

Eastside Regional Public Safety Communications Center Initiative

Outline of Proposed Phase II Communications Strategy

Approved by Steering Committee May 20, 2005

Messages

Primary goals of the communications strategy

- Ensure participants have similar understanding of project status
- Disseminate common information to and within participating jurisdictions
- Provide means to answer questions from staff / elected officials / others and get feedback

Messages will have difference *focus* depending on the audience, and will evolve as the project proceeds.

In the **first phase of the project (May – June)** messages will focus on communicating

- Scope of the project
- How the project decision-making process is structured
- Project timeline
- Process for providing input or getting answers to questions
- How communications will continue in the future

Emphasis in the first phase will be placed on three substantive points:

- (1) The project is complex and thus long-term in nature. If approved, the project will not be implemented before 2008;
- (2) No decisions have been made yet as to whether to implement the project, when, how, or where;
- (3) The primary goals of the project are to secure economies of scale, efficiency and effectiveness in delivery of a critical public safety service— answering 9-1-1 calls and emergency communications dispatch. Another important goal of the project is to increase the level of involvement by jurisdictions in decisions about how dispatch services are provided.

In later project phases, messages will communicate key decisions as they are made by the group, and continue to reinforce opportunities for input.

For example:

- The process to develop the governance model can be described (a phased process beginning with development of statement of values and principles, evaluation of options, and development of proposed governance agreement)

- As steps in the governance process are completed, the decisions can be made available for review
- Location options can be generally described and compared
- The outline of subjects to be covered in the business plan can be shared, and progress in developing each updated.

Messages will be developed with input from the Executive Committee and Steering Committee. In all cases, the Executive Committee will approve communications before they are published / issued to participants.

Audience

Primary audiences for communication include:

- Management teams of participating jurisdictions
- Elected leadership of participating jurisdictions (councils, commissions)
- Employees of dispatch centers operated by participating jurisdictions
- Public safety employees of participating jurisdictions
- The public served by participating jurisdictions

Secondary audiences for communication include:

- Non-participating jurisdictions (King County Sheriff Office, its client cities in East King County)
- Other emergency communications operations in the larger region

Strategies

- Respect the role and responsibility of the jurisdictions' administrative / executive staff to manage their participation in this process.
- Provide high-level information to all participating jurisdictions that will enable their staff and council to quickly understand the project status and next steps. Participating agencies must be accountable for sharing basic information in order to minimize confusion as the process proceeds.
- Provide public access to the same basic information as is being provided to employees.
- Ensure that participating jurisdictions and staff can track the work of the steering committee.
- Publicize completion of each step / work product of the project and clearly identify the participants who agree to continue the project forward at each step.
- Ensure that feedback and questions are encouraged and collated for the group of participants to review. Response to individual input will be the responsibility of the individual jurisdiction whose staff member / official made the request.

- Be prepared to respond as press or other contacts occur.

Tools

- Each participating jurisdiction will be responsible for disseminating basic information within its organization—and for communicating to the Steering Committee and Executive Committee regarding its needs and concerns relative to these communications.
- Each participating jurisdiction shall identify internal contact or contacts to which employees can direct their questions or feedback. That contact person(s) shall be responsible for collating those questions / feedback and forwarding them on a regular basis (monthly) to the staff contact for the Executive Committee via email (Tracy Burrows, City of Kirkland, at tburrows@ci.kirkland.wa.us)
- High-level updates directed at employees (of dispatch agencies, as well as fire and police agencies) shall be provided monthly, based on drafts provided by the consultant team. These updates may also be forwarded to Councils and commissions. These updates shall be posted on the website created by the City of Kirkland for the project.
<http://www.ci.kirkland.wa.us/depart/cmo/eastsidedispatch.htm>
- Steering Committee minutes shall be kept and posted on the website.
- A project timeline shall be posted on the website.
- Approved work products shall be posted on the website, with a record of those agencies approving the product.
- All press contacts received by participating jurisdictions shall be referred to Dave Ramsay, in addition, jurisdictions may choose to respond to the request when received.
- At key points in the project, a common set of presentation materials for all participating shall be developed by the consultant team in coordination with the Steering Committee, to share with councils, commissions, and others.

Timeline

Standing Monthly Communication Items:

- Steering Committee Minutes posted on Website.
- Monthly update for agency employees draft by consultant team, approved by Executive Committee, posted on website and distributed to each agency electronically
- Feedback and questions received in previous month are summarized and forwarded electronically to T. Burrows for review by Steering Committee.

- Approved work products posted on Website with information regarding which jurisdictions have agreed to proceed to the next project phase.

Sample Communications Calendar

<i>Month</i>	<i>Communications Item</i>	<i>Completed</i>
APRIL	<ul style="list-style-type: none"> • Initial Council / Commission briefing and related PowerPoint circulated to participants for use in briefing elected officials 	✓
MAY	<ul style="list-style-type: none"> • Initial Q & A for employees drafted and circulated, posted on website • Contact persons identified for each agency (to receive feedback, questions) • Project decision-making structure approved and posted • Communications plan approved and posted 	✓ ✓ ✓ ✓
JUNE	<ul style="list-style-type: none"> • Monthly update for employees drafted and circulated, and posted on website • Feedback / questions received to date from employees, others, forwarded to T. Burrows 	
JULY	<ul style="list-style-type: none"> • Monthly update for employees drafted and circulated, and posted on website • Feedback / questions received to date from employees, others, forwarded to T. Burrows 	
AUGUST	<ul style="list-style-type: none"> • Monthly update for employees drafted and circulated, and posted on website • Feedback / questions received to date from employees, others, forwarded to T. Burrows 	
SEPTEMBER	<ul style="list-style-type: none"> • Monthly update for employees drafted and circulated, and posted on website • Feedback / questions received to date from employees, others, forwarded to T. Burrows 	
OCTOBER	<ul style="list-style-type: none"> • Monthly update for employees drafted and circulated, and posted on website • Feedback / questions received to date from employees, others, forwarded to T. Burrows 	
NOVEMBER	<ul style="list-style-type: none"> • Monthly update for employees drafted and circulated, and posted on website • Feedback / questions received to date from employees, others, forwarded to T. Burrows 	
DECEMBER	<ul style="list-style-type: none"> • Monthly update for employees drafted and circulated, and posted on website • Feedback / questions received to date from employees, others, forwarded to T. Burrows 	

