

Strategic Plan

The strategic plan serves as a roadmap for delivering emergency services over the next five years to Rodeo and Hercules. The plan is a key driver of the District's future, identifying where we focus to improve service and meet shareholders' expectations. Your input will help us to better serve our community.

Introduction to Fitch and the Community-Driven Process

The Board selected strategic planning consultant Fitch and Associates through a competitive bid process. We hope you will find the high-level information in the [attached report](#) a helpful overview. Be sure to check out the process for data collection, framework, project components and proposed timeline. Fitch and Associates has begun their work by collecting District data and by engaging in internal communications with Interim Fire Chief Johnson and firefighters, Local 1230 Executive Board, and the District Board. This is a community-driven approach. We look forward to your participation.

Strategic Plan Community Group (SPCG)

Strategic plans work best when input is received from a wide array of stakeholders representing the diverse businesses, community members, and entities we serve within Rodeo and Hercules.

The commitment of the group includes:

- Participation in a Strategic Planning Community Group workshop.
- Learning about current trends in the fire service and providing feedback on the desired types and levels of service.
- Asking questions to District staff on any issues of concern.
- Participating in a survey, town hall meeting, and presentations regarding the Strategic Plan (optional).
- Sharing the information gained with their respective organization and community.

The **Strategic Plan Community Group (SPCG)** committee is a collaborative approach that offers a high level of involvement for stakeholders from the communities of Rodeo and Hercules, without compromising the independent or collaborative nature of the project. All SPCG meetings will be noticed as Special Meetings so that all Directors may participate. Please find the organizations and their representatives below:

Rodeo Hercules Fire District Directors

The RHFD is a special district within Contra Costa County which is governed by a five-member Board of Directors, under §13800 of the CA Health & Safety Code.

Representatives/Directors: Damon Covington, Chair; Steve Hill, Vice-Chair; Charles Davidson, Director; Marie Bowman, Director; Robyn Mikel, Director

Measure O Oversight Committee (Committee of the RHFD)

Pursuant to RHFD Resolution 2016-04, the purpose of the oversight committee is to independently provide oversight and to inform the public and the Board concerning the expenditures of the Measure O Parcel Tax.

Representative: Annie Ziff, Chair

Rodeo-Hercules Fire District

An independent fire district serving an area of approximately 32 sq. miles with a population of 34,000 (the Town of Rodeo with a population of about 8,500 in the unincorporated area of Contra Costa County and the City of Hercules with a population of about 25,500). The District has 2 fire stations (Station 75 in Rodeo and Station 76 in Hercules) which protect – in addition to Rodeo and Hercules -- an oil refinery (Phillips 66), marine terminals, underground fuel pipelines, wildland interface, a large industrial park, two rail lines, and two major freeway corridors (Highway 4 and I-80).

Governed by a five-member, locally-elected Board of Directors, its principal funding comes from ordinary property taxes, two fire suppression assessments which were enacted by the Board in 1987 and 1998, and Measure O, enacted by the voters of the District in 2016.

Representatives: Darren Johnson, Interim Fire Chief; Derek Cochnauer, Captain; Rob Gelhaus, Engineer

Local 1230

The United Professional Firefighters of Contra Costa County (Local 1230) is a non-profit organization governed by a five-member Board of Directors who represents the sworn men and women of the Rodeo-Hercules Fire District and other districts.

Representatives: Vince Wells, President; Anthony Stephens, Vice-President; John Bischoff, RHFD Engineer and Member of Local 1230 Executive Board

City of Hercules

Originally incorporated in 1900, the City of Hercules was heavily redeveloped beginning in the 1970s as a suburban bedroom community on the I-80 corridor in Western Contra Costa County. It has a population of approximately 25,500 and approximately 27.4 square miles.

Representative: Dion Bailey, Mayor

City Manager

The executive office for the City of Hercules, responsible for overseeing all departments and the daily management of municipal governance.

Representative: Dante Hall, City Manager

Rodeo Municipal Advisory Council

Rodeo is an unincorporated area within Contra Costa County with a population of approximately 8,500, and an area of approximately 4.6 square miles. The County has direct oversight of all its municipal needs. Federal Glover is the District 5 representative for Rodeo. RMAC is a community organization which facilitates communication from the residents of Rodeo to their representative in matters related to Public Works, the Department of Conservation and Development, the Sheriff's Department, Health Services, and other Contra Costa County services.

Representative: Dr. Anthony Hodge, Chairman

John Swett Unified School District

The JSUSD Governing Board represents the community, providing leadership in addressing community issues related to education. In order to identify community concerns and enlist support for the schools, the Board has established effective two-way communication systems between schools and the community.

Representative: Deborah Brandon, Past President and Board member

West Contra Costa School District

The West Contra Costa Unified School District (WCCUSD) was established in 1965 and includes the City of Hercules.

Representative: Jamela Smith-Folds, Trustee Area 1

Phillips 66

Built in 1896, Phillip 66's facility in Rodeo (approximately 1100 acres) was the first major oil refinery to be established in the Bay Area, celebrating its 125th anniversary in 2021.

Representative: Aimee Henry, Director Community Relations

BIO-RAD

Founded in 1952, BIO-RAD is headquartered in Hercules. It's a global leader in developing state-of-the-art instruments for life science research, clinical diagnostics, and digital biology, providing customers with tools which produce high-value diagnostic lab results and bring life-changing therapies to market.

Representative: Eliza Zoffada, Community Relations and Corporate Events

Bay Front Chamber of Commerce

Bay Front Chamber of Commerce is a collaborative initiative of the cities of Hercules, Pinole, and Rodeo. The mission of the Bay Front Chamber of Commerce is to lead our communities towards sustainable economic growth, to advocate a pro-business climate for our members and to honor our history while embracing the future promise of our shared economic vision.

Representative: Heather Farmer, Board member

PHREED (Pinole, Hercules, Rodeo, El Sobrante for Equity and Diversity)

A non-partisan collaborative, which includes Crockett, whose vision is to empower our community to embrace equity and diversity. Through our three task forces, Community, Education, and Law Enforcement, we engage our community, and seek to promote transparency from local governments, boards, commissions, and businesses about their actions which impact our communities. PHREED believes equity and diversity is achieved when the aforementioned entities work with affected communities to reach majority consensus when addressing the needs of these communities.

Representative: Tanya Little, Co-founder

Contra Costa Taxpayers Association

Founded in 1937, Contra Costa Taxpayers Association (CoCoTax) leads the way in providing oversight of local government in Contra Costa County. They actively oppose unwarranted taxes and fees, discriminatory regulations, ill-advised public expenditures and government secrecy, inefficiency and waste. CoCoTax challenges government at all levels to be accountable, responsive, efficient, fair and to deliver optimal value for every tax dollar. CoCoTax 's Motto: We promote "Good Government at Affordable Cost"

Representative: Richard Luchini, Member

Community Outreach Updates

Strategic Plan Events June-September

You can play an important role in planning the goals and objectives for RHFD's future, identifying ways to improve, and connecting with our communities' expectations. Join us at one or more of the events below.

- **June- July Online Fire and Emergency Survey** at:
<https://research.zarca.com/survey1.aspx?k=SsUTWRsVUSsPsPsPsXYXXRTSTY&lang=>
- **July: Various Polls** on Nextdoor
- **July 7, Thursday at 6pm, and July 9, Saturday at 9am:** Join either of two community meetings.

Fitch Talk “Fire Strategies and Your Insurance Community Meeting”

Fitch and Associates is a consulting firm hired by the Rodeo-Hercules Fire District Board to assist in the development of a five-year strategic plan. Senior Consultant Michael Despain will analyze the services of the fire department through the lens of outcome measurements and emergency response in relation to cost efficiency and property insurance rates. The presentation will provide a helpful way of bringing together considerations of risk and cost. This presentation will be approximately 45 minutes including Q&A.

[https://us02web.zoom.us/j/5286159259?p](https://us02web.zoom.us/j/5286159259?pwd=YWVDCmtqSjlhbVpZLzJFYUxLRnRlZz09)

[wd=YWVDCmtqSjlhbVpZLzJFYUxLRnRlZz09](https://us02web.zoom.us/j/5286159259?pwd=YWVDCmtqSjlhbVpZLzJFYUxLRnRlZz09) Meeting ID: 528 615 9259;
Passcode: 073870

- **August 10, Wednesday at 7pm: Draft strategic plan presented at the Regular RHFD Board meeting** . Agenda posted on August 5, <https://www.rhfd.org/board-meetings>
- **Sept 21, Wednesday at 7pm: Presentation and acceptance of the final strategic plan**, implementation plan, and tools to manage the plan at a Special RHFD Board Meeting. Agenda will be posted on September 16, <https://www.rhfd.org/board-meetings>

RHFD Strategic Plan Community Group - MAY 14, 2022 Workshop Meeting Notes

We had a great turnout at the SPCG meeting with the Rodeo-Hercules Fire District on May 14th.

The RHFD community plays an important role in framing goals and objectives for RHFD’s future; identifying ways to improve; and connecting with our communities’ expectations. We’re grateful for community interest in the RHFD and contributions to its strategic planning process. Below please find meeting notes to help the public better understand the RHFD from an internal perspective, as well as what drives the cost of insurance.

The Rodeo-Hercules Fire Protection District is an independent fire district in western Contra Costa County, serving the unincorporated Town of Rodeo and the City of Hercules. The District has a combined population of 34,000 and an area of approximately 32 square miles, including residential and commercial zones, an oil

refinery (Phillips 66), marine terminals, underground fuel pipelines, wildland interface, a large industrial park, two rail lines, and two major freeway corridors: Highway 4 and I-80. The District has 2 fire stations, one in Rodeo (Station 75) and one in Hercules (Station 76).

RHFD is governed by a board of five locally elected directors under §13800 of the CA Health & Safety Code. Its principal funding comes from general property taxes, two fire suppression assessments enacted by the Board in 1987 and 1998, Measure O enacted by the voters of the District in 2016, and Measure H, a county tax.

The District provides various services to the community: emergency medical services; firefighting; fire prevention (weed abatement, plan checks); public outreach and education (school visits, fire and home safety, training, smoke detector program, bicycle helmet program, annual tree lighting); citizen emergency response training (CERT); and blood pressure screening. Some of these activities were put on hold due to Covid-19, but we look forward to resuming these activities over the coming months when it is safe to do so.

The RHFD presentation provided a look into the internal workings of the department; for more information on the presentation **Click here**. [[Please link to: https://rhfd.specialdistrict.org/files/d2b4ec70e/RHFD+Presentation.pdf](https://rhfd.specialdistrict.org/files/d2b4ec70e/RHFD+Presentation.pdf)]

The presentation by Fitch and Associates focused on how to measure a fire department's services by looking at performance metrics and outcomes. Response times, for example, are a critical factor. A given service like firefighting will produce different outcomes if delivered with different response times. We need to understand the community's goals for services and response times, and the community needs to understand budgetary constraints. The consultant's presentation analyzed the services of the fire department through the lens of property- and life-insurance, a helpful way of bringing together considerations of risk and cost. [Click here](#) for the presentation slides which illustrate this as it relates to property loss, cost of displacement, cardiac arrest survival rates, burns, and how a fire department's performance impacts fire insurance premiums. [Click here](#) to find article on Understanding Your Insurance Premiums and [here](#) to learn about Market Trends. These articles will explain what drives insurance premiums. Neither Fitch nor the RHFD endorse Chubb over any other insurance provider, but

we found these articles to be helpful explanations of what drives the cost of insurance premiums.

Comments were received regarding the need to promote diversity, definitions of fire department terms including a quint (A quintuple combination pumper or quint is a fire-fighting apparatus that serves the dual purpose of an engine and a ladder truck. "Quintuple" refers to the five functions that a quint provides - pump, water tank, fire hose, aerial device, and ground ladders), and greater clarification about the RHFD budget and its funding sources.

For an article regarding diversity [click here](#). Budget information is forthcoming. A list of common Wildland terminology can be found [here](#)

Additional Information? Questions?

Go to: <https://www.rhfd.org/strategic-plan> for additional information on the process and questions. Feel free to contact Ad Hoc Committee Members at their respective email address below:

Marie Bowman, Director, bowman@rhfd.org and Damon Covington, Chair, covington@rhfd.org

We look forward to hearing from you!