Service Access: Assessing our City Services

Community Tech & Telecom Commission
/ June 12, 2019

city of austin
**office of
design & delivery**
communications and technology management

Things for today

1. Background
2. What do we mean by "Accessibility"
3. Fundamentals for this approach
4. Building an inventory of services
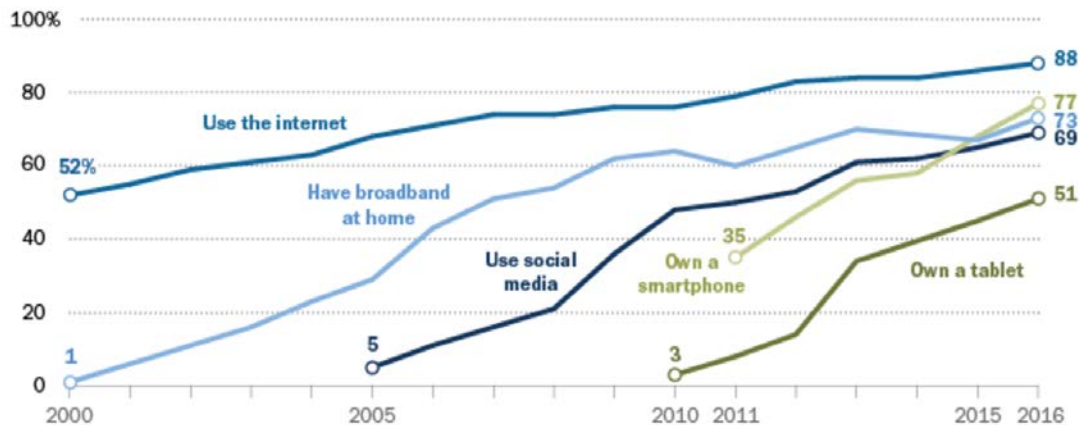5. What we need for what's next

1

Background

Resident expectations for digital services have totally changed.

The evolution of technology adoption and usage

% of U.S. adults who ...

100%

80 — 88

Use the internet

60 52%

Have broadband at home — 77, 73, 69

40 Use social media 35 Own a smartphone Own a tablet — 51

20

1 5 3

0

2000 2005 2010 2011 2015 2016
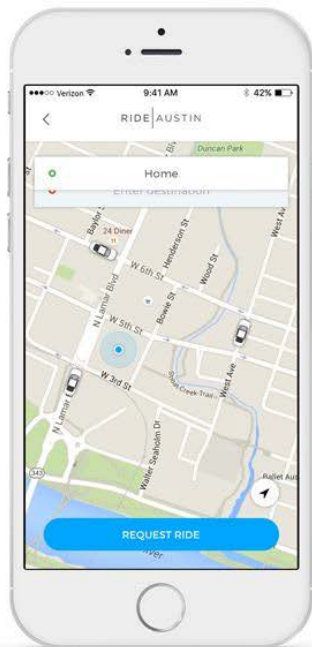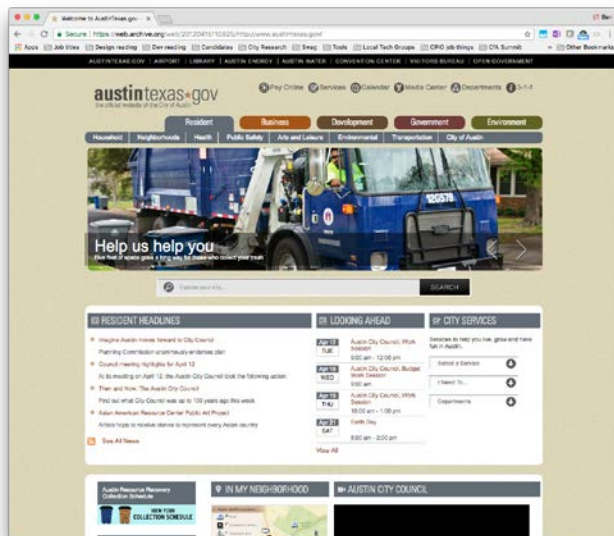
Source: Surveys conducted 2000–2016. Internet use figures based on pooled analysis of all surveys conducted during each calendar year.

PEW RESEARCH CENTER

Resident expectations for digital services have totally changed.
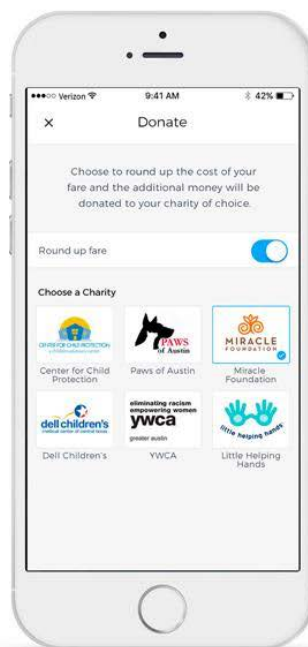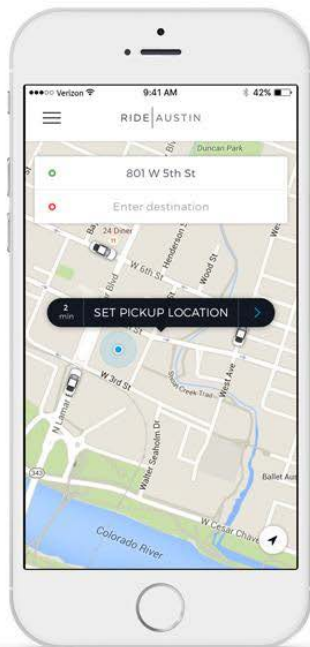
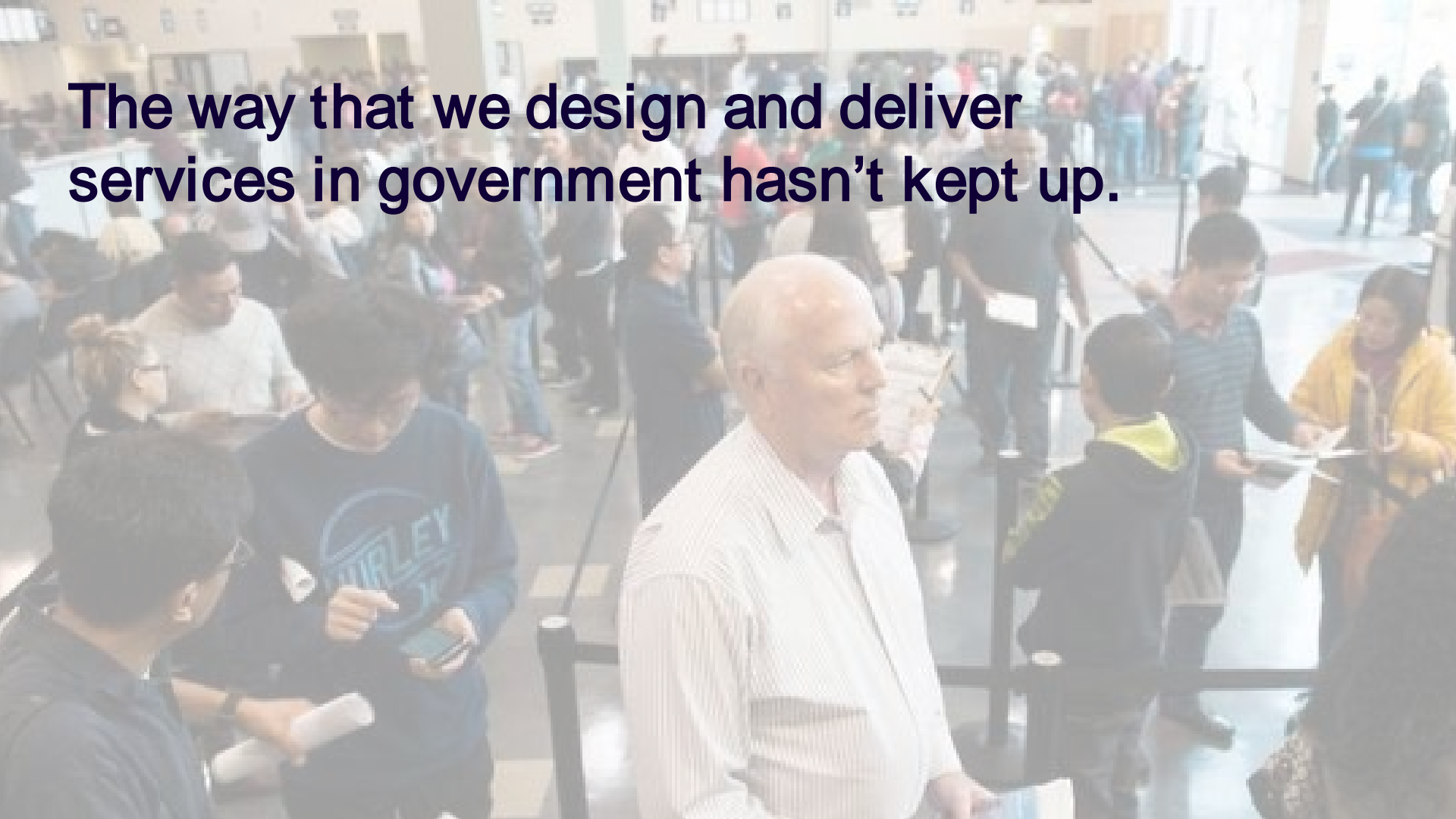# The way that we design and deliver services in government hasn't kept up.

austintexas.gov
in April 2012

austintexas.gov
in April 2018

The way that we design and deliver services in government hasn't kept up.
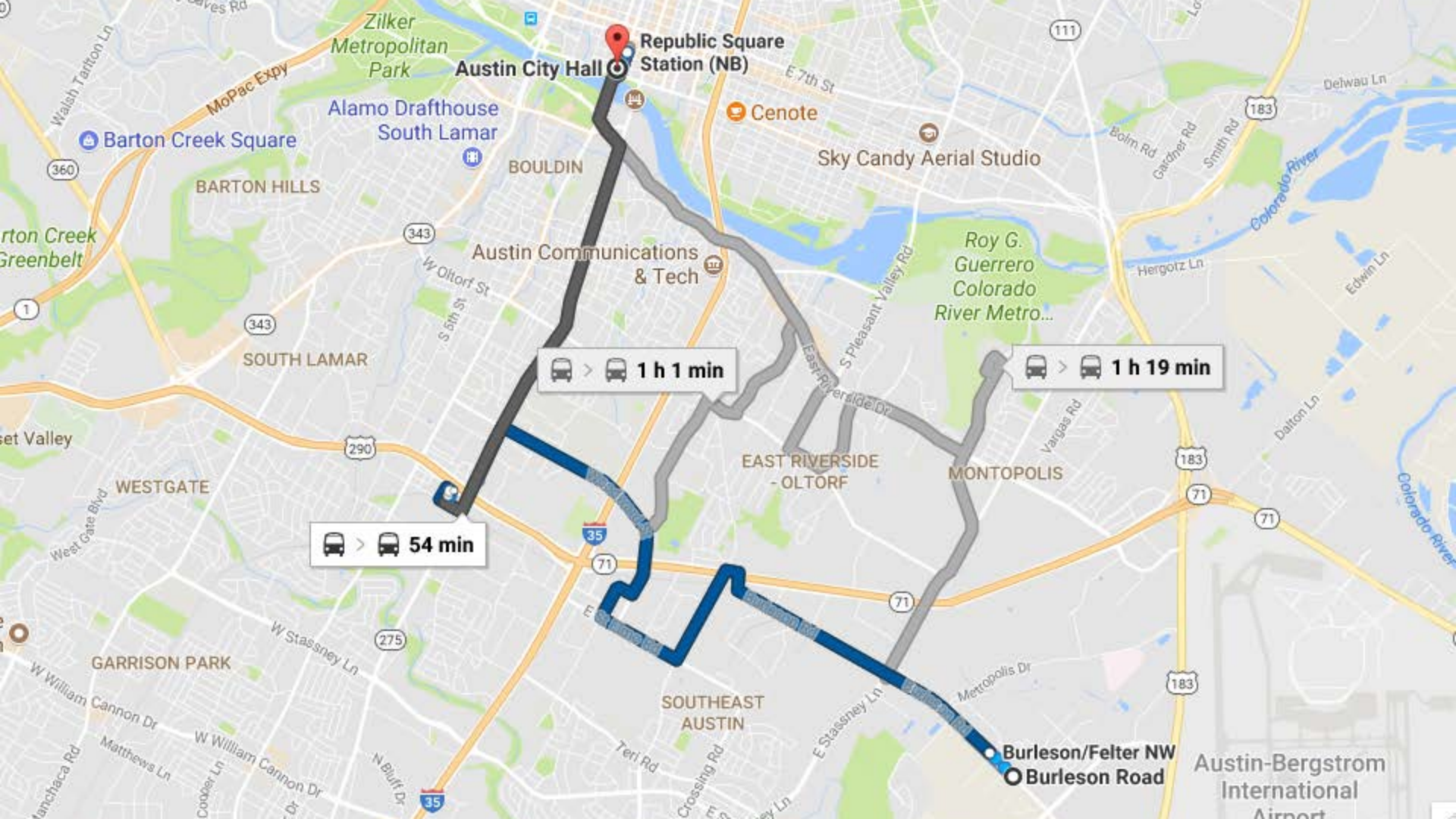
High-level barriers to access and inclusion

Barrier #1

Awareness

Are residents aware
that the service exists?

High-level barriers to access and inclusion

Barrier #1
Awareness

Are residents aware that the service exists?

Barrier #2
Access

Are residents able to access the service?

High-level barriers to access and inclusion

Barrier #1	Barrier #2	Barrier #3
Awareness	**Access**	**Inclusion**
Are residents aware that the service exists?	Are residents able to access the service?	Are residents able to use the service?

Failing to support digital services disproportionately harms lower-income populations.

2012

8.1%

89%
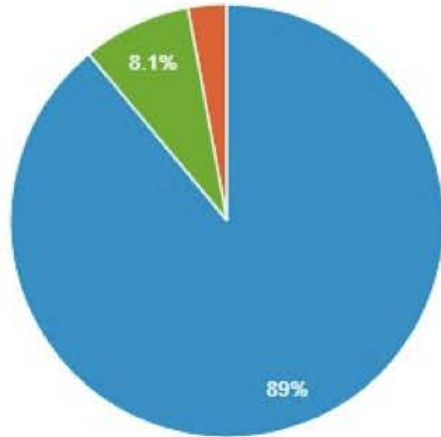
■ Desktop 89%
■ Mobile 8%
■ Tablet 3%

11% total mobile

2018

6.2%

42.8% 51%
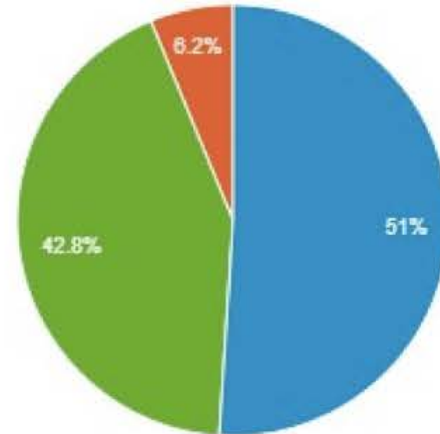
■ Desktop 51%
■ Mobile 43%
■ Tablet 6%

49% total mobile

2

What do we mean by "Accessibility"

When I say Accessible you think...

Of the **90,991 individuals in Travis County who identified as disabled** in the American Community Survey.

And maybe the additional 70,446 individuals living in surrounding counties like Williamson, Bastrop, Hays and Burnet.

People that have disabilities related to
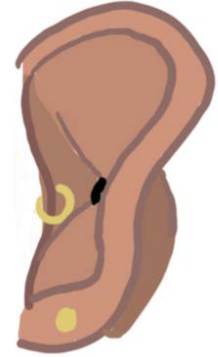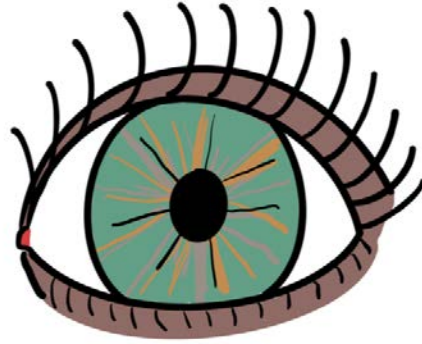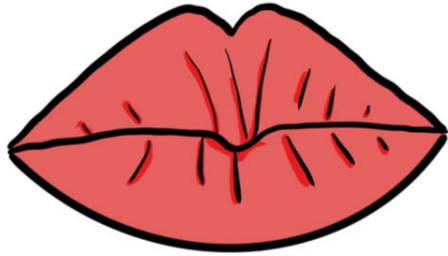
But barriers are as <u>diverse</u> as the individuals we serve
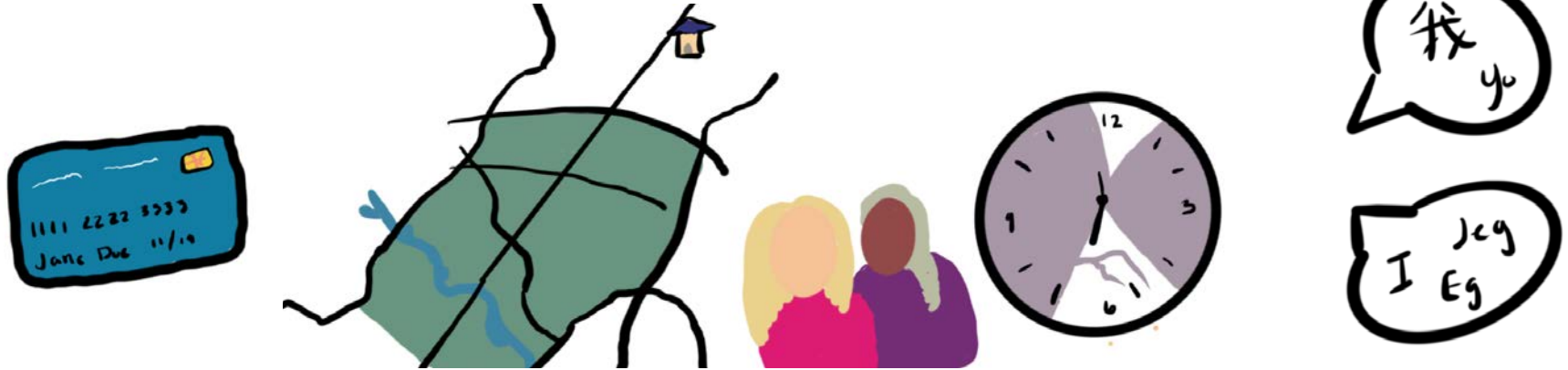
We're expanding the City's approach to address the diversity of barriers faced by residents

Residents
I have a need can the city help?

Appropriateness – Is it the right service

Outcome

| Service Awareness | Navigation | Entrance + (Access) | Feedback |

ELIGIBLE

– Where
– When
– How

Recieving the service

How good was the service?

Feedback

City staff

Analysis
Quality Improvement

| Outreach | Delivery | Measurement |

Funding   Partnering   Referrals   Reporting to Leadership
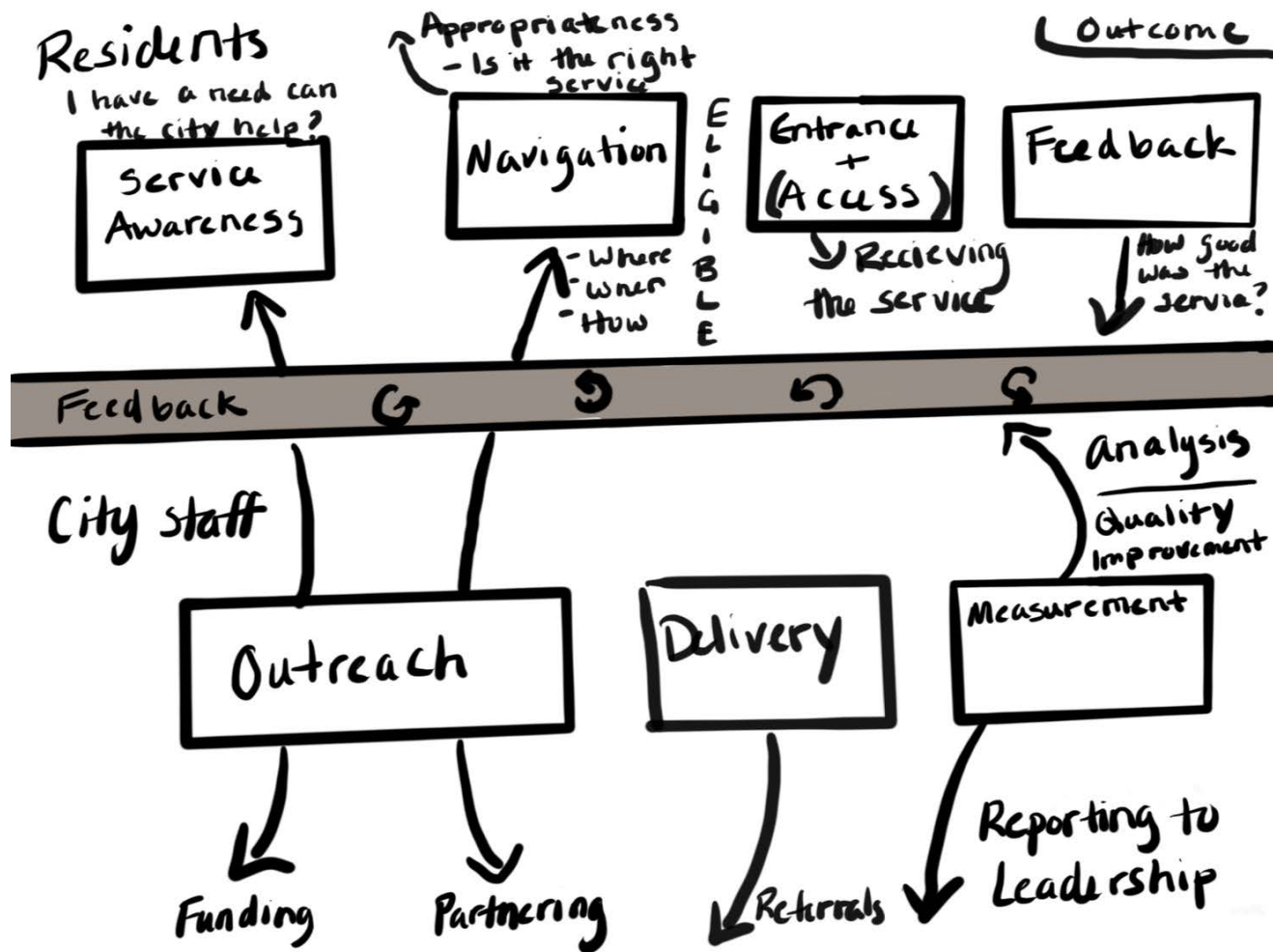
Great work is happening in different parts of the city.
We're co-creating a framework in for assessing where we are and where we should improve.

We're researching best practices and partnering with experts across the city

WHAT DOES IT ASSESS

Accessibility   Count 10

6	Accessibility whiteboarding for APH service catalog	Accessibility	Honker, Sarah R	https://drive.google.com/open?id=1K-...
7	UT LBJ School accessibility lit review	Accessibility	LBJ School team + Ben	https://drive.google.com/open?id=1lh12Gu-...
8	Language access guidance for what services to translate	Accessibility	???	https://drive.google.com/open?...
9	Online Access to City Services audit	Accessibility	City Auditor	http://www.austintexas.gov/sites/default/files/files/...
10	Canada accessibility policy	Accessibility	Canada	https://www.canada.ca/en/employment-social-...
11	Journey map for accessibility, from APH service catalog	Accessibility	Sarah R	https://docs.google.com/presentation/d/1hITYJ5rT1...
12	Assessment of City Website Services	Accessibility	Digital Inclusion team	https://airtable.com/invite/l?...	5-star rating system based on whether a ...
13	Section 508	Accessibility	Federal Government	https://www.section508.gov/manage/laws-and-...
14	2012 Texas Accessibility	Accessibility	State of Texas	https://www.tdlr.texas.gov/

Government that works
<u>for all</u>

3

Fundamentals
for this approach

Components of change
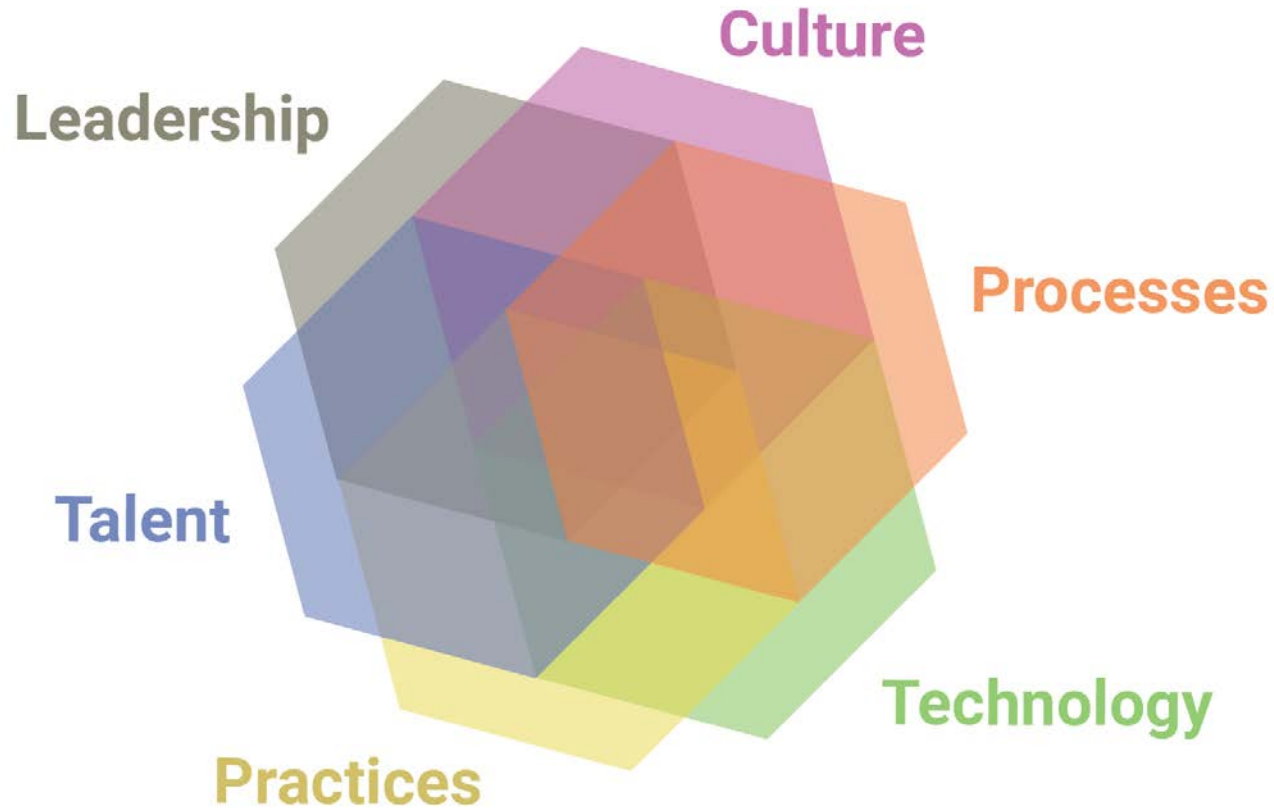
1 Putting residents first.

Front-End User Experience

Forms Authoring Maps Identity Payments
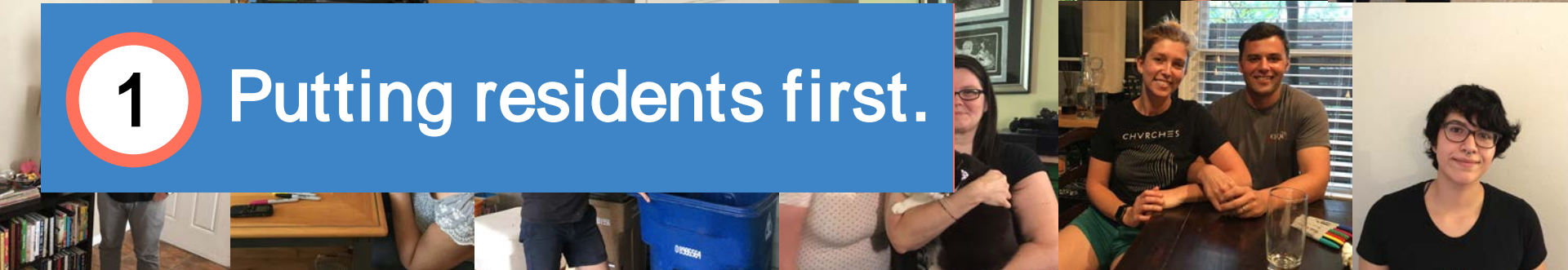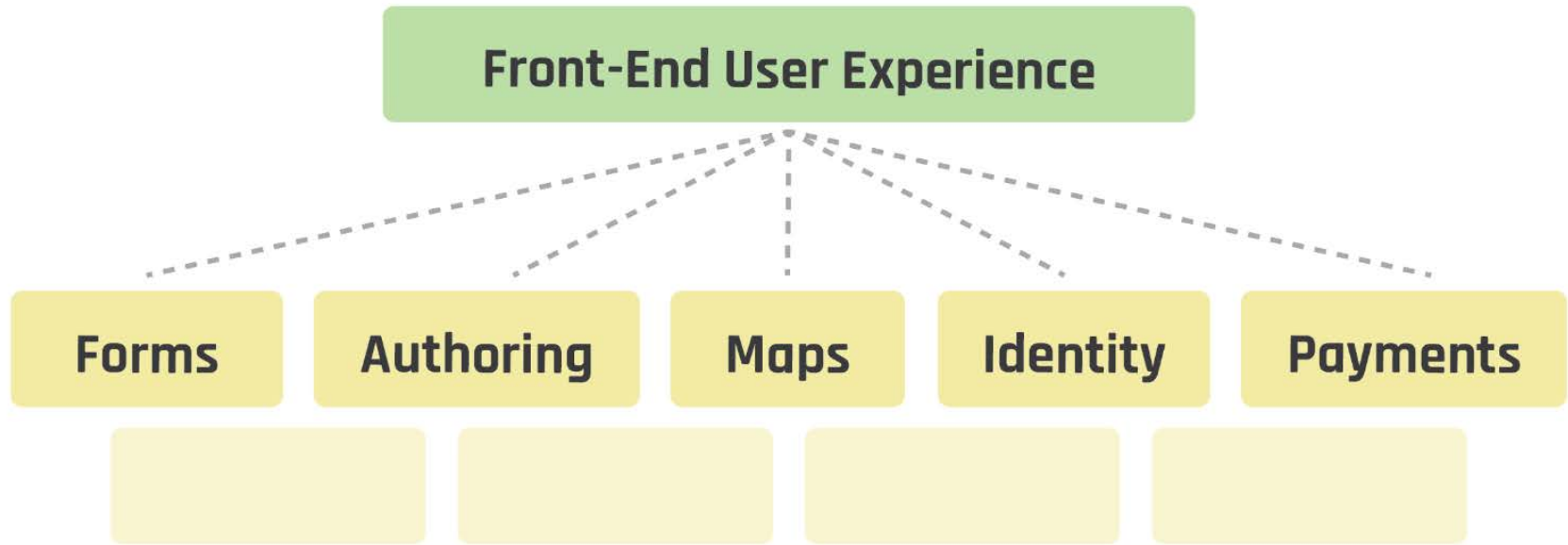
2 Scaling with shared technology

3 Unlocking the potential of our civil servants
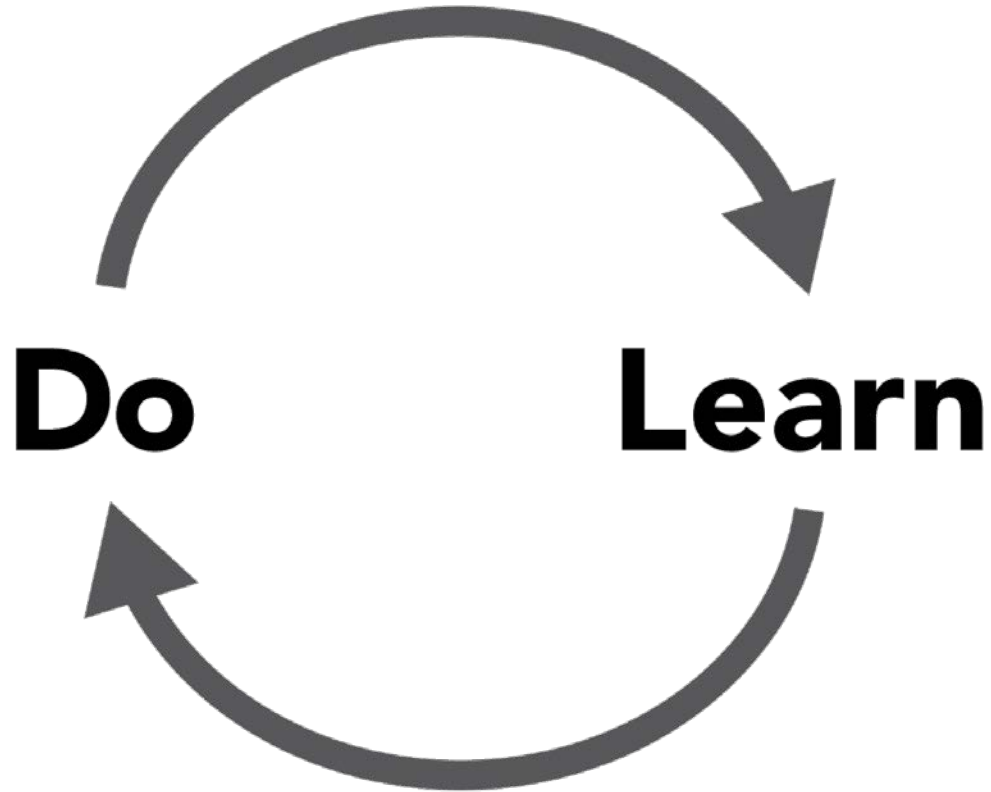
Being "Agile"

"There was nothing, now there is something."

Anne, Resident

alpha.austin.gov/ar/

English   Español   Tiếng Việt   العربية

ALPHA.AUSTIN.GOV   MENU

مرحبا بك في

AUSTIN, TX

Alpha.austin.gov هو موقع إلكتروني جديد والعمل قيد التنفيذ. للحصول على كامل موقع مدينة أوستن، قم بزيارة austintexas.gov. تعرف على المزيد حول الموقع الإلكتروني الجديد عبر projects.austintexas.io.

الاطلاع على خدمات مدينة أوستن

Office of Police Oversight

https://alpha.austin.gov/police-oversight/

An official website of the City of Austin

☰ Menu   English   Español

City of Austin

AIRPORT ⧉   311 ⧉

Office of Police Oversight

Top services

| File a complaint against an Austin police officer | → |
| Thank an Austin police officer | → |

Contact information

...ntial police misconduct, those
... At Austin's Office of Police
Oversight (OPO), everything we do is to promote an atmosphere of earned trust between
Austinites and the Austin Police Department (APD). We do this by making it easy...

✉ policeoversight@austintexas.gov

📍 Office of Police Oversight

9:59
‹ Search
dxun9n0idyi09.cloudfront.net

Tell us what happened

Description (*Required)

Describe your experience with the Austin Police Department.

Date and time, if known?

☐ I received a ticket during this interaction.

Location

Type in the location or drag the map to the location.

🔍 Enter a location here   ✕ ⊙

Service Design Lab

Policy Lab

Policy outcomes around accessibility

In the near-term:

- Awareness of how accessible City services are in 2019, understanding the diversity of barriers

- A city-wide conversation about how to make all of our services more accessible

For the long term:

- City services are more accessible, equitable, and inclusive for all of our residents

- Departments are able to continually improve services through thoughtful design, technology, and policymaking

4

Near-term: Building an Inventory of Services

Project Approach

Objective	Deliverables
Inventory services. Identify services citywide that impact Austin communities.	● Listing(s) of paper-based and manual City services and processes (multiple information sources in absence of existing inventory)
Prioritize services for redesign. Evaluate services in the inventory for priority for redesign.	● Approaches for assessing accessibility and priority ● Assessment of highest priority services for redesign and digitization, considering access, equity, resident value/need (per audit recommendation) ● Proposed strategy for redesigning and digitizing services, and addressing barriers to more accessible services (e.g., policy)

We're drawing from several data sources to create a unique list of City services

Information sources and efforts to connect with

Existing sources:

1. Customer Service Directory on City website
2. Strategic Direction 2023 efforts
3. PDF scrape of austintexas.gov
4. 3-1-1
5. Language access plans
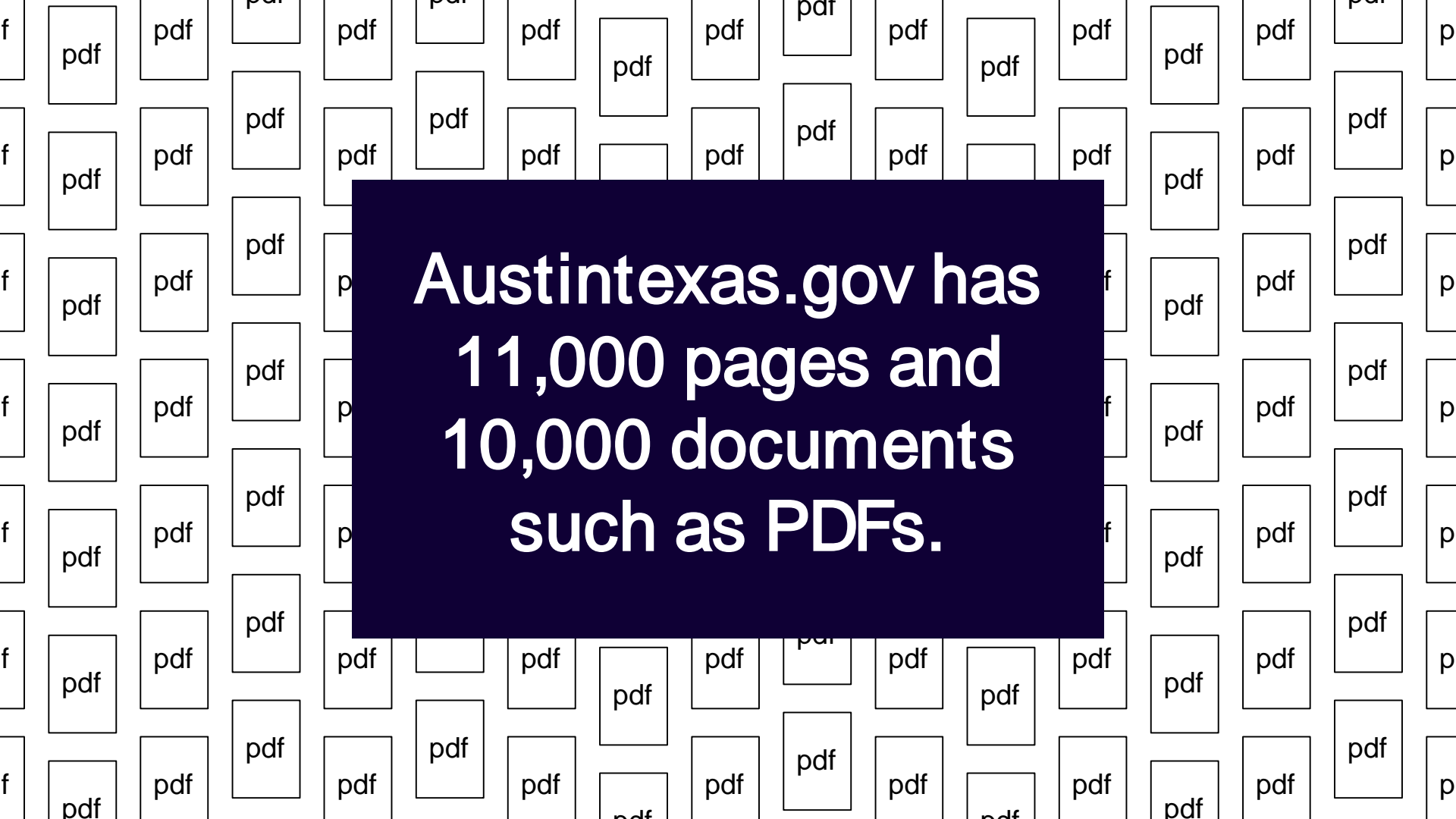6. City budget taxonomies

Potential new sources (to be scoped):

1. Community engagement on paper-based and challenging processes
2. Survey of City service owners

Event Label	Total Events	Departments	Doc Type	Name	Year
/sites/default/files/image...	53171	Airport	Map	Airport Terminal Map	
/sites/default/files/image...	41031	Airport	Map	Airport Restaurant Terminal ...	
/sites/default/files/files/Pl...	39794	Planning and Zoning	Table	Zoning Use Summary Table	2015
/sites/default/files/image...	34286	Airport	One pager	Austin Non Stop List	2019
/sites/default/files/files/M...	31925	Municipal Court	Form	Driver Safety Request	
/sites/default/files/files/P...	25630	Police	One pager	Upcoming Change Physical ...	2015
/sites/default/files/files/P...	23607	Police	One pager	Preparing for the Austin Poli...	
/sites/default/files/image...	23607	Airport	Map	Airport Terminal Map	
/sites/default/files/image...	21246	Airport	Map	Airport Transportation Map	
/sites/default/files/files/P...	21134	Parks	Map	Ann and Roy Butler Hike and...	
/sites/default/files/files/T...	20684	Transportation	Map	Metered Parking Areas Map	2015
/sites/default/files/files/C...	20009	Transportation	Map	Austin Texas Bike Map	
/sites/default/files/files/P...	19223	Parks	Map	Walnut Creek Metro Park Tr...	2014
/sites/default/files/files/R...	16749	Resource Recovery	Map	Recycling Collection Day Map	2016
/sites/default/files/files/M...	16637	Municipal Court	Form	Driver Safety Request	2019
/sites/default/files/files/P...	16637	Parks	Informational packet	Picnic and Shelter Site Details	2018 to 2019
/sites/default/files/files/R...	16525	Resource Recovery			
/sites/default/files/files/H...	14726	Health	Form	Birth and Death Certificate	
/sites/default/files/files/P...	14276	Parks	Informational packet	Reservation Periods and Me...	

PDF listing in analytics for austintexas.gov

We're focused on services that

1. Involve a Transaction (with a form or application)
2. Are Public-Facing

Austintexas.gov has 11,000 pages and 10,000 documents such as PDFs.

The search for forms and applications

☐	🔒	A Event Label	A Name	A Total Events	A Unique Events	🔗 Link	⊞ Departments	⊟ Doc Type
392		/sites/default/files/files/...	Municipal Court Organizational Chart	1574	1574	www.austintexas.gov/sit...	Municipal Court	One pager
393		/sites/default/files/files/...	Motion	1574	1237	www.austintexas.gov/sit...	Municipal Court	Form
394		/sites/default/files/files/...	Rules of the Municipal Court	1574	1574	www.austintexas.gov/sit...	Municipal Court	Rules/Regulation
395		/sites/default/files/files/P...	Dougherty Arts Center	1574	1461	www.austintexas.gov/sit...	Parks	Guide
396		/sites/default/files/files/P...	Conley Guerrero Senior Activity Center	1574	1461	www.austintexas.gov/sit...	Parks	Informational pa
397		/sites/default/files/files/Parks/ Senior_Activity_Centers/ CGSAC_Program_Guide.pdf	...on Checklist	1574	1574	www.austintexas.gov/sit...	Planning and Zoning	One pager	Fo
398		/sites/default/files/...	...on Overview and Review Proce...	1574	1237	www.austintexas.gov/sit...	Planning and Zoning	Informational pa
399		/sites/default/files/files/P...	Residential Pool and/or Uncovered Deck Permit Ap...	1574	1574	www.austintexas.gov/sit...	Planning and Zoning	Application
400		/sites/default/files/files/P...	Place of Birth of Austin's Asian Foreign-Born	1574	1574	www.austintexas.gov/sit...	Planning and Zoning	One pager
401		/sites/default/files/files/P...	Accessible Pathway and Accessible Parking	1574	1574	www.austintexas.gov/sit...	Planning and Zoning	One pager
402		/sites/default/files/files/P...	District 9 Demographic Profile	1574	1461	www.austintexas.gov/sit...	Planning and Zoning	Table
403		/sites/default/files/files/P...	Population Growth and Decline: 2000 to 2010	1574	1574	www.austintexas.gov/sit...	Planning and Zoning	Map
404		/sites/default/files/files/P...	Hyde Park Local Historic District	1574	1237	www.austintexas.gov/sit...	Planning and Zoning	Informational pa
405		/sites/default/files/files/P...	Nelson Denny Reading Comprehension and Vocab...	1574	1349	www.austintexas.gov/sit...	Police	Informational pa
406		/sites/default/files/files/R...	Universal Recycling Ordinance Technical Guide	1574	1461	www.austintexas.gov/sit...	Resource Recovery	Informational pa
407		/sites/default/files/files/R...	Blue Recycling Cart	1574	1461	www.austintexas.gov/sit...	Resource Recovery	One pager
408		/sites/default/files/files/S...	Short Term Rental and Hotel Occupancy Tax	1574	562	www.austintexas.gov/sit...	Code Compliance	Form

We expect to identify several hundred services.
So we'll need to prioritize what to improve first.

Existing prioritization methods

	Name	What does it assess	Creator	Link	Notes	Attachment
WHAT DOES IT ASSESS — **Prioritization** — Count 5						
1	Municipal purpose scorecards	Prioritization	Honker, Ben	https://docs.google.com/presentation/d/1oi5BiKBM...	Built for project and pilot proposals	
2	CTM intake and prioritization approach from 2017	Prioritization	DTIF/ODD	https://docs.google.com/presentation/d/1212q6-...	CTM/ODD team applied a notional version of this ...	
	Corridor Mobility Program prioritization methodology	Prioritization	COA Mobility Corridor Program		How the Corridor Mobility Program prioritized road...	
4	Equity Office analysis of bond projects	Prioritization	Equity Office		Equity did an assessment of 2016 mobility bond ...	
5	Canadian Digital Service prioritisation framework	Prioritization	CDS		Thanks Andrew!	

Some of the factors
we're using to prioritize...

Number of people who benefit from this service

Frequency of peoples' contact with the service

Operational efficiency

Potential for broader community benefits

Alignment with Strategic Direction 2023 Priorities

Potential for revenues or additional funding

Importance of the service to people's lives

Impact for historically underserved groups

Infrastructure for future & disaster preparedness

Draft model

$$\left[\begin{array}{c} \text{Number} \\ \text{of people} \\ \text{who benefit} \end{array} \times \begin{array}{c} \text{Extent of} \\ \text{that benefit} \end{array} \right] + \begin{array}{c} \text{Extent to which} \\ \text{we become more} \\ \text{effective or efficient} \end{array} = \begin{array}{c} \text{Scoring for} \\ \text{Prioritization} \end{array}$$

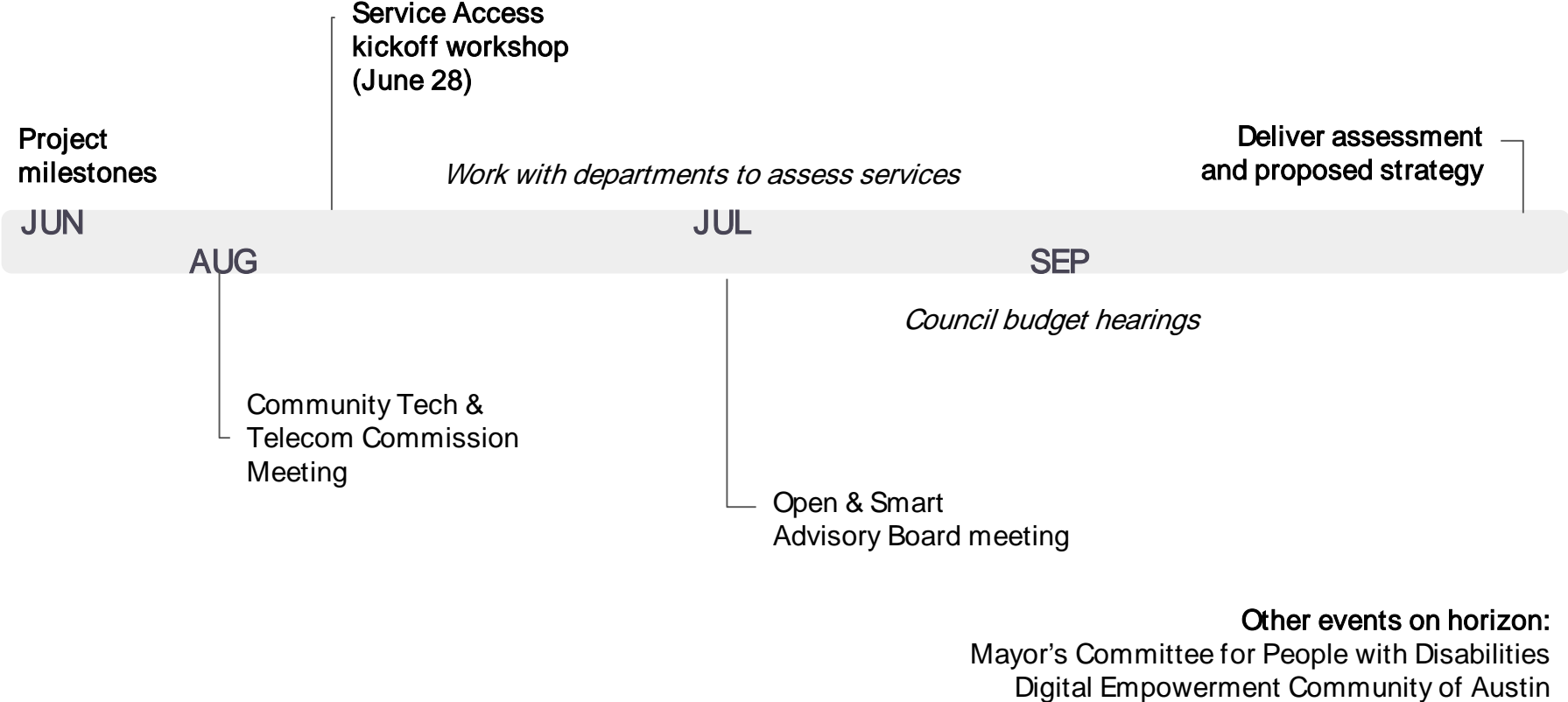|		
Number of people who benefit from this service	Importance of the service to people's lives	Operational efficiency
Potential for broader community benefits	Frequency of peoples' contact with the service	Development of employee skills and knowledge
	Alignment with Strategic Direction 2023 Priorities	Potential for revenues or additional funding
	Impact for historically underserved groups	Infrastructure for future & disaster preparedness

Project timeline

Service Access
kickoff workshop
(June 28)

Project
milestones

Deliver assessment
and proposed strategy

Work with departments to assess services

JUN

JUL

AUG

SEP

Council budget hearings

Community Tech &
Telecom Commission
Meeting

Open & Smart
Advisory Board meeting

Other events on horizon:
Mayor's Committee for People with Disabilities
Digital Empowerment Community of Austin

5

What we need for what's next

# Policy outcomes around accessibility

In the near-term:

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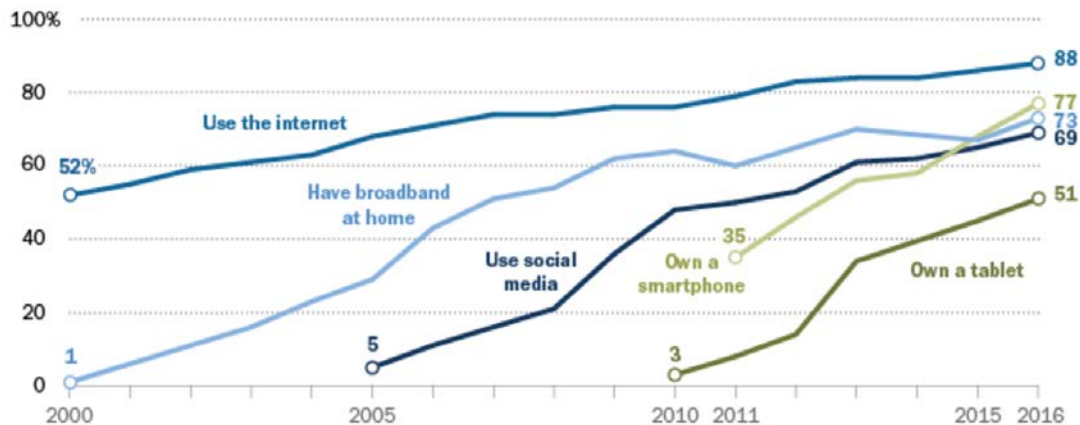
We need to convene around a new approach.

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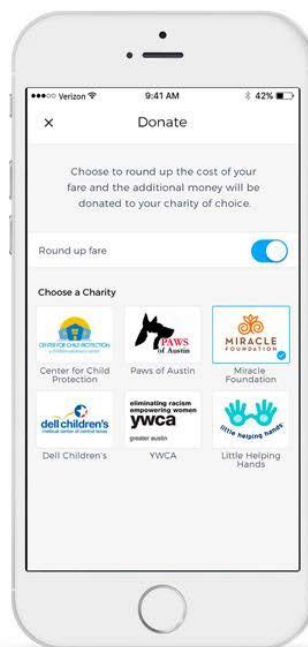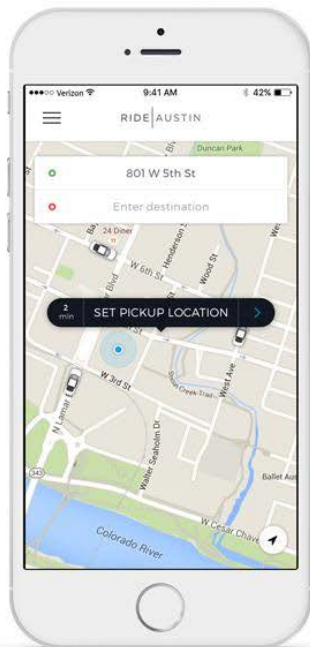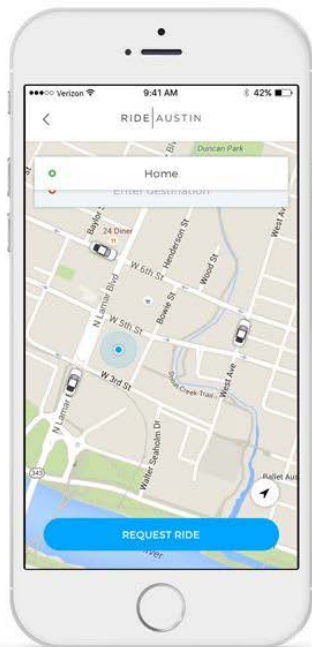
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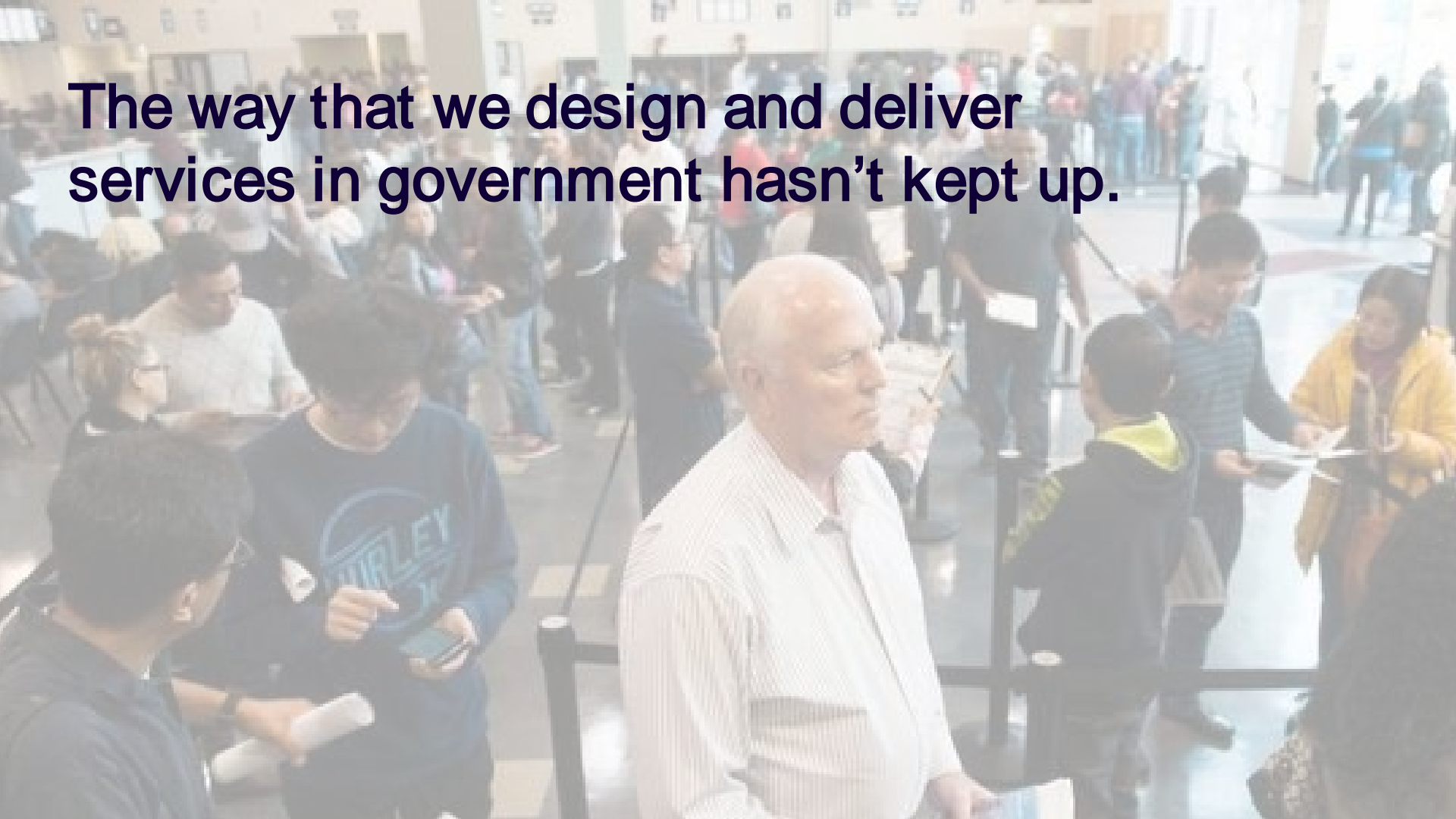**The evolution of technology adoption and usage**

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2000   2005   2010 2011   2015 2016

Source: Surveys conducted 2000–2016. Internet use figures based on pooled analysis of all surveys conducted during each calendar year.

PEW RESEARCH CENTER

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Government that works
for all