

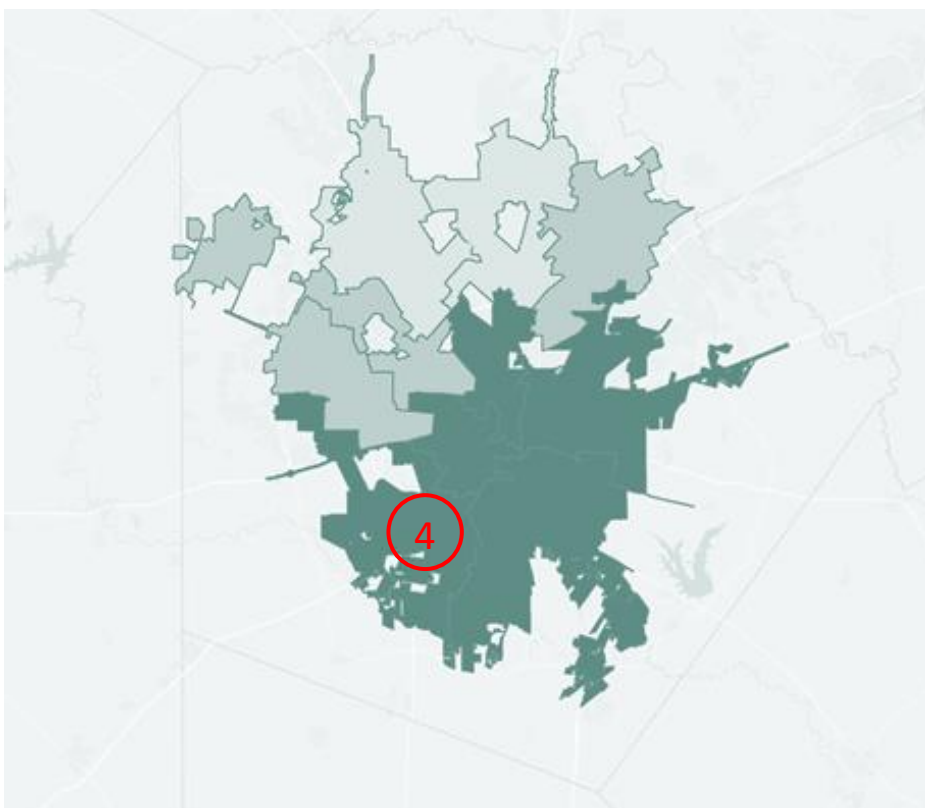
CITY COUNCIL DISTRICT 4

Preliminary mapping offers insight into household need and points to next steps for future iterations

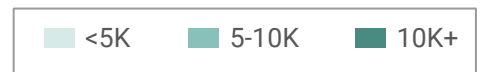


District-level estimates of the # of households:	A triangulation of current household need based on public data sources	Assessment of verified need based on actual usage, household-level coverage
Without adequate digital access	Self-reported usage to reliable internet and devices (from Census ACS, SASpeakUp)	Verified adoption based on usage (e.g., from Microsoft, Google)
Facing availability barriers	Self-reported slow / unavailable service (from SASpeakUp) and recorded zip-level avg. speeds (from BroadbandNow)	Validated assessment of realized speeds (e.g., from speed tests) and household-level fiber / asset maps
Facing affordability barriers	Household self-reported inability to afford a monthly bill (from SASpeakUp)	Comparison of household income to cost of available services and price benchmarks

ACCESS | Households without adequate digital access by District



Households



District 4¹

- Households without internet: 11K
- Households without devices: 6K

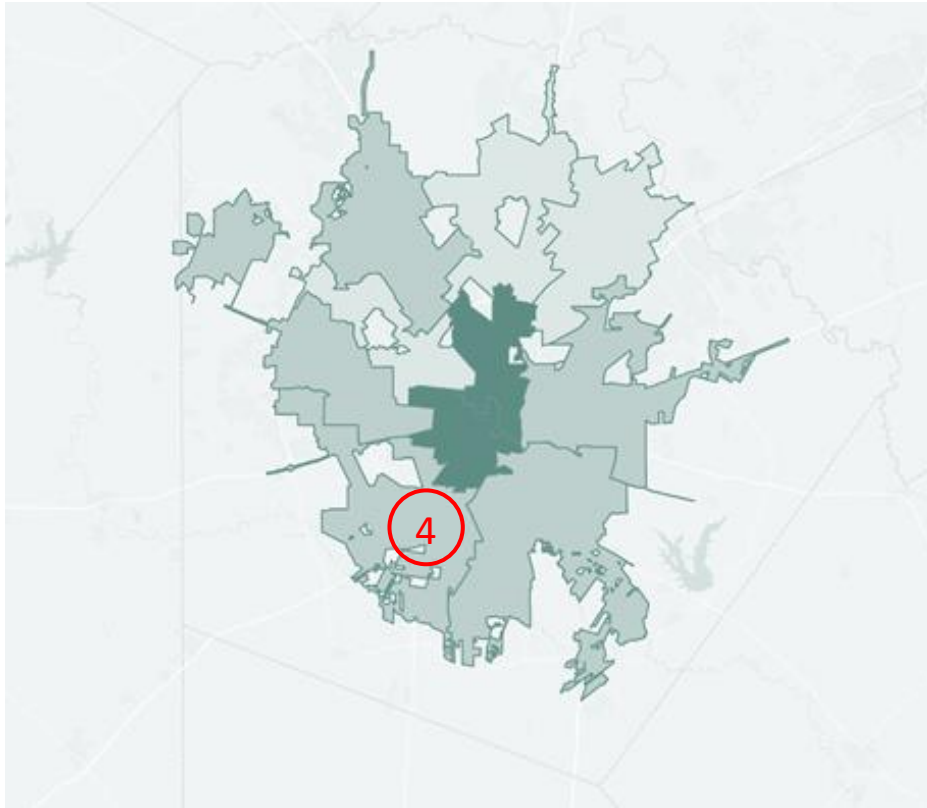
1. Based on Census American Community Survey (ACS) and SASpeakUp responses of residents reporting that they lack access to the internet

Source: SASpeakUp (2019); US Census (2020); BCG analysis

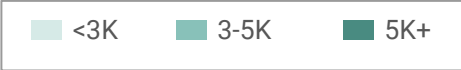
SA DIGITAL CONNECTS

A San Antonio and Bexar County, Public-Private-Community Collaboration

AVAILABILITY | Households with limited broadband availability by District



Households



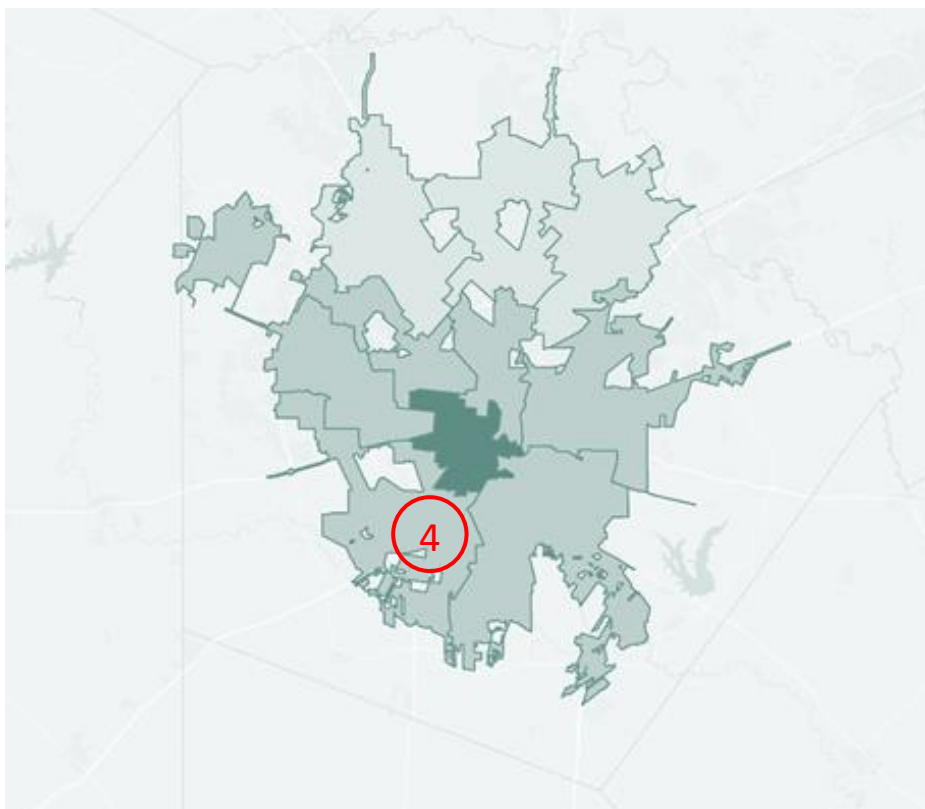
District 4¹

- Households with limited broadband availability: 4K

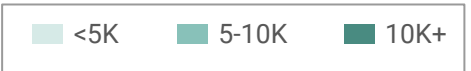
1. Based on SASpeakUp responses reporting slow or unavailable service as residents' primary reason for not using the internet and BroadbandNow data on average speed per zip code

Source: SASpeakUp (2019); BroadbandNow; BCG analysis

AFFORDABILITY | Households with limited broadband affordability by District



Households



District 4¹

- Households without affordable internet: 7K

1. Based on SASpeakUp responses of residents reporting that high internet plan pricing is their primary reason for not using the internet

Source: SASpeakUp (2019); BCG analysis