Fairfax County Department of Public Safety Communications (DPSC)

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

Table of Contents

Table of Contents 1
Goals 3
Outcomes 3
Measurement 3
Target Audience(s) 3
Tactics 5
Internal 5
External 5
Policies and Procedures 7
Fairfax County Communication Strategy 7
Media Relations Policy 7
Freedom of Information Act (FOIA) 7
Fairfax County Publication Standards 7
Fairfax County Web Content Policy 8
Fairfax County Seal Usage Policy 8
Fairfax County Social Media Policy 8
Branding 9
Messaging 11
About Text-to-9-1-1 11
Text-to-9-1-1 Tips 12
Monthly Calendar of Promotion/Outreach Events and Activities 13
May 2015 13
June 2015 13
July 2015 13
August 2015 13
September 2015 – Launch on Sept. 22 (BOS Meeting Day) 13
October 2015 14
November 2015 14
December 2015 14

Goals

The primary goals for this marketing/communications plan are to:

- Provide clear, accurate and timely news and information to the public, partner agencies and organizations, elected officials and the media about the new text-to-9-1-1 capability of the Fairfax County 9-1-1 Center, thereby 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 as well as increase awareness of the new capability by Homeowners Associations (HOAs), Chambers of Commerce, nonprofit/partner agencies and organizations, residents, businesses, media, etc.

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.

Measurement

The effectiveness and usability of the discussed methods of marketing/communications will be measured periodically. The following are methods that may be used to gauge customer satisfaction:

- Usage metrics from the DPSC Operations Floor.
- Social media shares, likes and engagement.
- Feedback from residents, partner agencies, etc.
- Anecdotal stories/feedback received by DPSC call-takers.

Target Audience(s)

While we would like the entire population of Fairfax County to be aware of text-to-9-1-1, there are certain stakeholder groups that we want to ensure receive the message.

Deaf and hard of hearing individuals in Fairfax County – estimated at 110,000 (based on 10 percent of the county's 1.1 million residents) – is the primary audience that need to be communicated with about this technology. The secondary audience includes anyone in a life-threatening situation who is unable to speak due to physical condition or the situation.

Specific outreach groups include:

- Deaf, hard of hearing, or individuals with speech disabilities.
- Domestic violence advocates.
- Persons who are unable to speak due to medical or other conditions.
- Others with special needs.
- College campuses and universities.
- School-age children.
- Older adults.

- Persons whose first language is not English.
- Elected and appointed public officials and their staff.

Internally, we also must ensure that PSAP personnel are aware of this new service, and that Fairfax County first responders such as Police, Fire and Rescue, Sheriff's Office and emergency management personnel are in the loop on this technology.

DPSC personnel will also continue to work with wireless service providers (WSPs) and other technology providers to ensure a successful implementation to the program, and continued successful delivery of text-to-9-1-1 capability after the launch.

Strategies

The strategies below will be used to achieve the key communication goals:

- Provide usable information regularly to key audiences through a variety of channels, including but not limited to the Web, print materials, social media and traditional media.
- Provide knowledgeable assistance to residents and county leadership.

Tactics

People do not digest information in the same ways – we must, to the degree possible, meet people on platforms, tools and methods they use that then make our information more relevant to them. This plan outlines some recommended communication methods, but the specific methods to be used must be based on the content of the message, as well as the goal for the communication.

Internal

1. DPSC FairfaxNET Web portal (Intranet) **–** Use of the DPSC Intranet should include news and information about the next text-to-9-1-1 capability, amplifying the same messages used to communicate the news to the general public. A portion of the county's workforce lives in Fairfax County, so the internal audience should not be forgotten when communicating this new capability.

2. MPSTOC Newsletter **–** Highlight key initiatives of text-to-9-1-1 while involving all levels of DPSC employees and management in developing content. The newsletter will work in collaboration with the DPSC internal Web page (Infoweb / FairfaxNET) and can also be sent by e-mail to interested individuals, county leadership, including the senior management team (SMT). The newsletter, which is posted on FairfaxNET, can also can be printed and posted in various locations so that DPSC employees and visitors may access the publication.

3. Team Fairfax Insider (TFI) – The official newsletter for county employees. TFI can also be used to highlight text-to-9-1-1, while focusing on the county employee angle. This allows the story of texting to the 9-1-1 Call Center to be told, but using an internal communications focus to tell the story.

4. NewsLink **–** This countywide employee e-newsletter will be useful for communicating news and other related messages about text-to-9-1-1 to Fairfax County employees.

5. Email to Employees – Regular emails to DPSC personnel should be sent from supervisors, the project team or DPSC director providing status updates on the text-to-9-1-1 project. More frequent updates will be sent closer to implementation.

External

1. DPSC Web pages **–** Text-to-9-1-1 should be highlighted on the DPSC Web pages, including a stand-alone Web page about the new text-to-9-1-1 capability, which should feature key talking points/messages, any video(s) produced, etc.

2. NewsWire **–** This county news delivery model breaks down the walls of what qualifies for a formal news release and creates a centralized outlet for timely, relevant, seasonal news. NewsWire serves as the umbrella tool that provides multiple paths for people to access all kinds of information, including:

- Web page updates, listserv e-mails, RSS feeds and text alerts.
- AskFairfax! Chats ands social media sites.
- Pictures, videos and podcasts.

3. External Newsletters – External newsletters provide the ability for DPSC to highlight text-to-9-1-1 service and to target various communities and neighborhoods, partner organizations, stakeholders, etc. These agency newsletters – such as "The Golden Gazette" – will work in collaboration with the other tools used to ensure a saturation of the text-to-9-1-1 message to a multitude of audiences and stakeholders. For example, "The Golden Gazette" print newsletter targets residents 50+ years of age. Another targeted publication would be from the Northern Virginia Resource Center for Deaf and Hard of Hearing Persons.

4. Social Media – Many people use social media sites, such as Facebook, Twitter and YouTube to get their information. The Fairfax County government social media sites will be used to distribute information and news about text-to-9-1-1. These messages will be developed with cooperation from the Fairfax County Office of Public Affairs and sent by OPA. In addition, paid advertising can be done on social media channels to target Fairfax County residents and targeted publications; a DPSC budget will need to be developed for this.

5. Video Updates/PSA – A public service announcement (PSA) will be produced by Channel 16. In addition, one or two "dailies" (short 1-2 minute "news item" videos) will also be coordinated with Channel 16. This PSA and daily videos will be used on Channel 16 as well as on the county's YouTube channel and other social media outlets, and also can be embedded on DPSC Web pages.

6. Print Publications – Use of print publications should be done strategically as the County has reduced the amount spent on print publication due to the economic climate and increased online presence. Flyers, posters, program booklets, etc., can be utilized but consideration needs to be given to cost, method of distribution, targeted audience, etc. If print materials are produced, every distribution outlet should be considered to distribute the materials, such as through county libraries, public safety agencies, schools, etc.

7. Podcasts (audio) – Use of podcasts allow DPSC to provide valuable text-to-9-1-1 related news and information to residents every two weeks, via the "Health and Safety" podcast. In addition, "The County Conversation" podcast can feature the text-to-9-1-1 topic, increasing the potential to positively impact the residents of Fairfax County. Further, audio clips about text-to-9-1-1 can be featured on the county's SoundCloud account and made available to the public and media for download.

8. Articles –Articles about text-to-9-1-1 should be prepared and distributed for use by Board of Supervisor offices, Chambers of Commerce, Homeowners Associations, etc. Additionally, articles should be considered for other targeted newsletters and publications.

9. Face-to-Face Communications – DPSC employees need to provide the public with balanced and objective information to assist them in understanding text-to-9-1-1. These face-to-face opportunities can be made at homeowners associations, civic groups and community events – such as festivals and fairs – and other opportunities where residents are gathered. A booth at "Fall for Fairfax" might be appropriate to discuss and distribute text-to-9-1-1 materials. In addition, DPSC can partner with outreach professionals from the Office of Emergency Management (OEM) to have the text-to-9-1-1 message included during OEM outreach presentations.

Policies and Procedures

Fairfax County Communication Strategy

The Fairfax County Communication Strategy, established in Procedural Memorandum 13-06, outlines the County's official policy, procedures and standards for providing information about county services, programs and activities. The goal of the strategy is to provide a cohesive look, feel and message in all of our communications with residents, based on the seven Vision Elements that define our values.
The strategy can be found at http://infoweb.fairfaxcounty.gov/cex/commstrategy.

Media Relations Policy

The following guidelines should be followed when working with the media:

- Any and all inquiries from the media about text-to-9-1-1 received by individual DPSC employees should be forwarded to the DPSC director, unless individual DPSC employees are authorized to communicate with the media about text-to-9-1-1. This should be done before responding to the inquiry so that a strategic decision can be made as to who from the agency will respond to the inquiry. The DPSC director serves as the agency spokesperson. Other DPSC employees may be authorized to speak with the media, but should only do so after discussing the media request with the DPSC director, and as necessary, the Office of Public Affairs.
- DPSC employees are permitted, after given the authorization, to discuss and inform media on fundamental topics by providing them with objective information. Communication with the media should focus on the facts and no personal opinions should be expressed. If DPSC employees feel uncomfortable with the inquiry, they should ask to postpone the conversation until other resources or a supervisor can be contacted.
- When more than two Fairfax County agencies are involved in an issue, the coordination responsibilities for media requests are transferred to the Office of Public Affairs, per countywide policy. The Office of Public Affairs ensures that all agencies are speaking with a common voice.
- All official notices to the media (such as news releases) will be coordinated and issued by the Office of Public Affairs. News releases will be sent to the appropriate division for review and approval before being issued.
- DPSC employees who wish to seek out specific media outlets or who have ideas for specific stories must coordinate these efforts through the Office of Public Affairs.

Freedom of Information Act (FOIA)

The Virginia Freedom of Information Act, which was adopted into law in 1968, governs residents' access to public records and meetings. VFOIA establishes the principal that public records and meetings should be open to the public, and the act covers the records and meetings of the county's Board of Supervisors, Planning Commission, Board of Zoning Appeals, School Board, County agencies and other entities. Information about and guidelines for how to deal with FOIA requests can be found at
http://infoweb.fairfaxcounty.gov/opa/foiaresources.htm

Fairfax County Publication Standards

The quality of any organization is communicated through or reflected in the quality of its publications. Publications do not need to look alike, but they need to follow certain parameters and include certain elements that give them a consistent look and feel and easily identify them as coming from Fairfax County. County publication standards can be found at
http://infoweb.fairfaxcounty.gov/cex/commstrategy/standards/publications.htm

Fairfax County Web Content Policy

The Web Content Policy establishes the policies and procedures governing content on the county's public Web site, including appropriateness of content, external hyperlinks, e-mail addresses, use of photos and social media. County Web content policy can be found at http://infoweb/opa/webcontent/content_policy.pdf.

Fairfax County Seal Usage Policy

The official **county seal** and the wordmark – **County of Fairfax, Virginia** – used together graphically represent and immediately identify Fairfax County. They should be used together on all print communications to the public. The Fairfax County Seal Usage policy governs the correct usage of the Fairfax County seal. The current use policy, and seals for download, can be found at http://infoweb.fairfaxcounty.gov/opa/countyseal.htm

Fairfax County Social Media Policy

Every day people discuss debate and engage Fairfax County Government in many online conversations. We recognize the vital importance of participating in these conversations and are committed to ensuring we participate and listen in meaningful ways.

Fairfax County has developed six philosophies to use with social media communications:

1. Publish, engage and provide customer service with relevant, timely and actionable information, while promoting core services and key events.
1. Establish our voice to build confidence that we are a trusted source for information, especially during emergencies.
2. Use social media aggressively during emergencies and emerging incidents to empower information ambassadors, listen to community first informers and share critical information.
3. Listen to conversations about government services/programs and participate in individual, neighborhood, local, regional, state and/or national conversations.
4. Ensure the security of our social media accounts.
5. Integrate social media with other ways to deliver and share content, such as paid, earned and owned opportunities.

All accounts must follow the requirements outlined in the new social media strategy, including frequency of publishing, satisfaction surveys and setting goals for each year.

Agencies' use of social media must comply with applicable federal, state, and county laws, regulations and policies, as well as proper business etiquette. Agencies may not change the content of other people's sites or postings on such sites or allow others to change any content on Fairfax County sites, even if such sites usually do permit such modifications. All material placed on social media sites shall comply with the provisions of Procedural Memorandum 13-04 (http://infoweb/opa/webcontent/content_policy.pdf) and all applicable state and federal laws.

Fairfax County's "Social Media Policy and Guidelines for Official Accounts" (PDF) may be found at www.fairfaxcounty.gov/opa/fairfax-county-social-media-policy.pdf.

Branding

Fairfax County is adopting the NENA slogan "Call if you can. Text if you can't" as the official tagline/slogan for our campaign. In addition, a Fairfax County text-to-9-1-1 logo and graphic has been developed for use on all materials in this campaign. It is recommended that one of these graphics be used on all materials produced for this campaign – print, online, website, etc.

Both vertical and horizontal versions have been developed and both are multi-color graphics; either may also be used as black-and-white elements.

The Fairfax County Department of Public Safety Communications (DPSC) logo also can be used on all printed materials – in conjunction with the County seal (as required by publication standards) – as well as on all electronic communications and other venues as appropriate and possible. The logo may be used in color or black and white (as shown below):

It is only permissible to use the full-color or black and white version of these logos; no other color combination is allowable.

Messaging

The following messaging, created by the National Emergency Number Association (NENA) NG9-1-1 Education and Training Working Group, addresses the unique issues presented by the Interim SMS text-to-9-1-1 solution:

- The location information accompanying a text-to-9-1-1 call is not equal to wireless voice call location technology.
- As with all text messages, 9-1-1 text messages can take longer to receive, may be delivered out of order, or may not be received at all.
- Text-to-9-1-1 is not available if you are in a "roaming" situation.
- A text or data plan is required to place a text-to-9-1-1.
- If texting to 9-1-1 is not available in your area, or is temporarily unavailable, you will receive a message indicating that texting 9-1-1 is not available and to contact 9-1-1 by other means.
- Photos and videos cannot be sent to 9-1-1 at this time.
- Text-to-9-1-1 cannot include more than one person. Do not copy your emergency text to anyone other than 9-1-1. Wait until you are safe to notify others of your situation.
- **Do not text and drive!**

About Text-to-9-1-1

What is "Text-to-9-1-1" technology?

- Text-to-9-1-1 is the ability to send a text message to 9-1-1 from your mobile phone or handheld device.

Can I text-to-9-1-1?

- Text-to-9-1-1 is not available everywhere and is not always available when roaming.
- You must subscribe to your wireless carrier's text or data plan in order to make or receive text messages.
- If text-to-9-1-1 is not available in your area, or is temporarily unavailable, you should receive a message indicating that text-to-9-1-1 is not available and to contact 9-1-1 by other means.

When should I text 9-1-1?

- Text-to-9-1-1 is intended primarily for use in three emergency scenarios:
    1. For an individual who is deaf, hard-of-hearing or has a speech disability.
    2. For someone who is in a situation where it is not safe to place a voice call to 9-1-1.
    3. A medical emergency that renders the person incapable of speech.
- ONLY text 9-1-1 in an emergency. Prank-texters can be identified and possibly prosecuted according to local laws/regulations.

What are the challenges with text-to-9-1-1 service?

- As with all text messages, texts-to-9-1-1 may take longer to receive and respond to than a voice call, does not provide the location of the texter and could be received out of order, or may not be received at all.

- Text GPS location information is not equal to current wireless location technology.
- Voice calls are real-time communication and text-to-9-1-1 is not.
- Pictures or videos cannot be received by 9-1-1 at this time.
- If you include anyone else on your text-to-9-1-1 it may not be received by 9-1-1.
- At this time translation services for text-to-9-1-1 are not available; please text in English only.

Text-to-9-1-1 Tips

How do I text-to-9-1-1?

- Enter the numbers "911" in the "To" or "Recipient" field.
- The first text-to-9-1-1 should be short, include the location of the emergency, and ask for police, fire or ambulance.
- Push the "Send" button**.**
- Answer questions and follow instructions from the 9-1-1 call-taker.
- Text in simple words – no abbreviations or slang.
- Keep text messages short.

How will I know if 9-1-1 received my text?

- A 9-1-1 call center should respond to the text.
- If text-to-9-1-1 is not available, you should receive a message from the wireless carrier stating that text-to-9-1-1 is not available and that you must place a voice or relay call to 9-1-1.

Is there a charge to text-to-9-1-1?

- Standard text messaging rates apply.

When will I be able to text–to-9-1-1 from all cell carriers?

- Test-to-9-1-1 will be launched in Fairfax County on Sept. 22, 2015. Other jurisdictions in Northern Virginia, and some in the National Capital Region, are also planning to launch text-to-9-1-1 service around this date or later in 2015.

Can I text-to-9-1-1 in languages other than English?

- The preferred language for texting to 9-1-1 is English.
- Translation services are not available at this time and any text-to-9-1-1 call placed in Fairfax County should be in English.

Monthly Calendar of Promotion/Outreach Events and Activities

May 2015

- Text-to-9-1-1 marketing/communications planning meeting

June 2015

- Follow-up marketing/communications planning meeting(s)
- Marketing/Communications Plan review
- Begin work with Channel 16 on PSA script and visual needs (Jim Person and John Korman)
- Finalize available budget for marketing campaign ($20,000)
- Finalize marketing/communications plan

July 2015

- Follow-up marketing/communications planning meeting(s) – as necessary
- Finalize script for PSA (Jim Person and John Korman)
- Design and produce any physical materials and promotional items – postcards, pens, magnets. OPA will design a postcard; DPSC will convene a meeting with DPSC Director to finalize promotional items

August 2015

- Public Service Announcement (PSA) to be finalized/produced by Channel 16
- Produce text-to-9-1-1 coverage map in multiple formats for use online on DPSC Web page(s), etc.
- Article deadline for October "Golden Gazette" monthly newsletter (due by the end of the month)
- Coordinate delivery of handouts and printed materials to the Office of Emergency Management to distribute at their outreach events beginning in September.
- Coordinate delivery of handouts and printed materials to the Fire and Rescue Department and Police Department to distribute at their outreach events beginning in September.
- Coordinate delivery of handouts and printed materials to the Health Department's multi-cultural outreach team to distribute at their outreach events to non-English speaking communities beginning in September.

September 2015 – Launch on Sept. 22 (BOS Meeting Day)

- Demo events for deaf and hard of hearing individuals; to partner with the Northern Virginia Resource Center to publicize the event to their audience. The event is intended to build goodwill within the deaf and hard-of-hearing community so that they are aware of the service being launched and to hopefully serve as ambassadors for the texting capability and the Fairfax County 9-1-1 Call Center (Sept. 15 and Sept. 17)
- NewsWire / Emergency Blog article (Sept. 22)
- Homepage promotion on County website (Beginning Sept. 22)
- "Weekly Agenda" article (Sept. 23)
- NewsLink promotion for employees (Sept. 23)
- Social media posts on the county's Twitter and Facebook pages (Beginning Sept. 22)
- Social media posts on Virginia's social media sites (Beginning Sept. 22)
- SoundCloud audio clips with Steve Souder (Use on Sept. 22)

- Media availability (Sept. 22) – demo text-to-9-1-1 from the DPSC Operations floor
- Channel 16 "daily" ("16 Around Fairfax") – to use as emergency blog post on Sept. 23 – this video announces text-to-9-1-1 in Fairfax County
- Channel 16 "daily" – for Sept. 30; demo video on how text-to-9-1-1 works, etc. This is more of an "evergreen" video that can be posted on the county's YouTube channel and embedded on DPSC text-to-9-1-1 page, etc.
- Audio from PSA – begin using on Fairfax County Government Radio online (Sept. 23) – record separate audio PSA (if necessary)
- Work with Channel 16 to include a segment on text-to-9-1-1 as part of October "County Magazine" program
- Display text-to-9-1-1 on MPSTOC information sign in lobby and Government Center signage
- Article for Northern Virginia Resource Center newsletter
- Article for monthly MPSTOC internal newsletter
- Article for monthly OEM "Emergency Preparedness" external newsletter
- Article to each BOS office to use in their newsletter, etc.
- "Health and Safety" and "News to Use" Podcasts (Sept. 30)
- "County Conversation" Podcast (Sept. 30)
- Target radio/TV talk shows or public affairs programs
- Emails to HOAs, civic groups, etc.
- Use VDOT road signs
- If materials are printed/purchased, distribute to the Fairfax County Public Libraries
- Presentation at Citizen Corps Council meeting (Sept. 24) – (Wrentree Kelly-King)
- Distribute materials to the Fairfax County Council of PTAs

October 2015

- Coordinate outreach materials, etc. to the Fire Department for display/use at Fire Prevention Open Houses
- "County Magazine" program to include text-to-9-1-1
- AskFairfax! Online Chat
- "Golden Gazette" newsletter article
- "Fairfax 50+" Podcast (Oct. 14)
- "Health and Safety" and "News to Use" Podcasts (Oct. 14)
- Ongoing Twitter tweets about text-to-9-1-1
- Paid social media campaign on Twitter ($1,000)
- Paid social media campaign on Facebook ($1,000)
- Encourage Channel 16 to include text-to-9-1-1 PSA in/around BOS members' Channel 16 programs
- Encourage BOS members to include text-to-9-1-1 in their television programs on Channel 16
- DPSC booth/display materials in Government Center lobby (one-week period)

November 2015

- Countywide survey about text-to-9-1-1 (using Survey Monkey and Newswire) – toward the end of October
- Collect usage statistics from call-takers

December 2015

- Release results of the countywide text-to-9-1-1 survey, including usage statistics

* Due to timing it’s too late to do a tax bill insert this year, but it could planned for next year (June 2016) -- $4,000 printing cost

** Based on usage statistics and other feedback, additional marketing emphasis can be coordinated in 2016. At a minimum, regular social media postings should continue.

$$ - Indicates items with a cost

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

FAIRFAX COUNTY 9-1-1

CALL IF YOU CAN
TEXT IF YOU CAN'T

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

Table of Contents

Table of Contents 1
Goals 3
Outcomes 3
Measurement 3
Target Audience(s) 3
Tactics 5
- Internal 5
- External 5

Policies and Procedures 7
- Fairfax County Communication Strategy 7
- Media Relations Policy 7
- Freedom of Information Act (FOIA) 7
- Fairfax County Publication Standards 7
- Fairfax County Web Content Policy 8
- Fairfax County Seal Usage Policy 8
- Fairfax County Social Media Policy 8

Branding 9
Messaging 11
About Text to 9-1-1 11
Text to 9-1-1 Tips 12
Monthly Calendar of Promotion/Outreach Events and Activities 13
- May 2015 13
- June 2015 13
- July 2015 13
- August 2015 13
- September 2015 – Launch on Sept. 22 (BOS Meeting Day) 13
- October 2015 14
- November 2015 14
- December 2015 14

Fairfax County Department of Public Safety Communications (DPSC)

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

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.

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.

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

Preferred Logo

FAIRFAX COUNTY 9-1-1 CALL IF YOU CAN TEXT IF YOU CAN'T

This logo also may be used

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

External Communications

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

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

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

Questions?

FAIRFAX COUNTY 9-1-1 CALL IF YOU CAN TEXT IF YOU CAN'T