

The Digital County – From Idea to Vision to Implementation

WCA Annual Conference – Wisconsin Dells

September 24th, 2019



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What We Will Talk About Today

- A Quick Reminder: Digital County Objectives and Timeline
- Brown County – Digital Vision and What's Next
- Racine County – Digital Vision and What's Next
- Opportunities for Other Counties

Presenters



Oliver Buechse

Founder of My Strategy Source
Executive Director of
Advancing AI Wisconsin



Troy Streckenbach

Brown County
Executive



Jonathan Delagrave

Racine County
Executive

What is the Digital County Effort?



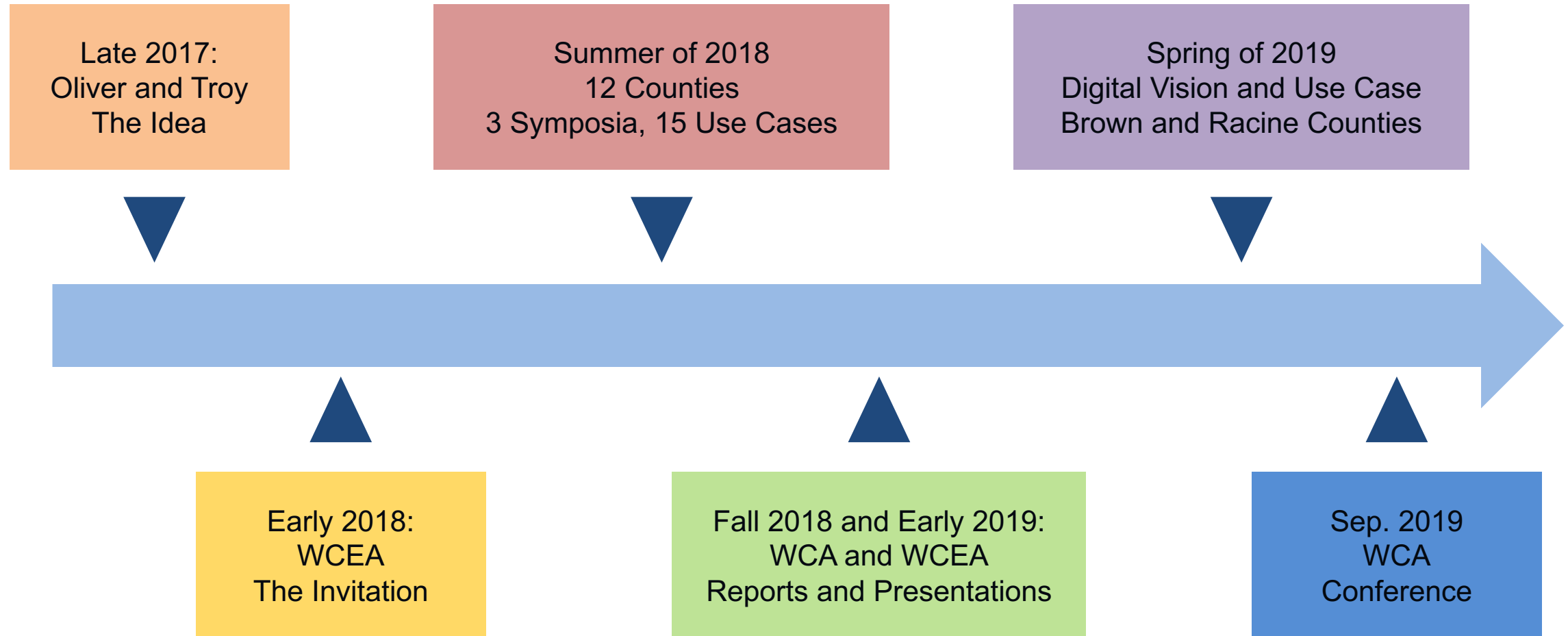
Digital County – Why?

**Disruptive technologies are changing and shaping our world much faster and more deeply than many of us realize –
The Greatest Shift in Human Activity in History**

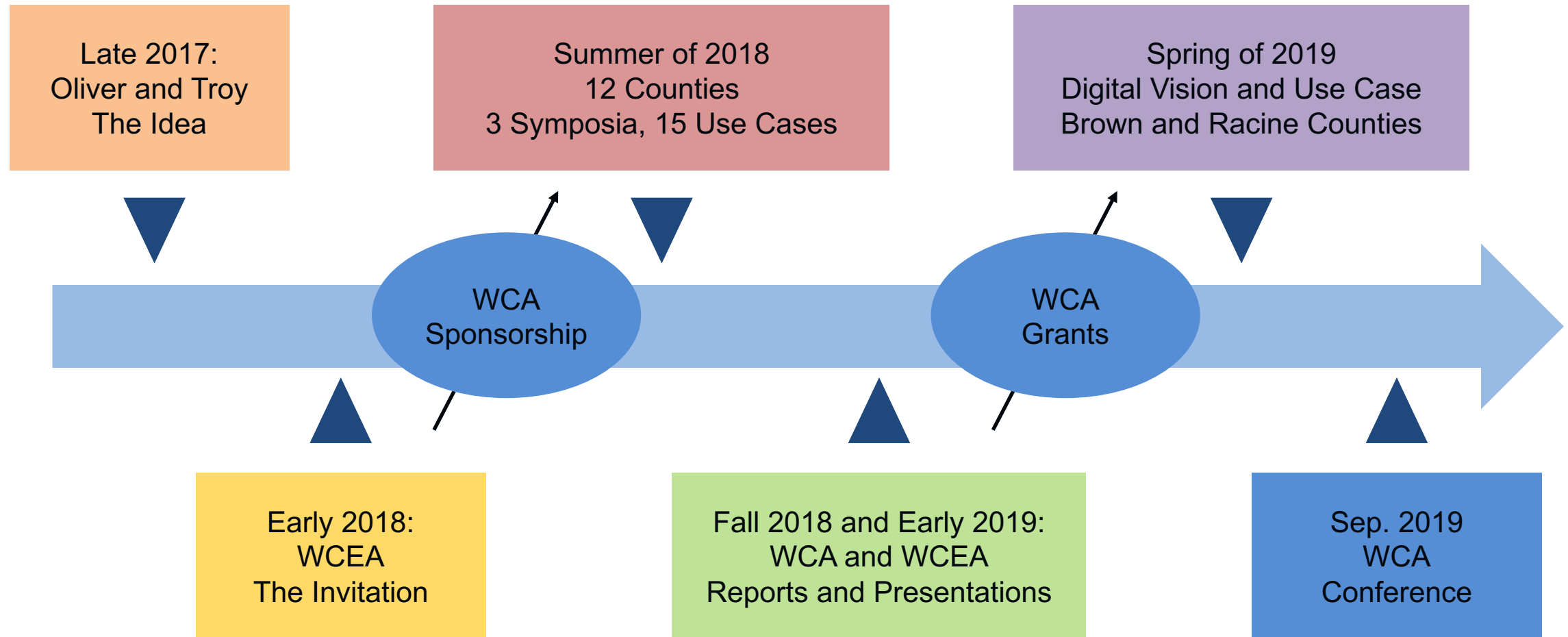
**Government is involved through Legislation/Regulation,
as a “user” of technology, and in setting the tone
for Economic Development**

**Wisconsin is generally lagging.
This is a chance for Wisconsin Counties
to build awareness and accelerate preparedness**

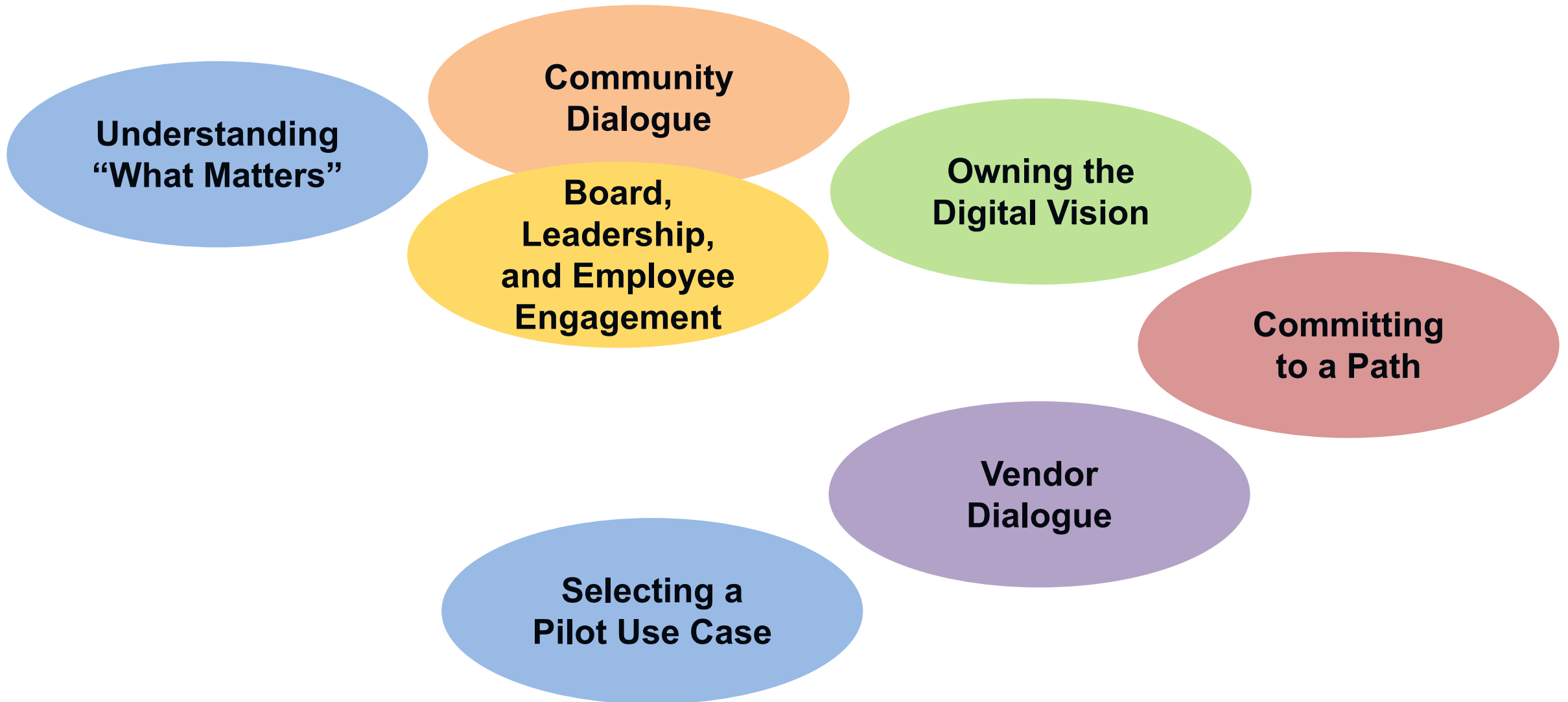
Digital County - A Brief History and Timeline



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The Digital Vision Journey



Brown County Digital Vision and Next Steps



WHY DO WE NEED A DIGITAL VISION STATEMENT?

Brown County recognizes that Digital Evolution is happening all around us, touching every aspect of our personal and professional lives. Brown County will adopt a Digital Vision so that we may:

- ▶ Foster collaboration within government and the community
- ▶ Capture opportunities for Northeast Wisconsin to prosper and grow
- ▶ Position Northeast Wisconsin as a leader in Wisconsin and the Upper Midwest





PARTICIPATING ORGANIZATIONS

“

BROWN COUNTY WILL REIMAGINE THE SERVICES WE PROVIDE BY EMBRACING DIGITAL TECHNOLOGY IN A WAY THAT IS INCLUSIVE AND RESPECTFUL TO EVERYONE'S PERSONAL AND PROFESSIONAL INFORMATION AND NEEDS.

”

**BROWN COUNTY
DIGITAL VISION STATEMENT**



BROWN COUNTY DIGITAL MISSION

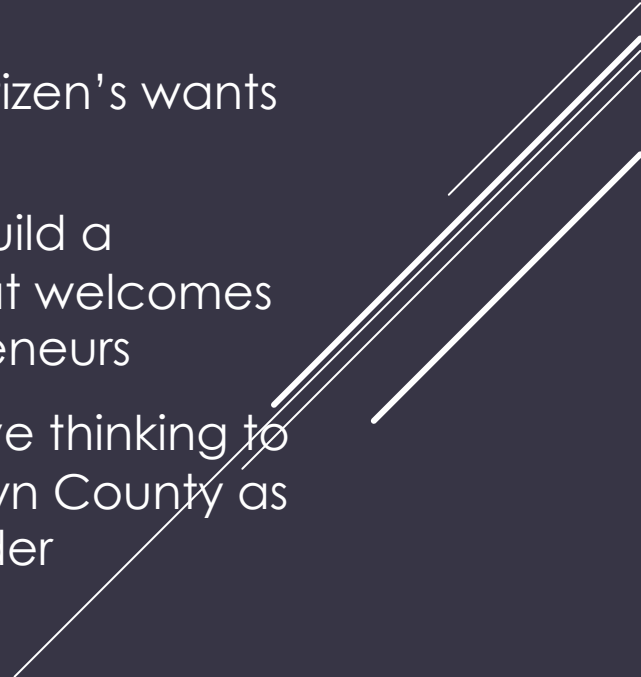
Brown County will set a new standard in Wisconsin by providing the infrastructure necessary to empower everyone to create digital opportunities, educate our community on how to handle the Digital Evolution, and further ideas on how to support small entrepreneurs, narrow the digital divide, innovate government processes, and grow the economy in all the right ways.





HOW TO LIVE THE BROWN COUNTY DIGITAL WAY

We will:

- Teach the community how to manage the digital evolution
 - Respect the citizen's wants and needs
 - Support and build a community that welcomes digital entrepreneurs
 - Utilize innovative thinking to showcase Brown County as a regional leader
- 
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BROWN COUNTY'S NEXT STEPS

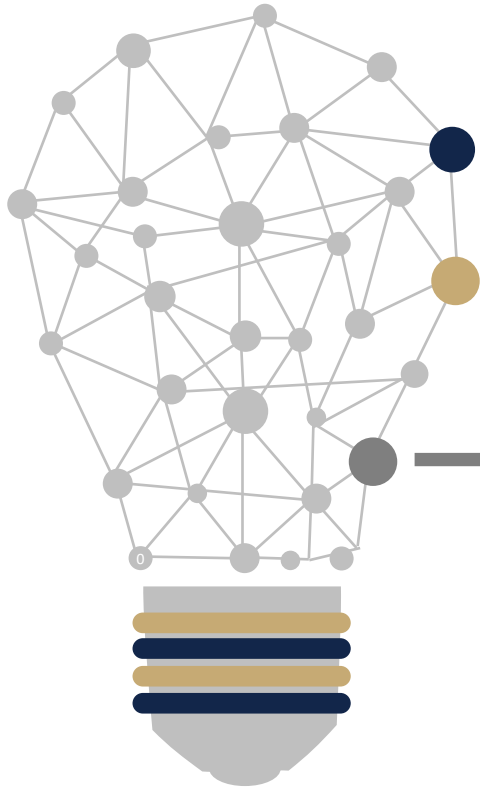


- Create digital ethical guidelines
- Develop a communications plan
- Update County processes to ensure success
- Analyze the potential digital opportunities
- Work collaboratively to create a project plan
- Share progress and educate the community
- Continue the cycle

Racine County Digital Vision and Next Steps



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.

Participating Organizations

Town of Norway

Logos of participating organizations include:

- Wolverines
- Lakeshores LIBRARY SYSTEM
- WATERFORD VILLAGE
- UW Extension Racine County
- goodwill
- VILLAGE OF MOUNT PLEASANT WISCONSIN
- RACINE ZOO
- RAMAC RACINE'S BUSINESS CHAMPION
- DOWNTOWN RACINE CORPORATION
- GATEWAY Racine, Wisconsin
- RACINE ON THE LAKE City of Racine, Wisconsin
- UNION GROVE
- Union Grove
- Advocate Aurora Health
- TWIN DISC
- VISIONING RACINE
- LDV CUSTOM SPECIALTY VEHICLES
- Chocolate City BURLINGTON, WI
- DESIGNS TOUCH LLC WEBSITE DESIGN E-COMMERCE BRAND DEVELOPMENT SOCIAL MEDIA

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

Vision & Aspirations

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

Our Priorities



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

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

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

Guiding Principles

Embrace Advocacy

Find balance across issues, populations and geography to create equal opportunity through 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.



Accommodate Differences

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

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.

First Use Case: Enhanced 911

The Need

- Obtaining the best possible caller location for 911 calls is critical to direct first responders.
- Our first use case will address weaknesses and inefficiencies in our systems to ensure more consistent access to the best available information (which will further improve over time with GIS upgrades).

The Ongoing Effort

- The use case consists of two related efforts: the integration of the GIS System (ProWest) with the 911 Call System (Intrado) and the integration of Rapid SOS with the CAD System (ProPhoenix).



Community Alignment

We will be working closely with our partners to leverage our efforts and reduce duplication.



Opportunities for Wisconsin Counties



Opportunities for Wisconsin Counties

Educate your Board and Communities on the work of Brown and Racine County

One WCA Grant of \$10,000 remains available to subsidize the development of a Digital Vision

Create educational opportunities – Advancing AI Wisconsin

Building Awareness in Your Counties/Communities



Regional Series of Digital Transformation Overview Presentations

