

RWC & TRWC Strategic Communications Plan (SCP) Agenda

June 5, 2012

Maricopa Association of Governments (MAG)
302 North 1st Avenue, 2nd Floor (Ironwood Room)
Phoenix AZ 85003

Following is the meeting agenda for the initial Strategic Communications Plan (SCP) Data Collection Session. While the full day of discussion is open to all interested parties, we have broken the day into five planned focus area sessions targeting specific information from specific stakeholders. This design ensures the proper information is disseminated to the appropriate level, and topics are relevant to the respective audience. This approach will also keep the discussion flowing within the scope of responsibility of the participants, and allow the facilitation staff from the Office of Emergency Communications (OEC) Interoperable Communications Technical Assistance Program (ICTAP) to gather as much actionable information as possible to populate into the draft SCP.

To prompt discussion, the workshop will include a brief review of the established RWC – TRWC Joint Board Resolution objectives with the attendees. Each session will then focus on collecting inputs from each identified group of stakeholders to begin defining the actionable tasks needed to achieve each objective. OEC/ICTAP personnel will analyze the inputs and use the information from all of the sessions to draft a SCP that will be revised with the whole group at a meeting set for early August.

While this agenda provides areas of focus at specific times of the day, it is recognized that there is overlap among the various disciplines, so contributions are expected from all stakeholders where appropriate.

Executive Overview & Expectations Gathering **9:00 – 9:45**

This session is to provide all participants with a high-level overview of the SCP goal, process, and outcomes. It will also provide the opportunity for **executive leadership** to define their needs and expectations associated with the implementation steps for each defined objective.

Law Enforcement Working Session (Management) **9:45 – 10:30**

This session is to further define law enforcement expectations and identify actionable implementation steps that will pertain specifically to law enforcement communications. The intended primary participants are Chiefs and supporting staff.

Break **10:30 – 10:45**

Fire/EMS Working Session (Management) **10:45 – 11:30**

This session is to further define Fire/EMS expectations and identify actionable implementation steps that will pertain specifically to fire and EMS communications. The intended primary participants are Chiefs and supporting staff.

Public Works Working Session (Management)**11:30 – 12:00**

This session is to further define public works expectations and identify actionable implementation steps that will pertain specifically to public works communications. The primary participants are executive managers representing public works stakeholders.

Lunch**12:00 – 1:45**

Lunch Sponsored by TRWC

Field Operational Deep Dive**1:45 – 2:45**

This session is to gather information from the first responders and field personnel (Law Enforcement/Fire/EMS/Public Works) and dispatch personnel who utilize the two primary communication systems in the performance of their daily duties. These perspectives set the communications objectives against an operational background and ensure that all achievements further the operational mission for responders in the field.

Break**2:45 – 3:00****Technical Deep Dive****3:00 – 4:00**

This session will provide each system's technical staff to participate in the discussion. Awareness of their customer's long-term communication goals as well as regional communication goals will result in improved services. The overall concept should lead to actionable milestones that remain conducive to strong system functionality from a technical perspective.