

Vision, Mission and Core Values Statement

Most organizations acknowledge that mission and value statements need to be evaluated and updated periodically to realign a strategic plan. In 2009, the Department did just that. The Fire Chief brought together a committee of individuals representing each shift, the Firefighters' Association, and management. The committee solicited every member of the Department for input, and exhausted many hours attempting to collect the right words to reflect who we are, what we are doing and finally who and how we want to be. Many outstanding suggestions were received, and On September 3, 2009, Fire Chief Frazier officially published the RFD Vision and Mission Statement, as well as the department's Core Values, as follows:

VISION

The vision of the Redlands Fire Department is to be a progressive organization that leads the community in public safety. The service we provide will be of the highest quality and recognized as "The Redlands Way."

MISSION

Our mission is to provide a safe, professional, and courteous team that strives to exceed the expectations of our community and our organization. This mission requires our members to be part of a capable, aggressive, all-risk fire department that is focused on "*Preserving the Past and Protecting the Future*" of those we serve.

CORE VALUES

We will hold true to the core values of honor, loyalty, pride, and courage while pursuing the ideals of compassion, respect, efficiency and innovation to accomplish our mission.