

Communicating with USA's 9-1-1 Community During the COVID-19 Pandemic

Virtual Community for Emergency and Security Systems



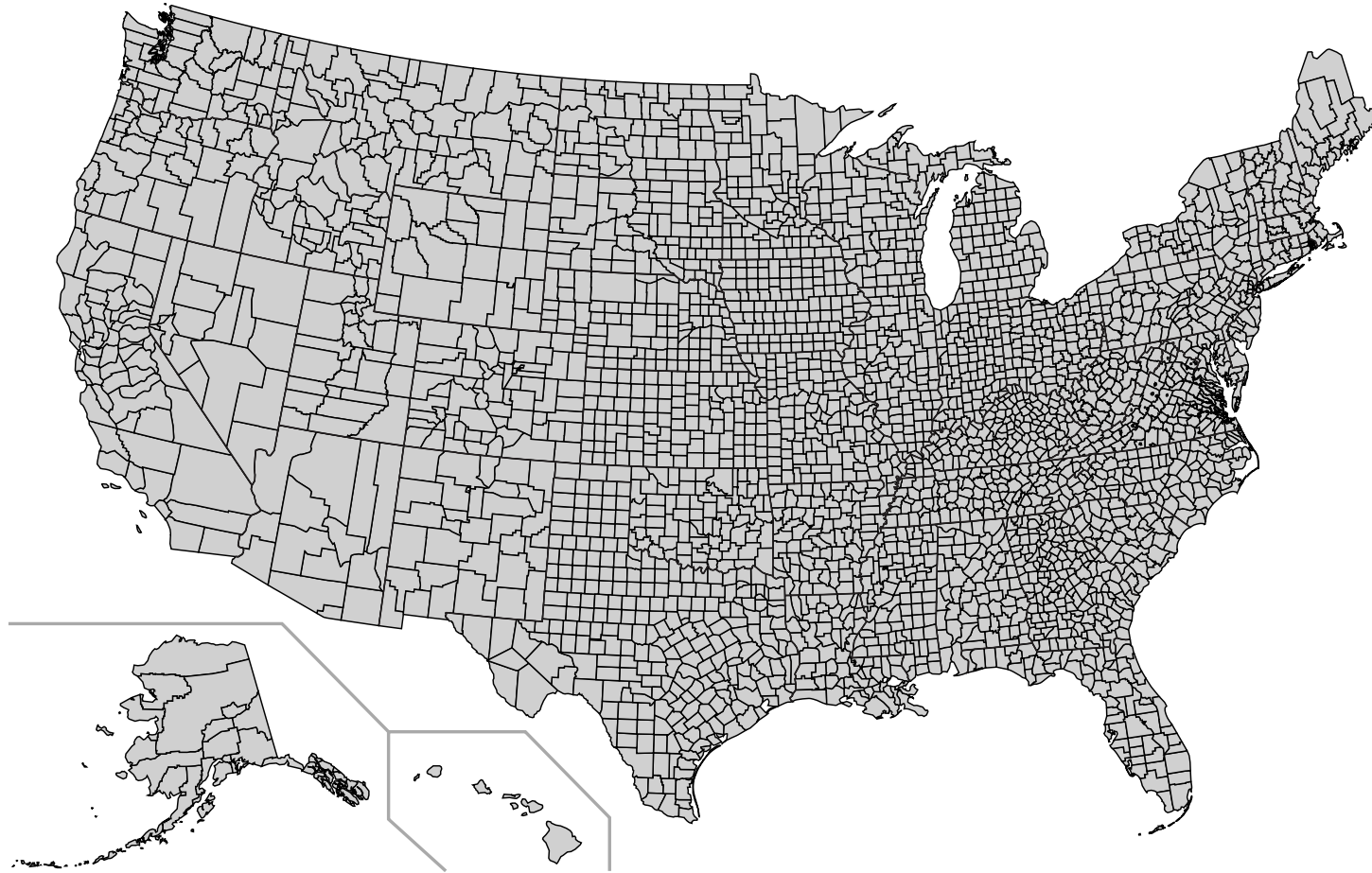
Brandon Abley
Director of Technology
NENA: The 9-1-1 Association

About NENA

- NENA: the 9-1-1 Association is THE standards, policy, advocacy and education organization for 9-1-1 in North America and beyond
- NENA has over 15,000 members and growing
- NENA technical and operational standards govern how 9-1-1 and NG9-1-1 systems work across the United States and the world
- NENA is the only open-standards organization dedicated to 9-1-1 issues



Over 3000 jurisdictions for 9-1-1 in USA

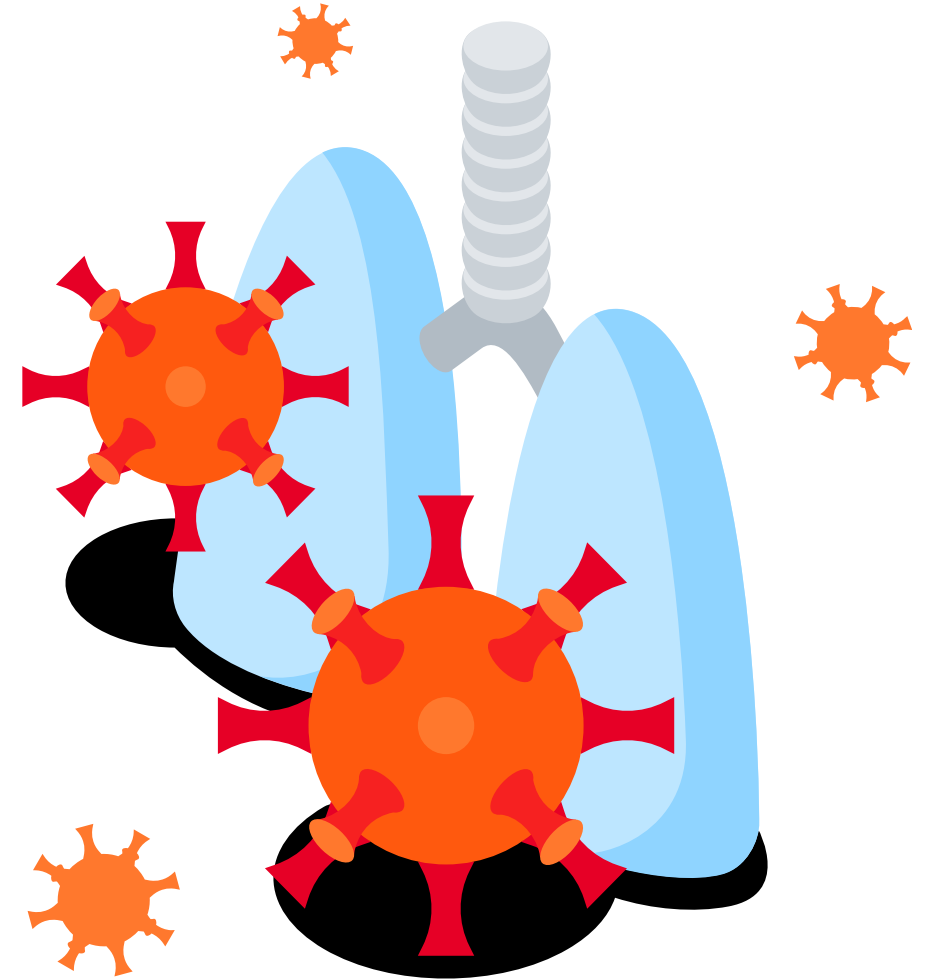


There is no equivalent to a national 9-1-1 service in the United States; in some respects a non-profit association and SDO like NENA is the closest thing

How does NENA help during COVID-19?

Most of our COVID-19 support for the community has been in information sharing and engagement:

- **Surveys** on 3-week cycles
- **Online dashboard** with resources
- **Regular outreach** via news blasts
- Leverage **personalities** to amplify our message

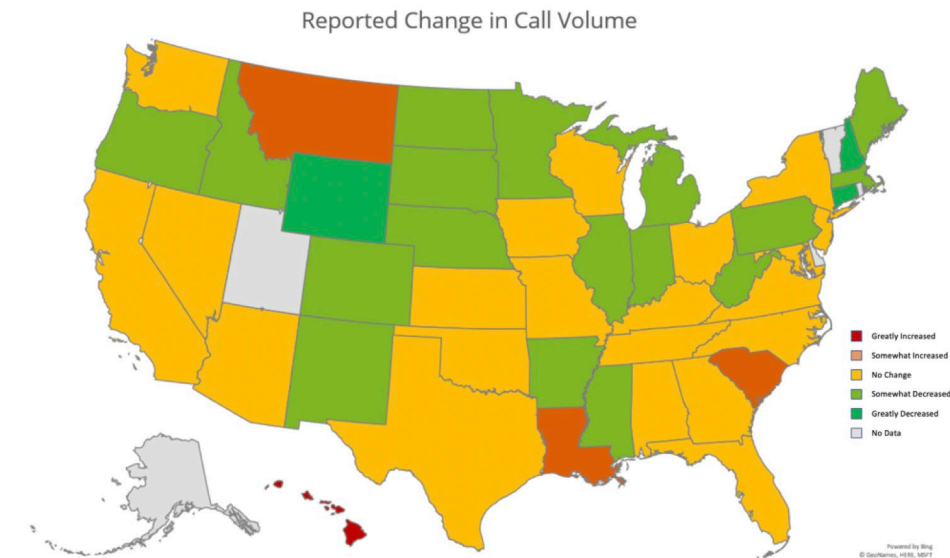
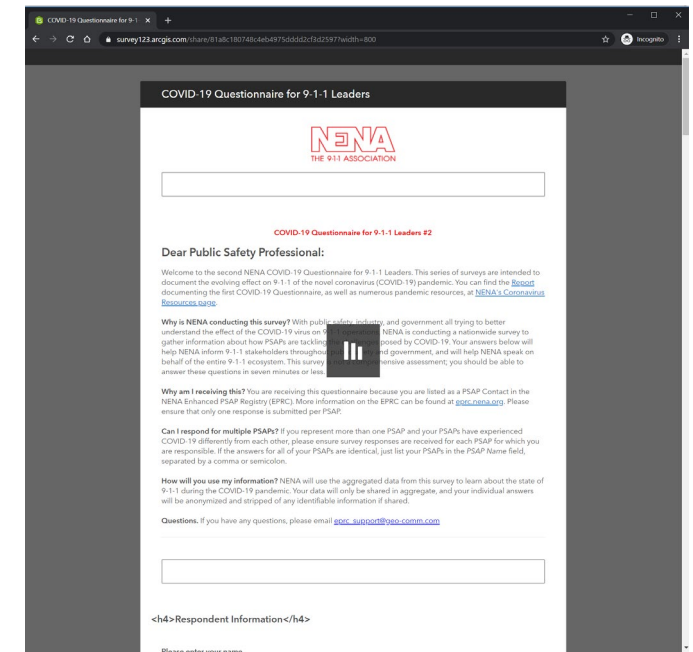


Surveys

- Surveys are issued in 3-week periods
- Use NENA Enhanced PSAP Registry and Census to reach all 6000+ PSAPs in USA
- Our surveys are **not** statistically sound: they identify trends, but are not academic studies with full controls

However, some interesting clues:

- Precipitously reduced call volumes
- A marked increase in domestic violence
- Most PSAPs report implementing *some* sort of protective measures



Surveys



Internally NENA uses analytics tools on cloud GIS software to monitor incoming survey data in real-time ...

Surveys

9-1-1 & COVID-19

A Report on PSAPs During the Pandemic

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911nena911

NENA is proud to publish *9-1-1 & COVID-19: A Report on PSAPs During the Pandemic*. This report, based on 500 survey responses¹ from 9-1-1 professionals across 46 U.S. states and territories, provides us with an initial view into how the COVID-19 pandemic is affecting PSAP operations, as well as what actions PSAPs and local authorities are taking to protect telecommunicators – the first responders. Survey access was provided to PSAP contacts using the NENA Enhanced PSAP Registry and Census (EPRC), a free service for public safety personnel that provides contact information for PSAPs during emergencies. See Appendix B for more information on the EPRC.

Respondents generally report a decrease in overall 9-1-1 call volumes during the COVID-19 crisis, with some caveats.

As of close of business April 1, 2020, PSAPs across the U.S. generally reported a decrease in call volume, with most respondents reporting either no change or a decrease in call volume, only 30% of respondents reporting an increase, and only 3% reporting that call volumes have “greatly” increased. Most of the individual responses reporting “greatly increased” call volumes were from areas identified in the media as COVID-19 “hotspots”.

Much of the Midwest reported a decrease in call volume, while the East Coast and Southwest generally reporting no change. Almost all respondents reported having “no change in,” “somewhat decreased,” or “greatly decreased” call volumes. Only four states reported increased call volumes, with only Hawaii reporting “greatly increased” call volume.

Has your PSAP experienced a change in overall call volumes (e.g. 9-1-1, non-emergency, text, etc.) as a result of COVID-19?

Change in Call Volumes	Percentage
Greatly increased	3%
Somewhat increased	30%
No change	15%
Somewhat decreased	38%
Greatly decreased	14%

NENA believes the primary reason for an overall decrease in call volume is that people are simply staying at home, leaving individuals with fewer opportunities to find themselves in an emergency, such as those that would occur when people are driving to work or school or congregating in public places. However, we note various reports of sharply increased call volumes around the country; for example, *The New York Times* reports that

¹ How to interpret these findings: This survey reflects the sentiments of the approximately 500 9-1-1 professionals from 46 U.S. states and territories who responded to our survey. It captures some trends with respect to how COVID-19 is changing PSAP operations based on direct reports from the field. In the interest of producing timely results, we did not establish a margin of error and we did not ensure a statistically valid representative random sample. See Appendix A for survey methodology details.

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Appendix A: Methodology

NENA conducted a survey from March 26, 2020 through April 1, 2020 that was available to every primary PSAP point of contact listed in the Enhanced PSAP Registry and Census (EPRC), which included roughly 9,250 individuals. From this survey, we received responses from nearly 500 individuals in 46 states. The survey included various questions types designed to collect specific data and survey respondents were offered the opportunity to expand upon their answers, which provided additional insights.

Appendix B: The EPRC

The NENA Enhanced PSAP Registry and Census (EPRC) is a service free to public safety personnel that is used to easily look up contact information for PSAPs. The EPRC contains contact information for every PSAP in the United States, and includes administrative contact information but also 24x7 transfer numbers. This service is invaluable for rare cases when PSAPs receive a call that should be handled by a distant PSAP for which they don't have preset call transfer information. The EPRC is also available to non-government public safety entities, such as crisis hotlines, and is also natively integrated into some end-user software such as call processing and CAD. More information is available at eprc.nena.org.

The EPRC was critical to the success of issuing this survey because it allowed NENA access to contact information for every PSAP in the United States. The EPRC currently does not list Canadian PSAPs; this limitation regrettably prevented us from covering PSAPs in Canada in our survey. Plans are in place to incorporate Canadian PSAPs into the EPRC in the future.

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... The output, of course, is much less sophisticated; we publish a report.
(get it <https://www.nena.org/page/covid19>)

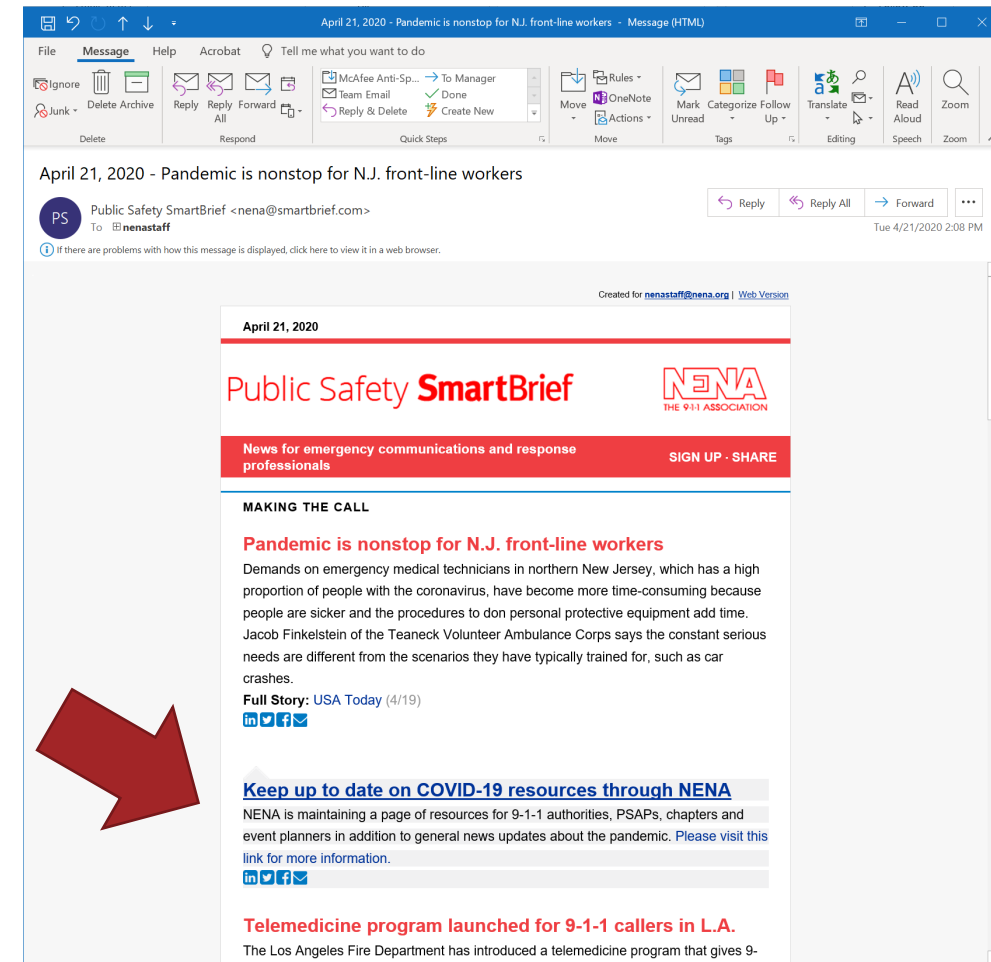
Landing Page

- All of our outreach leads back to the COVID-19 landing page
- E.g., when we published our popular survey report, the press release linked to this page ([nena.org/page/covid19](https://www.nena.org/page/covid19))
- This increases audience engagement and retention; they are more likely to reach other content
- In turn, this allows us to share more useful information with the community by being more effective communicators

The screenshot shows the NENA (The 911 Association) website's COVID-19 Resources landing page. The page features a navigation menu with options like 'About', 'Membership', 'Events', 'Standards & Best Practices', 'Education', 'Committees', 'Programs', 'Gov Affairs', and 'Stats'. A prominent banner reads 'HONORING OUR HEROES, TELECOMMUNICATORS' with a 'CLICK TO READ MORE' button. The main content area is titled 'Coronavirus (COVID-19) Resources' and includes a list of resources, a message from NENA's President, a report on the impact of COVID-19 on PSAPs, a 'Share Your Experiences' section, a 'Webinars' section with several links, a 'Stress, Wellness, & Resiliency' section with multiple links, and a 'Preparedness & Continuity of Operations' section with one link. On the right side, there are three promotional banners: 'Get Purpose-Built, Flexible NG9-1-1 Call Management' by SOLAcom, 'The Future of 9-1-1' by RapidDeploy, and 'Next Generation 9-1-1 Smarter & Safer' by AT&T. A 'Sign In' button is located at the bottom right.

Regular Outreach

- NENA sends a routine news brief containing public safety-related content that was already popular with our members
- By highlighting our COVID-19 our news brief, we utilized an already popular platform to reach more users
- This, in turn, typically sends the user back to our landing page



Personalities

- We've leveraged popular personalities within and outside of NENA to amplify our reach
- This includes popular personalities within NENA like our elected president
- It also includes celebrities like Ice-T or US Sen. Amy Klobuchar
- The 9-1-1 community is relatively small and intimate; even tens of thousands of impressions on a piece of content is an unusually broad reach for us

NENA - National Emergency Number Association
March 20 · 🌐
Watch a message from NENA's President to the 9-1-1 community about #COVID19

NENA - National Emergency Number Association
April 17 at 10:25 AM · 🌐
As Telecommunicators Week comes to a close, here's a celebratory video from Sen. Amy Klobuchar thanking America's first, first responders for their dedication and hardwork. Thank you, Sen. Klobuchar for always advocating on behalf of America's 9-1-1 professionals.
#ThankYou911

NENA - National Emergency Number Association
April 14 at 1:04 PM · 🌐
You might recognize him from Stranger Things, Lord of the Rings, Rudy, or the Goonies -- we have a special #ThankYou911 shout out from Sean Astin! Sean, thank you for recognizing all the hard-working 9-1-1 professionals across the country!
#911EducationMonth
#911Strong

NENA - National Emergency Number Association
April 16 at 9:48 AM · 🌐
The one & only Ice-T, one of our favorite characters on Law & Order: Special Victims Unit, shows his appreciation for America's first, first responders! Thank you, Ice-T for recognizing America's 9-1-1 professionals as the true heroes they are. #ThankYou911
#TelecommunicatorsWeek #911Strong

Monica Million, ENP
NENA President

2.04 / 4:13

0:06 / 0:59

2.8K

360 Comments 4.4K Shares

Conclusion

- Though HQ staff is locked in at home, NENA has never been busier!
- Our primary role in managing COVID-19 is managing information:
 - Communicating useful information **TO** our members and to the public
 - Representing 9-1-1 telecommunicators with useful information **ABOUT** them (through surveys)
 - Use of amplification methods to give our communications broader reach

Questions?

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