



City of Richmond

Report to Committee

To: Community Safety Committee

Date: December 12, 2017

From: Tim Wilkinson
Acting Fire Chief

File: 99-Fire Rescue/2017-
Vol 01

Re: Fire-Rescue Community Outreach and Public Education Plan: 2018-2023

Staff Recommendation

1. That the staff report titled "Fire-Rescue Community Outreach and Public Education Plan: 2018-2023", dated December 12, 2017 from the Acting Fire Chief, Richmond Fire-Rescue be endorsed.
2. That upon endorsement the Fire-Rescue Community Outreach and Public Education Plan: 2018-2023 be distributed to key stakeholders and posted on the City of Richmond website.

Tim Wilkinson
Acting Fire Chief
(604-303-2701)

Att. 1

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Community Social Development	<input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 	APPROVED BY CAO

Staff Report

Origin

In 2016, Richmond Fire-Rescue (RFR) conducted the Community Outreach Research Project in order to better understand the community's needs, perceptions, and expectations of fire service. In the August 16, 2016 memo "Richmond Fire-Rescue Community Outreach Research Project", RFR advised Council of the project and the intention to use its findings to develop a well-informed and comprehensive outreach plan.

In November 2016, Council adopted the Fire-Rescue Plan: 2016-2018. One of the key initiatives in the Plan was the creation of a "comprehensive public education plan".

This report introduces the Fire-Rescue Community Outreach and Public Education Plan: 2018-2023 (COPEP) which supports RFR's mission:

To protect and enhance the City's livability through service excellence in prevention, education and emergency response.

This report supports the Social Development Strategy for Richmond 2013-2022, endorsed by Council in September 2013:

Action 52- Collaborate with Police Services and community partners to promote Richmond as a safe and livable community

This report supports Council's 2014-2018 Term Goal #1 A Safe Community:

Maintain emphasis on community safety to ensure Richmond continues to be a safe community.

This report supports Council's 2014-2018 Term Goal #5 Partnerships and Collaboration:

Continue development and utilization of collaborative approaches and partnerships with intergovernmental and other agencies to help meet the needs of the Richmond community.

This report supports Council's 2014-2018 Term Goal #9 A Well-Informed Citizenry:

Continue to develop and provide programs and services that ensure the Richmond community is well-informed and engaged on City business and decision making.

Analysis

RFR protects and enhances the City's livability through delivering service excellence in prevention, education and emergency response. The diversity in Richmond offers unique opportunities for learning and also poses challenges for RFR service delivery. Through community and key stakeholder consultation, the Outreach Research Project 2016 identifies areas of concern, as well as areas of strength and opportunity to enhance community safety through outreach and public education.

The key areas of concern, highlighted by the research, are a lack of knowledge of the services provided by RFR within the community, as well as varied perceptions of what constitutes an emergency situation. Additionally, the research found that some community members are hesitant to call 9-1-1 in an emergency and reluctant to engage with RFR staff during informal interactions.

The research also identified some community strengths and opportunities which will help RFR to fulfill its mission. These strengths and opportunities include the community's high regard for the fire service, as well as a willingness by some community members to share safety information within their strong social networks. Some community groups also indicate a willingness to host events for community engagement and public education purposes.

The Outreach Research Project's final report contains numerous recommendations, based on best practice research from around the world. These recommendations were used to develop the Community Outreach and Public Education Plan (COPEP).

The COPEP provides strategic directions to address the key areas of concern and build on the strengths and opportunities. These strategic directions and their supporting actions/initiatives are divided among three pillars of excellence: Public Education, Community Relations and Customer Service.

Initiatives in the COPEP are designed to boost the community's knowledge of RFR's services and increase the understanding of appropriate emergency response in order to ensure Richmond is a safe and well informed community. The COPEP initiatives created to enhance RFR's community relations will boost RFR's public profile in diverse community groups and create interest in fire services among Richmond community members. Customer service initiatives will help to build strong community relationships, which will enhance RFR's understanding of the community to further improve customer service.

Outlined in the COPEP are strategic directions and actions that will require increased resources in order to be successful. The resources required will incur costs for items ranging from translation services and printing to additional staff. RFR will take a measured approach and will explore ways to reach desired results in a fiscally responsible and practical manner given budgetary realities and approvals. Business cases to support additional resources, including staffing, will be brought forward for the 2019 budget cycle.

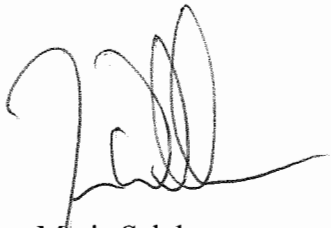
Financial Impact

None.

Conclusion

The COPEP addresses concerns in today's community context, while planning for a growing and diverse community. The COPEP will serve as a planning framework to help RFR achieve its mandate of service excellence in prevention, education and emergency response. The successful implementation of the COPEP depends on appropriate resources to ensure RFR's capacity to provide important public safety education, establish strong community relations and improve customer service to enhance Richmond's livability and safety.

Annual work plans will be created to address the outlined strategic directions, their actions and ensure the COPEP is implemented according to timelines set out in its goals. In addition to providing Council with yearly reports on its overall implementation, RFR will provide updates on an ongoing basis as the COPEP's significant goals are achieved.



For Maria Salzl
Manager, Program Administration
(604-303-2723)

Att. 1: Fire-Rescue Community Outreach and Public Education Plan: 2018 – 2023

Fire-Rescue

Community Outreach and Public Education Plan

2018-2023



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ABOUT US

**Richmond Fire-Rescue(RFR) is an emergency response agency for the City of Richmond.
RFR responds to multiple emergency and non-emergency calls every day.**

Each day offers new challenges and opportunities for RFR to provide service excellence to the community. RFR personnel respond to calls of various nature from fires to medical emergencies, motor vehicle incidents and public service calls. RFR is staffed by a team of over 200 dedicated men and women who respond from seven firehalls on a 24 hour, seven day a week basis.

Apart from emergency response, RFR personnel also deliver a wide range of public education and prevention services to further the department's commitment to RFR's mission to protect and enhance the City's livability through service excellence in prevention, education and emergency response.



Public Education

- School Education
- Community Education
- Fire Extinguisher Education
- Awareness Campaigns
- Community Events
- Media Releases
- Public Speaking



Prevention

- General Fire Inspections
- Building Development Code Enforcement and Inspections
- Operating and Special Use Permitting
- Complaint Investigations
- Fire Safety Plan Review
- Abandoned Property Checks
- Electrical Fire Safety Investigation Team



Emergency Response

- Fire Emergencies
- Medical Emergencies
- Public Service Calls
- Water, Confined Space, Crane and Tower Rescues
- Hazardous Materials
- Motor Vehicle Incidents
- Airport Emergencies

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 <https://www.facebook.com/richmondfirerescue/>
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EXECUTIVE SUMMARY

Richmond Fire-Rescue is a leading community safety organization, committed to enhancing Richmond's livability and safety through strategic outreach and public education to the community.

As RFR serves an increasingly diverse community, it is necessary to ensure service delivery is reflective of the community's needs. In Richmond, multiple languages are being spoken at home, an aging population is raising the average age, and housing demand is increasing urban densification. These factors create opportunities and challenges for RFR service delivery and increase the need for greater community engagement and awareness of services to continue making Richmond a safe community.



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EXECUTIVE SUMMARY

SCOPE

Richmond's Fire-Rescue Plan 2016–2018 directs the use of an evidence-based approach to deliver services and programs that balance prevention, education and emergency response. Hence RFR conducted a research study to identify the community's needs, perceptions and expectations of the fire service in Richmond. The findings from the Outreach Research Project 2016 led the development of the Fire-Rescue Community Outreach and Public Education Plan (COPEP).

KEY FINDINGS and RECOMMENDATIONS

The research identified key findings of concerns for community safety as well as opportunities to improve community engagement.

The areas of concern are:

- (1) the community lacks knowledge of RFR services,
- (2) some community members may hold varied perceptions of urgency in emergency situations,
- (3) some community members hesitate to call 9-1-1,
- (4) some community members hesitate to engage with RFR staff.

The community strengths and opportunities are:

- (1) the community has a strong regard for the fire service,
- (2) some community members have a willingness to share information on community safety,
- (3) some community groups have a willingness to host events for community engagement and public education purposes.

In order to address the key findings the research report contains 22 strategic recommendations to enhance RFR outreach and public education in Richmond.



The COPEP provides a framework with strategic directions and actions to ensure fire prevention and public education programs reflect the needs of the community. The COPEP enhances City of Richmond priorities by further contributing to create a safe community, a vibrant, active and connected City, well planned community partnerships and a well-informed citizenry.

FIRE CHIEF'S MESSAGE



Richmond Fire-Rescue's mission is "to protect and enhance the City's livability through service excellence in prevention, education and emergency response."

Richmond is a diverse and dynamic community. Although this brings challenges, for us as a fire department, more importantly it presents incredible opportunities for innovation and leadership.

I believe this Community Outreach and Public Education Plan will help us to leverage these opportunities. Following its framework will result in stronger relationships and more meaningful community engagement which I believe are essential to fulfilling our mission.

Tim Wilkinson
Acting Fire Chief, Richmond

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INTRODUCTION

Richmond is a unique island city, nestled on Canada's Pacific Coast; it is home to approximately 218, 307 people of diverse ethnicities, a bustling economy and the Vancouver International Airport. The city offers an attractive community to work and live in and each year thousands of new immigrants from around the world come to Richmond to make it their home.

Newcomers to Richmond continue to strengthen Richmond's economy and enhance the city's vibrancy. With increased immigration over the years, Richmond has become an extremely diverse community as almost 76% of the city's population identifies as a visible minority [1]. The city's diversity creates an opportunity for community learning through sharing the diverse experiences and vast knowledge held by Richmond's residents.



The unique features of Richmond also produce significant challenges for Richmond Fire-Rescue in terms of service delivery. More and more Richmond residents speak a language other than English at home and newcomers emigrate from societies where the fire service does not function as it does in North America. Hence it becomes critical for the department to proactively engage with community members to ensure they are aware of the services available to them and know the appropriate response in an emergency.



[1] City of Richmond 2017. City Profile.

INTRODUCTION

Respecting the vast diversity in the City, RFR carried out the Outreach Research Project 2016 to identify the community's specific needs, perceptions and expectations of the fire service. The findings from the Project were consolidated in a comprehensive report outlining the vast socio-cultural factors impacting or having the potential to impact service delivery. The report provides 22 recommendations to increase the effectiveness of RFR's outreach and increase the community's awareness of public safety, with respect to the fire service and 9-1-1.

The Fire-Rescue Community Outreach and Public Education Plan (COPEP) is a strategic document developed from the recommendations of the Outreach Research Project 2016 report and provides a collective vision and framework to guide the department's future directions for enhancing community safety and establishing community relations through outreach and public education.

The COPEP will:

- increase community knowledge of personal and public safety.
- continue to recognize community safety as fundamental to Richmond's livability.
- foster community engagement by establishing strategic partnerships with key community stakeholders.
- build awareness of RFR's array of emergency and non-emergency services.
- boost interest in the fire service as a viable career option among diverse groups.

Implementation of the COPEP requires establishing collaborative partnerships with strategic community partners and stakeholders. While community partnerships serve as valuable resources, the successful implementation of the extensive strategic directions outlined in the COPEP requires appropriate resource allocation within RFR.



RICHMOND COMMUNITY TODAY

**estimated population
of 218,307**



**expected to increase
by 80,000 by 2041**



**118,305
immigrants**



**Median Age
42.2 Years**



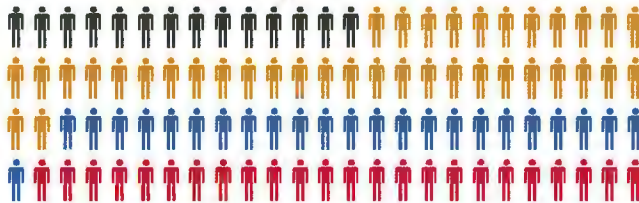
**1,534.1 population density
per square kilometer**



**73,457 private dwellings
occupied by usual residents**



Richmond Population by Age



Under 15 Years (13.70%)
 Between 15-45 Years (38.30%)
 Between 45-60 Years (24%)
 Above 60 Years (24%)

**2.9 average
family size**



**14,062 business
licenses***



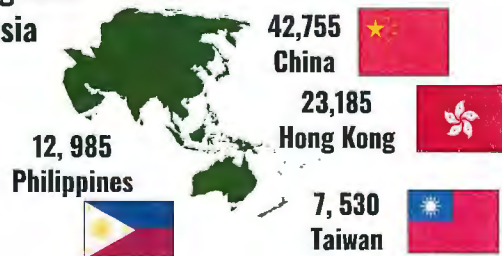
**150,015 people
identify as visible
minorities**



**60% of immigrants are
over the age of 25 at time
of immigration**



**102,475 immigrants
are from Asia**



**70,375 people speak
Chinese languages at
home**



**86,640 speak a
language other than
English or French at
home**



**22,110 people have no
knowledge of either
English or French**



Source: Statistics Canada. 2016 Census Program

* City of Richmond. Business Richmond October 2017.

PLANNING PROCESS



Based on the findings from the Outreach Research Project 2016, the recommendations put forth in the research report provide strategic directions for RFR to increase public awareness of fire safety and boost the profile of the fire service through an effective allocation of limited resources.

The COPEP development involved a strategic planning process to gain community input to identify areas of priority for public education and outreach.

The Project relied significantly on community input gained through multiple focus groups and interviews with key community stakeholders.

The Project team also engaged with community services providers, City of Richmond staff, including RFR staff, to understand all aspects of service delivery and identify opportunities for enhancing outreach and public education. Best practice research provided supporting analysis for identifying the practices from around the world that could help to mitigate the concerns highlighted through the research.

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KEY FINDINGS

AREAS OF CONCERN

The Outreach Research Project 2016 report provides an in depth inquiry into the perceptions and expectations the community has of the fire service. For the purpose of developing the COPEP, RFR has focused on some of the most prevalent areas of concern identified through community input.

Lack of Knowledge of Services

Given Richmond's significant newcomer population, many community members are unaware of the array of services RFR provides. This in turn, compromises the safety of RFR staff and community members.



Varied Perception of Emergency

Since many newcomers to Richmond may come from societies where the fire service does not function in the same way as it does in North America, such community members are not able to fully recognize the extent of public safety services available to them. They may be unaware there is a public agency to help them in a personal emergency, such as a child's injury or kitchen fire.



Hesitation to Call 9-1-1

Some individuals may be hesitant to contact 911 either due to a fear of being reprimanded, a possible fee for a service or a language barrier. This hesitation has significant implications for the safety of the community member who may not have the skills to mitigate the emergency. This also increases risk for RFR crews as a delayed call to 9-1-1 may allow the emergency to escalate.

Hesitation to Engage with RFR Staff

Globally, uniformed personnel hold varied connotations. Some community members have come from societies where uniformed personnel are widely feared. Individuals who hold such perceptions would be highly uncomfortable to approach uniformed personnel. This can limit opportunities for RFR to establish meaningful community relations.

Through identifying the areas of concern RFR is able to strategically develop appropriate curriculum for public education to spread awareness and establish strong and trusting community relations through strategic outreach.

KEY FINDINGS

COMMUNITY STRENGTHS and OPPORTUNITIES

Richmond is a well-connected community where vast forums for enriching public engagement exist. This provides opportunities for RFR to leverage the pre-existing, strong social networks within the community to enhance outreach and public education in Richmond.

Strong Regard for Fire Service

Despite the limited understanding community members hold of the fire service, fire fighters are held in high regard and considered as public heroes. This elevated prestige awarded to fire fighters provides an opportunity to RFR to strategically engage and socialize community members to build interest and trust in the fire service.

Willingness to Share Information

There is a strong desire among community members in Richmond to partake in knowledge sharing. This provides a great opportunity for the department to leverage community networks as conduits for sharing public safety messaging with marginalized community groups who are inaccessible through formal public education programs.



Willingness to Host Events

Community service agencies and associations are proactively engaging with the community to ensure services are accessible and inclusive. Numerous community building and awareness raising events take place throughout the year in Richmond. These community events provide excellent opportunities for RFR to increase outreach and establish relations with diverse community groups.



Establishing strong community relations with strategic community partners will increase the ability of RFR to reach diverse and marginalized groups to ensure the community builds a clear and consistent understanding of public safety services and protocols.

VISION and PRIORITIES

Guiding Vision

The Community Outreach and Public Education Plan (COPEP) is guided by Richmond Fire-Rescue's mission to protect and enhance the City's livability through service excellence in prevention, education and emergency response.

Council Priority

The COPEP fulfills the priorities set forth by Council in the 2014-2018 Term Goals by maintaining an emphasis on community safety, ensuring services are accessible and reflective of Richmond's demographics, developing collaborative partnerships with relevant stakeholders and ensuring Richmond's community is well informed.

The Council Term Goals 2014-2018 supported through the COPEP are:

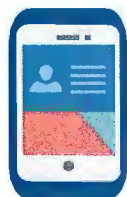
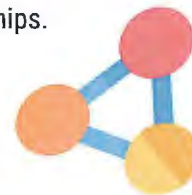
Term Goal # 1 A Safe Community



- 1.1 Policy and service models that reflect Richmond-specific needs.
- 1.2 Program and service enhancements that improve community safety services in the City.
- 1.3 Improved perception of Richmond as a safe community.
- 1.4 Effective interagency relationships and partnerships.

Term Goal # 5 Partnerships and Collaboration

- 5.2 Strengthened strategic partnerships that help advance City priorities.



Term Goal # 9 A Well Informed Citizenry

- 9.1 Understandable, timely, easily accessible public communication.
- 9.2 Effective engagement strategies and tools.

VISION and PRIORITIES

2041 Official Community Plan

By following the COPEP, RFR will focus on the key issues in planning for the future identified in the 2041 Official Community Plan (OCP) by addressing the concerns of a growing population, increased housing demand along with an aging population and changing demographics.

Given the diversity in Richmond, the OCP steers away from a “one size fits all approach.” Community engagement must employ a variety of strategies to recognize the unique characteristics, interests, and needs of the community, and provide welcoming and inviting opportunities for all to participate.

The Social Inclusion and Accessibility objectives set in the 2041 Official Community Plan are reflected in the intended actions of the COPEP. The COPEP is designed to fulfill the OCP directives of social equity and inclusion, engagement with Richmond citizens and leveraging social assets and community capacity.

The OCP recognizes and supports the objectives set forth by RFR to ensure Richmond continues to be a safe city. As Richmond continues to grow, RFR remains committed to service excellence in prevention, education and emergency response.

The objectives set forth by RFR in the OCP mandate that RFR is capable of:

- responding to 9-1-1 fire and rescue calls in urban and rural environments;
- prevention focused; public educators through community partnerships;
- being integrated with community safety providers;
- being agile; responsive to customer needs;
- operating at an optimum level in the event of a significant major emergency;
- and delivering services in a financially sustainable manner. [2]



The COPEP provides strategic directions to ensure RFR achieves its objectives to fulfill the goal of the OCP, to make Richmond a safe city through building community resilience and knowledge of emergency services and protocols.

[2] City of Richmond. 2041 Official Community Plan. (5-2).

VISION and PRIORITIES

Richmond Fire-Rescue remains committed to the City of Richmond's vision "to be the most appealing, livable, and well-managed community in Canada."

The Fire-Rescue Plan 2016-2018

RFR continues to ensure its services are reflective of community needs as an evidence based approach is taken to develop programs. The Fire-Rescue Plan 2016-2018 leads the transition towards a prevention focused service delivery model, which enhances prevention and education services. A prevention focused approach ensures RFR programs meet Richmond community needs, contribute to community safety and harm reduction.



The COPEP provides a plan of action for RFR to mobilize its resources to deliver on its mandate of balancing prevention, education and emergency response. The individual actions intend to increase the community's knowledge of harm reduction and boost RFR's profile in Richmond.

Social Development Strategy 2013-2022

Social planning initiatives undertaken by the City of Richmond are central to the development of the COPEP. Adoption of the COPEP will further ensure RFR continues to fulfill the City's vision.



The 2013 – 2022 Social Development Strategy guides the City's decisions on social matters and envisions "Richmond is an inclusive, engaged and caring community – one that considers the needs of its present and future generations, values and builds on its diversity, nurtures its social capital and treats its citizens with fairness and respect." [3]

The COPEP provides strategic directions for RFR to ensure service delivery is reflective of the city's diversity and enhances RFR's social capital in the city.

[3] City of Richmond. Social Development Strategy 2013-2022. (2).

VISION and PRIORITIES

International Association of Fire Fighters

The International Association of Fire Fighters encourages all IAFF affiliates to maintain strategic public relations strategies building strong relationships with the community apart from regular service delivery.

"As our communities become more diverse so does the fire service. Interpersonal skills are emerging as the most important skills a first responder can bring to the job. As public safety and public service organizations, our fire departments need to better understand, and communicate with and enlist the cooperation of the multi-cultural communities we serve. Equally important is a similar attitude brought to every shift and every fire house." [4]

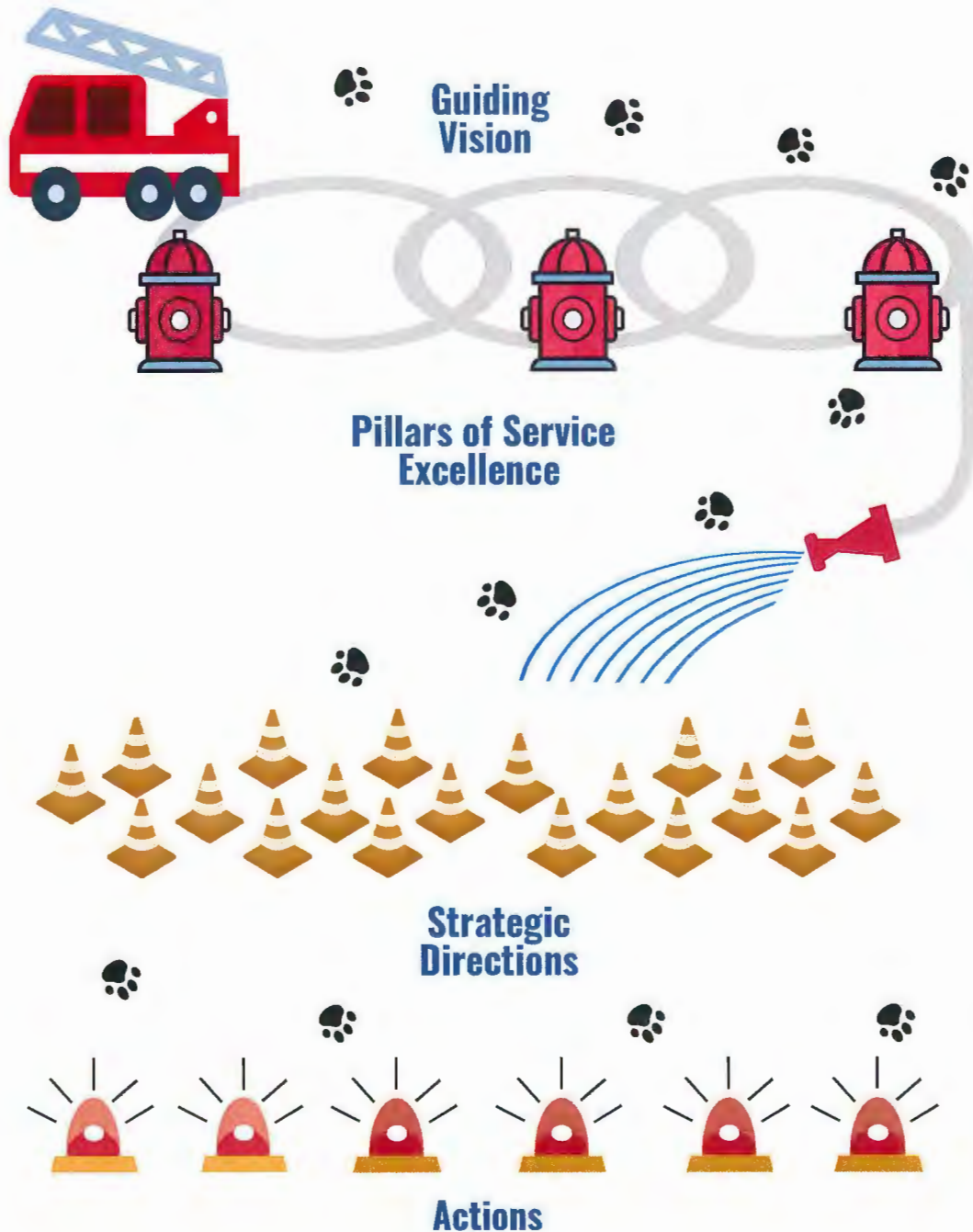


A strong commitment to establishing meaningful relationships with community groups increases the community's connection with the department and creates desire to serve the community through the fire service.

The COPEP provides strategic directions to administer a consistent public relations strategy to establish valuable relationships with the community in Richmond.

[4] IAFF. 2016. Human Relations Manual. (8).

FRAMEWORK



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FRAMEWORK

The COPEP framework is led by RFR's vision to provide service excellence in prevention, education and emergency response.

Following the vision are three pillars of service excellence that are further divided into strategic directions and then action items.

The strategic directions are adopted from the 22 recommendations in the Outreach Research Project 2016 report. They serve as tools to establish strong community partnerships and increase the community's awareness of public safety protocols. The action items are specific tasks to fulfill the strategic directions and enhance each pillar of service excellence.

Pillars of Service Excellence: Public Education | Community Relations | Customer Service



Public Education provides the community with current and valid public safety information that can build community resilience by increasing public knowledge of how to respond in an emergency, to ensure the safety of community members and RFR staff. Through public education RFR also seeks to increase community understanding of appropriate service acquisition from RFR to ensure safety resources are effectively utilized.



Community Relations builds social capital for RFR to efficiently deliver its services by increasing interest in and support for the fire service. Given the diversity in Richmond, strong community relations with all community groups creates positive perceptions of the fire service based on lived experiences. A strong network of community partners can facilitate the smooth delivery of public education and quality customer service.



Customer Service drives the success of RFR operations and ensures services are delivered in a timely, efficient and effective manner. Through providing staff with the tools to reduce challenges in service delivery, RFR seeks to further build community trust. Positive experiences between staff and the community can greatly enhance RFR's image in the community.

COMMUNITY OUTREACH & PUBLIC EDUCATION PLAN

PUBLIC EDUCATION

Strategic Direction	Actions	Goals
<p>SD 1-1 Establish a public education strategy</p>	<p>Action 1-1-1 Develop public safety education curriculum for student audiences in three target groups: elementary, secondary and English Language Learners (ELL).</p>	<p>By 2023, 75% of students receiving the RFR public education program will demonstrate knowledge of curriculum objectives.</p>
	<p>Action 1-1-2 Develop a business plan to increase the resource capacity in RFR Public Education. Introduce the business plan in 2019 budget cycle.</p>	<p>By 2020, the public education division will have sufficient resources to implement the actions outlined in the Public Education pillar.</p>
	<p>Action 1-1-3 Continue to provide strategic public safety information to public interest and seniors groups.</p>	<p>By 2023, given sufficient resources, RFR will increase delivery of public education curriculum by 100%.</p>
	<p>Action 1-1-4 Form strategic partnerships with Richmond School District and English Language Learning Centres in Richmond to ensure program delivery to target audiences.</p>	<p>By 2023, all RFR public education material will be available in the main languages spoken in Richmond.</p>
	<p>Action 1-1-5 Develop translated informational material to support class curriculum.</p>	

COMMUNITY OUTREACH & PUBLIC EDUCATION PLAN

PUBLIC EDUCATION

Strategic Direction	Actions	Goals
<p>SD 1-2 Increase RFR's presence by enhancing its public profile through consistent safety messaging and public relations (PR) materials</p>	<p>Action 1-2-1 Strategically design, allocate and leverage RFR resources to increase opportunities for community learning.</p> <p>Action 1-2-2 Design RFR PR material to ensure key messaging is integrated and durable e.g. static wall stickers.</p> <p>Action 1-2-3 Distribute promotional material through educational programs and events to deliver key messaging to target audiences.</p>	<p>By 2019, all RFR promotional and educational material will maintain its value and reflect key messaging.</p> <p>By 2020, RFR PR content on all RFR affiliated digital and print resources, fleet, and promotional material will be consistent.</p>
<p>SD 1-3 Reduce barriers to calling 911</p>	<p>Action 1-3-1 Develop and distribute an awareness campaign, partnering with relevant stakeholders, to share information on when and how to call 911. This action will support Action 1-1-1. *911 information would also be incorporated into all curriculum taught through the public education program.</p>	<p>By 2023, all participants in RFR public education programs will demonstrate an understanding of 9-1-1 services and how to access them.</p>
<p>SD 1-4 Establish a strong RFR online presence</p>	<p>Action 1-4-1 Provide the community with an accessible and interactive web platform to access current and accurate public safety information which is aligned with the City of Richmond's Digital Strategy.</p> <p>Action 1-4-2 Develop digital content for RFR's social media to provide the community with an accessible, current and interactive channel to engage with RFR.</p>	<p>By 2023, RFR has a functioning web platform which complements the curriculum delivered in class.</p>

COMMUNITY OUTREACH & PUBLIC EDUCATION PLAN

PUBLIC EDUCATION

Strategic Direction	Actions	Goals
<p>SD 1-5 Conduct relevant fire safety awareness campaigns</p>	<p>Action 1-5-1 Review RFR's response data quarterly to identify emerging risk profiles and develop public safety messaging focused on emerging risk.</p> <p>Action 1-5-2 Identify and liaise with relevant stakeholders to launch campaigns to ensure optimal outreach impact.</p>	<p>By 2023, RFR will deliver two campaigns annually, to reduce impacts of identified risks.</p> <p>By 2023, identified risk profiles will be reduced by 40%.</p>
<p>SD 1-6 Increase awareness of emergency and non-emergency services</p>	<p>Action 1-6-1 Liaise with appropriate student groups to design informational content for the public to increase the community's knowledge of the services provided by RFR.</p> <p>Action 1-6-2 Incorporate information on RFR services in public education curriculum to support Action 1-1-1.</p>	<p>By 2023, all participants in RFR public education programs will demonstrate a strong understanding of RFR services and how to access them.</p>
<p>SD 1-7 Develop a fire safety awareness program for commercial businesses</p>	<p>Action 1-7-1 Review relevant data to identify fire risks in commercial businesses.</p> <p>Action 1-7-2 Deliver information sessions to businesses through liaising with licensing, insurance and/or business associations to encourage participation.</p> <p>Action 1-7-3 Develop informal illustrative self-inspection booklets and a reward program to encourage businesses to carry out fire risk assessments for their business facility.</p>	<p>By 2021, the fire safety public education curriculum for businesses will be developed.</p> <p>By mid 2021, two information sessions will be held for businesses annually.</p> <p>By 2023, 60% of information sessions participants will carry out fire risk assessments</p>

COMMUNITY OUTREACH & PUBLIC EDUCATION PLAN

PUBLIC EDUCATION

Strategic Direction	Actions	Goals
SD 1-8 Extend use of Public Education Trailer	Action 1-8-1 Form a planning committee to evaluate the future use of the trailer.	By 2018, RFR will have developed a plan for optimum use of the trailer.
	Action 1-8-2 Ensure trailer undergoes appropriate renovations to optimize its usage and learning opportunity for target audiences.	By 2019, the trailer plan will be implemented.

COMMUNITY RELATIONS

Strategic Direction	Actions	Goals
SD 2-1 Build the resource capacity in RFR Community Relations to ensure successful implementation of COPEP initiatives	Action 2-1-1 Develop a business case for 2019 budget cycle to increase community relations capacity; such as for additional staff i.e. Program Coordinator, educational material and translation services. This action enhances Action 1-1-2.	By 2018, a business case will be developed for consideration in the 2019 budget cycle.
	Action 2-2-1 Leverage strong community planning networks to highlight RFR's objective to enhance community partnerships.	By 2023, RFR will establish strong working relationships with key community partners.
SD 2-2 Develop strategic partnerships with community groups to ensure successful implementation of COPEP initiatives	Action 2-2-2 Engage community partners by participating at their events, accessing their networks to disseminate public safety messaging and providing them with informational material to share.	

COMMUNITY OUTREACH & PUBLIC EDUCATION PLAN

COMMUNITY RELATIONS

Strategic Direction	Actions	Goals
<p>SD 2-3 Create a Fire Chief's community advisory committee</p>	<p>Action 2-3-1 Outline purpose and develop Terms of References for the committee.</p> <p>Action 2-3-2 Identify and invite strategic community leaders to join the committee to ensure the committee maintains expert and diverse community knowledge.</p>	<p>By 2023, the advisory committee will have met for two annual meetings to share key information.</p>
<p>SD 2-4 Develop programs for youth to engage with the department to raise public safety awareness</p>	<p>Action 2-4-1 Engage youth groups through relevant stakeholders to support RFR public safety campaigns i.e. develop posters, infomercials, video messaging.</p> <p>Action 2-4-2 Develop a community garden program for youth at RFR facilities.</p> <p>Action 2-4-3 Develop a fire cadet program for youth to gain insight into and engage with the fire service.</p>	<p>By 2022, Richmond youth will be engaged in annual RFR awareness campaigns.</p> <p>By 2023, Richmond Fire-Rescue will have established two annual youth programs.</p>
<p>SD 2-5 Increase community visits to firehalls</p>	<p>Action 2-5-1 Identify available spaces at firehalls that can be utilized to serve community needs.</p> <p>Action 2-5-2 Create a process for community groups to request access to RFR spaces.</p>	<p>By 2023, two firehalls will provide space to strengthen community connections.</p>

COMMUNITY OUTREACH & PUBLIC EDUCATION PLAN

COMMUNITY RELATIONS

Strategic Direction	Actions	Goals
<p>SD 2-6 Increase RFR's participation in more diverse community events</p>	<p>Action 2-6-1 Identify local events, held by diverse groups, where RFR's presence would add value and enhance community relations for the department.</p>	<p>By 2020, the event calendar will be distributed to fire staff on a weekly basis.</p>
	<p>Action 2-6-2 Design public safety messaging to spread during most prevalent public holidays and festivals celebrated in Richmond. This action enhances Action 1-5-2.</p>	<p>By 2020, each firehall will attend one diverse community-run event in their district per year.</p>
	<p>Action 2-6-3 Develop a community-run events calendar for suppression staff to use to schedule crew attendance during shifts.</p>	

CUSTOMER SERVICE

Strategic Direction	Actions	Goals
<p>SD 3-1 Develop appropriate communication tools to assist RFR staff</p>	<p>Action 3-1-1 Identify a standardized mobile application for translation use on calls.</p>	<p>By 2020, three communication support resources will be available for staff use.</p>
	<p>Action 3-1-2 Develop visual aids to assist staff when on calls and inspections where language barriers may be encountered.</p>	
	<p>Action 3-1-3 Create informational pamphlets for the public, that will be distributed by RFR staff, in order to increase community knowledge of RFR service delivery.</p>	

COMMUNITY OUTREACH & PUBLIC EDUCATION PLAN

CUSTOMER SERVICE

Strategic Direction	Actions	Goals
<p>SD 3-2 Develop procedures for informal interactions between RFR staff and public</p>	<p>Action 3-2-1 Develop a standard operating procedure (SOP) that identifies expectations for the conduct of RFR staff during informal public interactions.</p>	<p>By 2018, a SOP will be developed and communicated to staff.</p>
<p>SD 3-3 Provide opportunities for RFR staff to gain innovative cultural competency training</p>	<p>Action 3-3-1 Identify appropriate cultural competency training programs to incorporate in ongoing staff training.</p> <p>Action 3-3-2 Leverage opportunities available in Richmond, such as the Sister City Program, the City's Inclusion Coordinator and the Intercultural Advisory Committee for intercultural learning.</p>	<p>By 2023, all staff will undergo one cultural competency program annually.</p>
<p>SD 3-4 Provide training for RFR staff who may come into contact with clients with developmental and/or mental health issues</p>	<p>Action 3-4-1 Establish a relationship with relevant stakeholders for staff training purposes.</p>	<p>By 2020, RFR will establish a working relationship with key wellness agencies in Richmond.</p>
<p>SD 3-5 Develop visually engaging online annual RFR activity reports</p>	<p>Action 3-5-1 Collect publicly informative data on RFR operations and service.</p> <p>Action 3-5-2 Format RFR data into visual, accessible and interactive formats for public review.</p>	<p>By 2023, RFR annual activity reports will be informative, engaging and user-friendly.</p>

CONCLUDING COMMENTS



The Community Outreach and Public Education Plan (COPEP) is a reflection of RFR's commitment to use an evidence-based approach to develop programs and services that are specific to the needs of Richmond community members.

The COPEP is led by RFR's mission to provide service excellence in prevention, education and emergency response. The dynamic growth to take place in Richmond in the coming years will further enhance the vibrancy of the city and create opportunities for greater community learning. However these changes also pose challenges for service delivery in regards to emergency response. The strategic directions in the COPEP provide the necessary strategies to leverage the potential for community collaboration in Richmond to increase RFR's outreach and public education.

IMPLEMENTATION - WORK PLANS

To ensure the implementation of the COPEP, RFR will create annual work plans at the beginning of each year. These work plans will identify the strategic directions being undertaken for the year and provide a timeline for the actions required to ensure the identified goals are met. RFR will provide regular updates to Council throughout the COPEP's implementation.

Richmond is a well managed city with effective plans and strategies in place that emphasize a collective effort to ensure community safety. To remain at pace with community growth, RFR will use the COPEP to ensure the continuance of a safe and well-informed city. The COPEP further enhances community safety by leading the development of inclusive and accessible emergency and non-emergency services and public safety information for all community members.