

City of Austin Digital Inclusion

Interlocal

Friday, July 17, 2015

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City of Austin Office of Telecommunications & Regulatory Affairs



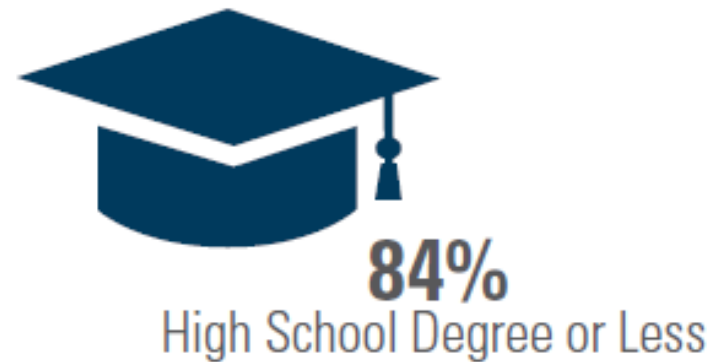
Austin Digital ASSESSMENT

Technology Usage in Austin in 2014

Population of Austin Which Does Not Use the Internet



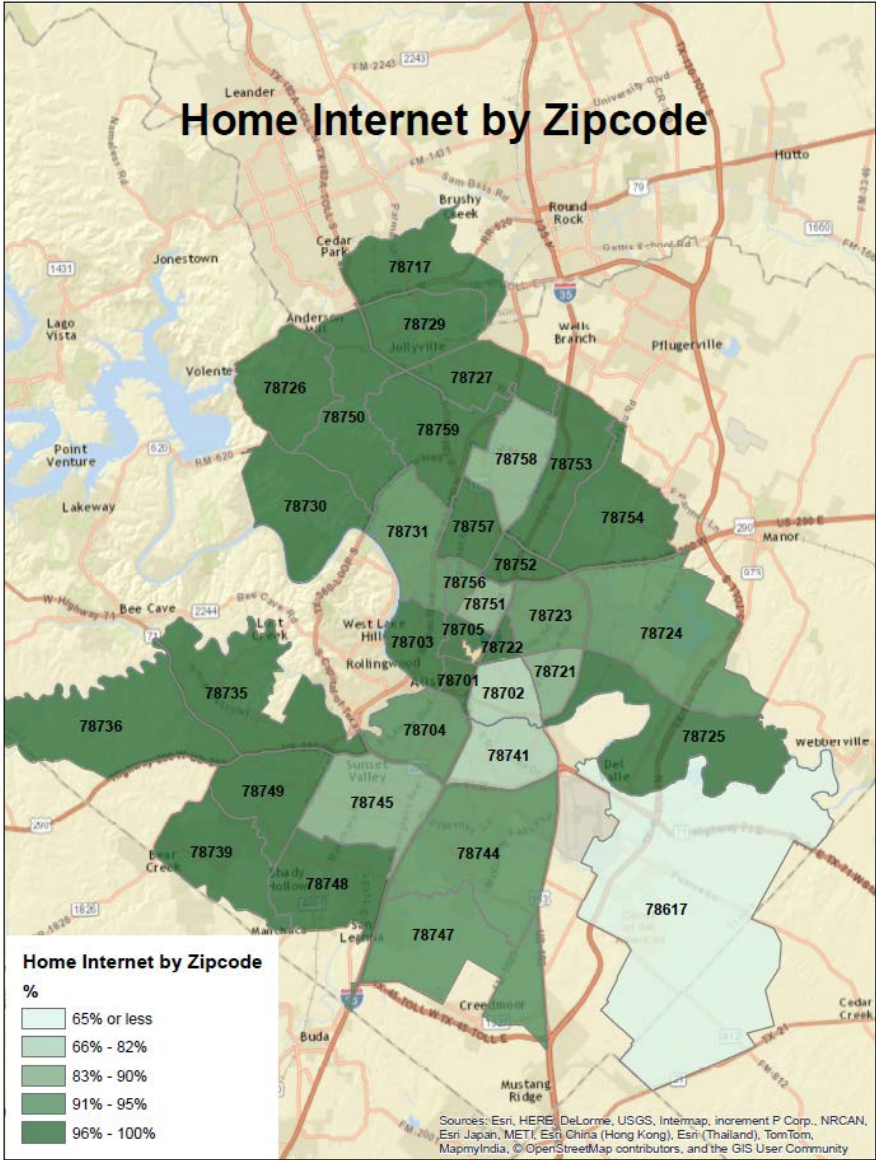
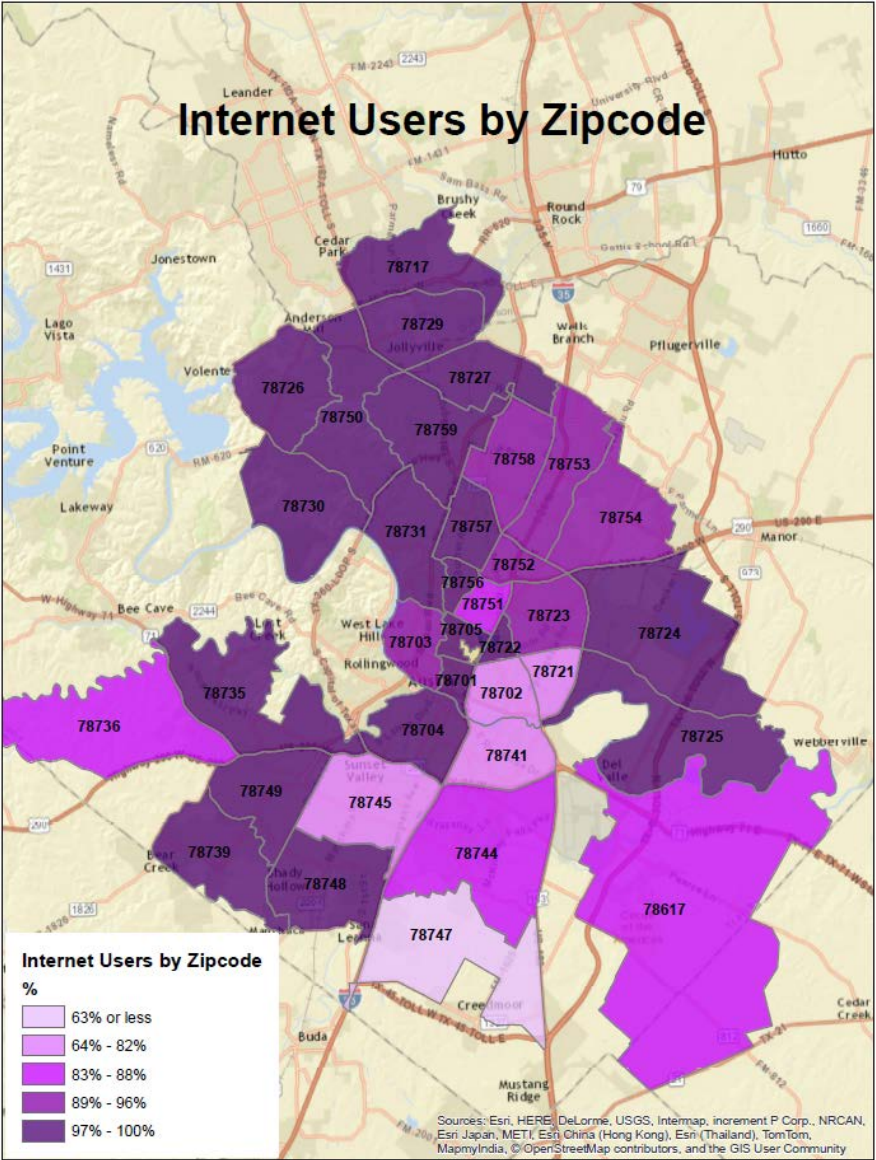
Who are the nonusers?



Why do they not use the internet?

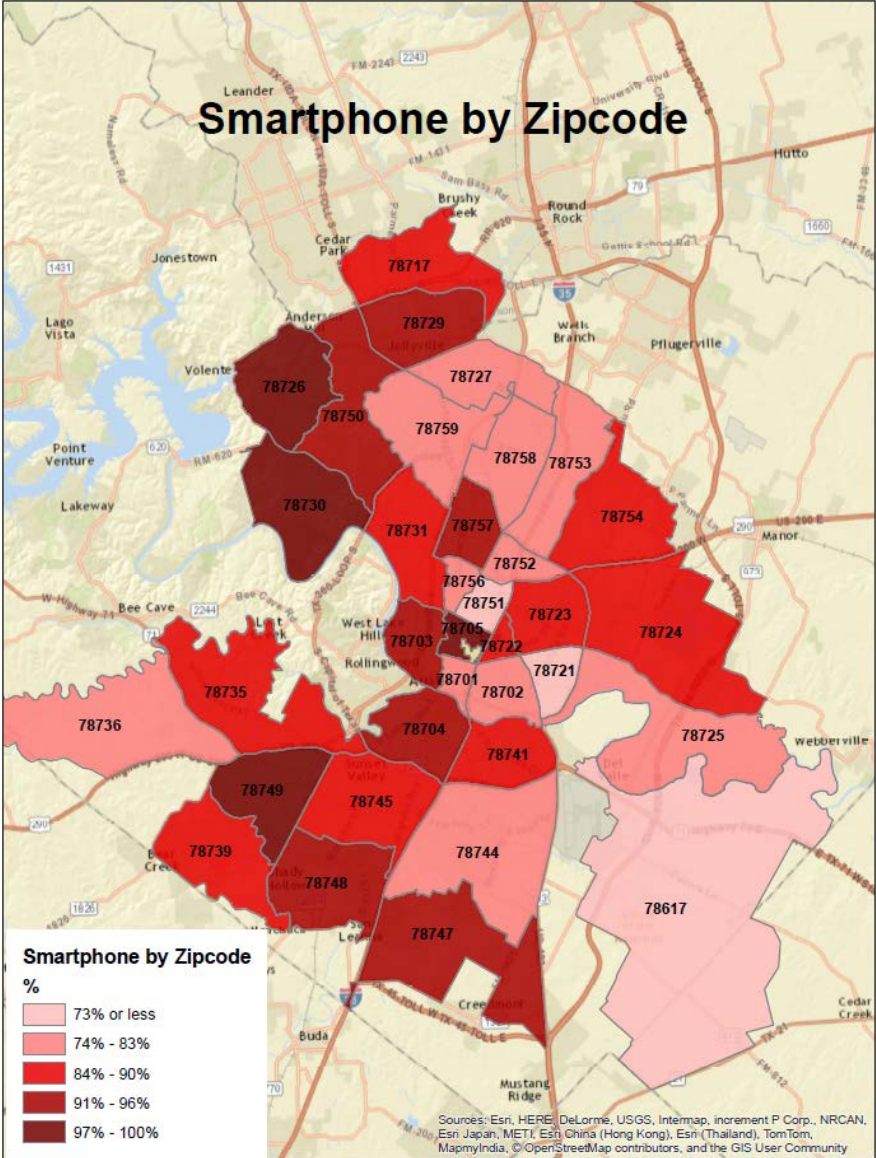
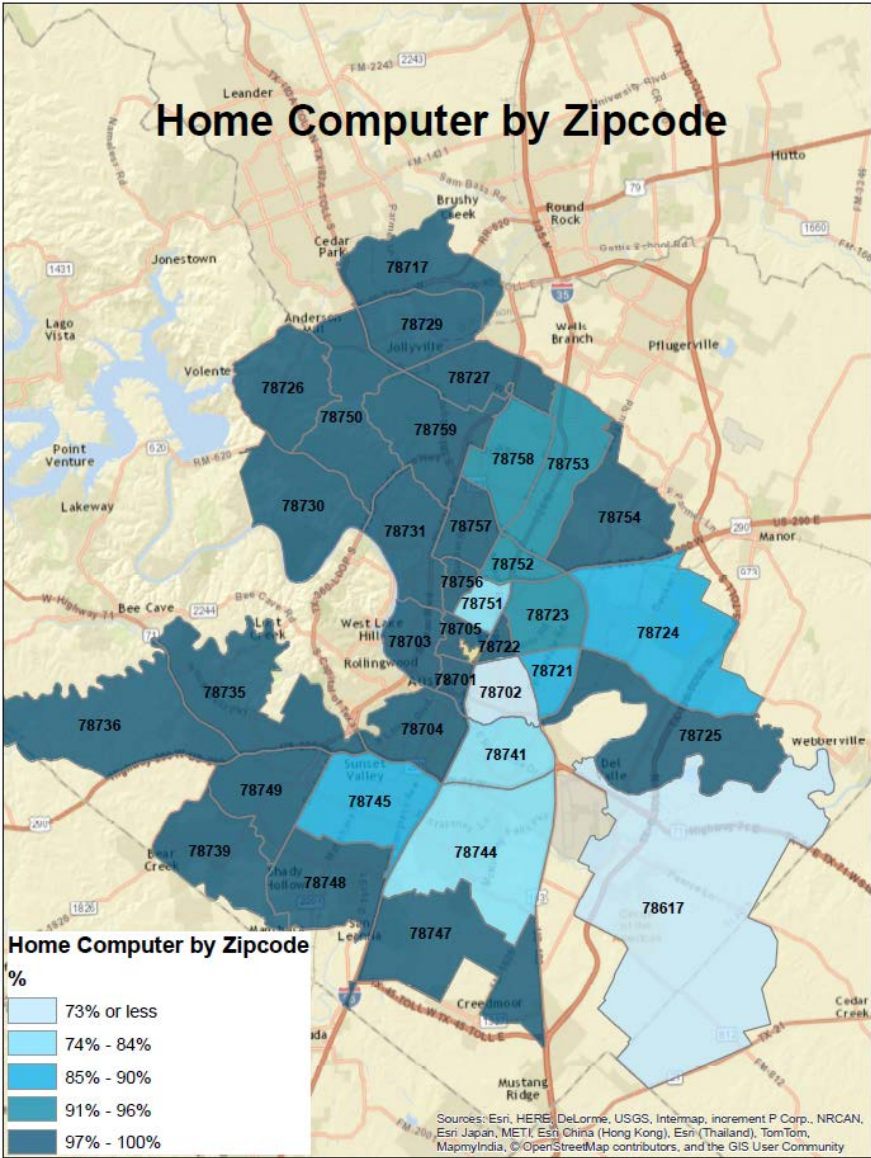


Internet Usage & Home Internet Access by Zipcode



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

Home Computer & Smartphone Ownership by Zipcode



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

Barriers & Training Opportunities

Barriers to Using the Internet in Austin

Listed in Rank Order

- | | |
|----|---|
| #1 | Too expensive |
| #2 | Privacy & security concerns |
| #3 | Not interested in using the Internet |
| #4 | No one to teach them |
| #5 | Not enough time |
| #6 | Using the Internet is too difficult |
| #7 | Someone else uses the Internet for them |
| #8 | Do not speak English well enough |

Training Opportunities: Computer Skills of Interest to Non-Users

Listed in Rank Order

- | | |
|----|---|
| #1 | Learning to create or edit my own work (writing, photos, videos, website, etc.) |
| #2 | Email |
| #3 | Software (learning Microsoft Office, etc.) |
| #4 | Job Searching and online job applications |
| #5 | Social Media |

Strategic Plan Action Categories

CONNECT 4.1

The City and its partners in digital inclusion should **embrace technological innovation** to help connect residents to programs and services.

ENGAGE 4.2

The City and its partners recognize that **ongoing community engagement** is essential to emphasize the importance of having everyone connected.

INCLUDE 4.3

The City and its partners endeavor to enhance the ability of digital inclusion program providers to serve local residents, and explore new ways to **advance digital inclusion directly to residents.**

INTEGRATE 4.4

The City should work with its partners to **integrate** the Digital Inclusion Strategy with **community planning initiatives** across all sectors.

COORDINATE 4.5

To coordinate strategic efforts & increase the scale of digital inclusion initiatives, we should **raise additional funds & plan for efficient implementation** of important programs & services.

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

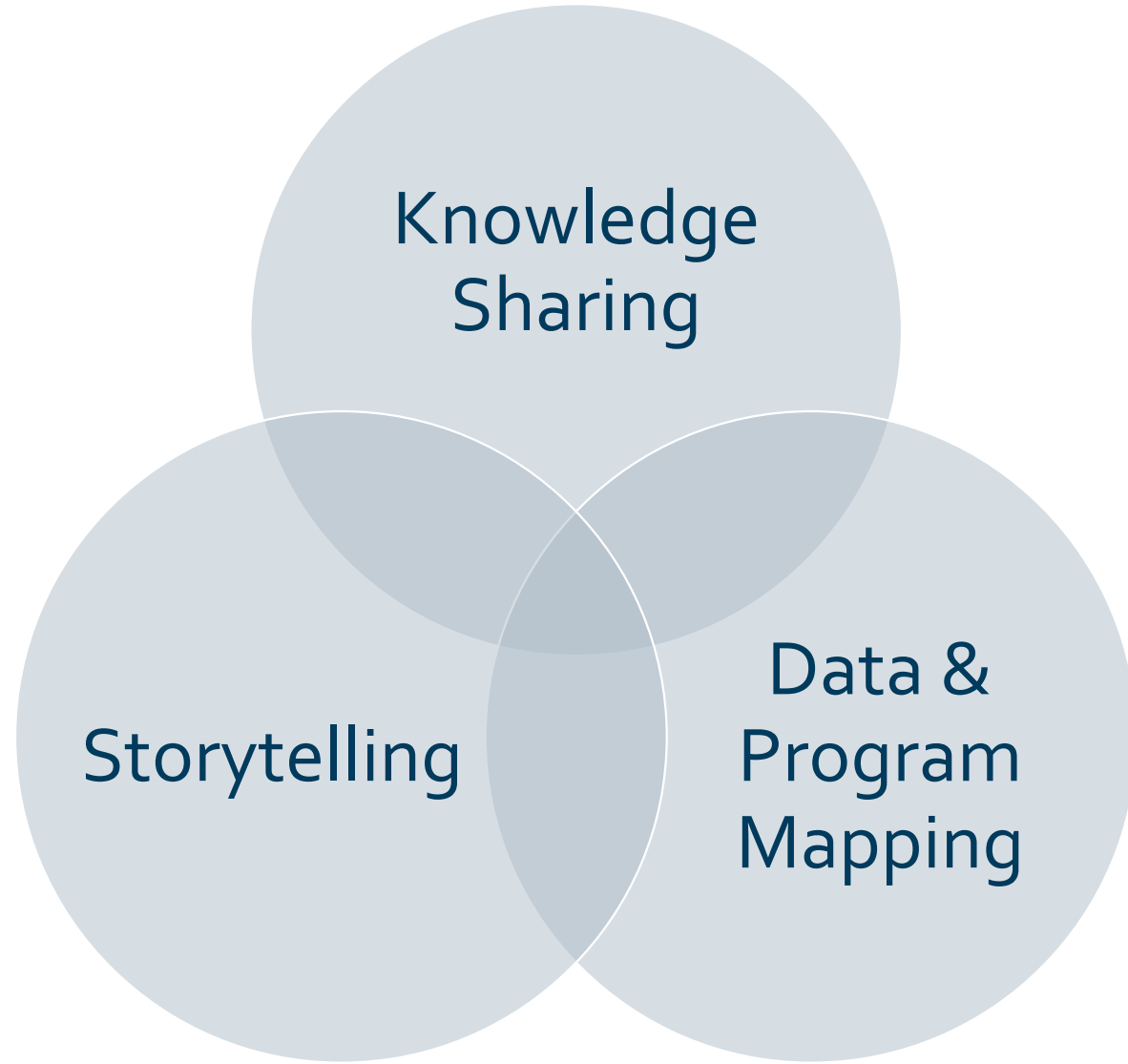
To Understand the Need for Language & Disability Accommodations

- 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

Digital Empowerment Community of Austin





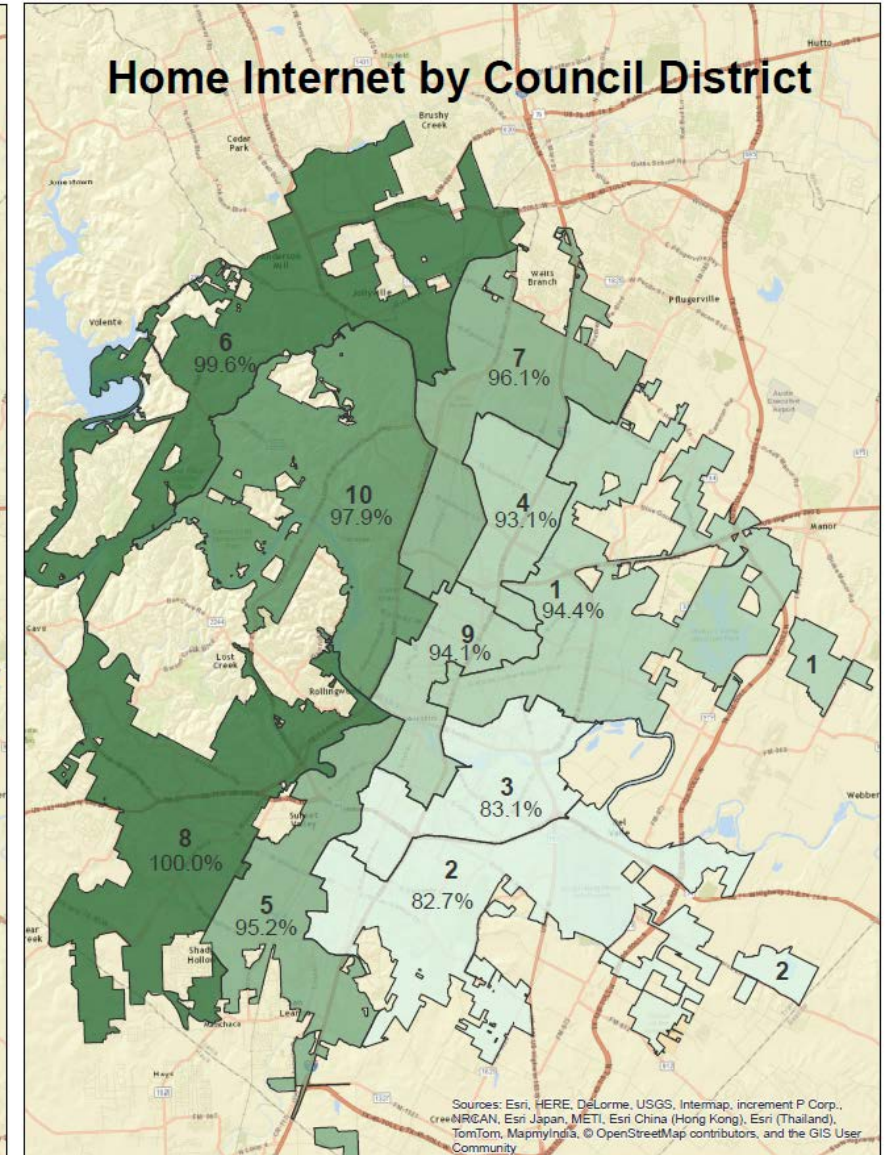
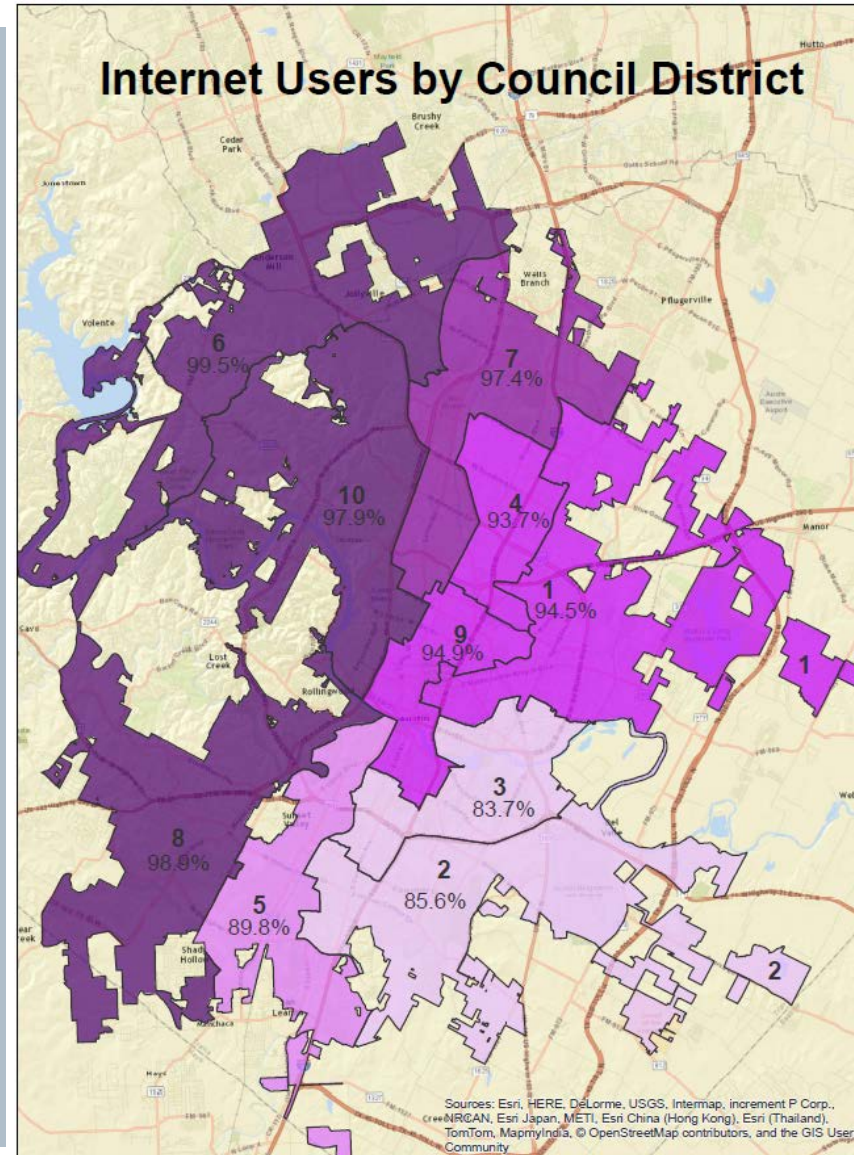
Digital Inclusion

City of Austin



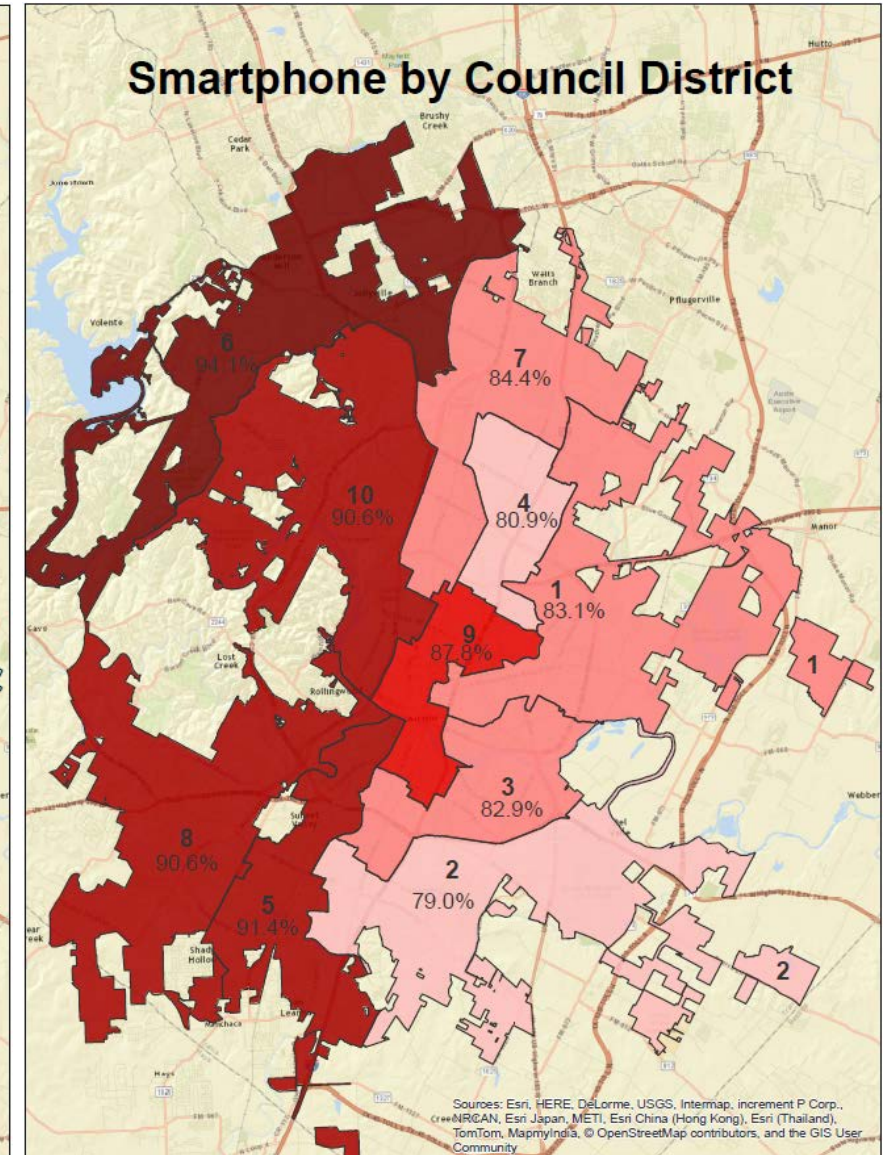
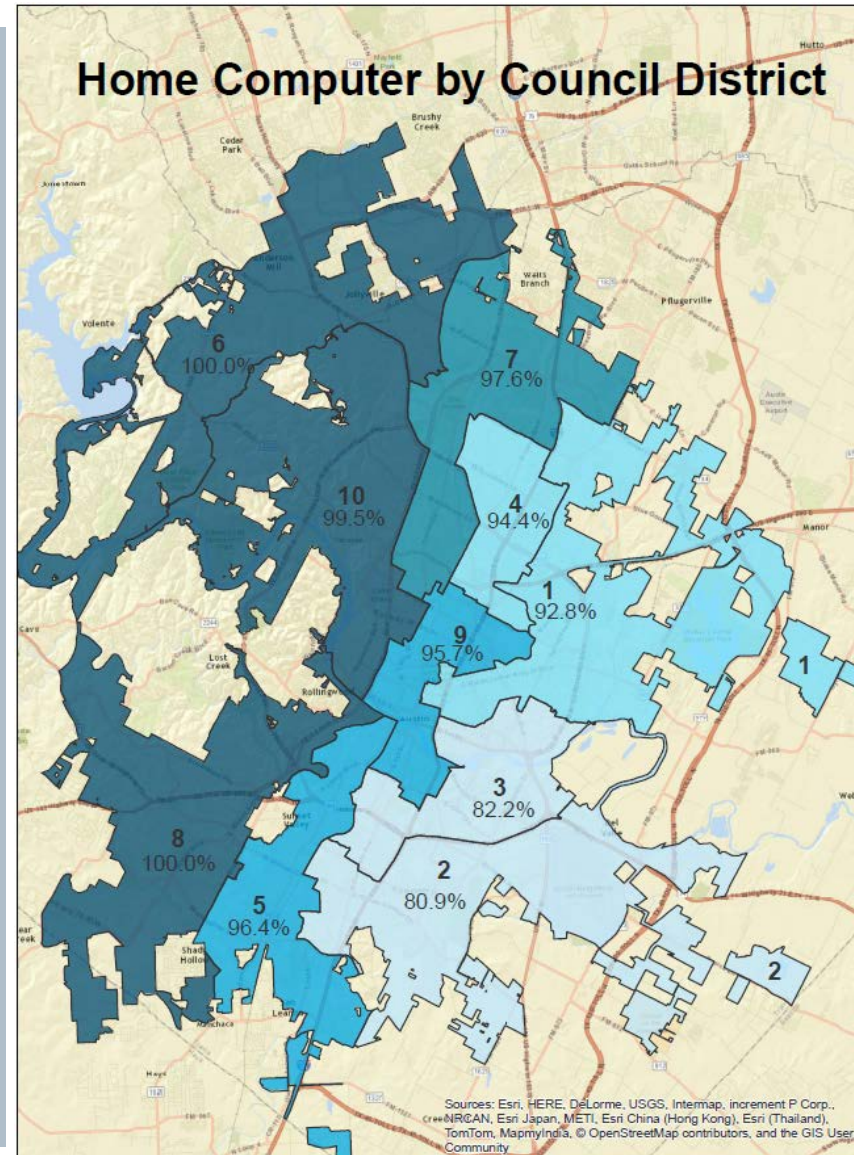
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Austin Digital Assessment



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Digital Inclusion 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