

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	
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. Public Outreach
3. Draft Plan Outline
4. Next Steps

Notes:

1. Announcements
(see slide 6 below)
2. Elevator Pitch
 - a. Pitch Version 5
 - i. 1st paragraph seems long.
 - ii. Advocating to use positive words to convey the same idea.
 - iii. Last paragraph - We are looking for a plan to identify, rather than just people's input, we are looking for people's and ideas and not just support. We are looking for plan rather than just people's support.

- b. Javier's Suggestions – from Magellan's presentation
 - i. Wonder if we want to use the word "roadmap" rather than "plan" – "Roadmap" is a definition of goals and "Plan" is steps and activities. Either Roadmap or Plan to ensure we are all going into the same direction.
 - ii. Slide Pitch Version 5 – last paragraph can be refined to speak to the Marin County funding organizations – get people collaborating before we take ownership.
 - iii. Rather than "governance structure" perhaps vision is a better word.
 - iv. Shying away from calling it "community development plan".
 - v. After all this discussion, I think calling it a "Plan" might be more beneficial for general understanding.

- c. Tagline for the Website: (Slide 10)
 - i. Digital Marin a bit nebulous? We don't need to have a tagline but will be good if we have one.
 - ii. Look it over and send your creative ideas.
 - iii. Let's have a brainstorm, creative work, it helps me to see other people stuff. A little space to have people putting ideas

- d. Work Groups
 - i. Get the work groups of the ground, perhaps early December.
 - ii. Couple slides (# 12, 13) to remind us what the groups are and the purpose for them to exist. Magellan's is doing an inventory and will help put these work groups together.
 - iii. Levering the few to grow into many. Want these work groups to do the outreach to expand across Marin and across the sectors into the communities and they will part of multiple sectors.
 - iv. We want to make sure to do our public outreach. Residents: I see our group being 2 sides – being transparent and being able to share with members of the general community and a place for them to get an answer.
 - v. The whole website to get to that transparency.
 - a. Work Groups Guideline
 - a. Diversity not just race and gender, also diverse backgrounds.
 - b. Size should support and not hindered the outreach.
 - c. January and February is the timeline to get answers back.
 - d. Great for each of the groups to have for example people in the business sector and that they live in Marin. Will be good for them to follow in two or more of the groups.
 - e. Transparency: we will need to figure out how to do it but all will be up at the website. We will have each group to look at each other's work. Recommend a person to be in a different group from where they are coming from.
 - f. Identify work group members.
 - g. Set-up a phone call before the first meeting with your work group. We are here to support you and make the kick-off successful.

- e. Meeting Wrap-up:
 - i. Integrate all the elevator pitches.

- ii. A list of who is available Thanksgiving week.

Recording

This meeting was recorded and can be viewed at <https://youtu.be/IGG5XNphnfg>

Slide 1



Slide 2

ESC Meeting Etiquette

1. Everyone participates and all voices are heard.
2. Mute when you aren't the speaker.



A screenshot of a Zoom meeting control bar. The bar is dark grey and contains several icons: a timer showing 59:37, a video camera icon, a microphone icon with a slash through it (muted), a hand icon (raise hand), a speech bubble icon, a group of people icon, and a phone icon. A red arrow points to the hand icon, and another red arrow points to the microphone icon.

3. Use 'raise your hand' to speak.
4. Wait until the facilitator or presenter calls on you.
5. Try not to interrupt.
6. Silence means agreement.

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

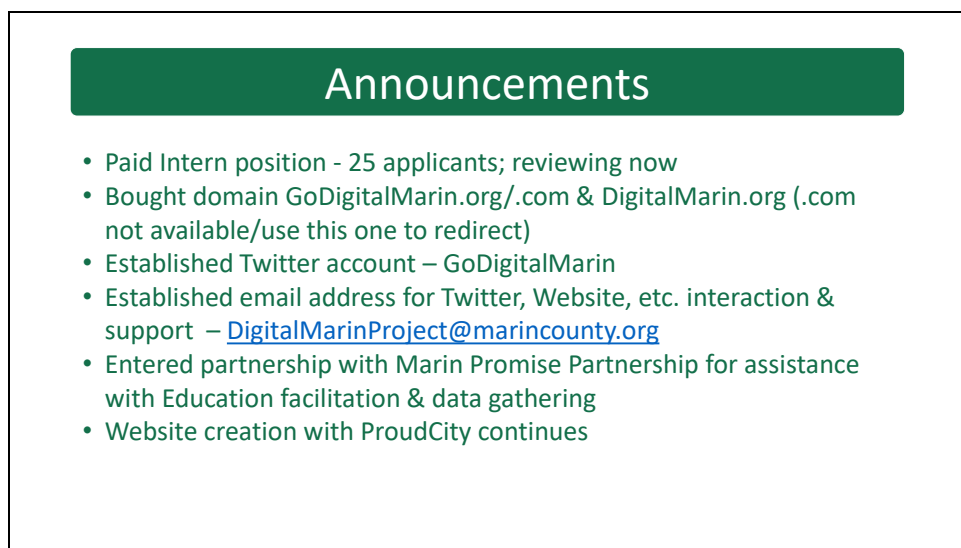
Slide 4

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

Slide 5



Slide 6



Slide 7

Elevator Pitch

Slide 8

Pitch Version 5

The internet is a fundamental element of our lives. From our economy to education, it provides us with access to opportunities and critical services. Marin is not immune from internet access inequities. COVID exposed the enormous digital divide that left many Marin residents and businesses without adequate access to the internet. Students without reliable home connections struggle with distance learning. Families are unable to get information or utilize support services. Our businesses and growing tele-workforce are demanding more from the providers to remain competitive.

High speed internet has become the equivalent of water or 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 support us in creating a plan to identify 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 9

Javier's Suggestions

This is not an enterprise plan for local government networks. This is the Digital Marin **community development plan**.

When we say community, we mean all communities of interest. From business to education, etc.

I envision this plan being practical and focused on implementation. A condensed action plan, something that is practical and meaningful to you and your communities that you can really take it and run with it.

We really want to engage all the stakeholders including economic development assets, grass-roots engagement with communities, health care leaders, etc.

We really want to translate this into actual programs that help people use the technology... with digital inclusion and digital literacy ... and how to do that effectively.

...and coming up with a governance structure that makes sense for everybody...to make sure the investment in technology has meaningful impact in the communities.

Slide 10

Tagline

- For Digital Marin website
 - Envisioning internet access for all
 - Bridging the digital divide
 - Marin's digital access plan/project
 - Planning our digital future

Slide 11



Slide 12

A slide titled "Role of ESC Members" with a green header. It lists three roles, each with an icon and a description.

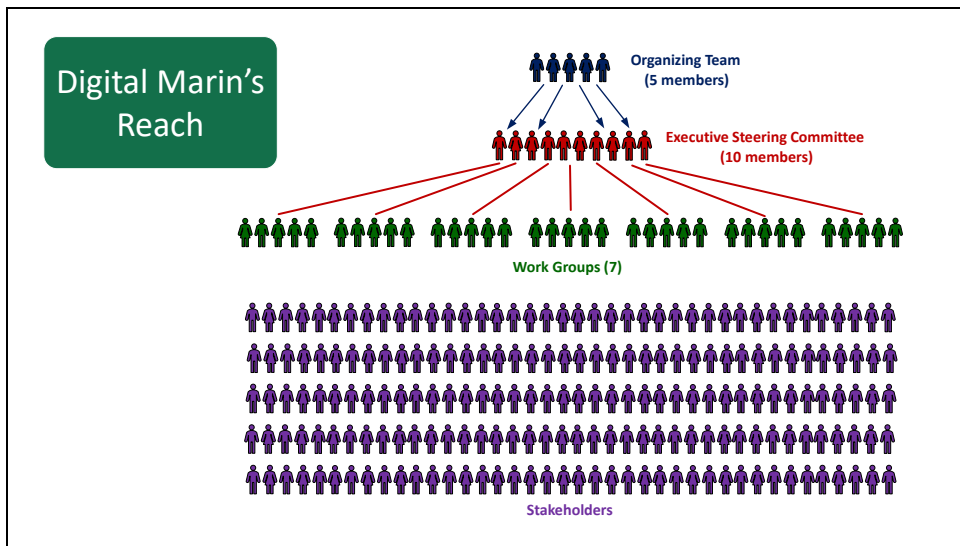
- Participate in creating the Plan**
Bring your ideas and perspectives to bear
- Help identify and engage Stakeholders**
Use your connections and influence
- Liaison to Work Group**
Help steer their efforts

Slide 13

Why Work Groups?

- Purpose
 - To ensure that all stakeholder groups provide input into the Plan
- Process
 - Work Group dependent – surveys, focus groups, interviews, etc.
- Resources
 - ESC Liaison, Org Team, project manager, facilitators, Intern, administrative support, tools, & framework
- Deliverable
 - Input for the Strategic Plan including stakeholder group’s vision, needs, available resources, and priorities

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Slide 15

Work Groups & ESC Liaisons

Liza, Rebecca, Sara Oversight & Assistance	Michael Frank Government & Emergency Management	Ross Millerick Education	Johnathan Logan Health & Community Services
Elise Semonian Planning, Transportation, Public Works	Bruce Vogen Residents	Mike Blakeley Business & Economic Development	Javier Trujillo ICT Providers

Digital Equity will be considered by each workgroup
Non-profits will be engaged by each workgroup whenever possible

Slide 16

Work Groups Guidelines

- Look beyond your own network
- Ensure the work group is as diverse as possible
- Size should support/not hinder outreach
- Ensure people understand/agree to time commitment
- Work with your designated Org Team member
 - Liza – Bruce, Javier, Mike
 - Rebecca – Elise, Michael
 - Sara – Ross, Johnathan

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Work Group Setup To Do's

1. Identify potential Work Group members
 - Check Stakeholder list for potential members
 - Use your network/check out community/professional organizations
 - Work with other ESC members
 - Ensure diversity of work group members
 - Review list with your Org Team member
2. Reach out to potential members with elevator pitch and introductory slides, if desired
3. Secure participation
4. Work with Org Team member to setup an organizing call to prepare for 1st meeting including review of framework and securing a facilitator
5. Work with Support Team to schedule the Work Group Kick Off meeting ensuring Facilitator and Org Team member are available

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Meeting Wrap Up

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Next Steps for the ESC

To Do Items

- Review final version of elevator pitch
- Suggest taglines
- Develop list of suggested work group members

Next meeting – Monday, 11/23 @ 2 p.m.

- Work Group Formation
- Outreach process
- Website update

Slide 20

My Deliverables To You

- Send a PDF of today's deck
- Send final draft of Elevator Pitch for final review
- Follow up on any parking lot items

Slide 21



Thank You

Your service to our community is
greatly appreciated