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- Intrado
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- Level 3 Communications
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Operations/Education Roundtable #2 Summary June 30, 2005

The National Emergency Number Association (NENA) convened the second meeting of the Next Generation (NG) E9-1-1 Operations/Education Roundtable on June 30, 2005 in Long Beach, California. The discussion was moderated by Norm Forshee, NENA Operations Committee Liaison and 9-1-1 Coordinator, St. Clair County (IL) Emergency Telephone System Board, and Rick Jones, NENA Operations Issues Director. (See the attached list of the Operational/Educational Roundtable Partners and Participants, Appendix A).

Background: NENA's NG E9-1-1 Partnership Program is a collaborative initiative involving both public and private stakeholders. It was created to anticipate the impact of emerging telecommunications technologies on 9-1-1 services and to assist in realizing the positive changes and improvements which are possible. The ultimate goal of NENA's initiative is to ensure that everyone has access to emergency services anytime, anywhere, from any device.

Supporting the Operations/Education Roundtable, the management team provides strategic oversight for the program. Three working groups, or Roundtables, for the key areas of operations/education, technology and policy were confirmed at the January 26, 2005 management team meeting. The team establishes goals, timelines and the general process for reaching consensus and recommendations. It consists of senior executives from the participating partners along with top elected leadership and key staff support from NENA. Each Roundtable will meet three times in 2005, dovetailing with other NENA planned events.

The Operations/Education Roundtable was tasked with moving forward with its three primary roundtable meeting topics, while being sure throughout its work that a number of identified points were kept in focus.

These points include:

- Emphasize education earlier in the process and include in all roundtable discussions;
- In order to stay current with new communications developments, involve consumer companies such as AOL and Microsoft in the Program (Note: AOL joined the

Operations/Education Roundtable since this point was established by NG management team);

- Take international/global view;
- Importantly, consider education and access for persons with disabilities; hearing impaired community has new technology, private call center. They need to be at the table;
- Consider how new technology may enable tagging or user-selected call routing within PSAP (to fire, medical or police) to reduce time it takes to re-direct calls;
- Consider need to re-educate consumers/public regarding their access (or non-access) to emergency services when using next generation devices.

The final 2005 product from the Operations/Education Roundtable will be a series of working papers that provide consensus guidance regarding several recommendations concerning specific identified issues. These will include suggestions and assistance for proceeding forward towards necessary resolutions of the issues. Interim products throughout 2005 will include recommendations to be forwarded to the other two roundtables for additional development. They will also include recommendations for forwarding to other groups within the NENA structure and to entities outside of NENA, as deemed appropriate. Action items will also be identified throughout as recommendations and requests for assistance from roundtable partners and participants.

June 30 Operations/Education Roundtable Meeting:

Following opening remarks by Norm Forshee and Rick Jones, introductory comments were made by all attending partners and guests.

The format of the meeting included six presentations, followed by discussions related to them and NG E9-1-1, with key points and action items being identified.

The presentations included:

- 1.) Maine's Statewide Emergency Management System (SWIMS)--Bob White, State of Maine GIS Office. Detailed write up in Appendix B.
- 2.) MSAG of Tomorrow—Martha Lombard, URISA, and Marc Berryman, Greater Harris County 9-1-1 (TX). Detailed write up in Appendix C.
- 3.) 2-1-1 for 9-1-1—Rick Jones on behalf of Marianne Galleon, AIRS. Detailed write up in Appendix D.
- 4.) National Call Routing—Mark Dahlen, Neustar. Detailed write up in Appendix E.
- 5.) EPAD: COMCARE—Judith Woodhall, COMCARE. Detailed write up in Appendix F.



6.) National Hopeline Network—H. Reese Butler, National Hopeline Network and NMHA. Detailed write up in Appendix G.

While multiple presentation appendixes cover some of the questions, answers and comments which followed, the final one (Appendix G questions, answers and comments) covers discussion on a wider range of topics than only the presentation.

Roundtable #2 Identified Issues

Key points and important issues which needed addressing as part of Next Generation E9-1-1 PSAP operational planning as identified in presentations and ensuing discussions.

Initial Action Items/Recommendations (Specific action items in bold)

- 1.) A network of state and regional networks may be the most practical model for a national emergency communications infrastructure. **This requires additional study by the appropriate operational, technical and policy groups within NENA and others.**

As demonstrated by Maine's efforts, it's possible to create inexpensive statewide systems that allow the transfer of critical, timely information back and forth between private and public agencies across jurisdictions.

- 2.) A fundamental building block for 9-1-1 success is getting a correct address. A lack of standards in this area is a roadblock to NG E9-1-1. **There is a need for national standards.**

Since the June 30 meeting, the Federal Geographic Data Committee (FGDC) draft addressing standard has been released. Both URISA and NENA are involved. Here is a link to its web site, along with info on filing comments, due October 3. Both URISA and NENA were involved in this. http://www.urisa.org/address_data_standard.htm

- 3.) Other groups, such as the National Hopeline Network (suicide hotlines) are eager to find ways to integrate their operations with 9-1-1. Issues and action items identified in the first operations/education roundtable can help with that integration. **The three NG E9-1-1 roundtables should continue to identify additional ways to facilitate this integration.**
- 4.) There are existing models for how to transfer calls between various entities, such as 9-1-1, all N11s, poison control centers, suicide hotlines, other 800-type emergency-like services and other entities. Additional evaluation of these models needs to be done. There are not existing or efficient models for transferring data today, much less NG ways of connecting these entities, and more, when distinctions between voice and



data disappear. **Neustar presented ideas on this, as did COMCARE. NENA is a partner with COMCARE and others on developing a shared routing directory of emergency agencies. There is a need for policy and technical NG E9-1-1 input concerning routing and related systems.**

- 5.) 9-1-1 Centers may be inundated with non-emergency calls. Can NG E9-1-1 Technology assist with getting calls routed/transferred to the appropriate resource? **There is a need for this roundtable and for the technical roundtable to further analyze this so as to provide recommendations to the appropriate entities.**
- 6.) The public is ignorant of the issues related to 9-1-1 and wireless/VoIP, especially as it relates to their service and expectations for how 9-1-1 will work with their particular device. **Creative strategies need to be devised to revamp the traditional 9-1-1 educational program, starting with children. This will receive further attention at the October 6 operations/education roundtable.**

Comment presented at the June 30 operations/education roundtable: The Entertainment Industry Foundation (EIF) is a charitable organization that supports a variety of causes. One role is to advise TV and movies about proper way to represent (things like emergency services and use of 9-1-1) in TV scripts. NENA should have a seat on the foundation.

Timeline for Next Steps

September 8--Draft summary report distributed to Program Partners for review.

September 14--Comments received from Program Partners and other participants.

September 16--Final draft summary report distributed to Program Partners.

Email discussion of draft summary report following submission to all partners. Email approval of draft after comments received and actions taken. If warranted, conference call for discussion and final approval, Sept 19.

September 24—Final summary report distributed to all partners/participants and other appropriate persons. Posted on NENA NG E9-1-1 web site, week of September 26.

October 6--Third Operations/Education Roundtable in Schaumburg, IL (Motorola facilities), 9:00 a.m. to 4:00 p.m.



2005 NG E9-1-1 Operations/Education Roundtable:

March 24 roundtable

Primary Topic #1: NG Public Safety Answering Point (PSAP) Partnering with PSAPs and others involved in 9-1-1, this expertise is necessary to develop appropriate operational standards, policies and procedures. This process will help develop useful ideas and a path forward on how PSAPs can enhance their services by adopting or integrating with some of the revolutionary communication changes being developed and implemented.

June 30 roundtable

Primary Topic #2: Consumer/Business Communications

Private research is valuable in determining best operational standards, policies and procedures for interaction with PSAPs. This roundtable will deal with issues related to the development of new communications services and devices, and how this is affecting emergency services.

October 6 roundtable

Primary Topic #3: Education (due to hurricane Katrina and various related issues— Oct. 6 roundtable focus changed to first concentrate on it and then to address education)

The telecommunications revolution has created numerous educational needs and opportunities for public safety communications companies, the public, and more. This roundtable will facilitate a dialog that produces a cohesive education and awareness program.

About NENA

A not-for-profit 501 © (3) organization, the National Emergency Number Association (NENA) is the only educational organization dedicated solely to the study, advancement and implementation of 9-1-1 as America's universal emergency number. Established in 1982 to integrate 9-1-1's "One Nation- One Number" into our community culture, NENA has more than 7,000 members organized into 46 chapters across the U.S. and Canada.

At www.nena.org you will find a wealth of additional information on the nation's 9-1-1 issues, including NENA's leadership role in other activities to increase the level of 9-1-1 service in each state and county of the United States, and links to other official documents.



Appendix A

List of Partners

*AAPCC (American Association of Poison Control Centers)

*AOL (America Online)

Cingular—John Garner

COMCARE—Judith Woodhall

*NAED (National Academies of Emergency Dispatch)

Neustar—Mark Dahlen

*Nextel

Positron—Phil Rotheram

*did not attend

Other Participants and Guests

Laurie Flaherty, DOT NHTSA/EMS

Christy Williams, NENA Educational Advisory Board (EAB) representative and Public Education Committee chair

Reese Butler, KBHC/NMHA

Martha Lombard, URISA

Ken Maynard, Bexar Metro 9-1-1 Network (TX)

Donna Pena, CA 9-1-1 Office

Marc Berryman, Greater Harris County 9-1-1 (TX)

Bob White, Senior Program Analyst, State of Maine GIS office

Keith Griffith, Red Flash Group



Appendix B

Maine's Statewide Emergency Management System (SWIMS)

Presented by Bob White, State of Maine GIS Office.

Bob White, Senior Programmer Analyst for the State of Maine, Office of Geographic Information Services, works for the Statewide Information Management System (SWIMS) that provides GIS support to Enhanced 9-1-1 systems. The system brings information about emergency events to a central location to create an effective public safety response. Originally created for emergency management, it soon became clear that dispatch needed it and could use this information to help first responders as it provides a one-stop shop for emergency information, including road conditions, weather etc. The rapid exchange of standardized information is the key to fast, effective incident response, collaboration, recovery, mitigation and management. The goal of the project is to successfully deploy and develop a network-based solution throughout the entire state.

The system is entirely IP-based and enforces user authentication. The design is modular, multi-tier and multi-user. It works by providing a set of user tools for querying data (ie. Where are all the Red Cross facilities within a 2-mile radius? Which have beds open?).

Bob is responsible for management of public safety/emergency management projects, project reviews and quality assurance. White has more than 13 years of experience in both public and private sectors specializing in technology for public safety/emergency management field including extensive experience in database development, master street address guide, rural addressing programs, mapped assisted dispatch applications, and every aspect of planning, design, and implementation of local, county and statewide enhanced 9-1-1 systems. In addition, White is a certified Emergency Number Professional (ENP), co-chair of the NENA Data Committee's GIS Study Group.

Systems Configuration:

- IP-based
- web servers in DMZ
- application/database behind firewall
- sites use SSL 3.0- provides security
- utilize multiple web services

Data Tier:

- Tabular
- GeoSpatial (rivers, land etc.)
- Temporal (time-based: this warning will expire at 2pm, for example)

User Levels:

- overall administration: creates new modules



- module administration: creates/grants users permission to their applications and data
- EOC User: views/queries all events/data
- Agency user: change data/events
- Guests: read only

Timeline of SWIMS

-USDA exercise in Oct. 2001

-URL set up to state veterans; at first it was mail-in. Online form had domain restrictions, easier to read, put into standardized database so people who needed to know about diseases were immediately notified electronically.

-2002: Grant Proposal submitted

-2002: MEMA Dams: MEMA did not have an electronic means to get contacts. It was on excel or paper.

-2003: Red Cross thought DAMS was a great idea to map dams. SWIMS made Red Cross shelter contacts/modules: on the mapping component, when RC shelter opened it was on website announcement.

-2003: got NASA Grant

-2004: Power Outages: main utilities companies had modules created

-2005: Deaf community: text-based messages for emergency notification through new SWIMS module. Pages the deaf subscribed to that geographical area.

SWIMS Demo

White: Data is automatically updated on the Maine state government website. For example, we know how long an outage is going on for, when it happened and where. The utility company that supplied the power is listed, and notified of this emergency. When satellites detect a forest fire, the forest service district and their dispatch area is paged where the forest fire is happening. You get: location; acres; containment; confidence, brightness, how it was reported (ie. satellite sighting).

It can also detect road events status on Maine's highways: congestions, closures, construction etc. Maine DOT workers entered the information into CARS, and SWIMS mined and built it into their website. SWIMS checks CARS info and can email the person who entered the data about errors, geo-coordinates. In future, we're hoping to highlight specific roadways that are affected.



Cell camera phones can be able to transmit pictures through modules. GIS coordinates can be sent through the module too.

SWIMS Presentation Questions & Answers

Q: Does data extend to adjoining states since disasters do not know boundaries?

A: Yes, river gauges are extended over the international and state boundaries; weather comes from the west, and an earthquake is based on magnitude (if a 4, we look at data just in Maine. If 5 or higher, we use data from entire country).

Q: What about rights control?

A: User goes into secure system to modify events.

Q: If every citizen logs in, are there capabilities to handle overload on website visits? Is there priority for dispatch managers?

A: Selective groups could get data. There is one danger with this entire system. If you go with this system, you need a “hot” site. If main servers get taken out, you go to hot site. But concern is that if internet is completely lost, this module cannot be accessed.

Comment: (As discussed at other Roundtables) we need to look at a hardened national infrastructure.

Comment: Nationwide network is almost impossible; there needs to be a core place for each state’s data. National redundant network would be great.

White: Cost of modules is \$20, 000 to develop. All modules totaled \$64 grand. We are not monitoring patterns and trends of historical 9-1-1 data yet—PSAP directors and 9-1-1 Bureau don’t want it, although emergency communications centers liked the idea.



Appendix C

MSAG of Tomorrow

Presented by Martha Lombard, URISA, and Marc Berryman, Greater Harris County 9-1-1 (TX)

Introduction by Rick Jones: The MSAG (Master Street Address Guide) of tomorrow will be more spatial: You get an address, or someone can type into VoIP to geocode it and do a validation check. It's a mess across the nation in terms of standards for how streets are named and identified. Varies from PSAP to PSAP, varies from CAD to CAD. Street names and their spelling should be standardized so we don't have some places putting "Ave", and others putting "avenue". IT solution needs to have simple standard of addressing naming.

Martha Lombard: URISA perspective on addressing—why is this an issue? I'm seeing more and more that the MSAG is inadequate compared to GIS points; MSAG will become less important.

The local government is defined as a collection of businesses that have different bottom lines; they're all held together by a common geography and by addresses. Local governments need to have tighter relationships, such as sharing of data, coordination of addressing. For example, sometimes there are 27 ways of spelling something. There are 75 ways to spell Massachusetts in the database—this is a security threat because computers do not recognize different spellings as the same intent. How can you find anything? Managing data quality is a major issue, if you want data to talk to each other you have to have quality and standards. It's all about data quality.

How are we going to get there? There are millions and millions of pieces of data... address data is incomplete, quality is known, not easy to compare. GIS supports addressing and can tie an address to a place by giving geospatial coordinates. Getting this done is based more on organizational challenges than on technology—getting people to change the way they think about these things. Don't underestimate the time it takes. Standards are essential... don't bother starting if you don't have them.

URISA is the membership association for GIS. It has 3,000 members and is headquartered in Chicago. The FGDC was assigned by the US gov't as the manager of geospatial management, with the job of defining mapping standards. Finally in 2003, a draft was given to the local gov't and it was rejected by local spatial organizations since it was federally reported. The FGDC let local organizations continue their own process; Now the local organizations are starting to get community support: from Federal and state level, NENA, and volunteers.



99% of addressing is done at a local level. URISA, with help from GITA and NENA, formed a working committee. A standard is being created: we're looking at content of the address, the type of addresses, transfer standard, data quality standard and how to test it. ISO has standards and we look at their processes. Vision is to create standards that are a result of collaboration to ensure they're adopted by the community of users. URISA is 100% behind addressing standards. Four criteria for addressing: Content, Class, Transfer/exchange, Data quality

Initial 4 drafts will be presented at joint NENA/URISA meeting in Austin, August 15-16. Adoption of standards expected in early 2006.

Contact information: info@urisa.org; website: www.irisa.org

URISA Questions & Answers

Q: How are standards related to Justice Data Model in 2003? ComCARE uses global justice data model.

A: Will check on it.

Comment: I would caution that any assumption about people knowing their address is incorrect. People don't know where they are! Post office is the worst place to get addresses.



Appendix D

2-1-1 for 9-1-1

Presented by Rick Jones on behalf of Marianne Galleon, AIRS (Alliance of Information and Referral Services)

Jones: The FCC set aside 2-1-1 on July 21, 2000 for public resource use. Currently, a direct transfer from 2-1-1 to a 9-1-1 call cannot happen; therefore caller needs to hang up 2-1-1 call and re-dial to 9-1-1 call. 2-1-1 provides referrals to human services and serves approximately 119 million Americans, which is over 40% of the US population. There are 156 active 2-1-1 centers in 31 states, including Washington, D.C.

Woodhall says during the Florida hurricanes, 9-1-1 calls were routed to 2-1-1, and did reduce 9-1-1 calls. 2-1-1 was promoted and it helped significantly—people called 2-1-1 for readiness reasons and helped reduce calls to 9-1-1.

Jones: A point is that we need to be able to transfer back and forth between 2-1-1 and 9-1-1. This is something to be addressed in NG E9-1-1.



Appendix E

National Call Routing

Presented by Mark Dahlen, Neustar

Important N-1-1 Numbers

- 211 Community information and referral service
- 311 local non-emergency service
- 511 Travel information
- 611 wireline business office or wireless call center
- 711 telecomm relay service
- 811 one-call notification
- 911 emergency service

Transfer of N-1-1 calls to or from 9-1-1 is not possible. PSAPS have to deal with the challenges in multimedia, mixed media, telematics, VoIP. Challenges in transferring relate to geography.

Local number portability was mandated in 1996 in both the US and Canada, which supports existing network services, features and capabilities. Does not result in service quality degradation or network reliability when implemented.

The Number Portability Administration Center (NPAC) is designed to support various types of number portability. They are developed according to standardized Functional Requirements Specifications (FRS) and Interoperable Interface Specifications (IIS). NPAC maintains and manages over 140 million telephone numbers and provides network critical routing information in all 7 U.S. regions, including Puerto Rico, and Canada. It supports wireline, wireless and VoIP.

If all calls are queried from a national database, then we can accomplish number portability. National standards are needed through communication and consensus among the different groups that are working on E9-1-1 solutions (ie. NENA, NAED, NRIC, ComCARE, and NAED). We need to include additional participants in the NG E9-1-1 structure such as Poison control centers, all N-1-1s, operator services, public works, suicide prevention lines, etc.

There's already an industry model that could make this manageable.

Comment: This also provides a useful funding model because you can't rely on grants. Always think about what kids are doing... they're more and more often doing text communication with less reliance on voice communication.



Appendix F

EPAD: COMCARE

Presented by Judith Woodhall, COMCARE

COMCARE is a national advocacy organization of over 100 member organizations dedicated to advancing emergency communications. NENA serves on COMCARE's Board. The Emergency Provider Access Directory (EPAD) is designed to be an electronic registry with over 200,000 entities (not people) in the database, including emergency response agencies, schools, etc. In an emergency, Agencies register in EPAD what information they want to receive, for what area, when and how they want to receive it, and who has access to the information. Any authorized messaging system can query EPAD. It returns a list of agencies—based on geography and incident type—that can be used for simultaneous message distribution. It is a secure, shared community utility (i.e. a non-profit governed by the national emergency response organizations). If an agency wants to register in the EPAD, it has to be authorized first. The companion to EPAD is the identity rights management system. It implements policy decisions of appropriate government bodies on what agencies can send and receive what messages.

EPAD is a national data routing directory that shares its directory with multiple agencies. It saves money, and is more likely to be accurate, by not having to create “silo” directories.

The National Emergency Alerting and Response Systems Initiative (NEARS) is the active project to get EPAD built and deployed. It demonstrates and deploys interagency data messaging using: national emergency messaging data standards, commercial information technologies, and shared “facilitation services” such as EPAD. NEARS is a non-profit, cooperative effort of 17 national emergency response groups, including NENA.

We would like to establish rules and a business plan for the directory, and would like the roundtable to help establish those rules; and to help share lessons from similar experiences. We need to define a self-sustaining business model.. There is no limit to the number of agencies that can sign up, and the types of agencies.

Comment: There is a huge need for a shared national directory, but private firms could fight this.

Woodhall: Private publishers' directories don't have all the different emergency groups supporting the plan, nor do they have the kind of incident interest and GIS data that makes EPAD unique. They have name, address, phone and email. That's fine, but not an electronic routing directory..



Appendix G

National Hopeline Network

Presented by H Reese Butler, National Hopeline Network and NMHA.

Suicide is the most preventable death in America. Could save millions of dollars. My wife died of suicide 8 years ago; there are over 30,000 preventable deaths a year.

There are 162 Hopeline agencies in 44 states (1-800-suicide). 60% of callers are in a suicidal state or are psychiatric patients. Every 42 seconds someone attempts suicide, and every 86 seconds someone calls 1-800-Suicide (5 other numbers). All calltakers ask the same questions; there is a standardized risk assessment. As a result, suicide has dropped by 5% since 1998 and we have rescued over 4,000 callers using emergency response teams.

The big goal and dream is to push suicide data to PSAPs straight from our 1-800 call centers, and to pull that data and information from PSAPs and 9-1-1 calls. We ultimately would want to the 9-1-1 center to be able to dispatch our ACT/CIT teams.

Developed by Columbia and Rutgers University, the Crisis Response Information Evaluation System (CRIES) allows for silent monitoring, warm third party transfers, real-time call trace, and web-based remote access.

The suicide risk assessment form is a web-based application form for the depressed and suicidal.

Questions, answers and comments.

Comment: The FCC goal was to push data to the end user; the cop and EMT need that info more than the PSAP in most cases. The problem is that as we get more info into PSAPs and comm. centers, we are going to create a problem that they have more than they can handle. Many comm. centers are already there today. They are going to get a suicide caller and a heart attack caller--we then don't have the personnel to handle that. There needs to be a technical solution to send data immediately to the emergency responder and to by-pass the comm. center.

Comment: Right now there is no money for that transfer.

Comment: The problem is that the money or the technology, which is expensive, is not there.

Comment: We're here today because there's a huge disconnect—our teams are ready to go but they're not being called (while 9-1-1 is taking the vast majority of suicide calls).



Q: Is it part of the operations committee duty to figure out how to handle calls?

A: We create documents to write standard operating procedures, we write white papers for comm. centers. There is no national standards that says you should have less than 2 telecommunicators in the center, for example. 9-1-1 (operations) are controlled locally. What is a 9-1-1 call? What is an emergency call? We need to transfer some voice or data to other agencies. There are still some places that still send fire to every call; some places send police, fire and medical (to every call). We have to figure out how to get to the political leaders to understand this. Burns, Clinton--those are the closest political figures (now involved).

Comment: There are 300,000 calls per month to a center. We may need a filtering call center to direct (the call) to a better resource.

Comment: In Richmond, VA, there is a pilot program underway in which a nurse, physically located in the 9-1-1 center, can be transferred non-emergency calls or non-urgent calls. The nurse then can spend time with the caller to match up the need with the best resource.

Comment: If we could validate all the real calls, then it would help. The illegitimate calls are congesting the network. How can I route all those calls out of the network, but then have them brought back just in case they are 9-1-1 calls...

Comment: the 40% of calls ties us up and prevent us from helping the 60%. We don't have all the capacity to help all the crisis calls.

Comment: Education has to be made more attractive to NENA members. Everyone talks about it, but no one is interested in learning about public education in the tracks. They think it is fluff. (Attendance at sessions is poor.)

Comment: Perhaps it will help if people like AOL get behind it and talk about it can make it seem interesting to the public.

Comment: In Memphis, we hired a professional marketing company; did a TV ad and 9-1-1 calls went down.

Comment: The Entertainment Industry Foundation (EIF) is a charitable organization that supports a variety of causes. One role is to advise TV and movies about proper way to represent (things like emergency services and use of 9-1-1) in TV scripts. NENA should have a seat on the foundation.

Comment: We're doing a message alert demo this September as part of the National Preparedness Month (opportunity for promotion?)



Comment: Someone was needed to talk to the office of emergency services about wireless and I was selected. Turned out this group was very uneducated about the basics and wanted to know “what happens when I dial 9-1-1 on my cell phone? I like to talk about the pros of wireless, but I spent most of the time pointing out all the failures. I spent 15 minutes explaining what kind of cell phone each person had (and what 9-1-1 service was provided.) They wanted to know what the PSAP sees when they get my call. General public today expects some type of service from 9-1-1 and they have no idea what they are getting.

Comment: 1967 in Alabama was the first 9-1-1 implementation. Then they started to do wireless in 2001. We’re expecting a lot from wireless, compared to the time it took to get wireline service.

Comment: Basic 101 goes back to education...real education on wireless, internet is needed. Can’t expect carriers to educate.

DOT comment, Laurie Flaherty: Every two years we conduct a 9-1-1 survey on “Have you ever called 9-1-1?” and get people’s demographic data, location, kind of emergency, why people call, etc. Getting this data might be helpful.

Reese: We do surveys all the time and can add questions about 9-1-1 as well.

Q: Is NHTSA still promoting the “Make the Right Call” campaign?

A: It’s still a program but not active. But perhaps it should be resuscitated. It’s not so much about education (in terms of getting people to call appropriately) but about marketing. If you know your audience you can pick the right intermediaries (to get your message across).

Comment: Firefighters are the best at public education, using stickers, coloring books, all kinds of things. When you get down to it, 9-1-1 is a provider of social services.

Comment: 9-1-1 gets more suicide calls than all of our suicide lines combined.

