

Memorandum

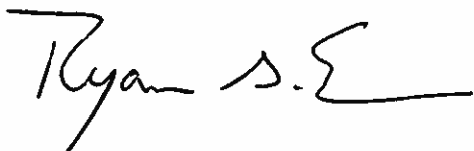


Date: November 21, 2008

To: Dr. Elba Garcia, Chair
and Members of the Public Safety Committee

Subject: Service Customization

The Public Safety Committee will be briefed on the Service Customization on December 1, 2008.



Ryan S. Evans
First Assistant City Manager

Attachments



Dallas Fire-Rescue Department

Service Customization

**James Zak
Deputy Chief
Emergency Response**

December 1, 2008



Berkshire Recommendations

- In order to meet the needs of the citizens with efficiency and effectiveness, the three lines of service – Emergency Operation, Emergency Medical Services and Fire Prevention, Education and Inspection must be integrated into one comprehensive service
- Management systems and structures need to be developed that support the synergistic nature of the services the Department provides
- Customizing the geographical services will help meet unique community needs

Our Response

- **DFR has mirrored the service districts of the Dallas Police Department, Code and Compliance, and Strategic Customer Service. DFR now has seven identical districts effective October 1, 2008.**
- **Emergency Medical Services is now under the same Assistant Chief as Emergency Operations (Emergency Response Bureau).**
- **Some Deputy Chiefs have been reassigned.**
- **Battalion Chiefs' and Station Officers' roles are being refined to allow for service changes based on public need.**
- **Research has been conducted on a Spanish Immersion Station.**
- **Life Safety is being decentralized and coordinated with Emergency Response operations.**

COMPSTAT

EMERGENCY RESPONSE

- rescue
- fire response
- high rise response

MEDICAL RESPONSE

- traditional EMS services
- mass casualty incidents
- motor vehicle collisions

INTERVENTION

- fire investigations
- juvenile firesetter intervention

PREVENTION

- code compliance inspections
- education

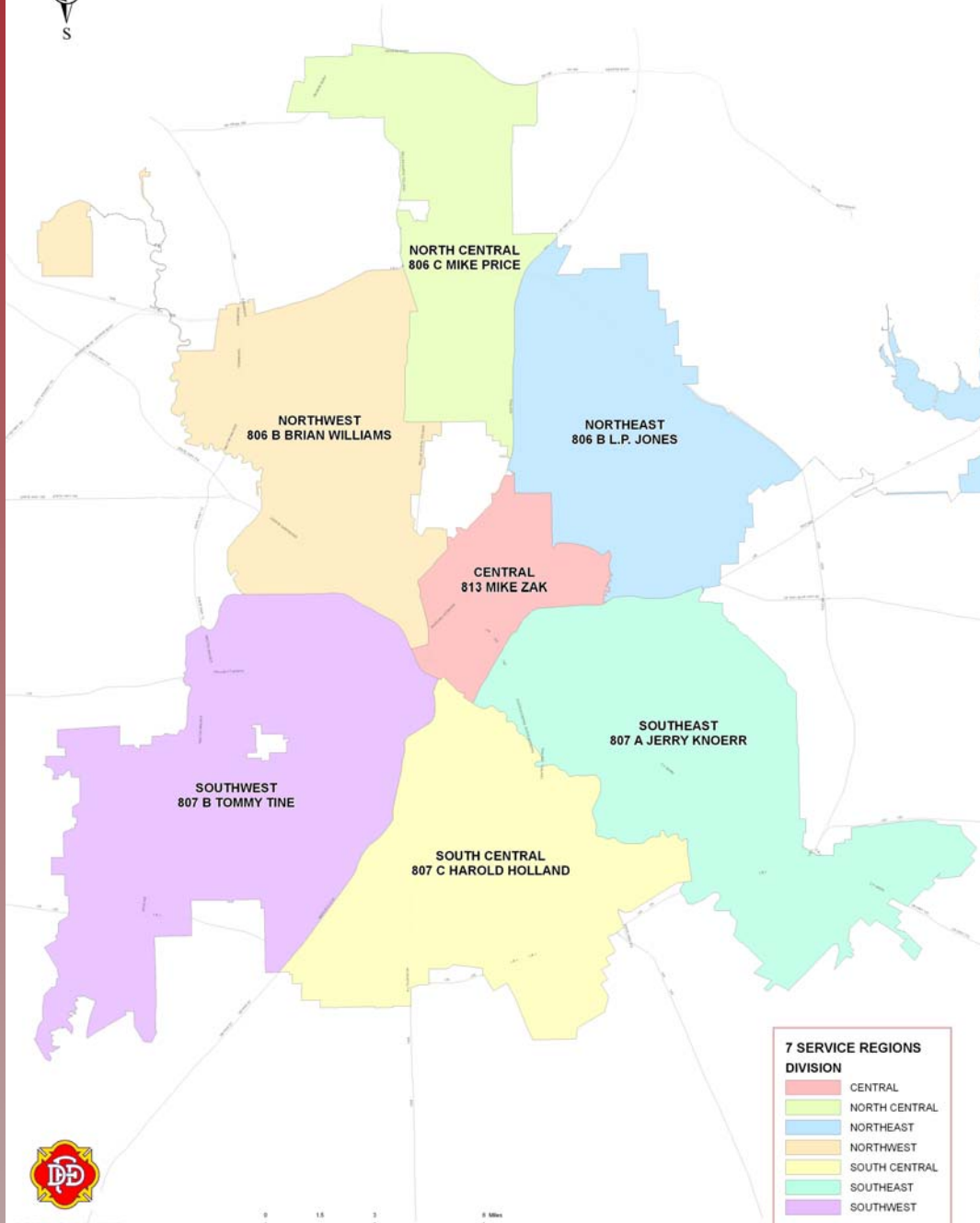
SPECIALTY RESPONSE

- haz/mat response
- water rescue
- urban search & rescue

Why Service Customization Matters

- External and internal customers identify with the service districts which facilitates understanding, communication, and cooperation
- It establishes a single point of communication (Deputy Chief) within each service district to coordinate citizen and City requests, needs, and suggestions
- It provides opportunities to collect localized data based on unique needs of each geographic service district and make changes to our service delivery

Dallas Fire Rescue



What has changed?

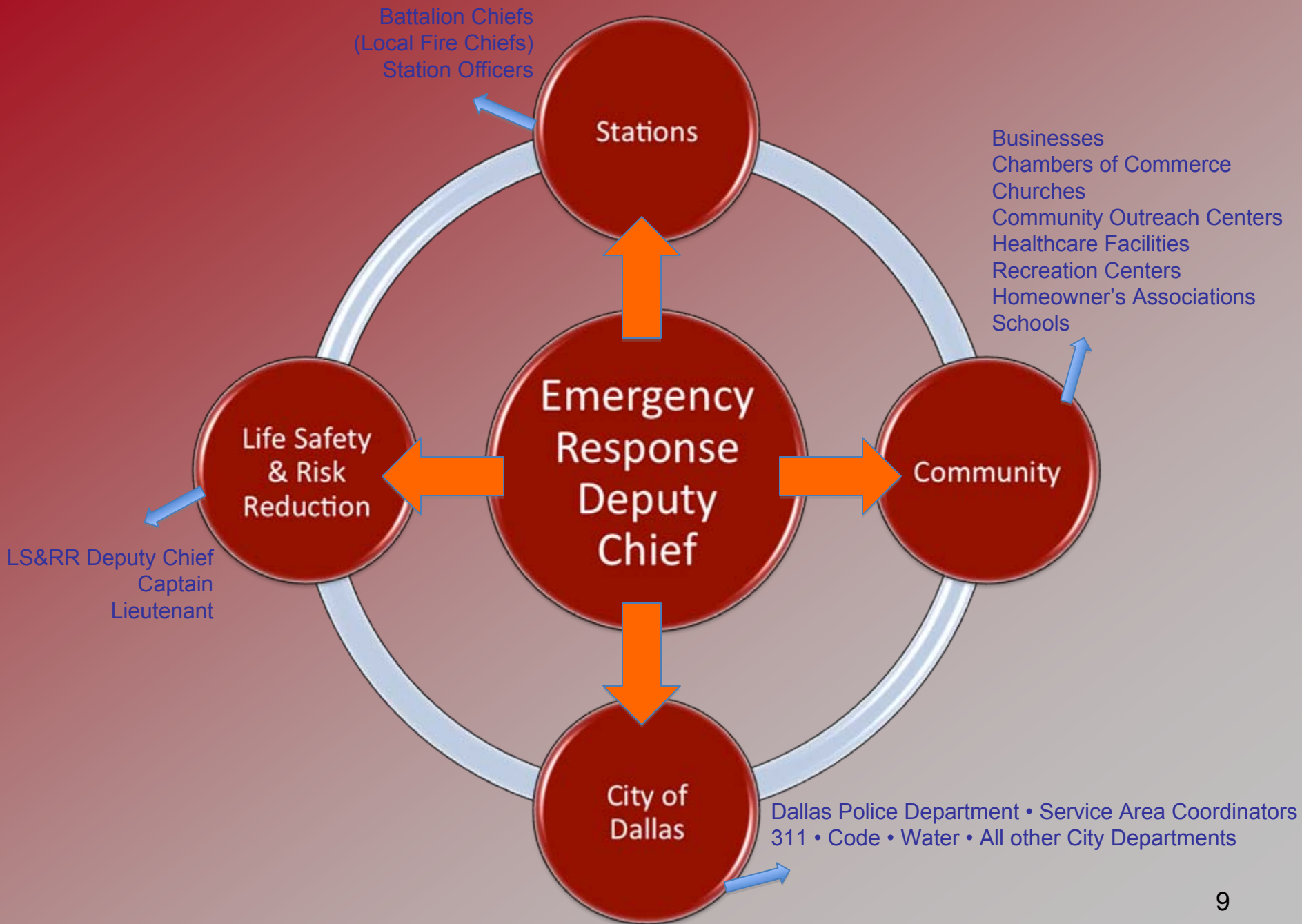
- The main role of 7 Deputy Chiefs has moved from an internal to an external focus:
 - former role – special projects
 - new role – ears and eyes of the community
- Life Safety:
 - formerly centralized at Baylor Street with minimal interaction with Operations
 - currently decentralizing via pods at stations:
 - increased communication with Operations
 - increased focus on community hazards
 - strategic focus on Haz/Mat and high rise
 - productivity tracking and increased accountability
 - specific Inspectors are assigned to stations
- We are actively seeking opportunities to educate and prevent harm

What Will Deputy Chiefs Be Doing?

(Public Servants, Risk Managers, Problem Solvers)

The face of the Department within the service district:

- **Search out public safety hazards**
- **Public relations; seek positive service opportunities**
- **Involve stations in their neighborhoods:**
 - **Open houses**
 - **Public safety fairs**
 - **Education and awareness**
 - **Community service projects**
 - **Adopt-A-Station program**
- **Maintain communication and consistency with shift Deputies**
- **Coordinate service requests for all services: Fire, Rescue, EMS, Prevention, Education, Code, Water, etc.**
- **Report activities and concerns and make recommendations**
- **Review injury prevention statistics; response time statistics**



Summary

Benefits of Customizing Service Delivery

- Improved service
- Prevention focus
- Data-driven decision-making concerning customization of service
- Better coordination with DPD, Code and other City service providers
- Improved coordination with community partners, such as the Injury Prevention Center, the Bridge, CERT, etc.
- Citizens see and interface with Public Safety Officials more
- Increase in the quality of life in our communities

Questions?

Appendix



Dallas Fire-Rescue

ORGANIZATIONAL CHART

October 1, 2008

EDDIE BURNS, SR.
Fire Chief

