

DEPARTMENT OF

# INFORMATION SERVICES AND TECHNOLOGY

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**SUBJECT:** Digital Marin Strategic Plan

Dear Board Members:

**RECOMMENDATION:** Adopt the proposed Digital Marin Strategic Plan

**SUMMARY:** In 2019, as part of the County's fiscal year 2019-20 budget, your Board approved one-time funding for development of a digital infrastructure strategic plan. At the same time, the Marin County Civil Grand Jury released the [Marin's Telecommunications Disconnect Report](#) underscoring the need for improved leadership and coordination of telecommunications efforts. The initiative, known as Digital Marin, became a collaborative effort involving representatives from every sector including residents, business, education, government, healthcare, non-profits, utilities, and technology providers. From the outset, the project envisioned a future where everyone in Marin has access to affordable, reliable, resilient, and safe broadband with robust devices, technical support, and the digital literacy needed to take part in an ever increasing digital world.

A digital needs assessment process was conducted through community outreach. This approach created collaborations among Marin's residents, businesses, and public and private sectors that will serve us well moving forward. The needs assessment better defined where Marin is experiencing the digital divide. While residents in five geographic areas - the Canal Neighborhood, Marin City, two areas in Novato, and West Marin - most disproportionately experience it, so do Marin's older adults and persons with disabilities. Findings also showed that lack of availability or competitive options, inconsistent service levels and pricing, and other barriers exist to varying degrees throughout Marin, even in affluent areas.

The resulting Strategic Plan is the roadmap to move Marin from where we are today to a better digital future by creating leadership, governance,

collaboration, and actions that advance broadband deployment and digital adoption. Specifically, four goals with enabling strategies were developed.


1. High-quality broadband is available to everyone in Marin.
  - a. Assist with the deployment of universally accessible public and public/private broadband services throughout Marin
  - b. Improve the quality, reliability, resiliency, and safety of Marin's broadband services
  - c. Increase access to affordable broadband service
2. Everyone in Marin can take advantage of all online opportunities.
  - a. Coordinate and expand digital literacy training in Marin
  - b. Expand community-based programs to provide end user devices and support
  - c. Help organizations create easy to use digital services that work for everyone
3. Marin has a high rate of digital adoption that benefits everyone.
  - a. Improve privacy, security, and digital accessibility across Marin
  - b. Address barriers through education and community problem solving
  - c. Increase public value from investments in technology
4. Marin has a community driven organization with a mission to deliver broadband for all.
  - a. Obtain funding and create an independent operating entity

Creation of the Plan was made possible by a cross-sector Executive Steering Committee, a large, diverse group of stakeholders, and the project's consultant, Magellan Advisors. It is better because of the advice, input, and feedback of over 3,000 Marin residents, business owners, community advocates, and employees from government, education, and other industries.

**EQUITY IMPACT:** This Plan includes recommendations for collaboration and cooperation for digital inclusion efforts and innovative connectivity solutions in communities most impacted by the digital divide. The key performance indicators will help evaluate outcomes to ensure that actions focus on bridging Marin's digital divide.

**FISCAL IMPACT:** There is no immediate financial impact from adoption of the Digital Marin Strategic Plan. Federal, State, and local funding sources will be pursued to fund resulting projects. We will return to your Board for authorization as needed.

Respectfully Submitted,



Liza Massey  
Chief Information Officer

**REVIEWED BY:**     County Administrator     N/A  
                           Department of Finance     N/A  
                           County Counsel             N/A  
                           Human Resources          N/A