



**ValleyNet, Inc.**  
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Marketing Plan for RDOF Required Services  
East Central Vermont Telecommunications District  
June 2022

ECFiber will clearly display information about the required services on its website by July 31, 2022. This display will be in English using clear and plain language when describing the required services.

Beginning Aug 1, 2022 and at least quarterly afterwards, ECFiber will alert our installed customer base through monthly billing messages of the existence of the services with links to the web site.

ECFiber's "New Customer" and "Prospect" materials will explain the existence of the services and our process will include links to the web site beginning August 1, 2022.

ECFiber has been working with Equal Access to Broadband for community outreach on currently available subsidies for over a year and expects to continue using that channel for the required services in the future.

ECFiber, through its operating agent ValleyNet, has worked with companies of similar size in Vermont and Maine to understand their plans and how they handle and offer the required services.