2 will help to achieve this goal

To Understand the Need for Access via Reliable & Affordable Devices
- Nearly all adults own cell phones, and 83% own smart phones
- Initiatives: Include 4.3.4, Coordinate 4.5.1 & 4.5.2 will help to achieve this goal

To Understand the Need for Language & Disability Accommodations
- 1 in 4 non-users feel they do not speak English well enough to use the Internet
- Initiatives: Include 4.3.5 & 4.3.6 will help to achieve this goal

To Develop Relevancy & Advocacy Campaigns Within Specific Communities & Populations
- Internet non-users primarily live in Southeast Austin
- Initiatives: Connect 4.1.1, 4.1.2, 4.1.3, 4.1.4, Engage 4.2.1, 4.2.2, 4.2.3, 4.2.4, & Coordinate 4.5.5 will help to achieve this goal

Action Plan Indicators

Connect	Engage	Include	Integrate	Coordinate
Initiatives • 4.1.1 • 4.1.2 • 4.1.3 • 4.1.4	**Initiatives** • 4.2.4 • 4.2.5 • 4.2.6	**Initiatives** • 4.3.1 • 4.3.4 • 4.3.5	**Initiatives** • 4.4.2	**Initiatives** • 4.5.2 • 4.5.3
1 Program supporting this category	**12** Programs supporting this category	**5** Programs supporting this category	**4** Programs supporting this category	**3** Programs supporting this category

Key Audiences Served
Public housing residents
Vulnerable populations
At-risk youths
Individuals with disabilities
Educators
Residents of key underserved areas
Digital inclusion service providers

Total FY 15 funds
$397,774 Total
GTOPs + Public Access contract

On the Horizon:

Residential Technology Usage & Access

AUSTIN DIGITAL ASSESSMENT

In support of Imagine Austin and fulfilling objectives of the Digital Inclusion Strategic Plan, the City will be **requesting support to conduct** a technology indicators report to:

- **Support** Austin's economy by providing information technology indicators to local service providers
- **Determine** what would enable technology to be more useful and accessible to Austin residents,
- **Analyze** what barriers to technology use do different residents face.

The one-time cost is for a residential survey to ascertain citizens' engagement with information technology. This study will be contracted out. The one-time cost is estimated at $75,000 for FY 2017.

On the Horizon:

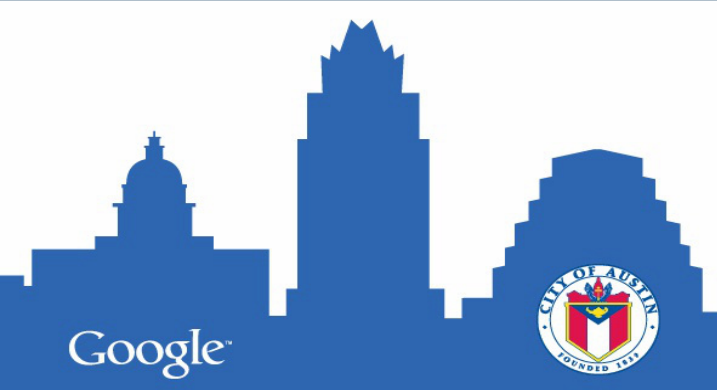## Grant for Technology Opportunities Fund Development

In support of Imagine Austin and the objectives of the Digital Inclusion Strategic Plan, the City will be **requesting support** for an **increase of $75,000 to the annual Grant for Technology Opportunities Program** budget of $200,000 for a total of $275,000 to address unmet technology training needs for underserved residents.

- The number of GTOPs applications, their program costs, and the **number of participants** in each project can all be **measured.**

- **Identifying and obtaining additional non-City matching fund sources** to expand the GTOPs program can also be measured.

It is expected there will be **increased participation** in Austin Free Net community labs and centers and a correlating increase in skills and abilities including how to use the internet safely and productively.

GTOPS
GRANT FOR TECHNOLOGY OPPORTUNITIES

On the Horizon:

Community Connections Program Reporting

In support of the objectives of the Community Connections Program, TARA staff will be recommending to the Commission a collaborative effort **to develop a reporting instrument demonstrating** the value and impact of the broadband Internet services being offered under the program.

As a reminder, the applications were organized into four types of organizational sectors:

1. Social, Health and Well-being, including Family Services
2. Arts, Culture, and Community
3. Education, Workforce, and Higher Education including professional development and skills associations
4. Public facilities and entities including but not limited to; City, Independent School Districts, and the Housing Authority of the City of Austin

A map including the application documents of the 100 selected locations receiving a gigabit Internet connections is available @ http://austintexas.gov/digitalinclusion

Digital Inclusion
City of Austin

Digital Inclusion Team Contact

- austintexas.gov/digitalinclusion
- @COADigInclusion
- digital.inclusion@austintexas.gov

- Rondella Hawkins, TARA Officer

- John Speirs, Program Coordinator
  - John.speirs@austintexas.gov

- Sharla Chamberlain, Program Specialist
  - Sharla.chamberlain@austintexas.gov