

Marin Emergency Radio Authority Outreach Subcommittee

Next Generation System Outreach Plan Executive Summary

Agenda Item C-1

Update – October 24, 2012

The Outreach Subcommittee has been working with MERA's Executive Officer, key members of the Governing Board and contributing consultants since April 2011 to develop an Outreach Plan. Should MERA ultimately decide to pursue a bond measure to fund the next generation communications system this plan details the steps necessary to give MERA the best opportunity for success.

Goal – Achieve next generation system funding through the passage of a parcel tax bond measure.

Objectives:

1. Educate our membership and community leaders
2. Obtain unanimous support of MERA representatives
3. Obtain unanimous support from member organizations
4. To the extent possible, educate Marin citizens

Strategy:

1. Finalize project details – to prepare a public opinion survey and promote the project
2. Hire part-time, contract Deputy Executive Officer for Special Project (DEO) and Administrative Assistant (AA) to work with MERA and to implement the outreach plan
3. Educate members about MERA and the project and solicit their support
4. Educate city, town and agency managers about the project and outreach plan
5. Conduct public opinion polling to help finalize outreach and financing decisions
6. Present the project to governing boards
7. Conduct a public education effort to inform residents and various stakeholders about the urgent need to upgrade Marin's emergency communications system

Structure and Activities:

1. **Deputy Executive Officer (DEO) Leads Team Approach** – Pairs up local police and fire leaders with countywide experts in technology and finance to implement the Outreach Plan.
2. **Project Oversight Subcommittee** – New Committee created to specifically oversee the project's finance, technology, outreach and education effort.
 - a. **Membership:** DEO, plus all members of the Outreach Committee – Cusimano, Doyle, Sinnott, Tejada, Berg and Bishop – Governing Board President Revere, Executive Board and Finance Chair Hymel, MERA Bond Counsel Stava, MERA General Counsel Karpiak, Finance Comm. Vice Chair Gaffney, Marin County Public Works Assistant Director Tackabery, MMA (Marin Managers Association) representative (TBD), Select Ex Officio member(s) (TBD) and Executive Officer Cassingham
 - b. **Responsibilities:**
 - i. Provides guidance to Executive Officer, DEO and the overall Outreach effort
 - ii. Assists with implementation of Outreach Plan

- iii. Reviews and approves all communications, including FAQ, Fact sheet, and presentation material – this function may be delegated to the DEO and/or a three person “Sign-Off” committee designated by the Oversight Committee
- 3. **Outreach Communications Consultants** – Charged with assisting MERA and its various subcommittees coalesce around a comprehensive communications strategy.
- 4. **Workshop for MERA Members** – Formally launches Outreach Effort on January 16, 2013, hosted by Supervisor Kinsey, done in conjunction with MERA’s Governing and Executive Boards’ meeting. Educates members to the technical aspects of the next generation replacement system, the financial side of the proposed parcel tax measure and the outreach effort. Answer questions and solicits input on how to improve outreach plan.
- 5. **Pollster** – conduct two surveys; baseline public opinion survey in early 2013 and another shorter “brushfire” poll in 2014.
- 6. **Local Spokespersons** – While the DEO is expected to act as lead spokesperson for the project, he/she will work with local Police and Fire Chiefs starting in 2013 to determine the best approach to present the project to their local governing boards and media outlets.
- 7. **Create Next Generation System Informational Material and Media** – EO and DEO will oversee Outreach Consultants to create: Facts Sheet and FAQs, presentations, project and budget narratives, written endorsements and testimonials, packaging of reports and instructional material for members.
- 8. **DEO Implements Other Targeted Communicaitons Efforts** – DEO shall use all of the above to outreach to: member organizations, business community, major landlords, grassroots leadership, stakeholders (such as education and neighborhood groups), local media and advertising, website update, and possible citizen education through various distribution channels.

Budget:

As listed in the last Strategic Plan update, we are expecting Outreach costs for these projected amounts:

a. Consulting	\$30,000 in 2012
b. Website Vendor	\$5,000
c. Media Production & Airing	\$10,000
d. <u>Public Survey (Poll)</u>	<u>\$30,000</u>
TOTAL	\$75,000