

Board of County Commissioners

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James Bennett, County Attorney
Ken Burke, Clerk of the Court and
Comptroller

Pinellas County Board of County Commissioners
315 Court Street, 5th Floor Assembly Room
Clearwater, Florida 33756
www.pinellascounty.org

Work Session

January 15, 2015

9:30 A.M.

AGENDA

Department Presentations

1. [Communications](#)
2. [Convention and Visitors Bureau](#)
3. [Office of Management and Budget](#)
4. [Parks and Conservation Resources](#)
5. [Purchasing](#)
6. [Real Estate Management](#)
7. [Risk Management](#)
8. [Regional 911](#)
 - Radio and Technology
9. [Emergency Medical Services and Fire Administration](#)
 - Ambulance Billing and Finance
10. [Emergency Management](#)

Order of items is subject to change. All times are approximate. Break may be taken.

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Citizen's Comments Will Follow Presentation(s)

Any person wishing to speak regarding a work session topic must complete a comment card and give to the agenda staff at the staff table. The Chairman will call the speakers, one by one, to the podium to be heard. Each speaker may speak up to three minutes. Persons who have been authorized to represent a group of five or more individuals, who are present, should complete a comment card and may speak up to 10 minutes.



Communications Department

Presented by: **Tim Closterman**

Director

Work Session Presentation

January 15, 2015

Mission

- Works with the Board of County Commissioners, county administrator and county departments to provide information to citizens about issues, programs and services through print, video, web and community outreach programs.

Major Programs and Services

- Three major areas of service:
 - Public Information and Video
 - Writing (publications, web, scripts), videography, event support, social media
 - Digital Media
 - Graphic arts, web development and design, animation, county branding
 - Operations and Logistics
 - Courthouse information desk, countywide phone system, LiveChat, *“Doing things for you!”* mobile app

Major Programs and Services

- Support for:
 - Board of County Commissioners
 - County administrator
 - BCC departments
- Pinellas County website development and maintenance
 - *www.pinellascounty.org*
- Customer service
 - Courthouse information desk
 - Maintain official county calendar
 - LiveChat
 - Pinellas County mobile app – “*Doing Things for You!*”
 - Annual citizen surveys

Major Programs and Services

- Media relations
 - Park Boulevard Bridge closure
 - 62nd Avenue North sewer main break
 - Fort De Soto water main break
 - Chikungunya awareness
- Televised events
 - BCC meetings
 - Other boards' meetings: MPO, PPC, TDC
 - eTownHall events including budget

Major Programs and Services

- Event support
 - Economic Innovation and Leadership Symposium
 - Public Safety Complex ribbon cutting
- Video support
 - Watershed awareness
 - Heritage Village lecture series
 - Internal training videos for departments
 - Public service announcements
- Community outreach
 - Pinellas Citizen University
 - Hurricane (Multi-hazard Disaster Preparedness) Guide
 - Navigator program (Affordable Care Act)
 - Recycle Today recycling directory

Major Programs and Services

- Supporting our community partners
 - Florida Botanical Gardens Foundation
 - Holiday Lights in the Gardens
 - Friends of Brooker Creek Preserve
 - Brooker Creek Preserve Birthday Bash
 - Friends of Weedon Island
 - Prehistoric canoe video series
 - Pinellas County Historical Society
 - Heritage Village Folk Festival

Metrics and Performance Measures

- Communications projects: **210** (average per month)
- Website hits on county home page: **1,217,960** (YTD 2014)
- County websites maintained: **76** (YTD 2014)
 - Including specialty pages such as Pinellas Trail and RESTORE
- Social media followers (to date)
 - Twitter: **5,709**
 - Facebook: **2,845**
 - YouTube: **474**
 - Instagram (*new*): **126**

Metrics and Performance Measures

- Info desk walk-ups: **29,107** (YTD 2014)
- Info desk phone calls: **18,131** (YTD 2014)
- County email subscribers: **7,672**
- LiveChat: **103** (average per month)

Initiatives for the Next Five Years

- Youth outreach
 - College campuses, Youth Advisory Council, Instagram
- Continued development and enhancement of mobile device-friendly web format
- Educational outreach for surface water assessment
- Communications plan for responsible pet ownership
- Assist with 75% recycle goal for Pinellas County by 2020
- Improve citizen outreach and media relations through video equipment transition from standard definition to high definition



Thank you!



**ST.PETERSBURG
CLEARWATER**

St. Petersburg/Clearwater Area Convention and Visitors Bureau “Visit St. Pete/Clearwater”

Presented by: **David Downing**

Interim Director

Work Session Presentation

January 2015

Mission

- The Convention and Visitors Bureau strengthens the local economy by globally marketing and promoting Pinellas County as a destination and by working with partners, local governments and communities to continuously improve our tourist attractions.

Major Programs and Services

- Advertising and Promotions

Create brand awareness and metric movement by differentiating the St. Pete/Clearwater area from its competitors. Deliver the right message to the right person at the right time in the planning and visitation cycle.

2014: 525,000 magazines; 750,000 sweepstakes entries;
1.1B media impressions

- Media and Interactive

Elevate awareness of the destination through generation of engaging consumer content, industry communications, and strategic sponsorships that will ignite publicity and conversation in outlets around the globe.

2014: 364 stories placed worldwide; 4M YouTube views;
250M followers on Twitter/Facebook/Instagram

Major Programs and Services

■ Internet Marketing

Increase brand interaction with informative, engaging, up-to-date digital offerings that build awareness/loyalty and motivate consumer travel.

Operate 11 websites, including PinellasCVB.com, the industry-facing business-to-business site. Launch of all new consumer site in 2015.

■ Hospitality Education

Raise awareness of the value of tourism and foster development by interfacing with front-line staff and residents, providing tourism education outreach and supporting value of tourism initiatives.

2014: 1,000 front-line staff; 193 community sponsored events

Major Programs and Services

■ Leisure Travel – U.S. and Canada

Fuel the continual growth of record-setting leisure visitation numbers via domestic and international direct to consumer and trade sales initiatives. Work to develop new and increased air service.

2014: 14M visitors; 32 Familiarization Tours

■ Latin American Sales

Continue momentum of Latin American visitation by establishing the area as the premier destination on the West Coast of Florida.

Strategic focus on 11 countries in the Caribbean, Central America and South America.

2014: 87% spike in website visitation from Latin America

Major Programs and Services

- Meetings and Conventions

Generate room nights from sales and marketing initiatives that raise awareness of the area as a meetings destination. Provide meeting planners and industry extensive and reliable assistance, both in-house and via stand-alone representation in Washington DC and Chicago.

2014: 110,000 room nights; \$32M+ Economic Impact (EI)

- Film Commission

Promote Pinellas County to the film industry to generate leads that bring film, television and video projects to the area – the 3rd largest production center in Florida - from Hollywood blockbusters and independent features to television shows, music videos, infomercials and more.

2014: 192 film projects; \$21M+ EI

Major Programs and Services

- Sports Commission

Generate room nights from sports-tourism business by bringing competitive sporting events to the area that provide high returns on Bed Tax investments and promote the destination in a favorable light with participants and media alike. Work with municipalities, hotels, chambers and other industry partners to secure and grow events.

2014: Hosted 108 events that drew 82,000 visitors;

120,725 room nights; \$28M EI



JUST ANOTHER
**ART WALK, GALLERY STROLL,
DOLPHIN LOVIN,
HOLIDAY ROCKIN
DAY AT THE BEACH.**



#LiveAmplified



From fine arts to fun museums to Winter and Hope, our movie-star dolphins at Clearwater Marine Aquarium, 'tis the season for awesomeness on America's Best Beaches. Find more stimulating side trips at RadiantCulture.com.

Dunedin Fine Art Center | dfac.org
Clearwater Marine Aquarium | seewinter.com
Great Explorations | greatex.org



**ST.PETERSBURG
CLEARWATER**

DAS STRAND
ROCKENDE, MIT KULTUR
LOCKENDE, IMMER FREUNDLICHE,
„SEI DU SELBST“ URLAUBSPARADIES.



#LiveInPineda

St. Pete/Clearwater heißt alle willkommen mit weißen Sandstränden und einer coolen, lockeren Atmosphäre. Faszinierende Museen. Freigeistige Festivals. Pulsierende Bars und verlockendes Nightlife. Finde Deinen Groove unter VisitStPeteClearwater.com/GLBT.



**ST.PETE
CLEARWATER
FLORIDA**

EN ST. PETE/CLEARWATER, ERES TÚ AL MÁXIMO. ¡DESCÚBRETE!

#LiveAmplified



Cada instante en St. Pete/Clearwater está cargado de energía desbordante. Desde deslumbrantes playas de arena blanca hasta propuestas de arte fascinantes, aquí siempre hay algo que llenará de vida tu espíritu. Bienvenido a las mejores playas de América.
VisitStPeteClearwater.com/es



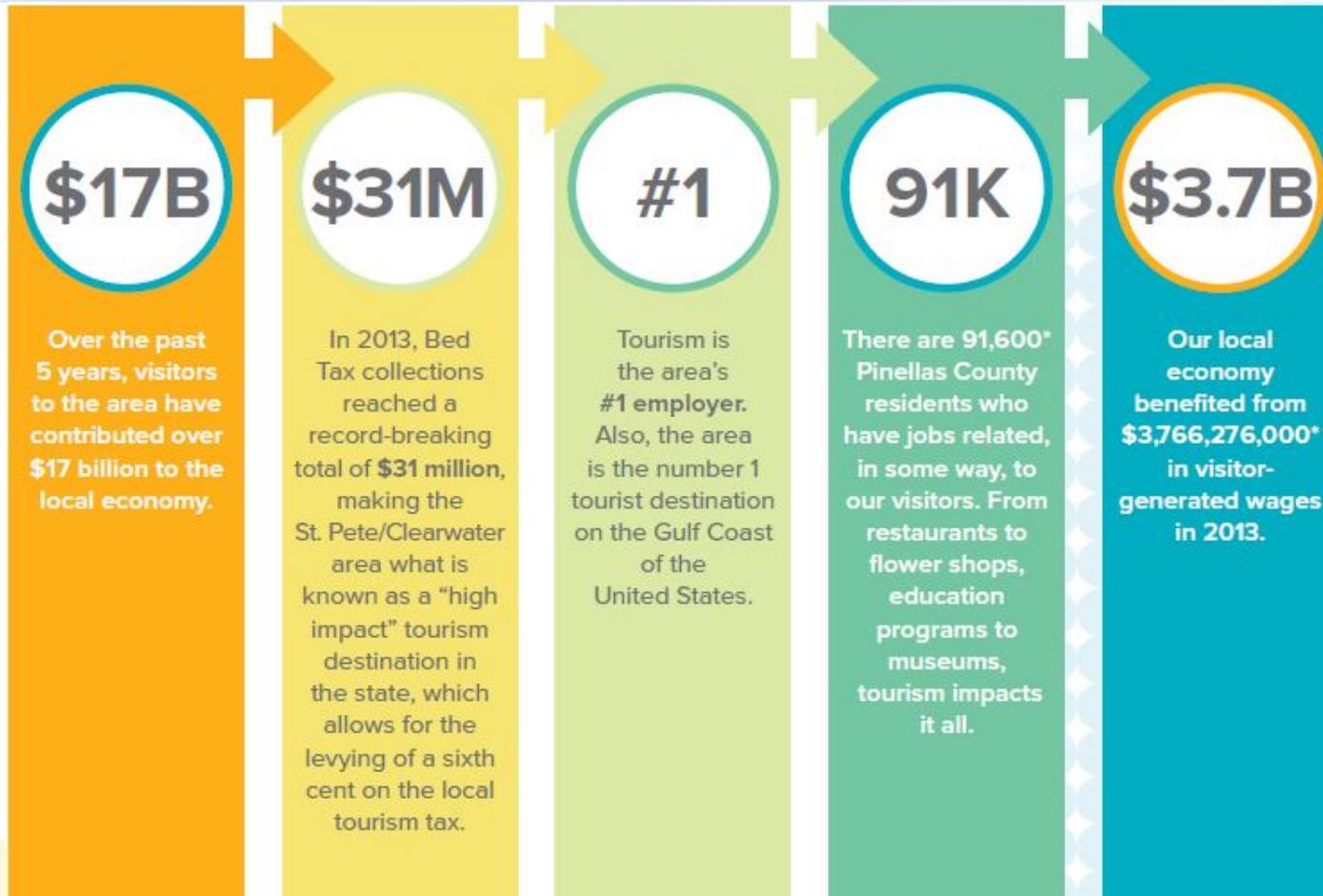
**ST. PETERSBURG
CLEARWATER**



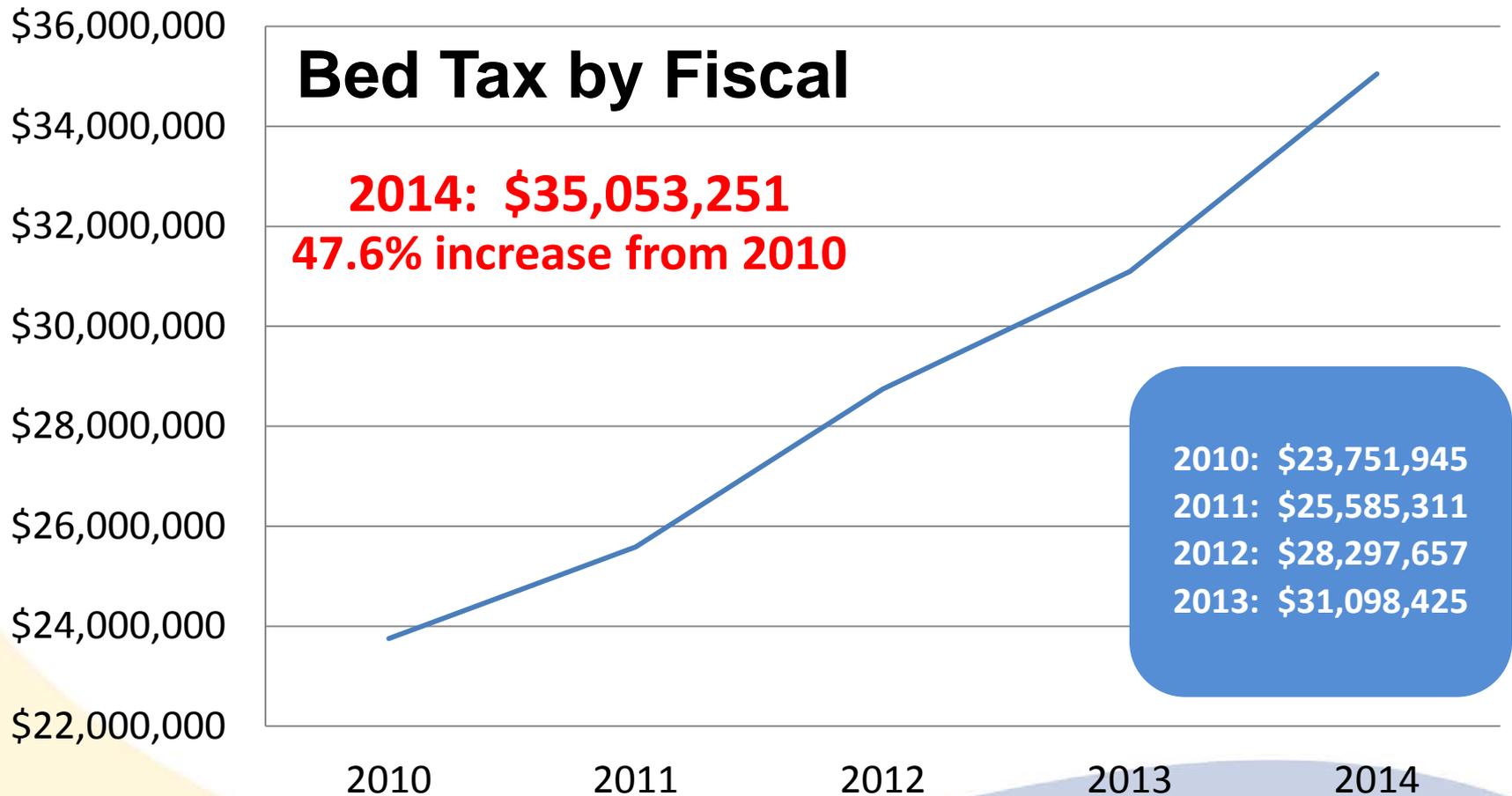


**ST.PETERSBURG
CLEARWATER**

Metrics and Performance Measures



Metrics and Performance Measures



Initiatives for the Five Years

- Grow the brand across new markets and demographics (Latin America, Millennials)
- Continue growth of new air service (PIE, TPA)
- Grow partnerships with industry partners, chambers and municipalities to promote tourism locally
- Grow China outreach: #1 area of growth for travel to US
- Explore bringing more CVB key functions in-house
- Create favorable conditions for growth of local accommodations market (new construction, etc)
- Keep abreast of technology trends
- Research



Thank you!



Office of Management & Budget (OMB)

Presented by. **Bill Berger**

Director

Work Session Presentation

January 2015

Mission

- OMB is an internal service department that provides budget and financial management services to our customers and partners. We are responsible for providing objective oversight of the countywide budget to facilitate sound, fiscally responsible decisions.

Major Programs and Services

- Countywide Budget
- Capital Improvement Program (CIP) Ten-Year Work Plan and Budget
- Multi-Year Financial Forecast
- Department-Level Budgets & Financial Support for Selected Departments
- Cost Allocation Plans

Major Programs and Services

- Debt Management
- Revenue Development & Support including User Fees and Potential Sources
- Strategic Performance Management
- Grant Support Functions
- Special Projects & Initiatives
- Technology Support

Metrics and Performance Measures

- Percentage of internal customers satisfied with service in developing operating and capital budget (based on OMB annual customer satisfaction survey; Target = 95%)

| | 2012 | 2013 | 2014 | 2015 |
|-----------------------|-------------|-------------|-------------|-------------|
| % Satisfaction | 89% | 83% | 83% | 91% |

NOTE: Satisfaction based on survey responses of Strongly Agree or Agree.

Metrics and Performance Measures

- Percent variance of General Fund year-end actual revenues to budgetary estimates (Target +/- 2%)

| | 2011 | 2012 | 2013 | 2014 |
|--|-----------------|-----------------|-----------------|-----------------|
| Actual Revenues | \$468.0M | \$445.7M | \$438.8M | \$473.1M |
| Variance | -\$3.7M | \$6.4M | -\$3.2M | \$1.3M |
| % Variance (actual vs projection) | -0.8% | 1.5% | -0.7% | 0.3% |

Metrics and Performance Measures

- Workforce job satisfaction (based on UPS Employee Survey 2013) = 78%

* Additional survey data will be added in future years.

NOTE: Satisfaction based on survey responses of Strongly Agree or Agree.

Initiatives for the Next Five Years

- Workforce Growth and Development
- Countywide Strategic Performance Management Initiative
- Grants Administration Role
- Additional Opportunities for Centralization of Budget and Financial Management Services
- Improve Reporting to Enable Data-Driven Decisions
- Assist with Adoption of Project Management as Best Practice for CIP



Thank you!



PARKS & CONSERVATION RESOURCES

Presented by: **Paul Cozzie**
Director

Work Session Presentation
January 2015

Mission

- Operate and maintain the county's parks, preserves and management areas
- Maintain landscaping for county roadways, public buildings and public areas
- Monitor air pollutants and emissions
- Provide public education in the areas of sustainability and natural resources

Major Programs and Services

■ Air Quality

- Air Monitoring
- Compliance and Enforcement
- Complaint Response

■ Countywide Horticulture

- In-house and Contractual Mowing and Landscape Services for Right-of-Ways, Real Estate Management sites, and Parks/Preserves

Major Programs and Services

- **Parks and Environmental Lands**
 - Facility Maintenance
 - Safety and Security
 - Visitor Services
 - Volunteer Management
- **Resource and Asset Management**
 - Land Management
 - Asset Maintenance & Management
 - Heritage Village & Cultural Resources

Major Programs and Services

- UF/IFAS Extension
 - Environmental Education Centers
 - Sustainable Living Outreach and Education
 - Natural Resources Outreach and Education
- Business Services
 - Accounts Receivable/Accounts Payable
 - Shelter and Campground Reservations
 - Special Event Applications
 - Department Administrative Functions

Metrics and Performance Measures

■ Air Quality

- 1,400 air quality regulatory inspections per year
- 95% of all air quality complaints responded to within three (3) working days
- 50% or better of air quality case resolution through voluntary compliance

■ Business Services

- Over 320 special event applications
- 3,300+ beach and boat ramp parking passes
- 7,600 shelter reservations
- 17,500 campground reservations

Metrics and Performance Measures

■ Countywide Horticulture

- Mowing and landscape services on 1574 acres of County right-of-way and medians
- Mowing and landscape services at County parks and preserves and 38 miles of trail right-of-way
- Mowing and landscape services at 26 County office buildings and facilities

Metrics and Performance Measures

■ Parks & Environmental Lands

- Operations and maintenance support for resource-based recreation opportunities to over 16M annual visitors at 15 regional parks, 4 preserves, Fred Marquis Pinellas Trail, Duke Energy Trail, and other points of interest encompassing over 20,000 acres
- Seasonal lifeguard program at Fort De Soto, Sand Key and Fred Howard Parks
- 135,000 hours of volunteer labor annually
- 68% annual occupancy at Fort De Soto campground
- 44% cost recovery through fees, concessions, and related revenues

Metrics and Performance Measures

■ Resource and Asset Management

- 3,275 acres treated for exotic/nuisance species annually
- 150 acres of prescribed burns annually in parks and preserves
- 1,700 trade-related work orders annually, with a median response time of 2 days

■ UF/IFAS Extension

- 150,000 citizens impacted by 1,000+ programs, outreach, and education on natural resource conservation, best management practices, and sustainable living

Initiatives for the Next Five Years

- Develop an Asset Management Plan
- Initiate process to permanently assign personnel to regional parks and preserves
- Standardize online reservation and fee collection systems for all revenue programs
- Continue to build a strong, successful volunteer program
- Develop preventative maintenance programs, task calendars, and operating procedures

Initiatives for the Next Five Years

- Incorporate updated technology and hardware that will make the department more efficient in the workplace
- Address proposed tighter EPA ozone standards
- UF/IFAS Extension will continue to support the County Climate Team, Healthy Communities Initiative, Green Government Programs and the Green Business Partnership



Thank you!



Purchasing Department

Presented by. **Joe Lauro**
Director

Work Session Presentation
January 2015

Mission

- Central purchasing function for departments under the BCC/County Administrator and various independent agencies
- Purchase all goods and services including capital improvement construction and consultants (CCNA)
- Facilitate cost effective, ethical and legal procurement
- Create audit trail
- Ensure the market created by Pinellas County is apportioned fairly and ethically

Major Programs and Services

- **Procurement of Goods/Services** > \$256 million expended FY14
 - *Initiated and facilitated > 500 new contracts FY14*
 - *Renewed over 60 contracts for FY14 > \$58 million*
- **Purchasing Card Program**
 - *Over 26,000 transactions, expenditures exceeding \$13 million*
 - *Utilize purchasing cards to facilitate purchases against County competitively sourced contracts*

Major Programs and Services

- **Construction Pre-qualification Program** – over 200 firms - eleven categories of qualification including Building, Electrical, Bridge, Marine, Water & Sewer, Road & Street
- **Tampa Bay Purchasing Cooperative** – over 40 cooperative contracts – Fuel, Natural Gas, Paint, Security Guard Services, Auction Services, Chemicals and Pesticides, Batteries, Concrete, Sod
 - *All municipalities in Pinellas and Hillsborough can participate including Tampa Bay Water, PSTA, and School Boards.*

Metrics and Performance Measures FY14

Statistics

- Savings attributed to use of Purchasing Card – \$1,326,700
- Revenue from Bank of America for use of the Purchasing Card - \$177,488
- Savings attributed from competitive bid process for CIP construction - \$1,150,000
- Number of procurement related classes taught by Purchasing Department staff to internal customers - 32
- Positive Internal Customer Satisfaction Rating (88%)

Recent Initiatives (Past 14 months)

- Through the Contract Administration and Review Team (CART) several improvements to the contracting process were initiated.
- Met with local consultants to improve Consultant Competitive Negotiation Act (CCNA) processes.

Initiatives for the Next Five Years

- Improve procurement processes via technological enhancements.
- Continue to work on Contract Administration Review Team (CART) objectives.
- Uniform method for the administration of contracts
- Utilize best practices pertaining to governmental procurement
 - Research opportunities for Public Private Partnerships (PPP)



Thank you!



Real Estate Management (REM) Department

Presented by: **Paul Sacco**
Director

Work Session Presentation
January 2015

Mission

- Real estate support for County departments, agencies, and Constitutional Officers (REM's customers)
- Safe, comfortable, and cost efficient work environment to all customers
- Safe and cost efficient vehicular fleet that is available to meet customers' operational requirements.

REM Senior Management Staff



Tom Borawski
Division Manager
Building, Design and
Construction



Kim Circello
Business Relations Manager



Brenda Ellers
Section Manager
Financial Business Services



Kathleen Good
Division Manager
STAR Center



Sean Griffin
Division Manager
Real Property



Brian Landry
Division Manager
Facility Operations



Andrew Pupke
Division Manager
Fleet Management

Major Programs and Services

- 'Cradle to grave' service for all County-owned real property, leases and licenses
- Asset preservation of buildings, fleet vehicles and emergency power generators
- Vertical construction, renovation and major infrastructure repair/replacement for REM and other customers
- Building space management program
- Energy and water conservation management program
- Vehicle replacement program
- Fuel management program

2014 Notable Accomplishments

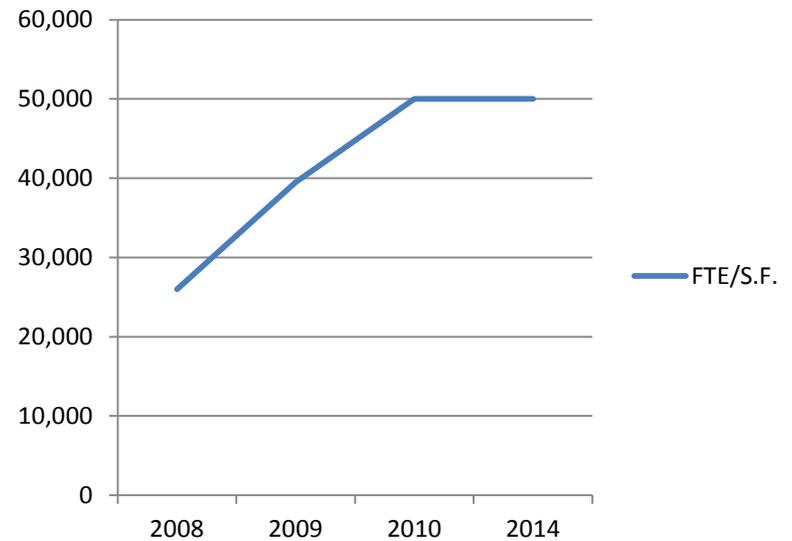
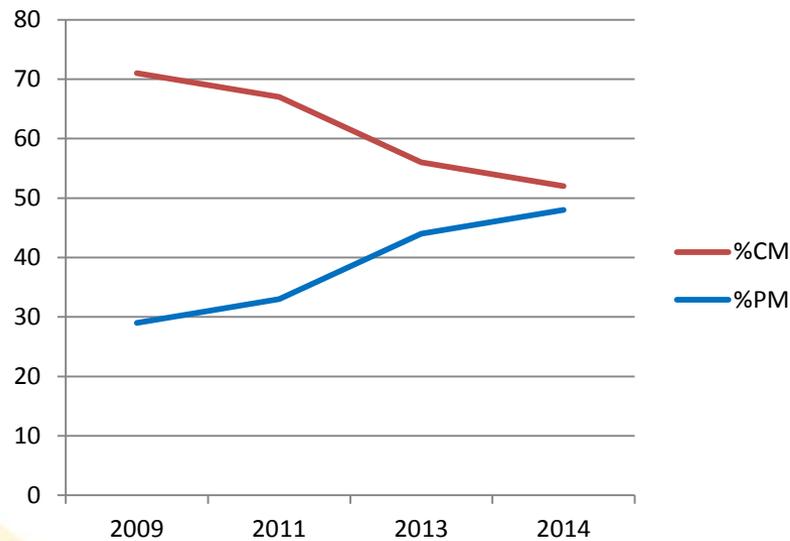
- Reduced energy consumption by 30% over 7 years
- Clearwater Downtown District Cooling Project
- Space Consolidation Plan
- New Public Safety Campus (PSC)
- New County Justice Center (CJC) Parking Garage

Metrics and Performance Measures

- Exceed customer expectations. Target is >90% good or better; FY13 actual was 94.1%, FY12 actual was 88.7%
- Minimize lost work days due to injury (target is 0; 8 days in FY14)
- Complete construction projects on-time and within budget (CJC Parking Garage and PSC projects)

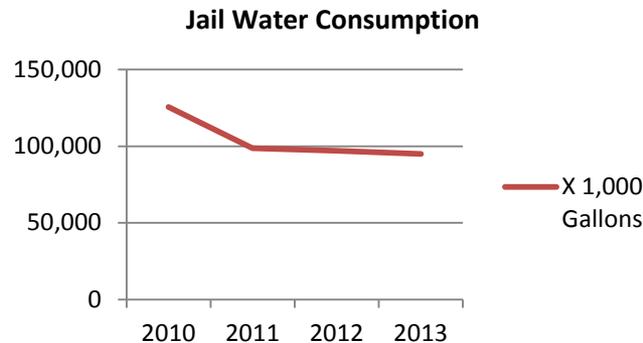
Metrics and Performance Measures

- Maximize asset availability through proactive maintenance and planned replacements.



Metrics and Performance Measures

- Minimize energy and water consumption



- Remain cost competitive with market.
 - Example: In FY12 , the average annual cost to maintain a vehicle was \$513. The industry average was \$1,500.

Initiatives for the Next Five Years

- Courts and Service Center Consolidation Projects
 - Annex Building at County Justice Center
 - North County Service Center Repurpose and Expansion
 - South County Service Center Repurpose or Relocation
- Detention Projects (Phase 1 and Evaluation of Phase 2)
- 126th Ave. Landfill
- Young-Rainey STAR Center Sale
- Enterprise Asset Management (EAM) Project



Thank you!



Risk Management

Presented by: **Virginia E. Holscher, CPCU**
Director

Work Session Presentation
January 2015

Mission

We manage Risk using Control, Transfer and Financing techniques

“We are all Risk Managers”

Mission – Risk Divisions

SAFETY

(Pre-Loss Control)

**CLAIMS
& SELF-INSURANCE**

(Post-Loss Control & Finance)

**INSURANCE
& CONTRACTS**

(Transfer)

Major Programs and Services

SAFETY (Pre-Loss Control)

- Site & Project Safety Inspections
- Training, Testing & Safety Policies
- Driver Program
- Review Loss Data

Major Programs and Services

CLAIMS (Post –Loss Control)

- Adjust Claims
- Subrogate
- Report claims to insurance carriers
- Work closely with safety division to mitigate similar losses in future

Major Programs and Services

INSURANCE & CONTRACTUAL RISK TRANSFER (Transfer)

- Manage Insurance Program
- Manage Insurance Requirements for Contracts
- Risk Identification
- Supply data for Actuary, Allocation and State Self-Insurance

Metrics and Performance Measures

- 944 Contracts Reviewed – 24% Purchasing, 76% Non-Purchasing
- Average CATS turnaround 2.2 days
- 40 Insurance Policies Administered
- Property Rates and Limits Better than peers
- 166 CDL Random Drug Tests – 4 Failures
- 109 Training Classes with 1,931 attendees
- 1,488 New Claims Incidents and Notices Processed
- 67% of New Claims closed in same fiscal year
- Workers Compensation Experience Modifier 28% better than peers

Initiatives for the Next Five Years

- Reduce Workers Compensation Claim County by 10%
- MOU
- Allocation
- Data to our customers
- Relevant Customer Service Survey
- Customer Service Training
- Risk management information system maximization
- Offer services to municipalities (Pool)?
- Damage Assessment
- Enterprise Risk Management

Challenges Next Five Years

- Risk Transfer
- Erosion of Sovereign Immunity
- Emerging Risks – Cyber, Terrorism, Climate
- Aging Workforce
- FEMA ?
- OSHA ?
- Pool Administration



Thank you!



Regional 911

Presented by: **Chuck Freeman**
Director

Work Session Presentation
January 2015

Mission

- The Regional 911 Center is the first link to providing fire, police and medical emergency services in Pinellas County. The process begins with the answering of a 911 call and concludes when emergency first responders are available for other calls.

Major Programs and Services

- Answer all 911 calls for Pinellas County
- Provide emergency medical dispatch (EMD) & emergency fire dispatch (EFD) pre-arrival instructions to 911 callers
- Dispatch for all Fire/EMS agencies in Pinellas County
- Process all Law Enforcement 911&10 digit calls for the Sheriff's Office
- Transfer other Law Enforcement calls within municipal boundaries

Major Programs and Services Cont.

- Provide equipment, network services and training for secondary Public Safety Answering Points (PSAPs)
- Provide 911 address validation

Metrics and Performance Measures

- We exceed State requirements for answering 90% of 911 calls within 10 seconds.
 - Dec. 2014: 92.58%
- Quality Assurance on 911 calls
 - Approximately 12% of 911 calls reviewed
 - Overall (EMS/Fire/Police) average compliance score: 95%

Initiatives for the Next Five Years

- Next Generation 911 (NG911) brings new capabilities and challenges for 911
- Consolidation of 911 Services within Pinellas County
- Implement a second geo-diverse 911 system for St. Petersburg PD & Clearwater PD
- Collaborate with surrounding counties on regional NG911 networking and related issues



Radio & Technology

Presented by: **Jackie Weinreich**

Director

Work Session Presentation

January 2015

Mission

- The Radio & Technology Department manages the county-wide public safety radio system and provides technology to the Regional 9-1-1 Center and our public safety partners.

Major Programs and Services

- County Wide Radio and Data System
 - P25 Digital Technology
- Computer Aided Dispatch (CAD) for Regional 911 Center
- CAD to CAD Interface with Sunstar and PCSO
- Provide Wide Area Network to all Fire Stations
 - Dispatch (station encodes, printouts, pagers)
 - Public Safety Applications and Centralized Data Base (fire reports, fire inspections, caution notes, staffing.)
- Mobile Data Application in Fire/EMS Apparatus
- Public Safety Mapping (ESRI)

Metrics and Performance Measures

- CAD Availability
 - 99.99% Up Time
- Radio System Reliability
 - 10 Sites
 - Bi-Directional Microwave and Single Site ASR for Redundancy
 - 99.99% System Availability
- NFIRS (Fire Report Data) for ISO and Accreditation Standards for all Fire/EMS agencies

Initiatives for the Next Five Years

- Interfacing Next Generation 911 (NG911) data to CAD
- CAD Interface with Tarpon and St. Petersburg Police
- Integrate ESRI Based Mapping for CAD/Mobile Data Terminals
- Real Time Performance Indicators (FirstWatch)
- Upgrade/Replace Radio System Towers and Equipment Shelters
- Long Term Evolution (LTE) Mobile Data Communications
- ISSI (Inter Sub System Interface) Connection to Hillsborough and Other Counties



Thank you!



EMS & Fire Administration

Ambulance Billing & Financial Services

Presented by: **Craig Hare & Jodie Sechler**

Director

Director

Work Session Presentation

January 2015

Mission

- Provide High quality emergency medical services and compassionate patient care countywide.
- Ensure preparedness and response to Fires and Specialized Rescue incidents countywide.
- Provide Ambulance Billing and financial oversight for all Public Safety related departments.

Field Operations



Major Programs and Services

- Emergency Medical Services (EMS) Administration
- Contract Management and Compliance Monitoring
- Stakeholder Engagement and Coordination
- Quality Assurance and Improvement
- System Policy and Protocol Development
- Medical Equipment and Supplies
- EMS Data Systems – Electronic Medical Records
- Special Event Plan Review and Coordination

Center for Prehospital Medicine



Major Programs and Services

- Fire Administration
- Contract Management and Compliance Monitoring
- Station and Apparatus Capital Planning & Coordination
- Pinellas County Hazardous Materials Response Team
- Pinellas County Technical Rescue Team
- Stakeholder Engagement and Coordination

Major Programs and Services

- Ambulance Billing and Financial Services
- Bill and Collect for all Ambulance Services
- Contract Management for Outsourced Services
- Financial Services
 - Support all Public Safety related departments – Ambulance Billing, Animal Services, Emergency Management, EMS & Fire, Radio & Technology, Regional 9-1-1, Justice & Consumer Services.

Metrics and Performance Measures

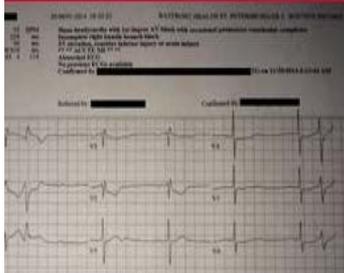
| | |
|------------------------------------|---------|
| ■ Ambulance Service Revenue | \$48.8M |
| ■ Number of Claims Billed | 150,585 |
| ■ Average Cash Collected Per Claim | \$324 |
| ■ Billing Cost per \$1 Collected | 7.8¢ |
| ■ Average Retail Charge | \$657 |
| ■ Net Collection rate | 70.46% |

Metrics and Performance Measures

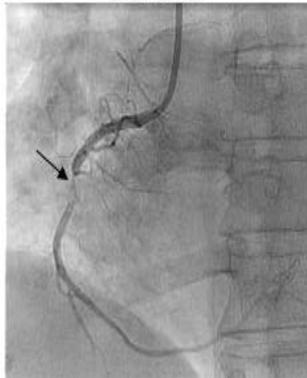
- Large Metropolitan EMS & Fire/Rescue System
 - Over 184,000 EMS/Fire Incidents annually
 - Over 150,000 Patients Transported annually
 - Largest Ambulance Service in Florida
 - 8th Largest Medicare Supplier of Ambulance Services in Nation
- High Performance and Service Level
 - “One of the most clinically sophisticated EMS Systems in North America” – Fitch & Associates
 - Rapid Response Times & High Customer Service Scores
 - A dozen Performance Measures Monitored Daily
 - 140+ Performance Measures Monitored Monthly
 - FirstWatch and FirstPass Systems

Performance Measures

STEMI ALERT – 11/29/2014



Before

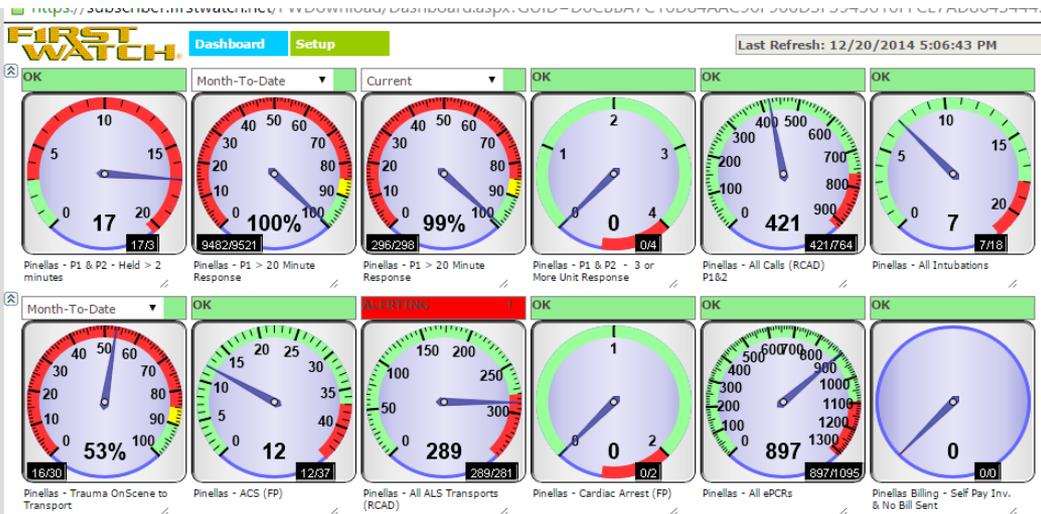
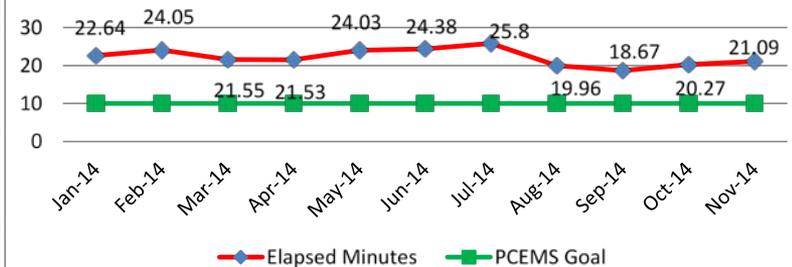


After

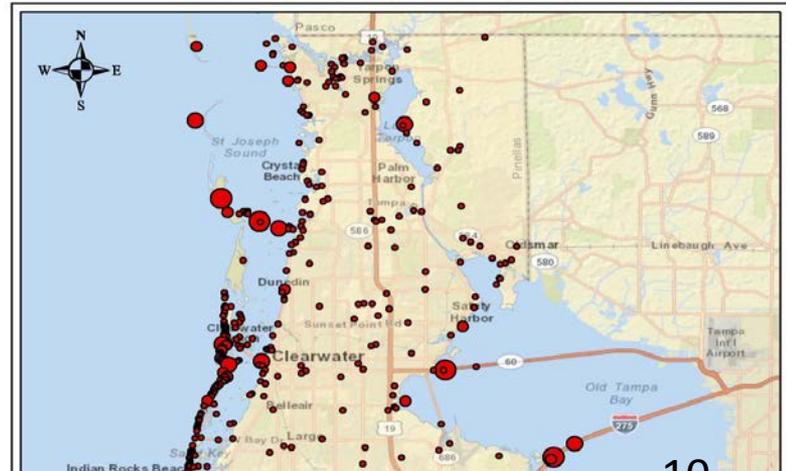


Rescue 9 and Sunstar 440
12 Minutes on Scene
23 Minutes to Hospital
57 Minutes Cardiac Cath

Ambulance OnScene to Ground Transport of Trauma Alerts (90th Percentile) Goal is 10 minutes



Pinellas County Safety and Emergency Services Water rescue events from 2009 through present

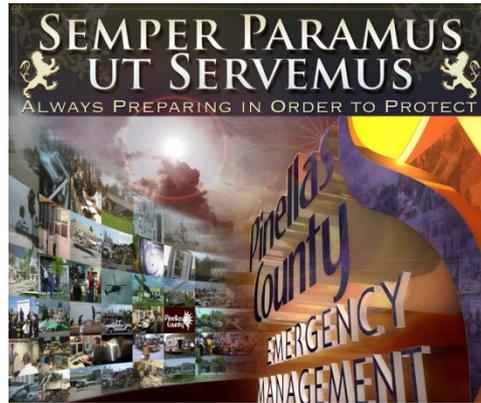


Initiatives for the next Five Years

- Ambulance Services RFP and Agreement
- Community Paramedic Pilot Project
- Move Ambulance Dispatch to the Regional 9-1-1 Center
- FirstPass System Implementation
- EMS Hospital Data Sharing System Design
- Center for Prehospital Medicine Program Expansion
- Regional Technical Rescue Team Agreement
- Regional Water Rescue Needs Analysis
- Long Range Fire Capital Plan – Stations & Apparatus



Thank you!



Emergency Management

Presented by: **Sally Bishop**

Director

Work Session Presentation

January 15, 2015

Mission

- EM seeks to promote safer, less vulnerable communities with increased capacity to cope with hazards and disasters.



Major Programs and Services

- COMPREHENSIVE EMERGENCY MANAGEMENT PLAN
 - Department Personnel
 - Operational & Emergency Readiness
 - Focus - Emergency Planning for County Operations
 - Focus - Emergency Planning for Citizens Safety & Preparedness

Major Programs and Services

■ COMPREHENSIVE EMERGENCY MANAGEMENT PLAN

- Focus - Emergency Planning with community partners for coordination & integration
 - 24 Cities and 4 Special Fire Districts Staff
 - 40 County Departments & other Appointing Authorities
 - 7+ State Agencies
 - 4 Federal agencies/departments
 - 6 Regional groups/entities
 - 350+ Health care agencies
 - 100+ Material Generation/Storage facilities
 - 19 Community based agencies/organizations/business sector

Metrics and Performance Measures

- Public Education/Outreach Engagements (#)
 - 35 events, reaching approx. 1,500 people
 - Emergency Mgmt website: Hits – 133,685 Downloads – 786,553

- Meetings in 2014 with partners & customers: 324
- Times new PSC utilized in first 6 months: 73
- Training/Exercise Classes Organized in new PSC: 13
- Number of Training/Exercise Classes Held in PSC: 20
- Number of Attendees in Training & Exercise classes: 1,141
- Healthcare plans – Monthly Received & Reviewed: 20
- Avg turn around on Health care plan reviews: 36 days
- Utilization of donated Volunteer Hours in 2014: 14,899 hrs

Initiatives for the Next Five Years

- State changes in local programs
- Alleviate shelter space deficit thru community partnerships
- Continued public education/outreach to fight complacency
- Intensive recovery planning
- Continued training & exercise activity with county departments and local partners; important with ongoing staff turnover
- Integrated Emergency Management Course (IEMC) locally delivered by FEMA National Training Center, involving cities
- Maintain & grow community partnerships



Thank you!