

MARIN EMERGENCY RADIO AUTHORITY

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DATE: March 12, 2014

TO: MERA Executive Board

FROM: Maureen Cassingham, Executive Officer

SUBJECT: AGENDA ITEM C-1: REPORT FROM PROJECT OVERSIGHT COMMITTEE
ON SECOND POLL AND REVISED
OUTREACH PLAN AND BUDGET

Recommended Action: Upon recommendation of the Project Oversight Committee, recommend the Revised Outreach Plan and Budget including an additional \$197,750 for approval by the MERA Governing Board and schedule a special meeting of the Governing Board to consider same.

Background: The MERA Project Oversight Committee (POC) met on March 7, 2014 and unanimously recommended the attached Revised Outreach Plan and Budget dated March 7, 2014, without the Final Brushfire Survey #3. The POC made this recommendation based on MERA Governing Board actions on December 11, 2013 (i.e. approval of Next Gen System Feasibility Study, Financing Plan and Parcel Tax and Project Budget) and MERA's fiduciary responsibility for current System replacement beginning in 2015. Replacement system construction will be either at Member Agencies' cost or via a parcel tax measure on the November 2014 ballot.

Second Poll results necessitate an accelerated and enhanced public education program to generate voter support for the proposed parcel tax. Such an effort will cost an additional \$209,700 as cited in the attached report, less \$12,250 for the third survey for a total of \$197,450.

Since this amount exceeds the Executive Board's expenditure authority of \$100,000 and the underlying poll results and outreach analysis and recommendations have not been presented to the Governing Board, the Executive Board should request the President to authorize scheduling a special Governing Board meeting as soon as possible.

In the interim, Round Two Presentations will be rescheduled beginning April 1, including an update with the Board of Supervisors and a workshop or special meeting with the Marin Managers and their Finance Directors, to address questions about Next Gen financing raised at their February 27 MMA meeting.

ATTACHMENT: C-1a) Proposed Revisions to the Outreach Plan and Budget
POC Meeting – 3/7/14 – Agenda Item C