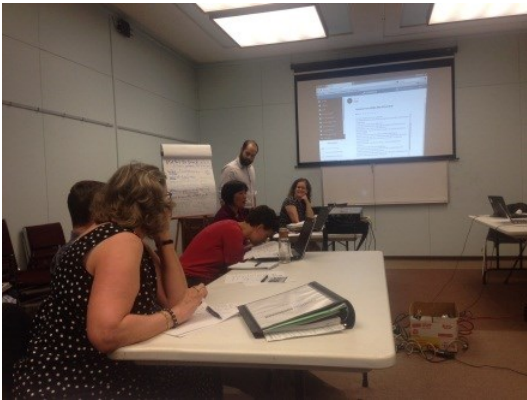




Digital Inclusion

City of Austin



District 3

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 3

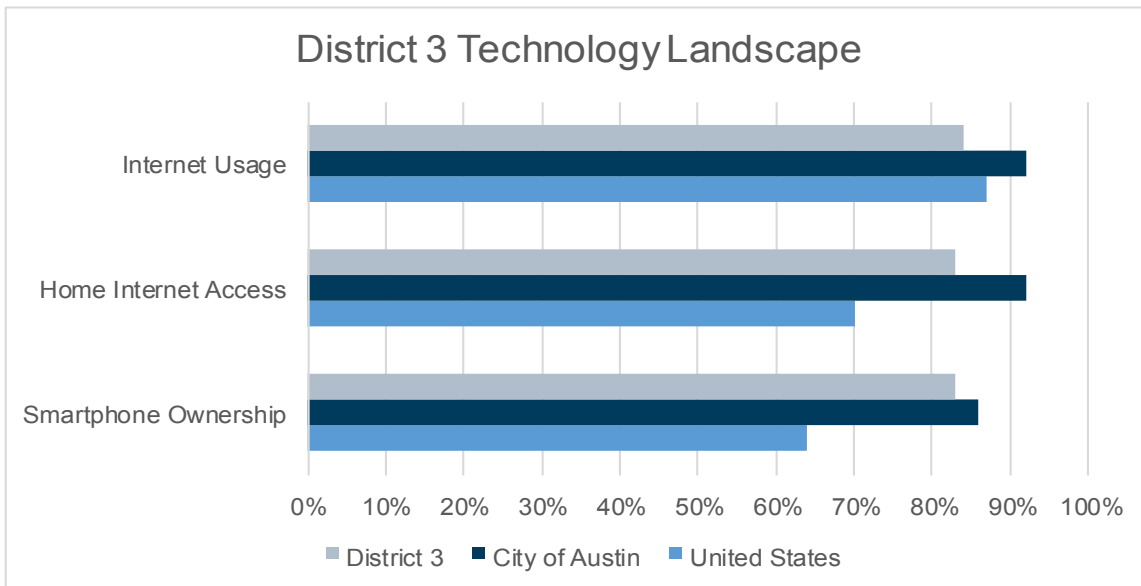
Austin residents demonstrate every day what amazing and creative possibilities can come from creating and using digital and communications technology. But 55,000 adult residents living in our city today are disconnected from this increasingly connected world, with most living in under-served communities.

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.



Willie Mae Kirk Library is a key District 3 institution where residents can access computers and receive one-one-one technology training assistance.



District 3 Overview

Austin's District 3 is home to some of Austin's oldest and most vibrant neighborhoods. It is home to four public libraries, several recreation and neighborhood centers, St. Edward's University, and community organizations like Southwest Key. Austin as a whole 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. But within Austin, many residents of District 3 are falling behind the increasingly advanced citywide norms of technology access and adoption.

austintexas.gov/digitalinclusion

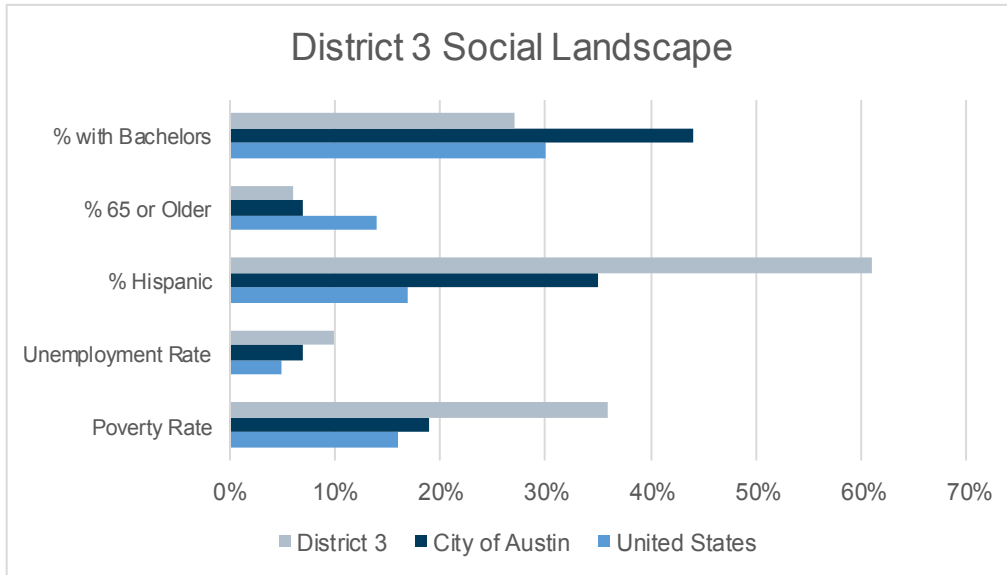


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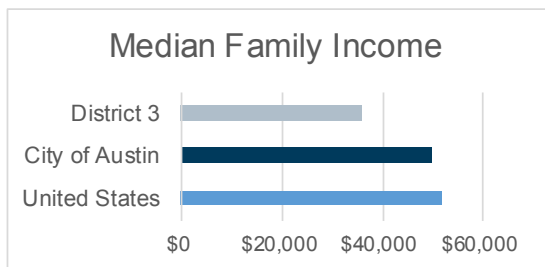


District 3 Barriers to Using the Internet and Social Landscape



Internet Usage Disparities

Only 84 percent of District 3 residents identified as an Internet user in a City of Austin / UT survey conducted in 2014, compared to 92 percent citywide. Similarly, 83 percent have home Internet in District 3 as opposed to 92 percent across the city. And 83 percent of District 3 residents own smartphones compared to 86 percent citywide.



Barriers to Using the Internet

Internet non-users in District 3 face some major challenges in accessing and using technology. Privacy and security concerns were the top rated concern among Internet non-users when asked why they do not use the Internet. Some District 3 residents reported a reliance on others as a barrier to using the Internet, while others said they had no one to teach them. The high cost of the Internet continues to be a barrier to many Internet non-users in District 3. Although a lack of English skills did not come in as a top barrier, an estimated 3 in 10 residents do experience this challenge in District 3, where nearly two-thirds of residents identify as Hispanic. Digital inclusion efforts in this District should help residents to overcome these barriers.

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

Social Landscape

Certain social factors may contribute to District 3's underrepresentation in technology skills. Only 27 percent of District 3 residents have a Bachelor's Degree or higher, which is much lower than the citywide average of 44 percent. One in ten District 3 residents is unemployed, and more than one-third live in poverty. Many programs in Austin are dedicated to teaching residents how to use technology to improve their quality of life.



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Digital Inclusion Partners & Resources in District 3



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

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 3. 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 two locations within District 3. 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 associations and other community organizations 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 3 will be home to eleven Community Connection sites including four public libraries.



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 3 residents through increased digital skills that contribute to improved education, job preparedness, health resources, social connections and more.



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District 3 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 3’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 3 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	
South Austin Neighborhood Center (Austin Free-Net) <i>2508 Durwood Street</i>	One of Austin Free Net’s busiest locations, one-on-one computer training.
Goodwill Careers Academy <i>1817 East 6th Street</i>	An integral resource for East Austin, providing residents with 26 public access computers and one-on-one job training. Goodwill also offers computer literacy classes for their clients.
Workforce Solutions East Center <i>3401 Webberville Road #1000</i>	Providing East Austin residents with public access computers and one-on-one job readiness training. Workforce Solutions also offers computer literacy classes for residents.
Oswaldo A.B. Cantu/Pan-American Recreation Center <i>2100 E 3rd Street</i>	Provides public access computers.
Willie Mae Kirk Branch Library <i>3101 Oak Springs Drive</i>	Provides East Austin with a public access computer lab and a technology assistant who gives one-on-one computer training.
Daniel E. Ruiz Branch Library <i>1600 Grove Boulevard</i>	A cornerstone for the Montopolis community, which provides a public access computer lab and is in the process of obtaining a computer trainer.
Terrazas Branch Library <i>1105 East Cesar Chavez Street</i>	An important facility for the East Austin community, which provides a public access computer lab.
Eustasio Cepeda Branch Library <i>651 North Pleasant Valley Road</i>	An important facility for the East Austin community, which provides a public access computer lab.



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District 3 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 3’s selected facilities include a school, an institute of higher education, libraries, a recreation center, a public health facility and nonprofit organizations.

Community Connections Sites	
Southwest Key 6002 Jain Lane	Google Fiber will enhance the technology and skills development services offered at El Centro de Familia’s Community Technology Center.
St. Edwards University 3001 South Congress Avenue	St. Edward’s utilizes Google Fiber to increase global collaboration with partners and to provide online resources to students.
Central Health 2901 Montopolis Drive	Central Health will utilize their Google Fiber connection to improve doctors’ access to diagnostic information, facilitate easy appointment scheduling, and boost education and outreach efforts via mobile devices.
Cantu/Pan American Center 2100 E 3rd Street	Google Fiber will support the Cantu/Pan American Recreation Center’s computer lab and provides reliable and fast internet connection to patrons and staff with their own devices.
Eastside Memorial High School 1012 Arthur Stiles Road	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.
Meals on Wheels and More 3227 E 5th Street	Meals on Wheels and More will utilize Google Fiber to enhance communications between the organization and the public and provides opportunities to develop programs such as online case management, telemedicine, tele-nutrition, and online volunteer training.
Texas Civil Rights Project 1405 Montopolis Drive	Google Fiber will enable the Texas Civil Rights Project to increase online communication methods like Skype & ensure faster delivery of multimedia content.
Austin Public Libraries Multiple Locations	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 3 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 3. 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 our work with East Town Lake Citizens Neighborhood Organization. In collaboration with Austin Free-Net, the three entities are organizing a block walk and neighborhood survey, in order to identify whether the residents of the neighborhood would want and benefit from the creation of a public access computer lab with computer training.

Neighborhood Associations and Organizations & Planning Contact Teams

East Cesar Chavez Plan Contact Team	Govalle/Johnston Terrace Plan Team of Neighborhood	Montopolis Neighborhood Plan Contact Team	East Riverside/Oltorf Neighborhood Plan Contact Team
Govalle Neighbors	Festival Beach Community Garden	Lower Boggy Creek Neighborhood Assc.	Larch Terrace Neighborhood Assc.
East Town Lake Citizens Neighborhood Org.	Buena Vista Neighborhood Assc.	Knollwood on the Colorado Neighborhood Assc.	Greenbriar Neighborhood Assc.
Tillery Square Neighborhood Assoc	East Sixth IBIZ District	Volente Neighborhood Assn.	Bonnett Neighborhood Assc.
River Bluff Neighborhood Assc.	Willow Spence Historic District Neighborhood Ass.	Waterfront Condominium Homeowners Assc.	Carson Ridge Neighborhood Assc.
Holly Neighborhood Coalition	Plaza Saltillo TOD Staff Liaison	Crossing Gardenhome Owners Assn.	Vasquez Fields Neighborhood Assc.
El Concilio Mexican-American Neighborhoods	Manchaca Village Neighborhood Assc.	Montopolis Area Neighborhood Alliance	Southeast Austin Neighborhood Alliance
Pedernales Neighborhood Assc.	Northgate Neighborhood Assc.	Montopolis Community Alliance	Riverside Farms Road Neighborhood Assn.
Holly Group (The)	West Lynn IBIZ District	South River City Citizens Assn.	Burleson Parker Neighborhood Assc.



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District 3 Community Assets

Continued: Planning Contact Teams & Neighborhood Associations and Organizations

Gardens Neighborhood Assn. (The)	Dawson Neighborhood Assc.	Zoning Committee of South River City Citizens	South Central Coalition
East Cesar Chavez Neighborhood Assc.	Dawson Neighborhood Planning Contact Team	Timber Ridge Home Owners Assc.	East Riverside Corridor Staff Liaison
Friendly Fiends of Haskell Street	Galindo Area Patriotic Porch Party / GAPPP	Sunridge Homeowners Assn.	Riverside Meadows Homeowner's Assc.
West End Austin Alliance	Barton Hills-Horseshoe Bend (Barton Hills NA)	Montopolis Tributary Trail Assc.	Battle Bend Springs Homeowners Assc.
East Austin Conservancy	Galindo Elementary Neighborhood Assn.	Vargas Neighborhood Assc.	Homeowners Assc. of Colonial Trails
United East Austin Coalition	Save Our Springs Alliance	Montopolis Neighborhood Assc.	Perry Grid 644
Waterfront Condominium HOA	Skyway Austin Homeowners Assc. Inc.	Montopolis-Ponca Neighborhood Assc.	South Congress Combined Neighborhood Plan Contact Team
Preservation Austin	Bouldin Oaks Housing Authority Property	Pleasant Valley	Waller Creek Conservancy
Tejano Town	Johnston Terrace Neighborhood Assn.	Burleson Heights Neighborhood Assn.	Waterfront Planning Advisory Board
Barrio Unido Neighborhood Assn.	Springdale-Airport Neighborhood Assc.		

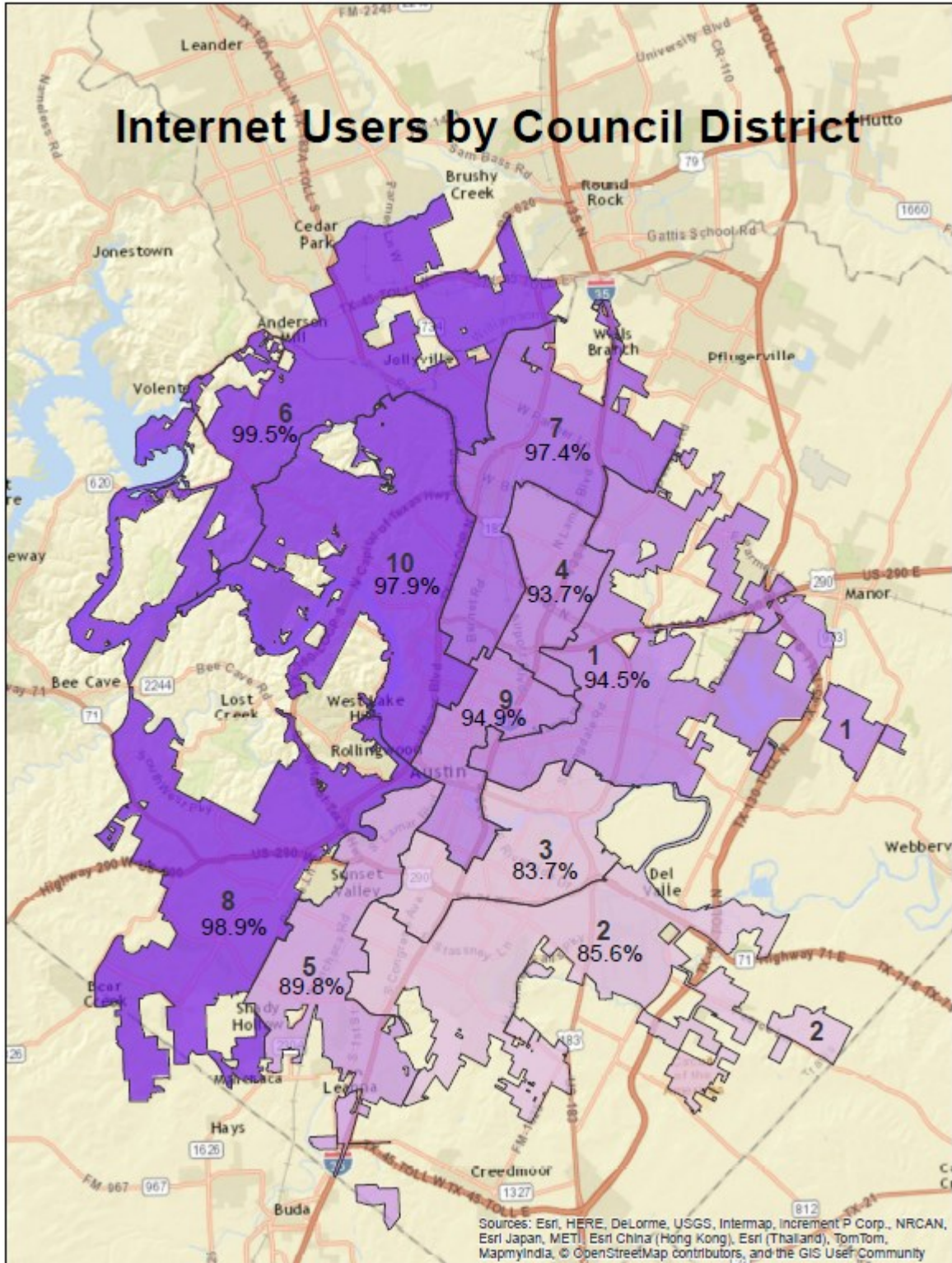
Other Community Assets

Lyons Gardens <i>2720 Lyons Road</i>	A residential facility for senior citizens where Austin Free-Net provides computers for residents.
Oak Springs Villas <i>3001 Oak Springs Drive</i>	An affordable housing community where Austin Free-Net provides computers for residents.
Florence's Comfort House <i>515 Kemp Street</i>	Supplies kids essential needs (food, clothing, school supplies, and a safe place to study and play)



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Digital Inclusion in Austin's District 3

Acknowledgements & Data Sources

Staff from the City of Austin's Digital Inclusion Program compiled this report on District 3 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 3 Technology Landscape

Austin Digital Assessment (2014)

Pew Research Center Internet Project Survey (2014)

Data Sources: District 3 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)

Data Sources: Barriers to Using the Internet

Austin Digital Assessment (2014)