

Communication Outreach Team – Deliverables

The Communication Outreach Team (COT) will expand two-way communication between the Fire District and the community by strengthening engagement channels, gathering actionable feedback, promoting accessibility, and improving internal coordination.

1. Expand Two-Way Communication Channels

Objective: Increase accessibility and meaningful dialogue between the District and the community.

Deliverables

1.1 Expand Digital Communication Presence

- Increase our social media presence on Nextdoor, Facebook, Instagram, and YouTube.
- Explore TikTok for further outreach.
- Offer opt-in email and SMS alerts on our website for safety information, district updates, and survey links.

1.2 Regular Community Interaction

- Use quarterly newsletters to communicate with the public. Direct readers to the website for further information and opportunities to provide feedback.
- Host annual community meetings (in-person and/or virtual).
- Attend HOA, neighborhood association, and community group meetings to share updates and receive input.
- Use platforms such as Facebook Live or Zoom for remote participation.

1.3 Standardized, Accessible, and Inclusive Communication

- Develop standard templates for briefings, documentation, reporting, and timelines, and follow-up summaries to ensure consistent communication.
- Ensure ADA-compliance and evaluate translation needs for possibly translating key materials and surveys into Spanish when appropriate.
- Continue outreach to seniors, low-income households, and other underserved groups to ensure they receive timely and understandable information.

Opportunity Integrated: *Using accessible materials and content improves equity, increases preparedness, and supports higher participation in safety programs (particularly among underserved households).*

2. Implement Community Feedback Mechanisms

Objective: Gather consistent, actionable insight on community needs and satisfaction.

Deliverables

2.1 Post Incident Surveys

- Provide QR-coded postcards or send short SMS/email surveys with a QR code after EMS or fire responses.
- Measure satisfaction related to response time, professionalism, communication, and overall experience based on survey responses.

2.2 QR Based Feedback Options

- Display QR codes on flyers, station signage, and other public materials.

2.3 Community & School Feedback Loops

- Collect survey input from HOAs, community groups, and school partners with the intent to learn what is important to them.
- Use pre- and post-program surveys for school education events to gather feedback on the value of the school programs.

2.4 Offer Direct Feedback via text

- Use the COT cell phone for a **Community Text Line**. A non-emergency, two-way line with human response.

Opportunity Integrated: Expanded feedback collection methods (such as post-incident surveys, school input, QR links, etc.) create richer datasets to support evidence-based decision-making.

3. Use Feedback Data to Drive Improvements

Objective: Use community input from various surveys, messaging, and website hits for transparency and operational enhancement.

Deliverables

- Analyze trends and provide recommendations for improvements in training, staffing, outreach programs, and communications.
- Use website metrics to see what is important to our community based on the pages visited.
- Share feedback summaries through a simple public dashboard or report.
- Provide periodic updates on how community input informs service improvements.

Opportunity Integrated: Publicly sharing data reinforces transparency and ties to community engagement and accountability.

4. Community Education & Engagement Activities

Objective: Strengthen trust, visibility, and public safety knowledge.

Deliverables

4.1 Community Events

- Participate consistently in community events.
- Take photos and record videos to share later via our social accounts, website, and newsletter.

4.2 Fire Station Hospitality

- Provide invitations to visit the fire stations.
- Host small informal activities to encourage visits.

4.3 Educational Outreach

- Provide engaging fire-safety lessons in local schools.

- Make school visits routinely/consistently to promote comfort and familiarity with EMS providers.

4.4 Social Media Tips and Recaps

- Share monthly safety tips through social media and printed materials.
- Post photos and videos after engagement activities.

Opportunity Integrated: *Recurring engagement strengthens relationships with schools, HOAs, and local organizations, forming a foundation for annual programming and partnership opportunities.*

5. Strengthen Internal Two-Way Communication

Objective: Improve coordination between the COT and on-duty crews to support smooth planning and successful events.

5.1 Workflow Management

- Implement and distribute the internal communication SOP outlining expectations, workflows, and responsibilities.
- Use a standardized event request and confirmation process to ensure crews receive complete and timely information.

5.2 Deliberate Discussion Opportunities

- Maintain a simple “after action” post-event feedback channel on Microsoft Teams.
- Coordinate brief check-ins with BCs, Captains, and COT members to align calendars and address recurring issues.

5.3 Staff Access to Resources and Information

- Using Microsoft Teams/Sharepoint, provide a shared resource hub with templates, scripts, and event materials.
- Keep a curated archive of past event resources to be used as reference materials for new event planning.

Opportunity Integrated: *Clear internal communication improves crew readiness and strengthens overall collaboration for a positive effect on service quality and public engagement.*