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Agenda Item A-6

MEMORANDUM

To: Maureen Cassingham, Executive Officer
Marin Emergency Radio Authority (MERA)

From: Tom Robinson, President
CBG Communications, Inc.

Date: April 14, 2010

RE: Status of Strategic Plan Development and Request for Additional Funding

Per our discussion, the facilitation of the meetings of the Ad Hoc Strategic Planning Committee (Committee) as part of the Scope of Services of the contract between CBG Communications, Inc. (CBG) and MERA has been proceeding well. Phases 1 and 2 are completed and Phase 3 is nearing completion as we begin to move into Phase 4 (Drafting and Finalization of the Strategic Plan).

During Phase 3, it was evident that the draft Strategic Plan needed to be more wide-ranging than initially anticipated in order to consider all the elements determined to be necessary and beneficial by the Committee. This includes seven elements in total, with objectives, an action plan, implementation plan, delineation of necessary resources and establishment of milestones and benchmarks under each one. Based on the number and nature of the elements, a significant amount of task hours needed to be expended in exploring the facets of each element and then reviewing and discussing them with the Committee. This was especially true concerning technical priorities, including not only long term strategic technical directions, but also reviewing critical current issues such as the impact of the development of the new EOF (Emergency Operations Facility) and a host of coverage issues currently under review by MERA. It also involved including additional personnel from the EOF subcommittee in our discussions.

All of this has been highly beneficial but has necessitated CBG to be more integrally involved in some of the technology elements than previously anticipated, and has expanded the amount of necessary information to review and incorporate into the Strategic Plan. This will result in a more comprehensive and impactful Strategic Plan, but has created the need to add in more task hours and associated costs into the overall Strategic Plan development budget. This is not anticipated to impact the project timeframe, since we have been able to keep the project on track by working a few more hours within each month. Essentially, the current project budget for CBG is 120 task hours for all four phases combined. At the hourly rate of \$175 per hour, this equates to \$21,000 plus a modest amount for expenses (approximately 14% above professional services fees or \$3,000) for a total of \$24,000. On average, we have been expending approximately four additional hours per month and anticipate this to continue through a duration of 10 months for a total of forty additional task hours (October 2009 through July 2010). Forty additional task hours times our hourly rate equals \$7,000 plus an additional modest amount of expenses (\$500) for a total of \$7,500. This would bring our total cost for facilitation services and the development of the Strategic Plan to \$31,500 for the entire project.

Please let us know if you have any questions regarding the above. We appreciate working with MERA on this very important project and know based on our experience to date, that it will result in an effective, useful and beneficial Strategic Plan that MERA can follow for years to come.

cc: Dick Nielsen, Sr. Engineer