



TEXAS REGIONAL BROADBAND PROGRAM

September Intensive Workshop

In partnership with the Texas Broadband Development Office (BDO)



September 15, 2026



AGENDA

9:00 am	Welcome
9:15 am	Fireside Chat: Building a Connected Texas — State Vision, National Trends, and the Work Ahead
9:45 am	TRBP Program Implementation Guidance and Updates
10:05 am	Community-driven adoption strategies: lessons from the field
10:50 am	Break
11:00 am	Digital Opportunity Speed Dating
12:00 pm	Lunch (on your own)
1:30 pm	Gather and orient for the afternoon
1:40 pm	Workshops by cohort Tiers A & B: Engagement Workshop (Room: Waterloo) Tier C: Implementation Workshop (Room: Whiskey River)
3:10 pm	Break
3:20 pm	Goal and Subject Area Deep Dives
4:30 pm	Reflections
4:50 pm	Closing Remarks & Next Steps
5:00 pm	Adjourn

WiFi Network: Cambria_Meeting
Password: Stay@Austin

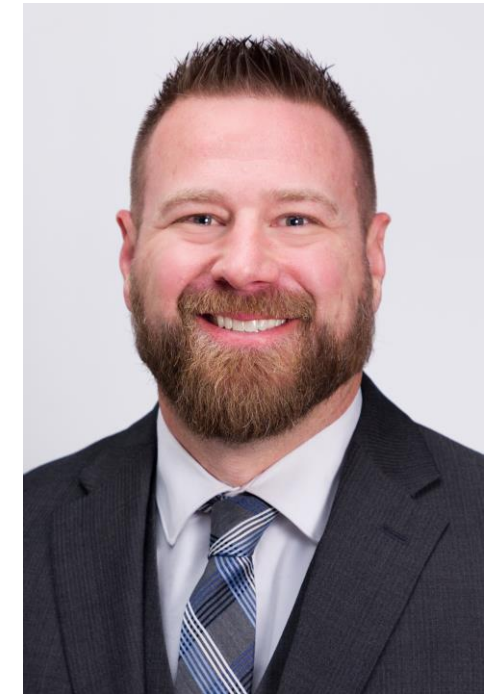
FIRESIDE CHAT: BUILDING A CONNECTED TEXAS



Sarah Morris
Senior Principal,
Technology &
Society, HR&A
Advisors



Omar Ledezma
Digital Opportunity
Program Supervisor,
Texas Broadband
Development Office



Brian Vair
Broadband
Development
Program Supervisor,
Texas Broadband
Development Office

TRBP PROGRAM IMPLEMENTATION GUIDANCE AND UPDATES

Alex D. Guerrero
Director of Regional Initiatives
Texas Association of Regional Councils
alexg@txregionalcouncil.org

PROGRAM UPDATES: ADVISORY COMMITTEES

TARC is asking that all COGs create and leverage an advisory committee as part of TRPB program implementation.

What is an advisory committee and what might one look like for TRBP?

A regional advisory group brings together partners who can help identify needs, validate regional priorities, inform strategies and support implementation.

What is their role and how might a COG use an advisory committee for TRBP?

Advisory groups can help identify regional needs and assets, provide input on goals and strategies, connect COGs with additional partners and resources, review Regional Plan priorities and help move strategies from planning into implementation.

PROGRAM UPDATES: ADVISORY COMMITTEES, CONT.

How will COGs share updates from their advisory committees with TARC?

COGs should document ongoing stakeholder engagement through their Regional Plan and existing TRBP reporting. TARC may also collect periodic updates on advisory group meetings, topics discussed, stakeholder participation and how engagement is informing Regional Plan development and implementation.

Are there other programs that use advisory committees that may serve as an example for TRBP?

COGs may build on existing regional structures already used for broadband, economic development, transportation, workforce, emergency preparedness or other regional planning efforts. The goal is not to create another committee simply for TRBP, but to establish a sustainable structure for continued regional collaboration.

PROGRAM GUIDANCE: EXAMPLE TIMELINE

TEXAS REGIONAL BROADBAND PROGRAM

Example TRBP Program Timeline – No Existing Plan

The following is an example program timeline for a COG that does not have an existing regional broadband or digital opportunity plan at the beginning of the program. This example timeline corresponds to the milestones as outlined in Exhibit A.

Period	Activities
Year 1 – Planning and Readiness (February 2026 – January 2027)	
February – September 2026	Contact, convene, and coordinate with regional stakeholders (local governments, school districts, healthcare providers, libraries, workforce boards, ISPs, housing authorities, community-based organizations, etc.); conduct asset mapping, needs assessments, and gap analyses; establish regional governance structures, advisory committees, and partnerships; begin drafting the Regional Digital Opportunity Plan; submit monthly activity updates and the Q2 Quarterly Performance Report (July 15)
October 2026	Refine the Regional Digital Opportunity Plan; align regional strategies with statewide broadband and digital opportunity goals; submit Q3 Quarterly Performance Report (October 15)
November 2026	Circulate the draft Regional Digital Opportunity Plan to stakeholders for engagement and comment; consult with advisory committee
December 2026	Incorporate stakeholder feedback; refine regional strategies in the Plan
January 2027	Submit Q4 Quarterly Performance Report (January 15); complete refinement of the Regional Digital Opportunity Plan; submit the Plan for TARC review by end of January

PROGRAM GUIDANCE:

EXAMPLE TABLE 1

TEXAS REGIONAL BROADBAND PROGRAM					
Example Table 1: Needs and Asset Assessment Summary					
Area	Key Findings	Gaps	Implications for Planning Goals	Guiding Questions	Example Data Source(s)
Broadband Infrastructure	82% of the region has access to terrestrial broadband at speeds of 100/20 or faster. Real and Kinney Counties are the least served, with 69% and 71% of locations having 100/20 terrestrial coverage respectively. Maverick, Val Verde, and Zavala Counties have about 90% coverage. 69% of the rural areas of the region have 100/20 terrestrial coverage, as compared to 98% of the urban areas. Rural areas in Dimmit County are about 50% covered by 100/20 terrestrial internet. Satellite internet <u>has the ability to</u> cover the entire region. There are 18 internet providers in the region, including one satellite provider.	Rural areas have less access to terrestrial service of 100/20 or faster than urban areas. Satellite providers offer fast speeds to these locations but with limited pricing options. Though we have a good understanding of the providers serving the region, all communities may benefit from a better understanding of the plans, speeds, and price points available to their residents.	Dimmit and Real Counties, the region's least-served rural areas, would benefit most from diverse connectivity options (satellite, fixed wireless, mobile, etc.), planning to expand terrestrial broadband, and/or initiatives to expand affordable satellite pricing tiers. Denser areas with more competition may benefit from initiatives to expand awareness of affordable service offerings.	- Who is served by broadband? - What technology is offered? - Where is the service? - What providers operate in the region? - Where are the gaps? - What does this tell you about where you can have an impact through this program?	- BDO Broadband Development Map: View by Regional District. - FCC Broadband Map: https://broadbandmap.fcc.gov/home (download fixed broadband data by geography type)

PROGRAM GUIDANCE:

EXAMPLE TABLE 2

TEXAS REGIONAL BROADBAND PROGRAM

Example Table 2: Digital Opportunity and Broadband Regional Planning and Regional Goals
Objective 1: Broadband Access and Adoption

Goal	1. Broadband Access and Adoption: People can access and afford high-quality, reliable internet connectivity.
Strategy 1a.	Maximize utilization of subsidy programs through targeted outreach via regional partners.
KPI	Number of regional partnerships established to support enrollment in Internet discount programs for eligible residents across all counties served.
Target	5-10 formal partnerships
Potential Regional Partners	• Public Library Systems • Area Agencies on Aging • Regional Clinics • School Districts or Education Service Centers serving multiple counties.

UPCOMING DEADLINES

Two deadlines are approaching this quarter. They're related, but serve different purposes and require different documentation - don't treat them as one submission.

October 15, 2026 — Quarterly Performance Report

Reporting Period: July 1 – September 30, 2026. Submitted using the Regional Plan Template.

October 31, 2026 — Quarterly Reimbursement Request

For eligible expenses incurred through September 30, 2026. Must be submitted within 30 calendar days of the reporting period close. Expenses must be incurred and paid before submission, and fully documented at time of request.

Program Resources Linked Here:

- [Schedule 1 – Reporting Guidance](#)
- [Invoice Packet and Process Guide](#)
- [Example Invoice Template](#)

Key Takeaway: These are two separate deliverables, a narrative planning update and a financial request on two different deadlines. Dedicated sessions about the reimbursement process and invoice packet requirements can be shared separately; today is about knowing the dates.

KEY CONTACTS & RESOURCES

Where to Go for Help

- **TRBP Website:** txregionalcouncil.org/regional-programs/trbp/ – templates, guidance documents, and program resources
- **Living TRBP FAQ:** posted to TARC's website, updated regularly as new questions come in from webinars, office hours and direct outreach
- **Recurring Monthly TRBP Office Hours:** open forums for questions and updates, details shared via email
 - Scheduled on the 2nd Friday of every month at 10:00am
 - [Microsoft Teams Office Hours Link](#)

Whom to Contact

- **Program / Reporting / Reimbursements:** Alex D. Guerrero, Director of Regional Initiatives, TARC – alexg@txregionalcouncil.org

COMMUNITY-DRIVEN ADOPTION STRATEGIES



Idali Reyes
Digital Opportunity
Specialist
Texas Broadband
Development Office



Michael Ada
Executive Director
Golden Crescent
Regional Planning
Commission



David Rodriguez
Regional Planner
Central Texas COG

Community- Driven Adoption Strategies: Lessons from the Field

September 15, 2026

10:05 am





of the Golden Crescent
Funded in part by Texas Health and Human Services Commission



A Program by the Golden Crescent Regional Planning Commission with funding provided by Texas Health and Human Services

ACS - Current Digital Navigation Services

- Accessing online benefits and services.
- Navigating Medicare.gov and Social Security accounts.
- Using YourTexasBenefits for SNAP and Medicaid applications.
- Completing online processes and creating accounts.
- Using smartphones and other devices to obtain services, including telehealth.

ACS - Digital Navigation Services Partnership

Partners: ACS & Victoria County Library

- Help ACS Clients who face technology barriers establish and use various online accounts:
 - Medicare.gov
 - Social Security
 - YourTexasBenefits

Aging & Community Services Department – Digital Navigation

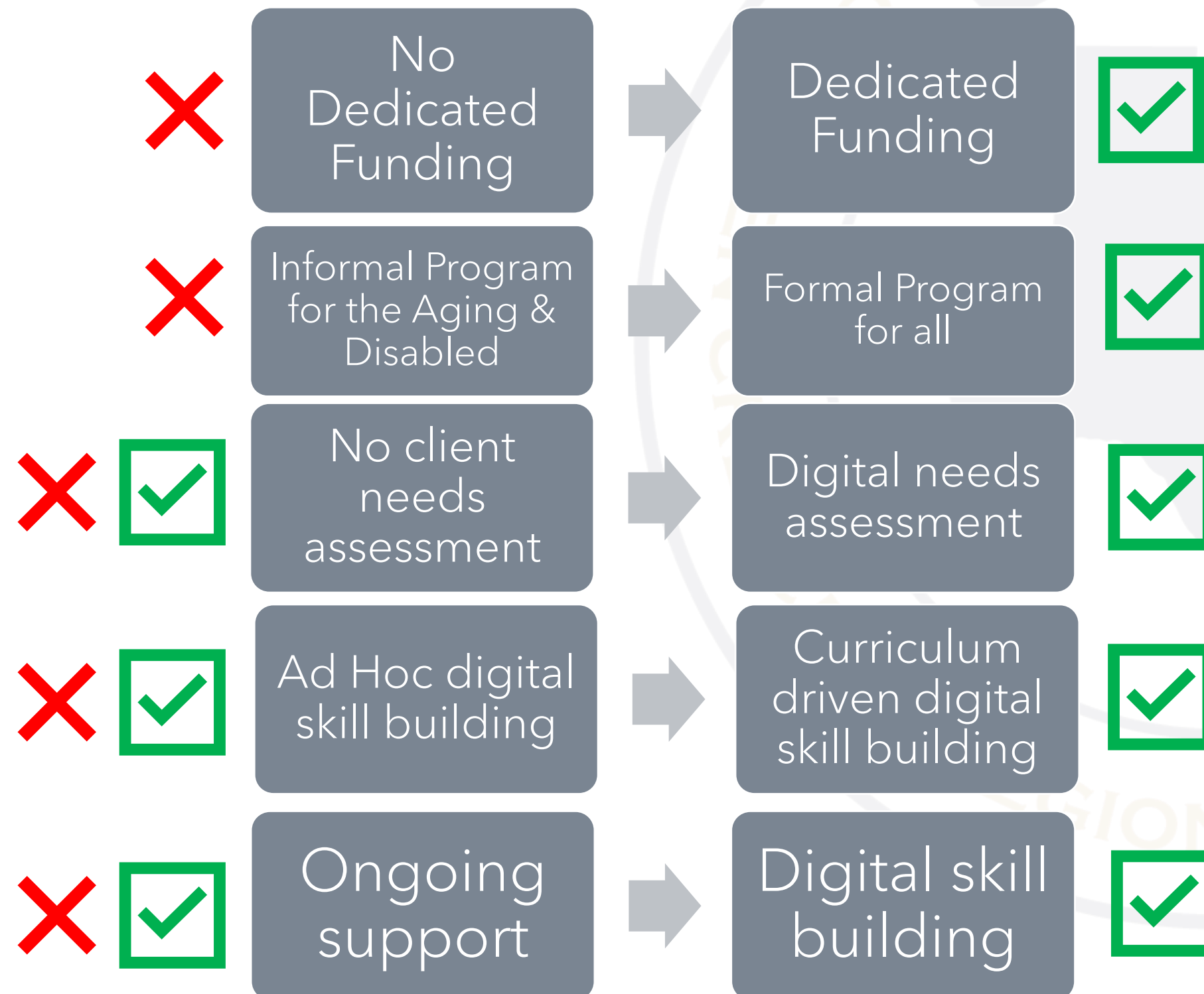
FORMAL

- Funding 
- Stand-alone program 
- Client needs assessments 
- Information and Referral for tech access  
- Skill building  
- Ongoing support  

INFORMAL/AD HOC

- One-on-one guidance and help with basic technology needs. 
- Basic tech support/troubleshooting by phone or in-person. 

Aging & Community Services Department – Future Digital Navigation Services



Ad Hoc→Formal Program: Training

DigitalLIFT Partnerships (circa 2024/25)

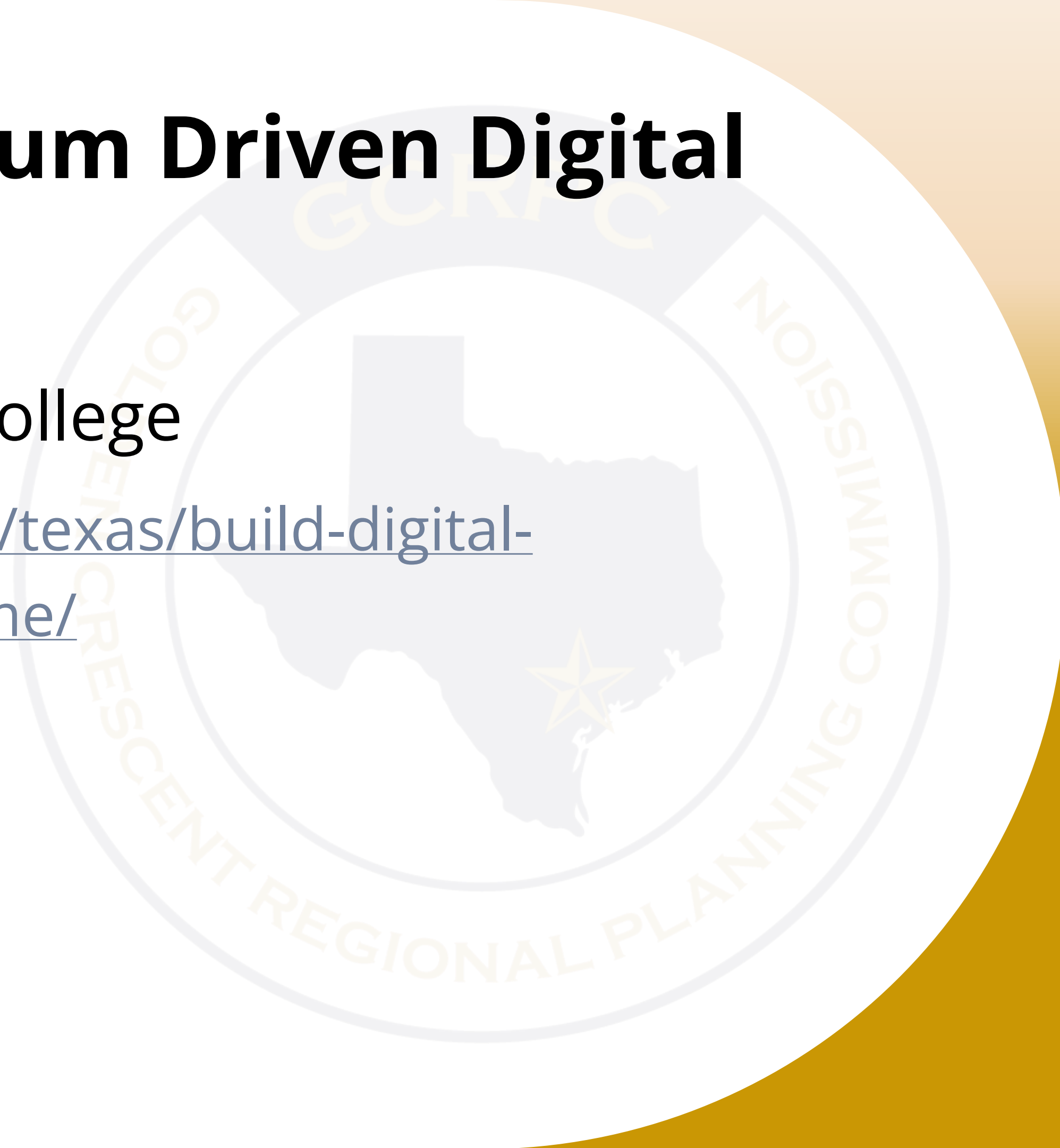
Train staff as advanced digital navigators

<https://digitallift.org/expanding-digital-access-in-texas-a-partnership-fueled-by-the-cta-foundation/>

Ad Hoc → Curriculum Driven Digital Skill Building

AARP Texas and Dallas College

<https://www.aarp.org/states/texas/build-digital-confidence-one-step-at-a-time/>





Rural Transit District



Urban Transit District



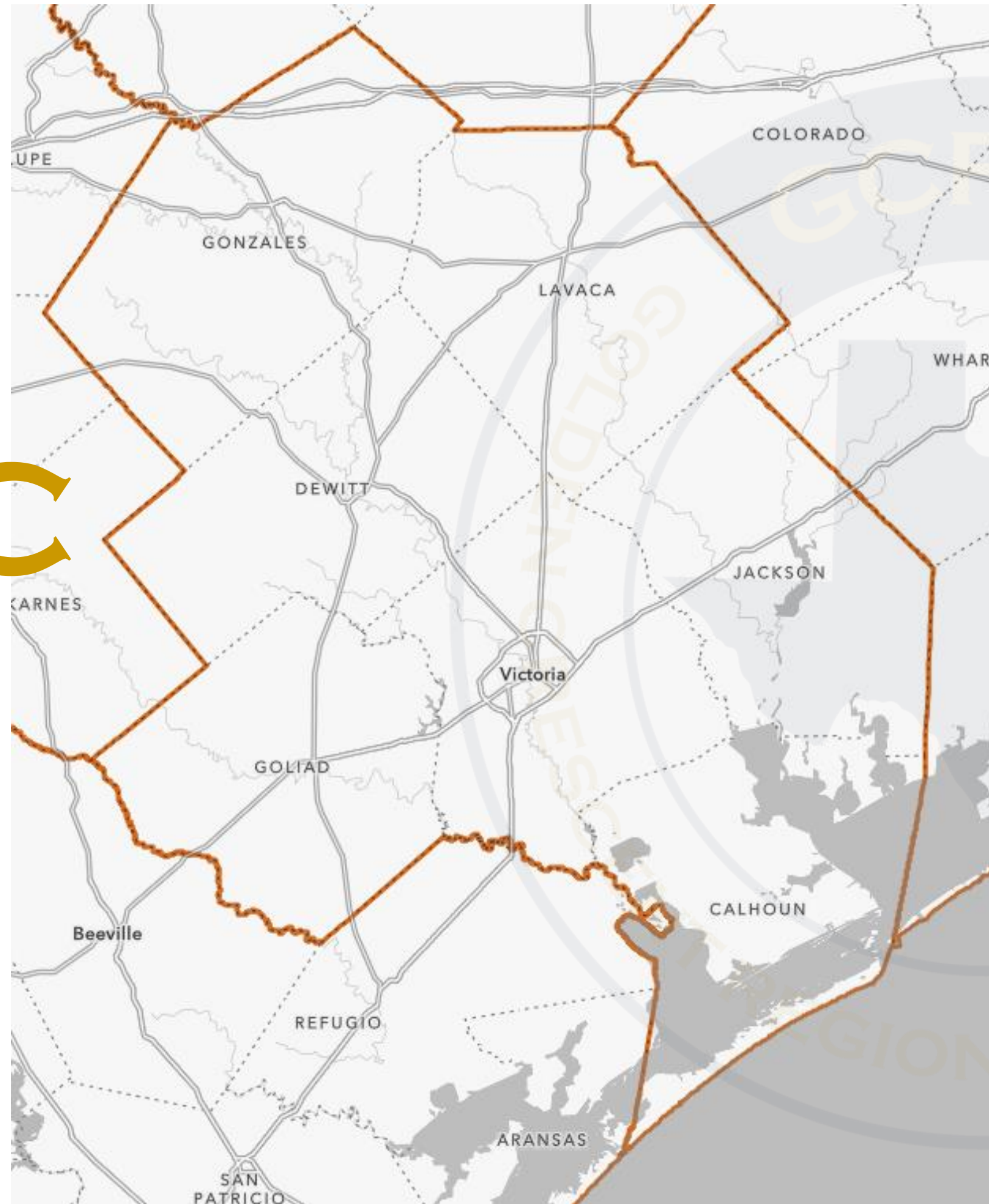
Commuter Program

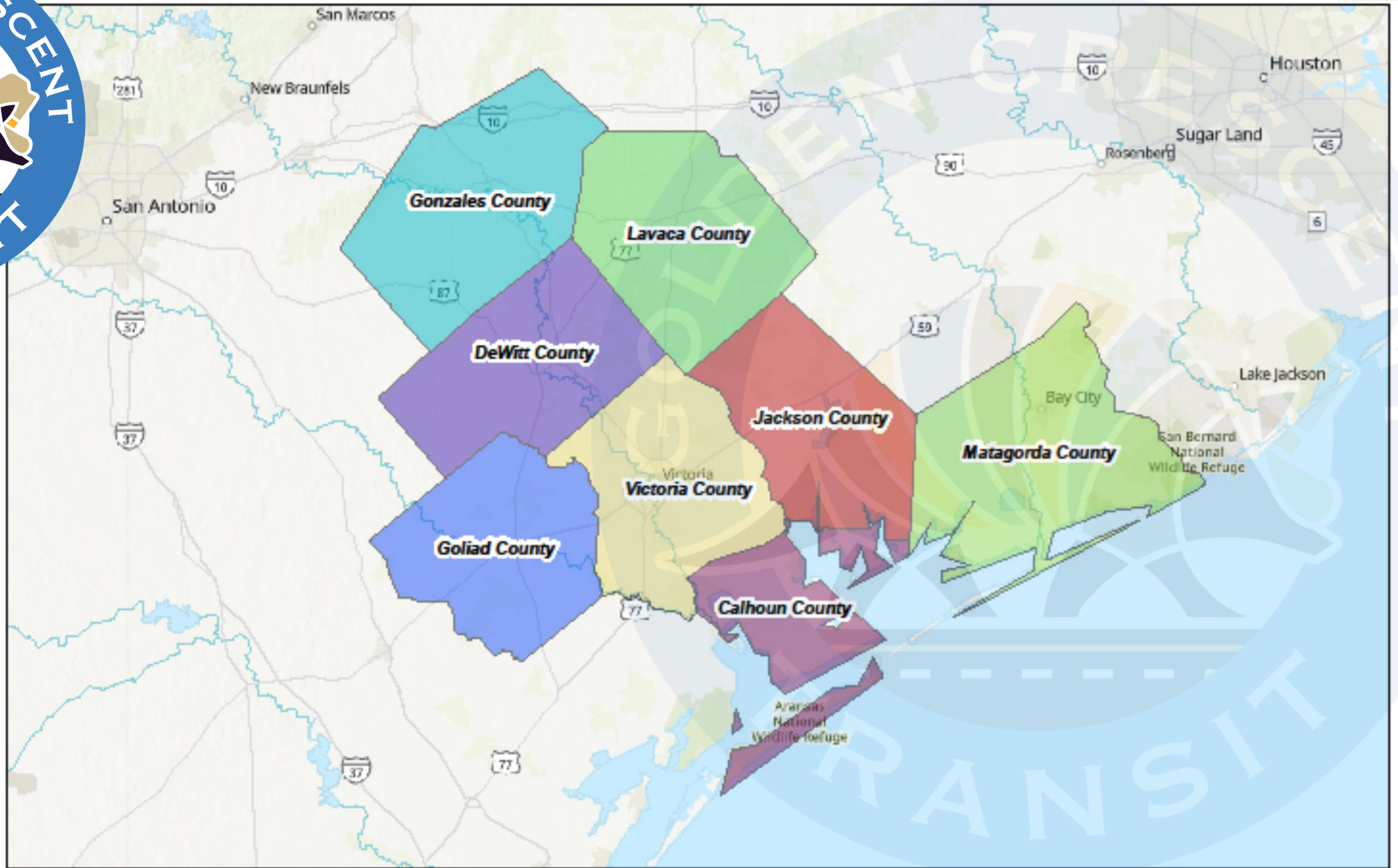


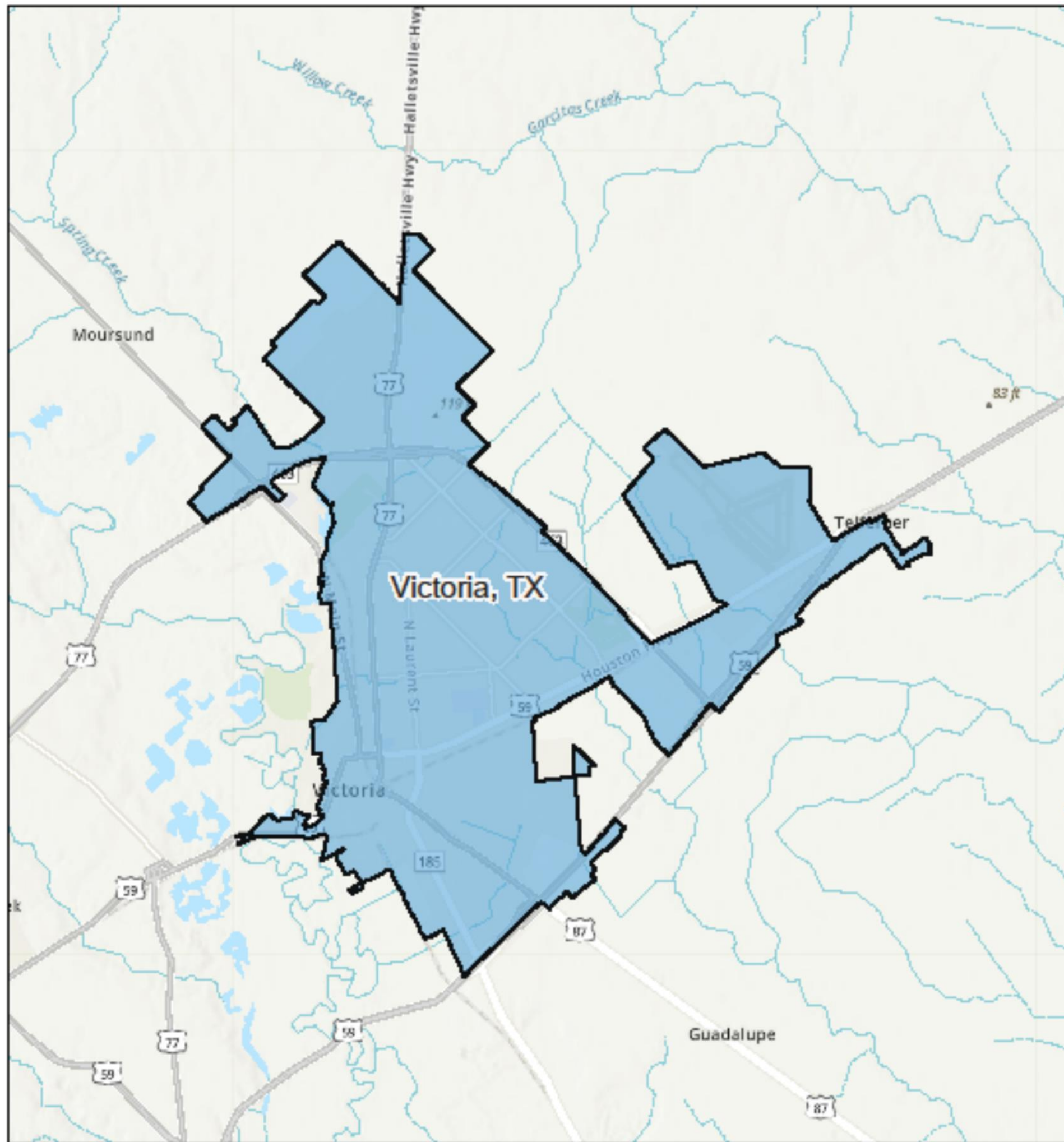


GCRPC

GOLDEN CRESCENT REGIONAL
PLANNING COMMISSION







Need Based Implementation of Public Wi-Fi

- Public Wi-Fi on Vehicles for Passengers
- Public Wi-Fi Splash Pages



Current & Future Public Wi-Fi

Current

- Public Wi-Fi on Vehicles for Passengers

Future

- Public Wi-Fi on Vehicles – multi-use
- GCRPC Bus Stops
- All GCRPC Capital Assets
- Education (I&R) via splash pages

BREAK
MEET BACK AT 11:00AM

DIGITAL OPPORTUNITY SPEED DATING

Prompts:

- Your name and your experience with COGs and digital opportunity work
- One thing that excites you about the TRBP program
- One thing you're working toward
- One thing that's keeping you up at night

LUNCH
MEET BACK AT 1:30PM

MEET BACK AT 1:30PM

PLEASE SIT AT TABLES BY COHORT

Tier A	Tier B	Tier C
• AACOG • CBCOG • GCRPC • HOTCOG • LRGVDC • PRPC	• ATCOG • BVCOG • CAPCOG • CTCOG • CVCOG • MRGDV • NCTCOG • PBRPC • SETRPC • SPAG • TCOG • WCTCOG	• DETCOG • ETCOG • HGAC • RIOCOG



AFTERNOON AGENDA

1:30 pm	Gather and orient for the afternoon
1:40 pm	Workshops by cohort • Tiers A & B: Engagement Workshop (Room: Waterloo) • Tier C: Implementation Workshop (Room: Whiskey River)
3:10 pm	Break
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ENGAGEMENT SESSION

*Strategies for engaging stakeholders to
strengthen planning & implementation work*

Session Objectives

- ☐ Understand different types of stakeholders & ways to engage them.
- ☐ Build toolkit of tangible examples of engagement strategies & how to implement them.
- ☐ Understand how to leverage an Advisory Committee to support engagement, planning, and implementation.

Why Engagement Matters

- ❑ Builds buy-in for implementation work.
- ❑ Surfaces local barriers & solutions data alone won't show.
- ❑ Ensures plans are representative of the people they target.
- ❑ Supports long-term sustainability to adapt as community needs change.

Engagement ➡ Investment ➡ Adoption

Advisory Committee

- ❑ Comprised of community & regional stakeholders that represent constituencies affected by digital opportunity.
- ❑ Serves as sounding board, providing insight and feedback on strategic planning.
- ❑ Provides diverse perspectives & creates buy-in from different stakeholder groups.

Spotlight

Lisa Rine
Concho Valley
COG

**Ashlyn Brown &
Jessica Coleman**
South Plains Association of
Governments



Key Stakeholder Groups

**Community
Members**

**Internet Service
Providers (ISPs)**

**Other COG
workstreams**

**Local Gov't &
Community
organizations**

Poster Activity

- ☐ Write one engagement strategy or idea per sticky note.
- ☐ Use as many sticky notes as you want – this is a brainstorm!
- ☐ Place each sticky note on the corresponding poster.

Group Discussion

- ☐ Read and sort through all the sticky notes.
- ☐ Write each strategy on the chart paper.
- ☐ Add additional thoughts or ideas to the chart paper.
- ☐ Use the discussion questions on the table top to discuss the strategies & what implementation might look like.

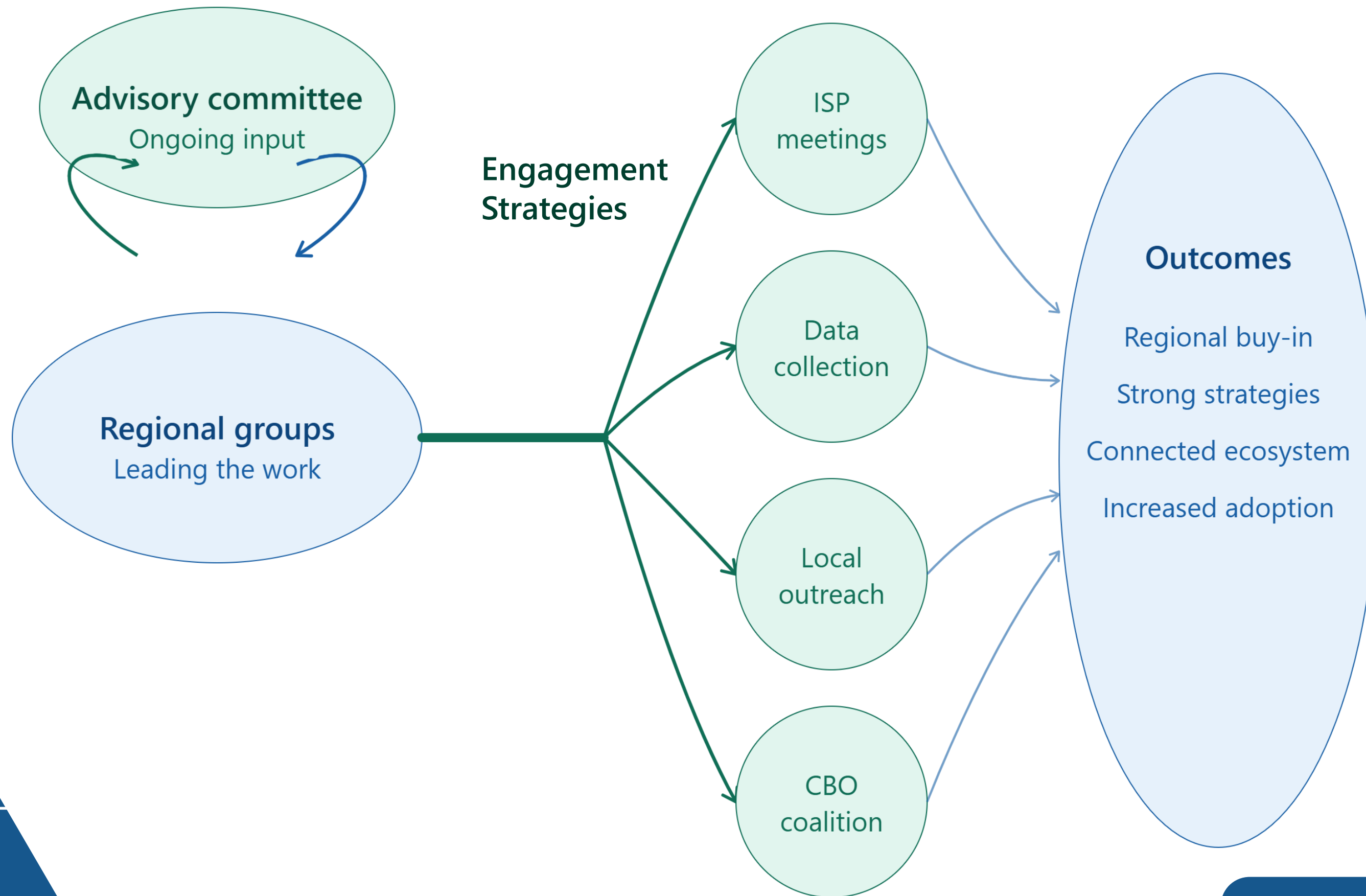
Appoint a speaker for group that will share 3-5 minute recap.

Share Outs & Live Resource Guide

Tips for Authentic Engagement

- ☐ Meet people where they are.
- ☐ Leverage technology, existing structures, and platforms.
- ☐ Speak the language they understand.
- ☐ Understand & address fatigue.

Putting it Together



Reflection

**What is one engagement strategy you will
implement when you leave?**

BREAK
MEET BACK AT 3:20PM

GOAL & SUBJECT AREA DEEP DIVES: ROUND TABLE ASSIGNMENTS

Access to Services	Data Gathering & Management	Device Access & Digital Skills	Infrastructure & Uptake
• BVCOG • CTCOG • CVCOG • DETCOG • ETCOG • TCOG	• AACOG • HOTCOG • LRGVDC • MRGDC • WCTCOG	• CAPCOG • GCRPC • HGAC • PBRPC • RIOCOG • SETRPC	• ATCOG • NCTCOG • SPAG

REFLECTIONS



CLOSING

UPCOMING DEADLINES

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Key Takeaway: These are separate programmatic and financial submissions with different requirements. Please plan accordingly and reach out to TARC with any questions as you prepare your submissions.

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THANK YOU



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