



To: Administrative Policy Board
From: Executive Director Ronald Bonneau, ENP
Ref: Progress Report – August 26, 2013

1. As you know for the past several months I have worked with two media companies in Grand Rapids that were referred to the Authority to develop a media plan to raise the awareness of who KCD A is and what KCD A has done and continues to do to enhance 9-1-1 services in Kent County. Out of the two initial proposals, I believe the best approach was presented by Media Place Partners.

Subsequently, I have had several conference calls with Media Place Partners concerning the Scope of Work in developing a new awareness program for KCD A and am convinced that they can perform the duties we need done to begin creating this program.

The contract was reviewed by the Executive Committee for content and it was discussed. The Executive Committee felt that the contract lacked some specific performance language as to the deliverables and timelines and the Executive Director was asked to meet with the vendor to correct those contract deficiencies.

The media plan for this year is to accomplish several things:

- a. Develop a new logo for KCD A (color, font and graphics)
- b. Developing a “tag line” to go with the new logo.
- c. Development of how the logo is to be used
- d. Development of the look of the kent911 website and increased functionality and interest of the message of KCD A to the public
- e. Development of the message and story line to media outlets (TV, Radio and Printed News in the metro area) about KCD A and the successes of the Authority and the PSAPs since 2007 – how have used public funds to enhance 9-1-1 services in Kent County and what we plan to do in the future to improve the quality of life issues in regards to 9-1-1 services.

- f. Development of the media plan that appeals to corporations to join as sponsors to the program.
- g. Development of the design, concept and message for an exhibit in the Children's Museum about 9-1-1 and KCDA.

What made this group's proposal exciting is the use of Grand Valley students in some of the creative process as well as access to corporate partners that may be interested in assisting KCDA in funding future media plans.

The cost of the first year plan is \$30,000.

2. I have had two conference calls with Mic Gunderson of KentEMS about the Board's decision to maintain the status quo in regards to EMD. It was his belief that the two ambulance companies (AMR and Rockford) that do not use ProQA or AQUA would have interest in securing the software programs as a reduced rate from KCDA. We have scheduled an initial meeting with AMR, Rockford and LIFE ambulance this afternoon in the City of Wyoming. In an attempt to gain a broader knowledge of the EMS system, I attended the Governing Board meeting and secured a copy of the Medical Control Authority PPT which deals with the legal Authority that KentEMS possesses. .
3. Additionally, I have had two conference calls with Jon Stones of Priority Dispatch in reference to the two invoices presented to KCDA for a total of around \$70,000 by Priority Dispatch. He assured me that they will allow KCDA to determine the route we need to take with AMR and Rockford to dispose of our contract with Priority Dispatch before proceeding with any type of collection on the invoices. He also provided sizing questions to be presented to AMR and Rockford to assist in determining the services they will need that can then be applied to the contract KCDA has in place with Priority Dispatch.
4. I had an initial meeting with KentEMS (Dr. Chassee and Mic Gunderson), Dick Whipple from AMR, Mark Meijer from Life and Roger Morgan from Rockford ambulance where Priority Dispatch's ProQA and AQUA software was discussed and the Authority's desire to provide the contracted software to the three ambulance companies so that all would operate EMD provisioning using the same software platform. The object of the meeting was two fold: to garner support for the concept of moving to the automated, computer version of this program (all ambulance companies use the product but not all use it in software form) and to take an inventory of needs of each company so that I can negotiate with Priority Dispatch to modify the current contract and determine both the final

obligation to the Authority and what discount or monetary agreement the Authority can make with each ambulance provider.

The interest level from all three ambulance companies was encouraging and all are prepared to proceed with the needs inventory and to continue to discuss the financial arrangements necessary to implement this option.

I have received the inventory from each and am scheduled to have an initial meeting with Jon Stones to discuss modifications to the contract and determine the financial obligation of the Authority, such that we can develop a business plan going forward with the ambulance companies. A major portion concern of the ambulance companies is to develop a memorandum of understanding about how the program was offered to them and the discounts being extended by KCDA as we move forward. I have assured them KCDA also is interested in a formal agreement as part of our due diligence.

5. I participated in the evaluation of RFP proposals submitted for the FEMA radio project including the scoring matrix for each as provided by Grand Rapids .
6. I participated in the review of V3 of the Elert radio project recommendation for contract award and made substantial comments on the tenor of the recommendation for consideration by the selection committee.
7. I participated in the contract language conference call as we work with the desired vendor to develop a contract for project completion. During the call we discussed the process that GR purchasing will do and the time frame for City of Grand Rapids approval of the contract with the vendor. I learned during the call that the five vendors have been notified of the choice of the selection committee.
8. I attended the Annual APCO Public Safety Communications conference in Anaheim, Ca where I followed the NG9-1-1 tract and the Broadband – LTE for Voice Communication tract. I attended several useful and informative training sessions during the conference as well as the Exhibit Hall. During the conference I had a meeting with Cassidian concerning implementation of Text to 9-1-1 and the options they are providing using Patriot. Additionally, I had a subsequent meeting with Cassidian concerning Aurora 2.0 training.
9. Karen Chadwick and I performed a site visit to Riverside, Ca to view Exelis C4i in use in a public safety environment, while attending the APCO Communications

Conference in Anaheim, Ca. We were impressed with the comments we heard from the dispatchers using the system as well as management of the center in the ease in the implementation and operation of the end-to-end IP radio system.

10. During my attendance at APCO I, along with Dave Kaun and Karen Chadwick, spent a considerable amount of time with Exelis C4i the chosen vendor working on developing contract language and terms as well as providing them with an equipment list from both PSAPs. Matt Groesser and his team participated on a conference call with Exelis and I and provided their equipment needs also. We are working on getting a final approved contract by the end of September.
11. I worked with the State of Michigan 9-1-1 office about the necessary paperwork that needs to be filed to participate in the NG GIS project. I checked with Jennifer DeHaan to determine if Kent County has an Enhanced Access to Public Records policy as required by the State project and was told they do not. I researched other counties that have the policy in place and drafted one for the Authority which was subsequently submitted to the Finance Committee (since it has a financial component) for review. The policy allows KCDA to charge not only reproduction fees for GIS data, but also to charge reasonable fees to recover development and maintenance costs from entities requesting GIS mapping information from KCDA.
12. I had two conference calls with Mark Holmes of Kimball and was sent instructions on how to upload GIS information to the project website and a subsequent call with Matt Groesser about inquire to Kent GIS for submission of the data to the project portal. We are in the process of getting the GIS data uploaded to the Kimball portal for data analysis.
13. I prepared the agenda and attended the August 7th meeting of the KCDA Finance Committee as well as the second draft of the proposed FY2014 budget for consideration by the Finance Committee and it is the plan of the Finance Committee to meet with Chief Belk and Sheriff Stelma to go over the proposed budget prior to the final version being completed and sent to the Administrative Policy Board in September for their review. The plan is to have the special meeting with the Chief and Sheriff, then make the budget presentation to the APB in September so that the public notice (required by law) is posted in October for approval by the APB at the October meeting (as required in the KCDA bylaws).

14. I continue to attend the Motorola conference calls on CAD and monitor the progress in addressing the acceptance of 3.1.6 and related issues.

Respectfully submitted,
Ronald Bonneau, ENP