



## CUNNINGHAM FIRE PROTECTION DISTRICT

**TO:** Colorado State Fire Chiefs Combination Section

**FROM:** Jerry Rhodes, Fire Chief

**SUBJECT:** "Techniques for Success in Community Relations"

**DATE:** February 19, 2016

**Description:** Community & Government Relations: Project a positive image of the department; assume a leadership role in community events; effectively interact with community leaders.

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- Be true to the agency's Mission, Vision, and Values.
  - Cowboy Ethics
  - What do your bosses need and want?
  - What do your co-workers need and want?
  - Local/Association
  
- Image
  - Control yourself
  - How do you and your team act in public?
  - How do you look?
  - Are you consistent in your treatment of each other and the public?
  - Safety zealot
  - It is more important than you know
  
- Community
  - What do you know about your bosses?
    - Social economics
    - Cultures
    - Religion
    - Business
    - Politics
  - Home Owner Associations

- Apartment groups
- Community groups
- Other government agencies
- Schools
- Chamber of Commerce
- Homeless/Street people
- Places of worship
- What do they need and want?
- What can you do for them?
  
- Relationships
  - Respect
  - Stay on mission
  - How can you help them?
  
- Play the Role
  - It is not about you. It is about what and who you represent.
  
- Show Interest
  - Meetings
    - Stay for the entire meeting
    - Listen to your bosses
    - Be a problem solver or communicator
    - Don't always sit with your buddies
  - Events
    - Remember why you are there
    - Thirty second rule with your team
    - As long as you can with citizens
    - Limelight vs. Floodlight
  
- Politician
  - Qualities of a good politician
  - Elected vs. Appointed
  - Term of office
  - Opinions
  - Colorado Revised Statutes
  - Work with them all
  - Make them look good when you can
  
- Let' talk smack