

**FAIRFAX COUNTY, VA.
TEXT TO 9-1-1 LAUNCH
SEPT. 22, 2015**



**CALL IF YOU CAN
TEXT IF YOU CAN'T**



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Fairfax County Department of Public Safety
Communications (DPSC)

Marketing/Communications Plan
Text to 9-1-1 Rollout



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Goals

Primary goals for this marketing/communications plan are to:

- **Provide clear, accurate and timely news and information** to the public, partner agencies/organizations, elected officials and the media about the new text to 9-1-1 capability of the Fairfax County 9-1-1 Center, **making text to 9-1-1 a viable option** for county residents, businesses and visitors to contact 9-1-1.
- Promote text to 9-1-1 in such a manner as to **increase usage of the system** and **increase awareness** of the new capability by Homeowners Associations (HOAs), Chambers of Commerce, nonprofit/partner agencies and organizations, residents, businesses, media and members of targeted stakeholder groups such as deaf/hard-of-hearing residents, etc.



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Outcomes

The desired outcomes for this marketing/communications plan are:

- An informed public who understands what texting to 9-1-1 is – **and what it is not** – and how to use the function during a personal emergency.
- An **increased level of awareness** of text to 9-1-1 by the residents of Fairfax County.
- An increased level of awareness and appreciation for the role and functions of the Department of Public Safety Communications by county residents and county leadership.



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Preferred Logo



This logo also may be used





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Internal Communications

- DPSC FairfaxNET Web Portal (Intranet)
- Police Department Roll Calls
- Fire and Rescue Department Roll Calls
- MPSTOC Newsletter
- Team Fairfax Insider (TFI) Newsletter
- NewsLink (Daily Email to All County Employees)
- Email to Employees



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External Communications

- DPSC Web Pages
- NewsWire and NewsCenter
- External Newsletters
- Social Media
- Videos/PSAs
- Podcasts
- Print Publications
- Articles



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External Communications

- Outreach Events
- Face-to-Face Communications
- Presentation to the county's Board of Supervisors, which also included a senior FCC public safety representative
- Media Availabilities/Interviews



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Questions?

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