



Aaron Abbott

REDCOM Executive Director

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

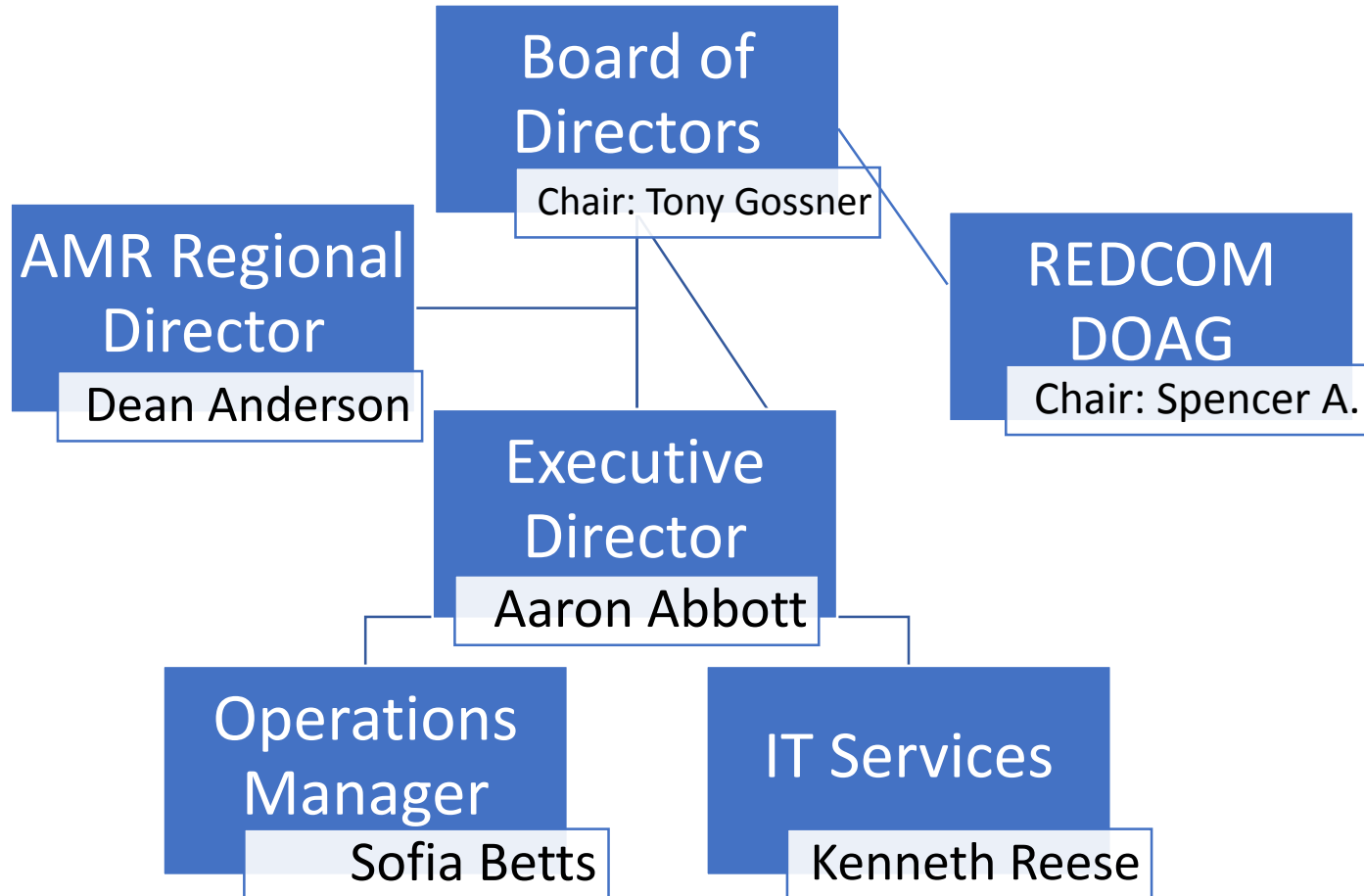
Organizational Structure



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



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

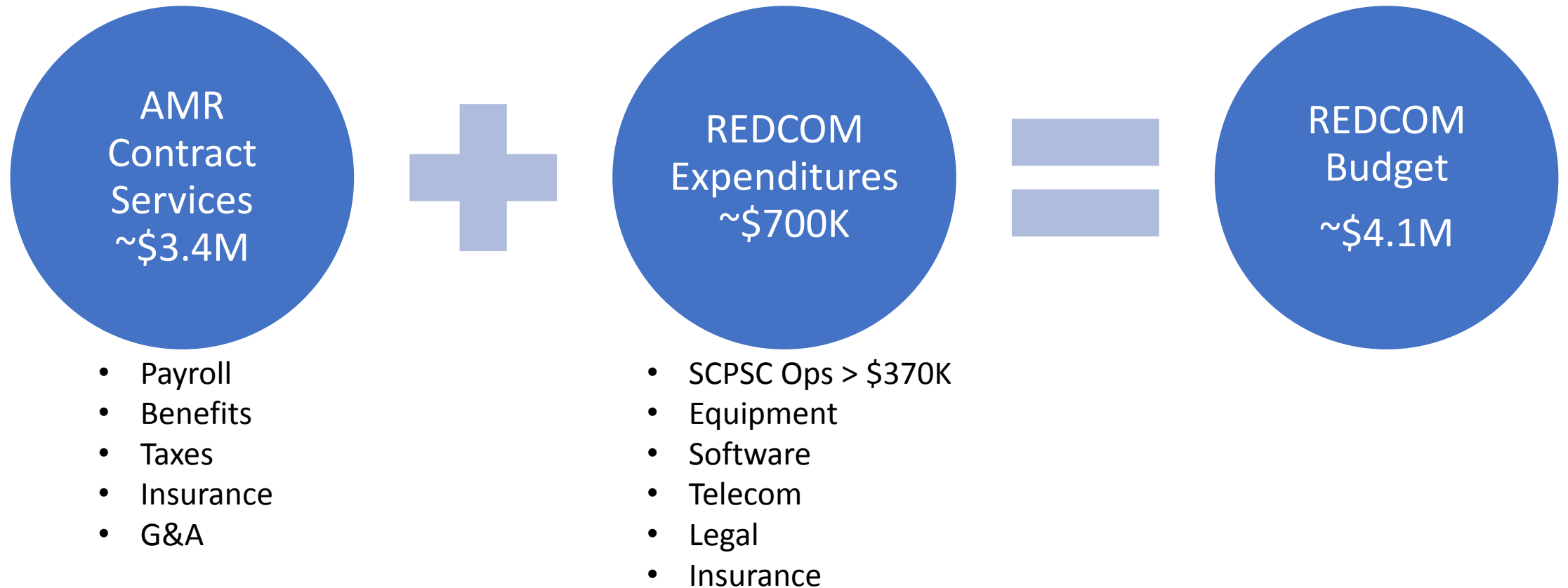
Organizational Structure



NO NET/NO LOSS



Budgeting



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)





REDCOM Vision Statement

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*

Strategic Objective

Strategic Goal

\$\$ Impact

Timeline

1). Meet or Exceed Industry standards

1.1 Achieve EMD Accreditation

\$2,500 every 3 yrs.

Achieve ACE in FY 16-17

1.2 Implement Fire Priority Dispatch Protocols

\$130k (initial) then, \$31k/yr.

Full implementation by the end of FY 17-18

2). Ensure high-quality dispatch services are available throughout Sonoma County

2.1 Add remaining Fire and EMS agencies in Sonoma Co. to the REDCOM JPA

Potential increased revenue of \$200K/yr.

Ongoing

3). Enhance Existing Services

3.1 Improve REDCOM's ability to manage large incidents

\$ -

Ongoing

3.2 Fire and EMS Data Support

\$150K over 5 Yrs

Board Approval FY 16-17

4). Keep costs affordable

4.1 Seek alternate revenue sources

\$ -

Ongoing

5). Ensure REDCOM is a resilient organization

5.1 Implement a continuity of operations fund to purchase equipment/training for continuity items as needed

\$25k/yr.

Board approval for FY 16-17, ongoing COOP

5.2 Establish a minimum fund balance of 3 months of operating costs for "rainy day" contingences

25% of total REDCOM yearly budget

Board Approval FY 16-17

6). Ensure REDCOM's technology and facility remains up-to-date

6.1 Implement a facility improvement fund in the REDCOM budget

\$75k/yr. over ten years

Board approval for 75K/yr. starting in FY 16-17

7.) Improve community understanding of REDCOM

7.1 Develop or enhance existing media that promotes REDCOM in the community

???

Implement in FY 16-17

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

2796 Ventura 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

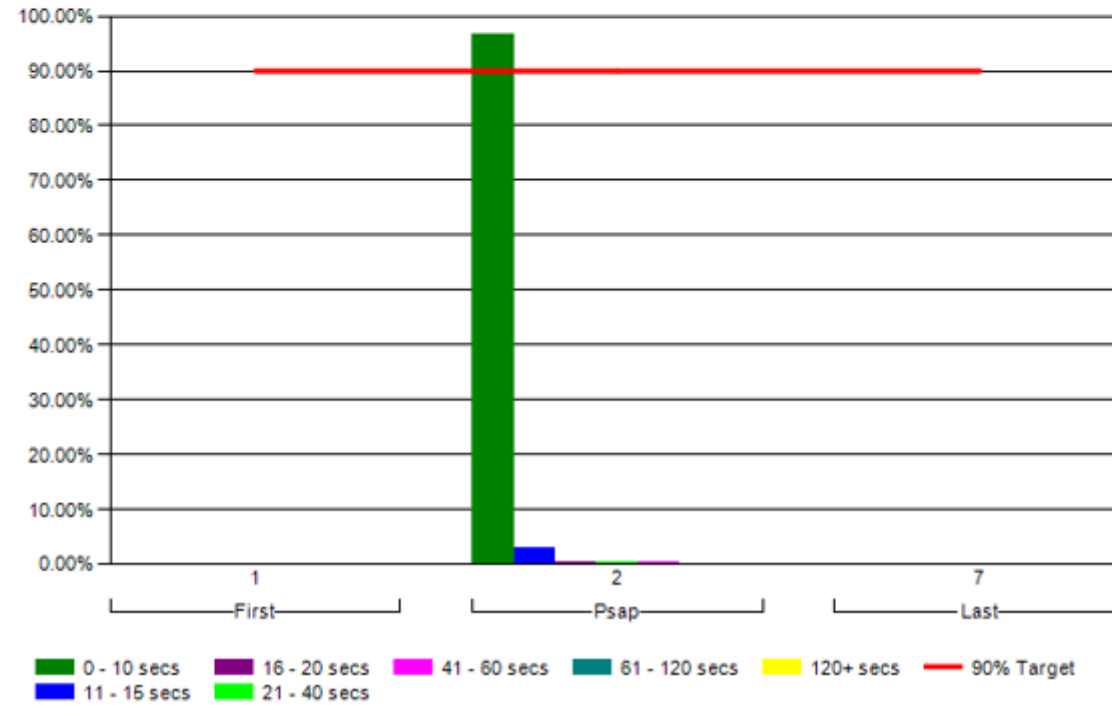
Call Type: 911 Calls

Abandoned Filters: Exclude Abandoned

Agency Affiliation: All

PSAP Size: All

Answer Time Comparison



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

Compliance Reporting 2017/06/01 - 2017/06/30											
Zone	Priority	Total Incidents	Do Not Count	Adjusted Total Incidents	Adjusted Late	Exemptions Requested	Exemptions Approved	Compliance Calculated Incidents	Compliance Calculated Late	Call Processing Compliance	90th % Call Processing
ALL	Call Processing	3074	2	3072	304	228	208	2864	96	96.65%	00:00:48

REDCOM FIRE & EMS DISPATCH

Serving Sonoma County, California Fire & EMS Agencies since 2002



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.



SERVING:

- AMR Sonoma County
- Bell's Ambulance
- Bennett Valley FPD
- Bodega Bay FPD
- Cal Star
- Cazadero CSD
- City of Healdsburg FD
- City of Petaluma FD
- City of Santa Rosa FD
- City of Sebastopol FD
- City of Sonoma (Sonoma Valley)
- Coast Life Support
- Sonoma County CSA 40 Agencies
- Forestville FPD
- Geyserville FPD
- Glen Ellen FPD
- Gold Ridge FPD
- Graton FPD
- Kenwood FPD
- Monte Rio FPD
- North Sonoma Coast FPD
- Occidental CSD
- Rancho Adobe FPD
- Reach Air
- Rincon Valley FPD
- Russian River FPD
- Schell Vista FPD

PRESS RELEASES

FOR IMMEDIATE RELEASE: March 29, 2017

REDCOM Earns Accreditation as an Emergency Medical Dispatch Center of Excellence from The International Academies of Emergency Dispatch

<http://www.pressdemocrat.com/news/6875692-181/behind-the-scenes-at-sonoma>

[View Press Release](#)

CONGRATULATIONS to the Santa Rosa Fire Department and Sonoma Valley Fire and Rescue for achievement of their level one ISO rating!



[Learn More About ISO Here](#)

Congratulations and thank you to AMR for 25 Years of Service in Sonoma County!

