THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
ACTION AGENDA SUMMARY

DEPT: CHIEF EXECUTIVE OFFICE

Urgent_____ Routine X

CEO Concurs with Recommendation YES X NO____
(Information Attached)

BOARD AGENDA # B-7

AGENDA DATE May 8, 2001

4/5 Vote Required YES____ NO ✓

SUBJECT: APPROVE THE INFRASTRUCTURE AND TECHNOLOGY READINESS ASSESSMENT COMPLETED BY THE COUNTY AND ITS NINE CITIES, AND AUTHORIZE STAFF TO DEVELOP IMPLEMENTATION AND FUNDING STRATEGIES FOR SIX ADVANCED COMMUNICATION INITIATIVES.

STAFF RECOMMEN-DATIONS:

1. ACCEPT "CONNECTING STANISLAUS", A COMMUNITY REPORT ON ADVANCED COMMUNICATION TECHNOLOGY INFRASTRUCTURE ASSESSMENT AND ELECTRONIC COMMERCE READINESS.

2. AUTHORIZE STAFF TO EXPLORE PARTNERSHIPS AND FUNDING OPPORTUNITES FOR THE ADVANCED COMMUNICATIONS AND TECHNOLOGY RELATED INITIATIVES IDENTIFIED IN THE "CONNECTING STANISLAUS" INFRASTRUCTURE AND TECHNOLOGY READINESS ASSESSMENT.

FISCAL IMPACT: To implement the six initiatives identified by the Connecting Stanislaus Steering Committee will require approximately one million dollars. It is anticipated that this funding will come from various sources including: California Technology Trade and Commerce Agency, the Workforce Investment Board, contributions from private service providers, public agency partnerships, participating cities and the county. As to this date, the County has been notified of an approximately $35,000 grant from the California Technology Trade and Commerce Agency. Specific recommendations regarding level of funding for each initiative and funding sources will be in included in the County's next fiscal year's budget.

BOARD ACTION AS FOLLOWS:

No. 2001-353

On motion of Supervisor Simon , **Seconded by Supervisor** Caruso
and approved by the following vote,
Ayes: Supervisors: Mayfield, Simon, Caruso, and Chair Paul
Noes: Supervisors: None
Excused or Absent: Supervisors: Blom
Abstaining: Supervisor: None

1) X **Approved as recommended**
2) _____ **Denied**
3) _____ **Approved as amended**

Motion:

Christine Ferraro

ATTEST: CHRISTINE FERRARO TALLMAN, Clerk **By: Deputy** **File No.**

1010-08

DISCUSSION: CONNECTING STANISLAUS

"Connecting Stanislaus" is an assessment of the community's advanced communication infrastructure and readiness. This effort is an important step toward strengthening our competitive position in the Information Age. This assessment helps prepare business for the global market, makes possible more efficient government and provides county residents with a new tool for educational and job opportunities.

Achieving the goals identified in "Connecting Stanislaus" will require collaboration, coordination and, most importantly, leadership. We need people from the business community and government to step forward and form teams to develop and implement the six action initiatives.

In the spring of 2000, the County and its nine cities adopted visioning statements to guide growth and development efforts through the next twenty-five years and beyond. One of the visioning statements is: **"The cities and county of Stanislaus will adopt policies and practices to take full advantage of advances in communication technologies."** This guiding principal gave the direction needed to proceed with a study of the availability and use of advanced communication technology in the County.

The Stanislaus County Steering Committee was formed, consisting of approximately one hundred and twenty representatives from major sectors of the economy. Seven sector teams were established in the areas of technology, business, government, education/library, healthcare, community-based organizations, and agriculture.

Service providers developed a multi-vendor baseline report and map of the County, showing the areas that had access to high-speed fiber optic lines.

Each sector team used the "Global E-Commerce Readiness" Guide, developed by the Computer Systems Policy Project (CSPP), an association of the CEO's of the major computer systems companies in the United States. On a four-stage scale, most of the sector teams placed themselves at stage one or two, with the desire to move to stage three or four within a twelve-month period. Specific goals for improvement were then developed by each sector.

High priority initiatives are being developed into proposals that will be submitted to community decision-makers for implementation and funding considerations.

Assessment Results:
Most urban areas in Stanislaus County have access to some kind of high-speed connection, starting with ISDN and DSL. In the southeastern portion of the county, including Turlock, cable modem service is becoming available. Outside of the urban centers the picture is mixed. ISDN is too expensive for many people and DSL is not yet available.

Large businesses can get the services they need, though at premium rates. Smaller businesses are waiting for more affordable high-speed service. There is a good supply of competitive Internet Service Providers who are prepared to serve as the conduit for high-speed services whenever that infrastructure is put into place.

At least 80% of our schools and 30% of our classrooms in public and private K-12 schools have Internet connections. The Modesto Junior College has 30 on-line classes today reaching 600 students. California State University Stanislaus is also active on the Net.

There are over 100 public access devices in the libraries, with 60 more on the way. Out of 1,600 members, the Modesto Chamber of Commerce found that 800 have e-mail addresses. Many of those are with Internet Service Providers like America Online, indicating that most companies have not set up Internet domains, the first step to e-commerce. Stanislaus County and City governments are aggressively developing new services such as on-line registration for community recreation programs. In late 1999, about 52% of homes in Stanislaus County had computers, a figure comparable to the U.S. average. But this is significantly below the average for more technology rich communities like Sacramento where penetration is at 62%.

PLAN OF ACTION:
To help facilitate our community's participation in electronic commerce and to be in a position to take advantages of the opportunities in the global economy, six key initiatives have been identified and are being developed. These initiatives are:

1. Expand and target technology-training programs,
2. Build a Government Information Portal
3. Increase e-commerce transactions in business and government
4. Bridge the digital divide -- increase access to the Internet
5. Improve e-government strategies -- coordinated approach to shared technology
6. Establish a centralized geographic information system (GIS).

Expand and Targeted Technology Training Programs:
Several sector groups want special training on Internet-related technologies: agricultural, small and medium enterprises, healthcare providers, and community-based organizations. To develop specialized curricula, we will form partnerships among the local educational institutions, business leaders and trade associations. We will also develop a campaign to promote the availability of the new classes to the target groups.

Build a Government Information Portal:
Finding the right department or agency that serves the community can be a challenge. We need a "no wrong door" portal on the Web to help businesses, residents, and visitors find the government and community information they need quickly and conveniently. A team consisting of the local city governments, the county government, a local newspaper and a private business are developing a design for the site and a business strategy to assure its long-term success.

Adopt E-Commerce Practices in Business and Government:
With the help of trade associations, we will identify industry segments that do a lot of business-to-business and business-to-government transactions. We will select the groups where technology can make a difference, and seek out best practices and technical solutions. We hope local entrepreneurs will develop solutions where none exist today, creating new national and international markets.

We are also investigating opportunities to streamline permitting for agricultural industries. On-line permitting can save time for growers, reduce trips to City Hall and facilitate collecting data for analysis.

Bridging the Digital Divide:
Educators agree that more needs to be done to help parents get involved with their children's education. We are looking for corporate sponsorship and ways to recycle used computers for community technology center and homes of low-income families. Then we need Internet connections and training so parents can e-mail their children's teachers, keep up with assignments, and get advice on how they can help their children learn. In addition, parents can also access the school calendar, bring the family and the educational experience closer together.

Our community-based organizations also need computers and training. A community technology center can help meet this need in partnership with training organizations and the use of surplus and/or donated computers.

Finally, we will compile a directory of public access centers where those who do not have access to their own computers can use e-mail and the Internet to obtain information they need.

E-Government Strategies:
Almost every city in Stanislaus County has a web site, but only a few offer on-line services today. City officials are now meeting to develop e-government strategies and share lessons learned. They are also looking for ways to reduce costs by sharing internally developed software, and jointly purchasing software packages from vendors. We believe that a coordinated approach to the development of shared technology and software tools will open significant opportunities for local governments. Local agency collaboration is essential to the advancement of electronic systems that allow for service transaction and information sharing.

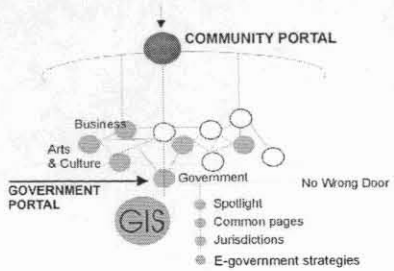
A Centralized Geographic Information System:
Realizing that a regional GIS program must have an organized and sustainable hub, this initiative outlines a proposal that begins with a centralized GIS component at the county government level. Once the hub is established, additional partner jurisdictions and agencies will be encouraged to participate so that eventually the county hub will become a regional (countywide) joint power system.

NEXT STEPS:
Many cities and communities throughout the country have made e-readiness a top priority. Some cities have invested heavily in advanced communication technology in preparation for the networked economy. It has been demonstrated that the new information technology, if used properly, increases productivity considerably. Those companies that manufacture products for the technology sector of our economy, or that operate primarily using advanced technology, are being sought for relocation by many communities. Information technology will not replace the backbone infrastructure of the existing economy but can reduce a community's dependency on high cost items such as roads, buildings and labor. Time is of the essence for our community to learn the full value of advanced communication technology. Now is the time to call for champions throughout the many sectors of our community to step forward and participate in achieving these initiatives, this connected Stanislaus.

POLICY ISSUES:

The Board should decide if the "Connecting Stanislaus" is consistent with their priorities of economic development, efficient government services and multi-jurisdictional cooperation.

STAFFING ISSUES: There are no additional staffing impacts associated with this report.



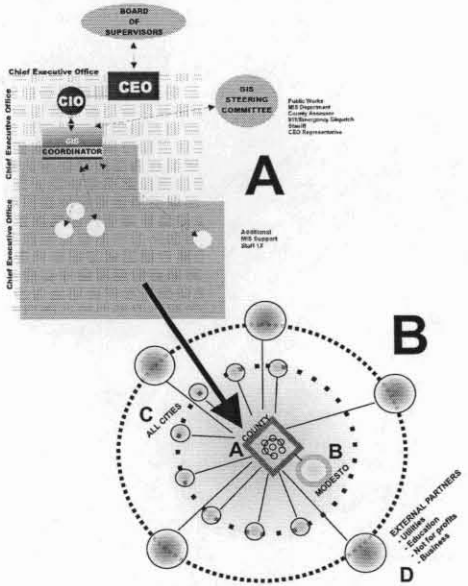
Cost Estimate: $50,000

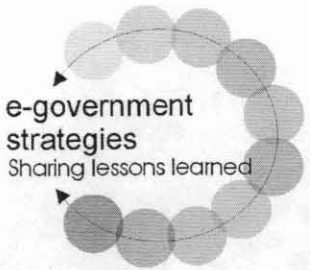
Build a Government Information Portal:
Finding the right department or agency that serves your community can be a challenge. We need a "no wrong door" portal on the Web to help businesses,residents, and visitors find the government and community information they need quickly and conveniently. A team consisting of the local city governments, the county government, a local newspaper and a private business are developing a design for the site and a business strategy to assure its long-term success.

A Centralized Geographic Information System:
Realizing that a regional GIS program must have an organized and sustainable

hub, this initiative outlines a proposal that begins with a centralized GIS component at the county government level (A). Once the hub is established, additional partner jurisdictions and agencies will be encouraged to participate so that eventually the county hub will become a regional (countywide) joint power system (B).

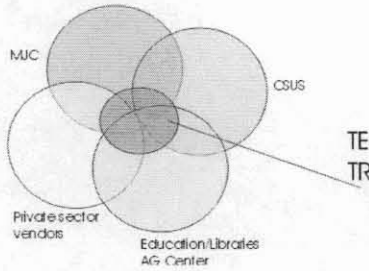
Cost Estimate: $540,000





Cost Estimate: In-kind support

E-Government Strategies:
Almost every city in Stanislaus County has a web site, but only a few offer any on-line services today. City officials are now meeting to develop their e-government strategies and share lessons learned. They are also looking for ways to reduce costs by sharing internally developed software, and jointly purchasing software packages from vendors. We believe that a coordinated approach to the development of shared technology and software tools will open significant opportunities for local governments. Local agency collaboration is essential in the advancement of electronic systems that allow for service transaction and information sharing.

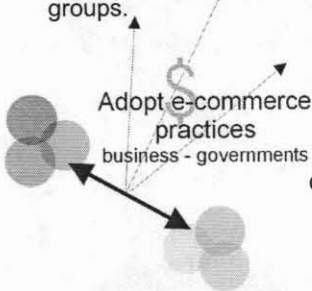


TECHNOLOGY TRAINING

Cost Estimate: $100,000

Develop Targeted Technology Training Programs:
Four groups want special training on Internet-related technologies: agricultural businesses, small and medium enterprises, healthcare providers, and community-based organizations. To develop specialized curricula we will form partnerships between the local educational institutions, business leaders and trade associations. We will also develop a campaign to promote the availability of the new classes to the target groups.

Adopt E-Commerce Practices in Business and Government:
With the help of trade associations, we will identify industry segments that do a lot of business-to-business and business-to-government transactions. We will select the groups where technology can make a difference, and seek out best practices and technical solutions. We hope local entrepreneurs will develop solutions where none exist today, creating new national and international businesses, and role models for the rest of the world.
We are also investigating opportunities to streamline permitting for agricultural industries. On-line permitting can save time for growers, reduce trips to City Hall and facilitate collecting data for analysis.



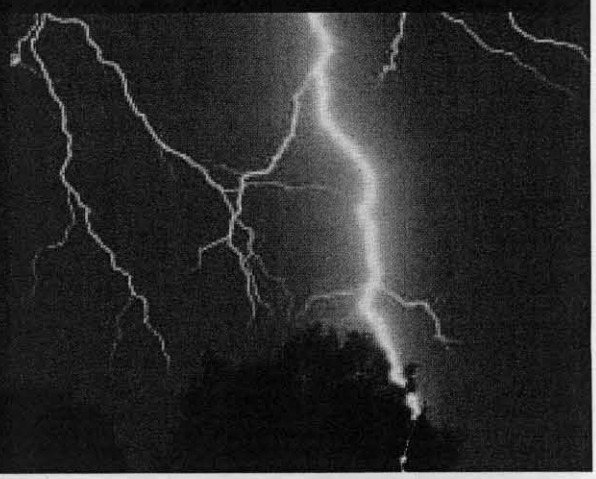
Cost Estimate: Pending

Bridging the Digital Divide:
Educators agree that more needs to be done to help parents get involved with their children's education. We are looking for ways to recycle used computers and get them into the homes of low-income parents. Then we need Internet connections and training so parents can e-mail their children's teachers, keep up with assignments, and get advice on how they can help their children learn. Parents can also have immediate access to the school calendar.

Cost Estimate: $255,000

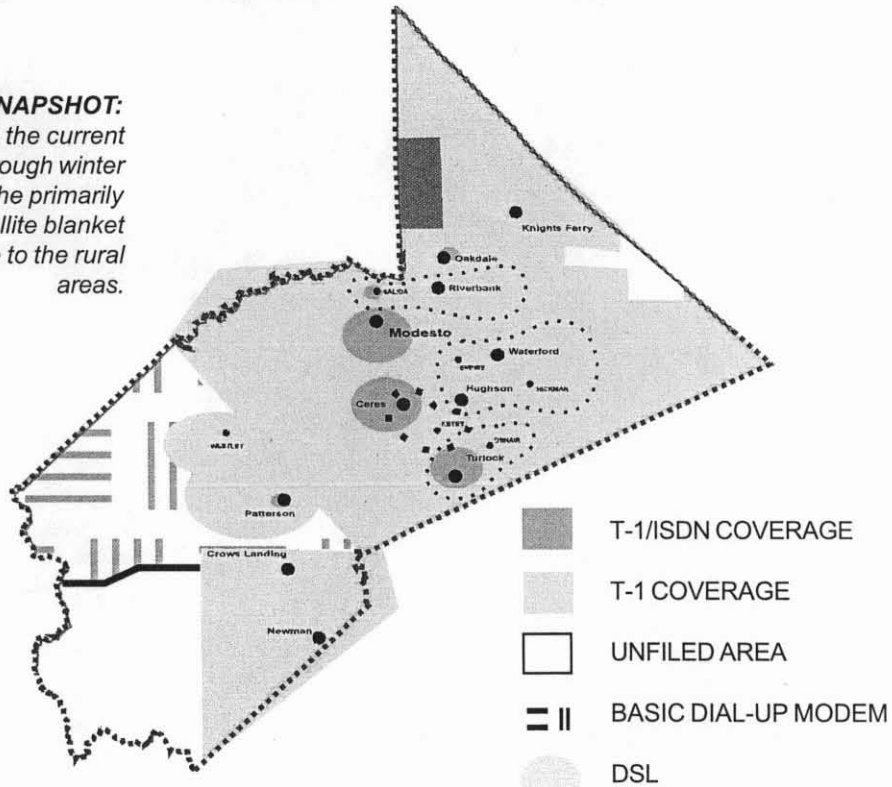
Our community-based organizations also need computers. The recycling center can help meet that need in partnership with training organizations to provide classes on using technology in the not-for-profit sector. Finally, we will compile a directory of public access centers where those who can not afford to own computers can use e-mail and the Internet to obtain information they need.

CONNECTING STANISLAUS



ASSESSING OUR READINESS FOR THE NETWORKED ECONOMY

A STATUS QUO SNAPSHOT:
The map at right depicts the current connectivity options available through winter 2001 in Stanislaus County. Notice the primarily urban DSL coverage and the satellite blanket that has recently become available to the rural areas.



A CALL FOR CHAMPIONS

Connecting Stanislaus County is an important step toward strengthening our competitive position in the Information Age. It will help us prepare our children for new and exciting careers, and further enhance the quality of life for all of us. Achieving the goals of Connecting Stanislaus County will require collaboration, coordination and, most importantly, *leadership*. We need people from the business community, education, and government to step forward and form teams to develop and implement action initiatives.

CONNECTING STANISLAUS

THE CHALLENGE

The largest economic transformation since the Industrial Revolution is upon us.

Communication technology is changing the way we learn, work, and do business. Through the use of high speed fiber optics and the Internet, information in all its forms travels faster and farther each day, saving valuable time and labor cost.

Each of us is now linked to a global marketplace. Economic regions are fast becoming the engines of this global economy. Electronic commerce is one of the fastest growing sectors of the global economy. In this changing environment, businesses and public service providers have the opportunity to interact more directly and more quickly with their customers. Access to high-speed services is a checklist item for companies seeking relocation. We can attract those businesses and help established local companies and local entrepreneurs compete in the global marketplace by providing reliable high-speed services. This economic growth would bring high wage jobs and improved quality of life/quality of place to our local economy.

Putting public services on-line can help customers get the information they need, when they need it. Businesses and homeowners can avoid time-consuming trips to government offices to get forms and submit permit applications. Legislative action can be easily monitored, and e-mail from voters to elected officials can help those officials stay in touch to make informed decisions.

This report highlights several months of dialogue and assessment of our community and its technological readiness. Funded by the Great Valley Center - New Valley Connexions, the nine cities, and Stanislaus County, this effort underscores our preparedness to participate in the global economy.

BACKGROUND

Prior to 1984, American Telephone & Telegraph (AT&T) was universally recognized as the world's best and largest telecommunications provider. In 1984, the federal government split the company into Regional Bell Operating Companies. AT&T continued to provide long distance services. In 1996, the Telecommunications Act was passed, creating a new marketplace that allowed cable and other communication companies to offer a wide range of services. Service providers are developing new ways to make faster video, data and voice information available to more people through the use of new technology. The marketplace restrictions that have traditionally segregated long distance and regional telephone companies, cable companies, and other types of telecommunications providers are being eliminated.

The Information Superhighway, a nation-wide network of fiber optic cable that runs alongside the nation's interstate highway system, covers most areas of the country, making it possible for cities, towns and communities to connect their local networks to this communication backbone. The so-called "last mile" connectivity from the backbone to local businesses, public institutions and people's homes is a challenge the local service providers and the community must meet. While striking advances have been made in the capabilities of the service providers, it is the "last mile" cabling that is the final barrier to speed and ease of use. Cable television providers use coaxial cable, which has the capacity for more information and better reliability, but providers have been slow to offer Internet services, and service is not available in many rural areas. In recent years, the development of fiber optic technology has contributed to the growing deployment of broadband networks that allow for the transmission of audio, video and data. The high cost of deploying of coaxial and fiber optic cabling means that it is slow to permeate the market, expensive for the consumer, and usually not available outside the urban areas. New wireless technologies often have the best promise of connecting rural areas with reliable and affordable service.

CONNECTING STANISLAUS COUNTY

In the spring of 2000, the county and its nine cities adopted visioning statements designed to guide growth and development efforts through the next twenty-five years and beyond. One of the visioning statements is: "The cities and county of Stanislaus will adopt policies and practices to take full advantage of advances in communication technologies." This guiding principal gave the direction needed to proceed with a study of the availability and use of advanced communication technology in the county.

The Stanislaus County Steering Committee was formed, consisting of approximately one hundred representatives from major sectors of the economy. Seven sector teams were established in the areas of technology, business, government, education/library, healthcare, community-based organizations, and agriculture.

Service providers developed a multi-vendor baseline report and map of the county, showing the areas that had access to high-speed fiber optic lines (see map insert at right flap).

Each sector team used the "Global E-Commerce Readiness Guide," developed by the Computer Systems Policy Project (CSPP), an association of the CEO's of the major computer systems companies in the United States. On a four-stage scale, most of the sector teams placed themselves at stage one or two, with the desire to move to stage three or four within a twelve-month period. Specific goals for improvement were then developed by each sector.

High priority initiatives are being developed into a proposal that will be submitted to community decision-makers.

Assessment Results

Most urban areas in Stanislaus County have access to some kind of high-speed connection, starting with ISDN and T-1. In several areas (see map insert), cable modem service is available. Outside of the urban centers the picture is mixed. ISDN can be too expensive for many people and DSL is not yet available.

Large businesses can get the services they need, though at premium rates. Smaller businesses are waiting for more affordable high-speed service. There is a good

To learn more about these initiatives, see the insert papers included in this brochure packet.

supply of competitive Internet Service Providers who are prepared to serve as the conduit for high-speed services whenever that infrastructure is put into place.

Internet access is available to 100% of our schools. Currently at least 80% of our schools and 30% of our classrooms in public and private K-12 schools have Internet connections. The Modesto Junior College has 30 on-line classes today reaching 600 students. CSU Stanislaus is also active on the Net.

There are over 100 public access devices in the libraries, with 60 more on the way. Out of 1,600 members, the Modesto Chamber of Commerce found that 800 have e-mail addresses. Many of those are with Internet Service Providers like America On-Line, indicating that most companies have not set up Internet domains, the first step to e-commerce. Stanislaus County and City governments are developing new services aggressively, such as on-line registration for community recreation programs. In late 1999, about 52% of homes in Stanislaus County had computers, a figure comparable to the U.S. average. But this is significantly below the average for more technology rich communities like Sacramento where penetration is 62%.

WHAT NEEDS TO BE DONE

The benefits of advanced telecommunication capability can be optimized only if there is substantial commitment to infrastructure, education, and community awareness. For people to trust on-line transactions, the access must be there when wanted, and at an affordable price. If service is slow, inconsistent, or too expensive, local business won't invest in e-business options, local community-based organizations won't develop a web presence, and local consumers will be shut off from the myriad of opportunities that await them on-line. To raise awareness of the potential benefits of technology, we can organize technology fairs and put kiosks in strategic locations.

Other findings and ideas that came out of the assessment process include:

- Establish a clearinghouse for used computers. Ask businesses, education and government to donate surplus machines for refurbishing and distribution to parents and non-profits.
- Work with the schools and training institutions to increase the supply of technically skilled workers for web site, software and network design. To overcome skill barriers work with educational institutions to develop training programs tailored to specific sectors of an industry.
- Encourage electronic procurement and permitting systems. Government agencies should partner with the business community, putting forms on line and accepting electronic payments for permits and licenses.
- Develop a countywide on-line directory of public services to make it easier for people to find the services they need.
- Use web-mobiles with high-speed wireless connections to bring the Internet to remote communities and field workers.
- Establish convenient, secure, well-managed public access centers to open doors for those who can not afford the new technologies.

PLAN OF ACTION

To bring our community on-line with the opportunities of the new global economy, six key initiatives have been identified and are being developed. These initiatives are:

1. expand and target technology training programs,
2. develop a community portal,
3. advance on-line procurement/permitting for business and the public sector,
4. increase the availability of computers in the home and in technology centers,
5. create a countywide on-line directory of governmental services, and
6. establish a centralized geographic information system (GIS) for the region.

STAGE ONE

Services are limited and expensive. Few people use the internet regularly.

STAGE TWO

Many people have access to the internet. Some businesses and most schools are on-line, and a community-wide technology plan is being developed.

STAGE THREE

Some people and businesses have high-speed access to the internet. All schools are connected, and most classrooms are wired. Many consumers use the internet for complex transactions. A community-wide technology plan is in place.

STAGE FOUR

Almost every person and business has affordable, high-speed access to the internet. Businesses are dynamic. Teachers and the workforce are well trained to use the technologies efficiently. The technology plan is being updated.

Develop Targeted Technology Training Programs:

Four groups want special training on Internet-related technologies: agricultural businesses, small and medium enterprises, healthcare providers, and community-based organizations. To develop specialized curricula we will form partnerships between the local educational institutions, business leaders and trade associations. We will also develop a campaign to promote the availability of the new classes to the target groups.

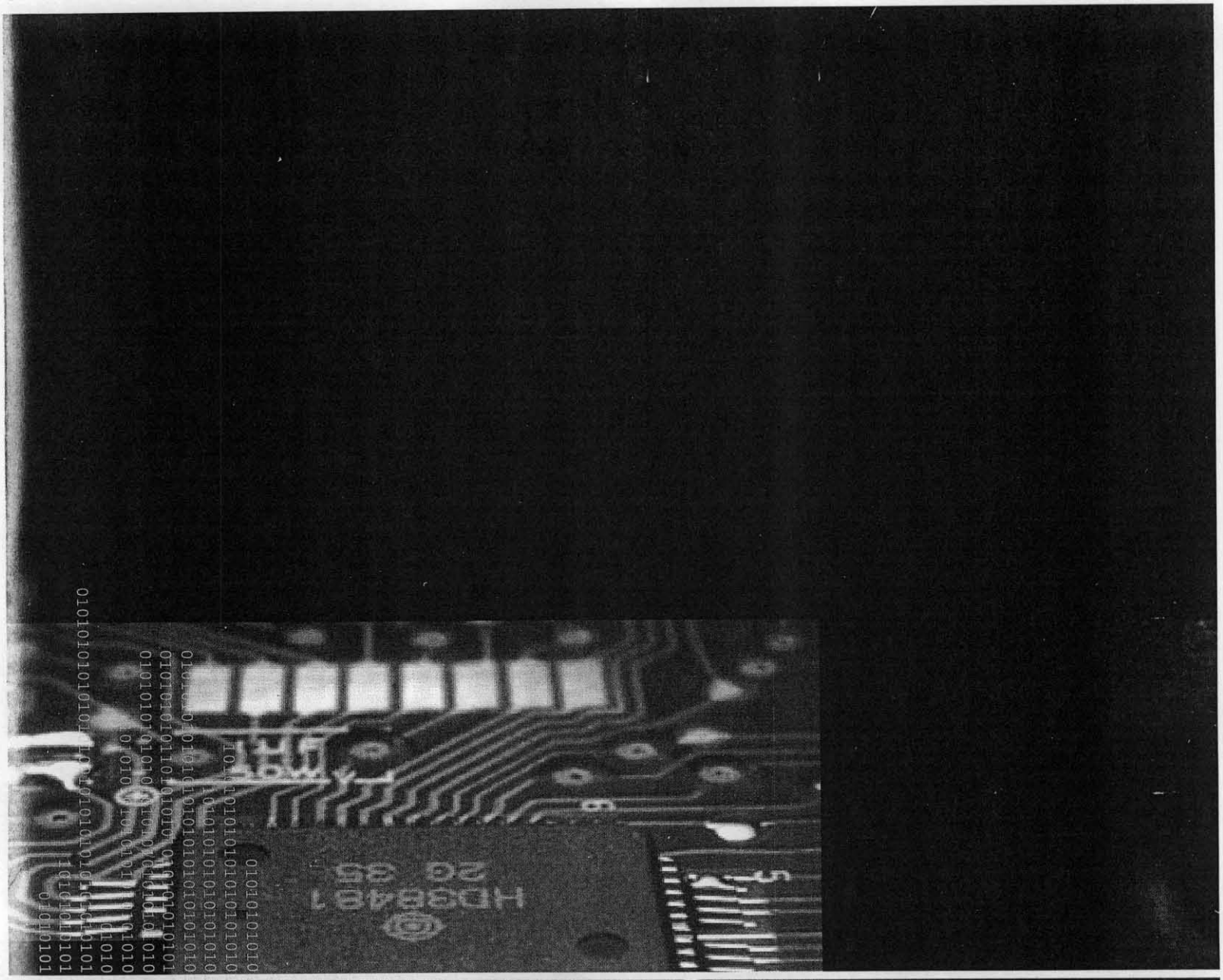
Build a Community Information Portal:
Finding the right department or agency that serves your community can be a challenge. We need a "no wrong door" portal on the Web to help businesses, residents, and visitors find the government and community information they need quickly and conveniently. A team consisting of the local city governments, the county government, a local newspaper and a private business are developing a design for the site and a business strategy to assure its long-term success.

Adopt E-Commerce Practices in Business and Government:
With the help of trade associations, we will identify industry segments that do a lot of business-to-business and business-to-government transactions. We will select the groups where technology can make a difference, and seek out best practices and technical solutions. We hope local entrepreneurs will develop solutions where none exist today, creating new national and international businesses, and role models for the rest of the world. We are also investigating opportunities to streamline permitting for agricultural industries. On-line permitting can save time for growers, reduce trips to City Hall and facilitate collecting data for analysis.

Bridging the Digital Divide:
Educators agree that more needs to be done to help parents get involved with their children's education. We are looking for ways to recycle used computers and get them into the homes of low-income parents. Then we need Internet connections and training so parents can e-mail their children's teachers, keep up with assignments, and get advice on how they can help their children learn. Parents can also have immediate access to the school calendar. Our community-based organizations also need computers. The recycling center can help meet that need in partnership with training organizations to provide classes on using technology in the not-for-profit sector.

E-Government Strategies:
Almost every city in Stanislaus County has a web site, but only a few offer any on-line services today. City officials are now meeting to develop their e-government strategies and share lessons learned. They are also looking for ways to reduce costs by sharing internally developed software, and jointly purchasing software packages from vendors. We believe that a coordinated approach to the development of shared technology and software tools will open significant opportunities for local governments. Local agency collaboration is essential in the advancement of electronic systems that allow for service transaction and information sharing.

A Centralized Geographic Information System:
Realizing that a regional GIS program must have an organized and sustainable hub, this initiative outlines a proposal that begins with a centralized GIS component at the county government level. Once the hub is established, additional partner jurisdictions and agencies will be encouraged to participate so that eventually the county hub will become a regional (countywide) joint power system.



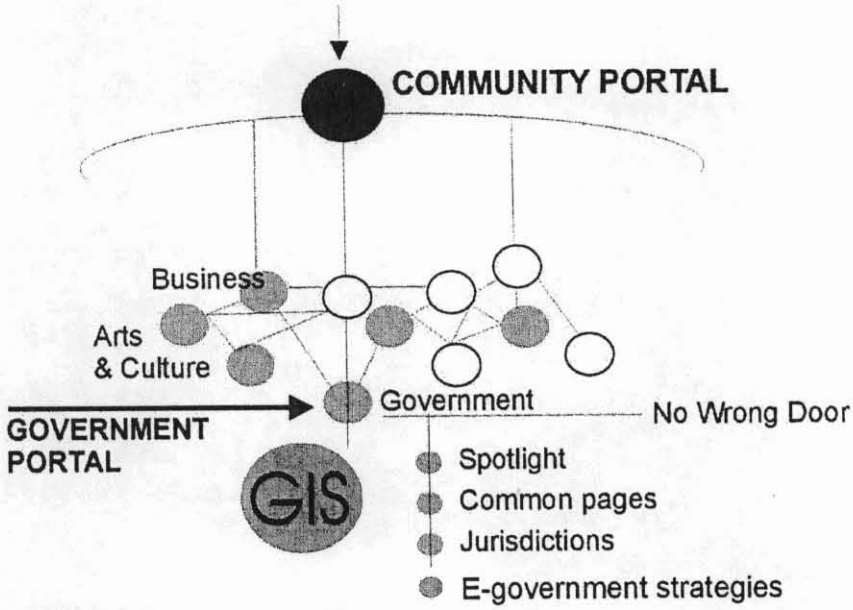
A PROJECT IN PARTNERSHIP

Stanislaus County	The Great Valley Center - New Valley Connexions
The Cities of:	Stanislaus County Office of Education
Ceres	Modesto Junior College
Hughson	California State University at Stanislaus
Modesto	Technology Community
Newman	Agricultural Community
Oakdale	Business Community
Patterson	Health Care Community
Riverbank	Community Based Organizations
Turlock	Connected Communities - Seth Fearey
Waterford	

CONNECTING STANISLAUS COUNTY
GOVERNMENT PORTAL

LONG TERM GOAL

A portal is a Web site or service that offers a broad array of resources and services, such as e-mail, forums, search engines, and on-line shopping malls. The first Web portals were online services, such as AOL, that provided access to the Web, but by now most of the traditional search engines have transformed themselves into Web portals to attract and keep a larger audience.



A Community Portal should include activities and events of interest and have a measurable positive impact on our area. This "window" into our community may be one of many that show the services, activities and benefits of living in this area.

A Web site is a location on the World Wide Web. Each Web site contains a home page, which is the first document users see when they enter the site. The site might also contain additional documents and files. Each site is owned and managed by an individual, company or organization. **Our goal is to establish and own a web site for countywide government information.** This site would be developed and/or hosted on "authorized" portals. This does not preclude a portal or other web sites from linking to the government site. It does mean that a return path to that portal would not be established.

A Government Portal

Items Initially Included in a Countywide Government Site

- Welcome
- Table of Content to include links to all cities (directory)
- Spotlight – featuring a city activity or event each month
- County-wide agreements, projects, reports, agendas or programs
  - Countywide Vision
  - Economic Development Strategy – Business parks, housing, manufacturing,
  - Transportation strategy
  - Geographic Information System
  - Tourism
- County-wide government organizational information
  - LAFCO
  - StanCOG
- Share software and ideas
- GIS connectivity to points of interest
- Listing of public meeting
- Develop and house the web site for the cities that need this assistance.

WHY IMPORTANT/RATIONAL FOR ACTION

- Part of Connecting Stanislaus Community effort
- Need for greater coordination among the area governments
- Need for greater efficiency in government
- Demand from community
- Better customer service
- Economic development opportunity
- Community asset

SPECIFIC MEASURABLE OUTCOMES

- Saving – time and money
- Quicker and better information sharing between governments
- Improve customer service and outreach by providing timely and sufficient information to our customers – residents, business and visitors.
- Link to each city
- Increase economic development and tourism opportunities
- Increased interagency cooperative ventures that will lead to increase in-line ventures i.e. On-line Permitting/Licenses/Registration (interactive whenever possible), dog licenses, software sharing, training, etc.
- Marketing, attractiveness and competitiveness of technology in the region.
- Enhance our technology environment

STEPS TO ACHIEVE MEASUREABLE OUTCOMES

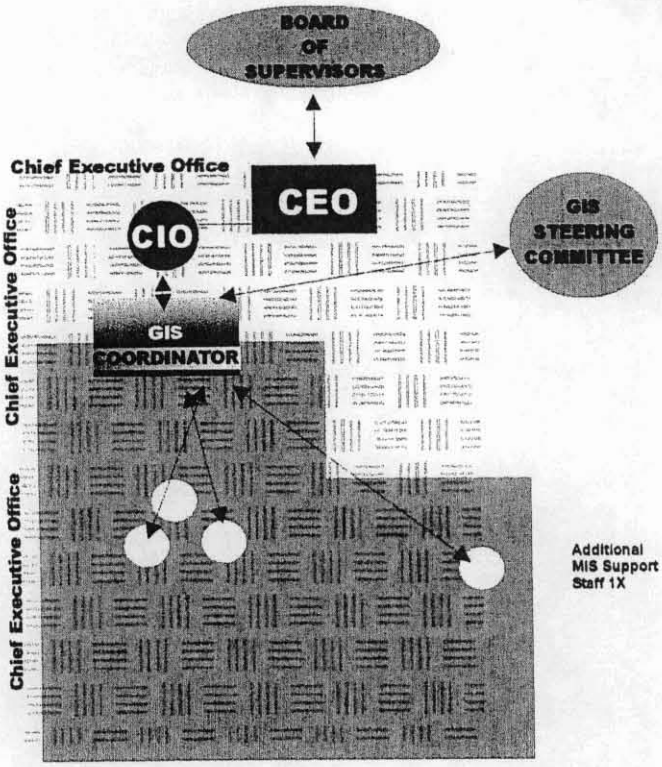
- Meet with Mayor/City Managers and agree on goal and action steps
- Formally recognize the government committee which will be empowered to determine:
  - The style, materials, etc of the Government site.
  - Determine the minimum qualification, standards and requirements for "authorized" portals. As previously stated other portals or web sites can link to the government site. A return path back to the unauthorized portal will not be established unless that portal meets the standards and requirements established by the government committee. (See list at the bottom - What Should BE Expected from a Great Portal)

IMPLEMENTATION REQUIREMENTS

- Establish a technical review committee that represents the individual and collective interests of all jurisdictions.
- Establish written guidelines regarding form, format, and function of phase one development and prepare RFQ for distribution.
- Agree on update and maintenance strategies
- Develop written agreements/relationships with various portal providers as partnership agreements.
- Discuss and agree to content control issues.

CENTRALIZED GIS SYSTEMS

Centralized Geographical Information Systems (GIS)



LONG TERM GOAL

To develop a regional GIS program and infrastructure that is responsive to the needs and system requirements of multiple agency and organizational users. This system ultimately has the potential for becoming a joint power authority relationship with shared maintenance and development costs. While this is the long-term goal – the first practical step in achieving the centralized model is to develop a consistent hub organization from which to build upon. Based upon past hard and soft investments and access to baseline information – the County (organization) is prepared to consolidate their current GIS developments in order to facilitate the centralized or regional approach.

WHY IMPORTANT/RATIONALE FOR ACTION

- By establishing a sound GIS hub infrastructure at the county – other jurisdictions and agencies in the community will have increased access to the technology at a competitive cost savings.
- All GIS development begins with a base map or parcel map, which is currently developed and maintained at the county level.
- Regional partnerships will greatly assist with cost deferment and efficiency.
- Cooperative agreements regarding GIS technology usage will have positive ramifications on other regional projects and processes.

SPECIFIC MEASUREABLE OUTCOMES

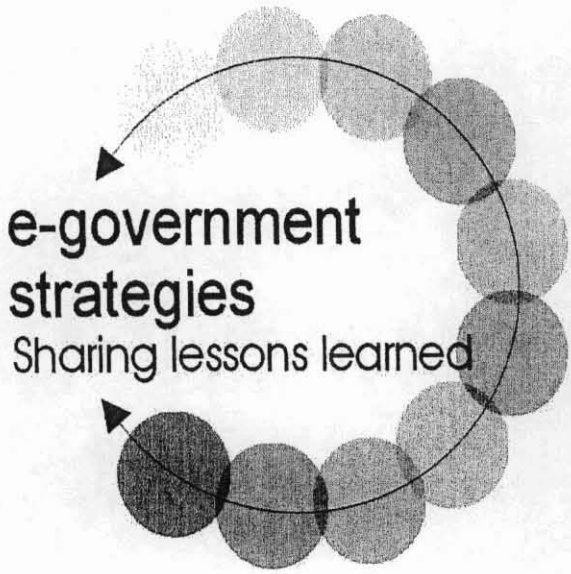
- Shared information and data collection
- Increased cooperation among data players
- Better communication between jurisdictions
- Improved decision making abilities at all levels of leadership
- A better informed citizenry
- Lower costs to individual entities
- A more efficient and better managed GIS infrastructure
- Happier customers
- Consistent procedural standards
- Ethical consistencies

STEPS TO ACHIEVE MEASUREABLE OUTCOMES

- Develop a centralized GIS approach and quantified report (county government)
- Circulate centralized model for review and comment

- Include County Information Officer (CIO) in development process
- Develop GIS Coordinator role (county wide)
- Develop financial avenues for achieving aspects of centralized model
- Develop billing and system maintenance processes (internal)
- Establish departmental (county organization) training and services components
- Begin dialogue with external partners and other agencies
- Establish regional steering committee or user group component

IMPLEMENTATION REQUIREMENTS
- Buy-in to centralized approach (county)
- Commitment to partnership and collaboration between regional participants
- Implementation strategy



ELECTRONIC GOVERNMENT SERVICES
e-government

LONG TERM GOAL This action initiative explores ways to share software, web site development, and various knowledge transfers between local governments of Stanislaus County. By examining the potential and feasibility of interactive government services (including software development) we can continue to make day to day interactions with the public more streamline, efficient and customer friendly.

WHY IMPORTANT/ RATIONALE
We can each benefit from work already developed by others, save money and get systems in place sooner. Many smaller cities lack the resources to do what larger cities can do. We believe that a coordinated approach to the development of shared technology and software tools will open significant opportunities for local governments. Local agency collaboration is essential in the advancement of electronic systems that allow for service transaction and information sharing.

SPECIFIC MEASURABLE OUTCOMES
- Interactive services will allow interactive postings of key information
- Standardized systems will increase overall performance and be more understandable
- Shared experience and information will reduce errors and improve quality of service

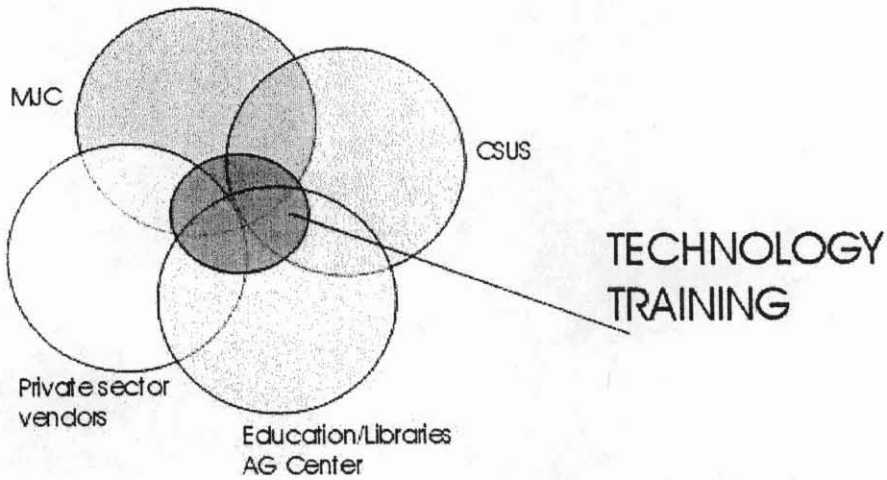
STEPS TO ACHIEVE MEASUREABLE OUTCOMES
- Inventory what is available now
- Identify copyright and legal limitations
- Seek opportunities for collaborative projects and information sharing
- Encourage the use of standard process protocols
- Consider joint contracts for consultant services

IMPLEMENTATION REQUIREMENTS

- Commitment to partnership and collaboration between governmental participants Technology implementation strategy
- Web based services via government portal application at two-dimensional (phase one) implementation.
- Agreed upon initial e-government processes that will serve as high impact/high service initiators for the community (customer groups).

CONNECTING STANISLAUS

Action Plan Worksheet: Targeted Technology Training Programs



LONG TERM GOAL To promote the training programs that will increase (by 25%) the number of Stanislaus County organizations who have both the understanding and ability to utilize technology and internet services on a regular basis in their on-going operations.

WHY IMPORTANT/RATIONALE FOR ACTION

- Increasing awareness, access, and comfort levels
- Improving the competitive edge (regional and global)
- Developing technology networks and information sharing
- Improving efficiency and product/service deliverables (turn around ratios)
- Workforce improvements (job opportunities)

SPECIFIC MEASUREABLE OUTCOMES

- Entrance/baseline demographic survey. Who participates? Status quo technology assessment. Are you connected? To what degree? (leading measures)
- Number of students participating in and receiving credit for training program. (leading measure)
- Six-month follow-up – graduation survey. How are you using this skill set/application measurement? (lagging measure)
- From the survey process – compare trends:
  - technology shifts
  - relative change in Internet connections
  - access speeds
  - website creations

- e-business growth
- e-business marketing approaches
- informal (word of mouth) testimonials and recommendations

- Media and publication awareness
  - newspaper coverage
  - trade and journal articles
  - chamber of commerce coverage
  - regional media recognition

STEPS TO ACHIEVE MEASUREABLE OUTCOMES

- Develop project description – circulate for review (public/private)
- Quantify funding requirements and submit to Workforce Investment Board for concept approval and funding assistance
- Formation of a regional leadership/technical task force. To include:
  - public sector education (MJC, CSUS, SCOE, DET)
  - private sector business (Computer Tutor, Net Works, etc.)
  - governments (County and City jurisdictions)
  - chambers of commerce
- Formation of curriculum development team
- Establish a training module/matrix that addresses the agreed upon key components. This training curriculum inventory will identify gaps including curriculum needs and who does what, where, and when?

POTENTIAL MATRIX

PROVIDER	**CURRICULUM A** Introduction to technology opportunities	CURRICULUM B Intermediate process steps and developments	CURRICULUM C Advanced development And e-commerce solutions	S E C T O R
Public Sector Education	▪ Trainer ▪ Facility/location ▪ Pre-requisites (if any) ▪ Time ▪ Syllabus/objectives ▪ Curriculum ▪ Course materials ▪ Testing/ certification			AG Medical CBO Business Gov.
Private Sector Business				

- Develop curriculum and associated classroom components:
  - facility
  - course materials
  - testing/certification requirements and determination process
  - trainer identification
  - entrance survey instrument (baseline measurement – see above)

- Develop course scheduling – with sensitivity to the variable needs of the target populations:
  - time
  - multi-locations
  - expense/cost of participation
  - other barriers (language, transportation, child care, etc)

- Phase implementation schedule
- Market to the community via the press, radio, trade associations; chamber affiliations, community service organizations, etc.
- Maintain a rigorous measurement strategy
- Task force to review leading and lagging measurements on a quarterly basis
- Modify programming as appropriate to best fit the needs of the target business/community participants
- Review program at one year interval – beginning the multi-year strategic planning process for continued implementation
- Celebrate the Successes! (formally)

IMPLEMENTATION REQUIREMENTS

- Time commitments from regional leadership/technical training task force membership
- Time commitment from curriculum development team membership
- Salary requirement for Project Coordinator position
- Time commitment from partner agencies and businesses for support staff and training liaisons
- Coordinator to develop specific curriculum budget plans based upon material needs, facilities needs, marketing objectives, and contingencies.
- Time commitment from education community for data collection and measurement analysis

POTENTIAL IMPLEMENTATION CHAMPIONS

- Participating organizations
  - CSUS
  - MJC
  - CBO community
  - Medical community
  - AG community
  - Media
- Special Resources
  - Libraries
  - AG Center
  - UC Extension programs
  - SCOE technical labs
  - Federal Land Bank lab

- Private training facilities
- Local k-12 schools

CONNECTING STANISLAUS
Action Plan Worksheet: Spanning the Digital Divide

LONG TERM GOAL Increase academic achievement in grades 4-8 in 28 schools through increased parental involvement and convenient, safe access to technology provided by a partnership of educators, businesses, Community Based Organizations and local governments.

WHY IMPORTANT/ RATIONALE FOR ACTION
Academic achievement in Stanislaus County is below the state and national averages. Part of the problem is the mobility of the workforce and the challenges of raising children when both parents work. There is conclusive evidence that greater parental involvement in education leads to better grades. By putting networked computers in the homes of disadvantaged families and providing the appropriate support and services, we can help parents communicate with their children's teachers and school administrators. Parents will have better information on what is being taught and how to help their children succeed.

SPECIFIC MEASURABLE OUTCOMES
- 20% improvement in test scores for participating children
- 20% reduction in dropout and absentee rates
- 20% reduction in complaints from participating parents.
- 80% increase in attendance at school meetings for participating parents.

STEPS TO ACHIEVE MEASURABLE OUTCOMES
- Increase the number of computers being recycled and steer some to this program.
- Work with educators to find and develop the tools to facilitate communications. Research similar programs in other communities. Create a budget.
- Work with CBOs to create safe places for training and using computers.
- Conduct an inventory of community access centers.

IMPLEMENTATION REQUIREMENTS
- A steering committee of educators, CBOs, and government agencies that will design the program and raise funds.
- Identify partners, including communications companies, Internet Service Providers, and local businesses. A starting list includes Evans, Pacific Bell, the Gates Foundation, the Superintendent of Schools, County Chief Executive Office - Economic Development, the Department of the Employment and Training, senior citizens groups, the Computer Recycling Program.

CONNECTING STANISLAUS
Action Plan Worksheet: Adopt E-Commerce Practices

LONG TERM GOAL

Allow agricultural companies in the County and, ultimately, the entire State to electronically apply for and receive a wide variety of agricultural business permits, including pesticide application and burning.

WHY IMPORTANT/RATIONALE FOR ACTION

The current, paper-based procedures consume valuable time for growers and require that they drive 20-40 miles during the business day for each permit application. By putting the forms on-line they will save time, make government services more convenient, and reduce road congestion. Permit data can be directly loaded into databases, saving transcription time and reducing data entry errors. Analysis of permit applications would be speeded, and data would be timelier.

SPECIFIC MEASURABLE OUTCOMES

- 30% of applications, about 1,000 permits, completed on-line
- 1,000 trips eliminated
- 20% more growers using computers and the Internet

STEPS TO ACHIEVE MEASURABLE OUTCOMES

- Add enhancements to the permitting system that is being upgraded now. Enhancements can include accepting credit card payments over the Internet, attachment of maps provided by a GIS system, and digital signatures for documents.
- Establish policies to address security concerns.
- Provide training for producers, PCO's, and PCA's through MJC and the Ag Department.
- Establish baseline data for measuring progress.

IMPLEMENTATION REQUIREMENTS

- A panel of stakeholders, including local government agencies, the Association of Agriculture Commissioners, the Almond Board, the Cling Peach Advisory Board, UC Extension, MJC, Community Alliance for Family Farms, the Farm Bureau, State Director of Pesticide Regulation, PCO's, and PCA's to design the process and set priorities.
- Funding for permit system enhancements, plus on-going expenses for upgrades and enhancements.
- Leadership from the Department of Pesticide Regulation.
- Maintain CEQA equivalency.