

DIGITAL MARIN

Economic Development Focus Groups

April 2021

What if everyone had...

- Reliable, affordable, and accessible high-speed internet?
- Knowledge to use it (digital literacy)?
- Devices to use it effectively?
- Access to information and online services that are easy to use and meet their needs?



Digital Marin

A project to develop a digital infrastructure **strategic plan**.

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

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

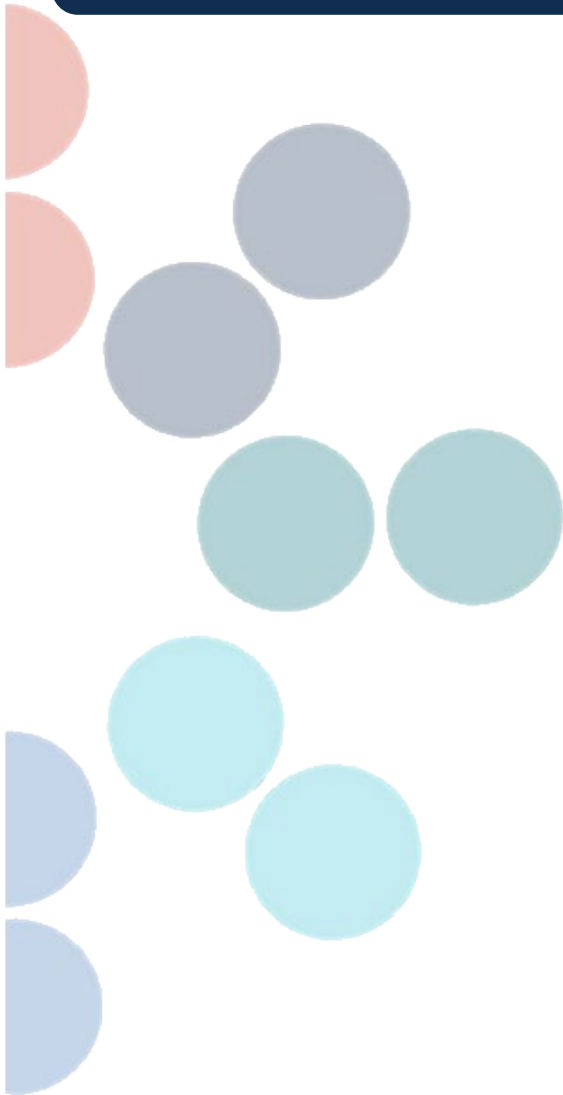


Why Digital Marin?



- COVID-19 exacerbated and highlighted deficiencies
 - Sizable populations can't get on-line for learning and other services
 - Older adults and others need access for video healthcare
- Fires and other disasters highlight the need for networks to withstand disasters
- Funding opportunities exist for digital equity and access to high-speed internet & online services
- 5 areas in Marin County are un- or under-served

Project Overview

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- ✓ Get funding, find partners, launch project
 - ✓ Establish Executive Steering Committee
 - ❖ Conduct public outreach
 - ❖ Analyze data from surveys, focus groups, 1 on 1
 - ❖ Identify gaps, strategies, themes, projects
 - Draft the Plan
 - Conduct public review
 - Revise and adopt the plan
 - Set up ongoing governance & business model



Outreach Communities

**Government &
Emergency
Management**

**Planning,
Transportation,
Public Works**

**Health &
Community
Based Orgs**

**IT &
Communication
Providers**

**Business &
Economic
Development**

Residents

Education



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

GoDigitalMarin.org



Questions?



Questions

- Are Marin's employers able to get a digitally literate workforce if needed? If not, what might assist to attract or develop one?
- What are businesses saying about the need for high-speed internet? Are their needs currently being met?
- What would fast, reliable, and affordable high-speed internet access mean for Marin's businesses and economic development?
- What successes and challenges are businesses or economic development efforts having with access to high-speed internet?
- What is government's role in ensuring Marin's businesses have access to affordable and reliable high-speed internet with devices and knowledge to use it?



Thank You

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