

MARIN EMERGENCY RADIO AUTHORITY

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DATE: November 9, 2016
TO: MERA Next Generation Project Oversight Committee
FROM: Dave Jeffries, Deputy Executive Officer for the Next Gen Project
SUBJECT: AGENDA ITEM **D:** Next Gen Project Communications

Recommended Action: Review, discuss and accept report.

Background:

As we continue with negotiations, it is important that we keep our stakeholders informed and up to date. One day soon, the proposed contract will be released in anticipation of Governing Board and Board of Supervisors approval and we will be moving forward with the project. Already we are hearing anecdotal stories not based on the actual project. It is also critical to manage expectations and not leave the impression that the system will be perfect or meet 100% of our goals. While we are seeking improvements to various aspects of the system, it is, at its foundation, a replacement system.

We have implemented some strategies to inform our stakeholders and the public, but others need the support and involvement of our Board members, as well.

- 1) **Newsletters** – MERA staff have been publishing these to a mailing list maintained by Alex Anderson. If you, or others that are interested, are not receiving these, please contact Alex at: alexmanderson@me.com to be added. This should include key stakeholders in your organizations and employee groups. These newsletters are also available on a link on the MERA website homepage. The latest newsletter was published on 10/11/2016.
- 2) **Media Advisories** – MERA staff has also published Media Advisories with updates on the Next Gen project. The latest release was on 10/13/2016.
- 3) **Project Benefits Flyer** – MERA staff will be developing a flyer describing the system benefits as the contract becomes final and we have additional details that can be released. This can be provided to agency staff and the public.
- 4) **MERA Board Members** – MERA staff will be reminding all our Boards and Committees that it is important to carry back Next Gen updates to your agencies and employees on a regular basis.
- 5) **Presentations** – We encourage you to arrange periodic presentations to your elected officials on the progress of the MERA Next Gen system. MERA staff can assist you in these presentations or provide them on your behalf. For assistance with presentations, please contact me at: dave@jeffriespsc.com. Please contact me at least three weeks in advance if you want me to attend or present.

As we move forward, there will no doubt be questions, suggestions and opinions. We would like to lean forward on providing information to avoid confusion and misinformation.