

# Mountain View: The Way Ahead

## Strategic Planning Results

As a result of recent Strategic Planning sessions by the Command Staff, Mountain View Fire has defined the following to guide future resource deployment and service delivery efforts:

### Core Purpose:

#### **Helping people by safeguarding life and protecting property**

*We exist as ordinary people to do extraordinary deeds of service, to bring order in chaotic situations. But we distinguish between life and property, and will only risk life when life may be saved. Property can be replaced and restored; but, we cannot replace our friends, family or members.*

### Core Values:

#### **Golden Rule Ethics**

*We believe that the highest form of human interaction takes place when we treat others the way we ourselves wish to be treated. Further, we take the lead in doing the right thing for the right reasons at all times. In so doing we are not ashamed to be guided by our conscience and timeless principles. We choose to do the right thing even if others around us decline, or fail, to do so.*

### Core Ideology

#### **1. Community First**

*We will promote the highest interests of our entire community—both within and outside of the organization—with our personal involvement, while respecting and valuing each individual.*

#### **2. Individual contribution, team effort**

*Every member is key to our joint success; every contribution vital to our final service product. The sum total of our service quality outcome is measured one call or public interaction at a time by how well we respond in dynamic “moments of truth.”*

#### **3. Invested service**

*Our vocation is professional safety services; our avocation is to invest ourselves in the community well-being.*

### Mission

**To lead our communities in risk-reduction efforts, while maintaining an effective and efficient safety net of emergency services.**

### Vision Statement

**Mountain View Fire is committed to providing our citizens and visitors with the highest quality of service through:**

- **Continuous improvement**
- **Community involvement**

- **Creative innovation**
- **Regional cooperation**

### Service Model

**We will migrate to a service model consisting of paramedic engine companies, transport ambulances, and an appropriate number of support and specialty vehicles.**

### Envisioned Future

- To staff all of Mountain View's stations 24X7 with adequate combination and dual-function staffing to ensure safety and an average response time of five minutes or fewer;
- To expand apparatus staffing to a minimum of three fire fighters (four through evening and overnight hours) through a complement of career and volunteer members;
- To establish a standardized, skill, certification and experience-based command structure on the unit level throughout the District;
- To expand coverage by building new stations that serve growth population centers to reduce response time and provide an effective fire fighting force;
- To cooperate in regional efforts/agreements that use mutual and automatic aid, as well as agreements covering support services, including training, prevention, education, specialty response and communications;
- To appropriately build support services concurrently with response capability to ensure continued excellence.

### Mission Critical Goals

- We will focus on a broad spectrum of community risk reduction efforts, including prevention, education planning and mitigation.
- We will maintain a highly-qualified and trained workforce.
- We will maintain the highest quality of emergency services in the most effective and efficient manner (as defined by our customers) at the lowest practical cost.
- We will ensure citizen and work-force safety by supporting adequate staffing, upholding comprehensive standards, and providing and maintaining quality apparatus and equipment.
- We will continually seek to improve operations and support services that add value and enhance customer service delivery.
- We will benchmark our services and remain accountable to our citizens and political leadership for targeted outcomes.