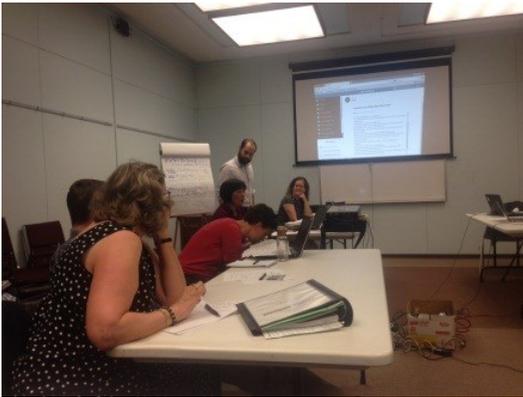




Digital Inclusion

City of Austin



District 8

Relevancy & Advocacy Report





Digital Inclusion

City of Austin



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Statement of Purpose: Serving the Community

The 2014 Digital Inclusion Strategic Plan lays out the City Council’s resolution calling for a roadmap that addresses access and adoption of digital technology within Austin. The foundation of the Austin Digital Inclusion Strategy is an evolving set of Taking Action: Initiatives centered on objectives that can help overcome identified challenges. The Digital Inclusion Strategy is based upon the outcomes of the Austin Digital Assessment, a residential technology usage study conducted every three years, that evaluates and assesses residents’ access to technology resources and literacy and training programs.

The Austin Digital Inclusion Strategy highlights five broad initiatives that together will realize Austin’s vision for digital inclusion. Three of these are foundational strategies that enable Austin’s residents and relevant sectors to be digitally-connected and engaged. Two growth strategies build on this foundation of technological strength to ensure coordinated service delivery. Together, these five initiatives provide the path to ensure every Austin resident has an opportunity to be fully engaged in digital society.

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

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

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

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

Coordinate: To coordinate these efforts and increase the scale of digital inclusion initiatives, the City and its partners should raise additional funds and plan for efficient implementation of important programs and services.

The Digital Inclusion Strategic Plan’s 25 initiatives will drive many specific benefits for Austin, city residents, and engaged sectors. These benefits fall into six goal areas, which are displayed throughout the Plan to indicate progress on the digital inclusion indicators.

Goals	2014 Baseline Indicators
To Understand and Increase Usage of Digital and Communications Technology	8% of adults do not use the Internet on any device
To Address Potential Barriers to Digital Inclusion	Relevancy is a barrier to non-users; 40% are not interested in using the Internet
To Understand the Need for Digital Literacy Training	42% of non-users would need someone to help them to get online
To Understand the Need for Access via Reliable & Affordable Devices	Nearly all adults own cell phones, and 83% own smart phones
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
To Develop Relevancy & Advocacy Campaigns Within Specific Communities & Populations	Internet non-users primarily live in Southeast Austin



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Digital Inclusion in Austin's District 8

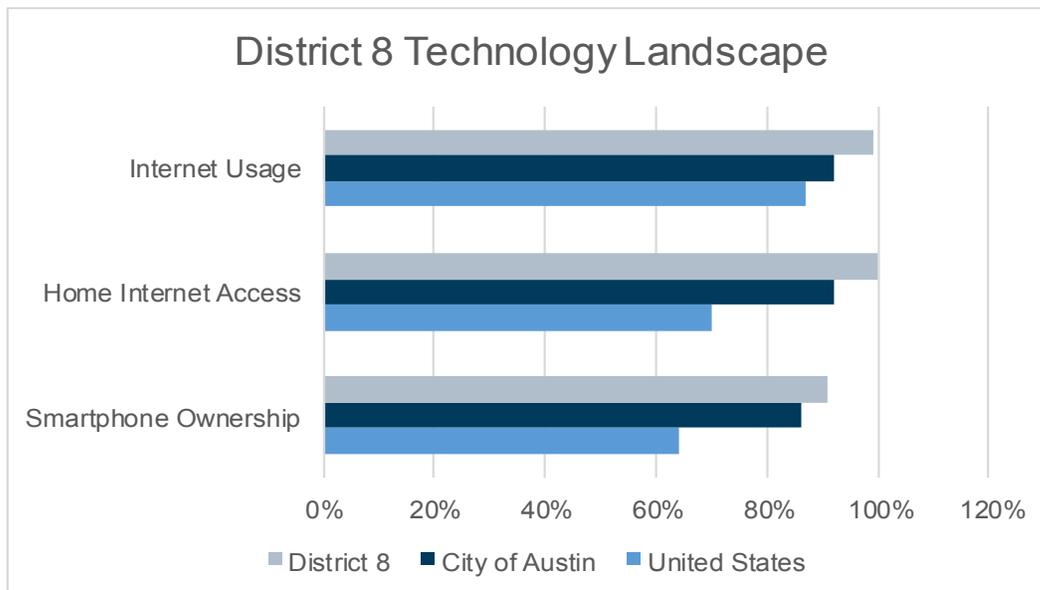
Austin residents demonstrate every day what amazing and creative possibilities can come from creating and using digital and communications technology. But 55,000 adult residents living in our city today are disconnected from this increasingly connected world, with most living in underserved communities.

Vision for Digital Inclusion

The City of Austin's vision is for every resident to have access to the knowledge and resources needed to participate in our emerging digital society. We need affordable and available devices for all residents. And it is critical that all Austinites understand technology and its relevancy to their daily lives, whether for helping with their kids' homework, looking for jobs, getting access to health information, or accessing online government information.



Hampton Branch at Oak Hill Library is a District 8 institution where residents can build digital and educational skills through publicly available computers.



District 8 Overview

In Southwest Austin, District 8 is home to some of Austin's most desirable and wealthy neighborhoods. District 8 includes a public high school, a branch library, and numerous recreation and conservation centers. Austin benefits from having greater access to and knowledge of technology, and it exceeds the national average in Internet usage, home Internet access, and smartphone ownership. District 8 is one of Austin's most digitally engaged communities, with nearly universal Internet usage and home Internet access. Residents of District 8 are digitally and economically empowered, and can be a resource for digital inclusion in the rest of Austin through engagement and volunteerism.

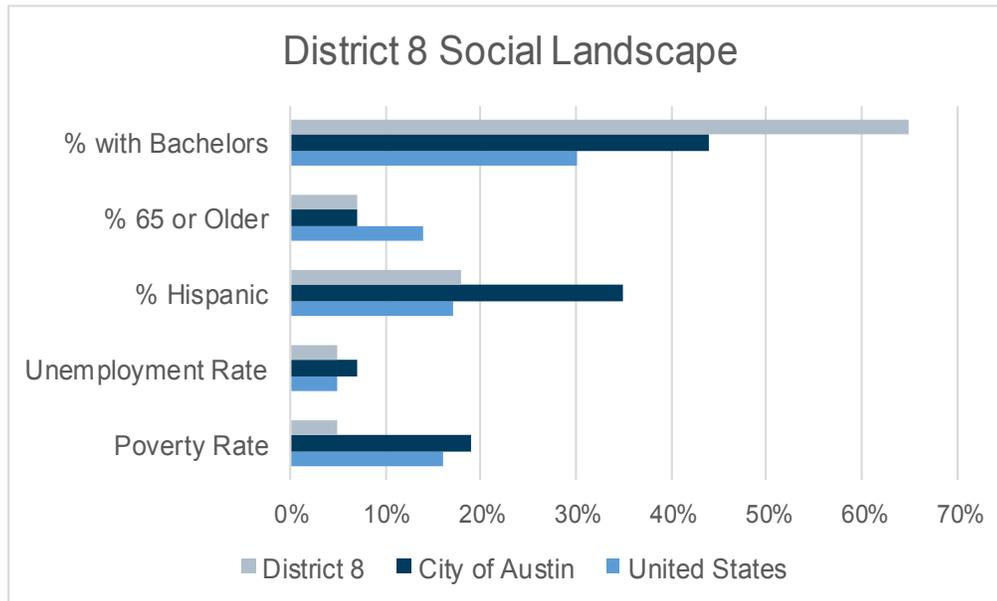


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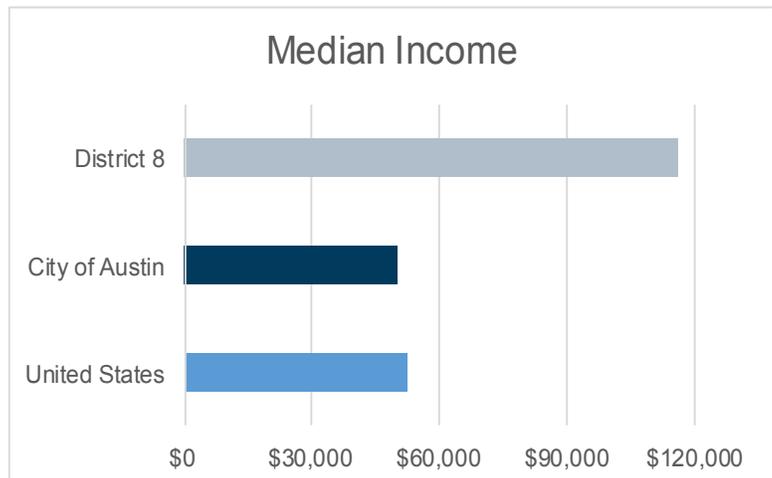


District 8 Barriers to Using the Internet and Social Landscape



Internet Usage Trends

In a City of Austin / UT survey conducted in 2014, nearly all of District 8 residents identify as Internet users. This is much higher technology usage than the citywide average of 92 percent. District 8 also has nearly universal home Internet access, compared to 92 percent home access citywide. 91 percent of District 8 residents own smartphones compared to 86 percent citywide.



Social Landscape

Certain social factors may contribute to District 8's high levels of digital access and understanding. Two in three District 8 residents have a Bachelor's Degree or higher, which is higher than the citywide average of 44 percent. The median income in District 8 is more than twice the citywide median income. Poverty and unemployment in District 8 are also lower than citywide averages. Many programs in Austin are dedicated to teaching residents how to use technology and the Internet to improve their quality of life through financial management, educational resources, finding low-cost transportation options, and more. These programs need volunteer and financial support from Austin's more advantaged residents to ensure that all Austinites have an opportunity to participate in our digital engaged society.

Digital Inclusion Partners & Resources in District 8



Residents receive computer training at an Austin Free-Net computer lab in the Austin Resource Center for the Homeless in downtown Austin.

Digital Inclusion Community Partners

Austin is fortunate to have a robust system of nonprofit, community and City organizations committed to digital inclusion. The City has a long history of supporting front-line programs that help residents overcome technological barriers. Austin Free-Net is a City-funded nonprofit that provides free training throughout the city, and relies on community volunteers to facilitate public access and one-on-one training. All of Austin Public Libraries have computers available for public use, and these are key facilities for public access in Austin. The City's Digital Inclusion Community Engagement Strategy involves working with neighborhood and community associations and to connect with residents with technology resources.

Competitive Broadband Marketplace

Austin also benefits from a competitive broadband market represented by four Internet providers: AT&T, Google Fiber, Grande Communications and Time Warner Cable. All four providers contribute to ensuring Austin residents, businesses and organizations have access to reliable and affordable Internet. Google Fiber partnered with the City of Austin for the Community Connections Program to award 100 nonprofit and public facilities a free gigabit-speed Internet connection to spark social innovation. District 8 will be home to two Community Connection sites including a high school and a library.



Representatives from Texas Time Warner Cable, Google Fiber, Grande Communications and AT&T speaking at Austin's Broadband Providers Forum about how they connect Austin.

Digital Inclusion Strategic Plan

The City of Austin's Digital Inclusion Strategic Plan calls on the City to leverage these community assets to promote digital inclusion in Austin. Digital engaged residents can be a major asset to advance digital inclusion in the rest of Austin. We can work together through public awareness, volunteerism and donating to support programs that help all residents in need build digital skills to improve education, job preparedness, health resources, social connections and more.



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District 8 Community Assets



Public Access Computer Labs

Public Access was identified as a fundamental **principle of digital inclusion** in the International City/County Management Association’s *Building Digital Communities: A Framework for Action* (2011). *Public Access* and other principles have been integrated into the City of Austin’s Digital Inclusion Strategic Plan as guiding elements around which the City and its partners should dedicate programmatic time, resources, strategic development and more. Ensuring that all residents have access to safe and reliable spaces for digital access is a top priority for Austin’s digital inclusion strategy.

Community Connections

Availability was also identified as a fundamental **principle of digital inclusion** in *Building Digital Communities: A Framework for Action* (2011). *Availability* of affordable, high-speed Internet and devices is an essential component of digital inclusion. *Availability* needs to become more ubiquitous both in individual households and in multi-user environments that can empower local communities to stay connected. Google Fiber partnered with the City of Austin for the Community Connections program. Community Connections awarded a free gigabit-speed Internet connection for ten years to 100 nonprofit and public facilities in fiberhoods that qualify for Google Fiber service.

Public Access Computer Labs and Computer Training Facilities

Goodwill Oakhill Job Help Center 7100 U.S. 290, Suite C	Provides residents with 3 public access computers and one-on-one job training. Goodwill also offers computer literacy classes for their clients.
Hampton Branch Library at Oak Hill 5125 Convict Hill Rd.	An Austin Public Library Branch with a public access computer lab.

Community Connections Sites

James Bowie High School 4103 Slaughter Ln.	The Austin Independent School District will use Google Fiber to improve student, staff, and parent access to their online resources such as grades, college readiness programs, learning resources, and professional development opportunities.
Hampton Branch Library at Oak Hill 5125 Convict Hill Rd.	The Austin Public Libraries will use Google Fiber to better accommodate bandwidth usage needs in their public access computer labs, meeting rooms, and the programs that select branches offer.



District 8 Community Assets

Neighborhood Organizations and Associations & Planning Contact Teams

Relevance was identified as a fundamental **principle of digital inclusion** in the International City/County Management Association’s *Building Digital Communities: A Framework for Action* (2011). *Relevancy* and other principles have been integrated into the City of Austin’s Digital Inclusion Strategic Plan as guiding elements around which the City and its partners should dedicate programmatic time, resources, strategic development and more. *Relevancy* is an ongoing challenge for those residents who do perceive Internet access to be an unnecessary or unaffordable luxury, as opposed to a critical utility to meet daily living needs in our increasingly digital world. Neighborhood-based groups are tuned into their residents’ needs and can be great assets in communicating the importance of digital literacy.

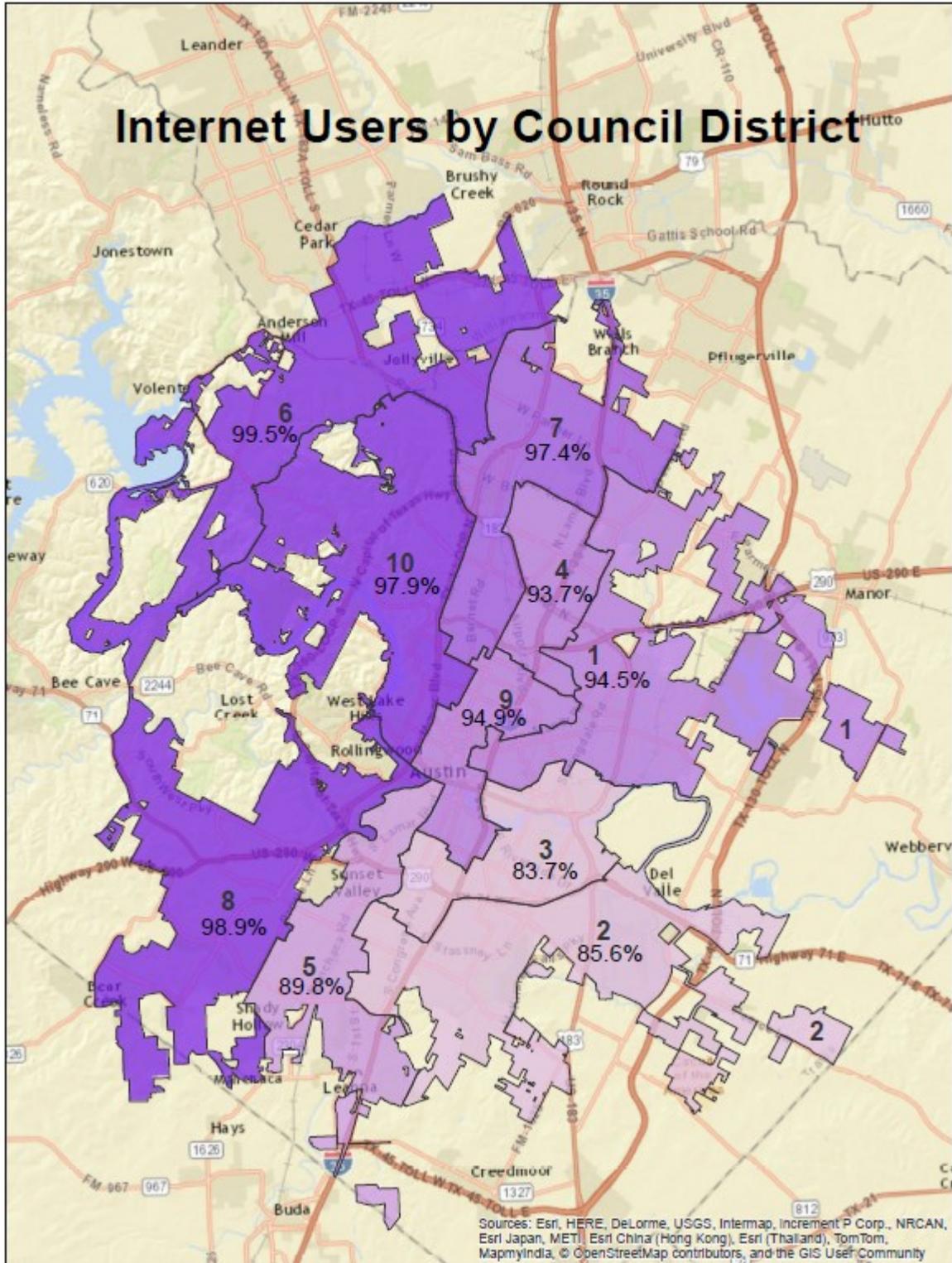
Below are the neighborhood and planning organizations located in Council District 8. Each of these are important to engage with in order to develop a grassroots campaign. These community leaders are our connections to the communities.

Neighborhood Associations and Organizations & Planning Contact Teams			
Oak Hill Neighborhood Planning Contact Team	Travis Country Community Service Assn.	Oak Park Subdivision Association	Oak Acres Neighborhood Association
Lantana Southwest Homeowners Association Inc.	Oak Hill Association of Neighborhoods (OHAN)	Oak Hill Trails Association	Aviara HOA
Gardens at Covered Bridge HOA	South Windmill Run Neighborhood Association	Scenic Brook Neighborhood Association	Covered Bridge Property Owners Association Inc.
Circle C Neighborhood Assn.	Barker Ranch Home Owner Assn.	Muirfield Property Owners Association Inc.	Circle C Homeowners Assn.
Terrapin-Aquifer Neighborhood Association	Woods of Westlake Heights and Renaissance Neighborhood Association	South Bee Cave Woods Neigh. Assn.	Woods of Westlake Neighborhood Association
Easy Street Homeowners Assn.	The Woods of Westlake Heights	Stoneridge Neighborhood Association	Villages of Shady Hollow HOA (The)
Deer Park Owners Association Inc.	Beckett Estates/McCarty Lane Neighborhood Assn.	Westcreek Neighborhood Association	Oak Parke Homeowner’s Association
Maple Run-Wheeler Creek-Woodstone Village	The Colony at Maple Run	Legend Oaks Neighborhood Association	Western Oaks Property Owners Association
Estates of Loma Vista HOA	Woods of Legend Oaks	Legend Oaks Owners Association	Village at Western Oaks Neighborhood Association
Legend Oaks II Home Owners Association	Bauerle Ranch Homeowner’s Association		



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Digital Inclusion in Austin's District 4

Acknowledgements & Data Sources

Staff from the City of Austin's Digital Inclusion Program compiled this report on District 8 technology usage, challenges and assets. The City thanks its Digital Inclusion partners in this district and across the city that provide front-line serve delivery to residents in need. Please contact the Digital Inclusion program for more information or to learn about partnership opportunities at digital.inclusion@austintexas.gov or (512) 974-3510.

Data Sources: District 8 Technology Landscape

Austin Digital Assessment (2014)

Pew Research Center Internet Project Survey (2014)

Data Sources: District 8 Social Landscape

Decennial Census, U.S. Census Bureau (2010)

American Community Survey, U.S. Census Bureau (2013)

Data Sources: Median Family Income

American Community Survey, U.S. Census Bureau (2013)