

# **Technology Element of the Mount Vernon Comprehensive Plan**

*Adopted 10/2002*

**Section 1: Technology- Time is Money**

**Section 2: Technology Alliance Strategy**

**Section 3: Northwest Regional Technology Alliance, Purpose & Tasks**



## Technology ~ Time is Money

December, 2000

### *What We're Doing:*

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The City of Mount Vernon is currently working to fund and install a fiber optic cable ring throughout our community for public and private use. This initiative is a unique opportunity which includes linking public agencies together via fiber optic cable, while providing external broadband telecommunications access for public agencies and private entrepreneurs.

### *Why We're Doing It:*

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This concept was first formally identified as a community priority in Mount Vernon's Overall Economic Development Plan in 1996. Since that time, the City has taken an active role in pursuing its technological vision. In addition, the Mount Vernon City Council adopted two ordinances in the 1999 Comprehensive Plan Update with a direct impact on this plan. These ordinances, numbers 2961 and 2927, mandate that conduit be installed in all new developments utilizing engineering standards and that a proposed fiber route is included in the utilities section of public rights-of-way and public property.

Currently, the City owns fiber cables connecting several locations around the community (*refer to map*). In addition, there is a detailed plan for completing a self-healing, redundant, ring fiber network in the first part of the year 2001. Telephone lines have been the traditional method for connecting computers. As computers become smarter and faster, the traditional telephone line can no longer keep up with demand. Fiber optic systems make true high speed access possible and affordable.

The City has worked closely with other public agencies to obtain their support and participation. These discussions have helped determine routing for the proposed fiber ring, and also led to opportunities for increased partnerships. Other public agencies are anxious to be a part of this process for many reasons including the ability to provide faster, more accurate service eliminating the need for duplication of investment.

The grant from the State of Washington will help us take a giant leap forward in completing our fiber ring. It also provides us with the necessary tools to connect to external high-speed bandwidth for telecommunications purposes. Clearly, this approach will give us a competitive advantage for economic development purposes. It will also

provide our community with educational and informational capabilities we are only beginning to imagine.

### *And How Does This Help Me, the Taxpayer?*

We must realize that fast access to the Internet has become a critical component of community infrastructure. There has been an explosion of the so-called “dot-com” business phenomenon. For communities to benefit from this revolutionary economy, they must be prepared with the infrastructure and tools necessary to utilize it. In discussions with local technology companies, we have learned that high-speed bandwidth is a critical “must-have.” In the past, roads and sewers have been required for viable, long-term economic development. Fiber optics and bandwidth access are now at the heart of achieving the paradigm shift that is desired to elevate our educational opportunities, ensure funding for community improvements and enhance our quality of life. By making this infrastructure available, a community is able to attract earth-friendly, low polluting companies that have little impact to existing city services plus increased revenue to city coffers. This all comes back to the taxpayer by providing more funds for quality of life improvements and enhancements, family wage jobs and an economically viable, clean community.

By having the participation of many local agencies including schools, government, emergency services and medical providers, the citizen is provided with better, faster and more cost effective service with less duplication. Citizens have long expected government and business to work together to reduce expense to the taxpayer. This is one approach that makes that possible. It also allows companies with specific technology infrastructure needs to locate their business in the City; this becomes a win-win as the local economy benefits greatly.

### *Our Goals Include:*

- 1) Create an Institutional Network (I-Net) linked by fiber optic cables with the following agencies:
  - City of Mount Vernon (City Hall and all City properties)
  - Educational Service District
  - Washington State University Extension Office
  - Skagit County Government
  - Mount Vernon School District (all current and planned sites)
  - Skagit Valley College
  - Affiliated Health Services
  - Public Utilities District
  - E911
  - Private Companies including e-businesses
- 2) Successfully identify options for and implement high-speed, large bandwidth access for external telecommunications, becoming the community Point-of-Presence (POP) to the internet and potentially providing voice transmission options for our community
- 3) Offer competitively priced excess capacity (bandwidth) to businesses for economic development purposes

- 4) Specifically and aggressively recruit high-paying, environmentally friendly, technologically-based companies that require this sort of telecommunications infrastructure
- 5) Form a telecommunications utility which will generate revenue to enhance and maintain both our traditional and telecommunications infrastructure, while reducing our reliance on more traditional funding sources (i.e., property taxes)
- 6) Leverage our franchising authority with telecommunications companies to complement our educational and economic developmental opportunities

*So how does all of this work?*

A cable modem uses co-axial cable to connect home and business computers to the city's fiber optic system. This system is directly connected to larger, faster telecommunications systems across the country and around the world. Connecting your computer to a cable modem allows you to achieve incredible connection speeds and without tying up your phone or the need for a second telephone line. It allows you to download pictures, graphics and large volume text in a fraction of the time it would take on a telephone line.

Each graphic picture contains thousands of bits of information to make up the image. As you receive the image, small bundles of information are sent until the entire image is reconstructed. There are many different connection types, but up until now most were too expensive for the average person to use.

To download an average size graphic picture, you could expect the following wait times for various methods:

Dial-Up	ISDN	Satellite	DSL Modem	Cable Modem	*T1	T3	OC3
56 kbps	128 kbps BRI		768 kps - 1.54 mbps	1.54 mbps	1.54 mbps	44.736 mbps	155 mbps
4 minutes 23 seconds	3 minutes	1 minute	40 seconds	30 seconds	20 seconds	1 second	Fractions of a second!

**ISDN** – Integrated Services Digital Network

**Kbps** - (Kilo Bits Per Second) A measure of data transmission speed indicating 1024 bits transmitting in one second.

**Mbps** - (Mega Bits Per Second) A measurement of data transmission speed indicating 1024 kilobits per second or 1048576 bits per second.

**\*T1** - Has same or similar mbps as cable and DSL, but T1 is not shared bandwidth

## ***I. Technology Master Plan***

### ***A. Project definition & goals***

1. When will it be done?
2. Who is going to do it?

## ***II. Technical Projects***

- A. Fiber ring
- B. Distribution huts
- C. Last mile

### ***D. Costs for public partners***

### ***E. Costs for private participation***

### ***F. Managing private partner***

## ***III. PR/Marketing Projects***

### ***A. Marketing Plan (Chamber/City funded)***

### ***B. Community outreach and education***

### ***C. Business expansion and recruitment***

### ***D. Partner indoctrination/support/training***

### ***E. Technology Alliance (Private Companies)***

## ***GLOSSARY***

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***Broadband or Bandwidth:*** Broadband is a term that denotes amount of capacity on a network. A measure of the communications capacity of a circuit. Measured in Hertz or cycles per second that is available to a given channel.

***Central Office (CO):*** Managed and operated by an Incumbent Local Exchange Carrier (ILEC). The ILEC for Skagit County is Verizon (formerly GTE). The CO is a local facility for distribution of voice, data and video applications. Since deregulation of the telecommunications industry in 1996, one CO can also be used by a CLEC.

***CLEC:*** Competitive Local Exchange Carrier. A service provider for voice, data and video applications

***Data Center or Colocation Center:*** A state-of-the-art facility that provides businesses with direct access to the highest level of Internet connectible broadband fiber optic network.

***Fiber:*** Used to transport high broadband applications. Consists of a group of strands of microscopic glass. Superior in both speed and reliability to the previously used copper wire.

***Hut:*** A specially designed building used specifically to distribute fiber – a central point to manage distribution to an area. One community may house many different huts, which are fed by a Central Office.

***ILEC:*** Incumbent Local Exchange Carrier; in Mount Vernon, this has primarily been Verizon (formerly GTE). The existing provider for voice, data and video applications.

***Institutional Network (I-Net):*** An interconnection of three or more institutional communicating entities.

***MUX:*** Multi-plexer hardware device, many different types exist. The MUX coordinates the transport of information and the fiber lines. For example, a DS3 mux will distribute 28 T1's.

***Point of Presence (POP):*** A geographic location where fiber comes into a community and becomes available for service providers. A point of presence makes it possible for multiple providers to offer their service, thereby keeping prices competitive.

***Redundant Power:*** Insures a second source of power to provide backup in case of failure to the primary power source. Critical to agencies or companies whose business relies on non-interrupted connect.

***Router:*** In data communications, a functional unit used to interconnect two or more networks

***SONET:*** Synchronous optical network; provides the critically needed redundancy for a fiber ring. Uses a basic data rate of 51.840 Mb/s, called OC1 (optical carrier 1). The hierarchy is defined in multiples of OC1, up to and including OC48.

***T1:*** Refers to standard digital carrier fiber lines. T1 is equal to 1.54 megabits of bandwidth. T3-DS3 is 44.74 megabits of bandwidth; OC3 is 155 megabits of bandwidth; OC12 is 622 megabits of bandwidth.

***Telecommunications Utility:*** Any one of many companies that provides voice, video and data service. Examples are Verizon, AT & T, Quest, MCI.

***Technology Alliance***  
***Strategy***  
**September, 2002**

**Mission:** To support, build and promote the technology resources of Skagit County for commerce, education, healthcare and government.

**We Are The Innovation Economy**

The technology-driven Innovation Economy is creating tremendous opportunities for the citizens of Washington. High technology anchors our largest, fastest growing, and highest paying industrial clusters. In the past five years, household median income in the state has jumped 20 percent (20%), and much of that growth has been driven by technology. Wages earned directly in high-tech companies account for 40 percent (40%) of the total wage growth in the past five years.

Technology is an engine of growth for the entire state economy. While technology companies statewide directly employ just over 11 percent (11%) of the state's workforce, each of these jobs create about two-and-a-half additional jobs elsewhere in the economy. Therefore, high technology business accounts for over 38 percent (38%) of total employment.

Washington is widely acknowledged as a leader in the application of technology to government. For three years in a row Washington was #1 in the Digital State Survey by The Progress & Freedom Foundation (<http://www.pff.org>). The Washington Digital Plan is an ambitious, aggressive blueprint to make state government more responsive, efficient and accountable. Washington has a "launch and learn" bias, and is showing other states how to make quick decisions and then manage and adapt technology as it is tested real-time.

*"Simply reproducing bureaucracy online is not good enough. We can't truly serve the citizenry with static, confusing Web sites that don't provide clear pathways to the day-to-day functions people need."*

– Governor Gary Locke

Technology is making every kind of business more competitive. As Harvard economist Michael Porter observes, "There is no real distinction anymore between 'high-tech' businesses and 'low-tech' businesses. There are simply 'high-tech' and 'low-tech' ways of competing." The companies that succeed are those that use technology intelligently to produce and distribute the goods and services that customers want.

**Opportunities for Skagit County**

Conceptually, creating a technology infrastructure is the same as building the interstate highway system, the railroads, our electrical lines and phone lines. Broadband is being rolled out throughout the country, across state and county lines, but it is up to each community to define its own needs and find the means to finance it.

We are not alone. Most of the surrounding counties either have or are developing technology strategies. The north 1-5 corridor and northern west coast of the State is defined as Snohomish, Skagit, Whatcom, Island and San Juan counties. We can pool our resources, share knowledge, and act regionally to capitalize on funding and broadband rollout opportunities. We need to develop a collaborative process.

### **From the Mount Vernon Technology Plan:**

- Many of us believe that in order for our community to survive we must have access to broadband dependant technologies that will allow our communities to compete in the new millennium.
- Put another way, we believe and we advocate that no person should have their education, business, health care, or recreational opportunities limited due to their zip code or telephone prefix. We have endured economic disparity between us and our urban cousins for so long that we have no intention of watching the digital disparity continue between urban citizens and rural citizens.
- The only way we are going to develop a viable strategic technology plan is through an alliance of business, government, education and healthcare. This has been painfully proven in other counties.

### **The Collaborative Process**

- Community Team – business, government, education, health care.
- Focus not on bits and bytes – but on:
  - What do you want to do?
  - Why do you want to do it?
  - Who else wants to do it?
  - THEN ASK – what technologies can address what you want?
  - Quickly followed by – how are we going to pay for it?

We have nothing to lose, and everything to gain by attempting to be part of the technology revolution.

### **REMEMBER**

- The school is the first exposure to possibilities of telecom. As the K-20 network becomes part of Internet 2 – we will see an increased demand for broadband applications everywhere!
- We need a team. One person cannot do this alone, and should not even try to do so. Any effort to do so will probably result in "burn out" or the person becoming "net kill."

- This is a continual education process, as well as economic revitalization process, infrastructure and capital facility improvement process, etc. You have to be committed to the need to stay abreast of things, committed to a process that takes substantial amounts of time and effort, and that is slow in getting started.
- We need community buy-in from community leaders, elected and otherwise including representatives from county, state and federal agencies.
- The project will change on a daily basis. Get used to the stress and be flexible.
- **WE ARE NOT ALONE** – There is a network of folks out there working in a loose confederation for the benefit of our communities and rural Washington. We can rely on them and they can rely on us.

### **Think Different**

What do we want to do with advanced telecom and why?

What do we think is needed to make our county more telecommunications competitive?

What challenges do we face to achieve our goals?

### **Education**

Broadband and its associated applications could have tremendous, positive impacts upon the region's existing educational institutions as well as provide "non-traditional" learning opportunities.

Due to the remote and isolated nature of various parts of the region, distance learning and training opportunities need to be developed for "K-99" students while the infrastructure is being put in place. This builds upon the growing realization that life long learning, skill training, and professional development are a constant need.

In the 21st Century few individuals will be able to "stop learning" when they complete their traditional education. Rather, within each sector of society, there is a need for more information, new skills, and professional certification requirements that rural citizens must have access to in order to grow, work and survive.

### **Health**

The ever-increasing demand for medical services, information, and access in rural communities could be partially addressed via advanced telecom applications. Advances in telemedicine and tele-health applications can satisfy the needs of Skagit County; however, those applications are highly broadband dependant.

### **Economic Development**

We want to utilize the broadband infrastructure and applications to retain and attract businesses. The potential benefits include:

- An end to the "brain/talent drain" experienced throughout the Olympic Region as a result of the current economic problems facing rural Washington as it is forced to quickly shift from a natural resource dependent economy to a service and e-commerce economy.
- An end to the economic disparity between communities in northwestern Washington and those in the metropolitan Seattle area.
- A means of redirecting the work patterns within communities. Cottage industries can reach global markets, local businesses can engage in e-commerce, take advantage of collaboration with other companies, market more effectively, and obtain critical information to keep them competitive. This could lead to more young adults staying in Skagit County to work, rather than migrating to Seattle and beyond.
- Many businesses in rural communities need access to broadband services, but are uncertain about the most cost effective means of accessing those services. They are somewhat bewildered in the constantly changing telecom world.

## **Government**

Broadband is a means for governments to provide an increased level of service in a 24/7 mode and has led to the "e-gov revolution." State, county and city governments are rapidly deploying applications that provide quick access to information and are moving into licensing and permits through e-commerce. Washington State is a pioneer in "e-gov" and is leading the nation in cutting-edge applications.

Broadband can also be a way to allow increased interaction between citizens and governments through the use of tele-meeting applications. Telecom could be a way for communities to manage changes while defining their identity. This concept is intriguing, since it could be a way that a community can re-establish the interconnectivity that was common in America 75+ years ago while participating in the "economy without borders" associated with the e-revolution.

## **NEEDS**

The top two needs most often identified are:

A redundant digital backbone with the necessary power system to support it;

An understanding amongst all potential users of what is associated with broadband infrastructure and applications.

Wireless may work better in some areas; fiber may be a better solution in others. Whatever is built needs to be compatible in bandwidth, expandable as uses increase, and redundant and diverse in signal transmission. In some areas, telecom issues center on having access to a quality phone line for voice calls.

Attempting to build such a system should not be done in a vacuum. There is a need for communities to come together throughout the region and discuss what their needs and wants are in order to consolidate broadband demand where possible. This will encourage private carriers, as well as others, to consider broadband deployment in those markets, since an identified and consolidated need has been articulated.

Any effort should commence after we have obtained a better understanding of what is currently available and how it could fit into a larger telecom network. Our communities and our leaders should exchange information amongst each other and build new partnerships as a result of those efforts.

In order to build that collective demand, there is a need for political leadership based upon an understanding of the changing nature of the telecom industry. There must be some willingness by the public and private sectors to look at various solutions to the need for broadband.

There is a need for community development, promotion of the economic potential of the region, and better understanding of the resources already present in the region. Critical to this is the education element needed in any community/regional effort to advance telecommunications infrastructure and applications services.

In those development efforts, the community leaders must also find ways to address the needs of getting bandwidth to the homes of our citizens, and provide the ability for all to participate in the digital revolution. This may require innovative programs that could help put computers in homes, increase net access in high traffic locations, etc. Those "last mile" solutions have the potential to be the greatest challenge with the greatest potential for each community.

## **CHALLENGES**

There is a basic perception within some parts of the telecom industry that there is insufficient business demand for broadband services. The efforts discussed above in consolidating the demand and interest in these services will help make "the business case" that is needed by the private sector for such investments.

Yet, "making the business case" is not the only challenge that awaits communities. There is a need to address regulatory hurdles that discourage even the best "fiscal" plan if it is too burdensome or too complex to put in place. There should be a willingness to examine existing regulations and see if there are ways to advance the deployment of telecom infrastructure in rural communities.

An inviting regulatory environment can be created through efforts associated with the awareness, cooperation and education needs noted above. What has to be avoided is the paralysis associated with over analysis of the question "which technology at which time and at which place." Having an educated group of policy makers and their staff will assist in making telecom happen in the region.

Efforts need to be made to ensure that there is funding for communities to begin the planning process that is associated with telecom development. In addition, there must be funding made available that helps communities not only define what they want and why, but how those wants can be addressed while also maintaining their community's unique character and identity.

Those who are not sold on the digital revolution are made even more leery about the telecom issue when they believe that the community's character and identity could be lost within the effort "to compete globally." In some ways, training or exposure opportunities, even a "mobile telecom tech van", could be a means of educating those with uncertainties or concerns about the digital age.

However, funding for planning purposes only will be insufficient to meet the needs of the region. Innovative funding strategies must also be in place to aid in the development of the infrastructure the community wants. In some places, tax incentives may be a means of attracting private teleco's, in other places utilization of public resources for publicly owned projects may be another way to deploy the infrastructure the community needs.

One possible tax incentive is the change on the depreciation rate used by the IRS for high speed broadband equipment deployed in rural communities. This would still have limited impacts on corporate decisions if the WUTC maintains a different and much more antiquated depreciation schedule for the same equipment in determining rates and fee structures. There needs to be a willingness on all levels— public and private – to be flexible and allow communities to proceed.

The State needs to decide whether it is going to be the “most wired” place in the nation or only portions of Washington. If the former goal is the State objective, then the legislature and the WUTC must adopt policies to meet that goal.

There is also a need for policy changes within federal and state agencies. For example, the reimbursement policies of Medicare/Medicaid do not allow a hospital utilizing tele–health applications to obtain payment for the costs of those services. With these existing policies in place, few tele–health initiatives will become self–sustaining and programs that are grant based will flourish so long as the grant funds are available.

Policies also need to be changed within corporate headquarters of private telecoms. Information is vital to a community's success in this arena. The private teleco's must share more information on what they can provide and what they already have in place. By doing this, the community can work to leverage that infrastructure in advancing their collective visions and wants.

Rural communities need to work to change the perception held by the State's urbanites with regard to rural Washington. We want to attract new businesses and new entrepreneurs to the community, but there is a perception that rural Washington is not the place to do business by financiers and venture capitalists.

We must reach out to the urban-based media, the industry leaders active in the State, and the State's policy leaders. The State has the ability to be the leader here and that is a role that should be examined by the state and its elected officials. Senator Patty Murray has taken the lead on these critical issues, in part through the Statewide Rural Telecom Group.

**Next Steps:**

- Inventory the County technology resources
- Educate ourselves on County and City technology strategies
- Define our organization
- Assess needs of business, education, healthcare, government
- Obtain funding for a scientific survey
- Define our technology objectives
- Analyze possible tech solutions
- Continually integrate with outside tech groups, State and Federal organizations

If you are interested in additional information on the **Technology Alliance**, please complete the information below and return it to:

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P.O. Box 809  
Mount Vernon, WA 98273  
[beths@ci.mount-vernon.wa.us](mailto:beths@ci.mount-vernon.wa.us) or 360-336-6214

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

E-mail \_\_\_\_\_ Telephone ( \_\_\_\_\_ ) \_\_\_\_\_

# ***NW Regional Technology Alliance***

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## ***Why form an Alliance?***

Northwest Regional Technology Alliance would create a coalition of business, education, government and healthcare to support, build and promote the technology resources of the region. Members of the Alliance would take a lead role in defining and maintaining a strategy for the technology infrastructure of the county. We will also coordinate with other northwest groups to capitalize on regional opportunities.

## ***What do we hope to accomplish?***

We believe that rural counties should have the same opportunities as urban areas, and we should not be restricted by our location. We believe that economic development, quality education, modern healthcare, and responsive government can be greatly enhanced by technology. We hope to bring together the individuals and resources that are necessary to build and maintain a technology infrastructure that will help us compete in the 21st century.

## **Purpose of Alliance:**

- a. Expand citizen's opportunities to participate in applications of current technologies.
- b. Demonstrate and encourage the beneficial application of technology throughout all sectors of the region's economy.
- c. To develop, coordinate and maintain technology centers throughout the County. These technology centers will supply the equipment and instruction to help people learn basic computer skills, connect to other technology centers and learn applications that can lead to economic opportunities and social connections.
- d. To secure the required technical, financial, educational, and other services needed to develop and apply the Alliance's annual work plan.
- e. Formulate a telecommunications infrastructure strategy and build consensus among healthcare, education, business and government to implement that strategy.
- f. Assist existing businesses in expanding markets, marketing products and services and developing customer relationship management tools through the creative application of technology.
- g. Promote the technology resources and infrastructure of the region to attract new broadband-dependent businesses.
- h. Promote the establishment and growth of community and communication through the creative use of interactive applications and involvement of citizen volunteers.
- i. Promote cooperation/collaboration between public and private consumers.
- j. Access to current technologies.

**Key Priorities are E<sup>3</sup>: *Education, E-community, Economic Development***

## E-Community:

A. Expand citizen's opportunities to participate in applications of current technologies.

- 1) Point people to Educational opportunities, re: current Technology
  - a. Marketing
- 2) Community Technology Centers
  - a. Create centers
  - b. Identify need
  - c. Target locations
  - d. Senior Center w/volunteer assistance
- 3) Promote Reliable infrastructure
  - a. Marketing
- 4) Provide access and opportunity for use of advanced technology

**TASK:** Advertising and major marketing campaign to be developed. To be multi-faceted and include personal contacts by all members of alliance, as well as more general contacts such as list serves and media opportunities. Need to educate on how to incorporate and utilize technology.

**TASK:** Need a formal commitment to point all players in same direction. Need a membership network and charter for the Alliance. Alliance needs to have preliminary budget for development of things such as web site. Should establish member commitment and level of prioritization

B. To develop, build and maintain technology centers throughout the county. These technology centers will supply the equipment and instruction to help people learn basic computer skills, connect to other technology centers and learn applications that can lead to economic opportunities and social connections

- 1) Develop/Build/maintain
  - a. Identify locations
  - b. Identify funding opportunities
  - c. Underrepresented population served
  - d. Encourage participation
    1. Seek out volunteers from existing groups
      - i. Senior Center
      - ii. Police volunteers
      - iii. Fire volunteers
      - iv. Library volunteers
  - e. Coordination/assistance/leverage
  - f. Providing opportunity for community building and utilization of educational resources.

**TASK:** As noted in A. above, identify existing opportunities such as Senior Center, police substation or library where the audience is available, the

volunteers are available and the interest is present. Identify resource opportunities.

C. Formulate a telecommunications infrastructure strategy and build consensus among healthcare, education, business and government to implement that strategy.

- 1) Identify needs & where
- 2) Identify technology to meet needs
- 3) Develop implementation strategies

**TASK:** Technology Alliance formulation will lead this effort.

D. Promote the establishment and growth of community and communication through the creative use of interactive applications and involvement of citizen volunteers.

- 1) Marketing
- 2) Form technology alliance
- 3) Identify needs
- 4) Identify resources

E. Promote cooperation/collaboration between public and private consumers.

- 1) Establish who
- 2) ID/group
- 3) How do you get technology to group
- 4) Identify common need
- 5) Creating forum

## Education

A. Expand citizen opportunities to participate in applications of current technologies.

- 1) Promote/market/enhance clearinghouse
  - a. Clearinghouse – identify who has resources and what they are
  - b. Seattle Goodwill located in MV has received a Gates Foundation grant. They are a possible resource.

**TASK:** Inventory of what is available with regard to local company's receiving grants (such as Goodwill/Library) and what they are being used for. Currently not aware of what non-profits or private agency's are doing. Could be completed by a website survey/maintenance page. Clearinghouse could serve as a reference point for what people are looking for – as well as an equipment clearinghouse.

- Create an Inventory – figure who they are, get them on board, establish e-mail addresses – a sub-committee can work on this.

- 1) equipment/hardware
- 2) portal to direct you to
- 3) create website: include needs by organization
- 4) assess needs of various organizations

- Establish partnerships

B. Demonstrate and encourage the beneficial application of technology throughout all sectors of the county's economy.

- 1) Tech Summit(s) reinvention
- 2) Explore options/demonstrate
- 3) Define vision

**TASK:** Quarterly or semi-annual policy maker meeting and update. Expand to include private businesses.

- Membership reports from committees to go back to the full alliance.
- Plan a decision-making meeting following the summit.
- Panel presentation under consideration as a way to bring policy-maker's current

**TASK:** List keeper –catalogue benefits on web page and keep list serve up to date.

C. To develop, build and maintain technology centers throughout the county. These technology centers will supply the equipment and instruction to help people learn basic computer skills, connect to other technology centers and learn applications that can lead to economic opportunities and social connections.

- 1) Do it! Who?
  - a. Maintenance of equipment? – Volunteers?
  - b. Identify mapping infrastructure needs
  - c. Goodwill location
- 2) Identify resources- financial & otherwise
  - a. Senior Center
  - b. CDBG grant
  - c. Goodwill
  - d. SVC
- 3) Identify and address how to serve underrepresented

**TASK:** Work on CDBG grant to enhance Kulshan Creek Station

**TASK:** Develop volunteer application to include background checks for staffing and maintenance of the various technology centers.

**TASK:** Create a model system for workable technology centers. Could use Kellogg Grant for this. Could also use a T-op grant for this.

# Economic Development

A. Expand citizen's opportunities to participate in applications of current technologies.

- 1) Identify needs
- 2) Infrastructure
- 4) How to fund
- 5) Deploy
- 6) Market & Promote
- 7) Raise awareness

**TASK:** Alliance will need to promote benefits. Membership reports will also serve to promote awareness.

B. Demonstrate and encourage the beneficial application of technology throughout all sectors of the county's economy.

- 1) Road Show-digital
- 2) Market/Promote

**TASK:** Develop marketing plan.

C. Assist existing businesses in expanding markets, marketing products and services and developing customer relationship management tools through the creative application of technology.

- 1) Build Infrastructure
- 2) Retention/recruit
- 3) Leveraging Partnership

**TASK:** Develop marketing plan and educate/inform businesses.

D. Promote the technology resources and infrastructure of the county to attract new broadband-dependent businesses.

- 1) Recruit/expand/retain/retrain

**TASK:** Individualized demonstrations of how it works. Could bring in small groups of business people at the technology centers to demonstrate.

E. Best practices – who is doing what and what is working for them.

**TASK:** Create and review quality models to work from.