

MARIN EMERGENCY RADIO AUTHORITY

c/o Novato Fire Protection District
95 Rowland Way, Novato, CA 94945
PHONE: (415) 878-2690 FAX: (415) 878-2660
WWW.MERAONLINE.ORG

DATE: January 8, 2014
TO: MERA Executive Board
FROM: Dave Jeffries, Special Project Manager
SUBJECT: AGENDA ITEM **B-3**: Proposed Delegation of Responsibilities to MERA Project Oversight Committee

Recommended Action: Approve requested delegation of authorities to MERA Project Oversight Committee.

Background: As previously approved by the Executive and Governing Boards, the MERA staff has recommended changes to the Outreach Plan as we move into 2014. To facilitate the implementation of these changes, I am recommending that the Executive Board delegate specific responsibilities to the MERA Project Oversight Committee, consistent with the Outreach Plan updates.

Proposed Delegations to the POC:

1. Approval of budget expenditures within the revised FY13-14 Outreach Budget:

a. Consulting & Graphic Design (12 mo. X \$5k/mo) (usual services, plus social media planning and creation)	\$60,000
b. Website (with feedback forms & video hosting)	\$5,000
c. Video 2: Testimonials of Survivors	\$5,000
d. Digital Advertising (produce for local outlets, sponsored Facebook ads, etc)	\$5,000
e. <u>Public Survey (Poll)</u>	<u>\$16,000</u>
NEW PROJECTED TOTAL	\$91,000*

**This does not include time from the SPM and AA, which is a separate line item under the direction and management of the Executive Officer.*

2. Oversight and Approval of a new Public poll for Early 2014.

a) Identification of a subcommittee of the POC to work with the FM3 and develop and implement the new Public Survey. The list that follows are members that were involved in the initial 2013 survey, with the exception of Chief Pearce and Dave Jeffries that I recommend adding due to their current responsibilities.

I recommend the following subcommittee members be assigned:

- Richard Pearce
- Matthew Hymel
- Todd Cusimano
- Bob Sinnott
- Tom Gaffney
- Maureen Cassingham
- Craig Tackabery
- Dan Mullen
- Terry Price
- Dave Jeffries

b) The subcommittee will work within the following timeline:

- 01/08/14: Executive Board Meeting and delegation approval.
- 01/09/14: Distribution of Draft Survey to Project Staff
- 01/13/14: Project Staff Conference Call and Review
- 01/14/14: Distribution of Draft Survey to POC Survey Subcommittee
- 01/15-23/14: Conference Call Meetings of POC Survey Subcommittee
- 01/24/14: Sign off of survey questions by POC Survey Subcommittee, MERA and County Counsel, Tim Seufert (NBS) and Bond Counsel.
- 01/26/14: Survey conducted over six days.
- 02/03-18/14: FM3 analyzes results and prepares reports and presentation.
- 02/26/14: Presentation of Survey results to full POC.
- 03/12/14: Presentation of Survey results to the Executive Board.
- 05/14/14: Presentation of Survey results to the Governing Board.

3. Coordination and Oversight of Public Information Outreach and Timeline

a) Integrate more community presentations and interaction earlier in the Round 2 period, including:

- In-person presentations made to stakeholders and as requested by the community
- Soliciting feedback online
- Sharing videos sooner, online and through community access channels

b) Plan and execute a greater digital social media presence to:

- Be more transparent with the public
- Seek out allies in the community
- Identify potential problems and address them quickly

c) Organize the website upgrade to:

- Make the website easier to navigate for members and the public

- Add a home page that is more attractive to the public visitor, integrating social media on the home page as well
- Update the other pages and content to appeal more to the average resident, addressing public concerns and curiosity
- Retain the minutes and other back-office documents for members, although they would be given less prominence