

## Summary

### Attendees:

Bruce Vogen	Javier Trujillo	Ross Millerick	Diana Lopez
Vicki Sievers	Jeff Daniel	Daniella Baker	Abbie Ridenour
Robin Pendoley	Ian Johnson	Jason Balderama	Mike Blakely
Liza Massey	Nina Bell	Johnathan Logan	Elise Semonian
Michael Frank	Carla Kacmar		

Location: Zoom

### Agenda:

- Meeting Purpose (Slide 4)
  - Thank you all for being involved, everyone played an important role.
  - Review Strategic Plan (SP) first draft
  - Score recommended projects **(Was not done/slides omitted)**
  - Obtain comments and suggestions for updates prior to community forum
- Process Overview
  - Process flow chart (Slide 6)
- Strategic Plan Overview (Slides 7 – 15)
  - Magellan report will not be posted for security reasons.
    - Some Spatial data will be used, but again not everything will be released
  - Review of Guiding Principles (Slide 8)
    - They look good and represent what we followed.
  - Existing Assets (Slides 9 – 11)
    - Four categories - infrastructure, Collaborations, Data Sharing, and Funding Sources
    - Infrastructure - SMART Public Strands, Open Conduit in SMART right of way. Important to list for middle mile build CalTrans.

- Other Comments
  - Who will eventually accept the plan? (Will be discussed at the end)
  - We need to look at where the word “community” is used. (Sectors vs. Communities)
  - Private Donors - May need to be expanded.
  - Footnote of private donors
  - Infrastructure to be defined as “publicly owned” and not just infrastructure.
- Strategic Roadmap (Slide 12)
  - Who is “we” and how will what is implemented be both accessible and affordable? Suggested language -We will oversee and manage the Employment of universally accessible, affordable, reliable, and resilient broadband throughout Marin.
  - Digital education is the important proposition. It isn’t just devices, it’s about the knowledge as well. Digital literacy may not translate to digital education.
  - The strategies are actually four vision statements. These are targets, but how do we get there.
  - The bullets under each strategy appear to be projects.
  - It seems that the leadership piece missing. There should be leadership where there hasn’t been leadership in the past. It’s important to focus on regional leadership too.
  - It is unclear what this slide is saying.
  - It’s important that we know broadband is universally accessible. But to note the digital divide and what the predictors are.
  - Redundancy. In the word doc, there are four strategies. Saying there needs to be a plan to implement the plan should be avoided.
  - What do we measure to know that we got to where we wanted to go?
  - These should be separated by do’s and visions.
  - How do we articulate going from a plan to an operating entity? What’s the business plan meant to accomplish as opposed to the strategic plan? Who adopts the plan?
  - Be careful with the word “WE”, stating that the government will be defining what accessible, affordable, reliable, and resilient network. It’s not possible for the government to do that. (Goes back to who “we” is.)
  - Is the intent that Digital Marin will be an NPO or will it be government?
  - It needs to be community driven, not necessarily community owned.
- Implement the Digital Marin Strategic Plan (Slide 13)


- What we can do- facilitating local community providers
- Affordability needs to be defined upfront. We can run prices based on where we invest and who we invite in.
- A key project needs to be to figure out the best structure to accomplish the goals we want to accomplish.
- A JPA Board does not have to have only elected officials. A JPA can be given whatever governmental authority that all it's members have. We have an interest in making sure the community is heard - maybe a director of an NPO sits on the board for the project. We shouldn't assume we are going one way or another in the strategic plan.
- Improve Digital Infrastructure and Services (Slide 14)
  - We should establish a standard for universal affordability, then establish how we are going to measure that standard, then we establish the conditions for all residents to access that standard. What is the outcome we are striving for?
    - Each strategy has KPI's
  - It is reasonable for the Digital Marin entity to subsidize the cost for internet.
  - Government funding can help build networks. Government paid for fiber to schools but that also helped their business community and residents.
  - Who is the customer, government, or residents? Everybody.
- Encourage Digital Adoption (Slide 16)
  - Important to call out accessibility (universal access- age, race, socioeconomics, location) regions and demographics.
- Timeline (Slide 17)
  - Timeline was not reviewed
- Next Steps and Wrap Up (Slide 22)
  - Adoption and Endorsement
    - Community Forum
    - Updated to Go Digital Marin Website
    - If we wanted it to be just a government plan it would be the BOS, City, and Towns. The vision for this to be community owned, we need to go to leadership groups in different sectors and education.
  - Does this plan have an owner? There is a concern that there is no authority to get these steps done. There is a lot of risk that the plan can just exist and there isn't anyone staying on top of adopting it. Mike's company is working with the county on economic strategies, but the County will adopt it otherwise it means nothing.




Slides

Slide 1



Slide 2

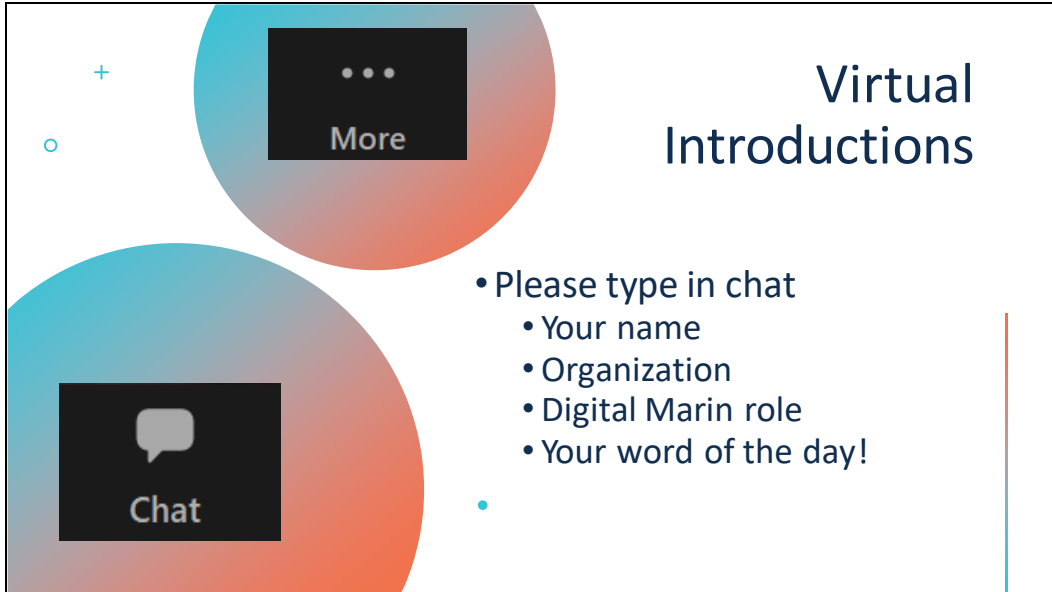
 Let's get started

			
<i>Mute your microphone when you're NOT speaking</i>	<i>Turn your camera on when you ARE speaking</i>	<i>Raise your hand to ask questions &amp; lower it once you're done</i>	<i>Put comments, links, questions, and other information in Chat</i>

Unmute Stop Video Security Participants 1 Polls Chat Reactions

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## Slide 3

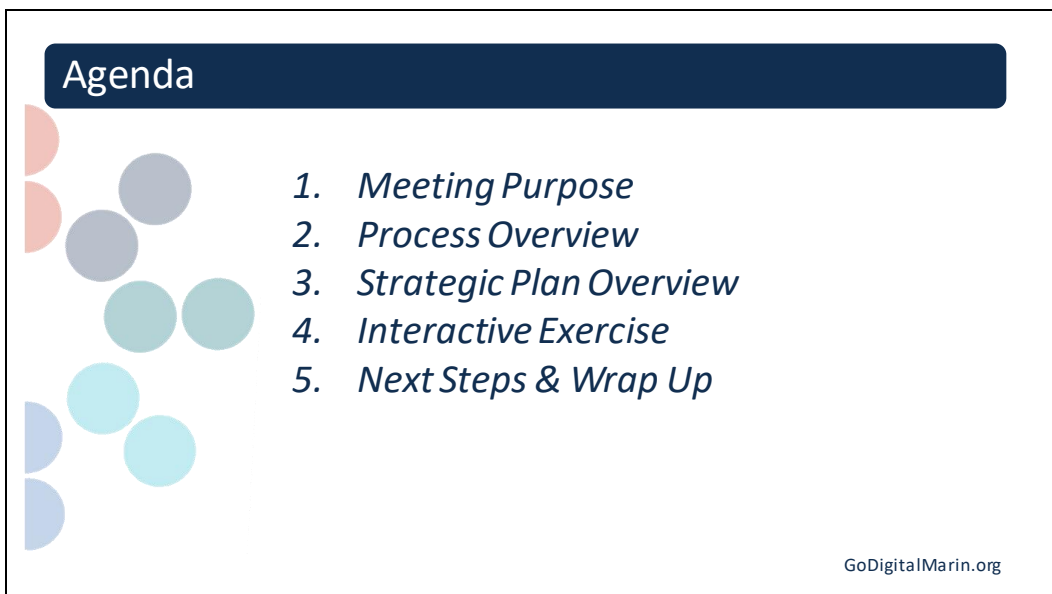


Virtual Introductions

- Please type in chat
  - Your name
  - Organization
  - Digital Marin role
  - Your word of the day!

The slide features a decorative background with overlapping circles in shades of teal, orange, and grey. On the left, there are two icons: a plus sign and a circle, and a 'More' button with three dots. Below these is a 'Chat' button with a speech bubble icon. A vertical line is on the right side.

## Slide 4



Agenda

1. *Meeting Purpose*
2. *Process Overview*
3. *Strategic Plan Overview*
4. *Interactive Exercise*
5. *Next Steps & Wrap Up*

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The slide features a decorative background with overlapping circles in shades of teal, orange, and grey. The agenda items are listed in a numbered list. The website URL is at the bottom right.

Slide 5

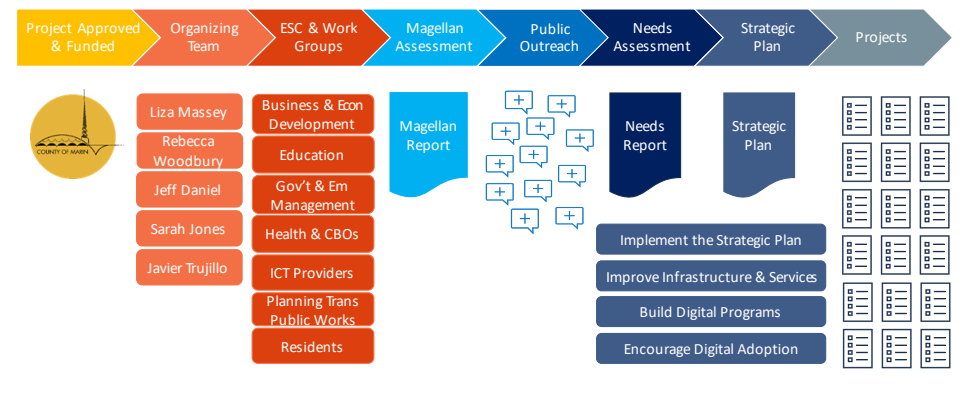
## Purpose of Today's Meeting

- *Review the first draft of the Strategic Plan*
- *Score recommended projects*
- *Obtain comments and suggestions for updates prior to community forum*

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Slide 6

## Process Flow



The process flow consists of the following stages and components:

- Project Approved & Funded** (Yellow arrow)
- Organizing Team** (Orange arrow)
- ESC & Work Groups** (Red arrow)
- Magellan Assessment** (Blue arrow)
  - Magellan Report
- Public Outreach** (Light blue arrow)
- Needs Assessment** (Dark blue arrow)
  - Needs Report
- Strategic Plan** (Dark blue arrow)
  - Strategic Plan
- Projects** (Grey arrow)
  - Implement the Strategic Plan
  - Improve Infrastructure & Services
  - Build Digital Programs
  - Encourage Digital Adoption

**Organizing Team Members:**

- Liza Massey: Business & Econ Development
- Rebecca Woodbury: Education
- Jeff Daniel: Gov't & Em Management
- Sarah Jones: Health & CBOs
- Javier Trujillo: ICT Providers
- Planning Trans
- Public Works
- Residents

Slide 7



Slide 8


## Guiding Principles

**Broadband for All**  
*The digital divide is closed so that everyone in Marin can take advantage of all digital opportunities and resources.*

**Inclusive and Equitable**  
*Digital projects and initiatives are inclusive and equitable, involving and benefiting all of Marin's communities and sectors.*

**Community Driven**  
*Digital solutions are community driven to address what communities say is important.*

**Forward Thinking**  
*Digital projects are forward thinking with near-term wins and long-term gains.*

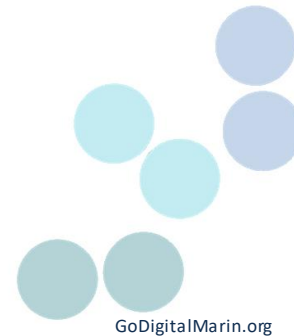


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## Slide 9

### Existing Assets - Infrastructure

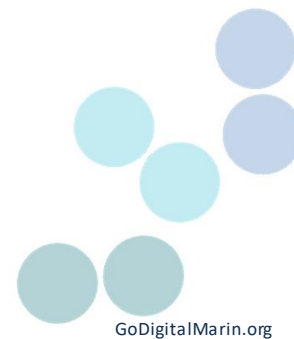
- California Open-Access Middle Mile Network (proposed)
- Incumbent providers' networks
- Light and telephone poles
- MERA
- Commercial middle mile and backhaul networks
- MIDAS
- San Rafael Fiber Network
- Towers
- Conceptual Network Design



## Slide 10

### Existing Assets - Collaborations

- Bolinas-Stinson Union School District Connectivity Committee
- Canal Neighborhood Wi-Fi Project
- Digital Marin Project
- Marin City Free Internet
- Marin General Services Authority
- Marin Information Security Collaboration
- Nicasio Broadband Network Project
- North Bay/North Coast Broadband Consortium
- Shoreline Connectivity Project

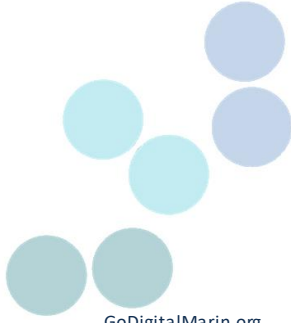




## Slide 11

## Existing Assets - Other

- Data Sharing
  - MarinMap
  - Community Information Exchange Movement
  - Marin Promise Partnership
  - Integrated Justice System
- Funding Sources
  - California Advanced Service Fund Grant
  - Federal Recovery and Infrastructure Funds
  - Community Foundations
  - Private Donors
  - State Broadband Funds



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## Slide 12


## Strategic Roadmap

***Implement the Digital Marin Strategic Plan***  
*We will obtain funding and create an operating entity to implement our Strategic Plan.*

***Improve Digital Infrastructure and Services***  
*We will deploy universally accessible, affordable, reliable, and resilient broadband throughout Marin.*

***Build Digital Programs***  
*We will build programs to ensure everyone has the devices, knowledge, and support needed to thrive in the digital world.*

***Encourage Digital Adoption***  
*We will increase digital adoption by building trust and knowledge of the benefits of participating in an ever increasing digital world.*

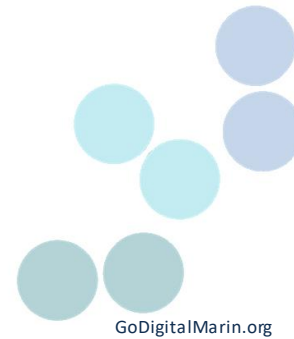


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Slide 13

### Implement the Digital Marin Strategic Plan

- *Establish a Digital Marin Operating Entity*
- *Establish a Board of Directors*
- *Establish an Administrative Team*
- *Develop a Digital Marin Business Plan*



Slide 14

### Improve Digital Infrastructure and Services

- *Establish Marin's Own Internet Service Standards*
- *Improve Incumbent Internet Providers' Services*
- *Encourage Deployment of Broadband Infrastructure*
- *Develop a Detailed Broadband Network Design*
- *Deploy Phase 1 of Marin's Broadband Network*
- *Deploy Subsequent Phases of Marin's Broadband Network*
- *Address Affordability of Internet Service*



Slide 15

### Build Digital Programs

- *Implement Near Term Solutions for Least Served*
- *Create Digital Literacy Standards for Marin*
- *Integrate & Expand Digital Literacy Training Programs*
- *Create Partnerships to Provide Devices for All*
- *Create Community-Based Digital Support Networks*
- *Identify and Support Data Sharing Initiatives*
- *Enable Shared Services Among Government Agencies*

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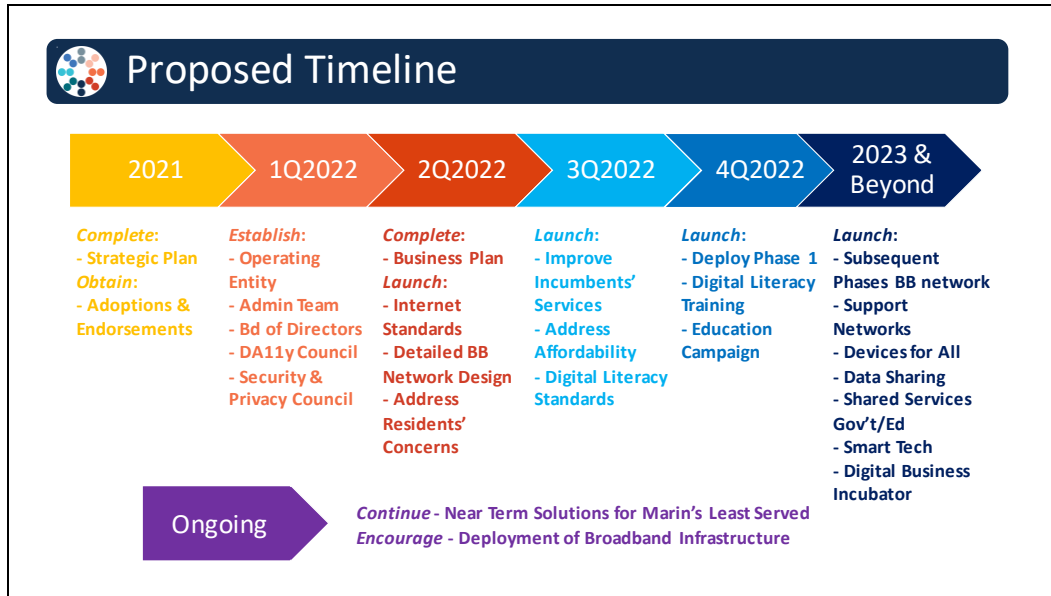
Slide 16

### Encourage Digital Adoption

- *Create an Education Campaign for Benefits of Digital Adoption*
- *Establish a Marin Digital Accessibility Council*
- *Establish a Marin Security and Privacy Council*
- *Address Residents' Concerns with Digital Technologies*
- *Identify and Promote Smart Technologies*
- *Establish a Digital Business Incubator Program*

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Slide 17



Slide 18




Slides 19 and 20 were omitted. They were not review at the Workshop.

Slide 21



Slide 22

A slide with a white background and a black border. At the top, a dark blue horizontal bar contains the text "Next Steps & Wrap Up" in white. Below this bar, on the left side, is a decorative graphic of several semi-transparent circles in shades of orange, grey, teal, and light blue. To the right of this graphic is a bulleted list of seven items, each in an italicized font. At the bottom right of the slide, the text "GoDigitalMarin.org" is displayed.

**Next Steps & Wrap Up**

- *Complete Draft Strategic Plan*
- *Conduct Community Forum 10/7*
- *Complete Final Strategic Plan*
- *Transform GoDigitalMarin Website*
- *Conduct "Dog & Pony" Shows*
- *Obtain Adoptions & Endorsements*
- *Begin Project Implementations*

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