



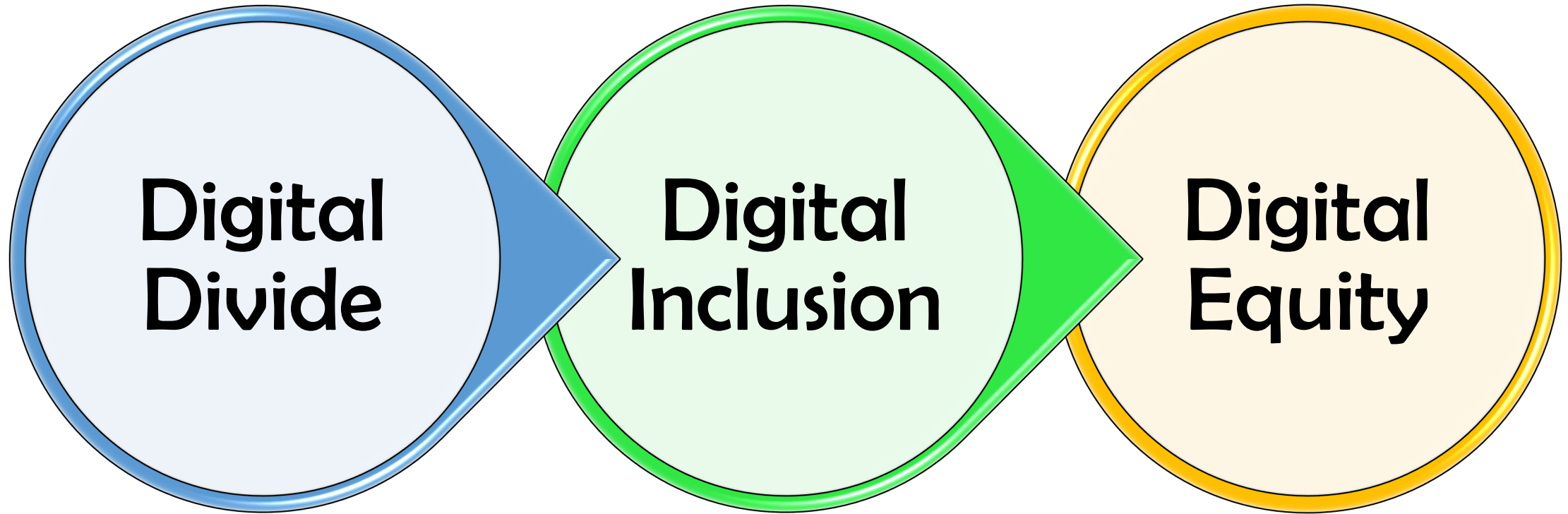
City of Dallas

Update on Digital Navigators Program

February 12, 2024

Workforce, Education and Equity Committee

Genesis D. Gavino
Chief of Staff and Resilience Officer
City Manager's Office



The Issue

The Work

The Goal



All households in Dallas will have highspeed, reliable internet, access to devices in their homes, and the knowledge and skills to navigate a digital world.



Equity Indicator 30: Internet Access



Definition

Ratio between the percentages of Black and White households without access to the internet

Rationale

Internet access is a 21st century need to ensure all individuals and communities have information and communications technology capacity needed for full participation in our society, democracy, and economy.

Findings

Black households (22.36%) lack internet access at greater rates than all other groups, followed by Hispanic households (16.81%) and households of other races and ethnicities (8.01%). The rate for White households is much lower (5.11%).



Background



- Modeled after national program focused on four pillars: access, affordability, hardware, digital literacy and skills
- 2020 – Pilot Program
 - LULAC National Education Service Center
 - Funding Source: CARES Funding
 - Budget: \$110,000
 - Performance period: 2.5 months
 - Served 47 families
- 2022 – Full-scale Program
 - Funding Source: ARPA Funding
 - Budget: \$1,000,000
 - Performance Period: One Year, with one year renewal option
 - Selected Provider: Dallas Innovation Alliance





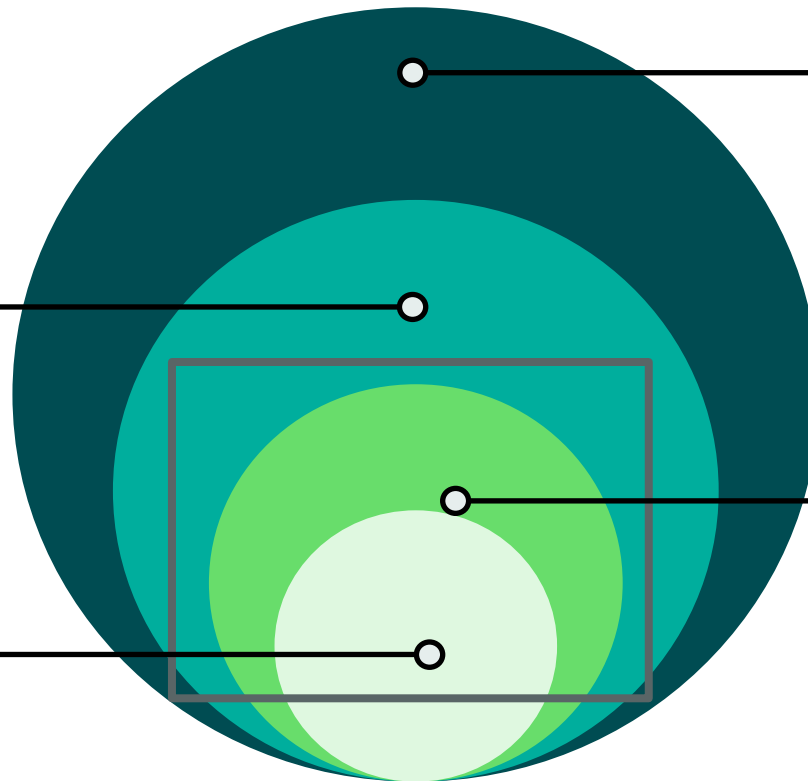
- Builds on the National Digital Inclusion Alliance (NDIA) Digital Navigator Model

Using the Internet to **change your situation** in life, e.g., finding a new job or housing

Navigating Internet-based resources **across sectors** (e.g., education, health, employment, transportation, and social services)

Digital **skills** and basic **usage** support

Access to affordable **Internet** and **devices**



Connected Dallas



Connected Dallas

www.connecteddallas.org



Connected Dallas – Community Anchor Sites



- Sites are hosted at established local nonprofit organizations within priority neighborhoods and focus on expanding access to advanced broadband and digital services.
- These sites host Digital Ambassadors and serve as the ‘brick and mortar’ epicenters of the Connected Dallas initiative.



Connected Dallas



www.connecteddallas.org

Connected Dallas – Community Anchor Sites



- Increase adoption of the Affordable Connectivity Program (ACP)
- Increase use of Dallas Public Library resources
- Increased access to devices
- Provide Digital Skills workshops
- Provide 1:1 services support
- Deliver 'train the trainer' workshops.



Connected Dallas



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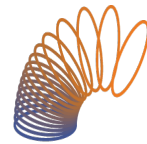
Connected Dallas – Community Anchor Sites



- Site # 1
Log In Shop at Innerscity Community Development Corporation
4907 Spring Ave.
Dallas, TX 75210



- Site # 2
Tech Lab at Bachman Lake Together
9507 Overlake Dr.
Dallas, TX 75220



BachmanLakeTogether



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Connected Dallas – Community Anchor Sites



- Site # 3
Vickery Meadow Youth
Development Foundation
7110 Holly Hill Dr.
Dallas, TX 75231

THE COMPUTER HELP CENTER AT

VICKERY
MEADOW

YOUTH DEVELOPMENT
FOUNDATION



Connected Dallas

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Connected Dallas



- Community Engagement Events
 - (EM)powerment Pop-Ups
 - Get Connected Dallas



Connected Dallas

www.connecteddallas.org



Connected Dallas – Staff Profile



- Digital Ambassadors: 23 (total staff count: 40)
- 38% Participated in a Connected Dallas or site Partner program prior to employment
- 25% are working parents
- Languages Spoken by Staff:
 - English, Spanish, Burmese, Farsi, Dari, Swahili, French, Arabic, Karenni, Hindi, Korean, Malay, Mandarin, Gujarati, Urdu, Tagalog



Connected Dallas





Clients Served by Race/Ethnicity

	Number	Percent
Black/African American	1,169	42.82%
Hispanic or Latino	1,144	41.90%
No Data	221	8.10%
White, non-Hispanic	132	4.84%
Asian	32	1.17%
Other Multi Racial	21	0.77%
American Indian/Alask Native	7	0.26%
Native Hawaiian or other Pacific Islander	4	0.15%
TOTAL	2730	100%

Household Financial Status

	Number
Extremely Low Income (< 30% AMI)	900
Very Low Income (<30-50% AMI)	635
Low Income (50-80% AMI)	396
TOTAL	2018



City's Digital Inclusion Efforts



- Affordable Connectivity Program
 - Community Enrollment Events
 - Black Churches for Digital Equity
 - Back to School Drives
 - Digital Equity Open House
 - ACP Community Enrollment Guide
 - Available in English, Spanish, and Vietnamese
 - Personalized training from City staff to community partners

Affordable Connectivity Program Enrollment Guide

Download and view the Enrollment Guide in your preferred language below.

English

Spanish

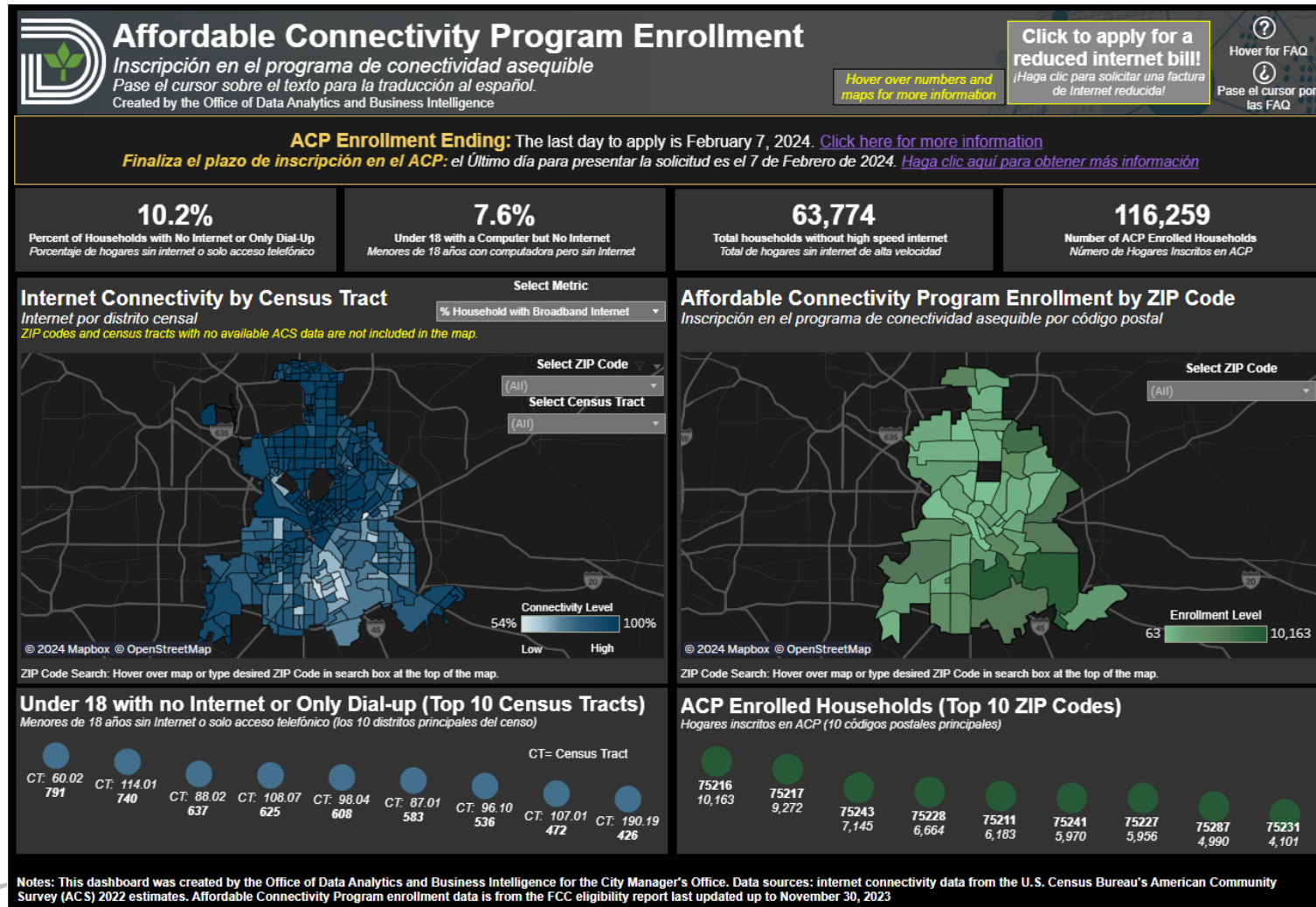
Vietnamese



City's Digital Inclusion Efforts



- Affordable Connectivity Program - Enrollment Dashboard



City's Digital Inclusion Efforts



- Digital Equity Efforts Fact Sheet
- ACP Outreach Grant
 - \$700,000 Award
 - Largest award in the State of Texas
 - Partners
 - Dallas County
 - Dallas Housing Authority
 - Dallas Independent School District



AFFORDABILITY

AFFORDABLE CONNECTIVITY PROGRAM – ENROLLMENT DASHBOARD | bit.ly/3P2k7p6

The dashboard provides data on internet connectivity or a lack thereof within the City of Dallas at a census tract level and enrollment numbers for the federally funded Affordable Connectivity Program (ACP) for Dallas.

AFFORDABLE CONNECTIVITY PROGRAM – ENROLLMENT GUIDE | bit.ly/3QFbJmF

ACP Enrollment Guide assists trusted community partners in supporting Dallas residents and families who are eligible to receive a monthly benefit of up to \$30 off internet services through the Affordable Connectivity Program. The Guide is available in [English](https://bit.ly/47ximzs), [Spanish](https://bit.ly/47ximzs) and [Vietnamese](https://bit.ly/3P0zars).

AFFORDABLE CONNECTIVITY OUTREACH GRANT

In March of 2023, the City of Dallas was awarded \$700,000 by the Federal Communications Commission (FCC) through the Affordable Connectivity Program Outreach Grant Program to facilitate the promotion and awareness of and participation in the Affordable Connectivity Program among eligible households.

The City will partner with Dallas County, Dallas Independent School District and Dallas Housing Authority for a widespread engagement and outreach campaign to reach millions of residents served by all our agencies utilizing a broad range of media strategies to drive attendance to in-person ACP enrollment events in the community.

CURRENT COST OF AN INTERNET SUBSCRIPTION FOR HIGH-SPEED INTERNET

Name	Plan	Pricing (as of Aug. 2023)	Speed	Connection	Source
AT&T	Fiber Internet 300	\$55.00/mo.	300 Mbps	Fiber	bit.ly/44iy8Lv
AT&T	5 GIG	Starting Price \$180.00/mo.*	4,700 Mbps	Fiber	bit.ly/44iy8Lv
Spectrum	Internet Gig	Starting Price \$89.99/mo.	1,000 Mbps	Fiber	bit.ly/3YFRYiY
Frontier	Fiber Internet	\$49.00/mo.	500 Mbps	Fiber	bit.ly/3DXHuSb



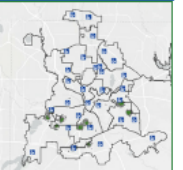
ACCESS

COMMUNITY WI-FI LOCATIONS | bit.ly/3QluFTw

Since December 2020, the City has provided free wi-fi connectivity to 10 neighborhood locations utilizing advancements in street light technology and wireless technology. The neighborhood locations selected are the least connected in the city. Wi-Fi is also available at all Dallas Public Libraries.

Wi-Fi Locations Map

- Public Libraries
- Council Districts
- Community Wi-Fi Pilot Areas



City's Digital Inclusion Efforts



- FCC Digital Discrimination Order
- 2023 Digital Inclusion Week
 - Digital Equity Art Contest
 - Spanish and English Proclamation
 - Programming across the city every day
- 2023 Visionary Digital Inclusion Trailblazer
 - 1 of 47 communities across the country
 - Met 20 of the 22 evaluation criteria
- Texas Regional Working Group
 - Texas Digital Opportunity Plan



Affordable Connectivity Program Wind-Down



- Important Dates
 - February 8, 2024 – Enrollment Freeze
 - Late February 2024 – Final program end date announced (FCC)
 - Mid March 2024 – Second Notification to ACP Enrollees (ISP)
 - April 2024 – Third Notification to ACP Enrollees (ISP)
 - May 2024 – Internet subscription bill increase
- ACP Outreach Grant
 - End of grant activities
 - No wind-down activities allowed

www.fcc.gov/acp



Next Steps



- Continued ACP wind-down efforts
- Contract Renewal for Year 2 of Digital Navigators Program
- Advocacy in support of ACP
- Exploring Digital Discrimination Rules and Guidelines
- Continued Engagement with Texas Broadband Development Office





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