

OUR MISSION

We save lives, protect property,
and serve our community.

OUR VISION

A fire service leader setting the
highest standards in prevention
and emergency response
services, positively impacting
lives with every encounter.

*"We are proud of where we've been,
but even more excited about where
we're going. As our community
continues to grow and evolve, so will
we, always committed to protecting
what matters most."*

— Chief John Curtis

CORE VALUES STATEMENT

Excellence through
professionalism,
accountability, compassion,
and engagement (PACE).

Key Focus Areas



Priority One

Service Delivery



Priority Two

Financial Health



Priority Three

Organizational Health & Culture



Priority Four

Community Health & Safety



Priority Five

Partnerships



Priority Six

Communication &
Engagement



SOUTH METRO FIRE RESCUE

Strategic Plan Report Card - Q3



SERVICE DELIVERY

Committee evaluating specific response models



Developing 5-year outlook for Public Health with new community paramedic

Established framework for Department Operations Center & Incident Support Team

Achieved Accredited status through the Center for Public Safety Excellence

Secured land for fire stations



FINANCIAL HEALTH

Updated all financial policies & integration into a standardization manual



80 year lifecycle capital replacement plan established

Established baseline for overtime hours for future financial planning

Established an enhanced procurement process

\$391,084 saved

Increased detail & transparency of quarterly financial reports



ORGANIZATIONAL HEALTH & CULTURE

Hired the Learning & Development Manager position to enhance organizational leadership training



Increased use & transparency of employee committees, including the Performance For Improvement committee



On-going collaboration with executive team & union leadership utilizing relationship-by objective industry best practices

Defined training programs to align with organizational needs

COMMUNITY HEALTH & SAFETY

County emergency manager collaboration enhanced



Completed 2026 Safety Messaging Plan for risk reduction programs

Implemented the Colorado Wildfire Resiliency Code



National Emergency Response Information System launched

Identified & aligned resources with risks (older adults, lithium-ion batteries, motor vehicles)



PARTNERSHIPS

Improved communication with elected officials & key stakeholders



Improved strategic plan communication through the SMFR website

Provided organizational updates to agency partners regularly or as requested



Partnered on all the county Hazard Mitigation Plan development



Participated in the 2026 legislative session



COMMUNICATION & ENGAGEMENT

Created form for personnel & community feedback for communications follow-through



Developed crisis communication plan for internal & external notifications during major incidents

New Multimedia Communications Specialist expanding internal reach



Operationalized PIO response model for major incidents 24/7

Conducting regular PIO tabletop drills with agency & community partners