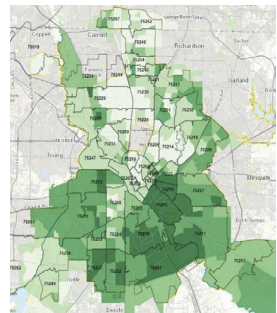# CONNECTED DALLAS:
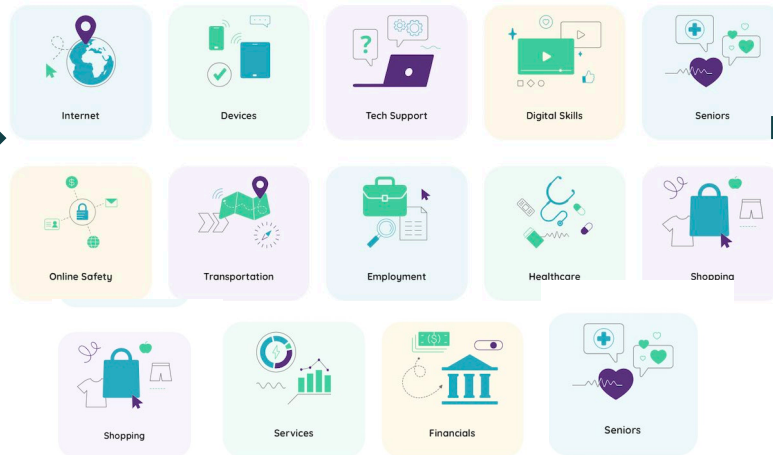# A HYPERLOCAL APPROACH TO DIGITAL NAVIGATION

Connected Dallas

Dallas was recognized as the 6th highest percentage of with no fixed Internet: and no comprehensive approach existed, leading to Connected Dallas:
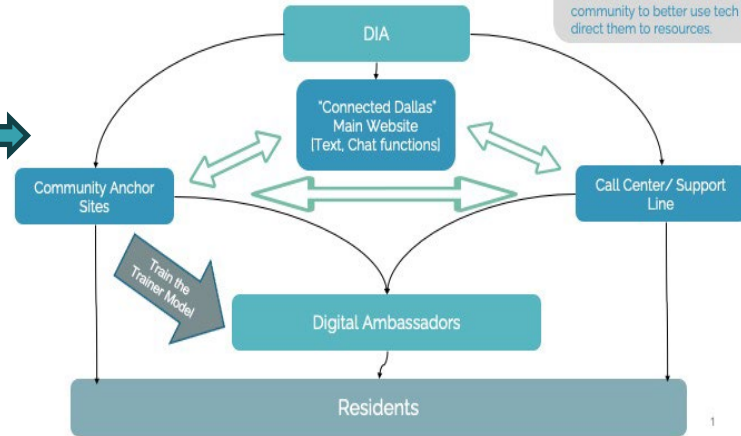

Connecting Dallas

Need to learn how to get connected to the internet? Setup email? Pay bills online? Browse all of our resources.

- Internet
- Devices
- Tech Support
- Digital Skills
- Seniors
- Online Safety
- Transportation
- Employment
- Healthcare
- Shopping
- Shopping
- Services
- Financials
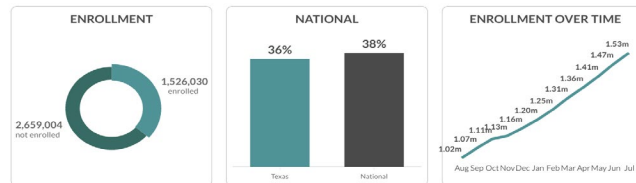- Seniors

HOW IT WORKS

Train-the-trainer model: Digital Ambassadors (coded teal in the diagram) train Dallas residents and new Ambassadors in the community to better use tech and direct them to resources.

- DIA
- "Connected Dallas" Main Website (Text, Chat functions)
- Community Anchor Sites
- Call Center/ Support Line
- Train the Trainer Model
- Digital Ambassadors
- Residents

Let's Talk ACP Approach

Texas ACP Adoption
4,185,034 eligible households

ENROLLMENT — 1,526,030 enrolled — 2,659,004 not enrolled

NATIONAL — 36% (Texas), 38% (National)

ENROLLMENT OVER TIME — Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul: 1.02m, 1.07m, 1.11m, 1.13m, 1.16m, 1.20m, 1.25m, 1.31m, 1.36m, 1.41m, 1.47m, 1.53m

Connected Dallas Program Results: June '22-September '23:

3,658 served across 39 zip codes and all

Best Practices

-**Most effective: In-person, individual assistance via dedicated events and locally embedded resources**

-**'(EM)Powerment Pop-up' events at targeted locations in high-need neighborhoods bringing WIFI, 1:1 support and enrollment resources**

-**Combination of freestanding and co-locating at larger community events**

-**Providing resources and basic training to community organizations in ACP enrollment and Connected Dallas resources**

-**Create cohesive ecosystem/coalition of organizations to ensure collaboration, non-duplicative efforts, complete measurement of outcomes, and constant communication**