DIGITAL MARIN

ESC Group Meeting
November 23, 2021 @ 2PM

Summary

Attendees:

Name	Title	Representing
Bruce Vogen	Research Analyst	Marin Residents
Javier Trujillo	Chief Assistant Director	County of Marin
Liza Massey	Chief Information Officer	County of Marin
Michael Frank	Executive Officer	Marin General Services Agency
Ross Millerick	Trustee	Novato Unified School District
Rebecca Woodbury	Resident	
Elise Semonian	Planning Director	Town of San Anselmo
Sara Jones	Director	Marin Free Library
Jonathan Logan	VP Community Engagement	Marin Community Foundation
Nina Bell	Admin Support	Marin IST
Jeff Daniel	Project Manager	Marin IST

Location:

> MS Teams Virtual Meeting

Agenda:

1. Announcements
2. Website Review
3. Work Groups
4. Elevator Pitch
5. Meeting Wrap Up

Notes:

1. Announcements (see slide # 6)

2. Website Review
   a. GoDigitalMarin.Org website
      i. we have a logo and a tagline "Planning our Digital Future"

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ii. The pages are in early stages, we have not activated the URL yet. Some sections are not done yet and we are working trough a final punch list.

iii. We have a logo, we a have a top navigation. A simple home page with language to orient viewers to the side, a newsfeed to create content for the site, will be like a blog for the future of this project. People will be able to subscribe to updates for the site.

iv. A lot of the language we worked though the elevator pitch is here.

v. We want to describe what "Digital Equity" is, as it is a big driver for the site.

vi. A lot of the content came from the charter. We have a page with your photo and bio, a page with the different agencies, we hope that this grows overtime as more collaboration happens.

vii. Glossary to define terms. Will work with Magellan on that.

viii. Community Sections/Work Groups, there will be an "About" section and newsfeed for general updates and specific news about specific groups.

ix. We will have a "Document library" for each group, want to minimize that because of the challenges it presents from the standpoint of accessibility. Drive more content through updates to be more accessible

x. Each section has a "Feedback" form. It is a simple form now and will be developing one

xi. Collaboration section: showcase different projects, collaboration and efforts that come from this DM project.

xii. News: can see updates on each community or come to this page see all news update. Overtime, will add more categories.

xiii. Contact form for people to subscribe to get updates or follow us on Twitter.

xiv. Process for new content creation, a small team reviewing through a tight process to create content and posting it.

xv. As soon as we have the website published, we will do a press release, ask you to do a communication out to your organization, and a letter to the IJ. We are looking for community leaders to build up the content on your page and look for your guidance.

xvi. Timeframe: launch in December, the sooner the better, ensure we have more content on the site, need to go through the process of county press release. "Marin Voice", and Letter to the Editor are a good opportunity.

xvii. 5G group, that are "anit-5G" very vocal and we will need to have a conversation about that. They came to the first meeting of the Canal Alliance and their counter-position is that they are pro-fiber and need a place to advocate. Their position is that they are anti radio waves. They are credible people, professionals that have studied the subject and has some scientific support. We want to have focus groups or town halls specifically for this group to be heard and we talked specific with Magellan to get guidance on how to address these concerns and what other counties have learned.

xviii. Next steps: soft launch, review, and the whole communication to the media.

3. Work Groups
    a. Recruitment Documents: we wanted to make sure that you have tools to use to tell the story of Digital Marin when recruiting people to be on your work group.
        i. Government and Emergency management is such an importance piece, and we want to balance with non-emergency piece as well. Mix of different strategies for outreach.
        ii. ESC member to talk to their support person to decide who will be on your work group and get feedback, keeping in mind inclusion and diversity and give you the autonomy to build your group.
        iii. Can start building your work group asap and keeping in mind when the outreach will be best some December and some January. Keeping in mind the different time commitments. We are identifying groups and not time frame quite yet.
        iv. Suggested a sub-page on the website with Wi-Fi hotspots.

Recording

This meeting was recorded and can be viewed at https://youtu.be/-5wo2hvvviA

Slide 1

Slide 2

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Slide 3

Executive Steering Committee

Bruce Vogen	Research Analyst	Marin Resident
Elise Semonian	Planning Director	Town of San Anselmo
Javier Trujillo	Chief Assistant Director	Marin County IST
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	Director Digital Service & Open Government	City of San Rafael
Ross Millerick	Director IT Management and Lecturer GGU	Novato USD Trustee
Sara Jones	Director	Marin County Free Library

Slide 4

Support Team Members

Jeff Daniel	Project Manager	Marin County IST
Nina Bell	Administrative Support (part-time)	Marin County IST
Fellow	Education Facilitation & Support (part-time)	Marin Promise Partnership
Intern	Research, writing, general support (part-time)	Marin County IST

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Slide 5

News

Slide 6

Announcements

- Paid Intern position
  - Narrowed down to 5 top candidates
  - Setting up interview panel
  - Interviews in December
- Marin Promise Partnership - Fellow will start in January
- Magellan Update
  - Data Gathering continues
  - Reaching to all jurisdictions next through MMA

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Slide 7

Website Preview

Slide 8

GoDigitalMarin.org

- Preview
  - Logo
  - Tagline – Planning our digital future
  - Home Page
  - Who We Are
  - Communities (Work Group areas)
  - Collaborations
- Feedback? Questions?
- Next Steps

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Slide 9

Work Groups

Slide 10

Recruitment Documents

- Have you reviewed
  - Work Group Planning Tool
  - Elevator Pitch
  - Slide deck
- Your thoughts
  - Time frame to recruit
  - Time commitment for members
  - Process for outreach
  - Equity & non-profit reminder
- Begin with 1 on 1

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Slide 11

Elevator Pitch

Slide 12

Elevator Pitch Final (v6)

The internet is a fundamental element of our lives. From our economy to education, it provides us with access to opportunities and critical services. Recent events underscore Marin's need to eliminate internet access inequities and bridge the digital divide. Students need reliable home connections for distance learning. Families require online access to information and support services. Our businesses and growing tele-workforce demand more from the providers to remain competitive.

High speed internet has become the equivalent of water and electricity. Digital Marin is an effort to close the divide so all residents and businesses have fast, equitable, and affordable internet access and can take advantage of all on-line opportunities and services.

We're looking for people to share their ideas and help us reach out to others to create a plan that identifies projects and opportunities for partnerships, collaborations, and funding to improve access to the digital tools we all need. With your help in the planning stage, you can make sure your community (specify if possible) has its needs identified and prioritized in the plan.

Slide 13

Meeting Wrap Up

Slide 14

Next Steps for the ESC

To Do Items
- Continue to develop list of suggested work group members

Next meeting – Thursday, 12/10 @ 3 p.m.
- Outreach process
- Website update

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Slide 15

Admin Team Deliverables To You

- Send a PDF of today's deck
- Assist with scheduling 1 on 1 for ESC & support person
- Follow up on any parking lot items

Slide 16

Thank You

Your service to our community is greatly appreciated

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