

**City of Alexandria, Virginia  
Commission on Information Technology**

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**MINUTES**

November 15, 2010 Meeting

**Meeting called order at 7:05pm.**

*Members present:* Nina Baliga, Daniel Brooks (Vice-Chairman), Marjorie Conner, Steve Cooper, Catherine Hogan, Margaret Leary, Kostas Liopiros (Chairman), Page Moon, Deb Roepke (for Del Pepper), Lynda Y. Rudd (Secretary)

*Excused:* Phillip Acosta, Helen Morris,

*Absent:* Alicia Hughes, Marie Schuler

*City Staff Present:* Tom Trobridge

**Meeting called to order at 7:10pm.**

**Approval of Minutes**

The minutes of the October 18, 2010 meeting were approved with modifications. Chair asks that all notifications of absences be made in advance of dates provided.

**ACPS Survey**

Commission Members Kostas Liopiros, Nina Baliga and Catherine Hogan will form a subgroup to work with ACPS on defining their upcoming student survey questions. Marjorie Conner and Margaret Leary will provide additional assistance.

Helen Morris, Nina Baliga and Catherine Hogan were tasked with Kostas Liopiros to assist Elizabeth Hoover, ACPS, to develop a survey of ACPS student broadband adoption and use.

**IT Vision and Strategic Goals**

A Motion was made to proceed by setting up informal working groups where Commission members can volunteer to work certain aspects and efforts of various parts of the plan.

Steve Cooper and Dan Brooks will work with Kostas Liopiros to develop a draft IT Vision and Strategic Goals. The first working group meeting was scheduled for Tuesday, November 23.

*Catherine Hogan arrived @ 8:00pm*

### **Assessment of Broadband Survey Data**

Catherine Hogan presented information on broadband surveys and will produce a draft memorandum summarizing a research on broadband availability, adoption and use, incorporating additional source material by reference.

### **IT Commission Web Site**

Dan Brooks and Nina Baliga discussed site map possibilities for revisions to the IT Commission's web site. Motion to approve the site map was approved. Dan Brooks and Nina Baliga will proceed by working with Tom Trobridge of the City's ITS Department.

**Meeting adjourned at 8:58pm.**

# **ICT Vision and Strategic Goals**

**Discussion Document**

**Information Technology  
Commission  
Alexandria, VA**

**15 November 2010**

***DRAFT***

## **Outline of Discussion**

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- Background
- Objective
- Definitions
- City Strategic Plan
- Approach to Develop an IT Strategy
- IT Vision
- IT Strategic Goals

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## **Background and Assumptions**

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- ICT, to be effective, must be linked to the underlying City lines of business
- ICT is a key enabler of the City's Strategic Plan
- ICT supports and has significant leverage on the performance of the City's businesses
- ICT can provide significant benefits to the City's stakeholders

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**Objective and goals (of this effort)**

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**The core objective and goals in developing an ICT vision and strategy is**

- To ensure that there is a strong and clear relationship between the City of Alexandria's Strategic plan and IT investment decisions
- To align IT services with City business and policy goals -- which enables staff and elected officials to provide better services to its residents
- To provide a "roadmap" to implement and deliver services that support the strategic mission and goals/objectives set by the City/strategic plan

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## **Definitions**

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### **Information and Communication Technology (ICT)**

- The technological tools, resources and policies used to create, store, disseminate, manage and communicate information. ICT technologies include:
  - computers;
  - telecommunications;
  - broadcasting technologies (e.g. cable TV, radio and television); and
  - the Internet

### **ICT Vision**

- Describes the desired principles that will govern the use of ICT within the City
- Translates the goals and strategic objectives contained in the City's strategic plan into an ICT oriented vision

### **ICT Strategy**

- The set of goals and objectives to realize the ICT vision
- Explains how ICT should be utilized as part of the City's overall strategy

## **Stakeholders**

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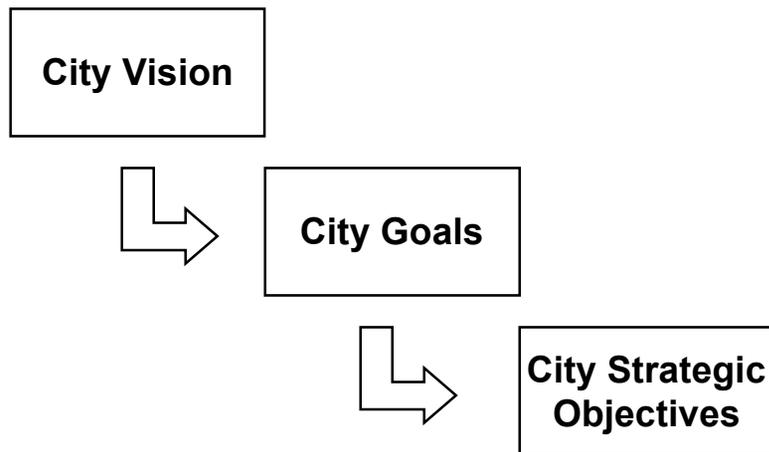
- Internal stakeholders
  - City business units
  - IT Services (ITS) Department
  - Office of Communications
  - Alexandria Library System
  - Alexandria City Public School System (ACPS)
- External stakeholders
  - Citizens
  - Business
- Other
  - ICT service providers
  - partners
  - vendors

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**City of Alexandria Strategic Plan**

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**The City's strategic plan was adopted in 2004 and amended in 2006 and 2010**



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**City of Alexandria Strategic Plan**

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**Vision**

Alexandria is a vibrant, diverse, historic and beautiful city with unique neighborhoods and multiple urban villages where we take pride in our great community.

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**City of Alexandria Strategic Plan**

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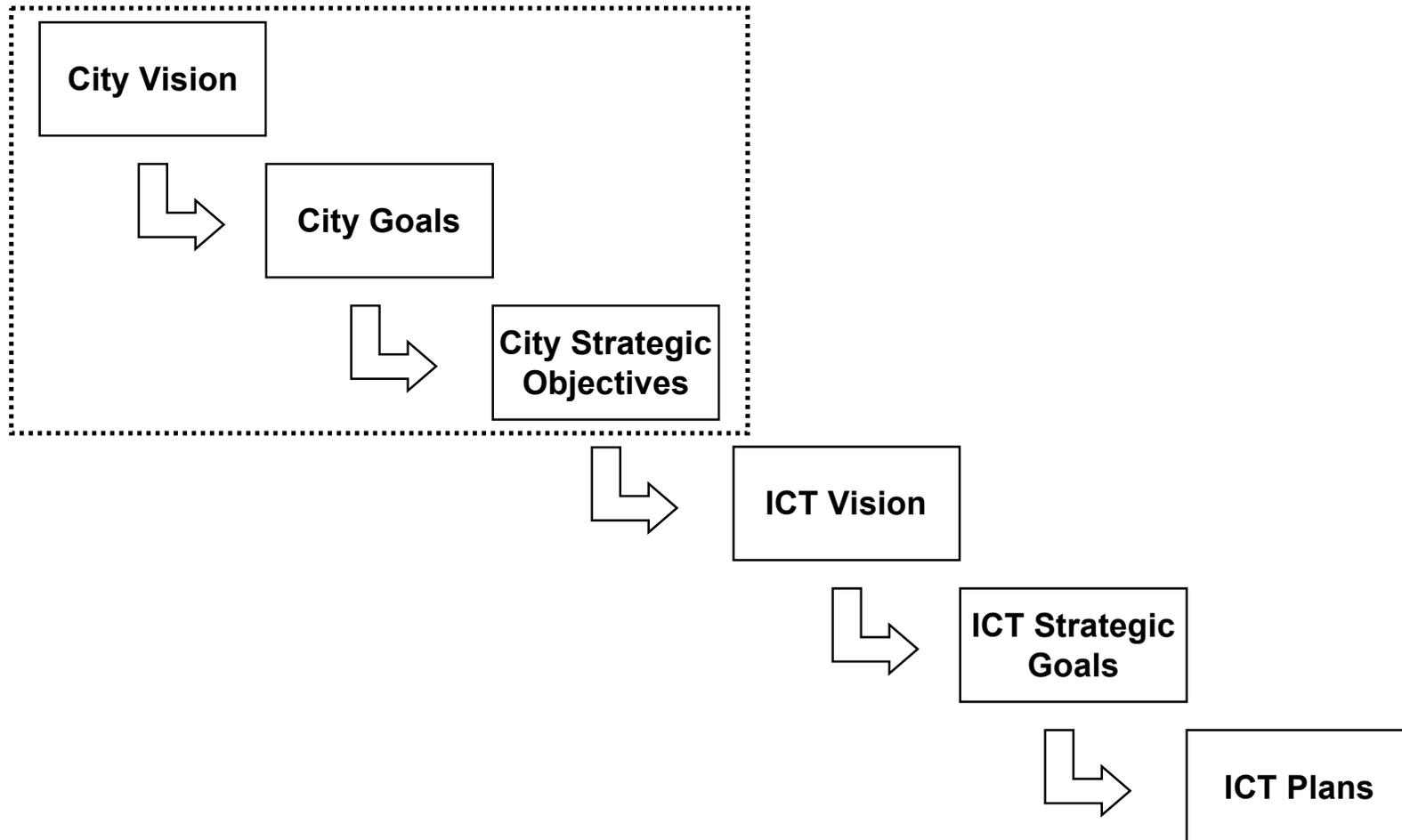
**Goals**

- Land use and economic development
- Health and Environment
- Transportation and public infrastructure
- Children, Youth and Family
- Financial sustainability and responsive government
- Public Safety
- Caring community

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## City Strategic Plan and IT Vision and Strategy

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**IT Vision (Draft)**

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Information Technology in Alexandria is integrated into the fabric of the City and provides all of the City's stakeholders with the information, tools and services they need, when and where they need them, to accomplish their goals

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**IT Strategic Goals -- Framework**

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City Goals						
Land Use and Economic Development	Health and Environment	Transportation and Public Infrastructure	Children Youth and Family	Financial Sustainability and Responsive Government	Public Safety	Caring Community
		ITG1				
← ITG2 →						
		ITG3			ITG3	
← ITG4 →						

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**BROADBAND.GOV**  
NATIONAL BROADBAND PLAN

# Broadband Adoption & Use in America

## Results from an FCC Survey

John B. Horrigan

March 2010

# FCC's Survey of Broadband Adopters & Non-Adopters: Goals

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- Understand broadband users & use
  - What they do
  - What is important to them
  - What triggers adoption
  
- Understand non-adoption
  - Barriers to access
  - Attitudes toward internet
  - Help frame policy approaches

# Sample

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- 5,005 respondents
- Oversample of non-adopters = 2,334
- Spanish-speaking option
- Cell phones included
  - 30% of sample interviewed on cell phone
- Survey mandated by the Broadband Data Improvement Act (BDIA)

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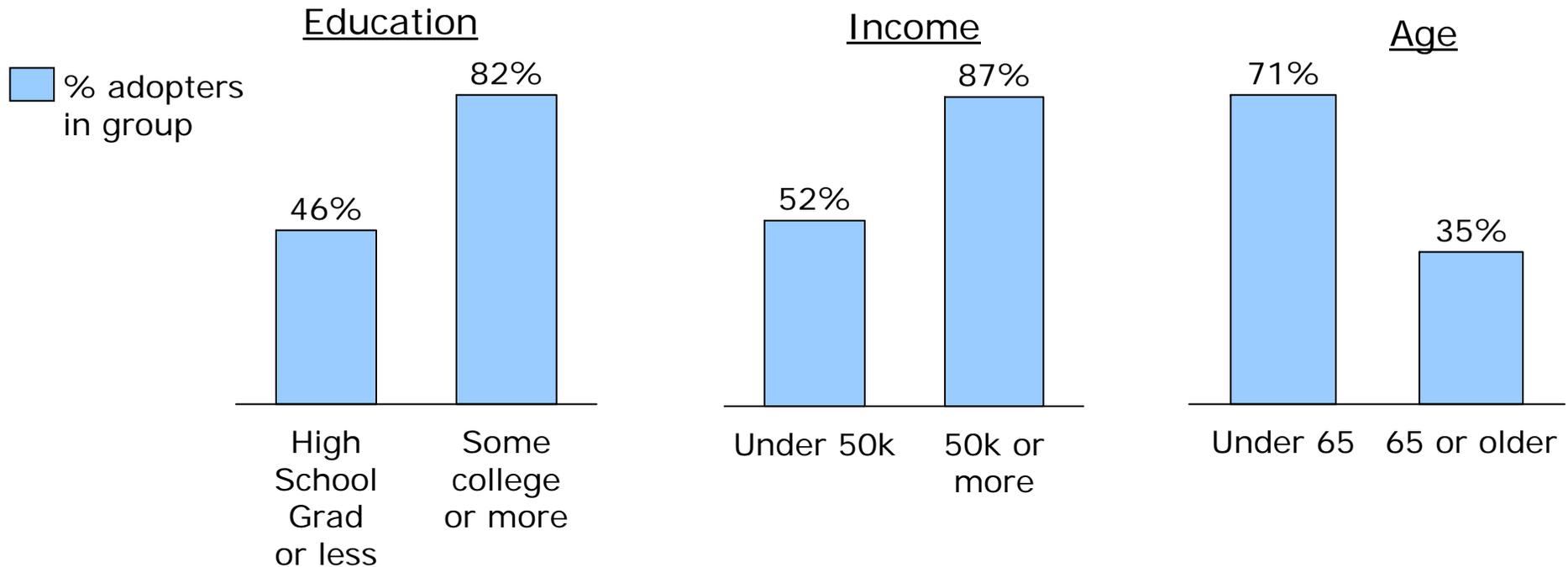
# Adoption

## Overview of findings

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- 78% of Americans are internet users
- 67% of households contain a broadband user
- 65% of Americans are broadband users at home
- 86% of Americans have a cell phone
- 30% of Americans have used the internet on handheld
  - Among all non-adopters, 14% have accessed internet on cell
  - Among African American non-adopters, 20% have done this
  - Among Hispanic non-adopters, 25% have done this

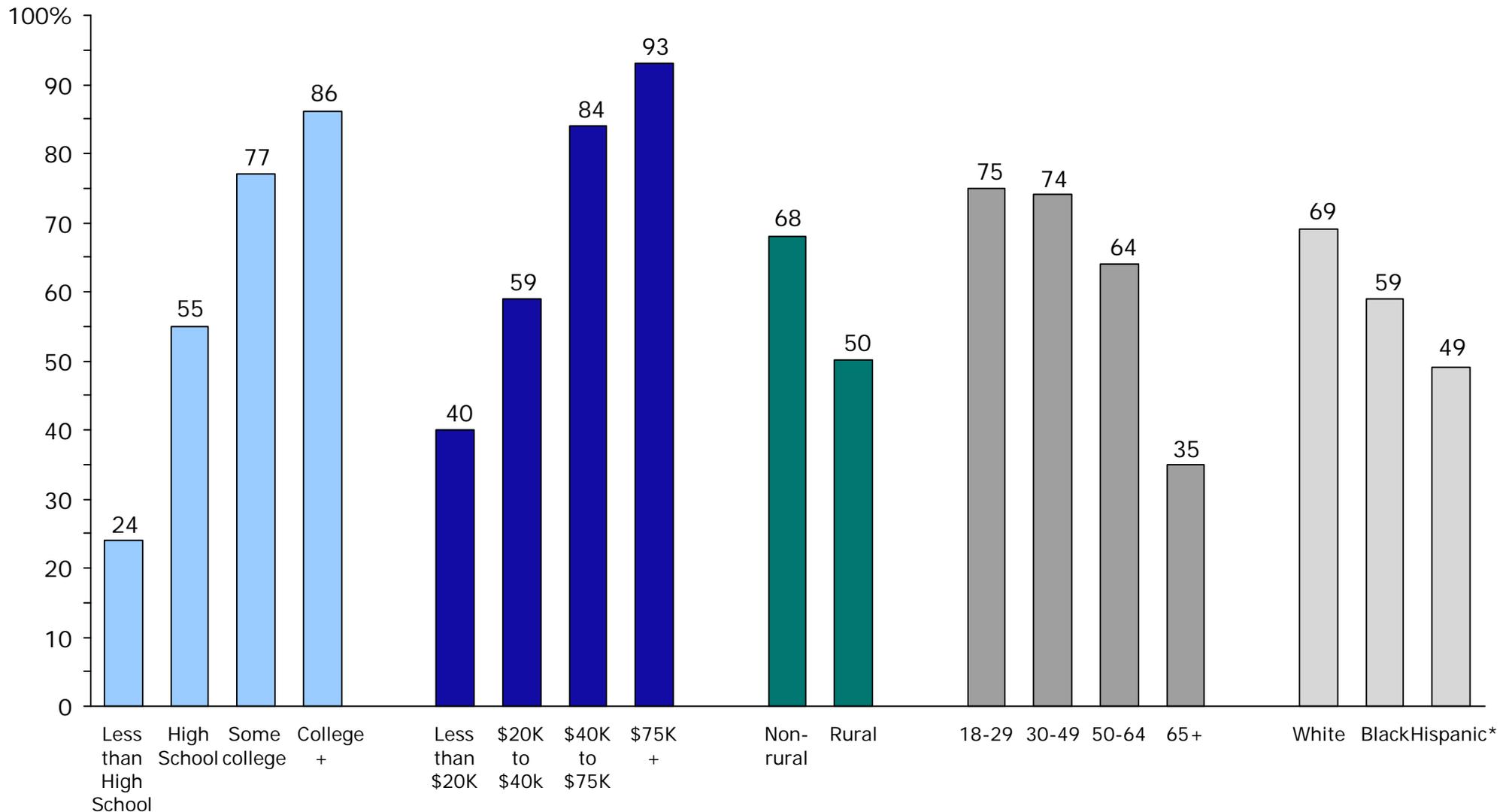
# Main dividing lines on adoption



- People with disabilities (24% of sample): 42% with broadband at home

# Adoption by demographic & socio-economic segment

Percent of American adults



\*Hispanics includes both English and Spanish speaking Hispanics;

# What people pay for broadband

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- Average monthly bill (user reported) from FCC survey: \$40.68
  - \$46.25 for those whose service is not part of bundle
  - \$37.70 for those whose service is part of bundle
- Other sources:
  - Pew (April 2009): \$39
    - Self-reported from survey
  - TNS Telecoms: \$34.50
    - Analysis of consumer bills – 90% bundled offerings, may include promotions
  - Telogical: \$46
    - Providers' stand-alone (i.e., non-bundled) non-promotional offerings
- 70% of broadband users have broadband bill bundled with another service
- Trends:
  - Pew data show price increases from 2008 to 2009.
  - TNS data shows steady prices (for bundles) from 2008 to 2009.

## What online activities are most important? (among broadband users)

Making it easy to communicate with friends and family, even if they are far away	68%
Keeping up with the news in my community	39%
Sharing content with others, such as photos, videos, or text	34%
Shopping online	23%
Watching TV shows, movies and other video online	10%
Playing games online	9%

## What triggers adoption? (among those online two years or less)

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- Most important reasons for getting access:
  - 31%: To email & stay in touch with family & friends
  - 19%: My children needed it for school
  - 10%: I needed it for school
  - 9%: To gain access to music, movies, entertainment
  - 7%: My children wanted internet access
  - 6%: My job required online access
  - 3%: To share photos or videos with families and friends
  - 2%: A provider made a special offer too good to pass up

# Key points on adoption findings

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- Remains a multi-faceted tool for adopters:
  - Communications
  - Socializing
  - Information gathering
  - Sharing → content & creativity
  - Problem solving → health care, job search, transactions
  - Personal enrichment → education
  - Leisure → entertainment, games
- Path dependence:
  - Late adopters value much the same thing as early adopters

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# Non-Adoption

## Non-Adopters: 35% of adult population

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- 3 baskets of non-adopters:
  - 22% -- non-internet users
  - 6% -- dial-up users at home
  - 6% -- online users who do not access the internet from home
- Most non-adopters can get service where they live:
  - 4% of adults cite lack of available infrastructure as reason for non-adoption.

## Understanding the reasons for non-adoption

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- Asked respondents to list the reasons for non-adoption from a menu:
  - Half of non-adopters list 3 or more reasons why they don't use the internet or broadband
- Follow-up question posed to pin respondent down on most important reason
- Probed general attitudes about broadband use

## Types of barriers non-adopters asked about ...

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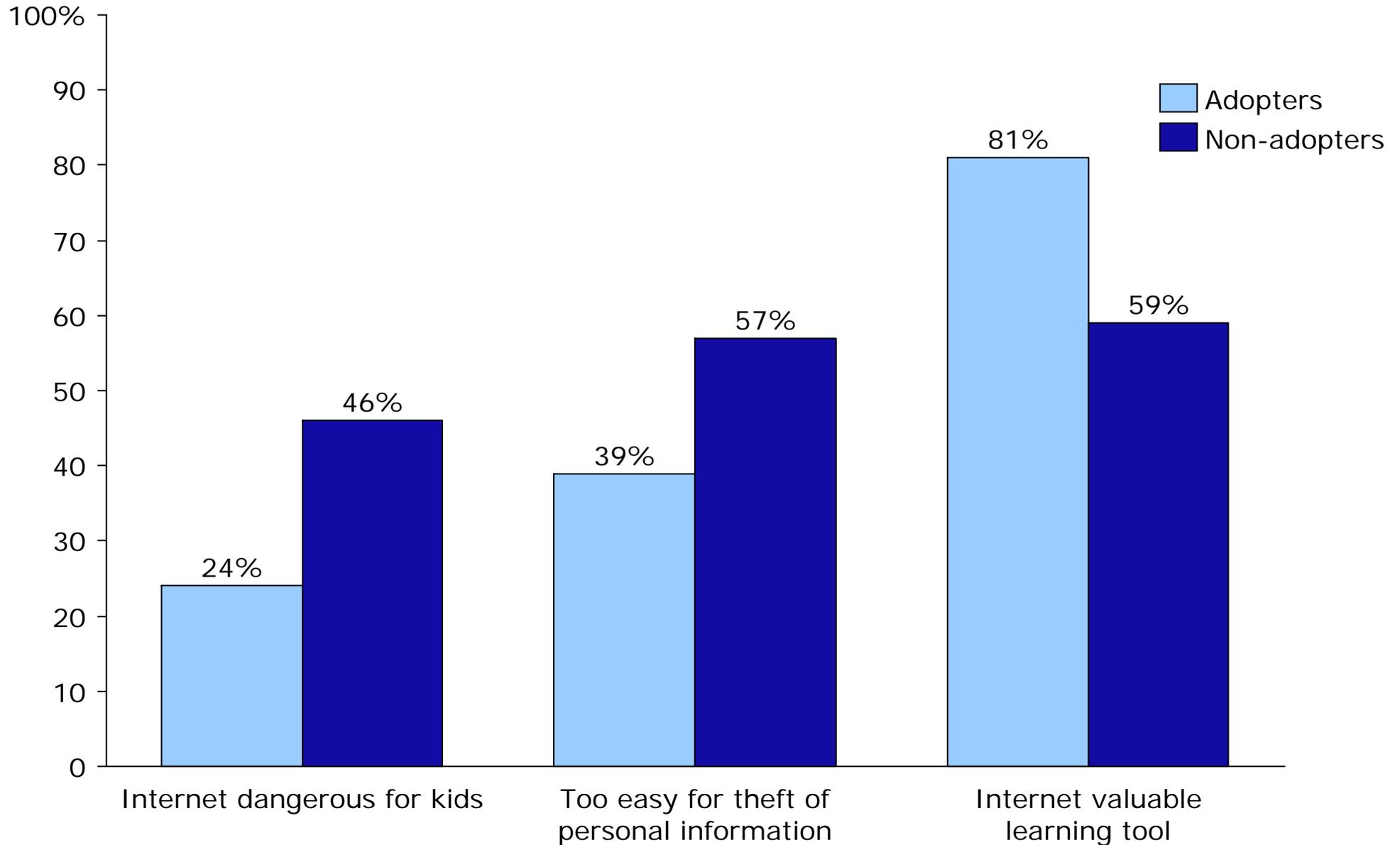
- Non-users (22%) & not-at-home users (6%)
  - Monthly cost too expensive
  - Not comfortable with computer
  - Worried about online hazards
  - Activation/installation fee too much
  - Cannot afford computer
  - Nothing online I want to see
  - Internet is a waste of time
  - Can access internet all I want at work
  - Not available where I live
- Dial-up at home (6%) [in addition to several listed above]
  - Happy with current service
  - Don't need additional speed
  - Don't want long-term contract
  - Don't use the internet that much

# Main reasons people do not adopt

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- **Cost** – 36% cite a reason pertaining to this:
  - 15% specifically point to monthly fee for service
  - 10% say they cannot afford a computer
  - 9% activation fee/reluctance to enter into long-term contract
- **Digital literacy** – 22% of non-adopters:
  - 12% say lack of comfort with computers
  - 10% cite hazards of online life (e.g., worries of “bad things that can happen” online)
- **Relevance** – 19% of non-adopters:
  - Content with current dial-up service/don't need more speed (5%)
  - Believe internet is a waste of time (5%)
  - Nothing they want to see online (4%)
  - Don't use internet much (4%)
- Remaining reasons:
  - 15% -- other or combination of several reasons
  - 5% -- not available where they live
  - 3% -- can use the internet all they want at work

# Comparing attitudes about internet: broadband vs. non-broadband users



## The information and communications goods & services among non-adopters

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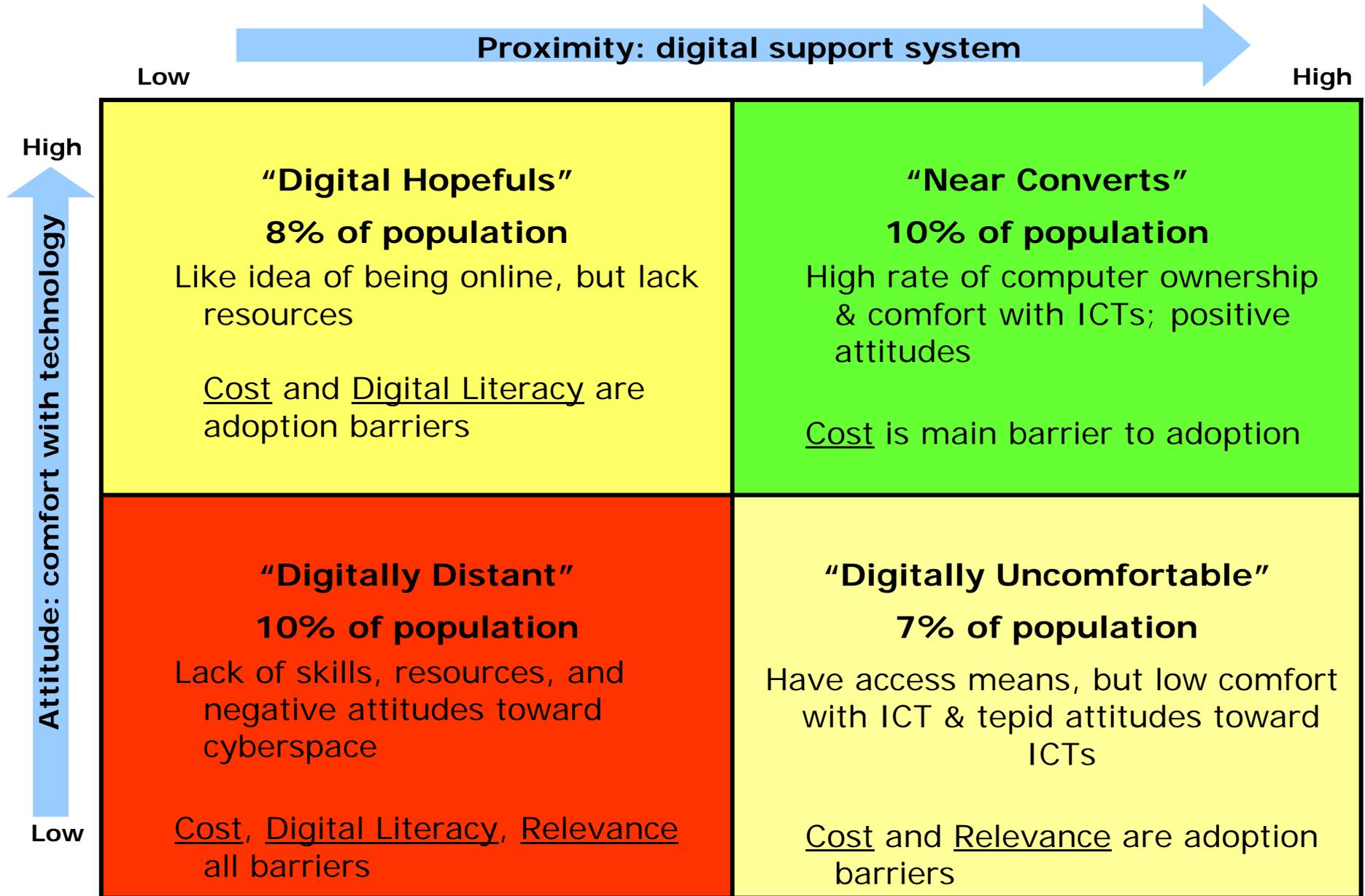
- 80% have cable or satellite TV at home
- 70% have cell phones:
  - Pay \$73 for service (figure includes multiple line service)
- 49% say they are computer users:
  - 34% **very** comfortable using a computer
  - 39% **somewhat** comfortable using a computer
- 42% have at least one working computer at home
  
- Among half who are non-computer users:
  - 35% have used a computer in the past
- 24% of all non-adopters have at some point used broadband (work, friends house, past at home service):
  - 8% of non-users “un-adopted” – they used to have broadband

# Segments of non-adopters

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- Where do non-adopters fall along 2 dimensions:
  - Proximity to information & communications technology (ICTs)
  - Attitudes toward ICTs
- Good chance to adopt:
  - High proximity, positive attitudes
- Low chance to adopt:
  - Low proximity, negative attitudes
- In between:
  - Low proximity, positive attitudes
  - High proximity, negative attitudes

# Creating segments of non-adopters indicates potential conversion points



# Implications

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- Easiest-to-convert segment (Near Converts) need relief on level of monthly bill.
- Solving cost for non-adopters necessary but not sufficient:
  - Digital literacy and relevance typically a role for non-adopters
- Comprehensive approaches to address non-adoption needed:
  - Segment analysis shows at least three-quarters of non-adopters have more than one key issue
- Adoption is an individual decision that takes place in a social context:
  - Indicates solutions should be driven at local & community level to cultivate social infrastructure around adoption

