



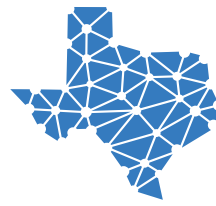
TEXAS BROADBAND
DEVELOPMENT OFFICE

Texas Regional Public Meetings

PARTNER TOOLKIT



*This toolkit contains materials and action items that you can use
to get the word out about the public meeting in your region.*



TEXAS BROADBAND DEVELOPMENT OFFICE

Texas Regional Public Meetings Partner Toolkit

*This toolkit contains materials and action items that you can use
to get the word out about the public meeting in your region.*

May 2023



Texas Comptroller of Public Accounts

Broadband Development Office

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Austin, TX 78701

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How Can You Help?

Hearing from communities is critical to the Texas Broadband Development Office's (BDO) planning process. Empower members of your community to participate in regional events, where they can share their perspective on connectivity in their area and help close the digital divide.

Feedback from public meetings across the state will help BDO develop a plan that increases access, adoption and use of high-speed internet. These meetings will allow residents, local governments, community and faith-based organizations, community anchor institutions and others to share the barriers that prevent them from easily accessing the internet and leveraging its use for education, health care, economic development and access to essential services.

This toolkit provides the following resources for promoting a public meeting in your community:

- Sample email language.
- Sample social media posts.
- Sample press release.
- Sample drop-in article.
- Event flyer.
- Postcard.



Who Should Participate?

Public meetings are open to everyone in your community! Please share the information with your neighbors, friends, colleagues and networks. Key groups that should be invited to participate and help get the word out include:

- Nonprofits.
- Schools.
- PTO/PTA groups.
- Neighborhood associations.
- Faith-based organizations.
- Local government.
- Local businesses.
- Libraries.
- Veterans groups.
- Senior centers.
- Food banks.
- Community health clinics.





Share the Meeting Invitation with Your Community

We encourage members of your community to participate in the public meeting. Share the flyer and registration link with your networks to get the word out.

Email the registration link to your contacts. Email your contacts or include information in a newsletter you send to your networks.



Share on social media. Not everyone has computers, but social media is a great way to ensure people in your community who have smartphones learn about the meeting. Share an invitation to the meeting on social media to help spread the message.

Share at your next event. Share information and flyers about the public meeting if your organization has an event or gathering.

Post information in community spaces. The date, time, location and registration link can be included in many places, including:

- City and county websites.
- Upcoming events pages.
- Bulletin boards at libraries, food banks, schools, clinics and senior centers.
- School district and library websites.
- Marquees and announcement signs at schools and local businesses.





SAMPLE DOCUMENTS



Public Meeting Invitation Language

The sample letter below can be tailored to your network with local details about the meeting.

The Texas Broadband Development Office (BDO) wants to hear from you! Communities around the state are meeting to discuss internet connectivity in their region. High-speed internet connectivity means increased access to the online world. With internet connection, people can access a telehealth appointment, work from home or video chat with friends and family far away. Having access to affordable, reliable high-speed internet and having the skills to use it can increase quality of life and opportunity for Texans.

The BDO and the West Texas regional working group are hosting a community conversation about the needs and priorities of our community for the billions of dollars the state is receiving to bring internet connectivity to all residents.

Join us on August 16th from 2:00PM-4:00PM at Region 18 Education Service Center. The address is 2811 La Force Blvd., Midland, Texas 79706.

Your voice matters! Having widespread input will help the BDO develop a comprehensive state plan.

Register at bit.ly/TxBDOPublicMeetings to join the conversation.

Social Media Posts

The social media posts below can be tailored to your audience with local details about the meeting.



TEXAS BROADBAND
DEVELOPMENT OFFICE

WE NEED YOU

Your input helps improve internet
ACCESSIBILITY • AFFORDABILITY • ADOPTION
for all Texans

JOIN US AT A REGIONAL MEETING

 bit.ly/TxBDOPublicMeetings

Need assistance? Email Plan4Broadband@cpa.texas.gov

 Glenn Hegar, Texas Comptroller of Public Accounts | BroadbandForTexas.com

Sample Facebook Ad



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Sample Twitter Ad

YOUR VOICE MATTERS!

Mark your calendar for a community conversation about high-speed internet! Texas wants to hear from community members, leaders and advocates about how to improve high-speed internet in our region. Register to join the conversation → bit.ly/TxBDOPublicMeetings

How is your internet access? Come share your thoughts on August 16th with the state in a community conversation about the internet.

Learn more and register here → bit.ly/TxBDOPublicMeetings

Texas wants to hear from you about how access to high-speed internet (or lack thereof) affects your community. Join the August 16th community conversation in Midland.

Register here → bit.ly/TxBDOPublicMeetings



Sample Press Release

The press release below can be tailored to your community.

FOR IMMEDIATE RELEASE

Contact: [Insert Name and Title]
[Insert Phone Number]
[Insert Email Address]

Texas Broadband Development Office Seeks Feedback from Communities for Development of Digital Opportunity Plan

Broadband Development Office Invites Community Members to Public Meeting

[City Name], Texas (INSERT DATE) — The Texas Broadband Development Office (BDO) is asking the public to attend a meeting regarding internet accessibility, affordability and usage. The BDO, administered by the Texas Comptroller of Public Accounts, will accept feedback from this meeting to help develop the Texas Digital Opportunity Plan, which is required to draw down federal funding for connecting Texans to reliable, high-speed internet. The BDO expects to complete the plan this fall.

The public meeting will be held on August 16th from 2:00 - 4:00 PM at the Region 18 Education Service Center. The address is 2811 La Force Blvd., Midland, Texas 79706.

We encourage you to register at bit.ly/TxBDOPublicMeetings for the event.

[INSERT QUOTE from LOCAL OFFICIAL HERE.]



Sample Drop-In Article

The article below can be tailored to your audience and included in newsletters or other digital correspondence.

The Texas Broadband Development Office (BDO) wants to hear from you! Local leaders and the BDO are hosting a public meeting to hear from the region about the critical need to connect Texans with reliable broadband access.

Your input will help the BDO develop the Texas Digital Opportunity Plan, which will serve as a roadmap for achieving reliable and affordable broadband, device access, digital skills training and cybersecurity awareness to expand digital opportunities for all Texans.

The public meeting will be held on August 16th from 2:00 - 4:00PM in Midland, Texas.

Register at bit.ly/TxBDOPublicMeetings.

Come share your perspective on the broadband needs of your community, including the digital opportunity barriers you and your neighbors face. Hearing from local communities is integral to ensuring that Texas develops a comprehensive state plan that effectively addresses the digital opportunity needs of all Texans.



YOUR VOICE MATTERS!

Nearly 7 million Texans lack access to high-speed internet and cannot fully participate in our technology-reliant economy.

Help Close the Digital Divide in Texas

Join us for a conversation about your community's digital opportunity needs and barriers to affordable internet service, devices and digital skills training.

A regional event will be held on:

August 16th in Midland

Register here

bit.ly/TxBDOPublicMeetings



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BroadbandForTexas.com



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For more information, visit our website:

[BroadbandForTexas.com](https://www.broadbandfortexas.com)

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