



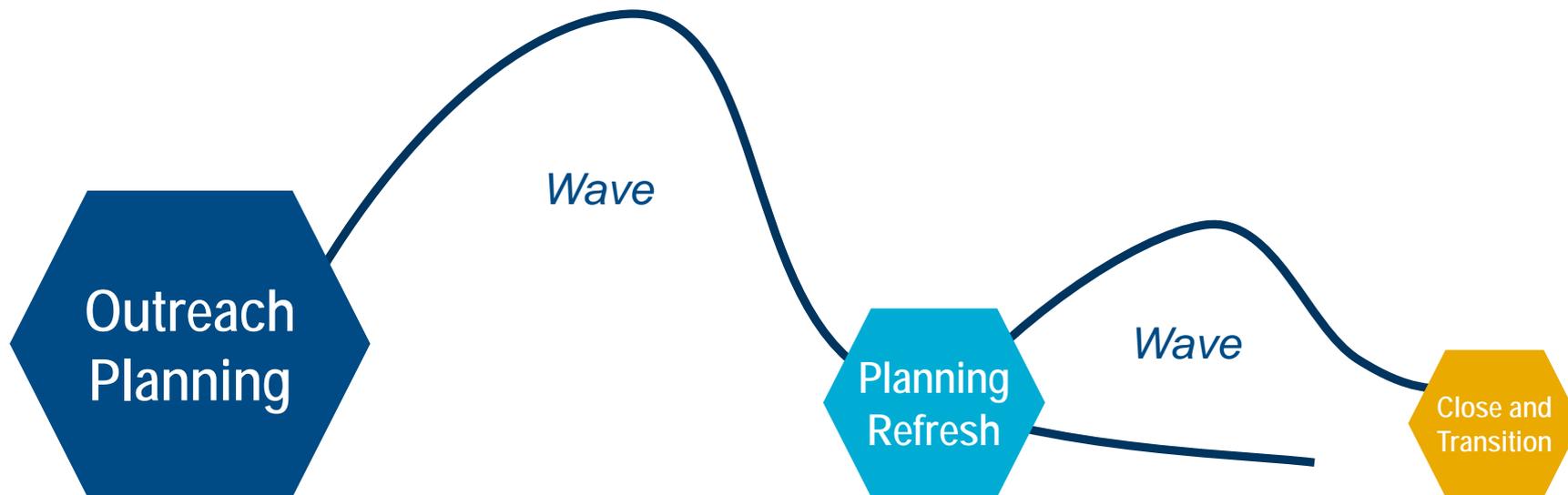
California Public Safety Broadband Statewide Planning

California First Responder Network Board of Directors Meeting
Outreach Planning Update
June 11, 2014

- **Education and Outreach Plan**
- **First Responder Outreach List**
- **Outreach Schedule**
- **Upcoming Events**

Outreach Wave Approach

14-AUIA-HHUA-SO-111



Outreach approach features successive waves to reduce risk, improve effectiveness, and increase outreach quality



Education and Outreach Plan

The major sections of the draft California Education and Outreach Plan are

- **Executive Summary**
- **Approach**
- **Stakeholder Organizations**
- **Management**
 - Team
 - Communications
 - Escalation and Issue Resolution
 - Document Control
 - Change Management
- **Appendices**
 - Organizational Events and Conferences
 - Stakeholder Organizations, Associations, and Agencies
 - Other States Social Media
 - Typical Town Hall Agenda



The Education and Outreach Plan is a hands-on, living document

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Approach Section

The Approach section contains mini-plans answering the what, how, and when of major outreach strategies within a campaign wave

- Education and Outreach Presentation
- First Responder Outreach List
- Town Halls
- Conferences
- Webinars (optional)
- Multimedia Outreach and Information Distribution



Approach sections provide the tactical what, how, and when required for successfully executing outreach strategies

First Responder Outreach List

The Outreach List is a series of contact, distribution, and event information listings used by the team to invite and inform stakeholders. Listings include

- Public safety stakeholder organizations and associations
- Well-attended conferences and events
- Distribution lists, methods, and owner/administrators for communicating to their constituents



Project Schedule – Conduct 1st Wave of Outreach

- The schedule is a plan being continuously revised as we lock in specific dates and venues for the town halls and conference presentations
- First Town Hall: Wednesday, July 16th, in Lake County
- Subsequent town halls tentatively scheduled for end of August, September, and October

ID	Outline Number	Task Name	Duration	Start	Finish	Gantt Chart											
						Q2 '14	Q3 '14	Q4 '14									
						May	Jun	Jul	Aug	Sep	Oct	Nov	Dec				
36	1.4	3. Conduct Outreach - Wave A	121 days	Wed 5/14/14	Tue 11/4/14	[Gantt bar spanning May to Nov]											
37	1.4.1	Work Package NTP (Wave A)	2 days	Wed 6/25/14	Thu 6/26/14	[Gantt bar in June]											
38	1.4.2	Develop Presentation & Survey	24 days	Fri 6/27/14	Thu 7/31/14	[Gantt bar in June]											
48	1.4.3	Coordinate and Schedule presentation sessions, incl. attendees, venue, notices	100 days	Thu 6/5/14	Mon 10/27/14	[Gantt bar spanning June to Oct]											
49	1.4.4	Townhall #1: Lake County	11 days	Fri 7/11/14	Fri 7/25/14	[Gantt bar in July]											
50	1.4.4.1	Prepare for trip	3 days	Fri 7/11/14	Tue 7/15/14	[Gantt bar in July]											
51	1.4.4.2	Travel to and conduct presentation sessions	2 days	Wed 7/16/14	Thu 7/17/14	[Gantt bar in July]											
52	1.4.4.3	Document, upload results, feedback	5 days	Fri 7/18/14	Thu 7/24/14	[Gantt bar in July]											
53	1.4.4.4	DELIVERABLE 6a: Trip attendee form and survey results	1 day	Fri 7/25/14	Fri 7/25/14	[Gantt bar in July]											
54	1.4.5	Townhall #2: Santa Ana (LA-RICS)	11 days	Fri 8/22/14	Mon 9/8/14	[Gantt bar in August]											
59	1.4.6	Townhall #3: Bakersfield	11 days	Mon 9/22/14	Mon 10/6/14	[Gantt bar in September]											
64	1.4.7	Townhall #4: Stockton	11 days	Tue 10/21/14	Tue 11/4/14	[Gantt bar in October]											
69	1.4.8	Conference Presentation #1: 9-1-1 Advisory Board	12 days	Wed 5/14/14	Fri 5/30/14	[Gantt bar in May]											
74	1.4.9	Conference Presentation #2	19 days	Tue 7/8/14	Fri 8/1/14	[Gantt bar in July]											
79	1.4.10	Conference Presentation #3	19 days	Tue 9/9/14	Fri 10/3/14	[Gantt bar in September]											
84	1.4.11	Develop Flyer	18 days	Wed 6/25/14	Mon 7/21/14	[Gantt bar in June]											

Town Hall Agenda Topics

Town hall meeting agendas will vary with location, but will focus on providing a broad overview from federal, state, and local perspectives

Typical agenda topics include

- Governance
- FirstNet Process (federal)
- FirstNet Service and Architecture
- Early Adopter Overview
- Perspectives
 - Local Public Safety
 - Tribal
 - Regulatory; e.g., CPUC
 - Information Technology; e.g., CIO
 - Radio



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Town halls offer a unique educational opportunity for attendees

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Next Steps

In planning and performing outreach in California, we need CalFRN members' support to

- **Expand and fill gaps in the Stakeholder Outreach List**
- **Invite their local stakeholders to outreach events, the first being the July Town Hall**
- **Provide key representation and local knowledge at the August OES coverage workshop**

Questions

- **Greg Hamilton, PMP | SAIC**
Senior Program Manager
mobile: 916-549-9732
hamiltong@saic.com | saic.com

- **Mike Boyden, PMP, PE | SAIC**
Program Director
mobile: 925-984-9082
mike.boyden@saic.com | saic.com

Back Up Slides

OEC Coverage Objectives Workshop

Interstates, major U.S. highways and non-CDP areas with more than 5 people per square mile (using census blocks)

All other areas would use Satellite/ Deployable coverage.

-  In-Building
-  Handheld/Partial In-Building
-  Vehicular Modem/ Partial handheld
-  Satellite/Deployable



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Adjusting Coverage for Public Safety Needs

Agencies

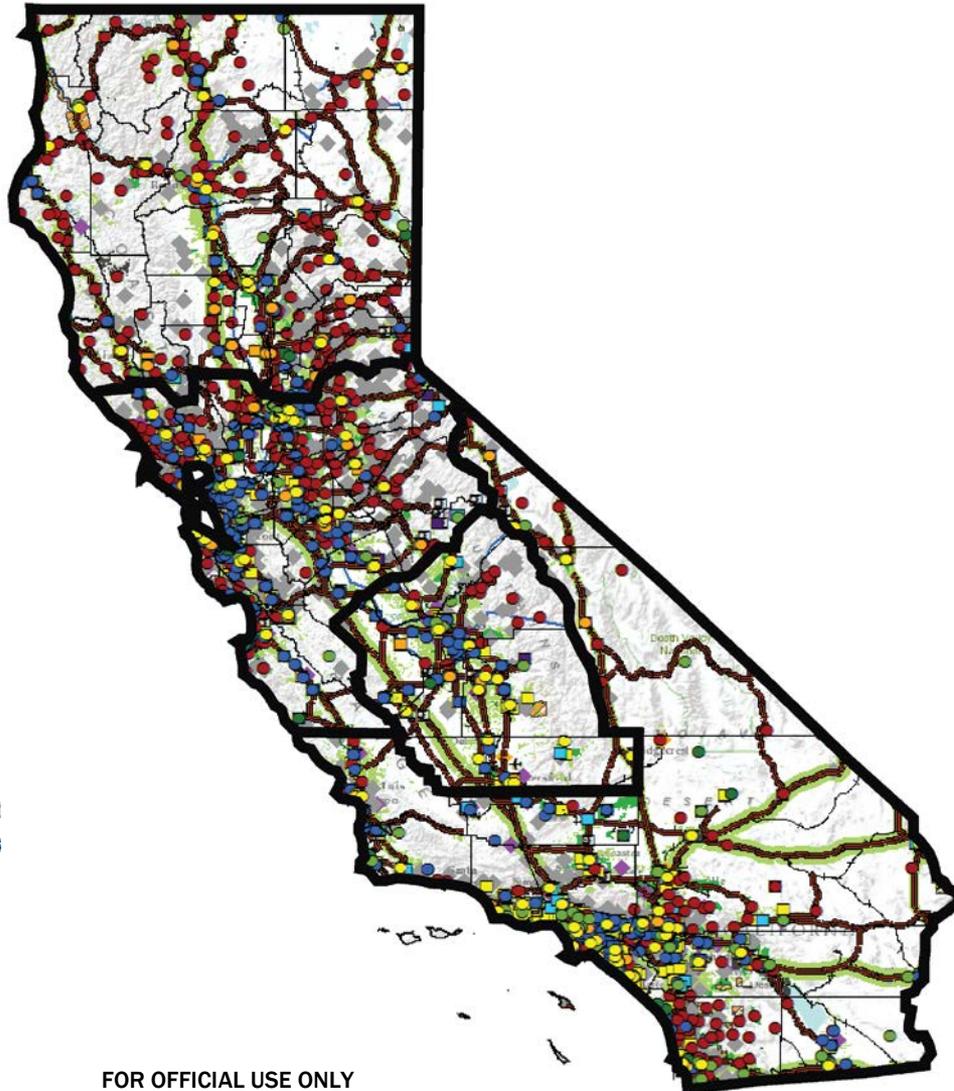
- EMS Departments
- Federal
- Military
- Emergency Management
- Law Enforcement
- Fire Departments

Facilities

- Major State Government Building
- Court Houses
- ▨ Prison Areas
- ▨ Corrections
- ▨ Airport
- + Airports
- Local Emergency Operations Centers
- State Emergency Operation Centers
- Urgent Care Facilities
- Hospitals
- PSAP
- Schools
- Ports
- Amtrak Stations
- Air National Guard (ANG) Sites
- ▨ Army National Guard (ARNG) Installat
- Canada and Mexico Border Crossings

Critical Infrastructure

- ◆ Manufacturing
- Hazardous Materials Routes
- ◆ Energy
- ☢ Nuclear Plants
- ◆ Dams
- ◆ Public Venues



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Help us manage expectations

- LTE is not a replacement for LMR technology today
- LMR will continue to provide mission critical voice communications for the foreseeable future
- The LTE *data* network introduces new capabilities to assist the first responder
 - Provides new supplementary data and video services
 - Its true power and value will be realized once useful, interoperable applications are in the hands of users

