



**County of Marin**  
Information Services and  
Technology Department

Strategic Plan





## ***Our Mission***

Connecting people and government  
through  
innovative, accessible technology solutions.

## **Customer Driven**

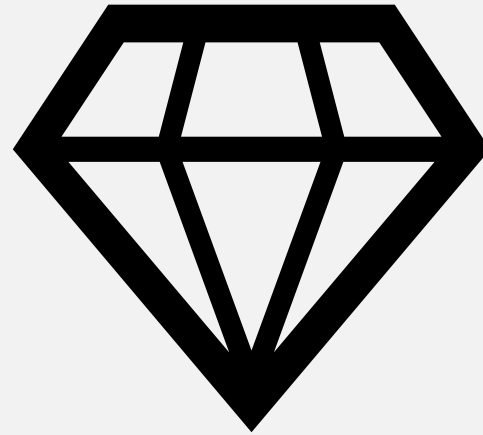
Prioritize customer needs

## **Digital 1st**

Deliver creative online solutions

## **Impact Focused**

Achieve community-centered outcomes



## **Adaptable**

Embrace new processes and technologies

## **Partners**

Advance understanding & alignment

## **Innovative Leaders**

Drive better, faster public services

***Our Values***

# Our Strategy



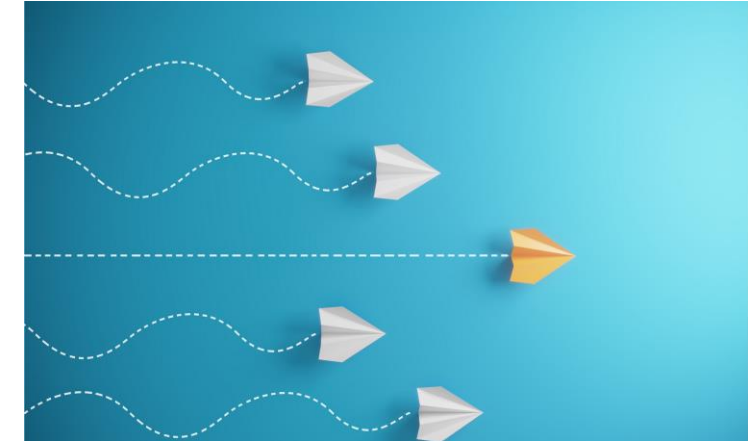
## 1. Customers

Enable departments through partnerships, responsiveness, and innovation; prioritizing their needs and fulfilling their expectations.



## 2. Solutions

Be Innovative Business Leaders who identify opportunities early and apply technology to drive better, faster public services.



## 3. Culture

Cultivate leadership at all levels to drive IST's success while advancing diversity, equity, and inclusion.



## 1. Customer Vision

Departments achieve their goals through strong partnerships, responsive collaboration, and innovative solutions.

The County maximizes technology investments, delivering meaningful, community-centered impacts.

Communities thrive with equitable access to technology through focused digital inclusion initiatives.

### 1A - Customer Driven

**GOAL: Prioritize a Customer First mindset by centering constituent & departmental needs**

### 1B - Proactive Partners

**GOAL: Engage as proactive partners to drive innovation and digital transformation**

### 1C - Strong Communicators

**GOAL: Strengthen communication to build understanding, collaboration, and trust**

### 1D - Digital Equity

**GOAL: Increase digital equity for residents by expanding access and opportunity**



## 2. Solution Vision

The County leads through innovation, using technology to anticipate needs and deliver faster, smarter public outcomes.

Communities seamlessly connect through expanded digital access, enjoying responsive, convenient, and high-quality services.

The County is a trusted digital partner, delivering secure, privacy-focused services for our communities.

### 2A - Digital First

**GOAL: Champion a Digital First mindset by creating user-centered solutions**

### 2B – Service Availability

**GOAL: Expand online access to improve service availability for all**

### 2C – Resilient Systems

**GOAL: Ensure system resilience to maintain continuity of operations**

### 2C – Security Minded

**GOAL: Provide secure, private, and easily accessible digital services**



### 3. Culture Vision

IST advances diversity, equity, inclusion, and belonging to ensure every employee feels valued.

IST develops a forward-leaning, continuously learning workforce that grows in ownership and decision-making.

IST strengthens trust through transparency and collaboration, inspiring creativity, experimentation, and the art of the possible.

#### 3A – All Are Welcome

**GOAL: Advance diversity, equity, inclusion, and belonging across all aspects of IST**

#### 3B – Employee Development

**GOAL: Champion employee growth to strengthen ownership and decision-making**

#### 3C – Trust & Connections

**GOAL: Foster transparency and collaboration to strengthen trust and connection**

#### 3D – Experiment & Take Risks

**GOAL: Cultivate the “art of the possible” to encourage experimentation and risk-taking**

#### 3E – Evolving Workforce

**GOAL: Build a workforce that is adaptable, forward leaning, and continuously learning**