



OUTREACH PARTNER TOOLKIT

Texas Digital Opportunity Plan Public Comment



TEXAS BROADBAND
DEVELOPMENT OFFICE

Texas Digital Opportunity Plan Public Comment

This toolkit contains materials and action items that you can use to get the word out about the Texas Digital Opportunity Plan public comment period, November 27, 2023 – January 5, 2024.



Texas Comptroller of Public Accounts
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What is Digital Opportunity?

Digital opportunity occurs when all Texas residents have the technology and knowledge needed to fully participate in a technology-reliant economy, by being able to readily access employment, education, health and essential services. Digital opportunity programs provide affordable and reliable internet, affordable devices and digital skills training to those most in need.

Texas's Vision for Digital Opportunity

The [Texas Broadband Development Office \(BDO\)](#) is developing a Digital Opportunity Plan to realize its vision for all Texans to have access to:

- Reliable and affordable broadband internet service.
- Affordable devices such as phones and laptops.
- Technical support.
- Digital skills training.
- Cybersecurity awareness and online privacy.



Outreach Goal

The outreach goal is to empower the community to close the digital divide by inviting people to participate in the planning process. The Texas Digital Opportunity Plan supports programs that provide reliable and affordable broadband internet service, devices, digital skills training, and cybersecurity awareness. The public comment period allows Texas residents to give their feedback on the plan.

- (1) Please take a few minutes to review the Texas Digital Opportunity Plan and submit your comments.
- (2) Help us get the word out by sharing the public comment opportunity with members of your community.

Who should review and comment on the Digital Opportunity Plan?

- All Texas residents, local governments and organizations should review and comment on the plan.
- The Texas Broadband Development Office is especially interested in hearing from people for whom broadband access, affordability, and adoption have been challenging, including adults age 60 and older; veterans; English-language learners; people living with disabilities; people who primarily live in rural areas; racial and ethnic minorities; and those living at or below the federal poverty level, as well as organizations that serve these communities.

Public Comment Overview

What is public comment? Public comment is an opportunity for Texas residents to review and give their feedback on the Texas Digital Opportunity Plan, which is required to receive federal funding for connecting Texans to reliable, high-speed internet and digital resources.



How will comments be used? The BDO will review every comment. Feedback collected from the public comment period will help refine the state’s plan to expand digital opportunities and future funding strategies throughout Texas. The BDO will consider your feedback as they make changes to and finalize the Digital Opportunity Plan.

Will my comments be anonymous? Your name and email address will only be shared with BDO as part of the commenting process. All comments will be included as part of the final Texas Digital Opportunity Plan, however all commenters’ names and identifying information will be removed. Further, the National Telecommunications and Information Administration (NTIA) will make a record of your comment available online. The NTIA will not share your name or other identifying information. They will only share your comments and the section of the plan to which your comments refer.

How do I make comments? Follow the link to review the [plan](#). Fill out the form with your information, select a section to provide a comment, then type or use the Voice to Text feature to provide your comment on that section. You can comment on multiple sections by clicking “Would you like to comment on another section?” Once you’ve provided your comment on the sections where you’d like to give feedback, click the “Click to Submit” button. You will receive an email confirming receipt of your comments.

Tips for Effective Comments

- (1) Support your comment with data, facts, and opinions. When possible, tell us about your own experiences in your comment.
- (2) Clearly identify the section within the plan for which you are submitting comments and include the section number.



Tips for Sharing the Public Comment Period with Texas Residents



Email the plan and comment link. Send an email with the link to the plan and ask recipients to comment.



Share on social media. Not everyone has computers, but social media is a great way to make sure people who have smartphones are able to review the plan and comment. Share an invitation to comment on the plan on social media accounts to help spread the message.



Share at events. If a partner organization has an event or gathering coming up, ask that they distribute the link to the plan and comment page at the event, or reserve a few minutes at the end of the event to allow attendees to submit their comments.



Bring the plan to those who need it. Members of the community may need help accessing the plan and commenting. You can improve accessibility and increase response rates by:

- Asking for volunteers to help with collecting comments in the online comment form at community events.
- Walking people through the plan and how to make comments in person or by phone.
- Sending the plan and information about the opportunity to comment in a letter or flyer, adding it to your existing newsletter, and/or including a link to it on your organization's website or social media.



Sample Documents

Sample Digital Newsletter Copy

Tailor this sample email as appropriate for your network. This is also available in Spanish.

[Download an editable version.](#)

Dear [FIRST NAME],

Without high-speed internet, nearly 7 million Texans are being left behind. Having faster, affordable internet can improve your life. It gives easier access to education, healthcare, and job opportunities, no matter where you live.

The Texas Broadband Development Office (BDO) is creating the Texas Digital Opportunity Plan. The plan will make it easier for all Texans to access and use the internet. This starts with improving broadband (or high-speed internet) adoption, device access, and digital skills training. But first, the BDO wants to hear from you.

Visit BroadbandForTexas.com/TDOP to learn about the plan and tell them what you think about it, so they can help more people in Texas access technology and thrive.

Texans can give their opinions on the Texas Digital Opportunity Plan from November 27, 2023, through January 5, 2024.

Thank you for your participation.



Sample Press Release

A press release is available in English and Spanish and can be tailored to your community.
[Download an editable version.](#)

Sample Social Media Post

Tailor this social media post to your audience as appropriate. This is also available in Spanish.
[Download graphic files and editable text.](#)

Without high-speed internet, nearly 7 million Texans are being left behind. Better broadband access means better access to education, healthcare, & jobs. TX needs your input to help the state improve access. Share your opinion on BroadbandForTexas.com/TDOP.
#BroadbandForTexas

Help your community get connected
to affordable, high-speed internet
and the skills to use it!



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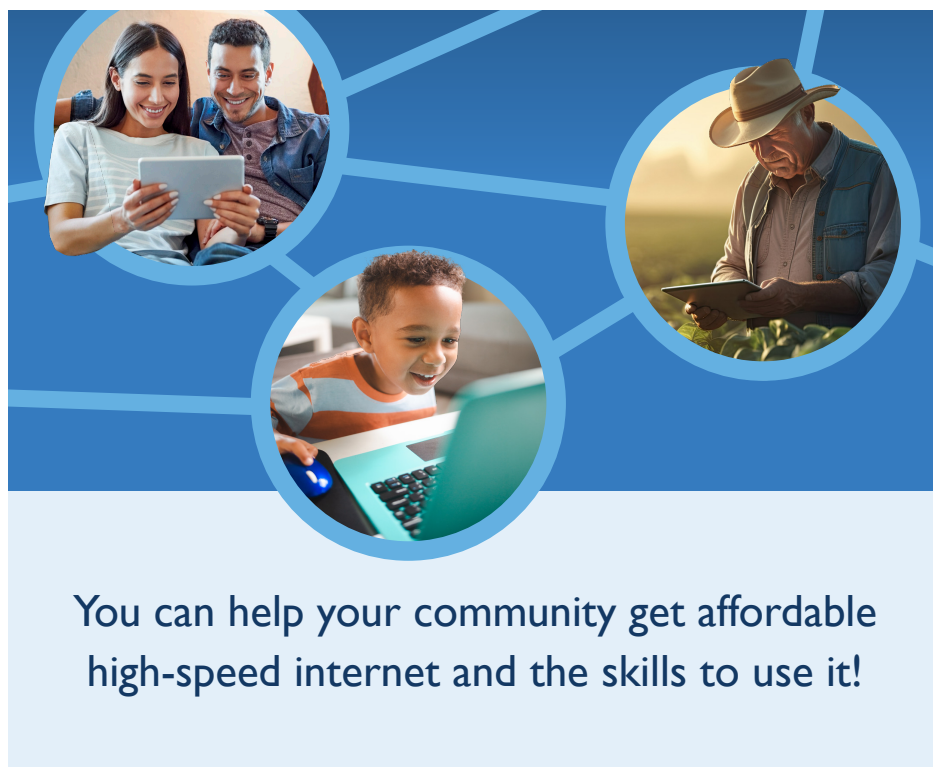
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Flyer

The flyer below can be shared with your community. This is also available in Spanish.
[Download a PDF.](#)



We want to hear from you.

Fast internet service can connect you to education, healthcare options, and job opportunities. The Texas Digital Opportunity Plan will shape how the state expands access to quality internet service to every corner of the Lone Star State! The plan also outlines how to give people access to devices, technical support, cybersecurity, and digital training.

But...

We need your input because we can't do it without you! Only you can tell us what's best for your family, your business, and your community.

From November 27, 2023, through January 5, 2024, you can share your opinions about the plan. Your comments will help us provide better internet service to you and all Texans.



Scan here or visit
[BroadbandForTexas.com/TDOP.](https://BroadbandForTexas.com/TDOP)



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For more information, visit our website:

BroadbandForTexas.com

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