



Appleton Fire Department Strategic Plan 2013 Update

Mission:

In partnership with the community, the Appleton Fire Department protects and preserves lives and property from the adverse effects of fires and dangerous conditions through prevention, education, rescue and response.

Vision:

Through strong partnerships, the Appleton Fire Department enhances the safety and quality of life in our regional community. We pursue excellence and embrace diversity in thought, strategy, and staff in order to meet the changing needs of those we serve.

Key Strategies:

- 1) Determine City-wide priorities and budget accordingly.
- 2) Proactively pursue collaborative and cooperative agreements to meet the needs of the community.
- 3) Develop and implement effective communication strategies.
- 4) Develop our human resources to meet changing needs.
- 5) Encourage sustainability.
- 6) Continuously improve efficiency and effectiveness of City services.
- 7) Promote diversity in our community.

Key Performance Measures:

- 1) **Determine City-wide priorities and budget accordingly.**
 - a. Identifying currently provided service levels and evaluating their effectiveness and customer value
 - b. Maintain identified service levels cost-effectively by providing quality programs to our community
- 2) **Proactively pursue collaborative and cooperative agreements to meet the needs of the community.**
 - a. Continue the development of joint service opportunities and regional relationships with neighbors
 - b. Continue proactive involvement with all City departments, as well as surrounding community departments to create a more consistent and cohesive code enforcement process throughout our community
- 3) **Develop and implement effective communication strategies.**
 - a. Utilizing the latest technology, define media relationship strategy as vehicle to communicate prevention messages
 - b. Provide public information at emergency incidents and throughout the year
- 4) **Develop our human resources to meet changing needs.**
 - a. Identify and develop employee safety programs, practices, and training utilizing the video conference system
 - b. Facilitate and coordinate the Safety Committee meetings for the department to promote health and safety
 - c. Investigate and encourage attendance at specialized training to expand personal growth and development
 - d. Implement civilian inspector concept as part of the ongoing implementation of the reorganization
 - e. Provide ongoing technical training for department personnel
 - f. Provide a quality work environment supporting efficient processes and sustainability incorporating technology
- 5) **Encourage sustainability.**
 - a. Seek grant opportunities for equipment and training available through local and State organizations
 - b. Continue to enhance the department's capability to respond to routine and non-routine emergencies
- 6) **Continuously improve efficiency and effectiveness of City services.**
 - a. Maintain staffing levels as detailed in the table of organization and approved by the Common Council
 - b. Utilize data gathered through mobile data computers and department records to monitor response times and staffing levels to emergency and non-emergency calls for service.
 - d. Identify and develop pre-fire plans for new structures and update pre-fire plans for existing structures
 - e. Implement pre-plan incident reports utilizing the Inspections module of the records management system
- 7) **Promote diversity in our community.**
 - a. With the assistance of GIS technology, develop, implement, coordinate, and evaluate life safety programs
 - b. Serve as department liaison/coordinator between schools, community organizations, and Fire Department staff
 - c. Improve an awareness of changing community needs and diverse community populations