

Stayton Fire District

# *STRATEGIC PLAN* *2018*



## *MISSION STATEMENT*

“To provide outstanding service with  
commitment to saving lives and property”

## *Preface*

Stayton Fire District has long been regarded as a progressive department that strives to be the best it can be while staying abreast of the most current technologies and practices in order to provide the safest working environment for its members as well as the best possible service to its customers.

Stayton Fire takes a great deal of pride in providing excellent, cost effective service through a cooperative combined work force utilizing both volunteer and paid staffing.

Stayton Fire District places its highest values on its members, its partners and the community we serve. We recognize and accept the expectations of those we serve by motivating each other to be the best we can be through developing excellent working relationships with our partners and the communities we serve.

This strategic plan was developed with those values in mind so that all members involved with the plan can assure it is implemented and carried out on a daily basis.

It is a living document that will be monitored on a constant basis for accomplishment of the goals and objectives of the Fire District. As a living document, it will adjust to the changing needs of the District to ensure it continues to meet the expanding needs of our communities and remains a relevant path for the future of Stayton Fire District.

*Strategic Planning Team 2018  
All of  
Stayton Fire District*



# STAYTON FIRE DISTRICT

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## District Motto

“Volunteer Service with Pride”

## Mission Statement

To provide outstanding service with commitment to  
saving lives and property

## Values

We will exceed the expectations of those we serve by motivating each  
other to be the best, while placing  
the needs of others before our own.

We will take responsibility for our actions and  
perform our duties in a safe manner.

We will do the right things for the right reasons.

## Vision

We will continue to meet the expanding needs of our communities while  
maintaining a core of dedicated volunteers.

## **The Plan**

In order to achieve the adopted Mission, Values, and Vision, five goals were identified and strategic initiatives identified for each. A series of objectives and critical tasks have been developed for each of the goals.

The objectives describe, in measurable terms, specific projects to address each identified initiative. These objectives are believed to be realistic for the plan's three to five year time frame.

Critical tasks are identified for each objective and provide further definition to specific activities that must be accomplished in order to complete an objective.

Timelines have been assigned to indicate when, in the course of this plan, an objective is to be initiated and completed. Lead responsibility for each objective has been assigned as well.

Annually, prior to the development of the District's budget, this plan will be reviewed and updated. Completed objectives will be identified, objectives to respond to changing or emerging issues added, and adjustments made to the remaining objectives.

Stayton Fire District will maintain this plan as a forward looking, comprehensive strategy to ensure it remains focused on those efforts that best support its mission.

# STRATEGIC PLANNING GOALS AND OBJECTIVES

## **Enhance our volunteer recruitment and retention program to maintain a core of dedicated volunteers**

- 1) Identify and create an environment/organization people want to be part of
- 2) Understand the new generation members and their motivation to volunteer
- 3) Create a team to assist with recruitment and recruiter responsibilities
- 4) Conduct regular progression evaluation of volunteer members to track progress and encourage advancement
- 5) Create more of a team atmosphere in the organization
- 6) Utilize the AAR process to promote consistency and identify needs
- 7) Revitalize the reward/recognition program for certifications and promotions

## **Develop a staffing model and programs that enhances emergency and non-emergency responses**

- 1) Evaluate call types we currently respond to
- 2) Develop a Standard of Coverage for the district
- 3) Change in culture that focuses on our mission, serving the community
- 4) Develop duty shifts sign up for volunteers on nights and weekends

## **Develop a culture of health and wellness that benefits all our members**

- 1) Peer support to motivate members – incentives/programs
- 2) Regular fitness evaluation to determine Fit For Duty
- 3) Create a program that utilizes local facilities/opportunities for activities – such as gyms, community pool, golf etc.....

## **Implement new programs that promote partnerships**

- 1) Enhance partnerships/relationships with local law and EMS agencies
- 2) Promote the training facility as a regional facility – use and agency investment
- 3) Explore opportunities for shared staffing positions - career

## **Enhance opportunities to educate and communicate with the public**

- 1) Increase our social media activity and technology to connect with the public – Facebook, Twitter, Instagram, district website, district YouTube channel
- 2) Sponsor community and business education programs – car seat clinics, CPR, First Aid, fire extinguisher, etc.....
- 3) Increase PIO activity to be proactive informing the public regularly
- 4) Send out a mailer once or twice a year to citizens of the district