

MARIN TELECOMMUNICATIONS AGENCY

371 Bel Marin Keys Blvd., Suite 100, Novato, CA 94949

PHONE: (415) 883-9100

FAX: (415) 883-9155

MEMORANDUM

DATE: February 28, 2009

TO: MTA Board of Directors

FROM: Barbara Thornton, Executive Officer

SUBJECT: AGENDA ITEM F: MTA BOARD WORKSHOP PART 2

Recommended Action: Participate interactively in the Workshop educational presentations, review of MTA's Strategic Plan, Work Plan achievements and discussion of desired direction for the 2009-2010 Work Plan. Following Board discussion, provide direction to staff regarding the Strategic Plan and the Work Plan for 2009 - 2010.

Board Note: Please bring your MTA Source Document Binder to the workshop for reference during the day.

Background:

In MTA's December 2008 meeting the Board provided considerable input for the Board Workshop and its Agenda and asked that the Finance & Planning Committee finalize the Agenda given the Board's input. The Board Workshop Agenda was approved by the Finance and Planning Committee on December 22, 2008.

The first part of the Workshop Agenda was conducted in the Board's January 14th meeting. It provided fundamental information for the Board regarding the formation of the MTA, a review of the Federal and State legal and regulatory aspects of Telecom and Video services as related to MTA, as well as a presentation regarding Marin County's broadband network and resources. A binder of MTA Source documents was presented to the Board.

MTA's February 28th meeting includes Part 2 of the Workshop as detailed in this Agenda Item F. The first part of day (9:45am – 12:00 pm) will be educational with presentations about Community Media and Broadband.

The first topic, "The Future of Broadband and Community Media", will be presented by Dr. Dorothy Kidd, Ph.D., from the Department of Media Studies at the University of San Francisco. She will provide an overview of Community Media and Broadband, including Case Studies and Best Practices. A brief summary of her presentation is attached along with her Bio (Attachment F1-a).

The second educational topic is a presentation by Michael Eisenmenger, Executive Director of the Community Media Center of Marin (CMCM) which will provide an overview of the Community Media Center of Marin (CMCM) and its Mission along with identification of the Best Practices planned for implementation at the Media Center. Unfortunately Michael will not be able to attend our Workshop on February 28th. He has been invited to speak at MTA's March 11th meeting.

The third educational agenda item includes the presentation "Broadband for All?" Gaps in California's Broadband Adoption and Availability" by Jed Kolko, Ph.D., Associate Director & Research Fellow at the Public Policy Institute of California (PPIC). Unfortunately Jed Kolko is not able to join us in person at our Workshop; however a video of his excellent presentation will be shown. It is very relevant to MTA's understanding of broadband in California, and how it applies to broadband in Marin County. Attachment F1-c includes the following documents regarding Jed and his work on broadband:

- Bio – Jed Kolko
- Press Release – Wireless Internet Access Won't Close Digital Divide on its Own, July 2007
- Just the Facts – California's Digital Divide, PPIC, June 2008
- "Broadband for All? Gaps in California's Broadband Adoption and Availability", California Economic Policy, PPIC, June 2007.

There will be a lunch break from 12:00 – 12:30 pm and lunch will be available for the Board.

The major part of the afternoon (12:30 – 2:15 pm) will include a session facilitated by Tom Robinson, CBG Communications, Inc., regarding MTA's Strategic Plan and Work Plans. Tom Robinson worked with the MTA in the development of the Strategic Plan from September 2007 through March 2008 when the Plan was approved. Since many of the current Board members were not on the MTA Board during this development period, this session will provide a review and discussion of the Strategic Plan and Work Plans. The Board will be able to develop a full understanding of the Strategic Plan, and see how the 2008-09 Work Plan achievements have supported the Strategic Directions. Tom Robinson will interleave updated information regarding community media, broadband, and Federal, State and Local telecommunications policies and directions in this discussion. This review and discussion will also support the Board's consideration of the desired direction for MTA's Work Plan for 2009-2010.

Board Note: The Strategic Plan is included in the MTA's Source Document Binder Tab 2. Thus a copy is not provided with this Board Agenda packet. It is available at www.mta.marin.org in the Staff Reports for this meeting if you want to print it out separately.

The final portions of the Workshop include time for Public Comment and a Board Wrap-up including direction to staff as appropriate.