Model Performance in Community Risk Reduction

CRR as a Department Cultural Change Tool

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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
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
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