



MEMORANDUM REPORT

Meeting Date: August 17, 2021

TO: Board of Commissioners of the Los Altos Hills County Fire District

FROM: J. Logan, General Manager

SUBJECT: Mission Moment Presentations to the Board of Commissioners and Public

RECOMMENDATION:

Receive report on the purpose and call to action of the Mission Moment presentations to the Los Altos Hills County Fire District Board of Commissioners and public

BACKGROUND

The Los Altos Hills County Fire District (LAHCFD or District), 2021/22 Strategic Plan Goal 5, aims to deliver community services that support emergency response and build programs of outreach, communication, education and regional benefits.

The Communications Team, aligned to implement Goal 5, reviews District and agency projects, activities and events. The Team develops messaging and communication materials about these projects, activities and events to send to the public. The intention is to increase public awareness, transparency, education and outreach and, to motivate the community to take action and thereby, further the Mission of the District.

The District Mission is to protect the lives, property and environment within the District it serves from fires, disasters, medical emergencies or other incidents through education, prevention, protection and emergency response services, and to be responsible for the financial stewardship of District taxpayer funds.

DISCUSSION

A mission moment is any short, inspirational, demonstration of how the organization is making an impact. It is an example that brings our mission to life and encourages others to take action. In the hearing of the mission moment, the setting is created for why this work and meeting matters and why we are working together to further the interest of the public. The Communications Team looks for opportunities to demonstrate achievement of the District Mission and to share these messages with the Board of Commissioners and the public.

The mission moment presented on video is to demonstrate District key messages learned from the CZU Complex fire:

1. Life safety first,
2. Neighbors helping neighbors,
3. Recognition of special needs for impacted residents,
4. Strength provided to the community from LAH CERT leadership and skill development
5. Advanced preparation and readiness to evacuate in the event of threatening wildfire

The Communications Team encourages us all to identify and share our experiences and observations and present future mission moments.