

Work Plan ID	Strategic Direction	Activity F/Y 2008-2009	Status	Est. Completion Date (calendar yr)	Activity Update - November 2008	Responsibility	Resources
1	3	Relocate MTA offices	In Progress 10/2008	2008	Completed office space search. Near finalizing location & terms. Joint w/ MERA, MGSA. Move 12/2008.	1) MTA Executive Officer	Barbara Thornton Greg Stepanicich
2	3	Monitor service obligations including customer complaints and inquiries of Comcast, AT&T, & Horizon Franchises	Continuing responsibility	Ongoing	Ongoing handling of complaints/inquiries. Many billing issues with Comcast.	1) MTA Staff	Suki Sennett
3	1,2,3,4,5	Support Board meeting information and regular meeting requirements	Continuing	Ongoing	Ongoing support to Board continues to be provided.	1) MTA Executive Officer/Staff 2) General Counsel	Barbara Thornton Suki Sennett Elizabeth Lopez Greg Stepanicich
4	1,2,3,4,5	Public liaison, communication & education	Continuing	Ongoing	Ongoing contact with public. Including MMA Applications group, nonprofits, CMCM and others.	1) MTA Executive Officer/Staff	Barbara Thornton Suki Sennett Elizabeth Lopez
5	1,2,3,4,5	Board communications - education	Continuing	Ongoing	NATOA report to Board. Planning Board Workshop for early 2009.	1) MTA Executive Officer/Staff	Barbara Thornton Suki Sennett
6	1,2,3	Maintain Website current	Continuing	Ongoing	Updates made for Policy & Finance Comm meetings, agendas and announcements on Home Page	1) MTA staff	Elizabeth Lopez
7	1,2,3,4,5	Upgrade web site with modern technology to support all strategic plan initiatives and operations	New Initiative	2009	Work to begin early 2009.	1) MTA Executive Officer 2) Web developer TBD	Barbara Thornton web developer
8	1,2,3,4,5	Determine staffing necessary to support the Work Plan	Complete 6/2008	Ongoing review	Completed requirements for 2008-09 and included in budget.	1) MTA Executive Officer 2) MTA Board	Barbara Thornton Finance/Policy Comm Board of Directors
9	2	Monitor start up and ongoing operations of the CMCM	Continuing	2009	Active involvement with CMCM startup, transition from MTA to CMCM and continuing work with COM Agreement.	1) MTA Executive officer 2) CMCM ED 3) marin.org	Barbara Thornton Suki Sennett Scott McKown
10	3	Initiate steps necessary to invite Novato into MTA membership	New Initiative	2009	Gathering information and will meet with Novato 12/2008	1) MTA Executive Officer 2) General Counsel 3) Novato Staff 4) Novato Board 5) MTA Board	Barbara Thornton Suki Sennett Greg Stepanicich Finance/Policy Comm
11	2	Request and enable E & G channels	New Initiative	2008	Worked with Comcast to establish connections for E&G and weekend programming. Transitioning responsibility to CMCM in order to complete within CMCM's plans. Expect to request G channel by EOY 2008 and E channel in 2009.	1) MTA Executive Officer 2) MTA Board 3) marin.org 4) CMCM ED 5) General Counsel	Barbara Thornton Scott McKown David Cooper Greg Stepanicich

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12	2	Request additional 3 channels from Comcast	New Initiative	2009	Planning for 2009 when Comcast converts to all digital and when CMCM requests additional channels.	1) MTA Executive Officer 2) MTA Board 3) marin.org 4) CMCM ED 5) General Counsel	Barbara Thornton Scott McKown David Cooper Greg Stepanicich
13	2	Participate in plan for use E and G channels	New Initiative	2009	General discussion with Education & Government in 2008. Detailed work with CMCM, Education & Government to begin in 1/2009.	1) MTA Executive Officer 2) MTA Board 3) CMCM 4) Gov - Edu Reps	Barbara Thornton Finance/Policy Comm Suki Sennett Scott McKown Greg Stepanicich
14	2	Work with CMCM, community organizations/centers, MMA, MCOE, COM, Dominican on implementing the distributed network	New Initiative	2009	Will work in 2009 following initial startup work of CMCM.	1) MTA Executive Officer 2) MTA Board 3) marin.org 3) CMCM 4) Gov - Edu Reps	Barbara Thornton Finance/Policy Comm Suki Sennett Scott McKown Greg Stepanicich
15	1	Initiate formal liason with Agencies involved in telecommunications projects.	Continuing	2009	Supported MGSA in Wireless Marin pilot. Ongoing work with MMA Applications group. Exploring networked & shared applications to reduce cost for agencies (Granicus, Disaster Recovery, MS Exchange, MS Sharepoint, VOIP, conferencing).	1) MTA Executive Officer 2) MTA Board 3) General Counsel	Barbara Thornton Finance/Policy Comm Suki Sennett Greg Stepanicich
16	1	Determine policy making role related to operating organizations such as marin.org/MIDAS, MGSA, MERA	New initiative	2009	Begin work in 2009.	1) MTA Executive Officer 2) Agency Staff & Boards 3) General Counsel 4) MTA Board	Barbara Thornton Finance/Policy Comm Suki Sennett Scott McKown Greg Stepanicich
17	1	Decide on MTA role and policy opportunities related to the latest state and federal legislation	New initiative	2009	Involved in statewide leadership committee at CPUC regarding ATT PEG channel issues & resolution. Additional work on other opportunities planned for 2009.	1) MTA Executive Officer 2) MTA Board	Barbara Thornton Finance/Policy Comm
18	1	Create and implement policy opportunity plan	New initiative	2009	Begin work in 2009.	1) MTA Executive Officer	Barbara Thornton Greg Stepanicich Policy/Finance Comm
19	1, 2	Engage with the community regarding Marin County needs for broadband and public access TV	Ongoing	2009	Ongoing discussions during 2008 and further work to be undertaken in 2009.	1) MTA Executive Officer 2) MTA Board 3) MTA Staff	Barbara Thornton Suki Sennett Scott McKown Finance/Policy Comm