

# Fairfax County Fire and Rescue Department CY 2023 Equity Impact Plan Annual Report



Fire Chief John Butler  
Equity Officer Clarence Dickens  
Policy Advisor Marlon Murphy

## Executive Summary

The Fairfax County Fire and Rescue Department (FRD) remains committed to advancing equitable outcomes in line with the Fairfax County Strategic Plan and the One Fairfax Policy. FRD focuses on delivering services to the public while fostering an inclusive culture among its uniform, civilian, and volunteer personnel.

In CY 2023, our FRD-Equity Impact Plan (EIP) aimed to establish a sustainable equity infrastructure. Key components included broadening community engagement, developing a Community Risk Assessment CRA and Community Risk Reduction (CRR) Plan, educating residents, enhancing data utilization, implementing equity training for personnel, and fostering diversity at all department levels.

FRD's dedication to equity involves ensuring equitable access and opportunity for all to prevent and survive emergencies without imposing burdens on any individual or community. Leveraging emerging data analytics, FRD strives to reduce vulnerabilities experienced by residents. While FRD has consistently gathered data over the years, it recognizes that the department must adopt an equity lens in its data collection efforts. By doing so, FRD can instill confidence in using the data analytics team and the department's leadership and reaffirm that our data is more than just informative—it is transformational.

The FRD-EIP is overseen by the Equity Officer and the Fire Chief's Equity and Inclusion Council (FCEIC), composed of diverse FRD personnel dedicated to promoting diversity, equity, inclusion, and belonging within our organization and the wider community. While some goals require extension into CY 2024 due to infrastructure complexities, departmental achievements have already yielded tangible impacts community-wide. Given the scale and breadth of FRD's service delivery and personnel, the department is proud of the significant strides in laying a foundation to advance equitable practices and enhance community well-being in 2023.

## Equity Impact Goals and Measures

### Goal #1: Develop and implement a plan to reduce the risk(s) experienced by residents which lead to emergency calls for FRD

According to the National Fire Protection Association (NFPA) 1300, Community Risk Reduction (CRR) is a process of identifying and prioritizing local risks, followed by the integrated and strategic investment of resources to reduce their occurrence and impact. In other words, it is a process to help communities discover their risks and develop a plan to reduce the dangers viewed as a high priority. The steps involved in CRR are conducting a Community Risk Assessment (CRA), creating a CRR plan, implementing the plan, and evaluating the plan.

FRD implemented the 5 E's of CRR: enforcement, engineering, emergency response, economic incentive, and education. FRD added a 6<sup>th</sup> "E", for "equity", to account for the department's effort to intentionally mitigate risk for all our residents regardless of their first-due area or zip code.



**Action - 1a.** Complete a Community Risk Assessment (CRA) to identify leading risks within the different communities in Fairfax County and establish a baseline measurement for the loss of life and property.

The Community Risk Assessment was completed in March of 2023 and was placed on the FRD webpage for public access. The CRA is a web-based application that permits users to view Fairfax County demographics, triggers for service calls, and outcomes for each service area (community level).

### Performance Measures

PM1a. The number and type of risks identified by location in the County and the population(s) impacted.

PM1b. The data produced by the CRA is currently under analysis to identify the vulnerabilities experienced by residents, disaggregated by demographic categories that contribute to the risk(s) resulting in FRD service calls at each service area.

Risks are categorized at the community level by the top 10 EMS and the top 5 fire service calls (see chart below). The risk types are as follows:

EMS	FIRE
Falls	Building Fire
Breathing Problems	Outside Fire
Sick Person	Vegetation Fire
Chest Pains (Non-Traumatic)	Special Outside Fire
Traumatic Injury	Cooking Fire
Abdominal Pain/Problems	Structure Fire
Altered Mental State	Ice/Water Rescue
Traffic/Transportation/Incident	Vehicle Fire
Unconscious/Fainting/Near-Fainting	
Pain	
Unknown Problems	

**Action 1b.** Track the number of vulnerabilities identified and tracked by the FRD-CRR section are the following:

- Households below the poverty line
- Households receiving public assistance
- Households receiving food stamps/SNAP benefits
- Disabilities
- Population above the age of 65
- Households without a vehicle
- Households without internet access

**Action 1b2.** Track the number of FRD service calls directly correlated to the County's vulnerabilities.

The CRA tracks all service calls that correlate with the identified vulnerabilities in item #1.

**Action 1c.** Develop a Community Risk Reduction plan to address the risk(s) identified in the Community Risk Assessment (CRA)

The CRR plan is currently being developed and is planned to be completed in April 2024. The CRA will produce all performance measures listed below.

PM1c1-. The number of risks identified and prioritized for each Fire House's First-due and Battalion areas.

PM1c2-The number of persons trained in hands-only CPR in targeted areas identified in Community Risk Assessment (CRA)

PM1c3-The number of persons educated about pedestrian safety in targeted areas identified in the Community Risk Assessment (CRA)

PM1c4-The number of persons involved in pedestrian and bicycle injuries (disaggregated) in targeted areas identified in the Community Risk Assessment

**Action 1d.** Present the Community Risk Assessment (CRA), Community Risk Reduction (CRR) Plan, and recommendations to collaborative parties within the County.

Community-level conversations have commenced where CRA findings for identified communities are presented in collaboration with community-represented organizations (i.e., civic associations, houses of faith, etc.). Special effort is emphasized to tailor findings to each audience via comprehensible presentations that make it easy for individuals to identify what needs to be addressed in their community and locate appropriate resources.

**Performance Measures:**

PM1d- The number of presentations to partnering agencies and non-governmental organizations focused on sharing, promoting, and disseminating FRD's findings from the Community Risk Assessment.

**Community Presentations CY 2023**

Date	Requesting Agency/Event	Topic	Attendees
2/13/2023	Department of Public Safety and Communication	Community Risk Reduction	34
2/14/2023	Leadership Fairfax	Community Risk Reduction	15
4/26/2023	McLean Senior Safety Summit	Community Risk Reduction	37
8/28/2023	Central Intelligence Agency	Fentanyl Awareness Panel	--
9/17/2023	Mt Vernon at Home Senior Living	Community Risk Reduction	28
9/23/2023	Northern Virginia Resource Center for Deaf and Hard of Hearing	Fire Safety, Smoke Detectors for Hearing Impaired	
9/28/2023	Interfaith Resiliency Conference	Community Risk Reduction, Hands-Only CPR, Smoke Alarms, File of Life	40
10/5/2023	National PTA Disaster Preparedness Webinar	Fire Safety	27
10/25/2023	Central Intelligence Agency	Hands-Only CPR, Fire Extinguisher, Fire Safety	
10/30/2023	Hybla Valley Community Center	Trunk or Treat	300

## Example Community CRA Data Shared with McLean Senior Safety Summit 2023



PM1e. Ensure the Community Risk Reduction plan can be shared with community leaders in diverse languages and in printed and electronic forms.

This goal will be completed in CY 2024 upon completing the CRR Plan.

PM1f. Implement an approved Community Risk Reduction plan with collaborative efforts to address risks.

This goal will be completed in CY 2024 upon completing the CRR Plan.

### **Goal #2: Distribute educational and safety information to residents who call for service or engage with FRD personnel in the community, focusing on non-English speakers or readers.**

FRD is fully aware that preventing the 911 call and educating the communities we serve will affect the lives and property in Fairfax County. FRD's core values are key drivers that keep our department accountable for educating community members on handling specific emergencies. The Fire Department continues to evolve with other county agencies by intentionally raising awareness of the root causes of fire and medical emergencies. We use various interventions to educate community members, such as shows and tells at local schools, churches, and community centers and smoke alarm checks in the home by the closest firehouse. The Fire Department acknowledges that our efforts can only work with others and that the collaborations with other county agencies and community partners have allowed us to increase the number of individuals our safety materials might impact.

## Example Community Hands-Only CPR Education Event



**Action 2a.** Ensure all FRD personnel are educated on the V-Pamphlet application during the Emergency Medical Services Community Education Program (EMSCEP) and understand the importance of using the mobile application.

The FRD-CRR section updated and revised the V-Pamphlet digital application before implementation in 2023, with over 150 documents available for public distribution. Of the over 100 documents made available to the public, we are available in multiple languages, such as Arabic, French, Indonesian, Korean, German, Portuguese, Russian, Farsi, Spanish, Haitian Creole, Polish, Vietnamese, Somali, Swahili, and Hmong. Through an annual review process, FRD continues to increase the number of documents translated from English to many previously identified languages.

Additionally, FRD personnel were educated on the V-Pamphlets application, which was placed on the iPads on all service vehicles and cellphones.

### **Performance Measures:**

PM2a1-The number of community members receiving information (disaggregated)

1155 Residents received fire safety and medical safety information in Spanish in our Mobile Home Community Safety Initiative (MHCSI)

PM2a2-The number of information types disseminated.

FRD currently disseminates over sixty different information types to the public.

PM2a3- The number of information types of various languages available for dissemination.

Currently, FRD translates documents into up to fifteen languages, with various volumes of documentation depending on population needs.

**Goal #3: Expand the use of disaggregated data throughout the department and make sure we account for race, gender, age, and ethnicity.**

**Action 3a.** Collect, review, and interpret all data, which will determine the next steps of action by FRD.

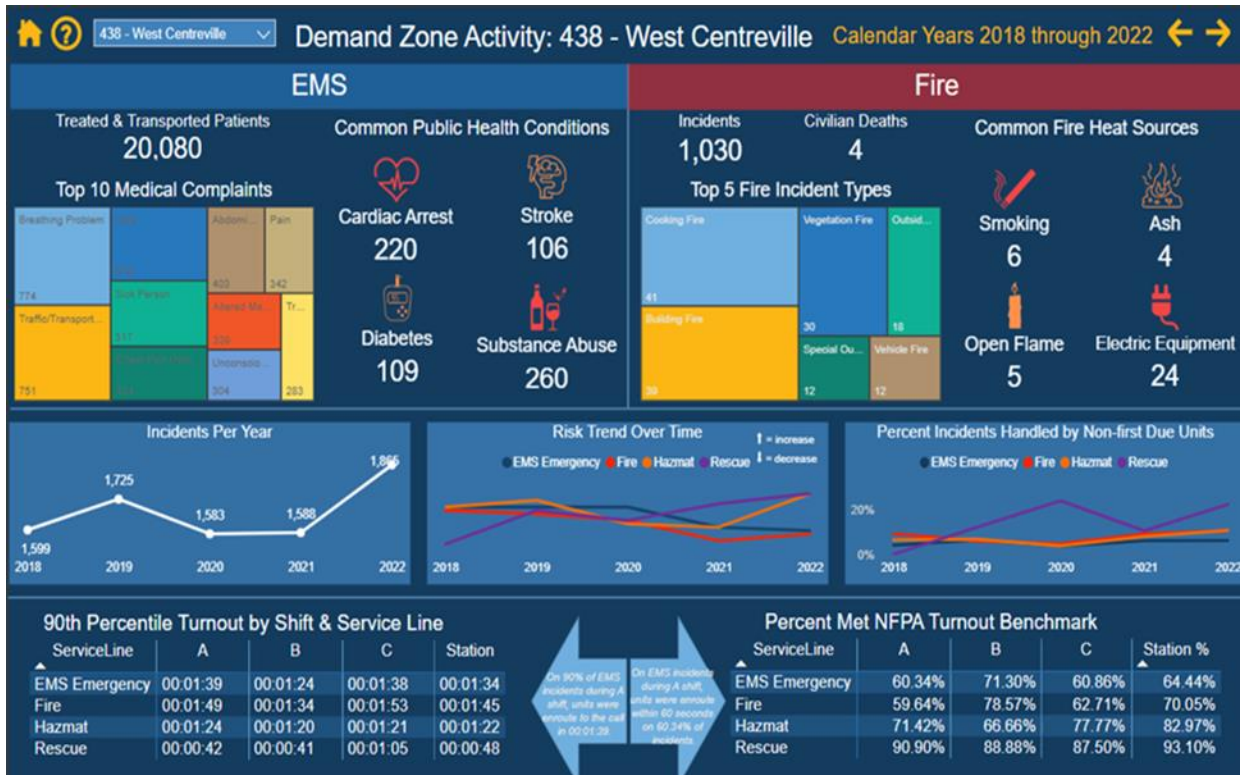
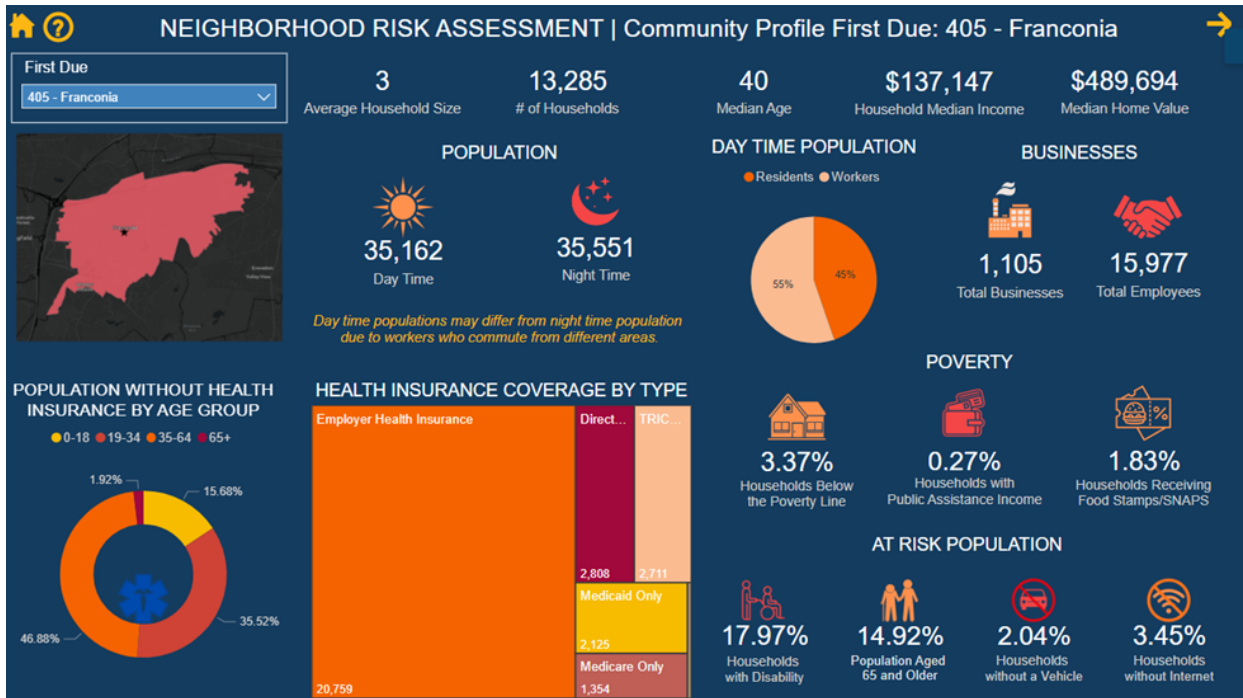
The Fire Department has always collected data. But now that the Fire Department has a data analytics team, it allows our department to be better informed, enhancing how we make certain decisions. The data collected by our data analytics team has helped create targeted strategies for the Department and highlighted strengths and areas of improvement. Data collection is critical to informing and educating the Fire Department on decisions that will impact the members of our organization and better serve the community. More than collecting data alone is required. In 2023, we must be intentional in who we are saving, how we are saving them, and where they are being saved in Fairfax County. Disaggregating the data will give us a clearer picture of what the vulnerabilities are in Fairfax County. Collecting data and then ensuring it is disaggregated allows the Department to start to follow trends to see who and what communities need to be addressed. This enables the Department to funnel resources to improve community outcomes and quality of life.

In alignment with our commitment to continuous improvement and equity-driven decision-making, FRD is embarking on a strategic initiative to leverage disaggregated data across the entire Department further. This initiative underscores our dedication to enhancing our operational effectiveness while ensuring that our services remain equitable and responsive to the diverse communities we serve. FRD adheres to the data collection guidelines established by our county's data analytics group. However, our department is in the process of formalizing procedures for the systematic review of collected data.

Our commitment to expanding the use of disaggregated data and integrating equity into our decision-making processes reaffirms FRD's position as a forward-thinking and community-responsive organization. This strategic initiative underscores our dedication to serving all Fairfax County residents equitably and effectively, and we anticipate that it will result in more targeted and impactful service delivery.



# Sample Community Risk Assessment Disaggregated Data



## Performance Measures:

PM3a1- The number of data sources reviewed by the Fire Chief's Equity Inclusion Council and Data Analytics to determine its ability to produce disaggregated data.

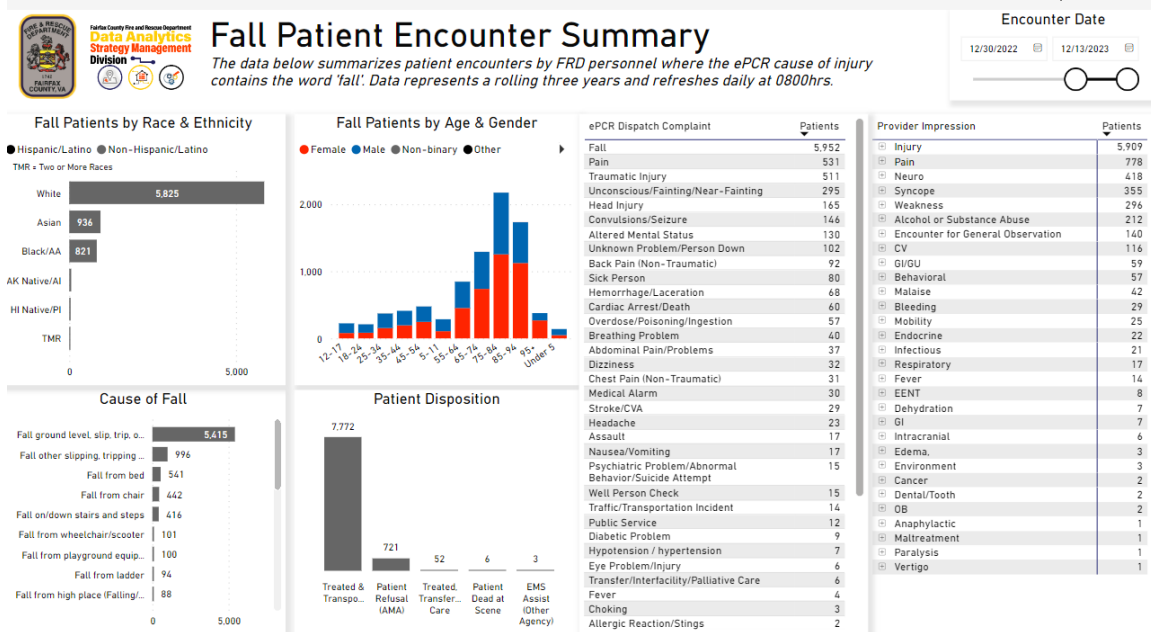
The FCEIC met with the FRD data analytics to better understand the data, why it was collected, and how it is being used thus far. The FRD collects a wide range of data and already takes a diverse approach to gathering information for various purposes. The data analytics team is now disaggregating the data into areas not previously recorded. These areas are gender, age, race, ethnicity, and other protected classes when available or provided by residents. This allows them to break down the data into more specific categories that will give us further details regarding the data collected. In the past year, the data analytics section has expanded its team by hiring additional personnel, including a data scientist. This addition aims to improve the Department's ability to interpret and analyze the data effectively. FRD will provide better transparency and understanding of the collected data for internal and public use in the coming years. This again will show FRD's commitment to open and accountable data practices.

PM3a2- The number of recommendations for disaggregated data additions to FRD data sources or reports.

The following recommendations for disaggregated data were made:

1. The number of lift-assists and falls disaggregated.
2. The number of cardiac arrest calls disaggregated.
3. The number of departmental promotions (uniformed) disaggregated.
4. The number of applications and hires disaggregated.

### Example of Data Request Disaggregated by FRD



**Action 3b.** Create FRD department-wide equity measures.

**Performance Measures**

PM3b-1 Approved list of FRD department-wide equity measures.

This goal was carried over into CY 2024 to allow for the development of FRD data sets. With the guidance of the FCEIC and FRD leadership, we will determine what areas of equity within FRD will be focused on.

**Action 3c.** Develop a process to report on the equity measures to the Department.

**Performance Measures**

PM3c-1 Reporting of equity measures to FRD personnel.

This goal will be completed after the completion of 3a and 3b.

**Action 3d.** Continue educating FRD personnel on the importance of recording demographic information.

**Performance Measures**

PM3d1- The number of personnel made aware of the importance of accurate data collection.

See the data in Goal 6a1 below for Equity Breakfast and Officer Classes.

The Fire Department's data analytics team and the Fire Chief's Equity Inclusion Council have intentionally stressed the importance of correctly recording demographic information on our emergency medical reports. During our Department-wide emergency medical training, FRD's data analytics section was given time to highlight the importance of correctly filling out demographic information while completing their emergency medical reports. All 1400 uniformed personnel are required to attend these trainings, where the importance of recording demographics was stressed. To help reinforce this message, the FCEIC members helped present this information during the equity breakfast conversations at various firehouses throughout the year. After explaining to personnel that with their data collection, we can provide equitable services to all Fairfax County residents, language is often a barrier in information sharing. Being able to offer safety materials in various languages is just one of the many ways we continue to protect lives and property in Fairfax County. This data collection can only occur if all do their part to record demographic information diligently.

PM3d2- The number of data sources reporting disaggregated information.

FRD should be able to provide specific data sources in 2024 that will influence some of the decision-making drivers that affect targeted communities.

**Action 3e.** Create a data analysis reporting process that will be easy for all Department members to interpret.

This specific process will be completed in 2024 with the completion of the Department's equity-wide training along with the consultation of the FCEIC, FRD-Equity Programs, FRD-PIO, and the FRD's data scientist, who will help advise and give guidance on how to disseminate information to Department members to understand and interpret the information quickly.

### **Performance Measures**

PM3e1- Percentage of data analysis reports shared with FRD personnel that included identified equity points.

This specific process will be completed in 2024 with the completion of the department's equity-wide training along with the consultation of the FCEIC, FRD-Equity Programs, FRD-PIO, and the FRD's data scientist, who will help advise and give guidance on how to disseminate information to department members to understand and interpret the information quickly.

**Goal #4: Broaden FRD's community engagement opportunities by emphasizing interactions with traditionally marginalized communities.**

Fairfax County Fire and Rescue Department has always had a good relationship with the communities we serve. The One Fairfax Policy has allowed the Fire Department to cast a wider net when connecting with the community. This wider net has been cast due to collaborating with multiple organizations, such as the Fairfax County Police Department, the Department of Neighborhood Community Services, and Fairfax County Public Schools, to name a few. Neighborhood schools regularly contact the Fire Department to interact with the community. The One Fairfax Policy has broadened the Department's community engagement opportunities by emphasizing interactions with traditionally marginalized communities.



**Action 4a.** Educate County residents, with particular attention to communities most vulnerable to risks that require FRD service calls, emphasizing seniors.

**Performance Measures**

PM4a1- List the number of people attending and completing safety classes offered by FRD's Life Safety Educators (LSE) and the Communities Academy.

The Life Safety Education (LSE) team has been a community staple for over 30 years. Educators provide fire safety education in addition to providing education on unintentional injuries.

The Fairfax County Fire and Rescue Department's Life Safety Section is constantly evolving to stay relevant and innovative in its service delivery. In 2024, the Life Safety section will transition to fall under the umbrella of the Community Risk Reduction section. With the growth of Community Risk Reduction, we expect to see increased engagement with community members and shared equity goals with agencies such as the Department of Neighborhood and Community Services and the Fairfax County Police Department. The Life Safety section contacted over 15,000 individuals in FY 2023. The Fire Department will continue to expand our collaboration with other agencies to hit a projected goal of 18,000 individuals who encounter the Fire Department.

**Life Safety Education 2023 Data**

Program	Type	Students	Teachers	Adults	Seniors	Total
Preschool	Community Event	258	0	177	0	435
	Kindergarten	3407	91	0	0	3498
	Parent Training	0	1	65	0	66
	Preschool	3479	57	130	0	3666
	Teacher Training	22	159	4	0	185
	<b>Total</b>		<b>7166</b>	<b>308</b>	<b>376</b>	<b>0</b>
School Age	Community Event	1995	0	1236	0	3231
	Elementary	499	97	5	0	601
	High School	0	0	120	0	120
	Sound Off (2nd/3rd)	78	3	0	0	81
	<b>Total</b>		<b>2572</b>	<b>100</b>	<b>1361</b>	<b>0</b>
Senior	Caregiver	0	0	55	0	55
	Community Event	0	0	547	450	997
	Senior Center	0	0	33	2053	2086
	<b>Total</b>		<b>0</b>	<b>0</b>	<b>635</b>	<b>2503</b>
<b>Total</b>		<b>9738</b>	<b>408</b>	<b>2372</b>	<b>2503</b>	<b>15021</b>

**Action 4b.** Expand the list of community organizations that will collaborate with FRD to reduce the risk to vulnerable populations in Fairfax County.

The Fire Department realized that we first needed to educate our personnel on why it is essential to address the vulnerable populations and inform them how we would take an equitable approach to reducing risk throughout Fairfax County. Our agency continuously informs personnel that attacking the root causes of the risk allows the communities we serve to have improved outcomes and, ultimately, greater life spans. For example, being intentional with safety material and service announcements in multiple languages can realistically be the difference between a person's life and death. FRD educates our personnel on the equity concept that specific communities have barriers that make them more vulnerable, which could ultimately result in the Fire Department running more emergency calls.

## Performance Measures

PM4b1-Track the number of meetings held or attended by community organizations.

<u><i>Community Organizations</i></u>	<u><i>Number of Meetings in 2023</i></u>
American Red Cross	11
Tenants Workers United	4
Audubon Residents Community	3
Public Works and Environmental Services	2
Northern Virginia Resource Center for Deaf and Hard of Hearing	2
Northern Virginia Fire Chief's Association	5
Department of Public Safety Communications	8
Fairfax County Police Department	7
Communities of Trust	12
Neighborhood Community Services	14

PM4b2- Track the number of collaborative opportunities created.

<u><i>Collaborative Organizations</i></u>	<u><i>Number of Collaborative Events in 2023</i></u>
American Red Cross	4
Tenants Workers United	1
Audubon Residents Community	2
Public Works Environmental Services	3
Northern Virginia Resource Center for Deaf and Hard of Hearing	1
Northern Virginia Fire Chief's Association	2
Department of Public Safety Communications	5
Fairfax County Police Department	6
Communities of Trust	8
Neighborhood Community Services	9

**Action 4c.** Track FRD's engagement with organizations in various communities that will help FRD improve its service delivery.

**Performance Measures**

PM4c1- List the number of organizations added to the list.

American Red Cross
Audubon Residents Community
Tenants Workers Community
Northern Virginia Resource Center for Deaf and Hard of Hearing
Northern Virginia Fire Chief's Association

PM4c2- List the number of meetings held with community organizations.

See PM4b 1 Chart

PM4c3- List the number of collaborative opportunities.

See PM4b 2 Chart

**Action 4d.** Develop a collaborative effort with FCPD and NCS to increase effective outcomes for jointly targeted community populations.

**Performance Measures**

PM4d1- List the number of new partnerships with collaborations from other county government agencies.

Public Safety Day Career Fairs	6
Community Outreach/Safety Summits	4
Interfaith Resiliency Conference	1
Mobile Home Safety	3



## **Goal # 5: Implement equity/implicit bias training for all FRD personnel.**

The Fairfax County Fire and Rescue Department has explored many opportunities to find the right facilitator to lead Department-wide equity/implicit bias training for all Fire Department personnel. The Fire Department has researched this potential training for roughly two years, with this latest attempt denied due to needing more funding for this training. FRD recently secured funds for department-wide training in 2024. FRD has a vendor in place but will be working on a contract with the vendor to enable the training to begin in March or April of 2024. Due to funding limitations, FRD's equity team will work with all stakeholders on logistics to complete this goal in 2024 and 2025.

**Action 5a.** Ensure senior leadership, Local 2068, and affinity groups have assisted with developing the equity/implicit bias training during 3 (listening sessions) that will provide a tailor-made product relevant to all personnel.

This goal was moved to CY2024 due to the budgetary projections required to cover the cost of the equity training, given the size of our department. Senior leadership, Local 2068, and affinity groups are incorporated in the listening sessions with the proposed vendor to design agency-specific training for FRD.

## **Goal #6: Continue to educate and expand the messaging on why an inclusive work environment is essential for all employees, volunteers, and guests to feel welcomed and empowered to serve.**

**Action 6a.** Expand our station-level visits to incorporate a variety of topics to be discussed along with training other members of the Fire Chief's Equity Inclusion to conduct station visits in FY 2023

### **Performance Measures**

PM6a1- List the number of group conversations with Fire and Rescue Personnel

New Fire Department Recruits	3
Officer I Development Class	2
Officer II Development Class	2
Officer III Development Class	2
Equity Breakfast Conversations	17
Fort Belvoir Staff Development	1
Virginia Fire Chiefs Association	1

## Example Equity Education Conversations with Personnel and Collaborative Partners



### **Goal #7: Implement the plan on how to increase the diversity of FRD staff through the 3Rs, Recruitment, Retention and Rising through the Ranks**

It's encouraging to see the Fairfax County Fire and Rescue Department taking intentionally proactive steps to address the challenges of recruiting and retaining a diverse pool of public safety workers. Diversity and inclusivity in fire and rescue departments are crucial for building a well-rounded, representative workforce that effectively serves the community. Recognizing that these challenges are not unique to Fairfax County and are widespread nationwide is essential.

Advanced data analytics, such as creating a heat map to identify where applicants are applying from and tracking disaggregated data, is an example of an intentional approach to understanding potential candidates' geographic and demographic distribution. This can help tailor recruitment strategies to reach underrepresented groups and communities.

Streamlining the application process is another step. A more efficient and user-friendly application process can reduce barriers to entry and help keep applicants engaged throughout the hiring process. This can lead to quicker and more effective recruitment, benefiting both the department and the candidates.

**Action 7a.** Establish quarterly meetings with recruitment and FRD's human resources to evaluate the effectiveness of the strategies.

Quarterly meetings with the recruitment section were established to stay informed about the current ideas and strategies for recruiting a diverse workforce in 2023. Budgetary constraints can indeed be a significant obstacle to effective recruitment. The Fire Department has recently hired a new human resources manager who is aware of recruiting hurdles in 2023 but has been very positive in trying to solve this problem.

The Equity Officer will maintain open communication with the HR manager and the recruitment section to continuously assess the effectiveness of the strategies and adjust as needed. By taking these steps and committing to a culture of diversity and inclusion, the Fairfax County Fire and Rescue Department can work toward overcoming budgetary constraints and achieving its recruitment goals in 2023.

**Performance Measures**

PM7a1- List the number of male and female applicants.

<b>Year</b>	<b>Males</b>	<b>Females</b>	<b>Not Specified</b>
2023	778	128	9
	85.03%	13.99%	0.98%

PM7a2- List the number of applicants disaggregated by race & ethnicity.

<b>Year</b>	<b>Asian</b>	<b>Black</b>	<b>Hispanic</b>	<b>Native American</b>	<b>Native Islander</b>	<b>TMR</b>	<b>Unknown</b>	<b>White</b>
2023	108	743	386	24	15	154	47	1210
	4.02%	27.65%	14.37%	0.89%	0.56%	5.73%	1.75%	45.03%

PM7a3- List the number of recruiting events targeting female and persons of color populations.

FRD recognizes the challenges of recruiting women, persons of color, and other protected classes to the fire service. An inclusive approach towards recruitment was adopted to engage diverse populations positively. The recruitment section sent diverse recruiters to speak and engage with various applicants at the following events in 2023:

## **Recruiting Event Recap for 2023**

### January

- Mountain View High School
- Unity Reed High School (ESOL)
- Woodson High School
- Mount Vernon High School
- Falls Church Fire and EMS Academy Presentation
- Bucknell University (Pennsylvania) Public Service, Government, and Non-Profit Virtual Career Fair

### February

- Fort Bragg, North Carolina
- Herndon High School
- Lewis High School
- Radford University Career Fair Healthcare Pathways
- Edison High School
- Fredericksburg Military-National Guard Career Event
- Centreville High School
- Annandale High School
- University Maryland Eastern Shore (UMES) Career Fair
- Instruction 2 Industry Career Virtual Event for High School Students
- Woodson High School
- West Potomac High School

### March

- Justice High School
- University of Maryland Baltimore County (UMBC)
- Monroeville Fire and EMS Show
- Prince William County School Career Fair
- Westfield High School
- McLean Citizens Association (MCA) Public Outreach
- Mount Vernon High School
- South Lakes High School
- McLean, Langley, and Marshall High School
- South County High School
- Chantilly High School Teen Job Fair
- Marshall Governor's STEM Academy Career Fair
- Madison High School

## April

- Woodson High School
- Fairfax High School
- Reading Hospital School of Health Sciences Paramedic Presentation
- Bryant Alternative High School
- Herndon High School
- ROTC Presentation at Herndon High School
- Falls Church High School
- Community Outreach/Recruiting at Emanuel Baptist Church

## May

- Hire Vets NOW hosted by FCEDA
- Virginia Career Works Job Fair (Loudoun)

## June

- PWCS Job Fair
- Paramedic Presentation for Durham Technical Community College via Teams (Paramedic Program)
- PSTOC Public Safety Recruitment Event
- Hiring Our Heroes (HOH) Camp Lejeune First Responders Career Fair

## July

- Recruit Military Tampa, Florida Career Fair

## August

- PSTOC Public Safety Recruitment Event

## September

- Virginia State University (VSU)
- Sully Community Day

## October

- Recruit Military JB Lewis McChord Washington State Career Fair
- Recruit Military JB San Antonio Texas Career Fair

## November

- Recruit Military Naval Station Norfolk Virginia Career Fair
- VA EMS Symposium
- Falls Church High School Fire and Rescue Academy

**Action 7b.** Implement recruitment strategies to increase accessibility and outreach at cultural community events.

The recruitment section is constantly trying to be innovative. Some of the strategies they used were individual calls with applicants and fire station visits with matching recruiters. The recruitment section has intentionally created population-specific brochures, additional CPAT (Physical Abilities Testing) offerings, and flexibility for applicants. The recruitment section also offers a voluntary pre-hire orientation program to prepare applicants and members of their families for what to prepare for.

### **Performance Measures**

PM7b1- List the number of new cultural events attended by FRD recruitment personnel.

- Virginia State University
- Emanuel Baptist Church

PM7b2- List the number of applicants received from cultural events.

The recruitment section will implement these parameters for 2024, with the assistance of our data analytics section to track future recommendations.

PM7b3- List the number of recruits who came to FRD from cultural events.

The recruitment section will put these parameters in place for 2024 with the assistance of our data analytics section's data designs implemented this year. This new data infrastructure permits FRD to track recruitment in a newly progressive manner to steer programming and interventions.

PM7c1- Develop a pilot plan that targets Fairfax County Public Schools students of color and females to raise their awareness and understanding of a career in the fire service.

The recruitment section worked with the Fairfax County Public Schools to launch a campaign to visit every high school in Fairfax County. The recruitment section took an inclusive approach to ensure that all the young adults in the high schools within the County asked recruiters questions about working for the Fire Department. This has been a well-received program that will continue in 2024.

**Action 7d.** Increase the awareness and the number of applicants and attendees at Girls Camp, focusing on girls of color.

PM7d-1 List the number of applicants for the Girls Camp disaggregated by race and ethnicity.

The Fairfax Office of the County Attorney advised the Fire Department not to collect or track this information. The Fire Department will consult with county attorneys in 2024 and the One Fairfax staff regarding collecting this information to revisit this tracking of

disaggregated data for the Girls Academy. Tracking of disaggregated data was not permitted in 2023, but here are some key highlights from the 2023 Girls Academy. FRD hosted two sessions for the girl's camp this year, which included a diverse group of young ladies. In the first session, there were 25 girls and five counselors. Counselors were previous participants who returned in a "coaching" capacity. In the second session, there were 24 girls and six counselors. There was an increase in the number of young adults participating in 2023 due to the additional session. With the cooperation of the Public Information Officers, we advertised on social media to market the camp. Ten applicants were turned away due to space limitations at the girls' camp.

PM7e1- Explore the expanded use of the Community Fire and Rescue Academy for women and persons of color to include non-traditional hours.

Due to the vacant position, this goal will be carried over to the calendar year 2024. The position is filled, and in 2024, we will host two Community Fire and Rescue Academy.

PM7f1- . Ensure all promotional processes contain an equity component through the equity officer or their designee's review before the start of the process.

The Equity Officer participated in the design and selection of this promotional process.

2023 Lieutenant Officers Exam
2023 Technician Hazardous Material Exam

**Goal #8: Develop a communication plan to ensure organizational awareness of all equity goals and visibility surrounding equity and inclusion topics.**

**Action 8a.** Work with FRD's Public Information Office to enlist their expertise in applying best practices in delivering equity-focused information to the organization.

**Performance Measures**

PM8a1 - Produce a "Communication Best Practices" list to apply to FRD's equity effort.

FCEIC produced and delivered two equity newsletters and one equity podcast to FRD personnel via county email and the Departmental internal webpage. The newsletters and podcasts contained information on FRD's equity efforts, topics, resources, and inclusion actions.

PM8a2 - # of personnel who received information about FRD's equity efforts.

All FRD personnel uniformed, professional, and volunteer (>1600 persons) received the FCEIC newsletters. In the forthcoming year, it is the council's goal to have the capability to evaluate the impact of this performance measure by achieving the following:

- track the number of newsletters that were opened, and podcasts viewed by personnel
- survey personnel to determine their learning regarding the equity information presented by the FCEIC.