

COGGLEVATION

DECEMBER 2018 | THE LIFE AND TIMES OF PF&R'S STRATEGIC PLAN | WWW.PORTLANDOREGON.GOV/FIRE/COGGLE

BLAST-OFF: BLUEPRINT FOR SUCCESS'S FIRST IDEA LAUNCH

One of the important ingredients for this station-level planning process is gathering concepts at an Idea Launch.

Most of us have heard Chief Myers talk about the bureau's Blueprint for Success plan. It's an innovative project and it's a big project, but it can be hard to understand because it's a big, innovative project.

So, what is it? Blueprint for Success is a planning process that outlines strategies for improving services and outcomes in each Fire Management Area (FMA) so PF&R can tailor our responses, prevention, and education efforts to match the individual needs of each community before a preventable issue becomes a 9-1-1 call.

The ultimate goal of Blueprint for Success? To reduce call volume by determining what's causing it to rise outside of population growth. A reduction of call volume for PF&R is necessary when we factor in future population growth and the potential curtailing of City budgets. PF&R needs to either innovate solutions, advocate for policy changes, or find community and agency partners who can help with prevention to drive those call numbers down.

The pilot FMA is the area covered by Station 22 in St. Johns and on November 8, the station hosted the first ever bureau Blueprint for Success Idea Launch.

While some of the concepts behind Blueprint for Success may seem theoretical, the Idea Launch is straight forward: it's a night where anyone from PF&R or an external partner organization can come forward with an idea to solve a community-wide problem. The idea must address one of five community-based needs: racial equity, public health, mental health, housing/other resources, or safety. If the presented idea resonates with other audience members, those interested will have an opportunity to round table together before the event is done and discuss how to get the



Captain Eric Pedersen and Battalion Chief Steve Bregman chat with a community presenter about her concept at the Idea Launch.

Maryhelen Kincaid had an idea she had been trying to get momentum on from different City bureaus, but she couldn't get traction: have the City use an existing City-owned parcel of land to create a safe space for people living in motor vehicles to park and offer services at this location to assist them in transitioning to sustainable housing. St. Johns resident Cristina Restad offered ideas on safe needle disposal and resources for people who sustain a house fire. Firefighter Corey Sande offered some of the most creative ideas of the night, both involving drones: work with Intel to replace fireworks displays with alternative light shows using drones in a push to reduce call volume over the Fourth of July holiday and drones placed in schools that are activated by active shooters to swarm the shooter, giving people time to flee before police arrive. PF&R data team member Justin Houk suggested an accreditation program for disaster prepared buildings, similar to Leed accreditation for sustainability. He also suggested a software program for firefighter iPads that allows them to dispatch agencies that work with homeless populations to situations they see in the field.

After the presentations, attendees met with the presenters to discuss their concepts and offer their own suggestions on how to make the idea a reality.

"I was pleasantly surprised. I had no idea how it was going to actually unfold and I thought Robyn Burek, Roy Lawson, and Captain Eric Pedersen put together an outstanding evening, exactly like it should be done," says Chief Myers. "The team brought in multiple people from around the community, had the firefighters there from the station, and even some of our own administrative staff. And the participants got to express what I thought were some very interesting ideas on how to help the neighborhood of Station 22."

The next phase is the allocation of \$10,000 to go toward concepts generated from Idea Launch. This fund will likely grow in years to come as PF&R initiates new stations on the

Blueprint for Success path. Ultimately, the Blueprint concept should lead to allocating more funds toward prevention so that fewer resources are needed for reactionary services.

On November 26, Chief Myers held a meeting



Firefighter Corey Sande presenting his ideas about drones.

with Captain Pedersen, Robyn Burek, and Roy Lawson to go over the concepts offered at the Idea Launch and to discuss how to move forward with the ones that the audience that night wanted to push forward.

The topic of how to collect more ideas and feedback from firefighters and staff came up and Burek discussed creating a Slack (a group messaging app) channel for idea discussion. That Slack channel is now live at: www.pdxfireidealaunch.slack.com

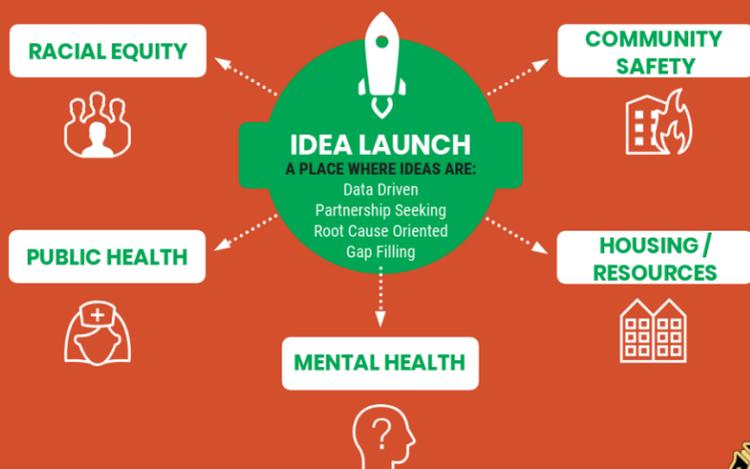
After going over the projects and processes on how to move forward with the concepts put forth at the Idea Launch, Captain Pedersen discussed his thoughts on how the program is going over at the station.

"I've seen a change in the crews and officers," he said. "This industry is set up for people to do the minimum, but with this project I see that people are reaching out more and doing more, and it's not just coming from me. It's a big culture shift, but it's necessary."

The next stations moving forward with the Blueprint for Success model are 25, 11, 14, and 12. According to Burek, the bureau management analyst overseeing the project, there is a way for the bureau to know if this blueprint is successful. "We're looking to reduce our call volume, that's how we'll measure it," she says. "But, this will take a long time. We will be slowly chipping away at those numbers."

INTRODUCING PF&R's

Blueprint for Success Idea Launch



idea off the ground.

At this point in the Blueprint for Success process, Station 22's captain, Eric Pedersen, has already worked with a team from Portland State University to evaluate the issues in his FMA and he has already been in communication with neighborhood groups as part of this evaluation. Through Captain Pedersen's contacts, he was able to recruit community members to present five ideas. Two ideas came from a familiar face: Station 22's own Firefighter Corey Sande. To round out the idea pile, PF&R data team member Justin Houk had a few suggestions to discuss.

One by one, the presenters got up and discussed their ideas. Community member

Do you have a story about a PF&R cogglevation that would be great for this newsletter?

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