

## About SLIGP

SLIGP was created under the Middle Class Tax Relief and Job Creation Act of 2012. SLIGP is designed to provide resources to assist regional, state, local and tribal government entities as they plan for the nationwide public safety broadband network (PSBN) being developed by the First Responder Network Authority (FirstNet).

NTIA awarded \$116.5 million in grants to 54 U.S. states and territories. This funding provides recipients with the resources to work with stakeholders throughout the state or territory to identify needs, gaps, and priorities for public safety wireless broadband. This work will also help recipients prepare for consultation with FirstNet.

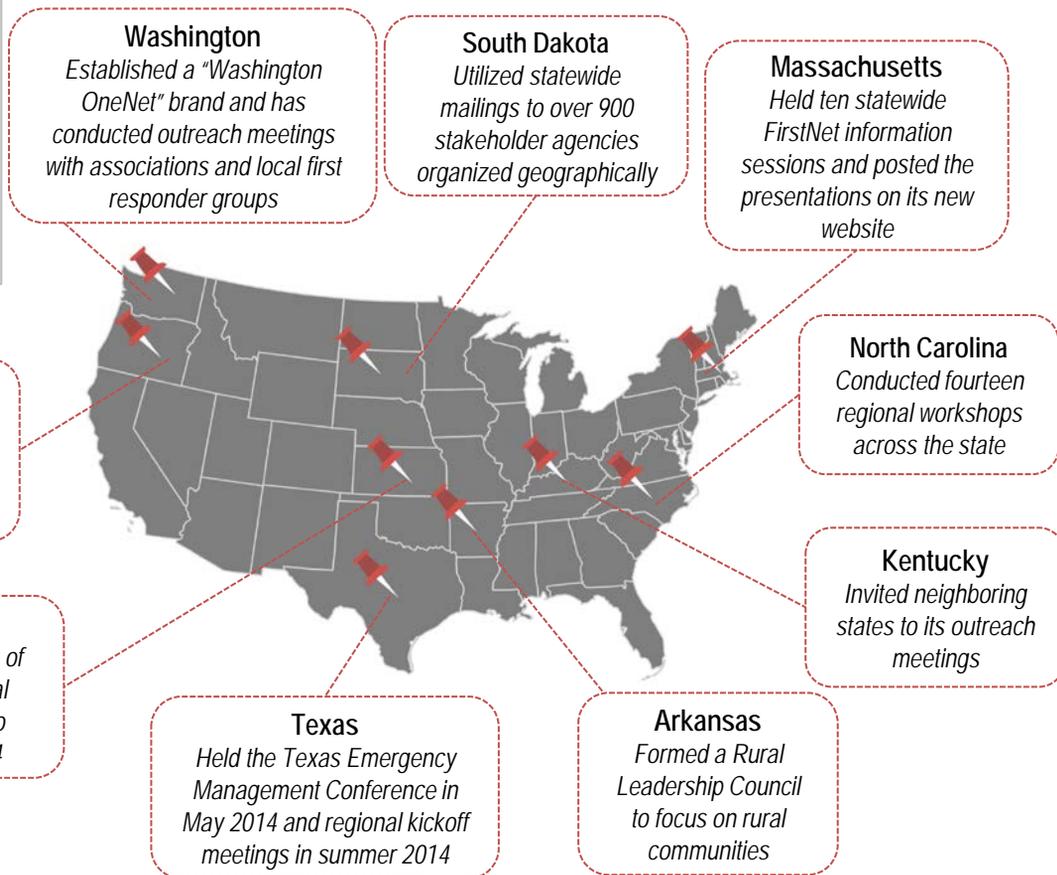
## Recommendations for Public Safety Broadband Outreach and Education

SLIGP is a formula-based, matching grant program assisting states, in collaboration with regional, tribal, and local jurisdictions, to plan for the establishment of a nationwide public safety broadband network.

The SLIGP program office gathered information from the quarterly reports of recipients across the nation and further interviewed stakeholders from Florida, Maryland, and North Dakota. These states were chosen based on their progress, experiences, and lessons learned to date on outreach and education. As of March 2014, recipients across the nation have developed and distributed over 35,000 outreach and education materials through websites, social media accounts, workshops, conferences, newsletters, emails, and presentations. The map below shows a few of the events and activities recipients have engaged in since the start of the grant program.

### SLIGP Funding Priorities for Outreach and Education

- Create a process for education and outreach, through program development or other efforts, among local and tribal officials, public safety users, and other stakeholders about the PSBN
- Identify potential public safety users of the PSBN



# Featured State Activities and Keys to Their Success



## Florida Cast a Broad Net

FloridaNet, the team responsible for Florida's broadband coverage needs, hosted a series of eight sessions held at venues across the state and a webinar from February to April 2014, attracting a total of 237 individuals. This effort offered an overview of FirstNet and the role of the FloridaNet team. Invitations for the listening tour and webinar were sent through FloridaNet's

executive committee, regional coordinators, and first responder associations, as well as posted publicly.

Representatives from law enforcement, fire, emergency medical services (EMS), emergency management, hospitals, tribal nations, and the private sector were among the stakeholders attending these events. **What's Next?** FloridaNet is planning two more listening tours – in fall 2014 and summer 2015. The fall tour will ask stakeholders to validate a broadband coverage map developed by the state using NTIA State Broadband Initiative (SBI) grant funds.

### Keys to Florida's Success:

#### 1. Involving Stakeholders

Send out meeting minutes and encourage stakeholders to provide feedback.

#### 2. Customizing Content

Recognize that different areas of the state or territory will have different levels of understanding.

#### 3. Finding Low to No Cost Space

Ask state or local agencies if they have a conference room that can be used for the meetings.

#### 4. Augmenting Staff

Adding one or two temporary staff members can help with meeting planning to save time and avoid hiring a contractor for this specific task.

## Maryland Showed the Promise of the PSBN

Maryland hosted three regional public safety technology forums in April 2014 that attracted 150 attendees, including law enforcement, fire, EMS, emergency management, information technology, transportation, planning, and health professionals. Invitations were sent to Maryland's Statewide Interoperability Executive Committee and Practitioner's Steering Committee, and members were asked to distribute to their colleagues. The invite was also sent out by Maryland's 24/7 Joint Operations Center and posted on the State EMA events calendar. The Governor's Office of Crime Control and Prevention sent the invite to every State Police barrack and all of their law enforcement contacts around the state. Maryland also posted the presentations and handouts on the web. In this way, Maryland was able to target a variety of public safety stakeholders it otherwise would not have reached. The presentation discussed the public safety technology that is available now and presented FirstNet as the next generation of data in the field. **What's Next?** Maryland will meet individually with each county and association that attended the forums.



### Keys to Maryland's Success:

#### 1. Painting the Picture

Show first responders how their operations will change by incorporating current events, video, and audio into the presentation, tailored to different disciplines.

#### 2. Customizing Content

Ask for a show of hands at the start of the meeting by stakeholder group to better tailor the presentation and establish a starting point for the discussions to follow.

#### 3. Being Persistent and Polite

Acknowledge that first responder stakeholders have many other day-to-day commitments that can make meeting a challenge.

## North Dakota Used Parallel Issues to Start the Conversation

North Dakota held a series of seven meetings between December 2013 and January 2014, attracting nearly 200 individuals. It promoted the meetings through an email to the emergency managers and 9-1-1 coordinators for each county, who were asked to invite their stakeholders to attend the meetings. It also posted the meeting information to local associations' websites and calendars. During the meetings, North Dakota discussed Next Gen 9-1-1 and other

initiatives that are parallel to the PSBN and was able to concurrently introduce FirstNet's value to stakeholders who were less familiar with the initiative. *What's Next?* North Dakota will provide success stories about how public safety practitioners have used data to do their jobs better.

### Keys to North Dakota's Success:

#### 1. Flexible Meeting Times

Offer evening meetings to accommodate volunteer personnel's schedules.

#### 2. Find Allies

Identify organizations, associations, or individual champions that are friendly to the message and ask them to help deliver the message.

#### 3. Don't Reinvent the Wheel

Look to neighboring recipients and see how they are conducting outreach and education.

## Recipients Using the Web

Many SLIGP recipients are taking or plan to take advantage of the web to aid their outreach efforts. Features of recipients' websites include:

- Basic information about the state's broadband organizational and governance structure
- Basic information about FirstNet, SLIGP, and/or NTIA
- Contact information for important people working on SLIGP, broadband, or FirstNet in the state
- Links to outreach materials developed by the recipient
- Links to FirstNet resources
- A calendar of past and upcoming meetings and outreach events
- Links to the website of state public safety associations
- Frequently asked questions
- Links to the SLIGP application and the Statewide Communications Interoperability Plan
- State-specific SLIGP implementation timelines
- Discussion forums with registration and event management capabilities
- Archived materials for past governance meetings
- Videos

### Sample Recipient Sites

Florida; <https://flhsmv.memberclicks.net>

Maryland; <http://mdinterop-public.sharepoint.com/>

Oregon; [www.firstnetinoregon.org](http://www.firstnetinoregon.org)

South Dakota; [psbn.sd.gov](http://psbn.sd.gov)

Washington; [www.siec.wa.gov/index.shtml](http://www.siec.wa.gov/index.shtml)