

FirstNet

Dedicated to Public Safety

Stakeholder Outreach

Update for FirstNet Board

April 23, 2013

Agenda

- **Introduction**
- State and Territory Consultation
- Outreach to Local Governments
- Additional Updates
- Appendix

Stakeholder Outreach: Overall Objective

**“Create an informed relationship
between FirstNet and its
stakeholders”**

Functional Outreach Verticals

1. States and territories
2. Tribes
3. Local governments
4. Public safety users
5. PSAC
6. Federal users and agencies
7. Congress
8. Media
9. BTOP recipients
10. Applications development community
11. Vendors
12. Technical community
13. International Standards and Coordination (new)

Agenda

- Introduction
- **State and Territory Consultation**
- Outreach to Local Governments
- Additional Updates
- Appendix

Functional Outreach Vertical: Governors/States and Territories

Goal: Develop lasting relationships based on mutual trust, understanding, and information exchange while preparing for the “opt” proposal.

Objectives	Timing
Host six regional “Listening Tour” meetings with National Governors Association – targeting State and local officials.	May/June
Conduct meetings, seminars, and conference lectures targeting Governors, gubernatorial staff (CIOs, Public Safety, Technology), and local government officials.	Ongoing
Model state participation proposals consistent with statutory requirements.	Pending adoption of network architecture
Coordinate with NTIA/SLIGP grant staff re: outreach, data collection, and grant implementation.	Ongoing
Model state legislative considerations relating to FirstNet participation proposals.	TBD

Regional Consultation Workshops

The workshops are the first wave of consultations.

Workshop Objectives

- Workshops will begin the formal dialog between FirstNet and the States.
 - Inform on the status of FirstNet.
 - Consult on state requirements, priorities, concerns.
 - States are informing us that they need a clear understanding of the FirstNet vision and timeline for key milestones.

State and Territory Participation

- Ten participants from each State.
- FirstNet inviting each Governor to appoint five representatives from state and five from localities and tribes.

Workshop Format

Each 1 ½ day workshop will consist of six modules, split between plenary and breakout sessions.

Agenda Topics

- “The End of an Era and the Beginning of a New One”
- “Vision for the Future”
- “Why So Slow? Why So Fast” Q&A session
- Updates from the states
- Topical breakout sessions
- Peer to peer exchanges

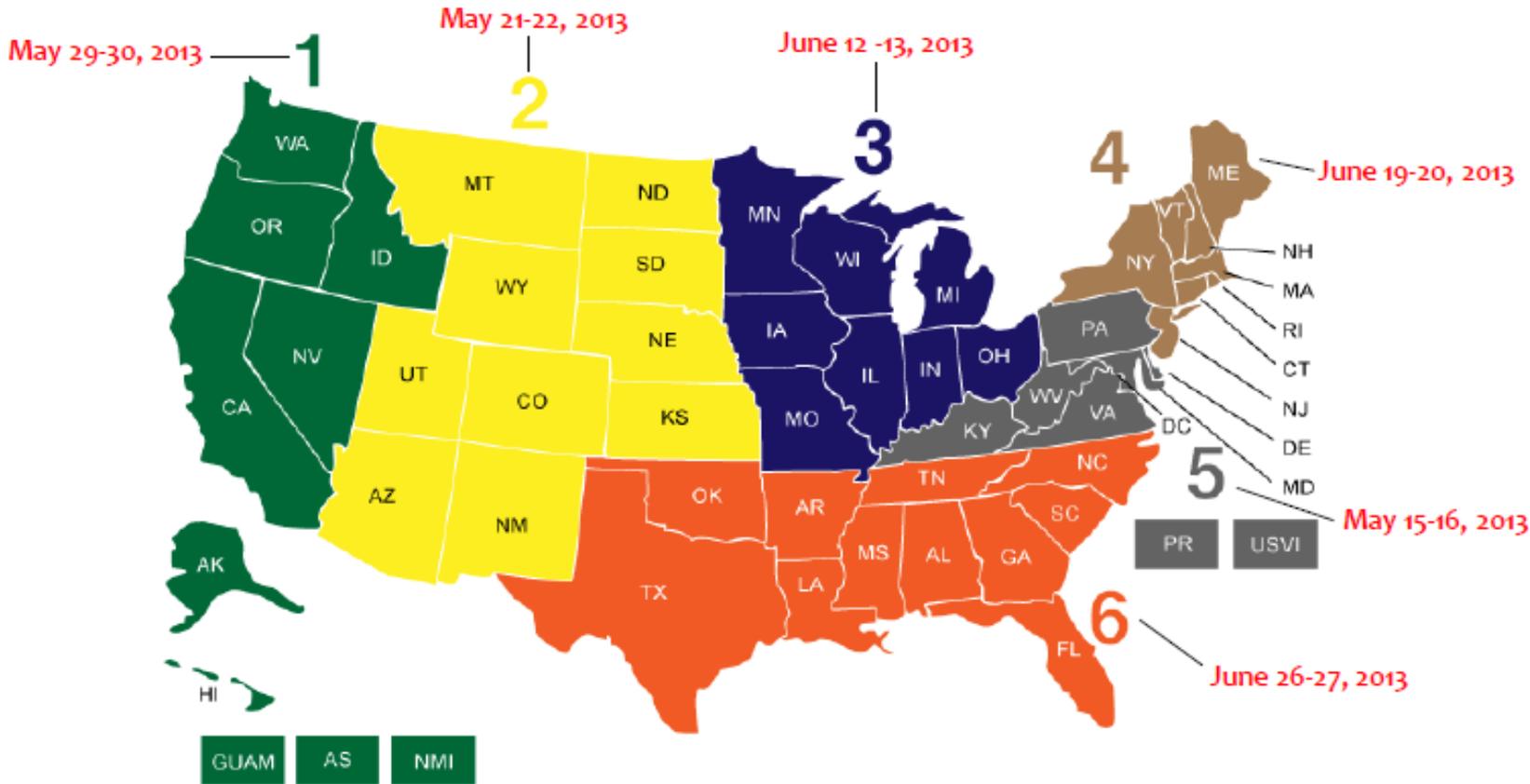
Workshop Dates

- The six regional consultation workshops have been scheduled and facilities reserved.

	Days	Dates	Location	Keynote
1	Wed/Thur	May 15-16	DC Area	J. Johnson
2	Tue/Wed	May 21-22	Denver*	J. Johnson
3	Wed/Thur	May 29-30	San Francisco*	J. Johnson
Bye	Tue	June 4	Boulder	Board Meeting
4	Wed/Thur	June 12-13	St. Louis*	J. Johnson
5	Wed/Thur	June 19-20	Boston*	J. Johnson
6	Wed/Thur	June 26-27	Memphis*	Seeking board member

* DOC is currently reviewing hotel locations and costs for approval.

Consultation Workshop Regions



Note: These six regions are only for the purpose of the Regional Consultation Workshops. They are not a regional breakdown for FirstNet operations or the NTIA SLIGP.

State and Local Implementation Grants

SLIGP grants are essential to effective state and territory consultation. Grants process:

- Identifies state-designated points of contact for consultation.
- Funds state participation in planning for FirstNet.
- Enables states to gather data for FirstNet.

NTIA is currently reviewing grant applications.

- All 50 states + 5 territories submitted applications on March 19th.
- Peer review underway.
- FirstNet has received names of state-designated points of contact.
- NTIA plans to make awards by July 15th.

Visits to Individual States and Territories

- User Advocacy intends to extend the “listening tour” through a second wave of consultations consisting of individual visits to all 56 States and Territories.
 - Individual visits will enable FirstNet to spend more time with each State understanding its specific requirements, priorities, and concerns.
- User Advocacy would like to complete as many of these visits as possible by the end of July. Two ways to accomplish this are:
 - Gain participation from majority of board members, each visiting 4-10 States.
 - Enlist consultants to visit some States if board members are unable to take on the travel commitment.

Agenda

- Introduction
- State and Territory Consultation
- **Outreach to Local Governments**
- Additional Updates
- Appendix

Functional Outreach Vertical: Local Governments

Goal: Develop lasting relationships based on mutual trust, understanding, and information exchange.

Objectives	Timing
Meet local government representatives at regional “Listening Tour” meetings and at other events. Understand priorities and concerns of city and county governments.	May/June Ongoing
Coordinate with NTIA/SLIGP grant staff re: outreach and data collection.	Ongoing
Utilize national meetings of city and county government associations, including USCM, NLC, and NACo, as a vehicle for consultation with localities.	Ongoing

Local Government Outreach

- Although the FirstNet legislation puts the States in the position to coordinate consultation, the majority of public safety users work for cities and counties.
- FirstNet will ensure that local governments and public safety agencies are well represented at all regional consultation meetings.
- FirstNet will participate in national association meetings to extend contact with local governments as well as public safety.

Speaking Engagements Completed

Conference	Date	Location	Speaker
US Conference of Mayors	March 1	Washington DC	W. Webb
National Association of Counties (NACo) Legislative Conference	March 2-3	Washington DC	P. Fitzgerald

Agenda

- Introduction
- State and Territory Consultation
- Outreach to Local Governments
- **Additional Updates**
- Appendix

Functional Outreach Vertical: Tribes

Goal: Develop lasting relationships based on mutual trust, understanding, and information exchange.

Objectives	Timing
Meet tribal representatives at regional “Listening Tour” meetings and at other events. Understand tribes’ priorities and concerns.	May/June Ongoing
Identify specific advisors to assist FirstNet in gathering requirements and priorities from tribes.	Q2
Coordinate with NTIA/SLIGP grant staff re: outreach and data collection.	Ongoing
Work with DOJ to identify other actions for tribal outreach.	Ongoing

Functional Outreach Vertical: Public Safety Users—State and Local

Goal: Create informed consumers and partners of FN services.

Objectives	Timing
<p>Directly engage professional associations to leverage their membership via their staff and elected leaders, messaging tools, conferences.</p> <ul style="list-style-type: none"> • Maintain detailed contact data base • Create master conference calendar • Place FN message in association newsletters • Place FN speaker at each major conference 	Beginning Q1
<p>Identify key regional and national conferences and place FN presenters on the program.</p> <ul style="list-style-type: none"> • Use regional conferences to hold invitational listening and briefing sessions 	Beginning Q1
<p>Engage mayors directly through the appropriate mayors' association as well as the consultation workshops and other outreach visits.</p>	Beginning Q1
<p>Utilize industry and trade media to create awareness and product demand at the "street level."</p>	Beginning Q1
<p>Engage trade unions through FN outreach, utilize their conferences, messaging tools and leadership briefings.</p>	Beginning Q1

Update—Public Safety Users

FirstNet Board members have spoken at several conferences to discuss FirstNet with the public safety community including:

- Major County Sheriffs Association and Major Cities Chiefs Association - Joint Winter Meeting (Washington DC)
 - Chuck Dowd and Paul Fitzgerald (January 28-29, 2013)
- National Sheriffs Association - Winter Conference (Washington DC)
 - Paul Fitzgerald (January 30-February 2, 2013)
- APCO (Association of Public Safety Communications Officials) - Emerging Technology Forum (Anaheim CA)
 - Kevin McGinnis and Craig Farrill (January 31, 2013)
- Wisconsin EMS Association – (Milwaukee, WI)
 - Jeff Johnson (February 1, 2013)
- Public Safety Innovations Conference – (San Diego, CA)
 - Jeff Johnson (February 4, 2013)

Functional Outreach Vertical: Public Safety Advisory Committee (PSAC)

Goal: Utilize the PSAC as a functional outreach tool to its individual sponsors and to the broader public safety community.

Objectives	Timing
Provide monthly technical and operational updates to the PSAC Executive Committee.	Beginning Q1
Utilize PSAC leadership as presenters and agents of advocacy at conferences and direct outreach.	Beginning Q1
Solicit PSAC feedback to FirstNet on matters which are statutory requirements.	Beginning Q1
Add representation from potential Federal user groups.	Beginning Q2

Update: PSAC

- FirstNet conducted a workshop on March 26-27 to share planning status with the PSAC executive committee.
 - Hosted by Craig Farrill
 - PSAC Executive Committee attended
 - Other participants included Sheriff Fitzgerald as well as representatives from NIST, OEC, and PSCR
- The PSAC held its first full meeting by teleconference early this month and will hold first face-to-face meeting at the PSCR conference in June.
- Sheriff Fitzgerald will give separate update at board meeting.

Functional Outreach Vertical: Federal Users and Agencies

Goal: Create an advisory body comprised of potential Federal users and stakeholders in order to establish a plan for integrating Federal users into FN.

Objectives	Timing
Identify key Federal agencies who may potentially use FN services.	Beginning Q1
Identify key Federal agencies who are stakeholders in FN operations and management. <ul style="list-style-type: none">• Create channels of communication for key personnel• Establish relationships to enable efficient execution of FN initiatives and processes• Assign FN Board members as key points of contact for critical agencies (e.g. Federal Communications Commission)	Beginning Q1
Identify an operational model for the Federal advisory group and execute the creation of same. May occur via PSAC representation.	Q2
Integrate Federal advice into FN planning.	Beginning Q1

Functional Outreach Vertical: Congress

Goal: Provide ongoing information, required reports, and updates to Members of Congress and Committees of jurisdiction.

Objectives	Timing
Transmit mandatory annual reports. <ul style="list-style-type: none">• Report submitted February 22nd	Ongoing
Communicate regularly with Committees of jurisdiction and other interested Members and staff. Testify as requested. <ul style="list-style-type: none">• Testimony given March 14th	Beginning Q1/ Ongoing
Consider necessary changes or clarifications to laws affecting FirstNet. Seek Board direction on the resolution of barriers.	Beginning Q1/ Ongoing

Functional Outreach Vertical: Media and Branding

Goal: Proactively engage media outlets in an effort to leverage as a communications resource for FirstNet.

Objectives	Timing
Place at least one story per week in industry trade publications.	Beginning Q1
Produce and maintain FirstNet fact sheet and talking points for board members and staff authorized as spokespersons.	Beginning Q1
Build FirstNet website and web presence as tool to reach public safety users.	Q2
Develop FirstNet logo and brand consistent with public safety image.	Q2
Develop communication strategies which are coordinated to FirstNet's ongoing evolution and development.	Beginning Q1
Develop social media strategy for Twitter, blogs, and Facebook and policies to effect same.	Beginning Q2

Update: Media and Branding

- Four marketing and communications consultants have joined FirstNet to lead these and other communications activities.
- Communications update will be presented separately.

Functional Outreach Vertical: BTOP

- Goal: Gain valuable operational knowledge regarding the deployment of an LTE network, its supporting organization, and its applications within the standards and requirements of a public safety environment.

Objectives	Timing
Negotiate conditions with BTOP recipients enabling FirstNet to enter into spectrum manager lease agreements (SMLAs).	Beginning Q1
Recommend to NTIA the lifting of the partial suspension of the BTOP grants if SMLA's are executed. Subject to NTIA concurrence.	Q2/Q3
Oversee the successful implementation of the projects enabling learnings from key focus areas such as: <ul style="list-style-type: none">• Partner integration (MNO and satellite); QoS and preemption validation; wide area, high-power, and relay tests; deployable units; device functionality; local management; first application deployments; shared, high-reliability network core; in-building validation; and VoLTE.	Beginning Q2 and Ongoing

Update: BTOP

- The BTOP update will be presented separately.

Functional Outreach Vertical: Application Development

Goal: Build a library of public safety applications which will improve the performance and efficiency of the public safety community, first responders and the general public.

Objectives	
Solicit a list of applications and create an initial inventory to see what work can be leveraged.	
Gather data on most critical applications and needs from the users' perspective on data needs and user experience.	
Better understand existing operational processes and security requirements.	
Understand what devices, technologies, and back-end systems are used and supported by the various agencies.	

A detailed update on Application Development will be given in a separate presentation.

Functional Outreach Vertical: Vendors

Goal: Engage in effective communications with the vendor, manufacturing and services community in order to maximize the quality of FN products, offerings, and operations.

Objectives	Timing
Utilize Request for Information (RFI), Notice of Inquiry (NOI), and other formal listening mechanisms to solicit best practice recommendations. <ul style="list-style-type: none">• 1 NOI complete• 3 RFI's planned for Q1 and Q2	Q1/Q2
Conduct monthly webinars which are open to potential customers and the vendor community.	Beginning Q1
Conduct a FN vendor day in conjunction with Public Safety Communications Research annual event (June 4-6). Planning underway.	June
Conduct quarterly vendor forums.	Beginning Q2
Engage vendor trade associations through their advisory boards, messaging tools, trade conferences, and other events.	Beginning Q2

Functional Outreach Vertical: Vendors--Update

- Sue Swenson has assumed responsibility for vendor outreach.
 - PSCR is providing significant assistance.
- FirstNet continues to promote interaction with the numerous types of vendors in various ways, including:
 - Meetings to be held by PSCR at its upcoming conference in Boulder in early June.
 - Additional topical meetings beginning in Q3.
 - These meetings will be open to the public. www.pscr.gov will have the latest information.
- Topics under consideration include: network resilience, satellite integration, and inter-system integration.

Functional Outreach Vertical: Vendors—Update (2)

- FirstNet is preparing various RFIs and RFPs. The scope, number, and target release dates for these RFIs and RFPs are covered in the Company Start-Up Planning document.
- The feedback given by the States during the consultation process will be fundamental background for the RFPs.

Functional Outreach Vertical: Technical Community

Goal: Engage opinion leaders the technical community who have contributions to make to FirstNet and solicit those contributions.

Objectives	Timing
Identify opinion leaders--including industry experts, academics, and research organizations--in the technical community who are not represented in other functional outreach verticals.	Beginning Q1
Conduct outreach to these individuals and their member organizations.	Beginning Q1
Build communication channels with selected community members, seeking individuals who can convey FirstNet's initiatives to a broader audience.	Beginning Q1

Functional Outreach Vertical: International Standards and Coordination

Goals: Ensure that public safety requirements are adopted in international standards. Coordinate use of Band Class 14 at US borders.

Objectives	Timing
Lead the cause of public safety within international standards bodies by influencing their project priorities, including at: <ul style="list-style-type: none">• 3GPP, GSMA, ATIS, CTIA, and TIA	Ongoing
Coordinate use of Band Class 14 at the United States borders with Canada and Mexico.	Ongoing
Coordinate with other countries considering the adoption of Band Class 14 or other LTE bands for LTE-based public safety systems.	Beginning Q2

PSCR leading standards effort on behalf of FirstNet

- PSCR is leading the effort on to gain adoption of public safety requirements at the standards bodies.
- FirstNet and PSCR are coordinating effectively and have established a process to monitor progress:
 - Weekly working calls between FirstNet and PSCR SMEs.
 - Using existing PSCR issues tracking process.
 - Work reflected in weekly FirstNet Dashboard for executive communications and project management control.

Agenda

- Introduction
- State and Territory Consultation
- Outreach to Local Governments
- Additional Updates
- **Appendix**

FirstNet Speaking Engagements

- User Advocacy has established “priority criteria“ for accepting speaking invitations:
 1. State and territory governors, tribes, and local government officials
 2. Public safety (state, local), PSAC
 3. Federal users, vendors, and technical community
- UA has also established booking criteria:
 1. Keynote slot (address entire group)
 2. Individual presentation (not panel)
 3. Large attendance of target audience
 4. No vendor conflicts
 5. FN selects presenter
 6. Prefer non-profit conference host

Board Speaking Engagements

- Speaking engagements will be reviewed in the Communications presentation

Questions and Comments

Thank You