



Regional Outreach Five-Month Report Card



Jeffrey D. Johnson, Chief (Ret.)

CEO Western Fire Chiefs Association

Acting Customer Advocacy Officer

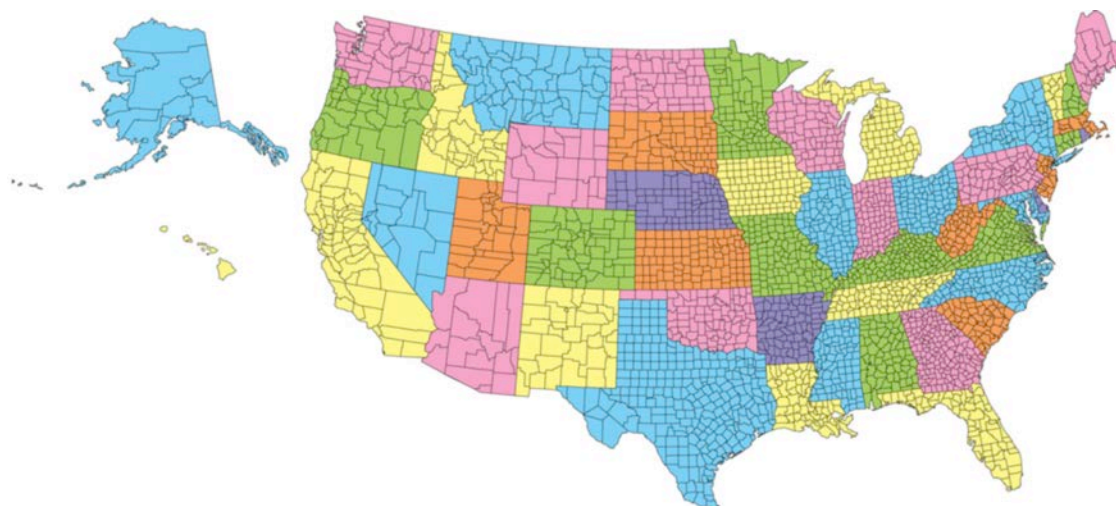
FirstNet Board Member

FirstNet Board Meeting
August 13, 2013



Our Mandate: Build and deploy a network in consultation with state, local, tribal and public safety entities

Creating FirstNet is not about just building a wireless network...



It's about building a coalition of support for getting a single, nationwide network dedicated to public safety users built.

We must build informed relationships with millions of stakeholders.



1. States and territories
2. Local entities and counties
3. Public safety users
4. Public Safety Advisory Committee (PSAC)
5. Tribes
6. Federal users and agencies
7. Congress
8. Media
9. Public safety BTOP recipients
10. Applications developers
11. Vendors
12. Technical community

Board members immediately started telling the FirstNet story.

Delivered 45 presentations to date, 23 more scheduled this year

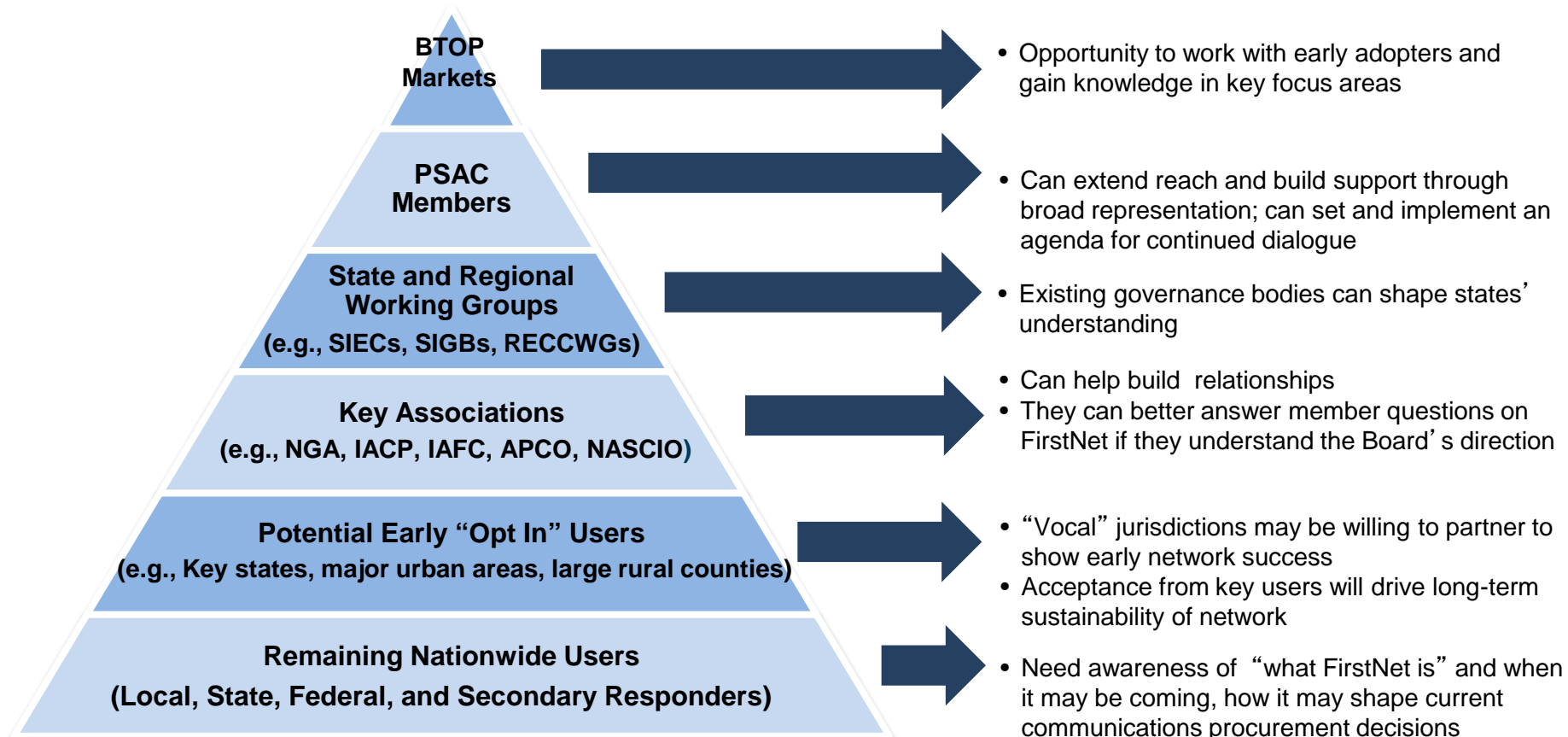


Reached thousands of stakeholders across all 12 categories

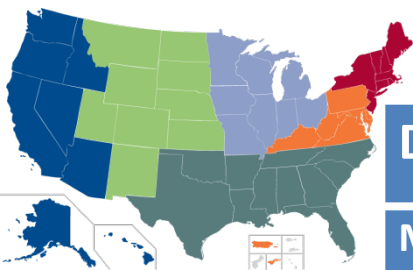
We are building trust and credibility through listening and outreach.

Target User Groups

Potential Impact



In seven weeks, we conducted six regional consultation workshops.



Listening to state requirements, priorities and concerns

Date	States, Territories , Tribes and Local Entities Covered	Location	Presenters
May 15-16	Delaware, District of Columbia, Kentucky, Maryland, Pennsylvania, Puerto Rico, U.S. Virgin Islands, Virginia, West Virginia	Washington, DC	Jeff Johnson Craig Farrill
May 21-22	Colorado, Kansas, Montana, Nebraska, New Mexico, North Dakota, South Dakota, Utah, Wyoming	Denver	Jeff Johnson Craig Farrill
May 29-30	Alaska, American Samoa, Arizona, California, Guam, Hawaii, Idaho, Nevada, North Mariana Islands, Oregon, Washington	San Francisco	Jeff Johnson Craig Farrill
June 12-13	Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio, Wisconsin	St Louis	Jeff Johnson Craig Farrill
June 19-20	Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, Vermont	Boston	Jeff Johnson Craig Farrill
June 26-27	Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee	Memphis	Bill D'Agostino Craig Farrill

We explained our current perspective, challenges and processes.

“FirstNet is dedicated to public safety —a new band class 14 network.”

“Nationwide architecture with local control.”

“Public safety-grade is very different from a commercial network. More secure, more resilient, redundant and reliable...with coverage where public safety needs it most.”

“FirstNet intends to offer public safety grade services at a cost that’s compelling to users”

“We can’t design the network until states and territories tell us their coverage requirements and priorities, then we need to do RFIs and RFPs.”

“Working to address timing challenges with SLIGP and NG911.”

“They were up front, articulate, informative... told us where their challenges were and invited us to become partners... It was invaluable to our efforts to move this project along.”

-Mike Haley, Sheriff, Washoe County, Nevada

We set the tone for straight talk and candor.

“The presentations set the stage so we knew it was a no-holds-barred meeting so participants could make of it what they could make of it.”

Bill Carrow, Deputy Director

Delaware Dept. of Safety & Homeland Security Communications Division

“I want to compliment everybody on their willingness to address the issues head on. They have a good grasp of what those issues are.”

William Bammatre, Ret. Fire Chief for City of Los Angeles

“At the same time that FirstNet is doing the listening tour, all of us are getting a competing message on the vendor side trying to drive a wedge.”

Michael Haley, Sheriff, Washoe County, Nevada



“There are a lot of states ready to go. It doesn’t appear that FirstNet is being sensitive to that.”

Mark Grubb, Delaware SPOC

We fell short on answers to timing and business model questions.

“States are hungry for information. It may appear to FirstNet that they are questioning the project but it’s really impatience to get going.”

*Chris Magenheimer
Project Manager for State of Nevada*



St. Louis attendees listen as Craig Farrill describes the components of the network.

“In every state there are regions that will have a hard time affording the FirstNet service and in some places it’s almost a statewide concern.”

Jeff Clark, FirstNet Outreach

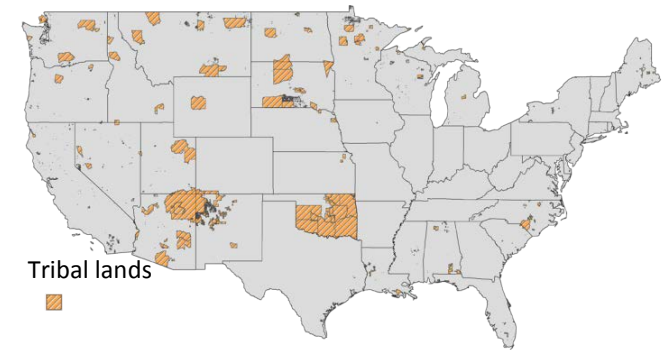


“I didn’t realize a lot of initiatives would actually be moving this year. A lot of information was presented about Phase II of the SLIGP grant, and that was beneficial. We’d like to see that as soon as possible so we can forecast and gather that information.”

Steve Noel, Oregon SWIC

We have begun making plans for education and outreach to tribes.

- Appointed Kevin McGinnis as Board lead
- Retained a consultant to support our planning
- Addressing the challenge of a mandate to work through state governors even though tribes are sovereign nations
- Began building important relationships during regional workshops and tribal break-out sessions
- Planning to hire three employees dedicated to tribal outreach



“FirstNet’s first steps reveal determination and vision. This is readily apparent in how actively its board and staff are reaching out to, listening intently to, and learning from tribes and tribal organizations – a commitment that is steadily growing...”

- Carl Rebstock, National Tribal Emergency Management Council (NTEMC)

We are working beyond our shores on key international issues.

- Advancing global standards for LTE and mission-critical voice
- Will work with the U.S. Delegation to respond to outreach from Canada on items of mutual interest
- Will work with U.S. Delegation to address cross-border issues with Mexico



U.S. Delegation

Headed by State Department, NTIA and FCC

Stakeholder Participants

- FirstNet (*FirstNet is prohibited from negotiating or entering into agreement with a foreign government on behalf of the U.S.)
- DHS
- State and local public safety (narrowband)
- Commercial carriers

Goals

- Enhance the nation's security and economic well-being by having a state-of-the-art public safety network at the border
- Influence the process and the protocol
- Use as much of our spectrum as we can up to the border

We are now ready to ramp up our Congressional outreach.

- Hired Ed Parkinson on 7/29
- Will conduct state-by-state analysis to ensure governors can act as stipulated by law when FirstNet delivers the state RAN plan
- Planning progress update meetings with members of Congress to begin by September



Federal outreach will include discussions about assets and users.

- Appointed Teri Takai as Board lead
- Conducted initial meetings with key stakeholders
- Met with the Emergency Communications Preparedness Center (ECPC)
- Requested two employees to focus on managing the federal relationships
- Awaiting Board decision on how to interface with federal vertical

ECPC Member Departments and Agencies

 U.S. Department of Agriculture	 General Services Administration	 U.S. Department of Labor
 U.S. Department of Commerce	 U.S. Department of Health and Human Services	 U.S. Department of State
 U.S. Department of Defense	 U.S. Department of Homeland Security	 U.S. Department of Transportation
 U.S. Department of Energy	 U.S. Department of the Interior	 U.S. Department of the Treasury
 Federal Communications Commission	 U.S. Department of Justice	

We have engaged vendors via market research, conferences and RFIs.



- Three keynotes and major panel presence at PSCR
- Met with vendors at PSCR conference in June
- Gave presentations at several vendor organizations and events
- Will participate in fall PSCR vendor forum on future of broadband
- Conducted extensive market research



Issued 11 Requests for Information

Device RFI

RAN RFIs

Network Partnering and RAN Provisioning
Antenna Systems
Microwave Backhaul Equipment
Deployables
Satellite Service

CORE RFIs

Enhanced Packet Core (EPC)
Transmission/Transport
Data Center
Network Management Center/Operations
Management Center (NMC/OMC)
Network Service Platform

Public Safety Advisory Committee (PSAC) projects are underway.

American Association of State Highway & Transportation Officials;
Association of Public-Safety Communications Officials-International,
American Public Works Association,
Forestry Conservation Communications Association,
Governors Homeland Security Advisors Council,
Interagency Board, International Association of Chiefs of Police,
International Association of Emergency Managers,
International Association of Fire Chiefs,
International City/County Management Association,
International Municipal Signal Association, Major Cities (Police) Chiefs Association,
Major County Sheriffs' Association, Metropolitan Fire Chiefs Association,
National Association of Counties,
National Association of Emergency Medical Technicians,
National Association of Regional Councils, National Association of State Chief Information Officers,
National Association of State EMS Officials, National Association of State 9-1-1 Administrators,
National Association of State Technology Directors, National Association of Telecommunications Officers and Advisors, National Congress of American Indians,
National Criminal Justice Association,
National Conference of State Legislatures,
National Council of Statewide Interoperability Coordinators,
National Emergency Management Association,
National EMS Management Association, National Emergency Number Association,
National Governors Association, National League of Cities,
National Public Safety Telecommunications Council,
National Sheriffs' Association, National Consortium of Justice Information Statistics,
U.S. Conference of Mayors, SAFECOM Exec,
Fire Non-Management First Line Responder,
Police Non-Management First Line Responder

- 41 Members
- Executive Committee had a two-day briefing with FirstNet technical team in March
- Met during PSCR in June
- Planning a September technical briefing and charter development meeting with full PSAC
- Monthly Executive Committee updates with the General Manager
- Outreach for conferences
- Sought advice on:
 - Human factors (ergonomic impacts of a shared network)
 - Identity management
 - Use cases by discipline

FirstNet is maintaining high visibility in the press.

We issued 19 press releases and contributed three blog posts. About a dozen reporters regularly cover our news.

The screenshot shows the RCR Wireless U.S. website. The header includes navigation links: Home, U.S., Americas, Carriers, Devices, Enterprise, Policy, Analyst Angle, and Opinion. The article title is "FirstNet details 10 information requests for LTE safety network", posted on 11 July 2013 by Kelly Hill. The article content includes a paragraph about Motorola Solutions and a photo of a destroyed area with an American flag.

The screenshot shows a HuffPost Tech article. The author is Sen. Jay Rockefeller, U.S. Senator, West Virginia. The article title is "A Communications Network Worthy of Our First Responders", posted on 08/02/2013 at 4:56 pm. The article content includes a paragraph about Motorola Solutions and a photo of a destroyed area with an American flag.

We are extending our reach through associations and events.

- Regional workshop participants have hosted meetings to share what they learned.
- Hired Vicki Lee to focus on association outreach

“These workshops help us align our next steps with our governor and work in an effective and efficient way so we’re not wasting time.”

Mike Haley
Sheriff, Washoe County, Nevada

“I chair the National Council of Statewide Interoperability Coordinators and I gave a presentation to them. I’d say north of 80 people.”

Mark Grubb
Delaware SPOC



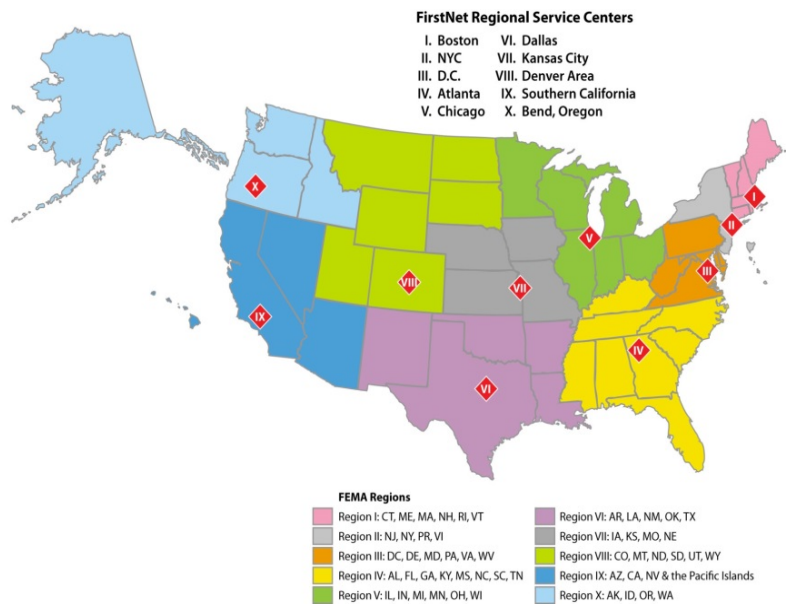
“My goal is to serve as a conduit and liaison for not only the CA Metro Chiefs but also the full CA chiefs.”

William Bammatre,
Ret. Fire Chief for City of Los Angeles

“We sent out 50 invitations to make everybody possible aware of FirstNet. We’re trying to ramp up.”

- Wayne Gallant
Director of Network Communications Service, Maine

We developed an operational model for state and local outreach.



Outreach Lead

10 Regional Verticals aligned with 10 FEMA regions

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

Connect through the State POCs into the city, counties, locals for state consultation and eventually solution sales, support, account management and managed services.

2 Nationwide Horizontals

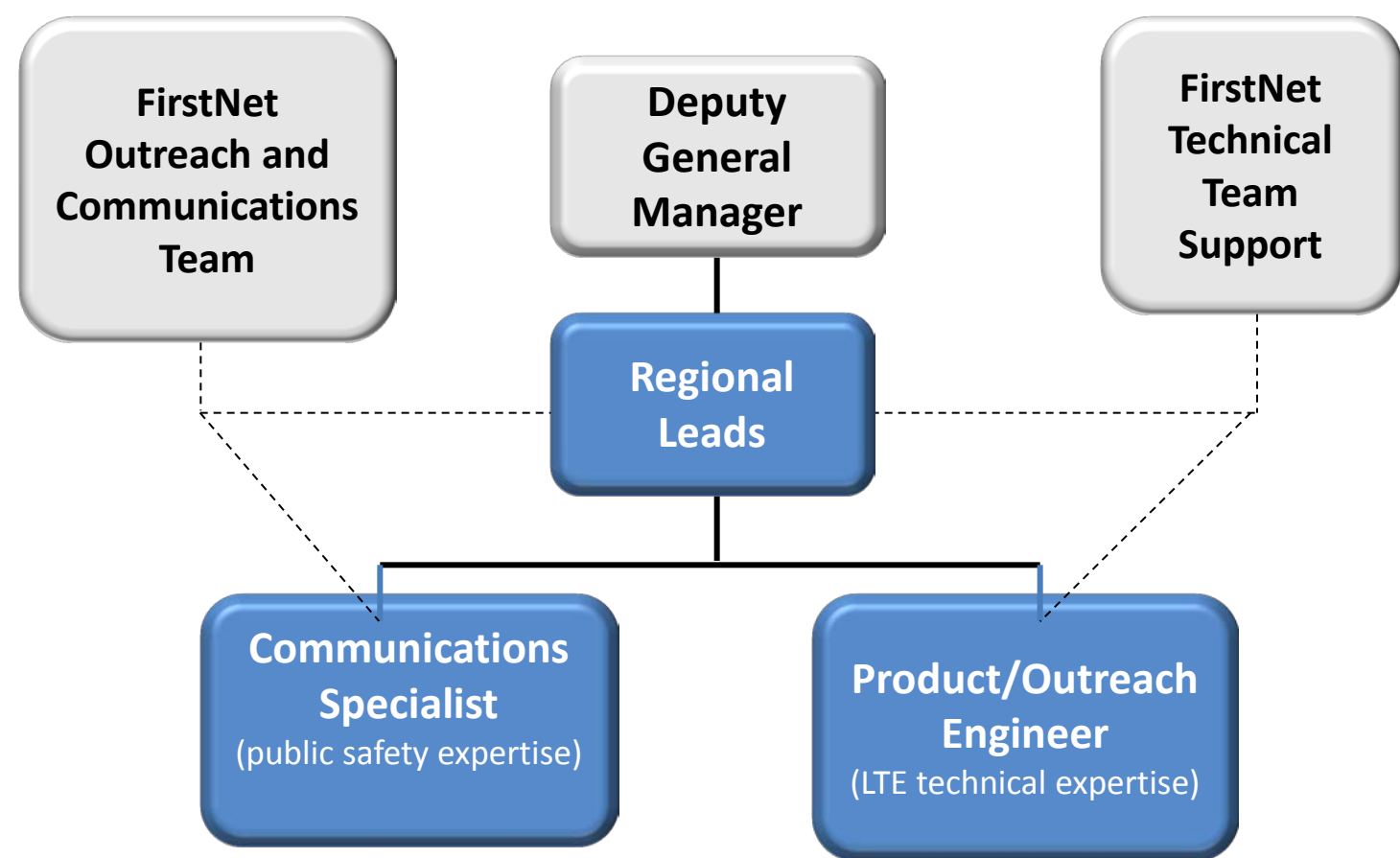
- Nationwide
- Federal
- Tribe



Stakeholders that must be served across state boundaries, and have unique coverage and usage requirements not necessarily contemplated by many state POCs.

We designed a regional team structure for the long-term.

We recommend 10 regional service centers each staffed by three outreach team members initially.



FirstNet is staffing up to execute its ongoing consultation process.

We will engage first with the states that are ready to meet with us and have completed the coverage analysis with DHS-OEC

Activities	When
Nationwide, Regional Workshops	Conducted May – June 2013
Pre-Consultation Coverage Workshops	To be scheduled with DHS OEC prior to state visits
Individual State Visits	Beginning after staff is hired and pre-consultation coverage workshop/analysis with OEC is completed
Federal and Tribal Outreach	Planning is underway to address the needs of these key users
Association and Local Outreach	Underway
Data Gathering	Commencing with Phase 2 SLIGP funds release

Regional workshops served as an important starting point.

Key Things We Learned

- States must understand the FirstNet business model, roles and responsibilities and their ongoing operating costs to make informed decisions about the FirstNet RAN plan.
- FirstNet needs to build support and trusted relationships at the local level where many decision makers reside.

Key Things to Remember:

- Do not over promise and under deliver. Balance risk and return against reality.
- Don't get tired of the message. Saying it repeatedly does not mean stakeholders have heard it.

“The network must be kept affordable to bring users on board.... It has to offer applications that users can't get anywhere else. If you do those two things, you'll have people coming to you.”

Bill Carrow, Deputy Director, Delaware Dept. of Safety & Homeland Security Communications Division

Appendix

Our message brought clarity where there was confusion.

PERCEPTION

REALITY



FirstNet will replace LMR networks.



FirstNet will augment LMR for many years.

Loss of autonomy and control.



**FirstNet will be a nationwide platform;
Public safety sets rules locally.**

**Lose management of devices, users
and talk groups.**



Public safety will maintain local control.

**States can opt out of being part of
FirstNet.**



**All states must have RAN that connects to
the FirstNet Core. States can choose to
build their own RAN if approved by FCC,
NTIA and FirstNet.**

States can build their own core.



**FirstNet is responsible for building the core
to ensure appropriate security, reliability
and operability.**

**FirstNet will be delivered via existing
commercial carrier networks.**



**FirstNet will build a separate, new, Band
Class 14 network that meets public safety
grade and state requirements. Modified
commercial sites are likely to be used.**

We felt the tension in the room dissipate over the two days.

“It started off as a sales pitch but good information came out of it later.....I’ m not sure the FirstNet people like what they hear all the time; we feel they have their own agenda at times. NTIA and FirstNet are not necessarily in sync. “

*Wayne Gallant
Director of Network Communications Service, Office of Information Technology
State of Maine*



“I came away feeling a bit more comfortable that they will attempt to accommodate public safety, which I didn’ t feel going into it.”

*Mark Grubb
Delaware SPOC*

“Some people are still naysayers but those voices have become fewer. You still have critics out there. You need some successes, some deployments and proof of concepts.

Thomas MacClellan, NGA

“When we walked away from that first day and said, ‘Wow.’ Had FirstNet not communicated to us we all would have had assumptions that were incorrect.”

*Sheriff Michael Haley
Washoe County Sheriff’s Office*

We heard what states need and want from FirstNet.

“You need to make sure that each state understands the opt in/opt out. Its very difficult to try and explain this to people in State government that don’ t deal with this daily. To them opt out means we don’ t want it. We have to continually stress to people that this network is coming to Iowa regardless.”

Iowa

“If we don’ t have a baseline understanding by June 2014, we won’ t be able to act until 2017. We’ re in an interim period between sessions, like Texas...so timing is critical.”

Nevada

“We need more direction from FirstNet. What does it need? What are the data collection requirements? What format do you need it in?”

Maine

“Just communicate. We need to know what to prepare. The states need plenty of time...Most people haven’ t been awarded their grant yet. The network is the easy part. The problem is the politics...”

Delaware

Participants underscored the importance of local outreach and issues with local LMR networks.



“In California, which is similar across the country, the local jurisdictions are very focused on trying to upgrade and manage their radio systems to keep pace with what is going on outside the government sector. At the same time they are focused locally on specific issues, and regional concerns take a back seat. In CA, we have a regional effort in the Bay Area and in Los Angeles County that are attempts to consolidate the radio and data systems, but certainly that needs to be done with great understanding of what is going on with FirstNet at the national level.”

William Bammatre, Ret.

Fire Chief for City of Los Angeles

A steady flow of communication and updates is essential.



“You have to ensure each state POC is as up to date as it can be. If information does not flow properly , confusion and assumptions will start to cause misconceptions. Regular phone conference calls will help in the communication efforts.”

Tom Lampe

Chairman, Iowa Interoperability Board

“You did an excellent job with the workshops. Once you anoint the disciples you need to keep them in the fold.”

William Bammatre, Ret.

Fire Chief for City of Los Angeles

“Get a more flexible website with the Dept. of Commerce and get more information out that way. We want to be able to lean on the FirstNet marketing group so we can utilize that information. It has more credibility when it comes from FirstNet.”

Steve Noel

Oregon SWIC

