

NOTE: THIS WORKPLAN IS UPDATED ON AN ONGOING BASIS

❖ Key Issues:

- Fiber Optics impasse (Goal 2, Strategy 2A)
- Community Needs Assessment for living in a networked world (Goal 2, Strategy 2B)
- Baseline Data on the IT cluster on the North Coast (Goal 1, Strategy 1D)
- General Plan Update including policy support for technology industry development (Goal 2, Strategy 2A)

❖ Quick Wins:

- Coordination with educational institutions (Goal 1, Strategy 1D)
- Community Needs Assessment for living in a networked world (Goal 2, Strategy 2B)
- Skills/capability inventory and searchable directory on RTC (Goal 1, Strategy 1A)

Information Technology Cluster Goal 1 – Enhance competitive edge of local business community through the strategic use of technology.			
Strategy 1A: Increase awareness and usage of technology applications and solutions in community.			
<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>
Attract expertise and encourage training in applied skills, such as: <ul style="list-style-type: none"> • High end networking skills • Programming skills • Database management • Systems integration • Graphics • Project management 		RTC, CR, HSU, HCOE, WIB	
Partner with educational institutions to design and market topical, timely workshops	RTC	RTC, CR, HSU, HCOE, WIB	
Develop knowledge of local tech skills through: <ul style="list-style-type: none"> • Local skills inventory • On-line d-base of tech skills • Members of RTC present their backgrounds at each meeting 	RTC	WIB	

Support development of the annual Tech Expo	RTC	RTC, CR, HSU, HCOE, Prosperity Network	
Participate in local advisory boards <ul style="list-style-type: none"> • Chamber of Commerce • HCOAG • NCLR transportation committee • WIB • HCOE, CR and HSU CIS advisory committees 	RTC		
Strategy 1B: Design and develop community technology center(s) that provide access to smaller businesses and individuals.			
Project	Leader(s)	Stakeholders	Status Notes
ACTUAL Needs Assessment		RTC, Prosperity Network, Cities	
Feasibility Study including ROI		RTC, Prosperity Network, Cities	
Phased Development Plan		RTC, Prosperity Network, Cities	
Strategy 1C: Develop an educational and vocational path for information technology careers from K-12 through community college and university.			
Project	Leader(s)	Stakeholders	Status Notes
Encourage mentoring and internships in smaller businesses so that school learning enhanced with biz experience and application		RTC, HCOE, CR, HSU, WIB	
Work with educational institutions to create systematic feedback loops with employers, students and faculty so that credit and non-credit classes are demand driven	RTC	RTC, HCOE, CR, HSU, WIB	
Support technology skills development programs like EAST			
Strategy 1D: Develop cluster leadership organization—Redwood Technology Consortium			
Project	Leader(s)	Stakeholders	Status Notes
Collect accurate data and define information technology industry cluster on the North Coast.	RTC and Co. Econ. Dev.	RTC, Prosperity Network, WIB	
Develop revenue streams	RTC		

Deliver quality events that sustain growth of organization	RTC		
Explore quarterly roundtable “Tech Talk” series	RTC		

Information Technology Cluster Goal 2 – Improve infrastructure for moving goods, people and data.

Strategy 2A: Increase, diversity and stabilize the telecommunications infrastructure on the North Coast.

<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>
Articulate need to elected officials <ul style="list-style-type: none"> • Keynote, networking mixer, and seminars at Tech Expo • Presentation to city and county leaders 	RTC		
Pressure Caltrans and SBC to complete the laying fiber optics cable through Del Norte County	RTC		
Articulate telecommunications policies for General Plan Update	RTC		
Ensure that cable re-franchise agreement address access to high speed data for business hubs and addresses needs for community technology center	RTC, Cable Re-franchise Task Force		
Wire Redwood Acres for high speed data access and include as node on cable network		RTC, Redwood Acres	

Strategy 2B: Conduct community needs assessment for living in a networked world

<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>
	RTC, NC- SBRC	Prosperity Network	

Strategy 2C: Improve air transportation.

<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>
Lengthen runway to allow larger passenger and freight planes, and to increase and diversify flight routes		Manufacturing industry Info-tech industry Cut flower industry Dairy Industry Prosperity Network	

Strategy 2D: Improve highway access.			
<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>
Improve Hwy 299 to allow interstate truck access.	County BoS and Econ. Dev.	Manufacturing industry Info-tech industry Prosperity Network	
Improve Hwy 101 to allow faster, safer, reliable travel			
Strategy 2E: Stabilize cost of insurance: worker's compensation, health care, professional insurance			
<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>
		Manufacturing industry Info-tech industry Ranching industry Dairy industry	

Information Technology Cluster Goal 3 – Build strategic connections with technology centers in the U.S. that serve the development interests of Information Technology industry on the North Coast and address the digital divide of rural communities.

Strategy 3A: Encourage partnership between tourism, businesses for common time-share office space in San Francisco for materials, meeting space			
<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>
	RTC, Convention & Visitors Bureau		
Strategy 3B: Define the strategic areas of skill/knowledge that make sense for attracting technology business to HC			
<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>
Participate in design of business relocation response packet materials to ensure they are appropriate to local business community, resources and that they are coordinated	RTC, Eureka Chamber of Commerce	Prosperity Network, Cities	

Target attraction of HSU/CR alumni who have acquired skills, run businesses and may want to move back to Humboldt	HSU alumni office	Prosperity Network, RTC, WIB	
Strategy 3C: Network with similar industry cluster leaders in rural areas for best practices and innovations			
<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>
Search for national organization and/or list serve for IT in rural areas...if none, start a list serve with searchable archive to rural technology development			

Information Technology Cluster Goal 4 – Increase availability of equity capital

Strategy 4A: Utilize capital access corporation model (i.e. Humboldt County mutual fund)			
<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>
Strategy 4B: Develop active, savvy angel investor network.			
<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>
Strategy 4C: Develop venture capital alliances through Headwaters Fund and regional venture groups			
<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Status Notes</i>