

May 14, 2012

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: 10:00 a.m.
Monday, May 21, 2012
MAG Office Building, 302 North 1st Avenue
Cottonwood 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 December 7, 2011, Meeting Minutes

4. Dispatching by the Town of Buckeye for the City of Maricopa

The Buckeye Police Department is requesting to enter into an intergovernmental agreement with the City of Maricopa to provide 9-1-1 and police dispatch services. The Maricopa Region's 9-1-1 service plan on file at the state 9-1-1 office will need to be modified to reflect this change in service. The MAG 9-1-1 Oversight Team will need to approve this new service by Buckeye Police and to change the service plan. The financial implications are low because we are not bringing the City of Maricopa on to our 9-1-1 routing system.

5. Legislative Update

An update will be provided on legislative items of interest.

2. Information.

3. Review and approve the minutes of the December 7, 2011, meeting.

4. Information, discussion, and possible approval for the City of Maricopa 9-1-1 calls to be answered by the Town of Buckeye Police Department.

5. Information and discussion.

6. Prioritization of Approved Projects

Monies in the 9-1-1 set a side for the Governor's proposed budget sweeps are being redirected to purchasing equipment for outdated 9-1-1 systems. The state 9-1-1 office has tasked Maricopa Region 9-1-1 to prioritize the 9-1-1 equipment replacement projects for our region. The state has informed Maricopa Region 9-1-1 that logging recorders, positions, and new PSAPs will not be considered for funding. Please refer to the enclosed material.

7. Integrated Public Alert and Warning System (IPAWS)

FEMA's Integrated Public Alert and Warning System (IPAWS) program provides an internet-based capability for Federal, State, territorial, tribal, and local authorities to use in order to issue critical public alerts and warnings. The system is accessed through software that meets IPAWS system requirements and there is no cost to send messages through IPAWS, although there may be costs associated with acquiring compatible software. IPAWS is not mandatory and does not replace existing methods of alerting, but instead offers new capabilities. The 9-1-1 Oversight Team will be requested to discuss the impacts and possible uses on the system for the Maricopa Region. Please refer to the enclosed material.

8. Community Emergency Notification System Update

An update will be provided on the status of the Community Emergency Notification System (CENS).

9. 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

6. Information, discussion, and approval of the prioritization of previously approved 9-1-1 equipment for the Maricopa Region.

7. Information, discussion, and possible action.

8. Information and discussion.

9. Information and discussion.

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. An update will be provided on recent activities of the MAG 3-1-1 Business Plan Committee.

10. 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.

11. 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

10. Information and discussion.

11. Information.

MINUTES OF THE
MAG 9-1-1 OVERSIGHT TEAM MEETING
December 7, 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
# Tom Cole for Mark Burdick, Glendale Fire Department	Steve Kreis, Phoenix Fire Department
* 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

Jim Bloomer, Mesa Fire	Brian Kotsur, Mesa Fire
Valerie Day, MAG	Nathan Pryor, MAG
Liz Graeber, MR 9-1-1 Administrator	Audrey Skidmore, MAG
Barbara Jaeger, ADOA	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 1:00 p.m. Brenda Buren, Helen Gandara, and Tom Cole as proxy for Mark Burdick, attended the meeting by teleconference. Self introductions were made.

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 September 19, 2011, Meeting Minutes

Chair Rodriguez asked if there were any changes to the minutes.

Vice Chair Buren asked for clarification of the cost to an agency for launching a Reverse 9-1-1 call, as noted on page five of the minutes. Liz Graeber replied that the cost reported in the minutes resulted from an activation by the City of Mesa. She explained that, due to the large number of people being notified (72,000), the City needed to utilize the mass callout system backup, which costs 20¢ per minute per call. Ms. Graeber noted that there is no charge if the call is not answered or if the backup system is not activated.

With no further questions, Chief Kreis moved approval of the September 19, 2011, MAG 9-1-1 Oversight Team minutes. Chief MacGregor seconded, and the motion passed unanimously.

4. Mesa Fire PSAP Request

Ms. Graeber stated that 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. She noted that this is per Chapter One, Title Two, Article Four of the Arizona Administrative Code. Ms. Graeber stated that Mesa Fire is in the process of expanding its facilities and has expressed interest in developing and implementing a new PSAP in addition to the existing Mesa Police PSAP. She explained that Mesa Fire is currently housed with Mesa Police, but after Mesa Fire establishes its standalone facility, the existing Mesa Police PSAP will continue its activities and representation on the MAG PSAP Managers Group. Ms. Graeber stated that 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. She stated that the MAG 9-1-1 Oversight Team was requested to make a recommendation to the MAG Management Committee regarding Mesa Fire's request as a secondary PSAP.

Chair Rodriguez asked members if there were any questions.

Chief Kreis asked about the availability of funding. Ms. Graeber replied that per the letter from the State 9-1-1 Office, no funding will be available for new PSAPs for network or answering equipment and a new PSAP would need to provide its own funding.

Chair Rodriguez asked if Mesa Fire was amenable to this restriction. Ms. Graeber replied yes, and added that Mesa Fire Administration has been briefed and realizes that when it becomes a standalone agency it will need to provide its own funding unless the funding situation at the State changes.

With no further discussion, Chief Kreis moved 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. Ms. Scott seconded, and the motion passed unanimously.

5. 9-1-1 Budget Limitations

Ms. Graeber updated the committee on funding issues. Ms. Graeber reported that on November 17, 2011, she addressed a legislative wireless ad hoc committee on the needs of the 9-1-1 system. Ms. Graeber stated that she reported on issues resulting from the lack of funding: aging equipment, the lack of Phase II throughout the state, and limitations on preparing for next generation 9-1-1. She

stated that the committee appeared to see the needs of 9-1-1 and, but to get funding to 9-1-1 through an increase in the excise tax or transfer of funds is unknown.

Chair Rodriguez stated that he and Mr. Pryor were at the ad hoc committee meeting and he felt the committee was receptive to the plight of 9-1-1 and asked good questions.

Mr. Pryor stated that a report to the Governor and Legislature from the ad hoc committee is expected in the next 30 days. He said that he would circulate the report to members when it is received.

Chief Cole asked the name of the committee. Ms. Graeber replied that it is called the 9-1-1 Wireless Ad Hoc Committee, and members include Representatives Robson, Gallegos, and Dial.

6. Community Emergency Notification System Update

Ms. Graeber provided an update on the status of the Community Emergency Notification System (CENS). She said that emergency notifications to date in 2011 totaled 125,000 phones. She said that Maricopa Region 9-1-1 was notified that the grant from Homeland Security to operate the system was approved for one year. Ms. Graeber referenced activation of the mass callout feature mentioned earlier in the meeting costs 20¢ per call, per minute.

Ms. Scott asked how long the funding for CENS will last. Ms. Graeber replied that the Homeland Security grant provides funding from October 2011 to October 2012. After that, reserve funds are available to fund CENS until December 2013.

Kelly Taft, MAG Communications Manager, provided a report on efforts to increase self registration for cell phones to receive CENS notifications that were first discussed at the September 2011 Oversight Team meeting. She said that a draft strategic communication plan was included in the agenda packet. She then highlighted the strategies and tactics included in the plan, and she added that measurement strategies also were developed for each objective.

Ms. Taft stated that there is a lack of public knowledge about the CENS program and the opportunity to voluntarily register cell phones. She noted that about 30 percent of all households in Maricopa County are cell phone only, while another 20 percent report receiving most of their calls on their mobile phones. Ms. Taft stated that media coverage could help in reaching the public. She noted that a draft press release encouraging cell phone registration and a template press release that could be tailored by a community following a CENS notification were included in the agenda packet.

Ms. Taft stated that efforts to increase awareness of the program will be coordinated with local channel 11 stations. She stated that they plan to coordinate with the statewide Public Information Officers group to ensure they are engaged in communication efforts. Ms. Taft added that the Group's next quarterly meeting is January 11, 2012, and an update on cell phone registration for Reverse 9-1-1 notifications will be on the agenda.

Ms. Taft said that most of the strategies can be implemented directly by MAG, but member agencies promoting cell phone registration within their communities is important. She stated that MAG will develop electronic fact sheets and other materials and agencies can reproduce and distribute them,

such as in utility bills, at City Hall, or at special events. Ms. Taft stated that another opportunity is adding cell phone registration messaging to on-hold recordings.

Ms. Taft stated that the next identified objective is to streamline the Reverse 9-1-1 web page to take users directly to the cell phone registration page. She explained that currently, users must click through several pages to access the cell phone registration page, and with the new site, users would be linked directly to the registration page after accepting the legal terms and conditions.

Ms. Taft stated that staff researched the purchase of a web domain name and the 911alertsyou.com website is available. She noted that the .net and .org versions also would be purchased to protect from counterfeit copycat sites. Ms. Taft advised that MAG will pay for the purchase of these domain names if that was the consensus of the Oversight Team. Ms. Taft suggested that member agencies linking to the site would be very helpful. She added that MAG staff also will work on improving the online search functionality of the program within Maricopa County.

Ms. Taft stated that the next objective is to implement a social media strategy that supports the goals of the CENS program and targets a younger demographic through the use of social media tools, such as Facebook and Twitter. She said that online messaging directed at social media users would be developed and privacy concerns would be addressed to assure users that information provided is protected and not shared and alleviate concerns about cell phone tracking.

Ms. Taft stated that another objective would be to gain the assistance of cell phone vendors and service providers at the point of purchase to communicate about registering their cell phones. She stated that another suggestion is to explore paid advertising options, however, this would require some type of funding source, which has not been identified. Ms. Taft stated that staff was requesting input from the committee on whether to purchase the web domain name and on the strategic plan.

Chair Rodriguez thanked Ms. Taft for her report. He stated that he thought it was a very thorough strategic plan and liked that it covered all demographics.

Chief Kreis reiterated Chair Rodriguez's comments about the strategic plan. He stated that this was an opportunity to bring the Valley Fire PIOs agencies into the discussion and suggested contacting Frank Salomon of Central Arizona Life Safety Council.

Ms. Scott expressed that she like having a single document type fact sheet that could be sent electronically and utilized for community events, such as block watch programs. She said that having one single message is helpful.

Consensus was noted to proceed with the purchase of the domain names and the strategic plan as presented.

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

Audrey Skidmore, MAG Information Technology Manager, stated that the 3-1-1 Business Plan Committee has held three meetings since it was formed and has focused primarily on understanding 3-1-1 and 9-1-1. She stated that the Committee has been reviewing and evaluating various 3-1-1

models, which were included in the agenda packet. She remarked that one option is to do nothing at all. Ms. Skidmore noted that Ms. Buren and Ms. Scott sit on the 3-1-1 Business Plan Committee.

Vice Chair Buren noted that all jurisdictions are represented the committee, which has been looking at broad options and is interested if there would be any impact to 9-1-1. She said that Ms. Graeber provided an overview of 9-1-1 to the committee. Vice Chair Buren stated that she was surprised to learn that there is no regional 3-1-1 system in the United States.

Chair Rodriguez remarked that he thought discussions were heading in the right direction because they were considering multiple possible options.

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.

Chair Rodriguez stated that on behalf of the Oversight Team, he attended the 9-1-1 Wireless Ad Hoc Committee meeting and the regional 9-1-1 meeting in order to become more involved in the spectrum of 9-1-1 operations.

Adjournment

There being no further business, Chief Kreis moved, Ms. Scott seconded, and the meeting adjourned at 1:30 p.m.

MAG FY 2013 PSAP ANNUAL ELEMENT/FUNDING REQUEST

SYSTEM IDENTIFICATION: Maricopa Region 9-1-1
 AGENCY SUBMITTING: Phoenix Fire Department
 ADDRESS: 150 S. 12th St., Phoenix, AZ 85034

CONTACT: Liz Graeber
 TELEPHONE #: (602) 534-9775
 DATE: 24-Jun-11

Agenda Item #6

Fiscal Year	2011						2012					
TOTAL	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Wireline												
Maintenance:												
\$1,340,064	\$111,675	\$111,675	\$111,675	\$111,675	\$111,675	\$111,675	\$111,675	\$111,675	\$111,675	\$111,675	\$111,675	\$111,675
911 Monthly Service:												
\$3,487,860	\$296,430	\$290,130	\$290,130	\$290,130	\$290,130	\$290,130	\$290,130	\$290,130	\$290,130	\$290,130	\$290,130	\$290,130
Customer Premise Equipment												
\$2,015,000	\$50,000	\$50,000	\$275,000	\$150,000	\$940,000	\$225,000	\$325,000					
Special Projects/Misc maintenance												
\$504,000	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000
Wireless												
Maintenance:												
\$0												
911 Monthly Service:												
\$2,524,800	\$233,390	\$208,310	\$208,310	\$208,310	\$208,310	\$208,310	\$208,310	\$208,310	\$208,310	\$208,310	\$208,310	\$208,310
Addressing/Mapping/GIS												
\$20,000	\$20,000											
Customer Premise Equipment												
\$0												
Special Projects												
\$0												
FY TOTALS												
\$9,891,724	\$753,495	\$702,115	\$927,115	\$802,115	\$1,592,115	\$877,115	\$977,115	\$652,115	\$652,115	\$652,115	\$652,115	\$652,115

Equipment:

Upgrade Periphals	50,000
Avondale	50,000
Buckeye	\$275,000
Goodyear	\$150,000
MCSO	\$940,000
Paradise Valley	\$225,000
Surprise	\$325,000

Equipment figures are only estimates - will have preliminary quotes before submitting to ADOA

\$2,015,000 Total