

# MARIN EMERGENCY RADIO AUTHORITY

c/o Novato Fire Protection District  
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**DRAFT: 7/9/12**

## **STRATEGIC PLAN: OUTREACH SUBCOMMITTEE**

### **MINUTES OF JUNE 7, 2012**

#### A. Call to Order

The meeting was called to order by Chair Kreins at 3:31 p.m. on June 7, 2012 in the Cavallero Conference Room at the Novato Fire Protection District's Administration Office, 95 Rowland Way, Novato, CA.

#### Committee Members Present:

City of Novato	Joe Kreins
City of Larkspur	Robert Sinnott
Twin Cities Police Authority	Todd Cusimano

#### Committee Members Absent:

County of Marin Sheriff	Robert Doyle
City of Sausalito	Jennifer Tejada

#### Staff Present:

MERA Executive Officer	Maureen Cassingham
MERA Operations Officer	Craig Tackabery

#### Guests Present:

Indie Politics	Dan Mullen, Terry Price
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#### B. Approval of Minutes from February 7, 2012 Meeting

*M/S/P Sinnott/Cusimano to approve the minutes from the February 7, 2012 meeting as presented.*

AYES: All  
NAYS: None  
Motion carried.

C. Outreach Deliverables and Timeline – Indie Politics Consulting Services  
(Mullen and Price)

**First 6-9 months** – Coordinate internal communications to “set the stage” for the launch of a long-term funding effort and public education campaign, specifically:

- Achieve “needed actions” for resolution on governance, understanding equipment needs and financing.
- Proceed with internal communications (i.e., fact sheets, FAQs, messaging, planning, etc.).
- Develop workable long-term funding options and planning.
- Create materials and presentations for use with MERA members, including helping to develop Website(s) for Outreach.
- Create detailed external education and Outreach Plan (for use in next phase).

Mullen summarized outreach efforts to date noting the need to jump start our efforts and go into overdrive. He distributed a handout of Committee tasks/actions and status/action needed. He noted we also need to coordinate with where the rest of MERA is and said a number of communications have been received about MERA’s future activities. He said MERA is getting requests from its members about these efforts and MERA cannot get too far ahead with individual member agencies.

Price said we need to work backwards from the timing of a possible ballot measure in November 2014. He stressed the need for knowing more about the status of the current system and timing of the ballot measure. Kreins said the need for type of and timing of the ballot measure has not yet been presented or determined by the Board. Price said polling needs to be done before the Board makes a decision and that this needs to be done by May/June 2014 at the latest. Mullen said polling might be done before this as part of the public education campaign. Cassingham said the Board would have to be informed about polling before it begins. Kreins asked about the differences between a June and November 2014 ballot measure. Mullen said an 11/2014 measure would give 5 more months of preparation. He also noted that much would be driven by the technology side, including what is needed to keep the current system going. Tackabery said the November 2014 measure has been accepted as the goal and strategies will be in place to keep the current system operable. The target is to have in place a new system by 2018. He said what is also driving the schedule is three new sites for the replacement system.

Price noted the difference between a June or November election, is that there is lower turnout in June which tends to be more conservative plus it also depends on what is on the ballot both locally and statewide. Mullen said the status of the economic recovery will have an affect. This measure might be likened to an educational bond which would get more common-sense support with higher turnout versus organized opposition. Kreins responded that a measure requiring a two-thirds vote will be tougher. Mullen said the Finance Committee needs to clarify what financing options will best fit MERA. Cassingham said the Committee will meet sometime after June 22 to consider MERA

General Counsel's public finance team's research on the most viable financing options. Mullen said there are political implications for various types of financing. He said a 50% plus one election might be best. Price said the timing of the polling can test this and other issues. The latest this can be done is May/June 2014 or, if done sooner, many of these questions can be dealt with earlier on. Cassingham said the preliminary financing tables for the replacement system are \$37 to \$45 per parcel and they will be presented in draft to the Finance Committee after June 22.

Mullen said they will begin working on presentation materials ahead of the Finance Committee meeting. Price clarified that the timing of Committee financing decisions is very important. Tackabery added that the Board will need to be educated on the realities of the cost per parcel. Price clarified that the structure of a charge has an effect. For example, seniors can be exempted, businesses can be grouped and apartment buildings can be dealt with in different ways. This can all be tested via polling.

Price said there are two major pushes which are getting all the governing bodies up to speed and rolling out to the public in an outreach program. We need to bring forward what is being discussed before it is decided. He said, for example, his experience with Santa Rosa Junior College was the trustees' concerns that they were not involved with the initial polling discussions on a tax measure and felt staff was getting out ahead of them. They saw this as a political action in going out to the voters to get this on the ballot which is their realm. He suggested that we go out with what is under discussion, the options under review and invite input.

Cusimano asked Price and Mullen how they envisioned going out to the member Councils, Boards and voters. Mullen said we will need localized strategies that will result in unanimous decisions. Price said he sees this as a two-step process beginning with top administrators to assure their support. Kreins suggested working with the Marin Managers' Association and possibly inviting the managers of the Special Districts to attend an Association briefing. We may need to go back to them individually as necessary. Cusimano asked about scheduling a special informational meeting of all the managers and chiefs. This meeting could get us feedback and lay the groundwork for building support. Kreins agreed the more people you can bring together simultaneously would be helpful but a lot of educating needs to be done beginning with the city and town managers and managers of special districts. Price said the managers can provide critical input on what else needs to be done and who else should be contacted. Mullen said this is where our internal communications campaign needs to begin so problems can be identified early on. Kreins said pulling this together in the summer months will be a challenge and suggested the fall would be better timing. Price said they will need time to develop materials and get feedback.

Kreins said this matter could be placed on a MMA agenda and invite the other agency managers or invite all these managers to a neutral site to discuss this one issue. Cusimano suggested a workshop format like the MERA Strategic Plan Workshop. Price said using a model that people are familiar with to roll-out a discussion of the next gen system is a good way to go. Kreins supported a workshop focused on MERA and the

need to have every agency represented including managers and their chiefs. Price said this session should include a discussion of the project, how to approach member governing bodies and who should be their point people. Mullen said the workshop could be added to their task list under "Presentations". Price said all the presentation materials and financials need to be ready and signed off before the workshop. Kreins said the history of MERA needs to be included along with how we got to where we are today, a statement of need and overview of the technology, financing solutions, polling, media and the public campaign. Mullen said we need a date, timeslot and location to pull this together. Kreins said invitees should include managers, police, fire and public works. He suggested Fireman's Fund Building as a meeting location given the size of the group. The Board of Supervisors Chamber was discussed but determined to be not a fit given the duration and type of meeting being discussed. Mullen asked for possible dates and Kreins suggested September/October. Cassingham was asked to identify workable dates starting with feedback from the Outreach Subcommittee and then the entire Board. Kreins said suggesting a date or dates this far out should assure at least one representative being available from each agency.

Mullen said involving the Board starts to unify them and communicates a sense of urgency about this issue. Cassingham said the Board list would have to be expanded to include City Managers, Public Works, Police and Fire. Kreins suggested using list serves for each of these groups. Price clarified the workshop for these appointed officials could be scheduled during work hours. Kreins said we should stay away from Council meeting dates by focusing on either Wednesdays or Thursdays. Cusimano suggested Thursdays since there is the least chance of conflict with Board and Council meetings. Sinnott said the San Rafael City Council Chambers would be an effective, centrally located facility. Price said having an elected official provide introductory or welcoming remarks would be very good. Kreins suggested Steve Kinsey given his past presidency of MERA, his knowledge of the organization, political leadership, and representation of West Marin where coverage is an issue. Kreins also suggested the Chairs of the Public Works, Managers, Police and Fire Associations in Marin County be part of the program.

Mullen said they will need assistance with the workshop materials in August. Kreins and Cassingham noted their availability to meet and fact check. Cassingham noted that Mullen and Price have been assisting her in response to the Town of San Anselmo's request for a presentation on MERA on June 26. Cusimano offered to contact Chief Maynard to see if this could be postponed given the workshop we are working on for September for MERA member officials. If Cassingham makes this presentation, it was agreed that the focus be on current and future levels of service and strategic planning directions.

Price confirmed that no date had been set for the Subcommittee of Kreins, Revere and Rodericks to meet to review the Fact Sheet and FAQs. Mullen noted minor changes to the iterations dated 10-27-11. Cassingham has updated the budget information. Mullen corrected the number of members.

Price said he envisions the workshop presentation being modified for individual presentations to Member Councils and Boards. He will retain someone to help develop the PowerPoint presentation from which slides can be added or deleted for special presentations. Decisions need to be made about surveys and the timeline for the public information campaign which would start after the June 2014 election and conclude when the measure is placed on the ballot. The vote on the measure then triggers the citizens' campaign. Polling would occur at the beginning of 2014. He said the sooner a pollster is identified the better, as they can be very helpful in this process, especially with the financial part. Mullen said the pollster will have a good sense of what will be successful. Price asked if an RFQ is required for pollster services. Cassingham said this is a professional service and bids are not required, but she encouraged obtaining several quotes. Price will prepare an RFQ that states what services we are seeking, solicits firm histories, references, what survey instruments they would recommend and polling timelines. The RFQs might be followed by interviews.

Price and Mullen noted they will go over the other tasks envisioned before the public outreach phase. At this time, they are proposing to change the messaging tagline to "When Seconds Count" or "When Seconds Matter".

Kreins asked about what else needs to be done to get everyone on the same page and what else needs to be done before the workshop. Price said the workshop is the recruitment process and the way to get everybody up to speed so it is vital to get everyone there. Mullen said it is the organizing element once we have the facts to present. Price said getting the information to the right people, getting their buy-in and their analysis of their own governing bodies is necessary to determine the issues. Mullen again reiterated the September or early October workshop timing and getting the date nailed down is crucial to our timeline and to assure it is not too close to the election and their other consulting commitments.

D. Next Quarterly Joint Meeting of Governance Work Group, Finance Committee and Outreach Subcommittee

Cassingham said the Joint Meeting date was pending the scheduling of a Finance Committee date sometime after June 22. Price asked if the Joint Meeting could be scheduled in mid to late July. They are available either the weeks of July 16 or 23. Mullen asked if a vacation schedule could be developed so that we can work around those dates. It was agreed all would provide their vacation to Cassingham offline.

Price said the Joint Meeting agenda should include the workshop outline and logistics, discussion of the workshop presentation, draft Fact Sheet and FAQs, and any missing information needing to be addressed, a technology presentation on what is being done and financing information. Cassingham said final action by the Board is expected on June 20 on the JPA Amendment and Restated Bylaws creating an Executive Board. Tackabery encouraged Price and Mullen to attend the next Finance Committee meeting to learn more about replacement system financing options and costs before they are

discussed at the Joint Meeting. Price and Mullen will participate by conference call if they are out of town, but the weeks of July 9 and 16 work for them.

E. Other Information Items

None.

F. Next Meeting

It was agreed that the next meeting is scheduled on Thursday, July 26, 2012, at 3 p.m. at NFPD.

G. Open Time for Items Not on Agenda

None.

K. Adjournment

The meeting was adjourned at 4:17 p.m.