

## Summary

### Attendees:

Name	Title	Representing
Bruce Vogen	Resident	Residents Group
Liza Massey	Digital Marin Project Director	County of Marin
Rebecca Suggs	Resident	Residents Group
Vicky Siever	Resident	Residents Group
Nina Bell	Digital Marin Admin	County of Marin
Greg Knell	Resident	Residents Group

### Location:

Zoom-recorded

### Agenda:

1. Project Overview
2. Outreach Comments and Draft Needs Assessment
3. Workgroup Input
4. Questions and Answers

### Notes:

1. Focus Groups- It has been suggested to list each group in presentations
  - a. Krueger Pines
  - b. Children for Change
  - c. Aging Action Initiative
  - d. Commission on Aging Forum
  - e. Did a survey in Marin Housing Authority Sites.
2. Significant Needs
  - a. Digital Equity
  - b. Literacy
  - c. Privacy and Security
  - d. Safety- Electromagnetic

## Recording

This meeting was recorded and can be viewed at  
<https://www.youtube.com/watch?v=29oe0jfoz38>

Slide Deck Final- Updated after meeting with residents input

Slide 1



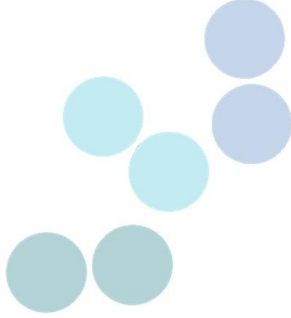
DIGITAL  MARIN

Residents  
Work Group Meeting  
June 4, 2021

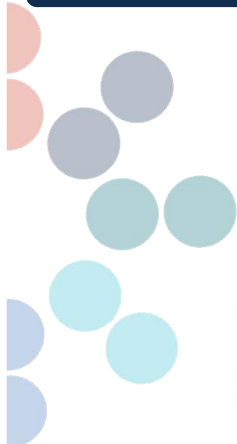
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## Quick Introductions

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



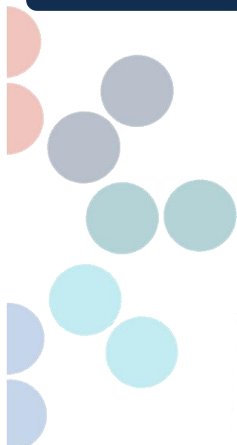
Slide 3



### 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*

Slide 4



### Agenda

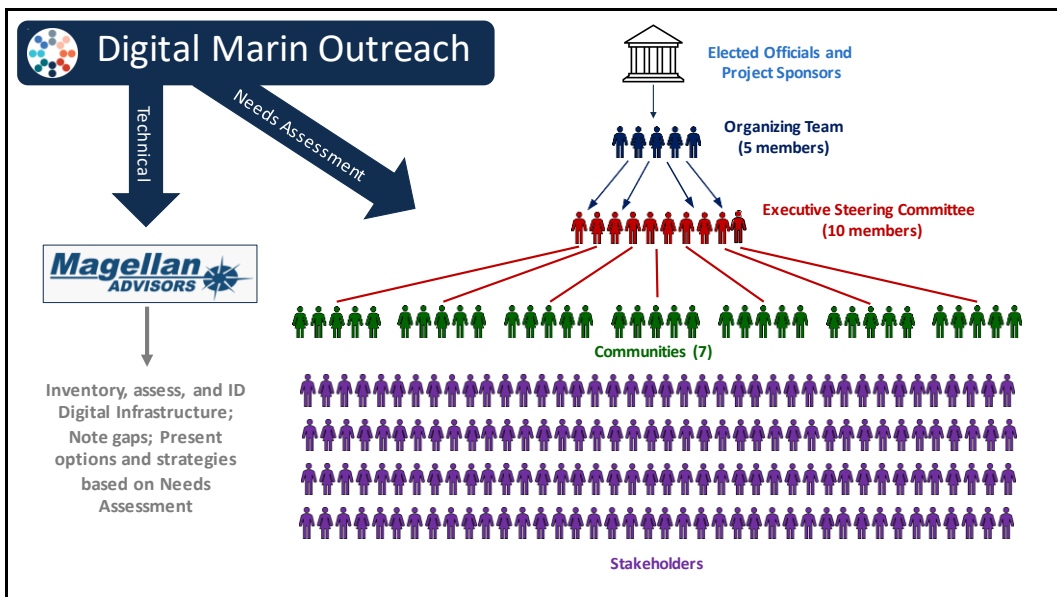
- I. Overview of Process
  - i. Past
  - ii. Present
  - iii. Future
- II. Outreach Comments & Draft Needs Assessment
- III. Work Group Input and Discussion
- IV. Questions and Answers

Slide 5

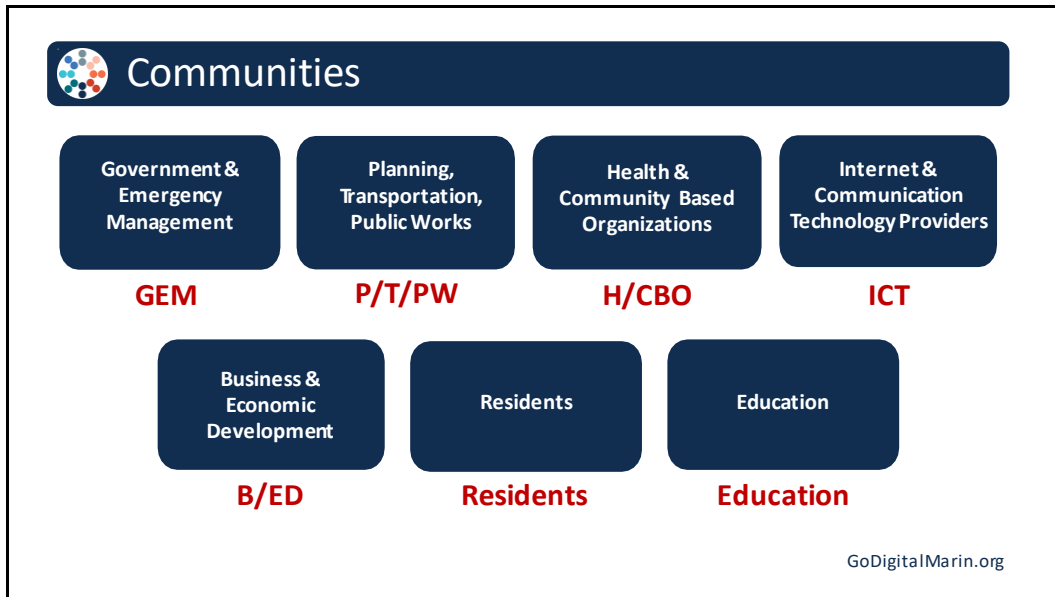
# Overview of Digital Marin Process

Past  
Present  
Future

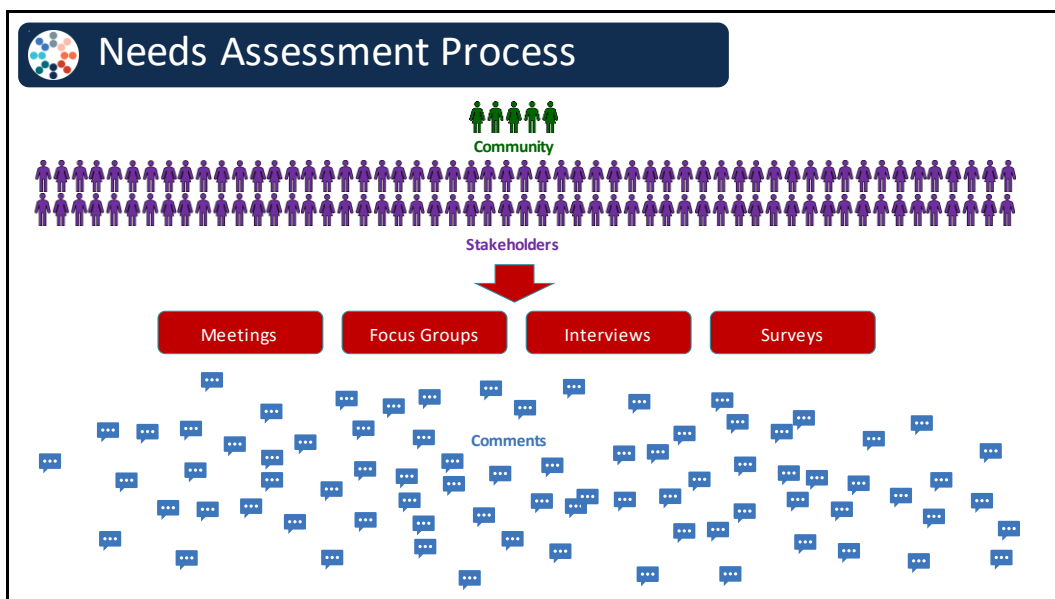
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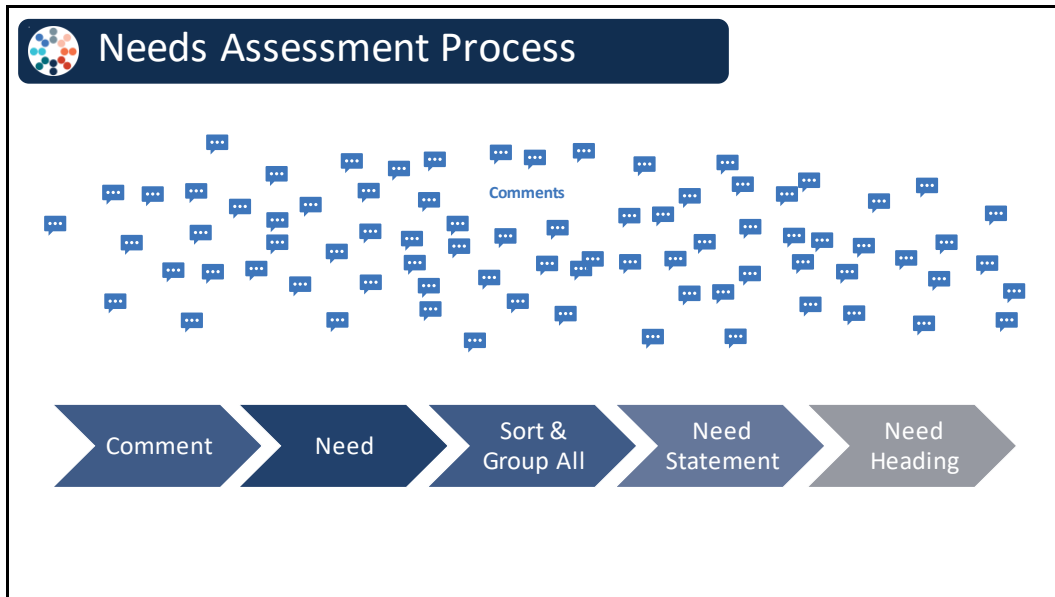
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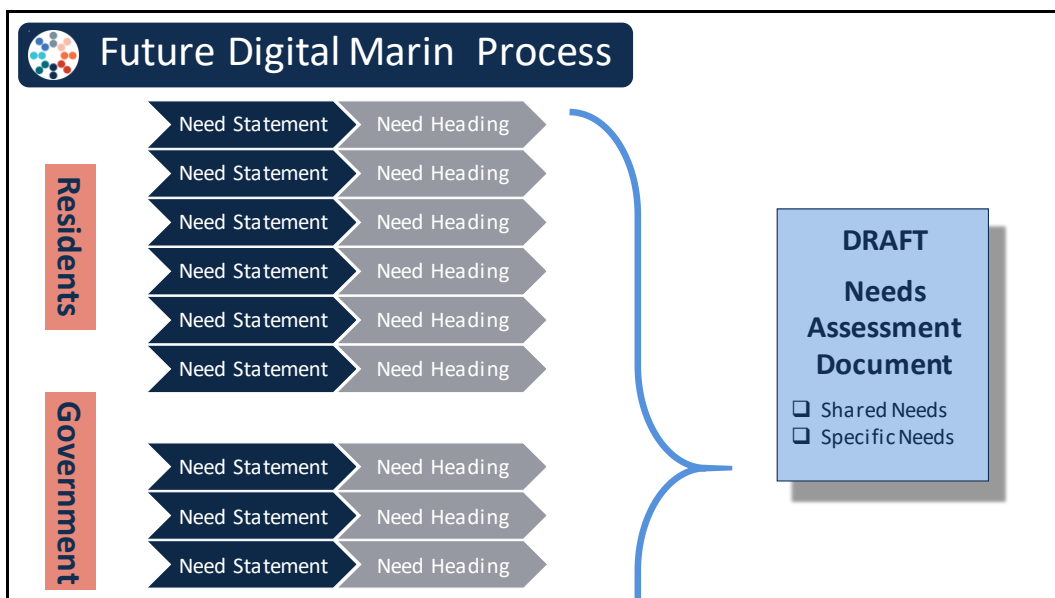
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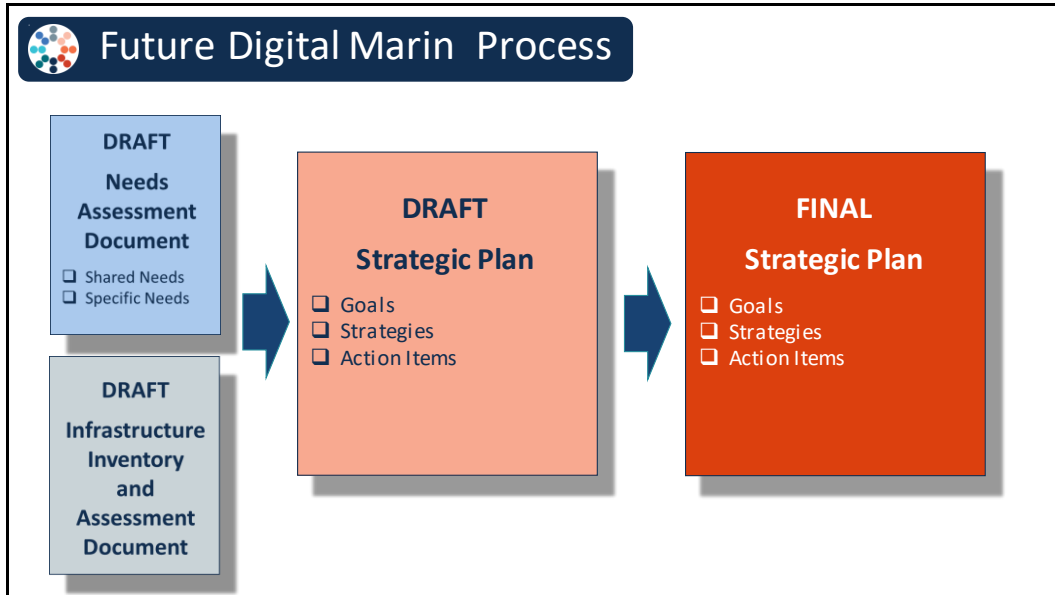
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Slide 11



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**Outreach by the numbers**


- *38 Focus Groups/Interviews/Meetings*
  - 470 participants
- *10 Different Surveys*
  - 2,295 respondents
- *Touch Points*
  - 2,765+ total

GoDigitalMarin.org

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### Digital Marin's Goal

1. *Broadband for all*
2. *Affordable internet service*
3. *Resilient & reliable communication networks*
4. *Devices to access the internet*
5. *Digital literacy*
6. *Collaboration & data sharing*
7. *Digital adoption*



GoDigitalMarin.org

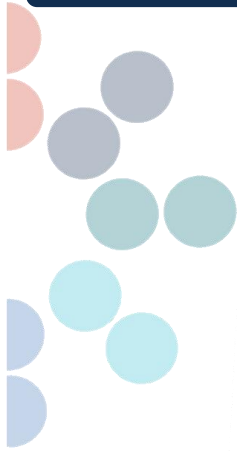
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Residents  
Comments  
*Draft Needs Assessment*



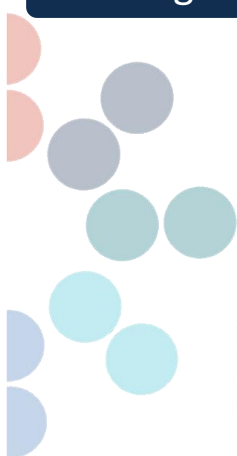
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## Outreach

- 5 Focus Group / meetings
- 1,400+ Survey Responses
- Total 1,550+ Total Participants


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## Most significant needs

- Digital Equity is a Right
- Literacy is Key: Now & Ongoing
- Privacy + Security + Transparency = Trust
- Health and Safety are Concerns

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## Digital Equity is a Right

*Marin needs affordable, reliable, and resilient broadband service throughout the county*

- Implement solutions to expand Marin’s communication network to all areas in the county
- Create programs to provide no/low-cost broadband service options
- Ensure networks are resilient and multiple methods of communication are available in disasters and power outages
- Implement policies and programs that designate broadband as infrastructure and recognize that digital equity is a right, not a luxury
- Build an infrastructure of people to support broadband for all

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## Digital Equity is a Right – Findings

*Marin needs affordable, reliable, and resilient broadband service throughout the County*

- Cost and lack of available service are the top two reasons people do not have broadband at home
- Internet service is available throughout urban Marin at speeds and prices common to the Bay Area and the nation served primarily by cable companies
- Lack of equitable service and competition is a problem throughout the County and most severe in West Marin and historically redlined areas like the Canal Neighborhood and Marin City
- Respondents reported paying \$130/month on average with amounts ranging from \$350 to \$10 for internet speeds ranging from 465 to 1.5 Mbps
- No correlation between the amount spent and download speed was found


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*Marin needs affordable, reliable, and resilient broadband service throughout the County*

- 30% of respondents would pay more for faster and more reliable broadband service but can't afford it
- 73.5% of respondents rate their ability to live, learn, and work in a society that is increasing digital as Good or Excellent
- Over 30% of respondents' households still have a land line phone
- 80% of survey respondents reported having a Bachelor, Master, or Doctoral degree and subscribing to cable channels as well as the having internet service
- 35% are retired and 30% work in the arts, business, management, or science

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*Internet access is a utility, like water and power. If private companies won't make it affordable, then the public must act and push them out of the market.*

*If the internet was actually accessible to everybody it would create a more even playing field in everything from banking to healthcare to access to the current vaccines.*

*Respondents, Online Residents' Survey*

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### Literacy is Key: Now & Ongoing

*Marin needs a comprehensive digital literacy strategy*

- Assess existing digital literacy programs to identify resources and address gaps
- Create a resource for people to easily find literacy resources
- Make digital literacy a component of all broadband programs
- Ensure that digital literacy training is ongoing so people can keep up with changes in technology
- 31% of respondents rated their social service recipients' digital literacy as poor & 51% rated it as Fair

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### Quotables – Literacy is Key: Now & Ongoing

*Feeling like I am falling further and further behind with the technology.*

*I am in a 55+ community, the bottleneck here is frequently the computer skills, not the internet access.*

*I've just retired from a technology related career and for the moment feel savvy. However, things change quickly, and I do not have the same access as I did while working.*

*Respondents, Online Residents' Survey*

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### Privacy + Security + Transparency = Trust

*Marin needs to ensure that privacy, security, and transparency concerns are addressed*

- Support/enforce net neutrality
- Support privacy legislation and educate end users about it
- Support updates to policies, regulations, and practices to meet HIPAA and other requirements for delivery of online services
- Establish a Marin Cybersecurity Council to share best practices and support information security for all organizations

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### Quotables – Trust

*Information is everywhere, access to information is becoming more difficult to get. Internet platforms are controlling what information flows through its portals.*

*I do not trust it to be completely secure, accurate and reliable.*

*Respondents, Online Residents' Survey*

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### Health & Safety Are Concerns

*Balance health & safety concerns with needs for broadband in areas not/not easily served by fiber*

- Implement a fiber first policy
- Advocate with FCC for updates to Radio Frequency Exposure Regulations
- Advocate with elected officials at all levels of government to increase local governments' rights regarding regulating use of PROW
- Methods for broadband deployment need to be supported by fact, evidence, case studies, and cost benefit analysis in addition to complying with all Federal and State laws and regulations
- 51.6% of respondents indicated that they don't care how broadband is delivered if its fast, reliable & affordable, although numerous comments indicated a preference for wired over fixed wireless connectivity

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### Quotables – Health & Safety Are Concerns

*No where in this survey have I seen the word "safe" used to describe services. My first criteria for our county is that all services be SAFE for ALL living creatures.*

*Respondent, Online Residents' Survey*


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### Most significant needs

- Digital Equity is a Right
- Literacy is Key: Now & Ongoing
- Privacy + Security + Transparency = Trust
- Health & Safety are Concerns

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### Immediate and Short-Term Needs

- Work to bridge the digital divide in un- and under-served areas
  - Continue efforts in the Canal neighborhood, Marin City, West Marin, and Museum of American Indians (Novato)
  - Seek funding for access, education, and support for 5 MHA residences for older adults and people with disabilities
  - Identify and address two areas in Novato
- Advocate for broadband funding
- Other short-term needs?

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