THE UNIFYING VOICE OF THE
EMERGENCY COMMUNICATIONS INDUSTRY

ANNUAL REPORT 2017

iCERT
Industry Council for Emergency
Response Technologies
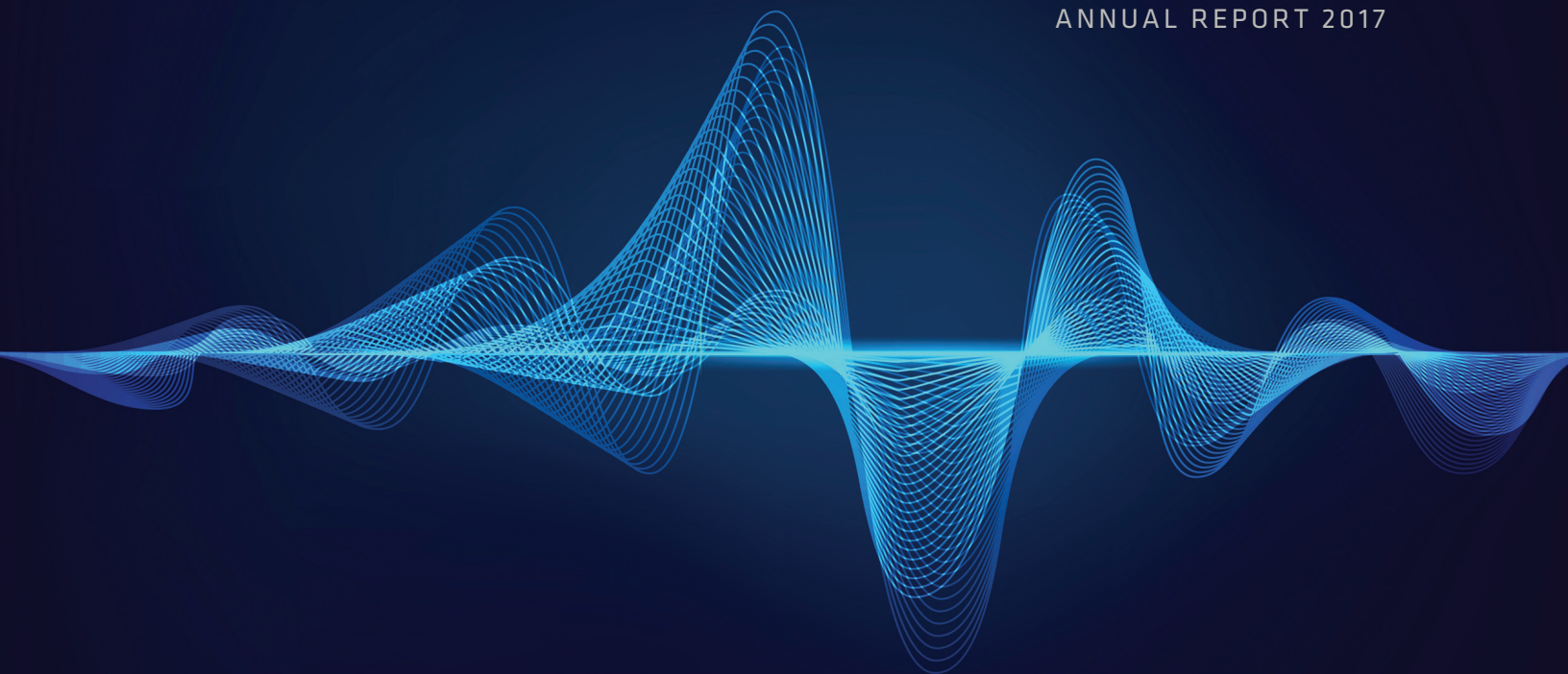
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A MESSAGE FROM THE CHAIRMAN: ELLEN O'HARA

ICERT MEMBERS, STAKEHOLDERS AND COLLEAGUES:

Welcome to the 2017 Industry Council for Emergency Response Technologies (iCERT) Annual Report. This document highlights an important year in the history of this organization, and that of our industry.

As I mentioned at the publication of last year's Annual Report, I remain impressed by the deep commitment exhibited by all those involved in creating a bright future for our Association and the whole of the public safety industry. Joining iCERT, and participating in our keenly important activities, is an astute investment in your company's capacity to navigate the seas of governance, policy, public sector engagement, and technology development in our industry. Membership also provides a direct return on investment through immediately useful market details, insights, networking with other key companies in our industry, and information-sharing activities.

While much has changed since iCERT was founded in 2005, we remain committed to the original goals of the organization:

- To serve as the voice of the emergency response industry,
- To provide objective research to key stakeholders,
- To bring together innovative industry thinkers to address important issues, and
- To advocate for appropriate funding for emergency response technologies.

Never have demands on our industry been higher. To address this growing concern, our message of inclusive industry engagement was again well received during 2017, as we added another 11

member companies to the iCERT family of industry leaders. Working together, as a unified industry association, enables us to highlight that we have the ability to come together on common themes that impact the public safety marketplace. As we progress forward we will continue to unify our efforts on common issues and items that impact and accelerate the development, deployment, and support of emergency response technologies and services.

Industry Council activities during 2017 represented a deliberate selection of – and action on – issues of great importance, and we provided crucial leadership to the field by engaging with partners and stakeholders to build effective public/private collaboration. These activities are outlined in the sections that follow. Yet, I would like to call attention to a few of our more visible efforts, where iCERT proved to be a guiding and central force.

As in years past, iCERT produced a large number of marketing reports and surveys, informative webinars and articles, panel sessions, congressional lunch and learn sessions, and other outreach briefings and receptions to further the interests of the public safety community. These programs are broad in scope and far reaching in impact, and form one of the key benefits of iCERT membership.

Because of its influence in the public safety arena, iCERT was invited to provide input to multiple important reports and initiatives this past year, including testimony to Congress on the transition to NG911, input to GAO's report on the status of transition to NG911, and collaboration on NG911 legislation being developed in the Senate.

New this year:
- iCERT brought together an innovative coalition of organizations to address the confluence of public safety and community development issues in an all-day forum. Collaborating with entities such as Enterprise Community Partners, IJIS, the National League of Cities and the Public Technology Institute, iCERT led an important exploration of the key elements and technologies that can lead to thriving and safe communities.
- iCERT hosted a pavilion at IWCE for companies that want to exhibit at the show but find the cost prohibitive.
- Several new Working Groups were formed to examine issues of standards and interoperability for and between the ecosystems of emerging new technologies.
- iCERT developed a relationship with the International Critical Control Room Alliance and hosted a panel at its inaugural event in Geneva, Switzerland.
- iCERT's 911 Education Foundation ushered in its new award program, entitled "Leading the Way Award."
- iCERT launched its participation in two grant funded programs (as a subcontractor to the grantees): the NG911 Cyber Security Project (through the University of Houston); and the Text-to-911 Translation Project (through IJIS).

While the activities summarized above call attention to just a portion of the efforts undertaken by iCERT on behalf of our members and the field of public safety technology, in the pages that follow you will learn about the many aspects of iCERT's reach, influence, engagement and success. The Industry Council is the place where these important topics are discussed and advanced as critical aspects of today's technology and policy development setting. Join us as we address these needs and the myriad issues associated with the emergency response technologies arena.

I hope you find this report an enlightening look back at our accomplishments, and see last year as a beacon of promise for our future. My sincere thanks to all of you for making 2017 another successful year for iCERT.

Respectfully,

Ellen O'Hara

ELLEN O'HARA
Chair
Industry Council for Emergency
Response Technologies
Chairman of the Board
Zetron, a JVC Kenwood Company

EXECUTIVE DIRECTOR'S MESSAGE: GEORGE RICE

As indicated in Chairman O'Hara's letter to the membership, iCERT's mission is to serve as the unified voice of the commercial sector in the field of public safety technology. This core principle has guided us on our path to accomplishment, and never before have the demands on our industry been higher.

In recent months our industry has experienced pulsating change while crafting astute adaptations for emergency response at the speed of technology. Designers and administrators of critical communications networks, both public facing and user-only, have been tasked with the implementation of more and more features as they look to expand and enhance crucial services provided for the safety of the public. Text-to-911, indoor caller location accuracy, and indeed NextGen 911 implementation are all topics – among many more – where these professionals have been called upon to grow the service-set their networks deliver.

iCERT's programs and services represent a collective industry perspective that provides valuable insights for our public sector colleagues. The need for these insights persists, and iCERT not only stands ready to take up this challenge, the Association and its member companies welcome the opportunity to contribute to, and lead on, matters of great importance to the systems and technologies that protect life and property around the world.

The pages that follow will provide a holistic view of the capabilities and yield of the Industry Council for Emergency Response Technologies during 2017... and beyond.

George Rice
Executive Director, iCERT

PUBLICATIONS AND RESEARCH

2017 Market Overview

Earlier this year iCERT published the 2017 Justice and Public Safety Market Overview, crafted in conjunction with iCERT's domestic research partner Deltek.

This report – a pro bono service exclusively for iCERT members – is the sixth in a series of annual market reports initiated through iCERT's partnership with Deltek. Compiled within this 2017 overview is an analysis of how states intend to direct emergency response technology expenditures throughout the year. Our goal in presenting this data is to offer a high-level synopsis regarding the scope and direction of public sector ICT expenditures in the justice and public safety sectors. Since sound business planning is contingent upon having information for realistic forecasting, this publication is envisioned as a starting point for internal analysis of specific business development opportunities.

iCERT members can contact the Executive Director to acquire a copy of this report. The Executive Summary is available for review on iCERT's web site under Research and Publications.
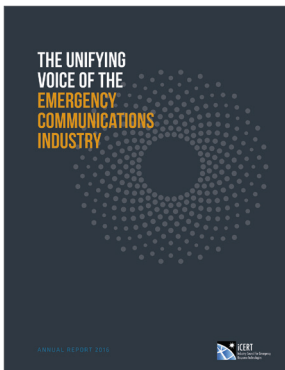
iCERT Annual Report

At the link below you will find iCERT's Annual Report for 2016, which covers our activities and accomplishments during the previous year, and lays the groundwork for continuing iCERT's mission as the unifying voice of the emergency response technology industry: https://www.theindustrycouncil.org/publications/iCERT_2016_annual_report.pdf

During 2016, we took stock of our organizational structure by revisiting our strategic plan and applying fresh insights to an already solid approach. The essence of the strategic adjustments made during this review is that iCERT's mission has been imbued with an up-to-date understanding of the marketplace, as well as a more keenly focused outlook regarding the purpose of our organization – to support the public sector professionals who serve the public, while at the same time offering a tangible view of innovation and the future of emergency response technologies.

As you will see in the report, we had another robust year of activity in 2016 thanks to your efforts and diligence, and we're well on our way to doing so again for 2017 based on the items in this activity report.
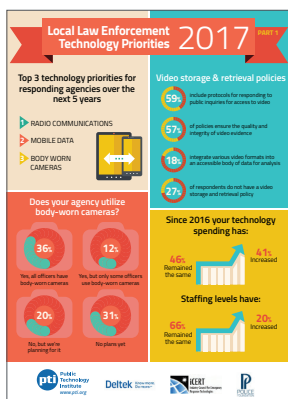
Survey of Law Enforcement Priorities for 2017

The 2017 Law Enforcement Technology Priorities National Survey of over 9,000 sworn police officers conducted by iCERT, the Public Technology Institute (PTI), the Police Foundation, and Deltek found that top technology priorities for policing emerge in radio communications, mobile data and body-worn cameras.

The intent of this survey is to develop a better understanding of the technology, operational and management issues within local government law enforcement agencies in America. This is the third year that we have conducted this important survey. The insights and experiences shared by our law enforcement colleagues will be used by the partner organizations to respond to the technology issues and needs of the law enforcement community. Survey results available by contacting the Executive Director.

Global Command & Control Room Marketplace Report

In summer 2017, iCERT issued its second report on the global marketplace for critical command and control rooms, exclusive for iCERT members. This report focuses on trends in public safety control room revenues and installations, and provides commercial entities with insights into this evolving market.

Prepared in collaboration with noted iCERT research partner IHS Markit, this report offers an analyses of the market prospects for various technologies in our industry, and summarizes the nature of the market as a whole, while offering a few closing thoughts on future and ongoing developments. The objective in producing this report is to provide a strategy tool for iCERT member companies as business-planning efforts move toward your 2018 approaches and beyond.

The report includes an overview of major trends in command and control room revenues and the installed base in public safety, transportation and utilities from a global perspective, with regional insights and analyses. This research has been produced in response to demand for analysis of the market so manufacturers, operators and industry stakeholders have a much clearer insight into this evolving market.

iCERT members can contact the Executive Director to acquire a copy of this report. The Executive Summary is available on iCERT's web site under Research and Publications.

Additionally, as an ongoing benefit of membership in iCERT, our members receive a 5% discount on all IHS Markit reports, as well as pro bono reports such as this that are provided to iCERT members through this robust partnership.

POLICY EFFORTS

iCERT 2017 Policy Platform

The 2017 platform outlines this year's policy priorities for iCERT, and represents the Association's focus for legislation, technology development, and regulatory matters throughout the year. For each of the noted issues, the policy platform includes a definition, iCERT objective or objectives, and the intended outcome or outcomes.

The issues covered under the 2017 platform include:

- 911 Governance & Accountability
- Cyber Security
- NG911 Acceleration & Adoption
- NG911/FirstNet Convergence & Data Interoperability
- Targeted States Campaign – Resourcing of 911
- Technology Transition and Obsolescence
- Multi-Line Telephone Systems (MLTS): Access To 911

For a complete description of each issue and iCERT's policy stances, visit our web site under Policy Statements to download a copy of the 2017 policy platform.

iCERT Position on NENA i3 and NG911 Standards

During spring of this year, views on standards development issues related to the NENA i3 specification for NG911 were presented, challenging the i3 protocols and process under a standards setting.

In follow up to these actions, and in keeping with our positions on matters of

NG911 development and implementation, a series of iCERT Board and key Committee and Working Group members convened to discuss iCERT's position in response to these challenges and how they might affect the market. As a result of deliberations and discussions by the participants, iCERT issued a Board of Directors approved statement on these critical matters, which is posted on the iCERT web site under Policy Positions.

Essentially, our brief statement addresses these primary factors, noting that:

- i3 is a consensus-based specification that is moving through the ANSI process for adoption as a standard with industry-fostered momentum;

- industry has been building to the i3 specification – and continues to do so – and that there are NG911 deployments underway at present that have been crafted to the i3 specification, with deep investments made by both the public sector and the commercial enterprises that support public safety communications; and

- re-engineering technological solutions that are far into the development cycle at this point would not only be costly to industry and public agencies, it would delay the implementation of NG911 nationwide by the year 2020, as adopted by the NG911 Now Coalition.

It is our intent by issuing this iCERT position, to clarify and outline the nature of

i3 adoption by the public and commercial sectors as we see it to date, and to assure stakeholders that the industry stands with our public sector partners as we collectively address standards issues that will aid in the deployment of next generation three-digit emergency calling.

GAO Engagement on NG911 Transition

Earlier this year, iCERT was invited to participate in a federal effort to examine nationwide NG911 implementation. The Government Accountability Office (GAO), following up on a request from Congress to review the status of NG911 implementation nationwide, invited iCERT to provide input into their examination of these matters. As part of the GAO review and report, they intend to describe the evolution of the NG911 landscape over the past few years, along with identifying any challenges stakeholders may be encountering. The GAO team is also speaking with a number of government and nonprofit stakeholders to glean perspectives on NG911 implementation, and iCERT is one of the entities they have engaged.

The conversation iCERT held with the GAO was designed to capture our thoughts on:

- iCERT's role in the nationwide implementation of NG911,
- NG911 implementation challenges from the state and local perspective,
- what role, if any, the Federal Government can play in addressing implementation challenges and assisting states and localities, and

iCERT's policy priorities represent the Association's focus for legislation, technology development, and regulatory matters throughout the year.

- suggestions from us for others to speak with as they continue their work.

The GAO's report is now in preparation and is scheduled for publication in early 2018.

NG911 Now Coalition

In February 2016, a group of public safety and industry leaders, in cooperation with the National 911 Program and the Next Generation 911 Institute, formed a nationwide effort labeled the NG911 Now Coalition to accelerate the implementation of Next Generation 911 (NG911) services by the end of 2020. The mission of the Coalition is to create increased attention on NG911 issues and promote actions that will accelerate implementation of NG911 systems and services throughout America.

The Coalition is supported by government partners, members of academia, and led by 911 and emergency communications organizations that share a common mission to promote more effective emergency calling and response services:

- National Association of State 911 Administrators (NASNA)

The NG911 Now Coalition is supported by government partners, members of academia, and led by 911 and emergency communications organization.

- Industry Council for Emergency Response Technologies (iCERT)
- National Emergency Number Association (NENA)

The Coalition has since sought the assistance of other government and public safety organizations, as well as industry partners, as it works to implement an action plan to secure the funding, governance, best practices and policies that will make this vision a reality. The result has been the addition of the National States Geographic Information Council (NSGIC), Urban and Regional Information Systems Association (URISA), the Internet 2 Technology Evaluation Center at Texas A&M University and iCERT's research subsidiary, The 911 Education Foundation, as partners to the Coalition and its mission.

The effort is organized in five areas of action:

1. Governance – All necessary governance structures, policies, and regulations should be developed at all levels of government to facilitate NG911 planning, deployment and operations in a manner that promotes coordination, interoperability, and efficient use of resources.

2. Technology – Technical standards and best practices, including those designed to promote cyber security, need to be developed, completed, or refined via accredited standards development organizations, and model plans should be made available to guide state and local agencies in the deployment of NG911 systems.

3. Operations – NG911 operational standards and best practices, including those addressing regional deployments, interconnection, data/resource sharing, and network monitoring need to be developed, completed or refined.

4. Education – A broader understanding of NG911 is needed, with a focus on its capabilities and benefits, as well as the limitations of current 911 services and the significant consequences of a delayed and/or uncoordinated deployment of NG911.

5. Funding – More detailed analyses of NG911 costs are needed, as well as new and/or refined funding mechanisms – including from the Federal Government – to ensure that NG911 funds are sufficient, available, and sustainable over the long term in order to promote more cost-effective NG911 deployment.

Further information can be found at www.ng911now.org.

Targeted States Campaign

The iCERT Targeted States Campaign is a US state-by-state program in support of efforts to secure and protect 911 funding

in all its forms. Working in conjunction with state and local officials, the Campaign provides much needed resources to initiate, maintain, and/or bring to fruition state-level efforts to ensure that emergency calling is properly resourced.

Measures of Success:
1. Shifts in norms – reduced state reliance on 911 funding for unrelated matters
2. Strengthened organizations – general increase in 911 agency budgets due to regular transfer of dedicated funding
3. Improved policies – states amending regulations and/or administrative practices to ensure flow of funding
4. Specific impacts – key examples of appropriately repositioned funding

Program activities:
- engaging state-level government leaders, organizations and advisers,
- crafting and disseminating tailored educational pieces, and
- convening partners and other officials.

iCERT undertakes such efforts in four to six states during the legislative cycles of the selected states in a given year. Activities undertaken during 2017 included legislative efforts in Hawaii, Massachusetts, Missouri and New Mexico. The key legislative theme in these states was the addition of pre-paid wireless and VoIP services to the communications services for which 911 fees can be collected. Many states still do not have legislative mechanisms to collect on these services, which have the capacity to access 911 for a caller but that do not contribute to fund emergency calling. Our Campaign looked to amend this practice in these states so that fees can be collected to support 911 services.

Our campaigns in Hawaii, Massachusetts, and Missouri will continue into 2018, as targeted legislation introduced in these states pressed for needed changes but fell short of adoption. However, our nearly three-year long effort in New Mexico culminated in the successful passage of a supportive piece of legislation.

iCERT worked in New Mexico to promote the addition of pre-paid wireless and VoIP services to the state's 911 fee system, in concert with the New Mexico Association of Counties and the Governor's office and cabinet as a means to foster passage of the bill. The bill passed through the legislature, was signed into law this year and took effect on July 1. Through passages of this law, iCERT helped to successfully bring over 300,000 prepaid wireless users into the fee collection regime in New Mexico, as well as numerous additional VoIP users, which will add an estimated $2M to the state's 911 fund annually.

The previous landline-centric surcharge system was causing a drop in 911 revenue at a rate of 3.25% each year as more and more subscribers moved to wireless and VoIP service. The Campaign's main message points were that the funds were needed for current operational costs where there is a shortfall, as well as NG911 transition, and that this is not a tax – which had been offered as a reason not to consider the bill.

Congressional Testimony on NG911 Transition

iCERT Executive Committee Member, Board Member, and Policy Committee Member, Mary Boyd testified before the US House of Representatives, Committee on Energy and Commerce, Subcommittee on Communications and Technology, during a hearing entitled "Realizing Nationwide Next-Generation 911," on March 29 – on behalf of iCERT – where she provided the Committee with substantive and valuable information under the below topics:

An accelerated deployment of NG911 would yield significant benefits. The manner in which consumers communicate has changed dramatically in recent years, and a principal objective of NG911 is to ensure the compatibility of the nation's 911 systems with these changes. New NG911 systems will allow consumers to access 911 services in new and better ways (e.g., text, data and video). This will benefit all consumers but is especially critical for handicapped consumers, such as the deaf and hard of hearing, who would otherwise not be able to make a 911 voice call. Further, as texting to 911 continues to roll out nationwide, the Limited English Proficiency (LEP) community will benefit as text translation comes into service as well.

Technological obsolescence creates significant risks for public safety. Despite the numerous benefits of NG911, most of today's 911 systems still use technologies prevalent in the 1970's. Continued reliance on outdated technologies poses significant risks to public safety due to higher maintenance costs, system malfunctions, service outages, and increased cyber security vulnerability.

Next Generation 911 should be a national priority and a national imperative. Every day our nation faces a variety of challenges that threaten the safety and security of our communities. While most are localized events that impact a relative few, many increasingly impact a large segment of the population. However, regardless of their size, each emergency requires – indeed demands – the most effective emergency response possible. State and local 911 authorities are doing their best with the limited budgets they have, but more must be done to ensure that the nation has an emergency response system that can effectively meet the challenges of the future.

Federal legislation is needed to accelerate the implementation of NG911. iCERT believes that Congress should recognize its cooperative leadership role in making NG911 a national priority. In addition to demonstrating the strong commitment of Congress, federal legislation could help to achieve several key objectives. First and foremost, it could provide additional federal funding to assist states and localities in upgrading to and implementing NG911 systems and services. This federal funding assistance is critical, as iCERT believes that the lack of available "seed" (or "gap") funding is the single greatest impediment

iCERT testifed before the US House of Representatives, Committee on Energy and Commerce, Subcommittee on Communications and Technology,providing the Committee with substantive and valuable information on key topics.

to NG911 implementation. Importantly, federal leadership and funding do not mean that the Federal Government should bear the full responsibility of funding future 911 systems. However, the existing funding mechanisms used by state and local 911 authorities are already severely strained as public safety professionals look to operate and maintain 911 systems. Increased federal funding would provide the additional capital necessary to upgrade those systems to NG911.

EVENTS AND OUTREACH

iCERT Panel on NG911 at NARC Policy Conference

During the National Association of Regional Council's (NARC) 2017 Policy Conference, iCERT organized and led a session that provided insights into efforts that bridge the gap between communities and the emergency services infrastructure, helping to define the roles of residents and governing bodies, while linking neighborhood efforts and technology strategies together to effectively address safety in a comprehensive manner.

This session – which included representatives from the NG911 Institute, the IJIS Institute, and the National League of Cities – focused on the fact that solutions to problems of crime and disorder, as well as thoughtful resident engagement, are essential to regional development. Violence and fear are often seen as insurmountable barriers to revitalizing distressed neighborhoods and fostering effective and respectful police-community relations. However, experience across the country has demonstrated that concentrated, collaborative efforts – with the use of effective technologies to coordinate and enhance these efforts – can drastically reduce crime and disorder, producing an environment that fosters revitalization and thriving communities.

Panelists used the Smart/Safe Cities model to provide a policy and technology framework designed to enhance public safety and security through the deployment of scalable, reliable and secure digital information systems, technologies and infrastructure that supports the delivery of domain services, by government to citizens, to help assure sustained social and economic prosperity.

This unique discussion was widely regarded by the NARC event attendees.

NLC Panel on Emergency Communications

iCERT moderated a panel session during the National League of Cities' (NLC) 2017 Policy Conference discussing how smart policing, data analytics, and law enforcement technology can help make distressed neighborhoods safer and expand economic opportunities in those communities. The session, which included representatives from the IJIS Institute, the City of Philadelphia, FirstNet and iCERT member company Esri, was well received by the attendees.

The premise focused on the idea that cities are now using technology to reduce crime, improve neighborhoods and drive economic development. Attendees learned about the latest policing technologies and tactics that can be employed in communities, and gleaned greater understanding of the strategies to ensure that a police force is able to adapt to the changing needs of the populations they serve. Participants also found ideas to help their police forces become more efficient, more transparent, and more trusted.

This iCERT-led session took into account key NLC priorities and their focus on three core functions of local government: public

safety, infrastructure investment, and economic development (PIE). Without safe communities, it is challenging to bring in new businesses, increase job opportunities and improve economic mobility. Without increased economic development, the ability of local governments to improve infrastructure and transportation becomes even more difficult, thereby negatively affecting public safety as well.

Membership Outreach and Networking Receptions

During 2017, iCERT again hosted receptions at both the IWCE and APCO expos. Hosted by the iCERT Board of Directors and Membership Outreach Committee, these receptions offered an environment for B2B conversations among commercial colleagues, where members and non-members got to know one another in greater depth, while crafting relationships for the advancement of emergency response technologies in a collaborative setting. A key group of prospective members also joined iCERT's members during these events and ostensibly lent insights and opinions to inform the conversations, and to ensure a holistic focus on the needs of public safety. Members and guests were able to experience firsthand the energy and deep connections that are available to companies as a member of the Industry Council, which also resulted in the expansion of iCERT's membership as a number of guests subsequently became members. These activities are slated to continue into 2018.

Webinar on PSAP Interoperability

In spring, iCERT hosted a webinar on *Understanding How PSAP Interoperability is Advancing Command & Control* – with content presented by our partner association the IJIS Institute; our global research partner IHS Markit; and iCERT member company Hexagon Safety and Infrastructure. The session included the topics Inter-agency Collaboration, Shared Resource Investments & Policy Authority, Trends Changing Command & Control Rooms, and Consolidation Models & Interoperability Best Practices.

In that interoperability of PSAPs is not a new concept, the webinar's presenters focused on how best to use past experiences to craft a clear path for the future. In some areas, interoperability has worked quite well for a long time. While there are models of success, there is no 'one-size fits all' model for interoperability, regionalization or consolidation. Every agency will run differently based on its location, population and governance.

Through the information presented during this webinar and the conversation that followed though the Q&A session, participants were able to acquire an understanding of how today's technologies, trends, and policymakers are changing – and challenging – the way that PSAPs work together to serve multiple jurisdictions.

Congressional Lunch & Learn on NG911

The NG911 Institute sponsored a "Lunch & Learn" event on Capitol Hill in the spring, where a series of iCERT members,

Congressional staff, government officials and nonprofit experts attended this session that focused on crafting a nationwide environment where the transition to NG911 can be supported by appropriate policies, innovative technologies and requisite funding.

Experts from government, public safety, and industry offered an overview of how the 911 system is funded and the challenges communities face in maintaining legacy 911 systems while also planning for critical upgrades to NG911 that are necessary to keep up with rapid changes in technology.

Panelists discussed how 911 is funded at the state and local levels, the challenges resulting from state 911 fee diversion for unrelated purposes, federal efforts to quantify the costs of legacy and NG911 systems, recommendations on funding models for NG911, the availability of federal 911 grant funding, and potential Congressional efforts to provide funding for NG911.

iCERT participated as a presenting organization, where the evolving nature of funding, fund diversion, the impact of technology obsolescence and cyber security needs were offered as key points of focus for the nation's move to NG911.

911 Education Foundation – Leading the Way Award

This year the 911 Education Foundation (9EF) ushered in its new Leading the Way Award program. This award will be presented each year during a prominent national iCERT event, where a representative of the awarded agency or jurisdiction will join iCERT members and 9EF Board members to receive the award and discuss the achievements of their NG911 program.

Through a nomination solicitation and review process managed by the 9EF Board, iCERT member companies were afforded the opportunity to submit for consideration a public agency or jurisdiction they deem worthy of recognition. The 9EF Board established criteria and prepared a nomination form, determined submission deadlines and the solicitation process, received and vetted the nominations, and selected an awardee that was presented to the iCERT Board for approval.

This year's award was presented to the Tennessee Emergency Communications Board as a prominent moment during the National Forum on Public Safety and Community Development on April 18 in Washington, DC.

Solicitations for nominees for the 2018 Leading the Way Award will begin in early 2018.

National Forum on Public Safety and Community Development

Working with partners, iCERT hosted an event designed to address key public safety and community development issues, with core technologies as a prominent part of solutions for the future.

Convening Partners:
- 911 Education Foundation
- Enterprise Community Partners
- iCERT
- IJIS Institute
- National League of Cities
- Public Technology Institute

As iCERT and other organizations observed in recent months, American urban areas have experienced a rise in tension pertaining to a particular form of civic interaction: police community relations. As members of the public assert their rights to freedom from potentially unwarranted enforcement actions, police, in turn, seek to fulfill their important and difficult mission of fostering and maintaining safe neighborhoods.

These two factions are not in conflict when it comes to the sought-after end results. Both the general public and policing agencies want the same thing: safe, civil and thriving communities. Yet, conflict – in both its outright and veiled forms – has been a driving factor of late, and this ongoing tension deserves critical, engaged examination in order to ensure America's urban environments are vibrant areas of economic, creative and educational opportunity, with public safety as a prominent principle.

To address these pressing issues of urban transformation and community safety, the convening partners and supporting organizations for this Forum brought together key leaders from the public and private sectors in April to discuss and examine burgeoning indicators of successful practices, essential elements of thriving and safe communities, and innovative uses of technologies as features of building safe and successful communities.

With public safety as a core impetus, and with a deliberate focus on police-community relations and the technologies that can help foster productive collaboration for safety and justice, this Forum provided a unique set of answers to the many vexing questions regarding public safety and community development.

NASNA Briefing and Reception

Each year, iCERT provides to the National Association of State 911 Administrators (NASNA) during its annual summer meeting, a briefing pertaining to industry's collective insights on critical emergency response technology matters, and on iCERT's efforts to address them. This year's briefing was led by iCERT member company representatives, who engaged NASNA's Board of Directors in discussion during the session. Now an annual tradition for iCERT and NASNA, the briefing was again followed by an informal iCERT-sponsored social and networking event, designed as an extended reception, where iCERT members engaged with NASNA members, as well as with guests from the Federal Communications Commission (FCC), the National 911 Program Office, and the US Department of Defense. This extended reception design allowed iCERT participants to touch base with any and all of the 40+ public sector attendees,

while also providing time for more distinct outings afterward. Feedback on this event was again highly complimentary from both NASNA and iCERT participants.

US and Global Marketplace Webinar

In June, iCERT and trusted research and data analytics partners IHS Markit and Deltek, held an informative webinar on the Global Marketplace for Emergency Response Technologies in the 21st Century. Experts discussed and analyzed unique trends occurring collectively across the globe, while delving more deeply into details associated with continental regions and the American marketplace at various levels of government. Attendees came away with an enhanced understanding of the US and worldwide marketplaces in this ever-evolving industry.

This annual session is set to continue for 2018.

Article on NG911 in Mission Critical Communications

The May issue of Mission Critical Communications contained an article offered by iCERT Chair, Ellen O'Hara, where our Association's views on progress being made toward NG911 implementation were presented. Chair O'Hara drew attention to a recent report by the National 911 Program Office, which issued a 104-page report indicating that 21 states have deployed Emergency Services Internet Protocol Networks (ESInets), with 10 of those states reporting that all of their PSAPs are connected to an ESInet. The piece went on to address the fact that an ESInet is a

critical building block in the provisioning of NG911 services, largely because it provides the underlying data transport network and the means of interconnecting PSAPs. Moreover, with an ESInet in place, public safety agencies will be able to leverage new and enhanced applications that are not possible with today's legacy 911 systems.

A link to this article, which was supported by Board level member company Mission Critical Partners, can be found on iCERT's home page.

Local/Regional Outreach and Awareness

This year, iCERT engaged in two locally-based forums where issues of focus for our Association were covered with local officials and nonprofit leaders.

At Alvernia University in Reading, Pennsylvania, we participated in a forum on police-community relations, similar to our National Forum on Public Safety and Community Development, which was held in Washington in April. This local/regional version included representatives of the state chapters of the National Organization of Black Law Enforcement Executives (NOBLE), the Hispanic American Police Command Officers Association (HAPCOA), and local leaders, including the Mayor and Chief of Police for the City of Reading.

In Albany, Oregon, we participated in a regional forum on broadband and smart and safe communities with our area partner the Oregon Cascades West Council of Governments (OCWCOG). This event centered on a panel session moderated

by iCERT, with member company expert participation through Mission Critical Partners, and covered issues associated with last-mile broadband build-out to communities and its connection to public safety and transportation efforts.

In that much of our efforts over the years have been somewhat top-down – meaning from the national (and global) level to the local level in terms of policy development and issue awareness – these two programs represent test-ground for a bottom-up approach, where our issues can be planted in local and regional efforts, and where our Association and its members can gain visibility through these programs.

iCERT Panel and Board Reception at APCO Canada 2017 Expo

iCERT hosted an information sharing reception with the Board of Directors of APCO Canada, and organized and moderated a panel during the conference, *Convergence and Innovation in Emergency Response Technologies*, where iCERT members addressed the developing ubiquitous, unified nature of emergency communications and response technologies, now and into the future. Communications and data interoperability for emergency services are at a critical point, where the integration of networks and services sit on the verge of more widespread and essential interoperability. Adoption of burgeoning technologies and the need for integration are increasingly crucial aspects of the converged LTE, broadband, IP, and IoT world for public safety. In this session, Industry Council

experts employed these themes to address the full continuum of emergency response technologies, from NG911 to public safety broadband and beyond, to paint a comprehensive picture for delivery of public safety in a technologically and operationally dynamic environment.

International Critical Control Rooms Alliance Engagement

The goal of the International Critical Control Rooms Alliance (ICCRA) is to be the focal point and platform for critical service control room discussion and learning, as well as develop proactive measures designed to create constant evolution and ensure best practices. As a participant in this newly formed alliance, iCERT serves as the lead organization for technical matters associated with command and control rooms on a global basis.

Over December 5-7 in Geneva, Switzerland, ICCRA held its inaugural Congress to bring together critical control room and supply side experts to imagine the range of challenges faced and how they may be addressed in the years ahead. During this event, iCERT Chair Ellen O'Hara presented to the attendees on the state of technological innovation for critical control rooms in North America, while the full technical track was chaired by iCERT, as well.

GRANT FUNDED PROGRAMS

NG911 Cyber Security Project

As a subcontractor to the University of Houston, iCERT is now in the third cycle of a modest level of grant funding through the US Department of Homeland Security to study and assist in the demonstration, evaluation, and design of low cost and open standards-based mitigation strategies that can significantly strengthen the resilience of today's 911 and NG911 systems against malicious acts such as DDoS attacks. iCERT continues to assist the project by providing industry feedback and input to the study, while contributing expertise through the participation of iCERT member company volunteers.

This continuing research effort looks to (a) evaluate threats against 911 and NG911, such as smartphone based DDoS to 911 systems from mobile malware, and DDoS from large scale distributed robot/spam call attacks; (b) propose innovative solutions and techniques that can effectively mitigate against 911 or NG911 systems attacks without incurring a high financial burden to the local and state emergency response community; (c) develop simulation tools and DDoS resilience 911 software compatible and interoperable with the NG911 industry standards; (d) validate and evaluate the solution in both security protection against DDoS and impact to the 911 service quality using clearly defined metrics; and

(e) demonstrate and attain transition to practice by engaging and working closely with industry and emergency service providers.

Through this project, iCERT is working closely with our Outside General Counsel at the law firm of Shulman Rogers to craft and publish a report on liability issues for commercial enterprises in cyber security and emergency response, with an expected publication date prior to the end of the year.

Text-to-911 Translation Project

Working in concert with the IJIS Institute and iCERT Board level company, Voiance last year, iCERT engaged with the US Department of Homeland Security (DHS) to develop and pilot a program for real-time translation of incoming and outgoing non-English texts in PSAPs. This effort is designed to accelerate the process of ensuring text-to-911 service is available to the Limited English Proficiency (LEP) population. The project team is now developing protocols for new services to ensure that rapid, reliable, and secure translation of texts between a 911 operator and an LEP "texter" can be commercially available and built to a public safety standard.

While this effort originated with Voiance and iCERT, and is now a 911 Education Foundation (9EF) effort as well, a partnership was formed with the IJIS Institute to pursue this grant opportunity in order to include IJIS's standards test bed program Springboard, and to submit the grant application under the auspices of a current and highly respected DHS grant recipient, in that IJIS also manages program efforts under DHS funding. Committees have been formed and this effort is well underway, with an initial technical specification to be developed and test location PSAP operations to begin thereafter.

The result of this program will be a standard for implementing text-to-911 for LEP populations, as well as operational, business, and training protocols that will ensure consistent nationwide implementation.

ANNUAL SPONSORSHIP PACKAGE SELECTION FORM

Background and Design

In order to provide iCERT member companies with an opportunity to plan holistically, and in advance, for sponsorship of iCERT's unique programs throughout the year, the below general listing of marketing opportunities commensurate with iCERT programs is presented as a menu of options from which member companies can choose to create a year-long package to suit their marketing needs.

Sponsorship packages are based on a calendar year sequence and independent of a member company's dues cycle and payment. Sponsorship packages should be crafted, secured and purchased in advance of the program year for the activities selected. Annual dues payments can be added in full to the sponsorship package should a member company prefer to make a single payment.

Sponsorship Opportunities Menu

Select items by placing a number in the boxes to the left of a program to delineate the number of sponsorships sought under each program area, and complete tally at the end of form.

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iCERT-URGENT COMMUNICATIONS WEBINAR

Topic to be determined in conjunction with sponsors *[one per year]*

☐ **Sponsor $2,500** [non-exclusive]
- Recognition on webinar promotions
- Recognition by iCERT leadership in remarks
- Registration leads of all attendees
- Podcast interview with *Urgent Communications*

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iCERT WEBINAR

Topic to be determined in conjunction with sponsors *[two per year]*

☐ **Sponsor $1,500** [non-exclusive]
- *Recognition on webinar promotions*
- *Recognition by iCERT leadership in remarks*
- *Registration leads of all attendees*

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iCERT RECEPTIONS

Outreach receptions at partner conferences *[two per year]*

☐ **Sponsor $1,500** [non-exclusive]
- Recognition in marketing materials
- Welcome remarks during event
- Recognition by iCERT leadership in remarks
- Registration leads of all attendees

iCERT ISSUE FORUMS

Topic to be determined in conjunction with sponsors *[two per year]*

☐ **Signature $10,000** [exclusive opportunity]
- Primary recognition on event promotions and signage
- Brief welcome comments during forum opening
- Recognition by iCERT leadership in remarks
- Attendance for five commercial sector professionals
- Two company executives participation in panel sessions
- One six-foot draped table outside forum event room for display items
- Registration leads of all attendees

☐ **Platinum $7,500** [limited to three per forum]
- Prominent recognition on event promotions and signage
- One company executive participation in a panel session
- Attendance for three commercial sector professionals
- One six-foot draped table outside forum event room for display items
- Recognition by iCERT leadership in remarks
- Registration leads of all attendees

☐ **Gold $5,500** [limited to three per forum]
- Notable recognition on event promotions and signage
- Attendance for two commercial sector professionals
- One six-foot draped table outside forum event room for display items [reserved for first paid sponsorship under this category]
- Registration leads of all attendees

☐ **Silver $3,500**
- Recognition on event promotions and signage
- Attendance for two commercial sector professionals
- Registration leads of all attendees

☐ **Supporting $1,500**
- Recognition on event promotions and signage
- Attendance for two commercial sector professionals
- Registration leads of all attendees

SPONSORSHIP PACKAGE TALLY

No.		Amount		Subtotal
_____	Webinar(s) Urgent Comm @	$ _____	=	_____
_____	Webinar(s) iCert @	$ _____	=	_____
_____	Forum(s) Signature @	$ _____	=	_____
_____	Forum(s) Platium @	$ _____	=	_____
_____	Forum(s) Gold @	$ _____	=	_____
_____	Forum(s) Silver @	$ _____	=	_____
_____	Forum(s) Supporting @	$ _____	=	_____
_____	Reception(s) @	$ _____	=	_____
	Optional Inclusion of Annual Dues		=	_____
	TOTAL ANNUAL SPONSORSHIP		=	_____

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BECOME A MEMBER

You are just one person. Yours is just one company. What can one person do to safeguard the future of emergency communications?

What can one person do to improve the standing of communications among the entire emergency response industry and spread innovative ideas? You can join iCERT, where your insights and expertise will add to the many ongoing considerations in the emergency response industry.

Joining iCERT means you're not alone. iCERT represents the best of the emergency communications industry, advocating for enhanced funding for 911,

bringing leaders together to share visions of a safer, more secure world through better communications, studying the emergency communications arena and sharing expertise with other stakeholders.
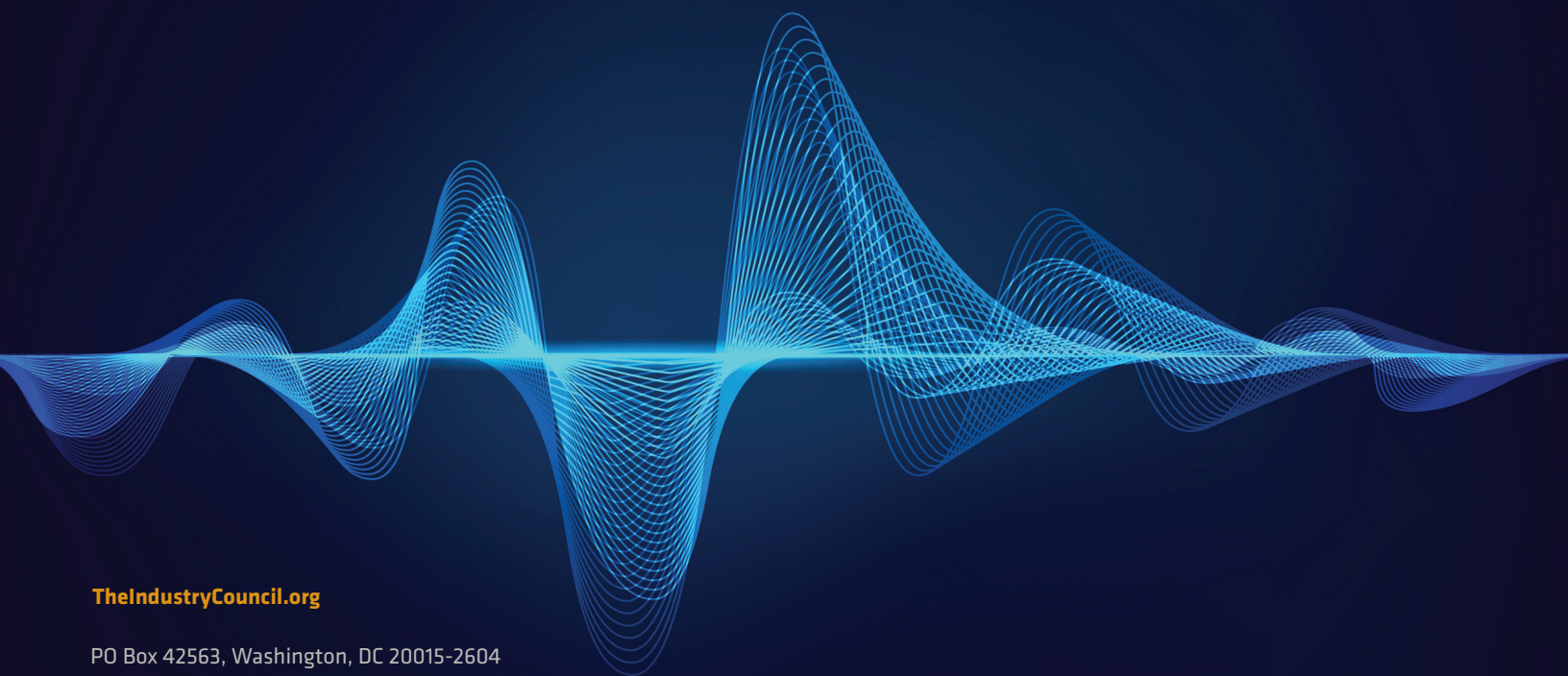
iCERT is the only organization that brings the entire industry together. Why? Because when we speak with one voice, we can move mountains.

Become one of us.
Join iCERT today at:
www.theindustrycouncil.org