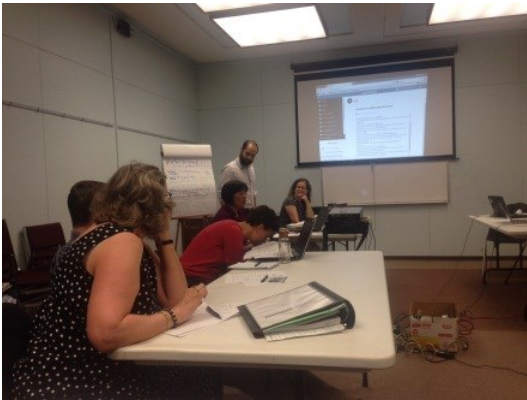# Digital Inclusion
City of Austin

District 1

Relevancy & Advocacy Report

Digital Inclusion

City of Austin

Table of Contents

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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City of Austin

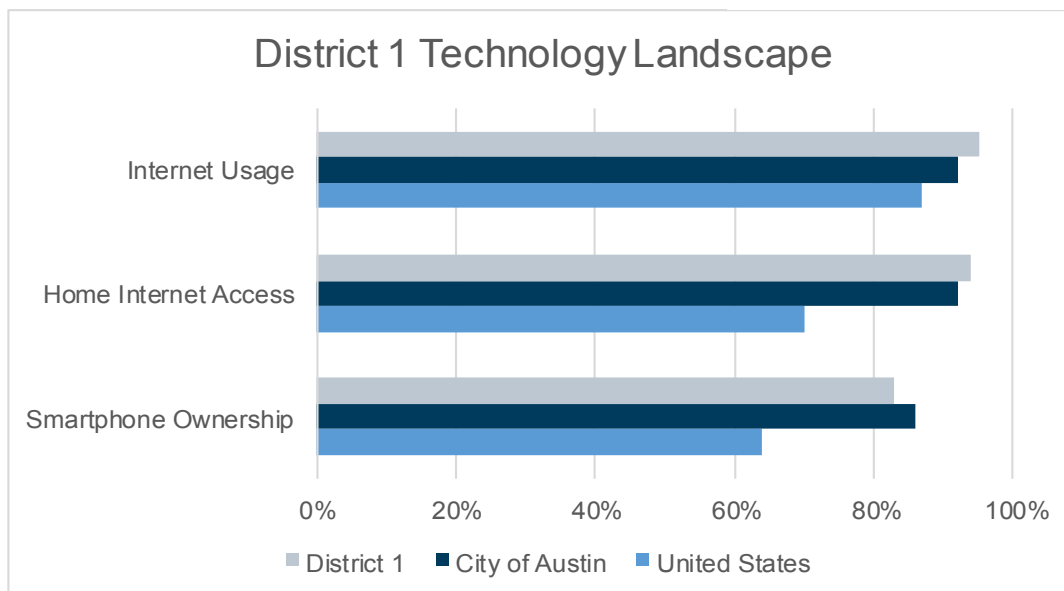## Digital Inclusion in Austin's District 1

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.

Residents use a public computer lab in District 1 community asset, the DeWitty Center. The lab above is staffed and operated by Austin Free-Net, a local nonprofit organization housed at the DeWitty Center.

District 1 Technology Landscape

Internet Usage
Home Internet Access
Smartphone Ownership

0%   20%   40%   60%   80%   100%

District 1 | City of Austin | United States

District 1 Overview

District 1 is one of Austin's most expansive districts, representing portions of Central Austin including The University of Texas and far East neighborhoods past Decker Lane. It is home to three libraries, 17 recreation centers, and 7 community centers where residents can receive services from computer training to HIV testing, homeless resources and more. 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 1 is more connected than citywide averages for technology access. But significant diversity with District 1 and its numerous neighborhoods from Central to East Austin leaves some residents more connected than others.
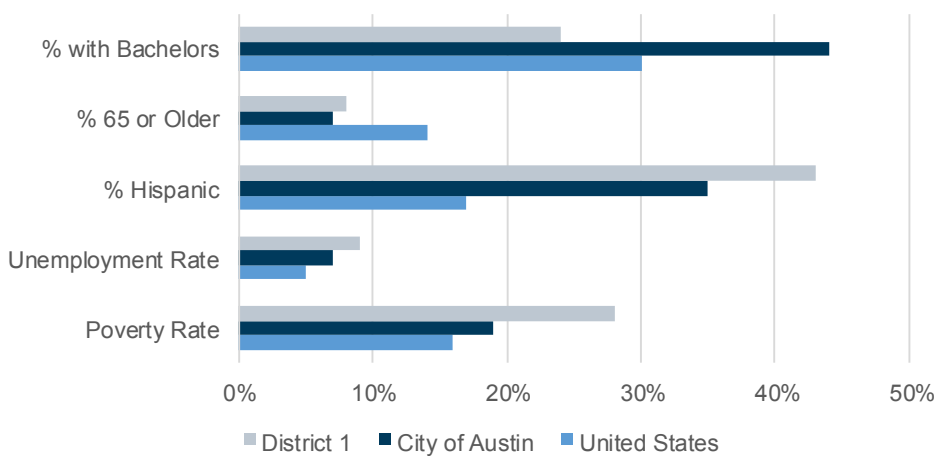
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District 1 Barriers to Using the Internet and Social Landscape

District 1 Social Landscape

Bar chart categories (top to bottom): % with Bachelors, % 65 or Older, % Hispanic, Unemployment Rate, Poverty Rate. X-axis: 0% to 50%. Legend: District 1, City of Austin, United States.

Median Income

Bar chart: District 1, City of Austin, United States. X-axis: $0 to $60,000.

Barriers to Using the Internet

District 1 in Rank Order

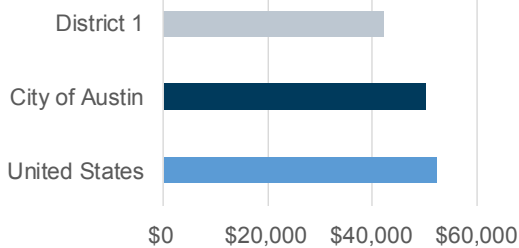|	
#1	Too expensive
#2	Do not speak English well enough
#3	Privacy & security concerns
#4	No one to teach them
#5	Using the Internet is too difficult
#6	Someone else uses the Internet for them
#7	Not enough time
#8	Not interested in using the Internet

Internet Usage Trends

In a City of Austin / UT survey conducted in 2014, only one in twenty District 1 residents said they did not use the Internet. This represents higher access compared to the citywide average of 8 percent Internet non-users. District 1 also has a higher rate of home Internet access, with 94 percent reporting home access in District 1 compared to 92 percent across the city. 83 percent of District 1 residents own smartphones

Barriers to Using the Internet

Internet non-users in District 1 face some major challenges in accessing and using technology. Approximately 8 in 10 Internet non-users in District 1 said that expense was one of the reasons they do not use the Internet. A lack of English skills was recorded as a top-ranked barrier, with an estimated two-thirds of Internet non-users identifying language barriers as a challenge. A simple lack of interest was the lowest ranked barrier to using the Internet, suggesting that many District 1 Internet non-users would be interested in participating in technology training programs. This represents an opportunity for digital inclusion programs currently working in the District or looking to expand their service region.

Social Landscape

Certain social factors may contribute to the challenges that prevent five percent of District 1 residents from using the Internet. Only one in four District 1 residents has a Bachelor's Degree or higher, which is significantly lower than the citywide average of 44 percent. Nine percent of District 1 residents are unemployed, and 28 percent live in poverty. 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.

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City of Austin

Digital Inclusion Partners & Resources in District 1

The George Washington Carver Branch Library is one of Austin's most historic libraries. Carver Branch Library has many computers available for public use.

Digital Inclusion Community Partners

Austin is fortunate to have a robust system of nonprofit, community and City organizations committed to digital inclusion, many of which support District 1. 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, including its anchor location at the DeWitty Center in the Rosewood neighborhood. All of Austin Public Libraries have computers available for public use, and some libraries offer free one-on-one training. The City's Digital Inclusion Community Engagement Strategy involves working with neighborhood and community associations to further understand neighborhoods' unique needs and to connect with residents with technology resources in their communities.

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 1 will be home to 19 Community Connection sites including three public libraries and three public schools.

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. We can empower District 1 residents through increased digital skills that contribute to improved education, job preparedness, health resources, social connections and more.

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District 1 Community Assets

Public Access Computer Labs and Computer Training Facilities

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.

The public access computer labs and computer training facilities below represent some of District 1's most highly utilized facilities for digital inclusion programming. But this list is not complete, and there is great need for more facilities in District 1 and across the city. It is the hope of the City of Austin Digital Inclusion program that these relevancy and advocacy reports will result in the recruitment and development of additional public computer labs.

Public Access Computer Labs and Computer Training Facilities	
The DeWitty Center *2209 Rosewood Ave.*	Austin Free-Net's flagship location, with 24 public access computers and one-on-one computer training.
Rosewood Zaragosa *2800 Webberville Rd.*	An Austin Free-Net location with 9 public access computers and one-on-one free training.
Blackland Neighborhood Center *2005 Salina St.*	An Austin Free-Net location with 2 public access computers and occasional one-on-one free training.
Conley-Guerro Senior Center *808 Nile St.*	An Austin Free-Net location with 10 public access computers and free one-on-one training.
Carver Library *1161 Angelina St.*	An Austin Public Library Branch with a public access computer lab and computer classes.
University Hills Library *4721 Loyola Ln.*	An Austin Public Library Branch with a public access computer lab.
Windsor Park Library *5833 Westminster Dr.*	An Austin Public Library Branch with a public access computer lab.
Goodwill Rosewood Job Help Center *2001 Rosewood Ave.*	An integral resource for East Austin, providing residents with 3 public access computers and one-on-one job training. Goodwill also offers computer literacy classes for their clients.

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City of Austin

District 1 Community Assets

Community Connections Sites

Availability 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). *Availability* 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. *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. District 1's selected facilities include an institute of higher education, libraries, a museum, a public housing facility, and nonprofit organizations.

Community Connections Sites	
Creative Action *1800 Alexander Ave.*	Creative Action will utilize Google Fiber to facilitate parent participation in their child's art education, enable students to share their work, and provide online seminars to teachers and partners.
Austin Achieve *5908 Manor Rd.*	Austin Achieve will use Google Fiber to enhance their use of iPads and laptops in the classroom to promote engaging and fast-paced learning.
African-American Youth Harvest *6633 Highway 290 Ste. 307*	The AAYHF will utilize Google Fiber to offer IT skills and workforce development classes for youth, partner with Skillpoint Alliance to create a robotics team, and explore an international pen pal program for youth.
Huston-Tillotson University *900 Chicon St.*	Huston-Tillotson University will apply their Google Fiber connection to enhance online tutoring, interactive lessons, access to student services, and sustainable digital archive initiatives.
African American Cultural Heritage Facility *912 E. 11th St.*	This organization will apply Google Fiber to upgrade their service to the youth and adults that utilize the African American Cultural Heritage Facility.
Austin Film Society *1143 Northwestern Ave*	Google Fiber will enable the expansion of video transmission capabilities and supports interactive community meetings.
HACA Booker T. Washington *905 Bedford St.*	The Booker T. Washington HACA property will use Google Fiber to increase the quality of their computer lab for residents and the programs they host, such as GED classes and the Skillpoint Alliance Certified Nursing Program.
Carver Museum *1165 Angelina St.*	Google Fiber will support the new George Washington Carver Genealogy Center computer lab that offers training and software to access family history records.

District 1 Community Assets

Continued: Community Connections Sites	
Travis County Appraisal District *8314 Cross Park Dr.*	Travis CAD will use their Google Fiber connection to increase accuracy and efficiency of property appraisals, provide data and services to the public, including online educational seminars about the appraisal process, and to support an online data portal for their partner government organizations.
Garza High School *1600 Chicon St.*	Google Fiber will support Garza's year round programs to the public and students such as online curriculum, the Garza's Gardens entrepreneurial horticulture program, and adult literacy and AISD Parent Cloud training classes.
LBJ High School/ Liberal Arts & Sciences *7309 Lazy Creek Dr.*	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 through the many devices that AISD provides.
Boys & Girls Clubs of Austin *303 W. Johanna St.*	The Boys & Girls Clubs of Austin Area uses Google Fiber to support their data server and to offer technology classes to youth.
United Way of Greater Austin *2000 E. MLK Jr. Blvd*	Google Fiber will aid staff in reporting needs and trends of residents and connecting individuals to crucial services, like healthcare, food, employment, and emergency assistance through texting, calling, or online chat.
Austin Public Library (Carver, University Hills, Windsor Park)	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.

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District 1 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 1. Each of these are important to engage with in order to develop a grassroots campaign. These community leaders are our connections to the communities. One example of how the City of Austin Digital Inclusion program has engaged with these organizations is by giving presentations to and engaging conversations with several of the organizations including: the Rosewood Neighborhood Contact Team, Kealing Neighborhood Association, Davis-Thompson, Foster Heights Neighborhood Association, and The Chestnut Addition Neighborhood Association. These conversations hope to empower citizens and neighborhood leaders to be digital inclusion advocates.

Planning Contact Teams & Neighborhood Associations and Organizations			
Chestnut Neighborhood Plan Contact Team	Chestnut Addition Neighborhood Assn. (C.A.N.A.)	Eastfield Neighborhood Association	Coronado Hills/ Creekside Neighborhood Assn.
Rosewood Neighborhood Contact Team	Guadalupe Neighborhood Development Corporation	Truman Heights Neighborhood Assn.	Coronado Hills Housing Authority Property
University Hills Neighborhood Plan Contact Team	Guadalupe Association for an Improved Neighborhood	FRS Property Owners Association	North Acres Homeowners Assn.
Windsor Park Neighborhood Plan Contact Team (Multiple Districts)	Chestnut Neighborhood Revitalization Corporation	Axel Lane Neighborhood Association	Friends of Copperfield Nature Trails
Coronado Hills Contact Team	Robertson Hill Neighborhood Association	Blackland Neighborhood Assn.	Collinwood West Homeowners Association
East MLK Combined Neighborhood Contact Team	Chestnut Commons HOA	Austin Heights Neighborhood Assn.	Park Springs Neighborhood Assn.
Friends of Chestnut Neighborhood Plan Contact Team	McKinley Heights Neighborhood Association	J.J. Seabrook Neighborhood Assn.	Yager Planning Area
Kealing Neighborhood Association	East End IBIZ District	Pecan Springs/Springdale Hills Neighborhood Assoc.	Victoria Glen HOA

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District 1 Community Assets

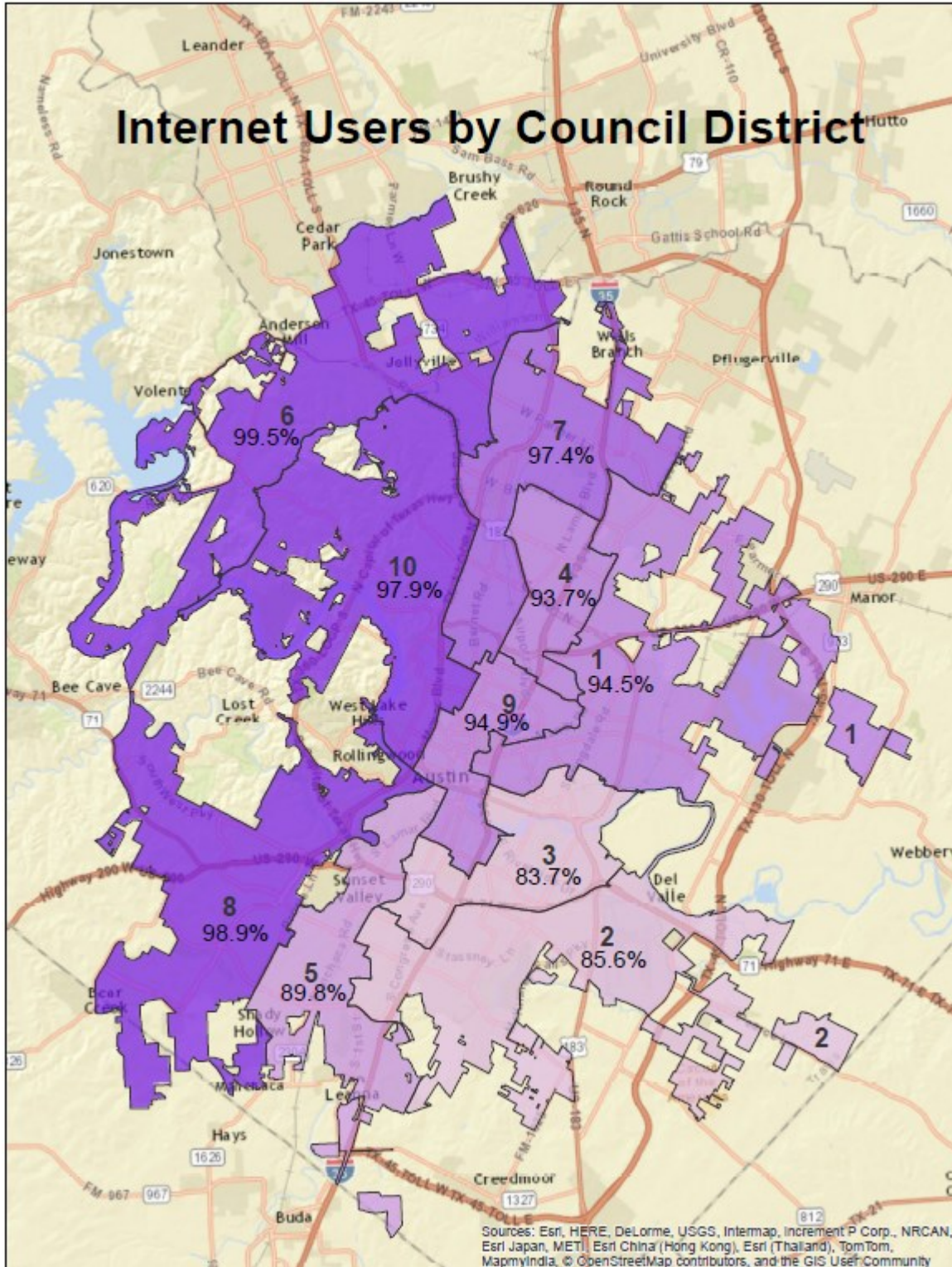| Continued: Planning Contact Teams & Neighborhood Associations and Organizations			
African American Cultural Heritage District Business Association	Urban Renewal Board of the City of Austin	Senate Hills Homeowners' Association	Northeast Walnut Creek Neighborhood Assn.
Blackshear-Prospect Hill	Organization of Central East Austin Neighborhoods (OCEAN)	Sweeney Farms Neighborhood Association	Pioneer East Homeowners Association Inc.
Rosewood Glen Oaks Neighborhood Association	MLK Jr. Blvd TOD Staff Liaison	Responsible Growth for Windsor Park	North Growth Corridor Alliance
Lincoln Garden Association	University Area Partners	Colony Park Neighborhood Assn. INC	Harris Branch Residential Property Owners Assn.
Oakwood Neighborhood Association	Martin Luther King Jr. Neighborhood Association	Heritage Village of Austin Home Owner's Association	Harris Branch Master Association Inc.
Davis-Thompson	M.E.T.S.A. Neighborhood Assn.	L.B.J. Neighborhood Association	Pioneer Crossing West Homeowners Association
A.N.T Artists and Neighbors Together	East MLK Combined Neighborhood Contact Team	Bluebonnet Hills Association	Edward Joseph Developments LTD (In multiple districts)
Homewood Heights Neighborhood Association	Stonegate Neighborhood Association	Cavalier Park Neighborhood Assn.	Windsor Park Neighborhood Assn. (In multiple districts)
Foster Heights Neighborhood Association	Ebony Acres	Old Town Homeowners Assn.	Waller Creek Conservancy (In multiple districts)
Swede Hill Neighborhood Assn.	Jackie Robinson Acres		

Other Community Assets	
Foundation Communities: M-Station *2906 E MLK Jr. Blvd*	A Foundation Communities facility in which computers provided but Austin Free-Net have been made available to residents.
Project Recovery *1430 Collier Street*	A therapeutic program for individuals with a history of mental illness, intoxication or other court or health related issues. Program participant access treatment at Project Recovery and can utilize computers made available by Austin Free-Net.

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Internet Users by Council District

District	Percentage
6	99.5%
7	97.4%
10	97.9%
4	93.7%
1	94.5%
9	94.9%
8	98.9%
3	83.7%
2	85.6%
5	89.8%

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Digital Inclusion in Austin's District 1

Acknowledgements & Data Sources

Staff from the City of Austin's Digital Inclusion Program compiled this report on District 1 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.

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