

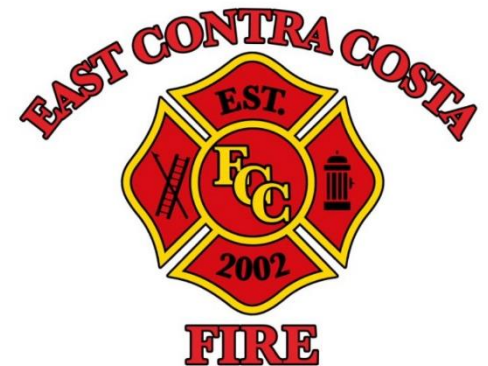
East Contra Costa Fire Protection District Strategic Planning

Community Meeting

July 19, 2018

Participant Workbook

Management
Partners



Background Information

Environmental Scan

- **Rapidly growing region**
 - Large commuter population
- **Communities vary widely**
- **District well-managed**
 - Financially stable
 - New Chief
 - Moving to elected Board

Community Survey

- **643 Respondents**
 - Brentwood and Other Areas represented well
 - Oakley under-represented
 - Discovery Bay over-represented
- **Respondents older and more likely home-owners**

Existing Service Levels

	Recommended Response Times	Actual District Response Times (meets 90% of the time)
Urban Areas (Brentwood and Oakley)	7:30	10:00
Suburban Areas (Discovery Bay)	11:30	13:28
Rural Areas (Other County unincorporated areas)	15:30	16:02

- **12% used emergency services in the last 12 months**
- **Only 18% satisfied with District response times**

Over 80% Like the MISSION and VISION

ECCFPD's Existing Mission

**“To Preserve and Protect
Life, Environment, and
Property with Service above
all else.”**

ECCFPD's Existing Vision

- “Our Vision is to be recognized as:**
- **A district that is a model of excellence in fire protection and life safety programs.**
 - **Responsive to the needs of the customers and communities we serve.**
 - **Committed to continuous development in all areas.**
 - **Committed to an environment of trust, involvement, innovation, creativity and accountability.”**

1 & 2. What are the District's?

1. Strengths?

2. Biggest challenges?

3. Which Values Should We Focus On?

1. Be fiscally responsible, while maintaining a commitment to excellence.
 2. Safeguard the lives of our team and the public.
 3. Offer reliable and professional service.
 4. *Integrity, courage and personal accountability will direct our actions.**
 5. Foster honesty and fairness in our relationships with employees and the public.
 6. *Communicate openly and share knowledge.**
 7. Show care and compassion toward our communities.
 8. Work as a team to innovate.
 9. *Measure our success by the satisfaction of our customers.**
 10. *Do our best.**
 11. *Treat others as we want to be treated.**
 12. *Foster an environment of trust.**
 13. *Nurture the potential for leadership and accomplishment in all members.**
 14. Promote diversity in our workforce.
 15. *Promote and respect the contributions of others.**
- _____

4. What Are Our Most Important Goals? (1 – 7)

- 1. Reduce response times for emergency services throughout the District.**
- 2. Provide advanced life support when necessary with paramedic services.**
- 3. Ensure financial stability and sustainability.**
- 4. Add fire stations and appropriate staffing.**
- 5. Prepare for emergencies and mitigate their impacts.**
- 6. Build a high-performing workforce focused on continuous improvement.**
- 7. Foster a culture of excellence and leadership within all stations.**

(continued below on next slide)

4. What Are Our Most Important Goals? (8 – 14)

- 8. Strengthen cooperative efforts with neighboring agencies.**
- 9. Modernize stations, apparatus, and equipment.**
- 10. Communicate the District's value to the public.**
- 11. Invest in community partnerships.**
- 12. Provide water and marine safety.**
- 13. Transfer fire prevention services and inspections from the County.**
- 14. Prepare for emergency response to planned high-rise structures.**



5. Which Funding Strategies Might Work?

— A voter-approved tax increase to support three additional stations (for a total of six stations stations) to largely meet response time standards for our current population

— A voter-approved tax increase to support six additional stations (for a total of nine stations) to fully meet response time standards now and in the future?

— *Stopping all new or increased development, including both residential and commercial expansions, until fire service standards can be met? **

— *A reallocation of property taxes that takes funding away from law enforcement, streets, parks and other local services? **

— *A reallocation of property taxes that takes funding away from schools and education?**

— *Dissolution of the District and returning fire protection and emergency response services to the cities and county, likely with no improvement to response times unless new funding is identified or other services are reduced?**

6. What Are the Impacts of or Barriers to a

Voter-Approved Tax Increase

Moratorium on Any Growth

Other Ideas?

- Mission and Vision

- Strategies

- Goals

- Implementation/Improvements

Workshop Evaluation

- How would you rate this workshop overall (1 Low to 5 High)? _____
- What did you like about this workshop?
- What could have been done better at this workshop?