T-Mobile for Government connectivity solutions to support government agencies doing good.

NYC Department of Youth and Community Development (DYCD)
The Customers

New York City Department of Youth and Community Development (DYCD) and the more than 340,000 New Yorkers it serves.

The Challenge

• How to continue NYC DYCD’s mission of alleviating the effects of poverty for New Yorkers as staff, providers, and the people they serve have moved to working remotely.

• How to support NYC DYCD staff and its provider network dealing with increased stress for its community due to the impact of the COVID-19 pandemic.

The Opportunity

Enable NYC DYCD staff and its providers to serve its communities by connecting them with devices running on T-Mobile’s incredible network, all while cutting costs.
The Department of Youth and Community Development (DYCD) was created in 1996 to provide New York City with high-quality youth and family programming. The agency administers available city, state, and federal funds to community-based organizations. Its mission: support youth and their families by funding a wide range of youth and community development programs. DYCD serves more than 340,000 New Yorkers every year.

The COVID-19 pandemic brought on an unprecedented crisis for New York City, especially regarding infrastructure and population density. No part of the population was safe from its impacts—especially at-risk youth, as public schools in the city closed.

As the world continues to navigate through the crisis, government agencies like DYCD need a plan to continue their good work—no matter the circumstances.

Backed by America’s fastest 5G network, T-Mobile® for Government has the customer support team, devices with robust coverage, and comprehensive plans to help DYCD fulfill its mission. By partnering with T-Mobile for Government, DYCD can connect staff and put tablets in the hands of those in need while supporting existing programs and unlocking new opportunities for the communities it serves, all at a lower cost than its previous provider.

“"It all comes down to providing more devices for staff so they can work in more places."

— Michael Deutsch, CIO, Associate Commissioner, NYC Department of Youth and Community Development
Doing great work
The agency is broken down into internal staff and provider staff. DYCD’s internal staff handles distributing funds, building programs, and ensuring that these programs benefit the communities they serve. DYCD employs around 550 full-time agency employees.

Provider staff executes the programming and works with vulnerable populations first-hand, from carrying out distance learning plans and facilitating training to connecting students with mentors. Depending on the season, DYCD manages between 6,000 and 10,000 provider staff members across the five boroughs.

DYCD’s good work is in its high-quality youth and community development programs. It manages the city’s Summer Youth Employment Program (SYEP), which provides comprehensive assistance for young people ages 14–21 through career exploration and skill-building. As the nation’s oldest and largest municipally funded workforce program, SYEP offers more than 70,000 jobs annually.
Additionally, DYCD's Advance and Earn program provides career help through comprehensive High School Equivalency (HSE) test preparation, employer-recognized training, credentials and certifications, and paid internships. New Yorkers 16–24 can enroll in advanced training courses for masonry/landscaping, culinary arts, digital marketing, and more. Participants can even take classes that prepare them for the Commercial Driver's License (CDL) test. For some, the program could present life-changing opportunities. It could be the first step towards a degree and a dream job.

The work stretches across all age groups. DYCD's Literacy Program helps New Yorkers learn the reading, writing, and communication skills they need to get a job or continue their education. It provides instructional and support services for those older than 16 who are not enrolled or required to be enrolled in school and cannot speak, read or write English well enough to participate in education or training programs conducted in English.

The importance of connectivity for DYCD cannot be overstated—especially when the pandemic has forced the majority of DYCD’s workforce to work remotely. They had to find a solution quickly.
02 Supporting the mission
DYCD wasn’t satisfied with its previous solution of providing smartphones to employees. All who request smartphones could get them, but the workforce relied on equipment in-office. Michael Deutsch, Chief Information Officer and Associate Commissioner at DYCD, wasn’t satisfied with their old provider, feeling that they could improve both chain of custody and mobile device management.

Deutsch met with T-Mobile Senior Government Account Executive Mark Schenk to test smartphones and the T-Mobile network. Deutsch was impressed with the T-Mobile network speeds. With Schenk’s consistent support, they decided to activate five more smartphones with T-Mobile for Government.

Deutsch saw benefits in tracking to gain visibility of device location and ensure the devices were being used for the right purposes. Through Hosted Mobility Management Services (HMMS), DYCD can manage licensing, installation, and mobile-policy configuration for the new smartphones. DYCD can track devices, whether it is a smartphone they give to its staff to handle budgets or a tablet a vulnerable student uses to work through SYEP.

Additionally, DYCD employees enjoyed greater access and cost-savings thanks to the
“Beyond pricing, T-Mobile came in with a very comprehensive plan on how we can make sure to track all phones and hotspots from beginning to end. That’s really important, and it was really easy to make the switch.” — Michael Deutsch

TFG Simple Global feature. This benefit keeps DYCD staff connected with unlimited 2G data and texting in 210+ destinations, included in a basic rate plan at no additional cost. “If I have a commissioner going on vacation outside of the United States, he couldn’t get phone service [with our previous provider]. He could barely see emails, and even that was a huge cost for the agency, Deutsch said. “Now he can travel almost anywhere and stay connected.”

After selecting T-Mobile for Government as a partner, DYCD had to find a solution to move internal staff into home offices and to continue serving DYCD’s communities. They had a limited supply of laptops—enough to cover essential staff—but they needed to find a way to keep the rest of their workforce working remotely.

The solution: Give all staff smartphones, specifically Samsung Galaxy S9s. By partnering with T-Mobile, Deutsch and DYCD could scale the number of smartphones for employees from 200 to 400 in a few months, all while paying the same amount as their previous carrier due to cost savings through improved service.

T-Mobile also provided MiFi Wi-Fi mobile hotspots for employees who needed to stay connected. These would hold them over until they received the means to work remotely, use smartphones, or signed up with an internet service provider.

“We were able to increase the number of devices for us and for those in need,” Deutsch said. “T-Mobile made that easy.” This translates to a 40 percent cost savings while doubling the number of smartphones for staff.”
For the agency to continue its mission of alleviating the effects of poverty for vulnerable New Yorkers, it needed to provide devices for its provider network to support existing programs. Through T-Mobile, DYCD placed an order for 2,500 tablets and laptops to put in the hands of providers and students so that the programs could continue.

For instance, in the Summer Youth Employment Program, young New Yorkers can continue career exploration, skill-building activities like resume writing and community building remotely via programming created by DYCD. “We always hear stories about how SYEP gave [young people] their first shot at an income—a way to support their family and themselves, and gave them the workplace skills that they were able to apply to their careers. We didn’t want to lose that,” said Mark Zustovich, Chief Public Information Officer of DYCD. The tablets also enable them to network with professionals/mentors and earn money, just by applying for the program. The tablets are useful in supporting a pillar of SYEP, Hats and Ladders, a career readiness tool designed for youth ages 14-25. Now remote, participants can explore potential career paths through educational games and interactive experiences. The tablets make it all possible.

The benefits carry over to DYCD’s Advance & Earn and various literacy programs. Participants can continue with test preparation, training, and networking at home. With the 2,500 tablets, students can continue with adult and young adult literacy programs remotely. DYCD initially did not have the devices to distribute through its provider network.

Managing and distributing 2,500 devices is no easy task. This issue is especially true since many provider networks lack IT support to help manage device procurement and setup. But by teaming-up with T-Mobile, DYCD can resolve the issues with distribution and setup. “We’re dealing with a provider network that does not have an IT shop. Being able to resolve device issues internally has been difficult,” Deutsch said. “T-Mobile has provided a lot of support on that side by making sure that devices land in the hands of the right people and making sure everything is running smoothly.”
Unlocking new opportunities
Thanks to the budget savings offered by TFG, DYCD can create new programs for distance learning, like Learning Labs, which serves tens of thousands. Driven by the pandemic, Learning Labs is a new initiative started in September 2020 through a partnership with the Department of Education. It supports families with young children and students enrolled in blended learning. This means that students will have some school days in-person and some school days remotely each week. Learning Labs provides free childcare options for children from Pre-K through 8th grade who are enrolled in the blended learning model, on days when they are scheduled for remote learning through the pandemic as schools slowly reopen. DYCD spearheads the programming, including arts, recreation, tutoring, local field trips, and emotional support.

DYCD’s relationship with T-Mobile unlocks new opportunities for the agency to fulfill its mission. It helps DYCD continue to serve the community as staff, providers, and the people they serve all deal with COVID-19 in their everyday lives.

City staffers fully supervise the labs at places like libraries and cultural centers where students convene. T-Mobile provides tablets that make learning possible, so students can get additional support on DOE-approved curriculum learning from anywhere.

By teaming-up with T-Mobile, DYCD can also roll out another new initiative, Learning Bridges. It provides remote learning options for children from Pre-K through 8th grade. Community-based organizations and other partners operate Learning Bridges. By providing youth enrolled in the program with tablets, laptops and data service, DYCD and T-Mobile help them connect to their remote learning activities.
The T-Mobile for Government Difference

Our 5G network, great value, top-notch customer service, and its strong customer relationships. T-Mobile provides DYCD with more capacity than any other carrier, offering 5G in more places, so DYCD staff and providers can take learning and career advancement remote. With America's fastest and largest 5G network, DYCD staff and its provider network can bring DYCD's good works to more places. Leading the 5G charge with a network built from the ground up for the next wave of innovation, T-Mobile is leading governments nationwide towards the future of wireless communication.

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Ranked highest in Business Wireless Customer Satisfaction by J.D. Power for four years in a row, our dedicated customer support team is committed to helping government agencies stay connected when they need it most. From onboarding to implementation, our Magenta Glove experience means fast and efficient onboarding for you and your employees so you can be ready for the future of work. This commitment to support is embodied by local Government Account Executive Mark Schenk and the support he offers DYCD.

Why T-Mobile for Government?
T-Mobile for Government is ready and well equipped to support communities, government agencies, educational institutions, and citizens no matter the situation. With our 24x7x365 dedicated customer support team, mobile device inventory, and a national fleet of mobile cell sites, we’re committed to helping government agencies like DYCD stay connected so they can continue their good work.

To learn more about T-Mobile for Government, visit T-Mobile.com/StateandLocal, call your Government Account Executive, or contact our team of government experts at 1-877-386-4246.