



**STAKEHOLDER OUTREACH PROJECT
UPDATE FOR FIRSTNET BOARD
FEBRUARY 12, 2013**

Agenda

- **Introduction**
- Outreach Objectives
- Stakeholder Groups
- User Advocacy Organization
- Appendix

Stakeholder Outreach: Overall Objective

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

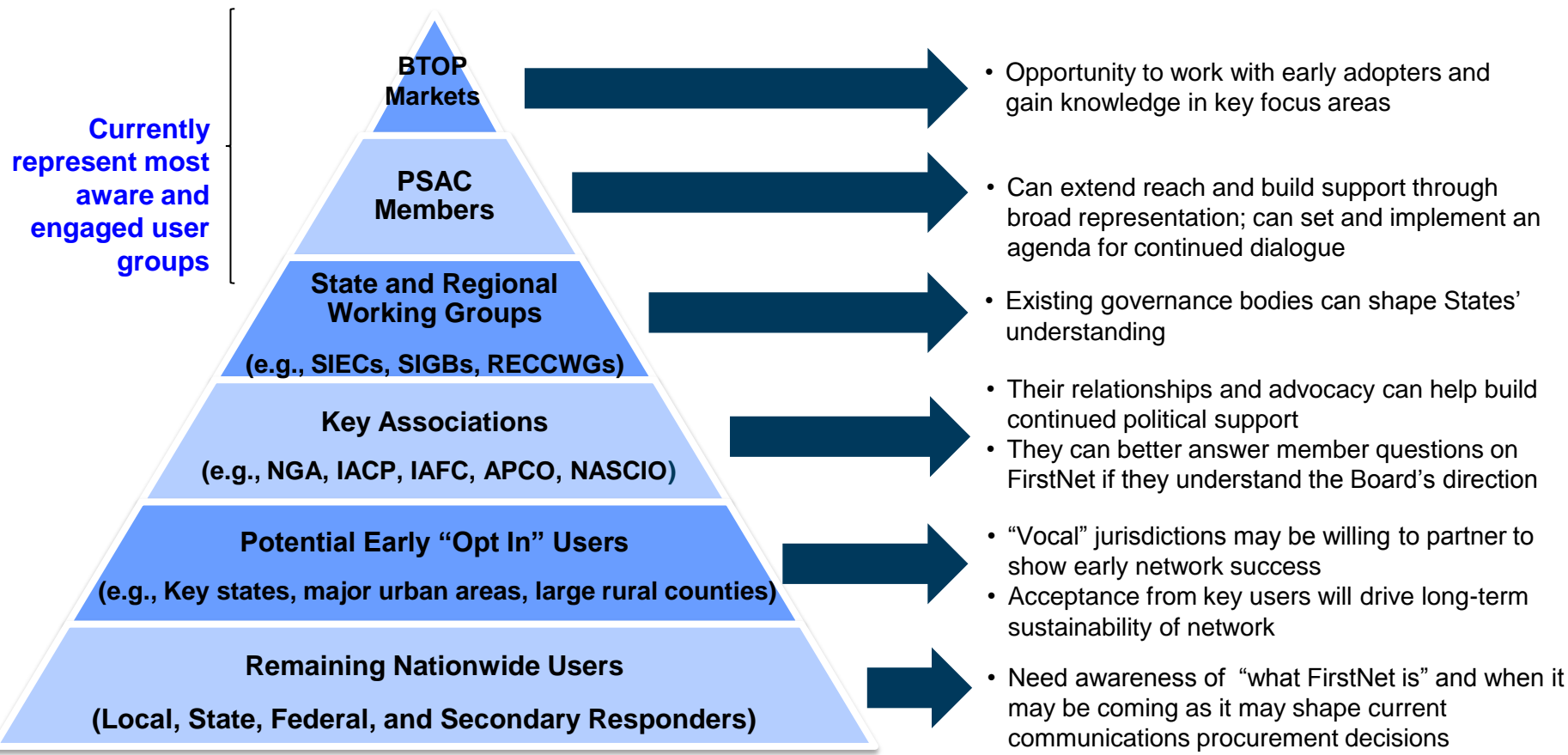
The scope of the State Consultation project has expanded

- Stakeholder outreach now includes
 1. States and Territories
 2. Public safety users
 3. PSAC
 4. Tribes
 5. Federal users and agencies
 6. Congress
 7. Media
 8. BTOP recipients
 9. Applications development
 10. Vendors
 11. Technical community

FirstNet will gain support by listening to and engaging with groups and individuals that can influence broader buy-in

Target User Groups

Potential Impact



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What is FirstNet trying to accomplish through the outreach program?

ACTIONS

Host “Listening Tour” meetings to:

- Engage State and Territory decision makers
 - Governors
 - CIOs
 - Others
- Engage public safety users
 - At regional workshops
 - At association meetings
- Fulfill legislative requirements
- Communicate with other stakeholder groups



OBJECTIVES

Understand priorities and concerns of first responders.

- Outreach meetings are the “market research” to assist FirstNet in defining its offering for public safety
 - E.g. Network design, feature priorities, coverage, etc.
 - *Subject to Board discussion:* --
- All 50 States and six Territories participate in FirstNet’s deployment
 - Expected late in 2013
- FirstNet is serving first responders in all 50 States and six Territories
 - By the end of in 2015

Objectives for each stakeholder group are detailed on the following slides

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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 6 regional “Listening Tour” meetings with National Governors Association – targeting State and local officials.	March/April
Conduct meetings, seminars, and conference lectures targeting Governors, gubernatorial staff (CIOs, Public Safety, Technology).	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

Note: Timing of activities in all Outreach Verticals depends on filling open positions.

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 (See Appendix) • Place FN message in each association newsletter • 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

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

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.	March/April Ongoing
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: 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 on-going information, compliance reporting, and updates to Congress and the committees of jurisdiction.

Objectives	Timing
File mandatory reports.	Beginning Q1
Report to the committee and Chairperson of jurisdiction. Testify as requested.	Beginning Q1
Consider necessary changes or clarifications to laws affecting FirstNet. Seek Board direction on the resolution of barriers.	Beginning Q1

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

Note: Timing dependent on filling open positions.

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 lease agreements.	Beginning Q1
Recommend to NTIA the lifting of the partial suspension of the BTOP grants if conditions are met.	Q1/Q2
Oversee the successful implementation of the projects enabling learnings from key focus areas such as: <ul style="list-style-type: none">• provisioning and billing, border spectrum management, deployable units, carrier integration, and standard network designs for integration into the FirstNet nationwide network	Ongoing

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 for first responders and the general public.

Objectives (target to complete within 90 days)	Timing
Solicit a list of applications and create an initial inventory to see what work can be leveraged.	Q1/Q2
Gather data on most critical applications and needs from the users' perspective on data needs and user experience.	Q1/Q2
Better understand existing operational processes and security requirements.	Q1/Q2
Understand what devices, technologies, and back-end systems are used and supported by the various agencies.	Q1/Q2
Schedule and plan 1 st FirstNet "hackathon" to generate enthusiasm in the developer community to take place during Q2.	Q2

* Bill Keever & Peters Suh will cover in more detail as separate agenda item.

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: 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

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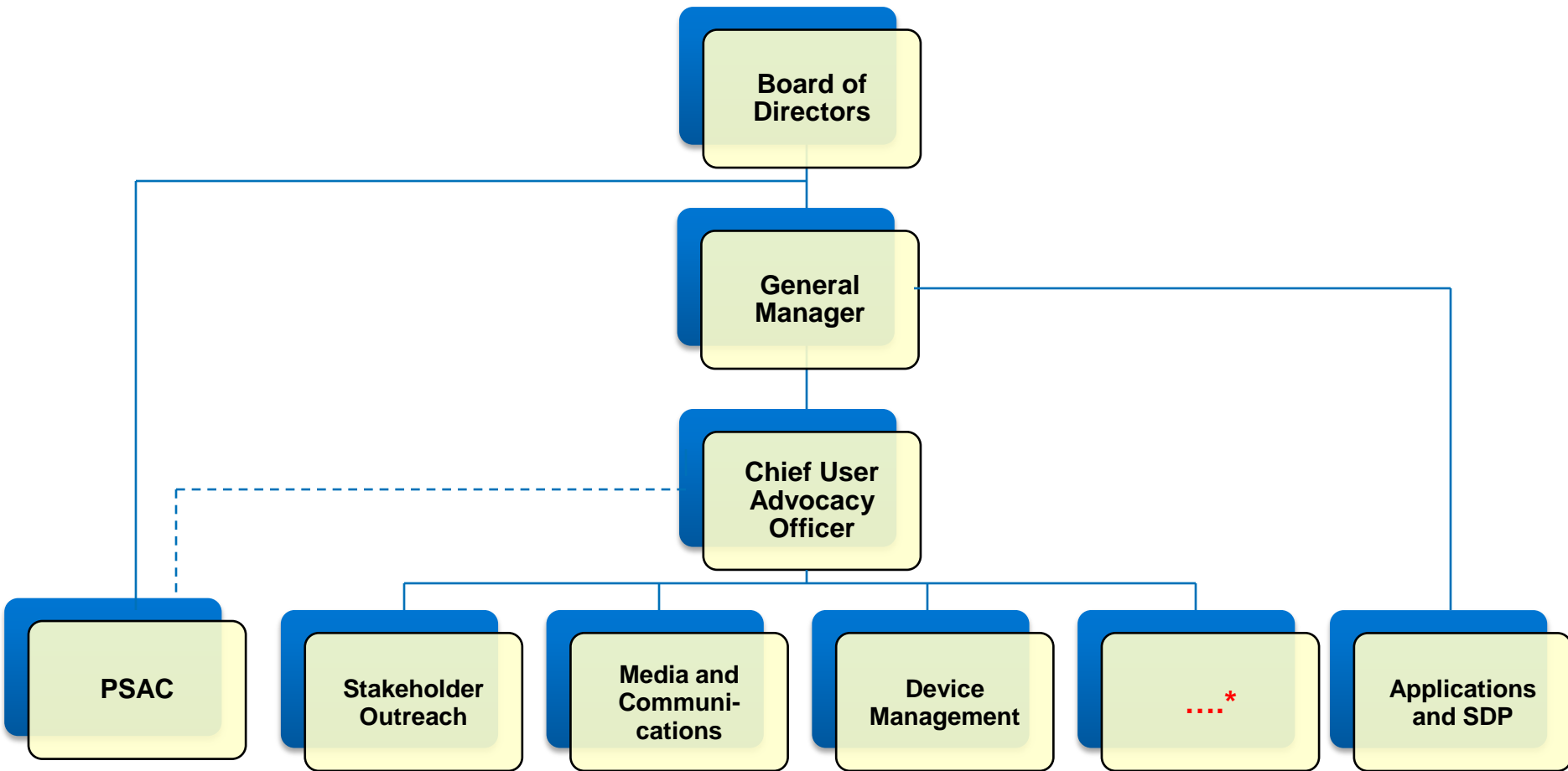
User Advocacy Organization

The User Advocacy (UA) organization has been designed to focus initially on Stakeholder Outreach.

- Chief Johnson serving as acting Chief User Advocacy Officer
- One contractor is on staff
- NTIA is assisting in hiring two term employees
- NTIA has “lent” User Advocacy 3 partial FTEs
- UA is coordinating with other FirstNet Board members, contractors, and the PSAC to meet its outreach objectives

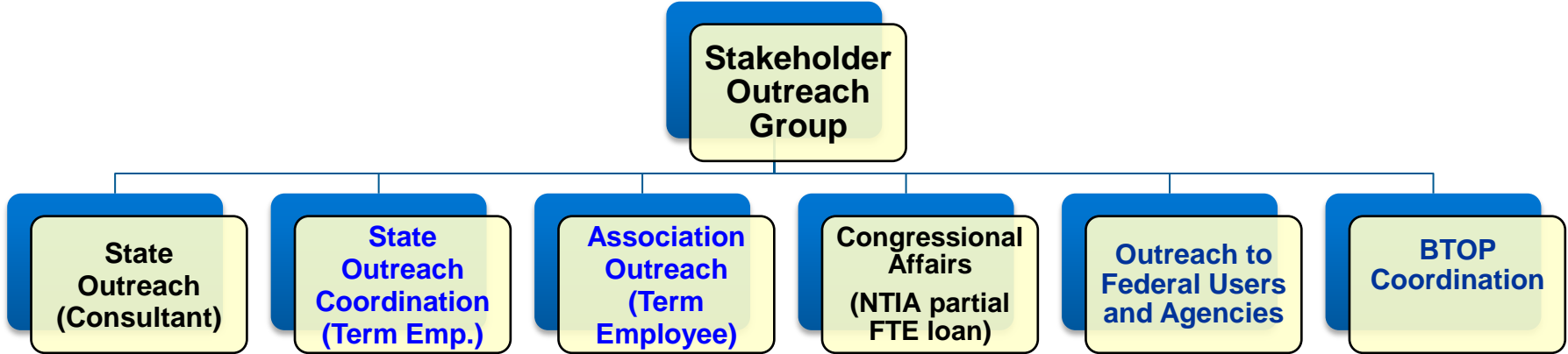
Other traditional “marketing and sales” positions will be added later.

User Advocacy Organization--Current



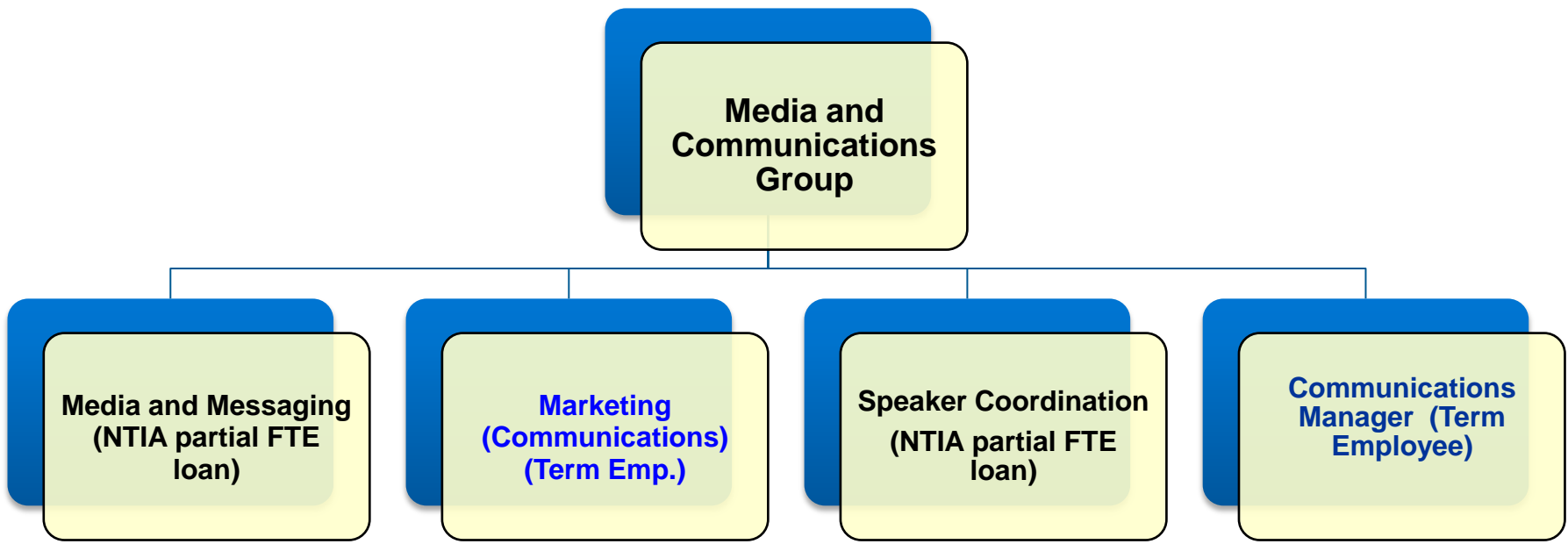
*** Current structure. Other groups will be added later in the start-up phase.**

User Advocacy: Stakeholder Outreach



Black: Position filled
Blue: Position open

User Advocacy: Media and Communications



Black: Position filled
Blue: Candidate open

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FirstNet Speaking Engagements

- User Advocacy has established “priority criteria“ for accepting speaking invitations:
 1. State/Territory Governors and Tribes
 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

- FirstNet Board members have spoken at nine conferences and association meetings since the last Board meeting.
- Board members will maintain a busy calendar of public appearances.
 - Already scheduled to speak at 20+ additional conferences before mid year.
- These engagements are shown on the following pages.

Speaking Engagements Completed (1)

- International Wireless Communications Expo (IWCE) and Urgent Communications - "Virtual Tradeshow" (Webinar)
 - Chuck Dowd and Tim Bryan (December 12, 2012)
- National Telecommunications Cooperative Association (NTCA) Rural Telecom (Webinar)
 - Tim Bryan (January 9, 2013)
- SDR (software defined radio) - WinnComm 2013 – by Wireless Innovation Forum (Washington DC)
 - Kevin McGinnis (January 9, 2013)
- 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)

Speaking Engagements Completed (2)

- Governors Homeland Security Advisors Council (formed by National Governors Association (NGA) Center for Best Practices)
 - Annual Meeting (Glynco, GA)
 - Ed Reynolds (January 30, 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)

Upcoming Speaking Engagements (1)

- Connect Iowa (Webinar)
 - Paul Fitzgerald (Feb. 21, 2013)
- National Governors Association - Winter Meeting (Washington DC)
 - Sam Ginn, Jeff Johnson and Craig Farrill (February 23, 2013)
- US Conference of Mayors - Leadership Meeting (Washington DC)
 - Wellington Webb (March 1, 2013)
- National Association of Counties (NACo) - Legislative Conference (Washington DC)
 - Paul Fitzgerald (March 2-3, 2013)

Upcoming Speaking Engagements (2)

- National Association of State Technology Directors (NASTD) - Southern Region Seminar (Orlando FL)
 - Ed Reynolds (March 5, 2012)
- PCIA - The Wireless Infrastructure Association panel (Washington DC)
 - Tim Bryan (March 7, 2013)
- International Wireless Communications Expo (IWCE) (Las Vegas)
 - Jeff Johnson, Chuck Dowd, Crag Farrill, Kevin McGinnis and Harlin McEwen (March 13-14, 2013)
- Western States "Listening" Program (Las Vegas NV)
 - Jeff Johnson (March 14, 2013)

Upcoming Speaking Engagements (3)

- SouthEast Association of Telecommunications Officers and Advisors (SEATOA) - 12th Annual Conference (Charlotte NC)
 - Ed Reynolds (March 22, 2013)
- Emergency Information Infrastructure Project (Webinar)
 - Kevin McGinnis (March 27, 2013)
- California Public Safety Broadband Forum (Sacramento CA)
 - Bill Keever (April TBD).
- Competitive Carriers Association (New Orleans LA)
 - Sue Swenson (April 17, 2013)

Upcoming Speaking Engagements (4)

- National Association of State Chief Information Officers (NASCIO) - Midyear Conference and “DC Fly-in”
 - Jeff Johnson. Craig Farrill or Sam Ginn (tentative) (April 30-May 1, 2013)
- Minnesota Department of Public Safety - 2013 Interoperability Conference (St. Cloud MN)
 - TBD (May 6, 2013)
- Georgia Public Safety and FirstNet Conference (Duluth GA)
 - Still gathering details. Ed Reynolds (May 21, 2013)
- PSCR Broadband Stakeholder Meeting (Boulder CO)
 - This event will allow vendors, carriers, industry to interact with the FirstNet Board. (June 4-6, 2013)

Upcoming Speaking Engagements (5)

- Alaska Fire Chiefs Association - Annual Leadership Summit (Juneau AK)
 - Jeff Johnson (Date TBD)

Questions and Comments

Thank You