

## Work Group Meeting

June 3, 2021 @ 1:00 PM

## Summary

**Attendees:**

Name	Title	Representing
Mike Blakeley	CEO Marin Economic Forum	Digital Marin ESC
Greg Knell	Business owner	Digital Marin Residents and Business work groups
Liza Massey	CIO County of Marin	Digital Marin ESC
Nina Bell	Project Admin	County of Marin IST
Aidan Vermulan	Project Intern	County of Marin IST
Jeff Daniel	Project Manager	County of Marin IST

**Location:**

MS Teams Virtual Meeting

**Agenda:**

1. Work Group information gathering process review
2. Next Steps in process
3. Review of findings PowerPoint deck
4. Comments

**Notes:**

1. Process Review
  - a. Project wide, the public outreach done by dozens of volunteers reached over a 1000 people.
  - b. Thousands of comments were grouped into categories and summarized into themes.
  - c. Needs statements were then grouped into Need Headings that will help in organizing the draft plan
2. Next Steps
  - a. June 10<sup>th</sup> – a joint meeting of the teams to look for synergies and commonalities across work groups.
  - b. June 24<sup>th</sup> – a joint meeting of the teams to go over the Magellan Advisors findings
  - c. Integrate the identified needs and Magellan Advisors report into a draft plan
  - d. Conduct public reviews of the plan

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- e. Ask community leaders and officials in the county to endorse the vision and adopt the plan. An adopted plan is vital to qualifying for funding opportunities.
3. Review of findings
- a. Only one focus group was conducted due to competing demands the pandemic has put on our business leaders.
  - b. Community Collaboration is vital to address issues like digital literacy for an employable workforce, getting job seekers online, and resolving contentious wireless issues.
  - c. It was recommended to 'unpack' the fixed-wireless comments to make it more accessible to people who don't know what that means. The businesses say we don't know how we get it; just get it to us. Anecdotally we know bad connections are costing Marin business and constraining where businesses can be successful.
  - d. Consistency in processes across local government is a key demand
4. Comments
- a. The landscape has changed vastly since the start of the pandemic. The needs of education and the funds being allocated for broadband initiatives are creating all kinds of urgent opportunities.
  - b. Is there a provision for parties that opt-out of the plan? Does that create a risk for our holistic plan? Liza: The Marin Managers Association has been our sponsor from the outset. The County is not imposing this plan. Our aim is to be inclusive and don't foresee any resistance that would jeopardize the overall effort. We expect the plan to be compelling and not constraining.
  - c. The 5G issue was raised. It was pointed out that the County does not control the health issues of a technology. The FCC sets the standards on proximity and emissions. The small but vocal group that opposes wireless in general needs to be balanced by the majority who are concerned about safety and connection.
  - d. A majority of the businesses in Marin are small and don't have time to participate in the public effort of getting better broadband.
  - e. Businesses are volunteering to make free wi-fi available if they could get quality broadband for a reasonable price.

## Recording

This meeting was recorded and can be viewed at <https://youtu.be/F2SJcRoHJRk>

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## Slide Deck

## Slide 1




DIGITAL  MARIN

Business & Economic Development  
Final Version  
June 3, 2021

## Slide 2

**Purpose of Today's Meeting**




- *To review the input received during community outreach*
- *Obtain feedback and suggestions from the Work Group*
- *Support development of the draft needs assessment document to prepare for the next phase – Gap Analysis*

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### Agenda

- I. Overview of Process
  - i. Past
  - ii. Present
  - iii. Future
- II. Outreach Comments & Draft Needs Assessment
- III. Work Group Input and Discussion
- IV. Questions and Answers

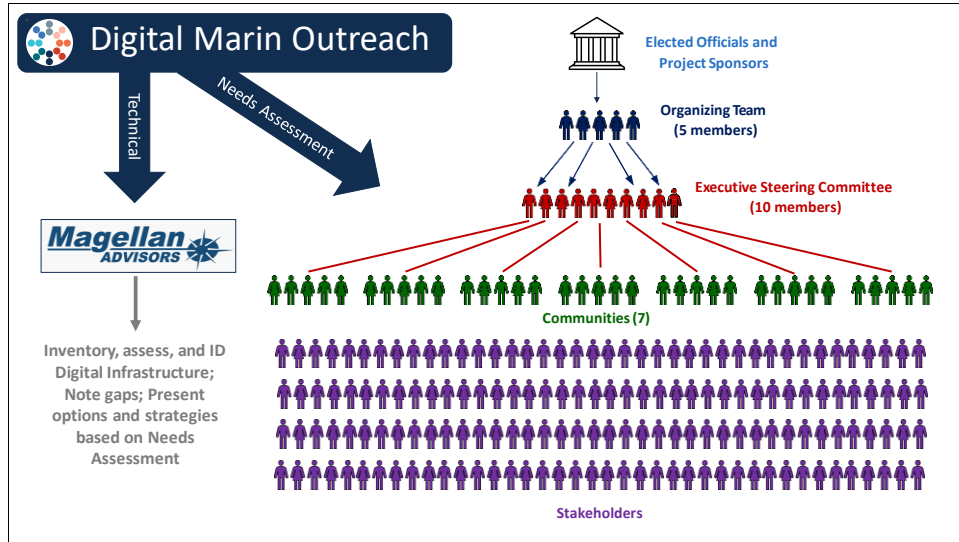
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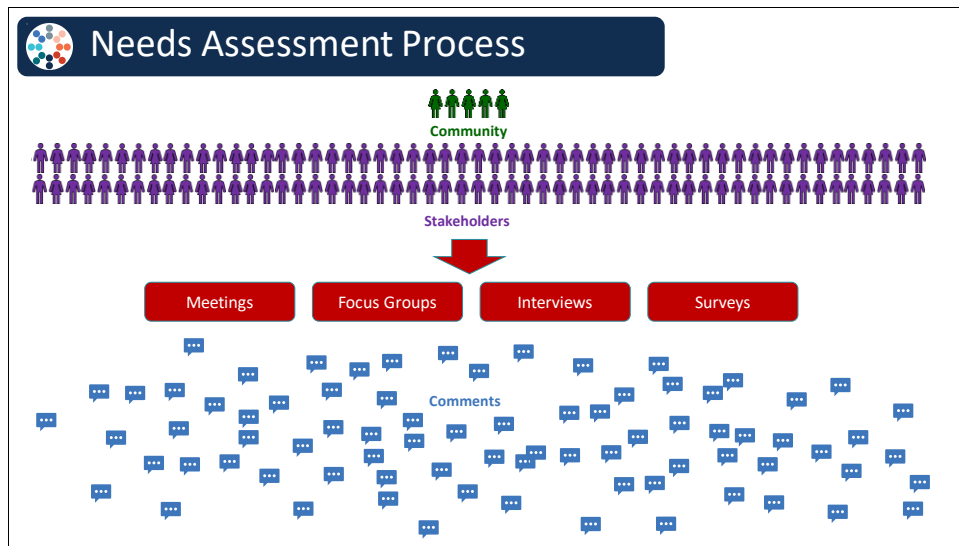
## Overview of Digital Marin Process

*Past*  
*Present*  
*Future*

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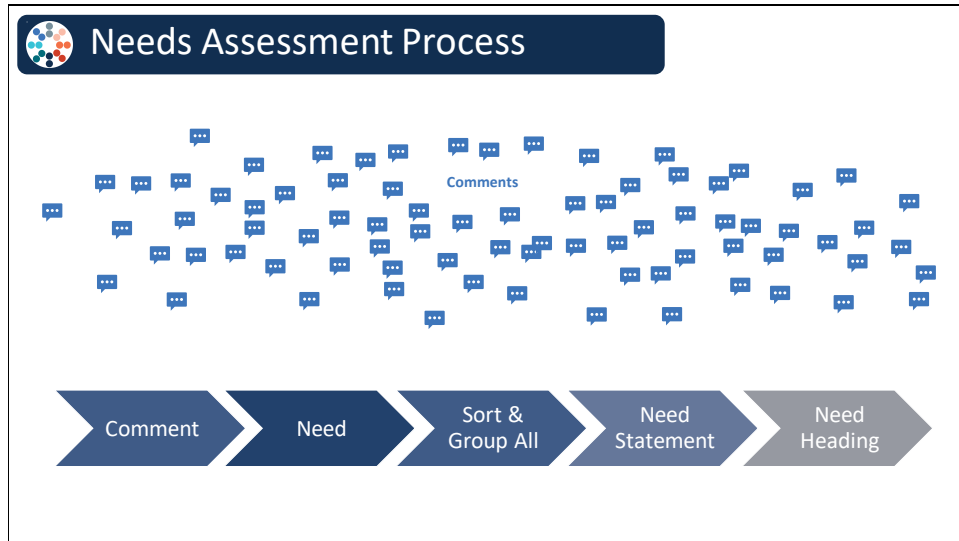
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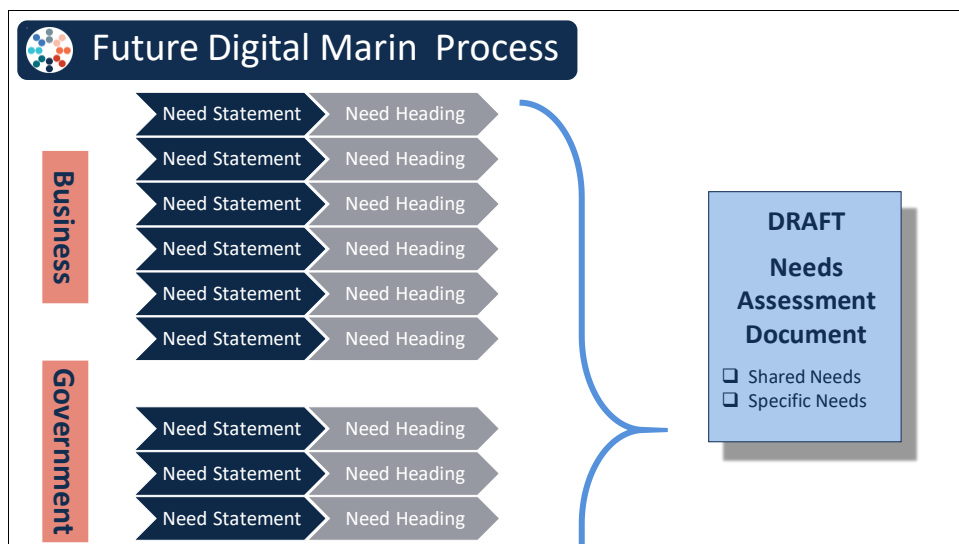
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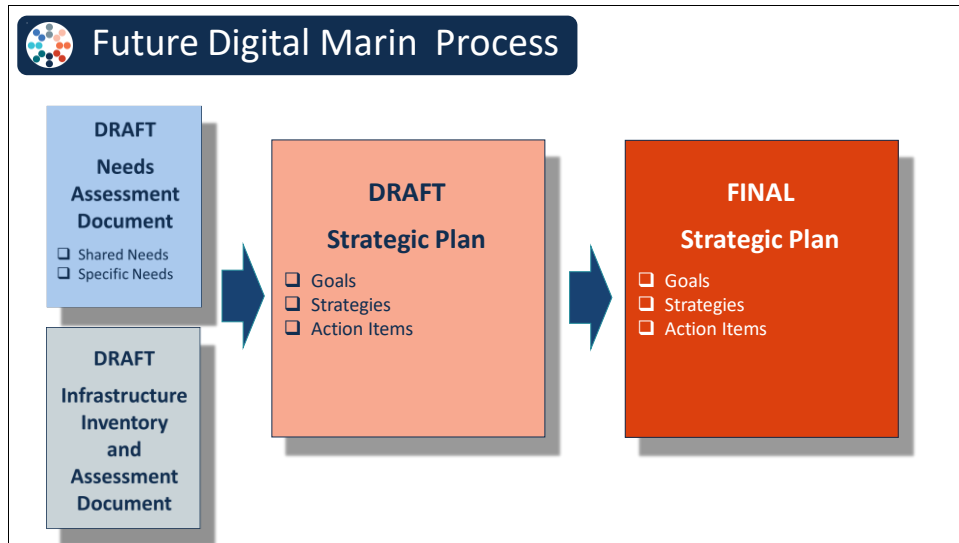
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### Outreach

- 1 Focus Group
- 102 Survey Responses
- Total 110 Total Contributors

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### Most significant needs

- *Community collaboration helps business*
- *Invest in broadband for business*



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## Community Collaboration

*Collaborations are needed to help businesses address overlapping internet issues and lack of digital literacy*

- Increasing digital literacy in local communities is needed to increase employability of Marin's population
- Creating digital inclusion by providing devices, training, access to job sites and more helps job seekers and employers
- Balancing concerns with need for broadband for all to foster community support for buildout of internet infrastructure using a variety of technologies

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## Quotable – Community Collaboration

*Digital inclusion for job seekers  
is not gained by internet  
access alone*

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## Invest in Broadband for Businesses

*Businesses in Marin would benefit from investment in faster internet and more bandwidth*

- Consistency in processes across local government jurisdictions could help providers deploy internet infrastructure and thus help businesses as well as residents gain access
- A culture shift is needed to encourage business owners to value broadband
- Broadband for all supports creation and sustainability of small and homebased businesses in Marin
- Conduit should be planned into projects so that it is ready for fiber in the future

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## Quotable – Broadband for Business

*A recent survey of businesses in San Anselmo found some owners are afraid to learn new tech, creating haves and have-nots*

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