

Coastside Fire Protection District Board of Directors

2025 Strategic Business Plan



President Gary Burke
Vice President JB Cockrell
Secretary Jonathan Cox
Director Bruce MacKimmie
Director Cynthia Sherrill
Director Patrick Hanna
Fire Chief Jed Wilson
Deputy Chief Jonathan Cox

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. Most 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 2025 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 several 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

Completed Initiatives

<u>Initiative</u>	<u>FY Completion Date</u>
1. Approve and complete Station 40 Lot Improvement Plan	2016
2. Purchase new Technical Rescue Vehicle	2016
3. Complete Location Decisions for Station 41	2016
4. Maintain "No Employee" Strategy	2016
5. Update and Approve All District Policies	2016
6. Adopt Salary & Budget Guidelines not-to-exceed 75% of Budgeted Revenue	2016
7. Achieve SDLF District of Distinction Accreditation	2016
8. Complete Funding of PARS Retiree Trust Fund	2017
9. Purchase New 107' Ladder Truck (Quint)	2017
10. Initiate Building of New Fire Station 41	2017
11. Initiate a Two-Year Budget Cycle	2018
12. Remit Post-Retirement Health Care Payments Using PARS Funds	2018
13. Complete Detailed Cost/Benefit Analysis Impacts of Staffing Heavy Vehicle	2019
14. Complete CFPD Volunteer Policy	2019
15. Renew / Continue CAL FIRE contract for 7 years	2020
16. Maintain CFPD 'District of Distinction' Accreditation	2020
17. Approve and Implement a CFPD Board Approved Vegetation Management Plan	2021
18. Adopt a Drone Use Policy	2022
19. Complete Location Decision for New Fire Station 44	2022
20. Increase Reserve to \$10 million for New Fire Station 44	2023
21. Attain District of Distinction Re-Certification	2023
22. Complete Analysis of Options for Paying Down/Off Outstanding CalPERS Misc. Employee Plan Liability	2024

Pending Initiatives

<u>Initiative</u>	<u>Target Completion Date</u>
23. Break ground on New Fire Station 44 in Q4 of 2025	2025
24. Establish a CalPERS-intended Dedicated Fund (Target \$5m)	2025
25. Review the Vegetation Management Program for Revamping or Removal of Weed Abatement	2025



Gary Burke, President
Coastside Fire Protection District



Jonathan Cox, Secretary
Coastside Fire Protection District