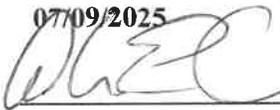
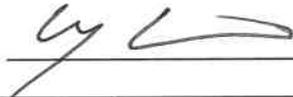


Scotts Valley Fire Protection District	
POLICY: 300	SUBJECT: Mission, Vision, and Values
DATE APPROVED: 07/09/2025	
BOARD PRESIDENT: 	FIRE CHIEF: 

Purpose:

To define the mission, vision, and values of the Scotts Valley Fire Protection District

Mission:

Dedicated to saving lives, property, and the environment of
the communities we serve through rapid response,
prevention, and education.

Vision:

Scotts Valley Fire Protection District is committed to being a trusted and reliable leader in emergency response, proactive fire prevention, and advanced EMS services while embracing innovation, technology, sustainability, and disaster resilience. Through continuous training, firefighter wellness, and strong partnerships, SVFD will enhance quality customer service and build a safer, more prepared community.

Values

- Uncompromised commitment to serving the community and state with a focus on the safety and well-being of all people, showing a dedication to public service.
- Dedicated level of professionalism through training, physical and emotional readiness, appearance, and commitment to excellence.
- Collaborating with the department and other agencies to provide a higher level of service and to achieve common goals.
- Provide compassionate and empathetic levels of service.
- Strive for the highest levels of standard performance and service delivery through training and professional development.
- Mindful and transparent use of public funds.
- Maintain a culture that fosters respect, kindness, and inclusivity.
- Foster a culture of innovation and adaptability.