



For Advisory Purposes Only

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*****Media Advisory*****

***Smart Work, Learn, Play* Kickoff Event Feb. 16 in Austin, TX**

Austin, TX – The Housing Authority of the City of Austin (HACA) is excited to launch its innovative *Smart Work, Learn, Play* program to equip housing authority residents with digital tools that will give them a greater role – and say – in Austin’s mobility equity.

Smart Work, Learn, Play focuses on recruiting “mobility ambassadors” among housing authority residents who will, in turn, train their peers to use technology to navigate transportation and improve options. This program will give a segment of the community that has been historically transit-challenged, access to essential government services, and foster greater civic engagement among residents.

The event starts at 8:30 a.m. **Thursday, Feb. 16** at **City Hall Plaza, 301 W. 2nd St.**

Last year, Next Century Cities, a nationwide, non-partisan coalition of mayors committed to delivering the benefits of better broadband across the country, awarded HACA one of its inaugural *Benton Next Generation Engagement Awards*. Next Century Cities granted HACA \$30,000 for its one-of-a kind proposal to empower housing authority residents to take a greater role in their communities. HACA’s *Unlocking the Connection* program now applies digital inclusion to practical problems that must be resolved to enable families to be self-sufficient.

Austin Transportation Department, CapMetro, Car2Go, Latinitas, the LBJ School and others will partner to educate a continuum of the HACA resident population.

Media planning to attend should RSVP to Beth Phillips – bethp@hacanet.org.

WHO:

John Speirs, Program Manager,
Michael Gerber, President & CEO of Housing Authority of the City of Austin
Todd O'Boyle, Deputy Director, Next Century Cities
Austin Transportation Department, CapMetro, Car2Go, Latinitas, the LBJ School of Public
Affairs

WHAT:

Smart Work, Learn, Play Kickoff

WHEN:

8:30 a.m.
Thursday, Feb. 16

WHERE:

City Hall Plaza
301 W. 2nd St.
Austin, TX

Note: Next Century Cities Deputy Director Todd O'Boyle, Housing Authority President and CEO Mike Gerber, city officials, and HACA residents will be available for interviews regarding the event.

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