Which ESC Group Meeting

August 05, 2021 @ 3PM

Summary

Attendees:

Name	Title	Representing
Bruce Vogen	Research Analyst	Marin Residents
Elise Semonian	Planning Director	Town of San Anselmo
Jessica MacLeod	Director of Digital Serv & Open Gov't	City of San Rafael
Liza Massey	Chief Information Officer	County of Marin
Ross Millerick	Trustee	Novato Unified School District
Jeff Daniel	Project Manager	Marin IST
Nina Bell	Administrative Support	Marin IST
Abbie Ridenour	Education Facilitation & Support (P/T)	Marin Promise Partnership
Daniella Baker	Administrative Support	Marin IST

Location:

MS Teams Virtual Meeting

Agenda:

1. Announcements
2. Needs Assessment Report
3. Next Steps & Wrap-up

Notes:

1. Announcements (See Slide #6)

2. Needs Assessment Report

   a. Summary Draft Report
      i. Report is set-up with the findings in the front and overview in the back. Front is the meat of the statement. It speaks of the outreach process.
      ii. Magellan's findings is under the ICT section.
      iii. We still need to see what needs to be kept close as far as the inventory and maps of infrastructure due to security and needs to keep it private.
      iv. Broadband for All - We need to get the fiber out there and everywhere.

v. Affordable Internet Service – that it needs to be affordable and consistent throughout the county.
vi. Resilient & Reliable Community Network – most came out of the transportation group, there is a lot of dead zones, and emergency sectors (firefighters, police, etc) are affected by it.
vii. Devices for Access – part of broadband for all we need to have devices and a way to get it.
viii. Digital Literacy – make it consistent across the county. Marin should have a standard. Marin Promise is focusing on the work what it means to "connect". Ability to find people and convene them.
ix. Collaboration & Data Sharing – We need to share resources and data.
x. Digital Adoption – In the health department, they don't trust is secure and that their data will not be shared. People have to trust before they are able to adopt.

3.

a. Causes of Digital Divide – Business has done a survey and still that there is businesses that are not online and don't
b. Groups Experiencing Digital Divide – We did not get good data in Novato, reason is that we could not find community leaders that could come forward to inform and support it. We have not yet got involvement from Novato. Older adults and people with disabilities also need to work with them to better define what this work of digital literacy means to them. The chart showing the device disparity. Free wifi in Marin City and West Marin.
    i. Broadband Speeds – the question is how we get to at least 25/25. Numbers in our maps shows different findings to that. This is 2019 data still very informative. We need to start with areas that don't have any program. To get to adoption and literacy and then we have things for them to do once they are connected.
    ii. Free internet for people below some income level, we have private funding and MCF as well.
    iii. Marin Promise is doing a survey with 4 school districts, Novato, SR, Larkspur, Mill Valley to learn if students have more than just the school devices at home. Summary level on connectivity, age level/school grade, devices.
c. Additional Needs Assessment – recommendations of more data are needed. West Marin was not very responsive, how to get more students involved, not the best time to get the business involved, get data and demographics from them will help. We look to them for data sharing. Demographic data is not there as some people may wanted.
d. Location of Participants – gift cards good way to get some responses and there is more work to be done. We reached out to emails and postcards. West Marin is a small number.
e. Residents Demographics – Not able to get Marin Housing survey and got some from the online.
f. We have grants to identify communities, but the communities have to come-up with the matching funds.

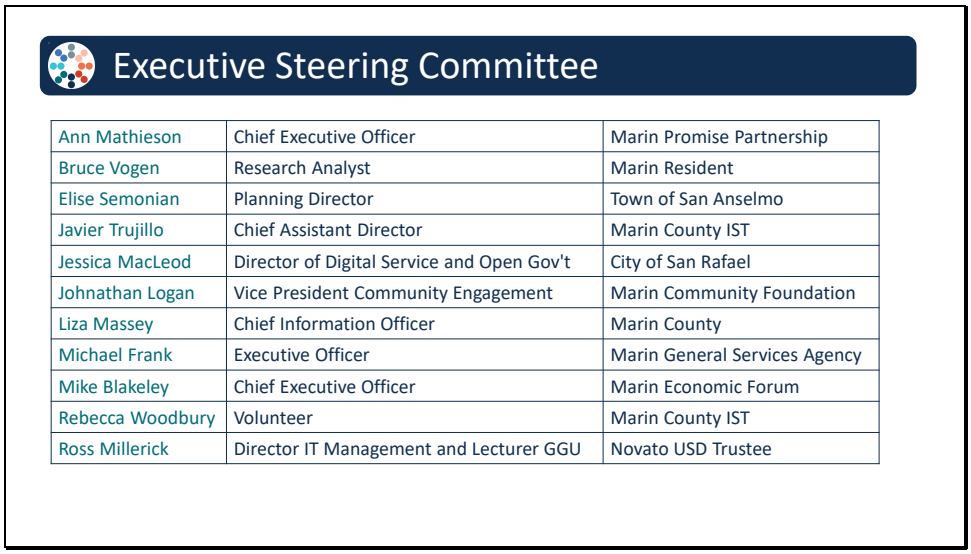
4. Next Steps & Wrap up – wants to have it by end of September and November to have it to an operating entity.

Recording

This meeting was recorded and can be viewed at https://youtu.be/p7lPto-OwvA

Slide 1

Slide 2



Ann Mathieson	Chief Executive Officer	Marin Promise Partnership
Bruce Vogen	Research Analyst	Marin Resident
Elise Semonian	Planning Director	Town of San Anselmo
Javier Trujillo	Chief Assistant Director	Marin County IST
Jessica MacLeod	Director of Digital Service and Open Gov't	City of San Rafael
Johnathan Logan	Vice President Community Engagement	Marin Community Foundation
Liza Massey	Chief Information Officer	Marin County
Michael Frank	Executive Officer	Marin General Services Agency
Mike Blakeley	Chief Executive Officer	Marin Economic Forum
Rebecca Woodbury	Volunteer	Marin County IST
Ross Millerick	Director IT Management and Lecturer GGU	Novato USD Trustee

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Digital Marin Admin Team

Jeff Daniel	Project Manager	Marin County IST
Nina Bell	Administrative Support	Marin County IST
Abbie Ridenour	Education Facilitation & Support (part-time)	Marin Promise Partnership
Daniella Baker	Administrative Support	Marin County IST

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Work Group Emails

❖ ESC	DigitalMarinESC@MarinCounty.org
❖ Education	DigitalMarinEducationGroup@MarinCounty.org
❖ Government & Emergency Management	DigitalMarinGEMGroup@MarinCounty.org
❖ Health & Community Based Organizations	DigitalMarinHealthGroup@MarinCounty.org
❖ Internet Communication Technology Providers	DigitalMarinICTGroup@MarinCounty.org
❖ Planning, Transportation, and Public Works	DigitalMarinPTPWGroup@MarinCounty.org
❖ Residents	DigitalMarinResidentGroup@MarinCounty.org

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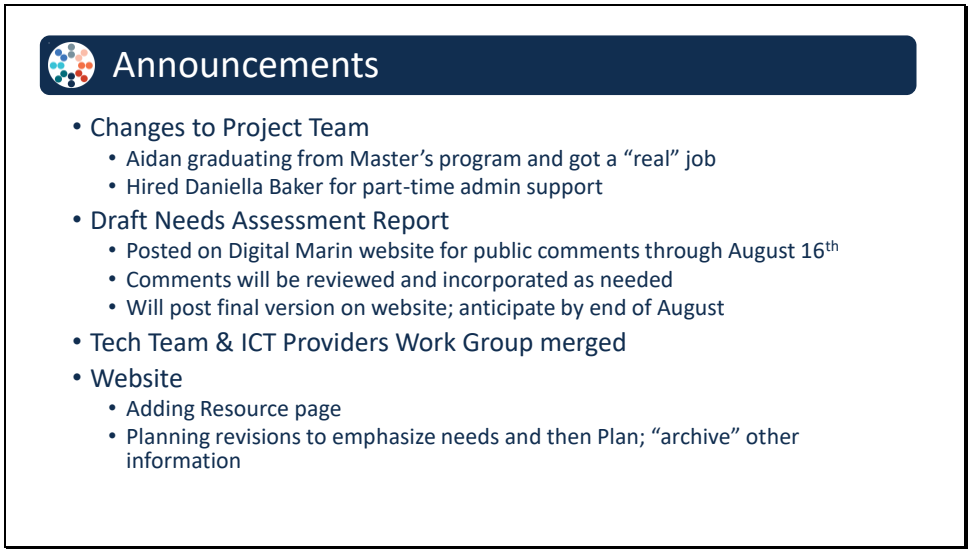

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Work Group Progress Dashboard

Work Group	Strategy in Place	Members Named	Work Group Kick-off	Outreach Efforts	Data Analysis & Report
Business & Economic Development					
Education					
Government & Emergency Management					
Health & Community Based Organizations					
ICT Providers					
Planning, Transportation & Public Works					
Residents					

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Needs Assessment Report

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Summary of Draft Report

- Introduction
- Needs Assessment Findings
  - 7 Needs Statements
  - Digital Divide Findings
  - Broadband cost, quality, availability, and speed
  - Recommendations for additional needs assessment
- Community Outreach Overview
- Individual Community Findings (details)
  - Magellan Advisors' findings in ICT Providers Community section
  - Does not include conceptual design or specific inventory information

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Broadband for all

- Marin needs affordable broadband service, so cost is not a barrier to entry
  - Recipients need barriers to digital access removed (H/CBO)
  - Marin needs affordable, reliable, and resilient broadband service throughout the county (Residents)
  - Survey Finding: 30% of respondents would pay more for faster and more reliable broadband service but can't afford it (Residents)
  - Survey Finding: 70% of respondents in subsidized housing identify cost as the #1 reason they do not have broadband at home (Residents)

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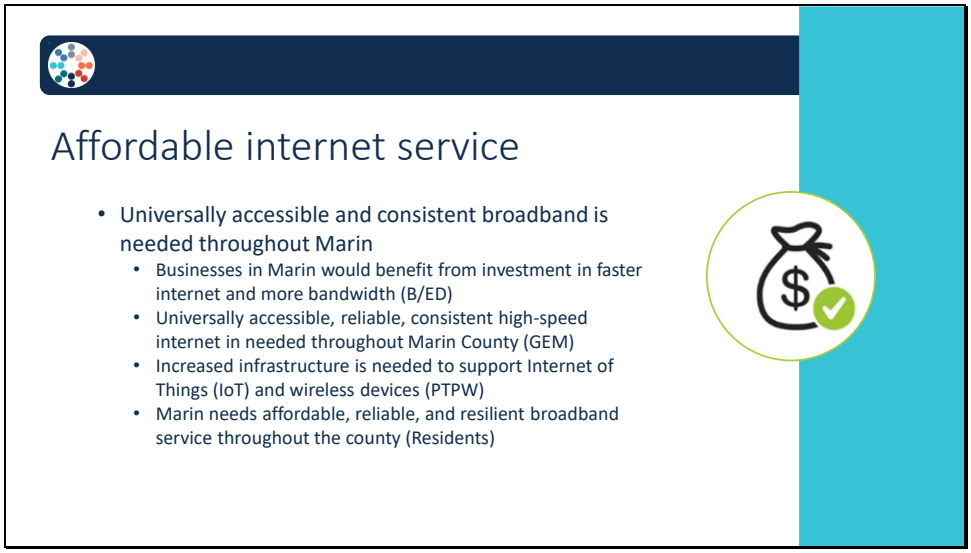

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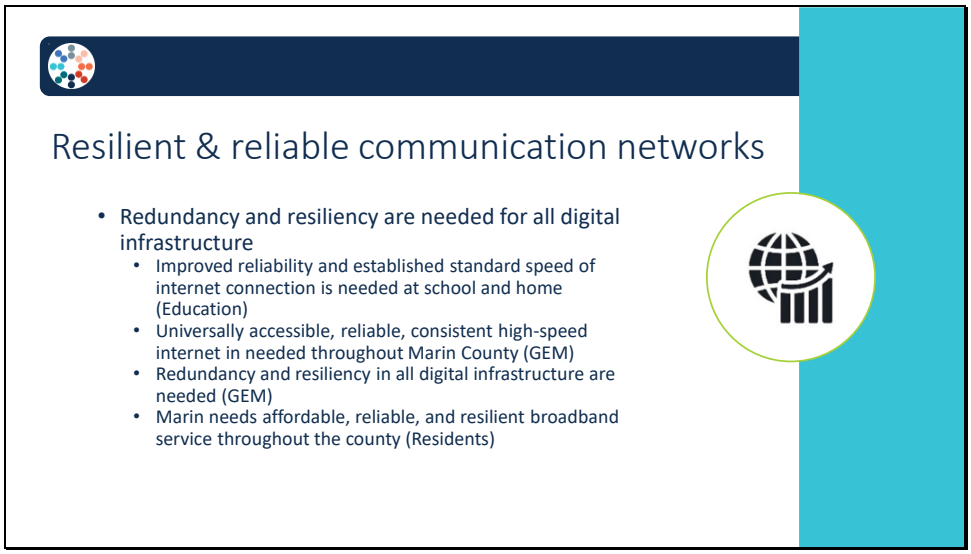

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Devices for access

- Robust end user devices are needed to access all digital opportunities
  - Access to a device and connectivity in every home is needed (Education)
  - Recipients need barriers to digital access removed (H/CBO)
  - Survey Finding: 37% of students surveyed in one district reported not having a reliable device at home (Education)
  - Survey Finding: 57% of households surveyed in one neighborhood reported not having a computer at home (Education)

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Digital literacy

- Collaborations are needed to help address lack of digital literacy for providers and consumers of internet content and services
  - Increased digital literacy training for parents and teachers is needed (Education)
  - Both providers and recipients need more digital literacy training to be successful (H/CBO)
  - Collaborations are needed to help businesses address overlapping internet issues and lack of digital literacy (B/ED)
  - Significant ongoing and just-in-time community digital training in software and home technology are needed (GEM)

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Collaboration and data sharing

- Collaborations and data sharing are needed to improve service delivery, increase efficiencies, and provide insights
  - Proactive data infrastructure and staff capacity for tracking students' digital needs and assets are needed (Education)
  - Sharing data across agencies is needed to increase coordination and public access (PTPW)
  - Increased collaboration and coordination between governments and high-level cross-agency leadership are needed (GEM)
  - Agencies need to collaborate, share staff, and streamline services (PTPW)

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Digital adoption

- Trust is needed to increase usage of digital resources
  - Recipients need services delivered in a way that best meets their capabilities and comfort (H/CBO)
  - Marin needs to ensure that privacy, security, and transparency concerns are addressed (Residents)
  - Systems and data at critical facilities need to be protected (PTPW)
  - Balancing health and safety concerns with needs for broadband in areas not/not easily served by fiber is needed (Residents)

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Causes of the Digital Divide

- Lack of or poor quality internet service
- Inability to afford internet service
- Lack of devices to access the internet
- Low levels of digital literacy
- Language and other accessibility barriers
- Mistrust or misunderstanding of the benefits of being online

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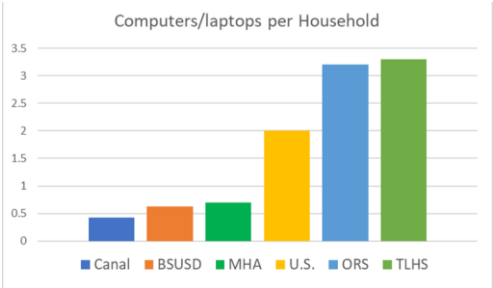
Groups Experiencing the Digital Divide



- Canal Neighborhood in San Rafael
- Marin City
- Two areas in Novato (not identified)
- West Marin
- Older adults and people with disabilities

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Broadband Speeds

Speed	Served	Unserved	Underserved
At underserved speeds of 6/1	102,736	383	208
At FCC broadband standard speeds of 25/3	102,528	591	N/A
At minimum 25/25	100,918	2,201	N/A

1,865 households are not served, i.e. broadband access is available, but they chose not to receive it

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Additional Needs Assessment

- Identify and conduct additional needs assessment activities in the **two under-served areas of Novato.**
- Identify **community advocates** who will lead collaborative efforts to bridge the digital divide in the two under-served areas of **Novato** once they are identified.
- Conduct additional needs assessment efforts in **West Marin** beyond what was done by the Bolinas Shoreline Union School District Connectivity Committee, especially when digital projects are proposed or planned for this area.
- Conduct additional needs assessment efforts of **students across Marin**, especially when digital projects are proposed or planned for them.
- Conduct additional needs assessment of the **Business Community's** digital needs as part of the development of a Marin County Economic Strategy.
- Conduct needs assessment of actual **recipients of Health and CBO services**, especially when digital projects are proposed or planned for them.
- Conduct additional needs assessment of **non-profits/CBO's digital needs**, especially when projects are proposed or planned for this sector.
- Obtain detailed **demographic data** for projects or project proposals which continue or emerge as a result of Digital Marin's needs assessment or Strategic Plan.

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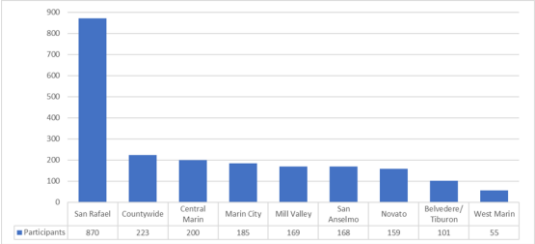
Locations of Participants



- 3,700+ touch points
- Location information for 53%
- San Rafael includes our responses from Canal Neighborhood but not CSR responses
- See report for breakdown of Central & West Marin

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Residents Demographics

Demographic	ORS Respondents	Marin City	Marin County
Owner Occupied Homes	72.9%	26.7%	63.7%
Average Household Size	2.2 people	2.3 people	2.4 people
Persons 65 years and older	54%	14.3%	23%
Persons under 18 years	20.8%	27.8%	19.8%
Bachelor's degree or higher	88.3%	39.3%	59.5%
In the workforce	64.6%	64.5%	63.7%

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Next Steps & Wrap Up

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Summary of Next Steps

- Review Needs Assessment Comments & Update Report
  - Post final Report by end of August
- Draft Strategic Plan
- ICT Providers Community Work Group Meeting
- ESC Meeting Schedule

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Thank You

Your service to our community is greatly appreciated