

Meeting Date: 10/6/2020 3:00 PM

Location: Microsoft Teams Meeting

Link to Outlook Item: [click here](#)

Invitation Message

Participants

Daniel, Jeff
Elise Semonian
Jonathan Logan
Jones, Sara
Massey, Liza
Michael Frank
Rebecca Woodbury
Ross Millerick
Sarah Ashton
Trujillo, Javier
Bruce Vogen

Notes

1. Welcome: What is one outcome you want to see?
 - Focus on things where there is funding available for immediate implementation
 - Coordinated
 - Funding models we are all running under
 - Understand advanced technology and the funding coming out of the FCC
 - Common language for understanding nature and scope of our environment
 - Moving as smartly as possible and fast
 - Rising tide that lifts all boats in Marin. Share services and act in a coordinated way.
 - Resilient system with digital equity for all
 - 841 public entities that might need to coordinate on digital services.
 - Governance group
 - Identify specific target populations that need a more focused Approach.
2. Digital Marin Overview
See slides below.
3. Workgroups and roles
 - ICT Providers expand the scope beyond our usual providers
 - Listen across and learn across so residents can trust. Allow people to observe and decide for themselves if we are addressing their interests.
5. Roundtable Discussion
 - Is there a website that has whatever has been provided to date. Digital divide? Do we need better infrastructure?
 - Over the last 20 years Edu has been separate from the cities. All 25K students in Marin are struggling to get access and more of their education online.

- Scenic is something we really need to look into and get a lot of bang for the buck for expanding that network.
 - We can avoid having the Plan become a Grand Jury Report by having more citizens oversight on each work group. (Liza: Magellan has examples of the plans they have done and what has worked well)
 - Did this project go to the Marin Manager's Association for their information/support? Or is that I would do as part of the Govn't Workgroup? (Liza - MMA will act as our sponsors)
 - We need to find a place to discuss 5G and where wired hands off to wireless.
 - Comcast has dropped millions on network in the bay area. There is a lot of disruption in this area and divided up territory, and redundancy, and obsolescence.
6. Next Steps & Timeline
 7. Setting future meeting dates

Recording

[The recording](#) is available on our YouTube channel.

Slides

Slide 1



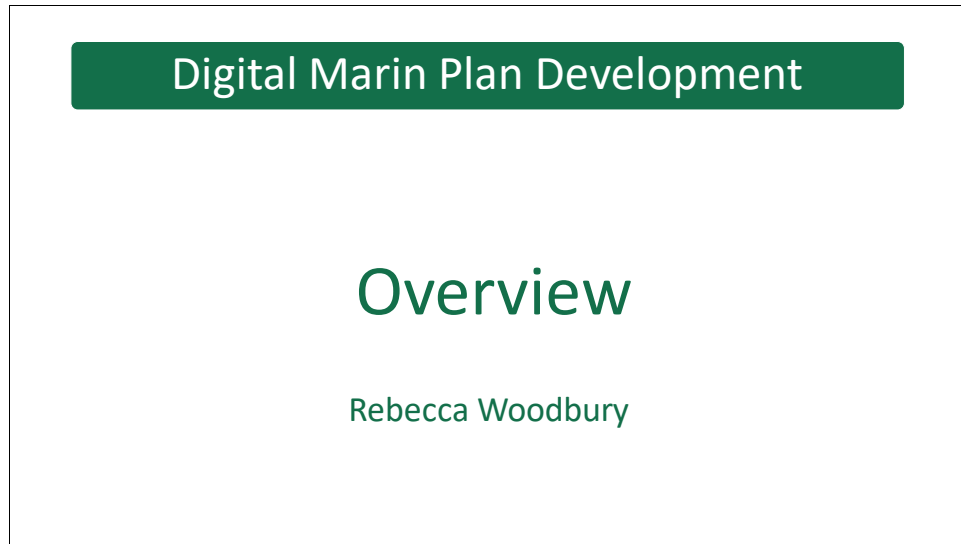
Slide 2

Introductions		
Bruce Vogen	Research Analyst	Marin Broadband Matters
Elise Semonian	Planning Director	Town of San Anselmo
Javier Trujillo	Chief Assistant Director	Marin County IST
Jeff Daniel	Project Manager	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
Rebecca Woodbury	Director Digital Service & Open Government	City of San Rafael
Ross Millerick	Director IT Management and Lecturer Golden Gate University	Novato Unified School District Trustee
Sara Jones	Director	Marin County Free Library

Slide 3

ESC Meeting Etiquette	
<ol style="list-style-type: none">1. Mute when you aren't the speaker	
<ol style="list-style-type: none">2. Use 'raise your hand' to interrupt. The facilitator will let the presenter know3. Treat each other as clients or valued colleagues4. Listen as the speaker completes their thought and assume it is a valuable perspective you need to understand better5. Believe in our team	

Slide 4



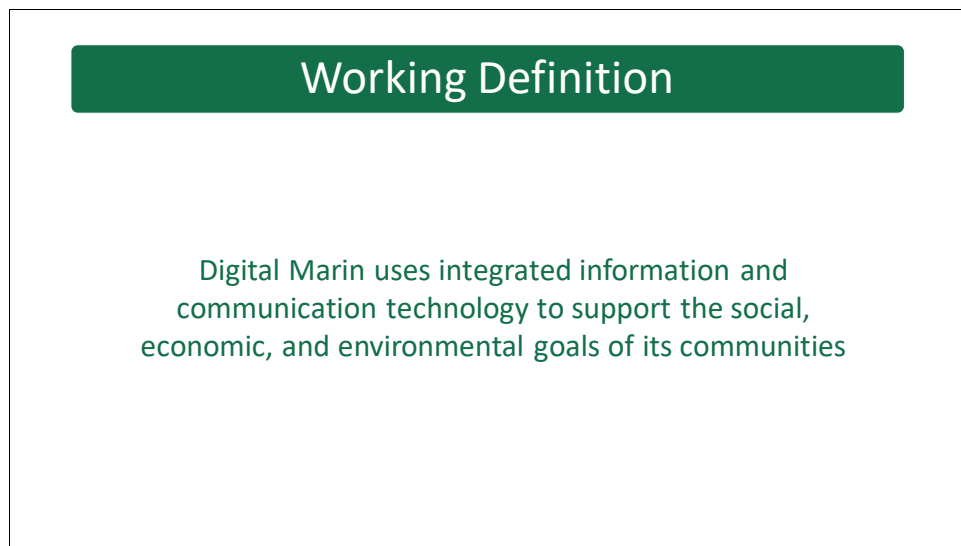
Digital Marin Plan Development

Overview

Rebecca Woodbury

This slide features a dark green header bar at the top with the text "Digital Marin Plan Development" in white. Below the header, the word "Overview" is centered in a large, dark green font. Underneath "Overview", the name "Rebecca Woodbury" is centered in a smaller, dark green font.

Slide 5



Working Definition

Digital Marin uses integrated information and communication technology to support the social, economic, and environmental goals of its communities

This slide features a dark green header bar at the top with the text "Working Definition" in white. Below the header, the text "Digital Marin uses integrated information and communication technology to support the social, economic, and environmental goals of its communities" is centered in a dark green font.

Slide 6

Objectives

-  • Everyone has **access to the internet** and knows how to use it
-  • Public service and non-governmental agencies share data to **better serve people**
-  • Marin has a **resilient information network**

Slide 7

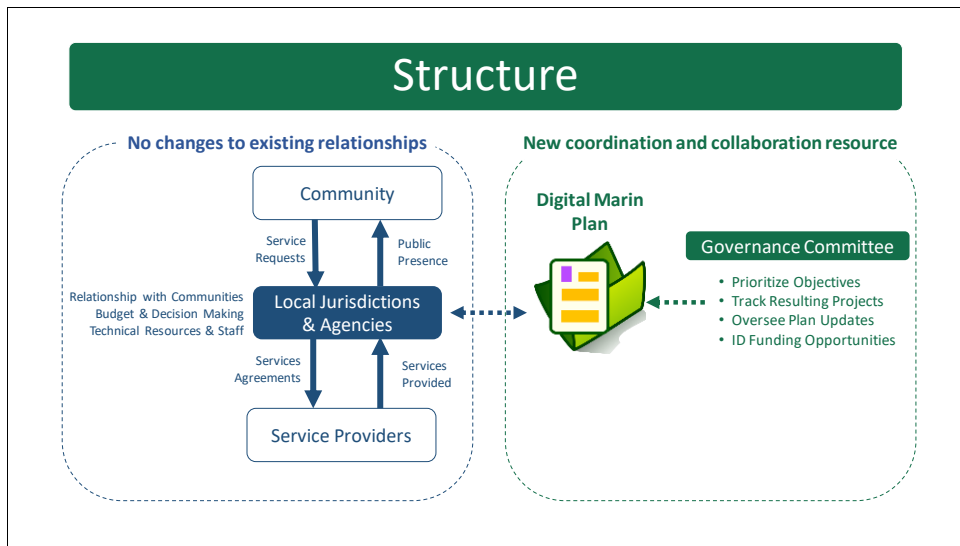
Opportunities

-  • **Infrastructure**
Is shared, equitable, resilient, and cost effective
-  • **Data Sharing**
Is secure, private, and comprehensive
-  • **Services**
Are easy to use, online, and accessible

Slide 8



Slide 9



Critical Success Factors

-  • **Project Leadership**
Stay committed throughout the project
-  • **Stakeholders**
Feel valued, heard, and included
-  • **Partners**
Demonstrate productive collaborative efforts

Diversity Among Stakeholders

- Industry sectors
- Race and gender
- Age – young adult or early, mid or senior in their career
- Position titles - in the traditional hierarchy
- Geographic regions
- Supporters, detractors, and the unsure
- Technologically well-served and underserved

Slide 12




Digital Marin Plan Development

Project Process


Jeff Daniel

Slide 13

Milestones

-  • Assess current **digital eco-system**, define target capabilities, and identify gaps
-  • Create a **Digital Infrastructure Plan** with common objectives and a roadmap
-  • Establish **ongoing Governance** to oversee the Plan and track project implementations

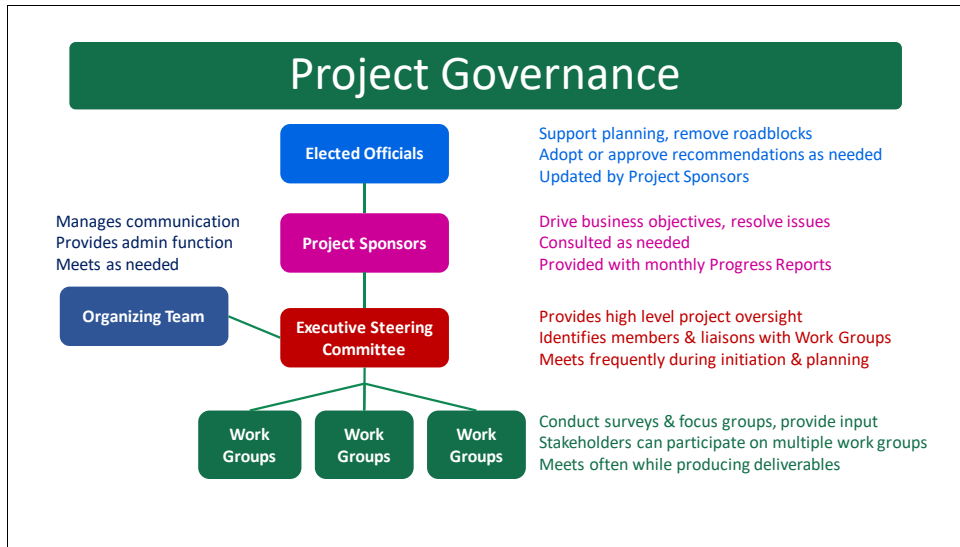
Available Resources

- 
 - **County & CASF Grant Funds**
Funding to develop the Plan is available
- 
 - **Existing Assets and Regular Operations**
Coordinate, align, and leverage
- 
 - **Community Volunteers**
Leverage existing service groups and volunteers

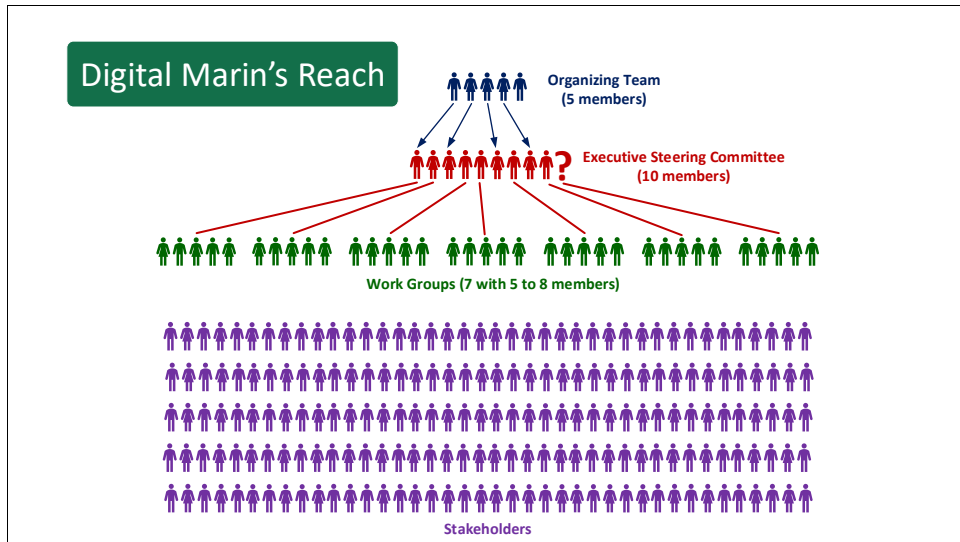
Resource Needs – Filled!

- 
 - **Consultant**
Magellan Advisors
Board approval 10/6; start date 10/13
Assist with inventory of current assets, gap analysis, and drafting recommendations
- 
 - **Facilitators**
Support work group meetings
Approved to engage County-trained employees
Assign one to each work group

Slide 16



Slide 17



Slide 18

Work Groups

- Each Work Group
 - 10 or so members
 - Has a liaison from the Executive Steering Committee
 - Sets their own meeting schedule
 - Determines the method to use for input – surveys, focus groups, etc.
 - Conducts brainstorming for To Be and makes recommendations
 - Produces notes to be used in developing the Plan

Government & Emergency Management

Business & Economic Development

Planning, Transportation, Public Works

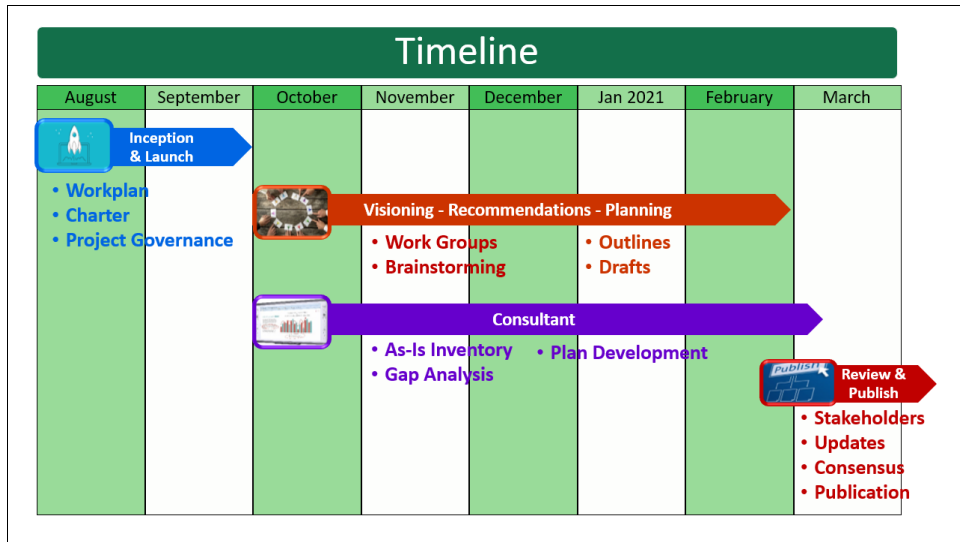
Residents

Health & Community Services

Education

ICT Providers

Slide 19



Slide 20

Digital Marin Plan Development

Executive Steering Committee

Liza Massey

Slide 21

Role of ESC Members



- **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

Role of ESC Members



- **Participate in creating the Plan**
 - Approve the Project Charter
 - Review findings & recommendations
 - Review and provide input to resulting Plan



- **Help identify and engage Stakeholders**
 - For both Work Groups & to gather input
 - Conduct outreach & send invitations



- **Liaison to Work Group**
 - Assist with kick off, schedule, approach
 - Follow progress; keep them on track

Work Groups & ESC Liaisons

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

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

Slide 24

Digital Marin

Feedback & Brainstorming

- What are you most excited about?
- What do you think will be our biggest challenge?
- What should our elevator pitch be?
- What's missing from our plan, description, process?

Slide 25

Next Steps for the ESC

For the next meeting

- Review the Charter and suggest upgrades
Charter will be adopted at next meeting
- Review Scope of Work
We meet with Magellan Advisors for overview
- Identify potential Work Group members and additional stakeholders

For the near term

- Assemble Work Groups & conduct kick off meetings








Slide 26

Digital Marin Plan Development

Logistics

Jeff Daniel

Slide 27

Sun	Mon	Tue	Wed	Thur	Fri	Sat
	October	 6	7	8	9	10
11	12	13	14	 15	16	17
18	19	20	21	22	23	24
25	26	27	28	 29	30	31
November 1	2	 3	4	5	6	7
8	9	10	11	 12	13	14
15	16	 17	18	19	20	21
22	23	24	25	26	 27	28

Slide 28

Communications

- **Use MS Teams for**
 - Sharing Documents
 - Chatting during meetings
- **Use email for**
 - Communicating offline
 - Communicating to the full team

Slide 29

My Deliverables To You

- Send a PDF of today's deck
- Send a copy of the Magellan SOW
- Send a copy of the Project Charter
- Send a link to the Stakeholder Register
- Send instructions on how to get on MS Teams
- Follow up on any parking lot items

Thank You

Your service to our community is
greatly appreciated