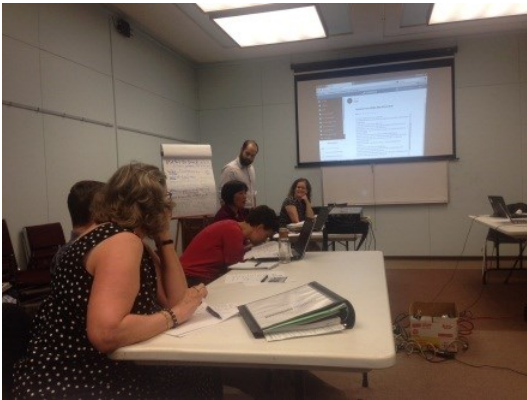




Digital Inclusion

City of Austin



District 5

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 5

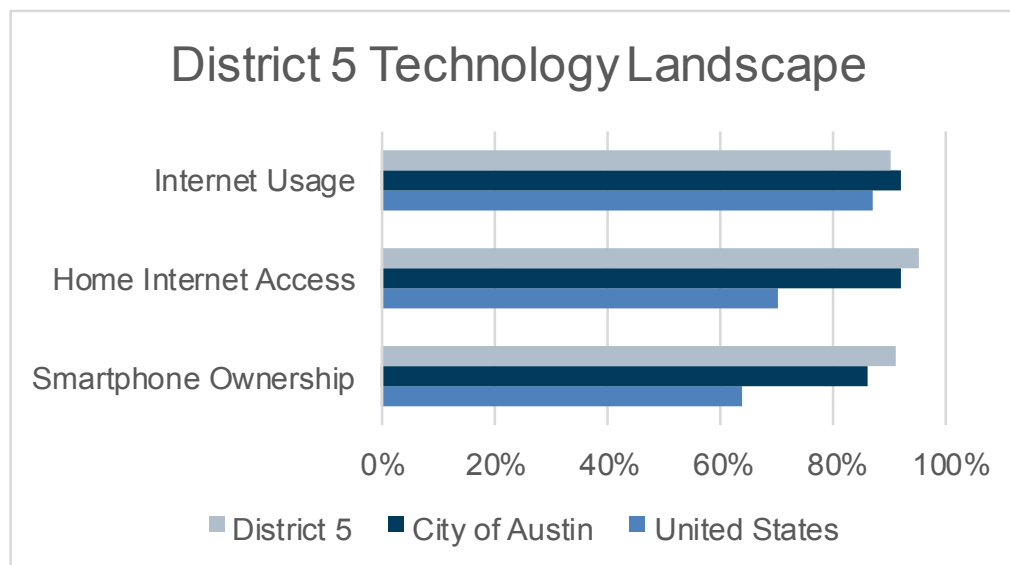
Austin residents demonstrate every day what amazing and creative possibilities can come from creating and using digital and communications technology. But 55,000 adult residents living in our city today are disconnected from this increasingly connected world, with most living in underserved communities.

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.



Austin Public Libraries are cornerstones of public access to technology in our communities. Manchaca Road Branch Library has computers available for use by local residents.



District 5 Overview

District 5 spans South Central Austin and includes some of Austin's most inclusive and desirable neighborhoods. It is home to a libraries, several recreation and community centers, a robust local business community, numerous schools and family-oriented programs 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 5 as a whole is similar to the citywide norms in technology access, but significant diversity among neighborhoods and residents within District 5 creates unique challenges and opportunities in ensuring all District 5 residents have opportunities to build their digital skills.

austintexas.gov/digitalinclusion



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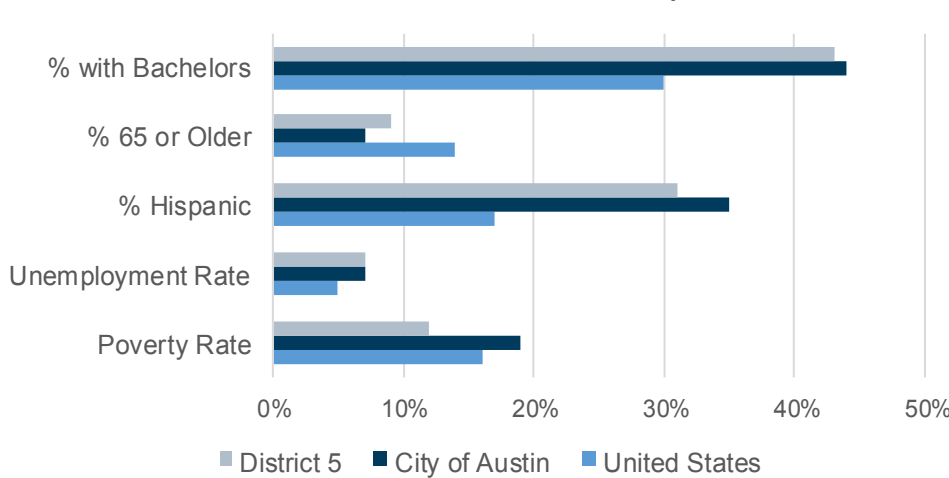


District 5 Barriers to Using the Internet

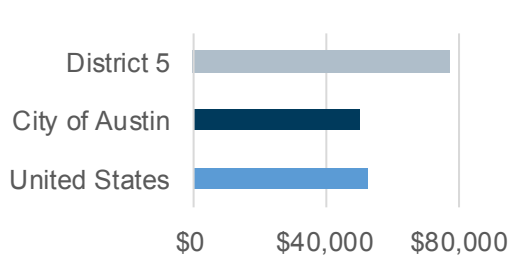
Internet Usage Trends

In a City of Austin / UT survey conducted in 2014, one in ten District 5 residents said they did not use the Internet, which is less than the citywide average of 8 percent non-users. Interestingly, has higher than citywide averages in home Internet access, with 95 percent reporting home access in District 5 compared to 92 percent across the city. 91 percent of District 5 residents own smartphones compared to 86 percent citywide.

District 5 Social Landscape



Median Income



Barriers to Using the Internet

Internet non-users in District 4 face some major challenges in accessing and using technology. The top two reported barriers were having no one to teach them and security & privacy concerns. This suggest that residents of District 5 would benefit from from access to community technology training programs, particularly programs with a focus on Internet safety. Also rated highly as a reason for not using the Internet was that many District 5 residents have someone that uses the Internet for them. Programs should focus on emphasizing the benefits of being online, from online banking to health information and more, to encourage local non-users to be open to learning about the Internet themselves.

Social Landscape

Certain social factors may contribute technology usage trends in District 5. Both educational attainment and unemployment in District 5 are very similar to citywide averages. District 5's poverty rate of 12 percent is much lower than the citywide average of 19 percent. Most residents of this District have economic advantages that contribute to relatively high technology usage and access. But more work must be done to empower the under-served residents of District 5 through education and access.

Barriers to Using the Internet

District 5 in Rank Order

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



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Digital Inclusion Partners & Resources in District 5



Residents of District 5's Manchaca Village property of the Housing Authority of the City of Austin graduated from the Tech Starters program in Spring of 2015. Tech Starters is part of Unlocking the Connection, an initiative to give public housing residents an opportunity to earn technology training and devices.

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. Austin Free-Net partnered with the Housing Authority of the City of Austin and other partners to provide technology training to District 5's Manchaca Village residents through the Tech Starters program. All of Austin Public Libraries have computers available for public use including Manchaca Road Branch, and some libraries offer free one-on-one training.

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 5 will be home to six Community Connection sites including a public library and three public high 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 5 residents through increased digital skills that contribute to improved education, job preparedness, health resources, social connections and more.



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District 5 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

Manchaca Library
5500 Manchaca Rd.

An Austin Public Library Branch with a public access computer lab.

Community Connections Sites

Umlauf Sculpture Garden
Museum
605 Robert E. Lee Rd.

The Umlauf Sculpture Garden and Museum utilizes Google Fiber to make a digital tour book that is easily accessible to their patrons.

ZACH Theater
1510 Toomey Rd.

Google Fiber provides more public access Wi-Fi and enables ZACH Theater to connect and collaborate with local and international artists.

Akins High School/ Ann
Richards High School for
Young Women Leaders/
Crockett High School
10701 S. 1st St./ 2206 Prather
Ln./ 5601 Manchaca Rd.

The Austin Independent School District uses 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.

Manchaca Library
5500 Manchaca Rd.

The Austin Public Libraries 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 5 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.

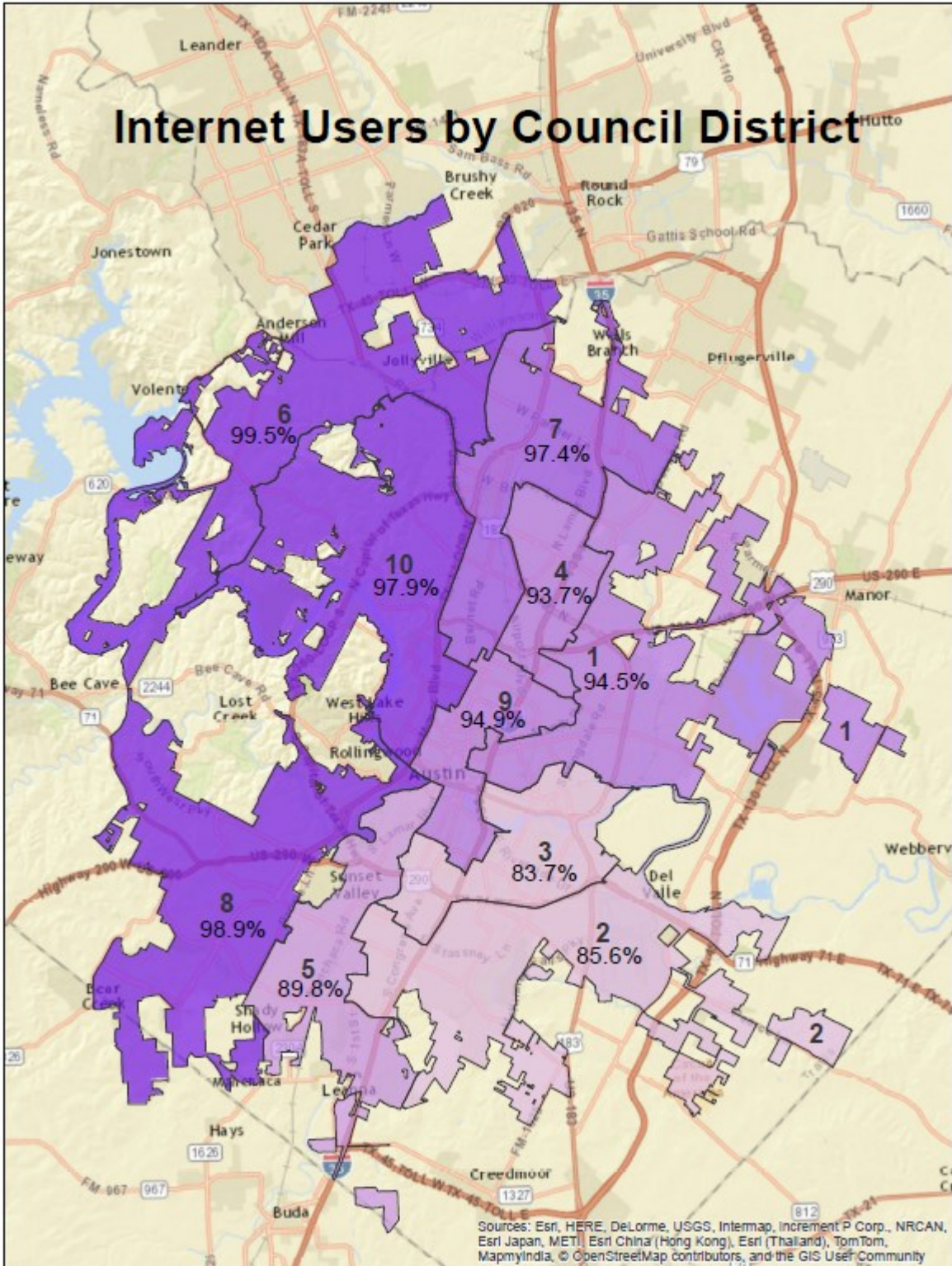
Below are the neighborhood and planning organizations located in Council District 5. Each of these are important to engage with in order to develop a grassroots campaign. These community leaders are our connections to the communities.

Neighborhood Associations and Organizations & Planning Contact Teams			
The Village at Kinney Court	Zilker Neighborhood Assn.	South Lamar Neighborhood Assn.	Ivy at Kinney Condominium Association
Perry Grid 614	Bridges on the Park	Barton Oaks Neighborhood Association	South Lamar IBIZ District
Goodrich Place Neighborhood Association	Lake Austin Collective	Barton View Neighborhood Assn.	Brodie Lane Homeowners Assn.
Cherry Creek Village Neighborhood Association	Southern Oaks Neighborhood Association	Cherry Creek SW Neighborhood Assn.	Manchaca Estates Neighborhood Assn.
Cherry Creek Central Neighborhood Association	Western Trails Neighborhood Association	Matthews Lane Neighborhood Assn.	Cypress Ridge Homeowners Association
Onion Creek Homeowners Assoc.	Parkside at Slaughter Creek HOA	Tanglewood Forest Neighborhood Assn.	Texas Oaks South Neighborhood Assn.
Oak at Twin Creeks Homeowners' Association	Meadows at Double Creek POA	The Reserve at South Park Meadows	Slaughter Lane Neighborhood Assn.
Hillcrest Homeowner's Association	Castlewood-Oak Valley Neighborhood Assn.	Cherry Creek on Brodie Neigh. Assn.	Sweetwater Glen Homeowner's Association
Olympic Heights	Saddlewood Homeowners Association	Bauerle Ranch Homeowner's Association (In multiple districts)	



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Digital Inclusion in Austin's District 5

Acknowledgements & Data Sources

Staff from the City of Austin's Digital Inclusion Program compiled this report on District 5 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 5 Technology Landscape

Austin Digital Assessment (2014)

Pew Research Center Internet Project Survey (2014)

Data Sources: District 5 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)