DIGITAL MARIN

HCBO Work Group Meeting
February 26, 2021 @ 3pm

Summary

Attendees:

Name	Title	Representing
Liza Massey	CIO	Marin County
Johnathan Logan	VP Community Engagement	MCF
Vicky	Retired Middle School Teacher	EMF Safety Network
Nina Bell	Admin	Marin County
Rebecca Woodbury	Volunteer	Marin County
Alena Wall	Community Health Manager	Kaiser
Balandra Fregoso	Executive Director	Parent Services Project
Aaron Alarcon	Executive Director	In home services public authority

Location:

> Zoom

Agenda:

1. Opening
2. Introductions
3. Slide Deck
4. Closing

Notes:

1. Introductions
2. Presentation (Slides Included Below)
3. Outreach Approach
   a. Rebecca- Emphasized excitement for a holistic approach
   b. Vicky- Bios for the communities? Jeff and Nina are working to update the webpage to include those who would like to be noted as being part of the communities
   c. Johnathan- Appreciation and remarks regarding quality access to high-speed access.
      i. Investments have been made in the Canal District and Marin City.
      ii. This process is to create a plan to last, not just during the pandemic.
4. Outreach Process Discussion
   a. Ideas of who to reach out to

HCBO Work Group Meeting
February 26, 2021 @ 3pm

    b. Contacts- we would love to be able to join with people you have a connection with.

    c. Focus Groups- It is typically one speaker and a note taker, as to not take over meetings with Digital Marin staff

    d. Outreach Form- Groups, Type and Notes

       i. Brainstorming

1. Large list; maybe put together or reached out to in a different way.
2. If there is overlap with other communities, we will discuss the best way to reach them. There will be overlap with Education and HCBO
3. LCC is Latinx Covid Collaborative
4. Whole Person Program- will help with homeless population
5. What about MHSA Collaborative - service providers focused on the mental health services act
6. Alena Wall-For the FQHC category, the consortia is Redwood Community Health Coalition
7. From Balandra Fregoso PTA's - to reach parents; MAN - Marin Advocates Network - is a group advocates and service providers that meet monthly
8. From Alena Wall, The Promotores de Salud from N Marin Community Services (Berta's group)
9. Head/start Community Action Marin
10. Is there a delineation to ask different questions dependent on the age group? Work services are broken down by ages when it comes to a digital needs breakdown. Some questions are universal, some will need to be broken down by specifics. Universal questioning could help with data collection.
11. From Alena Wall, Others to engage: Multicultural center of Marin; West Marin Community Services; Senior Advocacy Services, Area Agency on Aging.
12. Bringing Aging and Adult Services into the work group might be helpful.
13. Suggestion- Start with questions and refine from there.
14. Are there any studies that have been done locally in regard to telehealth- Sutter Health and Marin Health Foundation? The patient advisory groups or end users could speak to what the user issues are.
15. Abby (MPP) has some data from the digital literacy workshop.
16. Recipients a survey- Paper Survey via USPS, and providers could do a text survey. (Paper survey's would be sent with a SASE.)

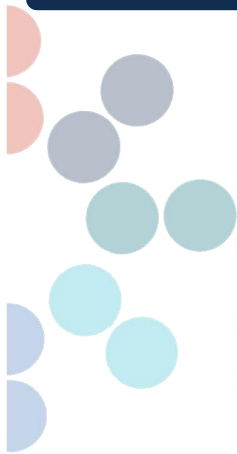## Recording

This meeting was recorded and can be viewed at https://youtu.be/rybPckv6T34.

Slide Deck

Slide 1

Slide 2

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Slide 3

How do we get there?

- Collaboration & inclusion
- Working "with" not "for" our communities
- Inventory & assessment of what we have
- Gap analysis
- Planning & prioritizing
- Short- & long-term initiatives
- Funding and resources
- Ongoing commitment & support

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Slide 4

Digital Marin

A project to develop a digital infrastructure **strategic plan**.

To better understand the **digital needs and vision** of our residents, education, public agencies, healthcare, and business sectors to develop a **shared roadmap and vision**.

Digital infrastructure is the data, software applications, and physical infrastructure working together to provide access, information, and online services to stakeholders.

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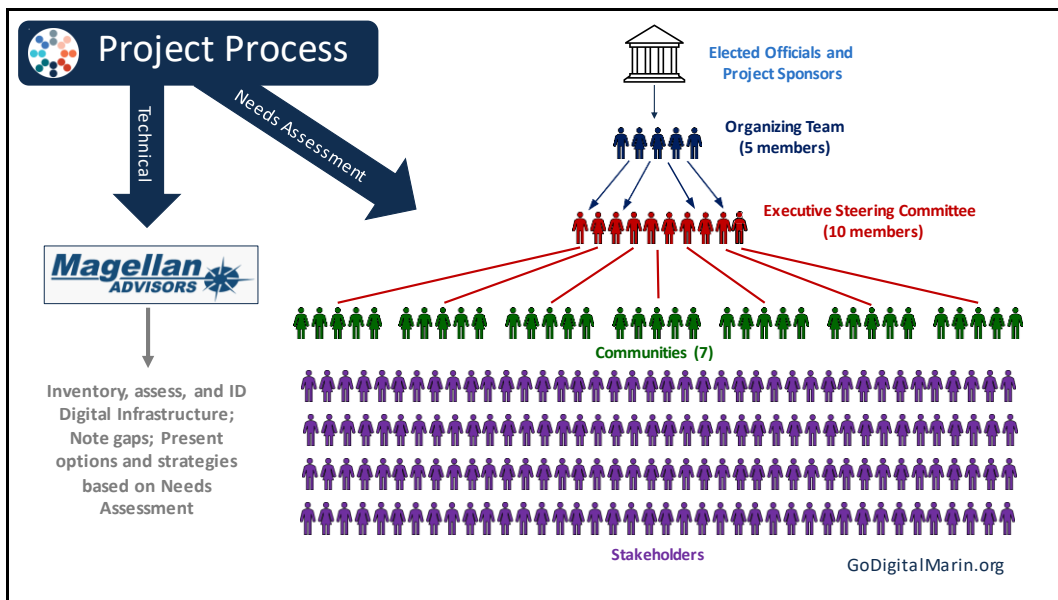
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Slide 5

Why Digital Marin?

- COVID-19 exacerbated and highlighted deficiencies
  - Sizable populations can't get on-line for learning and other services
  - Older adults and others need access for video healthcare
- Fires and other disasters highlight the need for networks to withstand disasters
- Funding opportunities exist for digital equity and access to high speed internet & online services
- 5 areas in Marin County are un- or under-served

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Slide 6

Project Process

Technical

Needs Assessment

Elected Officials and Project Sponsors

Organizing Team (5 members)

Executive Steering Committee (10 members)

Magellan ADVISORS

Inventory, assess, and ID Digital Infrastructure; Note gaps; Present options and strategies based on Needs Assessment

Communities (7)

Stakeholders

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HCBO Work Group Meeting
February 26, 2021 @ 3pm

Slide 7

Slide 8

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Slide 9

Outreach Process

Magellan Advisors' suggestions
1. What are your needs? Are they being met?
2. What changes in these needs do you foresee?
3. How would enhanced broadband benefit your org?
4. What new programs would enhanced broadband support?
5. Are you using wireless technology? If so, how?
6. What should we do to increase digital literacy?
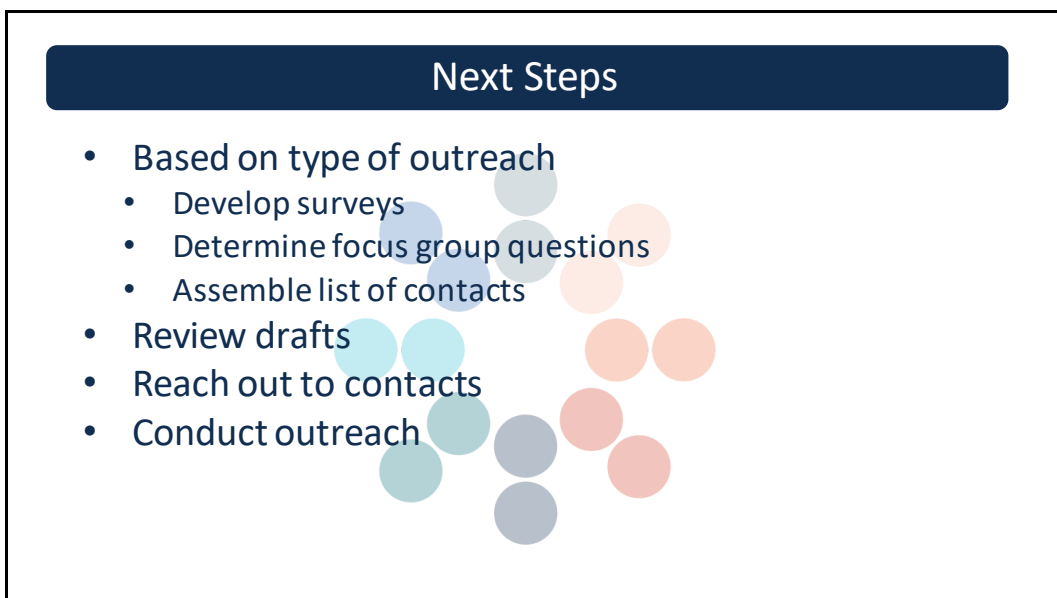
Slide 10

Outreach Process

Questions GEM & Planning/PW/Transportation
1. Are there goals that internet access and connectivity issues prevent your communities from achieving today?
2. What are your plans for technology initiatives (organizational and community), if any?
3. What opportunities do you see for cooperation, partnerships, or shared services?
4. Where has there been movement on an initiative, but the effort stalled?
5. What is the most innovative or inspiring technology initiative you've seen in your sector?

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Slide 11

Next Steps

Slide 12

Next Steps

- Based on type of outreach
  - Develop surveys
  - Determine focus group questions
  - Assemble list of contacts
- Review drafts
- Reach out to contacts
- Conduct outreach

Slide 13