



***Washington State E911 Advisory Committee
Strategic Positioning Document***

VISION: We shall provide the most responsive 9-1-1 access to emergency services in the world.¹

MISSION: Assist and coordinate the counties' operation and continued advancement of Enhanced 9-1-1 systems which provide expedient, reliable public access to emergency services statewide.

November 2011

E911 Strategic Positioning FY2011 through FY2013

Priority & Actions	Involved Parties	Completion Date
Priority 1 ~ Legislative Actions		
<ul style="list-style-type: none"> Proactively address the regionalization/centralization question as requested by legislative sponsors. 	NG911 Subcommittee Advisory Committee	Develop implementation & operational policies prior to March Coordinator Forum
<ul style="list-style-type: none"> Engage Military Department and EMD to support NG911 legislation 	Chairperson Advisory Committee	Ongoing
<ul style="list-style-type: none"> Create a budget plan for NG911 with year to year estimates 	State Office ~ Bruce	No Due Date – On going
<ul style="list-style-type: none"> Identify a point person who will watch state budget proposals re: 911 	State Office	On going – annually
<ul style="list-style-type: none"> Ensure the Advisory Committee; Military Department and EMD continue to coordinate in support of NG911 implementation and legislation. 	Chairperson Advisory Committee	Ongoing
Priority 2 ~ Next Generation Actions		
<ul style="list-style-type: none"> Monitor and report on National technical and operational standards and initiatives published and being developed. <ul style="list-style-type: none"> Replaces 911 demarcation, address requirements and future technologies 	NG911 Subcommittee	Ongoing
<ul style="list-style-type: none"> Proactively address the regionalization/centralization question as requested by the Legislature 	NG911 Subcommittee Advisory Committee	FY2012
<ul style="list-style-type: none"> Develop policies and procedures for NG911 implementation and operations contracts 	NG911 and Policy Subcommittees Advisory Committee	2012
<ul style="list-style-type: none"> Develop a fire year equipment replacement plan and accompanying policies 	NG911 Subcommittee Policy Subcommittee	2012

E911 Strategic Positioning FY2011 through FY2013

Priority & Actions	Involved Parties	Completion Date
Priority 3 ~ Leadership Training & Development		
<ul style="list-style-type: none"> • Update Advisory Committee Vision and Mission Statements 	Strategic Planning Subcommittee	January 2012
<ul style="list-style-type: none"> • Create and Advisory Committee Members Manual 	Strategic Planning Chairperson Advisory Chairperson	September 2012
<ul style="list-style-type: none"> • Develop a 911 leadership succession and development plan 	911 Coordinators	September 2012
<ul style="list-style-type: none"> • Maintain 911 Coordinators Resource Center 	State Office	Update Annually
<ul style="list-style-type: none"> • Create a 911 Mentorship program 	TBD	
Priority 4 ~ Public Education		
<ul style="list-style-type: none"> • Develop a strategic plan for public education regarding appropriate use of 911 to include social media. 	Public Education Subcommittee	June 2012
<ul style="list-style-type: none"> • Develop and link performance measures to public relations efforts and success. 	Public Education Subcommittee	June 2012
<ul style="list-style-type: none"> • Continue the statewide campaign "What's your location?" 	Public Education Subcommittee	Ongoing
<ul style="list-style-type: none"> • Educate the public on information they will need to provide to the call taker when making a 911 call. 	Public Education Subcommittee	Ongoing
Priority 6 ~ Strategic Positioning Project		
<ul style="list-style-type: none"> • Revise the strategic Positioning Document 	Strategic Planning Committee	Annually
<ul style="list-style-type: none"> • Provide a quarterly update to Advisory Committee on progress regarding Initiatives 	Chairperson of Strategic Planning Appropriate Agency/Subcommittee	Quarterly Briefing
<ul style="list-style-type: none"> • Create Action Plans for each Initiative. 		

E911 Strategic Positioning FY2011 through FY2013

Priority & Actions	Involved Parties	Completion Date
Priority 7 ~ GIS (Some suggestions)		
<ul style="list-style-type: none"> • Point Data Layer for all counties 		
<ul style="list-style-type: none"> • Shared data with surrounding counties 		
<ul style="list-style-type: none"> • Centralized Mapping within a County 		

Proposed Purpose Statement:

Purpose Statement: The Strategic Planning Committee is charged with creating and periodically updating the Enhanced 9-1-1 Strategic Plan on behalf of the E911 Advisory Committee who represent the 911 community statewide.

¹ This is the current Vision and Mission Statement. See directly above for proposed purpose statement rather than a Vision and Mission Statement.

ACTION ITEMS ~ Strategic Positioning

Item	Action Item	Date of Initial Request	Committee Assigned	Status
1	Complete the AC report to the legislature to include current and 5 year projection costs for capital operations and modernization	22-Aug-11	Advisory Committee	
	Comments:			
	Follow-Up:			
2	Continue to engage generational groups to communicate with the legislature in support of NG911	22-Aug-11	Advisory Committee	
	Comments:			
	Follow-Up:			
3	Identify when changes are needed to the RCW and/or WAC	22-Aug-11	WAC Re-write Subcommittee	
	Comments:			
	Follow-Up:			
4	Develop an educational plan for elected officials (State and Local) regarding 911 i.e. on-site visits, open houses	22-Aug-11	County Coordinators~ Advisory Committee	
	Comments:			
	Follow-Up:			
5	Identify a point person who will watch the state budget proposals regarding 911	22-Aug-11	State Office	
	Comments:			
	Follow-Up:			
6	Ensure the Advisory Committee; Military Department and EMD continue to coordinate in support of NG911 implementation and legislation	22-Aug-11	Chairperson Advisory Committee	
	Comments:			
	Follow-Up:			

ACTION ITEMS ~ Strategic Positioning

Item	Action Item	Date of Initial Request	Committee Assigned	Status
7	Proactively address the regionalization/centralization question as requested by the Legislature	22-Aug-11	Advisory Committee	
	Comments:			
	Follow-Up:			
8	Develop policies and procedures for NG911 implementation and operations contract	22-Aug-11	NG911, Policy Subcommittees Advisory Committee	
	Comments: All NG911 decisions will affect the Policy Subcommittee. Once it is decided what the implementation phase will look like, we will be able to make and implement policy consistent with the direction of NG911 for Washington State. At that time we will then address the changes necessary for operations contracts.			
	Follow-Up:			
9	Develop a five year equipment replacement plan and accompanying policies	22-Aug-11	NG911 Subcommittee Policy Subcommittee	
	Comments: As guidance is given by the NG911 committee, we will address the appropriate policies.			
	Follow-Up:			
10	Develop policies and procedures according to NG911 standards	22-Aug-11	NG911 Subcommittee Policy Subcommittee	
	Comments:			
	Follow-Up:			
11	Update Advisory Committee Vision and Mission statements.	22-Aug-11	Strategic Positioning Subcommittee	
	Comments: Strategic Positioning will look at current Vision and Mission Statements and update as needed.			
	Follow-Up:			

ACTION ITEMS ~ Strategic Positioning

Item	Action Item	Date of Initial Request	Committee Assigned	Status
12	Create an Advisory Committee Members Manual	22-Aug-11	Strategic Positioning Chair Advisory Committee Chair	
	Comments: Will start work on this project in October, 2011. Follow-Up:			
13	Develop a 911 leadership succession and development plan	22-Aug-11	911 Coordinator	
	Comments: Follow-Up:			
14	Maintain 911 Coordinators Resource Center	22-Aug-11	State Office	
	Comments: Follow-Up:			
15	Create a 911 Coordinator Mentorship program	22-Aug-11	Strategic Positioning Subcommittee	
	Comments: Will be working with the State Office.			
16	Develop a strategic plan for public education regarding appropriate use of 911; to include social media	22-Aug-11	Public Education Subcommittee	
	Comments: The Public Education Subcommittee has begun the process for developing a set of curriculum designed to be used statewide regarding the appropriate use of 911 for the following groups: Pre-K through Grade 3; Grade 4 thru Grade 6; Grade 7 through Grade 12. A general presentation for adults and a presentation targeting Senior Citizens. The first review of each curriculum packet is scheduled for September 7, 2011, and the target date for the completion of each module is October 2011. A 911 Education Face book page has been created and is being actively used. Security and maintenance issues are continuing to be addressed as well as options for increasing participation. Follow-Up: The plan is to present the modules at the October AC Meeting.			

ACTION ITEMS ~ Strategic Positioning

Item	Action Item	Date of Initial Request	Committee Assigned	Status
17	Develop and link performance measures to public relations efforts and success	22-Aug-11	Public Education Subcommittee	
	Comments: Each of the curriculum models in development include a pre and post test to measure the effectiveness of each program. We are in the process of developing performance measures to measure the effectiveness of all public education materials.			
	Follow-Up:			
18	Continue the statewide campaign "What's Your Location?"	22-Aug-11	Public Education Subcommittee	
	Comments: The statewide campaign "What's Your Location" is being emphasized in the training modules currently being developed and in the materials being produced for public education events. The campaign is being handled on a county by county basis due to funding restrictions and the need to further develop performance measures and establish a clear need for the project.			
	Follow-Up: Once a clear need has been established and performance measures have been developed we will consider applying for federal grant funding to expand the campaign.			
19	Educate the public on information they will need to provide to the call taker when making a 911 call	22-Aug-11	Public Education Subcommittee	
	Comments: This issue is being address in the development of the training modules.			
	Follow-Up:			
20	Support the State E911 program in establishing and revising policies	22-Aug-11	Advisory Committee Policy Subcommittee	
	Comments: The Policy Subcommittee already does this on an as needed basis.			

ACTION ITEMS ~ Strategic Positioning

Item	Action Item	Date of Initial Request	Committee Assigned	Status
21	Utilize National Assessment Guidelines to assess the effectiveness of our statewide 911 program	22-Aug-11	State Office ~ Advisory Committee ~ 911 Coordinators	
	Comments:			
	Follow-Up:			
22	Revise the Strategic Positioning Document	22-Aug-11	Strategic Positioning Subcommittee	
	Comments: Have yearly meetings to revisit this document. The plan is to revisit in July of every year.			
	Follow-Up:			
23	Provide a quarterly update to Advisory Committee on progress regarding initiatives	22-Aug-11	Chairperson of Strategic Positioning Committee	
	Comments:			
	Follow-Up:			
24	GIS	22-Aug-11	GIS Chairperson	
	Comments:			
	Follow-Up:			