G.B. 12/10/14 Agenda Item C-8a

MARIN EMERGENCY RADIO AUTHORITY

c/o Novato Fire Protection District
95 Rowland Way, Novato, CA 94945

DATE: July 14, 2014

TO: MERA Executive Board

FROM: Maureen Cassingham, Executive Officer

SUBJECT: AGENDA ITEM **A-2:** REPORT #20 ON STRATEGIC PLAN IMPLEMENTATION

Recommended Action: Receive and file Report #20 on Strategic Plan Implementation.

Background: This Report provides the following updates since Report #19 was presented on May 14, 2014:

Round Two member agency presentations, which began in April (see Agenda Item B-1), were completed on July 2.

The Project Oversight Committee met on May 28. Agenda items included discussion of Public Education Plan (PEP) cable TV ads, direct mailers, digital media website and the timeline for same, the draft parcel tax resolution, a member outreach update, Chiefs' and Rank and File briefing information, MERA Newsletters, the July 22 BOS meeting, potentially competing ballot measures and updated Master Calendar for the November election.

The PEP Subcommittee (Pearce, Hymel, Cusimano/Sinnott, Ortiz, Cassingham, Tackabery and Jeffries) reviewed multiple iterations of content and imagery for the TV ads, website, and digital ads prior to them going live in June. The ads drive interested viewers to MERA's Next Gen Project Website, which is MarinCounty911.org.

On June 3, President Pearce, Vice President Hymel and MERA Staff briefed BOS President Sears and Supervisor Kinsey on MERA's progress to date including second poll results, member outreach and resolutions and proposed presentation of MERA's official request by Resolution for placement of a parcel tax on the November ballot to fund the construction of the Next Gen System.

Preparations are underway to schedule community presentations. Presentation content has been reviewed by General Counsel and Staff and scheduling of groups will follow.

MERA Executive and Governing Boards will review and consider recommending the Resolution to the Marin County Board of Supervisors for their action on July 22, 2014.