MIX NETWORKS

Government & Municipal Sales Playbook

POTS Replacement + Hosted Voice for Cities, Counties, State Agencies, Courts, Public Safety Facilities, and Special Districts

Buyer Map | Compliance Triggers | Objection Matrix | Outreach Sequences | Discovery Scripts | Proposal Template

July 2026 | Internal Sales & Channel Enablement | Pricing per MSRP Guide updated 5/29/26

Contents

Contents 2
1. Why Government & Municipal, Why Now 3
2. Buyer Map 4
3. Compliance Triggers 6
3.1 Fire Alarm Communications — NFPA 72 / UL 864 6
3.2 E-911 — Kari's Law and RAY BAUM'S Act (Administrative Systems) 6
3.3 COOP — Continuity of Operations 6
3.4 Records, Courts, and Secure Fax 6
3.5 Elevators, Call Boxes, and Public Procurement 7
Compliance Trigger Quick Card 7
4. Line Inventory: Where the Copper Hides 8
5. Solution Packaging and Deal Math 9
5.1 The Motion 9
5.2 Reference Deal: 15-Building City/County (POTS Replacement) 9
5.3 Reference Deal: Add Hosted Voice (City Hall + Departments) 9
6. Objection Matrix 11
7. Sequenced Outreach 13
7.1 Sequence A — Facilities / Finance 13
7.2 Sequence B — Manager / Procurement (Larger Entities) 15
8. Discovery Scripts 16
8.1 First Meeting Script (30 minutes — Facilities + Finance) 16
8.2 On-Site Audit Checklist 16
8.3 Qualification Standard (exit criteria for a real opportunity) 17
9. Proposal Template 18
Section 1 — Cover and Executive Summary 18
Section 2 — Current State (from Consolidated Survey) 18
Section 3 — Proposed Solution 18
Section 4 — Implementation Plan 19
Section 5 — Investment 19
Section 6 — Why MIX Networks 19
Section 7 — Acceptance 19
10. Running the Play: First 90 Days 20

1. Why Government & Municipal, Why Now

Local government is the densest multi-building buyer in the portfolio: city halls, courthouses, jails, police and fire stations, libraries, rec centers, public works yards, and parking structures — every one carrying fire panels, elevators, records fax, and alarm circuits on carrier copper, and all of it signed for by one governing body. The line items are scattered across departmental budgets nobody reconciles, which is exactly why the consolidated audit lands so hard here.

- **The copper deadline is public money burning publicly.** AT&T began permanently decommissioning copper wire centers in June 2026, with TDM discontinuance filings effective on or after November 15, 2026 across 18 states and 90-day customer notice under the FCC's streamlined framework. At $100–$200 per copper line and 30–60 lines across a mid-size city, the run-rate is $50,000–$100,000+ a year of general-fund money — an audit finding waiting to be written.
- **Public buildings concentrate life-safety exposure.** Courthouses and jails hold occupants who cannot self-evacuate and get corresponding AHJ attention; libraries and rec centers hold the public. An unmonitored fire panel in any of them is a code violation with a press cycle attached.
- **911 law covers the government's own phones.** Kari's Law and RAY BAUM'S Act require direct 911 dialing, on-site notification, and dispatchable location from multi-line systems — including the decades-old PBXs running city halls and county campuses. A failed 911 call from a public building is a liability no council wants explained to them after the fact.
- **Continuity is codified.** Governments maintain COOP plans that are supposed to document redundant communications. Dual-path transport with 48-hour battery and 24/7 monitoring is the exhibit the plan is missing.
- **Procurement is a feature, not a bug.** TAA-compliant equipment, cooperative purchasing vehicles, and a pilot structured under quote thresholds turn public procurement from an obstacle into a moat — most competitors never learn the process.

The MIX advantage in one paragraph

MIX Networks is a Managed Facilities-based Voice Network (MFVN) provider delivering POTS-IN-A-BOX (DataRemote 90X1/90X2) — UL 864 (10th Ed.) compliant, California State Fire Marshal listed (Listing No. 7305-2384:0002), FDNY MFVN-recognized (Record ID 2025-TMFRAL-007143-VRNC), NFPA 72-aligned with dual pathways (WAN + 4G/5G), up to 48-hour battery backup, 24/7 proactive monitoring with notification on line-state changes, geo-redundant data centers, TAA-compliant equipment, and turnkey managed installation with line-by-line test documentation — including the field engineering (MODEM-mode FXS, loop-current compensation, long-run copper tracing) that dialer and telemetry circuits require. TAA compliance answers the first procurement question unprompted, and the certification package reads like it was written for a public facilities committee.

2. Buyer Map

Government buys by committee on a fiscal calendar, but the committee is small: the manager proposes, finance scores, facilities validates, IT clears, procurement processes, and the council ratifies. Map all six before proposing anything.

Role	What They Own	What They Care About	Lead With	Deal Role
City/County Manager or Administrator	Operations across all departments; budget proposal	Continuity, liability, audit findings, council optics	One-page risk-and-savings summary; COOP-grade redundancy; TAA compliance	Executive sponsor
Finance Director / Clerk	Budget execution, phone bills across departments, contracts	Unexplained line items, fee creep, audit cleanliness	Free consolidated line audit — the cross-department inventory nobody has; fixed-term pricing for the budget book	Economic gatekeeper / champion
Facilities / Building Maintenance Director	Fire panels, elevators, call boxes across public buildings	Passing inspections; courthouse and jail systems never failing	AHJ-ready certification package; NFPA 72 Ch. 14 retest coordinated	Champion / source of truth
IT Director	Network, phones, security posture	Not adding unmanaged devices; security review; support quality	Fully managed and monitored; secure SIP/TLS, MFA; cellular path independent of the government network	Technical gatekeeper
Police / Fire Chiefs	Public safety facilities, records	Station systems reliable; records fax handled properly; 911 posture in city buildings	Kari's Law/RAY BAUM'S posture for administrative MLTS; secure fax for records; explicitly not touching dispatch/PSAP	Influencers
Procurement Officer	Thresholds, RFPs, cooperative contracts	Process compliance, protest risk	TAA equipment; cooperative vehicles; pilot under quote threshold where legitimate	Process gatekeeper
Council / Commission	Ratification above thresholds	Fiscal stewardship,	Agenda-ready one-pager: annual	Ratifier — plan the calendar

Role	What They Own	What They Care About	Lead With	Deal Role
		public safety, transparency	savings, safety, certifications	

Access strategy

- **Entry point:** the Facilities Director owns the pain and takes the meeting; the Finance Director owns the scattered bills and sponsors the audit. Run both in parallel.
- **Calendar discipline:** most municipalities run July or October fiscal years; budget development starts 4–6 months earlier, and agenda deadlines run 2–4 weeks ahead of council dates. A proposal that misses the budget window waits a year.
- **Multipliers:** councils of government (COGs), state municipal leagues, and county associations put dozens of managers in one room; one city's facilities director talks to every neighboring city's at the same conferences.
- **State agencies:** same play, bigger buildings, central procurement — find the agency facilities office and the state term contract before proposing.

3. Compliance Triggers

Government compliance pressure is fragmented across the fire AHJ, elevator inspectors, federal 911 law, records statutes, COOP guidance, and the government's own auditors. Precision wins; a facilities director who has managed a courthouse for twenty years will discount the first overstated claim.

3.1 Fire Alarm Communications — NFPA 72 / UL 864

- **The trigger:** city halls, courthouses, jails, libraries, and rec centers all carry fire panels dialing central stations over copper DACT lines — typically two per building, times every building the government owns. Jails and courts draw special AHJ scrutiny. Copper retirement severs the monitoring path, and an unmonitored panel in a public building is a code violation with a headline attached.
- **The MIX answer:** 90X1/90X2 satisfy 2016 NFPA 72 Ch. 26.6 (MFVN pathway — the separately listed panel operates unchanged) and exceed NFPA 72 (2025) technical requirements: dual pathways (WAN + 4G/5G), UL 864 (10th Ed.), UL 62368-1, UL 2054, standby power monitoring, up to 48-hour battery. CSFM Listing No. 7305-2384:0002 and FDNY MFVN recognition (Record ID 2025-TMFRAL-007143-VRNC) close the credibility question.
- **The trust-building caveat:** final approval rests with the local AHJ, and the alarm system must be retested per NFPA 72 Chapter 14 after cutover — Test Mode coordination, 60-second voltage-drop sequence, training-call validation, confirmed return to Normal Mode, all coordinated by MIX. Volunteer this before they ask.

3.2 E-911 — Kari's Law and RAY BAUM'S Act (Administrative Systems)

- **The trigger:** government multi-line phone systems must support direct 911 (no prefix) with on-site notification and deliver dispatchable location — building, floor, room — to the PSAP. City halls and county campuses on 15–25 year old PBXs are routinely non-compliant, and nobody has checked.
- **The MIX answer:** Hosted Voice provisions all three requirements across administrative buildings. State the boundary explicitly to public-safety stakeholders: this play covers the government's own office systems and never touches PSAP or dispatch infrastructure.

3.3 COOP — Continuity of Operations

- **The trigger:** COOP plans are supposed to document primary and alternate communications for essential functions. Most plans list “landlines” as the backup for cell and “cell” as the backup for landlines — a circular dependency one storm exposes.
- **The MIX answer:** dual-path transport (broadband + 4G/5G), 48-hour battery, 24/7 monitoring, and Hosted Voice off-premises survivability (building dark → calls reroute to mobiles or alternate facilities). Deliver the architecture summary formatted as a COOP exhibit. MIX supports the plan; the plan belongs to the government.

3.4 Records, Courts, and Secure Fax

- Courts, clerks, police records, and social services move statutorily confidential documents — court records, juvenile matters, CJIS-adjacent flows — through open analog fax machines. Secure fax adds TLS transfer, authenticated portals, protected storage, and audit-ready

delivery confirmation. Same discipline as healthcare: the platform supports the safeguards; the agency's compliance program is its own.

3.5 Elevators, Call Boxes, and Public Procurement

- Elevators in every multi-story public building under ASME A17.1 ($19.95–$34.95/line/month by term with elevator-specific FXS engineering); emergency call boxes in parking structures, parks, and campuses; gate and sally-port systems at jails and yards.
- Equipment is Trade Agreements Act (TAA) compliant — the country-of-origin requirement common to public purchasing. Know the entity's bid threshold and preferred cooperative vehicles before proposing; structure the pilot under the quote threshold where legitimate and the rollout through a compliant vehicle.

Compliance Trigger Quick Card

System	Governing Standard / Enforcer	Forcing Event	MIX Answer
Fire panels (all public buildings)	NFPA 72 / AHJ; insurer	Copper retirement; failed inspection	MFVN path; UL 864 10th Ed.; CSFM + FDNY listings; Ch. 14 retest coordinated
Office 911 posture	Kari's Law, RAY BAUM'S Act / FCC	PBX replacement; safety audit; incident	Hosted Voice w/ direct 911, notification, dispatchable location (non-PSAP)
COOP communications	COOP guidance / auditors	Plan review; post-storm findings	Dual-path architecture exhibit for the plan file
Court/records fax	Statutory confidentiality; CJIS-adjacent policy	Records audit; misdirected fax	Secure fax w/ encryption, authentication, audit trail
Elevators & call boxes	ASME A17.1; local code / inspectors	Annual inspection; dead line	Voice & Elevator lines $19.95–$34.95/mo; monitored call-box transport
Procurement	State purchasing law; TAA	Any public purchase	TAA-compliant equipment; co-op vehicle friendly

4. Line Inventory: Where the Copper Hides

Governments cannot inventory their lines because every department pays its own bills and no one owns the whole map. The consolidated audit — every department, every building, one report — is a deliverable no incumbent has ever handed them, and it routinely finds orphan lines that fund the transition by themselves.

Zone	Likely Analog Lines	Typical Count
City hall / admin buildings	Fire panel (2), elevator, records fax, clerk fax, alarm, postage, HVAC/energy modems	4–8 per building
Courts / jail / public safety	Fire panel (2), elevator, holding-area systems, records fax, sally-port gates, alarm	4–8 per building
Libraries / rec centers / parks	Fire panel (2), elevator, pool phone, alarm, gate boxes, irrigation controllers	2–6 per building
Public works / fleet yards	Fuel system telemetry, gate entry, security dialers, shop fax, scale house	2–5 per yard
Parking structures / campuses	Emergency call boxes, elevator phones, gate equipment, pay stations	2–6 per structure
Cross-department	Ring-down circuits, marquee/sign modems, EOC lines, generator monitoring	2–6

Rule of thumb: 3–8 lines per building; a 15-building city or county yields 35–60 POTS replacement lines plus 40–120 hosted voice seats. One council approval covers all of it. (Water/sewer telemetry belongs to the Utilities playbook — bring both when the city owns its utility.)

5. Solution Packaging and Deal Math

5.1 The Motion

- **Wedge — POTS Replacement:** one 90X2 (4G/LTE, 8 FXS) per building at the demarc; panels, elevators, faxes, and alarms operate unchanged; broadband primary, cellular secondary; fixed per-line term pricing on TAA equipment.
- **Expansion — Hosted Voice:** department seats at $14.95/mo; auto attendants per department; direct 911 with on-site notification and dispatchable location; UCFone $6.95/user for inspectors and crews; Yealink hardware amortized; managed QoS routers with LTE failover.
- **Attach — Secure Fax:** courts, clerks, police records, social services; fax-enabled users $5.95/mo, services $15.95–$16.95/mo.

5.2 Reference Deal: 15-Building City/County (POTS Replacement)

Assumptions: 40 specialty lines (fire panels, elevators, records fax, alarms, call boxes), one 90X2 per building, 36-month term. MSRP reference pricing, updated 5/29/26.

Component	Qty	Unit (36 mo)	Monthly
Specialty line — Fax/Modem/Alarm/Data	25	$39.95	$998.75
Specialty line — Voice & Elevator	15	$24.95	$374.25
PIAB 90X2 hardware (amortized)	15	$12.00	$180.00
90X2 maintenance	15	$6.00	$90.00
POTS replacement subtotal			$1,643.00/mo
vs. copper at $100–$200/line x 40 lines			$4,000–$8,000/mo
Indicative annual savings			$28,284–$76,284 (59–79%)

One-time: provisioning/staging/kitting $45 per device; site survey and installation at $165/hour (2-hour minimum) per site, quoted per Statement of Work — field sites batch efficiently by route. At 60-month terms, line rates drop to $29.95/$19.95. Frame savings annually for the agenda packet — “$28,000–$76,000 per year returned to the general fund” is council language.

5.3 Reference Deal: Add Hosted Voice (City Hall + Departments)

Component	Qty	Unit	Monthly
User seats (features, DID, user)	50	$14.95	$747.50
Auto attendants (departments + main)	6	$14.95	$89.70
UCFone mobile/desktop (crews, inspectors, directors)	15	$6.95	$104.25

Component	Qty	Unit	Monthly
QoS router monitoring & management	6	$15.00	$90.00
4G LTE failover (basic)	6	$30.00	$180.00
Peplink B One Plus license (InControl)	6	$9.00	$54.00
Yealink T54W phones (36-mo amortized)	50	$7.80	$390.00
Hosted Voice subtotal			$1,655.45/mo

Combined: roughly $3,298/month against $4,000–$8,000 of current copper spend alone — with direct-911 compliance, COOP-grade redundancy, and modern department phones included. Few agenda items pay for themselves; this one does.

6. Objection Matrix

Objection	What It Really Means	Response
“This has to go out to bid.”	Often true above thresholds; the audit never is.	“The audit is free and requires no procurement action — it produces the line inventory an RFP would need anyway. For the rollout we work your process: pilot under the quote threshold where legitimate, existing cooperative or state-contract vehicles, or a clean RFP response. Equipment is TAA compliant. What is your threshold and preferred vehicle?”
“No budget until next fiscal year.”	Real; timing objection, not a no.	“That is why the audit should run now — firm, building-by-building numbers land in the budget you are developing, approval hits the council calendar, and installation follows. Meanwhile every month on copper is $[X] out the door. We will build the agenda packet with you.”
“IT handles all of this.”	Routing reflex; IT must be in the room, not a wall.	“They should be in the meeting — and they will like it: fully managed, monitored 24/7, nothing new to babysit, security documentation up front, cellular path independent of the government network. Thirty minutes with IT and facilities together? They own different halves of this.”
“The council will never approve another contract.”	Board fatigue; the sponsor needs ammunition.	“Then make it the easiest item on the agenda: a one-pager showing $[X]/year in savings, federal 911 compliance for public buildings, and fire-marshal-listed equipment — with the audit already done so the numbers are real. Cost-reduction-plus-safety passes. We build the packet with you.”
“Cellular isn't reliable enough for a fire alarm.”	The facilities director's job is to ask.	“Agreed — a bare cellular dialer is not. This is a managed MFVN: broadband primary, cellular secondary, 48-hour battery, monitored 24/7, UL 864 10th Edition, CSFM listed and FDNY recognized. Your AHJ receives the package before we touch a panel.”
“We're covered — the county/state has a telecom contract.”	Contract covers phone service, rarely the analog specialty estate.	“For dial tone, probably. The analog lines on fire panels, elevators, and call boxes are usually separate tariff services that move regardless. We will scope those now and work within the state contract structure for anything it actually covers.”
“The incumbent carrier says they'll take care of us.”	The carrier retiring the copper will not save the copper.	“They are the ones filing to discontinue the service — their answer is their own IP product on their timeline, typically without the UL 864 listing or the

Objection	What It Really Means	Response
		battery spec. Ask them for their fire marshal listings. Then compare."
"Send me something."	Polite exit.	"Happy to. To make it useful: how many buildings, and do you know whether the fire panels still dial out on copper? That is all I need to send an entity-specific savings snapshot instead of a brochure."

7. Sequenced Outreach

Sequence A targets facilities and finance directors; Sequence B targets city/county managers and procurement for larger entities. 8 touches over ~21 days. Personalize with building counts (public in budgets and CIPs), bond measures, and recent audit reports. Time launches to the budget calendar.

7.1 Sequence A — Facilities / Finance

Day	Channel	Touch
1	Email 1	Life-safety trigger: copper retirement + fire panels across N buildings (copy below)
3	Call + VM	Reference Email 1; offer the free consolidated audit (script below)
5	LinkedIn	Connect with facilities director; no pitch
8	Email 2	Budget angle: cross-department copper math (copy below)
10	Email 2b (to Finance Director)	Parallel touch: annual savings framing + agenda-packet offer
14	Email 3	Public-building 911 / Kari's Law angle (copy below)
17	Call	Direct ask: audit meeting with facilities + finance together; two time slots
21	Email 4	Breakup with the audit checklist attached (copy below)

Email 1 — Life-safety trigger (Day 1)

Subject: The copper lines behind [City/County]'s fire alarm panels

[First name] —

AT&T began permanently retiring copper infrastructure in June, with legacy service ending across 18 states this November. For local government, the exposed lines are in every building you own: fire alarm panels (two per building), elevator phones, records fax, and the call boxes in your parking structures.

If your panels still dial the central station over copper — most do — that monitoring path disappears with the copper. An unmonitored fire panel in a courthouse or library is a conversation nobody wants with the fire marshal or the press.

We replace those lines with fire-marshal-listed, monitored equipment — panels, alarm company, and central station stay exactly as they are. Equipment is TAA compliant for public purchasing.

Worth 30 minutes? We will inventory every analog line across every department — one consolidated report no incumbent has ever handed you — at no cost, and you keep it either way.

[Signature]

Email 2 — Budget angle (Day 8)

Subject: What [City/County] pays for 40 phone lines across six departments

[First name] —

Entities your size typically carry 35–60 analog lines — billed to different departments, on different invoices, at what is now $100–$200 per line per month. Nobody has the consolidated list, which is exactly why the spend survives every budget cycle.

Our replacement runs $19.95–$39.95 per line on fixed terms, certified for fire alarm and elevator circuits, monitored 24/7. For most cities that is $28,000–$76,000 a year back to the general fund — and the audit routinely finds orphan lines you can disconnect the same week.

The audit is free and produces the site-by-site inventory with firm pricing — a document your budget book and your auditors will both appreciate. When could we get you and finance in the same room for 30 minutes?

[Signature]

Email 3 — 911 angle (Day 14)

Subject: Can every desk in [City/County]'s buildings dial 911 directly?

[First name] —

Different topic from my earlier notes. Federal law — Kari's Law and RAY BAUM'S Act — requires multi-line phone systems to connect 911 directly, notify on site, and show dispatch the building, floor, and room. Government systems installed in the 2000s are routinely out of compliance, and a failed 911 call from a public building is a liability no council wants to read about.

To be clear: this concerns your administrative phone systems, not the dispatch center — we do not touch PSAP infrastructure.

Our hosted platform provisions all three requirements and rides the same project as the copper replacement. Happy to include a 911 posture check in the free audit. Thirty minutes with you and IT?

[Signature]

Email 4 — Breakup (Day 21)

Subject: Closing the file on [City/County] — one thing before I do

[First name] —

I will stop reaching out after this. Attached is the checklist we use to audit government analog lines — fire panels, elevators, call boxes, records fax, fuel telemetry, gates. Hand it to your building maintenance supervisor; if every line is accounted for on copper that is not being retired, you genuinely do not need me.

If anything is uncertain — especially the fire panels — my number is below. The carrier's calendar will not wait for the fiscal year, but the audit is free whenever you want it.

[Signature]

Cold call / voicemail script (Day 3)

Live: “Hi [name], [rep] with MIX Networks — I will be brief. We replace the copper lines cities and counties have on fire panels, elevator phones, and parking-structure call boxes before the

carriers retire them — fire-marshal-listed, TAA compliant, monitored 24/7. I am asking for 30 minutes to inventory every analog line the entity pays for, every department on one report, at no cost. Would Tuesday or Thursday morning work?"

Voicemail (under 25 seconds): "Hi [name], [rep], MIX Networks. The copper lines most cities still have on fire panels and elevators are being retired by the carriers. We replace them with fire-marshal-listed, TAA-compliant equipment. Email is in your inbox — [callback number]. Thank you."

7.2 Sequence B — Manager / Procurement (Larger Entities)

Day	Channel	Touch
1	Email 1	Executive framing: consolidated audit across all departments; annual savings to the general fund; COOP-grade redundancy; TAA compliance
3	LinkedIn	Connect; engage with entity announcements substantively
5	Call + VM	Reference audit; cite comparable finding ("a county we audited carried 54 billable lines across 5 departments — 11 were orphans")
9	Email 2	Risk framing: unmonitored panels + 911 posture across N public buildings is entity-level liability; agenda-ready one-pager offered
12	Email 3	Procurement path: state contract / cooperative vehicle options; pilot under quote threshold; RFP support if preferred
16	Call	Direct ask: 30 minutes with manager + facilities + finance; propose 2-building pilot audit
19	Email 4	Pilot proposal in writing: free audit of 2 buildings, findings to the manager's office, no obligation
23	Email 5	Breakup + reference offer: a public-sector facilities director willing to take a call

Cadence discipline: stop on engagement; log everything. City managers compare notes at league conferences — the process respect you show one entity becomes your reputation with the region.

8. Discovery Scripts

8.1 First Meeting Script (30 minutes — Facilities + Finance)

Open (2 min):

"Thanks for the time — I know budget season has its own gravity. My goal: understand what rides on the entity's analog lines, what they cost across departments, and whether we can hand you savings and a cleaner compliance file. If the numbers do not work, I will say so. Fair?"

Situation — buildings and life-safety (7 min):

1. How many buildings does the entity own or operate — including yards, parks facilities, and parking structures?
2. Are the fire alarm panels monitored, and does anyone know what they dial out on? Last inspections — any findings anywhere?
3. Elevators — how many, across which buildings, and when are certs due? Emergency call boxes — parking structures, parks, campuses?
4. Who actually knows the wiring building by building? (Building maintenance supervisor — get the name.)

Situation — money and procurement (7 min):

1. Any letters from AT&T/[ILEC] about copper retirement? Who opens carrier mail — each department or central finance?
2. Can we pull 2–3 months of telecom bills across all departments? Total spend? Lines nobody can identify?
3. Quote and bid thresholds? State contracts or cooperative vehicles you prefer? Council calendar and agenda deadlines for a project this size?

Situation — phones, 911, and continuity (6 min):

1. Phone system(s) by building — age, vendor, support status?
2. Can every desk dial 911 directly today, and what location does dispatch see? Has anyone assessed Kari's Law / RAY BAUM'S compliance?
3. What does the COOP plan list as the alternate communications method — and would it survive the same storm that takes the primary?

Quantify and close (5 min):

"Based on what you have described — roughly [N] buildings, [M] specialty lines, a [age] phone system, and [gap] — here is the proposal: a free consolidated survey. We inventory every analog line, every department, identify the life-safety circuits, and return a building-by-building replacement plan with firm pricing — the exact document a budget line, an agenda packet, and your COOP file all need. Can we schedule the first walk with [maintenance supervisor] next week?"

8.2 On-Site Audit Checklist

- Per building: demarc/MPOE photos, active pair counts, fire panel make/model/monitoring/lines/last test, elevator lines and cert dates.
- Parking structures and parks: call boxes, gate equipment, pool phones, irrigation controllers.
- Public safety buildings: sally-port gates, holding-area systems, records fax census (note CJIS-adjacent flows; do not photograph secure areas without escort).

- Yards: fuel telemetry, scale house, gate entry, security dialers.
- Network closet per building: switch/PoE, UPS condition, broadband path, cellular signal at demarc.
- Bills: reconcile every billed line across every department to a device; flag orphans.
- COOP plan: read the communications section; note the gap the architecture exhibit will fill.

8.3 Qualification Standard (exit criteria for a real opportunity)

- **Trigger confirmed:** retirement notice, failed inspection, 911 gap, audit finding, bond/renovation project, or budget-season timing.
- **Line count validated:** 25+ lines entity-wide makes economics decisive; 40+ makes them agenda-packet obvious.
- **Power mapped:** facilities engaged, finance sponsoring, IT briefed early, manager aware, procurement path identified.
- **Calendar known:** budget deadline and agenda dates on the deal timeline before the proposal ships.
- **Next step dated:** building walk scheduled with the maintenance supervisor.

9. Proposal Template

Under 10 pages plus the inventory appendix. Write for three readers: facilities (technical credibility), finance (annualized savings), and the council packet (plain-language one-pager up front). State the procurement structure explicitly.

Section 1 — Cover and Executive Summary

Title: Copper Line Replacement, Life-Safety Communications, and Voice Modernization for [City / County / Agency]

Prepared for: [Name, Title] | Prepared by: [Rep, MIX Networks] | Date: [Date] | Valid: 30 days

Executive summary (5 sentences max): [Entity] operates [N] analog lines across [B] buildings, including [X] life-safety circuits (fire alarm, elevator, emergency call) on carrier copper scheduled for retirement. This proposal replaces those circuits with MIX Networks' managed, fire-marshal-listed POTS replacement platform and [optionally] modernizes administrative voice with federally compliant direct-911. Annual telecom spend moves from approximately $[current] to $[proposed] — an estimated $[savings]/year returned to the general fund on fixed [term]-month pricing through [procurement vehicle]. Every life-safety circuit gains dual-path transport, up to 48-hour battery, and 24/7 monitoring, documented for the AHJ file and the COOP plan. Equipment is TAA compliant; installation is managed, documented line by line, and scheduled around public operations and court calendars.

Section 2 — Current State (from Consolidated Survey)

- Inventory appendix: building, line number, location, purpose, carrier, department billed, monthly cost, disposition (replace / port / disconnect).
- Orphan lines for disconnection across departments: [N] lines, $[amount]/yr immediate savings.
- Exposures, stated factually: [panels on copper without secondary path; elevator lines untested; 911 location gaps; COOP communications gap].
- Carrier retirement status for serving wire centers, if known.

Section 3 — Proposed Solution

- **POTS Replacement:** one 90X2 per building; circuit-by-circuit FXS mapping; broadband primary, 4G/5G secondary; up to 48-hour battery; 24/7 monitoring with proactive notification.
- **Compliance package:** UL 864 (10th Ed.), UL 62368-1, UL 2054; NFPA 72 Ch. 26.6 MFVN architecture; CSFM Listing 7305-2384:0002; FDNY MFVN recognition (2025-TMFRAL-007143-VRNC); FCC Part 68/15; TAA compliance; AHJ documentation per building; NFPA 72 Ch. 14 retest coordinated with [alarm company]; COOP architecture exhibit.
- **Hosted Voice (if in scope):** [N] seats across departments; auto attendants; direct 911 with on-site notification and dispatchable location (administrative systems only — PSAP untouched); UCFone for field staff; [N] Yealink handsets; managed QoS routers with LTE failover.
- **Secure Fax (if in scope):** courts, clerks, records, and social services flows on encrypted, auditable fax.

Section 4 — Implementation Plan

1. Install Prep: provisioning, staging, SIM activation, SIP registration before shipment; cutover calendar agreed around operations; field schedule batched by route.
2. Install / Test-and-Turn-Up: DMARC/enclosure cross-connect, functional test on every line, photographed and documented.
3. Life-safety verification: fire panel Test Mode coordination, 60-second voltage-drop sequence, training-call validation, return to Normal Mode, NFPA 72 Ch. 14 retest per building; elevator verification with [elevator vendor]; call-box tests per structure.
4. Porting and disconnects: MIX manages LNP; copper released only after verified service on every circuit; orphan lines disconnected immediately for in-year savings.
5. Handoff: monitoring notification tree configured to named contacts; training delivered; documentation packet to finance, facilities, and the continuity/ERP file; 24/7 U.S.-based support; quarterly reviews.

Section 5 — Investment

Reproduce Section 5 deal-math tables with surveyed quantities across 36/48/60-month columns, side-by-side against documented current spend, savings stated annually for the agenda packet. State the procurement structure: [quote / state contract / cooperative vehicle / RFP response]. Itemize one-time charges separately from MRR. Close with:

“Pricing is firm for 30 days and based on the Consolidated Survey dated [date]. Circuit counts verified at installation; additions priced at the same per-line rate for the term.”

Section 6 — Why MIX Networks

- MFVN provider with California State Fire Marshal listing and FDNY recognition for the life-safety replacement path — ask competing bidders for their fire marshal listings.
- Telemetry-class platform: meter reading, telemetry, and command & control are named supported circuit types, with the FXS engineering (MODEM mode, loop-current compensation) field circuits require.
- TAA-compliant equipment supporting public-sector procurement requirements; cooperative-vehicle friendly.
- Public-building experience across courts, campuses, and multi-building entities; references from multi-site public and institutional deployments available on request.
- 20+ years of telecom operating history; geo-redundant carrier-grade core (Dallas, Secaucus, Lakeland, Ashburn, Las Vegas), 99.999% uptime target; managed installation documented site by site with 24/7 proactive monitoring.

Section 7 — Acceptance

Signature block, term selection (36/48/60), procurement vehicle reference, fund/department billing coding as required, and: “Upon acceptance, MIX will schedule Install Prep to meet the [council/fiscal] calendar and assign a named project coordinator experienced with public-sector operations.”

10. Running the Play: First 90 Days

Weeks	Activity	Target
1–2	Territory build: municipal league and county association directories, published budgets and CIPs (building counts are public), state agency facilities offices; flag entities with 10+ buildings and wire centers with retirement notices	50 entities listed, 12 flagged priority
2–6	Run Sequence A on 12 priority entities (facilities + finance in parallel); Sequence B on 4 managers; attend one municipal league or county association event	8 audit meetings booked
4–10	Deliver consolidated audits with maintenance supervisors; produce building-by-building reports; proposals within 7 business days with the agenda-ready one-pager	5 proposals out
8–13	Drive to council calendars and budget deadlines; harvest immediately — neighboring-entity referrals (facilities directors all know each other), league speaking slot with the first anonymized case study	2 approved entities

KPIs: audits delivered, orphan-line dollars recovered (the credibility stat), audit-to-proposal rate (target 60%+), proposal-to-approval rate, lines per entity, agenda items passed on first reading, and league/association referrals generated.

Final discipline note: government runs on procedure and trust. The rep who respects the agenda deadline, shows up with TAA compliance and the certification package unprompted, builds the packet for the sponsor, and never touches anything PSAP-adjacent will own the county — and the neighboring counties their facilities director talks to at the league conference. Miss the budget window and nothing you do until next spring will matter. Sell to the calendar, in writing, every time.