

Summary

Attendees:

Name	Title	Representing
Bruce Vogen	Research Analyst	Marin Residents
Javier Trujillo	Chief Assistant Director	County of Marin
Liza Massey	Chief Information Officer	County of Marin
Michael Frank	Executive Officer	Marin General Services Agency
Ross Millerick	Trustee	Novato Unified School District
Rebecca Woodbury	Resident	
Sarah Ashton		
Sara Jones	Director	Marin Free Library
Jeff Daniel	Project Manager	Marin IST

Location:

MS Teams Virtual Meeting

Agenda:

1. Announcements
2. Project Charter
3. Magellan Advisors
4. Elevator Pitch
5. Meeting Wrap-up

Notes:

1. Announcements (See Slide # 5)
2. Project Charter – defining adoption, so it can include all communities in the county.
 - a. Charter Adoption – make this change and typo correction, change the word around adoption. Don't need to sign just dated today.
3. Magellan Advisors Presentation – Introduction of team, scope of the project, work plan and timeline, partnership with ESC.

- a. Focus on infrastructure is one of the goals of Magellan's and it is important to have a comprehensive approach for quality-of-life metrics and keeping local economies moving. To ensure that digital equity is part of it.
 - b. Project Goals: it is a balance between the infrastructure and the ability to use it with technology fundamentals right. Broadband and digital development is economic development. This technology is essential for today's digital society.
 - c. Work Plan: 6 months project, data gathering has already started, opportunities to update lots of policies, broadband and technology has been a blind spot for business. Governance is the key for digital projects.
 - i. Funding grants as well as capital projects generating revenues. Looked at assets and partnerships opportunities for delivering this service.
 - ii. Finish Needs Assessment, public outreach and data information, before doing the conceptual network design (CND). The points on the map that need to be connected, and communities that need to be connected before the CND.
 - iii. Fiber and wireless will be analyzed. This project, compared to Sonoma, will be more of an action plan and about implementation. Not a very detailed plan, but more practical and meaningful to you and your communities.
 - iv. ESC Role – for you to define for us and your participation. Bi-weekly projects meetings for folks to participate. Consultants usually develop the relationships but here is important for the work groups to do that work. We want to translate this in actual programs, digital inclusion and literacy and make it effective. And coming up with a governance structure that make sense to everybody. This is not a research project but an engagement process.
4. Meeting Wrap-up – Will be send out Elevator Pitch information, Magellan's deck and next will be work group formation and a link of the Sonoma Plan

Recording

This meeting was recorded and can be viewed at <https://youtu.be/oloo27pD7BU>

Slide Deck

Slide 1



Slide 2

ESC Meeting Etiquette

1. Everyone participates and all voices are heard.
2. Mute when you aren't the speaker.



The image shows a screenshot of a Zoom meeting control bar. The bar is dark grey and contains several icons: a timer showing 59:37, a video camera icon, a microphone icon with a slash through it (indicating it is muted), a hand icon (indicating the 'raise hand' feature is active), a speech bubble icon, a group of people icon, and a red phone icon. A red arrow points to the microphone icon, and another red arrow points to the hand icon.

3. Use 'raise your hand' to speak.
4. Wait until the facilitator or presenter calls on you.
5. Try not to interrupt.
6. Silence means agreement.

Slide 3

Executive Steering Committee		
Bruce Vogen	Research Analyst	Marin Resident
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
Mike Blakeley	Chief Executive Officer	Marin Economic Forum
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 4

News

Slide 5

Announcements

- Paid College Intern position posted next week
- Website creation with ProudCity begins next week
- Magellan began data gathering for inventory
- Presented overview to Marin Manager's Association (MMA)
 - Agreed to be Project Sponsors
 - Establishing a subcommittee
- Began development of a glossary

Slide 6

Project Charter

Slide 7

Project Charter Adoption

- Two additional changes:
 - Suggested addition to section 1.1 Project Overview

The goal of the project is to better understand the digital needs and vision of our residents, communities, schools, public agencies, and business sectors to develop a roadmap to achieve them where:

 - Everyone has affordable and easy access to high-speed internet and knows how to use it;
 - Public service and non-governmental agencies maximize the sharing of data to best serve the public; and
 - Opportunities are highlighted for more efficient, transparent, and customer-oriented cross-jurisdictional and cross-sector service delivery; and
 - Marin has a resilient information network that can survive disasters.
- Typo correction in RACI Table
- Ready for adoption?

Slide 8

Magellan Advisors

Slide 9

Elevator Pitch

Slide 10

Product Framing Template - 1

- **Problem statement** - What problem are we solving, and why does it matter?
 - Digital divide, missed opportunities, un- & under-served, high cost of deploying infrastructure, use of antiquated technologies, detractors delaying technological advances, lack of funding, lack of coordination and collaboration, lack of competition, high cost internet options, communities with low digital literacy, un- and under-used assets, no inventory of available resources, lack of insight into ICT plans
 - Inclusion, equity, access,
- What does the Plan achieve versus the intended outcomes of using the Plan?

Slide 11

Product Framing Template - 2

- **Vision** -What will the future look like when we've successfully solved this problem?
 - Affordable high-speed internet access for everyone, open access, digital equity and inclusion, digital literacy, collaborative roadmap, access to online services, data sharing, public-private partnerships, policy guidance, meet communities' goals, resilient network that survives disasters, enhanced economic development, increased civic engagement, enhanced capabilities for distance learning, enhanced access to online educational resources, identification of funding resources, list of prioritized short and long term projects, secure and accessible digital resources, competition that increases options while driving down prices,

Slide 12

Product Framing Template - 3

- **User types** –
 - Adults, children, students, businesses, educators, consumers, service providers, employees, medical professionals, non-profits, governments, ICT providers,
- **User scenarios** - How will solving this problem change people's lives?
 - Education, economic development, safety, health,
- **Metrics** - How will we know if we've succeeded?
 - Homes passed, students online, online services used, funding obtained, miles of fiber, businesses connected,

Slide 13

Product Framing Template - 4

- Possible format
 - The Digital Marin Strategic Plan will (fix problem) so that (why it matters).
 - The goal of the Plan is to (vision after its implemented) for (stakeholders) so that (how changes people's lives).
 - The desired results are (metrics for success).

Slide 14

Meeting Wrap Up

Slide 15

Next Steps for the ESC

For the next meeting – 11/12 @ 3 p.m.

- Finalize elevator pitch/message
- Work Group formation

Slide 16

My Deliverables To You

- Send a PDF of today's deck
- Follow up on any parking lot items

Slide 17

Thank You

Your service to our community is
greatly appreciated