# Digital Inclusion
## City of Austin

# Strategic Plan

1

## AUSTIN COMMUNITY TECHNOLOGY & TELECOMMUNICATIONS COMMISSION

## OCTOBER 8, 2014

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**TELECOM & REGULATORY AFFAIRS**

# Roadmap

**VISION**

**DIGITAL ASSESSMENT**

**NEEDS & BARRIERS**

**INITIATIVES**

**What's Next?**

# Indicators

**3**

**Access** — **55,000** adults did not use the Internet — *or 8% of adult residents*

**Relevance** — **22K** were <u>not</u> interested in using the Internet

**Affordability** — **COST** was an issue for 3 out of every 5 Internet non-users

Source: 2014 Austin Digital Assessment

# Connecting

**Knowledge**

**Connecting what's available to what's needed**

**Resources & Expertise**

# Inclusion

## Steering Committee & Strategic Plan

**Business / Entrepreneur**

**Community-Based Providers**

**Education / Higher Education**

**City Resources**

**Non-Profit**

**Public Health**

**Community**

Initiatives

Community Assets

Community Sectors

Challenges

Principles

# Initiatives

| Connect | Engage | Include | Integrate |
|---|---|---|---|
| Connect what's available to what's needed | Sustainable Community Engagement | Access & Adoption | Community Planning |
| 1. Expand<br>2. Develop<br>3. Promote<br>4. Facilitate | 5. Events & Forums<br>6. Day of Dig Inclusion<br>7. Marketing<br>8. Leveraging<br>9. Recruit<br>10. Identify | 11. Integrate<br>12. Develop<br>13. Promote<br>14. Refurbishment<br>15. Language<br>16. Accessible | 17. Dashboard<br>18. Encourage<br>19. Collaborate<br>20. Explore<br>21. Recruit |

# Coordinate

**To increase the scale of digital inclusion initiatives**

Facilitate → Implementation → Accountability

# How to Stay Connected!



- austintexas.gov/digitalinclusion

- Sign up for our newsletter:
  digital.inclusion@austintexas.gov

- @coadiginclusion