

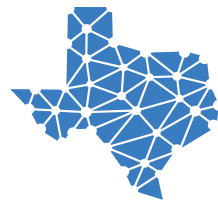


Texas Digital Opportunity Public Survey

PARTNER TOOLKIT



This toolkit contains materials and action items that you can use to get the word out about the Texas Digital Opportunity Public Survey.



TEXAS BROADBAND DEVELOPMENT OFFICE

Texas Digital Opportunity Public Survey Partner Toolkit

*This toolkit contains materials and action items you can use to get
the word out about the Texas Digital Opportunity Public Survey.*

April 2023



Texas Comptroller of Public Accounts

Broadband Development Office

111 E. 17th Street

Austin, TX 78701

broadband@cpa.texas.com

833-3-TEXBDO





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.

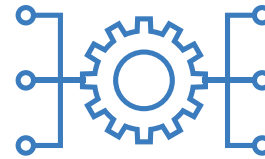




Texas' Vision for Digital Opportunity

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
- Technical support
- Digital skills training
- Cybersecurity awareness & online privacy



How You Can Help

Empower your community to close the digital divide by participating in the planning process. The [Texas Digital Opportunity Public Survey](#) will help inform the State to develop a plan that supports programs that provide reliable and affordable broadband internet service, devices, digital skills training, and cybersecurity awareness. The survey enables community members to share the barriers that prevent them from being able to easily access the internet and leverage its use for education, healthcare, economic development and access to essential services.



- (1) Please take 10 minutes to complete the Texas Digital Opportunity Public Survey for your household.
- (2) Help us get the word out in your community by sharing the survey with members of your community.



Take the Texas Digital Opportunity Public Survey:

qrco.de/txpublicsurvey



Who Should Take the Digital Opportunity Public Survey?

All Texas residents who are 18 years of age or older should take the survey.

We are especially interested in hearing from individuals for whom broadband access, affordability, and adoption have been challenging, including adults aged 60 and older, veterans, English language learners, individuals living with disabilities, people who primarily live in rural areas, minorities, and those living at or below the federal poverty level.

Partners may print and provide paper versions of the survey – included in this toolkit – to those who cannot access it online.

Please contact Plan4Broadband@cpa.texas.gov for additional assistance with paper surveys.





Share the Digital Opportunity Public Survey with Your Community

We want to hear from your community about barriers to digital opportunities. To get the word out and increase response rates, share the Digital Opportunity Public Survey with your network.

Email the survey link to your contacts: Send an email to your contacts containing the survey link and ask them to complete it.

Share on social media: Not everyone has computers, but social media is a great way to make sure people in your community who have smartphones are able to complete the survey. Share an invitation to the survey on your social media accounts to help spread the message.

Share at your next event: If your organization has an event or gathering coming up, please distribute the survey link at the event, or reserve 10 minutes at the end of your event to allow participants to complete the survey.

Bring the survey to those who need it: Many members of your community may need help accessing and completing the survey. You can improve accessibility and increase response rates by doing the following:



- Providing copies of the paper survey.
- Asking for volunteers to help with collecting responses at community events.
- Walking through the survey in person or by phone.
- Sending survey information 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.
- Coordinating with BDO on submitting completed paper surveys by emailing Plan4Broadband@cpa.texas.gov.





SAMPLE DOCUMENTS

Sample Invitation Letter

The sample letter below can be tailored to your network as appropriate.

Dear [INSERT FIRST NAME],

Millions of Texas households lack broadband access. Many Texans cannot attend online classes, use telemedicine, fill out a job application online, or access online marketplaces. These barriers negatively affect the quality of life and limit economic opportunities for Texans and the State overall.

The Texas Broadband Development Office (BDO) is in the process of developing the Texas Digital Opportunity Plan for achieving reliable and affordable broadband, device access, digital skills training, and cybersecurity awareness to expand digital opportunities for all Texans.

BDO wants to hear from you. Tell the BDO what your experience is with broadband internet accessibility, affordability and adoption by completing the [Digital Opportunity Public Survey](#).

The survey includes an optional speed test and is available in English, Spanish, Chinese and Vietnamese, and is audio-enabled to ensure folks with limited literacy, limited English proficiency and visual impairments can hear the survey questions and answers.

Your opinions matter. Take 10 minutes to complete the Digital Opportunity Public Survey.

Thank you for your participation.

Sample Social Media Posting

The social media post below can be tailored to your audience as appropriate.

HELP CLOSE THE DIGITAL DIVIDE IN TEXAS

Nearly 2.8 million Texas households lack access to high-speed internet and cannot fully participate in a technology-reliant economy. Share your feedback about your digital opportunity needs and barriers you may have faced getting affordable internet service, devices and digital skills training.

YOUR VOICE MATTERS!

We need all communities in Texas to participate.

Take 10 minutes to complete the Digital Opportunity Public Survey: qrco.de/txpublicsurvey





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 Input from Public for Development of Digital Opportunity Plan

Broadband Development Office Invites All Texans to Complete Public Survey

[City Name], Texas (INSERT DATE) – The Texas Broadband Development Office (BDO) is asking the public for input on internet accessibility, affordability and usage. BDO, which is administered by the Texas Comptroller of Public Accounts, will use the Digital Opportunity Plan: Public Survey to develop a Texas Digital Opportunity Plan, which is required to draw down federal funding for connecting Texans to reliable, high-speed internet.

The survey began April 20 and will stay open for approximately two months.

[INSERT QUOTE from LOCAL OFFICIAL HERE. CAN ALSO USE COMPTROLLER HEGAR QUOTE BELOW.]

“Access to reliable, high-speed internet as a means of advancing education, training, employment opportunities, health care and delivery of essential services is critical to the future of our state,” Texas Comptroller Glenn Hegar said. “But we know that we can’t do this without partners in the regions and the communities that need this service the most. Your input, passion and local knowledge will help us ensure the Texas Digital Opportunity Plan establishes a clear roadmap to bridge the digital divide and promote digital opportunities for all Texans.”

BDO expects to complete the Texas Digital Opportunity Plan this fall.

Take the Texas Digital Opportunity Plan: Public Survey: qrco.de/txpublicsurvey



About BDO

In 2021, the 87th Texas Legislature established BDO. In accordance with the legislation, BDO has been tasked with:

- Creating an accurate [broadband map](#) of eligible and ineligible areas for financial assistance. The map will have a challenge process to dispute any perceived inaccuracies.
- Establishing a long-term statewide [broadband plan](#) that addresses strategies and goals for expanding access to and further adoption of broadband service.
- Awarding grants or other financial instruments to meet the goals of the statewide broadband plan.

press release continued on page 8 >



- Setting the effective threshold speed for broadband service (25 Mbps download/3 Mbps upload).
- Engaging in outreach to communities regarding the expansion.
- Addressing barriers for future expansion efforts.

Go to the Comptroller’s website to [learn more about BDO](#).

Sample Drop-In Article

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

PROVIDE YOUR INPUT – HELP CLOSE THE DIGITAL DIVIDE

Nearly 2.8 million Texas households lack access to high-speed internet. There is a critical need to connect Texans with reliable broadband access, as well as the affordable devices and digital skills necessary to use the internet.

The Texas Broadband Development Office (BDO) is developing 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.

A major step in this process is to identify the digital opportunity barriers faced by Texas households, such as lack of infrastructure, digital literacy, affordable service or access to devices. To better understand these barriers, BDO has developed the Texas Digital Opportunity Public Survey to collect information about what Texans are experiencing with broadband internet accessibility, affordability and adoption. The survey, which includes an optional speed test, is available in English, Spanish, Chinese and Vietnamese. Widespread input will ensure the state develops a comprehensive and inclusive plan that effectively addresses the digital opportunity needs of all Texans.

Help close the digital divide for Texans by completing the [Texas Digital Opportunity Public Survey](#). Feedback collected from this survey will help develop the state’s plan to expand digital opportunities and future funding strategies throughout Texas.





Printable Sample Surveys and Flyer Document



YOUR VOICE MATTERS!

Nearly 2.8 million Texas households lack access to high-speed internet and cannot fully participate in a technology-reliant economy. Share your feedback about your digital opportunity needs and barriers you may have faced getting affordable internet service, devices and digital skills training.

Help close the digital divide in Texas

We need all communities in Texas to participate. Widespread input will enable the state to develop a comprehensive and inclusive Texas Digital Opportunity Plan.

Take the Texas Digital Opportunity Public Survey:

qrco.de/txpublicsurvey

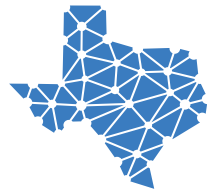


Scan here to take
the survey.



**TEXAS BROADBAND
DEVELOPMENT OFFICE**

BroadbandForTexas.com



Texas Digital Opportunity Plan: Public Survey

The State of Texas is designing solutions to ensure that all residents have access to high quality and affordable internet service, devices, skills training, and digital support. This Public Survey will gather information about your current experiences using the internet and should be completed by one individual per household. The survey is completely anonymous. Your feedback is vital to understanding barriers to internet access, affordability and adoption, to help close the digital divide. Thank you for your time and participation.

Do you reside in Texas and are you 18 or older?

- Yes No

What is your **zip code**: _____

Do you or anyone you reside with belong to any of the following groups? Please check all that apply.

- | | | |
|---|--|--|
| <input type="checkbox"/> 60 years or older | <input type="checkbox"/> English language learner and/or have difficulty understanding English | <input type="checkbox"/> U.S. immigrant |
| <input type="checkbox"/> U.S. Veteran | <input type="checkbox"/> Rural area resident | <input type="checkbox"/> Unhoused or experiencing homelessness |
| <input type="checkbox"/> Living with a disability | <input type="checkbox"/> Member of a Tribe or Tribal community | <input type="checkbox"/> None of the above |

Can you connect to the internet from home?

This includes connecting from a desktop, laptop, tablet, or smartphone.

- Yes – Please answer **questions 1-6**
- No – Please skip to **question 7** (*Flip this page over*)

Please answer the following questions only if you CAN connect to the internet from home.

I. Which of the following devices do you use to connect to the internet at home? Please check all that apply.

- | | | |
|---|---|--|
| <input type="checkbox"/> Desktop computer | <input type="checkbox"/> Smartphone | <input type="checkbox"/> I don't know |
| <input type="checkbox"/> Laptop computer | <input type="checkbox"/> I don't have a device that can connect to the internet | <input type="checkbox"/> Other (please specify): _____ |
| <input type="checkbox"/> Tablet computer | | _____ |

2. How do you connect to the internet at home? Please check all that apply.

- | | |
|---|--|
| <input type="checkbox"/> Subscribe to home internet service | <input type="checkbox"/> I don't know |
| <input type="checkbox"/> Community Wi-Fi (such as free Wi-Fi provided by a community organization) | <input type="checkbox"/> Other (please specify): _____ |
| <input type="checkbox"/> Mobile data plan (including mobile connected tablets, smartphones, hotspots and MiFis) | _____ |

3. Which of these options best describes your internet service at home in terms of speed and reliability?

Adequate or good enough for my needs and/or my family's needs

Not adequate or good enough for my needs and/or my family's needs

I don't know

4. On a rating scale of 1 to 5, with 5 being the highest rating, how would you rate your Internet Service Provider in terms of reliability of the Internet service (for example, there are no service interruptions, and the service speed is consistent for the most part)

1 – not at all reliable

3 – reliable

5 – extremely reliable

2 – slightly reliable

4 – very reliable

5. Approximately how much is your total monthly bill for home internet? \$ _____

6. Are you currently enrolled in any of these discounted internet service programs? Please check all that apply.

Lifeline

Other affordable internet service:

Affordable Connectivity Program (ACP).
(ACP is a federal program to help low-income households pay for internet service and connected devices. For more information, call 877-384-2575.)

None of these

I don't know

Please answer the following questions only if you CANNOT connect to the internet at home.

7. Do you connect to the internet in other places, for example a Wi-Fi network at a library or a café or while at work?

Yes

No

8. Where else do you connect to the internet? Please check all that apply.

At work

At a public space (such as a park, government building)

I don't know

At the home of relatives or friends

On public transit

Other (please specify):

At a retail store or restaurant (such as McDonalds, Taco Bell, Starbucks)

Using Community Wi-Fi (such as free Wi-Fi provided by a community organization)

At a school or library

In a parking lot of a school or library

9. Which of the following explains why you do not currently subscribe to home internet service? Please check all that apply.

Home internet service is too expensive

Nobody in my household knows enough about using a computer/laptop

I can do everything I need to using my smartphone

Nobody in my household has a desktop, laptop, or tablet computer

I am concerned about privacy, identity theft, and other types of cybercrime

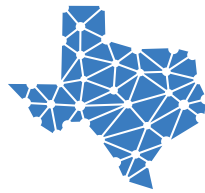
Other (please specify):

Home internet service is not available or adequate where I live

Thank you for taking the survey. Your response will help shape the State's policies and future funding allocations to close the digital divide for all Texans.

Email to: Plan4Broadband@cpa.texas.gov • Mail to: Texas Comptroller's Broadband Development Office,
P.O. Box 13528, Austin, Texas 78711-3528 • Fax to: (512) 463-3510

If you would like to learn more, please visit: **BroadbandForTexas.com**.
If you have any questions, please email **Plan4Broadband@cpa.texas.gov**.



Plan de Equidad Digital del Estado de Texas: Encuesta Pública

El estado de Texas está diseñando soluciones para garantizar que todos los residentes de Texas tengan acceso a servicios de internet, dispositivos, capacitación en habilidades y apoyo digital asequibles y de alta calidad. Esta encuesta de Equidad Digital recopilará información sobre sus experiencias actuales en el uso de internet y debe ser completada por una persona por hogar. La encuesta es completamente anónima. Sus comentarios son vitales para comprender las barreras al acceso, la asequibilidad y la adopción de internet, para ayudar a cerrar la brecha digital. Gracias por su tiempo y participación.

¿Reside en Texas y tiene 18 años o más?

- Sí No

¿Cuál es su **código postal**? _____

¿Usted o alguien con quien reside pertenece a alguno de los siguientes grupos? Por favor marque todas los que apliquen.

- | | | |
|--|---|--|
| <input type="checkbox"/> 60 años o más | <input type="checkbox"/> Aprendiendo inglés y/o tengo dificultades para entender inglés | <input type="checkbox"/> Inmigrante estadounidense |
| <input type="checkbox"/> Veterano de los EE.UU. | <input type="checkbox"/> Residente de un área rural | <input type="checkbox"/> Sin vivienda o sin hogar |
| <input type="checkbox"/> Persona o familia que vive con una discapacidad | <input type="checkbox"/> Miembro de una tribu o comunidad tribal | <input type="checkbox"/> Ninguna de las anteriores |

¿Puede conectarse al internet desde casa? Esto incluye conectarse al internet desde una computadora de escritorio, una computadora portátil, una tableta o desde un teléfono inteligente.

- Sí – Por favor responda las **preguntas 1-6**
- No – Por favor salte a la **pregunta 7** (voltea esta página).

Por favor responda a las siguientes preguntas solo SI PUEDE conectarse al internet desde su casa.

1. ¿Cuál de los siguientes dispositivos utiliza para conectarse a internet en su casa? Por favor marque todos los que correspondan.

- | | | |
|--|---|---|
| <input type="checkbox"/> Computadora de escritorio | <input type="checkbox"/> Teléfono inteligente | <input type="checkbox"/> No sé |
| <input type="checkbox"/> Computadora portátil | <input type="checkbox"/> No tengo un dispositivo que pueda conectarse al internet | <input type="checkbox"/> Otros (por favor especifique): _____ |
| <input type="checkbox"/> Tableta | | |

2. ¿Cómo se conecta al internet en casa? Por favor marque todo lo que corresponda.

- | | |
|--|--|
| <input type="checkbox"/> Me suscribo al servicio de internet en el hogar | <input type="checkbox"/> No sé |
| <input type="checkbox"/> Wi-Fi comunitario (como Wi-Fi gratuito proporcionado por una organización comunitaria) | <input type="checkbox"/> Otra (por favor especifique): _____ |
| <input type="checkbox"/> Plan de datos móviles (incluidas tabletas, teléfonos inteligentes, puntos de acceso y MiFi conectados a dispositivos móviles) | |

3. ¿Cuál de estas opciones describe mejor su servicio de internet en casa en términos de velocidad y confiabilidad?

Adecuado o suficientemente bueno para mis necesidades y/o las necesidades de mi familia

No es adecuado o lo suficientemente bueno para mis necesidades y/o las necesidades de mi familia

No sé

4. En una escala de calificación del 1 al 5, siendo 5 la calificación más alta, ¿cómo calificaría a su proveedor de servicios de internet en términos de: **La confiabilidad del servicio de internet** (por ejemplo, no hay interrupciones en el servicio y la velocidad del servicio es en su mayor parte constante)

1 – nada confiable

3 – confiable

5 – extremadamente confiable

2 – poco confiable

4 – muy confiable

5. Aproximadamente, ¿cuánto es su factura mensual total de internet en el hogar? \$ _____

6. ¿Está actualmente inscrito en alguno de estos programas de servicio de internet con descuento? Por favor marque todos los que correspondan.

Lifeline

Otro servicio de internet económico: _____

Programa de Descuentos para internet (ACP).
(ACP es un programa federal para ayudar a los hogares de bajos ingresos pagar el servicio de internet y los dispositivos conectados. Para más información, llame: 877-384-2575.)

Ninguno de esos

No sé

Por favor responda a las siguientes preguntas solo si NO PUEDE conectarse al internet desde su casa.

7. ¿Se conecta a internet en otros lugares, por ejemplo, una red Wi-Fi en una biblioteca o una cafetería, o mientras está en el trabajo?

Sí

No

8. ¿Dónde más se conecta al internet? Por favor marque todos los que correspondan.

En el trabajo

En un estacionamiento de una escuela o biblioteca

Wi-Fi comunitario (como Wi-Fi gratuito proporcionado por una organización comunitaria)

En casa de familiares o amigos

En un espacio público (como un parque, un edificio gubernamental)

No sé

En una tienda minorista o restaurante (como McDonalds, Taco Bell, Starbucks)

En transporte público

Otros (por favor especifique): _____

En una escuela o biblioteca

9. ¿Cuál de los siguientes explica por qué actualmente no está suscrito al servicio de internet residencial? Por favor marque todos los que correspondan.

Los servicios de internet en el hogar son demasiado caros

Los servicios de internet en el hogar no están disponibles o no son adecuados donde vivo

Me preocupa la privacidad, el robo de identidad y otros tipos de ciberdelincuencia

Nadie en mi hogar tiene una computadora de escritorio, portátil o tableta

Nadie en mi hogar sabe lo suficiente sobre el uso de una computadora de escritorio/portátil

Puedo hacer todo lo que necesito usando mi teléfono inteligente

Otro (por favor especifique): _____

¡Gracias por participar en la encuesta! Su respuesta ayudará a dar forma a las políticas estatales y futuras asignaciones de fondos para cerrar la brecha digital para todos los Tejanos.

Envíe por correo electrónico: Plan4Broadband@cpa.texas.gov • Envíe por correo: Texas Comptroller's Broadband Development Office, P.O. Box 13528, Austin, Texas 78711-3528 • Envíe por fax a: (512) 463-3510

Si quieres obtener más información, visite: **BroadbandForTexas.com**.

Si tiene alguna pregunta, por favor envíe un correo electrónico a **Plan4Broadband@cpa.texas.gov**



For more information, visit our website:

BroadbandForTexas.com

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