DIGITAL MARIN

Commission on Aging Annual Forum

May 27, 2021

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How would you rate your Digital Literacy?

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Digital Literacy

16% of adults are not digitally literate;
31.8 million Americans

According to U.S. Department of Education on digital literacy (May 2018)

That could equal 31,500 in Marin

Estimate based on US Census data (July 2019)

Ability to live in increasingly digital
world is Good/Excellent >75

Online Residents & Other Survey Responses (May 2021)

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Have you personally experienced the Digital Divide?

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Digital Divide

23% of Americans do not have access to a broadband connection at home

According to Pew Research Center (2021)

39% of households in the Canal Neighborhood do not have an internet connection

City of San Rafael Survey (2020)

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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?

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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**.

The Strategic Plan will address all areas of digital needs – infrastructure, internet services, devices & equipment, literacy, easy to access & use services, data sharing, and removal of other barriers.
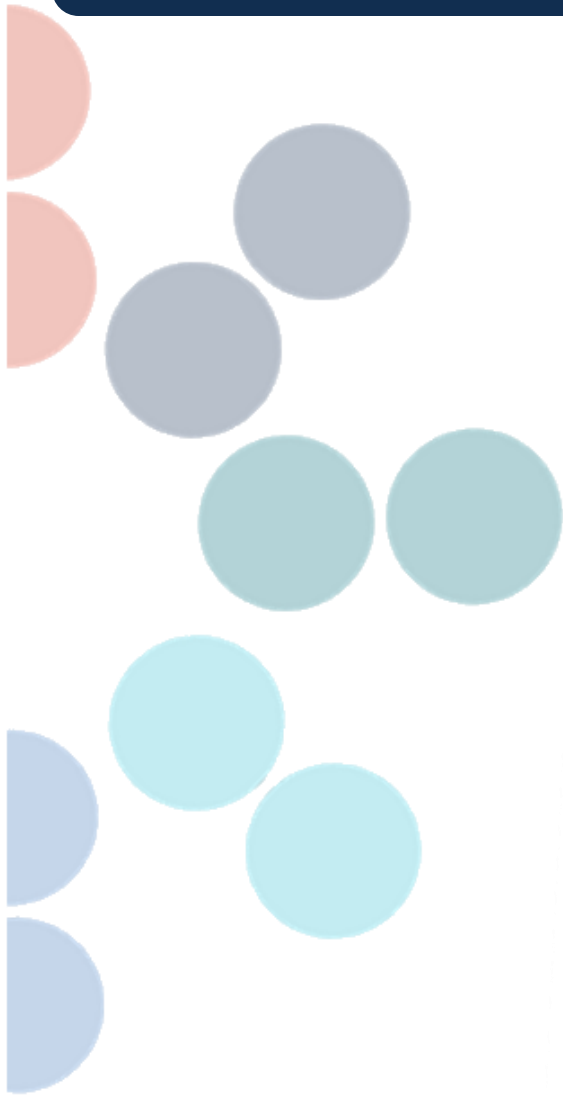
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Why Digital Marin?

- COVID exacerbated and highlighted deficiencies
  - Many services moved online
  - Need for online access will not diminish significantly when restrictions are lifted
- 5 geographic areas in Marin County are un- or under-served
- 6th area is older adults and people with disabilities
- Fires and other disasters require that networks withstand disasters
- Funding opportunities are increasing

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Project Overview

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

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Community Outreach

Government & Emergency Management

Planning, Transportation, Public Works

Health & Community Based Orgs

IT & Communication Providers

Business & Economic Development

Residents

Education

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Internet Speeds

The US ranks 11th in the world for average internet speed

DecisionData.org using speedtest.net data (September 2020)

36% of respondents report their internet service slows to unacceptable levels 1 or more times a week

Online Residents Survey Responses (May 2021)

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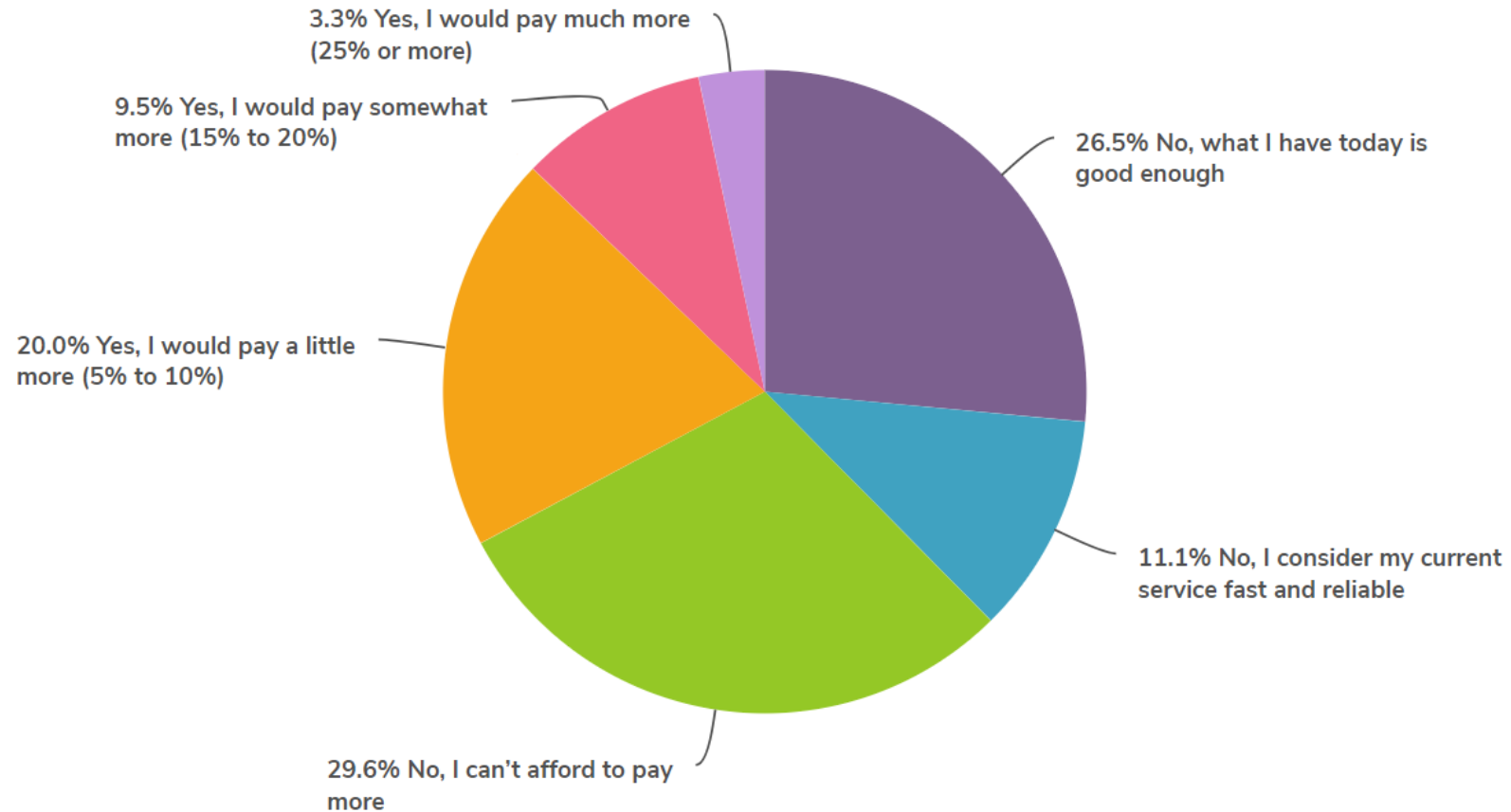
Internet Service Rating

55% of respondents rate their internet service as Good/Excellent

44% of respondents report the price of their internet service is Bad/Terrible
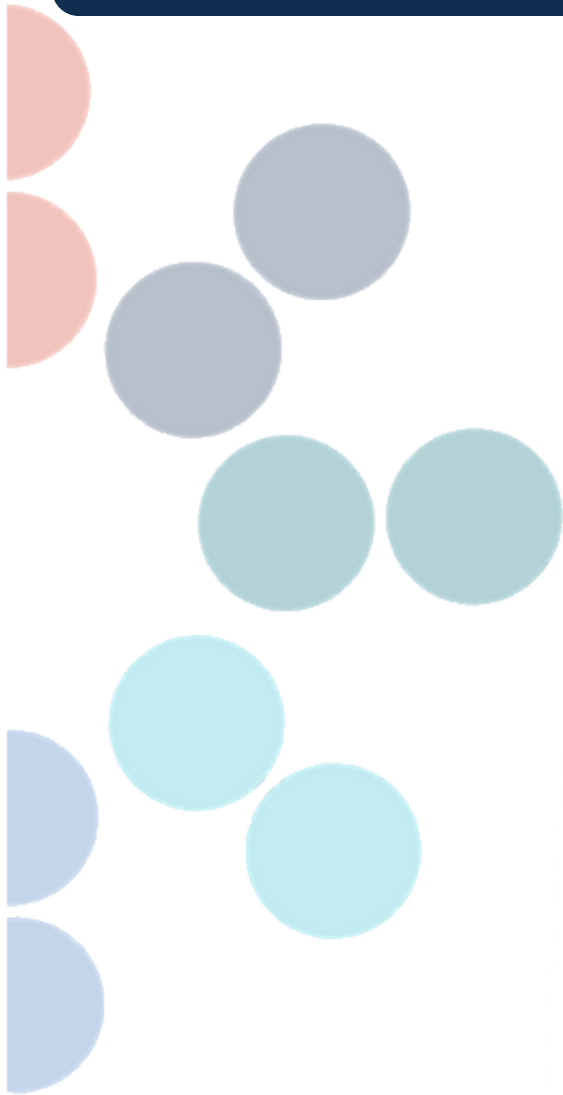
Online Residents Survey Responses (May 2021)

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Fast and Reliable?

14. Are you willing to pay more for internet access if it is faster and more reliable than what you have today?

3.3% Yes, I would pay much more (25% or more)

9.5% Yes, I would pay somewhat more (15% to 20%)

20.0% Yes, I would pay a little more (5% to 10%)

29.6% No, I can't afford to pay more

26.5% No, what I have today is good enough

11.1% No, I consider my current service fast and reliable

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Poll #4

How do you most often
use the internet?

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Internet Usage

98% of respondents use the Internet for communication & social media often/daily or more

Entertainment, news, telework & online shopping round out the top 5

Online Residents Survey Responses (May 2021)

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Telehealth Adoption

Almost 80% [of patients] say it's possible to receive quality care [using telehealth]
Sykes Survey in Healthcare Science (April 2021)

Security & privacy, bandwidth, integration, tech support, patient buy-in, technical skills, licensing, and expense of equipment are all challenges of telehealth

Insurers paid out anywhere from 2 to 10 times more per month for telehealth services in 2020 compared to 2019
Managed Healthcare Executive (March 2021)

88% [of patients] want to continue using telehealth for nonurgent consultations after COVID-19
Sykes Survey in Healthcare Science (April 2021)

Depending on the type of service, doctors intend to use telehealth services as much as 75% of the time
COVID-19 Healthcare Coalition Survey (Summer 2020)

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Generally, how do you feel about using online services?

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Using Online Services

25% of recipients will use online services only if they must

47% of recipients make good use of online services

Health & Human Services &
Community Based Organizations Survey Responses (May 2021)

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After COVID restrictions are lifted, how often will you use online services?

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Continuation of Online Services

45% of providers said they would continue with what they have

23% said they would decrease them

32% said they would expand them

Health & Human Services &
Community Based Organizations Survey Responses (May 2021)

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Questions?

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