

MTA WORKSHOP ON STRATEGIC DIRECTIONS OCTOBER 13, 2010

Facilitated by:
Tom Robinson, President
CBG Communications, Inc.

MTA WORKSHOP AGENDA – October 13, 2010

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2. MTA – Overview of MTA's Strategic Plan – Progress and Opportunities (25 min)
 - CMCM: Current Operations, Plans, Opportunities & Challenges, MTA Involvement (25 min) - *Tom Robinson, CBG Communications; Barbara Thornton, Executive Officer – MTA; Michael Eisenmenger, Executive Director - CMCM*

3. DIVCA and Local Franchise Considerations (45 min) – *Greg Stepanicich, MTA Legal Counsel*

BREAK (15 min)

4. Broadband & Wireless – Update and MTA Consideration (35 min) – *Tom Robinson*
 - Broadband for Anchor Institutions in Marin - MIDAS Opteman Network, Collaboration, Shared Applications (15 min) – *David Hill, Director-County of Marin IT, Barbara Layton, MIDAS Network*

BREAK (10 min)

5. MTA's Direction and Role Going Forward – *Board Discussion* (50 min)

Public Comment

OVERVIEW OF MTA'S STRATEGIC PLAN

Mission Statement

- To be the Key Policy-Making and Coordinating Body related to Telecommunications matters in Marin County.
- In line with MTA's Core Values of promoting availability, accessibility, affordability and public inclusion in the advancement and enhancement of telecommunications infrastructure and services in Marin.

OVERVIEW OF MTA'S STRATEGIC PLAN

Three (3) Major Strategic Directions for MTA

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

OVERVIEW OF MTA'S STRATEGIC PLAN

Two (2) Strategic Directions to Consider for 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

OVERVIEW OF MTA'S STRATEGIC PLAN

MTA is Actualizing Key Strategic Plan Elements

1. MTA will Become the Chief Coordinating and Policy-Making Body Related to Telecommunications Matters in Marin.
 - Organizations now seek MTA's Guidance, Knowledge, and Leadership in Telecommunication Matters
 - Marin Managers Association
 - MMA Shared Applications Committee

OVERVIEW OF MTA'S STRATEGIC PLAN

MTA is Actualizing Key Strategic Plan Elements

- County-wide ARRA Grant Opportunity Development
- County-Wide submission for Google Fiber to the Home RFI
- Model Ordinance for Above Ground Utility Structures
- MERA's Strategic Plan Development Guidance
- County-wide Mobility Workshop for Governmental Agencies

OVERVIEW OF MTA'S STRATEGIC PLAN

MTA is Actualizing Key Strategic Plan Elements

2. MTA Continues to Help Develop, Expand and Support PEG Access.
 - Negotiated \$3M for PEG in Comcast Franchise
 - Facilitated Development of CMCM non-profit
 - Dedicated Access Agreement with CMCM
 - Public, Education & Government Channels Launched

OVERVIEW OF MTA'S STRATEGIC PLAN

MTA is Actualizing Key Strategic Plan Elements

- Communications within Community - PEG Opportunities
- Ongoing Monitoring and Guidance to CMCM for PEG in the Community

OVERVIEW OF MTA'S STRATEGIC PLAN

MTA Is Actualizing Key Strategic Plan Elements

3. MTA Continues to Perform Cable Franchise and Telecommunications Administration.
 - Local and Statewide Franchises with Comcast, AT&T, Horizon Cable
 - Customer Complaint and Inquiries Resolution
 - Monitor Industry Trends & Changes for Impact on MTA Members

OVERVIEW OF MTA'S STRATEGIC PLAN

MTA Is Actualizing Key Strategic Plan Elements

4. Expand the Scope of Digital Inclusion Efforts
 - MIDAS Network Development & Applications

OVERVIEW OF MTA'S STRATEGIC PLAN

MTA Is Actualizing Key Strategic Plan Elements

5. Establish MTA as a Clearinghouse for Gathering and Disseminating Information Related to Telecommunications
 - New Website Analysis in Progress
 - Dissemination of Information to the Marin Community
 - Actively Participate in NATOA

OVERVIEW OF MTA'S STRATEGIC PLAN

- **Opportunities for the Future**
 - Strategic Direction #1. MTA as chief coordinating and policy-making body related to telecommunications
 - Best Practices of other intergovernmental agencies as discussed under Agenda Item four (4)
 - Strategic Direction #4. Expand the scope of digital inclusion efforts
 - National, state and local drive to expand broadband availability and adoption

OVERVIEW OF MTA'S STRATEGIC PLAN

- ◎ **Opportunities for the Future, cont'd**
 - Strategic Direction #5. MTA as a clearinghouse for telecommunications information
 - The increasing importance of broadband and telecommunications to economic development, education, and quality of life

CMCM: CURRENT OPERATIONS, PLANS, OPPORTUNITIES AND CHALLENGES

Presented By:

Michael Eisenmenger, Executive Director
Community Media Center of Marin (CMCM)

DIVCA AND LOCAL FRANCHISE CONSIDERATIONS

Presented By:

Greg Stepanicich, MTA's Legal Counsel
Marin Telecommunications Authority (MTA)

UPDATE AND CONSIDERATIONS FOR THE MTA ON ALL THINGS BROADBAND, WIRELESS AND TELECOMMUNICATIONS

- **Best Practices of other intergovernmental agencies**
 - Facilitation and development of community anchor institution networks
 - Assistance in development and enforcement of right-of-way management policies and procedures as they relate to construction, installation and development of communications infrastructure
 - Consumer advocacy and development and enforcement of customer service regulations

UPDATE AND CONSIDERATIONS FOR THE MTA ON ALL THINGS BROADBAND, WIRELESS AND TELECOMMUNICATIONS

- Facilitation and evaluation of public, education and government access for the community
- Advocacy for local government at the state and federal levels related to telecommunications / broadband law, regulation and policy
 - CAP Act
 - Redefining and classifying Title I/Title II/Title VI services (information / telecommunications / cable services)

UPDATE AND CONSIDERATIONS FOR THE MTA ON ALL THINGS BROADBAND, WIRELESS AND TELECOMMUNICATIONS

- Work towards advancing and enhancing broadband availability and the communications technology climate overall
 - The Mt. Hood Cable Regulatory Commission's (MHCRC's) "Your Voice" initiative
- Coordination with public safety entities on the use of telecommunications systems, communication infrastructure and broadband data services
- Research and development on shared, aggregated applications and initiatives

UPDATE AND CONSIDERATIONS FOR THE MTA ON ALL THINGS BROADBAND, WIRELESS AND TELECOMMUNICATIONS

Broadband for Anchor Institutions in Marin and Shared Applications

Presented By:

Dave Hill, Director
County of Marin IST

Barbara Layton, Manager
MIDAS Marin.org

MTA'S DIRECTION AND ROLE GOING FORWARD

- **Review of major topics discussed**
 - Telecommunications Policy-Making & Coordination
 - PEG Access
 - Cable Franchise and Telecommunications Administration
 - Broadband Expansion/Digital Inclusion
 - Information Clearinghouse
 - Shared Applications
 - Right of Way Management

- **Board discussion**

Public Comment

Thank you for your
participation today!