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, the City that works: Diverse, Vibrant and Progressive"
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
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