Several months back the Board of Directors (BOD), discussed the potential district name change to Pioneer Fire Protection District. The reasons it was brought forward to the BOD, is for several of the following reasons:

- Pioneer Fire Protection District; a majority of the time is thought or confused with serving the community of Pioneer in Amador County. There is no community or area named Pioneer in our District.
- Limited identity in our own communities and county. Few outside our district don’t know where we are and who we serve. (Largest Geographical District in El Dorado County, serving 1/5 of the County)
- Internal and external confusion with our name since we don’t serve any community (such as Pioneer)
- We have 6 established stations and working on a seventh; we identify those stations and apparatus by the community they are located in. They are 1st responders in that stations location, however they serve all of our district needs and a vast area and several communities:
  - Mt. Aukum, Omo Ranch, Coyoteville, Fairplay, Outingdale, Somerset, Sandridge, Happy Valley Grizzly Flats, Leoni Meadows and Iron Mountain (296 square miles).
- Assist in easier transition, if in the future we chose to collaborate with any other county fire agency
- Allows us to come across as a pertinent Fire Agency in El Dorado County
- Identify’ s us as a fire service provider in El Dorado County for other local, county and state agency’s to recognize.
- A new foot print, moving forward and allowing us to expand if the future requires us too.

Our recommendation is a two-year transition plan to a new district name; thus, limiting the cost in the transition and spread it over two plus fiscal years. We would keep the name “Pioneer” during the transition while adding the new name, only changing uniform patches, clothing, fire apparatus, equipment and office items as we replace. This would be normal cost we would occur normally.

Names to consider, however we would still carry the name of Pioneer in all of them for 24 months after, if we decide to change:

South County Fire & Rescue (Pioneer)
South County Fire (Pioneer)

Keeping the name “Pioneer” so it helps associate us as the same, while we transition, slowly fazing Pioneer out. This should help with the following:

1. Help keep cost down during transition, we would continue to wear badges, uniforms and PPE that say Pioneer on them as we transition out. In addition, apparatus would slowly get the new Identifiers as they need to be upgraded and replaced.

2. I would anticipate the badges would not need to be replaced for years and overall would be the most expensive; but in reality, would not need to be replaced for years. (each badge cost around $130.00).
Patches, uniforms and Personal Protective gear would be an normal operational cost, but those are normally yearly cost due to PPE wearing out and new uniforms being purchased or replaced yearly.

3. Office and Administrative cost would be minimal and similar to normal yearly cost, except for a few standard stationary supplies that have our identifier on them. We do not have checking or warrants so this would not be a printing cost.

4. Possible state and county registration fees may need to be paid (250.00)

5. Equipment tags, assets tags and other district property with Id on them would be the normal cost we currently occur. Signs and other identifiers would be an additional cost: signs would be a cost but again minimal (replacement materials as they wear out)

6. We would need collaboration with our Pioneer Volunteer Fire Association partners, there name may be influence.

7. Moral boast for the district, community and area

8. Possible helps in recruiting personnel from outside the area! When you looking up Pioneer community its shows Lockwood/Pioneer area. Instead of sounding like a single community, as a county fire district the name entitles a larger area serving multiple communities.

9. Finally, the name Pioneer can still be associated with the name we choose, however we have transition to having community names on our apparatus and stations. Station 35 Grizzly Flats carries the community name on its station and apparatus, Station 37 Omo Ranch carries the community name on its station and apparatus and as when we open Station 36 Leoni Meadows that station will carry the community name on its apparatus. Station 31 Willow Station does not carry a community name on it at this time; Station 38 is the only station that does not carry a community identifier on it.

Mark Matthews, Fire Chief