

# FIRE CHIEF'S MESSAGE

## MAY 2020

As first responders, we not only want to provide care and assistance during times of need, we want to help our residents and their families prevent emergencies and properly educate them about safety.

Besides social media, one of the most comprehensive and effective methods of delivering and displaying timely information is creating and managing our main hub: our website.



After a lengthy and arduous process, the Executive Team and I are pleased to provide a preview of the Los Angeles County Department's newly designed website.

It took more than 18 months from concept to completion with countless hours of hard work, effort, and planning from all the team members involved in this huge endeavor.

Thank you to everyone at the Internal Services Department and the Information Management and Executive Support Divisions who contributed and dedicated their time and talent to ensure the success of our new website.

We hope to go live with our new website in late June. The new website has a customized color palette. It is bold and eye-catching with captivating and strong hero images that illustrate what we achieve on a daily basis.

Accessible by a wide range of devices, the website is interactive and easily navigable. With a responsive and enhanced design, seeking information is user-friendly with increased functionality and search capabilities.

It is a beautifully designed website focused on the content that our visitors want to see and based on the information we want them to always know and have readily available to them, especially valuable safety tips on a variety of topics.



*Continued on next page.*



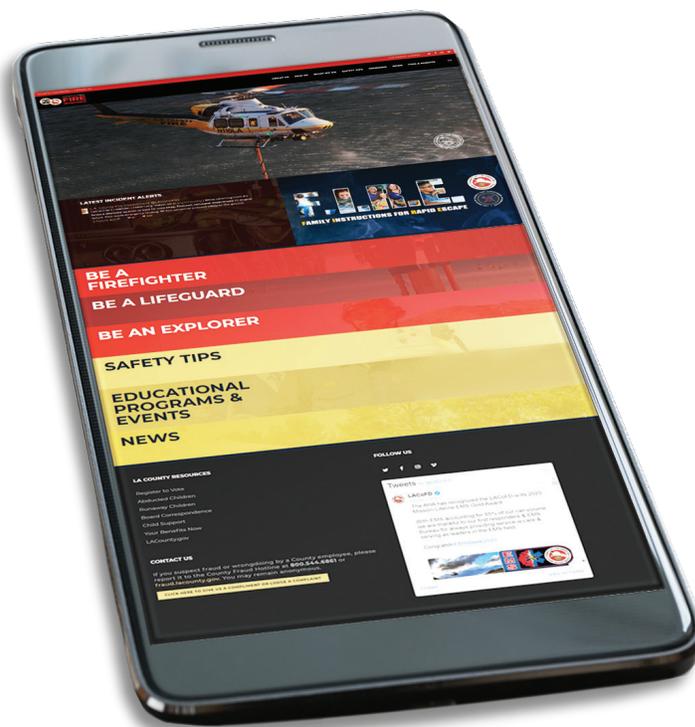


The homepage is clean and populated with the most up-to-date information, including feeds from the Department's official social media accounts as well as a regularly updated incident alert banner that is activated during high-level emergencies.

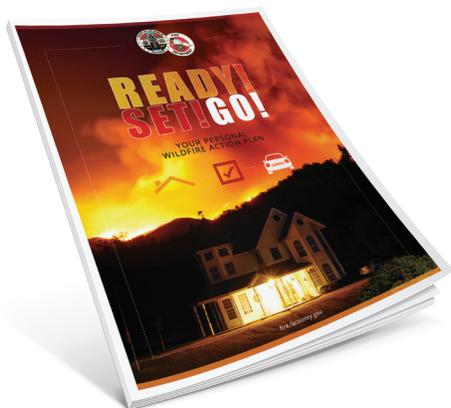
The Department's new website streamlines and presents information from our prior website in a fresher, modern layout. From the About Us menu to the Safety Tips webpages, there is a recurring theme and continuity throughout.

In addition to the improved visual appearance, there are also other technical and back-end functional improvements that will make the website operate optimally and allow for better gathering of data and analytics.

Once we officially launch, I hope you have an opportunity to take a look through the new website and see for yourself how impressive it is. There is no doubt about who we are when you see our new website. It clearly reflects and represents the strength of our Department and lays out exactly what makes us a top leader in our industry.



# READY!SET!GO!



*No matter the time of the year, make sure you and your family are always prepared for wildfire!*

The website is not the only thing that got a refresh! This year's Ready! Set! Go! program is updated with new information and valuable safety tips for homeowners. The recently updated Ready! Set! Go! Wildfire Action Plan ensures residents have the most up-to-date information to create and maintain defensible space (including the expansion of fuel modification Zone A from 20 to 30 feet) and harden their homes to make them more fire resistant.

You will find the latest Ready! Set! Go! Wildfire Action Plan, videos, and other safety tips available for viewing and downloading at [fire.lacounty.gov/rsg](http://fire.lacounty.gov/rsg).



1320 N. Eastern Ave., Los Angeles, CA 90063 • (323) 881-2411 • [info@fire.lacounty.gov](mailto:info@fire.lacounty.gov)

*The Fire Chief's Message is a monthly communication from the Fire Chief of the Los Angeles County Fire Department.*



[facebook.com/LACoFD](https://facebook.com/LACoFD)



[@LACoFD](https://twitter.com/LACoFD) [@LACoFDPIO](https://twitter.com/LACoFDPIO) [@LACoFDespanol](https://twitter.com/LACoFDespanol)



[@LACountyFD](https://www.instagram.com/LACountyFD)



[youtube.com/losangelescountyFD](https://youtube.com/losangelescountyFD)