

VOLUNTEER RECRUITMENT AND RETENTION PLAN



IN RESPONSE TO 2018 WASHINGTON SURVEY AND RATING BUREAU FIRE PROTECTION CLASS MODIFICATION

PRESENTED TO THE BOARD OF FIRE COMMISSIONERS JUNE 15, 2018

East Jefferson Fire Rescue Volunteer Marketing and Recruitment Plan

May 28, 2018

1. Executive summary

East Jefferson Fire Rescue (“EJFR”) provides all-hazards mitigation and response for a 68-square mile geographic area at the northern end of the Quimper Peninsula. With a staff of 33 dually-trained firefighter/EMS personnel, EJFR responded to 4,799 calls for service in 2017. In addition to the 11,706 residents residing in District 1, EJFR also provides fire and EMS response service to the 9,500 citizens of Port Townsend.

EJFR is a combination fire department, meaning that both paid career staff and volunteers provide services to area citizens. Consistent with trends throughout the nation, EJFR has been experiencing a decline in the numbers of volunteer responders, both combatant and non-combatant. This reduction in available volunteers is putting increasing pressure on career staff, resulting in a reduction in availability for service.

The goal of this marketing plan is to identify and develop tactics to attract and recruit additional volunteers to the District. The plan should include a regular, periodic outreach into the community via a variety of media and community outlets.

2. Mission statement

East Jefferson Fire Rescue (EJFR) has been serving our community for 145 years, providing fire suppression, fire prevention and education and emergency medical services on a 24/7 basis. We are a combination career and volunteer organization.

The mission of East Jefferson Fire Rescue is to make our community safer by protecting lives and property and caring for the needs of the people we serve. We will efficiently and effectively mitigate fire, health and other life safety hazards with a prompt, professional and positive customer experience.

3. Target audience

The target audience for this marketing plan can be broken down into three segments:

- 1) High school students who are considering a career in public safety and emergency response,
- 2) Healthy area adults aged 18 and over who are interested in a career position with a fire department and,
- 3) Adults of all ages who would like to volunteer with the fire service, either in a combatant or support role, but have no interest in a career in the fire service.

4. Products and services

EJFR provides a variety of emergency response services, including but not limited to:

- Firefighting, both structural and wildland
- Emergency Medical Services, both Basic Life Support and Advanced Life Support
- Patient transfer services to Jefferson Healthcare and a number of other medical facilities around the Puget Sound on both an emergent and non-emergent basis.
- Water rescue and marine firefighting
- Traffic collision response
- Technical and non-technical rescues

The District provides additional services, including fire prevention and investigation, public education for children and adults and other community outreach.

5. Objectives

Goals associated with this marketing plan include:

- Increasing the number of Resident Volunteer Firefighter/EMTs to the maximum allowed by contract.
- Increasing the number of combatant volunteers living within five road miles of District Stations 1-2, 1-3 and 1-4.
- Increasing the number of non-suppression volunteers to support various District needs and operations, including EMS, station maintenance, fire prevention and public information/education.

6. Marketing Strategy/Distribution channels

In an effort to achieve wide dissemination of career and volunteer opportunities, a variety of channels will be utilized. The channels incorporate various media and communication methods. Recognizing that people choose to obtain information in different ways and through a variety of sources, the marketing outreach should be broad in scope. Channels of communication may include:

- Postings on fire district website www.ejfr.org
- Social media (EJFR's Facebook page)
- Press releases (to Peninsula Daily News, Port Townsend Leader and KPTZ radio)
- Literature distribution to various community organizations that are located in response areas within a five road-mile radius of EJFR Stations 1-2, 1-3, 1-4
- Educational/promotional outreach via public speaking to clubs, schools, affiliated organizations, other
- Insertion of references to volunteering with EJFR in other, non-related educational and informational printed materials
- Material distribution to various networks for redistribution (such as JPREP, neighborhood emergency preparedness teams, etc.

- Youth Target - EJFR attendance at high school career day, Chimacum and PT, maybe a Chamber of Commerce mixer if one is focused on students. If no career day, is there an alternative way to market to students?
- Student Emergency Response Training (SERT). Is this an option?
- More aggressive recruitment at the EMT program. (discuss timing with EMT-only hiring.)
- Fire extinguisher education for marine program...make a plea at the end of training for high school students and Sea Scouts
- Testing announcements distributed to neighborhood group emergency preparedness committees at Kala Point, Marrowstone Island Foundation and Cape George.
- Radio interview regarding careers in the fire service
- First In Training and Education – Contact owners Jack and Tammy Greaves
- Distribute information regarding upcoming testing to high schools in neighboring communities.
- Add to application “How did you hear about us?” and monitor answers to better direct future marketing efforts

7. Competitive profile

EJFR is the largest fire district in Jefferson County. Within our District and the adjacent City of Port Townsend service area, we have the only hospital, the Port Townsend Paper Mill, the county seat, a thriving marine servicing and repair community, two major school districts and the only senior citizen centers in the county. As such, our call volume is significantly greater than other Jefferson County fire districts. In addition, our fire prevention and inspection program is unique in the county.

Because of these factors, EJFR is able to provide volunteers with greater opportunities to contribute, both in combatant and non-combatant roles. This marketing plan encompasses volunteer firefighter/EMT, volunteer Single Role EMT, volunteer firefighter and Resident Volunteer Firefighter/EMT. Non-suppression volunteer roles may include public information, public education, station maintenance, apparatus driver, ad hoc community service and other responsibilities as needed.

8. Onboarding Dates and Process

EJFR tests for volunteers three times per year. The evaluation process includes a written test, agility test and interview, which takes place over the course of three days. The testing dates are chosen to coincide with Emergency Medical Technician testing in order to optimize productivity of new hires. Testing dates are not set, but generally occur in April/May, July and November.

The current process to advertise and test for volunteers is as follows:

Timeline	Action Item
Testing date minus 4 weeks	Advertise testing via reader board, website and social media
T – 3 weeks	Submit announcement press releases to print media and radio
T – 1 week	Facebook reminder

9. Financial projections

Costs associated with ongoing marketing are generally minimal and may include:

- Fees for advertising in local newspapers
- Expenses for creation of marketing flyers/pamphlets/posters and other printed material.