



# Weekly Management Report

## June 9, 2023

- 1. Memo**            Emergency Medical Services Membership Program  
Marketing Efforts  
**Fire Department**
  
- 2. Memo**            Burbank Hospitality Association Meeting on  
May 17, 2023  
**Community Development Department**



# MEMORANDUM



## FIRE DEPARTMENT

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**DATE:** June 5, 2023

**TO:** Justin Hess, City Manager

**FROM:** Eric Garcia, Fire Chief  
BY: Sana Arakelian, Fire Administrator

**SUBJECT:** Emergency Medical Services Membership Program Marketing Efforts

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### **BACKGROUND**

At the May 16, 2023 City Council Meeting, Council Member Takahashi requested information regarding the City's marketing efforts for the Emergency Medical Services Membership Program (Program) in an effort to increase participation.

### **DISCUSSION**

The Program is currently marketed citywide utilizing various streams of communication including the citywide phone holding system, website e-notifications, social media as well as hard copy brochure distribution. The Burbank Fire Department (BFD) also targets senior care facilities by regularly mailing brochures to facility administrators, providing presentations when requested, and providing information at various community events. In order to expand marketing efforts, BFD has begun work to implement the following enhancements:

- Work with the City's Public Information Office to redesign Program branding, create an updated brochure and a new flyer.
- Work with Burbank Water & Power to include Program information within its digital and print Currents Newsletter.
- Work with the Burbank Library Department to maintain brochures and flyers at all libraries.
- Work with Burbank Parks and Recreation to create AD space in the Parks and Recreation e-Newsletter, the Adults 55 and Over Newsletter, the Recreation Guide; distribute brochures at all Senior Centers and Senior Home Delivered Meal packages; and include Program information with Pass Program Participants welcome packets.

- BFD will also have Fire Inspectors connect with senior care facility administrators during inspections to reinforce the advantages of the Program and address any questions or needs that may arise.

BFD anticipates all enhancements to be implemented by the end of June 2023 and will track enrollment statistics in order to monitor progress. BFD will also continue to research and implement other marketing efforts as made possible in the future.

### **FISCAL IMPACT**

There is no fiscal impact to the General Fund as all activities are absorbed within the existing budget.

### **CONCLUSION**

BFD will continue to provide public education on the Program and will enhance its presence on all social media platforms as well as research additional marketing efforts to solicit broader interest and increase participation in the Program.



# MEMORANDUM



## COMMUNITY DEVELOPMENT



**DATE:** June 5, 2023

**TO:** Justin Hess, City Manager

**FROM:** Patrick Prescott, Community Development Director   
VIA: Simone McFarland, Asst. Community Development Director   
Mary Hamzoian, Economic Development Manager  
BY: Aida Ofsepian, Administrative Analyst I

**SUBJECT:** Burbank Hospitality Association Meeting – May 17, 2023

- Amber Duran, Burbank Recycling Coordinator and Amy Hammes, Recycling Specialist from the Burbank Recycle Center provided an overview of the proposed Plastic Waste Reduction Ordinance (Ordinance), which will impact hotel practices Citywide. Currently, the Recycling Center is developing a stakeholder session where developers can participate and engage in discussions. Staff will distribute information on the Ordinance and a survey from the Recycle Center to Burbank Hotels.
- The Board approved two sponsorships each in the amount of \$10,000 to AMEI and AfroAnimation for their 2023 events. AfroAnimation was held on April 26-27, 2023 at the Los Angeles Marriott Hotel and AMEI is set to happen on June 20-22, 2023.