Operation Connectivity

Monday, May 4, 2020

V.3.1

Michael Hinojosa, Ed.D.
Superintendent of Schools
Dallas Independent School District
WHAT
Broadband Connectivity for Everyone

- Basic necessity like all other connectivity:
  - Water
  - Electricity
  - Wastewater
  - Gas
  
  Should be a part of the permitting process when building residences like all other utilities

- Transportation
- Waste disposal
WHY
Broadband connectivity is not a luxury but a necessity.

- It’s also a social justice issue
- Re-occurrence of sheltering in place possible in the fall
- Impacts:
  - Public Education
  - Health Care – Telemedicine
  - Employment – Economic impact
  - News and information
The City of Dallas currently ranks as the 6th largest urban city with the “worst connection”

Top 10 U.S. Cities with 100,000+ Households Ranked by ‘Worst Connection’: Median Household Income vs. Percent of Households with No Fixed-Broadband Connections

<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
<th>Median Household Income</th>
<th>% of households with no fixed internet access</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Detroit, Michigan</td>
<td>$26,249</td>
<td>57.3%</td>
</tr>
<tr>
<td>2</td>
<td>Memphis, Tennessee</td>
<td>$36,975</td>
<td>49.9%</td>
</tr>
<tr>
<td>3</td>
<td>Cleveland, Ohio</td>
<td>$26,583</td>
<td>49.2%</td>
</tr>
<tr>
<td>4</td>
<td>Miami, Florida</td>
<td>$31,642</td>
<td>47.6%</td>
</tr>
<tr>
<td>5</td>
<td>New Orleans, Louisiana</td>
<td>$37,488</td>
<td>43.1%</td>
</tr>
<tr>
<td>6</td>
<td>Dallas, Texas</td>
<td>$45,215</td>
<td>42.3%</td>
</tr>
<tr>
<td>7</td>
<td>Buffalo, New York</td>
<td>$33,119</td>
<td>42.2%</td>
</tr>
<tr>
<td>8</td>
<td>Milwaukee, Wisconsin</td>
<td>$36,801</td>
<td>42.1%</td>
</tr>
<tr>
<td>9</td>
<td>Baltimore, Maryland</td>
<td>$44,262</td>
<td>41.6%</td>
</tr>
<tr>
<td>10</td>
<td>Indianapolis, Indiana</td>
<td>$43,101</td>
<td>40.8%</td>
</tr>
</tbody>
</table>

## Broadband Subscription Ranking by Number of Households

High Concentration of Households (w/ Children) Without Broadband SubscriptionPrimarily in Southern Dallas, Likely Due to Cost of Service or Insufficient Credit

### # of Households (with Children) Without Broadband Subscription by Zip Code

<table>
<thead>
<tr>
<th>Zip Code</th>
<th>Community</th>
<th>Total Households (with Children)</th>
<th># of Households (with Children) Without Broadband</th>
<th>% of Households (with Children) Without Broadband</th>
<th>% of Children in Poverty (Overall County Avg.=22%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>75217</td>
<td>Pleasant Grove</td>
<td>29,719</td>
<td>12,890</td>
<td>43%</td>
<td>40%</td>
</tr>
<tr>
<td>75211</td>
<td>South Oak Cliff</td>
<td>23,782</td>
<td>10,033</td>
<td>42%</td>
<td>37%</td>
</tr>
<tr>
<td>75227</td>
<td>Pleasant Grove</td>
<td>19,589</td>
<td>7,021</td>
<td>36%</td>
<td>36%</td>
</tr>
<tr>
<td>75216</td>
<td>Cedar Crest</td>
<td>15,765</td>
<td>6,951</td>
<td>44%</td>
<td>45%</td>
</tr>
<tr>
<td>75228</td>
<td>Buckner/ Ferguson</td>
<td>21,061</td>
<td>6,774</td>
<td>32%</td>
<td>33%</td>
</tr>
<tr>
<td>75051</td>
<td>Grand Prairie</td>
<td>12,482</td>
<td>4,854</td>
<td>39%</td>
<td>29%</td>
</tr>
<tr>
<td>75241</td>
<td>Highland Hills</td>
<td>8,430</td>
<td>4,497</td>
<td>53%</td>
<td>38%</td>
</tr>
<tr>
<td>75220</td>
<td>Bachman Lake</td>
<td>12,216</td>
<td>4,209</td>
<td>34%</td>
<td>30%</td>
</tr>
<tr>
<td>75061</td>
<td>Irving/ Plymouth Pk.</td>
<td>16,528</td>
<td>4,093</td>
<td>25%</td>
<td>28%</td>
</tr>
<tr>
<td>75243</td>
<td>Vickery Meadows</td>
<td>17,223</td>
<td>3,993</td>
<td>23%</td>
<td>40%</td>
</tr>
<tr>
<td><strong>Top 10 Total</strong></td>
<td></td>
<td><strong>176,795</strong></td>
<td><strong>65,315</strong></td>
<td><strong>37%</strong></td>
<td><strong>36%</strong></td>
</tr>
</tbody>
</table>

Source: U.S. Census American Community Surveys 5-Year Estimates, 2018. 99.85% of Dallas County is covered with 50 mbps broadband.
WHO
Develop a Guiding Coalition

**Education**
- Dallas ISD
- Dallas College
- UNT
- Region 10
- Richardson ISD
- Garland ISD
- Grand Prairie ISD
- DeSoto ISD

**Government**
- City of Dallas
- Dallas County
- DART

**Business**
- Dallas Regional Chamber of Commerce
- Dallas Citizen’s Council
- AT&T
- Verizon
- T-Mobile
- Texas Instruments*
- Siemens*

**Non-Profits**
- United Way
- Next Century Cities
- Pew*
- Bloomberg

**Collective Impact**
- Commit Dallas
- Federal Reserve Bank of Dallas

*Yet to be contacted*
WHO
State of Texas

- Commissioner of Education
- Texas School Alliance
- Texas Urban Council
- Urban Communities
- Legislature*
- State of Texas*
- Rural Communities*

*Yet to be contacted
WHO
National

- Council of the Great City Schools (CGCS)
- American Association of School Administrators (AASA)
- Council of the Chief State School Officers (CCSO)*
- Federal Communications Commission (FCC)*
- Federal Reserve Bank (Fed)*
- The federal government* – potential for a federal infrastructure stimulus package

*Yet to be contacted
A vision is a dream with a deadline

- **In next 30 days:**
  - Kickoff meeting with north Texas K-12 Chief Technology Officers to discuss collective needs
  - Coordinate with Council of the Great City School (CGCS) and Texas Urban Council (TUC)
  - Develop scope of work for consulting services to conduct feasibility study
  - Boston Consulting Group will serve as management consulting firm to support this project

- **Next 90 Days:**
  - Launch school community Wi-Fi projects in high-need neighborhoods
  - Complete feasibility study and issue Request for Information/Proposal
  - Lobby at the State and national level

- **Next 12 Months:**
  - Develop P3 partnerships and business model
  - Build infrastructure
  - Launch services January 1, 2021, if feasible - Broadband connectivity for all Dallas ISD students
HOW
Don’t know yet

- Constant communication with Guiding Coalition
- Resource Evaluation needs to be done
- Plans for Resource Allocation to be created or Re-allocation of resources
- Identification of funding resources including Bond 2020 as well as recurring and one-time investments
- Public / Private partnerships
- Multiple jurisdictional partnerships
Relentless Pursuit of Success

Thank you