

**MARIN EMERGENCY RADIO AUTHORITY**

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**MEMORANDUM**

**DATE:** March 13, 2013  
**TO:** MERA Executive Board  
**FROM:** Maureen Cassingham, Executive Officer  
**SUBJECT:** AGENDA ITEM **C-1**: REPORT #11 ON STRATEGIC PLAN IMPLEMENTATION

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**Recommended Action:** Receive and file Report #11 on Strategic Plan Implementation and approve the revised Outreach Plan Budget for FY12-13.

**Background:** Attached is Report #10 on Strategic Plan Implementation which was presented to the Governing Board on December 12, 2012. Since then, the following has occurred:

- 1) A Workshop on MERA's Next Generation System was presented on January 16, 2013 at a Joint Special Meeting of the Governing and Executive Boards. The Governing Board adopted the MERA Outreach Plan and a Resolution for reimbursement of project-related expenditures from bond proceeds.
- 2) Fairbank, Maslin, Maullin, Metz & Associates (FM3), a public opinion research company selected by the Outreach Subcommittee, was engaged to develop a public opinion survey on behalf of MERA regarding its proposed Next Generation System and financing options. An Outreach subgroup (Cusimano, Sinnott, Rzepinski, Gaffney, Tackabery and me, along with Consultants Price and Mullen) met with FM3 on January 30 and February 6 to review the polling process and draft poll. Subsequent drafts were reviewed electronically by the Subgroup. A Sign-Off Committee (Hymel, General Counsel Karpiak, Bond Counsel Stava and County Counsel Woodside) reviewed and approved the final draft on March 4, 2013. The survey was in the field on March 4-10 and results will be analyzed for presentation to the Project Oversight Subcommittee on March 29. By early April, the pollster will provide public summary materials.
- 3) The Finance Committee met on February 27, 2013, to consider Parcel Study Tax proposals and discuss the next steps with the Next Generation System Financing Process and Plan. The revised FY12-13 Outreach Plan Budget, as reviewed by the Committee on January 7, 2013 and recommended by the Outreach Subcommittee on January 8, 2013, is attached for Executive Board consideration.

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- 4) General Counsel Karpiak is reviewing Next Gen Project CEQA Compliance with County Counsel and will be reporting on same to the Project Oversight Committee and thereafter the Executive Board.
- 5) Recruitments for the part-time contract Special Project Manager and Special Project Administrative Assistant, which were approved with the Outreach Plan, are being conducted informally using the position descriptions reviewed by the Outreach Subcommittee. Given the challenges of identifying Special Project Manager candidates, preferably having experience with emergency communications systems and ideally familiar with Marin County and MERA, progress has been slow. These searches remain a top priority.
- 6) The draft timeline for Executive and Governing Board actions, which was requested at the January 16 Workshop, is under development and will be presented to the Project Oversight Subcommittee on March 29.
- 7) Operations Officer Tackabery and I will work on the annual update of the Strategic Plan for submission to the Executive and Governing Boards in May.

ATTACHMENTS: C-1a) Report #10 on Strategic Plan Implementation (G.B. Meeting 12/12/12)

C-1b) FY2012-2013 Proposed Revised Outreach Plan Budget