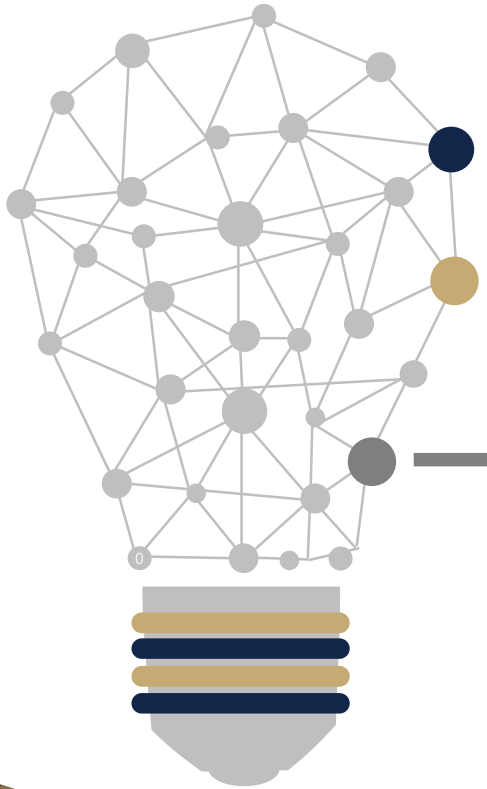


Digital Vision for Racine County

Status Update, County Board Supervisors
July 23, 2019



Why a Digital Vision for Racine County



We believe that technological change will transform lives, careers, industry and commerce.

We must prepare for the impact of emerging technologies on our community and County.

We have a long, proud history of innovation. Once again, we must address challenges and opportunities now and in the near future.

Our Process



An electronic survey was sent to more community stakeholders to obtain their perspective on critical digital issues and choices.

End of May



The vision and priorities were tested through another survey to previously-uninvolved community members, as well as through a focus group held with County employees.

July 10



A steering committee comprised of County staff and County Supervisors Brett Nielsen and Don Trottier met regularly to help guide the process.

July

May 9-10

Experienced strategist Oliver Buechse conducted one-hour confidential interviews with more than a dozen community stakeholders and employees to inform how we think about the digital future of Racine County.



June 11

A full-day workshop was held with over 30 community members and County employees to develop the County's digital vision and priorities.



Participating Organizations

Town of Norway



Additional Partners: UW-Parkside; SEWRPC; Carthage College; UW-Milwaukee

Racine County will embrace emerging technologies for the benefit of our community



- ü Efficiency and customer service
- ü Convenient options for personal interaction or self service

- ü Greater access to technology for all
- ü Protect safety, security, and privacy

- ü Attract those looking to live in an innovative community
- ü Establish a positive image of growth and progress

Vision & Aspirations

Guiding Principles

Embrace Advocacy

Find balance across issues, populations and geography to create equal opportunity though awareness of and access to new digital possibilities.

Balance Optimism and Realism

Think without constraints yet balance ambition with sustainability for a future requiring extraordinary efforts and new approaches.

3

4

Accommodate Differences

Improve user experience/interaction across technology and in-person modalities while considering those without access.

2

Maintain Trust

Define our own framework to govern the collection, storage and use of data while protecting security and privacy. Protecting residents' data is paramount.

1

A Powerful Coalition of Stakeholders

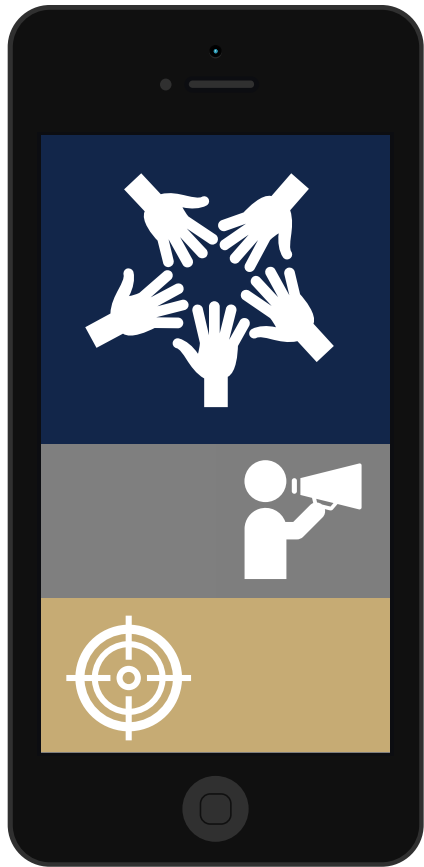
Our digital vision is created for the benefit of...



It is brought to life through a core coalition of...



Principles of Communication



Transparent and Active Community Involvement

- Include community through listening, transparency, and contribution of others.
- Build involvement and excitement through ongoing communication.

Reach Diverse Audiences through Advocates and Ambassadors

- Be inclusive and support adoption of technology.
- Educate community on opportunities, risks, and benefits.

Recognize Differences in Understanding of and Attitudes Toward Technology

- Leverage “technology adoption curve” to manage process and communication.
- Focus on progressive population; ultimately work with all for long-term success.

Next Steps

Transition team involving M.T. Boyle, Mark Schaaf, Shuchi Wadhwa and Liam Doherty has been formed and will begin to meet on July 25

Full plan will be presented in the context of the 2020 Budget to the County Board of Supervisors in October

County Leadership will work on detailed Implementation Plan including:

- Governance and stakeholder involvement (drawing on offsite participants and beyond)
- Communication and feedback plan for continued community engagement
- Prioritization of use cases and program management for implementation

Work on initial use case (911 Enhancements) has been started under leadership of Communications Director Jackie Bratz; other use cases will be explored