

## 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
Rebecca Woodbury	Resident	
Elise Semonian	Planning Director	Town of San Anselmo
Jonathan Logan	VP Community Engagement	Marin Community Foundation
Nina Bell	Admin Support	Marin IST
Jeff Daniel	Project Manager	Marin IST

### Location:

MS Teams Virtual Meeting

### Agenda:

1. Announcements
2. Outreach
3. Good Ideas for Survey
4. Meeting Wrap Up
5. Next Steps for ESC

### Notes:

1. Announcements (See Slide #6)
  - a. Digital Marin went live 12.09.20 – take a look for any typos or needed editing.
    - i. About page – Bios are out, and statements about the different work groups are out, news stories are ready for us to put out, and a twitter account is out for you and your organization to follow.
  - b. Press releases are schedule to go out, get the word out.
2. Outreach

- a. Types of Outreach & Responsible Parties
  - i. Magellan responsible for the inventory of assessts, doing data collection and documenting it.
  - ii. Needs Assessment Visioning, we are calling Public Outreach, where set up the 7 communities. You are the liaisons for that work, Magellan is giving us samples of surveys and questions for the vision and needs and to identify gaps.
  - iii. The organizing community is responsible to see that this Public Outreach piece gets done.
  - iv. This outreach is also public access to information: website, link to the surveys and updates.
  - v. 100 government agencies or more in Marin, so who do we need to access and who is Magellan accessing.
  - vi. Want to make sure to go back to the communities to see what communities' needs are, what they envision, etc, Magellan's outreach is not the same as our outreach.
  
- b. Public Outreach
  - i. Standard Broad Survey: Our method is to go to different community sectors and find out their needs. This is targeted outreach. Standard broadband survey. Work to make it friendly and shorter survey. Any person can fill out the survey with all the information that we need to gather.
  - ii. Community Specific Surveys: Need your help to distribute and nudge people to answer it. Need people to do more in-depth visioning. More communities might answer more than one survey.
  - iii. We will have paper survey for residents to answer, in case they don't have access to the internet.
  - iv. Each group (business, education, residents, etc) will have different questions.
  
- c. Initial Plan
  - i. Residents: assign a member of residents to be part in another group.
    - a. Goal to have the standard survey done by the end of December.
    - b. Residents group to ensure that the process was fair and transparent.

- ii. ICT Providers: a bit of different tactic, creating a group to work with him to create questions beyond what Magellan is suggesting. Set-up interviews with broadband carriers.
  - iii. Business & Economic Development: assembling advisers, look at the first draft of survey, get people to distribute it. Release the first survey in mid-January.
  - iv. Health & Community Services: doing 2 surveys the provider and the costumers. 4
  - v. Education: K-12 and higher, the access not only for schools but for students and digital literacy for teachers.
    - 1. Seniors of Marin Academy that want to do their senior project on Digital Marin.
  - vi. Govt' & Emergency Mgmt: combination of interviews and surveys, and that all agencies feel included and no one is left out.
    - 1. Student at UC Berkeley, did his capstone project on communication challenges during emergency and wildfires, will reach out to him.
  - vii. Planning Transportation Public Works: opportunities for one-on-one interviews and surveys, reach people with mobility challenges and see what information can help us with.
  - viii. different ways and ideas that we wanted to share to show how we are reaching the different groups.
3. Good Ideas for Survey – keep surveys on a reasonable number of questions, ways to nudge people
4. Meeting Wrap-up – January – keep meeting the same length and keep us precise.

Recording

Slide 1



Slide 2

## ESC Meeting Etiquette

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



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.

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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
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 GGU	Novato USD Trustee
Sara Jones	Director	Marin County Free Library

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Support Team Members		
Jeff Daniel	Project Manager	Marin County IST
Nina Bell	Administrative Support (part-time)	Marin County IST
Fellow	Education Facilitation & Support (part-time)	Marin Promise Partnership
Intern	Research, writing, general support (part-time)	Marin County IST

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Slide 6

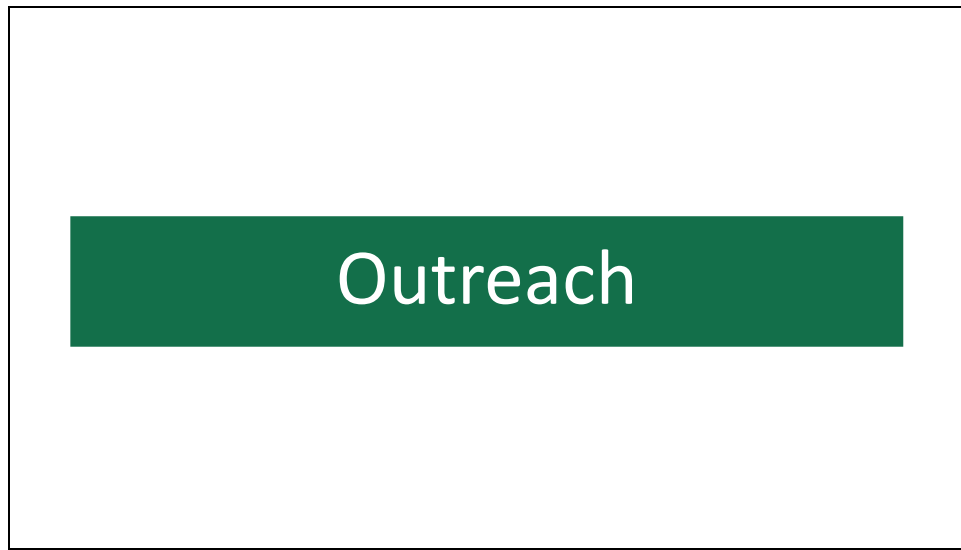


## Announcements

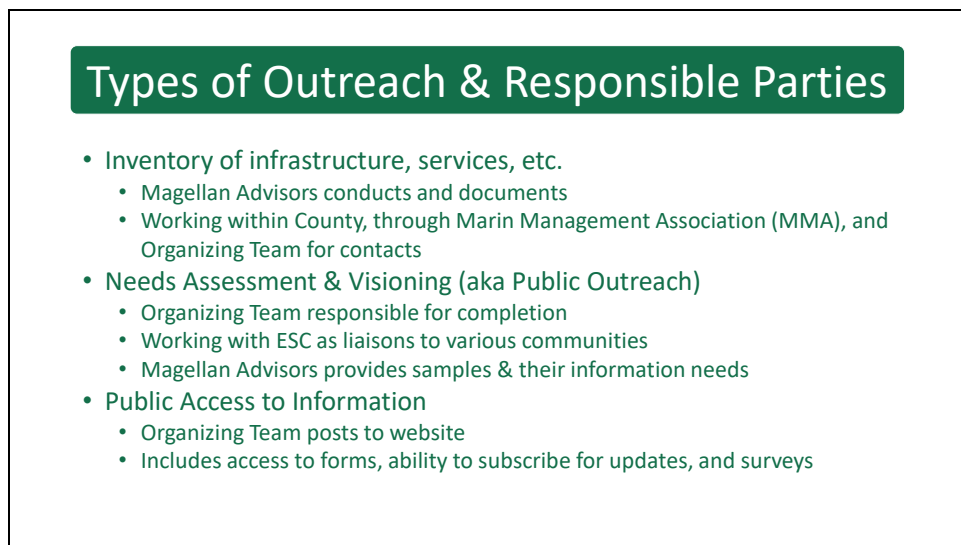
- Paid Intern position
  - Interviews Monday, December 14<sup>th</sup>
- Magellan Update
  - Data Gathering continues
  - Reaching out to all jurisdictions through MMA
- GoDigitalMarin.org website is LIVE!

DIGITAL  MARIN

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## Slide 9

## Public Outreach

- Standard Broadband Survey
  - Information Magellan Advisors needs; includes speed test
  - Posted on GoDigitalMarin.org website
  - Broad advertising
  - Serves as Residents Survey
- Community Specific Surveys
  - Needs assessment & visioning information
  - Targeted questions developed with input from ESC liaison/work group
  - Targeted distribution with assistance from ESC liaison/work group
  - Focus groups or follow up questions as needed

## Slide 10

## Initial Plan - Residents

- Liaison - Bruce
- Who
  - Creating work group
  - Reading assignments to bring them up to speed
- How
  - Assign member to participate in outreach for other communities
  - Using Standard Broadband Survey with edits and additions
  - Conduct outreach to communities, associations, etc. to encourage responses
- When:
  - Targeting week of 12/14 for work group kick off meeting
  - Planning to post Standard Broadband Survey by end of December



## Slide 11

## Initial Plan – ICT Providers

- Liaison - Javier
- Who
  - Creating work group to assist with developing questions
    - Bruce, plus additional people
- How
  - 2 step approach – individual introductions, then distribute survey
  - Coordinating with Magellan Advisors
- When
  - Targeting launch after two weeks of responses to Standard Broadband Survey to tailor questions as needed

## Slide 12

## Initial Plan – Business & Economic Dev

- Liaison - Mike
- Who
  - Assembling advisors
  - Liaison from Residents work group
- How
  - Advisors assist with ensuring survey gets right data & review findings
  - Developing list of organizations & other methods for survey distribution
  - Will assist with focus group if needed
- When
  - Release survey by mid-January

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## Initial Plan – Health & Community Services

- Liaison - Johnathan
- Who
  - Advisory Group to review draft surveys
  - Liaison from Residents work group
- How
  - Two surveys – providers and customers
  - Digital survey distributed through MCF network
  - In person survey for 7 areas – 4 underserved regions, seniors, homeless, & disabled
  - Focus groups as needed
- When
  - Targeting survey release in late January

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## Initial Plan – Education

- Liaison - Ross
- Who
  - Marin County Office of Education, Superintendent, Mary Jane Burke
  - Sarah Ashton, chief technology officer San Rafael School District
  - Robin Pendoley, Marin Promise Partnership
  - Liaison from Residents Group
- How
  - Survey MCOE, all schools in Marin, and engage students
  - Engage other partners/funders (see email list)
- When

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## Initial Plan – Gov't & Emergency Mgmt

- Liaison - Michael
- Who
  - Marin Managers Association Subcommittee
  - Rep from Fire Chief / Police associations
  - Rep from Emergency Management (San Rafael/County)
  - Rep from County/City IT
  - Resident w/ disaster/tech experience
- How
  - Interviews
  - Surveys
- When
  - Jan-Feb

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## Initial Plan – Planning Transportation Public Works

- Liaison - Elise
- Who
  - Marin Managers Association Subcommittee
  - Rep from Transportation Authority of Marin
  - Reps from Marin Transit / GGT / SMART / Paratransit
  - Reps from County / City DPW
  - Rep from Marin Planning Director group
  - Marin Center for Independent Living
- How
  - Interviews
  - Surveys
  - Focus Groups
- When
  - Jan-Feb

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## Good Ideas for Surveys

- Text alerts for distribution & “nudging”
- Keep the survey short
- Avoid techie terms/questions
- Tailor to the audience
- Survey period can be short; immediate response at release & reminders
- Coordinate timing and respondent groups among communities
- Look for overlaps, e.g. can education survey include questions from health & community services group?

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## Meeting Wrap Up

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## Next Steps for the ESC

### To Do Items

- Work with Organizing Team Member to implement plans

### Next meeting

- TBD – group meeting or outreach work?

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## Thank You

Your service to our community is  
greatly appreciated