



# Strategic Plan

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## AUSTIN COMMUNITY TECHNOLOGY & TELECOMMUNICATIONS COMMISSION

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- JOHN SPEIRS
- SHARLA CHAMBERLAIN
- RONDELLA HAWKINS

TELECOM & REGULATORY AFFAIRS

# Roadmap

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**VISION**

**DIGITAL  
ASSESSMENT**

**NEEDS &  
BARRIERS**

**INITIATIVES**

**What's Next?**

# Indicators

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*Austin in 2014*

*all figures are approximations*



**Access**

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

**Relevance** **22K** were not 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

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# Inclusion

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## Steering Committee & Strategic Plan

-  Business / Entrepreneur
-  Community-Based Providers
-  Education / Higher Education
-  City Resources
-  Non-Profit
-  Public Health
-  Community



# Initiatives

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## Connect

Connect what's available to what's needed

1. Expand
2. Develop
3. Promote
4. Facilitate

## Engage

Sustainable Community Engagement

5. Events & Forums
6. Day of Dig Inclusion
7. Marketing
8. Leveraging
9. Recruit
10. Identify

## Include

Access & Adoption

11. Integrate
12. Develop
13. Promote
14. Refurbishment
15. Language
16. Accessible

## Integrate

Community Planning

17. Dashboard
18. Encourage
19. Collaborate
20. Explore
21. Recruit

# Coordinate

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

Facilitate

Implementation

Accountability

# How to Stay Connected!



## AUSTIN INTERNET AND GLOBAL CITIZENS PROJECT



## Digital Inclusion City of Austin

Austin's Digital Inclusion Vision includes a component for addressing the digital divide. All residents, institutions and businesses will have the tools, skills and motivation to gain value from the digital society. Our residents and businesses need to be equipped to effectively compete with others around the world—to be smarter, more creative, more knowledgeable, and more innovative. Leveraging technology is a necessary ingredient of success.

The Digital Inclusion website includes City Strategic Planning Initiatives, Digital Assessment data and GTOPs.

### Digital Inclusion Strategic Plan



This will provide an opportunity for the City and the community set goals, inventory resources, identify gaps in services and develop a road map to reach the adopted goals for inclusion.

- City Council Resolution directing staff to present the recommended Digital Inclusion Strategic Plan
- Brief overview of the process
- April 9, 2014 Presentation to the Austin Community Technology & Telecommunications Introducing the Digital Inclusion Strategic Plan

### Austin Digital Assessment



A residential technology survey to evaluate and assess residents' access to technology resources and literacy and training programs and to identify unmet needs and barriers

- Survey Highlights
- 2014 Marketing & Outreach
- 2011 Residential Technology Survey Results

### Grant for Technology Opportunities Program (GTOPs)

(GTOPs) is a City of Austin funded matching grant program supporting local organizations in their efforts to include all our citizens in an emerging digital society.

- 2014 Grantees

### Community Connections

- ★ Grant for Technology Opportunities
- ★ Digital Inclusion
- ★ Utility Complaint Service
- ★ Credit Access Business Program
- ★ Claims Payments and Information

### CONTACT INFO

Phone: 5129743510

Fax: 5129742416

Email

Physical Address:

124 West 8th Street  
Austin, TX 78701

See Map

Mailing Address:

PO Box 1088  
Austin, TX 78767

See Map

Key Contact: John Speirs

Position: Program Coordinator

Phone Number: 5129743510

Email

Open Hours:

Monday-Friday 8:00am to 5:00pm

Austin Digital Assessment

Austin Digital  
ASSESSMENT

Community Technology &  
Telecommunications Commission



- [austintexas.gov/digitalinclusion](http://austintexas.gov/digitalinclusion)
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[digital.inclusion@austintexas.gov](mailto:digital.inclusion@austintexas.gov)
- [@coadiginclusion](https://twitter.com/coadiginclusion)