

MARIN EMERGENCY RADIO AUTHORITY

c/o Novato Fire Protection District

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DATE: March 14, 2012

TO: MERA Executive Committee

FROM: Maureen Cassingham, Executive Officer

SUBJECT: AGENDA ITEM **B-4**: PROPOSAL FOR ADDITIONAL COMMUNICATIONS
AND LONG-TERM FUNDING CONSULTING
SERVICES AND TIMELINE—INDIE POLITICS

Recommended Action: Based on the recommendation of the Outreach Subcommittee, approve the attached proposal from Indie Politics dated January 12, 2012 for Additional Communications and Long-Term Funding Consulting Services and Timeline in an amount not to exceed \$75,000.

Background: Indie Politics' initial contract for communications consulting services to MERA's Outreach Subcommittee was approved on April 5, 2011, not to exceed \$10,000. The first phase of their work is recapped on Page 1 of the attached proposal for additional consulting work over the next 20 to 33 months to develop and implement a public education and outreach campaign for MERA. The second phase deliverables to the Outreach Subcommittee are outlined on Page 2 which includes their commitment to performing additional work with other MERA Committees and staff to ensure coordinated advice and support.

Source of funding for these services is the Replacement Fund which has been charged for all Strategic Plan and related costs to-date.

ATTACHMENT: Proposal for Additional Communications and Long-Term Funding
Consulting Services and Timeline from Indie Politics
Dated January 12, 2012