

Summary

Attendees:

Name	Title	Representing
Mike Blakely	CEO	Marin Economic Forum
Michael Frank	Executive Director	Marin General Services Authority
Bruce Vogen	Resident	Residents
Ann Mathieson	CEO	Marin Promise Partnership
Elise Semonian	Planning Director	Town of San Anselmo
Liza Massey	CIO	County of Marin
Jeff Daniel	Jeff Daniel	County of Marin
Danilella Baker	Project Assistant	County of Marin
Nina Bell	Executive Assistant	County of Marin
Jessica MacLeod	Director of Digital Service and Open Government	City of San Rafael
Ross Millerick	Trustee	Novato Unified School District

Location:

Zoom

Agenda:

1. Announcements
2. Review of SP
3. Questions/Comments
4. Next Steps

Notes:

1. Announcements (Slide 5)
 - a. Project Team

- i. Scheduling interviews for Department Analyst
 - ii. Library did receive some emergency connectivity funds
 - b. GIS Data
 - i. Began effort to analyze data to determine what & how to publish
 - c. Stakeholder Registry
 - i. Identified low-cost CRM app; importing data
 - ii. Testing other features such as mail merge
 - d. Website
 - i. Needs Assessment Content posted – more accessible
 - ii. Developing plan for posting Strategic Plan and tracking progress
- 2. Major Changes to the Strategic Plan
 - a. Updated structure
 - i. Goals
 - ii. Strategies
 - iii. Actions (fewer/less detail)
 - b. Reduced number of KPIs
 - c. Added Risk/Impact analysis (revising)
 - d. Separated Digital Divide Initiatives
 - i. Some projects are happening parallel to Digital Marin, they have been separated from what is next.
 - e. Revising the timeline/trying to balance the timeline
 - i. Less aggressive
 - ii. Fewer details
- 3. Goals and Action (Slide 8)
 - a. Goal 1-**High-quality broadband if available to everyone in Marin.**
 - i. Strategy 1 - Assist with the deployment of universally accessible public and public/private broadband services throughout Marin
 - ii. Strategy 2 – Improve the quality, reliability, resiliency, safety of Marin’s broadband services

- iii. Strategy 3 - Increase access to affordable broadband service
- b. Actions- Broadband for Everyone
 - i. Strategy 1 – Deploy Broadband (Slide 10)
 - 1. Action 1 - Deploy an open access broadband network comprised primarily, but not exclusively, of publicly owned assets
 - 2. Action 2 - Use a phased implementation of stand-alone broadband deployments
 - 3. Action 3 - Encourage deployment of broadband and increase local control
 - ii. Strategy 2 – Improve Broadband
 - 1. Action 4 - Establish Marin’s own internet service standards
 - 2. Action 5 - Improve incumbent internet providers’ services
 - iii. Strategy 3 – Increase Affordability
 - 1. Action 6 - Address affordability of broadband service
 - iv. Key Performance Indicators
 - 1. Increase number of households served by broadband
 - 2. Improve residents’ and businesses’ ratings of internet quality and reliability
 - 3.
- c. **Goal 2-Everyone in Marin can take advantage of all online opportunities. (Slide 11)**
 - i. Strategy 1 - Coordinate and expand digital literacy training in Marin
 - ii. Strategy 2 - Expand community-based programs to provide devices and support
 - iii. Strategy 3 - Help organizations create easy to use digital services that work for everyone
 - iv. Strategy 1 – Digital Literacy
- d. Actions- Digital Programs (Slide 12)
 - i. Strategy 1 – Digital Literacy

1. Action 7 - Create Digital Literacy Standards for Marin
2. Action 8 - Integrate and Expand Digital Literacy Training Programs
- ii. Strategy 2 – Devices & Support
 1. Action 9 - Create Community-Based Digital Support Networks
 2. Action 10 - Create Partnerships to Provide Devices for All
- iii. Strategy 3 – Easy to use digital services
 1. Action 11 - Educate providers to make online services easier to use and accessible for all
- iv. Key Performance Indicators
 1. Increase number of people with devices
 2. Improve level of digital literacy throughout Marin
 3. Improve users’ ratings of online services
- e. Goal 3- **Marin has a high rate of digital adoption that benefits everyone. (Slide 13)**
 - i. Strategy 1 - Improve privacy, security, and digital accessibility across Marin
 - ii. Strategy 2 - Address barriers through education and community problem solving
 - iii. Strategy 3 - Increase public value from investments in technology
- f. Actions-Digital Adoption (Slide 14)
 - i. Strategy 1 – Privacy, Security & Digital Accessibility
 1. Action 12 - Establish a Marin Digital Accessibility Council
 2. Action 13 - Establish a Marin Security and Privacy Council
 - ii. Strategy 2 – Address Barriers
 1. Action 14 - Create an Education Campaign for Benefits of Digital Adoption
 2. Action 15 - Address Residents’ Concerns with Digital Technologies
 - iii. Strategy 3 – Public Value

1. Action 16 - Identify and Support Data Sharing Initiatives
 2. Action 17 - Enable Shared Services Among Government and Educational Agencies
 3. Action 18 - Identify and Promote Smart Technologies
 4. Action 19 - Establish a Digital Business Incubator Program
- iv. Key Performance Indicators
1. Decrease number of households not served by choice
 2. Prevent or reduce the number of cyber security and privacy incidents
 3. Increase digital accessibility for all sectors
 4. Realize cost savings from sharing services among government and educational agencies
 5. Increase number of digital businesses started or grown
- g. Goal 4- **Marin has a community driven organization with a mission of broadband for all. (Slide15)**
- i. Strategy 1 - Obtain funding and create a public broadband entity
 1. Action 20 - Establish a Digital Marin Operating Entity
 2. Action 21 - Establish a Board of Directors
 - ii. Key Performance Indicators
 1. Develop Business and Project Plans
 2. Begin implementation of the Strategic Plan
 3. Represent all sectors and population groups on the Board of Directors
- h. Under Review/Revision- Timeline. (Slide 16)
- i. Still under construction- subject to change
 - ii. There is concern about aggressiveness of the timeline and the use of the word “public” so often in the document.
- i. Liza will look at the Impact and Risk Analysis from the Residents. Not expecting major changes but it provided better context for the public
4. Q&A/Comments

- a. Mike Blakely- struggling with the ownership of this project. Who will ultimately own this? Recommends sharing “where this sits” when sharing with the public. Suggests that “strategies” is not the correct word for that. Would be happy to collaborate with Liza offline.
 - i. The strategic talks about an independent entity taking this project over.
- b. Michael Frank- This plan reads clearly in comparison to the first draft.
 - i. Rebecca Woodbury identified a tool that should help the plan be more readable.
- c. Bruce- On behalf of the residents group
 - i. Need for simplicity
 - ii. This plan lacks commitment/there isn't ownership
 - iii. There are no costs and outcomes.
 - iv. Timeline
 - 1. Residents group would push secure adoptions and endorsements
 - 2. CPUC had to have their middle mile funding done by the end of the year
 - 3. They would move infrastructure before digital adoption and digital inclusion. Would also move things like data to the end of the timeline.
 - 4. Want to deliver a public network and is owned by the public.
 - v. Liza-we can't do infrastructure until we have money and an entity. Money from states and Feds will take a long process. We need to have buy-in before work can begin and an entity can own this project.
- d. Elise- Likes asking for specifics but understands that a more general view will be easier to get endorsements. Does not like plans without specifics and timelines.
 - i. Liza-The groups that have gone ahead have had collaborative efforts and have guiding principles.
 - ii. Liza would like to add wording for commitment.

- e. Michael Frank- The County needs to be clear that its being clear to move this forward and create an entity that will implement this strategic plan. Reacting to a tone- that he has heard from County folks in the past. Cities and Towns have to realize they have a responsibility to buy-in and it isn't all up to the County.
 - i. Liza-Getting funding and moving forward is our biggest risk right now. Doesn't want this project to stop because it doesn't have proper support
 - f. Jessica MacLeod- representing San Rafael- Happy to endorse, commit and become partners. Needs help to expand the smart city on their road map. Does Digital Marin have a way to help direct and guide the city's plan. Needs some direction and then San Rafael in onboard. If San Rafael can be an example of what the City and County, they are onboard to be the case-study.
 - i. Liza- Matthew also mentioned what does the plan do? It is to inform and influence, create collaboration with cities and towns. Digital Marin would have their analyst helping to find funding and the county can assist with things list security and literacy. Liza does not see Digital Marin asking cities and schools for funding.
 - g. Mike Blakely- Bruce's comments on lack of deliverables struck him. The KPI's will lead you to see deliverables if they are monitored correctly. Believes that this should be a public entity. Sees an issue with this not being a government program in the long run. Bring the KPI's upfront.
 - i. Liza-deliverables make sense
 - h. Ross Millerick- Petaluma funded the cable poll from Sonic and that opened it up for the community neighborhoods to take advantage of opportunities. Collaboration is a great idea.
 - i. Liza- Part of what the state is doing- Putting part of the 7million dollars towards technical assistance fund, this plan will help us to ask for funding that would set up the entity.
5. Next Steps and Wrap Up

- a. Distribute Draft Strategic Plan
 - i. Post on GoDigitalMarin website
 - ii. Send email messages to stakeholders
 - iii. Announce in email newsletter
- b. Obtain Feedback
 - i. Conduct Community Forum December 9th
 - ii. Via email or website contact form
- c. Complete Strategic Plan
- d. Obtain Adoptions & Endorsements
 - i. Begin with Marin County Board of Supervisors
- e. Next ESC Meeting December 16th

Recording


This meeting was recorded and can be viewed at https://youtu.be/l_TtRV-5n-8

Slide Deck
Slide 1




Executive Steering Committee Meeting
November 18, 2021

Slide 2

 Executive Steering Committee

Ann Mathieson	Chief Executive Officer	Marin Promise Partnership
Bruce Vogen	Research Analyst	Marin Resident
Elise Semonian	Planning Director	Town of San Anselmo
Javier Trujillo	Chief Assistant Director	Marin County IST
Jessica MacLeod	Director of Digital Service and Open Gov't	City of San Rafael
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	Volunteer	Marin County IST
Ross Millerick	Director IT Management and Lecturer GGU	Novato USD Trustee

Slide 3

 Digital Marin Admin Team		
Jeff Daniel	Project Manager	Marin CountyIST
Nina Bell	Administrative Support	Marin CountyIST
Abbie Ridenour	Education Facilitation & Support (part-time)	Marin Promise Partnership
Daniella Baker	Administrative Support	Marin CountyIST

Slide 4



Slide 5



Announcements

- Project Team
 - Scheduling interviews for Department Analyst
- GIS Data
 - Began effort to analyze data to determine what & how to publish
- Stakeholder Registry
 - Identified low-cost CRM app; importing data
 - Testing other features such as mail merge
- Website
 - Needs Assessment Content posted – more accessible
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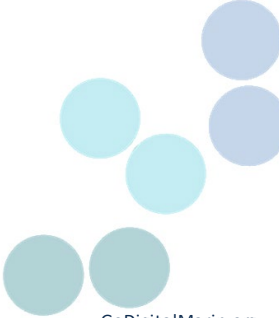
Slide 6



Slide 7

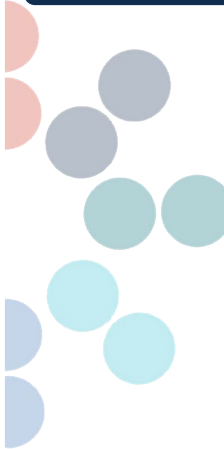
Major Changes

- *Updated structure*
 - *Goals*
 - *Strategies*
 - *Actions (fewer/less detail)*
- *Reduced number of KPIs*
- *Added Risk/Impact analysis (revising)*
- *Separated Digital Divide Initiatives*
- *Revising the timeline*
 - *Less aggressive*
 - *Fewer details*

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Slide 8

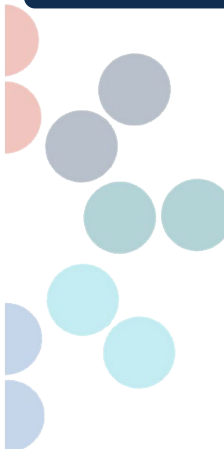


Goals

1. *High-quality broadband if available to everyone in Marin.*
2. *Everyone in Marin can take advantage of all online opportunities.*
3. *Marin has a high rate of digital adoption that benefits everyone.*
4. *Marin has a community driven organization with a mission of broadband for all.*

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Slide 9




Goal 1 – Broadband for everyone

High-quality broadband if available to everyone in Marin.

- *Strategy 1 - Assist with the deployment of universally accessible **public** and public/private broadband services throughout Marin*
- *Strategy 2 – Improve the quality, reliability, resiliency, safety of Marin’s broadband services*
- *Strategy 3 - Increase access to affordable broadband service*

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Slide 10



Actions – Broadband for everyone

- Strategy 1 – Deploy Broadband
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- Key Performance Indicators
 - Increase number of households served by broadband
 - Improve residents' and businesses' ratings of internet quality and reliability

Slide 11

Goal 2 – Digital Programs

Everyone in Marin can take advantage of all online opportunities.

- *Strategy 1 - Coordinate and expand digital literacy training in Marin*
- *Strategy 2 - Expand community-based programs to provide devices and support*
- *Strategy 3 - Help organizations create easy to use digital services that work for everyone*

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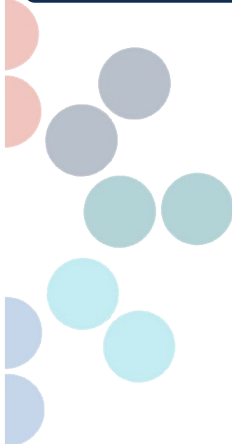
Slide 12

Actions – Digital Programs

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- **Key Performance Indicators**
 - Increase number of people with devices
 - Improve level of digital literacy throughout Marin
 - Improve users' ratings of online services

Slide 13

Goal 3 – Digital Adoption




Marin has a high rate of digital adoption that benefits everyone.

- *Strategy 1 - Improve privacy, security, and digital accessibility across Marin*
- *Strategy 2 - Address barriers through education and community problem solving*
- *Strategy 3 - Increase public value from investments in technology*

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Slide 14

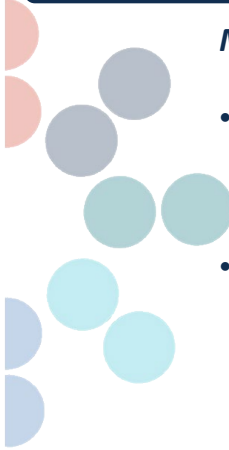


Actions – Digital Adoption

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Slide 15



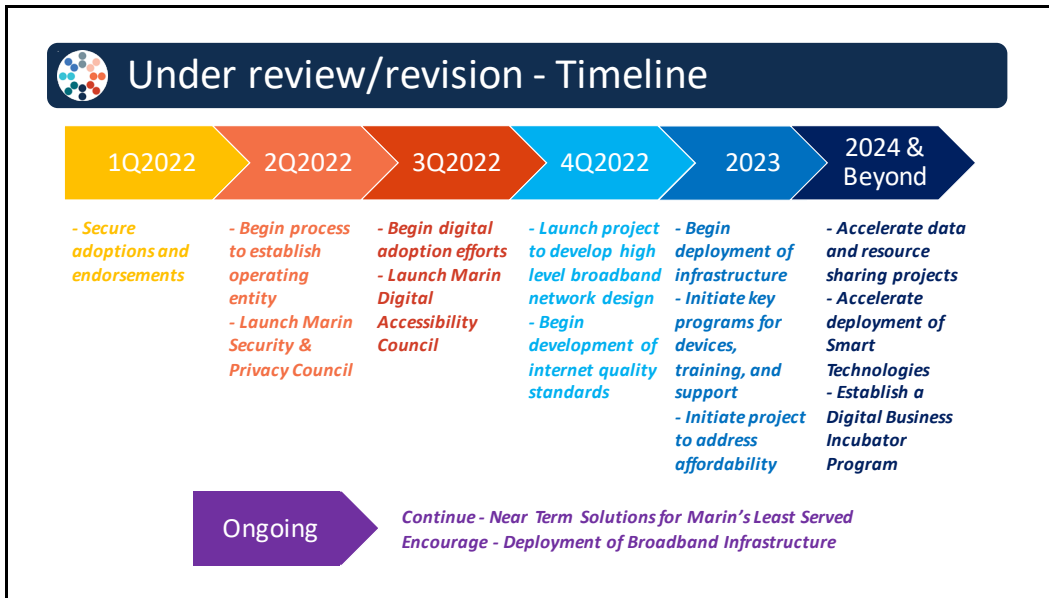
Goal 4 – Public Broadband Entity

Marin has a community driven organization with a mission of broadband for all.

- ***Strategy 1 - Obtain funding and create a public broadband entity***
 - *Action 20 - Establish a Digital Marin Operating Entity*
 - *Action 21 - Establish a Board of Directors*
- ***Key Performance Indicators***
 - *Develop Business and Project Plans*
 - *Begin implementation of the Strategic Plan*
 - *Represent all sectors and population groups on the Board of Directors*

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Slide 16



Slide 17



Slide 18

Next Steps & Wrap Up

- 
- *Distribute Draft Strategic Plan*
 - *Post on GoDigitalMarin website*
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