



TRUCKEE MEADOWS FIRE PROTECTION DISTRICT

STAFF REPORT

Board Meeting Date: September 17, 2019

DATE: September 3, 2019
TO: Truckee Meadows Fire Protection District Board of Fire Commissioners
FROM: Adam Mayberry, Communications Manager
Phone: 775.326.6073 Email: amayberry@tmfpd.us
THROUGH Charles A. Moore, Fire Chief
Phone: 775.328.6123 Email: cmoore@tmfpd.us
SUBJECT: Recommendation to approve the development and design of a revised website specific to Truckee Meadows Fire Protection District. (All Commission Districts) FOR POSSIBLE ACTION

SUMMARY

This item is a recommendation to approve the development and design of a revised website specific to Truckee Meadows Fire Protection District.

BACKGROUND

Currently, the Truckee Meadows Fire Protection District's website is a component of the Washoe County website. While the County's website has provided a critical communication tool for Fire District's residents, as the region continues to grow the District requires a separate and distinct website for:

- Ease of use for external and internal users
- Greater functionality and internal control
- Overall branding in an effort to raise awareness of the programs and initiatives designed and provided for Fire District residents.

The Fire District is largely dependent on County staff for major website changes and modifications. A Fire District specific website will allow the agency the autonomy to make timely changes in order to meet the needs and demands of its residents. Additionally, a revised fire district website will have less pages and navigation than the County website, allowing for ease of navigation.

The revised website will improve functionality by allowing users to input and submit online forms for items such as public education and records requests, fire hazard complaints, burn permits, building and plan exams, and other requests. The data will be recorded automatically reducing staff time to field customer calls. As an example, in the case of burn permits, the system will be designed to either approve or deny burn permits based on geographical locations. Currently, users have to download and print out forms, fill out by hand, scan and email back to the Fire District, or mail.

Finally, a revised website unique to the Fire District will help improve the organization's brand and image, and the awareness and education of programs and initiative for the Fire District's residents. The District has received feedback from both internal and external audiences on the difficulty to find information on the current site, which is often resolved by the user being walked through the navigation by staff.

The fire service is deep in tradition and pride. Fire agencies showcase and share pictures of fire apparatus, firefighters, events and incidents which a website for the District will provide. There are countless opportunities to highlight the District's programs and initiatives through images, videos, and publications.

The new website would continue to promote the Board of Fire Commissioners, public meeting agendas dates and times, broadcast of Board of Fire Commissioner meetings, and will still require synergy between the County's website and the Fire District's website.

FISCAL IMPACT

Development, design, and implementation of the website is estimated not exceed \$20,000. This item was anticipated in the FY 19/20 budget.

RECOMMENDATION

Staff recommends the Board of Fire Commissioners approve the development and design of a revised website specific to Truckee Meadows Fire Protection District.

POSSIBLE MOTION

Should the Board agree with the staff's recommendation, a possible motion could be:

"I move to approve the development and design of a revised website specific to Truckee Meadows Fire Protection District."