Digital Access

Workforce, Education and Equity Committee
February 10, 2025

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City of Dallas

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City of Dallas

Presentation Overview

- Digital Access Background and History
- Mission, Vision and Programmatic Anchors
- City Digital Access Initiatives
- Digital Access Strategic Priorities
- Discussion and Feedback

Digital Access as a Pathway to Economic Mobility

Office of Community Care and Empowerment

Administration / Budget and Finance	WIC	Community Centers	Social Services & Contract Compliance Management	Financial Empowerment	Senior Services	Vital Statistics	ARPA Programs
Grants and financial management, fiscal compliance, purchasing	*Nutrition counseling, breastfeeding support, food benefits, grant compliance*	*MLK & WDMC, nonprofit partners, events, MLK Board*	*Info and referral, client assistance, contract oversight, ECOST, administration of services*	*Financial Empowerment Centers, VITA, Re-Entry, Digital Access*	*Senior Help Line, Age Friendly, Senior Affairs Commission*	*Records retention, records issuance, State Liaison, funeral home relations*	*Contract management, compliance, service delivery*

Digital Access Background and History

- Identified as the lowest household connection rate to fixed internet access among major Texas cities and sixth lowest city in the country (42.3%) in 2020

- Developed actionable strategies to address magnitude of digital access challenges and broadband gaps through partnership with DISD in 2020 found in the Broadband and Digital Equity Strategic Plan.

Digital Access Data

Closing the Digital Skill Divide

- **25%** of Dallas County households earning less than $50k do not own a computer

- **One-third** of DISD households lacked internet access

- **92%** of job ads require digital skills

- **23%** higher income on average from jobs that require at least one digital skill

Mission, Vision and Strategic Anchors

Mission Statement:

To support and collaborate on initiatives, programs, and services that increase and expand resident access to technology and digital resources—empowering them to navigate their environment, engage with their communities, and achieve their goals effectively.

Vision Statement:

That all City and Community Digital access tools and resources are utilized to their fullest potential by all residents in need.
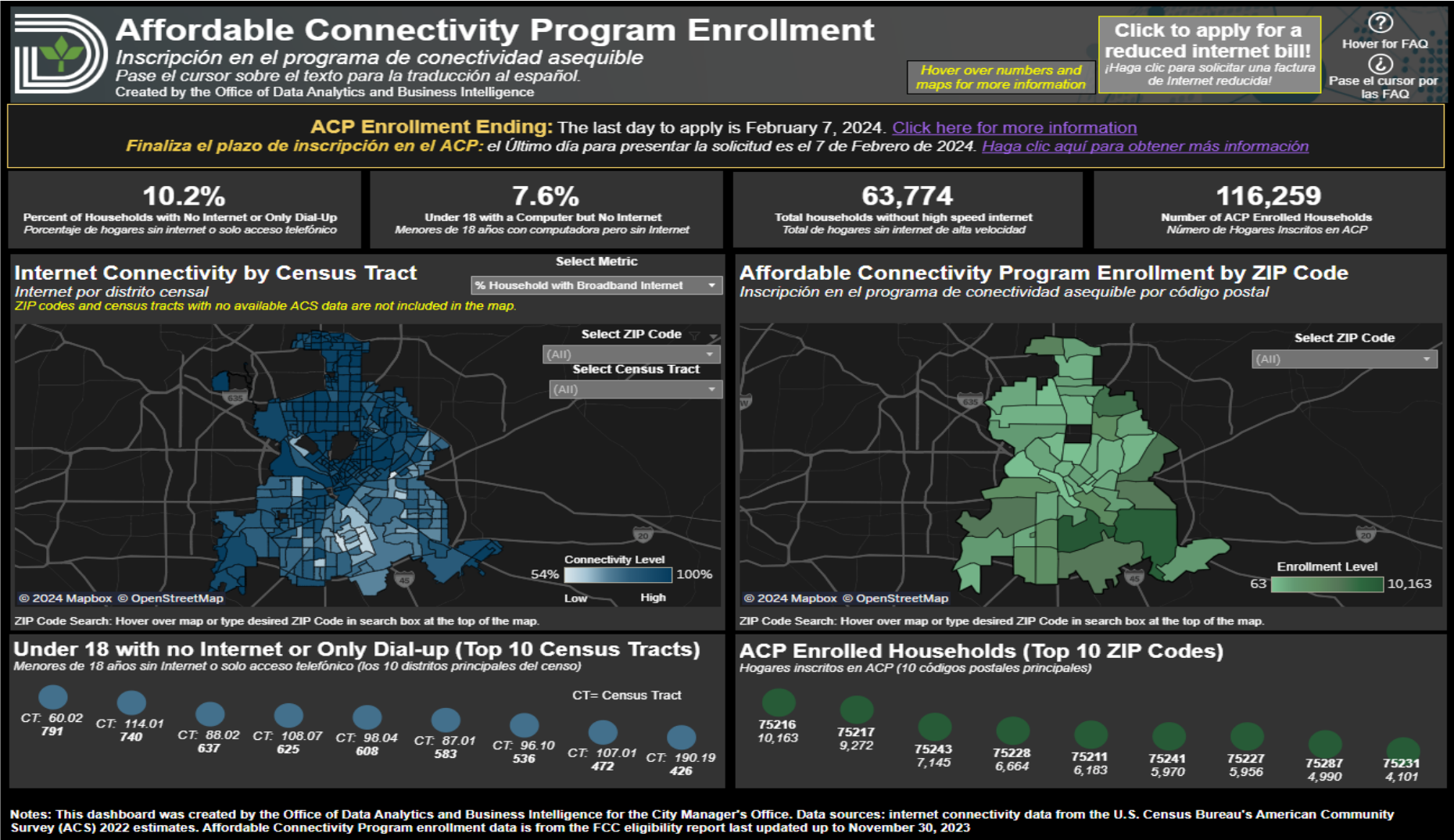
Mission, Vision and Strategic Anchors

- Alignment with Texas State Broadband Plan Goals

- Strong Municipal Focus on Digital Access

- Existing Partnerships
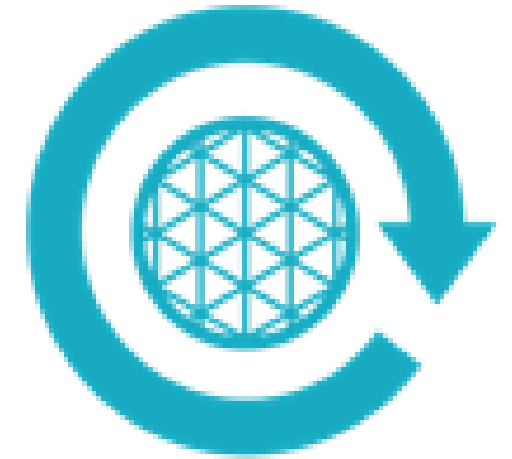
- Potential Funding Availability

Affordable Connectivity Program

Digital Navigator's Program- Connected Dallas

- 2022 – Digital Navigator's Program
  - Funding Source: ARPA Funding
  - Budget: $1,000,000 per year (Two Years)
  - Selected Provider: Dallas Innovation Alliance
- People Served: 5,543 (July 2024 – December 2024)
- Ambassadors: Currently 18; speaking 12 languages
- Devices Distributed: 1600+ provided laptop access
- Digital Skills Workshops Hosted: 220+, 1000+ unique skills training participants.
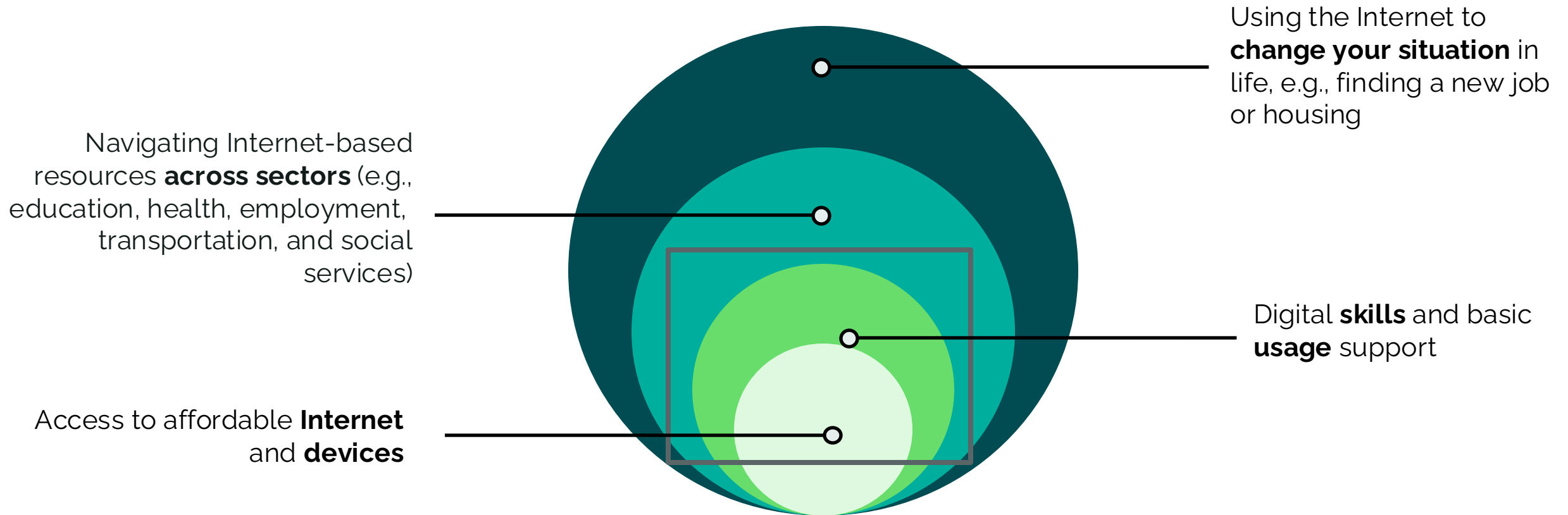
www.connecteddallas.org

Connected Dallas Framework

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 Community Anchor Sites

AT&T connected LEARNING™
the **STEWPOT**

- 1610 S. Malcolm X Blvd.
  Dallas, TX 75226

BachmanLakeTogether

- 9507 Overlake Dr.
  Dallas, TX 75220

THE COMPUTER HELP CENTER AT
VICKERY MEADOW
YOUTH DEVELOPMENT
FOUNDATION

- 7110 Holly Hill Dr.
  Dallas, TX 75231

Connected Dallas - Client Story

"Digital Ambassadors assisted a woman in setting up a PowerSchool account and registering her four children for school. She was amazed to discover she could track attendance and grades through an app. Initially, DAs faced challenges accessing the account due to missing children's information. DAs called the school directly but faced delays. Another DA found the receptionist's direct number online, secured the needed information, and used their teaching experience to navigate DISD effectively."

Connected Dallas

Digital Access City Initiatives

Digital Inclusion Week

- Get Connected Dallas Event
- Digital Equity Art Competition
- 720+ Attendees
- 300+ gained new skills
- Essential Resources to empower and equip residents
- Programming across the city everyday

digitalinclusion.org/digital-inclusion-week-2025/

J-Pal Research Grant

J-PAL North America's evaluation incubators support the design and implementation of randomized evaluations to inform important policy questions. Grant Award: $50,000.

Focus Areas of Evaluation Include:

- Digital Access and Economic Mobility
- Livelihood improvement

Digital Access Awards

National Telecommunications and Information Administration

NDiA Digital Inclusion TRAILBLAZERS
2024 WINNERS

- The NTIA recommended the City of Dallas to receive $11.1 million in Digital Equity Competitive grant funds

- 2024 Visionary Digital Inclusion Trailblazer

Digital Access Awards

NTIA Digital Equity Competitive Grant Proposed Programs include:

- Broadband Direct Assistance Program
- Re-Imagine & Connect Program
- MLK – Computer Lab
- Digital Navigators Program- Digital Innovation Alliance
- Pathways to Success- International Rescue Committee
- Texas Digital Pathways Program- Volunteers of America

Digital Access Strategic Goals

- **Goal 1**: Increase community awareness of City Digital Access tools and resources
- **Goal 2:** Increase Funding for Digital Access Services/Programs/Equipment
- **Goal 3:** Increase Usage Rate of Readily Available Digital Equipment
- **Goal 4:** Increase Community Stakeholder Engagement on Digital Access
- **Goal 5:** Continuous Learning from Other Municipalities & Local Governments
- **Goal 6**: Provide sound and viable Policy Recommendations to City Council based off the above goals/strategies/findings

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