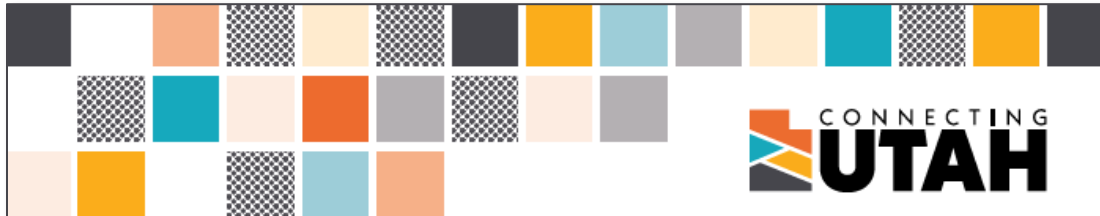# Appendix D: Outreach Materials

CONNECTING UTAH OVERVIEW FLYER

CONNECTING UTAH OVERVIEW FLYER - SPANISH

CONNECTING UTAH

VAMOS A CONECTAR

Internet de alta velocidad se ha convertido en una herramienta esencial necesaria para participar plenamente en la sociedad actual. El Utah Broadband Center [Centro de Banda Ancha de Utah] (que forma parte de la Oficina de Oportunidades Económicas del Gobernador) ha lanzado la iniciativa Connecting Utah [Conectar Utah] para ayudar a planificar y poner en marcha la expansión de la disponibilidad, el acceso y la asequibilidad de internet de alta velocidad para todos los habitantes de Utah.

NECESITAMOS SU OPINIÓN

1. ENCUESTA POR INTERNET

Háblenos de su servicio de internet. ¿Es demasiado lento, caro o incluso inexistente? ¡Díganos sus comentarios! Esta encuesta nos ayudará a saber cómo es internet para usted en estos momentos y qué mejoras podemos incorporar.

2. PRUEBA DE VELOCIDAD DE INTERNET EN UTAH

Díganos la velocidad de que tiene de internet realizando un test rápido y sencillo. El test de velocidad de internet ayudará a orientar dónde.

INTERNET SPEED TEST

¿CUMPLE USTED LOS REQUISITOS PARA EL PROGRAMA DE CONECTIVIDAD ASEQUIBLE?

Si usted o alguien en su casa participa en cualquiera de los siguientes programas, podrá optar automáticamente a un descuento de 30 $ en su factura mensual de internet o a un descuento de 100 $ en un nuevo dispositivo.

- Almuerzo escolar gratuito/reducido
- SNAP
- Medicaid
- Lifeline
- WIC

- Federal Public Housing Assistance [Ayuda federal a la vivienda pública]
- Federal Pell Grant [Ayuda Federal Pell]

Para más información, visite **acp.utah.gov**

INFORMACIÓN DE CONTACTO

LÍNEA DIRECTA: 435-264-8880   CORREO ELECTRÓNICO: connectingutah@utah.gov   PÁGINA WEB: allonline.utah.gov

Una iniciativa del Centro de Banda Ancha de Utah de la Oficina de Oportunidades Económicas del Gobernador.

D

CONNECTING UTAH LOCAL GOVERNMENT OVERVIEW FLYER

CONNECTING UTAH

HIGH-SPEED INTERNET FOR EVERYONE
ALL UTAH, ALL ONLINE

High-speed internet is essential for Utahns to access digital tools that help them be connected members of their communities. It plays a critical role in connecting Utahns to work, education, health care, commerce and other essential services.

According to the 2021 American Communities Survey, more than 70,000 households in Utah don't have access to the internet. The Utah Broadband Center (UBC), part of the Governor's Office of Economic Opportunity has launched **Connecting Utah, an effort to ensure** **that every community has access to reliable and affordable high-speed internet**.

Connecting Utah is working with stakeholders, communities, tribal governments and internet service providers (ISPs) to create a five-year Digital Connectivity Plan (DCP) to identify areas with low or no access to high-speed internet. The plan will outline strategies for deployment to provide all Utahns with reliable high-speed internet access and provide funding opportunities for local governments.

HOW YOU CAN HELP

1. LOCAL COORDINATION

- Create or update your local high-speed internet plan to identify areas of future expansion.
- Complete the **Connecting Utah Elected Officials Survey** to share the status of connectivity in your community.
- Join us at a local workshop to share your community's current and future high-speed internet needs and challenges.

2. PARTNERING

- Form partnerships and begin collaborating with ISPs, community groups and other affiliate agencies to bolster local broadband planning efforts.

3. FUNDING UPDATES

- Sign up for Connecting Utah email updates to be made aware of funding, education and planning opportunities.

TIMELINE

FALL 2022
- One-on-one stakeholder meetings

WINTER 2023
- Local workshops
- DCP Draft

SPRING 2023
- Public review of DCP and public comment period
- DCP submitted to National Telecommunications and Information Administration (NTIA)
- Local technical assistance and funding programs opened

CONTACT INFORMATION

HOTLINE: 435-264-8880   **EMAIL: connectingutah@utah.gov**   **WEBSITE: allonline.utah.gov**

UTAH INTERNET SPEED TEST CAMPAIGN FLYER

INTERNET SPEED TEST
SPEEDTEST.UTAH.GOV

UTAH INTERNET SPEED TEST CAMPAIGN

The Utah Broadband Center, powered by the Governor's Office of Economic Opportunity, is launching the Utah Internet Speed Test Campaign. It's a statewide effort for all Utahns to report their internet speed at home, work, or wherever they connect to broadband. **The Speed Test is meant to be taken by everyone. Let us know if your internet speeds are high, low or you don't have access at all.**

The Speed Test Campaign will help:

- Reveal areas of Utah that lack high-speed internet connection to homes and businesses and the reasons why
- Direct funding to provide reliable broadband access throughout the state
- Discover where there are great broadband internet speeds and promote economic opportunities

Please help us identify Utah's areas with the greatest need for internet speed at this URL: speedtest.utah.gov. It only takes 60 seconds.

The speed test form is available in both English and Spanish.

For individuals who do not have access to the internet, please call the campaign's hotline at 435-264-8880.

SCAN TO TEST

YOUR INTERNET SPEED

SHARE THE UTAH INTERNET SPEED TEST CAMPAIGN

Help spread the word to your friends and family. Share the speed test with them in person or online. Please reference the Utah Internet Speed Test Campaign or use #UtahSpeedTestCampaign.

The more you help us spread the word, the more data we'll receive. Having more information increases our eligibility for funding. We can then improve broadband access where it's needed most.

Hotline: 435-264-8880   Email: connectingutah@utah.gov   Website: allonline.utah.gov

D

UTAH INTERNET SPEED TEST CAMPAIGN BOOKMARK

INTERNET SPEED TEST
SPEEDTEST.UTAH.GOV

GOT INTERNET?

Let us know! Participate in the Utah Internet Speed Test Campaign.

Test your internet speed at home, work, or wherever you get internet.

speedtest.utah.gov

And, if you don't have internet access, please let us know by calling **435-264-8880**.

INTERNET SPEED TEST
SPEEDTEST.UTAH.GOV

¿TIENE INTERNET?

¡Haznos saber! Participe en la campaña de prueba de velocidad de Internet de Utah.

Pruebe la velocidad de su internet en casa, trabajo, o donde tenga internet.

speedtest.utah.gov

Si usted no tiene acceso a internet, infórmenos saber llamando al **435-264-8880**.

PRESS RELEASE

Governor's Office of Economic Opportunity

Spencer J. Cox
Governor

Deidre M. Henderson
Lt. Governor

Ryan G. Starks
Executive Director

For Immediate Release

Contact:
Ashley Okawa
Public Information Officer
ashleyokawa@utah.gov | 801-518-3765

Utah Broadband Center Asking County Residents To Help Identify Areas With High-speed Internet Connectivity Needs
The public can provide input through an online survey, taking the speed test, and/or a phone call

SALT LAKE CITY (March 22, 2023) — The Utah Broadband Center (UBC), part of the Governor's Office of Economic Opportunity, is asking for input from county residents to identify areas with low or no access to high-speed internet.

As part of its Connecting Utah initiative, UBC is working to make high-speed internet accessible and affordable to every resident. Utah received funds through the federal Broadband Equity, Access, and Deployment program and the Digital Equity Act to develop a five-year action plan to expand access to affordable high-speed internet in unserved and underserved areas of the state.

Once the unserved and underserved locations are identified, UBC will develop strategies to increase internet access and incorporate these strategies into the five-year action plan.

"Access to reliable and affordable high-speed internet for every Utahn is our goal," said Gov. Cox. "High-speed internet allows our communities to access online opportunities for work, education, healthcare, commerce, and other essential quality-of-life services."

Residents can provide input as well as request accommodations, such as language translation, in any of the following ways:

- Visit allonline.utah.gov to take a brief internet speed test and survey.
- Call 435-264-8880.
- Email connectingutah@utah.gov.

Many Utahns not only need internet connectivity, but access to high-speed internet. Lack of infrastructure, devices, digital skills, and affordability issues make accessing online resources difficult for some Utahns. According to the Utah Census Bureau's 2021 American Communities Survey, more than 70,000 Utah households need internet connectivity and even more do not have high-speed internet access.

LIFE
UTAH
ELEVATED

60 East South Temple, Suite 300 | Salt Lake City, Utah 84111-1004 | 801-538-8680 | business.utah.gov

STAKEHOLDER OUTREACH PACKAGE MATERIALS

The UBC planning team provided outreach content to stakeholders who were involved in the planning process, to promote awareness of the planning efforts in local communities. Outreach packages included suggested public service announcement (PSA) content, social media content and graphics, website and newsletter content, flyers, and the Utah Internet Speed Test Campaign bookmarks. Stakeholders were asked to distribute these materials through their respective communication channels. The planning team also provided any printed outreach materials for local distribution, upon request.

PUBLIC SERVICE ANNOUNCEMENT (PSA)

High-speed internet is essential in our everyday lives. It helps us learn, work and connect.

Connecting Utah, an initiative of the Utah Broadband Center, is helping to make high-speed internet available, accessible and affordable for every Utahn.

Is your internet connectivity slow, nonexistent or too expensive? You can help identify areas with the greatest needs for internet connectivity by taking a survey at all online (dot) Utah (dot) gov or call 435-264-8880. Translation services are available as needed.

SOCIAL MEDIA GRAPHICS
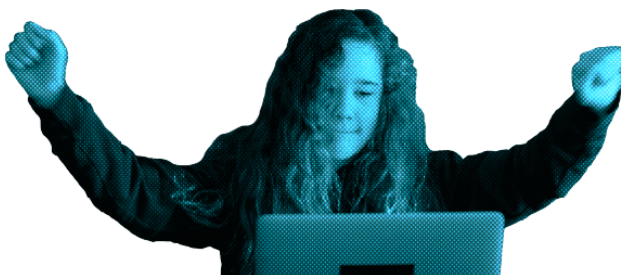
SOCIAL MEDIA POSTS

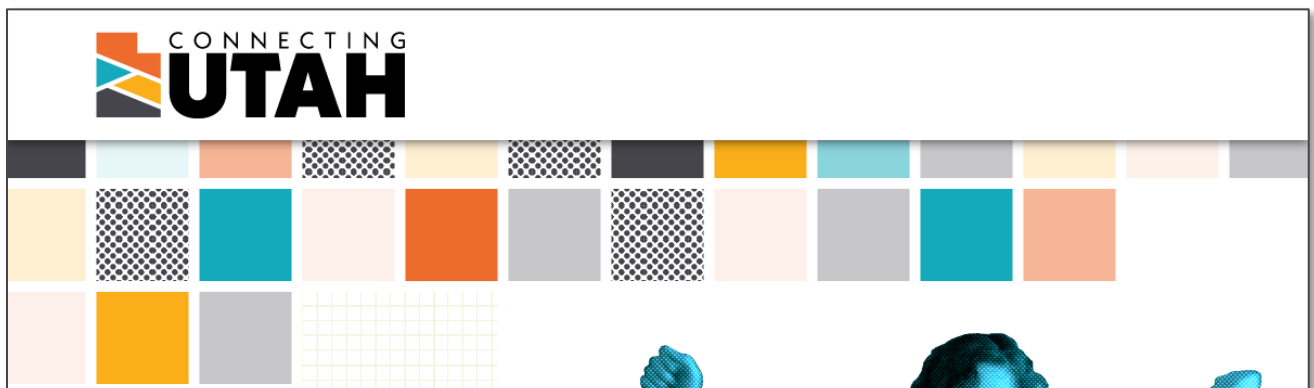**Example Post #1**

Visual: Social media image ([Connecting Utah Survey Example](#))

Copy: Help shape the future of high-speed internet in Utah! Together, we can make high-speed internet accessible to every community. Take a quick survey at [allonline.utah.gov](#) and help achieve digital equity. No internet access? Call 435-264-8880 to share your input.

Example Post #2

Visual: Social media image ([Utah Internet Speed Test Example](#))

Copy: Is internet connectivity great, slow, nonexistent or too expensive where you live? Please take a quick survey and the internet speed test by [allonline.utah.gov](#) to identify areas in Utah that need better internet connectivity. No internet access? Call 435-264-8880.

Example Post #3

Visual: Video or social media image ([Connecting Utah Survey Example](#))

Copy: There is funding coming to Utah to increase high-speed internet accessibility! Help shape the future of high-speed internet in your community. Visit [speedtest.utah.gov](#) to take the 60-second Utah Internet Speed Test or share what internet connectivity is like where you live by taking a quick survey at [allonline.utah.gov](#). Information is also available in Spanish. Don't have access to the internet? Please call 435-264-8880.

WEBSITE/NEWSLETTER CONTENT

Headline: Help Expand High-Speed Internet Access in Your Community

Copy:

You can help shape the future of high-speed internet in Utah! Is your internet service slow, nonexistent, or too expensive? Your input is needed!
Here's how you can help:

- Take the 60-second Utah Internet Speed test at [speedtest.utah.gov](#). Information gathered from the tests will directly impact where broadband expansion occurs. The test is available in English and Spanish. If you don't have internet access, please share your input by calling 435-264-8880.

- Share your story by taking the High-Speed Internet Survey at [allonline.utah.gov](#). Information is also available in Spanish.

- Encourage your family, friends, neighbors and colleagues to take the speed test and survey. **The more you help spread the word, the greater impact it will have on the future of high-speed internet in your community.**

There is also funding available now through the Affordable Connectivity Program to help those who qualify access high-speed internet. This program provides eligible households $30 off their monthly internet bill. Visit acp.utah.gov for more information.