

# Coastside Fire Protection District Board of Director



## 2014 Strategic Business Plan

President Gary Burke  
Vice President Ginny McShane  
Secretary JB Cockrell  
Director Karen Anderson  
Director Harvey Rarback  
Fire Chief Scott Jalbert  
Assistant Chief Paul Cole

## Coastside Fire Protection District Background

Firefighting and emergency services on the coastside can trace its origins back to the nineteenth century when local Half Moon Bay citizen volunteers banded together to combat fires using limited equipment and money. Over the next several decades gradual changes and improvements were made. Fire hydrants were installed, a fire district was formed, fire apparatus were purchased, and fire stations were built. The first professional firefighter was hired in 1944, and later paramedic and ambulance service was established. In 2007 the Half Moon Bay Fire District merged with the Point Montara Fire District to form the current Coastside Fire Protection District.

The Coastside Fire Protection District (District) is an independent special district with a five-member Board of Directors. Each member is elected for a four-year term. The majority of District revenue is derived from local property taxes, and a base parcel fee of thirty-five dollars. Private audits are performed annually and are available for public review.

The District serves a population of approximately thirty thousand residents from Devils Slide to south of Half Moon Bay. Twenty-four hour a day emergency services are provided from three fire stations. Each station is staffed by professional firefighters, with at least one of them functioning as a paramedic. Additional valuable support is provided by an active Volunteer Firefighter organization. Ambulance service is provided by American Medical Response and is administrated through a Joint Powers Authority (JPA) comprised of all the fire departments in San Mateo County. The District responds to over two thousand calls for service each year.

Duties and responsibilities have necessarily expanded beyond fire prevention and suppression and today include cliff and water rescue, vegetation management, wildland firefighting, public education, natural disaster preparation, accident and health emergencies, new construction permitting, business inspections, and other public safety services.

This 2014 Strategic Business Plan was proposed and approved by the Board of Directors of the District. Its purpose is first, to clarify and update the mission of the District, provide a vision of expected future performance and establish a set of values, which will guide District action. Second, the plan identifies priorities and necessary actions to be undertaken by the District over the next seven years.

# Coastside Fire Protection District

## Mission - Vision - Values

### **MISSION**

The Coastside Fire Protection District (District) will aggressively work to protect lives, the environment, and property through fire protection, suppression, emergency medical and rescue actions, and public education.

### **VISION**

District will professionally execute its public service responsibilities in an exemplary manner that is acknowledged, valued and respected by citizens, employees, and the entire emergency services industry.


### **VALUES**

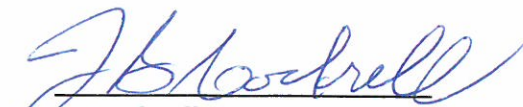
1. Complete public transparency is mandatory on all District deliberations and decisions.
2. Ethical conduct and integrity is required for all Board members, contractors, and employees.
3. Civility and courtesy are expected in all District operations.
4. Excellent, complete performance is required of all contractors and employees.
5. The District Board of Directors accepts complete fiduciary responsibility for all District financial actions.
6. The District Board of Directors' decisions and management actions will reflect responsible use of taxpayers' funds.
7. District will achieve and maintain "District of Distinction" status.

# Coastside Fire Protection District

## 2014 Strategic Plan Initiatives

<b><u>Initiative</u></b>	<b><u>FY Target Date</u></b>
1. Approve and Complete Station 40 Lot Improvement Plan	2014
2. Purchase New Technical Rescue Vehicle and 105' Ladder Truck	2015/2016
3. Complete Location Decisions for Station 41 and Station 44	2015
4. Initiate Building Station 41	2016
5. Establish CalPERS Reserve of Two Million Dollars (\$2,000,000)	2018
6. Maintain "No Employee" Strategy	2015
7. Update and Approve All District Policies	2017
8. Complete Water Rescue Service Plan	2016
9. Initiate Two-Year Budget Cycle	2016
10. Adopt Salary and Budget Guideline not To Exceed 75% of Budgeted Revenue	2016
11. Complete Funding of Retiree Trust Fund	2016
12. Document and Implement District Emergency Operating Plan	2015
13. Develop and Implement District Vegetation Management Plan	2016
14. Continue to Work Cooperatively With Local Water Districts on Matters of Mutual Interest	2014

  
\_\_\_\_\_  
Gary Burke, President  
Coastside Fire Protection District

  
\_\_\_\_\_  
JB Cockrell, Secretary  
Coastside Fire Protection District