

# Connected Community Engagement

Connect Michigan is working to help communities identify their technology needs and opportunities. Bolstered by benchmarking data that has been gathered through Connect Michigan's mapping and market research, the Connected Community Engagement program is drilling down to the regional and local level to facilitate community technology planning. Through this program, regions and communities across Michigan are aiming to accelerate the availability, adoption, and use of technology toward creating a better business environment, more effective community and economic development, improved healthcare, enhanced education, and more efficient government.

**Access: Is the infrastructure there?**

**Adoption: Do residents use the technology available?**

**Use: Are residents using technology to improve the quality of life?**

Connect Michigan's Community Engagement program guides communities through an assessment of their overall broadband and technology innovation, using criteria that parent organization Connected Nation has set as a part of a "community certification" model. The program helps train regional team leaders and supports the formation of community planning teams made up of various sector representatives.

## Connect Michigan is helping communities leverage technology as a key economic development driver.

Connect Michigan is in the process of recruiting and training local champions who will lead the community teams. Connect Michigan in collaboration with the Michigan Public Service Commission is currently inviting national and regional partners to support these community efforts and to help bring solutions to the challenges identified in the assessment phase.

- Communities benefit through a process of assessment, benchmarking, planning, and certification
- Citizens benefit through expanded access to relevant technology
- Private sector benefits by cultivation of a more investment-friendly environment and increasingly tech-savvy customer base desiring a greater level of online engagement

For more information about Connect Michigan and the Connected Community Engagement program please contact Eric Frederick, State Program Manager, at (517) 994-8024 or [efrederick@connectmi.org](mailto:efrederick@connectmi.org).



## Connected Teams

- Mayors
- Business owners
- Teachers
- Chamber leaders
- Farm bureau managers
- State representatives
- Healthcare providers
- First responders
- Libraries
- Senior citizens
- Tribal representatives
- Service providers

Follow us!



Connect Michigan Office  
Michigan Public Service Commission  
6545 Mercantile Way, Suite 14  
Lansing, MI 48911



# Connected To Date:

**25** Communities Connect Michigan is actively assisting to develop local technology action plans through the Connected program.

**1.1** million Michiganders directly impacted by the expansion of broadband access, adoption, and use through Connect Michigan.

**1,100** Cross-sectoral community stakeholders and broadband providers directly involved in Connect Michigan's unique, collaborative planning efforts over the last 18 months.

**4** The number of Connected Certified Communities in Michigan by mid-year 2013. Charlevoix County was the first community in Michigan, and the United States, to achieve Connected Certified status, followed by Antrim, St. Clair, and Roscommon Counties.

**61% to 71%**

The increase in households adopting broadband statewide between fall 2011 and spring 2013.

**69% to 88%**

Increase in households with access to broadband in Clare County between October 2011 and October 2012.

From teleworker support centers, website and social media development classes for businesses, and digital literacy campaigns to expanded infrastructure, zoning ordinance review, awareness and outreach for educational one-to-one device programs, and support for local placemaking initiatives, Connect Michigan's Connected communities are working to raise Michigan's digital development and place in the digital economy.

**20** Additional communities interested in participating in the Connect Michigan Connected program.

**October 2013** The time funding for Connect Michigan's local broadband planning efforts will end, leaving behind those needing assistance.

