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Associations form Collaborative Public-Private Partnership

Leading Industry Body and Public Safety Association Team Up to Advance Emergency Communications

Windsor, Ontario, November 9, 2017 — The Association of Public-Safety Communications Officials Canada (“APCO Canada”) and the Industry Council for Emergency Response Technologies (“iCERT”) today announced a partnership to promote public-private collaboration for advancing emergency communications technologies.

Having worked closely together on key events and critical issues over the past few years, APCO Canada and iCERT have now crafted a lasting partnership designed to foster deeper public-private engagement in Canada as interoperability and convergence take shape in the field of emergency response technologies. The partner associations have also taken the position of endorsing participation in both associations, as membership growth and wide-spread engagement are critical to the success of public safety broadband adoption and Next Generation 911 (NG911) implementation.

“The full continuum of emergency response technologies, from an initial request for help all the way through to the data received by a field responder, and the two-way communications employed to coordinate response,” noted iCERT Executive Director George Rice, “is a critical sequence in need of deep and ongoing teamwork as new technologies are arrayed in the service of public safety. The member companies of iCERT, and the public sector experts who are members of APCO Canada have solidified this partnership as a means to ensure the successful roll-out of life saving emergency communications services.”

“The responsibilities conferred upon emergency communications officials for the safety of the public, and the technologies these professionals procure and deploy, go hand-in-hand as one of the most crucial relationships between commercial enterprises and government agencies in the country,” said incoming APCO Canada President Ryan Lawson. “As the public’s expectation of emergency response technologies grows with the introduction and use of new consumer technologies, public safety communications officials and commercial enterprises have a responsibility to work together to ensure that the general public has the most up-to-date systems available for delivery and coordination of emergency services. This is why the APCO Canada-iCERT partnerships is so central to the protection and security of our nation.”

The partnership will entail ongoing examination of critical communications issues and implementation of advanced technology services for public safety, from both the technical and policy driven perspectives. The partners will also look to foster public awareness and understanding as new technologies replace legacy services, and as Canadians take a leading role in nationwide implementation of NG911 and public safety broadband services.

Business leaders and public safety communications professionals recognize the value in being part of a dynamic collaborative community, where they can share and exchange insights and expertise. Engagement among commercial sector employees and key public officials raises the profile of the issues in need of attention, thus enhancing the reach and presence of both sectors.

Collaborative efforts between the public and private sectors benefits both because it:

- Offers members of both associations the ability to help shape the industry and drive it forward, including the opportunity to influence legislation and regulations;
- Helps keep businesses and agencies at the cutting edge and on top of important, ever-changing issues and trends; and
- Provides mutual access to a network of experts, offering prospects for partnerships and collaboration.

Through examination of key issues and co-hosting of focused events and forums, iCERT and APCO Canada intend to amplify the current dialogue and advance key actions toward the common goal of a safe and thriving Canada.

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About the Association of Public-Safety Communications Officials Canada

The Association of Public-Safety Communications Officials, Canada, Inc. is a voluntary, not-for-profit organization dedicated to the enhancement of public safety communications. It serves the people who supply, install and operate the Emergency Communications Systems used around Canada from coast to coast.

Find out more at <http://apco.ca/>

About the Industry Council for Emergency Response Technologies (iCERT)

The Industry Council for Emergency Response Technologies (iCERT or the Industry Council) is the voice of commercial enterprises in the field of critical communications. The Industry Council plays an important role in addressing public policy issues impacting the emergency calling, communications and response system. Industry Council members believe that business leaders' expertise can assist public policymakers and agency professionals as they address complex choices regarding advanced communications technology alternatives. Through advocacy, research and in coordination with the public sector, the Industry Council plays a vital role in the development and deployment of emergency response technologies.

Find out more at www.theindustrycouncil.org.