Request for Information (RFI) Preliminary Findings for Outreach Committee

Michael Landry
Senior Program Manager

December 9, 2014

Users prefer Competitive Pricing and Services but have not identified how to pay for premium requirements

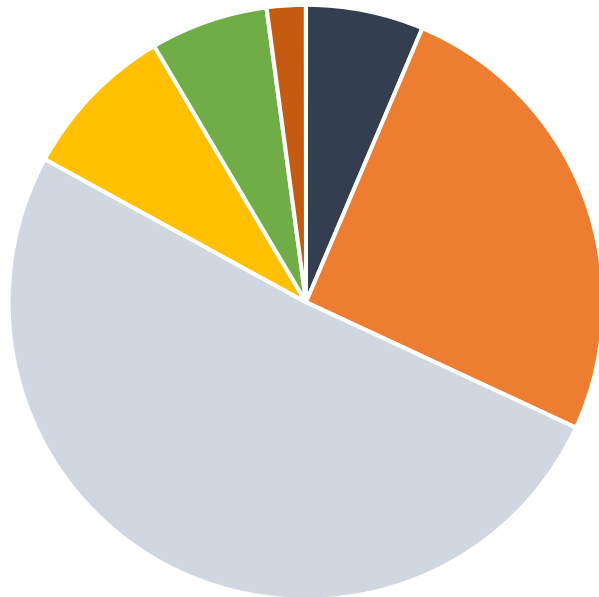| Effects of strategy on user adoption and financial sustainability		
	Adoption	**Sustainability**
Low Prices	🟢🟢	🔻🔻
Premium services	🟢🟢	🔻
Hardening	🟢	🔻
Increased coverage	🟢	🔻

- Market is price sensitive

- Few identified a willingness to pay for premium services

- Low prices tied to premium services will strain FirstNet's sustainability
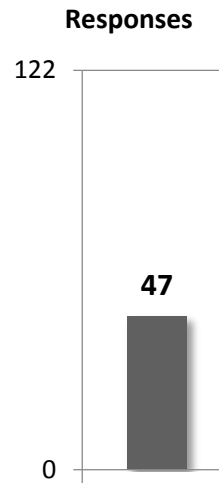
Customer Care and Marketing

Respondent Profile

Responses

122

47

0

- Consultants
- Govt/Labs
- Industry
- Sys Int
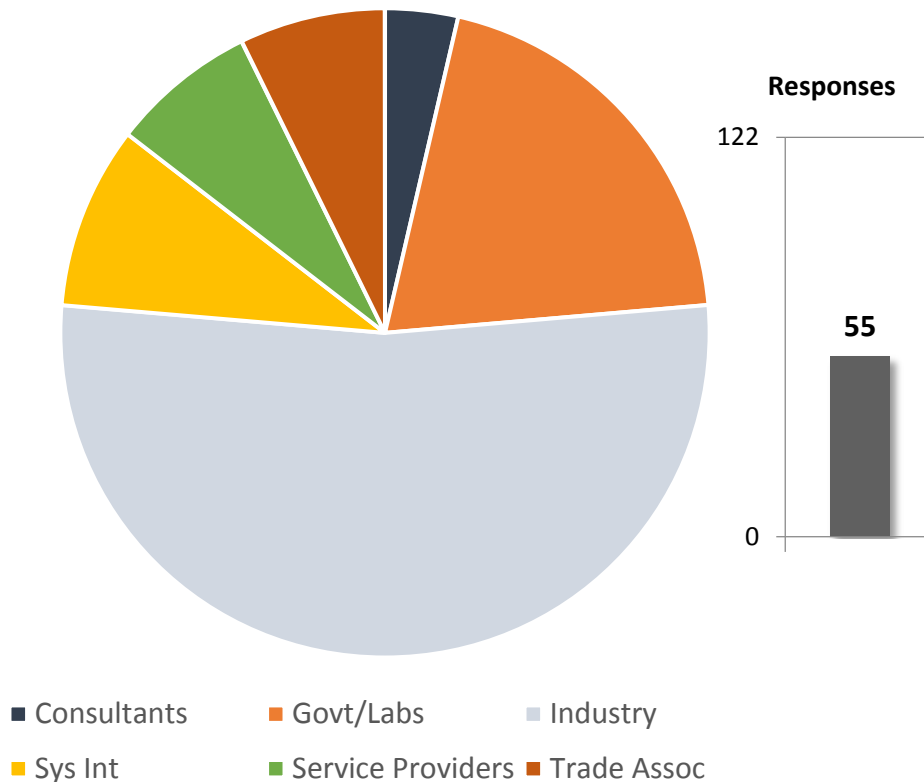- Service Providers
- Trade Assoc

- Many responses recommended significant customer care and marketing

- Enlist state and local engagement in pre- and post- sales and leverage learnings from early adopters

- Provide customer marketing and education

- Supplement in-person marketing with strong web-based tools to provide seamless customer experience

- Leverage existing vendor sales forces

- FirstNet must conduct significant Public Safety engagement to inform the community of the network's existence and unique value proposition.

- FirstNet must continue to engage and consult with the first responder community throughout deployment and during operation to understand and meet the needs of all public safety users.

- FirstNet should encourage device manufacturers to incorporate Band 14 compatibility into all commercial devices.

- FirstNet should consider leveraging local control to best meet disparate public safety needs

Accelerate Speed to Market

Respondent Profile

Responses

122

55

0

- Consultants
- Govt/Labs
- Industry
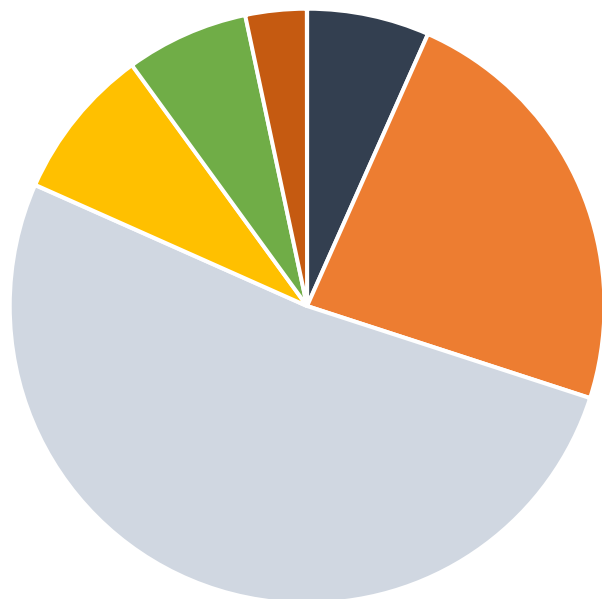- Sys Int
- Service Providers
- Trade Assoc

- Define deployment milestones to maximize adoption by public safety

- Most suggested to build in phases in populous areas

- States recommended balanced plan to ensure timely rural and tribal coverage

- One suggested a separate industry outreach to reach consensus on IOC(s)/FOC
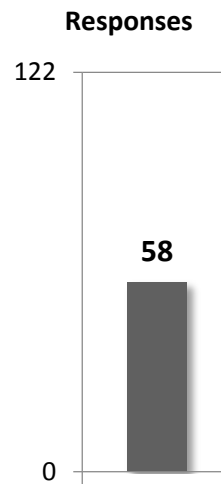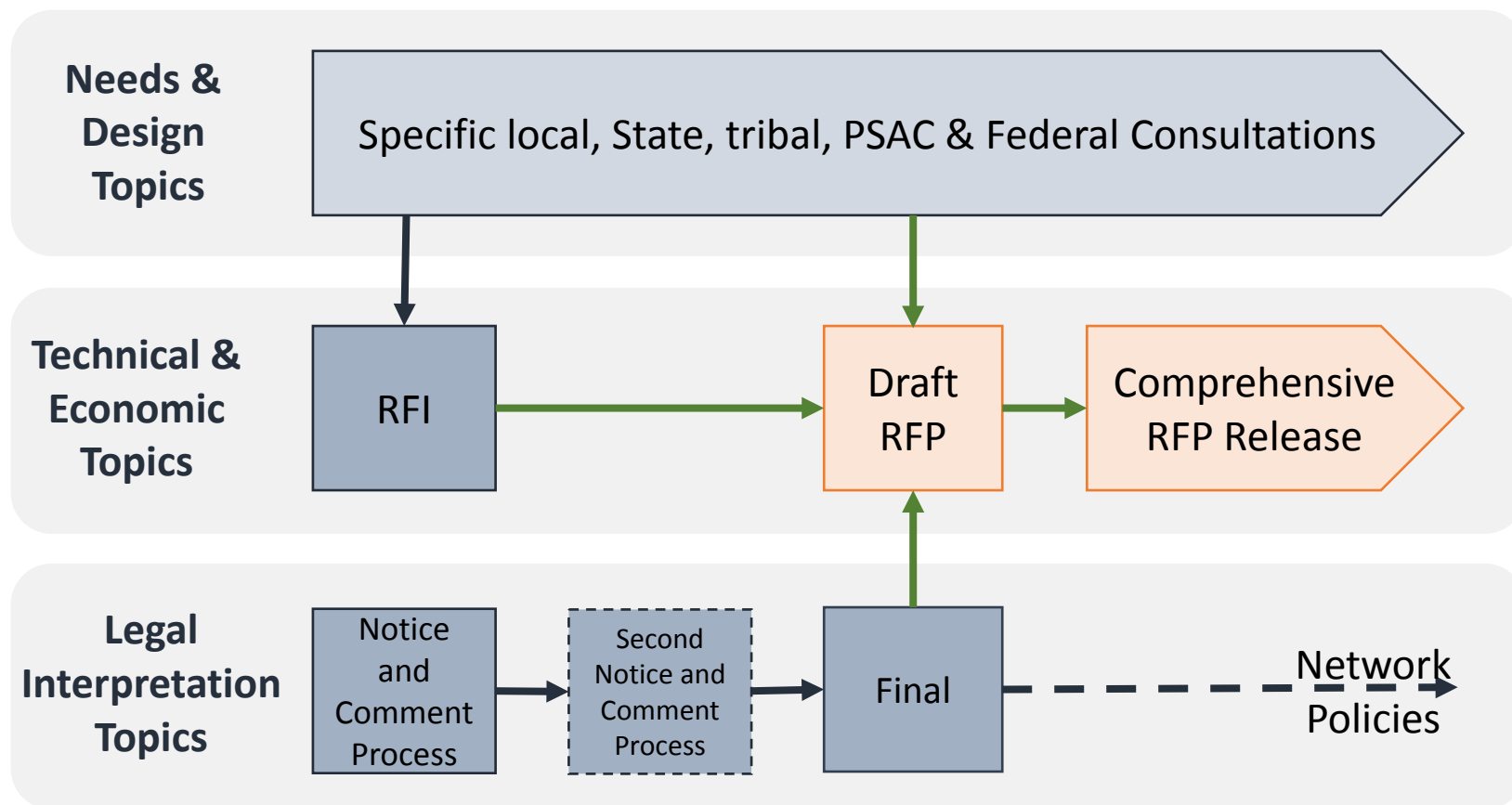
Priority and Preemption

Respondent Profile

Responses

122

58

0

- Consultants
- Govt/Labs
- Industry
- Sys Int
- Service Providers
- Trade Assoc

- States described existing governance structures that can be used for local control of priority and preemption

- Respondents encouraged FirstNet to develop standards on preemption and how dynamic allocation of priority will be implemented

- Will require regional governance with multiple agencies' competing interests

- Local control must be clearly defined

- One integrator described the difficulties in implementing dynamic priority and preemption in a crisis

Consultation Inputs to RFP

FirstNet

| Needs & Design Topics | Specific local, State, tribal, PSAC & Federal Consultations |

| Technical & Economic Topics | RFI → Draft RFP → Comprehensive RFP Release |

| Legal Interpretation Topics | Notice and Comment Process → Second Notice and Comment Process → Final ⇢ Network Policies |

RFP Processes
Consultative Processes

Next Steps

Document RFI analyses and refine acquisition alternatives

Continue consultation efforts, public notice and comment processes

Finalize acquisition approach and issue draft RFP

Thank You