



REPORT

To: Electoral Area Directors' Committee

Date: March 9, 2019

From: Trish Morgan, General Manager of Community Services

Subject: Charlie Lake Fire Department Road Rescue & First Medical Response Public Engagement

RECOMMENDATION:

That the Electoral Area Directors' Committee recommend to the Regional Board to move forward with an electoral approval process in the Charlie Lake Fire Protection Area to amend the service establishment bylaw in order to provide first medical response services.

BACKGROUND/RATIONALE:

On February 26, 2020, staff and the Electoral Area C Director attended a public engagement session at the Charlie Lake Community Hall to discuss the possibility of adding road rescue and first medical response services in the Charlie Lake Fire Protection Area. Approximately 40 people attended the 2 hour session.

To gather feedback from the area residents, staff developed an information package to describe the proposal and conducted a survey to determine if there was interest in adding these services.

Results:

Note that although there were 126 responses to the survey, it appears that there are a number of multiple responses from the same IP address – in some instances between 4 and 15 responses.

- 83% of respondents reported being from Charlie Lake; 5% from Grandhaven
- 37% of respondents were in favor of Charlie Lake Fire Department providing road rescue services; 63% were not.
- 72% of respondents were in favor of Charlie Lake Fire Department providing first medical responder services; 28% were not.
- When asked if they were in favour of both services being offered, only 37% were in favor and 63% were not.

Given the strong support for first medical response services and less support for road rescue services at this time, the directors may wish to consider conducting an elector approval process only for first medical response services and consider whether to offer road rescue in the future, should boundaries expand at a later date.

With respect to an elector approval process, a referendum, petition or alternative approval process could be conducted to gain elector feedback. Given the number of properties (approximately 1,500) a petition process would be as labour intensive and costly as a referendum.

ALTERNATIVE OPTIONS:

1. That the Electoral Area Directors' Committee recommend to the Regional Board to move forward with an electoral approval process in the Charlie Lake Fire Protection Area to amend the service establishment bylaw in order to provide first medical responder services and road rescue services.
2. That the Electoral Area Directors' Committee recommend to the Regional Board to move forward with an electoral approval process in the Charlie Lake Fire Protection Area to amend the service establishment bylaw in order to provide road rescue services.
3. That the Electoral Area Directors' Committee provide further direction.

STRATEGIC PLAN RELEVANCE:

- ☒ Responsive Service Delivery
- ☒ Enhance Emergency Planning and Response Capacity

FINANCIAL CONSIDERATION(S):

Road Rescue 1st Year Start-up Costs (equipment)	Est. Tax Rate	Road Rescue Annual Operations	Est. Tax Rate	Road Rescue 1st Year Start-up Costs Plus 1st Year Operations	Est. Tax Rate in 1st Year
\$47,000.00	\$ 0.0393	\$23,500.00	\$ 0.0196	\$70,500.00	\$ 0.0589
Assessed Value	Taxes	Assessed Value	Taxes	Assessed Value	Taxes
\$150,000.00	\$5.90	\$150,000.00	\$2.94	\$150,000.00	\$8.84
\$300,000.00	\$11.79	\$300,000.00	\$5.88	\$300,000.00	\$17.67
\$450,000.00	\$17.69	\$450,000.00	\$8.82	\$450,000.00	\$26.51
\$600,000.00	\$23.58	\$600,000.00	\$11.76	\$600,000.00	\$35.34
* based on 2020 current assessments					

First Medical Response 1st Year Start-up (equipment)	Est. Tax Rate	First Medical Response Operations	Est. Tax Rate	First Medical Response 1st Year Start-Up Costs Plus 1st Year Operations	Est. Tax Rate in 1st Year
\$10,000.00	\$ 0.0084	\$30,250.00	\$ 0.0253	\$40,250.00	\$ 0.0337
Assessed Value	Taxes	Assessed Value	Taxes	Assessed Value	Taxes
\$150,000.00	\$1.26	\$150,000.00	\$3.80	\$150,000.00	\$5.06
\$300,000.00	\$2.52	\$300,000.00	\$7.59	\$300,000.00	\$10.11
\$450,000.00	\$3.78	\$450,000.00	\$11.39	\$450,000.00	\$15.17
\$600,000.00	\$5.04	\$600,000.00	\$15.18	\$600,000.00	\$20.22
* based on 2020 current assessments					

Combined Road Rescue & First Medical Response 1st Year Start-up Costs Plus Operations	Est. Tax Rate	Road Rescue & First Medical Response 2nd year Operations	Est. Tax Rate
\$110,750.00	\$ 0.0926	\$53,750.00	\$ 0.0449
Assessed Value	Taxes	Assessed Value	Taxes
\$150,000.00	\$13.89	\$150,000.00	\$6.74
\$300,000.00	\$27.78	\$300,000.00	\$13.47
\$450,000.00	\$41.67	\$450,000.00	\$20.21
\$600,000.00	\$55.56	\$600,000.00	\$26.94
* based on 2020 current assessments			

COMMUNICATIONS CONSIDERATION(S):

If the Board moves forward with an elector approval process for one or both of these services, statutory advertising will be conducted and the Engage page will be updated <https://prrd.bc.ca/engage/charlie-lake-fire-services-expansion/>.

OTHER CONSIDERATION(S):

Advertising:

Postcards were mailed out to each residence and business with a civic address within the Charlie Lake Fire Protection Area. Posts were made to social media and our website, as well as Facebook and newspaper and radio ads. A 'Dot-Mocracy' survey, and paper survey were present at the public engagement session, and also posted electronically to the Engage page to provide ample opportunity for residents to give their initial feedback.

- **Social Media** – The Engage Page was linked to the PRRD Facebook page, as well as shared after the public engagement session, with a link to an online survey, to allow area residents the ability to provide feedback if they were unable to come to the in-person session. The campaign achieved a total of 1901 impressions and 267 "clicks".
- **PRRD Website/Engage** – An Engage page was created on the PRRD website with the survey added the morning after the public engagement session, and included the Info Package (Attachment #1), which includes tax rate calculations for initial start-up costs and annual cost increases), background information, and detailed descriptions on the levels of service that are being proposed. The Engage page received a total of 527 visits over the survey period (Feb 27-Mar 6).
- **Media** - Local Media outlets, Alaska Highway News and Energetic City published 3 articles regarding Road Rescue and First Medical Response public engagement, and posted a story with links to the Engage Page embedded within
- **Radio** – Radio ads aired once per day on 101.5 The Bear, 98.5 Sun FM, and 890 Pure Country starting February 14th and ending on February 26th.
- **Mailouts** – Postcards were mailed out to all civic addresses in the Charlie Lake fire protection area, to notify residents and business owners of the public meeting.

Attachments:

1. Info Package
2. Survey Analysis Results
3. Photos of event & 'Dot-Mocracy' boards