

MARIN EMERGENCY RADIO AUTHORITY

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Draft: 1/2/13

DATE: January 16, 2013
TO: MERA Governing Board
FROM: Maureen Cassingham, Executive Officer
SUBJECT: AGENDA ITEM **II A:** CONSIDER AND PROVIDE DIRECTION ON
NEXT GENERATION SYSTEM

Recommended Action:

- (1) Adopt the draft MERA Outreach Plan dated 1-16-13, as presented or revised with direction to the Executive Board to implement; and,
- (2) Adopt the proposed Resolution of the MERA Governing Board Declaring the Official Intent to Reimburse Expenditures from the Proceeds of the Tax Exempt Securities as recommended by the Finance Committee.

Background: The attached Draft MERA Outreach Executive Summary and Plan, developed by the Outreach Subcommittee and their Consultants, was previewed by the Executive Board on November 14, 2012 and presented to the Workshop earlier today. Creation of the Plan was directed by the Board of Directors with its adoption of MERA's Strategic Plan in December 2010.

The Plan outlines roles and responsibilities, next steps and timeline for a successful ballot measure to fund the capital costs of the Next Generation MERA Communications System.

With the adoption of the Plan by the Governing Board, the Executive Board will proceed with the following:

- (1) Appointment of Special Project part-time contract staff through 2014
- (2) Initiation of Project Oversight Subcommittee and related oversight of Outreach Communications Consultants' tasks and budget
- (3) Engagement of polling services for public opinion surveys

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- (4) Engagement of grant-writing services on behalf of MERA for competitive Federal and State Next Gen System funding
- (5) Finalization of the Next Generation Financing Process and Plan as outlined at the 1/16/13 Workshop based on a parcel tax ballot measure to fund bonds for Next Gen capital costs
- (6) Presentation of information on the MERA Next Generation System to member agency governing bodies and request for support resolutions
- (7) Development of a public education campaign
- (8) Implementation of all other Plan tasks

These actions will be undertaken by the Executive Board as part of their day-to-day operational oversight of MERA per the Authority's JPA and Bylaws and within established expenditure limits and Project budgets. Source of funds for implementation is the Replacement Fund which has been used for all Strategic Plan expenses to-date. A formal report on the progress of the Next Gen Project will be provided to the Governing Board on May 15, 2013.

In addition to the Plan, the MERA Finance Committee has recommended that the Governing Board, as part of Plan implementation, adopt the attached Reimbursement Resolution. This Resolution does not obligate the Authority to undertake any course of action, but simply preserves its ability to reimburse itself, if and when it issues obligations for the Next Generation System Project.

- ATTACHMENTS: 1) Draft MERA Outreach Executive Summary and Plan dated 1/16/13
- 2) A Resolution of the Governing Board of the
Marin Emergency Radio Authority Declaring the Official Intent to
Reimburse Expenditures from the Proceeds of Tax Exempt Securities