



FROM THE OFFICE OF  
THE CHIEF ENGINEER ..

December 8, 1997

TO ALL MEMBERS

SUBJECT: COMMUNITY RELATIONS GUIDEBOOK

The Fire Departments mission is to support public safety through the delivery of fire and emergency medical services (EMS) and safeguarding life and property through prevention and safety education. The mission is realized through our fire stations strategically located in communities operating as active participants in the neighborhoods for which they serve. This relationship is vital in strengthening and nurturing the strong ties with all segments of this City. Therefore, we have retooled our approach towards a "community oriented" fire protection delivery system through the creation of the Community Relations Guidebook.

This Guidebook will assist in providing a service delivery system based on the ever-changing environment in our City. Through this initiative, we will acquire a deeper understanding of community issues and help generate ways of positively impacting on those core issues that should improve the overall quality of life for our neighbors.

This Community Relations Guidebook was also designed to enhance current activities and programs while prompting new efforts through expanding operational guidelines for all members. Also included with the Guidebook is a copy of "Essentials of Fire Department Customer Service" authored by Alan V. Bruancini, Fire Chief, Phoenix Fire Department. It is important for all members to cultivate a truly integrated community fire service delivery system. These guidelines, although not completely new, will provide additional tools to render a better service and make us more responsive towards the needs of our customers.

*WILLIAM R. BAMATTRE*

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WILLIAM R. BAMATTRE  
Chief Engineer and General Manager



***COMMUNITY RELATIONS GUIDE***  
***BOOK 20***

# COMMUNITY RELATIONS GUIDE

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## COMMUNITY RELATIONS GUIDE

### **GOAL**

The Los Angeles City Fire Department (LAFD) recognizes the tremendous importance of community service with a goal committed to the strengthening and nurturing of strong ties with all segments of our City and is committed to emphasizing a "community oriented" fire safety services delivery system

### **PURPOSE**

The purpose of this guide is to provide a system that allows the Department to efficiently and effectively implement this goal through outreach programs and positive community and public relations activities. A community oriented Fire Service will increase opportunities for interaction with the community we serve.

Through increased community involvement all Department members will better understand the challenges, issues, and opportunities that exist in the community they serve.

## **COMMUNITY ORIENTED FIRE PROTECTION AND EMERGENCY MEDICAL SERVICES**

Community Oriented Fire Service will enable the LAFD to effectively and thoroughly achieve its mission. By becoming an integral part of the community they serve, fire station members will improve the effectiveness of fire prevention and public safety, as well as educate the community about the Department, the use of emergency medical intervention and services, the 911 system, etc.

Community support for fire departments has traditionally been very high. As part of the tradition of the fire service, community fire stations were integrated participants of the neighborhoods. To sustain support, station members must align themselves with their neighborhoods and continue to be concerned participants on issues relating to the well being of the people in the communities they serve.

Station members must be committed to a long-term relationship with the neighborhood they serve. Implementing community oriented fire services will improve the Fire Department's standing in the community by providing a full range of services for urban survival in a variety of ways, including fire prevention, disaster preparedness, emergency response, etc.

A truly integrated community fire service delivery system must be cultivated by the members in the local fire station. The focus of their efforts must be directed within their first-in response areas. The physical and social make-up of a specific location or neighborhood will determine the primary concerns on which the members in a fire station will focus. What is needed and effective in one area may not necessarily be a priority to another.

Through our community services, Department members will learn more about the problems, issues and challenges that exist in their community, and they will develop relationships with the people who are affected by these issues. Through these efforts, firefighters will find that their levels of personal safety will be enhanced when they are out delivering service. This may also result in decreased vandalism and theft at and around Fire Department facilities.

## **CUSTOMER SERVICE**

As members of the Los Angeles City Fire Department, our goal is to provide the best service possible to the residents of Los Angeles. Every member has a personal obligation to be physically and mentally ready every time the alarm sounds. Our responsibilities have become multi-faceted, but we must always be customer oriented. A positive attitude is clearly imperative and a hallmark for quality service.

Approximately seventy-four percent of our calls are for emergency medical services, six percent are for fires, and twenty percent are various service related calls. Every call is very important to the individual requesting service. Each of these calls gives us an opportunity to interact with the public. Realistically, we cannot solve every problem but we must make an honest, good faith attempt to assist each person who has requested our assistance. Our ultimate goal is to leave the customer with a positive experience.

Viewing those who receive our services as customers is a major cultural change for many of us. However, interaction with the public is an opportunity to positively impact public perception of the Los Angeles City Fire Department and its members.

We all expect quality service in our personal lives, whether we are going to the store, eating in a restaurant, or purchasing a service. As professionals, we should provide the public with the same high quality service that we demand in our private lives. If poor customer service (unfriendly, discourteous, or disrespectful attitudes) is allowed to exist, it quickly becomes the norm, and then the accepted standard. The Los Angeles City Fire Department has no room for negative attitudes or behavior. Negative attitudes and behavior in our dealings with the public is unacceptable on the Los Angeles City Fire Department.

It is imperative that all Fire Department members share, to an extent, in the ownership of problems and issues that exist within the communities and neighborhoods they serve. Our customer service begins with respect and how we treat each other. We have an obligation to carry on the tradition of providing the best service possible to those who need our assistance. This philosophy must be practiced by each member of the Los Angeles City Fire Department.

#### **COMMUNITY AND DEPARTMENT BENEFITS**

- Increased and improved public relations
- Increased community support
- Strengthened and improved political position
- Decrease the possibility of hostility and tension between the community and the Fire Department
- Increased fire prevention awareness
- Increased disaster preparedness
- Higher quality of service
- Increased understanding of the community as a whole
- Improved community understanding of the 911 Emergency System

- Appropriate requests for services
- Increased positive interaction between local fire stations and their communities

### **DEMOGRAPHIC INFORMATION**

Demographic information is the key to building an accurate profile of the fire stations community. Data from the United States Census will provide a clear picture of the age, ethnicity, gender, employment, education, and housing of the local population. This information can tell the members whether their area has a specific challenge and will assist in determining the type of project(s) they wish to develop. A profile of the district will assist in quantifying the needs of the population and understanding the requirements of effective communications and outreach.

Community identification is a continual process. Each fire station will develop and maintain its own informational systems which will be enhanced as new contacts are made and new information collected. Fire station members should gather and identify the following components of their community:

- The location, principal, staff, and size of schools (public, private, and parochial)
- The location, services, and business hours of all social service agencies
- The location, services, and business hours of all governmental offices (including community recreational services and facilities)
- The location, services, and business hours of all community, cultural senior citizen centers
- The location, services, and business hours of all well known or unique community establishments (Le. a local art center, theater, restaurant, or store)
- The location, ministers, staff, and special activities of all churches in the district
- The names, areas, and presidents of local block clubs and neighborhood organizations

- The location, type of business, owners, and/or employees of all visible and/or significant businesses in the district
- The names, addresses, and telephone numbers of community leaders and activists

### **MEMBER EDUCATION AND TRAINING**

The success of the fire stations community efforts will be directly correlated to their understanding of the purpose, needs, and benefits of community involvement. Consequently, it is incumbent upon Battalion and Company Officers to provide positive leadership. Training of members should begin by addressing the benefits to the Department, our members and the community which will be accrued by community oriented fire protection. A winning team cannot be built without the enthusiasm, positive attitude, and energy of all team members.

As part of the education process, Company Officers may wish to bring guest speakers into the fire stations to discuss with the members issues unique to their communities and invite their input to the development of the fire stations community projects and activities. A local business owner can share with the members; the concerns, problems, and hopes of businesses in the area. A local school principal can share with the members the concerns, problems, and needs of teachers and students.

### **GETTING STARTED**

When fire station members have an adequate, broad understanding of their district, they will be prepared to decide the specific project(s) they want to develop and implement from their station. Examples of projects that can be successfully accomplished in fire stations include (but are not limited to) suggestions contained in this guide.

A project should be thoroughly discussed and planned before it is implemented. This should include the development of a specific action plan; involving goals, fiscal considerations, and timetables.

With leadership, commitment, and training, it is realistic that the following goals can be reasonably achieved by each station within a six to twelve month period:

- Substantial progress in the development of the community profile, including comprehensive census data.
- Comprehensive identification of public institutions in district (schools, governmental agencies).
- Identification of a minimum of 20 percent of the major and visible businesses in the area.
- Develop a system to input and maintain community profile information.
- Implementation of a minimum of one community outreach activity at the fire station.

The positive benefits of a strong bond and cohesive relationship between the Fire Department and the public cannot be overstated. In the past, our emphasis has been placed on the development of sophisticated emergency technology. We now realize that non-emergency, non-traditional approaches are called for if we are to enjoy a position of value in the lives and minds of our customers.

In the earliest generations of Los Angeles Firefighters, fire stations were an integral, adjunct part of each neighborhood. Children and adults regarded the station as their own. They felt free to drop by, and talk to the firefighters who they knew by name. Our efforts must concentrate on rejuvenating this sense of community involvement. The Fire Department must reinvest a portion of each work day to continue to be beneficiaries of community support.

## **THE COMMUNITY LIAISON TEAM**

The Community Liaison Team is a three tiered effort: 1) Company involvement, 2) Battalion level coordination and control, and 3) Division level guidance and support. This effort is accomplished through the local Fire Company, a Battalion Liaison Officer (one per platoon) and a Division Liaison Officer (one per Division).

The Community Liaison Team will provide for a degree of control and guidance over the implementation of our new "decentralized" community and public relations efforts.

### **DIVISION COMMANDER**

The Division Commanders shall cause the Division Liaison Officers to assist Battalion Commanders and Battalion Liaison Officers with local and Department community and public relations tasks.

### **DIVISION LIAISON OFFICER**

Each division will have a designated Liaison Officer (Battalion Chief). These Battalion Chiefs will be the coordination point for the Battalion Liaison Officers (Captains), regardless of platoon assignment, in their respective division. The Division Liaison Officer will receive guidelines from the Office of the Chief Engineer through the Community Liaison Officer. The Division Liaison Chiefs will communicate policy, coordinate and provide guidance as to the overall Community and Public Relations effort.

### **BATTALION COMMUNITY LIAISON TEAM**

Each Battalion will have a designated Liaison Officer on each platoon. This member will act as the Battalion Coordinator for Community and Public Relations. It is intended for this officer to coordinate with Company Officers in meeting the particular Community and Public Relations needs of each district and the battalion. The Liaison Officer will also function as an information "Control Point for information to and from the community.

The Liaison Team is completed with members from the Fire Prevention Bureau (FPB) and other department resources. The FPB component will include an Inspector from whichever FPB Districts are affected in a Fire Stations District. Similarly, the EMS District Captain for that Battalion will also be represented.

## **REQUESTS FOR COMMUNITY EVENTS**

Each year, the Fire Department receives many requests for participation in community events. These requests range from a simple block club party to parades. When receiving such requests from the community, they should be documented at the concerned Station and/or Battalion. As part of our decentralization, each request should be handled at the lowest level possible. Only those requests requiring the Chief Engineer's approval shall be forwarded in writing to Department Headquarters.

Each event must be carefully evaluated as to the purpose, intent, and level of Fire Department participation requested. Considerations regarding the impact on Fire Department operations should always be a concern. The following guidelines are to assist Battalion Commanders and Company Officers in handling requests that are forwarded through a Battalion Office:

1. Chief Engineer (CE) approval is required for:
  - a. Outside request for Ride Alongs (see p. 14).  
(Apparatus for Homecoming, Ride-On's, etc., CE approval not required)
  - b. Commercial use of Fire Stations or apparatus use.
  - c. Requests for the CE to appear in person (notify Captain in the Community Service Unit or Community Liaison Officer).

2. Bureau Commander (Emergency Services) or Deputy Department Commander (DDC) approval is required for:

- a. Requests for companies to be placed out-of-service CAV when OCD is unable to approve.
- b. Rescue Ambulances CAV at events. The responsible Battalion Chief and EMS District Captain shall also be notified by telephone.

NOTE: Rescue Ambulances shall normally remain available during community events.

3. Division Commanders' Responsibilities:

- a. Division Commanders should attend the following events:
  - When the Chief Engineer is requested, but unable to attend
  - Events where the Division Commander is requested
  - When representation would reflect positively on the Department
  - Those events that affect the Fire Department politically
- b. Be directly involved with Council Members and their respective staff Regular visits to Council Field Offices are strongly encouraged.
- c. Facilitate all extraordinary requests that may affect another Division, Bureau, or the Department. If the request cannot be fined at the Division level, notify either the concerned Bureau and the Community Service Unit or the Community Liaison Officer.
- d. Administer citizen and community "Awards of Merit", i. e., "Letter of Appreciation", "Special Commendation" etc.
- e. Shall be the control point for community requests, i. e., those that come from Administration, Council Offices, Community Groups, Battalion Office, etc.
- f. Review the quart quarterly Community Liaison Reports prior to forwarding to the Department's Community Liaison Officer.

4. Battalion Commanders' Responsibilities:

- a. Shall notify their respective Division Commanders of any event that:
  - is politically sponsored
  - Elected Officials may attend
  - the Chief Engineer is expected to attend
  - another agency or department head is expected to attend
  - when deemed appropriate as determined by the Battalion Commander
- b. Process and personally contact the requester, acknowledging receipt of all requests that are forwarded to the Battalion Office within 24 hours or as soon as practical, of receipt of request, regardless of shift responsibility. Battalion Commanders shall make contact with the requesting party, even though Company Officers may actually handle the requests. Coordinating events between Battalion Commanders may be best served by maintaining a mutual community event and training calendar.
- c. The Battalion Liaison Officer maintain a log of contacts established at the Battalion level. Update information as needed Significant contacts should be visited at least quarterly. initiate contacts including, but not limited to: Community Group Leaders, Council, and the Mayoral Field Deputies, LAPD Station Commanders and their Community Service Units, School Principals, Chamber of Commerce Boards, local newspaper, radio station contacts, and various local business owners. Each Battalion Commander on each platoon shall personally introduce themselves to their respective Council Field Deputies and maintain contact on a periodic basis in person or by telephone. Council Field Office representatives should be contacted quarterly.

NOTE: Some of the events and requests received may actually be in another Battalion; however, it is much easier for us to track down the correct resource than for the Field Deputy.

- e. Battalion Commanders should attend the following meetings when possible: Chamber of Commerce, Neighborhood Watch Groups, Town Hall, and any Fire Department Awards presentation involving one of their members or being held their district.
  - f. Encourage Fire Stations to establish an Explorer Post.
  - g. Encourage and ensure that Fire Stations initiate and participate in community activities within their districts.
  - h. Author the community "Letters of Appreciation" for outstanding members of community the Division Commander administers and manages the presentation when appropriate).
  - i. Request Photo/Video Services Unit to document various community awards presentations as deemed appropriate, also may use Battalion cameras.
  - j. With the concurrence of the Division Commander, determine the appropriate uniform (per the Manual of Operation) to be worn at individual events.
5. Notification and Scheduling of Events: Scheduling events and making proper notification can be very difficult if all parties involved are not informed. Each event must be treated as if the media may be present. The following steps should help in eliminating confusion and misunderstandings: a. All verbal requests received by Fire Stations for community events should be logged. Inform the Battalion Commander and handle at the Battalion level if appropriate

- b. Battalion Commanders who receive requests shall make the determination as to what resources and/or personnel are required to fulfill the commitment. If the event appears to be politically oriented or elected officials and the media are expected to attend, the Division Commander shall be notified.
- c. All requests shall be forwarded to the proper resource as soon as possible for processing. The contact person requesting Fire Department participation should be notified within 24 hours, or as soon as possible thereafter, regardless of platoon involvement.
- d. A tracking form (see Appendix) should be used to notify the respective Fire Station(s). This form will specifically identify the activities requested and the type of event. A copy of the letter of request should be attached for all parties involved.
- e. Prior to committing companies, the Battalion Calendar shall be reviewed. Proper notifications shall be made if fulfilling a request will cause resources to be CAV. OCD, B/C or Floor Captain approval is required for CAV status.

NOTE: Companies shall not normally be placed CAV. Examples of CAV events are: Parades, Elected Official Events, and events that are directed by the Department to be CAV.

- f. After Battalion has approved the event, the respective Fire Station(s) should be notified as soon as possible for scheduling. Copies of all written information should be forwarded to all resources involved.

NOTE: If conflicts arise during scheduling, i. e., scheduled training on the day of an event, the Division Commander shall be notified. If possible, an alternate plan or different resources shall be provided to fulfill the request.

- g. Once a Battalion Commander determines that a request absolutely cannot be fulfilled by the Department, they shall immediately notify the requesting person and explain the circumstances.

NOTE: The Battalion Commander should arrange an alternate plan or date if at all possible.

### **RIDE-ALONG/RIDE-ON CRITERIA**

Each year, the Department processes many requests for Ride-Alongs on Fire Department apparatus. These requests come from fire service professionals, journalists, photographers, scriptwriters, city officials, private citizens, etc. In order to clarify our role in providing these Ride-Alongs, guidelines have been established.

The LAFD allows fire and emergency service professionals to Ride-Along with field resources to assist other public safety agencies in accomplishing their specific organizational goals. In addition, the Department approves Ride-Alongs for writers, camera crews, reporters, elected officials, etc. The Department also permits individuals to Ride-On apparatus in community events such as parades, homecomings, fairs and festivals. The following guidelines are designed to assist you handling your Ride-Along and Ride-On requests.

### **RIDE-ALONG/RIDE-ON GUIDELINES**

#### Ride-Along

#### Fire Service-Emergency Professionals

- All requests for Ride-Alongs must be made in writing to the Chief Engineer at the following location:

William R. Bamattre  
Chief Engineer and General Manager  
Los Angeles City Fire Department  
200 North Main Street, Room 1020  
Los Angeles, California 90012  
Fax # 213 485-9884

- Requests made from fire service professionals must be accompanied by an introductory letter with the reason for the Ride-Along from the requestor's Fire Chief. In addition, the requester will need a release of liability from the department/organization on the appropriate letterhead and with a responsible party's signature, before permission for a Ride-Along will be granted.
- Ride-Along requests shall be made in writing, a minimum of 14 days prior to the date of the desired visit. In the event circumstances do not permit the time frame to be met, a verbal request may be considered by the Chief Engineer through the Community Liaison Office.
- The Ride-Along will be a one time only, two-day maximum stay. Extenuating circumstances requiring longer stays may be considered by the Chief Engineer.
- Ride-Alongs for fire service professionals are for observation of emergency operations and training only. Participation in training exercises must be requested and approved at the time of the original request and an indemnity agreement furnished.
- LAFD Indemnity Agreement must be filled out by Station Commander or Company Officer.

#### **Other Requests (Non-Fire Service Professionals)**

- Requests will be approved on an individual basis, i.e., writers, camera crews, reporters, elected officials, etc., by the Chief Engineer. Requesting party must show the need for a Ride-Along. Additionally, writers/journalists must submit a script, outline, or treatment of proposed project.
- No associates, relatives, or friends of members on the Los Angeles City Fire Department shall be permitted to ride-along unless they meet the Ride-Along criteria.
- No Fire Explorers or Trainees of reserve firefighter programs from other fire departments will be permitted to ride-along.
- No participation in emergency activities by visitors on a Ride-Along shall be permitted. Ride-Alongs shall be for observation purposes only and not to exceed eight hours.

#### **Civilian Ride-On**

- All requests for rides on Department apparatus shall be approved by the affected Battalion Commander. Unusual requests received by field personnel and/or those in question shall be forwarded to the Bureau of Emergency Services for approval.
- The Ride-On shall be one time only and of short duration.

- LAFD Indemnity Agreement must be filled out by the Station or Company Commander prior to permitting the Ride-On.
- The Company shall remain available during the Ride-On and under no circumstances shall the LAFD response criteria be compromised. The apparatus shall remain in close proximity to the Company members displaced by riding guests.
- Station or Company Commanders shall require that persons allowed to Ride-On the apparatus be seated in the cab or jumpseat with seat belt fastened.
- The above criteria in some cases cannot be fulfilled, i.e., parades, homecomings, etc. Responsible Officers shall insure that all persons allowed to participate on the Ride-On be located in a safe location on the apparatus and the apparatus proceed at minimal speed. For these types of events, the apparatus shall be CAV, with approval of the B/C and OCD.
- Persons allowed to participate in a Ride-On are not allowed to accompany the affected Company on any responses, emergency or non-emergency.

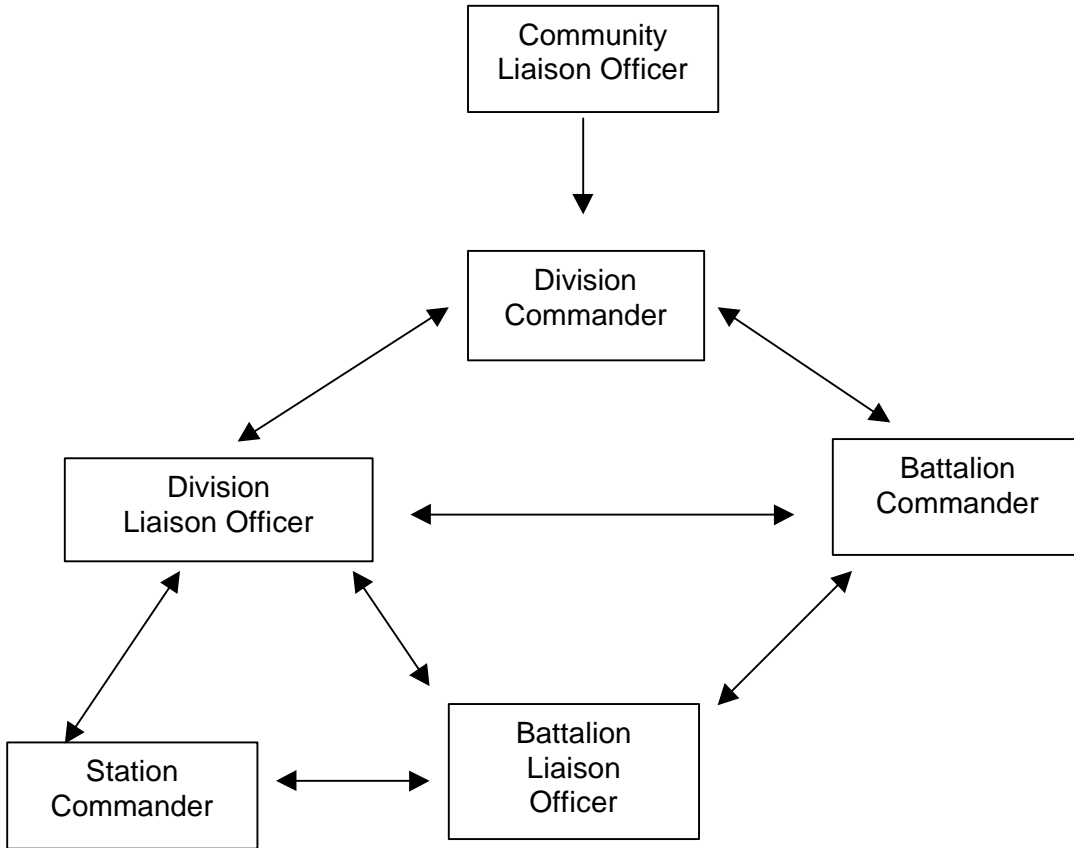
**ACTIVITY SUGGESTIONS FOR BATTALION  
AND COMPANY COMMANDERS**

- Cardiopulmonary Resuscitation training (CPR)
- Fire safety education for the home
- Free blood pressure checks
- Organized athletic activities for children and teens
- Smoke detector maintenance and installation programs
- Victim Assistance Program
- Food and clothing drives
- Fire station safe house program
- Have fire stations available for community events such as:
  - Block Club meetings
  - Neighborhood Watch Meetings
  - Special Events for Community Groups
- Provide career days at fire stations or participate at locations provided by the organization.
- Reinstate mentor/counselor program to assist local schools and groups dealing with troubled youth:
  - Homework programs
  - Big Brother/Big Sisters Program
  - Other Mentor/Counselor Programs
  - After School Literacy Program

- Attend community events such as:
  - Barbecues/Bake Sales/Church Bazaars
- Assist with youth group fund-raisers:
  - Car wash
  - Candy sales
- Make contact with Council Office to review upcoming council events and participate (all that is necessary is Department representation).
- Promote the Heart Attack Rescue Training (H.A.R.T.) Program for High Schools
- CPR instruction and/or blood pressure readings for the community at Fire Stations or at community events, i. e. provide CPR instruction to coaches, Regular Division Newsletter which includes upcoming fire department events, in station and Department wide and also would include quarterly safety message.
- Contact the local Health Agencies for programs that station members can participate in, i. e., Safety Fairs, Health Fairs.
- Informational handouts to be funneled through:
  - Schools
  - Churches
  - Community Groups
  - Senior Centers
  - Safety Fairs
- "Adopt-a-Program"
  - Schools
  - Local sports team (little league, soccer, etc.)
  - YMCA and YWCA
  - Community fund-raising events, etc.

## INFORMATION PATHWAYS FOR COMMUNITY REQUESTS

Requests and the response to requests can be generated at any level. Open lines of communication must be maintained in order for the requests to be properly handled ultimately which will benefit both the Department and the community we serve.



<b>Station Commander</b>
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Upon receiving notification of an upcoming community event, the **Station Commander** shall:

- Verify the first-in district of the event.
- Identify the possible levels of Fire Department commitment to the event.
- Determine the number of resources necessary to attend, i.e., number of companies, specialized staff members and/or chief officers.
- Check the Battalion and station calendar for conflicts in scheduling of resources.
- If the Fire Station can handle the event, notify the Battalion Chief of the event (if needed), and coordinate event with the assistance of the Battalion Liaison Officer (if necessary). If the Fire Station requires additional assistance, confer with the Battalion Liaison Officer.
- Contact the Community Liaison Officer or the Community Service Unit telephonically for requests that require the Chief Engineer's attendance.
- Submit summary of event to the Battalion Liaison Officer.

<b>Battalion Commander</b>
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Upon notification of an upcoming g event from the Station Commander or Battalion Liaison Officer, the **Battalion Commander** shall:

- Compare event against the mutual Community Event and Training Calendar.
- Acquire Bureau Commander's approval for changes in company status (CAV) if needed and contacts OCD to change status.
- Makes contact with the organization requesting Fire Department involvement and logs-in the contact on the "Contact Sheet".
- Notify Division if attendance is required.

**Battalion  
Liaison  
Officer**

Upon receiving notification from the Station Commander of an upcoming event, the **Battalion Liaison Officer** shall:

- Maintain a calendar of community events.
- Coordinate with and assist Station Commander in preparation for the event.
- Verify the number of resources needed.
- Determine if media and/or politicians will be involved in the event and, if so, notify the Battalion Commander.
- If unclear on planning or implementation, contact the Division Liaison Chief

**Division  
Liaison  
Officer**

The **Division Liaison Officer** shall:

- Communicate policy, coordinate, and provide guidance on the Department's Community Relations program.
- Relay current status of events in the Division to the Division Commander.

**Division  
Commander**

Upon notification of an upcoming event from the Community Liaison Officer or the Battalion Commander, the **Division Commander** shall:

- Monitor and evaluate the community relations program in the Division.
- Direct and supervise the Division Liaison Officer.

**STATION**  
**COMMUNITY RELATIONS ACTIVITIES**  
**TRACKING SHEET**

<b>DATE</b>	<b>EVENT DATE</b>	<b>ORGANIZATION/CONTACT</b>	<b>TELEPHONE NUMBER</b>	<b>DISPOSITION</b>
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**BATTALION**  
**COMMUNITY RELATIONS ACTIVITIES**  
**TRACKING SHEET**

<b>DATE</b>	<b>EVENT DATE</b>	<b>ORGANIZATION/CONTACT</b>	<b>TELEPHONE NUMBER</b>	<b>DISPOSITION</b>
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**DIVISION**  
**COMMUNITY RELATIONS ACTIVITIES**  
**TRACKING SHEET**

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**APPENDIX A**  
**SHORT TERM PROGRAMS**

## **BOOK DONATION**

### **PURPOSE**

To provide a convenient point to collect books for distribution to the libraries in various communities. Enables community members to interact with the firefighters at the fire station.

### **PREPARATION**

- Contact local library staff to discuss the objective of the book drive, and how to implement this program
- Schedule the dates and time of event
- Contact the local Council District Office and advise them of the program
- Contact the news media to promote program
- Identify all participating stations - street address and directions if needed
- Provide a sign-up sheet to send thank you letters to book donors and to use as reference for future book drives

### **EVENT**

- Set up book bins or tables in fire stations for drop off of books by donors
- Have firefighters/cadets available for personal thank you to donors
- Set up storage location for books brought to the fire station
- Make arrangements with Department of Libraries for transportation of books from fire stations to local libraries either by library personnel or firefighters
- Arrange to photograph firefighters receiving books at the station or making deliveries of books at the library

### **POST EVENT**

- Collect sign-up sheets
- Send thank you letters to all participants
- Hold meeting to discuss the event and what can be done to make it more effective in the future

## **CHARACTER DAY PICNIC**

### **PURPOSE**

To help instill in children the important values which professionals uphold when providing service to the community. To involve firefighters in helping to instill these character building values through interaction with the youths in the local community.

### **PREPARATION**

- Contact the Character Counts Organization
- Contact the local Council Office and advise them of the event
- Contact local churches, schools, children's centers, or other youth agencies that may have youths that can benefit from outside activity such as participation in the character builder event.
- Contact other agencies and invite them to join in the character builder event - police officers, park rangers, medical, and legal professionals, city officials as well as parents interested in participating
- Arrange for appearances by reputable characters, i. e., Sparky, Smokey the Bear, an Abe Lincoln look-alike, etc.
- Choose a park site with sufficient space to accommodate the event as well as fire apparatus and other vehicles use for static displays; adequate parking for buses.
- Prepare banners for use in demonstrating the six "Pillars of Charters" - RESPECT, TRUSTWORTHINESS, RESPONSIBILITY, FAIRNESS, CARING, and CITIZENSHIP
- Have children participating bring a sack lunch, or explore possibility of a local group or business providing lunch.
- Provide a sign-up sheet for all agencies (or individuals) involved for future reference.

### **EVENT**

- Set-up six separate areas - one for each work of the "Pillars of Character".
- Have participating agency representatives do a short presentation on one of the words.
- Relate the word to their 'profession as an important trait or character builder for the children.
- Rotate the children to each display and repeat the presentations.
- Have the picnic in a setting where there is as much interaction between the children and adults as possible.

### **POST EVENT**

- Collect all sign-up sheets.
- Discuss with event participants the merits of the program and ways to improve the event and increase numbers of agency participants as well as children participants.

## **CHRISTMAS TREE PICK-UP**

### **PURPOSE**

To improve community relations by taking a proactive role in reducing fire hazards posed by discarded Christmas trees. Assisting with the removal of trees will curtail a potential source of fires, burn injuries to children, and nuisance to the community.

### **PREPARATION**

- Choose a day and date after the holidays
- Make arrangement with the Department of Parks and Recreation to arrange a site to receive discarded trees.
- Contact Block Club Captain and community volunteers to support the event
- Invite retired firefighters to assist by driving city provided vehicles
- Contact Explorer Scout Posts and arrange for assistance
- Contact the local Council Office and apprise them of the event organized by the local firefighters
- Contact the local media - television, radio, and newspaper

### **EVENT**

Select areas and occupancies in the district that can benefit most by reducing the potential for fires.

- Convalescent homes
- Churches
- Day care facilities
- Elderly homeowners
- Vacant lot

Provide a sign-up sheet for the Block Club Captains' and community volunteers. This will serve for a future reference list for other events and activities. Remove discarded trees from sidewalks, curbs, alleys to a designated disposal site.

### **POST EVENT**

Discuss the impact of the Fire Department's involvement with this type of event with residents in the community. Find other projects of mutual concern that will result in immediate community improvement and be of mutual benefit.

## **COMMUNITY PRIDE DAY**

### **PURPOSE**

To establish closer ties with and to contribute to the upkeep of the community. To assist in making improvements which serve to benefit the community and enable firefighters to become better acquainted with the residents they serve.

### **PREPARATIONS**

Select date for the event

Set inclusive times for the event 3 to 6 hours

Create a flyer with pertinent information

Request the services of the local Fire Explorer Post

Arrange the use of plug buggies or stake bed truck from the Shops

Notify Council Office and community groups (Chamber of Commerce, Block Clubs, Men and Women's Associations, Boy Scouts or Girls Scouts, Youth organizations)

Contact local television and newspaper

Distribute flyers in the area selected for project

Provide a guest sign-up sheet for volunteers from the community that participate in the event.

Specify what activity will be targeted.

- Vacant Lot Clean-up (prior contact of owner necessary)
- Hydrant Painting
- Tree Planting

Procure materials needed - paint, gardening supplies, tools, lumber, etc.

Procure food and refreshments for the event

- Fast Food donation
- Neighborhood Association
- Church groups

Establish location for meals

- Fire Station
- On site
- Church/school
- Park

### **EVENT**

- Meet at designated area for activity to be performed
- Fire Department Personnel to supervise, provide direction, and support efforts. Observe safety guidelines for Explorers and all involved parties.
- Have meal or refreshments served at appropriate time

## **POST EVENT**

- Collect sign-up sheets. The sign-up sheet will serve as follow-up and a resource of contacts for future activities
- Evaluate the effectiveness of the event.

## **COMMUNITY DAY**

### **PURPOSE**

To establish closer ties with the community that we serve. To become more proactive and responsive to the needs of the community. Provide tips on various Fire Safety subjects.

### **PREPARATION**

Select date for the event

Set inclusive times for event three hours max. 11- 2 P.M.

Create a flyer with pertinent information regarding the event

Notify Council Office

Distribute Flyers in District:

- Go door-to-door on Fire Station Block
- Contact Local Schools, Churches, Grocery Markets
- Engine Company and Rescue drive district and hand out flyers - talk up event with people that you meet

Limit flyers distribution to a manageable number of responses

Procure refreshments to be served

Select video on Fire Safety

- Sparky Video - 10 minutes, available through School Outreach Program
- Fire Department Video Available in Station Library
- Provide a guest sign-in sheet which will serve for future events and community contacts.

### **EVENT**

Play videos continuously for entire period of activities

Place Fire Safety Literature in visible location (available through Disaster Preparedness Unit)

- Fire and Earthquake Safety
- EDITH
- Neighbor Helping Neighbor

Provide a guided tour of the station:

- Engineer shows apparatus
- Firefighter displays and talks about equipment
- Companies to remain available
- Use Explorer Scouts to provide, assistance and for security

## **POST EVENT**

- Review areas where improvements can be made to make event more successful Make notification to Department regarding unusual occurrences

## **FOOD/CLOTHING DRIVE**

### **PURPOSE**

To assist in the collection of food and clothing for needy in the community. Provide a convenient drop off place and temporary storage location for non-perishable food items as well as clothing. Firefighters take a proactive role in assisting with needs of the community.

### **PREPARATION**

- Select the beginning and ending days for the event (could be on-going)
- Identify agencies that will be available to pick-up items brought to the Fire Station.
  - Hospitals
  - Community Centers
  - Shelters for Homeless
  - Batter Women Centers
  - Children Homes
- Notify the Council Office of the Program
- Notify Local Charities, Block Club Captains, Local Schools
- Provide a sign-up sheet for reference and future contacts

### **EVENT**

- Use Public Information Officer to make public service announcements regarding drive
- Have local news media on hand during kick-off of event
- Provide collection bins for food and clothing
- Have firefighters/cadets available for personal thank you to donors
- Identify storage space in the station participating in the food and clothing drive.
- Bag clothing/box food at collection points
- Schedule pick-up at regular intervals

### **POST EVENT**

- Collect sign-up sheets for future reference
- Review areas where improvements can be made to make next event more successful

## **GUESTS AT THE FIRE STATION**

### **PURPOSE**

Provide a guide for entertaining guests for an evening at the fire station. Guest maybe dignitaries or other special honored guest. The key to the evening is to make the guest feel as welcomed as possible. The evening should take a minimal amount of effort for a maximum of returns.

### **PREPARATION**

- Coordinate with guest in arranging dates and times for visit.
- Give explicit direction to Fire Station and parking instructions
- Have greeters/escorts waiting on apron for the arrival of guests
- Upon arrival, escorts guests to the recreation room where other firefighters (properly attired are gathered to engage in small talk until all guests have arrived.

### **FORMAL VISITATION COMMENCES (30 MINUTES PRIOR TO DINNER)**

- Station Commander gives opening welcome
- Introduction of Battalion Commander, other officer and station members
- Show prepared video about the Los Angeles City Fire Department.

### **EVENT / DINNER**

- Guests should be served first or head buffet line
- Intermingle firefighters with guest at each table (avoid whole tables of either guests or firefighters)
- Offer a beverage to each guest - soda, coffee, tea or water
- Serve dessert
- Toward the end of dessert have one or two firefighter come into kitchen dressed in full turnouts and breathing apparatus for a short demonstration. Have several members explain their positions on the Fire Department and a little personal information if they desire.

### **POST EVENT**

- Extend invitation to guest for a station house and apparatus tour
- Divide guest into smaller groups, if necessary
- Allow guests to sit on apparatus, try on turnouts, take pictures
- Coordinate an actual ride on the apparatus if practical. Consider all safety precautions
- When tours are completed, invite all guests back to the recreation room for the conclusion of the evening
- Encourage a question and answer period
- Upon completion extend company regards to the guest and escort guest to their vehicles.

## HEALTH AWARENESS DAY

### **PURPOSE**

Provide a free health awareness program to selected communities. Enable members of the Fire Department to interact with the community and enhance the relationship of the Fire Department in the communities served.

### **PREPARATION**

- Select location for event
- Select the date and time of the event
- Notify the local Council Office
- Contact HMO's and other potential participants: Local Hospitals, Clinics, L. A. County Health Van, City Rescue Ambulance with Paramedics, Health Professionals, Nurses
- Determine the extent of participation by health care workers for set up of event
- Prepare and distribute flyers in community
- Make announcements through local media if appropriate
- Provide a sign-up sheet for participant for reference and contact for future events.

### **EVENT**

- Set up booths for participants
- Set up static displays
- Demonstrate CPR techniques
- Provide health tips on maintaining proper weight through diet and exercise
- Provide health related literature
- Contacts sponsors/manufactures for give away items
  1. Health product samples
  2. Personal hygiene items

### **POST EVENT**

- Collect sign-up sheets
- Send thank you letters to all participants

## **EXERCISE PROGRAM OPERATION JUMP START**

### **PURPOSE**

To create interaction and involvement with the community through calisthenics exercises. To maintain a positive rapport between the Fire Department and the youth in the community.

### **PREPARATION**

The local Fire Station working through the school district would make contact with the Physical Education Department(s) or Principal(s) of the local elementary school(s)

Extend an invitation to the local school to schedule a morning visit to the fire station to exercise with the firefighters.

- Set date and time
- Determine the number of visitors that may come for the session. Have firefighter standing to receive guests at the station.
- Have visitors sign waivers
- Provide refreshments for the guests water, juice, Gatorade
- Provide a sign-up sheet for reference and contacts for future events.

### **EVENT**

Visits to the Fire Station should be schedule during normal exercise times, preferable the morning between 8:00 to 10:00 am or in the afternoon 1:00 to 3:00 p.m.

- Welcome the group to the fire station
- Introduce the Captain and the other members of the station
- Have firefighters properly dressed for physical fitness exercises
- Identify a firefighter to properly demonstrate the exercise and lead the group through each exercise
- During the cool down period, give short talk on fire safety or show video (Stop, Drop and Roll, etc.)

### **POST EVENT**

- Collect sign-up sheets
- Evaluate effectiveness of program

The program can be expanded to include Boy Scout and Girl Scout Troops, church programs for youths, group homes for developmentally disabled children, and any other viable youth group.

## **KIDS TO CAMP SUMMER PROGRAM**

### **PURPOSE**

Provide an opportunity for firefighters to interact with youth in the community and to sponsor them to a learning experience at summer camp.

### **PREPARATION**

- Contact community organizations (churches, youth groups, family counseling centers, personal contact through an emergency incident) to identify potential candidates
- Age group: 8 - 15 years
- Assess needs of identified youths and determine who will most benefit from the camping experience
- Make contact with local businesses or other agencies that will help with cost
- Determine how many candidates can be sponsored with contributions received
- Get criteria from camp with regard to camping needs (equipment, clothing, permission slips, etc.)
- Stagger group travel throughout summer months
- Make necessary arrangements for transportation
- Bring in media if possible

### **EVENT**

- Collect permission slips from parents
- Meet with camp counselor(s)

### **POST EVENT**

- Have children visit fire station to talk with firefighters about their camping experience.
- Collect forms used for future reference
- Track students school progress through community agency, church, Community Block Captain, etc.
- Send thank you letter to all supporters
- Photograph children with firefighters to use in future solicitations of sponsorships

## **FIREFIGHTER LANGUAGE LESSON**

### **PURPOSE**

To assist firefighters serving in various communities with effective communication with non-English speaking residents. To enable firefighters to become better acquainted with individuals in the community and to improve community relations.

### **PREPARATION**

- Invite community representatives from local schools, community groups, local businesses, and local Council Office to the Fire Station for a meeting to discuss language interpretation problems which exist.
- Identify individuals willing to assist in teaching predominant language of the community.
- Set dates and times for training - approximately one hour each session
- Get each shift involved - Saturdays may be best day to couple with other training activities.
- Use training room at the Fire Station
- Provide a guest sign-up sheet which will serve as a list of community contacts for future activities.

### **EVENT**

- Session should stress the fundamentals of the language(s) to be learned
- Establish "word or phrase" list pertinent to emergency or fire prevention inspection.  
"What's burning?"  
"Where does it hurt?"  
"Fire Extinguisher!"
- Have Fire Department material reprinted in the language appropriate for the community
- Assure the residents of the Fire Department's commitment to the Community.
- Press Relation: Notify the local radio and newspaper of progress and mutual benefits of the training.

### **POST EVENT**

- Evaluate the on-going benefit of the program with regard to the community served.

## **SCHOOL MENTORING**

### **PURPOSE**

Enable firefighters to serve as strong role models for those students who demonstrate an interest in their future. Assist students in choosing productive career paths. Be supportive of the youth in the community.

### **PREPARATION**

- Station Commander contacts school administrators to identify students who wish to participate
- Introduce students to the Fire Department personnel at a school meeting.
- Firefighters set times and convenient locations for students to meet with the firefighter
- Arrange for the students to visit the Fire Station for periodic meetings to discuss concerns and progress.
- Firefighters should discuss any deficiencies that may impact students goals, family environment, attendance, and character

### **EVENT**

- Contact the school counselor to determine where the student can benefit most from interaction with the firefighters.
- Have student meet with firefighter at the station for one hour during the segment.
- Share experiences that have lead to successful endeavors, i. e. school activities, sports, part time jobs etc.
- Find out the needs of the students that may present a barrier to his or her succeeding.
- Find areas in school for incremental successes.
- Build incentives for success, provide rewards for good work, or other achievements

### **POST EVENT**

- Maintain contact with the school administrator or counselor for progress of the student
- Keep a current list of school contacts for follow-up after student advances to next class or graduate.

## **SAFE KIDS BICYCLE RODEO**

### **PURPOSE**

Promote injury prevention by teaching safe biking tips and techniques to young children.

Involve participation by members of the Fire Department in this pro-active safety Program.

Introduce members from the local fire station to various persons in the proactive community to improve community relation.

### **PREPARATION**

- Schedule the date for the event
- Set the time (i.e., 9:00 to 12:00 A.M.- 3 hours max.)
- Notify the Council Office
- Create a flyer with the information regarding the event
- Distribute the flyers at the local school, churches, library
- Keep rodeo to a manageable number of participants
- Saturn Automobile Dealerships support this program and funds are available for these events.
- Chose the location and obtain permission to conduct the event.
- Event site should be visible, and providing a safe area for the children, their parents, and others observes
- Lay out a riding course for the bicyclist participating in the safe rodeo.
- Have safety equipment available for demonstration (helmets, pads)
- Reserve Quaky Shaky Van
- Have Sparky present
- Provide Fire Safety literature
- Have parents sign waivers
- Provide a sign-in sheet which will serve for future reference and community contacts.

### **EVENT**

- Have rescue on site for possible injuries
- Have refreshments punch and plenty of water
- Encourage the local business to be a sponsor
- Have prizes for the participant
- Have give - aways for all participants: coloring books, red plastic fire helmets, balloons

### **POST EVENT**

- Collect sign-up sheets for future reference.

## **TALENT SHOW**

### **PURPOSE**

Provide an opportunity for young people to display their talents. To develop and enhance communication skills, self esteem. Increase the visibility of firefighters in the community and their involvement with the school activities.

### **PREPARATION**

- Contact School Administrators, Community Youth Groups
- Identify sponsors to donate prizes for participants
- Use the company name as a sponsor and community supporter for the event as advertisement
- Select dates and times that are most convenient
- Work with school administrators regarding facilities and seating arrangement and other accommodations, music, and lighting.
- Identify Categories: Dance, Song, Instruments, Open (creativity)
- Provide sign-up sheet for reference and future contacts

### **EVENT**

Judge contestants:

- Originality
- Performance
- Talent

Role of Firefighters:

- Sell tickets at the neighborhood fire stations
- Answer questions regarding talent show
- Assist judges with contestants performances
- Provide engine company to stand by at the event
- Use PIO to contact local radio and print media
- Ride on fire engine as possible prize
- Lunch with firefighters at the fire station
- Advertise event with flyers designate proceeds donated to host school

### **POST EVENT**

Discuss the event and find other activities that can benefit from the involvement of the members

from the local fire station..

## **AFTER SCHOOL TUTORING**

### **PURPOSE**

Provide assistance for students from the community who are not performing well academically and are in danger of failing classes. Enable firefighters to interact with youth to improve their skills.

### **PREPARATION**

- Station Commanders should contact the school Principal to discuss implementing the program.
- School administrators identify those students who can benefit from participation in the program.
- School personnel secure permission from the students' parents to come to the station to participate in the program.

### **EVENT**

- Student arrives at the station at the designated date and time
- Station Commander identifies firefighter(s) willing to work with the student(s)
- Station personnel help students establish goals for improvement of their grades and performance
- Chart goals of student to determine progress in specific areas
- Engage in discussion with the students to evaluate the environment that may adversely affect his or her school work
- Monitor the student progress through the school administrators

### **POST EVENT**

- Discuss the academic progress of the students in the program with the school counselor.
- Find out what changes should be made to improve the effectiveness of the program
- Maintain contact with the student(s) after the classes are completed.

**APPENDIX B**

**LONG TERM PROGRAMS**

## **EDUCATIONAL ATHLETIC PROGRAM**

### **PURPOSE**

To provide youth with structured activities within the Fire Station in their community. The program is designed to stress the importance of teamwork and discipline through involvement with three on three basketball and group discussions.

### **PREPARATION**

- Survey site for feasibility and safety
- Relocate personal vehicles in parking lot for safety
- Recruit youth from local area around fire station by word of mouth or advertising
- Establish a list of invited speakers and schedule (i.e. Council Member, community activist, educators, professionals)
- Solicit funds from local businesses and government agencies (i.e. Council Office, markets, pizza shops, fast food chains)
- Coordinate with shift on duty the day of events to ensure members will be in station in the event of emergency, options include - CAV, detailed members, off duty members

### **EVENT**

- All participants will show-up for program orientation where program and fire station rules will be discussed
- Participants must produce a copy of their last report card to ensure enrollment in school and review grades
- Participants must have a waiver signed by parents on site, prior to playing first game, no exceptions
- All games are scheduled on six consecutive Saturdays in the summer months from July to August, 3:00 to 5:00 p.m.
- There will be a total of six teams and twenty-four players who will play each Saturday. Allow the last 30 minutes for guest speaker to facilitate a group discussion on youth issues
- Members assigned to fire station can participate as mentors and coaches
- Donated team jerseys will be distributed to players and coaches
- Firefighters will draft/select teams during orientation and collectively decide team name
- Participants will be given a guided tour of fire station
- All participants are expected to remain for all group discussions
- Donated soft drinks and pizza (fast food) will be served during group discussion
- Target age of participants is 10 to 16 years old

- The playoff/championship game will be a one day event at the fire station:
  1. All members from the local community/businesses and parents of participants will be invited
  2. Donated food and drinks will be served
  3. The Chief Engineer and local Council Member will be invited as special guest speakers and presenters of Fire Department and City Council Resolutions to all participants including firefighter coaches
  4. Local media will be invited by press release
  5. Contact Photo Video Unit to photograph and video event

### **POST EVENT**

- Send thank you letters to all supporters of program
- Duplicate and send individual photographs of participants to their homes
- Discuss accomplishments and future recommendations with members assigned to fire station
- Write article about event and circulate for print to various local/national fire department magazines
- Use article as a solicitation tool to begin search for funding for next years program

## **ELEMENTARY FIRE CADET PROGRAM**

### **PURPOSE**

The program targets "At Risk" youth in an effort to teach the students to take an active role at an early age in the issues affecting their community. Through role modeling and interaction with firefighters, young cadets are involved in activities designed to build their character and self-esteem as well as teaching them fire safety messages.

### **PREPARATION**

- Fire Station members should schedule a visit with selected elementary school to discuss merits of program
- Cadets are selected by school personnel to participate in the program
- Completion of the program takes three consecutive years
- The curriculum involves three-components:
  - Third Grade - Fire safety education for their homes
  - Fourth Grade -Earthquake safety for their homes
  - Fifth Grade - Basis first aid safety

### **EVENT**

- Firefighters will arrive every week at the selected elementary school on a scheduled day and time to teach the Fire Cadets
- The program is designed to run six months from June to January.
- Each session will last one hour
- School personnel will ensure the presence and dismissal of Cadets Firefighters involved in program will teach three areas:
  - Curriculum, for that grade
  - Marching and cadence
  - Self-esteem
- A detailed member from another station can accompany fire company to the school, so that in the event an emergency occurs, the detailed member will go with the fire company leaving the station member at the school to complete the program
- Cadets will formulate their own Cadet "Creed of Commitment" designed to outline their behavior rules
- Each week a Cadet leader will be selected based on their good behavior
- Uniforms will be provided by the parents of Cadets or by solicitations from possible donors (notify parents early for location and cost of uniform)
- Fire Department management will donate Elementary Firefighter Badges
- The program will culminate with a Fire Cadet Graduation at the school site or at the local fire station

- The Chief Engineer will be invited to participate in a uniform inspection of all Cadets and present certificates to Fire Cadets and Firefighters
  - Develop a press release to disseminate to the media
  - Invite the local Council Member and businesses to attend
  - Solicit donations to provide refreshments

### **POST EVENT**

- Send questionnaire to each Cadet's parents and classroom teacher to assess any change in behavior or school work
- Send thank you letters to all supporters of program
- Discuss accomplishments and future recommendations with members assigned to the fire station
- Write article about Fire Cadet Program for distribution to local/national fire department magazines