

## Communications Guidance

We are happy to work with you on communications regarding the Dallas Fed's participation in your digital inclusion initiative. We are providing these suggested talking points as guidance.

If ConnEctor Task Force or any of the participating entities issue written statements or releases that involve mention of the Dallas Fed, we would like to review to ensure the Federal Reserve's role is described accurately.

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### Primary Messages: Initiative and Roles

- ConnEctor Task Force is working with the Federal Reserve Bank of Dallas and a broadband consultant, Magellan Advisors, to create a plan to expand access to high-speed internet in Ector County. We want to ensure that all residents, wherever they live, can connect with online resources at any time.
- We will take up to three years to design a solution that will be a good fit for our community. We'll look at every aspect of getting people connected: Do they have access to broadband infrastructure? Do they have computers, tablets or other devices to use? Can they afford internet service? Do they have the knowledge and skills to use the internet?
- Our goal is to create a workable, cost-effective plan that will address any gaps. We will then seek funding from public and/or private sources to implement the plan so that everyone in our community will have reliable access to the internet.
- This is a community effort that will support a brighter economic future for all of Ector County. We need to involve everyone who can contribute to its success. This might include business leaders, bankers, educators, service providers, nonprofits, public officials and philanthropy. The Dallas Fed will assist in convening community partners and provide training to help us work together effectively.
- Magellan Advisors will assist on the technical side. They will work with us to assess community needs, infrastructure and other factors and then analyze business models and financial considerations. We will use this to create a viable plan for expanding broadband access and promoting digital inclusion in Ector County.



## Supporting Messages: Economic Importance of Digital Inclusion

- Broadband is now recognized as essential infrastructure for communities everywhere. Universal access to broadband will help drive economic gains as we move forward.
- Broadband access is a key to education, jobs and economic opportunity. It's something every community needs to thrive.
- Reliable access to high-speed internet plays a critical role in improving educational outcomes and economic participation. That's why we must find a cost-effective, long-term solution to permanently close the digital divide in Ector County.
- Having reliable and affordable internet access helps people connect with school, jobs, business opportunities, health care, financial services and more.