Digital Empowerment Community of Austin

Thursday, October 29, 2015

City of Austin Office of Telecommunications & Regulatory Affairs

Digital Inclusion Program Overview

Residential Technology Usage & Access

Digital Inclusion Strategic Plan

Action Plan Indicators

Grant for Technology Opportunities Program

Working Group

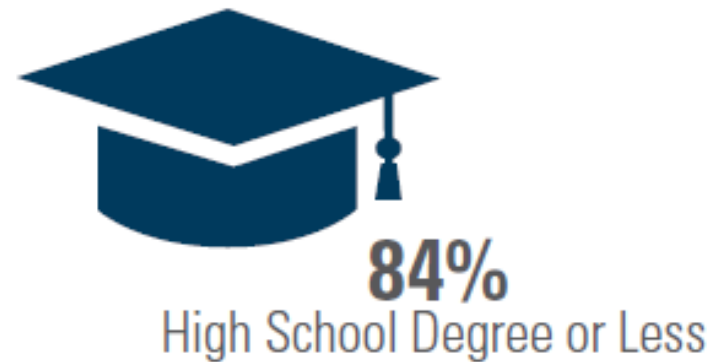# Residential Technology Usage & Access

Austin Digital Assessment

Technology Usage in Austin in 2014

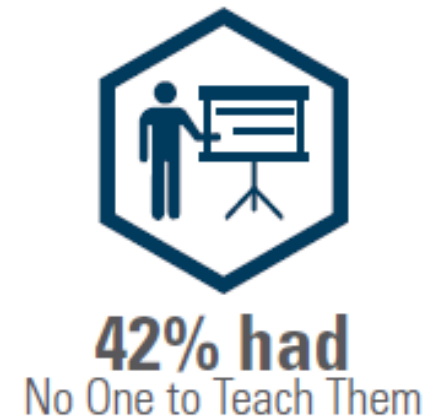## Population of Austin Which Does Not Use the Internet

92 % Users
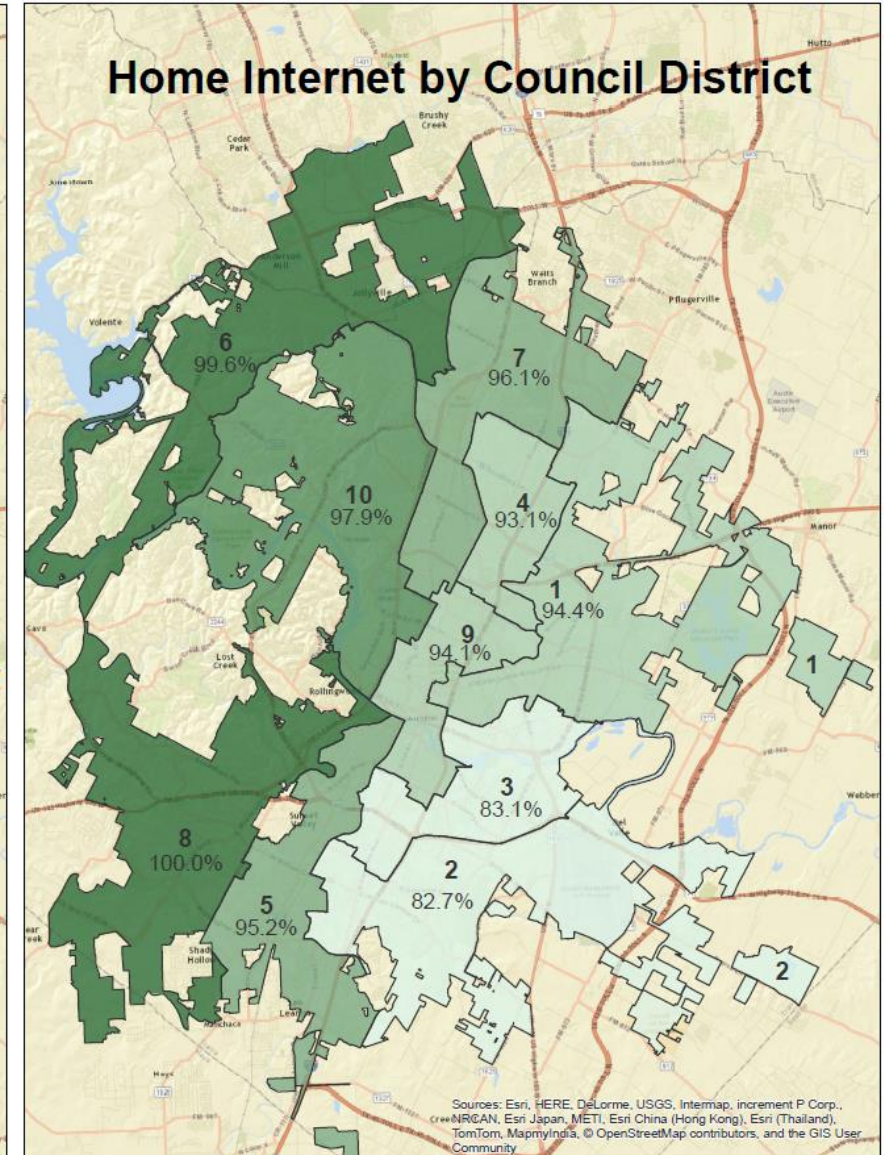**8 %** (55,000 adults) Non Users

Who are the nonusers?

84% High School Degree or Less

65+ **18-65** **2/3** Working Age

Why do they not use the internet?

#1 Reason Expensive

1/2 had Privacy Concerns

42% had No One to Teach Them
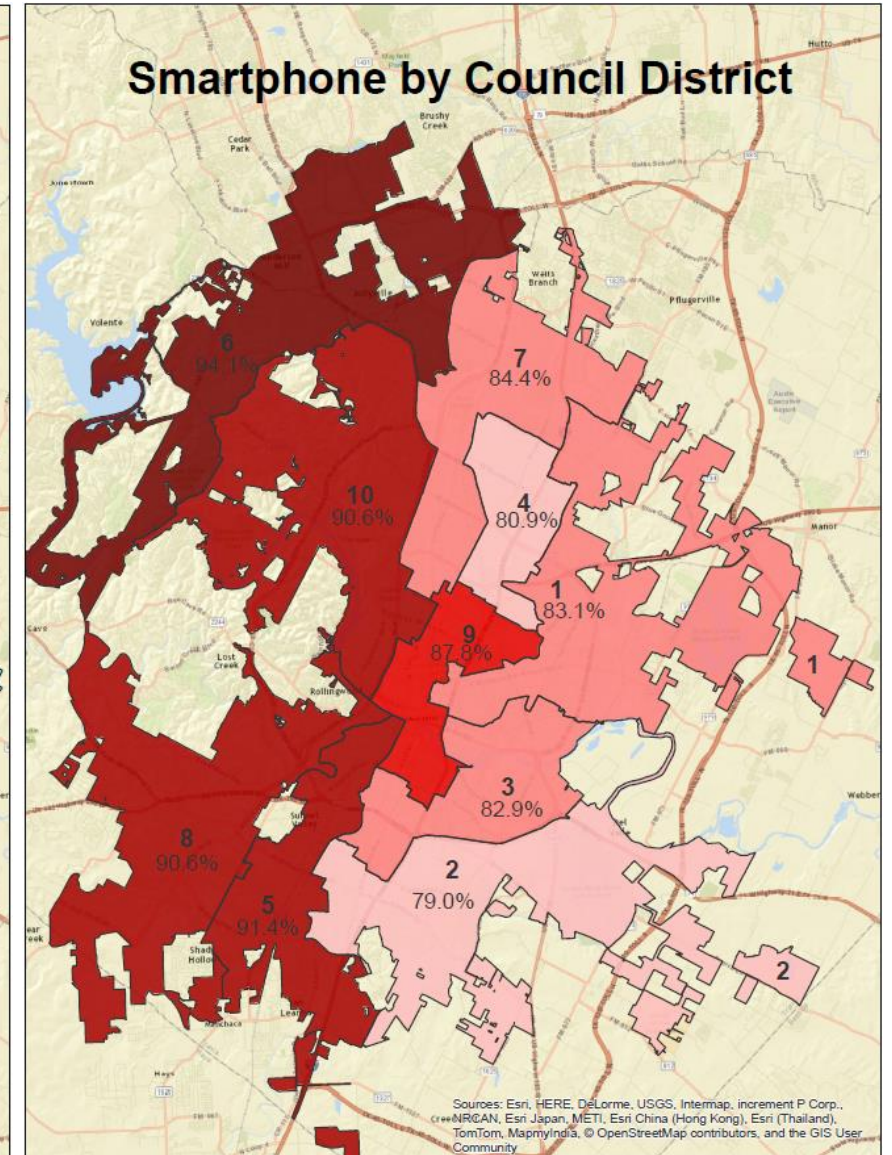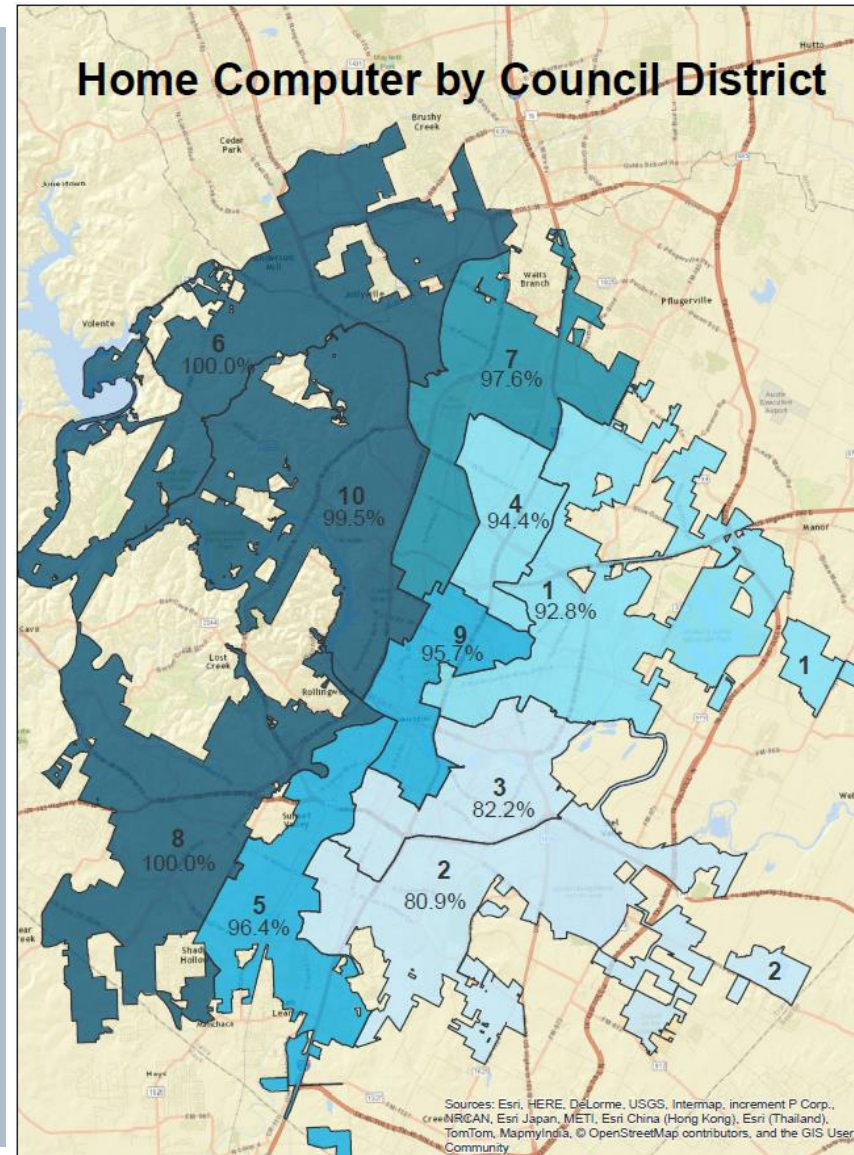
2 in 5 Not Interested

Austin Digital Assessment
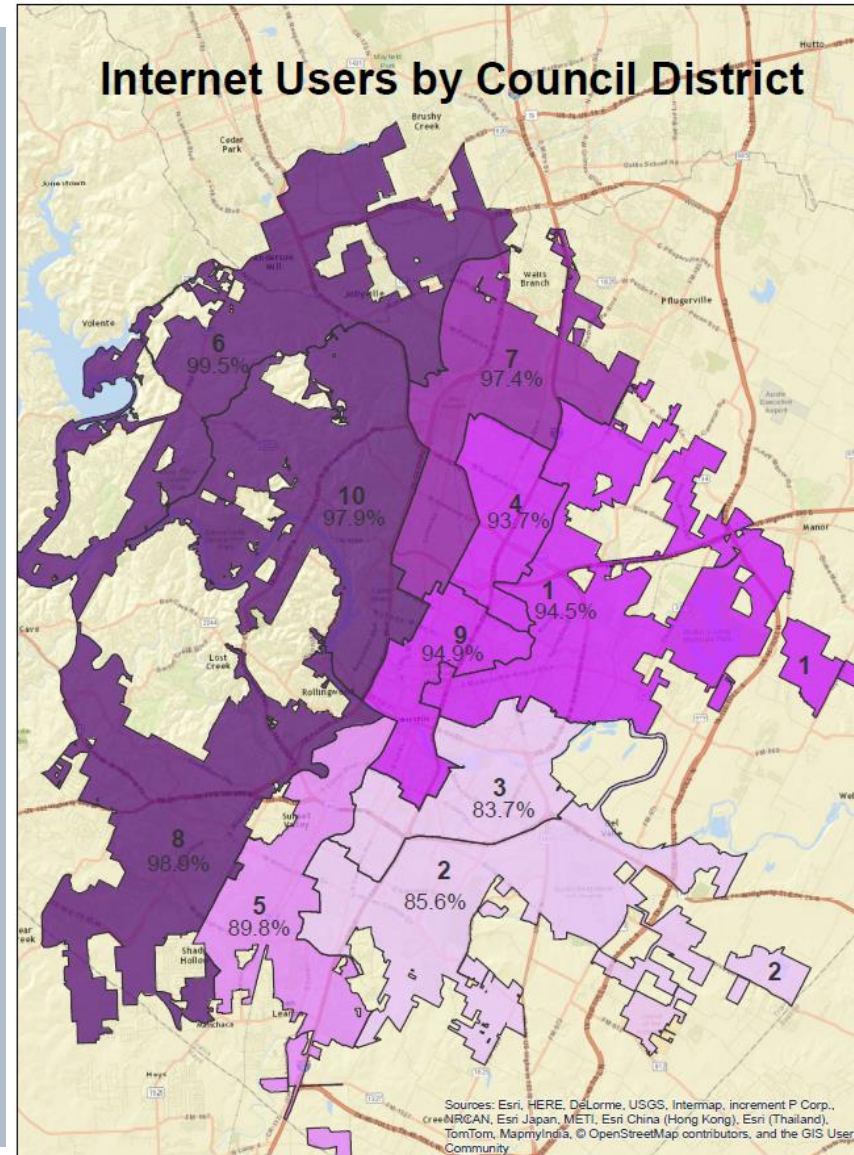
Note: Council District data is geospatially weighted by aggregated zipcode-level data

Austin Digital Assessment

Note: Council District data is geospatially weighted by aggregated zipcode-level data

Digital Inclusion Strategic Plan

A Roadmap to Address Access and Adoption of Digital Technology in Austin

City of Austin Vision & Purpose for the Digital Inclusion Strategic Plan

Vision

To ensure every Austin resident has an opportunity to be fully engaged in digital society, accessing and using digital and communications technology.

Purpose

To address access and adoption of digital technology, to serve as a guiding document for providing digital inclusion opportunities in effecting the City's goals to ensure all Austin residents are served.

Strategic Plan Community Sectors & Steering Committee Representation

Business / Entrepreneur

City Resources

Community

Community-Based Providers

K-12 Education / Higher Education

Non-Profit

Public Health

Strategic Plan Guiding Principles

Availability
- Sufficient bandwidth

Affordability
- Affordable pricing

Public Access
- Free public access to technology and connectivity

Design for Inclusion
- Erasing the boundaries and barriers

Relevance
- Increase awareness on value of technology

Digital Literacy
- Digital literacy skills training offerings

Consumer Safety
- Consumer awareness on navigating the digital world

Structure of Digital Inclusion Strategic Plan

(25) Initiatives

(5) Action Categories

(13) Community Assets

(7) Community Sectors

(7) Principles

Strategic Plan Action Categories & Dashboard Goals

Action Categories

- CONNECT 4.1
- ENGAGE 4.2
- INCLUDE 4.3
- INTEGRATE 4.4
- COORDINATE 4.5

Dashboard Goals

- To **understand and increase usage** of digital and communications technology
- To **address potential barriers** to digital inclusion
- To understand the need for **digital literacy training**
- To understand the need for access via **reliable and affordable devices**
- To understand the need for **language and disability** accommodations
- To develop **relevancy and advocacy campaigns** within specific communities and populations

Action Plan Indicators

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

Grant for Technology Opportunities Program (GTOPs)

Grant for Technology Opportunities (GTOPs)

- GTOPS is a City of Austin **matching fund grant program** that began in 2001 supporting local organizations in their efforts to include all our citizens in an emerging digital society

- GTOPs is currently funded at **$200,000 annually**

- Grants between **$10,000 to $25,000** for capital and operating expenses and requires 1:1 matching funds (cash, in-kind and volunteer hours)

- Since its inception, GTOPs funding of $1,865,000 has been a match to more than **$6.5 million** for community programs

Grant for Technology Opportunities (GTOPs)

GTOPs Goals:

• Provide public access to computers and information technology, especially among underserved segments of our community.

• Provide information technology literacy, education, and training.

• Use information and communication technologies in innovative ways to serve the Austin community.

• Address the **2014 Digital Inclusion Strategic Plan Goals**.

Digital Inclusion Working Group

Digital Inclusion Working Group

Working Group Goals

- Develop **common objectives** across the digital empowerment community that address the target client segments

- **Assess and inventory community assets** that can be leveraged in meeting stated objectives
  - Utilize a web-based tool, DigitalATX.org, to maintain and develop asset inventory

- Recognize the **independent nature and unique contributions** of digital literacy service providers

- Improve the **quality of computer skills instruction** across digital literacy providers to better serve vulnerable populations

- Leverage blogging and other communication platforms including DigitalATX.org to tell **the story of digital inclusion in Austin**

Visioning

Oct 29, 2015 ➡ **Dec 11, 2015** ➡ **Jan, 2016**

Working Group Concept Announced: Vision Adopted

- Sets Vision
- Provides Background
- Sets Process Framework

Working Group Meets

- Review Timeframe & Process
- Review Working Group Goals & Focus Areas
- Data Collection Effort
- Review Proposed Principles & Goals

Program Inventory: Fact Finding

- Working Group Introductions
- Provide Background
- Review Vision
- Review Proposed Principles & Goals
- Conduct Opportunity & Barrier Assessment

Goals

Feb, 2016 ➡ **March, 2016**

Program Fact Analysis: Results and Feedback

- Review Organizational Assets
- Review Opportunity & Barrier Results
- Review Core Principles
- Preliminary Identification of Issues, Goals & Objectives
- Engagement Opportunities Review

Working Group Strategies: Develop Goals

- Engagement, Survey & Data Review
- Adopt Core Principles
- Review Issues, Goals & Objectives
- Preliminary Identification of Action Steps to Accomplish Goals

Strategy

April, 2016 ➡ **Aug , 2016** ➡ **Sep 2015**

Defining Programs: Develop Strategy Matrix

- Engagement, Survey & Data Review
- Adopt Goals & Objectives
- Review, Revise & Refine Action Steps

Program Strategies: Review Matrix

- Engagement, Survey & Data Review
- Discuss, Review & Adopt Action Steps

Program Goals: Review & Concur

- Adopt Recommended Goals for Full Implementation

DigitalATX.org

Storytelling

Program Inventory & Mapping

Knowledge Sharing

Digital Empowerment Community of Austin

Why should I participate?

How can the Working Group help me?

- **Collectively address challenges** faced by the digital inclusion service communities by learning from other organizations' successes

- **Give your organization a voice** in the development of program services standards

- **Strengthen collaborative program development** to better position your organization to secure funding opportunities like GTOPs

- As an example, **leverage private sector relationships** to integrate hiring needs of employers into program goals

Digital Inclusion
City of Austin

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