

# **Marin Telecommunications Agency Strategic Plan Highlights**

**March 12, 2008**

## **Introduction**

### **Mission**

**The Mission of the MTA is to be the key policy-making and coordinating body related to telecommunications matters in Marin.**

This is in line with the core values that have defined the MTA throughout history of promoting availability, accessibility, affordability and public inclusion in the advancement and enhancement of telecommunications infrastructure and services in Marin.

### **Three (3) Major Strategic Directions for the MTA**

1. The MTA will Become the Chief Coordinating and Policy-Making Body Related to Telecommunications Matters in Marin
2. The MTA Continues to Help Develop, Expand and Support PEG Access
3. The MTA Continues to Perform Cable Franchise and Telecommunications Administration

### **Strategic Directions to Consider for FY 2009 and Beyond**

4. Expand the Scope of Digital Inclusion Efforts
5. Establish MTA as a Clearinghouse for Gathering and Disseminating Information Related to Telecommunications

### **Key Assumptions for Implementing Strategic Directions**

- The MTA will continue to have unity of support among the MTA's members. The MTA's core strength is in the unity of its members.
- The MTA will continue to maintain and develop expertise to function effectively as the policy-making and coordinating body on a wide variety of telecommunications matters within Marin.
- The allied organizations within Marin will work with the MTA to fulfill this policy-making and coordinating role.
- The MTA will devote the necessary resources to accomplish the tasks under each of the Strategic Directions pursued.

### **Key Potential Challenges to Implementing the Strategic Directions**

- The key challenges the MTA will need to be continually mindful of and act to avoid or counteract through leveraging its strengths are:
  - Potential turf and territory squabbles between MTA and allied organizations.
  - Potential detrimental changes in Federal and State laws and regulations.
  - Potential changes in the MTA members' level of support for the stipulated Strategic Directions.

### **Potential Intersections Between the MTA and Other Organizations Related to Strategic Directions and Required Actions**

- Many potential intersections including but not limited to MIDAS, MERA, MGSA, MCOE, Member Jurisdictions', Agencies and Residents, MMA, CMCM, MCCMC, COM/Higher Education, etc.

### **Conclusion and Recommendation**

The Strategic Plan as laid out is achievable and would have a positive impact on telecommunications development, access and use within Marin. Any Strategic Plan needs to be dynamic, and the directions and actions described herein should be revisited on at least an annual basis, beginning with the FY 2009 budget and work plan development cycle.

### **Marin Telecommunications Agency Strategic Plan Financial Resources**