

Marin Emergency Radio Authority Project Oversight Committee Meeting

Public Education Plan (PEP)

Prepared for POC meeting May 28, 2014
Presented by Dan Mullen and Terry Price

Strategic Overview

Educating the public requires more than community meetings originally conceived in the Outreach Plan. We need to increase the public's knowledge of MERA's mission and services. Parallel with the Round 2 presentations for member agencies, we are running a Public Education Plan that includes direct mail, print, earned media, web digital ads, and cable TV spots.

We are educating residents directly about the urgent need to maintain robust and reliable emergency communications. Spread across the entire county and various demographic groups, we are reaching out to multiple groups, multiple times, in order to deliver our message to these less informed residents.

Targeting

This expanded public education effort, based on our last survey results, targets our message to:

1. Communicate the Need for and Benefits of 911 Emergency Communications: Concerns about reliable emergency communications have diminished over the past year. Persuadable respondents are heavily influenced by the reduction of 911 response times and reliable emergency communications during a natural disaster. The public also does not currently connect MERA or this possible measure with 911 emergency communications.
2. Geography: San Rafael citizens are particularly supportive and Novato voters more skeptical. In Supervisorial District 3 (Southern Marin), we see 13% undecided. This is our largest area for pick-up, but it is likely not enough to pass countywide. We need to educate other persuadable voters in D1, D2 and D4 in order to raise our support over two-thirds.
3. Swing Voters: The "Swing" vote of 22% consists of women, independents, older residents, renters and household incomes under \$75,000/yr.

Media Plan

The messaging is designed to not only make the public aware of this possible ballot measure, but to solicit community feedback about it while being transparent in our efforts.

The integrated media and outreach planning is part of the strategy to inform the public. The TV spots are informative, and they will drive traffic to our website for curious residents wanting to know more. Likewise, the digital ads are informative and will drive traffic to our website. Same with our earned media efforts with local news outlets, all driving traffic to our website. As a final option, we're asking the SPM

and AA to make public presentations to community groups. Presentations will be promoted on our new website and in mailers.

Specific Activities include:

Earned media program to: Marin Independent Journal, Pacific Sun, Marinscope Newspapers
Content creation supplied for:

- Public Employees and Public Safety rank and file
- Newsletters for POAs, PMAs, FFAs and every other stakeholder in MERA
- Civic organizations like Rotary, Lions, etc.
- Other websites and blogs, including all of MERA’s members, city councils, agencies, etc.

TV Production and Cable Buy: one TV spot is budgeted to run 5 weeks on cable stations throughout Marin County

Digital Outreach and Placement: this includes 6 weeks of online video ads, digital still ads, Pandora (online radio), Facebook and paid Google search

Website: we are developing a new website, linked to meraonline.org, geared towards easier public engagement around this issue

Direct Mail: we are mailing countywide at the beginning and end of the entire plan, with a supplemental mailer aimed at Supervisor District 3 in the second week

Legal Counsel will be part of the approval process on all public materials listed above

Timeline of Activities

Below are the activities we’ve planned as part of the public education program to ensure we have the support necessary to place the MERA Next Gen System measure on the November 2014 ballot. These dates have all been pushed back from the last iteration of this plan to synchronize with the BOS meetings in July and August.

May

- Round 2 presentations continue (until complete in June)
- Content creation for public employees and others
- Vendor funds are distributed
- TV production begins
- TV media buy planning begins
- Digital Ad production begins
- Website production begins
- May 28 – POC meeting

June 2-8

- June 2-4 – TV production is reviewed and approved by PEP review subcommittee
- June 2-4 – New Website is reviewed by PEP review subcommittee
- June 4 – TV production is complete and provided to digital media buyer
- June 5 – New Website is approved and launched
- Public Employee Fact Sheet approved and distributed
- Round 2 presentations continue

June 9-15

- June 9 – TV spot(s) go online for 6 weeks
- June 9 – Digital Ads start online and continue for 6 weeks
- June 9 – Media Release on Public Education effort

June 16-22

- June 16 – TV spot starts on cable TV and continues for 5 weeks
- June 17 – Mailer #1 drops countywide
- Schedule Editorial Board sessions for MERA leaders (if they haven't been requested yet)
- TV spot continues online
- Digital Ads continue online

June 23-29

- June 23 – Planned completion of Round 2 Presentations to MERA governing bodies and requests for member agencies resolutions of support
- June 24 – Mailer #2 drops to Southern Marin (Supervisor District 3)
- TV spot continues on cable
- TV spot continues online
- Digital Ads continue online

June 30-July 6

- July 1 – public notice on resolution to levy parcel tax (BOS)
- TV spot continues on cable
- TV spot continues online
- Digital Ads continue online

July 7-13

- July 9 – Special Governing Board meeting: Resolution requesting County ballot measure
- July 9 – Executive Board meeting
- TV spot continues on cable
- TV spot continues online
- Digital Ads continue online

July 14-20

- July 15 – Mailer #3 drops countywide
- July 20 – Last week of TV spot on cable
- July 20 – Last week of TV spot online
- July 20 – Last week of Digital Ads online
- Web and TV Public Education outreach ends pending BOS resolution

July 21-27

- July 22 – BOS approves resolution placing measure on Nov. ballot
- Presentations by SPM and distribution of information continues

August

- Aug. 8 – Last day to submit Resolution and Ballot Language to Registrar of Voters
- Aug. 13 – Last day to withdraw a measure from the ballot
- Aug. 18 – Last day to submit ballot arguments
- Aug. 25 – Last day to submit rebuttal arguments

Fall

- Nov. 4 – General Election
- Dec. 4 – Certification of Election Results

Budget for Public Education Plan

Remaining FY 2013-14

LINE ITEM	BUDGET
Consulting	\$30,000
Legal Counsel	\$2,000
Website	\$5,000
TV Spot: Production	\$10,000
TV Spot: Buy – 5 weeks	\$100,000
Digital/Web – 6 weeks	\$39,200
Mailer #1 – introduction, testimonials, online info	\$39,500
Mailer #2 – message to Southern Marin	\$11,000
Mailer #3 – selected FAQ & testimonials	\$39,500
<u>TOTAL</u>	<u>\$276,200</u>

FY 2014-15 (July – November)

LINE ITEM	BUDGET
Consulting (ballot statement & misc. work)	\$12,000
Digital/Web (limited promotion of website)	\$2,000
<u>TOTAL</u>	<u>\$14,000</u>

Part of Larger Goal, Objectives and Strategy

This Public Education Plan is part of a larger Outreach Plan that is ongoing and includes the Round 2 Presentations being made by SPM Dave Jeffries. We've repeated these items below from earlier planning documents for your convenience.

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. Educate Marin citizens about how MERA is a vital component of the 911 emergency response system by providing responsive and reliable communications during natural disasters and emergencies, as well as educate the public about the demands on the communications system that require it to be upgraded and modernized.

Strategy:

1. Share this information with the Marin County Board of Supervisors to ensure they remain supportive of placing a measure on the November ballot.
2. Enlist the support of more police and fire chiefs as well as rank-and-file safety personnel to tell the BOS of their strong support for this project and the need to help educate the public.
3. Expand public education effort to address the knowledge gaps identified in the most recent poll.