REDCOM

- Mission & Vision
- History
- Organizational Structure
- Budgeting and Fees
- Strategic Plan
- Performance
- On the Horizon
Mission & Vision

REDCOM's MISSION:
REDCOM exists to assist the public, dispatch response agencies, and help the community during emergencies. REDCOM provides: high quality emergency medical and fire dispatch services; emergency pre-arrival instructions; advanced technology; financial stability; and a sound organizational structure. We will provide our callers, member agencies, general public and each other with unbiased, courteous, and professional treatment at all times.

REDCOM’s Vision:
REDCOM will become industry leaders in Medical and Fire dispatch services by:

• Exceeding industry standards for quality call-taking and dispatching
• Providing a high quality service at an affordable cost
• Being a partner in our community to promote health and prosperity
• Ensuring REDCOM has up-to-date dispatch technology available to support REDCOM’s Mission
• Ensuring citizens, community leaders, community partners, and member agencies understand the high quality service REDCOM provides
• Adopting resilient business and operational processes
Organizational Structure
Organizational Structure

- Joint Powers Authority
  - Public Entity
    - Must be a public entity to be a member
  - Formed in 2002 under the California Joint Exercise of Powers Act, Last amended 2007
  - Serving 42 Fire and EMS agencies in Sonoma County
  - Operated on Contract by AMR
  - Private companies are provided services on contract
    - AMR
    - Bells
    - VeriHealth
    - REACH
    - CalStar
Organizational Structure

Board of Directors
  Chair: Tony Gossner

AMR Regional Director
  Dean Anderson

REDCOM DOAG
  Chair: Spencer A.

Executive Director
  Aaron Abbott

Operations Manager
  Sofia Betts

IT Services
  Kenneth Reese
Organizational Structure

• Seven Member Board of Directors
  • Member agency with the highest call volume – Chief Gossner, Santa Rosa Fire
  • Fire Department or District (must be a district as long as the agency with the highest volume is a city) – Chief Akre, Sonoma Valley
  • Fire Department or District that does not provide ambulance – Chief Boaz, Healdsburg Fire
  • Ambulance only agency – Administrator David Caley, Coast Life Support
  • LEMSA Regional Administrator – Bryan Cleaver, Coastal Valleys EMS
  • Sonoma County Public Health Officer or Designee – Dr. Karen Holbrook, Deputy Health Officer
  • At Large Position – Chris Thomas, Ret. Deputy County Administrator
Organizational Structure

NO NET/NO LOSS
Budgeting

AMR Contract Services
~$3.4M

- Payroll
- Benefits
- Taxes
- Insurance
- G&A

REDCOM Expenditures
~$700K

- SCPSC Ops > $370K
- Equipment
- Software
- Telecom
- Legal
- Insurance

REDCOM Budget
~$4.1M
Member Fees

• Based on Five Year Average Dispatched Calls
• One call per agency per incident
• Uses the PERCENTAGE of total REDCOM Calls to calculate the fee

ZERO SUM GAME
REDCOM is EXPENSIVE!!!
Average cost per call $45.34
National average $50-$110 per call in 2010 (similar sized communities)
<table>
<thead>
<tr>
<th>REDCOM Vision Statement</th>
<th>Strategic Objective</th>
<th>Strategic Goal</th>
<th>SS Impact</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>REDCOM will become industry leaders in Medical and Fire dispatch services by:</td>
<td>1. Meet or Exceed Industry standards</td>
<td>1.1 Achieve EMD Accreditation</td>
<td>$2,500 every 3 yrs.</td>
<td>Achieve ACE in FY 16-17</td>
</tr>
<tr>
<td>• Exceeding industry standards for quality call-taking and dispatching</td>
<td>1.2 Implement Fire Priority Dispatch Protocols</td>
<td>$130k (initial) then, $31k/yr.</td>
<td>Full implementation by the end of FY 17-18</td>
<td></td>
</tr>
<tr>
<td>• Providing a high quality service at an affordable cost</td>
<td>2. Ensure high-quality dispatch services are available throughout Sonoma County</td>
<td>2.1 Add remaining Fire and EMS agencies in Sonoma Co. to the REDCOM JPA</td>
<td>Potential increased revenue of $200k/yr.</td>
<td>Ongoing</td>
</tr>
<tr>
<td>• Being a partner in our community to promote health and prosperity</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Ensuring REDCOM has up-to-date dispatch technology available to support REDCOM’s Mission</td>
<td>3. Enhance Existing Services</td>
<td>3.1 Improve REDCOM’s ability to manage large incidents</td>
<td>$ -</td>
<td>Ongoing</td>
</tr>
<tr>
<td>• Ensuring citizens, community leaders, community partners, and member agencies understand the high quality service REDCOM provides</td>
<td>3.2 Fire and EMS Data Support</td>
<td>$150K over 5 yrs</td>
<td>Board Approval FY 16-17</td>
<td></td>
</tr>
<tr>
<td>• Adopting resilient business and operational processes</td>
<td>4. Keep costs affordable</td>
<td>4.1 Seek alternate revenue sources</td>
<td>$ -</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td>5. Ensure REDCOM is a resilient organization</td>
<td>5.1 Implement a continuity of operations fund to purchase equipment/training for continuity items as needed</td>
<td>$25k/yr.</td>
<td>Board approval for FY 16-17, ongoing COOP</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5.2 Establish a minimum fund balance of 3 months of operating costs for “rainy day” contingences</td>
<td>25% of total REDCOM yearly budget</td>
<td>Board Approval FY 16-17</td>
</tr>
<tr>
<td></td>
<td>6. Ensure REDCOM’s technology and facility remains up-to-date</td>
<td>6.1 Implement a facility improvement fund in the REDCOM budget</td>
<td>$75k/yr. over ten years</td>
<td>Board approval for 75k/yr. starting in FY 16-17</td>
</tr>
<tr>
<td></td>
<td>7. Improve community understanding of REDCOM</td>
<td>7.1 Develop or enhance existing media that promotes REDCOM in the community</td>
<td>??</td>
<td>Implement in FY 16-17</td>
</tr>
</tbody>
</table>
Contract Performance

• Achieve and maintain IAED Accreditation
• Answer Time Performance Criteria:
  • Answer 90% of all 911 calls within 10 sec. *
  • Answer 95% of all calls within 20 sec.
• Call Processing Time Performance Criteria:
  • Maintain call processing times (pick-up of 911 call to tone out of resources) of 70 sec. or less 90% of the time.
  • *Exceptions: calls from non-English speaking callers, non-eyewitness callers, impaired callers or young minors, calls for which no 911 data has been provided, calls where the CAD or other equipment has failed or malfunctioned and calls during periods of system overload.
ACCREDITED March, 2017
1 of 17 in CA
PSAP Answer Time
Sonoma County REDCOM Fire&EMS
2786 Ventana Ave
Santa Rosa, 95403
County: Sonoma

Year: 2017
Agency Affiliation: Fire
PSAP Size: Large

Report Date: 07/07/2017 13:51:22
Report Date From: 01/01/2017
Report Date To: 06/30/2017
Period Group: Year
Time Group: 60 Minute
Time Block: 00.00 - 23.59
Call Type: 911 Calls
Abandoned Filters: Exclude Abandoned
Agency Affiliation: All
PSAP Size: All

Answer Time Comparison

- 0 - 10 secs
- 11 - 16 secs
- 16 - 20 secs
- 21 - 40 secs
- 41 - 60 secs
- 61 - 120 secs
- 120+ secs
- 90% Target

Graph showing answer time distribution.
# Call Processing

**AMR - Sonoma County (REDCOM) Response Compliance (DRAFT)**

**Period:** Jun 01 2017 to Jun 30 2017  
**Report Status:** In Progress with 46 calls in Working Status

<table>
<thead>
<tr>
<th>Zone</th>
<th>Priority</th>
<th>Total Incidents</th>
<th>Do Not Count</th>
<th>Adjusted Total Incidents</th>
<th>Adjusted Late</th>
<th>Exemptions Requested</th>
<th>Exemptions Approved</th>
<th>Compliance Calculated Incidents</th>
<th>Compliance Calculated Late</th>
<th>Call Processing Compliance</th>
<th>90th % Call Processing</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL</td>
<td>Call Processing</td>
<td>3074</td>
<td>2</td>
<td>3072</td>
<td>304</td>
<td>228</td>
<td>208</td>
<td>2064</td>
<td>96</td>
<td>56.85%</td>
<td>00:00:48</td>
</tr>
</tbody>
</table>
REDCOM Dispatch in Santa Rosa, CA is a Joint Powers Authority established in 2002 under the California Joint Exercise of Powers Act to provide centralized emergency Fire and EMS dispatching to emergency response agencies within Sonoma County. REDCOM is operated on contract by American Medical Response.