

# Smart911

## Statewide Deployment

### Frequently Asked Questions

## Table of Contents

Executive Summary.....	3
What is Smart911?.....	3
Why a statewide deployment for Michigan?.....	5
What are the roles and responsibilities in the Smart911 deployment?.....	5
What assistance will my PSAP receive in deployment of Smart911?.....	5
How do we deploy Smart911?.....	6
Who provides the training?.....	6
Is support included?.....	6
Who is paying for Smart911?.....	6
What if I am an existing Rave client?.....	6
What if I am not an existing Smart911 customer?.....	6
Who will pay for Smart911 in future years?.....	6
What marketing assistance is available to educate my citizens?.....	6
Does Rave offer award programs?.....	7
What benefit will Smart911 bring to my PSAP?.....	7
Is Smart911 Mandatory?.....	11
Which Michigan PSAPs currently use Smart911?.....	<del>12</del> <a href="#">1244</a>
Will Smart911 have an impact on Deaf or Hard of Hearing Relay Services?.....	<del>12</del> <a href="#">1244</a>
How do I request Smart911 for my PSAP?.....	12
How will I know if my PSAP has the necessary equipment to accommodate Smart911?.....	12
Is there recognition for our PSAP if Smart911 positively impacts the outcome of a 9-1-1 call?.....	12

## Executive Summary

The State of Michigan will be deploying Smart911 on a statewide basis in order to provide enhanced end-to-end 911 and Public Safety Services. Under a state appropriation facilitated by key legislators and the Office of the Lieutenant Governor, Smart911 software and services will be made available to all PSAPs within the state. Smart911 will allow Michigan to continue demonstrating leadership in both technology and Public Safety while helping us create a more connected community through the collection and presentation of additional data during incidents reported to 911 that require an emergency response.

## What is Smart911?

The State of Michigan's initial deployment will provide Smart911 to all PSAPs across Michigan. Smart911 will provide all of the platform's capabilities including:

- **Smart911 Safety Profiles:** All PSAPs will have access to the Smart911 platform for the delivery of additional information to the PSAP when a 911 call is received. Smart911 is a platform that will allow for enhanced delivery of additional data with the 911 call. The platform has the ability to deliver information from a wide variety of data sources including, citizens, mobile carriers, facilities (locations), Law Enforcement, Fire, and EMS to help them respond more quickly and effectively. In providing additional information, Smart911 has proven to enhance not only the 911 call taking process, but the end-to-end emergency response. Data can be easily pushed to responding units through a secure portal, enabling sharing across agencies, and immediate dissemination of information to first responders in the field. Data entered by residents is stored offsite in geo-redundant databases to protect against breach, and to alleviate the burden of collecting, storing and maintaining information regarding a person's medical status and other details on-site.

Additionally, Smart911 prompts users twice annually to update their information, ensuring that public safety only received the most up to date data available. Information contained within a Smart911 Citizen Profile may include pictures, physical addresses, medical conditions, current medications, mobility impairments and other critical information that can be accessed during a 911 call. A single Smart911 Safety Profile may contain information about members of an entire household, which means that if a parent dials 911 and their children are also listed within the user's Safety Profile, all family members will have their information made available to public safety.

When a person with a Smart911 Profile dials 911, all of the information submitted by the caller will automatically populate within the Smart911 Profile Viewer window. Information will remain available for forty-five minutes unless extended by an authorized administrator. The Smart911 Profile may be moved to any existing screen, and resized to be non-obtrusive and complimentary to existing information.

- **Call-then-text:** Initiate text sessions with mobile callers. The ability to text when callers are non-verbal, deaf or hard of hearing, hang up, unable to speak freely or when calls are dropped can be used to reduce the number of unresolved cases resulting from these scenarios. This can bring a cost-savings to the community by enabling a more efficient allocation of resources in the field. This feature does not require a Smart911 Safety Profile, and works across all inbound mobile calls. For users that do create a Smart911 Safety Profile, all members contained within that profile may receive a text message from 911 once a call is connected.
- **Call Notes:** Call notes allow 911 and first responders to append a note to any phone number that can then be made available on any subsequent call from that number. Call notes are visible only to public safety, and are not shared with the citizen or facility (location). Call notes may indicate whether a person is a frequent caller, has a known ailment or impairment, whether a large animal is typically on the property, and any other information public safety wishes to append to an individual's profile or phone number. Call notes improve situational awareness and can be tied to a user's mobile device, which means that notes about a caller will be made available regardless of that person's location at the time of a 911 call.
- **Rave Facility Profiles:** Facility Profiles provide 911 and administrators with additional information about a "facility" when a 911 call is placed in order to protect and respond to incidents at buildings and critical infrastructure locations. Unlike Safety Profiles, facility data is searchable and can be accessed at the PSAP in an emergency that necessitates a response to a specific location, or if an incident puts a facility at risk. Information collected within a Facility Profile may include floorplans, key holder information, Knox Box locations and gate codes, AED locations, gas and water line shut-offs, hydrant locations and other information that can be utilized by emergency responders.

This information will automatically present itself at the PSAP when a 911 call emanating from a phone within the facility or from a mobile phone dialing 911 from the facility's property, and information contained within a Facility Profile can be pushed to first responders in the field via a secure portal. Facility data can be used to protect critical infrastructure, schools, municipal buildings, courthouses, private businesses and other property throughout the state.

**Rave Panic Button:** Each PSAP will have the ability to receive additional data and capabilities through Rave Panic Button, which has been announced and launched in some communities already. Rave Panic Button can be used to protect critical infrastructure, government buildings, private businesses as well as schools and other buildings throughout a community. Rave Panic Button allows for simultaneous notification of 911 and personnel on-site when the button is pressed in an emergency. PSAPs that have schools, hospitals, municipal buildings or private businesses that utilize the Panic Button will be able to send mass notifications to on-site personnel, instantly access facility data, and collect additional information during an incident, enabling a more effective response, and improving awareness for both public safety and those at the scene of an incident. When Rave Panic Button is activated from within a building, facility

data will automatically present itself at the PSAP, providing access to critical information that can aid in response. Follow up text and email notifications can be sent directly from the PSAP to on-site administrators and staff with updates and instructions as the situation develops, enabling a proactive engagement with those inside of a facility during an incident. Some communities have already deployed the Rave Panic Button as a separate license agreement, and have access to these features.

- **Rave Analytics:** Rave 9-1-1 Analytics provides Directors and Supervisors easy, anytime, web-based access to call reporting data and analytics. Rave Analytics offers map-based data that provides intuitive insight into your historic call data, and easy roll up of call data for a region without the need for spreadsheets, heat maps that provide a visual representation of hot spots in your territory to provide data driven analytical data directly to the PSAP.

### **Why a statewide deployment for Michigan?**

In 2013 the Mental Health and Wellness Commission recommended that statewide access to Smart 911 be made available to all citizens. With Smart911 deployed statewide, Michigan will continue to demonstrate its leadership position in enhancing the safety and security of its residents and visitors while creating a more connected community. Most importantly, Smart911 can help save lives, and since emergencies know no boundaries, providing Smart911 to all PSAPs in the state ensures that the additional data and capabilities provided by the Smart911 platform will be made available to public safety throughout the state in an emergency.

### **What are the roles and responsibilities in the Smart911 deployment?**

Smart911 is Software as a Service (SaaS) so it is a little different than most of the 911 technology deployments you may be familiar with. The deployment process is very simple and only requires the PSAP to provide:

- ANI/ALI Spill
- Network connectivity
- A single computer to run the Smart911 software. (A number of PSAPs in the state have either used existing computers in-house, or have virtualized the Smart911 computer).

### **What assistance will my PSAP receive in deployment of Smart911?**

The State completed the procurement process in the new Fiscal Year which began on October 1, 2016 with more formal announcements to come at upcoming events in the 911 community. In addition, Rave Mobile Safety and the State 911 Office will host webinars for all PSAPs to provide the necessary details associated with the rollout process. PSAPs will also receive:

1. Community marketing materials hosted online to raise awareness of the program.
2. An in-state customer success manager to coordinate on technical operations questions and issues.
3. Online, on-demand video-based training.

## **How do we deploy Smart911?**

Rave Mobile Safety's deployment team will contact each PSAP directly to work with the PSAP to install Smart911 remotely. Once the Smart911 computer, ANI/ALI, and network connectivity are in place, under normal circumstances the PSAP will be live in a matter of a day or two.

## **Who provides the training?**

Rave Mobile Safety maintains a complete training program which is currently being reviewed by the State 911 Committee for certification. It will include on-demand; video based online training for call takers, dispatchers, first responders, as well as sample SOP.s.

## **Is support included?**

Yes, 24/7/365 support is included with the service at no cost to the PSAPs. Rave Mobile Safety can be contacted by submitting an email to [techsupport@ravemobilesafety.com](mailto:techsupport@ravemobilesafety.com) or by phone at (888) 605-7164 / Option 3. Additionally, all resources can be found online at [www.RaveCustomer.com](http://www.RaveCustomer.com)

## **Who is paying for Smart911?**

Legislation which took effect October 1, 2016 provided funding for all PSAPs in the state to install Smart911 on all workstations at no cost for at least one year to the local PSAP or city/county. The allocation made by the state covers the cost of installation, deployment, community marketing, 24/7 technical support as well as any upgrades or new features that are added to Smart911 after installation.

## **What if I am an existing Rave client?**

Rave's early adopter clients that have entered into a contract and licensed Smart911 directly with Rave Mobile Safety will have one year of licensing paid for through the state appropriation.

## **What if I am not an existing Smart911 customer?**

PSAPs that currently do not have Smart911, but opt-in to Smart911 within 90 days (no later than February 21, 2017) will receive 18 months of licensing paid for by the state. PSAPs that opt-in after the 90 day window will receive 12 months of licensing paid for under the current appropriation.

## **Who will pay for Smart911 in future years?**

While Rave and state policy makers continue to work together on reaching a long-term funding solution, PSAPs will have the ability to enter directly into an agreement with Rave to continue their Smart 911 services under a discounted licensing fee provided only to Michigan PSAPs at an annual price of \$4,169 per work station. Alternatively, each PSAP will have the ability to opt-out with no penalty for future years that do not include state funding. Rave will contact individual PSAPs prior to the expiration of any licenses to determine the best path. Renewal quotes will be provided at least 60 days prior to the expiration of any current licenses.

## **What marketing assistance is available to educate my citizens?**

Rave Mobile Safety's community marketing and engagement teams will be actively involved in the creation of local, statewide, and national outreach campaigns. An online marketing portal is easily accessible at [www.ravecustomer.com](http://www.ravecustomer.com). The marketing portal contains flyers, brochures, web badges,

social media graphics, video PSAs, press release templates, marketing best practices, and pre-written text for email and newsletters. The marketing materials are available in multiple languages, and can be used to target specific groups including the elderly, persons with specific disabilities, pets, and more. Additionally, monthly safety campaigns are distributed. Rave Mobile Safety's marketing materials are available to all users through the Customer Portal, [www.RaveCustomer.com](http://www.RaveCustomer.com).

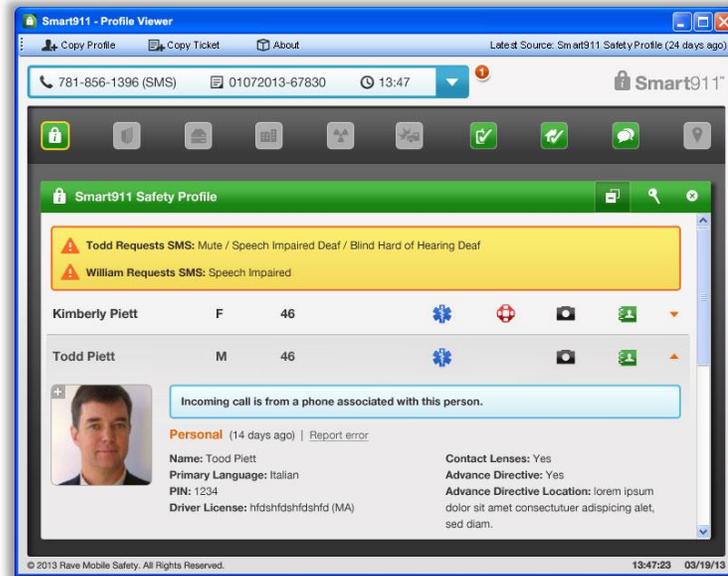
### **Does Rave offer award programs?**

Rave Mobile Safety has two programs designed to recognize the hard work and dedication of 9-1-1 professionals. The National Smart Telecommunicator Awards is an annual award that accepts nominations of any 9-1-1 call taker nationwide that has been recognized. One national winner and 4 regional winners are selected each year. Award submissions can be sent to [www.smart911.com/STA](http://www.smart911.com/STA).

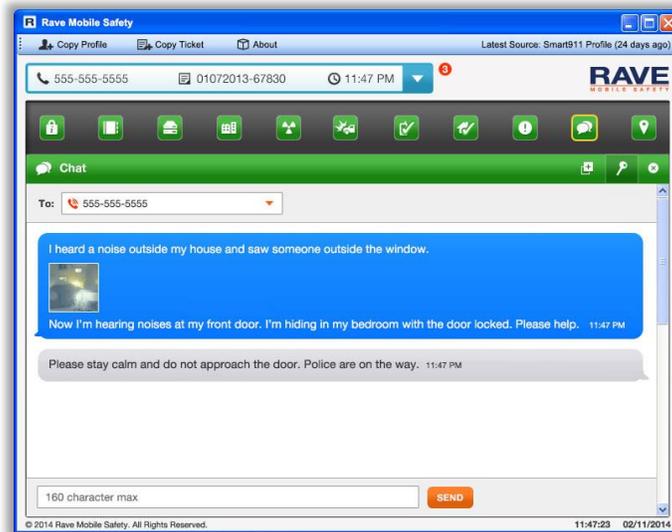
Secondly, the SmartSave Award program runs continuously throughout the year to recognize any 9-1-1 call taker that has used Smart911 to positively impact the call's outcome. Each recipient receives a prize, an award certificate, their shift receives a recognition meal at Rave's expense, and a press release is issued, if appropriate. There is no limit to the number of SmartSave recipients per PSAP. SmartSave Award submissions can be submitted here: <https://www.ravemobilesafety.com/smart911-marketing/smartsave-award/>.

### **What benefit will Smart911 bring to my PSAP?**

- **Smart911 Additional Data Platform:** PSAPs will have access to the Smart911 platform for the delivery of additional information including the citizen profile. A Safety Profile may contain as much or as little information as a person is comfortable sharing, and is automatically presented on an existing call taking screen when a 911 call is received from a user that has created a Safety Profile at Smart911.com. Typical user-submitted data includes pictures of family members, physical addresses and locations of a home and workplace, medical conditions, allergies to medications, special directives, emergency contacts and any other information that a resident wants to share with public safety when a 911 call is made. Safety Profiles are made available for 45 minutes unless an extension is authorized by an administrator, and enables the PSAP to access information about the caller that can then be pushed to first responders in the field via a secure web portal. In order to provide the most up to date information, users are prompted to update their profiles in six month intervals via an email, text or phone call notification. If a resident does not update their Smart911 Safety Profile, the information is suppressed in order to prevent the transmission of outdated or inaccurate information. All of the information submitted by residents is stored off site in SAS70/SSAE 16 compliant data centers, and is only presented at the PSAP when a 911 call from a recognized Smart911 Safety Profile is placed.

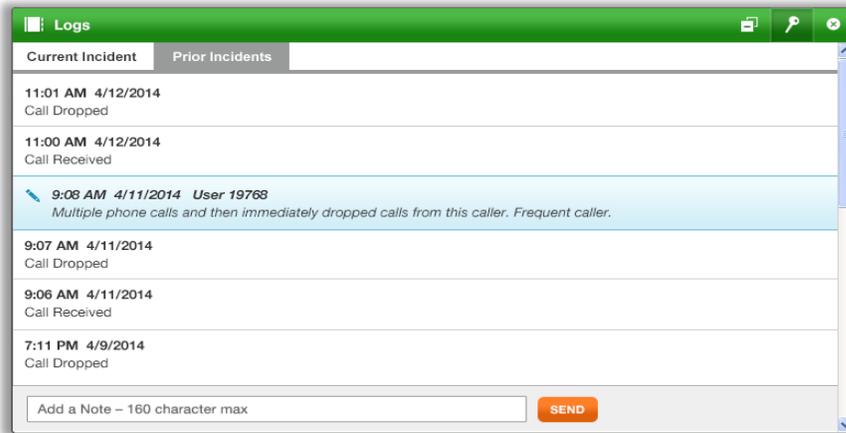


- Call-then-text:** The PSAP will be able to initiate text sessions with mobile callers who are non-verbal, deaf or hard of hearing, hang up, unable to speak freely or when calls are dropped. This provides the opportunity for greater response and reduced numbers of unresolved cases. This feature does not require individuals to create a Safety Profile and it works across all wireless phones. Call-then-text does not allow residents to initiate a conversation with a PSAP via SMS text message; rather, the initial text message must be sent from the PSAP to the caller, who is then able to respond via SMS.

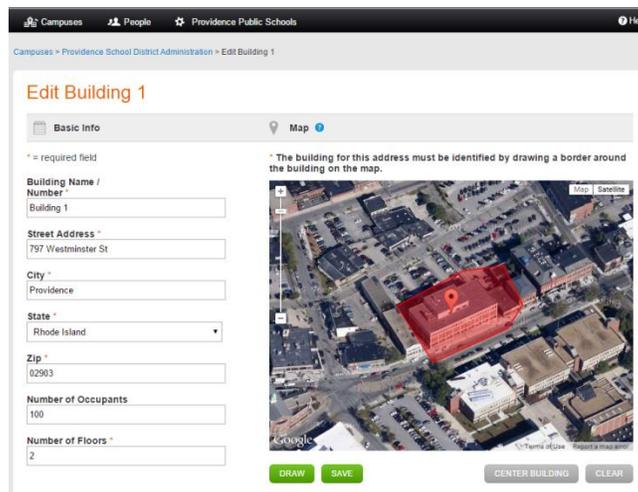


- Call Notes:** Call notes allows 911 and first responders to append a note to any phone number that can then be made available on any subsequent call from that number. Typically used for frequent callers, victims of domestic violence, those who are at-risk, or pet information. Call

notes provides additional information to 911 and first responders, and the notes appended to a number are never shared outside of public safety.

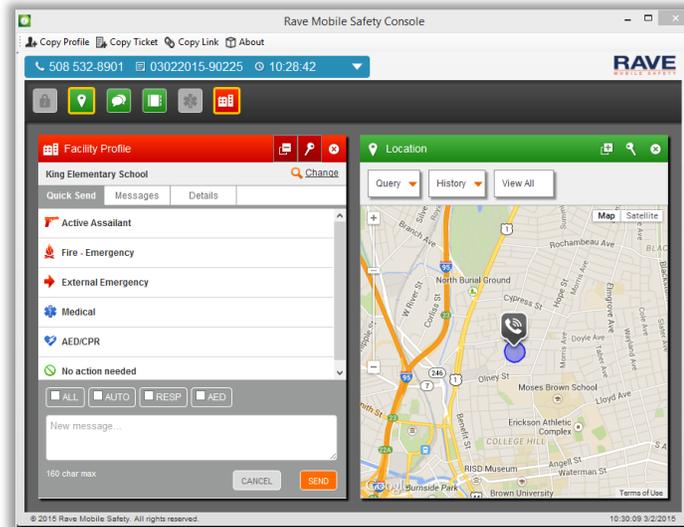


- Rave Facility Profiles:** Facility Profiles provide 911 and administrators with additional information about a “facility.” Schools, corporations, and commercial locations can provide additional information such as building plans, security or school resource contact details, and other information about that facility that can aid first responders. The key difference between a Smart911 Safety Profile and a Facility Profile, is that facility information is searchable from the PSAP, so building plans and other critical infrastructure data may be accessed in an emergency via a 911 call, or through a search initiated at the PSAP. Facility Profiles can be created and maintained by visiting [www.RaveFacility.com](http://www.RaveFacility.com).

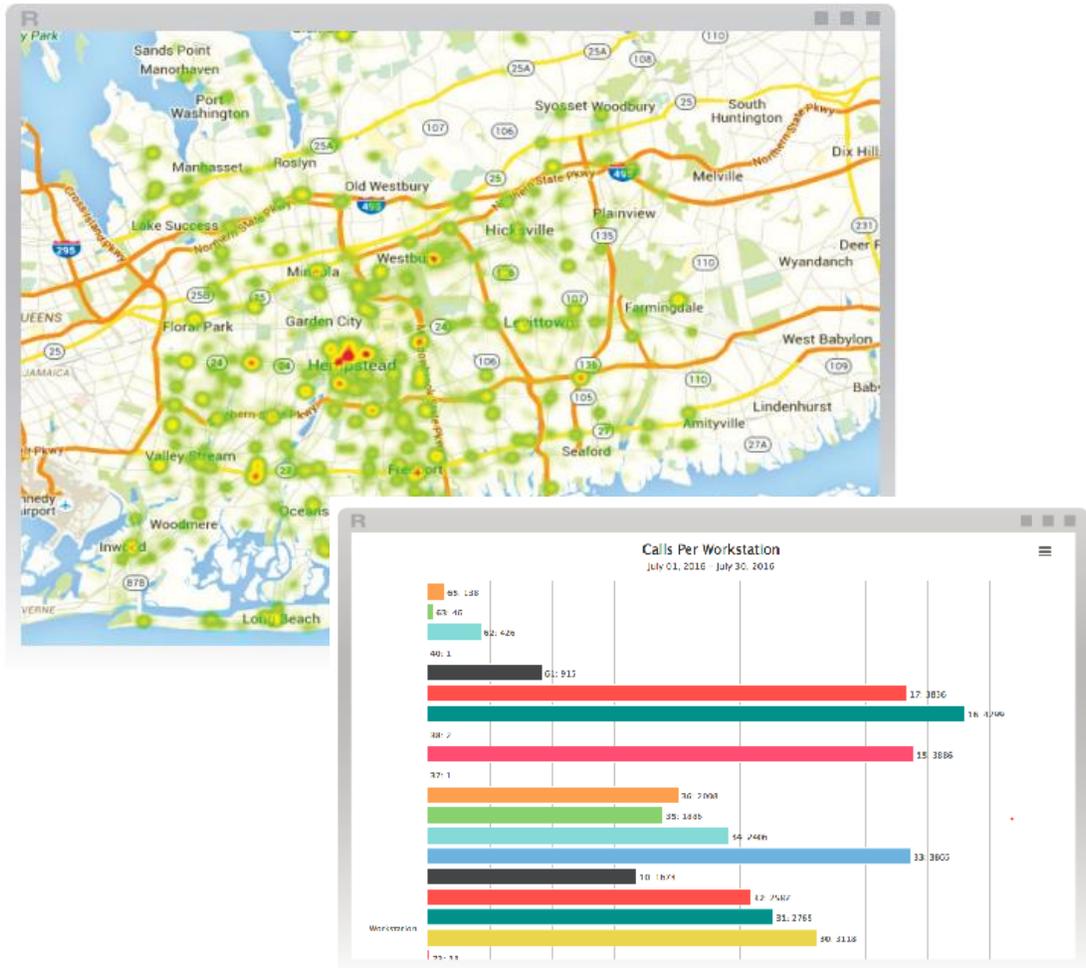


- Rave Panic Button:** Each PSAP will have the ability to receive additional data and capabilities from Rave Panic Button in the areas where institutions opt to implement Rave Panic Button. In PSAPs with both Smart911 and Rave Panic Button capabilities, facility data will automatically

present itself whenever a Rave Panic Button is activated from within a school or building utilizing the technology. A Facility Profile will also present itself to the PSAP whenever a person dials 911 from a mobile phone located on the facility's property, even if the caller is not an authorized Rave Panic Button user. In addition to facility data, PSAPs with both Smart911 and Rave Panic Button will be able to send mass notifications to on-site personnel directly from the PSAP, providing updates and instructions as necessary.



- Rave Analytics:** Rave Analytics provides Directors and Supervisors easy, anytime, web-based access to call reporting data and analytics. Rave Analytics offers map-based data that provides intuitive insight into your historic call data, and easy roll up of call data for a region without the need for spreadsheets, heat maps that provide a visual representation of hot spots in your territory to provide data driven analytical data directly to the PSAP.



### Is Smart911 Mandatory?

Smart911 is an optional service that is fully funded by the state for at least one year. Any PSAP that wishes to participate will have all costs related to installation, deployment, training, marketing and technical support covered under the state’s allocation or the duration of the state-funded program. While Smart911 is not mandated across the state, PSAPs are encouraged to join the program and install Smart911 on their workstations. Emergencies know no boundaries, and one of the reasons that the state determined that a deployment across all PSAPs was the best approach to take is due to the value of providing uniformity across all PSAPs, and to ensure that residents are protected by Smart911 no matter where they are in the state. Additionally, since Smart911 is a national service, and Safety Profiles

travel wherever a person goes, there are additional benefits to uniformity as it relates to out of state travelers coming to Michigan from other states that have implemented Smart911.

### **Which Michigan PSAPs currently use Smart911?**

The following have entered into contracts or have already deployed Smart911 in Michigan:

Counties: Van Buren, Barry, Eaton, Shiawassee, Muskegon, Ingham, Ionia, Ottawa, Montcalm, Grand Traverse, Gratiot, Crawford, Kalkaska, Antrim, Muskegon, Tuscola, Roscommon, Livingston, Clare, Huron, Missaukee, Kent, Mason-Oceana, Clinton, Branch

Municipality: City of Milan, Grand Rapids

Other: Michigan State Police, SERESA

### **Will Smart911 have an impact on Deaf or Hard of Hearing Relay Services?**

No, Relay Service calls will arrive at the PSAP in the same manner. You can find more information at:

<http://c.ymcdn.com/sites/www.nena.org/resource/resmgr/Docs/PSAPVRSIPRelayFAQs.pdf?hhSearchTerms=%22vrs+and+ip+and+relay%22>

<https://www.captioncall.com/captioncall>

### **How do I request Smart911 for my PSAP?**

Rave Mobile Safety will contact each PSAP in the State to initiate deployment activities. Additionally, Rave Mobile Safety's project management details will be provided through the State 911 Office if a PSAP would like to begin sooner. PSAPs that are ready to begin the deployment process may do so by contacting Rave's in-state Customer Success Manager, Kevin Hatline. Please visit <https://www.ravemobilesafety.com/michigan-smart911-resources/> for contact details and more information on Smart911 in Michigan.

### **How will I know if my PSAP has the necessary equipment to accommodate Smart911?**

After initial contact with the PSAP, Rave Mobile Safety will perform an evaluation of the PSAP's on-site equipment and advise them if the equipment they currently have will work, or if not, what the PSAP needs to get on-site. If any additional equipment is needed, the cost is the expense of the PSAP. Rave Mobile Safety anticipates that very few PSAPs will need additional equipment on-site, and if so, that it will not be expensive. (If a purchase is necessary at the PSAP for Smart911, it is an allowable expense).

### **Is there recognition for our PSAP if Smart911 positively impacts the outcome of a 9-1-1 call?**

The SmartSave Award program runs continuously throughout the year to recognize any 9-1-1 call taker that has used Smart911 to positively impact the call's outcome. Each recipient receives a prize, an award certificate, their shift receives a recognition meal at Rave's expense, and a press release is issued, if appropriate. There is no limit to the number of SmartSave recipients per PSAP. The SmartSave Award

honors call takers and responders for using Smart911 to positively impact a call. There is no limit to how many awards can be presented to an agency or individual in a given time frame.

SmartSave Award Winners will receive a certificate, a press release to local media announcing their award, their story published on our website and in social media and a pizza party for their shift. There have been over 16 documented SmartSaves to date in Michigan.

<https://www.ravemobilesafety.com/smart911-marketing/smartsave-award/>