

INFORMATION OUTREACH

Statement of Purpose and Services Provided

The goal of Information Outreach (IO) is to improve the safety and well-being of the public through proactively communicating UFA's Vision, Mission and Values with internal and external stakeholders.

Information Outreach accomplishes this through:

- Reputation and Brand Management
- Media Relations
- Internal Communications
- Social Media Strategy
- Website Management
- Community Relations & Education (station tours, community events, CERT classes, CPR classes)

Division Manager Budget Message

Information Outreach's budget for FY19/20 reflects continued support of the tactics and strategies it employs to provide communication and outreach support to UFA and its communities.

An increase to event staffing overtime for \$12,000 results from a change in delivery model limiting reliance on part-time staff in favor of full-time sworn employees in providing uniformed service at community events. While increasing costs, this has provided an increased level of quality community interaction and UFA leadership at these events.

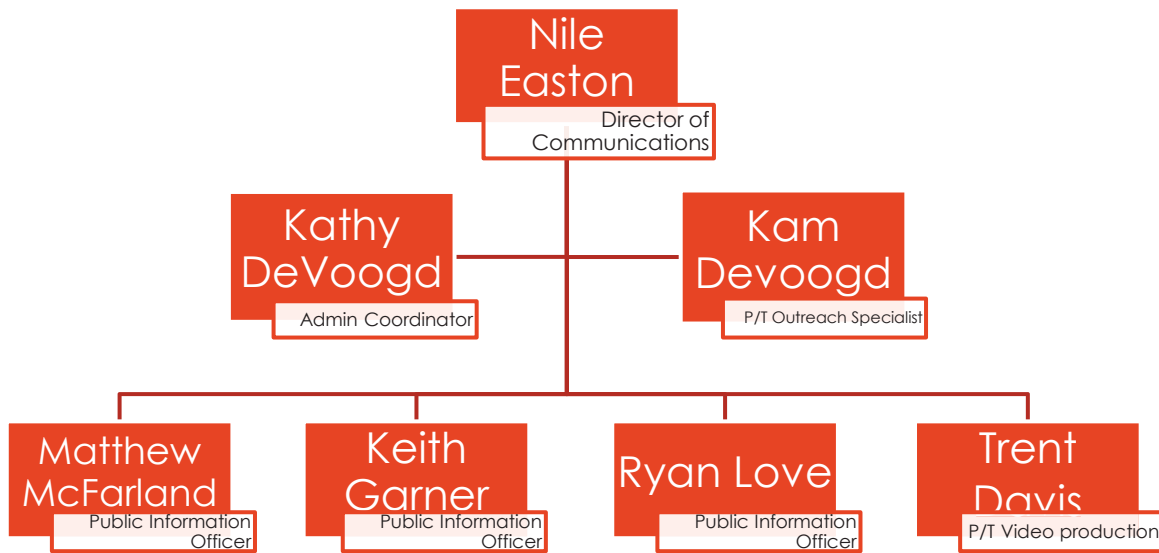
Also reflected is the movement of \$5,000 from the overtime budget into staffing for a part-time employee, as availability permits, to accommodate video production needs for both internal and externally focused videos. Additionally, a \$2,000 increase to professional services for advertising to increase the number of recruit applicants.

Two final projects incorporated into the budget include additional advanced website redesign features, (streaming capabilities for Board Meetings and/or GIS incorporated features) estimated at \$6,000, as well as the continuation of a project from FY18/19, also with an estimated cost of \$6,000, aimed at educating the public about both Push to Survive and PulsePoint.

Information Outreach has submitted a request to upgrade a part-time support position to a full-time position. More details about this request are available in the Chief's Budget Message.

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Organizational Structure



Staffing (FTEs)



Performance Measures

Media Relations:

Goal: Achieve 24 proactively pitched stories and coverage.

Goal: Gain at least 300 media mentions.

Internal Communications:

Goal: Produce monthly videos to improve internal communications.

Goal: Produce a monthly UFA newsletter.

Social Media:

Goal: 10% increase in followers on UFA social media platforms.

Website Management:

Goal: Decrease the site's bounce rate 65% to 55%.

Goal: Increase web visits from 3,800 to 4,500.

Community Relations:

Goal: Manage at least 1,000 community tours annually.

Goal: Staff 200 community events annually.

Goal: Teach six CERT classes annually.

Brand Management:

Goal: Conduct research to determine UFA's baseline reputation.

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FY18/19 Accomplishments

Media Relations:

- Pitched more than 30 proactive stories to media.
- Gained 406 total media mentions in the Salt Lake media market.
- 50 additional mentions from markets outside of Utah.

Internal Communications:

- Reformatted and produced a monthly video distributed to all employees.
- Reformatted the UFA newsletter for distribution in an interactive online/digital format.
- Introduced a new UFA Weekly Report for distribution to all employees.

Social Media – results in total followers:

- Instagram: 2,196 (11% increase)
- Twitter: 9,207 (17% increase)
- Facebook: 11,397 (62% increase)

Website Management:

- Website bounce rate remained at 65%.
- Web visits averaged 4,600 a month with a high of 22,000 in July 2018.

Note: IO Division is in the process of working with a consultant on reconstructing the current website with a launch date of August 1.

Community Relations:

- Station tours: 1,002
- Events: 207
- CERT: 6 classes taught with 92 people trained

Brand Management:

- Conducted two surveys to establish a baseline reputation rating with UFA stakeholders.
 - Survey 1 (Local elected and paid staff) 92% have a favorable impression of UFA.
 - Survey 2 (General Public) 83% have a favorable impression of UFA.

Additional accomplishments from 2018 Action Items:

- Completed two community surveys to understand community impressions about UFA and reported on those findings to the UFA and UFSA Boards.
- Built a studio in the EOC to film videos to establish a higher quality communication tool with personnel.
- Refined UFA marketing, including a new brand and new apparel.
- Created a media outreach plan with a strategic calendar for pitching important issues.
- Developed an RFP and procured a third party vendor to produce a new customer-focused UFA website.
- Restructured the UFA Customer Service Committee.
- Strengthened the UFA CERT program

FY19/20 Action Items:

- Launch a fully redesigned Unified Fire Authority Website (Outcome 5-K)
- Develop an online newsletter to increase communication with employees and city officials (Outcome 3-E, 5-J)
- Provide a media training module to UFA personnel (Outcome 3-I)
- Develop social media tools to increase internal communications (Outcome 3-E)
- Assist UFA EMS division in education campaigns for Push to Survive and Pulse Point
- Increase UFA involvement in community events (Outcome 5-J)

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Budget Detail

Revenue

Event Billings \$20,000

UFA has a fee structure used when providing medical standby staffing at private events (events not organized by the cities/communities we serve). This fee structure was developed based on the hourly rates of various ranks and specialties and taking this extra staffing into account, may require paying overtime to those working. The fee reflects the possibility of utilizing various ranks with the intent to solely cover the cost of providing these services. Examples of these events include standby paramedic service to professional soccer and rugby matches in Herriman, two major marathons, and various other private events required to have medical staffing for their mass gathering permits.

CERT Class Fees \$5,500

UFA charges class fees to mitigate the cost of Community Emergency Response Team (CERT) kits. We estimate offering six classes consisting of 20-25 students each (137 kits x \$40).

Personnel

Overtime \$49,000

UFA pays overtime for on-call PIO response, event staffing, CERT and other community class instruction, as well as special projects. The on-call PIO is available 24/7 for all media and public inquiries, as well as for response to all working incidents, and is responsible for immediate/timely responses at any hour, which, due to the unpredictable nature of calls and incidents, the use of overtime varies greatly.

The Information Outreach Division coordinates UFA's participation in over 200 non-emergency related events annually. Most of these are orchestrated and staffed during normal work week hours, but many take place at night or weekends and often require infrastructure support consisting of First-Aid trailers, vehicles (trucks, golf carts, E911, OHVs), the Fire Safety Trailer, or tents with First-Aid gear, all of which need to be brought to and returned from the event. Ideally the staffing of these events is done by part-time EMS, but this has proven to be an ineffective model in practice and therefore UFA is increasing the number of sworn full-time employees as event staff to fulfill these commitments to the communities we serve.

The organization and delivery of CERT classes falls largely on the IOD Division, who generally conducts the planning and logistics during the traditional work hours, but provides the actual classes to city and county employees, in addition to community partners, at night and on Saturdays.

In order to help the Division in fulfilling its mission, IO relies on subject matter experts within the UFA ranks, which includes paying Firefighters to act as photographers, website developers, and cinematographers for a multitude of projects.

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Standby Pay for Public Information Officers \$12,800

PIOs rotate availability 24/7 for media calls and fire-related incidents as mentioned above. Compensation is at a rate of eight hours accrued time for each week they are on standby. This time may be used as paid leave throughout the year or may be paid out at the end of the year.

Overtime Event EMT (Cadre) \$40,000

Information Outreach's Event EMT employee pool was no longer sustainable with the implementation of the part-time EMS staffing model. We no longer rely on the part-time EMS roster to staff the community events, as well as the operational positions designated to that employee group. Due to annual hour limitations, and the desire to work a longer shift, it is often a struggle to staff events fully. This has led to frequently scheduling full-time sworn employees at community events; however, these employees are frequently on overtime rates when they work for our Division, making the cost of staffing events higher. On the positive side, having full-time employee at community events allows for more leadership training opportunities internally, as well as oversight and stronger medical responses when incidents occur. For events that pay for our services, our fee structure has been adjusted to reflect the possibility of full-time employee staffing, therefore, we are lowering the Event EMT budget from \$52,000 to \$30,000 and increasing Overtime Event EMT (Cadre) from \$6,000 to \$40,000, resulting in a net increase of \$12,000.

Video Production Part-Time Employee (transfer \$5,000 from overtime to staffing)

Currently, IO pays a full-time Firefighter overtime to shoot Division videos, to offset a portion of those costs, a part-time employee at a normal hourly wage will now be used for some of this work, resulting in shifting money from overtime into staffing.

Capital Outlay

None

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Non-Personnel Detail by Account

Account	Description		Account Total
10-96-215	BOOKS & PUBLICATIONS		\$100
	Firefighter Handbooks for the High School Intern Program		
10-96-219	CLOTHING PROVISIONS		\$1,000
	T-shirts for high school intern program	500	
	Attire for civilian positions(3) including: shirts, hats, jackets	500	
10-96-250	EDUCATION, TRAINING & CERT		\$2,400
	Includes four registrations to the PIO Annual Conference and quarterly luncheons as well as semi-monthly PRSA training		
10-96-260	FOOD PROVISIONS		\$2,000
	Snacks and drinks for community events	500	
	Community Pancake Breakfasts (Millcreek, Cottonwood Heights, Midvale)	1,500	
10-96-345	OFFICE SUPPLIES		\$300
	General office supplies		
10-96-350	PROFESSIONAL FEES		\$14,000
	Recruitment advertising	2,000	
	PROJECT: Website development project	6,000	
	PROJECT: Promotional tools for PulsePoint and Push to Survive	6,000	
10-96-370	PRINTING CHARGES		\$4,500
	Printing for UFA Shift Calendar, media kits, training manuals for classes, recruiting posters and brochures, community posters		
10-96-410	SMALL EQUIPMENT		\$13,200
	Supplies for CERT and other classes (Includes kits for students, fire extinguishers, propane, etc.) as well as equipment for media demonstrations	7,700	
	Supplies for media events	1,000	
	Trailer wrap	4,500	
10-96-412	PHOTO EQUIPMENT		\$1,000
	Batteries, lenses, cases, maintenance		
10-96-415	MEMBERSHIPS & SUBSCRIPTIONS		\$3,200
	Annual memberships to professional organizations, subscriptions to Myemma, SL Tribune, and Survey Monkey	1,200	
	Media and Social Media monitoring - 50% Media monitoring (split with EM)	2,000	

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		ACTUAL	ACTUAL	ACTUAL	BEGINNING	FINAL	PROPOSED	TENTATIVE	ADOPTED	% INCREASE
	GL	FY15-16	FY16-17	FY17-18	FY18-19	FY18-19	FY19-20	FY19-20	FY19-20	BEGINNING
		IO 96	IO 96	IO 96	IO 96	IO 96	IO 96	IO 96	IO 96	FY19 to FY20
										BUDGET
REVENUE										
GRANTS & DONATIONS	1033200	10,000	0	0	0	0	0	0	0	0.0%
EVENT BILLINGS	1035400	2,200	14,523	19,958	29,400	29,400	20,000	20,000	20,000	-32.0%
CERT CLASS FEES	1035103	2,610	3,665	2,510	7,200	7,200	5,500	5,500	5,500	-23.6%
TOTAL REVENUE		14,810	18,188	22,468	36,600	36,600	25,500	25,500	25,500	-30.3%
PERSONNEL EXPENDITURES										
SALARIES	100	462,475	418,501	329,339	377,765	377,765	390,547	391,547	391,547	3.6%
SALARIES, EVENT EMT	105	0	48,632	35,887	52,000	52,000	30,000	30,000	30,000	-42.3%
OVERTIME	120	65,730	45,069	36,279	54,000	54,000	49,000	49,000	49,000	-9.3%
OVERTIME, EVENT EMT	125	0	2,243	1,679	6,000	6,000	40,000	40,000	40,000	566.7%
STANDBY PAY	129	0	0	0	0	0	12,800	12,800	12,800	100.0%
OTHER BENEFITS	130	169,443	169,187	131,322	1,770	1,770	1,040	1,040	1,040	-41.2%
MEDICAL/DENTAL/LIFE INSURANCE	132	0	0	0	41,559	41,559	49,004	49,004	49,004	17.9%
RETIREMENT CONTRIBUTIONS	133	0	0	0	74,141	74,141	75,371	75,610	75,610	2.0%
PAYROLL TAX	134	0	0	0	18,131	18,131	25,971	25,985	25,985	43.3%
WORKERS COMP	135	15,411	11,846	7,460	6,305	6,305	8,456	8,486	8,486	34.6%
UNIFORM ALLOWANCE	140	4,750	4,860	2,765	2,520	2,520	2,520	2,520	2,520	0.0%
VAC/SICK PAYOUTS	160	0	16,093	0	0	0	0	0	0	0.0%
TOTAL PERSONNEL EXPENDITURES		717,808	716,433	544,731	634,191	634,191	684,709	685,992	685,992	8.2%
NON PERSONNEL EXPENDITURES										
BOOKS & PUBLICATIONS	215	100	0	144	500	500	100	100	100	-80.0%
CLOTHING PROVISIONS	219	1,014	724	1,838	1,500	1,500	1,000	1,000	1,000	-33.3%
COMMUNICATION EQUIP NONCAP	220	1,218	0	0	0	0	0	0	0	0.0%
COMPUTER COMPONENTS	225	5,205	0	0	0	0	0	0	0	0.0%
COMPUTER SOFTWARE<5000	235	348	0	0	0	0	0	0	0	0.0%
EDUCATION & TRAINING & CERT	250	500	1,725	430	2,400	2,400	2,400	2,400	2,400	0.0%
FOOD PROVISIONS	260	2,927	729	301	1,500	1,500	2,000	2,000	2,000	33.3%
GRANT EXPENDITURES	266	9,720	0	0	0	0	0	0	0	0.0%
MISCELLANEOUS RENTAL	340	0	0	0	500	500	0	0	0	-100.0%
OFFICE SUPPLIES	345	986	1,728	599	500	500	300	300	300	-40.0%
PROFESSIONAL FEES	350	6,855	-4,495	530	28,000	28,000	14,000	14,000	14,000	-50.0%
PRINTING CHARGES	370	5,477	340	12	4,000	4,000	4,500	4,500	4,500	12.5%
SMALL EQUIP. NONCAP	410	28,325	14,020	8,162	23,600	23,600	13,200	13,200	13,200	-44.1%
PHOTO EQUIPMENT	412	504	0	6,219	1,000	1,000	1,000	1,000	1,000	0.0%
EVENT MEDIC	413	11,824	0	0	0	0	0	0	0	0.0%
MEMBERSHIPS & SUBSCRIPTIONS	415	100	327	2,685	4,675	4,675	3,200	3,200	3,200	-31.6%
TRAVEL & TRANSPORTATION	425	10,717	0	0	0	0	0	0	0	0.0%
TOTAL NON PERSONNEL EXPENDITURES		85,819	15,098	20,920	68,175	68,175	41,700	41,700	41,700	-38.8%
CAPITAL OUTLAY										
CAPITAL OUTLAY-MACH. & EQUIP.	216	0	6,380	5,921	0	0	0	0	0	0.0%
TOTAL CAPITAL OUTLAY		0	6,380	5,921	0	0	0	0	0	0.0%
TOTAL EXPENDITURES		803,628	737,911	571,571	702,366	702,366	726,409	727,692	727,692	3.6%
NET EFFECT ON UFA GENERAL FUND BUDGET		-788,818	-719,723	-549,104	-665,766	-665,766	-700,909	-702,192	-702,192	5.5%