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

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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.
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

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
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Questions?

FAIRFAX COUNTY
9-1-1
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