

## California Public Safety Broadband Statewide Planning



# CALIFORNIA PUBLIC SAFETY BROADBAND

## Education and Outreach Plan



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### Revision History

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## 1. EXECUTIVE SUMMARY

Wireless broadband data applications enable exciting new possibilities for improving the operations and effectiveness of California public safety activities in life changing – and lifesaving – ways. This Plan is a blueprint for executing the California Public Safety Broadband Education and Outreach Program (CalPSNet) to create awareness in California’s public safety community of the Nationwide Public Safety Broadband Network (NPSBN) and First Responder Network Authority (FirstNet) and prepare them for the network’s deployment in California. Executing under the funds awarded by the National Telecommunications and Information Administration (NTIA) through its State and Local Implementation Grant Program (SLIGP), the plan’s goal is to reach 65% or more of California’s first responder stakeholders with this information.

California’s plan for executing SLIGP public safety broadband outreach consists of three conceptual phases— Planning, Execution, and Close/Transition to operations. Further, to assure the freshest material and point of view is presented during outreach, the planning and execution cycles will be repeated, creating multiple delivery streams; i.e., distinct outreach campaign “waves”. Figure 1-1 illustrates this wave approach.

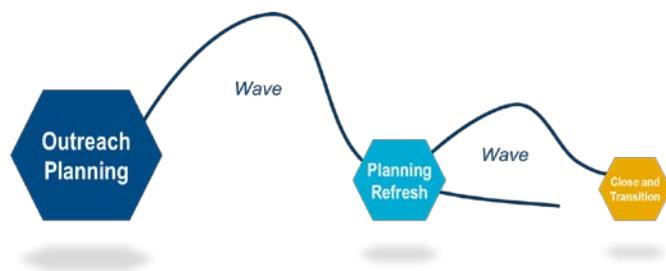


Figure 1-1 California’s Wave Approach to Outreach

Each wave consists of a multi-tiered outreach campaign, designed to result in a clear, consistent, and persistent message to California’s first responders. The tiers include:

- Town hall meetings
- In-person presentations at major stakeholder meetings
- Online webinars (optional)
- Multimedia and public information distribution

This planning document begins with an *Approach* section, which offers hands-on tactical level information or approach direction for each outreach tier, from town hall meetings and conference engagements to social media platforms for electronic information distribution. Following *Approach*, the next major section, *Stakeholder Organizations*, defines and identifies the target audience for outreach. The final section, *Management*, outlines the project infrastructure necessary for successful program execution.

The road to ubiquitous wireless broadband is a long one and will take many years. This plan ends by noting that it will be extremely important to manage stakeholder expectations during these early implementation phases by continually socializing these key messages:

- Long Term Evolution (LTE) wireless data service is not a replacement for Land Mobile Radio (LMR) technology today.
- LMR will continue to provide mission critical voice communications for a long time.
- LTE wireless broadband introduces new capabilities to assist the first responder. It is a supplementary technology that offers the first responder new data and video services, providing additional and timely information.

In executing this education and outreach plan, California will take an important step in preparing its first responders to take full advantage of this dedicated, high speed data network as it becomes available.

## 2. INTRODUCTION

On February 22, 2012, President Obama signed into law Public Law 112-96, the Middle Class Tax Relief and Job Creation Act of 2012. Title VI of PL112-96, entitled “Public Safety Communications and Electromagnetic Spectrum Auctions,” included provisions to fund and govern the Nationwide Public Safety Broadband Network (NPSBN), reallocate the 700 MHz D Block spectrum to public safety, and authorize the FCC to conduct incentive auctions to raise \$7 billion for building and managing the new network. It also established within the National Telecommunications and Information Administration (NTIA) the First Responder Network Authority (FirstNet), to oversee network planning, construction, and operation.<sup>1</sup>

- **Purpose**

This Plan is intended to be a blueprint for executing the California Public Safety Broadband Network Education and Outreach Program (CalPSNet) to create awareness in California’s public safety community of NPSBN and FirstNet and prepare them for the network’s deployment in California. Executing under the funds awarded by the NTIA through the State and Local Implementation Grant Program (SLIGP),<sup>2</sup> the plan’s goal is to reach 65% or more of California’s first responder stakeholders in the planned NPSBN.

- **Document Organization**

The plan proposes a multi-tiered education and outreach program consisting of successive outreach “waves.” Each report section supplies hands-on tactical level information or approach direction for developing actionable implementation documents, such as the Education and Outreach Presentation and First Responder Outreach List.

This document begins with the *Approach* section, which outlines the above documents. It then offers plans for each outreach tier, from town hall meetings and conference engagements to social media platforms for electronic information distribution. It next describes activities taking place between and at the end of campaign waves. Following *Approach*, the next major section, *Stakeholder Organizations*, defines and identifies the target audience for outreach, which directs the development of the Outreach List. The final section, *Management*, outlines the project infrastructure necessary for successful program execution.

Useful detailed information supporting the sections can be found in the appendices, such as public safety related events and conferences offering potential speaking opportunities as well as

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<sup>1</sup> Public Law 112-96, “Middle Class Tax Relief and Job Creation Act of 2012.” FirstNet is found in Title VI of PL112-96, entitled “Public Safety Communications and Electromagnetic Spectrum Auctions.”  
[www.gpo.gov/fdsys/pkg/PLAW-112publ96/pdf/PLAW-112publ96.pdf](http://www.gpo.gov/fdsys/pkg/PLAW-112publ96/pdf/PLAW-112publ96.pdf)

<sup>2</sup> On August 21, 2012, the Department of Commerce through the National Telecommunications and Information Administration (NTIA) published guidance on Development of Programmatic Requirements for the State and Local Implementation Grant Program to Assist in Planning for the Nationwide Public Safety Broadband Network (NPSBN). See [http://www.ntia.doc.gov/files/ntia/publications/fr\\_sligp\\_08212012.pdf](http://www.ntia.doc.gov/files/ntia/publications/fr_sligp_08212012.pdf)

links to other states' social media platforms for gleaning best practices for distributing electronic materials.

### 3. APPROACH

**Planning.** California's plan for executing SLIGP public safety broadband outreach consists of three conceptual phases—Planning, Execution, and Close/Transition to operations. Further, to assure the freshest material and point of view is presented during outreach, the planning and execution cycles will be repeated, creating multiple delivery streams; i.e., distinct outreach campaign “waves”. Figure 3-1 illustrates this wave approach.

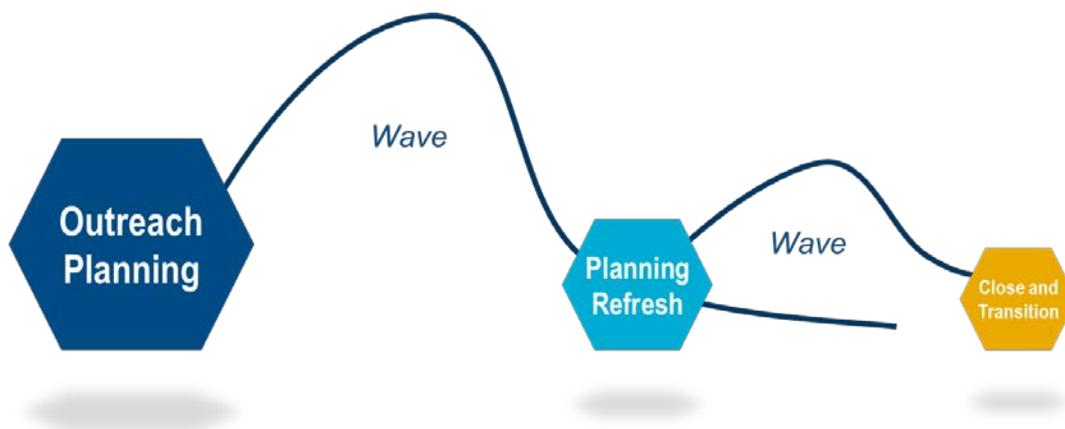


Figure 3-1 CalPSNet Wave Approach

**Execution.** Because of the limited technical and deployment information initially available and the rapidly changing FirstNet environment, Cal OES plans to execute outreach activities in successive waves. This staged delivery will assure that the most accurate and up-to-date information is provided to stakeholders during outreach. Each wave consists of a multi-tiered outreach campaign, designed to result in a clear, consistent, and persistent message to California's first responders. Outreach activity tiers include:

- Town hall meetings
- In-person presentations at major stakeholder meetings
- Online webinars (optional)
- Multimedia and public information distribution

**Refresh.** The education and outreach plan includes a planning refresh between execution waves. During the refresh, the two main planning documents, the outreach plan and stakeholder list, will be updated to reflect the latest California public safety and FirstNet information. More or less of one type of audience, geographic location, or event will be planned for the next wave based on the outcome of the first wave. Outreach materials will undergo a second release, providing the very best and latest information to stakeholders.

**Transition and Close.** Cal OES sees SLIGP education and outreach activities as just the beginning of ongoing communications with stakeholders that will extend beyond implementation

into ongoing operations. It sees the end of grant funding as not the end of state level outreach, but rather the transition to a sustained communications strategy and therefore plans final grant activities accordingly.

The following *Approach* sections reflect this strategic stance and detail planning strategies for each activity type, specifying activity scope, approach, and timing; in simpler terms, describing the **What**, **How**, and **When** of the activities to be undertaken to accomplish a successful CalPSNet educational and awareness outreach program.

### 3.1. EDUCATION AND OUTREACH PRESENTATION

**What.** The *Education and Outreach Presentation* will contain the foundational awareness information regarding the Nationwide Public Safety Broadband Network, FirstNet and its activities, and California's perspective on both.

The presentation will be used to communicate this basic grounding information during the town hall meetings. The information may be presented across as many as three speakers, the California FirstNet Single Point of Contact (SPOC), federal FirstNet representative, and the SAIC Consultant subject matter expert (SME).

The presentation's major informational topics include:

#### **Introductory Presentation** – CA FirstNet SPOC, e.g., Karen Wong or alternate

- Welcome
- California-centric points of interest and specific statistics
- Governance
  - Federal
    - NTIA
    - FirstNet
    - FCC (opt.)
  - State
    - SPOC
    - CalFRN
    - Governor opt-in/opt-out
- Overview of where we're at and what we're doing, including:
  - LA-RICS (Early Adopter)
  - BayRICS
- Optionally, what town hall topics/speakers follow and why

**FirstNet Overview** – FirstNet Representative, e.g., Ed Parkinson, Jeff Johnson (if still speaking), Kristi Wilde or similar

- Act
- Funding and Finance
- Organization

- Design Process
- Consultation Process
- Timing, Status, and Next Steps

**FirstNet Service and Architecture** – Consultant SME, e.g., SAIC’s Mike Boyden, Bob Wideman, or similar

- Service Vision
- Service Offer (quad chart)
- Network Architecture
- Applications

Depending on the town hall venue, certain topics may be covered by local representatives; for example, Pat Mallon may be available to present on Early Adopters, such as LA-RICS. The SAIC Consultant SME’s presentation will serve to fill in gaps or expand upon the FirstNet representative’s topics. For example, if the FirstNet representative’s presentation focuses on organization and process, then the SME presentation may go more in depth regarding LTE architecture and broadband applications, with the goal of providing public safety audiences the full breadth of available information. In keeping with the Act, the planned network will be referred to as the Nationwide Public Safety Broadband Network (NPSBN) and the federal delivering organization as the First Responder Network Authority (FirstNet). A major theme that will be communicated to public safety stake holders is that ***LTE will not replace LMR in providing mission critical voice for the foreseeable future.***

The FirstNet Consultation process will be noted in the Next Steps section of the presentation but will not be a major emphasis for this first wave of local outreach.

**How.** To develop the presentation, content will be incorporated from:

- Federal FirstNet sources, including available presentations, flyers, and information from the [www.firstnet.gov](http://www.firstnet.gov) website and from Amanda Hilliard’s FirstNet Outreach organization.
- California-specific material, such as agency information from Cal OES, LA-RICS and BayRICS, governance bodies such as CalFRN and CalSIEC, and public safety first responder entities such as CAL FIRE.
- Consultant sources, including technical LTE, network architecture, and application information available from FirstNet, government agency organizations, such as DHS OEC, government standards bodies such as NPSTC, advisory organizations such as PSAC, and telecommunications service providers, suppliers, and industry consultants.

A planning workshop session will be conducted to review topics and decide on major themes and messaging desired for the California public safety community. A special emphasis will be on re-using federal materials such as those from FirstNet and NTIA to keep messaging consistent across the federal and state and local levels. A presentation template will be selected to assure a

common look-and-feel “brand” across outreach materials. This branding will carry on into other outreach materials such as meeting notices and informational flyers.

Once the foundational slide presentation has been drafted, the information will be passed to Amanda Hilliard at FirstNet for review to further assure consistency with the most recent FirstNet developments.

**When.** The final presentation must be completed no later than two weeks prior to the first outreach event to allow sufficient time for internal Cal OES review. Presentation development may begin after completion of the initial planning workshop determining major themes and messaging.

### 3.2. FIRST RESPONDER OUTREACH LIST

**What.** The *First Responder Outreach List* is an important input to developing tactical execution plans for key wave outreach activities. It will be used for planning outreach wave events such as determining the locations for town halls and conference presentations, for inviting participants, and for communicating information to public safety stakeholders. The list will contain critical planning information regarding stakeholder groups, such as:

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

Further, this information is part of the Requested Discussion Topics in the FirstNet Initial Consultation Package.<sup>3</sup>

**How.** Assembling the list begins by identifying and documenting the major California public safety stakeholder categories and the associated organizations with membership reflecting those groupings. This activity is described and its results can be found in Section 4. *Stakeholder Organizations*, as well as APPENDIX B – *Stakeholder Organizations, Associations, and Agencies*.

Using these category groupings, the CalPSNet team will next identify the major conferences and association events that garner the largest attendance of group members. Contact information for association leaders and event organizers will be obtained. Finally, owners/administrators of group distribution lists (e.g., email Listserv) for inviting participants and distributing periodic outreach messaging will be recorded on the matrix.

As further described in Section 3.7, given the board’s composition, CalFRN board members can play an important role in helping to identify these key contacts within their representative

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<sup>3</sup> FirstNet (2014, April 30). *Initial Consultation Package*. p.4. See nos. 5 and 6 of Appendix 2 in [http://www.firstnet.gov/sites/default/files/Single%20Point%20of%20Contact%20%28SPOC%29%20Initial%20Consultation%20Package\\_04302014.pdf](http://www.firstnet.gov/sites/default/files/Single%20Point%20of%20Contact%20%28SPOC%29%20Initial%20Consultation%20Package_04302014.pdf)

organizations. Once completed, the first version of the *First Responder Outreach List* will be stored on the California Public Safety Broadband Planning SharePoint collaboration site, <https://icenter.saic.com/sites/CalFN>. The list will be updated and expanded as the program progresses, with the master document always archived on the site.

**When.** Being an input to outreach wave activities, the development of the outreach list is planned to be complete prior to initial event planning. Work on the list will start as part of developing the education and outreach plan (this document).

### 3.3. TOWN HALLS

**What.** Town hall meetings will be scheduled across the state to bring to the public safety community the latest information on NPSBN, FirstNet, and the initiative's progress in California. Modeled after the NG9-1-1 town halls, the 2-2.5 hour meetings will include a series of 10-15 minute presentations from speakers representing perspectives from the federal, state and local levels.

A typical town hall agenda is included in APPENDIX D – *Typical Town Hall Agenda*.

Town halls will be designed in a way that encourages a high level of participation from the local public safety community. CalFRN representatives will attend the town halls, further adding relevancy and credibility to the message. Town hall meetings will offer stakeholders the opportunity to attend in person or virtually via online video webcast. Video recording of town halls will be produced for later posting online to the CalFRN webpage. To support the anticipated in-person participation, town halls will be scheduled at venues that can accommodate approximately 75 attendees.

Questions will be taken after each presentation and at the end of the town hall meeting. To manage the Q&A process, a sign-up sheet for the audience will be available during presentations, creating a queue of participants that will pose their questions after the presentation. Remote participants can email their questions during presentations to [CalFRN@state.ca.gov](mailto:CalFRN@state.ca.gov). Attendees will also be reminded that they can continue to email any additional questions after the town hall to the same email address.

A timekeeper will be assigned to facilitate the town hall, tracking presentation durations and moderating Q&A sessions. While Karen has performed this function in the past, this may be designated to a SAIC consultant attending the session.

After each town hall, feedback forms will be available for attendees to provide comments on the presentations and scope of the meeting. This feedback will be valuable in helping refine future town hall messaging, agenda, and presentation subjects. Handouts and leave-behind material will also be made available, such as the Cal OES flyer and FirstNet fact sheets for Law Enforcement, Fire, EMS and LMR.

Per requirements of the Bagley-Keene Act, special needs accommodations, e.g., a sign language interpreter for the deaf, will be arranged for the town hall if a request is made at least 5 days

prior to the meeting. The public notice for CalFRN includes the following language addressing special needs and will be used as an example of the text to add to town hall invitations:

*The meeting is accessible to the physically disabled. A person who needs a disability-related accommodation or modification in order to participate in the meeting may make a request by contacting Juliet Lac at (916) 657-9205 or sending a written request to the Public Safety Communications Office at 601 Sequoia Pacific Blvd, Sacramento, CA 95811. Providing your request at least five (5) business days before the meeting will help ensure availability of the requested accommodation.*

Per California state requirements, food will not be offered at town hall meetings.

**How.** Coordination and scheduling of town halls will require a concerted effort by the CalPSNet team to align schedules of venue locations and presenters, to support logistics, and to offer effective event notice to the public safety community. The process of coordinating a town hall session will include:

- Determine Town Hall Team. Team members will be selected based on responsible area, which include:
  - Venue reservations and logistics – Cal OES (Joni Hamblin, Juliet Lac, Seng Saeteurn, Hector Rodriguez)
  - Meeting facilitation – SAIC (Mike Boyden, Bob Wideman, Patrick Kempker, David Lee, Greg Hamilton)
  - SME presentation – SAIC (Mike Boyden, Bob Wideman, Patrick Kempker, David Lee)
  - Videographer – Phillip Killion
  - Venue contacts – Dependent on chosen location
  - Sign Language Interpreter – As requested
  - Speakers – Representatives from FirstNet, LA-RICS, BayRICS, local public safety, tribal, etc.
- Determine Town Hall Location. Location attributes include:
  - Arrange location close to an airport
  - Tentative locations covering California:
    - Northern California, in a rural location such as Mt. Shasta, Lakeport, or Redding
    - San Francisco Bay Area and Sacramento region, covered by a common locations such as Vacaville or Stockton
    - Central California, such as Bakersfield or Fresno
    - Southern California, in an urban location such as Los Angeles
    - Southern California, in a rural local south of Ontario
- Determine Who to Invite. Aspects include:

- Identify local and regional public safety organizations, see Sections 3.2 and 4.
- Consider using the same communications channels as were used for the NG9-1-1 town halls to publicize meeting date and location
- Leverage CalFRN contacts, Listservs, and email to effectively announce town halls
- Arrange Meeting Logistics
  - Identify venue point of contact (POC) and reserve venue
  - Reserve venue to include early access to the room for equipment staging and setup prior to the meeting
  - Arrange for availability of a screen, projector, microphone and speaker sound system, speakerphone or interconnection to sound system, and data connection to the Internet
    - Assure Internet connection has sufficient uplink bandwidth to support webcast video streaming
  - Prepare copies of sign-up sheets, feedback forms, handouts and leave-behind materials

After the town hall, feedback form inputs are compiled and summarized. These will be uploaded to the California Public Safety Broadband Statewide Planning SharePoint site, <https://icenter.saic.com/sites/CalFN>, for future reference and review. As the outreach campaign progresses, stakeholder feedback can be used as input to planning refresh activities.

Collecting metrics will be important for SLIGP reporting purposes and for tracking progress of California's outreach campaign. In addition to the compiled stakeholder feedback, town hall participation can be tallied through the collection of sign-up sheets for in-person attendees, webcast attendee count, and invitee lists.

Town hall recordings will be made available on the CalFRN webpage in the future.

**When.** The initial town halls are planned for summer 2014, beginning in July. A fourth town hall is tentatively planned for October. To actively illustrate FirstNet's balanced focus on rural as well as urban public safety needs, the order of town halls start with rural areas and move to more urban settings. The tentative town hall order follows:

1. Lake County: July 16, 2014
2. Between LA and San Diego: Late August
3. Bakersfield: Late September
4. Stockton: October

When scheduling town hall sessions, care should be taken to first identify the availability of hard-to-schedule speakers, such as the FirstNet representative or CA SPOC, whose calendars will likely have the least flexibility.

As coordination of town halls must also take into account stakeholders' schedules, dates to be avoided include the major events listed in APPENDIX A – *Organizational Events and Conferences*. Further, the following are considered blackout dates not suitable for a town hall:

- OEC Coverage Objectives Workshop; August 6-7, 2014
- CalFRN Meetings; first Wednesday of every other month, i.e., June 11, August 6, October 1, and December 3, 2014
- Public Safety Communications Research (PSCR) conference; June 3-5, 2014
- 9-1-1 Advisory Board Meetings, August 20 and November 19, 2014

### 3.4. CONFERENCES

Presenting at conferences and other recurring public safety events allows local stakeholders to learn about these topics in a familiar forum. These are events that stakeholders have likely scheduled to attend long in advance and may have been attending year after year. This, along with being integrated with other important public safety topics, increases the relevancy and credibility of the public safety broadband outreach message.

**What.** California FirstNet SPOC, Karen Wong, her delegate, an appropriate CalFRN member, or consultant will speak at the event. A larger, national event occurring in California, e.g., APCO, may incorporate a FirstNet representative as presenter. The outreach content to be delivered will be a condensed version of the PowerPoint presentation developed in Section 3.1 and based on the allotted speaking time. The subset of presentation topics will be selected to reflect those with the most relevant information to the particular audience of the event or conference. An optional Q&A period at the end of the presentation may be held, again depending on the time allotted and conference protocol.

**How.** Using the California public safety stakeholder groups identified in Section 4. *Stakeholder Organizations*, as well as CalFRN member and other recommendations, the CalPSNet team will document recurring conference and events, timing, and event contacts. This process is described in Section 3.2. A draft listing can be found in APPENDIX A – *Organizational Events and Conferences*. Using the listing, the team will meet to prioritize and select a subset of target events. In preparation for this meeting, the team may request CalFRN members to identify the conferences and events most reflective of their constituency.

Using this short list, event organizers will be contacted to schedule and secure a place on the event's agenda for a public safety broadband outreach presentation. Based on scheduled time and location, an appropriate outreach speaker will be assigned to present at the event, ideally Karen Wong, CA SPOC, or delegate.

Metrics to document conference outreach participation may include actual or estimated attendance information, which can be requested from the event organizer after the event. Presentation feedback may be collected anecdotally or as part of the normal event feedback process for the event, such as post-event email surveys.

**When.** Timing will be based on the schedules for the selected target events, with a focus on 2014-2015. Examples of types of conferences and events mentioned above include:

- CALNENA – the conference is scheduled for January 2015.
- CalSIEC –meets three times yearly. The next meetings are in May and August 2014.
- APCO – the Western Regional APCO conference will be held in Sacramento in May 2015. For this type of event, Cal OES may want to consider hosting a booth.

### 3.5. WEBINARS

Initial outreach to remote locations will be via the video webcast town halls and so separate webinars are not initially planned as outreach activities. Webinars will be considered at a later point in the schedule if required to accommodate any unreached stakeholders that remain after the major outreach events. Should webinars be required, the following approach will be used:

**What.** Webinars will be presented via online web conferencing, such as WebEx, using a condensed version of the town hall PowerPoint presentation slides. Webinars will be scheduled for one hour, but are generally expected to be approximately 35 minutes of content presentation followed by 10 minutes of Q&A.

**How.** Once the slide presentation is finalized, potential webinar dates that encourage highest participation are identified and which also have suitable spacing between meetings. An announcement flyer is developed for distribution through Listserv and other communications channels. The flyer contains general information on the purpose the webinar, date and time, and web conference information. Basic information is also provided in text to support email systems that may not support viewing of attachments like the flyer.

The announcement will be distributed to stakeholders 2-3 weeks prior to the webinar date, followed by a reminder in the days before. After the webinar, the team will address any unanswered follow-up questions and distribute slides to the participants. The overall planning and execution of a webinar takes place over a 3-4 week period.

As part of metrics collection, the webinar participant list will be captured during the WebEx to maintain a record of number of attendees.

**When.** Webinars will be scheduled later in the outreach campaign to provide an opportunity for those who missed town halls to receive the education and outreach message. Webinars are scheduled at two per month or every two weeks in the representative plan. We have also found this is the optimum “battle rhythm” for these events, allowing sufficient time between announcing the events, sending a reminder, and then conducting the online session.

### 3.6. MULTIMEDIA EDUCATION, OUTREACH, AND PUBLIC INFORMATION DISTRIBUTION

This section describes the CalPSNet team’s approach for effectively and efficiently communicating key education and outreach information to target audiences using electronic media, e.g., websites, social media platforms, and electronic mail. This information

communicated to stakeholders may include invitations and information about events, awareness flyers, and post-event surveys.

**What.** The initial focus for electronic media will be communicating to stakeholders via the Cal OES CalFRN web page:

[http://www.caloes.ca.gov/PSC/Pages/Services/Telecom/California-First-Responder-Network-\(CalFRN\).aspx](http://www.caloes.ca.gov/PSC/Pages/Services/Telecom/California-First-Responder-Network-(CalFRN).aspx)

This web page provides “one-stop shopping” for summary and detailed awareness information about NPSBN and FirstNet, ranging from fact sheets to the federal act document. The site also offers access to multimedia materials, such as YouTube videos on relevant topics. Finally, it is the place to find current information such as minutes from the most recent CalFRN board meeting. See Figure 3-2, CalFRN Web Page.



Figure 3-2 California First Responder Network (CalFRN) Web Page

Information materials for distribution to stakeholders, such as flyers, presentations, event invitations, and other materials, will follow the same visual theme or branding/identity guidelines, creating a common “look and feel” to associate them with the outreach initiative.

Basic background information for outreach from FirstNet can be found at <http://firstnet.gov/resources>, including outreach fact sheets by discipline. Versions of these flyers can also be personalized with Cal OES contact information. As mentioned, Cal OES has developed its own informational fact sheets which will be posted on the CalFRN web page.

Although the primary means of electronic communications will be through the CalFRN web page, Cal OES has access to a full range of social media platforms, available to viewers at [www.caloes.ca.gov](http://www.caloes.ca.gov). The CalPSNet team will develop messaging materials that will be flowed to the Public Information Office (PIO) social media manager for distribution via the platforms, shown in Figure 3-3.



Figure 3-3 Cal OES Social Media Channels

Electronic mail (email) will continue to be a primary distribution method for time sensitive information, such as meeting invitations, as well as for informational material.

**How.** To ensure public safety stakeholders get the information they need, the CalPSNet team will identify the reason for communicating the information, the message content, desired target audience, transmission medium, and appropriate timing. For information bound for social media channels, the team will use this process to determine the best communication paths:

1. Using the matrix in APPENDIX C – *Other States Social Media*, review other states’ social media platforms for best practices. Then document, prioritize, and select top practices for candidate use in California.
2. With channel best practices in hand, determine the appropriate messages to be sent via social media. These may include:
  - Town hall invites
  - Conference invites
  - Initial general background. This content may be communicated via flyer or other format such as email, Facebook, or blog entry.

- Quarterly updates. This could include:
  - FirstNet news from federal level
  - News from the California state level
  - Outreach status updates (optional)
- 3. At the same time, identify available social media platforms, their managers, metrics, and most importantly their audiences
- 4. Based on the above, determine which messages to provide to which platform managers and at what time
- 5. Depending on the content, audience, and platform, obtain the necessary approvals to send messages, as required
- 6. Send or post the defined messages via the appropriate media channel to the target stakeholder group

Much of the public safety community receives email communications via Listserv email distribution groups. Information regarding these distribution points will be identified and documented as described in Section 3.2 and will be available for this process.

In addition to the CalFRN web page, outreach materials can be made available to mobile users by posting them on the Department of Homeland Security (DHS) Office of Emergency Communications (OEC) Public Safety Library app system, <https://casmnextgen.com/pslib/>. This app makes awareness documents in PDF format easily available via Apple and Android mobile devices such as tablets and smartphones. As documents are updated, the system automatically notifies users of the update.

Metrics collection varies by media platform, however, electronic distribution methods offer many built-in statistics to track outreach progress. For websites, statistics for number of new and repeat visits as well as number of pages and time spend at the site can be collected. Broadcast distributions via email Listservs can be tallied by the group size of the distribution.

**When.** As described above, the appropriate timing varies based on the message, medium, and stakeholder audience. Event-based messaging, such as invitations to town hall meetings or conference speaking engagements, will be timed to the event. See Sections 3.3 and 3.4 for more information. After the town halls, a “drip” approach can be implemented to reinforce and expand upon the initial message. For example, this may include a quarterly message containing CalFRN news or FirstNet consultation status. This type of message may be appropriate for multiple distribution channels, e.g., posted on the CalFRN web page, sent via Listservs, or included as a Facebook post or tweet. Developing an outreach calendar will ensure proper timing and execution of these recurring broadcasts.

### **3.7. CALIFORNIA FIRST RESPONDERS NETWORK (CALFRN)**

**What.** The *California First Responder Network Board of Directors* consists of 12 multi-disciplinary members representing a cross-section of public safety, state, local, tribal and Long

Term Evolution (LTE) technical expertise at the executive leadership level. The CalFRN Board develops and recommends policy to the Public Safety Communications and the Governor's Office of Emergency Services.<sup>4</sup> Responsibilities of the Board include:

- Coordinate with the national FirstNet Board
- Provide policy guidance and direction to the California First Responder Technical Advisory Group
- Review, arbitrate and make final recommendations regarding unresolved issues on guidance, training and compliance

The CalFRN Board consists of leaders from the following organizations:

- Public Safety Communications, Assistant Director (Designated Point of Contact for the First Responder Network Authority Board)
- Governor's Office of Emergency Services, Director
- Department of Technology, Director and California State Chief Information Officer
- California Department of Forestry and Fire Protection, Director
- California Highway Patrol, Commissioner
- Emergency Medical Services Authority, Director
- Bay Area Regional Interoperability Communications System, Appointee
- Los Angeles Regional Interoperability Communications System, Appointee
- California Police Chiefs Association, Appointee
- California Fire Chiefs Association, Appointee
- California State Sheriffs Association, Appointee
- Tribal, Governor's Office Tribal Advisor

The following organizations may join the CalFRN Board in the future:

- California Department Finance, Director
- Industry, two (2) Representatives

**How.** The CalFRN Board operates at two levels, (1) directors and (2) advisory committees. Advisory committees will be established as warranted and currently include:

- California Statewide Interoperability Executive Committee (CalSIEC) Advisory
- Mutual Aid Regional Advisory Committee (MARAC)
- State 9-1-1 Advisory Board
- Technical Advisory Committee

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<sup>4</sup> Portions of this section are excerpted from: Cal OES (2014, March 7). *California First Responder Network Board of Directors*.

The advisory committee structure is intended to add depth and definition to CalFRN to better equip it to engage with FirstNet at the national level. The committees will also assist in incorporating local input and participation. Figure 3-4 illustrates this tiered arrangement.

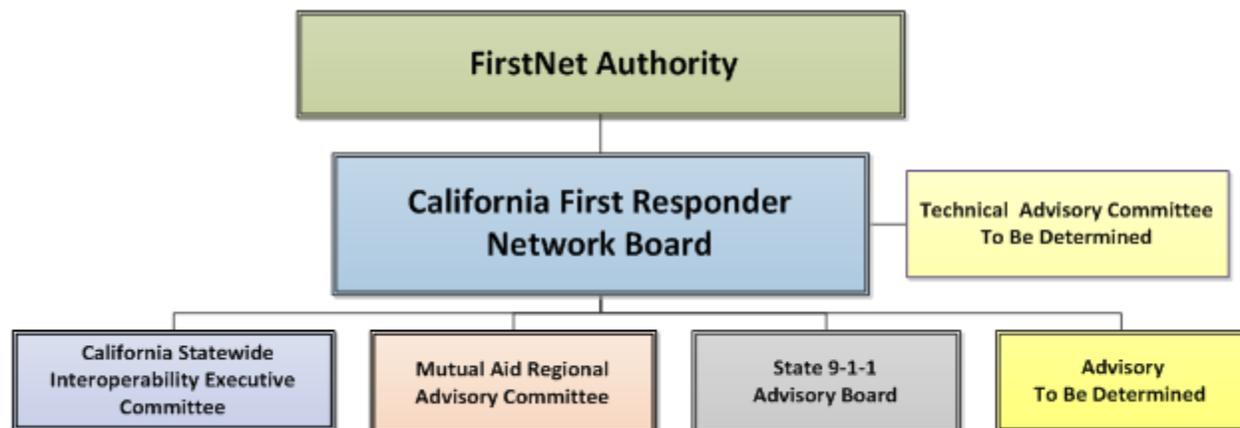


Figure 3-4 CalFRN Board has a Two-Level Operating Structure

This governance structure can be used as a valuable vehicle for education and outreach. For the CalPSNet team, the Board becomes a source of California public safety community knowledge, provides linkages to venue owners and local speakers, and most importantly, performs as a communication distribution and feedback hub for the varied disciplines; e.g., law enforcement, fire, emergency medical, and 9-1-1/dispatch.

**When.** The CalFRN Board of Directors typically meets the first Wednesday of every other month, from 9:00 am – 12:00 noon Pacific Time. Board meetings are subject to cancellation and rescheduling based on need. See Figure 3-5 for CalFRN Board meeting dates for 2014.

2014 CalFRN Board of Director Meetings	
Date	Location
1. <b>April 2, 2014</b>	CHP Headquarters, 601 N 7th St
2. <b>June 11, 2014</b>	In person, Cal OES Headquarters, 3650 Schriever Ave.
3. <b>August 6, 2014</b>	In person, Dublin
4. <b>October 1, 2014</b>	In person, location TBD, Los Angeles
5. <b>December 3, 2014</b>	Conference call/WebEx, location TBD

Figure 3-5 2014 CalFRN Board of Directors Meetings

Additional information regarding meeting locations, agendas, and attendance can be obtained from the CalFRN Board Administrative Liaison: Juliet Lac, (916) 657-9205, [Juliet.Lac@state.ca.gov](mailto:Juliet.Lac@state.ca.gov). Information can also be found on the Cal OES website ([www.caloes.ca.gov](http://www.caloes.ca.gov)). Digital recordings of board meetings can be found on the Cal OES website and on YouTube ([www.youtube.com](http://www.youtube.com)).

### 3.8. PLANNING REFRESH

**What.** During the Planning Refresh phase, the foundational planning documents, the Education and Outreach Plan (this document) and the First Responder Outreach List, will be updated to reflect the latest California public safety and FirstNet information. Outreach materials, such as the education and outreach presentation, will also undergo a second release, providing the very best and latest information to stakeholders.

The refresh phase will allow the CalPSNet team to refine the next wave of outreach, determining the most effective approach to reach the remaining stakeholder audiences, geographic locations, and key events. The team will also assess whether additional outreach activities, such as conference presentations and webinars, will be needed to reach stakeholders who may not have participated in the town halls and web casts. Additionally, the team will complete planning for Transition and Close, i.e. the end of the SLIGP education and outreach performance period.

**How.** A planning workshop will be scheduled to support planning refresh decisions. Reviewing the first wave's results and the latest FirstNet information, the CalPSNet team will determine the best outreach approaches for the second wave. This Education and Outreach Plan, along with presentation documents, will be updated to reflect the workshop's outcome and decisions.

**When.** Planning refresh will take place near the end of the first wave.

### 3.9. TRANSITION AND CLOSE

In this section, the "close" in Transition and Close refers to the necessary activities associated with the end of the SLIGP performance period. Since this is not the end, but rather the beginning of NPSBN deployment activities, "transition" refers to moving to a post-SLIGP steady state awareness communications associated with on-going operations. These may eventually include, for example, notice of new service offers, device availability, changes in rates and billing, or changes in local control procedures or responsibilities.

**What.** As important as the planning and execution activities, positioning California for sustained, fresh communications with California public safety stakeholders after post-SLIGP funded activities are complete is critical given the multi-year deployment and future operations of California's portion of the NPSBN. During implementation, communications will shift from initial awareness to operations-related information such as deployment progress status, tracking and communicating to stakeholders as coverage goes live, troubles are reported and resolved, and new cost packages and features become available.

**How.** The detailed planning for Transition and Close will take place during the Planning Refresh phase. By this time, FirstNet should have its California outreach (and future "account") representatives in place. Working with the FirstNet California representatives and with CalFRN, the CalPSNet team will document the types of information that are needed by public safety stakeholders. It will then determine the appropriate source and communications channel for messaging. For example, some types of service information will best be distributed from the

FirstNet sales channel, such as rates and service availability. Other information may be collected and reported by California's local network monitoring activities provided as part of NPSBN operations local control functions, such as network priority status, traffic shaping and reporting, and management dashboard summaries.

Other news, alerts, information on future plans, and governance and California state level policy information may be broadcast to public safety community by the CalPSNet team. This will involve the team identifying the appropriate channels for persistent outreach messaging based on information content. These can include email, website and social media. See Section 3.6 for more information regarding media platforms and selection process.

Although not in the current plan, in the future California can consider augmenting this operations phase outreach by:

- Leveraging the OEC Public Safety Library app system to store and distribute outreach materials.<sup>5</sup> By using the library app public safety users will be alerted automatically when an existing document is updated.
- Developing a special purpose website or increasing the current Cal OES web site functionality during deployment with features such as a password-protected working area for public safety communications planners and addition of web pages showing deployment progress, coverage, links for obtaining service and cost information, and other information relevant to ongoing operations.

**When.** The Transition and Close phase begins as the project approaches the end of SLIGP grant period of performance and funding. Planning for this phase will be detailed during Planning Refresh.

#### **4. STAKEHOLDER ORGANIZATIONS**

California is an exceptionally broad and diverse state. That diversity is represented in the people as well as the geography. The people of the state live in vastly differing communities, from dense urban areas to remote wilderness areas. The geography ranges from coastal to alpine. California includes both the highest and lowest elevation sites in the continental United States. It includes dense forest and expansive desert. California's vast and fertile central valley produces food for much of America. As can be expected from these largely varying circumstances, California has thousands of political sub-divisions in the form of counties, cities, tribes, port authorities and school districts, just to name a few.

To reach the level of success and penetration envisioned, the NPSBN will need to be available to a diverse set of public agencies as well as select private organizations that traditionally partner with public safety agencies. Not only must all these agencies and organizations be embraced as stakeholders, but sufficient outreach and education must be made to allow each of them to reach

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<sup>5</sup> See <https://casmnextgen.com/pslib/>

the necessary independent decisions that will facilitate the kind of partnerships that will allow both the network and regional collaboration to flourish.

**What.** The problem becomes, “How can the message of public safety broadband reach such a broad and diverse set of California stakeholders?” With so many individual agencies and organizations, it is impractical to create a single list of contact points for each of them and communicate directly with each entity. Rather, *outreach to stakeholders can be accomplished more efficiently by primarily communicating to existing groups, governing boards, and associations* already comprised of persons representing the various disciplines associated with public safety, communications, government, and other related first response functions.

**How.** Primary outreach to public safety stakeholder organizations will be accomplished with the guidance and cooperation of CalFRN. California has specifically established CalFRN to perform governance for the state role in the NPSBN. In addition to the traditional public safety first responders such as law enforcement, fire, and emergency medical services, the Board includes representatives from California state departments of Finance, Forestry and Fire Protection. It also includes Governor’s Office representation by the Office of Emergency Services and Tribal Advisor. See Section 3.7 for more information regarding the CalFRN board.

Accordingly, outreach to stakeholders will be undertaken through points of contact identified by CalFRN members for each of several key boards and associations. With cooperation from those points of contact, information will be relayed to the membership and interested parties associated with those organizations. The relay of information may take place through the use of Listservs, email contact groups, blogs or websites constant with the standard practices of those organizations. See Section 3.6 for more information regarding distribution via social media platforms.

Additionally, public safety communications officials have been engaged in the development of cooperative partnerships for mutual benefit over the last decade. Stakeholder outreach for the NPSBN can be enhanced by taking advantage of the partnerships and relationships that have been developed to create and improve voice radio communication between disparate agencies. Substantial email and contact listings have already been developed to facilitate security communications, grant program administration, and governance efforts.

**Stakeholder organizations.** Examples of public safety stakeholders and affiliated groups include, but are not be limited to:

- Law enforcement
  - California Police Chiefs Association
  - California State Sheriffs Association
- 9-1-1/Dispatch Communication (CALNENA)
- Search and Rescue
- Emergency Management
- Tribal Governments

- Land Management
- Transportation, to include highways, mass transit and port authorities
- State Government Agencies<sup>6</sup>
- County Government Agencies
- City Government Agencies
- State and Local Judicial Branch Agencies
- Partnering Federal Agencies
- California Fire Chief's Association services
- Emergency Medical Services Administrators' Association of California (EMSAAC)

The Act also makes provision for secondary use of the NPSBN. Although the definition of a Secondary User is still under development by FirstNet at the national level, California expects this class of users and interested parties to include supporting organizations such as utilities, public works departments, and hospitals.

Given the above, examples of representative organizations and associations include:

- California First Responder Network Authority (CalFRN)
- California State Interoperability Executive Committee<sup>7</sup> (CalSIEC)
- BayRICS
- LA-RICS
- Urban Area Security Initiatives (Los Angeles, Bay Area, San Diego)
- California Utilities Emergency Association (CUEA)
- 111 federally recognized tribes
- Law enforcement data user groups; e.g., National Law Enforcement Telecommunications System (NLETS), Criminal Justice Information Systems (CJIS), etc.
- California County Information Services Directors Association (CCISDA)
- California Public Utilities Commission (CPUC)
- California Emerging Technologies Fund (CETF)

A more detailed listing of stakeholder organizations, associations and agencies can be found in APPENDIX B – *Stakeholder Organizations, Associations, and Agencies*.

## 5. MANAGEMENT

The following sections identify the approach to managing the execution of the Education and Outreach Plan. These topics primarily relate to the project management aspects of the program and are a subset of those found in Project Management Institute's (PMI) Guide to the Project Management Body of Knowledge (PMBOK®).<sup>8</sup>

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<sup>6</sup> See Appendix B for a list of state agencies.

<sup>7</sup> See Appendix B for a list of CalSIEC represented disciplines.

<sup>8</sup> More information regarding the PMI and PMBOK can be found at <http://www.pmi.org/>

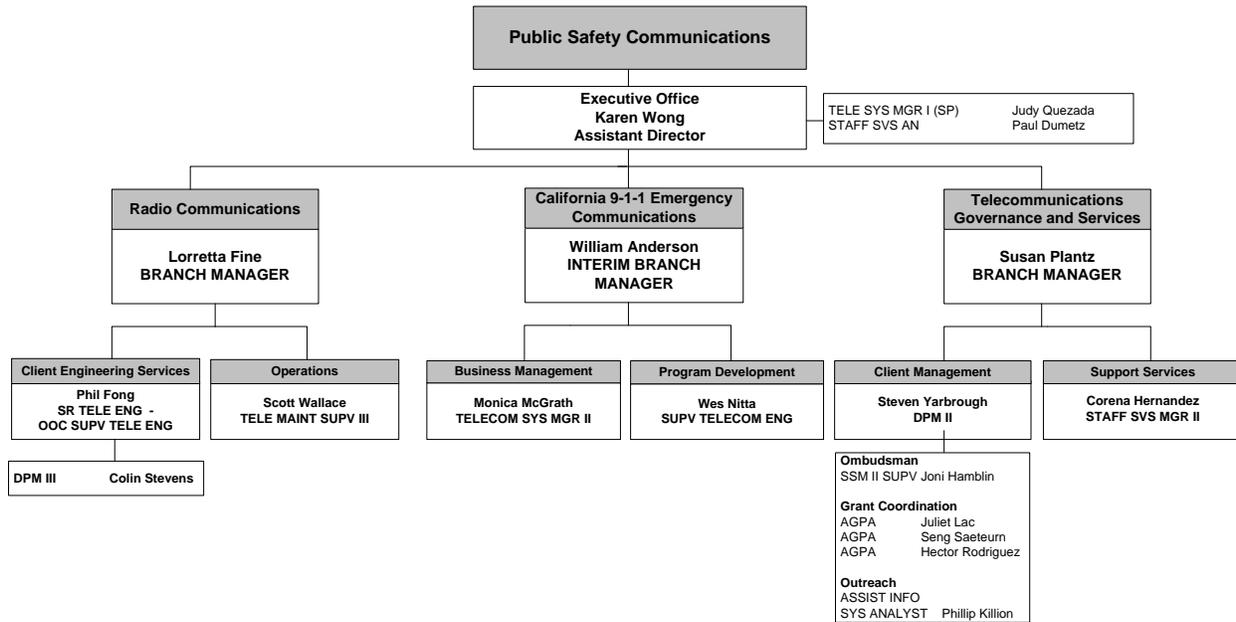
## 5.1. TEAM

The CalPSNet team consists of members from the Cal OES and SAIC outreach core teams. See Figure 5-1.

Team Member Role	Responsibility and Experience
<b>Cal OES</b>	
<b>Karen Wong</b> FirstNet SPOC	Public Safety Communications Assistant Director, Governor Delegated FirstNet Single Point of Contact (SPOC).
<b>Sue Plantz</b> Project Director	Telecommunications Governance and Services Branch Manager, responsible for California Public Safety Broadband SLIGP phase 1 execution
<b>Steve Yarborough</b> Deputy Project Director	Client Management Manager, functions as alternate second level decision maker for California Public Safety Broadband SLIGP phase 1 execution in Sue's absence.
<b>Joni Hamblin</b> Cal OES Project Manager	Public Safety Communications Ombudsman, California Public Safety Broadband SLIGP phase 1 project manager
<b>Juliet Lac</b> Analyst	Public Safety Communications Associate Governmental Program Analyst, Grant coordination, analyze and implement action plans, gather and maintain facts and information related to program activities
<b>Seng Saetern</b> Analyst	Public Safety Communications Associate Governmental Program Analyst, Grant coordination, analyze and implement action plans, gather and maintain facts and information related to program activities
<b>Hector Rodriguez</b> Analyst	Public Safety Communications Associate Governmental Program Analyst, Grant coordination, analyze and implement action plans, gather and maintain facts and information related to program activities
<b>Peter Town</b> SLIGP Grant Manager	Infrastructure Protection Grants Unit Grants Manager, is the SLIGP grants administration point of contact for NTIA and Department of Commerce ensuring that all grant requirements are met and that a proper grant file is maintained for monitoring and auditing
<b>Phillip Killian</b> Videographer	Assistant Information Systems Analyst, responsible for audio-visual technology including videotaping of outreach sessions and CalFRN meetings
<b>Bob Bjorklund</b> RF Network Engineer	Associate Telecommunications Engineer, RF engineering, Land Mobile Radio (LMR), LTE/FirstNet technology
<b>Michael Crews</b> Statewide Interoperability Coordinator (SWIC)	Assists with implementing the Public Safety Broadband initiative by contributing Federal resources such as technical assistance, grants, collaboration portals (i.e. CASM, Frequency mapping tools), and training tools
<b>Consultant (SAIC)</b>	
<b>Greg Hamilton, PMP®</b> SAIC Project Manager	Local Sacramento-based, PMI certified project manager, broadband communications technology, public safety communications construction, operations, and maintenance management
<b>Robert Wideman</b> Public Safety Professional, Presenter	Local public safety stakeholder interactions, FirstNet outreach coordination, presentations, state & federal law enforcement systems, statewide interoperability coordination (SWIC)
<b>Michael Boyden, M.B.A., PE, PMP®</b> Sr. Systems Engineer, Program Manager, Presenter	FirstNet webinars and presentations, commercial and public safety telecommunications, LTE network architecture & operations systems, E9-1-1, public safety IT apps
<b>Patrick Kempker</b> RF Communications Expert, Trainer	Land Mobile Radio (LMR) Expert, Experienced technical trainer and presenter. Microsoft®, CompTIA Certified Professional; SoCal based (San Diego)
<b>David Lee, PE</b> Outreach Coordination, Collaboration, and Documentation	FirstNet trip coordination, schedule planning (RLN), collaboration system (SharePoint) administration, multi-media document control and editing; San Francisco based (e.g., BayRICs)
<b>SAIC Reach-back Specialty Expertise, such as</b>	
<b>Linda Hanus</b> Senior Communication Specialist	Effective outreach and strategic communication plans, training, writing and editing, social media, and stakeholder coordination
<b>Holger Hinsch</b> Senior Financial Analyst	FirstNet presentations, LTE implementation, telecommunications financial and business case analysis
Other technical resources as required	TBD

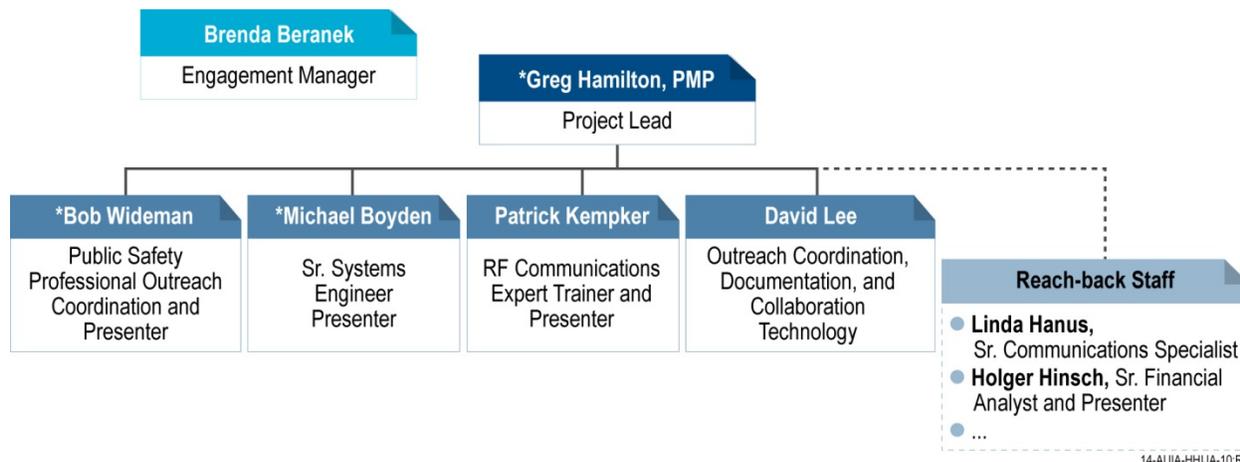
**Figure 5-1 CalPSNet Team**

Within the Cal OES organization, core team staff functionally report to Steve Yarborough, Sue Plantz and finally to Karen Wong, FirstNet SPOC for California, as is shown in Figure 5-2.



**Figure 5-2 California Public Safety Communications Functional Organization**

Members from the Cal OES and Consultant teams come together to form a single CalPSNet team. Team member actions are coordinated and synchronized by the teams’ project managers, Joni Hamblin and Greg Hamilton. They act as single point communications channels between the groups to assure the quality and consistency of information transfer. SAIC outreach team includes not only core team members, but also reach-back capability to technical SMEs. The resources identified in Figure 5-1 are representative of the types of subject matter expertise available and will be called upon as needed throughout the project. See Figure 5-3 for a depiction how they align within the SAIC team structure.



**Figure 5-3 SAIC CalPSNet Team**

Note that Brenda Beranek, SAIC State of California Account Manager, performs as SAIC engagement manager, offering State of California management a liaison to communicate status and assist with resolving any issue that is outside the immediate team.

## **5.2. SCHEDULE**

A project schedule will be developed from the representative plan provided by SAIC in its proposal. The new schedule will use the representative plan schedule as its basis but will be updated to reflect the activities and approaches agreed upon by the project managers and documented in Section 3.

During execution, the project schedule will be subject to frequent updates as the program progresses and detailed preparations are made for outreach events. Therefore, the project schedule will be maintained separate from this plan document.

The schedule will be in Microsoft® Project format and will be stored on the SharePoint collaboration server so that it will be visible and accessible by the project team. The SAIC project manager will be responsible for maintaining the schedule and tracking team progress.

## **5.3. COMMUNICATIONS**

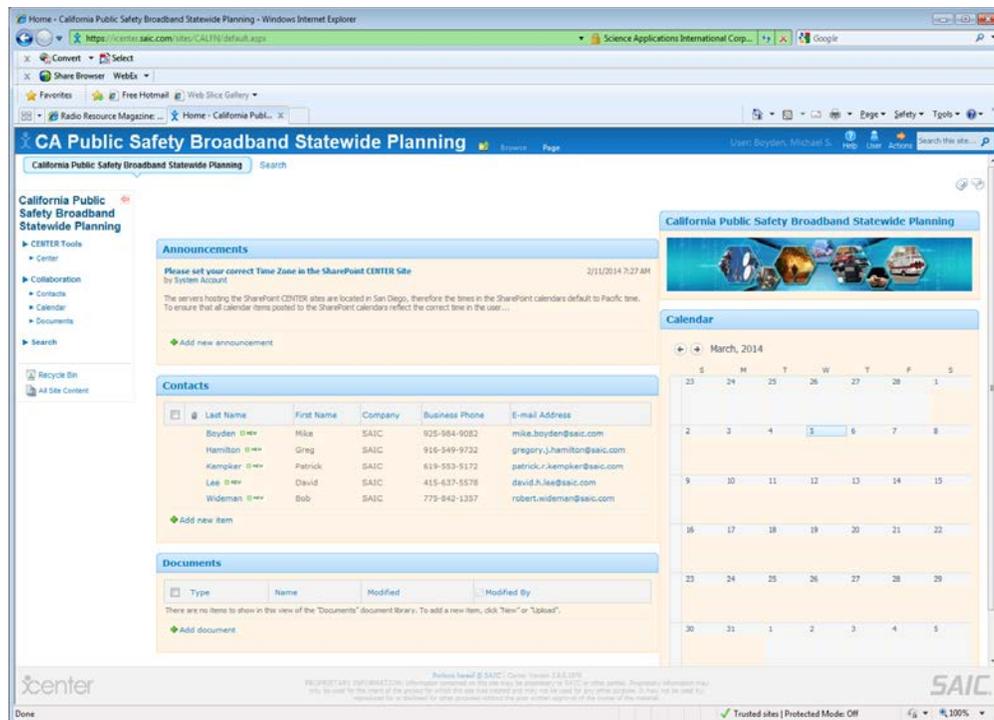
Open lines of communication will exist between all members of the CalPSNet team. However, primary lines of communication will be established to better control the flow of information. As mentioned, the teams' project managers, Joni Hamblin and Greg Hamilton, act as single point communications channels between the groups to assure the quality and consistency of information transfer. As Cal OES project manager, Joni Hamblin performs as Agency Project Manager (APM), to provide direction, authorization, and work acceptance of SAIC work products. As APM, she will also facilitate resolution of issues between SAIC and any of the stakeholders. In the APM's absence, the next level Cal OES manager has authority to approve deliverables and direct performance.

The Cal OES and SAIC project managers will meet biweekly as needed to plan tasks, track progress, and resolve issues. They will jointly agree on a format for monthly written status reports that will include:

- Summary of the work completed during the reporting period, showing actual vs. planned
- Highlighted tasks that are behind schedule, adopted remediation plans, and overall impact on the project
- Status of the overall engagement and all phases/projects, including discussion of risks, problems encountered, solutions, and proposed solutions
- Tasks expected to be completed in the next reporting period
- Hours worked during the month supporting project tasks and deliverables

The team's deliverable work products will be in electronic format, enabling communication via email.

Finally, SAIC has established a Microsoft® SharePoint site for the project.<sup>9</sup> See Figure 5-4.



**Figure 5-4 California Public Safety Broadband SharePoint Collaboration Environment**

This collaboration environment will be used to assist the team in document development, coordinating events, and archiving outreach source information and work products. Master copies of deliverable documents will be stored on the SharePoint site to assure the outreach team has access to the most up-to-date project information regardless of their physical location.

#### **5.4. ESCALATION AND ISSUE RESOLUTION**

In any project, issues and unforeseen circumstances arise that require resolutions and management decisions. Problems or issues shall normally be reported in regular status reports.

For issues arising within the Cal OES core team requiring management decisions, team members will escalate the problem to Joni Hamblin, Cal OES project manager. As needed, she will involve second level and third level management, Sue Plantz and Karen Wong, respectively. Should Sue Plantz be unavailable, Steve Yarborough will function as her alternate for day-to-day decision making requiring second level management.

<sup>9</sup> The California Public Safety Broadband Statewide Planning SharePoint can be found at <https://icenter.saic.com/sites/CALFN>

For issues arising within the SAIC outreach team, team members will escalate the problem to Greg Hamilton, SAIC project manager, for resolution.

For issues spanning both Cal OES and SAIC team members, Cal OES and SAIC project managers will communicate and work together to arrive at a resolution. Depending on the severity of the problem, the issue may be reported to second and third level Cal OES management to inform as well as to possibly obtain assistance with resolution.

### **5.5. DOCUMENT CONTROL**

Document deliverables developed by SAIC and submitted to CAL OES will be uniquely identified. The identification number will be printed on the document cover page and in the footer of each page of the document. Documents will be assigned a unique 11-character number. A sample document number is:

OES-PSBB-XX-YY, where:

- XX – represents the calendar year the report was issued, e.g., 14=2014
- YY – represents order issued within the year, e.g., 02 is assigned to the second document issued in the calendar year

Therefore, the Document Control Number (DCN) for this report is OES-PSBB-14-01, as illustrated on the cover and page footers.

Documents, reports, and outreach materials developed using NTIA SLIGP funds must also include the following disclaimer:

*This [report/video/etc.] was prepared by [recipient name] using funds under award [number] from the National Telecommunications and Information Administration (NTIA), U.S. Department of Commerce (DOC). The statements, findings, conclusions, and recommendations are those of the author(s) and do not necessarily reflect the views of the NTIA, DOC, or FirstNet.*

An example of disclaimer use can be found on the cover page of this document.

### **5.6. CHANGE MANAGEMENT**

To assist in managing the fixed funding of this Time and Materials (T&M) project and to provide Cal OES direct control over work product development, all deliverables and scheduled activities will be grouped into work packages. SAIC will develop an estimate for each work package and the SAIC project manager will provide it via email to the Cal OES project manager in a Notice To Proceed (NTP) request. Examples of work packages include this outreach plan as well as the California First Responder Outreach List. Upon receipt, the Cal OES project manager will review the work package and respond via email with authorization, so that SAIC team members may proceed with the scheduled activities.

## 6. CONCLUSION

Broadband data applications enable exciting new possibilities for improving the operations and effectiveness of public safety activities in life changing – and lifesaving – ways. In executing this education and outreach plan, California will take an important step in preparing its first responders to best leverage this capability as it becomes available.

However, the road to ubiquitous wireless broadband is a long one and will take many years. It will be extremely important to manage expectations during these early implementation phases. As noted as a key talking point in Section 4.1, it is important to manage the expectations of the public safety community by continually socializing these key messages:

- LTE is not a replacement for Land Mobile Radio (LMR) technology today.
- LMR will continue to provide mission critical voice communications for a long time.
- Wireless broadband data introduces new capabilities to assist the first responder. It is a supplementary technology that offers the first responder new data and video services, providing additional and timely information.

This plan is considered a “living” document and as such, section content will change over time. Planned refreshes as indicated in Section 3.8 will assure that information remains relevant and useful to the team over the duration of a successful outreach program to the California public safety community.

## 7. REFERENCES

### Reference Documents

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- SAIC (2014, January 24). *SAIC Response to RFO SA 4004-3, California Public Safety Broadband Statewide Planning*.

### Web Links

- Cal OES CalFRN Web Page  
[http://www.caloes.ca.gov/PSC/Pages/Services/Telecom/California-First-Responder-Network-\(CalFRN\).aspx](http://www.caloes.ca.gov/PSC/Pages/Services/Telecom/California-First-Responder-Network-(CalFRN).aspx)
- California Public Safety Broadband Statewide Planning SharePoint site  
<https://icenter.saic.com/sites/CALFN>
- CalSIEC  
<http://www.calema.ca.gov/TechnologyOperations/Pages/calsiec.aspx>
- DHS OEC Public Safety Library  
<https://casmnextgen.com/pslib/>
- First Responder Network Authority  
<http://www.firstnet.gov>
- Project Management Institute  
<http://www.pmi.org/>

## 8. ACRONYM LIST

4G	4 <sup>th</sup> Generation
APCO	Association of Public-Safety Communications Officials
APM	Agency Project Manager
BayRICS	Bay Area Regional Interoperable Communications Systems Joint Powers Authority
CAD	Computer-Aided Dispatch
CAL FIRE	California Department of Forestry and Fire Protection
CalFRN	California First Responder Network
CALNENA	California National Emergency Number Association
Cal OES	California Governor's Office of Emergency Services
CalPSNet	California Public Safety Broadband Education and Outreach Program
CalSIEC	California Statewide Interoperability Executive Committee
CASM	Communication Assets Survey and Mapping Tool
CCISDA	California County Information Services Directors Association
CETF	California Emerging Technologies Fund
CHP	California Highway Patrol
CJIS	Criminal Justice Information Systems
CompTIA	Computing Technology Industry Association
CPUC	California Public Utilities Commission
CUEA	California Utilities Emergency Association
DCN	Document Control Number
DHS	Department of Homeland Security
DOC	Department of Commerce
E9-1-1	Enhanced 9-1-1
EMS	Emergency Medical Services
EMSAAC	Emergency Medical Services Administrators' Association of California
FCC	Federal Communications Commission
FirstNet	First Responder Network Authority
IP	Internet Protocol
IT	Information Technology
LA-RICS	Los Angeles Regional Interoperable Communications Systems Joint Powers Authority
LMR	Land Mobile Radio
LTE	Long Term Evolution
MARAC	Mutual Aid Regional Advisory Committee
MBA	Master of Business Administration

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NG9-1-1	Next Generation 9-1-1
NLETS	National Law Enforcement Telecommunications System
NPSBN	Nationwide Public Safety Broadband Network
NPSTC	National Public Safety Telecommunications Council
NTIA	National Telecommunications and Information Administration
NTP	Notice to Proceed
OEC	Office of Emergency Communications
PDF	Portable Document Format
PE	Professional Engineer
PIO	Public Information Office
PMBOK	Project Management Body of Knowledge
PMI	Project Management Institute
PMP	Project Management Professional
POC	Point of Contact
PSAC	Public Safety Advisory Committee
PSCR	Public Safety Communications Research
Q&A	Question & Answer
RF	Radio Frequency
RFO	Request for Offer
RLN	Resource Loaded Network
SAIC	Science Applications International Corporation
SLIGP	State and Local Implementation Grant Program
SME	Subject Matter Expert
SPOC	Single Point of Contact
SWIC	Statewide Interoperability Coordinator
T&M	Time & Materials
TBD	To be Determined

## APPENDIX A – ORGANIZATIONAL EVENTS AND CONFERENCES

Below is a Microsoft® Excel spreadsheet listing public safety conferences and events that are potential opportunities for outreach speaking engagements.



First Responders  
Tracking.xlsx

For updates to this information, contact Hector Rodriguez at (916) 657-9172,  
[Hector.Rodriguez@state.ca.gov](mailto:Hector.Rodriguez@state.ca.gov).

## APPENDIX B – STAKEHOLDER ORGANIZATIONS, ASSOCIATIONS, AND AGENCIES

### California Statewide Interoperability Executive Committee (CalSIEC)<sup>10</sup>

CalSIEC represents the following disciplines:<sup>11</sup>

- CalSIEC Local and Regional Members
  - Urban Fire (North) - California Fire Chiefs Association
  - Urban Fire (South) - California Fire Chiefs Association
  - Rural Fire (North) - Firefighting Resources of California Organized for Potential Emergencies
  - Rural Fire (South) - Firefighting Resources of California Organized for Potential Emergencies
  - City Police (North) - California Police Chiefs Association
  - City Police (South) - California Police Chiefs Association
  - County Sheriff (North) - California State Sheriffs Association
  - County Sheriff (South) - California State Sheriffs Association
  - Tribal Fire Protection (North)
  - Tribal Fire Protection (South)
  - Tribal Law Enforcement (North)
  - Tribal Law Enforcement (South)
  - City Government League of California Cities
  - County Government California State Association of Counties
  - Association of Public-Safety Communications Officials Frequency Advisor (North)
  - Association of Public-Safety Communications Officials Frequency Advisor (South)
  - Federal Communications Commission Region SJO MHz Regional Planning Committee
  - Federal Communications Commission Region 5,800 MHz Regional Planning Committee
  - Federal Communications Commission Region 6,700 MHz Regional Planning Committee
  - Federal Communications Commission Region 6,800 MHz Regional Planning Committee

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<sup>10</sup> Information regarding CalSIEC can be found at:

<http://www.calema.ca.gov/TechnologyOperations/Pages/calsiec.aspx>

<sup>11</sup> California Emergency Management Agency (June 13, 2013). *Grant Application Package*. National Telecommunications and Information Administration (NTIA) State and Local Implementation Grant Program (SLIPG). pp. 2-4.

- Member at Large (Trinity County)
- Member at Large (Chair, California Statewide Interoperability Executive Committee)
- Member at Large (San Diego County - Imperial County Regional Communications System)
- Member at Large (Interagency Communications Interoperability Systems)
- Capital Bay Area Planning Area
- Central Planning Area
- Northern Planning Area
- Southern Planning Area
- CalSIEC State and Non-Governmental Organization Members
  - California Emergency Management Agency
  - California Technology Agency, Public Safety Communications Office
  - California Military Department
  - Department of California Highway Patrol
  - Department of Transportation
  - State College and Universities
  - American Red Cross
- CalSIEC Federal Members:
  - Federal Fire Protection
  - Federal Homeland Security
  - Federal Law Enforcement
  - Federal Ports and Transportation

### California State Agencies

State agencies having public safety responsibilities include:<sup>12</sup>

- California Governor's Office of Emergency Services, Public Safety Communications Division
- California Emergency Management Agency
- California Military Department
- California Department of Highway Patrol (CHP)
- California Department of Transportation
- California Department of Corrections and Rehabilitation
- California Department of Parks and Recreation

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<sup>12</sup> California Emergency Management Agency (June 13, 2013). *Grant Application Package*. National Telecommunications and Information Administration (NTIA) State and Local Implementation Grant Program (SLIPG). p. 14.

- California Department of Fish and Wildlife
- California Department of Forestry and Fire Protection
- California Department of Justice
- California Department of Water Resources
- California Department of Public Health
- California Department of Finance
- California Emergency Medical Services Authority

## APPENDIX C – OTHER STATES SOCIAL MEDIA

Below is a Microsoft® Excel spreadsheet listing other states' social media platforms for public safety broadband outreach.



For updates to this information, contact Seng Saeteurn at (916) 657-9695,  
[Seng.Saeteurn@state.ca.gov](mailto:Seng.Saeteurn@state.ca.gov).

## APPENDIX D – TYPICAL TOWN HALL AGENDA

The town hall agenda will typically include:

- **Introductory Presentation** – CA FirstNet SPOC, e.g., Karen Wong or alternate
  - Welcome
  - Overview of California’s FirstNet developments and current activities
  - California-specific statistics
  - Governance at the federal and state levels (Governor’s opt-in/out decision, SPOC, CalFRN)
  - Overview of speakers to follow and significance of presentation topics
- **FirstNet Process Overview** – Ed Parkinson, Jeff Johnson, Kristi Wilde, or similar top-level FirstNet representative
  - FirstNet organization
  - Design Process
  - Consultation Process
  - Status and Next Steps
- **FirstNet Service** – Consultant SME, e.g., SAIC’s Mike Boyden, Bob Wideman, or similar
  - Service Vision
  - Service Offer (quad chart)
  - Network Architecture
  - Applications
- **LA-RICS and/or BayRICS** – Pat Mellon, Barry Fraser
  - Overview of current status and progress

Note: depending on the town hall, this information may be included as part of one of the earlier presentations.
- **Local Public Safety Perspective** – One or more representative from CHP, Sheriff, Fire, EMS and 9-1-1, as well as a medical perspective such as Dr. James Dunford of the American Heart Association
  - Local public safety leader perspective on what their community wants and needs, as well as how FirstNet would improve their lives
  - Local first responders’ perspective on the above
  - Discussion of local concerns, e.g., “Will we have local control?”
  - Examples of public safety data applications in California, e.g., current 4G LTE use for CAD and records look-up as well as mobile apps, such as PulsePoint, <http://pulsepoint.org/app/>

- **Tribal Perspective** – Cynthia Gomez, Governor’s Office Tribal Advisor will coordinate tribal activities
  - Local public safety leader perspective on what their community wants and needs, as well as how FirstNet would improve their lives
- **CPUC**
  - Note that Cal OES can offer the focus of the message, e.g. rural emphasis
- **Department of Technology** – Adelina Zendajas
  - Provide message that the NPSBN is an IP network – “it can’t be done without IT”
- **Public Safety Radio** – Local representative
  - Provide message that “LTE will not replace LMR for the foreseeable future”
- **Optional Future Speakers** – Not planned for initial town halls, but future speakers may include:
  - Commercial service provider perspective, e.g., representative from Verizon, AT&T, Sprint, or T-Mobile
  - Supplier perspective
    - Device manufacturers
    - Telecom suppliers
    - Systems integrators
    - App developers
    - 9-1-1 and CAD system suppliers
- **Q&A**
- **Adjourn**