



Model Performance in Community Risk Reduction

SYMPOSIUM 2018

**CRR AS A DEPARTMENT CULTURAL
CHANGE TOOL**

Joseph DeRousie
Richland Fire & Emergency Services



FORMATIVE EVALUATION

WHAT PROMPTED THIS?

- 53% of Dept interested in leaving
- Increasing internal frustration
- Rise in complaints from patients
- Poor workforce attitudes and production

RICHLAND FIRE & EMERGENCY SERVICES

- 60 Uniformed personnel
- 6600+ calls for service/yr
- Salary- Top 5 in state, top 20 in nation
- 300 days of sunshine/yr
- 8" of precipitation/yr



RICHLAND, WA



COURTESY: CITY OF RICHLAND





OBJECTIVES

UTILIZE CRR TO CREATE CULTURAL CHANGE

- Protect and Enhance the Quality of Life
- Service above All
- 3 C's
 - Customer Focused
 - Community Driven
 - Competition Ready





PROCESS EVALUATION

THE PLAN

- National Fire Academy
 - *Leadership Strategies for Community Risk Reduction (R0200)*
- Entry level and Promotional process





IMPACT EVALUATION

PUTTING IT IN PLAY

- Annual Community Risk Profile
- Personality over Skill Sets
- Leader/Mentor vs. Traditional CO mindset
- Create Sustainability at Chief Ofc. level





OUTCOME EVALUATION

EVOLUTION

- “The” place to work
- Increasing equity with stakeholders
- New station and 33% new personnel



EVOLUTION

- Youth mentoring





RECOMMENDATIONS

- CRR is foundational
 - Equity
 - Sustainability
 - Innovative

