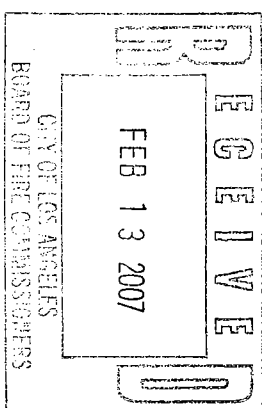




LOS ANGELES FIRE DEPARTMENT
COMMUNICATION PROPOSAL IMPLEMENTATION PLAN
MULTIMEDIA

FEB 20 2007

BFC 07-016



ITEM	ACTION STEP	TIMELINE	COSTS
Channel 35 Broadcasts	Determine date for production and message Schedule Fire Chief at studio.	1 hour to produce a 15-minute segment, including set up. Original can be delivered in DVD format	No cost
Wiki	Have monitor include message from either original or DVD	Immediate based on availability of monitor	No cost
DVD's to field	Get Original or DVD from Ch. 35 to Digital Media Services for production	1-2 day turn around based on length of original product from Ch. 35	No cost
Time Warner "video on demand"	Not discussed	Not discussed	Undetermined
Public Service Announcements	Include the LAFD "motto" in each of the 4 new Public Service Announcements	30 days- rough production of the PSA's is complete. Waiting for motto for inclusion	No cost

APPARATUS MESSAGE

ITEM	ACTION STEP	TIMELINE	COSTS
Apply "motto" to exterior of LAFD apparatus	<ol style="list-style-type: none"> 1. Identify location on each apparatus. 2. Select "motto" 	1 year. Accomplished in coordination with annual aerial ladder and pump tests	Based on the length and size of "motto"
Apply to MDC as screen saver	<ol style="list-style-type: none"> 1. Have radio monitors reprogram MDC's to display message 	Immediate. All MDC's can be programmed to display the "motto" within 30 days as screen saver Accomplished during radio rebanding	No cost
Have members provide input for LAFD "Motto" contest	<ol style="list-style-type: none"> 1. Create special notice to announce LAFD "motto" contest 2. Collect entries at Planning email address 3. Give Fire Chief top 10 choices 4. Top 3 go to field for vote for final selection 	15 days. LAFD "motto" will be selected by member's vote February 28, 2007. Top 3 will be presented to members via teletype for their vote to Planning email. Selected motto will be decided by vote of membership, and presented via teletype	No cost

WORK LOCATION COMMUNICATION TECHNOLOGY

ITEM	ACTION STEP	TIMELINE	COSTS
Establish equipment procurement/replacement system to maintain communication equipment	Not discussed	Undetermined	Undetermined

WORK LOCATION SIGNAGE

ITEM	ACTION STEP	TIMELINE	COSTS
Apply Mission Statement signage to all LAFD work locations	<ol style="list-style-type: none"> Identify appropriate areas in the Fire Stations, work locations GIS has bid out the process 	Based on the "Mission Statement". Implementation can be accomplished within 60 days at work locations	Undetermined at this time

ELECTRONIC DEPARTMENT LIBRARY

ITEM	ACTION STEP	TIMELINE	COSTS
Convert dept library to "Wiki" program	Implemented	Phase 1-Completed Phase 2-Implementation of E-COMM and remainder of Dept Library-On-going	\$11,800
Wiki requires constant review	Planning Section along with Manual and Orders will manage review and information input process	On-going	No cost

Prepared By Planning Section Captain Spence

1/22/07

WRITTEN COMMUNICATIONS

ITEM	ACTION STEP	TIMELINE	COSTS
Apply LAFD "core values" on business cards	<ol style="list-style-type: none"> 1. Identify LAFD "core values" 2. Determine which entity we will use to produce items 	Immediate "Core values" can be incorporated immediately among Command Staff and Headquarter personnel	Costs varies on process selected from \$5 per one hundred to \$40.10 per 200 from General Services
Apply LAFD "motto" to LAFD ID cards	<ol style="list-style-type: none"> 1. Identify "motto" 2. Process with General Services 	Immediate. The "motto" can be introduced to the current ID badge.	No cost
Apply LAFD "Mission Statement" to top of all forms and bulletins	<ol style="list-style-type: none"> 1. Change F-225 and F-902M to include LAFD "motto" 	Not discussed	Undetermined at this time

INTERNET

ITEM	ACTION STEP	TIMELINE	COSTS
Create single information portal for all Department information	Completed , Current information needs to be introduced into the Wiki	Completed	\$11, 800
Hire a professional web master	1. Research outside web managers to handle LAFD.org. 2. Determine budget	In progress	Undetermined
Include Message from Fire Chief	Wiki- Completed LAFD.org – not discussed	Completed	No cost
Include message from Fire Commission	Wiki-Not discussed LAFD.org-not discussed	Not discussed	No cost
Include Mission/Vision Statement	Wiki- Advise Wiki manager to include revised Mission/Vision statements LAFD.org- not discussed	Wiki- Immediate- once revised versions have been approved LAFD.org-undetermined	Wiki- no cost LAFD.org-undetermined
Include annual update of strategic plan progress	Wiki-not discussed LAFD.org- not discussed	Wiki-Immediate LAFD.org-not discussed	Wiki- no cost LAFD.org-undetermined
Include ability to view	Wiki-Determine if video-	Wiki-not finalized	Wiki-Undetermined

video message from Fire Chief and Fire Commission	streaming capabilities exists. LAFD.org-determine if video streaming capabilities exists	LAFD.org- not discussed	LAFD.org-undetermined
Include anonymous/identified employee suggestion system	Wiki-Included in Discussion Section LAFD.org-not discussed	Wiki-Completed LAFD.org-not discussed	Wiki- no cost LAFD.org-undetermined

CHIEF OFFICER VISITATION

ITEM	ACTION STEP	TIMELINE	COSTS
Establish a Chief Officer Visitation Program	Meet and Confer Issues	On-going	Undetermined
Create Visitation tracking form to be submitted monthly	Meet and Confer Issues	On-going	Undetermined
Insert into Chief Officer Appraisal system	COA meeting to change appraisal	On-going	Undetermined
Establish well defined benchmarks for unsatisfactory thru outstanding rating	COA meeting to change appraisal	On-going	Undetermined

MEMBER SUGGESTION SYSTEM

ITEM	ACTION STEP	TIMELINE	COSTS
Anonymous or known electronic submission system	Change current system for F-100 in Manual of Operations Wiki- completed LAFD.org-not discussed	F-100-Immediate Wiki- completed LAFD.org-not discussed	No cost Wiki-no cost LAFD.org-undetermined
Recommendations from findings submitted directly to Planning Section for evaluation and Implementation	Completed-Members are able to email LAFDPlanning@lacity.org or forward suggestions via F-100	Email address- Completed F-100- approval required for Manual changes	No cost

CUSTOMER SURVEY

ITEM	ACTION STEP	TIMELINE	COSTS
Mailed to recipient of LAFD service after the incident	Create bi-fold survey with 1-5 scale identifying areas of service provided	Not discussed	Undetermined
Simple brief, postage paid format to encourage submission	Use postage meter in Manual and Orders to mail out survey	On-going	Undetermined
Multiple Language	Identify most common languages spoken in LA	Not discussed	undetermined
Results communicated to our members at regular intervals	Have Planning collect returned surveys for distribution onto Wiki and Weekly Bulletin	Not discussed	No cost
Customer Service Week	In coordination with the Fire Service Day and held during May.	Survey completion- Immediate.	Postage for post card size is roughly 24 cents per 6"x4" card using bulk mail. Approximately \$1400 for mailing, cards can be created from card stock
The culmination can be Fire Service Day	Surveys to approximately 5600 customer contacts the month of May and provide survey. Surveys also available at Fire Stations and on-line.	Media Advisory should be put out immediately prior to the event start date 90 days	
Results distributed to the field			