

Rural Electric Cooperative Toolkit

This toolkit is designed to help your co-op communicate clearly and effectively with your members about opposing House Bill 3445 and House Bill 3448 and other regulatory changes that target rural electric cooperatives in Texas. It includes customizable social media graphics, suggested post copy, and a sample member letter. Feel free to tailor the content, colors, and messaging to align with your co-op's branding and voice.

SOCIAL MEDIA

Link to Social Media Graphics

https://www.canva.com/design/DAGi7il-EUM/XJAfz89PUExKj9-1K_zR9Q/edit?utm_content=DAGi7il-EUM&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Social Post Copies to Accompany Graphics:

Rural Texas Needs Your Help

 Attention [Cooperative Name] members:

New Texas House Bills 3445 & 3448 (HB3445 & HB3448), have been introduced and they could significantly impact rural Texans by potentially increasing electric rates. These bills propose changes to how telecommunications providers access poles of electric cooperatives, which may lead to increased costs for co-ops like [Cooperative Name]—costs that could be passed on to you, our members.

We urge you to contact the Texas House Subcommittee on Telecommunications & Broadband to express your opposition to HB3445 and HB3448. Your voice is crucial in ensuring that legislation supports, rather than harms, our rural communities.

 Suggested Call Script:

"Hello, my name is [Your Name]. I am calling to express my opposition to House Bills 3445 and 3448, as they would impose unfair burdens on rural electric cooperatives like [Cooperative Name]. These bills could lead to higher electric rates for rural Texans and negatively affect our quality of life. I urge Representative [Committee Member's Last Name] to do what is right for rural Texas and oppose HB3445 and HB3448. Thank you."



Subcommittee Members and Contact Information:

- Chair: Representative Rafael Anchía (D)
 - Phone: (512) 463-0746
 - Email: rafael.anchia@house.texas.gov
- Vice Chair: Representative Will Metcalf (R)
 - Phone: (512) 463-0726
 - Email: will.metcalf@house.texas.gov
- Representative Ana Hernandez (D)
 - Phone: (512) 463-0614
 - Email: ana.hernandez@house.texas.gov
- Representative Lacey Hull (R)
 - Phone: (512) 463-0727
 - Email: lacey.hull@house.texas.gov
- Representative John McQueeney (R)
 - Phone: (512) 463-0738
 - Email: john.mcqueeney@house.texas.gov
- Representative Drew Darby (R)
 - Phone: (512) 463-0331
 - Email: drew.darby@house.texas.gov

Please take a few moments to reach out to these representatives. Your involvement can make a significant difference in protecting the interests of rural electric cooperatives and ensuring fair legislation for our communities.

Thank you for standing with us to support rural Texas.

We Brought Broadband When No One Else Would



Protecting Our Members & Rural Texas



At [Cooperative Name], our members always come first. In [Year], when big telecom companies refused to invest in broadband in our service territory, we stepped up—because you deserved better. We took the risk, built the infrastructure, and brought reliable, high-speed internet to our rural communities.

Now, House Bills 3445 and 3448 threaten to impose undue regulation over what our members own and hand it over to large corporations—with little compensation or accountability. These bills would force us to subsidize big telecom, redirecting resources paid for by our members to companies that refused to invest in rural Texas in the first place.

We won't stand by and let this happen. [Cooperative Name] is fighting to protect our members, our infrastructure, and the future of rural Texas. 💪

 How You Can Help:

- ◆ Stay informed.
- ◆ Contact your representatives and tell them to vote NO on HB 3445 & HB 3448.
- ◆ Share this post to spread awareness.

We fought for you then, and we're fighting for you now. Rural Texas deserves better.

#StandWithBEC #ProtectRuralTexas #OurMembersFirst

Keep Austin Politics Out

 URGENT ACTION NEEDED 

New House Bills 3445 & 3448 threaten to impose unnecessary regulations on [Cooperative Name]. These bills would take control away from our locally elected Board and put it in the hands of bureaucrats in Austin. ✅

We need your help to keep Austin politics out of the rural Texas and protect local control!

👉 Contact your Texas representatives today to oppose these bills and protect our community!

🔗 Contact Info & Script: <https://www.banderaelectric.com/.../bec-stands-against.../>

Help Us Protect Our Members, Our Infrastructure & Rural Texas

 Hey [Cooperative Name] Members — Rural Texas Needs Your Voice!

Two new bills—Texas House Bills 3445 & 3448 (HB3445 & HB3448)—are being considered, and they could directly impact you. These bills would change how telecommunications providers access the poles owned by electric cooperatives like [Cooperative Name], potentially increasing operational costs. If passed, those increased costs may be passed on to you, our members.

We need your help to protect rural Texans and keep rates affordable.

Call the Texas House Subcommittee on Telecommunications & Broadband today and tell them you oppose HB3445 & HB3448. Your voice matters. Together, we can stand up for our members, our co-op, and the future of rural Texas.

 Suggested Call Script:

"Hello, my name is [Your Name]. I am calling to express my opposition to House Bills 3445 and 3448, as they would impose unfair burdens on rural electric cooperatives like [Cooperative Name]. These bills could lead to higher electric rates for rural Texans and negatively affect our quality of life. I urge Representative [Committee Member's Last Name] to do what is right for rural Texas and oppose HB3445 and HB3448. Thank you."

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We encourage you to take a few minutes to reach out to these representatives. Your voice matters, and your involvement can make a powerful impact in protecting the

interests of rural electric cooperatives and ensuring fair, common-sense legislation for our communities.

Thank you for standing alongside us and helping to protect the future of rural Texas. Together, we can make a difference.

Press Release

[Cooperative Name] is taking a stand to protect our members and rural communities. Two proposed bills—Texas House Bills 3445 & 3448—could have serious consequences for co-ops like [Cooperative Name] and the members we proudly serve.

If passed, this legislation would shift the financial burden of telecommunications pole access onto electric cooperatives, potentially leading to higher electric rates for rural Texans. 📌

We believe our members deserve better! 🗣️ Learn more about what's at stake and why we're speaking out.

Read our full press release here:

<https://www.banderaelectric.com/.../bec-stands-against.../>

#ProtectRuralTexas #BECStrong #YourVoiceMatters #CoopCommunity #StandWithBEC

News/Blog Posts & Press Release

If you need any additional information to help further explain this to your members, we've provided resources below for your convenience. Included are blog posts and a press release that offer helpful details and background information you can reference or share. Feel free to tailor the content, photos, colors, and messaging to align with your co-op's branding and voice.

Link to Post #1:

<https://www.banderaelectric.com/news-releases/bec-stands-against-unfair-legislation-that-threatens-rural-texans/>

Link to Post #2:

<https://www.banderaelectric.com/news-releases/keep-austin-politics-out-of-the-hill-county-why-bec-opposes-hb-3445-and-hb-3448/>

Link to Press Release:

<https://www.banderaelectric.com/news-releases/bec-stands-against-unfair-legislation-that-threatens-rural-texans-2/>

LETTER TEMPLATE FOR MEMBERS:

Dear Representative [Last Name],

I am a resident of [Your Town or County], and I am writing to express deep concern about pending legislation—specifically **House Bill 3445 and House Bill 3448**—as well as regulatory changes that target rural electric cooperatives in Texas.

These bills threaten to raise electric rates and impose costly burdens on co-ops that are essential to delivering affordable, reliable power and broadband internet to rural communities like mine. Rural Texans are already facing mounting challenges, and policies like HB 3445 and HB 3448 will only make it harder to live and work in our part of the state.

Unlike investor-owned utilities, rural electric cooperatives like (***CO-OP NAME**) are community-driven and not-for-profit. Legislation that fails to account for the realities of rural service risks driving up costs for everyday families, small businesses, and farmers—while decreasing service reliability and quality of life.

I urge you to **oppose HB 3445 and HB 3448**, and to reject any other legislation or regulation that imposes unfair burdens on rural electric cooperatives and their members. Please stand with rural Texas and protect our ability to access affordable, dependable electricity and broadband.

Thank you for your service and for listening to the voices of your constituents.

Sincerely,

[Your Full Name]

[Your Address]

[Your email or Phone Number (optional)]