The Value of the Coalition
Three Pillars of In-Building Public Safety Communications:

✓ Mobile 911 Calls Must Get Out with Location Accuracy

✓ Mobile Mass Notifications Must Get In

✓ First Responder Communications Must Work

The Safer Buildings Coalition is a 501(c)4 non-profit Association

www.saferbuildings.org
WE HAVE A LOT OF WORK TO DO: US COMMERCIAL BUILDINGS

US Building Mix by Size

# of US Commercial Bldgs.

5.6 M in 2012, growing at 1.4% per year

https://www.eia.gov/consumption/commercial/reports/

Approximate Count Based on 6.2 Million Bldgs

<table>
<thead>
<tr>
<th>Size</th>
<th>PCT</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over 500,000</td>
<td>0.1%</td>
<td>6,200</td>
</tr>
<tr>
<td>200,001 to 500,000</td>
<td>0.7%</td>
<td>43,400</td>
</tr>
<tr>
<td>Subtotal</td>
<td>0.8%</td>
<td>49,600</td>
</tr>
<tr>
<td>100,001 to 200,000</td>
<td>1.6%</td>
<td>99,200</td>
</tr>
<tr>
<td>50,001 to 100,000</td>
<td>3.6%</td>
<td>223,200</td>
</tr>
<tr>
<td>25,001 to 50,000</td>
<td>6.0%</td>
<td>372,000</td>
</tr>
<tr>
<td>Subtotal</td>
<td>11.2%</td>
<td>694,400</td>
</tr>
<tr>
<td>10,001 to 25,000</td>
<td>15.9%</td>
<td>985,800</td>
</tr>
<tr>
<td>5,001 to 10,000</td>
<td>22.2%</td>
<td>1,376,400</td>
</tr>
<tr>
<td>1,001 to 5,000</td>
<td>50.0%</td>
<td>3,100,000</td>
</tr>
<tr>
<td>Subtotal</td>
<td>88.1%</td>
<td>5,462,200</td>
</tr>
</tbody>
</table>

Large / Public Venues

"Middleprise"

SMB
WHY OUR MEMBERS ARE IN THE COALITION

- Track Future Trends: Codes, Standards and Technology: 12.48%
- Influence Changes to Codes & Standards: 12.95%
- Establish consistent requirements across jurisdictions: 12.78%
- Get Educated about Codes & Standards: 10.66%
- Share Best Practices: 9.21%
- Expand Channel Partners: 6.40%
- Identify Opportunities: 10.55%
- Establish Credibility / Thought Leadership: 6.87%
- In-Person Events & Seminars: 7.57%
- Provide Education to the Market: 10.55%
EXTENSIVE REACH

• 129 Member Organizations
• 699 Individual Members
• 28 Public Safety organizations and 179 Public Safety Professionals
• 3,200+ Subscribers
• ~ 30-45,000 LinkedIn Impressions / Month
• Major Stages - IWCE, WIA, VzTUF
• Seminars, Webinars, Newsletter

Census as of May 11, 2020

Presenting at FFMIA – Florida Fire Marshals and Inspectors Association – November 2019
TEAM RESOURCES

• Executive Director: Chief Alan Perdue
• Managing Director: John Foley
• Founder, Lead Executive – Seth Buechley
• Board of Directors – 6 Members
• Staff: Event Mgt, Content Mgt, IT, Community Outreach, Administrative

WORK GROUPS

• Government Affairs
• Public Safety Technology
• Codes and Standards
• Industry Advancement
In-Building Communication When You Need It Most

SCHEDULE AN EXECUTIVE BRIEFING

TELL US ABOUT YOUR COMPANY

• Introductions
• Your Team
• Expectations for Today’s Call?
  • SBC Membership Goals
  • Your Interests
  • Business Goals
  • Business Challenges

INDUSTRY UPDATE

• Codes and Standards
  • NICET, NFPA 1225, UL 2524
• Market
  • Size, Growth
  • Consolidation = Opportunities
  • Continued Entry of Life Safety & 2-Way Co’s
  • Location Accuracy, CBRS, 5G
  • FirstNet, Wireless Carriers
• SBC and the Year Ahead
  • Membership Value
  • Adapting to the “New Normal”
Safer Buildings / NICET In-Building Training Certification Program

• Currently no AHJ-accepted standard Certification for in-building public safety booster system Design, Install, Inspection and Maintenance
  • Except FCC GROL – not sufficient for the purpose

• NICET = National Institute for Certification in Engineering Technologies
  • Since the Institute was founded in 1961, more than 148,000 technicians and technologists have met NICET's rigorous certification criteria, and the number grows rapidly as more employers and local and state governments rely on NICET certification to measure the qualifications of their workforce.

• Safer Buildings and NICET collaborating right now to develop such a program – targeted to be rolled out in 2020
NFPA 1225

Standards for Emergency Services Communications

Please note: NFPA 1225 is in a custom cycle due to the Emergency Response and Responder Safety Document Consolidation Plan (consolidation plan) as approved by the NFPA Standards Council. As part of the consolidation plan, NFPA 1225 is combining Standards NFPA 1061 and NFPA 1221. For consolidated draft and revision cycle information, see the Next Edition tab.

Current Edition: Proposed Standard
UL 2524, Standard for In-Building 2-Way Emergency Radio Communications Enhancement Systems

• October 2018: ANSI accredited First Edition standard published
• January 2019: ANSI and SCC accredited Second Edition standard published
• Alan Perdue: Standards Technical Panel
• An Evolving Standard
Keys to Great Membership ROI

- Active Engagement
  - Work Groups, Seminars, Read What we Send You, Network
- Use the Tools
  - It’s like a Gym Membership: “If I join the gym will I get in shape?”
  - Rebrand our Collateral and Use It to build Thought Leadership Credibility
  - Use the Website - Use the Showcase – Post Blogs
- Use our Radar
  - Advance look at upcoming changes to adjust Product Roadmaps and Market Strategies
- Have a Voice
  - Influence market, code and regulatory changes instead of reacting to them
- Use SBC to develop your staff’s Leadership Experience
  - Work Group Chair, Vice Chair, Run in Board Officer Elections
Recent Content:

- **Town Hall** – watch the recording: [https://vimeo.com/402948630](https://vimeo.com/402948630)
- **Newsletters** – Visit the website at [www.saferbuildings.org](http://www.saferbuildings.org)
- **Make your Case with the AHJ:** What is Backbone and What is Distribution?
In-Building Communication When You Need It Most

Available under license (Free) – You get the print-ready art, or can re-use the content (with attribution)
How to Apply

Website [www.saferbuildings.org](http://www.saferbuildings.org)

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