Operation Connectivity

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V.3.2

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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

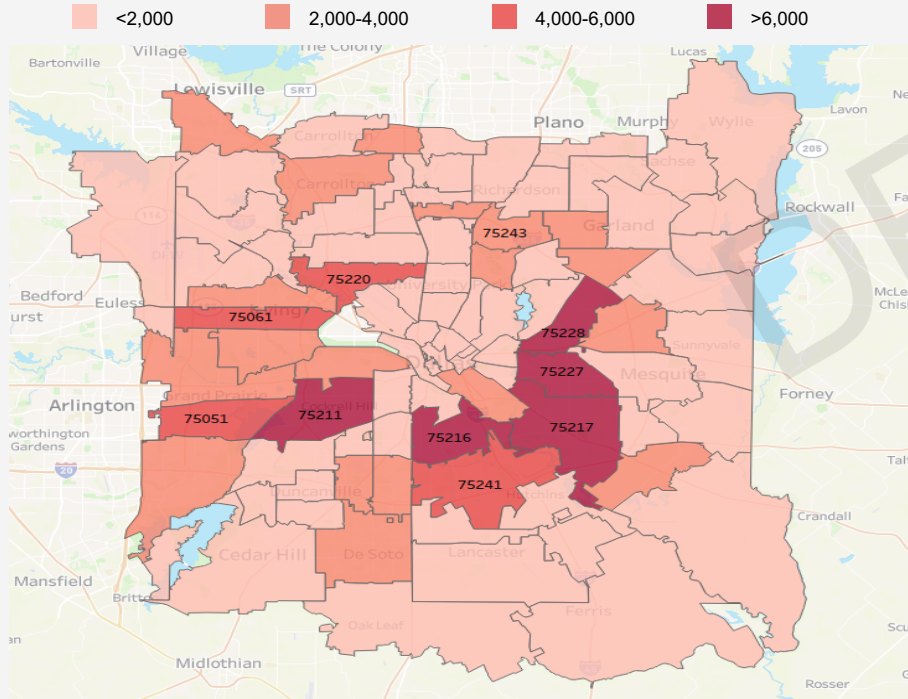| Rank	City	Median Household Income	% of households with no fixed internet access
1	Detroit, Michigan	$26,249	57.3%
2	Memphis, Tennessee	$36,975	49.9%
3	Cleveland, Ohio	$26,583	49.2%
4	Miami, Florida	$31,642	47.6%
5	New Orleans, Louisiana	$37,488	43.1%
6	Dallas, Texas	$45,215	42.3%
7	Buffalo, New York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

Source: US Census, American Community Survey, 2016. Jordana Barton, Federal Reserve Bank of Dallas.

Broadband Subscription Ranking by Number of Households

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

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

Legend: <2,000 | 2,000-4,000 | 4,000-6,000 | >6,000

Top 10 Zip Codes with Highest # of Households (w/Children) Without Broadband Subscription out of 161k in Dallas County

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

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 Dallas
- Region 10
- Richardson ISD
- Garland ISD
- Grand Prairie ISD
- DeSoto ISD
- Most school districts in the state of Texas

Government
- City of Dallas
- Dallas County
- DART

Business
- Dallas Regional Chamber of Commerce
- Dallas Citizen's Council
- AT&T
- Verizon
- T-Mobile
- Spectrum
- Ericsson*

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 – "Operation Connectivity Task Force"
- 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 – Short-Term
  - 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 – Mid-Range:
  - Launch school community Wi-Fi projects in high-need neighborhoods
  - Pilot (proof of concept) deploying school buses with Wi-Fi in high-need neighborhoods
  - Complete feasibility study and issue Request for Information/Proposal
  - Lobby at the State and national level

- Next 12 Months – Long-Term:
  - 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