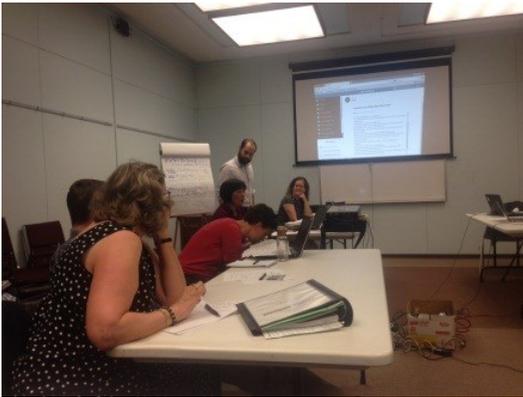




Digital Inclusion

City of Austin



District 7

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 7

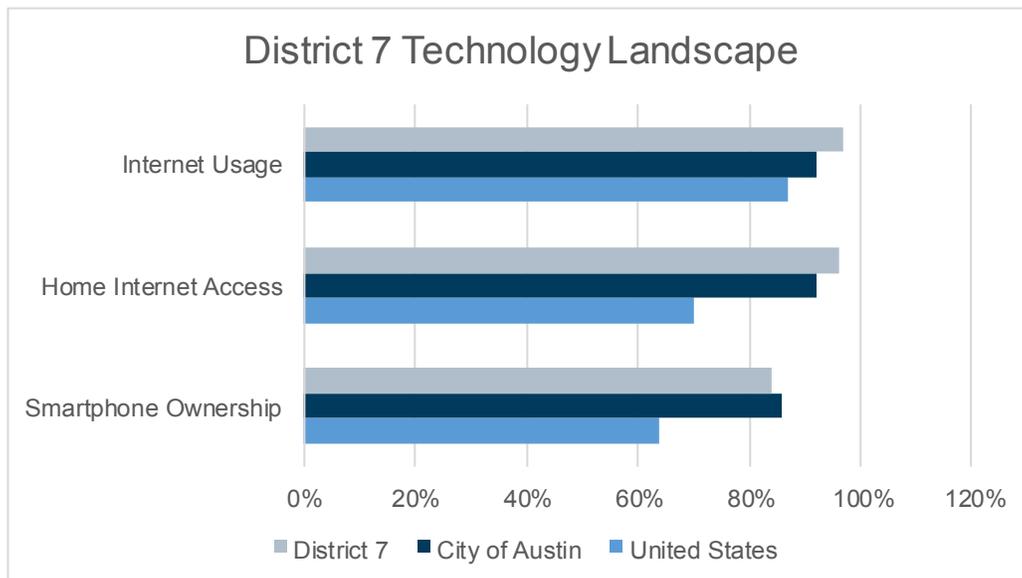
Austin residents demonstrate every day what amazing and creative possibilities can come from creating and using digital and communications technology. But 55,000 adult residents living in our city today are disconnected from this increasingly connected world, with most living in underserved communities.

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.



Pictured above is the computer lab at The Arc of the Capital Area, an empowerment organization for individuals with intellectual and developmental disabilities. Classes with assistive technology training are available in this lab, as well as public access hours for participants and their families.



District 7 Overview

Austin's District 7 is home to some of Austin's most livable and family-friendly neighborhoods. Several youth-oriented organizations, schools and libraries are housed in District 7. 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. Most District 7 residents are connected to our digital society, but those few who are not connected face major disadvantages in using technology in to improve their daily lives.



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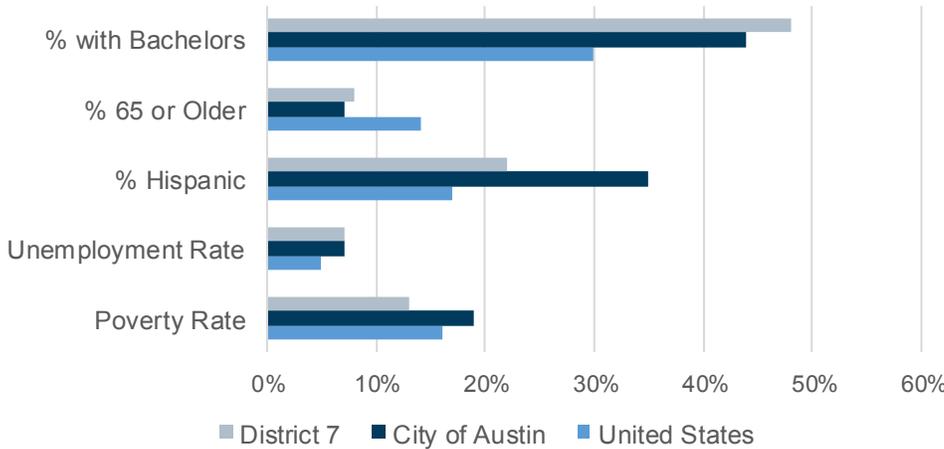


District 7 Barriers to Using the Internet and Social Landscape

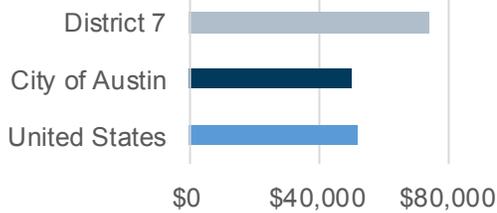
Internet Usage Trends

In a City of Austin / UT survey conducted in 2014, 3 percent of District 7 residents said they did not use the Internet, less than the citywide average of 8 percent non-users. Similarly, District 7 residents have higher home Internet access than citywide, with 96 percent having home Internet in District 7 compared to 92 percent citywide. 81 percent of District 7 residents own smartphones compared to 86 percent citywide.

District 7 Social Landscape



Median Income



Barriers to Using the Internet

Although most District 7 residents use the Internet, those few who do not face numerous barriers to using technology. Expense was a major barrier in District 7, with nearly two in ten resident non-users listing expense as a reason for not using the Internet. Having no one to teach them was the second-highest rated reason in District 7, suggesting that those resident non-users could benefit from community technology training programs. A lack of time, high difficulty, a lack of interest, and privacy and security concerns were all also rated as barriers to using the Internet by more than half of non-users surveyed from District 7.

Social Landscape

Certain social factors may contribute to many District 7's relatively high technology usage. Forty-eight percent of District 7 residents have a Bachelor's Degree or higher, which is higher than the citywide average of 44 percent. Seven percent of District 7 residents is unemployed, in line with citywide averages. Only 13 percent live in poverty, which is lower than both citywide and national averages. Public access to technology through libraries, computer labs, training programs and more are essential to ensure that all District 7 residents have an opportunity to participate in digital society like their neighbors.

Barriers to Using the Internet

District 7 in Rank Order

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



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Digital Inclusion Partners & Resources in District 7



Girlstart is an interactive STEM program for girls that offers an annual Summer Camp where girls learn about STEM careers and build fun digital skills. Girlstart's STEM center is located in District 7.

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 7. The City has a long history of supporting front-line programs that help residents overcome technological barriers. Youth-oriented programs to prepare our youths for 21st century digital careers are a priority, and District 7's Girlstart and Girl Scouts offer robust STEM programming. All of Austin Public Libraries, including the four library locations in District 7, have computers available for public use, 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 7 will be home to 10 Community Connection sites including two public schools, four library locations, and a public health facility.



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



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District 7 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 7’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 7 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	
Yarborough Library 2200 Hancock Dr.	An Austin Public Library Branch with a public access computer lab.
North Village Library 2505 Steck Ave.	An Austin Public Library Branch with a public access computer lab.
Milwood Library 12500 Amherst Dr.	An Austin Public Library Branch with a public access computer lab.



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District 7 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* 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 7 facilities will include schools, libraries, youth programs, a public health facility, and a resource for individuals with intellectual and developmental disabilities.

Community Connections Sites	
CommUnityCare 1210 W. Braker Ln.	CommUnity Care will use its upgraded connection to develop their telemedicine program, integrate with the Dell Medical School at UT Austin, and will increase their patient database capabilities.
Pflugerville ISD 12401 Scofield Farms Dr.	Pflugerville ISD will provide more access to online resources throughout the district using its Google Fiber connection.
McCallum High School 5600 Sunshine Dr.	AISD 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. At McCallum High School, AISD will digitally expand their Any Given Child arts program with online resources, registration opportunities, and integration of technology into arts.
Austin Public Library (Yarborough, North Village, Milwood)	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.
Austin Public Library Foundation 5335 Burnet Rd.	Recycled Reads will use their connection to improve the quality of public Wi-Fi to accommodate groups and meetings.
Girl Scouts of Central Texas 12012 Park Thirty-five Circle	Girl Scouts will use Google Fiber to enhance and develop many of their STEM and ICT programs such as their EDGE Computer Lab programming classes, Tech Girls, the new Be the Video Game Designer Program, and Cyber Sisters in partnership with Kansas City Girl Scouts.
Girlstart 1400 W. Anderson In.	Google Fiber will enable Girlstart to offer their technology classes to more girls simultaneously and increases their access to online STEM curriculum.
The Arc of the Capital Area 4902 Grover St.	Google Fiber will support the Arc of the Arts Technology Education Program which trains people with developmental disabilities in computer skills, job skills, and exposes them to creating digital artwork.



District 7 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.

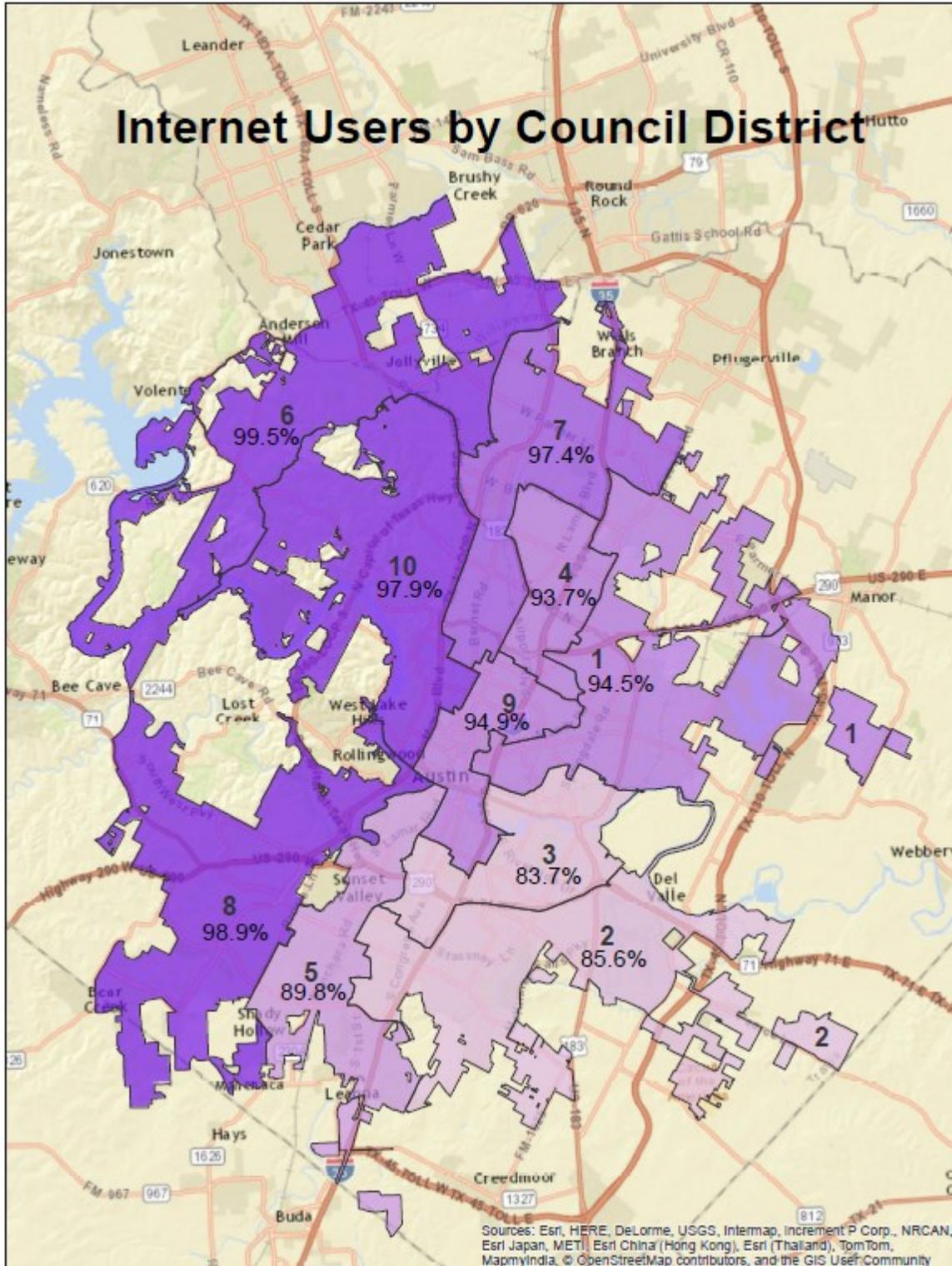
Below are the neighborhood and planning organizations located in Council District 7. Each of these are important to engage with in order to develop a grassroots campaign. These community leaders are our connections to the communities.

Neighborhood Associations and Organizations & Planning Contact Teams			
North Loop Neighborhood Planning Team	Brentwood Neighborhood Plan Contact Team	Wooten Neighborhood Plan Contact Team	North Burnet/Gateway Neighborhood Plan Staff Liaison
Cristo Rey Neighborhood Association	Hancock Neighborhood Association	Northwood Neighborhood Assn.	McNeil / Ashton Woods Neighborhood Association
North Shields Neighborhood Assn.	The Woods of Century Park Homeowners Assn	The Ridge at Scofield Homeowners Association	McNeil Estates Neighborhood Association
North Shields Phase II	Preston Oaks Owners Assn.	Lamplight Village Area Neighborhood Assn.	Scofield Farms HOA
Milwood Neighborhood Assn.	Neigh. Assn. of SW Williamson County.	AustinRAMP	Lamar Blvd./Justin Ln. TOD Staff Liaison
Walnut Creek Neighborhood Assn. Inc.	Copperfield Neighborhood Organization (CNO)	Westview Canyon Homeowners Association	Harris Ridge Owner's Association
HarrisGlen HOA	Harris Glen Homeowners Association	Lower District 7 Green	LoBurn IBIZ District
5702 Wynona Neighbors	North Loop Neighborhood Association	Wooten Neighborhood Assn.	Brentwood Neighborhood Assn.
Crestview NPCT	Crestview Neighborhood Assn.	Allandale Neighborhood Association	North Shoal Creek Neighborhood Assn.
Building a Better Neighborhood Tomorrow	Choquette Neighborhood Association	Friends of North Shoal Creek	Sustainable Neighborhoods
Gracywoods Neighborhood Association			



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Digital Inclusion in Austin's District 7

Acknowledgements & Data Sources

Staff from the City of Austin's Digital Inclusion Program compiled this report on District 7 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 7 Technology Landscape

Austin Digital Assessment (2014)

Pew Research Center Internet Project Survey (2014)

Data Sources: District 7 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)