

# Fire Department External Customer Based Strategic Planning

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# Accreditation requirement

- March 2012 Accreditation Review Process
- Community based versus customer based strategic planning
- Need to repeat process in 2017
- First Fire Department in Valley

# Outreach

- Neighborhood Services
- Mayor's Office
- City Council Office
- Glendale Chamber of Commerce
- Direct invitation to the top fifteen employers in the City
- City of Glendale Website
- Fire Department website
- Twitter<sup>©</sup>
- Facebook<sup>©</sup>
- Flyers at Glendale Community College, Thunderbird School of Global Management, Midwestern University, and Arizona State University West

# Process

- Every council district represented
- 47 participants
  - 41 citizens
  - 6 business representatives
- Separate meetings:
  - Yucca & Ocotillo Districts - February 15<sup>th</sup>
  - Cactus & Barrel Districts - February 22<sup>nd</sup>
  - Cholla & Sahuaro Districts - March 1<sup>st</sup>
  - Final Meeting – April 5<sup>th</sup>

# Facilitation Support

- Jim Brown – Human Resources
- Shannon Rodriguez – Human Resources
- Trevor Ebersole – Transportation
- Teresa Fooks – Fire
- Kerri Logan – Water Services
- Kyle Mickel – City Court
- Kim Larson – Marketing and Communications

# Next Steps

- Internal Customer Based Process
  - Update Values
  - Update Mission Statement
  - Update Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis
- Conduct external and internal processes again in 2017