

**Geyserville Fire Protection District
Strategic Plan Update, v4
For July 2015 - July 2017
November 15, 2014 v1 Special Board Meeting
May 20, 2015 v2 Special Board Meeting
June 10, 2015 v3 Board Meeting**



Group photos from the November and May planning meetings held at the fire station.

Agendas, Planning Work

- Introduction, process for updating the plan
- Accomplishments 2013-14-15 vs. goals, other
- Update Mission, Vision, Values
- Update Context, SPOT, History Charts
- Draft of Goals: FY 2015 – 2017
- Next Steps – Including Input from Others; finalizing plan
- Update by July 8, 2015 Board Meeting

2013-2014-2015 Accomplishments vs. Goals v3.0

Goal 1 – Plan for Financial Stability

Completed:

- ✓ Taking in more revenue, tax revenues increasing
- ✓ Have a good financial cushion
- ✓ Developing policy for reserve accounts
- ✓ Debt free!
- ✓ Community survey was completed, online, sent 60, got back 50
- ✓ No major complaints about our service, many favorable comments (need to know what your community thinks of you)
- ✓ Adapted to loss of casino revenue, paying bills OK
- ✓ Wine Country Rescue fundraiser was very successful through the combined efforts of three fire departments: \$80,000 net income, committed to use the money to fund a mobile SCBA air unit for joint use in Zone 6
- ✓ Apparatus maintenance plan in place with Cloverdale, working
- ✓ Received PG&E chipper funds countywide, Cal Fire PPE grant, other PPE funding, Healdsburg Rotary Club funded AED's
- ✓ Worked on AFG's Zone 6 grant for automatic garage door openers (grant denied.)

Not Completed:

- Standards of Cover/Deployment Analysis - County and consolidation studies took priority, possible 2015 goal.
- Benefit assessment tax being considered

Goal 2 - Research Regional Cooperative Efforts

Completed:

- ✓ Meeting with LAFCO about annexation and consolidation
- ✓ Municipal Services Review completed - questions about staffing and deficit, but disagreement about this with consultant
- ✓ Synchronizing policies with Cloverdale, joint operational policies work was done 2014 completion anticipated 2015
- ✓ Lexipol use being considered for standardizing policies based on legal risks and best practices, but cost concerns

Goal 3 - Maintain Effective Combination Fire Department

Completed:

- ✓ Good relationships being maintained internally, “overall service has gone up“
- ✓ Recruiting volunteers (5) – committee was formed, attended CSFA Volunteer & Combination FD Leadership, Recruiting and Retention workshops in Calistoga, Chico, and Downieville.
- ✓ Positive recognition – recognizing past members with station plaques, working on statistics-based recognition for call response and training, other

Goal 4 - Improve Public Relations & Education Program

Completed:

- ✓ Social media, Joe has been tweeting, Healdsburg Tribune
- ✓ Three educational videos were completed one was pulled
- ✓ Have Facebook page, posting
- ✓ Regular Newsletters were published
- ✓ Did programs at three schools for fire prevention week
- ✓ Received CPR grant from Healdsburg Rotary, James Tovani completed training for American Heart Association instructor
- ✓ Open house was held in May 2014, May 2015
- ✓ 100 year anniversary committee formed, started work

Other Accomplishments:

Complete & use strategic plan, publish plan and implement update schedule; Improve mapping and signage; Increase district board membership with two community members, ideally female; Improve safety programs - no lost time for injuries; Improve use of technology (improve service, possibly reduce costs)

Completed:

- ✓ Hosted Board Training Class Feb. 15, 2014 with Jim Hill
- ✓ Reflective address signs are being made, ongoing
- ✓ Safety programs are going well
- ✓ Moving to network-based software
- ✓ Successful breakfast fund-raiser held in October 2014

- ✓ **Other Accomplishments Completed, continued:**
- ✓ Participated in December 2014 Christmas Tractor Light Parade, served chili at Fire House
- ✓ Toys for Kids collection 2013-2014, 2014-2015
- ✓ Community Blood Drives completed
- ✓ Chamber of Commerce presentation June 2014 on wildfire safety
- ✓ Chamber of Commerce Geyserville FD History presentation June 9 2015
- ✓ Garage completed for water tender
- ✓ Studied possible solar system improvements
- ✓ Community partnership and progress – long-term goal for raising money to seismically retrofit the Odd Fellows building
- ✓ Sculpture was installed out front of headquarters
- ✓ Fire department history interviews completed so far: Pete Stone, Milton “Dint” Rose, Bobby Rose; working next on Michael Pigoni, John Saini, Dane Petersen, Frank Teuschler
- ✓ Transparency of FD today is “amazing”, “We are involved and informed, thanks and recognition to Chief Turbeville”
- ✓ 2014 yearly recognition awards given at 2014 Christmas party
- ✓ Odd Fellows Hall fundraiser event held with Kiwanis, Chamber of Commerce, February 2015
- ✓ Published & Distributed Ann Howard Geyserville FD History Document, well done
- ✓ Published page on vision, mission, values for station posting
- ✓ Christmas Dinner 2014 held, good job
- ✓ June 29 Department BBQ, Emeritus Firefighters
- ✓ Anneke sending Incident logs to Healdsburg Tribune



2015-2017 Goals, v2.0 May 20, 2015

2015 A Priority

1. Continue work on annexations in CSA 40, especially Geysers, identify talking points for Supervisor Gore; Complete sentiment survey, I.D. property owners Knights Valley, Geysers, Fitch Mountain, Sotoyome. Align SOP's, standardize training with Cloverdale.
2. Update MOU for paid employees.
3. Continue Volunteer Recruiting and Retention, do hand-in-hand with community outreach, such as "Every 15 Minutes."
4. Expand Public Relations plan, outreach to community. Update social and media connection and education; get help from individuals familiar with technologies and methods. Include Preparedness information. Get list of events at schools. "CERT-like" program?
5. Organize 100th Anniversary Dinner Dance, make centennial celebration event to remember, tied to the community outreach & recruiting and retention for local students.
6. Continue history interviews - Michael Pigoni, John Saini, Dane Petersen, Milton "Dint" Rose, Bobby Rose, Frank Teuschler; publish history interviews on website.
7. "Firefighter to the Rescue" Zone 6 Fundraiser or social event as a "thank you" to the community.
8. Expand positive recognition programs, tie into data for training
9. Establish Fire Corps/Auxiliary support program, such as website, scene support.
10. Update Strategic Plan in April, May, June 2016 for 2017-2019, improve community planning outreach for meeting, continue in 2016
11. Updating Fee Schedule to align with Cloverdale.

B Priority

1. Complete Standards of Cover or Deployment Analysis; complete mapping and show response times; need community education on this, Dry Creek, etc.
2. Update Injury & Illness Prevention Program (IIPP).

C Priority

1. Update the website: add social media plan and policy; improve community communications, continue Joe Stewarts' great work on social media.
2. Start apparatus replacement planning, type and timing for replacement.
3. Study using shared Fire Marshal services given the retirement of the County Fire Marshal, with Zone 6? Cloverdale, Geyserville, and Healdsburg.
4. Update History poster visual.
5. Look into recycled water use.
6. 6182 Restoration Project.

2016 Goals

Host community safety fair event (s), possibly 4-6.

Complete fleet replacement planning.

Expand Fire Corps support crew, with community members, emphasis on developing support/safety group..

Look into using recycled water.

2017 Goals

Station 2 Relocation planning, staffing?

SPOT MATRIX Geyserville FPD May 20, 2015v2

