



# **COUNTRYSIDE**

## **FIRE PROTECTION DISTRICT**

*An Internationally Accredited Fire and EMS agency proudly serving the Villages of Hawthorn Woods, Indian Creek, Kildeer, Long Grove, Vernon Hills and Unincorporated areas of Lake County, Illinois since 1959.*

# **STRATEGIC PLAN**



## **2023 – 2028**

*Adopted by the Board of Trustees  
March 9, 2023*

**Chuck Smith, Fire Chief**  
**Ed Heinz, Deputy Chief**  
**Ron Echtenacher, Deputy Chief**

**Bruce Brown, President**  
**Mike Davenport, Treasurer**  
**Joseph Kiriazes, Secretary**



## FROM THE FIRE CHIEF



I am proud to present the Countryside Fire Protection District's strategic plan for 2023 – 2028. This plan is the culmination of many hours of collaboration between citizens, business partners, and the members of our department across all ranks and assignments. The ability for us all to come together and listen to the evolving needs of our community allows Countryside to continue to provide the best fire, rescue, and emergency medical services possible to the people who charge us to ensure their public safety.

Countryside believes in the model of continuous improvement so that we may never lose sight of the expectations of our community.

The past few years have proven to be a challenge for all fire departments across the Country with the COVID-19 pandemic. The ability to maintain a healthy workforce and to continue to serve the needs of the community was difficult at times. PPE needs, supply chain issues, and other obstacles postponed or prevented many planned strategic projects from occurring. Countryside's ability to pivot during this challenging period can be credited to the many years of strategic and emergency preparedness planning across all aspects of fire department operations. As we return to normalcy post-pandemic, we continue to see a rise in calls for service. The strategic planning process has allowed us to evaluate all aspects of how we provide service, compare that to industry standards and best practices, and ultimately develop plans to ensure we provide the best service we can.

We have a department filled with passionate and highly trained professionals who recognize the value in continuous improvement through self-evaluation. We are also fortunate to have a community that supports its fire department and all aspects of public safety.

Because of the support of our members by the Board of Trustees, Board of Fire Commissioners, the municipal leaders of Vernon Hills, Hawthorn Woods, Long Grove, and the County of Lake, we are proud to be a model of excellence in the fire service locally and nationally. We look forward to meeting and exceeding the expectations of the community now and into the future.

Chuck Smith, Fire Chief



## TABLE OF CONTENTS

---

FROM THE FIRE CHIEF .....	1
TABLE OF CONTENTS .....	2
ACKNOWLEDGEMENTS .....	3
INTRODUCTION / BACKGROUND.....	4
ORGANIZATIONAL CHART .....	6
STRATEGIC PLANNING PROCESS.....	7
ASSUMPTIONS FOR PLANNING .....	8
EXTERNAL STAKEHOLDER ENGAGEMENT .....	9
INTERNAL STAKEHOLDER ENGAGEMENT .....	10
S.W.O.T. ANALYSIS .....	11
ADMINISTRATIVE STRATEGIC INITIATIVES .....	12
SUPPORT SERVICES STRATEGIC INITIATIVES .....	14
OPERATIONS STRATEGIC INITIATIVES .....	16
MISSION, VISION, & CORE VALUES STATEMENTS .....	18
STRATEGIC PLAN ADOPTION .....	19
APPENDIX .....	20

- External Stakeholder Survey Comments



## ACKNOWLEDGEMENTS

The development of a successful “Community-Driven” Strategic Plan requires much effort and input from our stakeholders, both internal and external. Countryside FPD would like to thank the following people who were instrumental in the development of this Strategic Plan:

Board of Trustees:	Bruce Brown, President Mike Davenport, Treasurer Joe Kiriazes, Secretary
Planning Committee:	Chuck Smith, Fire Chief Ed Heinz, Deputy Fire Chief / Accreditation Manager Ron Echtenacher, Jr., Deputy Fire Chief Lisa Clausen, Finance Director Kevin Wodrich, Battalion Chief Benjamin Mosko, Lieutenant Joel Severin, Firemedic/Inspector Adam Graham, Firemedic Kyle Donahoe, Firemedic Luke Vesely, Firemedic

The external stakeholder survey development and deployment was conducted with the assistance of an experienced strategic planning consultant, knowledgeable specifically with public safety agency attributes.

Dr. Lewis G. Bender, PhD.



## INTRODUCTION / BACKGROUND

The Countryside Fire Protection District provides fire suppression, prevention, education, investigation, rescue, technical rescue, hazardous materials response, and advanced life support (transport) emergency medical services to a 23.5 square mile area located in central Lake County, Illinois with an EAV of \$1.85 billion.

The Fire District seeks to provide appropriate resources and responses to emergencies to save lives and reduce property loss. The Countryside Fire Protection District serves a diverse population of over 36,400 within its response district. The Villages of Hawthorn Woods, Indian Creek, Kildeer, Long Grove, Vernon Hills and parts of unincorporated Lake County are all provided emergency and non-emergency service in whole or part by Countryside. Neighboring fire departments and fire protection districts give and receive automatic and mutual aid service from the Fire District through intergovernmental agreements and the Mutual Aid Box Alarm System (MABAS).



An important aspect of the planning process includes anticipating the future in terms of building a dynamic, flexible organization. The Fire District must respond to changes, solve problems, collaborate on issues, assess community needs and identify the resources required to meet those needs. The District will need to formulate plans and provide a comprehensive and cost-effective service to the residents, business community and local municipalities. The total budget for 2022-23 was \$12,914,663 with a population of 36,400 = \$355/capita.

Key words in this planning process are **focus**, **flexibility** and **reasonable and affordable expectations**. This Strategic Plan is intended to bring focus to a number of the District's most important services, programs and issues for the period of the plan. This focus will allow the District's members to identify and build on what the District does as described in its mission and vision statements.

Flexibility indicates a commitment to address new issues and opportunities, which are not identified in this plan, and to expect and absorb changes to the plan as necessary. The District needs to be open-minded and continually explore new ways to better serve the residents and protect its members.





## INTRODUCTION / BACKGROUND CONT.

Reasonable and affordable expectations are critical because many times what might seem like a good and logical plan, timeline or outcome, do not end up becoming a reality due to financial challenges. Identifying acceptable timelines and expectations are important for projects and deadlines. It is also important to be realistic based on the constraints, changes in various factors, and the ability for other priorities to evolve quickly in the fire service.

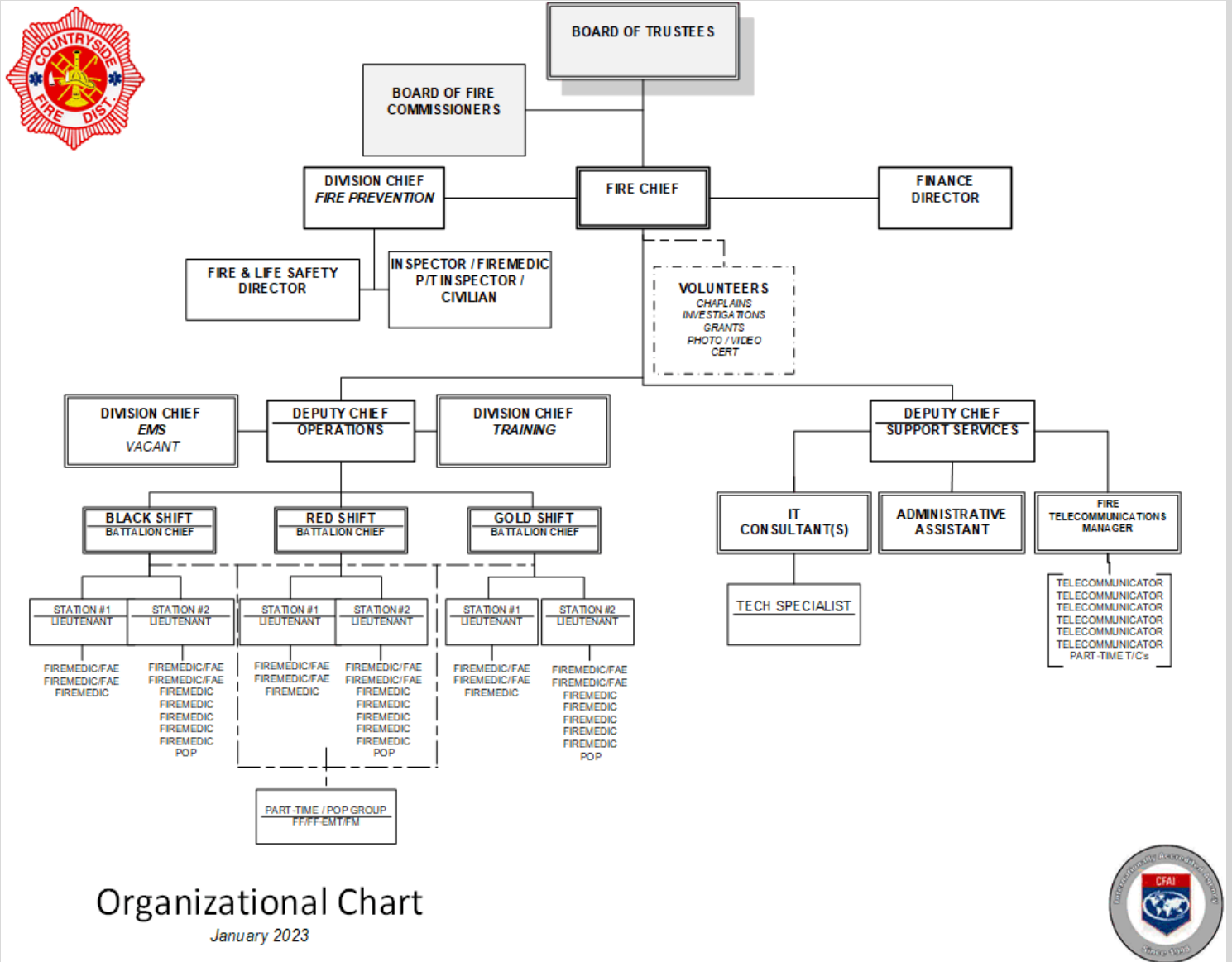
More detailed and specific action plans may be required for many of the goals identified in this Strategic Plan. While modifications can be made at any time due to priority changes, budgetary constraints and planning refinements, the Strategic Plan provides an overview of anticipated activities and requirements. General economic conditions and, more specifically, the ability of the District to fund projects will obviously play a critical role in determining the actual time that resources are secured and projects are completed.

The Strategic Plan is intended to serve as a guide toward the development of the District over a five (5) year period. It serves to inform District members concerning preparation for the future, while at the same time serving as a guiding document for policy makers. This will assist in planning and addressing the budget process.

The Fire District encourages support from its community stakeholders and partnering agencies. The District will provide copies of the adopted Strategic Plan to the community and other agencies it serves.



# ORGANIZATIONAL CHART





## STRATEGIC PLANNING PROCESS

A Strategic Plan is developed by organizations to give them a roadmap for success based on research, careful planning, and educated forecasting. When developed as a Community-Driven Strategic Plan, the 5-year vision is shared amongst both internal and external stakeholders, providing for a valuable resource to manage priorities, expectations, and concerns to be addressed. The Commission on Fire Accreditation International (CFAI) has identified key processes in the creation of a comprehensive Community-Driven Strategic Plan. Those processes are:

- Define the services/programs provided to the community
- Establish the community's program and service priorities
- Establish the community's expectations of your agency
- Identify concerns the community may have about your agency or programs/services
- Identify agency and service/programs which the community views as positive
- Develop a current agency mission statement
- Develop a current agency vision statement
- Establish core values in which the agency operates
- Identify strengths, weaknesses, opportunities, and threats (SWOT)
- Determine critical issues and service gaps utilizing the SWOT analysis
- Develop strategic initiatives to address the findings of the SWOT analysis
- Develop realistic goals and objectives for the future
- Identify a timeline and critical tasks to accomplish each objective
- Develop agency and communication commitment to the plan

The Countryside Fire Protection District developed this Strategic Plan through planning sessions with the Standards and Expectations Committee, a series of internal and external surveys and collection and analysis of data from surveys. The external stakeholder survey was conducted by a third-party consultant to best eliminate any perceived bias from respondents. The internal survey and SWOT analysis was anonymous, and the results were sorted by the Standards and Expectations Committee. From these conversations, a list of realistic goals and objectives were developed to help guide CFPD for the duration of the plan.





## ASSUMPTIONS FOR PLANNING

The Fire District assumes the following in the development of this Strategic Plan:

- Local economy dependent on success of brick & mortar retail remaining relevant.
- Equalized Assessed Valuation (EAV) fluctuations.
- Moderate growth of residential occupancies.
- Continued repurposing of existing vacant commercial occupancies.
- Increase in traffic and congestion on local roadways; if workforce returns to the office.
- Train traffic on the CN lines, which could affect response times and the need to work with agencies on opposite sides of the tracks.
- Continued collaboration with local fire and emergency response agencies, including local municipalities, County, and State government.
- Aggregate growth of the aging population and increased emergency and non-emergency medical service requests.
- Requirements to meet un-funded state and federal mandates; codes & standards.
- Limited increases of new revenue under the tax cap legislation; threat of property tax freeze.
- Continued increases in operating costs, unmatched by revenues; health insurance, fuel, workers comp, liability insurance, utilities.
- Operate two fire stations with strong Automatic Response Agreements & Mutual Aid partnerships.
- Availability of auto/mutual aid resources as regional demand grows and resources change.
- Foster and enhance the closest station response concept for all response districts.
- Continued workforce challenges due to HS college prep and changing work values in newest working generation.
- Maintaining CFAI Accredited status.
- Maintaining strong leadership/management / continuity / staff evolution / succession.
- Additional shared service / consolidated relationships are needed for sustainability and efficiency.
- Aging Fire District facilities that will require increased maintenance.
- EMS / health care system change in demand as-related to mobile integrated health care and revenue.
- Evolving perception of public safety as a result of negative media attention.



## EXTERNAL STAKEHOLDER ENGAGEMENT

The Countryside Fire Protection District engaged the community for feedback by enlisting the help of an outside consultant experienced in Strategic Planning, Dr. Lewis Bender, Ph.D.

The Chief and Dr. Bender targeted a cross-section of the community that included: County & Local Elected Officials, Municipal Leadership, Emergency Medical System Leadership, Senior Living Facilities, School Officials, Neighboring Public Safety Leaders, and Local Community Members.

The respondents were asked a series of questions that evaluated how Countryside Fire Protection District was perceived in the community and how well we were meeting the expectations of the community we served. Most importantly, any gaps in the service Countryside FPD provides were sought so that they can be addressed through this planning process.

The summary of the survey responses, metrics and comments are summarized in the Appendix. This information has been evaluated by staff and working to be implemented in to various CFPD initiatives consistent with the Mission.



## INTERNAL STAKEHOLDER ENGAGEMENT

The Countryside Fire Protection District engaged the employee membership for feedback by means of an internal anonymous survey developed by a cross-section of the membership that developed the Strategic Planning Focus Group. This committee is known as the Standards and Expectations Committee, and is comprised of an Administrative Chief, a Battalion Chief, a Lieutenant, three (3) Firemedics (broken up by seniority), and a Fire Prevention Bureau member. This committee is chosen by vote from their peers. Additionally, the two (2) Deputy Chiefs and the Finance Director joined the planning sessions for additional administrative insight.

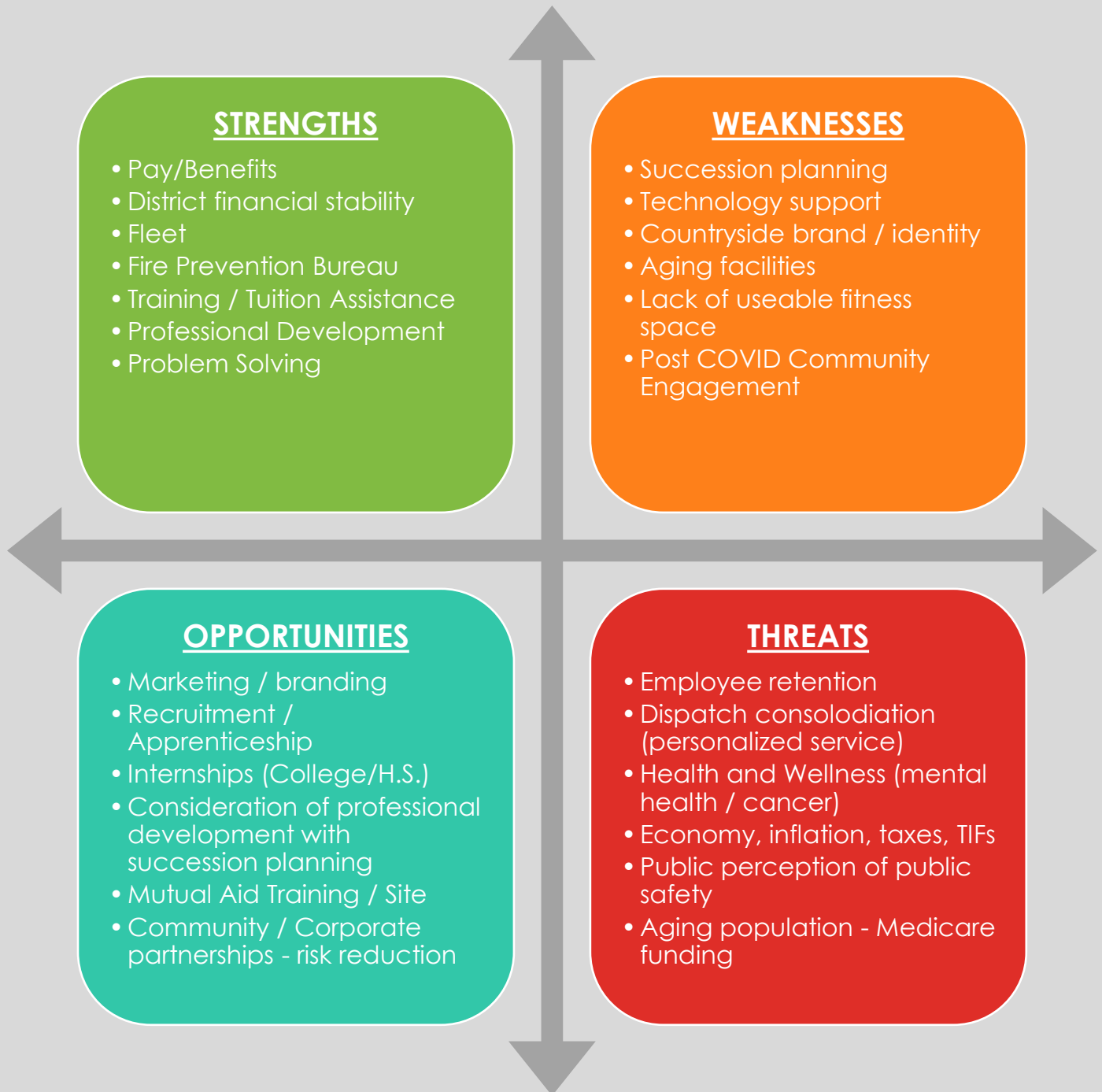
The Focus Group determined that a S.W.O.T. analysis of the organization by the membership of the organization was an appropriate measurement of the internal needs. The survey was designed and distributed to all members to complete, reminding the group that the Strengths and Weaknesses were generally internally focused to our organization and Opportunities and Threats were generally externally focused to our organization.

After the survey period was closed, the Focus Group met again to evaluate all of the responses. While some of the responses collected were not focused on the Strategic Mission of the assignment, nearly all of the comments were able to be fit into some sort of strategic level goal. The strategic responses were excellent and made for a productive meeting looking to the future of CFPD.

The committee was able to analyze the results and identify the following strengths, weaknesses, opportunities, and threats:



## S.W.O.T. ANALYSIS





## ADMINISTRATIVE STRATEGIC INITIATIVES

Goal #1 – To have a highly qualified and stable workforce of civilian & sworn staff that embraces being a part of a progressive fire department always seeking quality improvement.

Objective #1 – Fill all current vacancies and successfully guide those new members through their probation period, where employee retention rates climb. Due Date: Q4/2024

Objective #2 – Create a cadet / apprenticeship program that recruits local high school and college-aged students into the fire service. Due Date: Q2/2024

Goal #2 – To transition the Fire Prevention Bureau into a Community Risk Reduction Bureau that addresses community risk beyond just fire prevention.

Objective #1 – Add support for the Director of Fire and Life Safety by adding a new position of Community Risk Reduction Coordinator. This position would assist in education but also focus on community engagement, social media, and marketing / branding of CFPD. Due Date: Q3/2024

Objective #2 – Research potential and funding of adding a mental health professional to the staff that would assist with community and first responder mental health. Due Date: Q1/2025

Objective #3 – Expand education opportunities to the taxpayers of the District with free classes such as CPR and Stop the Bleed. Due Date: Q3/2023

Goal #3 – To have the highest standards of government finance and transparency as a benchmark of the District.

Objective #1 – Obtain the Government Finance Officers Association Award for Excellence in Government Finance. Due Date: Q4/2023

Objective #2 – Obtain the Government Finance Officers Association's Distinguished Budget Presentation Award. Due Date: Q4/2024

Objective #3 – Reduce the District's debt services to \$0. Due Date: Q4/2027



## ADMINISTRATIVE STRATEGIC INITIATIVES CONT.

Goal #4 – To maintain the highest level of credentialing as a District by being re-accredited for the 6<sup>th</sup> time and striving for an ISO Class 1 rating.

Objective #1 – Be re-accredited by the Center for Public Safety Excellence for the 6<sup>th</sup> time. Due Date: Q4/2023

Objective #2 – Upon evaluation by the Insurance Services Office, maintain an ISO Class 2 rating while striving for and ISO Class 1 rating. Due Date: Q4/2024





## SUPPORT SERVICES STRATEGIC INITIATIVES

Goal #1 – To have a physically and mentally strong workforce that has many resources available to maintain employee wellness.

Objective #1 – Implement proven strategies provided by the District's worker's compensation insurance provider and risk manager to reduce employee workplace injuries. Due Date: Q1/2024

Objective #2 – Provide occupational, orthopedic and mental health resources for all employees and continue to collaborate with these professionals to understand the best processing and coping mechanisms available. Due Date: Q2/2024

Goal #2 – To provide exceptional benefits packages to all employees of the District.

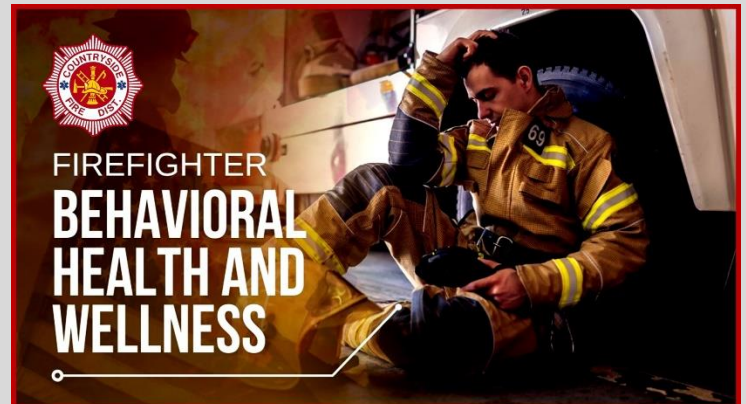
Objective #1 – Educate all employees on all of their benefits and continue to make sure the compensation and benefits package is in the top 10% of the industry environment to assist with recruitment and retention. Due Date: Q2/annually

Goal #3 – Improve technology experiences for all employees and community members and recognize the increased need for modernization of technology and associated equipment.

Objective #1 – Update technology infrastructure within and between existing stations to include simple teleconferencing and collaboration. Due Date: Q2/2024

Objective #2 – Have real time CAD and response time feedback available throughout the stations to enhance firefighter readiness. Due Date: Q2/2024

Objective #3 – Rebuild and update the countrysidefire.com website so that the community can easily find services offered and interact with the District. Due Date: Q2/2024





## SUPPORT SERVICES STRATEGIC INITIATIVES CONT.

Goal #4 – Update and modernize existing fire stations.

Objective #1 – Evaluate and remodel station 2 to include repurposed physical fitness space, better training facilities, parking lot repairs, and updated furnishings with a focus on employee wellness and modern disinfection needs. Due Date: Q1/2025



Objective #2 - Evaluate and remodel station 1 to include repurposed physical fitness space, electronic signage, and updated furnishings with a focus on employee wellness and modern disinfection needs. Due Date: Q1/2027

Goal #5 – Consolidate dispatch services

Objective #1 – Work with all current employees and prepare them for the potential transition to the Regional Operations Center – Consolidated Dispatch Center. Due Date Q2/2025

Objective #2 – Work with Vernon Hills and Libertyville to decommission the current dispatch center and move in to the county-wide consolidated dispatch center. Due Date Q3/2025





## OPERATIONS STRATEGIC INITIATIVES

Goal #1 – Reduce performance gaps in current response analysis, especially focused on the area of turnout time.

Objective #1 – Evaluate station layouts, motorized furnishings, and technological aids throughout the stations to determine if enhancements can be made immediately or through station remodel. Due Date: Q2/2024

Goal #2 – Support the Emergency Medical Services Division with efforts focused on providing the best possible service to the residents of our District.

Objective #1 – Expand high-fidelity training opportunities both in-station and at Northwestern Lake Forest EMS System newly expanded simulation lab. Due Date: Q1/2024

Objective #2 – Analyze upward trend in ambulance call volume to determine if during next ambulance replacement cycle, a 5<sup>th</sup> ambulance is placed in service. Due Date: Q1/2025



Goal #3 – Support the Fire Suppression Division with efforts focused on providing the best possible service to the residents of our District.

Objective #1 – Formalize drawings, accept delivery, and place in service 2024 Pierce Enforcer Pumper. Due Date: Q4/2024

Objective #2 – Formalize drawings, accept delivery, and place in service 2025 Pierce Ascendant/Enforcer Aerial. Due Date: Q2/2025



## OPERATIONS STRATEGIC INITIATIVES CONT.

Goal #4 – Support the Training Division with efforts focused on providing the best possible service to our employees and residents of the District.

Objective #1 – Procure land (lease/own) to co-operate a joint training facility. Due Date: Q4/2027

Objective #2 – Expand instructor core to assist with leading department and mutual-aid training through the CFPD Training Committee. Due Date Q4/2027

Objective #3 – Add additional trained Blue Card instructors and expand the Blue Card Training program to other local fire departments. Due Date: Q4/2025







## MISSION, VISION, & CORE VALUES STATEMENTS

### **Mission Statement**

The Countryside Fire Protection District dedicates its activities to the preservation of human life and the conservation of property. To this end, the District invests its personnel in the education of the public and the maintenance of a safe community environment.

### **Vision Statement**

The Countryside Fire Protection District will be a safe, efficient, fiscally viable, pro-active provider of the emergency services for fire suppression, rescue, emergency medical care (ALS Transport), fire prevention and public education, within a diverse family of communities. The District will work in concert with other providers to further enhance service delivery throughout the area.

### **Our Core Values**

Respond, Solve Problems, Be Nice.



## STRATEGIC PLAN ADOPTION

The Countryside Fire Protection District  
2023 – 2028 Strategic Plan  
was submitted to the  
Board of Trustees for review  
and adopted on the  
9<sup>th</sup> day of March, 2023.

Approved: \_\_\_\_\_

A handwritten signature in black ink, appearing to read 'Bruce A. Brown', is placed over a white rectangular background.

Bruce A. Brown  
President

Approved: \_\_\_\_\_

A handwritten signature in black ink, appearing to read 'Chuck Smith', is placed over a white rectangular background.

Chuck Smith  
Fire Chief





# ***External Stakeholder Feedback Survey***

## ***Compiled Results and Comments***



## **Countryside Fire Protection District External Stakeholder Telephone Survey**

### **Respondent Telephone Survey Process January 2023**

A telephone survey was conducted of 21 possible respondents who lived in or worked with the Countryside Fire Protection District. The list provided by Chief Chuck Smith included respondents (20 respondents surveyed) in the following categories:

1. County, Township, and Municipal Leaders: 8 respondents, all of whom were surveyed.
2. Public Safety Leaders: 4 respondents, four all of whom were surveyed.
3. School Officials: 4 respondents, all of whom were surveyed.
4. Hospital Leader: 1 respondent surveyed
5. Retirement Home Leader: 1 respondent (not surveyed, multiple attempts and messages)
6. Community Members: 3 respondents, three were surveyed.

The survey instrument was developed over several weeks in late December 2022 and early January 2023. The process involved Chief Chuck Smith consulting with his strategic planning committee regarding topics, questions and drafts between the Chief and Dr. Bender.

The survey was conducted on January 10, 11, and 12, 2023. Prior to the actual telephone, survey respondents were emailed a call schedule on Monday, January 9 and asked to respond if they needed a different call time. Due to the small non-random sample, cross-tabulations and correlations were not conducted.

### **Surveyor Observations and Top Findings**

Every respondent was pleased to participate in the telephone survey, and all were very supportive of Countryside Fire Protection District. Several were very complimentary of Chief Chuck Smith and his continued efforts to work with multiple governmental entities and other fire districts. School officials were also very pleased with the offerings and contacts with the schools and were very complimentary of fire district staff.

As noted in the data, respondents felt that Countryside is capable of handling numerous emergencies. Indeed, the reputation of the District is very strong. The community programs offered by Countryside received very high praise, even, envy, from another district fire chief. Beyond these extremely positive results, two findings should have the attention of the strategic planning team:



- Don't know responses. Several respondents did not know about the services offered or capabilities of Countryside. Beyond the "don't know" responses, it was evident that several respondents gave answers without a seeming basis of knowledge. Nonetheless, they wanted to give a positive response. This speaks well to the strong reputation of the fire district. However, Countryside may wish to conduct a vigorous education campaign informing people in their service area of who they are and the services they provide.
- The Name Countryside. Many respondents did not believe that the name of the District captured the service area. Yet, no one could identify a better name. And most respondents thought changing names would be much more trouble than benefit. The best that Countryside might do is increase the visibility of the area it serves. Graphic maps. Community names on materials, vehicles, and other approaches might be considered in a concerted rebranding effort.

In sum, respondents were very positive regarding Countryside Fire District. The image and reputation of the District are very strong according to this sample.

## Survey Questions and Responses

### 1. In the past year, how often have you or someone you know had contact with the Countryside Fire Protection District?

None	One to Five Times	Six or More Times	Don't Know/No Answer
2	6	12	

#### FOR WHAT SERVICE?

- *Administration (4)*
- *Operational (2)*
- *Contacts with the Chief (6)*
- *Permit reviews*
- *Inspections (2)*
- *Community involvement – food pantry – Christmas outreach*
- *Ongoing mutual professional services*
- *Officer interactions with firefighters*
- *Fire calls*



- *Strong partnership with schools, student education, safety drills, and administration.*
- *Collaboration with community leadership dealing with mental health support and suicide intervention*
- *Response to fire alarm*
- *Ambulance calls for emergency*
- *Personal contact with firefighters and administrators*
- *Officers interact daily, and the Chief has contacts at least weekly*
- *EMS frequently started recently with our hospital*

---

**2. Using a grading scale of A, B, C, D, F, what letter grade would you give the Countryside Fire District in responding to the following:**

	A	B	C	D	F	DK/NA
<i>EMS Emergencies</i>	19	1				
<i>Fire Emergencies</i>	20					
<i>Public Safety Events</i>	20					
<i>Working Cooperatively with Local Government</i>	20					

**COMMENTS:**

- *Not every fire district is as good as Countryside Fire District.*
- *They are always there for us.*
- *They are always cooperative.*
- *I wish we could form this close relationship with all the fire districts.*
- *Very responsive and cooperative.*
- *I have worked in three other districts, and Countryside Fire District is the strongest.*
- *Very responsive.*



- *I would give an “A,” but we belong to two different EMS systems, which sometimes may create difficulty in responding to calls. The firefighters and paramedics are great.*
- *Training isn’t on the list, but I would give them an “A” compared to other places where I have worked with in the past. They rock and roll on public safety training and events.*
- *Chief Smith is progressively working with local governments; he is the best.*

---

**3. How would you grade the reputation of the Countryside Fire District in terms of the following:**

	A	B	C	D	F	DK/NA
<i>Needs of the community</i>	20					
<i>Professionalism</i>	18	2				
<i>Compassion</i>	20					
<i>Providing Meaningful Programs</i>	17	3				

**COMMENTS:**

- *“B” because I am not sure people know about or pay attention to the programs they have available.*
- *“B” because I would like to see CPR programs that are not so expensive.*
- *Safety videos are great.*
- *They do a lot of good stuff for the public*
- *Especially appreciative of Anthony Rodkey and the school safety programs.*
- *I have kids in the school system, and the school programs are great.*



#### 4. Do you feel the Countryside Fire District is capable of handling the following emergencies?

	Yes	No	Not Sure
<i>Chemical or hazardous waste incidents</i>	20		
<i>Drowning and water-related emergencies</i>	20		
<i>Fire</i>	20		
<i>Mass casualty incidents</i>	17		3
<i>Medical emergencies</i>	20		
<i>Technical rescues such as confined space, high angle, and trench rescue</i>	18		2
<i>Vehicle accidents and crashes</i>	20		
<i>Finally, are there programs or services you would like to see Countryside Fire provide? (Beyond what they are doing now.)</i>	5	15	

#### COMMENTS:

- *They do a great job with open houses and CPR classes.*
- *CPR classes at no expense to the taxpayer.*
- *There is a need for emergency active shooter training, but I don't necessarily see that as the responsibility of the Countryside FD.*
- *I am not sure what they have now. I will say they do a lot around the impressive holiday outreach.*
- *They must continue to extend the school safety programs and work with law enforcement agencies. They are proactive with training and outreach.*
- *More equipment demonstrations and firehouse tours.*





- *They have all the public safety and public education programs covered. I want to steal some of their stuff.*
- *Expand some of the social work services to respond to the mental health crisis.*
- *Connecting with schools about careers in Fire Safety.*
- *Continue to extend school safety programs and work together with law enforcement on proactive safety training and outreach.*
- *Publicize, and announce demonstrations and training such as the Hovercraft. Maybe include it as an activity at the summer celebration by the Lake. Parents can bring their kids.*

---

**5. Finally, the Countryside Fire District Served several communities, including the following: Vernon Hills, Hawthorn Woods, Long Grove, Indian Creek, Ivanhoe, Kildeer, and unincorporated Mundelein. In your view, does the name Countryside Fire District appropriately describe the area it serves?**

Yes 10	No 9	Not Sure 1
--------	------	------------

**COMMENTS:**

**“Yes” comments**

- *Marginally, yes, but I don’t know what else they could call it. It is confusing to some, but I can’t see changing it.*
- *It makes sense to me because I have been here a long time. I am sure that it is likely confusing for anyone new to the community. That said, I don’t think it makes sense to change it.*
- *I had no idea why it was named that until now.*
- *It is confusing with Countryside Fire Department-(South suburbs) but I can’t think of a better name.*



- *I have been here for 33 years, and the Countryside has changed – but the name is well known. Please don't change it.*
- *I have lived here a long time – it would be too confusing to try to change it.*
- *I can't think of a better name.*
- *It is a well-known name, don't go changing it.*

**“No” and “Not Sure” Comments:**

- *No suggestions – not confusing to me, but I can see how it would have no meaning to new residents.*
- *No suggestions – the name confused me when I first moved here.*
- *I don't know how you could rename it. Part of the challenge is that people are not always even aware they are there.*
- *I can't give you another simplified name. Maybe an acronym that includes all the communities might work. But probably not.*
- *I don't like it, but I have no suggestions for changing it.*
- *Always found it amusing, but I don't know what you would name it though.*
- *I have only been here two years – I find it confusing to know what service area they cover.*
- *No suggestions*
- *Can't come up with a better name, but it is worth looking into.*
- *I am familiar with it, but I don't think the general public knows the CFD service area.*

***Respectfully submitted***

Lewis G. Bender, Ph.D.

Professor Emeritus, Southern Illinois University Edwardsville

lew Bender@aol.com

(618) 792-6103



**Bruce Brown, President  
Board of Trustees**

**Chuck Smith, CFO  
Fire Chief**

**Station #1**

801 S. Midlothian Road  
Mundelein, IL 60060

**Station #2**

**Headquarters**

600 N. Deerpath Drive  
Vernon Hills, IL 60061

To Report a FIRE, MEDICAL or other

**EMERGENCY**

**911**

Fire District  
Non-Emergency Phone  
847-367-5511

[www.countrysidefire.com](http://www.countrysidefire.com)



**<https://www.facebook.com/countrysidefiredist/>**