City of Dallas

# Digital Equity Initiatives Update

## Workforce, Education, and Equity Committee

## September 12, 2022

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

# Agenda

- Digital Divide Landscape
  - Households With No Internet Access
  - Fiber Availability

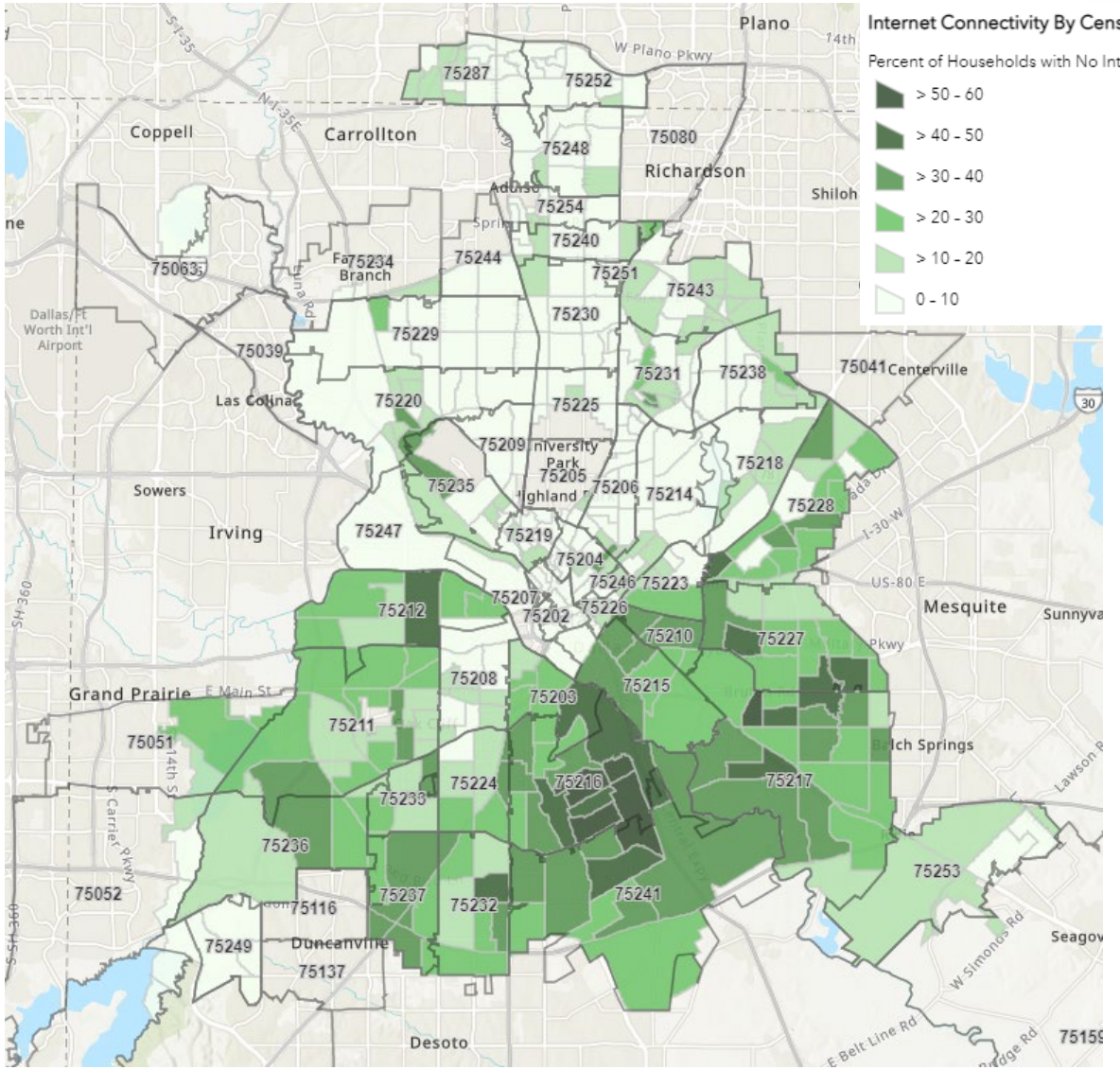
- Digital Equity Initiatives
  - Affordable Connectivity Program
  - Dallas Public Library Programs and Services
  - Digital Navigators Program
  - Digital Inclusion Week

# Digital Divide Landscape

# Digital Divide Landscape

| | | | | Households with no internet | |
|---|---|---|---|---|---|
| Name | Zip code | District | Total HH | % | # |
| Census Tract 87.01 | 75216 | 4 | 2016 | 57.1 | 1152 |
| Census Tract 88.02 | 75216 | 4 | 1762 | 56.1 | 989 |
| Census Tract 87.04 | 75216 | 4 | 1691 | 53.9 | 912 |
| Census Tract 91.03 | 75217 | 5 | 1033 | 52.6 | 543 |
| Census Tract 86.04 | 75216 | 4 | 1160 | 50.8 | 589 |
| Census Tract 57 | 75216 | 4 | 1958 | 47.1 | 923 |
| Census Tract 91.05 | 75217 | 5 | 1050 | 45 | 473 |
| Census Tract 92.04 | 75217 | 5 | 815 | 44.9 | 366 |
| Census Tract 111.03 | 75232 | 3 | 1210 | 43.8 | 530 |
| Census Tract 211 | 75216 | 4 | 1793 | 43.7 | 783 |
| Census Tract 114.01 | 75241 | 8 | 1809 | 43.3 | 783 |
| Census Tract 192.12 | 75240 | 11 | 1087 | 43.2 | 470 |
| Census Tract 87.03 | 75216 | 4 | 1020 | 42.7 | 436 |
| Census Tract 122.08 | 75228 | 9 | 1093 | 41.8 | 457 |
| Census Tract 205 | 75212 | 6 | 2086 | 41.4 | 864 |
| Census Tract 93.04 | 75217 | 8 | 2543 | 41 | 1042 |
| Census Tract 84.01 | 75227 | 5 | 1673 | 40.9 | 684 |
| Census Tract 90.02 | 75227 | 5 | 1388 | 40.6 | 563 |
| Census Tract 120 | 75227 | 5 | 3147 | 40.5 | 1274 |
| Census Tract 109.05 | 75237 | 8 | 1460 | 39.8 | 581 |

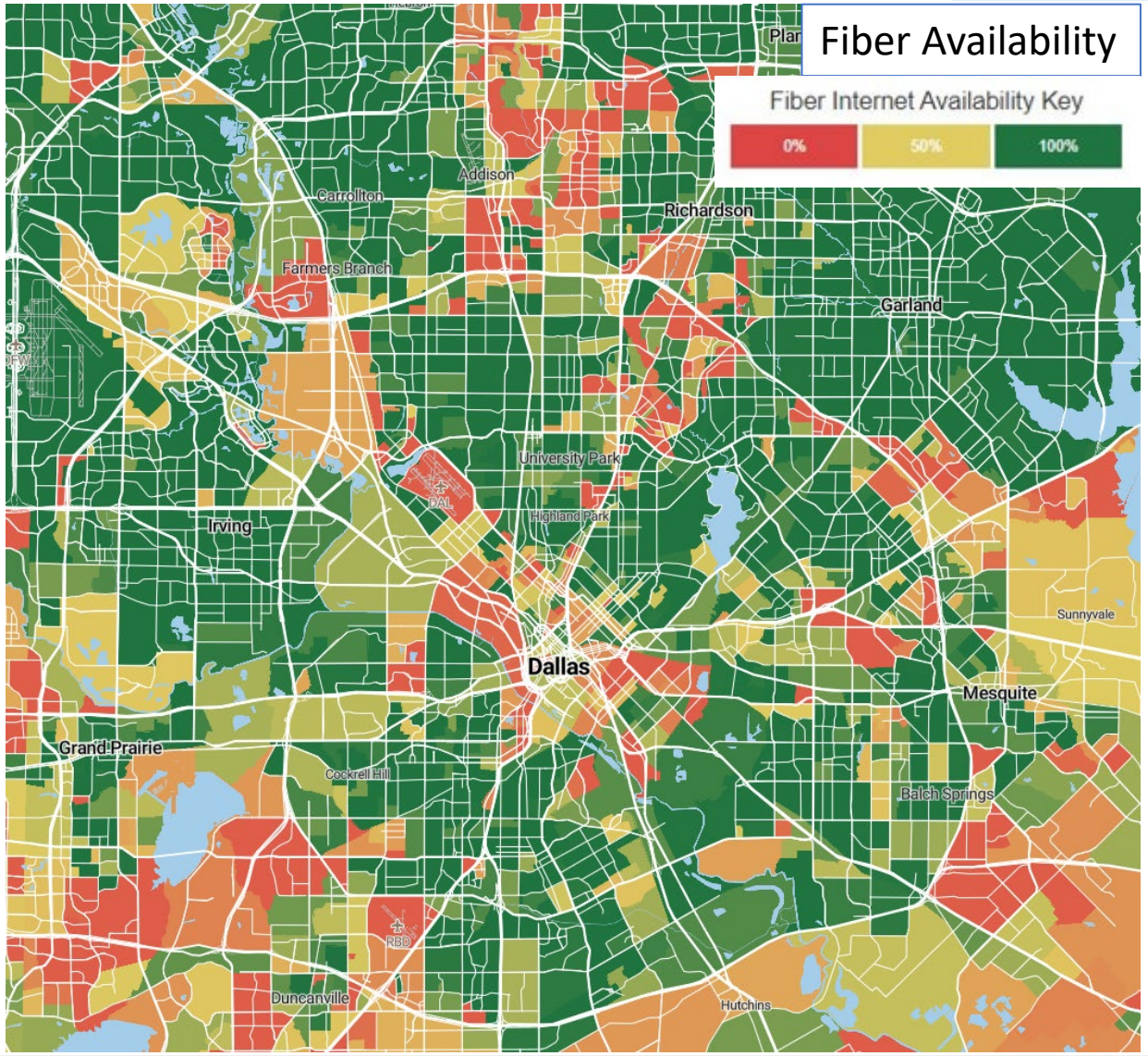
*Source:*
*https://dallasgis.maps.arcgis.com/apps/webappviewer/index.html?id=3076076c348e4617859b213687147dc7*



# Digital Divide Landscape: Fiber Availability

| | | Internet Providers in Dallas, TX | |
|---|---|---|---|
| Provider Name | Type of Service | Availability | Avg. Speed |
| AT&T | DSL | 68.2% | 64 Mbps |
| AT&T | Fiber | 38.9% | 999 Mbps |
| Spectrum | Cable | 87.5% | 940 Mbps |
| Frontier | DSL | 22.0% | 7 Mbps |
| Frontier | Fiber | 21.2% | 115 Mbps |
| Suddenlink | Cable | 4.2% | 818 Mbps |
| CenturyLink | DSL | 2.4% | 27 Mbps |
| Astound | Cable | 2.2% | 854 Mbps |
| Ultra Home | Fixed Wireless | 41.8% | 25 Mbps |
| NextLink | Fixed Wireless | 34.6% | 69 Mbps |
| Cirra | Fixed Wireless | 29.3% | 105 Mbps |
| Rise Broadband | Fixed Wireless | 28.7% | 35 Mbps |

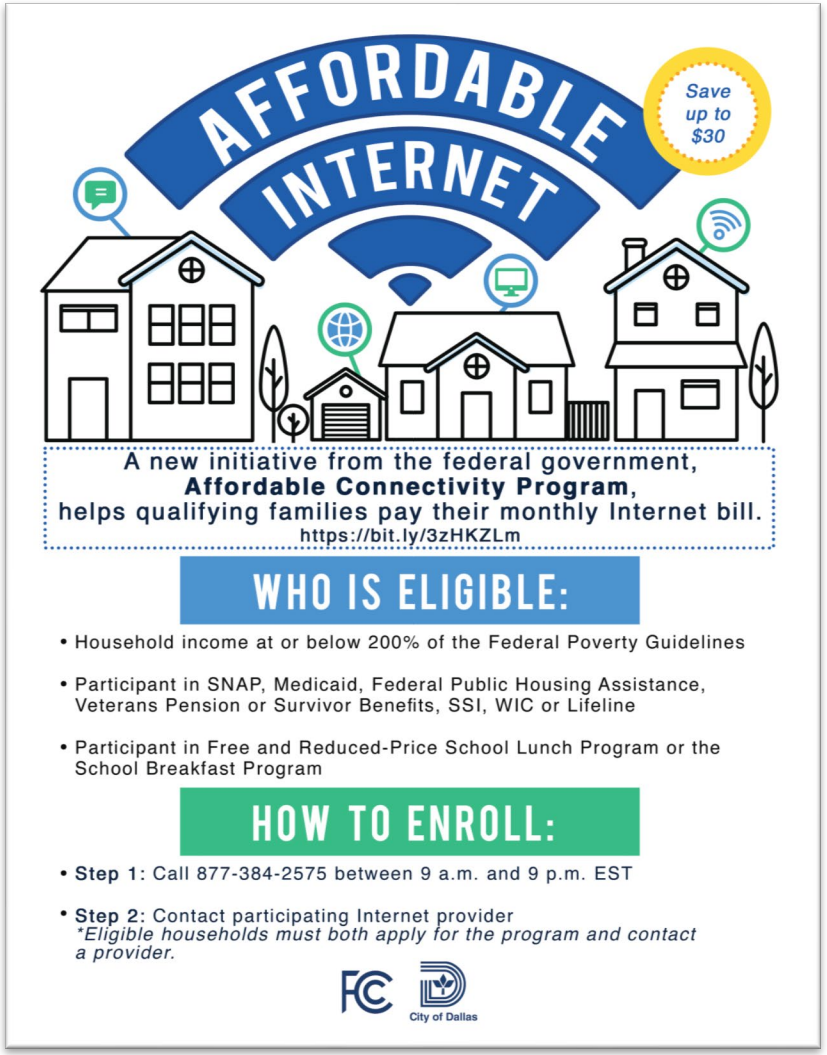
*Source: https://bestneighborhood.org/fiber-tv-and-internet-dallas-tx/*



# Digital Equity Initiatives

# Affordable Connectivity Program

- Discount of up to $30/month toward internet service for eligible households
- One-time discount of up to $100 to purchase a laptop, desktop computer or tablet
- Eligibility:
  - Household income at or below 200% of the Federal Poverty Guidelines;
  - Participant in SNAP, Medicaid, Federal Public Housing Assistance, Veterans Pension or Survivor Benefits, SSI, WIC or Lifeline;
  - Participant in Free and Reduced-Price Lunch Program or the School Breakfast Program



# ACP: Mayor's Back to School Fair

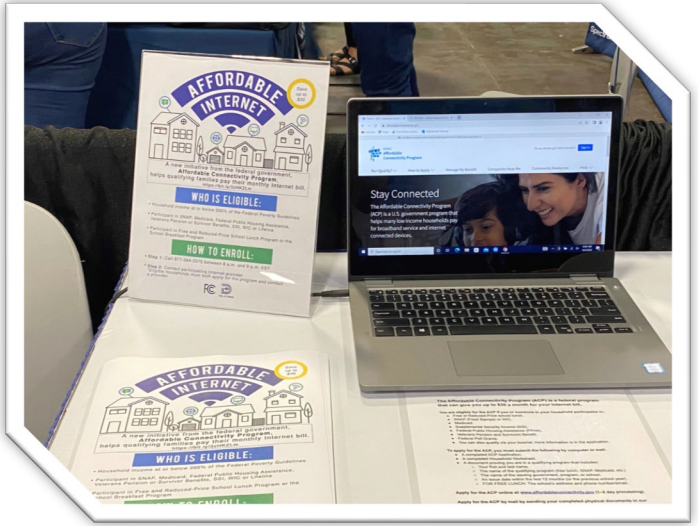
- $360 a year back into the pockets of residents
- 400 flyers distributed (300 English & 100 Spanish)
- 150 families visited the booth
- 50 paper applications and pre-paid envelopes provided
- 40 applications successfully completed online
- 25:00 spent on average per applicant

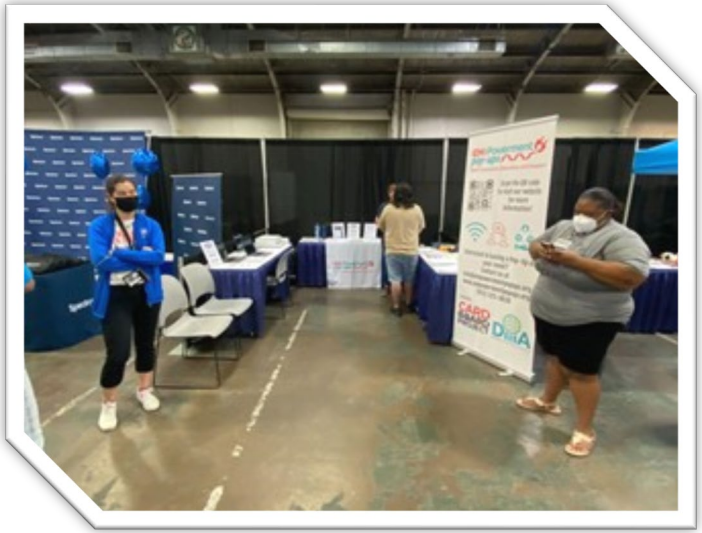
Dallas Public LIBRARY

CARD BOARD PROJECT

DIIA Dallas Innovation Alliance

# ACP: Mayor's Back to School Fair





# ACP: Community Engagement Lessons Learned

- Language Accessibility
  - Multilingual staff are critical
  - All materials should be translated, at minimum, in Spanish

- Logistics
  - Assigned roles for staff and volunteers
  - Additional laptops needed and dedicated stations for each laptop
  - Signage and banners to direct attention
  - Laptops should have a camera function

- Training
  - FCC training on filling out the ACP

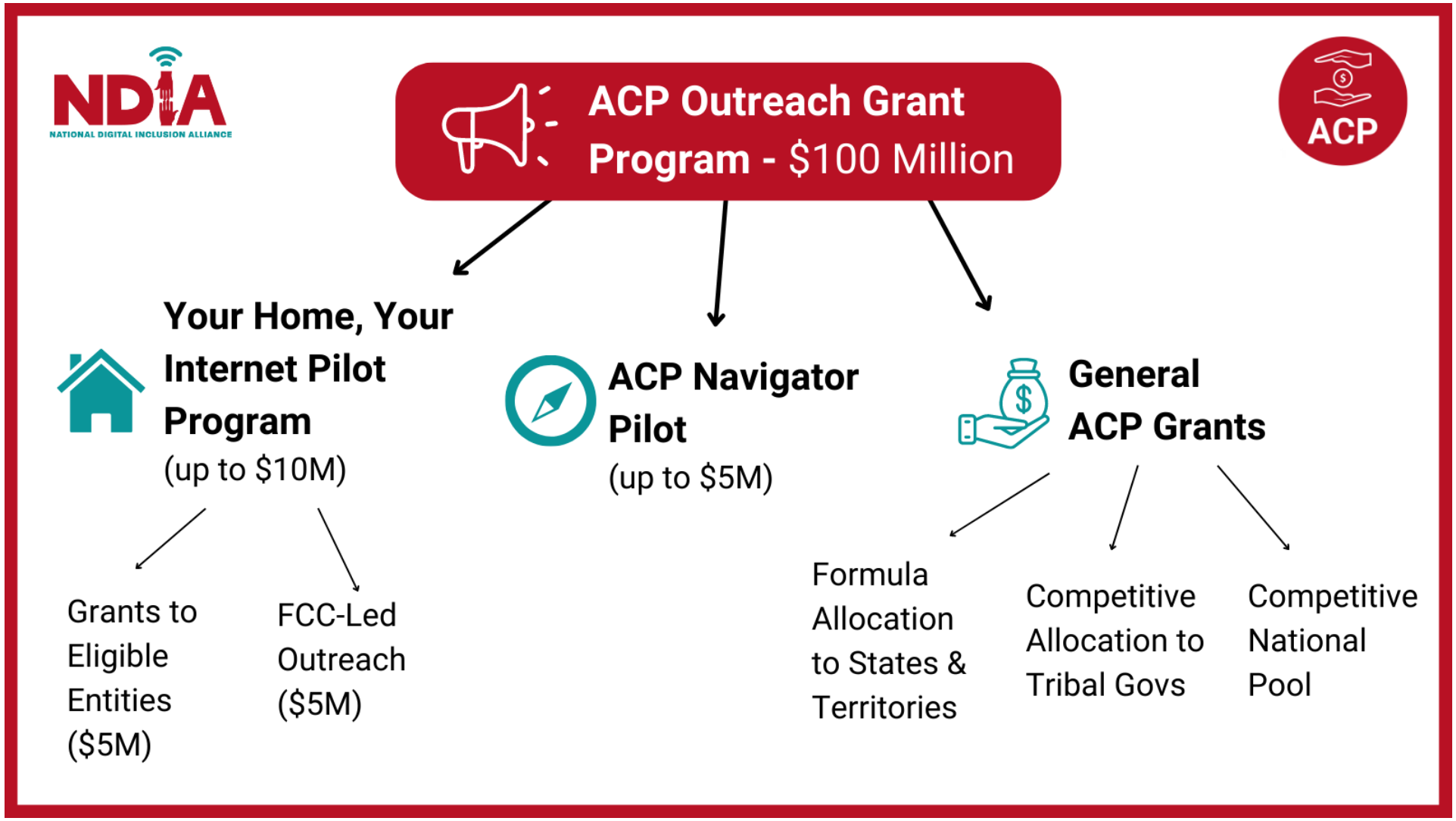
# ACP Enrollment by Zip Code

| Zip Code | Estimated # of HH | Estimated # of HH, No Internet | # of Subscribers ACP Enrolled |
|---|---|---|---|
| 75216 | 18,827 | 8,583 | 6,143 |
| 75217 | 23,659 | 8,499 | 5,236 |
| 75228 | 25,843 | 7,075 | 4,460 |
| 75227 | 19,059 | 5,797 | 3,604 |
| 75211 | 22,763 | 5,238 | 3,598 |
| 75243 | 28,350 | 4,235 | 4,966 |
| 75241 | 10,701 | 4,143 | 3,379 |
| 75232 | 11,467 | 3,626 | 2,151 |
| 75237 | 9,197 | 3,230 | 2,613 |
| 75220 | 14,495 | 3,178 | 1,642 |
| 75287 | 28,296 | 3,178 | 2,800 |
| 75231 | 17,849 | 2,888 | 2,830 |
| 75224 | 11,879 | 2,661 | 2,356 |
| 75212 | 8,183 | 2,469 | 2,351 |
| 75215 | 6,601 | 2,424 | 2,892 |
| 75203 | 6,759 | 1,996 | 1,342 |
| 75238 | 13,292 | 1,887 | 982 |
| 75240 | 10,283 | 1,859 | 1,260 |
| 75236 | 5,869 | 1,715 | 1,261 |
| 75214 | 16,061 | 1,480 | 611 |

# ACP Outreach Grant Program

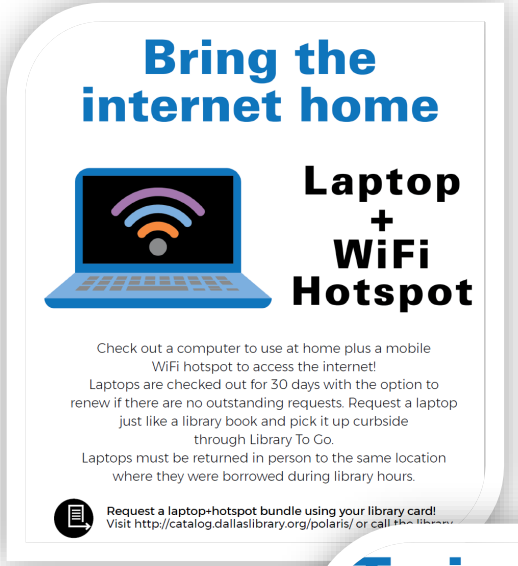
- $100M Allocation to FCC to administer program (competitive application)
- Funding to support eligible partners in their outreach efforts to increase awareness of the ACP
- Expand and support diverse and impactful outreach efforts to diverse communities
  - "Diverse populations include people of color, persons with disabilities, persons who live in rural or Tribal areas, and others who have been historically underserved, marginalized, or adversely affected by persistent poverty or inequality."

# ACP Outreach Grant Program



# Dallas Public Library

- Hotspot and Laptop Lending Program
  - Over 20K checkouts of hotspots during FY22
- Created a Digital Literacy Coordinator position to streamline technology classes and education
- Partnerships with community organizations for digital literacy and skills training
  - CARDBoard Project
  - Parkland Health Services
  - Dallas Innovation Alliance
- Adult Learning Program
  - 296 Technology Education Programs
  - 1,280 Attending
- WiFi expansion at Library Buildings utilizing E-rate funding



# Digital Navigators Program

- **Access:** broadband infrastructure and reliable high-speed broadband plans available for purchase.
- **Affordability:** broadband service that is not only available but can be obtained at reasonable prices by all.
- **Devices:** residents own or have access to well-functioning, up-to-date computers-and have capacity to maintain and replace these devices if needed.
- **Skills:** Residents are able to make full use of computers and online resources, and thus are able to use these tools to communicate, work, learn, attend medical appointments, and accomplish other desired tasks all while avoiding online risks and harms.

# Digital Navigators Program

- Targeted Populations
  - Families with school-age children and adolescents
  - Higher-education students
  - Individuals who have lost employment or are otherwise income insecure
  - Immigrant and refugee communities
  - Senior citizens
  - Residents living in zip codes and census tracts identified in the "Households with No Internet Access" map
  - Residents living in 2022 Qualified Census Tracts
  - Residents living in communities of concentrated poverty

# Digital Navigators Program Timeline

- **September 2022**
  - Solicitation Published, Applications Accepted
- **November 2022**
  - Application Evaluation and Selection
- **December 2022**
  - City Council Action to Award Contracts

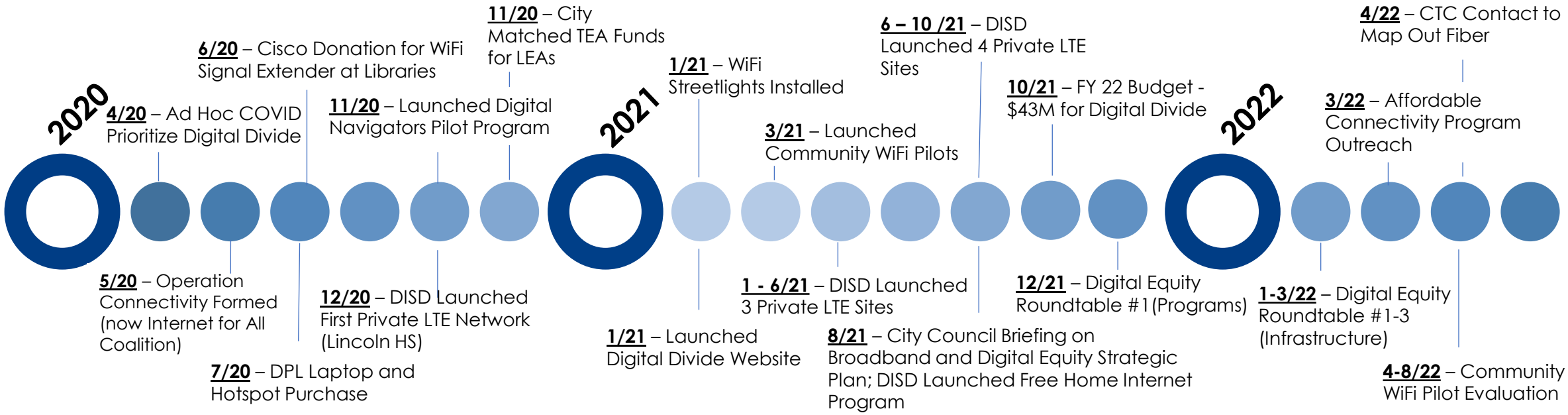
# Digital Inclusion Week 2022

- "Turning Our Moment into Movement"
- Nationwide week of awareness, recognition, and celebration
  - Addressing home internet access
  - Personal devices
  - Local technology training and support programs

# NDIA Digital Inclusion Trailblazer Award

- One of 32 cities and counties recognized
- Six Indicators
  - Your local government has, or directly funds, at least one full-time staff dedicated to digital inclusion initiatives, policies and/or programs.
  - Your local government has a digital inclusion plan or is in the process of developing a plan.
  - Representatives of your local government participate in an open-access digital inclusion coalition.
  - Your local government has conducted or plans to conduct and publish survey research on Internet access and use by your residents.
  - Your local government directly funds community digital inclusion programming.
  - Your local government is taking steps to increase affordability of home broadband service.

# Digital Divide Actions




**Short Term**

- WiFi Hotspots and Hardware Purchase
- Signal Extender Projects at Library locations
- Digital Navigators
- TEA Matching Funds Support for LEAs

**Medium Term**

- Broadband and Digital Equity Strategic Plan
- Private Wireless Networks
- Community WiFi Pilots
- Street Light Pilot Project

**Long Term**

- Implementation of Plan Recommendations
- Smart City Integration
- Leverage Additional Funds

# Internet for Dallas

powered by the Internet for All coalition

## Education

Dallas Independent School District
Cedar Hill Independent School District
Richardson Independent School District
Grand Prairie Independent School District
DeSoto Independent School District
Irving Independent School District
GISD Garland Independent School District
Dallas College
Lancaster Independent School District
Arlington
Plano Independent School District

## Government

City of Dallas
The County of Dallas State of Texas
Grand Prairie Texas
City of Wilmer
Federal Reserve Bank of Dallas
DHA Housing Solutions for North Texas

## Business

DRC Dallas Regional Chamber
Dallas Mavericks
Dallas Citizens Council
North Texas Commission

## Non-Profits, Community & Philanthropy

Vickery Meadow Youth Development Foundation
Parkland
The Dallas Foundation
The Meadows Foundation Serving the People of Texas
the YMCA
BachmanLakeTogether
The Concilio
Dallas Education Foundation

## Collective Impact

United Way
Texas 2036
Educate Texas at Communities Foundation of Texas
North Texas Innovation Alliance
commit! Our Kids. Our Tomorrow.

# Next Steps

- **September – December 2022**
  - Digital Navigators RFCSP Solicitation, Evaluation, and Selection
- **October 2022**
  - Digital Inclusion Week 2022
- **Ongoing**
  - Community Engagement and Outreach

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## September 12, 2022

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