

1004.08	Public Interaction Standard Operating Procedure	
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This procedure is for internal use only and does not enlarge an employee's civil liability in any way. The procedure should not be construed as creating a higher duty of care, in an evidentiary sense, with respect to third party civil claims against employees. A violation of this procedure, if proven, can only form the basis of a complaint by this department for non-judicial administrative action in accordance with the laws governing employee discipline.

Related Policies:
Applicable HI Statutes:

I. PURPOSE

This standard operating procedure addresses how members of the Department shall interact with the public (Customer). It is the policy of the Hawai'i Fire Department to establish and maintain a positive working relationships with customers.

II. APPLICABILITY

This Policy is applicable to all personnel of the Hawai'i Fire Department.

III. DEFINITION

Customer - A customer is any person who receives our services and anyone with whom our members have dealings.

Examples of this definition include:

- The actual service recipient
- Anyone who knows or is closely related to the service recipient (e.g., family, friends, neighbors, etc.)
- The people we encounter, directly and indirectly during our workday (e.g., members of organizations we routinely do business with, people who visit our workplace, people who see us during our workday, and people who see us on the road)
- The members of our organization including support staff (our customer services begin with how we treat each other)

IV. PROCEDURES

Customers are an integral part of our workday. We will treat them in a positive way and include them in our plan to execute excellent customer service. Every interaction with our customers is an opportunity to solve their problem and leave a positive, lasting impression. Excellent customer service can help in resolving issues and complaints effectively, preventing negative reviews and reputation damage. Ultimately, prioritizing good customer service is a strategic investment that can lead to long-term success and growth for any organization.

Our mission and number one priority are to deliver the best customer service possible. Our members are responsible for the following as it relates to customer service:

1. Treat all customers with respect, kindness, patience, and consideration. We will respond quickly, skillfully, and positively to every customer.



2. Dealing with the customer's situation as an urgent event, from the time we know about it until it is over.
3. Identify and act on opportunities for added value. Added value occurs when we go beyond our standard quick, effective, professional, customer service to create a feeling that the customer was the most important person we served all day. Added value only requires a little extra effort and leaves our customer with the opinion that we care.
4. Provide exceptional customer service, whenever possible. A member's evaluation as to whether they are empowered to provide exceptional customer service is determined by:
 - a. Is it the right thing for the customer?
 - b. Is it the right thing for the department?
 - c. Is it legal, ethical, and nice?
 - d. Is it safe?
 - e. Is it on your organizational level?
 - f. Is it something you are willing to be accountable for?
 - g. Is it consistent with our department's values and policies?

** If the answer to these questions is yes, then don't ask permission. You are empowered to provide exceptional customer service.*
5. Create and sustain a positive public image.
 - a. Be professional at all times.
 - b. Give the customer your undivided attention.
 - c. Take a moment (when appropriate) to educate the customer(s) about what we do and why we are doing it.

In addition to the above, Company Officers and Command Officers are responsible for the following:

- Provide a work environment in which exceptional customer service and added value are the result of a refined system where members are empowered to operate between the lines to provide caring service with both quality and value.
- Basic organizational behavior must be customer oriented.
- Invest in human resources by keeping customer service a part of an ongoing development process.
- Take responsibility for themselves and their subordinates and expand authority in others.
- Sustain and enhance commitment and consistency in the execution of professional services and customer satisfaction.

FLAG ETIQUETTE AND RENDERING THE SALUTE

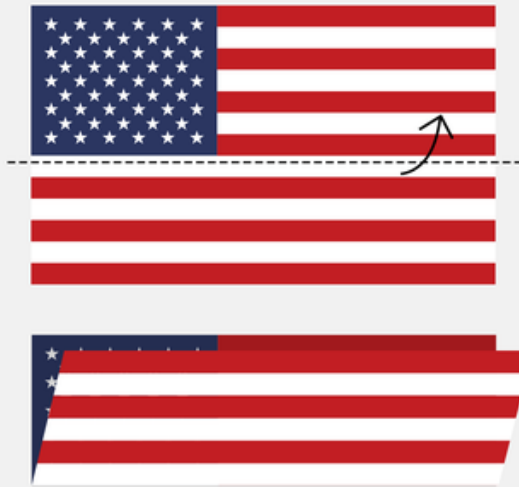
1. Company Commanders will be responsible for the proper display and respectful care of the Flag. The following shall be adhered to.
 - a. When not in use, it shall be tri-folded and properly stored.



- b. Upon becoming unfit for service, either through wear or exposure, it shall be replaced and sent to the Logistics Section for proper disposal.
 - c. If the Station has an appropriate flagpole to display the flag or flags Display the U.S. and Hawai'i State flag from sunrise to sunset on buildings and stationary flagstuffs in the open. When directed by Administration, the flag may be displayed 24-hours a day if properly illuminated during the hours of darkness.
 - d. When hoisting the flag, it shall be raised quickly to the top position. When recovering the flag, it shall be lowered slowly.
 - e. When directed to fly the Flag at half mast, the flag will be hoisted quickly to the top, and then slowly lowered to the half-mast position. When recovering the flag, it shall be raised to the top and then lowered slowly for recovery.
 - f. When the flag is displayed over the middle of the street, it should be suspended vertically with the union (blue field of stars) to the north in an east and west street or to the east in a north and south street.
 - g. When placed on a podium the flag should be placed on the speaker's right or the staging area. Other flags should be placed to the left.
 - h. When displayed either horizontally or vertically against a wall (or other flat surface), the union (blue field of stars) should be uppermost and to the flag's own right, that is, to the observer's left.
 - i. When displayed in a window it should be displayed in the same way -- with the union or blue field to the left of the observer in the street.
 - j. When the flag is displayed on a car, the staff shall be fixed firmly to the chassis or clamped to the right fender.
 - k. When the flag is used to cover a casket, it should be placed so that the union is at the head and over the left shoulder. The flag should not be lowered into the grave or allowed to touch the ground.
2. Flag Etiquette Don'ts:
- Don't dip the U.S. Flag for any person, flag, or vessel.
 - Don't let the flag touch the ground.
 - Don't fly the flag upside down unless there is an emergency.
 - Don't carry the flag flat or carry things in it.
 - Don't store the flag where it can get dirty.
 - Don't use it as a cover.
 - Don't fasten it or tie it back. Always allow it to fall free.
 - Don't draw on, or otherwise mark the flag.
 - Don't use the flag for decoration. Use bunting with blue on top, then white, then red.

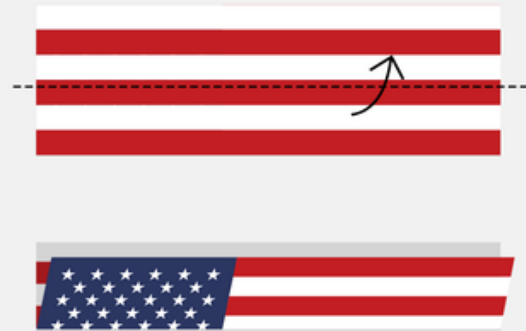


3. Folding the flag:



①

Fold the lower, striped section of the flag over the blue field.



②

Fold over the folded bottom edge to meet the top edge.



③

Begin a triangular fold by bringing the striped corner of the folded edge to the top edge.



④

Turn the outer point inward, parallel with the top edge, to form a second triangle.

4. Rendering the Salute:

The Flag Code establishes the proper protocol to practice in saluting and showing respect for the flag: All persons present except those in uniform should face the flag and stand at attention with the right hand over the heart. Those present in uniform should render the military salute.



When not in uniform, men should remove their headdress (hat) with their right hand and hold it at the left shoulder, the hand being over the heart.

When rendering the salute:

- Raise the right hand smartly until the tip of the forefingers touches the lower part of the headgear or forehead above and slightly to the right of the eye.
 - Extend and join the thumb and fingers.
 - Turn the palm slightly inward until the person saluting can just see its surface from the corner of the right eye.
 - The upper arm is parallel to the ground; the elbow is slightly in front of the body.
 - Incline the forearm at a 45° angle; hand and wrist are in a straight line.
- Complete the salute (after it is returned) by dropping the arm to its normal position in one sharp, clean motion.



TELEPHONE ETIQUETTE

1. Answering: When answering the phone, the firefighter will identify themselves in accordance with this procedure.
 - a. Promptly answer the phone: "Hawai'i Fire Department, this is (position) John Doe, can I help you sir or ma'am?"
 - b. Take notes on what the caller is calling for. Be patient and let the caller finish their request before responding.
 - c. If the caller is asking for a person or contact information, take the caller's name and number down and have the person call back the caller.
 - d. Absolutely no Personal Identifiable Information (PII) shall be communicated over the phone.

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- e. Telephone conversations on the station business line should be as brief as possible.
 - f. If the caller is making a complaint, remain calm, cool, and collected. Write down the complaint with as much information as possible. All collected information shall be submitted to the Company Officer as soon as practical.
2. When terminating the call, thank the caller for calling.

PUBLIC/NEWS MEDIA/COMMUNITY RELATIONS

1. The following procedures shall be in effect to better facilitate the gathering/dissemination of information.
 - a. All requests for interviews and news photography of Department members will be directed to the Office of the Fire Chief.
 - b. On approval, the media will be accompanied by the Public Relations Officer, or a Public Relations Officer selected by the Fire Chief.
 - c. Interviews, videotaping, or photo taking shall be done so as not to interfere with the on-going training/fire operations.
 - d. All Fire Department related questions shall be answered by the accompanying officer.
 - e. During periods of major operations, all inquiries shall be directed to the Incident Command Post.
 - f. Informational release shall be limited to the facts and standard operational procedures. Personal opinions shall be avoided.