

Our Mission

The Russian River Fire Protection District exists to provide fire protection, fire safety, support medical emergencies through ambulance services and provide education to the community we serve.

Our Vision

Russian River Fire Protection District is dedicated to our communities by valuing our members, promoting leadership and dedicating ourselves to excellence

Our Values

- Provision of quality Services to our culturally diverse communities
- Collaboration with other public agencies to ensure cooperative care to our communities
- Supporting our employees and their development to ensure good stewardship of the district
- Open and honest communication with the communities we serve
- Pride and commitment to ourselves and our district

Our Business

The team:

Consists of a Fire Chief, Fire Captains, Engineers, Firefighter Paramedics Administrative Assistant Support, Volunteer Firefighters, outside contracted agencies, community volunteers, District Board of Directors.

Services provided:

Fire Suppression

ALS Ambulance

First Aid

Emergency Medical

Light Rescue

Water Rescue-swift water program

Public Education

Community Service

Volunteer training

Internship through JC College

Mutual aid to local fire departments

Master Mutual Aid

Business inspections

EMT ridealongs

Preceptorship program

Special event Attendance- medical standby

SWOT Analysis

Strengths:

Well-developed strong fire team, experienced paramedics, strong assistant support, resourceful committed personnel, strong community support, water rescue, new ambulance, new fire engine type one, new board of directors.

Weaknesses:

Staff and community education programs, community involvement, lower pay scale, promotional opportunities limited, new board of directors, non-diversity in fire engine equipment, lack of volunteer recruitment and retention program, disaster preparedness,

Opportunities:

Volunteer courses, consolidation planning, more volunteers, more community involvement and outreach, improve revenue through diligent review of ambulance billing, enhance grant submissions program through education and support. Region five model will provide leadership structure opportunities; continue to increase presence at county level

Threats:

Major damage to fire station in earthquake, consolidation, Firehouse building is outdated and constructed of unreinforced masonry. Any reductions in tax revenue, competition from private ambulance companies,

Market Analysis

The Russian River Fire District provides fire protection to twenty square miles- Forestville to Monte Rio. The Russian River Fire District Ambulance services 300 square miles from Timber Cove to east of Forestville. There are ten thousand members the district serves and the demographics include younger families moving in with Children. There is a significant seasonal population influx during summer months.

The homeless population has increased in the Guerneville area to 240 in the last few years which demands increased first aid and medical aid services.

2015 incident statistics: Russian River Fire Protection District responded to a total of 1,677 incidents including 52 fires or explosions, 1,141 medical calls or vehicle accidents, 67 hazardous conditions, 79 public assists or complaints, 22 false calls, and 316 good intent calls.

Strategic priorities for Russian River

Strategic Priority#1: Master Plan

In 2016 recruit grant writer to assist with multiple grant submissions to obtain local, county, state or federal grants which will support planning and implementation of a new fire station

Begin to identify a site for a replacement facility whether it is on current location or a new site
Understand how consolidation will impact planning efforts for the future

Identify architectural team to produce initial rendering and conceptual design of new facility

Complete cost analysis of replacement facility.

Identify processes through which monies will be obtained or raised for each stage designed in next five to ten years to pay for new facility

Share planning efforts for community feedback at each stage for review and input.

Strategic priority Consolidation Master Planning

In 2016 in parallel with master plan initiate discussion with local fire departments to understand the benefit risk ratio of consolidation with other fire protection departments, staffing plans, emergency service demand changes and leadership needs.

This analysis will be completed during 2016 as impact of decisions made ultimately will direct location and size of new facility.

Strategic Priority Capitol Replacement

Appendix A delineates a capitol replacement plan over the next 20 years. It is important that new fire equipment include more diversification of ability to provide fire services to the community. The financial committee will initiate a funding plan for the next ten years which will be associated with the capitol plan and plan for how to build reserves to fund the capitol plan.

Strategic Priority Technology and Communications

Appendix B delineates fire station plan over the next 24 months with current IT administrator to develop IT needs over the next five years. It is imperative that staff and assistant have the most current technology to respond to the community, keep billing up to date and ensure maximum revenue collection, provide communication amongst staff and county systems and the community. This plan will be completed using the knowledge of the fire staff, staff assistant and fire chief.

Strategic Priority Succession Planning and Stewardship of District

The chief will develop a formal plan which includes processes for ongoing development of the captains. It is projected that the captains are fluent in labor negotiations, HR policies, communication strategies for between shifts, assistant duties and are able to step into Fire Chief Role with minimal orientation. The Russian River Fire District believes in ongoing leadership education of Fire Chief and Fire Captains to ensure long term internal promotion of Fire Captains to Chief role when available. All Fire District employees will ensure all required education is completed on time and assistant will be provided with education as needed to continue to develop new programs to enhance stability of the financial system for the district.

Strategic Priority Service to the Community

A volunteer recruitment plan and a CERT program will be completed in 2016. It is expected that both of these programs will grow in numbers and skill and ability over the next few years to become strong community programs. They will be supported primarily by Fire Chief and Fire Captains in collaboration with board members as appropriate.

The Russian River Fire District will continue to enhance ways and means for the community we serve to be actively involved in development and implementation of strategic plan, continue to enjoy a transparent relationship with Fire Chief and Board Members.

A review of current community programs will be completed in the next 12 months and further identification of programs needed for the community will be identified if needed and cost effective for the District to provide. The Russian River Fire Department will identify and analyze and further means needed for fund raising needed for new programs or buildings in the future.

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