

# Memorandum



CITY OF DALLAS

DATE February 7, 2023

TO Honorable Chair and Members of the Workforce, Education and Equity

SUBJECT **Upcoming City Manager's Office Agenda Items – 2023 Digital Navigators Program**

This memo serves as an overview of the Request for Competitive Sealed Proposals for (RFCSP) the Digital Navigators Program managed by the City Manager's Office (CMO). The following City Manager's Office item will be considered by the City Council on the Feb 22, 2023, Voting Agenda.

**Item 23-400:** Authorize the City Manager to release funds to the Digital Navigators program, solicitation number BOZ22-00020338.

**Item 23-400:** Authorize a one-year contract, in the amount of \$1,000,000 with a one-year renewal option for Dallas Innovation Alliance as a subrecipient to administer the Digital Navigators Program that focuses on the four pillars of digital equity: access, affordability, devices, and literacy and skills to Dallas residents - Not to exceed \$2,000,000 – Financing: Coronavirus State and Local Fiscal Recovery Fund (subject to annual appropriations)

The purpose of the Digital Navigators Program is to connect with targeted communities to better understand and alleviate their needs to be connected to the internet, utilize computers and laptops, and acquire training to support digital literacy and skills, as well as increased awareness and use of Dallas Public Library resources. Supplier has a unique understanding of the communities they seek to serve and demonstrate how their approach will result in measurable improvements to internet access and digital literacy skills. Supplier will include assessment methods that will demonstrate how program supports have bridged the digital divide and mitigated the negative effects of digital inequity on educational gaps, job and housing losses, food insecurity and health crises in the targeted communities

The Dallas Innovation Alliance (DIA) will be executing the Digital Navigators scope of work through its Connected Dallas 'Digital Ambassador' program. The foundation of this program was built by the National Digital Inclusion Alliance's (NDIA) Digital Navigator model. Connected Dallas is designed to provide a full spectrum of digital touchpoints for community members with the intention to meet them where they are, whether by phone, text, chat, online or in-person. This ensures that community members are well-informed, trained, and connected to all services that require connectivity. Administration and implementation of program materials will be developed in alignment with the City's guiding principles of community engagement and outreach to be equitable, accessible, transparent, and inclusive. The program goal is to improve quality of life with access to basics like devices, internet plans, basic skills/tech support; as well as education, job training/applications, transportation, telehealth, and basic services.

In addition, DIA will focus on increasing enrollment to federal benefits, such as Lifeline and the Affordable Connectivity Program (ACP).

## **Background**

The City Manager's Office (CMO) is seeking a one-year contract, with a one-year renewal option, with a non-profit agency to serve as a subrecipient for the purpose of administering a Digital Navigators Program within the Dallas city limits to residents who are low income, which is defined as at or below 80% Area Median Income (AMI), under a subrecipient agreement. Target communities that have been most impacted by COVID-19 include:

- 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; and
- Residents living in zip codes and census tracts identified in the "Households with No Internet Access" map as found in:  
<https://dallasgis.maps.arcgis.com/apps/webappviewer/index.html?id=3076076c348e4617859b213687147dc7>;
- And Residents living in 2022 Qualified Census Tracts identified in  
<https://www.huduser.gov/portal/qct/1metrotable.html?cbsa=19100&DDAYEAR=2022>;  
and
- Residents living in communities of concentrated poverty.

## **Proposal Evaluation:**

The City Manager's Office sought proposals via a Request for Competitively Sealed Proposals (RFCSP) from non-profit organizations to deliver Digital Navigation services as outlined above. The solicitation required that programs target service delivery in locations that are accessible to or within communities in which internet access is lacking and/or communities in which there are concentrations of populations identified by ARPA funding.

## **RFCSP Timeline:**

- Open for Applications – September 29- November 4, 2022
- Closed Date – November 4, 2022
- Evaluation Dates – November 7 - 21, 2022
- Final Scoring by Procurement – December 15, 2022

## **Evaluation Team:**

- Office of Equity and Inclusion, Welcoming Communities & Immigrant Affairs Division
- Office of Community Care
- Dallas Public Library
- City Manager's Office

## **Evaluation Criteria:**

Organizational Capacity: (20 points)

- Demonstrates Proposer's capacity and experience deploying a similar program

Program and Workplan (40 points)

- Outlines what, how, when, and to who services will be delivered

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- Demonstrates Proposer's understanding of the Target Community and Service Area needs and how the program addresses those needs

Evaluation Plan

- Demonstrates that Proposer's process and plan for evaluating program services and impact of services

Cost and Budget

- Demonstrates clear consideration for cost of program and how the Proposer intends to allocate funding

**Application Evaluation and Scoring:**

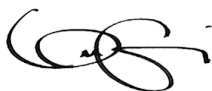
The Evaluation Committee individually scored each category, as provided below. Awards are based on scoring rank based on total scores and proposals with scores below 70 points were not awarded funding.

	Total A + B	A Evaluation Criteria	A-1 - Organizational Capacity	A-2- Program and Work Plan	A-3 - Evaluation Plan	A-4 Cost and Budget	B- 1 - Cost
Supplier	/100 pts	/95 pts	/20 pts	/15 pts	/15 pts	/20pts	/5pts
Dallas Innovation Alliance	<b><u>78.35</u></b>	76.35	16	35.75	11	13.6	2
NPower	<b><u>69.05</u></b>	66.05	17	30.25	10	8.8	3
Comp-U- Dopt	<b><u>63.10</u></b>	58.1	12.25	27.5	7.75	10.6	5

Agency	Ranking	Award	% of Request Awarded
Dallas Innovation Alliance	1	\$1,000,000.00	100%
Comp-U-Dot	2	\$0	0%
NPower	3	\$0	0%

The program services will begin once the contracts have been executed.

If you have any questions, please do not hesitate to contact me.



Genesis D. Gavino  
Chief of Staff

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C: T.C. Broadnax, City Manager  
Chris Caso, City Attorney  
Mark Swann, City Auditor  
Biliera Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizer Tolbert, Deputy City Manager  
Jon Fortune, Deputy City Manager

Majed A. Al-Ghafry, Assistant City Manager  
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager  
Robert Perez, Assistant City Manager  
Carl Simpson, Assistant City Manager  
Jack Ireland, Chief Financial Officer  
Directors and Assistant Directors