


# DIGITAL MARIN

Focus Group Name

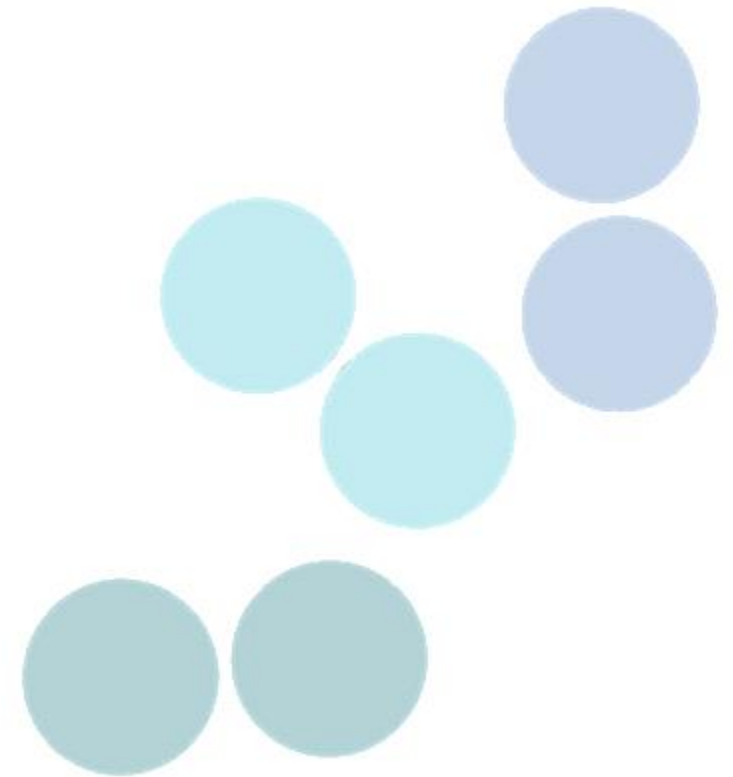
February 2021

# Agenda

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- I. Introductions
  - II. Overview of Digital Marin
    - i. Purpose
    - ii. Needs Assessment
  - III. Focus Group Questions and Discussion
  - IV. Questions and Answers

# Quick Introductions

- I. Name
- II. Current title(s)
- III. Organization or affiliations





# Purpose

Digital Marin is a project to develop a digital infrastructure\* strategic plan.

To better understand the digital needs and vision of our residents, communities, schools, public agencies, and business sectors to develop a shared roadmap and vision.

\* Digital infrastructure is the data, software apps, and physical infrastructure working together to provide access, information, and online services to stakeholders.



# Urgent Community Needs



- COVID-19 exacerbated and highlighted deficiencies
- Sizable populations of youth can't get on-line for school
- Elderly and others need access for video healthcare
- Fires and other disasters highlight need for redundancy of networks
- Funding opportunities exist for digital equity and community broadband
- And more!



# Strategic Plan Goals



- Everyone has access to **high-speed internet** and knows how to use it
- Public service & non-governmental agencies share data, where appropriate, to **better serve people**
- More **efficient, customer-oriented** service delivery
- Marin has a **resilient information network** that can survive a disaster

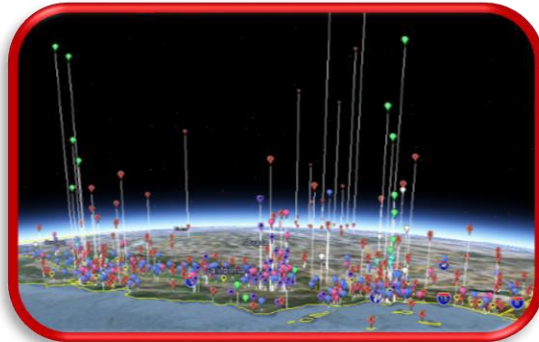


# Strategic Plan Goals



## Infrastructure

Is shared, equitable, resilient, and cost effective



## Data Sharing

Is secure, private, appropriate, and comprehensive



## Services

Are easy to use, online, and accessible to all

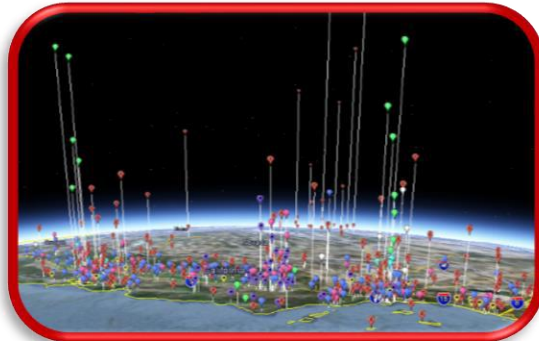


# Digital Marin Approach



## **Inclusive and Collaborative**

Residents, Business, Public Agencies, NGOs, Education



## **Community Driven**

Address what communities say is important



## **Forward Thinking**

Short-term wins and long-term digital goals



# Project Process

Technical

Needs Assessment



Inventory, assess, and ID Digital Infrastructure;  
Note gaps; Present options and strategies based on Needs Assessment



Elected Officials and Project Sponsors



Organizing Team (5 members)



Executive Steering Committee (10 members)



Communities (7)



Stakeholders



# Communities

**Government &  
Emergency  
Management**

**Planning,  
Transportation,  
Public Works**


**Health &  
Community  
Services**

**Information &  
Communications  
Tech Providers**

**Business &  
Economic  
Development**

**Residents**

**Education**



# Focus Group Questions & Input



# What do you think?

1. Are there goals that internet access and connectivity issues prevent your communities from achieving today?
2. What are your plans for technology initiatives (organizational and community), if any?
3. What opportunities do you see for cooperation, partnerships, or shared services?
4. Where has there been movement on an initiative, but the effort stalled?
5. What is the most innovative or inspiring technology initiative you've seen in your sector?

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# Questions & Answers



# Thank You

**Your help and service to our community are  
greatly appreciated!**

**GoDigitalMarin.org  
@GoDigitalMarin**