

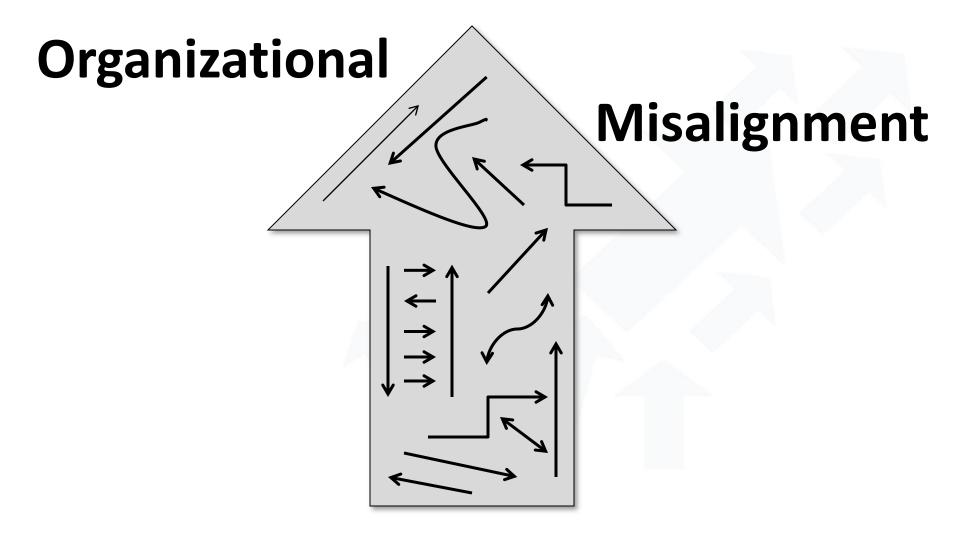




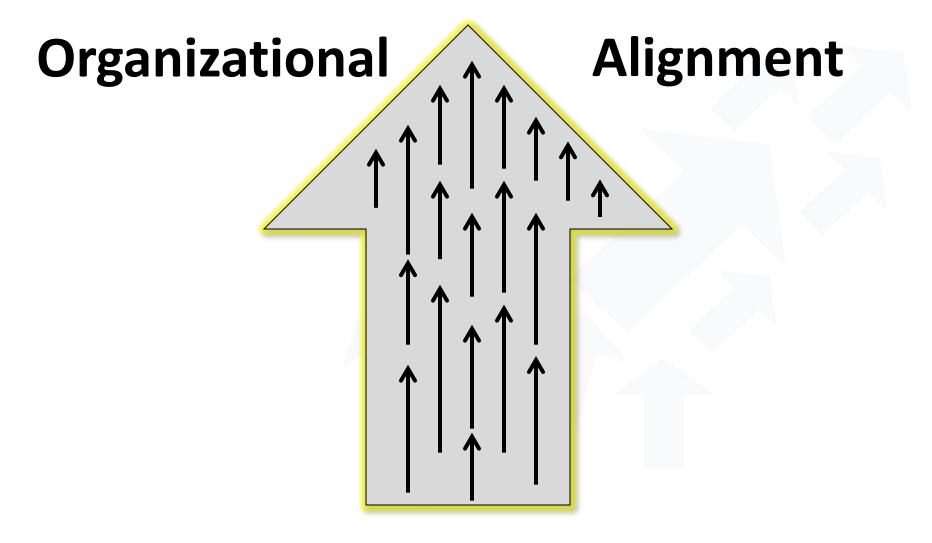
#### I'm Dr. Pat Lynch





















## People agree that public safety should be government's top priority.



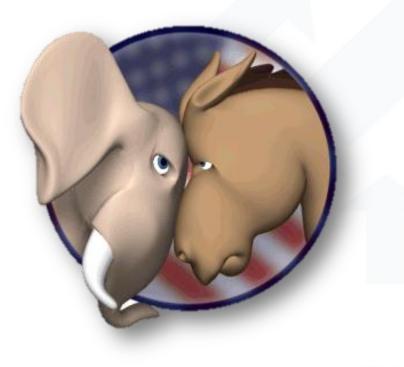


# Dire economic conditions have devastated local and state budgets.





### Decision-makers are faced with tough choices that have political implications.









## Public safety agencies have done a poor job of educating their communities.





# The provision of emergency services will change ...

#### ... the only question is **how**.







# Agenda





## Change the

## Conversation

















#### proportional sharing budget political agendas resources outcomes methodology special interests cuts collateral damage



#### **Can we provide** X level of public safety?



### How can we provide X level of public safety?



(orem unum dolor of americ consected c delayed ing ell Dorvec sed ell'i dolor.

Lorem asum dolor sit ameri, considieñu odebisong, etil. Naedertas vil ameri abero et etil sceleriaque fermentum quisirion dolar.

Pelientesque id mi of dram dactum pharetro interior, nonc, Cros vel sustoimi, Pelientesque est into filingito, nois effendiom que, essenod non.

#### OPTION 03

Lorem (asum) door all americ paracelesy adjubacing eff. Bonec and erit dolor, by interdum rous, sufimperief passime finishaue. Larem court dolor all americ consectatur adspiscing alit, Nuocanas si ameri latera et est acateriaque fermantum quis non dolor. Recordesque id minit dour atchur anante vitae in nult.

Cras vel judo ni Perenlesque est est, tringita que intantion qua, external non maiora. Sestiendose hendrent quan vitae



## Channel Public Support into Active Advocacy









## THIS FIRE STATION TEMPORARILY CLOSED





### **Get Your Message Across**

Effectively





## Tell your audiences

### What they need to know.

### Not everything you know.



Step 1: Identify the value





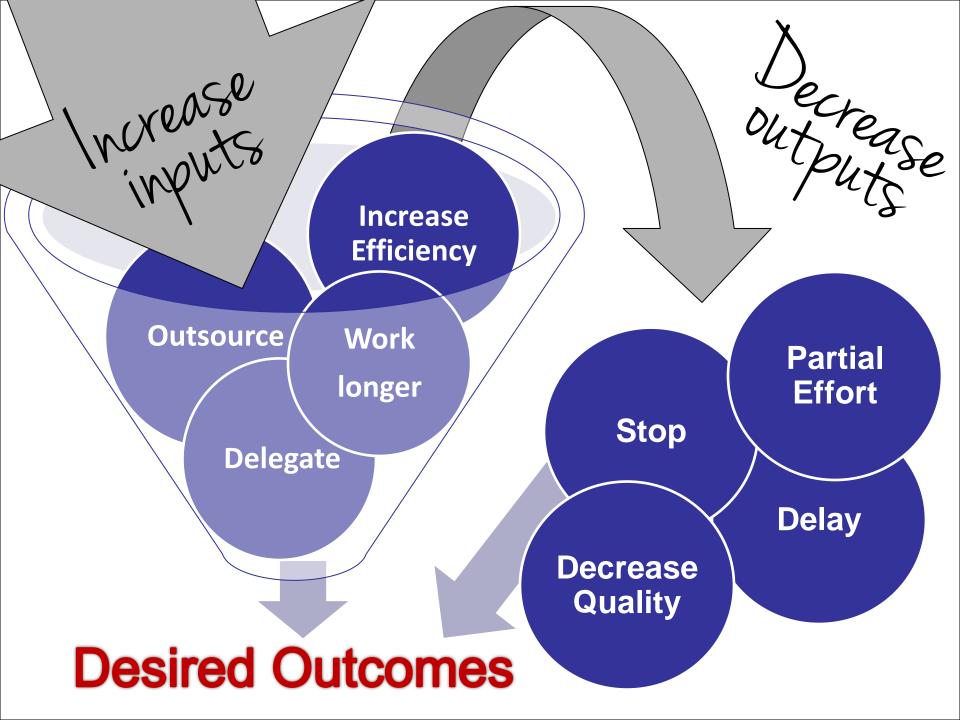














Step 2: Demonstrate the value





Federal law requires 4 firefighters on site to enter a building. <u>We have been cut to 3</u>.

#### Your children. Your Pets. Your stuff.

#### Your voice matters.

Call your city council and oppose Prop XX



## **Pop Quiz**

#### Which is more effective?

www.BusinessAlignmentStrategies.com 562.985.0333



#### TOP 10 ROADWAY USER BAD BEHAVIORS

#### Download Poster PDF | En Español | Chinese

Please e-mail us if you can provide translation into any other languages, and we will include here.

#### Top Ten Behaviors that Contribute to Crashes

- Driving too fast for conditions (speeding)
- Aggressive driving
- Inattentive driving (e.g., cell phone)
- Driving, cycling or running through red traffic lights
- Driving under the influence (DUI)
- Not yielding to pedestrians
- Walking without looking
- Walking outside crosswalks
- Bicycling against traffic
- Not buckling up!







#### Warning: Life is important. Drive responsibly. Watch the road.

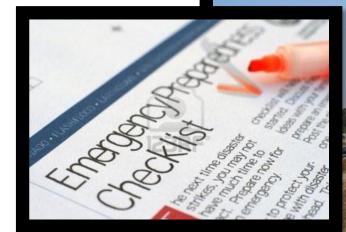
#### OPERATION TRAFFIX

www.BusinessAlignmentStrategies.com 562.985.0333









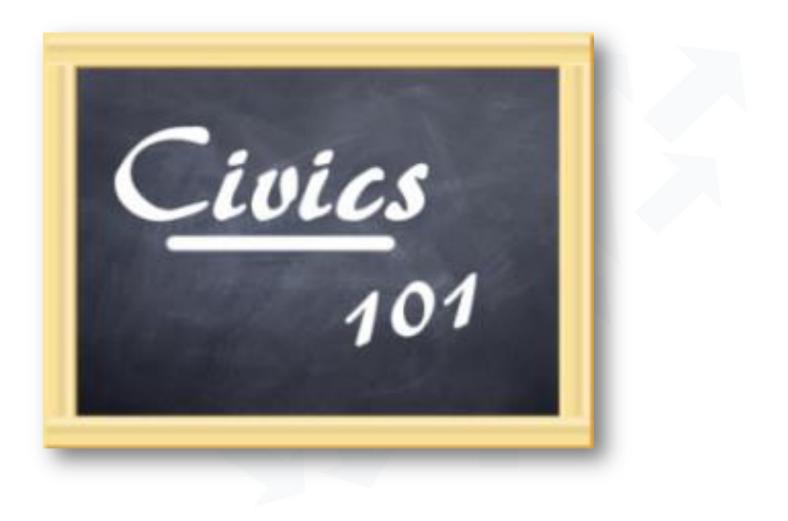




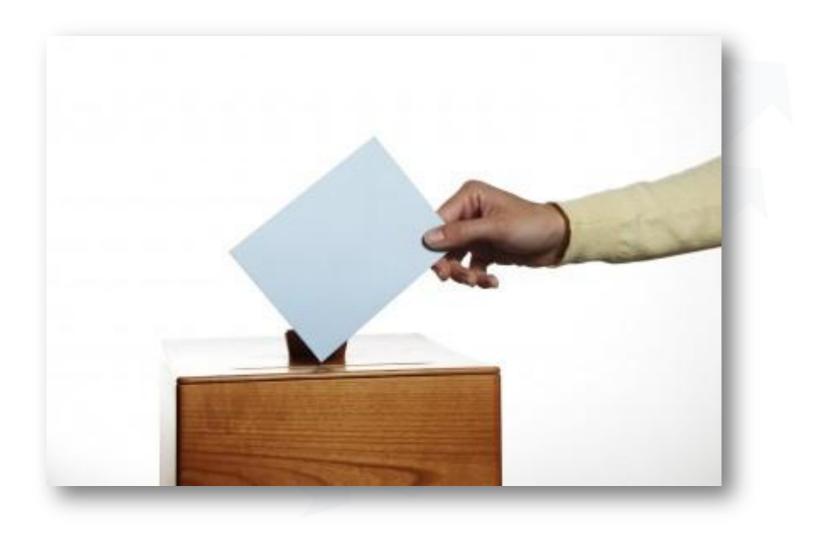
## Participate Effectively in the Public Safety Conversation













Dur common goal:





## Change. How will you prepare?









Dr. Pat Lynch

Pat@BusinessAlignmentStrategies.com

562.985.0333