1. Meeting Called to Order
The 2017 annual organizational meeting of the Osceola County Planning Commission was called to order by Rich Jacobs, Chair, at the Osceola County Courthouse on Wednesday, January 18, 2017 at 4:00 p.m. Rich led the Pledge of Allegiance.

The following Commission Members were in attendance:

a. Gloria Eisenga, Vice Chair
b. Larry Emig
c. Ken Ford, Secretary
d. Peggy Graham
e. Rich Jacobs, Chair
f. Jerry Lindquist
g. Alan Tiedt
h. Greg White

Also present was Dan Massy, Community Development Coordinator/Recording Secretary, and Tom Stephenson, Community Technology Advisor, Connect Michigan.

2. Brief Public Comments: None

3. Approval of Agenda

(17-01) Motion by Alan Tiedt, supported by Gloria Eisenga, to approve the agenda as presented.

4. Election of 2017 Officers
Rich turned the meeting over to Dan Massy.

(17-02) Motion by Alan Tiedt, supported by Jerry Lindquist, to reappoint the current officers for 2017. Motion carried unanimously.

2017 Officers
Chair – Rich Jacobs
Vice Chair – Gloria Eisenga
Secretary – Ken Ford

Dan turned the meeting back over to Rich.
5. Tom Stephenson, Connect Michigan
Tom Stephenson, Community Technology Advisor, Connect Michigan spoke to the Planning Commission about the Connect Michigan program. His presentation included, but was not limited to, the role of Connect Michigan, Osceola County’s past involvement with Connect Michigan, Connected 2.0 (handout attached), and the use of the Internet among agriculture producers (handout attached).

6. Approval of the Minutes of October 19, 2016
Minutes of the October 19, 2016 meeting were reviewed. No discrepancies were noted.

(17-03) Motion by Larry Emig, supported by Alan Tiedt, to approve the minutes as presented. Motion carried unanimously.

7. Financial Report
Dan presented the Planning Commission’s Financial Report. Being the beginning of the year there were no expenses.

(17-04) Motion by Alan Tiedt, supported by Greg White, to accept the financial report. Motion carried unanimously.

8. Unfinished Business: None

9. New Business

a. Review of 2016 Goals
Both of the 2016 goals were reviewed and the actions taken.

Goal #1: Learn about gas storage, pipelines, and related infrastructure in Osceola County.
Action: Ross Momany, Area Operations Manager, TransCanada spoke at the July meeting.

Goal #2: Learn more about the Missaukee County recycling program.
Action: Rebecca Bode, Recycling Educator and Coordinator, from the Missaukee County Recycling Program spoke at the April meeting.

b. 2017 Goals
The Planning Commission discussed goals for 2017. A list of potential goals were developed; however, no motions were made to approve any of the potential goals. Each goal will be reviewed and considered at the next meeting.

- Investigate the potential of a winter farm market.
- Monitor activities involving potash mining in Hersey Township.
- Fill vacant slots on the Planning Commission.
- Obtain additional gas storage and related infrastructure information.
- Implement Connected 2.0.
- Provide cybersecurity training.
c. **2017 Meeting Dates, Times, and Locations**

2017 meeting dates, times, and locations were discussed.

(17-05) Motion by Alan Tiedt, supported by Ken Ford, to accept the following 2017 Planning Commission dates, times, and locations:
- January 18th; 4:00 p.m., County Courthouse
- April 12th; 4:00 p.m., County Courthouse
- June 14th; 4:00 p.m., County Courthouse
- October 18th; 4:00 p.m., County Courthouse

Motion carried unanimously.

d. **Review of EPA Open House and Public Hearing for Michigan Potash Company**

Several Planning Commission members attended the January 4th Environmental Protection Agency (EPA) Open House and Public Hearing. The purpose of the EPA’s meeting was to answer questions and take public comment on their proposed approval of permits to allow Michigan Potash Company (MPC) dig injection wells for disposal of nonhazardous liquid waste from proposed solution mining.

Planning Commission members determined a need to monitor the situation, become educated on the Michigan Department of Environmental Quality’s role, and determine if other wells in the area have been closed.

e. **Other Items:** The Planning Commission discussed Nestle’s request to increase its water withdrawal from the spring that flows into Chippewa Creek.

10. **Extended Public Comment:** None

11. **Adjournment**

(17-06) Motion by Larry Emig, supported by Peggy Graham, to adjourn. Motion carried unanimously.

The meeting was adjourned by Rich Jacobs, Chair, at approximately 5:30 p.m. The next scheduled meeting of the Planning Commission is April 12, 2017 at 4:00 p.m. in the County Courthouse.
Osceola County Planning Commission FY2017 Financial Report  
As of: January 17, 2017

<table>
<thead>
<tr>
<th>Line Item</th>
<th>Category</th>
<th>Approved $</th>
<th>Previous Meeting Balance</th>
<th>Expenditures Since Last Meeting</th>
<th>$ Balance</th>
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<tbody>
<tr>
<td>101-721-713.000</td>
<td>Per Diem</td>
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<td>101-720-726.000</td>
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<td>101-721-727.000</td>
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<td>101-721-808.000</td>
<td>Contracted Services</td>
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<td>101-721-860.000</td>
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<td>101-721-951.000</td>
<td>Training</td>
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<td>NA</td>
<td>$200.00</td>
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</tbody>
</table>
FARMERS NEED TECH TOO

For farmers with an Internet connection, their use of technology has transformed their operations. These stats provide a glimpse into the use of an Internet connection among agriculture producers in northern Michigan.

Connections on the Farm: Download speed, monthly price, and technology type

- Less than 10 Mbps: 27%
- 10 Mbps - 25 Mbps: 50%
- 25 Mbps - 50 Mbps: 14%
- More than 50 Mbps: 9%

Connected Equipment: Farmers using or planning to use...

- Farm management systems: 57.9%
- Autonomous equipment: 7.6%
- Geo-fencing: 3.8%
- Variable rate irrigation: 19.2%
- Nutrient management systems: 42.3%
- Unmanned aerial vehicles: 23.1%

Internet Use: Farmers using their connections DAILY to...

- Market research: 19.2%
- Check the weather: 92.3%
- Visit ag-websites: 65.4%
- Use ag-mobile apps: 23.1%
- Seek expert advice: 11.5%
- Market their business: 38.4%
- Purchase supplies: 7.7%
- Participate in virtual market: 11.4%
- Network with farmers: 23.1%
- Perform e-banking: 38.5%

IS YOUR COMMUNITY CONNECTED?

www.connectmycommunity.org

CONNECTED
Powered by Connected Nation

Empowering local, collaborative, and data-driven technology planning to inform intelligent, digital development.

Connected is a facilitated broadband-technology planning program designed to propel communities to the forefront of the digital economy. Connected gathers information like this in each participating community, providing an unprecedented look at the access, adoption, and use of broadband across sectors. More information available at www.connectmycommunity.org or email at info@connectednation.org.
About

The Connected Community Engagement Program is a facilitated broadband and technology planning program designed to address the most pressing technology challenges facing communities today. Connected engages local leaders to evaluate their community’s current state of technology access, adoption, and use. Connected offers communities the opportunity to measure the supply, demand, and use of technology in the community with unprecedented data gathering, analysis, and planning. Connected’s unique community technology assessment provides insight into the local technology ecosystem, identifies gaps and opportunities, and supports the development of an actionable technology plan to improve the community’s standing in the digital economy.

**Accelerate** benefits of technology to residents, businesses, and institutions  
**Facilitate** a multi-sector technology assessment and planning process  
**Educate** and **empower** local leaders to advance community broadband goals  
**Bridge** the gap to valuable broadband tools and resources

Participating Connected communities receive:
- Start-to-finish program guidance and facilitation by an experienced Community Technology Advisor
- Customized data collection tools for data gathering and assessment
- Community Technology Action Plan that provides the local team with specific objectives and strategies for improving technology access, adoption, and use
- Connected branding toolkit to promote the community’s plan development and successes
- Membership to the Connected Community of Communities to share and learn from peers on best practices for plan implementation
- Access to Connected’s partner network selected to assist communities with specific development needs
- Geospatial analysis of community infrastructure opportunities and gaps
- Opportunity to become Connected certified following assessment and plan implementation

**Connected Community Engagement Program By the Numbers**

<table>
<thead>
<tr>
<th>Connected Community Members</th>
<th>Communities Engaged Across 7 States</th>
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<tbody>
<tr>
<td>3,247</td>
<td>325</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Technology Action Plans Completed</th>
<th>Communities Connected Certified</th>
</tr>
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<tbody>
<tr>
<td>129</td>
<td>62</td>
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</tbody>
</table>

Through the Connected Community Engagement Program we have put together a plan for broadband access, use, and engagement. This is the first time our area has looked at improving broadband access, and it’s been a tremendous tool in building improved access for the future.

- Delta County Economic Development Alliance

The Connected Program has helped not only our local communities get connected, it has helped our local entrepreneurs and businesses succeed right from their own homes or businesses located outside the city limits.

- West Central MichiganWorks!
Process
The Connected Community Engagement Program is a facilitated broadband and technology planning program designed to address the most pressing technology challenges facing communities today. Connected engages local leaders to evaluate their community’s current state of technology access, adoption, and use. Connected offers communities the opportunity to measure the supply, demand, and use of technology in the community with unprecedented data gathering, analysis, and planning. The Connected program follows a basic community planning format: 1) team gathering and focus definition, 2) information gathering, 3) analysis, and 4) plan development.

Community
In order for the Connected program to be successful in your community, local leaders and team participants need to be motivated and aware of the importance of broadband on every aspect of the community. Lack of adequate broadband access, adoption, and use can be a key barrier to education; advancements in healthcare; access to government services; business growth; attraction and retention; and overall quality of life. The Connected program uses hyperlocal data to examine broadband technology among residents, businesses, and the multitude of institutions that comprise a community. Connected can be scaled to include communities of almost every size and shape. Before embarking on the Connected program, community leaders need to decide the boundaries of their “community.” Most often, Connected is implemented at a county-scale; however, the program has also been conducted in small towns, collections of municipalities, school districts, multi-county regions, and other defined areas.

Use this space to define your community: Osceola County

Focus Areas
Each community has unique attributes that set it apart from others. The Connected program recognizes this distinctiveness by allowing communities to choose various sectors that they will assess and plan for during the process. While all communities must complete the Library/Community Organizations focus area as part of the Connected program, communities should choose three or more additional sectors for analysis in a Connected plan. Use the list below and check the boxes for the focus areas your community should assess:

- Agriculture
- Economic Prosperity
- Government
- Healthcare
- Higher Education
- K-12 Education
- Public Safety
- Talent/Workforce Development
- Tourism
- Libraries/Community Organizations

Each sector chosen by a community corresponds to one or more surveys that will be distributed to specific recipients in the community in order to gather information to assess the access, adoption, and use of broadband technology on that focus areas.

Team
The Connected program brings together nearly every sector of a community, its residents, and businesses to examine and address broadband technology issues along the spectrum of access, adoption, and use. Given the comprehensive impact of broadband in a community, the Connected team, assessment, and plan need to be as equally diverse.

The Connected assessment requires a thorough and far-reaching distribution of several survey instruments designed to collect pertinent information about technology in the community. The Connected team should be established with a diverse group of individuals to match the task at hand and best represent key broadband and technology stakeholders in the community. Team members should have a desire for community improvement, a passion for technology, local knowledge and context, and be a leader and influencer within the community.

The team needs strong leadership, a task that should not be placed on only one person. Teams with two to four co-leaders tend to work best, particularly in large communities. Team leaders are responsible for: identifying and recruiting other team members; coordinating, scheduling, and facilitating team meetings; soliciting additional community involvement for planning and implementation; and collaborating with Connected staff. One of the co-leaders should be an elected representative of the primary governing body within the community, (e.g., for a county, a county commissioner; for a city, a member of the city council). These leaders can often solicit participation and cooperation from other organizations in the community or from regional or state entities, as needed.
Additional team members will have the following responsibilities: assist in the collection of community technology data using the provided survey instruments; provide input into the overall technology and broadband assessment of the community; regularly participate in team meetings and activities; and perform tasks to accomplish the goal of expanded broadband and technology access, adoption, and use in the community. The following is a list of organizations that should be represented on the Connected team in your community; however, this list is not exhaustive as there may be other organizations locally that participate.

- Broadband providers
- Chamber of Commerce and/or Visitor Bureau
- Community development planners
- County government (elected and/or staff)
- Economic development corporations
- Emergency management
- Higher education institutions
- K-12 education
- Key business leaders
- Libraries
- Local Farm Bureau and/or university extension staff

- Local government officials and/or staff from municipalities in the community
- Hospital, healthcare facilities, and health department
- Local non-profits and foundations (particularly those using, offering, or centered on technology)
- Local technology and marketing professionals (e.g., web developers, computer repair, etc.)
- Media outlets
- Public safety or 911 directors or staff
- Regional development council or commission
- Senior centers, commission on aging, or similar
- Tribal and native nations

Designating topical subgroups within the committee works well in communities with many entities representing these sectors. Team members will be responsible for a number of tasks including survey distribution and collection, priority project selection, and (following the plan) project implementation. Use the planner below as a model to identify potential team members to represent the various sectors of the community. Team members should be well connected within their sectors and be able and willing to assist the team with the Connected assessment data collection efforts.

<table>
<thead>
<tr>
<th>Name (last, first)</th>
<th>Organization</th>
<th>E-Mail</th>
<th>Team Role</th>
<th>Sector Representing</th>
<th>Task Assigned (brief description)</th>
</tr>
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<tbody>
<tr>
<td></td>
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<td>Team Champion</td>
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Assessment

The Connected assessment collects and analyzes broadband technology information from the community that is not available anywhere else; this is often the first time such information is gathered and analyzed in a community. To assemble the necessary information, the Connected Team will need to distribute and collect several surveys among various audiences in the community. Some surveys are mandatory for each community, while others depend on the selected focus areas. The following provides an overview of the surveys and their corresponding focus area(s):

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Survey</th>
<th>Target Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mandatory - Access, Adoption, and Use</td>
<td>Residential Assessment</td>
<td>All residents in the community, one response per household.</td>
</tr>
<tr>
<td>Mandatory - Adoption/Libraries and Community Organizations</td>
<td>Library and Organizations Assessment</td>
<td>All libraries and community organizations that offer public computers or technology training.</td>
</tr>
<tr>
<td>Agriculture</td>
<td>Agriculture Assessment</td>
<td>All agriculture production operations including crops, livestock, etc.</td>
</tr>
<tr>
<td>Economic Prosperity</td>
<td>Business Assessment</td>
<td>All business establishments in the community other than agriculture producers and healthcare facilities.</td>
</tr>
<tr>
<td></td>
<td>Economic Development Organization Assessment</td>
<td>All organizations or entities with the mission of supporting community and economic development.</td>
</tr>
<tr>
<td>Government</td>
<td>Local Government Assessment</td>
<td>All local municipalities within the community as well as county government.</td>
</tr>
<tr>
<td>Healthcare</td>
<td>Healthcare Assessment</td>
<td>All healthcare facilities including hospitals, doctor’s offices, urgent care, etc.</td>
</tr>
<tr>
<td>Higher Education</td>
<td>Higher Education Assessment</td>
<td>All higher education institutions, private or public, including colleges, universities, trade schools, community colleges, etc.</td>
</tr>
<tr>
<td>K-12 Education</td>
<td>K-12 Education Assessment</td>
<td>All primary or secondary educational institutions, private or public, within a district should respond individually.</td>
</tr>
<tr>
<td>Public Safety</td>
<td>Public Safety Assessment</td>
<td>All public safety agencies including law enforcement, fire and rescue, emergency services, etc.</td>
</tr>
<tr>
<td>Talent/Workforce Development</td>
<td>Business Assessment</td>
<td>All business establishments in the community other than agriculture producers and healthcare facilities.</td>
</tr>
<tr>
<td>Tourism</td>
<td>Business Assessment</td>
<td>All business establishments in the community other than agriculture producers and healthcare facilities.</td>
</tr>
<tr>
<td></td>
<td>Travel and Tourism Organization Assessment</td>
<td>All organizations or entities in the community with the mission of supporting the local travel and tourism industry</td>
</tr>
</tbody>
</table>

As shown, some surveys inform more than one focus area. Additionally, it is noted that some surveys have a much wider distribution than others. For example, the Residential Assessment should be distributed and completed by as many households in the community as possible. The Business Assessment should be offered and made available to every business in the community. Conversely, the Economic Development Organization Assessment should only be completed by organizations working to improve community and economic development. In most communities, this may only include between one and four entities.

Each community is provided with customized surveys. All surveys will be available to the community via an online portal (an example of a community survey portal can be found here: http://www.connectmycommunity.org/elanau-peninsula/). Additionally, PDF versions of the surveys will also be made available as it is important to gather information from residents, businesses, and institutions that are both connected and disconnected.

The sample size needed to conduct a thorough analysis of the access, adoption, and use varies between communities and by survey. For the residential and business surveys, it is best to collect responses from at least 10% of the households in the community and 10% of the businesses. The total number of households and businesses in the community can be found using the U.S. Census Bureau’s American FactFinder: https://factfinder.census.gov. For the more sector-specific surveys, the universe of potential respondents is a bit more challenging to define. Generally, however, it is best practice to receive responses from at least 75% of these institutions in the community. For example, if a community comprises 20 municipalities, at least 15 should respond to the Government Assessment. Additionally, if there are 80 K-12 schools in the community, at least 60 should respond to the K-12 Education Assessment. Connected Team members should be able to produce a list of the institutions that should respond to each sector-specific survey.

These surveys, and the resulting analysis, provide each community with benchmarks from which to improve and an overall better understanding of the access, adoption, and use of broadband technology. The Connected Team, established at the outset of the project, is responsible for the distribution and collection of surveys in the community.

Achieving a dependable sample for each of the surveys is no small task. A large and diverse Connected Team will help to ensure broad, timely, and accurate responses. Below are ideas and suggestions for distributing the surveys throughout the community to boost the response rate and reduce the time needed to complete the assessment.
Survey Distribution

The task of distributing and collecting surveys from such a diversity of entities in a community can be daunting. However, with a diverse and organized local team, surveys can be distributed in a timely and voluminous fashion. It is important to keep in mind that the vast number of survey recipients will choose to go online to take the survey rather than fill out a paper survey, even if they do not have an Internet connection. Typically, those without an Internet connection typically find other means to complete the survey, whether it be via mobile phone or from some other physical place where they have access to the Internet. Surveys are typically "in the field" for two to three months, although shorter timelines are preferred. The following are several ideas for distributing the surveys throughout the community.

- **Flyers and Postcards:** Printed full or half-page flyers or postcards with information about the effort and link to the survey website mailed to individual households and businesses and distributed to public places. This method works well for gathering responses from disconnected residents who may access the Internet from a library or other public computer center. One particularly effective use of these flyers is to have them distributed from schools and sent home with K-12 students to help drive responses to the Residential Assessment Survey.

- **Tax and Newsletter Mailings:** Project description and link to survey website included in each municipality’s bi-annual property tax mailings or newsletters to residents and businesses. This is an excellent way to reach every household and business in the community.

- **Business Cards:** A favorite method of many communities is to print a short project description with the survey website link on business cards. Connected Team members can then pass these cards out at social and community functions, make them available at public places, events, etc. Inexpensive and effective. This method works well when trying to gather survey information from the various institutions in the community.

- **Community Newspapers:** Many local newspapers are enthusiastic about writing and publishing a story on the project and its anticipated outcomes. This article can include a call for assistance in completing the survey and a link to the survey website. Additionally, team members can continually write letters to the editor for publication during the data collection phase to frequently remind residents, businesses, and institutions to take the survey.

- **Radio:** Similar to community newspapers, community radio stations are often agreeable to interviewing Connected Team members regarding the project and reminding listeners of the survey website and how to participate.

- **Organizational Newsletters or E-Mail Distributions:** The Connected Team will be made up of many organizations that distribute regular newsletters or similar publications. These newsletters can be used to broadcast information about the project and the survey website link. Additionally, organizations related to those on the Connected Team, but not necessarily team members, can also help distribute project information on their own websites. These organizations could include schools, Parent Teacher Organizations (PTO), business associations, historical societies, etc. Similarly, many of these organizations have large e-mail distribution lists of residents and businesses in the community. Project information and the survey website link can be sent to these vast distribution lists to encourage recipients to participate in the Connected effort.

- **Individual E-Mails:** Many of the focus area surveys depend on the near 100% participation from every related entity in the community (e.g., every library should respond to the Library and Organizations Assessment; every local government should respond to the Government Assessment, etc.). Often the best way to solicit these responses is to e-mail the survey website link directly to the intended survey recipient. Connected Team members should be sufficiently integrated within the community to have access to the e-mail address for the appropriate respondent at each institution.

- **Door-to-Door:** Responses to the Business Assessment can be difficult to obtain as small business owners and IT professionals at larger establishments are often quite busy. The Connected team could organize volunteers to go door-to-door and assist businesses with the completion of the survey in order to collect more responses. This method, while labor intensive, provides an opportunity to interact face-to-face with businesses and gain a more thorough understanding of the technology needs. This tactic works well in areas with a high density of businesses such as a downtown area, shopping center, etc.

- **Events:** Various organizations regularly hold events throughout the community. These events take the form of PTO meetings, community festivals, after hours networking, county fairs, and countless other examples. Connected Teams can gather volunteers to attend these events, present the project, and distribute the survey website information. For larger events, the Connected Team could have an information booth or stand with similar information to pass along to attendees.

- **Social Media:** Through our experience with other communities, it has been found that social media is quickly becoming the prime and most cost-effective method for distributing project information and the survey website link. Many Connected Team and related organizations have extensive social media networks and outreach capability, and these resources can quickly increase the number of survey responses from residents and businesses. The diversity and expertise of the Connected Team contributes greatly to the success of social media campaigns designed to boost survey participation. Social media posts should be kept short and include a call to action to complete the survey at the community’s survey website. It is important to continually repost the information and call for survey participation every one to two weeks during the data collection phase to keep the message in front of the community. Below are several tips for using social media to distribute surveys:
  - K-12 schools communicate frequently with parents and staff via e-mail and social media. Due to the increasing use of the Internet for homework and other school functions, the schools' social media and e-mail outreach to parents can significantly boost Residential Assessment responses.
  - Similarly, libraries often have a robust social media presence and can post the project information and link to the survey website.
  - Chambers of Commerce exist to promote business in the community. They often have a social media presence that includes many of the community's businesses. This can be an effective way to reach business owners to complete the Business Assessment.
- There are many non-profit organizations and interest groups in a community that could help with social media outreach to their followers. These could include conservation groups, art galleries, churches, homeowner associations, lake associations, large employers, and local charitable as well as service organizations such as the Rotary or Lions Clubs.
- Many communities have informational pages on social media sites such as Facebook. These pages take many forms, but most are simply an opportunity for community organizations, residents, and businesses to post information about community happenings or to ask questions about current activity in town. Connected Team members can use these outlets to post information about the project and invite followers to participate in the surveys.

**Plan Development**

Once the survey results are in, the Connected Nation Community Affairs and Research Team will go to work to analyze the data, provide a detailed summary, and recommend projects and programs aimed at filling the gaps in the community’s broadband technology landscape. During this time, the Connected Team will continue to meet to discuss priority projects, project leads, and next steps. Developing the first draft of the plan takes approximately six weeks to complete.

The Connected Team will then review the draft analysis and plan, identify priority projects, suggest changes or ask additional questions, and set a date for the plan launch.

**Plan Launch and Implementation**

Once the plan is complete, the Connected Team and Community Technology Advisor will set a date for a public launch of the plan. The launch event usually takes the form of a press conference with Connected Team members, other community stakeholders, and the media present. The concept behind the launch event is to bring awareness to the work the Connected Team has completed during the planning process and build buy-in for the plan’s implementation. Additionally, the launch event helps hold all involved accountable for the bold actions and recommendations made during the process.

Connected is a certification program. That is, communities who obtain enough points in their Connected Assessment can attain Connected Certified Community status. Certification criteria and scoring tables are determined by Connected Nation social science researchers and community affairs experts. Connected certification recognizes that a community has measurably demonstrated proficiency for effective access, adoption, and use of broadband and broadband-supported technologies. This national platform recognizes communities that are excelling in their pursuit of accelerated access, adoption, and use of broadband. While an exciting accomplishment for any community, it is critical to stress that Connected certification is not the end of the Connected program. In fact, Connected certification, while recognizing work completed to date, marks the launch of the Technology Action Plan and the beginning of a community’s journey to continually improve its broadband landscape.

Maintaining community collaboration and progress during plan implementation is a difficult task, but one that will result in an improved standing in the digital economy. Additionally, Connected certified communities, and all communities engaged in the Connected program, are part of a nationwide network of stakeholders all working toward the same goal: improved broadband access, adoption, and use. While every community is different, many share common issues. Connected works to identify the best practices for solving these issues and share them within this network.

Through the Connected program, with the help and support of the Connected Team, various broadband providers, and other community stakeholders, we can work to bring affordable, reliable, and high-capacity infrastructure to underserved areas; promote broadband adoption via skills training and education; and facilitate the advanced use of technology among all sectors to create more sustainable, resilient, and prosperous communities.
### Just for Comparison...

**Gallons of Groundwater (wells) or Surface Water Used in Michigan per Day:**

<table>
<thead>
<tr>
<th>Company/Brand</th>
<th>Gallons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leprino Foods (dairy products), Remus</td>
<td>185,000</td>
</tr>
<tr>
<td>Pepsi Cola (soft drinks), Howell</td>
<td>351,000</td>
</tr>
<tr>
<td>Ice Mountain Spring Water Company, Stanwood</td>
<td>360,000</td>
</tr>
<tr>
<td>New Era Canning, New Era</td>
<td>381,000</td>
</tr>
<tr>
<td>Swift Armour Eckrich (deli meats), Quincy</td>
<td>602,000</td>
</tr>
<tr>
<td>Coca-Cola/Minute Maid (orange juice), Paw Paw</td>
<td>739,000</td>
</tr>
<tr>
<td>7Up/Dr. Pepper (soft drinks), Holland</td>
<td>953,000</td>
</tr>
<tr>
<td>Average golf course irrigation (groundwater and surface water)</td>
<td>1 million</td>
</tr>
<tr>
<td>Gerber Baby Foods, Freemont</td>
<td>1.5 million</td>
</tr>
<tr>
<td>Abbott Laboratories (Infamil), Sturgis</td>
<td>1.8 million</td>
</tr>
<tr>
<td>Kellogg Company (breakfast cereal), Battle Creek</td>
<td>3.7 million</td>
</tr>
<tr>
<td>Lake Michigan/City of Big Rapids Municipal System</td>
<td>5 million</td>
</tr>
<tr>
<td>Family Owned Trout Farm (trout fishery), west</td>
<td>8.6 million</td>
</tr>
<tr>
<td>Pfizer (medicines), Kalamazoo</td>
<td>28 million</td>
</tr>
<tr>
<td>Lansing Board of Water &amp; Light (electricity generation), Lansing</td>
<td>30 million</td>
</tr>
<tr>
<td>Lake Michigan/City of Grand Rapids Municipal System</td>
<td>37 million</td>
</tr>
<tr>
<td>Lake Michigan/Cobb Generating Facility, Muskegon</td>
<td>265 million</td>
</tr>
<tr>
<td>Cook Electricity Generating Facility, Bridgeman</td>
<td>1 billion +</td>
</tr>
</tbody>
</table>

*Sources: MDEQ Self-Supplied Industrial Water Withdrawals in Michigan, 2000 (last available record); Witness Testimony*

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### How Much Water...

- Does it take to make one gallon of bottled water? 1.3 gallons
- Does it take to make one gallon of beer? 42 gallons
- Does it take to make one gallon of soft drink beverage? 7 gallons
- Does it take to make a single car? 39,000 gallons
- Do you get per acre when it rains just one inch? 27,000 gallons
- Does the average residence use each year? 107,000 gallons
- Does an Olympic size pool hold? 1 million gallons

*Source: EPA*