

November 30, 2011

TO: Members of the MAG 9-1-1 Oversight Team

FROM: Chief Larry Rodriguez, Tolleson Police Department, Chair

SUBJECT: MEETING NOTIFICATION AND TRANSMITTAL OF TENTATIVE AGENDA

Meeting: 1:00 p.m.
Wednesday, December 7, 2011
MAG Office Building, 302 North 1st Avenue
Cholla Room, Second Floor
Phoenix, AZ 85003

A meeting of the MAG 9-1-1 Oversight Team has been scheduled for the time and place noted above. Please park in the garage under the building, bring your ticket, parking will be validated. Members of the Oversight Team may attend either in person or by telephone conference call. For those using transit, the Regional Public Transportation Authority will provide transit tickets for your trip. For those using bicycles, please lock your bicycle in the bike rack in the garage.

Pursuant to Title II of the Americans with Disabilities Act (ADA), MAG does not discriminate on the basis of disability in admissions to or participation in its public meetings. Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting the MAG office. Requests should be made as early as possible to allow time to arrange the accommodation.

If you have any questions regarding the meeting, please contact Liz Graeber, 9-1-1 Administrator, at (602) 534-9775.

TENTATIVE AGENDA

COMMITTEE ACTION REQUESTED

1. Call to Order

2. Call to the Audience

An opportunity is provided to the public to address the 9-1-1 Oversight Team on items that are not on the agenda that are within the jurisdiction of MAG, or non-action agenda items that are on the agenda for discussion or information only. Citizens will be requested not to exceed a three minute time period for their comments. A total of 15 minutes will be provided for the Call to the Audience agenda item, unless the Oversight Team requests an exception to this limit. Please note that those wishing to comment on agenda items posted for action will be provided the opportunity at the time the item is heard.

3. Approval of the September 19, 2011, Meeting Minutes

4. Mesa Fire PSAP Request

Per Chapter One, Title Two, Article Four of the Arizona Administrative Code, the City of Mesa Fire Department is requesting to be defined as a member of the Maricopa Region 9-1-1 community, and an Ex-Officio member of the MAG Public Safety Answering Point (PSAP) Managers Group. Mesa Fire has recently expanded its facilities and has expressed interest in developing and implementing a new PSAP in addition to the existing Mesa Police PSAP. The existing Mesa Police PSAP will continue its activities and representation on the MAG PSAP Managers Group. Mesa's request will be presented through the MAG committee process, including the MAG Regional Council. On October 13, 2011, the MAG PSAP Managers Group recommended approval of Mesa's request to be defined as a member of the Maricopa Region 9-1-1 community, and an Ex-Officio member of the MAG Public Safety Answering Point (PSAP) Managers Group. The MAG 9-1-1 Oversight Team is requested to make a recommendation to the MAG Management

2. Information.

3. Review and approve the minutes of the September 19, 2011, meeting.

4. Information, discussion, and possible action to recommend approval of Mesa's request to be defined as a member of the Maricopa Region 9-1-1 community, and an Ex-Officio member of the MAG Public Safety Answering Point (PSAP) Managers Group.

Committee regarding Mesa Fire's request. Please refer to the enclosed material.

5. 9-1-1 Budget Limitations

An update on funding issues will be provided to the Oversight Team.

6. Community Emergency Notification System Update

An update will be provided on the status of the Community Emergency Notification System (CENS), including efforts to increase self registration for cell phones. Please refer to the enclosed material.

7. Update on the MAG 3-1-1 Business Plan Committee

On July 13, 2011, the MAG Management Committee established a 3-1-1 Business Plan Committee that included a member of the MAG 9-1-1 Oversight Team, to explore the technological, financial, and operating options of the potential implementation of a 3-1-1 system in the region. The Committee has been meeting since September 2011. At its November 29, 2011, meeting, the 3-1-1 Business Plan Committee reviewed and discussed the merits of various 3-1-1 models and made a recommendation to narrow the list of models under consideration. An update will be provided. Please refer to the enclosed material.

8. Request for Future Agenda Items

Topics or issues of interest that the committee would like to discuss or present at the next meeting will be requested.

9. Comments from the Committee

An opportunity will be provided for committee members to present a brief summary of current events. The Oversight Team is not allowed to propose, discuss, deliberate or take action at the meeting on any matter in the summary, unless the specific matter is properly noticed for legal action.

Adjournment

5. Information and discussion.

6. Information and discussion.

7. Information and discussion.

8. Information and discussion.

9. Information.

MINUTES OF THE
MAG 9-1-1 OVERSIGHT TEAM MEETING
September 19, 2011
MAG Office Building, Cholla Room
Phoenix, Arizona

MEMBERS ATTENDING

Lawrence Rodriguez, Tolleson Police Department, Chair	Bruce McGregor for Harry Beck, Mesa Fire Department
Brenda Buren, Tempe Police Department, Vice Chair	Vicky Scott for Peoria Police Department
# Jim Higgins for Mark Burdick, Glendale Fire Department	Steve Kreis, Phoenix Fire Department
Jesse Locksa for Ray Churay, Maricopa County Sheriff's Office	# Kim Humphrey, Phoenix Police Department
	Helen Gandara, Scottsdale Police Department

* Those members neither present nor represented by proxy.

Attended by telephone conference call. + Attended by videoconference call.

OTHERS PRESENT

Mike Benjamin, MR 9-1-1	# Chad Heinrich, Tempe
# Patrick Cutts, Scottsdale Police Department, Chair of the PSAP Managers Group	Elise Piatt, Triadvocates
Valerie Day, MAG	Nathan Pryor, MAG
Paul Ellis, Maricopa County Sheriff's Office	Audrey Skidmore, MAG
Liz Graeber, MR 9-1-1 Administrator	Kelly Taft, MAG

1. Call to Order

The meeting of the MAG 9-1-1 Oversight Team was called to order by Chair Larry Rodriguez, Tolleson Police Department, at 10:00 a.m. Kim Humphrey and Jim Higgins, as proxy for Mark Burdick, attended the meeting by teleconference. Self introductions were made.

Chair Rodriguez congratulated Ms. Buren on being appointed Vice Chair of the Oversight Team by the MAG Regional Council Executive Committee.

2. Call to the Audience

An opportunity is provided to the public to address the 9-1-1 Oversight Team on items that are not on the agenda that are within the jurisdiction of MAG, or non-action agenda items that are on the agenda for discussion or information only. Citizens will be requested not to exceed a three minute time period for their comments. A total of 15 minutes will be provided for the Call to the Audience agenda item, unless the Oversight Team requests an exception to this limit. Opportunities for comment on items posted for action are provided at the time the item is heard. Chair Rodriguez noted that no public comment cards had been received.

3. Approval of the June 27, 2011, Meeting Minutes

No changes to the minutes were requested. Mr. Locksa moved to approve the minutes of the June 27, 2011, meeting. Chief Kreis seconded, and the motion passed unanimously.

4. MAG FY 2013 PSAP Annual Element/Funding Request and FY 2013-2017 Equipment Program

Liz Graeber, MAG 9-1-1 Administrator, reported that the FY 2013 budget totals \$9,891,724. She noted that capital projects total \$2.15 million, and include a logging recorder at Avondale, an upgrade to Viper equipment at Buckeye, two positions and a logging recorder at Goodyear, a system upgrade and 10 additional positions at Maricopa County Sheriff's Office, and regularly scheduled equipment changeouts to Viper equipment at Paradise Valley and Surprise. Ms. Graeber stated that the Sheriff's Office equipment is at its end of life.

Ms. Graeber stated that the Maricopa Region 9-1-1 was notified by the State 9-1-1 Office that no capital projects would be funded by the state. She said that this means that any capital purchases are on hold until state funding is available or unless the agency chooses to fund the purchase on its own.

Chair Rodriguez asked if the affected agencies had been apprised of the situation. Ms. Graeber replied that they had been notified.

Vice Chair Buren asked if the agencies had indicated how they were going to proceed. Ms. Graeber replied that Goodyear and the Sheriff's Office are moving into new buildings and they are considering funding their own equipment. She added that the other agencies have not committed to purchasing new equipment and they may keep their existing equipment longer. Ms. Graeber advised that their equipment is Lifeline equipment, which is reaching end of life and is still supported but not upgraded. She stated that eventually, MR 9-1-1 will not be able to get parts or support for Lifeline equipment, and she added that the other agencies are on Viper equipment.

Chief Kreis asked the timeframe when support would no longer be provided on the Lifeline equipment. Ms. Graeber replied that support period exceeds five years, but the issue is getting spare parts.

Chief Kreis asked the length of time spare parts would be available. Ms. Graeber replied that when old systems are replaced, the parts are kept as spares. She called on the Maricopa Region 9-1-1 technical staff, Mike Benjamin, who stated that their concern is the incidence of failure will increase as the system ages. He gave the Sheriff's Office as an example, and said its equipment had not been upgraded while awaiting the relocation to its new location. Mr. Benjamin stated that there was a period when the equipment experienced failures practically weekly. He indicated that they had replaced as much equipment as possible using the spare parts they had, but that equipment is getting older. He stated that it is increasingly becoming more difficult to service the equipment. Mr. Benjamin remarked that the Sheriff's Office is in the most jeopardy, and Buckeye and Paradise Valley will need to be addressed in the near term.

Ms. Gandara suggested compiling a list of what is expected to be unfunded in the future. Ms. Graeber stated that staff will draft a list. She noted that the state will still pay for maintenance and network costs, it is just the customer premise equipment that will not be funded.

With no further questions, Mr. Locksa moved to recommend approval of the MAG FY 2013 PSAP Annual Element/Funding Request and FY 2013-2017 Equipment Program, with the understanding that some of the funding requested is not available at this time and is applicable only if funding becomes available. Assistant Chief McGregor seconded, and the motion passed unanimously.

5. 9-1-1 Budget Limitations

Ms. Graeber reported part of the 9-1-1 budget is cost recovery to wireless companies for costs incurred to provide 9-1-1. She stated that some of the wireless companies, Verizon for example, have waived the cost recovery. Ms. Graeber advised that AT&T is now considering waiving its cost recovery, which amounts to \$700,000 annually.

Ms. Graeber reported that 9-1-1 industry professionals, including herself and representatives from Pima, Pinal, and Yuma counties, have been discussing on a legislative level the importance of 9-1-1 funding and not sweeping the funds. She said that 9-1-1 offices do not find out if there is an intended sweep until the annual budget is released in January, and they are working with the Phoenix Intergovernmental office to set up a 9-1-1 Goes to the State Capitol day to inform legislators of the importance of 9-1-1. Ms. Graeber stated that the State 9-1-1 Office has not indicated any future limitations for FY 2014 besides the capital projects being waived.

Chair Rodriguez thanked Ms. Graeber for her efforts and asked members if there were questions.

Chief Kreis asked if there were other cell phone providers that collect cost recovery funds. Ms. Graeber replied that Cricket and T-Mobile also accept cost recovery. She explained that Yuma wants to go to Phase II and those who do not charge cost recovery will be allowed by the state to go to Phase II and those who charge will not go to Phase II. Ms. Graeber advised that some cell phone providers will still want to charge cost recovery unless state legislation that requires cost recovery is changed.

Chief Kreis asked if that could be part of the legislative package to include no cost recovery to cell phone providers. Ms. Graeber replied that if AT&T goes to no cost recovery, a majority of cell phone providers will not be charging cost recovery. She noted that cost recovery annually amounts to \$1.5 million in the MAG region alone. Chief Kreis stated that it might be advantageous for state 9-1-1 officials to pursue this. Ms. Graeber stated that she would bring this up at the meeting scheduled next week and also would discuss a potential sponsor for legislation.

Chair Rodriguez stated that this item was for possible action but no action was needed.

6. Representation on the MAG 3-1-1 Business Plan Committee

Nathan Pryor, MAG Policy Coordinator, stated that MAG was approached by member agencies, in particular, the City of Tempe, regarding implementation of a 3-1-1 system in the region. He noted that 3-1-1 is envisioned to provide information to callers on non-emergency municipal services. Mr. Pryor stated that there has been some success nationally with 3-1-1, because it provides opportunities for cost savings in terms of calls that would have gone to 9-1-1 going to 3-1-1. He stated that the MAG 3-1-1 Business Plan Committee was formed by the MAG Management Committee and will be looking at potential different levels of service. Mr. Pryor added that the Management Committee also

included a representative of the Oversight Team would be a member of the committee to ensure coordination with 9-1-1.

Audrey Skidmore, MAG Information Services Manager, continued the presentation. She said that the 3-1-1 Business Plan Committee will be examining options for implementing a 3-1-1 system in the region, and she noted that the 3-1-1 number was provisioned by Maricopa County. Ms. Skidmore stated that the initial option brought forward was a Voice Recognition system, where the caller would select which agency they want and the agency would decide what to put on the back end. She stated that a typical 3-1-1 system has a centralized call center. Ms. Skidmore stated that the committee will use the 9-1-1 system as a model and will decide whether to proceed with a 3-1-1 system, and if so, what type of system they want and the cost structure.

Ms. Skidmore stated that as part of the formation, the Management Committee included a representative from the MAG 9-1-1 Oversight Team to serve on the MAG 3-1-1 Business Plan Committee to represent the interests of 9-1-1. She stated that the MAG Technology Advisory Group will be the technical advisors and a representative from the MAG 9-1-1 Public Safety Answering Point Managers Group serve on the Technology Advisory Group. Ms. Skidmore stated that the Oversight Team is requested to recommend to the Chair of the MAG Regional Council the representative of the MAG 9-1-1 Oversight Team to be appointed to the 3-1-1 Business Plan Committee.

Chair Rodriguez stated that he had spoken to Ms. Buren and she had expressed interest in serving on the committee. He stated that he would like to provide the opportunity for other members to express interest to serve on the committee or to make a nomination.

Ms. Gandara stated that she was interested in assisting Ms. Buren because she did some research on 3-1-1 for the City of Scottsdale a couple of years ago. She asked who had been appointed to the Technology Advisory Group. Ms. Skidmore replied that no one had been appointed yet.

Chair Rodriguez noted consensus among the Oversight Team that the name of Brenda Buren would be forwarded to the Chair of the MAG Regional Council for appointment to the MAG 3-1-1 Business Plan Committee.

Ms. Buren thanked Ms. Gandara for offering her assistance.

7. Community Emergency Notification System Update

Ms. Graeber provided an update on the status of the Community Emergency Notification System (CENS). She noted that year-to-date, there have been 38 activations, and although this is a slightly lower number than usual, the total number of telephones identified in the launches is higher. Ms. Graeber spoke of the activation by the City of Mesa during a power outage, when 77,000 telephones were notified. She said that this brought the total number of telephones contacted to more than 100,000 this year.

Ms. Graeber stated that the Mesa launch brought to light that the system was not able to do mass callouts because the in-house system being used since 2009 utilizes only 137 lines. She noted that this is sufficient for 95 percent of the calls and allowed launches to be made at no cost to agencies. Ms.

Graeber stated that Mesa wanted to notify a majority of the city, but using the existing capability, the launch would have taken more than ten hours, so they split the calls between MAG's platform and the backup platform the vendor provides. She said that the notification then took five hours, which is still inefficient. Ms. Graeber stated that the mass callout feature is now installed and available at all of the systems.

Ms. Graeber stated that she is still verifying with the vendor the number of lines that could be utilized. Ms. Graeber advised that the cost for using the mass callout feature will be 20 cents per minute per call. She said that in the case of Mesa, the city was very willing to pay for the activation because it was an emergency situation. Ms. Graeber stated that agencies will still be able to make smaller notifications at no cost, but also can launch a mass callout if needed and they are willing to take on the cost.

Ms. Graeber then reported on self registration for cell phones. She said that more than 8,500 cell phones have been registered, but with the millions of cell phones in the region, they would like to increase this number. Ms. Graeber stated that staff met and discussed options to accomplish this with the shortage of funds and resources.

Mr. Pryor stated that a press release on self registration was issued on August 10, 2010, which resulted in a one-time bump in registrations. He said they would like to get input on efforts to get out a sustained message that will inform residents that they can register their cell phones. Mr. Pryor stated that staff is in the process of developing a strategy between now and the next committee meeting.

Kelly Taft, MAG Communications Manager, reported that there are additional opportunities for outreach to get media attention and she thought the best is to develop a strategic outreach plan to increase registration numbers. She said that a lot could be accomplished with another press release and the Oversight Team may also want to explore paid advertising and resources to cover the costs.

Ms. Taft stated that another strategy is to streamline the cell phone registration web page to take users directly to the registration form instead of to the fact sheet first. She said that other strategies include buying a simpler domain name and developing key messages. Ms. Taft noted that some people have privacy concerns that this is going to track them via their cell phones. Ms. Taft stated that partnerships with the cell phone providers to inform their customers to register could also be explored. Ms. Taft stated that she participates in a valleywide PIO group and she would bring this up as a topic for discussion at their next meeting and solicit ideas.

Ms. Taft stated that paid advertising is also an option for reaching the community. She reported on the success of the *Don't Trash Arizona* program through Facebook or Google ads. Ms. Taft stated that they could partner with colleges to put material in students' registration packets. She reported that staff will draft a strategy and bring it back to the Oversight Team for approval.

Mr. Pryor added that the Reverse 9-1-1 vendor could be contacted and ask what was done in other regions to help them increase public awareness.

Chair Rodriguez thanked staff for their reports and asked members if they had questions.

Ms. Scott asked if there was any preprinted material they could hand out at a community event in October. Ms. Graeber replied that they currently have fact sheets.

Vice Chair Buren asked where input and suggestions should be directed. Ms. Taft replied that input could be directed to herself or Mr. Pryor at the MAG office.

Commander Humphrey suggested including the information in municipal water bills, on -hold message systems, or on municipal Facebook pages. He asked if there was any pre-written message that could be used. Ms. Taft stated that staff will be working on developing simple key message points. Commander Humphrey offered to assist with the draft message points after initial development.

Chair Rodriguez stated that it is incumbent upon jurisdictions to also assist locally because there are a lot of ideas and methods out there.

8. Request for Future Agenda Items

Topics or issues of interest that the committee would like to discuss or present at the next meeting were requested. No requests were noted.

9. Comments from the Committee

An opportunity was provided for committee members to present a brief summary of current events. The Oversight Team is not allowed to propose, discuss, deliberate or take action at the meeting on any matter in the summary, unless the specific matter is properly noticed for legal action. No comments were noted.

Adjournment

There being no further business, Mr. Locksa moved, Chief Kreis seconded, and the meeting adjourned at 10:45 a.m.



**Mesa Fire Department
Fire Administration**
An Internationally Accredited Fire Department



October 24, 2011

Mayor Hugh Hallman, Chairman
Maricopa Association of Governments Regional Council
302 N. 1st Avenue, Suite 300
Phoenix, Arizona 85003

Subject: Request for the Mesa Regional Dispatch Center (MRDC) to be recognized as an ex-officio Public Safety Answering Point member in the Maricopa Region

Dear Chairman Hallman,

The Mesa Fire Department is requesting authorization to have our Regional Dispatch Center recognized as an ex-officio Public Safety Answering Point member in the Maricopa Region.

The MRDC is currently operating as combined center with the Mesa Police Department (voting member of MAG). This arrangement has been in place for over 25 years. During this time, the MRDC has increased the agencies where we provide dispatching services. These include the Gilbert Fire Department, Apache Junction Fire District and the Town of Queen Creek Fire Department. The MRDC also provides primary dispatching services to our regional ambulance partner (Southwest Ambulance). In addition, beginning December 2011, Mesa will be providing call-taking and dispatching services for the Rio Verde Fire District.

The combined service area supported by the MRDC beginning in December 2011 will be 283 square miles with a population over 750,000 (2010 estimates). In calendar year 2010, the MRDC dispatched 122,000 events. Mesa's PSAP answered nearly 1 million emergency and non-emergency phone calls in 2010.

With the current and expected continuation of growth in our regional fire dispatch operations, recognition as an ex-officio PSAP member is necessary. This will allow us to improve many areas of our operation and increase the level of service we provide regionally. It will ensure firefighter and citizen safety, improve the efficiency of our operation and provide greater customer service throughout Maricopa County as a regional partner.

Sincerely,

A handwritten signature in black ink, appearing to read "H. Beck".

Harry Beck
Fire Chief

cc: Chris Brady, City Manager
John Pombier, Deputy City Manager

13 W. 1st Street
P.O. Box 1466
Mesa Arizona 85211-1466
480.644.2101 Tel
480.644.4460 Fax

MAG 9-1-1 Oversight Team - Strategic Communication Plan

DRAFT

Internal Stakeholders:

- MAG 9-1-1 Oversight Team
- MAG Member Agencies

Audiences:

- Maricopa County Residents
 - Cell phone users – especially cell-phone-only users without landlines and cell-phone-mostly users.

MAG 9-1-1 Oversight Team - Strategic Plan Goals

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| I. Increase Cell Phone Registration for Voluntary Participation in Community Emergency Notification System (CENS), also known as Reverse 9-1-1. |
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| I. Communication Objective: Increase the number of Maricopa County cell phone users registered in the Community Emergency Notification System (CENS) database. |
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| A. Develop/implement a strategic media relations plan that maximizes exposure to the Community Emergency Notification System (CENS) focused on illustrating the value of this local resource. |
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Considerations:

- There is a lack of public knowledge about the CENS program, especially related to the opportunity for cell phone registration.
- Timely notification of emergencies is imperative to Valley residents to increase safety.
- Privacy concerns related to how information provided to the database, or information already in the 9-1-1 database, will be used.
- Confusion regarding what "Reverse 9-1-1" is – it is not tracking cell phone location.
- Current registration approach requires several clicks to get to registration page, could be streamlined.
- Currently, not leveraging social media tools to outreach and inform the public on the availability of this resource.
- A study conducted by the US Department of Health finds that approximately 30% of the households in Maricopa County are cell phone only, while another 20% receive most of their calls on their mobile phone. Nationally, as of the first half of 2010, more than one in four American households (26.6%) had only wireless telephones— an eightfold increase over just 6 years. The prevalence of such "wireless-only" households now markedly exceeds the prevalence of households with only landline telephones (12.9%), and this difference is expected to grow. According to the Pew Research Center, 49% of adults aged 25-29 are cell-only.

Strategies/Tactics

1. Engage MAG member agencies in promoting the importance of cell-phone registration within local communities, utilizing local resources.
2. Pursue coverage by local media stations on the value of the CENS program and registration.

3. Develop template press releases to be issued following local emergencies with a focus on illustrating the efficacy and need for cell phone registration.
4. Provide periodic updates to 9-1-1 Oversight Team on media relation efforts Valleywide.
5. Utilize programming efforts of local channel 11 stations to increase awareness of the program.
6. Working with the League of Arizona Cities and Towns and the Valleywide PIO group, connect member agency communication experts to information resources to increase participation within their communities.
7. Develop collateral materials with major message points.
8. Encourage member agencies to add cell phone registration messaging to on-hold recordings.
Measurement
Results will be demonstrated by an increase in CENS media coverage; increase in cell phone registrations for residents within Maricopa County; and an increase in traffic to the CENS registration website.

B. Develop a registration-specific web page that will take users directly to the registration page (after they agree to terms of use).
Considerations:
<ul style="list-style-type: none"> • Currently, users must click through several pages on the Maricopa Region 9-1-1 site to access the cell phone registration page, which may be a barrier to registration. • A separate web page could include other information regarding the importance of cell phone registration. • User registration is complex and can be daunting to non regular web users (older adult population – who may need to become a secondary target demographic).
Strategies/Tactics
1. Purchase the following web domain names: 911alertsyou.com, 911alertsyou.org, and 911alertsyou.net (last two will link back to the .com main site, but is an organizational protection from spammers).
2. Redirect online registration page to the new web domain for one-click registration.
3. Connect CENS/Reverse 9-1-1 website information to member agency websites to help promote local support of the program.
4. Work to improve online search functionality of CENS/Reverse 9-1-1 program within Maricopa County.
5. Develop informational card to hand out at public events with website information and benefits of cell phone registration for the CENS program.
Measurement
Increase in cell phone user registrations, increase in web visits to registration page.

C. Implement a social media strategy that supports the goals of the CENS program and targets a younger demographic (cell phone users) through the use of social media tools, such as Facebook and Twitter .
Considerations:
<ul style="list-style-type: none"> • Public awareness of the program appears to be limited. • Cell-phone-only users (users who do not maintain a landline) tend to be younger. • To date there has been only limited information provided via social media sites. • Having a specific web portal (See B) will provide a pertinent link to utilize in social media messages.
Strategies/Tactics
1. Develop online messaging directed at social media users to increase awareness and exposure regarding the availability

- and benefits of the program. Utilize messages on MAG website, 911alertsyou site, and member agency sites.
2. Strengthen privacy concern messaging to assure cell phone users that information provided is protected and not shared.
 3. Strengthen messaging to eliminate confusion about the difference between reverse 9-1-1 and cell phone tracking.

Measurement

Interactive dialogue on social media sites; increase in web traffic and in cell phone registrations.

D. Improve community partnerships, especially with cell phone vendors and service providers, to leverage exposure of the importance of registration to cell phone users in Maricopa County.

- Considerations:**
- Cell phone companies are uniquely positioned to interact with the target demographic (cell phone users) at point-of-sale or through service provision.
 - Cell phone companies can reach large numbers of users with efficiency/limited effort.
 - Not all franchises have same capabilities.
 - Some cost may be involved.
 - Could be presented as a benefit of cell phone purchase (can receive notifications of emergencies in neighborhoods even when not at home).

Strategies/Tactics

1. Engage cell phone companies and encourage them to voluntarily distribute CENS program information when interacting with patrons in cell phone stores.
2. Partner with colleges and community centers to inform patrons of the availability of this resource and to provide guidance in registering cell phone numbers.

Measurement

Voluntary participation in distributing information by cell phone companies.

E. Explore paid advertising options.

- Considerations:**
- Paid advertising allows for direct messaging to target demographic and guarantees reach and impressions.
 - Cost.

Strategies/Tactics

1. Explore advertising options and costs, especially pay-per-click Facebook ads to reach younger target demographic.
2. Determine potential funding sources.
3. Develop messaging for appropriate audiences based on ad type and venue.

Measurement

Measured through audience impressions (determined via media buyer); Google Analytics to track site visits and referrals from Facebook and Google ads; and increased cell phone registrations.

FOR IMMEDIATE RELEASE

CONTACT: Kelly Taft
Communications Manager
(602) 452-5020

****SAMPLE****

**EMERGENCY SERVES AS REMINDER
TO REGISTER CELL PHONES**

PHOENIX (XXXXXX, 2012) — Tuesday's incident involving a missing child generated emergency notifications to 400 households in the downtown Phoenix area through the Community Emergency Notification System, also known as Reverse 9-1-1. But the incident serves as an important reminder to residents without traditional hardwire telephones of the importance of registering their cell phones at 911alertsyou.com.

Reverse 9-1-1 is a rapid emergency notification system that utilizes the 9-1-1 database to contact homes or businesses in a specific geographic area during times of emergency. Residents receive a phone call informing them of the nature of the emergency and what steps to take to address it. In yesterday's incident, for example, residents were provided a description of the missing child and asked to call 9-1-1 if the child was spotted.

Because the Reverse 9-1-1 system is tied to the 9-1-1 database, emergency notifications are received automatically only by hardwire or "landline" phones. The system was recently upgraded to allow it to call mobile phones as well, but only if users first register their cell phone online at 911alertsyou.com.

Users who register are asked to provide their name, email, cell phone number and a specific address for which they want to receive emergency notifications, typically a home or work address. The information provided is confidential, and can be used only for emergencies. The Reverse 9-1-1 system can be used by any emergency agency in the Maricopa region, but it can be activated only for defined emergencies, such as fires, public safety threats, flash floods, hazardous material spills, police incidents, and endangered children or elderly persons.

Residents may register up to three devices per email address; those with more than three devices will need to register with alternate email accounts. Residents can also register their phones to receive notifications near alternative addresses, as long as they use a separate email account.

To register, please visit www.911alertsyou.com. For questions about the system, please contact Liz Graeber at (602) 534-9775. Media inquiries can be directed to Kelly Taft at (602) 452-5020.

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FOR IMMEDIATE RELEASE

CONTACT: Kelly Taft
Communications Manager
(602) 452-5020

****DRAFT****

Cell Phone Users Encouraged to Take Advantage of Reverse 9-1-1 Capability

PHOENIX (December XX, 2012) — Maricopa County residents who have discontinued their landlines for a cell phone may not be notified when there is an emergency in their neighborhood, unless they take the time to register their cell phone number online at 911alertsyou.com.

For more than a year, the opportunity has existed for cell phone users to link their phone to a home or work address to receive notifications during an emergency. But the Maricopa Association of Governments reports that only 8,700 cell phone users have signed up for Reverse 9-1-1 notifications. With approximately 30 percent of households in Maricopa County being cell phone only, and another 20 percent receiving most of their calls on their mobile phone, this is of concern to public safety agencies.

“When emergencies happen in a specific neighborhood, public safety agencies can use the 9-1-1 database to call residents and let them know the nature of the emergency and what to do. But residents who have cell phones are not automatically contacted,” said City of Phoenix 9-1-1 Administrator Liz Graeber. “Instead, they must go online and register their cell phone to receive such emergency notifications.”

The Community Emergency Notification System (CENS), also known as Reverse 9-1-1, is a rapid emergency notification system that was launched in the Maricopa region in 2004. The system utilizes the 9-1-1 database to contact homes or businesses in a specific geographic area during times of emergency, informing them in English, Spanish and TTY (for hearing impaired residents) of the nature of the emergency and what steps to take to address it. CENS has been used for both law enforcement and fire related emergencies. Any emergency agency in the Maricopa Region has access to CENS, but it can only be activated for defined emergencies, such as fires, public safety threats, flash floods, hazardous material spills, police incidents, and endangered children or elderly persons.

Historically, the system was limited to the ability to notify only wireline (hardwired) phones listed in the 9-1-1 database. In late 2010, a self-registration webpage was developed to enable residents to register their cell or Voice Over Internet Protocol (VOIP) phones for notifications with a physical address of the user’s choosing.

“Typically, this address would be your home address,” says Graeber. “The address you provide would be linked to your cell phone number, and any Reverse 9-1-1 call made to your home neighborhood would automatically be routed to your cell phone, regardless of where you are,” she said. “This means that people without traditional ‘land lines’ can now receive the same emergency notifications as their neighbors.”

The website recently was updated with a new name, 911alertsyou.com, and streamlined to make registering easier. Residents may register up to three devices per email address; those with more than three devices will need to register with alternate email accounts. Residents can also register to receive notifications near their work or business, as long as they use a separate email account.

To register, please visit www.911alertsyou.com. For questions about the system, please contact Liz Graeber at (602) 534-9775. For media inquiries, please contact Kelly Taft at (602) 452-5020.

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MARICOPA ASSOCIATION OF GOVERNMENTS INFORMATION SUMMARY... for your review

DATE:

November 30, 2011

SUBJECT:

Update of the Activities of the 3-1-1 Business Plan Committee

SUMMARY:

The 3-1-1 Business Plan Committee has had three meetings focused on understanding the allocation and deployment of 3-1-1 as well as various implementation models. The group is currently considering five models which are attached to this transmittal. In all cases, the ability for agencies to decline participation is respected. The models encompass various regional and autonomous implementations and include:

Model Number	Name	Description
1	Distributed Regional Implementation	This model envisions 3-1-1 calls being answered by an Interactive Voice Response (IVR) system which would prompt users to verbally identify the agency with which they wish to speak. The call would then be transferred to the appropriate agency which would have the option of handling the call in any number of ways including a call center.
2	Centralized Regional Implementation	This model envisions a single regional call center that would host a knowledge base that would be updated by participating agencies and potentially the ability to access their work order systems. The call center would attempt to resolve the caller's issue and would forward the caller to the appropriate agency if the issue required additional assistance.
3	Centralized Regional Implementation Co-located with 2-1-1	This model shows 3-1-1 co-located with the existing 2-1-1 implementation. This is the model in use in New York City. The call center would attempt to resolve the caller's issue and would forward the caller to the appropriate agency if the issue required additional assistance.
4	Do Nothing	This is a graphical representation of the status quo with agencies handling calls as they do now and no Regional implementation of 3-1-1.
5	Jurisdictional Control of 3-1-1	This model indicated that some agencies would attempt to transfer the 3-1-1 designation from the County to their local jurisdiction independent of any regional effort. This graphic was requested by members of the committee to clarify that the County would not have the designation for all geographic areas.

PUBLIC INPUT:

None.

PROS & CONS:

PROS: None at this time.

CONS: None at this time.

TECHNICAL & POLICY IMPLICATIONS:

TECHNICAL: None at this time.

POLICY: None at this time.

ACTION NEEDED:

Information and discussion.

PRIOR COMMITTEE ACTIONS:

None.

3-1-1 BUSINESS PLAN COMMITTEE MEMBERS

Jane Morris, City of Phoenix, Chair
David Stevens, Maricopa County, Vice Chair
Brenda Buren, 9-1-1 Oversight Team
Michael Celaya, City of Surprise
Michael Ciccarone, Town of Fountain Hills
Alex Deshuk, City of Mesa
Melanie Dykstra, Town of Gilbert
Diane Goke, City of Glendale
Dee Hathaway, Town of Buckeye

Shelley Hearn, City of Tempe
Paul Luizzi, City of Goodyear
Carmen Martinez, City of Avondale
Patrick McDermott, City of Chandler
Gary Neiss, Town of Carefree
Vicky Scott, City of Peoria Police Department
Brent Stockwell, City of Scottsdale
Pat Timlin, City of El Mirage
Gino Turrubiarres, Town of Guadalupe

CONTACT PERSON:

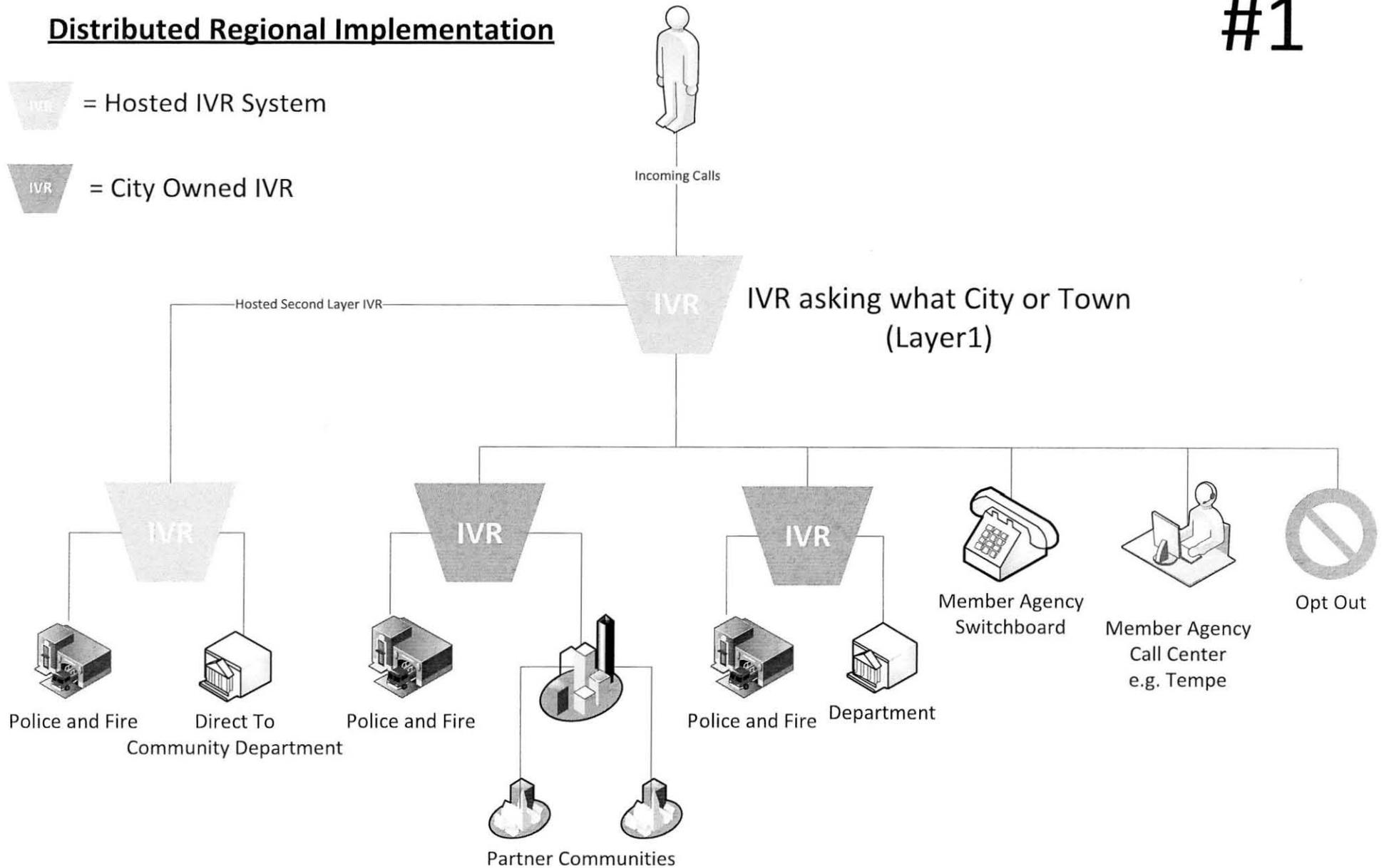
Audrey Skidmore, Information Technology Manager, (602) 254-6300.

Distributed Regional Implementation

#1

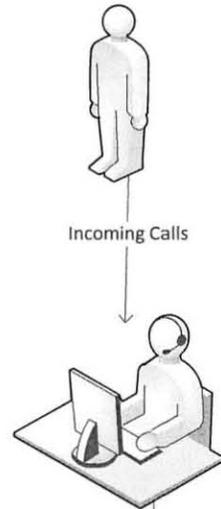
 = Hosted IVR System

 = City Owned IVR

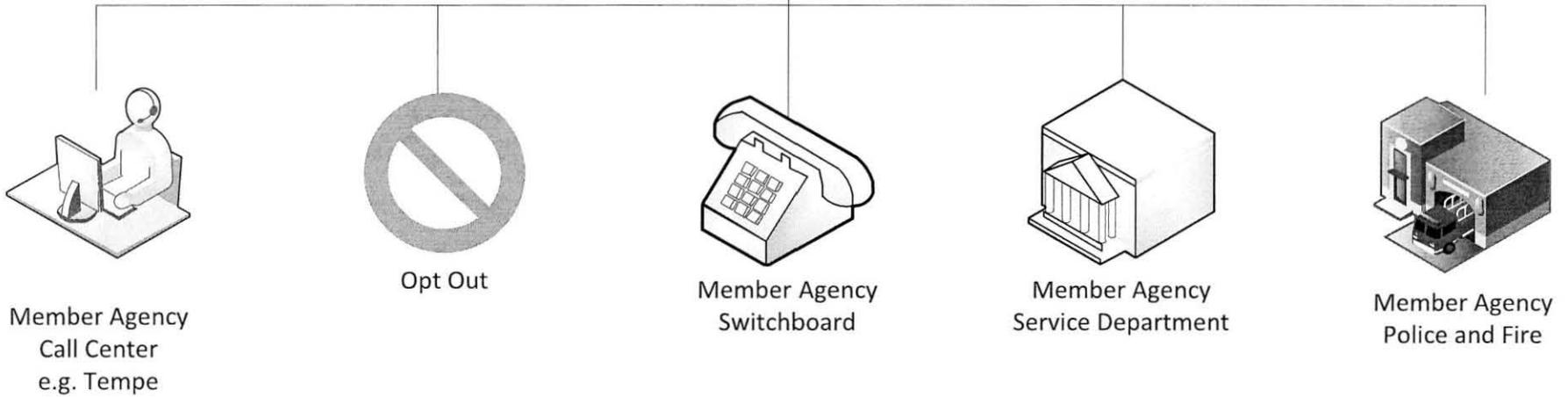


Centralized Regional Implementation

#2



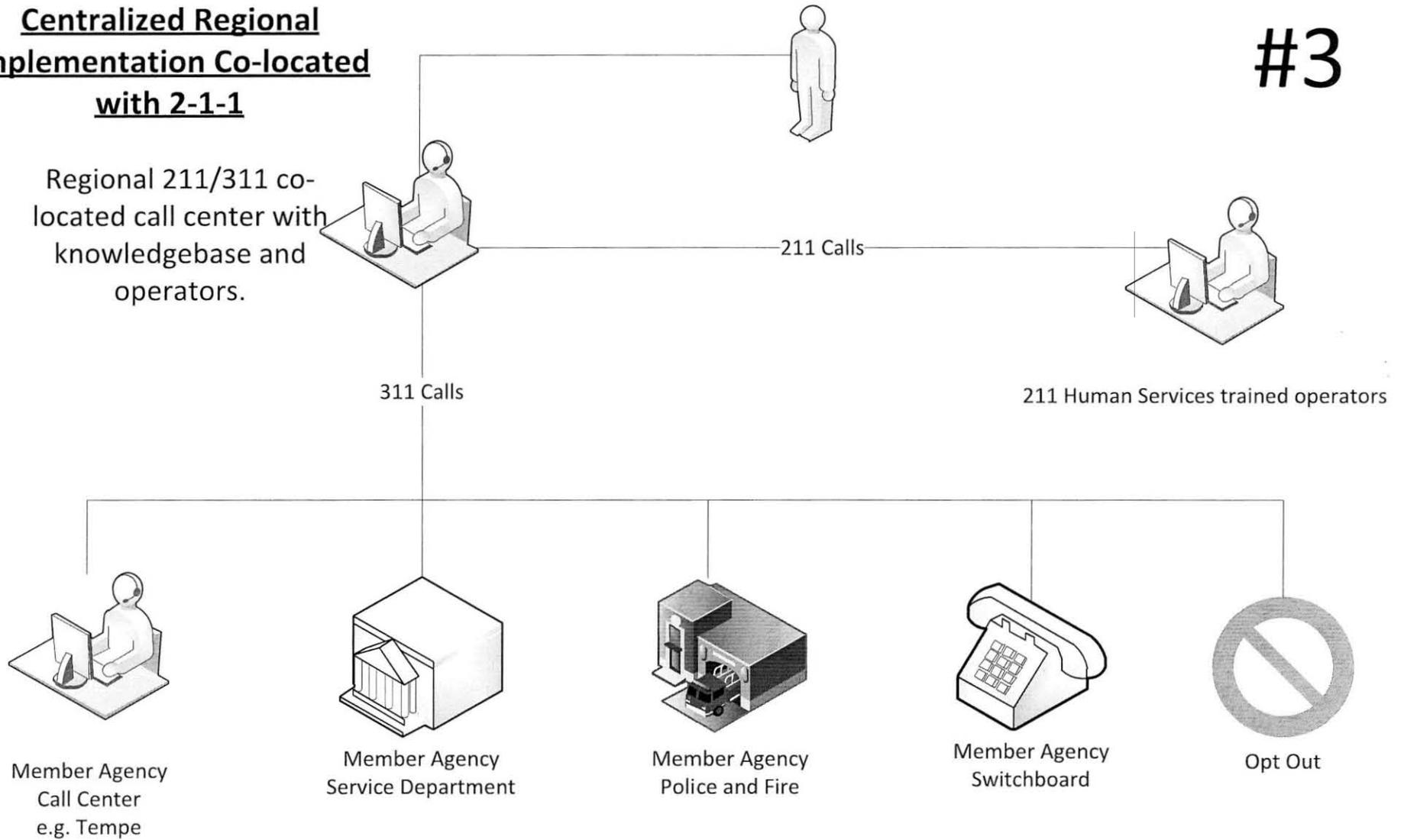
Regional call center with knowledgebase and operators.



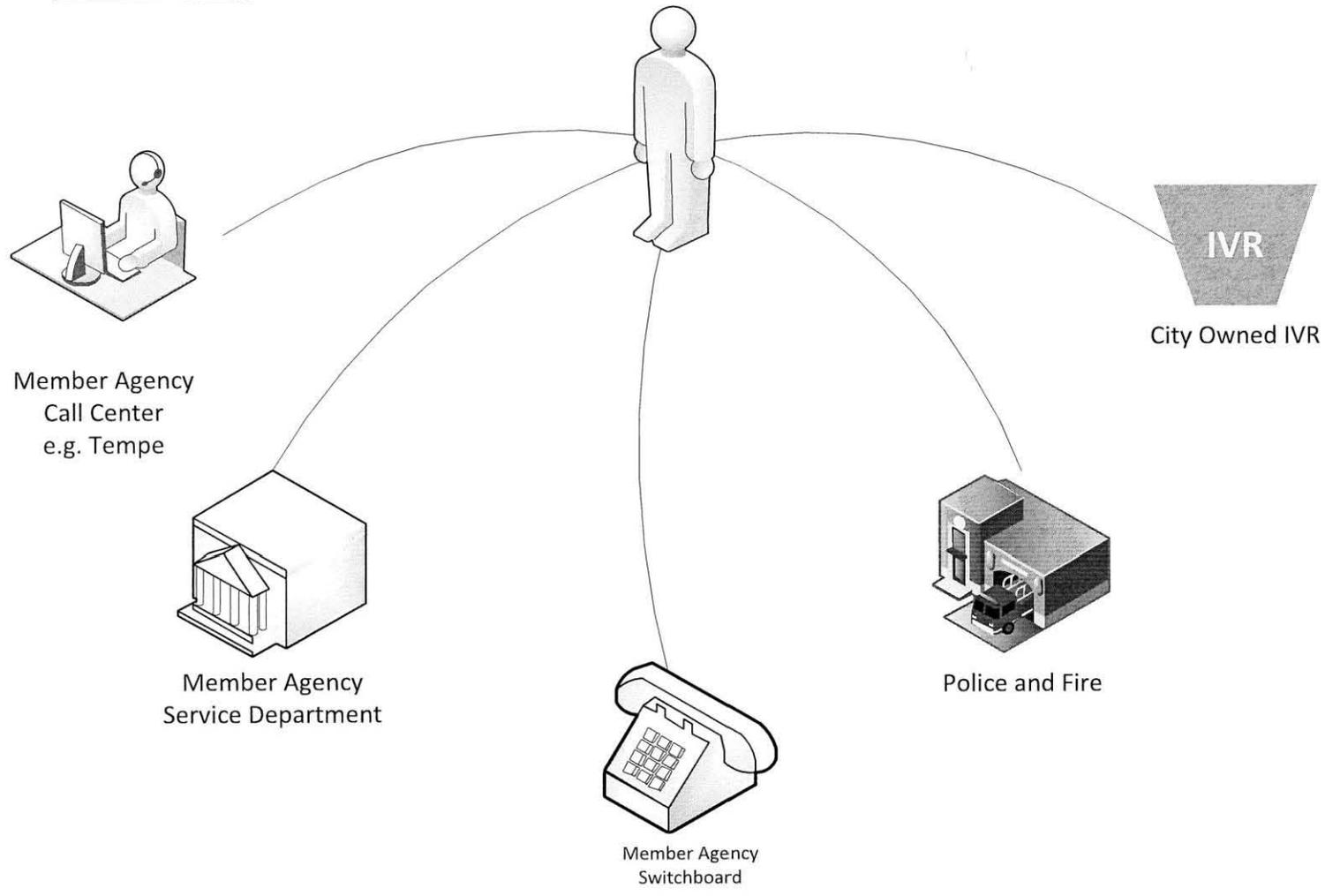
**Centralized Regional
Implementation Co-located
with 2-1-1**

#3

Regional 211/311 co-located call center with knowledgebase and operators.

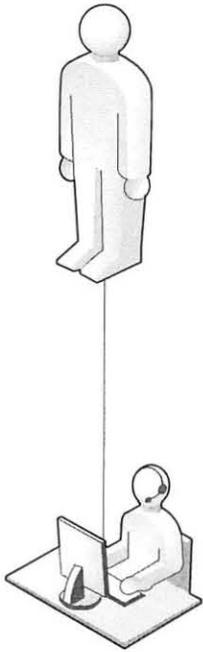


Do Nothing

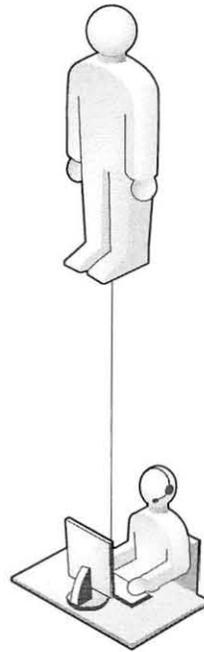


Jurisdictional Control of 3-1-1

#5



Member Agency
3-1-1 Center



Member Agency
7 digit Number

