



King County

PUBLIC EDUCATION & TRAINING
STRATEGIC OBJECTIVES
2025-2030

King County
E-911 Program Office



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Public Education & Training

5 Year Strategic Objectives

The E-911 Program Office is a division of King County Information Technology responsible for deploying and maintaining the 911 technical infrastructure, providing public education and training for proper use of 911 services while supporting the eleven (11) Public Safety Answering Points (PSAPs) serving the communities of King County.

2025 – 2030

King County E-911 Review Committee

The Program Office would like to thank and recognize those who participated in the creation of this living document that will shape the future of the Public Outreach and Training Development for King County 911. The time and effort were substantial.

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MEASURING SUCCESS:

Overall success will be measured based on goals established at the objective level. To do this effectively, the following approach will be followed:

- Establish long term goals for each objective that align with the intended results/outcomes.
- Create an implementation plan for each objective.
- Within the implementation plan, establish milestones that will be used to trigger evaluation of progress towards goals.
- Once goals, implementation plans, and milestones are in place, an information collection and analysis plan will be developed to monitor the key progress indicators (KPIs) that have been outlined in this document.
- It is critical to understand that monitoring KPIs will serve two very important purposes:
 - Measuring success, which answers the question:
 - “Are we on track to achieve our overall goals and, therefore, intended outcomes?”
 - Continual improvement, which answers the questions:
 - “What have we learned about the factors that influence progress?”
 - “How can we use that information to improve our approach for better, faster, higher quality outcomes?”
 - “How do we course correct for areas where we are not on track to achieve the goals?”
- To effectively serve both purposes, it is likely that KPIs will be a combination of quantitative metrics and qualitative information.
- Additionally, it will be important to recognize that the plan to monitor KPIs will need to be developed in a way that meets budgetary and other resource constraints.

Objective #1 – A Comprehensive Public Education Plan and Program

Create a Comprehensive and Rolling 5 – Year Public Education Plan for King County. This plan will encompass all aspects of 911 Public Education, to include community and educational outreach to reflect the Equity and Social Justice goals of King County including:

- *Schools and senior centers*
- *Differently abled communities*
- *Under-represented communities*
- *Multi-cultural communities*

Intended Results / Outcomes

- Informed and educated communities on how/when to call 911.
- Reduction of inappropriate or accidental 911 calls/alerts.
- Confidence in the 911 system.
- Callers are aware of the best service for their needs (911/988/211 etc.).
- Callers are aware of other tools that are available (non-emergency, Text, Video etc.).

Key Progress Indicators (KPI) & Success Measures

Overall performance will be based on an evaluation of relevant KPIs. KPIs for Objective #1 include, but are not limited to, the following measures:

- Continue to adapt to the needs of the community due to changes in technology and the biopsychosocial atmosphere.
- Creating and continuing community relationships for the diverse demographics in King County, focusing on limiting gaps in engagement.
 - Past
 - Current
 - Future
- Ensuring outreach materials are refreshed to meet the changing needs around safety and 911 education.
- Compile a network of public safety personnel outside the Program Office trusted to attend and outreach on behalf of 911.
- Ability to translate available materials into different languages upon request.
- Maintaining compliance with current ADA requirements.
- Measuring the proficiency of multi-cultural communities in 911 resources through community feedback.
- Develop ways to measure the competency of diverse communities about 911, other resources, and measure the confidence/willingness of diverse communities to use the 911 system.

Initiatives / Priority Projects

- Develop and sustain a 5-year work plan with specific task, timelines, events and engagements
- Create specific, repeatable and scalable education materials.
- Create and coordinate engagement opportunities with new materials and continue to participate in community events and schools.
- Partner with groups and agencies to amplify 911 and public safety messages.
- Identify community educational needs and feedback through surveys.

Objective #2 – A Diverse Public Educator Team

Have a Public Educator team made up of local public safety partnering agencies and stakeholders, with a wide range of experience levels, knowledge, and backgrounds.

Intended Results / Outcomes

- A dynamic and ready team working on deployment and sustainment of the Public Education Outreach plan with similar issues and establishing consistent messaging.

Key Progress Indicators (KPI) & Success Measures

Overall performance will be based on an evaluation of relevant KPIs. KPIs for Objective #2 include, but are not limited to, the following measures:

- Team participation goals are met and documented.
- Team members' experience level and background are representative of the diversity in the community.
- Development of engagement opportunities with partner stakeholder groups, with continued evaluation of community needs and adjusting engagement appropriately.

Initiatives / Priority Projects

- Outline specific and comprehensive goals for the team.
- Prioritize initiatives for each year and timelines for stronger engagement.

Objective #3 – Participation with Regional and State Committees

PSAP and Program Office participation in Regional and State 911 public education and training workgroups and sub-committees.

Intended Results / Outreach

- Engagement and influence with statewide initiatives.

Key Progress Indicators (KPI) & Success Measures

Overall performance will be based on an evaluation of relevant KPIs. KPIs for Objective #3 include, but are not limited to, the following measures:

- PSAP and Program Office participation goals for Regional and State 911 committees are met.
- Each initiative launched has enough funding and support to be maintained.
- Each initiative meets its engagement goals.

Initiatives / Priority Projects

- To be determined by the Regional and State Committees.

Objective #4 – Enhancement of Public Safety Telecommunicator Training

Enhance Public Safety Telecommunicator training and advocate for stronger professional development training for the 911 community. Continue Program Office on-site training supporting relevant professional development and networking.

Intended Results / Outreach

- Increased capacity to develop, foster and sustain a professional workforce.
- Central training location.
- Networking opportunities.
- Larger audience specialized training.

Key Progress Indicators (KPI) & Success Measures

Overall performance will be based on an evaluation of relevant KPIs. KPIs for Objective #4 include, but are not limited to, the following measures:

- Participation in training program increases over time.
- Tenure in positions grow over time.
- Information retained from training programs seamlessly integrates to operations in the field.
- Number of staff who promote internally and in the industry.
- Staff satisfaction reflected in the workplace environment.

Initiatives / Priority Projects

- Develop an online training program in conjunction with State 911.
- Provide/share professional development training.
- Provide/share professional behavioral training.
- Consider T1 & T2 training at the Program Office.
- Provide motivational and inspirational presentations.

Objective #5 – A Training Resource for PSAPs

Develop a comprehensive training plan and resource library for PSAPs with a shareable calendar of events and training.

Intended Results / Outreach

- Consistent, relevant and timely training for all King County PSAPs
- Optimizing quality training opportunities for all PSAPs.
- Training that can be viewed or engaged with while remaining in the Comm Center or at a console.
- Onsite training for larger audiences, encouraging networking, training and practical application.

Key Progress Indicators (KPI) & Success Measures

Overall performance will be based on a evaluation of relevant KPIs. KPIs for Objective #7 include, but are not limited to, the following measures:

- An increase in PSAP staff member engagement in the resource over time (engagement includes using and contributing).
- An increase in the number of resources that are available and leveraged in the community.
- Exposure to and retention of information provided through resources increases over time.

Initiatives / Priority Projects

- Identify PSAP needs.
- Create a timeline for production or purchase of materials.
- Determine appropriate location to house materials (i.e. E-logic or something similar).
- Create a shareable training calendar.