FIRE & EMERGENCY MANAGEMENT COMMITTEE MEETING
Tuesday, February 5, 2019 at 2:00 p.m.

The Fire and Emergency Management Committee met on Tuesday, February 5, 2019 at 2:00 p.m. in the Board Meeting Room of the Templeton Community Services District (TCSD) located at 206 S Street, Templeton, CA.

Present were Committee Members Pamela Jardini and Debra Logan. Also present were General Manager Jeff Britlz, Fire Chief Bill White, Fire Captain Brandon Wall, part-time Fire Captain Phillip Goldbloom and Firefighter Nathan Goosen. Also present was Consultant Amanda Clifford with Clifford-Moss, LLC.

Public: Retired Fire Chief Rod Hewitt and TCSD resident Joe Watje.

Appointment of Committee Chair and Vice-Chair: Vice-President Jardini was appointed as Committee Chair and President Logan was appointed as Vice-Chair to the Fire and Emergency Management Committee.

Clifford Moss Kick-Off Meeting: Amanda Clifford introduced herself and provided the Committee and staff with the process for implementing the informational communication effort. She reviewed the education and information process and providced the Committee with the Planning Model (see attached). She noted that the Board had completed the initial assessment and listening phase, as well as the feasibility through the survey with Probolsky Research. The next step is to education the public. President Logan asked Clifford for her feedback on the survey. Clifford indicated that the survey was missing negative information. She noted when an independent campaign moves forward it would be helpful to know what the opposition states. Clifford advised that Clifford Moss would proceed with the information provided to their Office to date. She noted that the support level was measured at 68.3 percent. The ballot measure would require 66%. She further advised that the test questions were very helpful.

Clifford advised that the Board and staff need to continue a listening effort with education. Clifford Moss will assist the Board in getting through the education process. They will work
with Legal Counsel and come back to the Board with the required legal language for the ballot. She noted that they are looking at May for the Board’s final approval to proceed with a ballot measure. Once that occurs the “election process” begins. Clifford advised the Committee that they would be guided by three core principles:

1. Your community is unique.
2. Listening is a lost art.
3. People support what they help create.

She also indicated that their approach would address three tracks at the same time:

Track 1 – District Due Diligence: Budget, Fire Needs, Finance, Legal, Logistics, etc.
Track 2 – Board Engagement and Education: NEED, Process, Info/Data/Research, Consensus, etc.
Track 3 – Stakeholder & Opinion Leader Engagement: “People Support What They Help Create.”

She noted it’s important for the Board Members and staff to identify who they should reach out to.

Chairperson Jardini asked her to prepare a statement that would explain why people should support Templeton Fire & Emergency Services over CAL-Fire. She asked for a short easy answer that’s easy to understand. She also inquired about a recent Mello-Roos that was adopted. She asked if the parties in the Mello-Roos would be doubled-taxed. She indicated that she needs an answer as it’s a concern. She also noted that individuals need to understand education vs. advocacy.

Clifford advised the Committee that the District may never advocate, they can only educate. She indicated that information may be provided all the way to the election. She noted that her company will provide the District with the necessary tools and fact sheets with Frequently Asked Questions (FAQs). Information will also be posted on the District’s website. Clifford stated that the campaign starts after the Board meets in May and takes their vote. She noted that the advocacy group may contract separately with Clifford Moss for assistance.

Clifford told the Committee that she would start preparing the FAQs. The next step is to have the Board identify people that they should have conversations with, i.e. groups, businesses, individuals and friends. She asked who needs attention in the community. Who are proponents? She provided a worksheet, titled “Who Needs Attention?”. She told the Committee that she would train them to have conversations.

The Committee and staff suggested the following contacts:

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<tr>
<th>Twin Cities Hospital</th>
<th>Templeton REC Foundation</th>
<th>School Board Contractors</th>
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<tr>
<td>TAAG</td>
<td>Doctor’s Groups</td>
<td>Chamber</td>
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<td>Firefighters</td>
<td>Templeton Women in Business</td>
<td>Tom Jermin, Jr.</td>
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<tr>
<td>Jeannie Hunt</td>
<td>Tax Payers Groups</td>
<td>Local HOA’s</td>
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<td>Service Clubs</td>
<td>Retirement Groups</td>
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Clifford asked the Committee to complete a SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats). She indicated this would be provided to each Board Member. Clifford asked who was present during the 2009 ballot measure. Retired Chief Hewitt indicated he was present. He noted that there was planning but in his opinion no follow-through. Two other key issues were 1) the economy had tanked during this period and 2) TCSD did not need the money at the time of the vote – it confused voters. He also advised the Committee that the out of town owners voted against the measure. He said he was in support of reaching out to registered voters. Captain Wall agreed with Chief Hewitt’s comments.

Clifford asked for the District’s strengths as of today that the Board and Committee could communicate to the public. Chief White indicated that the Board is in full support of the ballot measure. GM Britz noted that there is no doubt that the Department needs additional funding. Retired Chief Hewitt noted that he believes outreach is doable due to the size of the District. Chief White indicated that the Board and staff can state unequivocally that they had worked effortlessly with the Board of Supervisors to increase the District property tax share. Their attempts failed but they can state that the Board of Supervisors is not supportive of providing additional funding.

Committee Chair Jardini noted that other strengths included the District having a training center and the Air Breathing Support Unit. Vice-Chair Logan believed local control was a key strength.

Clifford advised the Committee that there were 4,000+ voters in the District. Of that number 2,041 were households.

Clifford asked them to list potential threats. Vice-Chair Logan noted that the District had recently raised water and sewer impact fees. She also noted that a non-district mailer with information had been sent out into the community. It was also noted that the Board of Supervisors had approved providing the Cayucos community receiving $1,000,000 a year to offset the cost of CAL-Fire providing fire service. Chief White indicated if the Templeton Fire and Emergency Services Department closes it will be a large loss to the North County. He noted that CAL-Fire has a huge response zone. Templeton Fire takes the pressure off of Station 30. It was also noted that Templeton Fire & Emergency Services provides mutual aid to CAL-Fire, Paso Robles and Atascadero. Vice-Chair Logan noted that Supervisor Adam Hill believes CAL-Fire is a cookie cutter approach to fire service. She noted that another Supervisor had said it was not the County’s responsibility to provide fire protection service to Templeton.
Discussion ensured for a period of time. Chair Jardini noted that there is the possible economic threat to the average household. She suggested reaching out to John Peschong, Meridian Pacific, to see if he had additional information that could assist the District. GM Briltz noted that another possible threat is other firefighters that are pro CAL-Fire.

The Committee discussed opportunities for communication with the public. They are as follows:
- Pancake Breakfast (7/4)
- Farmers Market Booth
- Door Flyers / Hangers / Knocking on Doors
- A booth at Concerts in the Park (staff will research this request with current policies)
- Sign in the Parade (7/4)
- Testimonials
- Information flyers on cars

The Committee also discussed weaknesses. They are as follows:
- Explaining why Templeton Fire & Emergency Services is more beneficial than CAL-Fire.
  (Explain why CAL-Fire cannot always respond promptly to Templeton community.)
- Older Community
- Recent Tax Measures (Cuesta College / Templeton Unified School District)
- Failure in 2009
- Unknown Opposition
- Explaining why the Department is not adequately funded.
- Part-time Firefighters receive minimum wage. The public perception is that firefighters are well paid. Need to address this.

Clifford said that it would be her firm’s job to ensure “message discipline”. She will prepare information related to the discussion and come back for a future training. She advised that she would have fact sheets and website materials ready to go. Chair Jardini said she would also like Twitter and Facebook messages with concise statements. Clifford suggested possibly holding a training on March 5, 2019. Chair Jardini said she would like the Fire Committee to review the materials before the March 5th meeting. GM Briltz noted that another meeting could be schedule before the March 5th meeting. It was suggested that a Core Group/Team be established. It would be a working group and they would not have to have agendized meetings, as directors who participated would not be compensated.

The Core Group will consist of Directors Jardini, Logan, Retired Chief Rod Hewitt, TCSD Resident Joe Watje and possibly, Templeton Chamber Chief Executive Officer Jessica Main.

Minimum Time Paid for Full-Time Employees for After Hours Responses / Call Back: Chief White advised the Committee that this is a housekeeping item. He noted that currently if Fire Captain Wall returns for a call back that he is only compensated for the exact time spent on the call back. He noted that the Utilities Department crew receives a one-hour minimum for call backs. He would like to have this policy in place for the Fire Department. Vice-Chair Logan said
she felt a one-hour minimum was reasonable. Chair Jardini concurred. GM Briltz advised that staff will prepare a policy update and bring it to the Board at a future meeting.

Full-Time Employee Vacancy – Options to Fill: Chief White advised the Committee that the Department is currently recognizing a salary savings. He noted that the savings could be used for Summer/Night Time Coverage. He noted that it could be used for a seasonal position. He further stated that he is concerned with filling the full-time position as there is no guarantee of a job after August 29, 2019. He noted with a seasonal program he could possibly hire one to two positions during fire season. It would be his intent to create an hourly position during the night time shifts.

After further discussion Vice-Chair Logan suggested taking whatever steps are necessary to meet the need of the District. GM Briltz indicated that the biggest weakness is the summer time/night time coverage. Chief White suggested doing a hybrid to cover this summer. He said he would like to poll his department members for their feedback. The Committee agreed with his recommendation. Committee members Jardini and Logan asked that staff review the costs.

There being no further business to discuss, the Committee Meeting concluded at 3:47 p.m.

Respectfully submitted,

Laurie Ion, Board Secretary
FIRE AND EMERGENCY MANAGEMENT COMMITTEE MEETING
Tuesday, February 5, 2019 at 2:00 p.m.

The District Fire and Emergency Management Committee will meet on Tuesday, February 5, 2019, at 2:00 p.m. at the Templeton CSD Board Room located at 206 5th Street, Templeton, CA.

AGENDA:

1) Appointment of Committee Chair and Vice-Chair: The Committee will appoint a Chair and Vice-Chair for overseeing the meetings.

2) Clifford Moss Kick-Off Meeting: The Committee and staff will meet with Amanda Moss of Clifford Moss, LLC to discuss the ballot measure and public education efforts.

3) Minimum Time Paid for Full-Time Employees for After Hours Responses / Call Back: Staff will review with the Committee the current policy for minimum time paid for part-time and full-time employees for after-hours responses/call backs and a possible change to the policy.

4) Full-Time Employee Vacancy – Options to Fill: Staff will discuss with the Committee various options for the full-time employee vacancy.

The public is invited to attend this meeting and will be afforded time to discuss any item on the agenda.
## Templeton CSD SWOT ANALYSIS:
Strengths, Weaknesses, Opportunities & Threats

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<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
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| - Unanimous board support  
- Size of district makes it easier to communicate with voters  
- Chief White’s efforts to get BOS  
- Property owners’ vs voters who are locals  
- Strong community base  
- CFD long term strategy  
- Community based  
- Small community  
- Local control  
- 68% of voters are homeowners  
- No doubt that TCSD needs mpney  
- Small community – face to face communication  
- Alternatives have failed  
- Board of Supervisors property tax increase  
- Growth among community  
- BOS property tax increase | - Why is TFD more beneficial than CALFIRE?  
- More conservative and older community  
- Failure in passing 2009 measure  
- Unknown/known opposition  
- Community College District and other property tax bills are already in place  
- Not enough outreach to educate the community |

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<tr>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
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| - Outreach to Paso Robles and Atascadero  
- Economics of ballot measure  
- Show why property tax is insufficient  
- Farmer’s market  
- Concert in the park  
- 4th of July Pancake Breakfast  
- Public education of fire and emergency services  
- North County Fire Chiefs  
- Parade  
- Door to door communications  
- Testimonials  
- Show why current property taxes are insufficient | - Resent tax rate increase  
- BOS perception that CalFire works for Cayucos  
- Atascadero relies on TFD for backup and PRFD  
- Cayucos FD asking voters twice and Cambria  
- Increase in fees recently  
- Developers  
- Income of residents who live here  
- Evidence of opposition  
- BOS  
- Economics- average income  
- Mailer sent  
- Costly Cayucos example  
- Increase impact fees of water and sewer  
- Loss of resources  
- Board Supervisor says it is not county responsibility  
- Seniors on limited budget  
- CAL Fire vs local |
# Templeton CSD SWOT ANALYSIS:
Strengths, Weaknesses, Opportunities & Threats

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Approach

Track 1
District Due Diligence
Budget, Fire District Needs, Finance, Legal, Logistics, etc...

Track 2
Board Engagement & Education
NEED, Process, Info/Data/Research, Consensus, etc...

Track 3
Stakeholder & Opinion Leader Engagement
"People Support What They Help Create."

Asses & Listen  Feasibility  Education & Prep  Election  Post Election

Clifford Moss.
Planning Model

An Informational Communication Effort employs both Art & Science.

Guided by Our Three Core Principles:
1. Your community is a unique.
2. Listening is a lost art.
3. People support what they help create.

Time is your most valuable resource!

Clifford Moss.