

CONNECT  313

IMPACT UPDATE

2022



DETROIT'S DIGITAL DIVIDE IS *NARROWING*

Since its inception in 2020, Connect 313 has helped Detroit transition from the least digitally connected city in the country to a city where more than 70% of households are now considered “digitally included.” That means at least one member in the household has a reliable broadband connection, a working non-smartphone computer/tablet, and the knowledge to use it. While this represents great progress and a significant impact, there’s still a long way to go.

Nearly one-third of Detroiters, or more than 200,000 residents, remain on the wrong side of the digital divide – and that includes thousands of children. At a time when an internet connection is essential for academic success, economic opportunity, effective communication, improved health and wellness, banking, and so much more, this is unacceptable and must change.



That's why the City of Detroit, Rocket Community Fund, United Way, Human I-T, and a small army of dedicated volunteers are working tirelessly to holistically address the digital divide through Connect 313. This public-private partnership is a new model of engagement that places community interests at the center of our work and empowers residents as decision makers. It's a bold model, it's working and leaders nationwide are taking notice.

CONNECT 313 IS A CITY-WIDE, DATA-DRIVEN *DIGITAL INCLUSION* *STRATEGY*

Connect 313 hosts a governing body of community leaders who form initiatives, set priorities, research strategies, formulate plans, and oversee implementation. To become a member of Connect 313, one must live, work, or learn in the City of Detroit.

Connect 313's goal is to ensure all Detroiters can access the digital world and the opportunity it brings while making Detroit a national model for digital inclusion.

Vision: Ensure every Detroiters is fully digitally included, improving the quality of life for all residents.

Mission: To put in place by 2024 the means for all Detroiters to have access to appropriate devices, internet connections, technical support and digital resources for improved learning, employment and wellbeing.

How a Community Suggestion Launched a Summer Tech Camp



Kids love to play video games – but building and designing them can also lead to lucrative careers. That's why Osborn Neighborhood Alliance Community Ambassador Steven Henry submitted a proposal to Connect 313 for a two-week technology and gaming camp. Connect 313 provided a grant for \$22,700 to bring the

summer camp experience to life for more than two dozen Detroit students ages 8-17 at the Matrix Center on Detroit's east side.

"[This was an opportunity for the kids] to learn about gaming as a profession as well as gaining an understanding about themselves, their goals, and the skills needed to achieve their dreams," Henry says.



WE ARE LOCALLY LED, *EXPERTLY INFORMED*

Connect 313 is an ecosystem-wide mechanism that attracts, coordinates, and distributes resources. The structure consists of three levels of governance that steer our work: board, joint assembly, and council. These groups produce recommendations with feedback, provide approval, and allocate funding.

CONNECT 313 BOARD OF DIRECTORS

Mike Duggan, Mayor
City of Detroit



Jay Farner, CEO
Rocket Companies



Dr. Darienne Hudson, CEO
United Way of Southeastern Michigan



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Vice President
Wayne State University



Erica Swilley, Vice President of
Community & Social Responsibility
Detroit Pistons



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Michigan Market Development
Accenture



Lynette Dowler, Director of Michigan
Market Development
DTE



Nathaniel L. Wallace, Program Director
Knight Foundation



Faye Nelson, Michigan Director
W.K. Kellogg Foundation



Mary Jane Vogt, Executive Vice
President & Chief Development Officer
Henry Ford Health



Brad Coulter, President & CEO
Matrix Human Services



Lori Wingerter, Chief Philanthropic
Office
General Motors



Eric Dietz, Regional President - Southeast
Michigan
Huntington



Craig D'Agostini, Vice President External
Affairs
Comcast



BOARD OF DIRECTORS

Provides mission-based leadership and strategic governance and stewards the organization's mission, values, resources, and results. Makes final decisions about recommendations over \$50k.

JOINT ASSEMBLY

Coordinates the governance of the Connect 313 initiative and makes final decisions about recommendations under \$50k.

COMMUNITY COUNCIL

Develops the values and holds all recommendations to those values. Serves as the voice of the community, providing community sentiment and delineating needs. Acts as a source of membership for committees.

COMMUNITY COUNCIL COMMITTEES

- 1 Structure & Operations:** Develops the organizational structure of Connect 313 including the function and composition of each level of the decision-making process.
- 2 Devices & Connectivity:** Ensures all Detroiters have access to quality devices, high-speed internet, and technical support.
- 3 Digital Literacy & Skilling:** Ensures all Detroiters can build digital skills, to support their employability, lifelong learning, and well-being.
- 4 Policy, Advocacy & Ecosystem:** Develops an ecosystem-based approach that builds on and enhances existing work, and devises strategies that allow Connect 313 to contribute to advocacy and fundraising efforts for specific data-informed needs at the local, state, and national/federal levels to attract new resources locally.
- 5 Special Projects & Shared Resources:** Develops the tactics by which stakeholders are convened and organized and by which capacity-building resources are coordinated and developed.

Meet: Asia Browner, a Detroit Building Digital Literacy



As Vice Chair of Connect 313's Digital Literacy & Skilling Committee, Asia Browner is helping Detroiters learn digital skills to improve their daily lives. Browner grew up in Detroit and graduated from Cass Tech High School. She currently works in Wayne County Community College District's Student Success Center where she serves as an advisor, data analyst, and project manager.

"The work that Connect 313 does is one of a kind," she says. "To mix government, the business community, and the philanthropic community speaks of the devotion that Connect 313 has in making Detroiters digital."

"Detroit is very rich in history," Browner continues. "I love the people of Detroit and their grit, drive, and tenacity. [Connect 313] will help the quality of life for all the residents of Detroit."

OUR INTERVENTIONS ARE **HIGH IMPACT** AND **TRANSFORMATIVE**

Whether we're funding technology training that will help more than 2,500 Detroiters gain digital skills between 2022-2023, or getting thousands of devices into the hands of residents who need them most, Connect 313's work is designed to address and directly counteract the inequitable access that has left so many residents behind.

In 2022, we launched 17 new Neighborhood Technology Hubs for a total of 22 across the city. These tech hubs serve as a community resource where people can access computers, reliable internet service, and digital literacy training opportunities, all free of charge. We also hosted a year-long series of community meetings virtually and in-person to give residents a voice in the ongoing conversation about bridging the digital divide in Detroit.



More than \$332,000 in committee-funded programs included: Osborn Neighborhood Alliance youth tech summer camp, community meetings, Developing Despite Distance cyber education center, Center for Success youth digital literacy program, Cleary University STEM camp, Empower My Future community technology program, KEYS Institute senior digital literacy classes, Per Scholas advancing 120 tech graduates. And that's just the beginning.

27
Community
Meetings Hosted
(Virtual & In-person)

90+
Community
Suggestions
Submitted

75k
Devices
Distributed

730+
Connect 313
Members

ROCKET MORTGAGE CLASSIC *CHANGING THE COURSE*

In 2020, the Rocket Mortgage Classic announced its multi-year “Changing the Course” initiative. The vision of this multi-year campaign is to ensure every Detroit resident has access to the internet, technology, and digital literacy training they deserve within a 10-minute walk from their home.

One of the ways the Rocket Mortgage Classic raises funds for Connect 313 is the AREA 313 Challenge. This unique activation includes holes 14-16 at the Detroit Golf Club. Celebrity Scramble golfers and PGA TOUR professionals who score a 3 on holes 14 or 16 triggers a \$2,500 donation toward Changing the Course, and golfers who score a 1 on hole 15 generate a \$10,000 donation.

“AREA 313 has consistently provided the most excitement at the Rocket Mortgage Classic, thanks to the fan-focused environment and excellent play from PGA TOUR pros that allow us to give back in a bigger way,” said Bill Emerson, Vice Chair of the Rocket Giving Fund Board and CEO of Rocket Companies. “We are proud that, year after year, we can continue investing in the futures of our residents across our hometown of Detroit.”

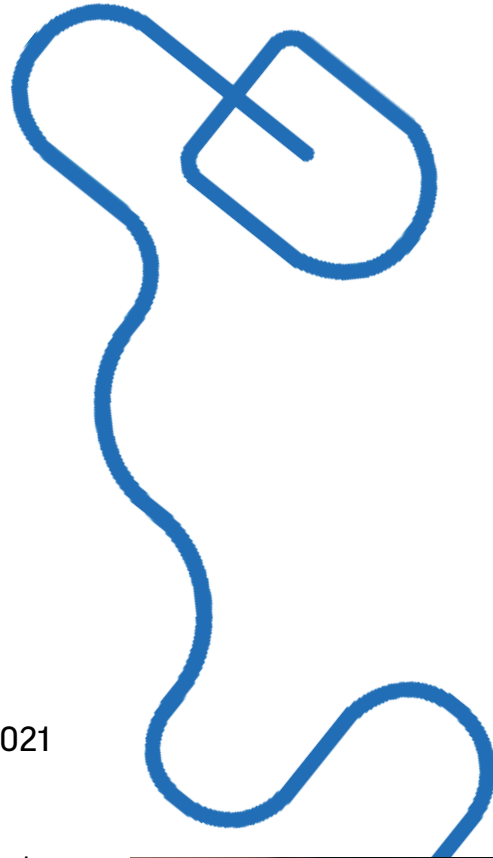


**\$3.8 MILLION RAISED
TO SUPPORT CONNECT 313**

LEADING THE NATION: *AFFORDABLE CONNECTIVITY PROGRAM*

The FCC launched the Emergency Broadband Benefit (EBB) program in May 2021 to help low-income Americans connect to the Internet during the COVID-19 pandemic. EBB was replaced by the Affordable Connectivity Program later that year. Participants receive a monthly subsidy of \$30 for their bill and a one-time \$100 credit for a device.

Connect 313 and the Rocket Community Fund launched a hyper-local media campaign, the only campaign of its kind in the country, to help Detroiters enroll by simply calling a local number to find out if they qualify, connect to their internet service provider, or choose a new service provider.



As a result of these efforts, Connect 313 has enrolled 111,559 eligible households in the Affordable Connectivity Program, representing more than 59% of qualified properties - **the highest enrollment nationwide** for cities with more than 150,000 eligible households.

“Two years ago, at the Rocket Mortgage Classic, we set out to fundamentally change how Detroiters connect to the internet, technology and digital literacy resources,” said Connect 313 Board Chair Laura Grannemann, who is also a member of the Rocket Giving Fund board and serves as the Executive Director of the Rocket Community Fund. “Hitting this milestone is an important reminder of how much we can accomplish when we work together as a community.”



NEIGHBORHOOD **TECH HUBS** **EXPAND**

Connect 313 Neighborhood Technology Hubs are safe, trusted spaces where Detroiters can access computers, internet service, digital literacy programming, and knowledgeable staff. Our goal is to bridge Detroit's digital divide by the end of 2024.

OUR TECH HUB DATA TO DATE:

5,026 Detroiters served from K-12 students to working parents to seniors

On track to serve 10,000 residents by the end of 2023

400 workstations available across 7 districts

RESIDENTS REQUEST HELP WITH:

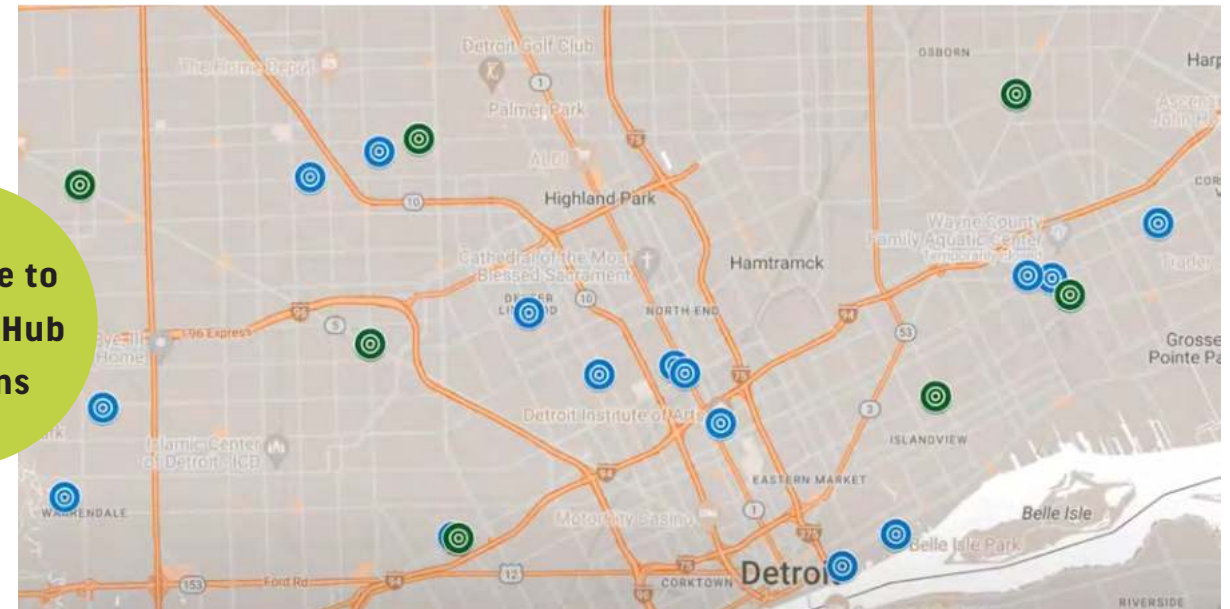
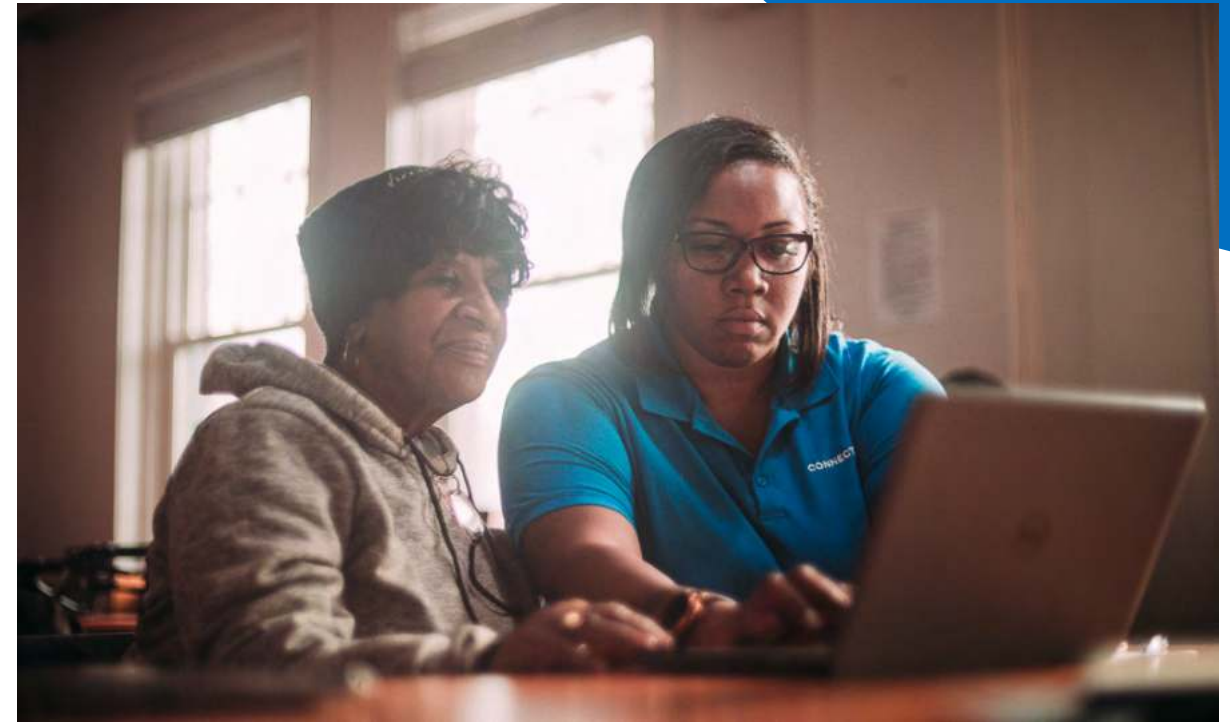
50% Tech/Device Use

19% Professional Tools

25% Navigating Digital Platforms/Resources

6% Learning

Partner programming includes: youth, housing, seniors, well-being, economic mobility, employability and more.



**Click here to
find Tech Hub
locations**

Click here to watch a video about Connect 313's Tech Hubs

COMMUNITY AMBASSADORS *GROW*

Community Ambassadors are digital inclusion advocates and resource liaisons across each of the city's seven districts. They collect data and feedback from residents and work with Connect 313 to identify solutions while also providing residents with Connect 313 resources.

[Click here to watch a video about Connect 313's Amassadors](#)

Meet: Steven Henry, Connect 313's Community Ambassador Manager

Grassroots organizer Steven Henry serves as manager of Connect 313's community ambassador program, helping to build visibility for each ambassador through participation in community events, neighborhood fairs and within existing outreach services.



"Communities often have more agency than they think," Henry says. He believes that's where Connect 313's community ambassadors can be most effective.

"My goal is to grow the team's skills and knowledge and elevate the ambassador function to a higher level," he explains. "We're taking what we've learned and moving to greater things while expanding our reach to deliver more resources."



DIGITAL INCLUSION WEEK

DRAWS A CROWD

Connect 313 held its fourth annual Digital Inclusion Week October 3-7, 2022, with five jam-packed days of programming at Wayne State University. The week-long event focused on youth, communities, small business, leadership, and research.

A first-ever research symposium brought together more than a dozen academic professionals to reflect on the last decade of digital inclusion and highlight modern-day initiatives through presentations, workshops, panels, and roundtable discussions. Another highlight was a candid discussion with Eric Frederick, Michigan's new chief connectivity officer. A youth day at Fisher Magnet Upper School wrapped up the week providing a day of STEM activities and introducing students to the digital world's many opportunities.



Media placements

Crain's, WXYZ-TV, DBusiness, WDET, Michigan Chronicle, & more



Connect 313's rich programming during Digital Inclusion Week boosted community awareness among key audiences throughout the week.

2M+

Readers & viewers reached

118

Posts across Facebook, Instagram & LinkedIn

5,345+

Video views across all channels

18

Daily recap videos



[Click here to watch the Digital Inclusion Week recap](#)

ADDING WI-FI TO FIVE CITY PARKS

In 2023, the Detroit Pistons Foundation, Rocket Community Fund, Detroit Parks Coalition and the Knight Foundation, are investing in the addition of Wi-Fi to five popular Detroit city parks in partnership with Connect 313. This will amplify our reach and ensure residents have access to high-speed internet within "walking distance" or .5 miles from their home. **The five parks are: Bradby, Chandler, Clark, McDuffy and Palmer.** There are about 5,000 privately owned residential homes within walking distance of the Wi-Fi parks.



Pictured above, Chandler Park is Detroit's fourth largest park with **200 acres of sports fields, sports courts, skate park, walking paths, aquatic facility, and a golf course.** The park is located at 12600 Chandler Park Drive on Detroit's east side.

"The City of Detroit Parks & Rec Division is grateful for the collaborative partnership to expand Wi-Fi access in our parks and help bridge the digital divide for Detroiters." - Dara O'Byrne, City of Detroit Chief Parks Planner.



LOCAL DATA DRIVES OUR DECISION-MAKING

Detroit was once the least connected city in the nation. Our bold goal is to bridge the digital divide for all Detroiters by 2024.

Definition of a Digitally Included Household

At least one member of the household has:

- A reliable **broadband** connection (internet)
- A (non-smartphone) **computer/tablet** device
- That **works** and they **know how** to use it (technical support)



70% DIGITAL INCLUSION

Or 184,582 of 263,688 households
(79,106 households remaining)

According to polls, households need:

Intervention(s)	85,623
Internet	34,280
Computer	58,012
Technical support only	32,434



POLL: STRONG SUPPORT FOR *PUBLIC HIGH-SPEED INTERNET*

Connect 313 commissioned a Detroit Internet Use survey by Washington, D.C.-based GQR. The survey of 600 Detroit adults took place from April-May, 2022 and found Detroiters want affordable broadband access and support a public high-speed internet network.

ADDITIONAL FINDINGS INCLUDE:

1 in 5 parents reported a lack of reliable internet service during the pandemic.

This forced children to complete schoolwork on public Wi-Fi, a cell phone, or not at all. The poll supports the need for a strategic, city-led approach to bridging the digital divide.

20%

Do not have an internet connection

77%

Believe the government should expand high-speed internet access

83%

Favor a public high-speed internet network in Detroit

63%

Would choose broadband at home if it was affordable

3 in 4 strongly agree expanding broadband access will create jobs.

ALL EYES ON **DETROIT**

Detroit is leading the nation in digital inclusion efforts and our law-makers in Washington, DC, are among those taking notice. The Senate Subcommittee on Communications, Media and Broadband held a hearing examining efforts to bring affordable, reliable and secure broadband to all communities. Connect 313 and the city of Detroit were held up as national leaders making a noticeable difference.

"[Connect 313] is part of the reason Detroit has the highest enrollment in the Affordable Connectivity Program of any other metro area in the nation."

- *Senator Gary Peters*



"Organizations like Connect 313 work with those in the community who are already trusted for some other reason. We need more of that across the country."

- *Angela Siefer, Executive Director of the National Digital Inclusion Alliance*



Connect 313 was also represented in San Antonio, Texas, where 800 digital inclusion leaders gathered for the National Digital Inclusion Alliance 'Net Inclusion' conference. Detroit's Deputy Director of Digital Inclusion, Autumn Evans, presented about public-private partnerships with an emphasis on implementing and sustaining strategic initiatives.

TELLING *OUR STORY*

In April 2022, we partnered with Robin Schwartz PR to help tell the Connect 313 story, amplify our key messages, and advance the Connect 313 mission. In one year, we created a library of video content, expanded our social media audience, and better informed the community about our efforts by sharing our story in the media.



76.3%

Increase in
Facebook
engagement

12,000%

LinkedIn engagement
increase

50%+

More LinkedIn
followers

599

Instagram
followers &
engagement
up 41%

34

Original
videos

15,983

Facebook video
views

19

Earned
Media
Stories



Crain's, WXYZ-TV, DBusiness,
WDET, Michigan Chronicle,
MiTechNews, WDIV-TV, Detroit
Regional Chamber & more

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