

6. Finalize members of Project Oversight Committee

December

1. Continue Workshop preparation (as detailed in November)
2. Review key dates with County Counsel for 2014 election options, after Measure A election is certified by Registrar of Voters
3. Hire polling firm

2013

January

1. Jan. 16, 2:30-5:00 PM – MERA Project Workshop at San Rafael Corporate Center – use this workshop to build internal support and organization and then pivot to educating and consolidating support from member agencies
2. Begin Polling process by determining these prerequisites:
 - a. Final next generation project costs
 - b. Financing options (types of bonds)
 - c. Likely ballot language (coordinate with bond counsel)
 - d. Test of potential exception and add-ons that the bond could fund
 - e. Bond terms (including parcel tax amount and sunset)
3. Project Oversight Committee approves final poll language
4. SPM and AA begin employment.

February

1. Conduct poll
2. Public presentations of Poll results to MERA Executive Board and key committees, member councils, boards and agencies
3. Consultants & SPM coordinate with various MERA leaders to finalize public talking points, script, media presentation, marketing materials, etc.
4. SPM identifies and recruit local “Spokespersons” for Police, Fire, plus Technical and Financial experts from the county

March

1. Begin redesign of Website, with several layers of approval from MERA committees expected
2. Special Project Manager continues to educate and train remaining MERA members on Next Gen Project background and need
3. SPM identifies all councils to receive presentations, and puts them in priority order
4. SPM begins scheduling ROUND 1 presentations

April

1. Continue website edits and approvals
2. ROUND 1 presentations to Councils

May

1. Finalize Branding / Slogan with MERA members
2. ROUND 1 presentations to Councils

June

1. Re-launch MERA website for greater public awareness of the project

2. Begin local media outreach, with aim of reaching elected officials and key constituencies as well
3. ROUND 2 presentations to Councils (follow up answers)

July

1. Request member councils, boards and agencies vote to support Next Gen project, seeking unanimous approval from each
2. ROUND 2 presentations to Councils (follow up answers)

August

1. ROUND 2 presentations to Councils (follow up answers)

September

1. ROUND 3 presentations to Councils (endorsement votes)
2. Begin conduct Business Community and Major Landlord Outreach

October

1. ROUND 3 presentations to Councils (endorsement votes)
2. Continue Business Community and Major Landlord Outreach

November

1. ROUND 3 presentations to Councils (endorsement votes)
2. Begin Grassroots Outreach
3. Presentations to various stakeholders

December

1. Continue outreach efforts, including presentations, targeted direct mail, public access cable spots, social media, etc.
2. Implement Bond Counsel timeline for ballot measure (usually takes 3-6 months to complete all required tasks)

2014

January

1. Continue outreach efforts, including presentations, targeted direct mail, public access cable spots, social media, etc.

February

1. Conduct shorter “Brushfire” Poll to confirm education efforts among residents

March

2. (For a JUNE election) MERA Board/Board of Supervisors votes to place measure on the ballot, at which point a private citizens’ committee would undertake any campaign

April

1. Continue outreach efforts, including presentations, targeted direct mail, public access cable spots, social media, etc.

May

June

July

1. (For a NOVEMBER election) MERA Board/Board of Supervisors votes to place measure on the ballot, at which point a private citizens' committee would undertake any campaign

Budget:

As listed in the latest Strategic Plan update, we are expecting Outreach costs for these projected amounts:

a. Consulting	\$30,000 in 2012
b. Website Vendor	\$5,000
c. Media Production & Airing	\$10,000
d. <u>Public Survey (Poll)</u>	<u>\$30,000</u>
TOTAL	\$75,000

This Outreach Budget is predicated on receiving technical, fiscal and legal expertise funded by other areas in MERA's overall budget, such as Marin County Public Work staff time, bond counsel assistance, and financial and legal advice.