

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.