



Regular Meeting Minutes

September 15th, 2015



Committee Members	Representing	Y/BR/E/N
Melanie Crittenden	Mountainland Association	BR
Scott Freitag	Salt Lake County	E
Justin Grenier	Five County Association	Y
Karl Kuehn	Davis County Layton PD	Y
Peter Kuhlmann	Washington County	N
Deborah Mecham	Utah County	Y
Barry Horsley	South East Association	N
Regina Nelson	Wasatch Front Regional Council	Y
Shelley Peterson	Bear River Association	Y
Kathy Quarnberg	Six County Association of Governments	Y
Jeremy Raymond	Uintah Basin Association	Y
Kevin Rose	Weber County	N
Alan Workman	Urban DPS	E
Gordon Coles	Statewide Interoperability Coordinator	E

Staff Members	Representing	Y/BR/E/N
Kevin Bolander	Attorney General's Office	BR
Trish Nelson	UCA	E
Eric Parry	UCA	Y
Steve Proctor	UCA	E
Kathy Trees	UCA	Y

General Attendees

Bert Granberg
 Guy Dansie
 Andrew Howlett
 Max Iwaniec
 Jennifer Stefanoff
 Chris Rueckert
 Kade Harris
 Kraig Kaizumi
 John Joseph
 Bryan Low
 Britni Brozo
 David Bratke

Representing

AGRC
 BEMS
 CenturyLink
 CenturyLink
 DPS/Price Communications
 DPS/Salt Lake City Communications
 Frontier Communications
 Frontier Communications
 GeoComm
 Logan PD
 Penna-Powers
 Stancil

General Attendees on Bridge

Linda Petty
 Candace Alred
 Jim McKinnon
 Darold Whitmer

Representing

DPS/Cedar Communications
 Frontier Communications
 Frontier Communications
 Frontier Communications

1. **Minutes:** A motion to adopt the minutes of the Utah 9-1-1 Advisory Committee meeting held July 21st, 2015, was made by **Jeremy Raymond**, seconded by **Regina Nelson**. The motion was approved by a unanimous vote. Carried.

2. **Financial report:**

2.1 Projected Available Funds Remaining – Kathy Trees presented the financial report. She reviewed the amounts collected in the 9 and 6 cent funds, and reported that we are at 17.48% and 13.74% respectively. There have been no funds allocated to the AGRC. Approximately \$2.99 M has been appropriated to the 9 cent fund and about \$2.6 M appropriated to the 6 cent fund. Kathy also reported that there is an audit of UCA finances in progress. In addition, the proposed UCA budget, which includes the 911 budget, will be presented to the UCA Board for approval in October.

2.1.1 Motion - Approval of Current Financial Report – It was moved by **Jeremy Raymond**, and seconded by **Karl Kuehn**, *“that the Financial Report be approved.”* The motion carried by a unanimous vote.

3. Grant Applications

3.1 Logan PD – Purchase of Vesta Locate Mapping Application – Bryan Low presented a grant application for the purchase of the Airbus Vela Mapping application for their recently upgraded CPE. Originally, they were going to utilize a locally developed map application and therefore did not include mapping on their grant application. Since they have gone live with the new system, they have determined that the home-grown mapping application is not working to their expectations. Wireless caller locations are not being reliably plotted which puts an extra burden on the dispatchers in their attempt to locate callers. After a brief discussion, it was felt by all that this request meets the Exigent Circumstances criteria as caller location is of paramount importance in dispatching emergency resources. He also reported that there was about \$22K left over from the CPE upgrade approved funds. If this is applied to the quote, the actual cost to the Committee would be in the range of \$65K. It was noted that the 5 year maintenance figure needs to be corrected, as well as the grant match for years 1 to 3 maintenance needs to be applied. In addition, this application would allow their CPE to be compatible with the new Google Imagery.

3.1.1 Motion - It was moved by **Kathy Quarnberg**, and seconded by **Jeremy Raymond**, *“that the Logan PD grant application be recommended for approval with the final expenditure to be determined by the application of unused Grant Funds, the removal of Year 5 maintenance, and the proper application of the grant match for Years 1 through three maintenance.”* The motion carried by a unanimous vote.

4. Committee Business

4.1 PENNA-POWERS Text to 911 Pub-Ed Proposal – Britni Brozo presented an updated proposal for the 2015/2016 Pub-Ed campaign. She introduced Stephanie Miller, their director of Public Relations to assist her in the presentation. She presented a plan based on the approved \$150K that includes when it is appropriate to a call 911, providing non-emergency numbers for the various public safety agencies, as well as a new campaign that targets areas that will be getting text-to-911. It was decided that Scott Freitag was to be the PIA/spokesperson for the public service announcements for the new campaign. She went on to state that part of the strategy for texting is to take advantage of law enforcement agencies that have social media sites to get the message out. They feel that terrestrial and online radio is still the best method to get the message out. The next method is digital, doing mobile ads as well as KSL brand view (advertorials) where the information appears to be an op-ed but is actually a geo-targeted advertisement. The next component would be the social media portion, and this entails a paid-for message on Facebook which can target a specific geographic area. The last method is to target the news media with Scott as our spokesperson, and would consist of press releases that drive the message. The paid placement is expected to have a reach-frequency factor of about 86% of the target audience, with the target audience seeing the message about 8.5 times. Half of the budget is paid media, some costs associated to creative and web updates, and the last costs going to public relations and planning. **Justin** raised an issue concerning the measurement of the outcomes of our Pub-Ed campaign. **Britni** responded that the only way we could measure that would be via a telephone survey that would cost about \$20K, and would require at least 400 calls to determine the effectiveness of the message. She also recommended that the campaign should not start until everything is in place and the system has been tested in ready. **Jeremy** commented that the message needs to be as geo-specific as

possible. Everyone agreed that we need to coordinate the start date, and that we should be ready to go with the various materials in place. It was decided that **Kevin, Shelley, Eric** as well as the new **Project Manager** act as the liaison committee, as well as the wranglers of the materials and as we move forward on this initiative.

4.1.1 Motion - It was moved by **Karl Kuehn**, and seconded by **Shelly Peterson**, *“that the Public Education campaign in the amount of \$150K be approved.”* The motion carried by a unanimous vote.

- 4.2 FirstNet Update – Gordy Coles** – was not available for this meeting; however, **Justin** was able to update the Committee regarding the FirstNet info gathering survey that has been sent out to various agencies throughout Utah, and is due on the 30th September. Bert Granberg reported that there are two FirstNet outreach meetings scheduled – one next week on Wednesday, September 23rd here in Salt Lake, and the second slated for Thursday, September 24th in Richfield the following week with coverage being a major issue.
- 4.3 UCA Update – Scott/Steve** were not available for this meeting; however, **Justin** provided a brief update on the last meeting, which included an update on the staffing of the Project Manager’s position, the status of the radio system RFP, as well as the change of date for the next UCA meeting – October 13th.
- 4.4 Davis County Combined Upgrade – Karl** provided a brief update concerning the status of this effort. He indicated that they have thoroughly reviewed the vendor proposals and have decided that they will be coming back to the October Committee meeting with a Grant Amendment request that essentially mirrors that as submitted by Utah County. It is our plan to prepare a short briefing paper that outlines the changes to the grant and why it fits with the criteria for Exigent Circumstances.
- 4.5 911 Performance Audit & Study – Eric** reported that the RFP has been on the street for several weeks and that he is aware of at least two companies that were preparing proposals. The deadline for proposals is September 25th, 2015. Evaluation of the proposals will follow once the deadline has come and gone, and the proposals are available for review.
- 4.6 Status of the Staffing of the Project Manager – Eric** reported that a finalist has been selected and that negotiations with the candidate are in the works. It is hoped that an offer of employment will be made and accepted, and that the new employee will be presented at the October Advisory Committee meeting.
- 4.7 Technical Summit – Eric** reported that a tentative date of October 8th has been established for the summit. After some discussion, it was decided that this date needed to be pushed out at least a month. He will review and work with **Justin** to come up with a new date, as well as an agenda.
- 4.8 ECaTS/Aurora/Vesta Analytics Meeting – Utah County – Justin** opened the discussion by outlining a meeting that was held in Utah County regarding the similarities/differences between the ECaTS and Aurora MIS systems. The discussion centered on the features of Aurora (Vesta Analytics) that were not yet available in ECaTS. In addition, the ease of use of Aurora versus ECaTS was also discussed. Certain types of reports from Aurora were deemed to be very beneficial, and these reports would need to be available on ECaTS. These reports would need to be available upon the upgrade and move to the new Utah Valley dispatch facility. If they reports were not available in ECaTS, then the Committee would be approached to have Vesta Analytics added back into the grant application. The one major element is the telecommunicator name feature in the Aurora MIS. There are a few other features of Vesta Analytics that are not currently available through ECaTS. It was decided that we will continue to work with ECaTS to develop these reports through a process that would identify any costs associated to any or all of the ECaTS MIS functions and features. The ultimate goal is to be fair to all PSAPs insofar as their individual needs. It was further suggested that we have a user group formed to address these needs and to manage further upgrades or functions and features of our MIS systems. The Committee also needs to consider further training opportunities to better familiarize PSAPs with these systems. Karl also commented that ECaTS is now capturing Text-to-911 data directly from the Text Control Centers (TCC) and is included in Utah’s ECaTS contract. The new texting manual is available online.

5. Round Table

- 5.1 **Deb Mecham** – Thanked **Eric** for assistance on a project she was working on.
- 5.2 **Regina** – to forward Eric her new email address for further distribution to the Committee.
- 5.3 **Kathy Quarnberg** – is going live with their new phone system on October 28th, 2015.

6. Public Comment

- 6.1 **Guy Dansie** provided a brief update on what is happening at the Bureau. He reported that they have received a grant from the CDC for Ebola planning and training for three hospitals in the Wasatch front including the University of Utah medical center, IMC, and Primary Children's medical centers. He reported that local health is responsible to monitor people arriving from infected countries and that this remains a priority. If 911 is called, the plan is to use Gold Cross who have a specialized transport unit for these purposes. Regarding Rules for Designation, he reported that they have been published. There is another set of Rules regarding certification and discipline. Regarding enforcement, **Kyle Bushnell** continues to work with the five PSAPs that need help in this regard, and efforts are underway to get certifications up to date. He also reiterated that CISM is available statewide for anyone who needs it. The CISM 24/7 hotline number is (801)779-2865.
 - 6.2 **Bryan Low** asked if anyone was aware of any non-state PSAPs that have transitioned to the new public safety retirement system. Melanie reported that they are awaiting approval from the County Manager and then County Council.
 - 6.3 **Bert Granberg** reported that as part of our contract with Google, the AGRC is in the process of receiving the 2015 fly over/Pictometry update for 35% of the state's area. He demonstrated the actual update territory using the AGRC web-link. Updates are flown in blocks, and different blocks are flown in different years. More updates will be available in 2016. He also reported that about half of the state is loaded into geographic areas with PSAPs gradually being added to the list.
 - 6.4 **Kraig Kaizumi** introduced the new Frontier Communications representative **Kade Harris**.
7. **Motion to Adjourn** - A motion to adjourn the meeting was made by **Deb Mecham**, seconded by **Karl Kuehn**. The motion carried by a unanimous vote.
8. **Next Scheduled Regular Meeting:** Tuesday, October 20th, 2015, @1300 MDT, Valley Emergency Communications Center, 5360 S Ridge Valley Road, West Valley City, Utah 84118-4100