

Subj: **Re: Additional Items to consider**
Date: 9/13/07 09:10:46 Eastern Daylight Time
From: Brian.Crawford@ci.shreveport.la.us
To: JGRoutley@aol.com

When you say a problem statement at the beginning of every section with a "descriptive problem statement" what exactly are you referring to. Each section in my Administrative recommendations? Such as hiring; discipline or are you speaking of the entire document; i.e., Equipment, Training, Admin., etc.?

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>>> <JGRoutley@aol.com> 9/12/2007 >>>
Brian

Do you think that you could soften the delivery so it looks more like recommendations that directives?

The "shall" statements sound like we are ordering them to comply -- "should" statements would infer that we are giving them our best advice. I realize that most of the recommendations should be mandatory, but our relationship to the city and the CFD is still advisory. Let's not push them too hard.

We also have to think about how this will be read by all of the different audiences. The story is likely to be reported as "the consultants directed the city to" as opposed to "the consultants pointed out ... and recommended...." It should look like we are doing everything possible to help them recognize and solve their problems, not beat them over their hard heads.

Could you open each section with a descriptive problem statement ...then follow-up with the softened recommendations. If there is more than one way to solve the problem, we should state it as "in our opinion the best approach would be..." I think that you have all of the material...it's just a matter fo rearranging and adjusting the tone.

Gordon

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