



# Central & Aptos/La Selva Fire Protection Districts



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**ANNUAL REPORT 2020**





photo: SLV Steve



photos: Gena Finch

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## SMOKE PLUME FROM CZU LIGHTNING COMPLEX



# Chief's Message

It is with great appreciation for the men and women of the Aptos/La Selva Fire Protection District and the Central Fire Protection District of Santa Cruz County that I present the Annual Report for 2020. It comes as no surprise that 2020 has been a challenging year as we have faced a world-wide pandemic, an unprecedented fire season (locally and statewide), related staffing challenges and a consolidation that has been over 40 years in the making. Despite these overwhelming challenges, the men and women of the two fire districts have prevailed – taking on these history making events by coming together; with teamwork, a never-give-up attitude, core ethics and core values.



With the support from both Fire Districts' Board of Directors, overcoming these previously unheard of challenges occurring mostly simultaneously, can be attributed to a focused, determined and dedicated workforce. It has been my honor to serve with such an amazingly driven and altruistic team of professionals in the pursuit of providing superior service to everyone in need. These individuals are truly our greatest asset and have truly gone above and beyond the call time and time again this year.

On the following pages you will find organizational information including 2020 statistics, workforce demographics, accomplishments, consolidation information and more. I hope you find the information interesting and useful. As we move into 2021 we are looking forward to providing an even greater level of service to you through a new consolidated fire district. Look for the 2021 Annual Report!

The professionals of the Aptos/La Selva Fire Protection District and the Central Fire Protection District of Santa Cruz County are proud to serve the communities of Aptos, Capitola, La Selva Beach, Live Oak, Rio Del Mar, and Soquel.

John Walbridge  
Fire Chief

# Who We Are

.....

We proudly serve the communities of  
Aptos, Capitola, La Selva Beach, Live Oak,  
Rio Del Mar, and Soquel.

.....

**55 Square Miles Served**

.....

**90,000\* Population Served**

\*approximate

.....

**120 Active Employees**

.....

**8,072 Calls For Service 2020**

.....

**Budget FY 2019/20**

**\$35,401,344\***

\*CTL/APT combined

.....

# Our Mission

.....

To improve quality of life by protecting the community from the risks and consequences of fire, medical, rescue, hazardous material and natural disaster incidents.

# Our Values

.....

## Safety

Safety is paramount. Our profession is dangerous by nature and requires that we provide service and train with minimal risk to our personnel and the public.

## Readiness

We are prepared to serve at any moment by being trained, physically and mentally fit, and well equipped.

## Service

Our services must be provided to the community with compassion, respect and sincerity. Good service results from our knowledge, ability and commitment.

## Leadership

Leadership creates commitment, communication, desire, action and growth and is demonstrated through our actions.

## Work Ethic

We plan, manage, accomplish and enjoy our work with dedication, respect, teamwork and accountability.

\*This is the Aptos/La Selva FPD Mission and Values. Our members voted, this was chosen over Central's to keep after consolidation.





# Executive Staff



**John Walbridge**  
Central Interim Fire Chief



**Don Jarvis**  
Aptos Interim Fire Chief



**Scott Cullen**  
Operations Division Chief



**Anthony Cefaloni**  
Logistics Division Chief



**Mike DeMars**  
Fire Marshal



**Scott Vahradian**  
EMS Chief EMSIA

# Executive Staff



**Nancy Dannhauser**

Finance Director



**Gena Finch**

Human Resources Director



**Chad Akin**

Training Battalion Chief



**Patrick Winters**

Battalion Chief  
A Shift



**Jason Nee**

Battalion Chief  
B Shift



**Ryan Peters**

Battalion Chief  
C Shift



# Central Fire Board of Directors



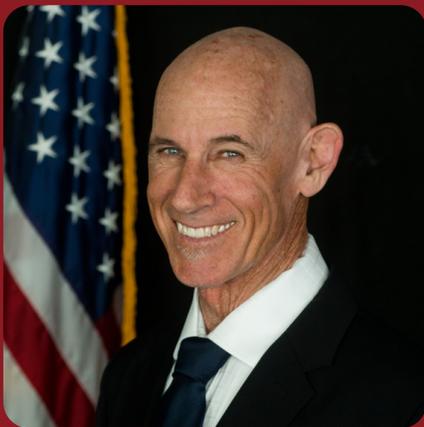
**John Lucchesi**

Term of Office  
2016 - 2022



**Barry Franchi**

Term of Office  
2017 - 2022



**David Burnham**

Term of Office  
2016 - 2020



**Kevin Walter**

Term of Office  
2016 - 2020



**Owen Miller**

Term of Office  
2016 - 2020

# Aptos/La Selva Fire Board of Directors



**George Lucchesi**

Term of Office  
2016 - 2024



**John Scanlon**

Term of Office  
2018 - 2022



**Orbrad Darbro**

Term of Office  
2018 - 2022



**Joe Foster**

Term of Office  
2016 - 2020



**Bob Spisak**

Term of Office  
2008 - 2020

**CENTRAL & APTOS/LA SELVA FIRE DISTRICTS**

# 2020 Promotions

**Congratulations and job well done!**



**Jason Nee**

Captain to Battalion Chief  
Central Fire



**Ryan Peters**

Captain to Battalion Chief  
Aptos La/Selva Fire



**Nate Calcagno**

Firefighter to Captain  
Aptos La/Selva Fire



**Robert Martone**

Firefighter to Captain  
Central Fire



**Henry Tobias**

PCF to Firefighter/Paramedic  
Central Fire



**Noel Kirven-Dows**

PCF to Firefighter/Paramedic  
Central Fire

## CENTRAL & APTOS/LA SELVA FIRE DISTRICTS

# 2020 Retirees

Thank you all for your many years of service to the community!



**Chief Aaron Lowe**

Aptos/La Selva Fire  
2018 - 2020



**Chief Steven Hall**

Central Fire  
2015 - 2020



**Division Chief  
Todd Skrabak**

Aptos/La Selva Fire  
1990 - 2020



**Battalion Chief  
Jeff Breasher**

Central Fire  
2016 - 2020



**Firefighter  
Steve Vratny**

Aptos/La Selva Fire  
1990 - 2020



# At A Glance

## QUICK FACTS

Mutual Aid  
Given  
191

Mutual Aid  
Recieved  
29

EMS Incidents  
2,781

Fire Incidents  
2,473

Total  
Incidents  
5,254

Avg. Response Time  
Dispatch to Arrival  
0:05:47

Avg. Turnout Time  
Dispatch to Enroute  
0:01:22

# At A Glance QUICK FACTS



Mutual Aid  
Given  
77

Mutual Aid  
Recieved  
22

EMS Incidents  
1,533

Fire Incidents  
1,285

Total  
Incidents  
2,818

Avg. Response Time  
Dispatch to Arrival  
0:06:31

Avg. Turnout Time  
Dispatch to Enroute  
0:01:40

# CZU

## LIGHTNING COMPLEX

The 2020 California wildfire season was a record-setting year of wildfires that burned across the state. As of the end of the year, nearly 10,000 fires had burned over 4.2 million acres, making 2020 the largest wildfire season recorded in California's modern history. California's August Complex fire has been described as the first "gigafire" as the area burned exceeded 1 million acres.

The CZU Lightning complex consisted of fires in San Mateo and Santa Cruz counties, including fires that had previously been separately tracked as the Warnella and Waddell fires.

 **Dates: August 16 - September 22, 2020; (38 days)**

 **Locations: Santa Cruz, San Mateo County**

 **Buildings destroyed: 1,490**

 **Total number of deaths: 1**

 **Total area: 86,509 acres**

 **Cause: Lightning**





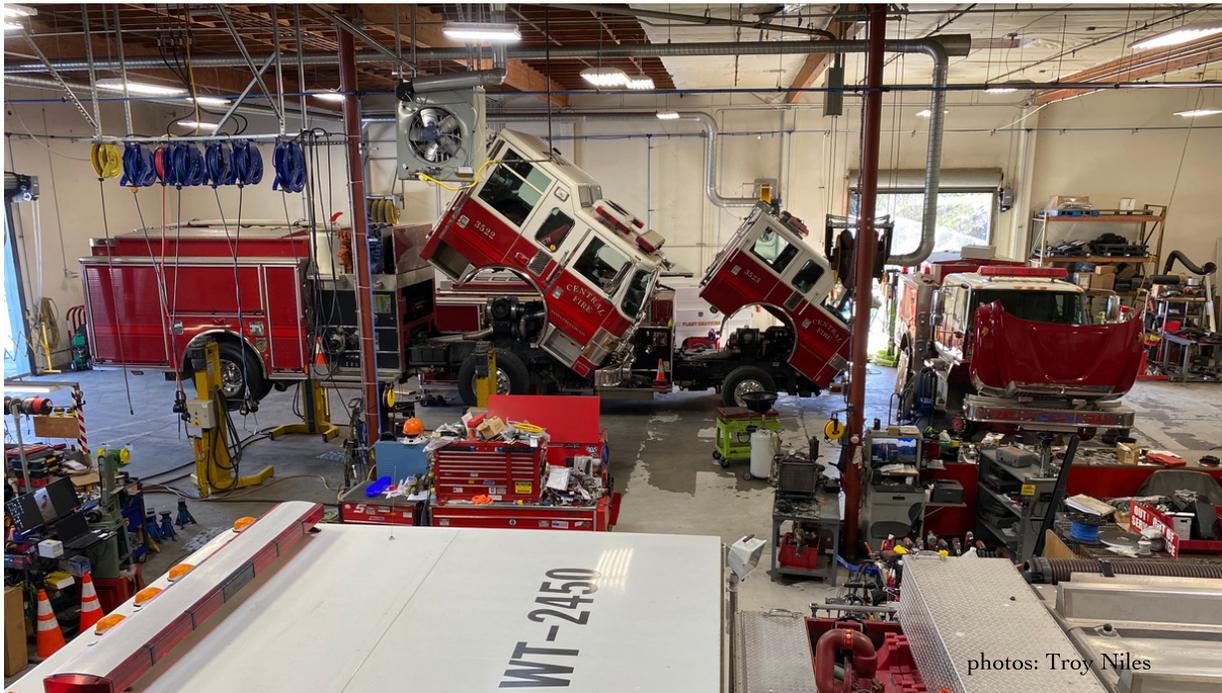
photos: Battalion Chief Chad Akin

# Logistics Division



The Logistics Division is responsible for maintaining the operational readiness of the District's apparatus fleet and support vehicles, as well as providing contract services for fleet maintenance to other fire agencies located within Santa Cruz County.

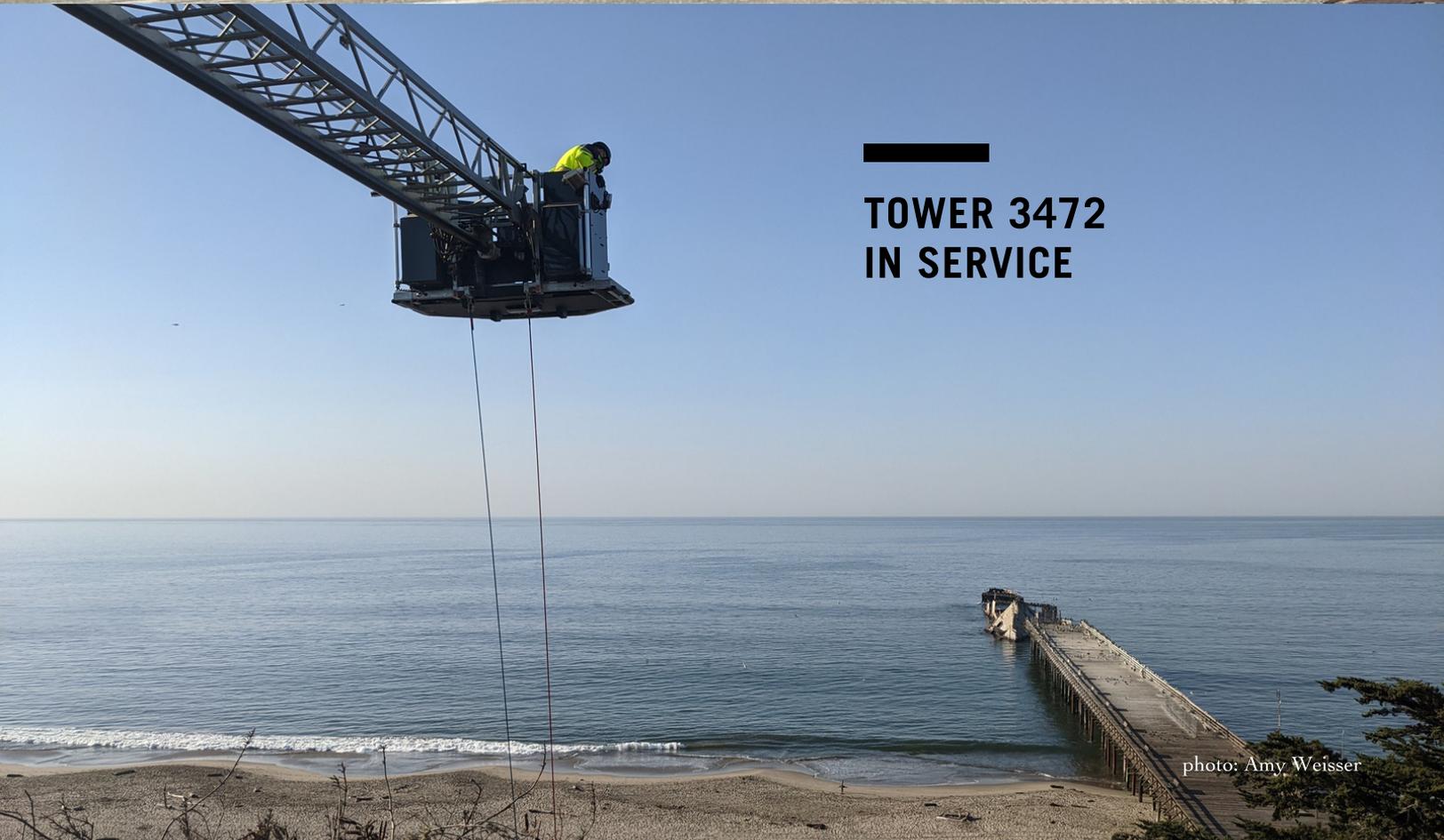
In addition, the Division coordinates supply ordering and facilities maintenance for all District facilities.



photos: Troy Niles



photo: Division Chief Anthony Cefaloni



**TOWER 3472  
IN SERVICE**

photo: Amy Weisser

# LOGISTICS

## 2020 HIGHLIGHTS

- 🔥 The Division's Fire Apparatus Technicians completed 543 Repair Orders, 76 Annual Service & Inspections, 185 "A" Service/90 Day Inspections and assisted Santa Cruz County fire agencies with 282 breakdowns, at-scene or emergency service calls.
- 🔥 Amidst the devastation of the CZU Fire, Fleet Services postponed regular PM (Preventative Maintenance) Services and prepared for Emergency Repairs, Service Calls and Post Strike Inspections.
- 🔥 New Contract for Fleet Services signed with North Monterey County Fire. [NCFire.org](http://NCFire.org)
- 🔥 Kyle Plaskett, Fire Apparatus Technician, has completed his probationary period and continues with his excellent service to the county's Fleets.
- 🔥 Fleet has enhanced service and efficiency with the addition of a new 6 post lift system which increases productivity at workstations.
- 🔥 Fire Technicians have upgraded their Apparatus/Vehicle diagnostic code readers with enhanced service information covering more apparatus and vehicles.
- 🔥 Additionally, we added a Load Bank Tester to our list of Annual Services. A load bank tester is a specialized piece of equipment that produces artificial loads on a generator. It does this by bringing the engine to a certain operating temperature and pressure to simulate the process of the equipment being used during an emergency.
- 🔥 Tower 3472 officially went into service November 2020. All equipment is state of the art firefighting technology including new high-capacity battery powered rescue tools, smoke fans and lighting. The ladder has bright blue lighting to make it visible through smoke when extended over a roof.

## CENTRAL & APTOS/LA SELVA FIRE DISTRICTS

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- 🔥 Logistics Division/Fleet Services now has a separate set of Fleet SOP's specific to Fire Technicians and fleet personnel.
- 🔥 Established Best Environmental Practices and policy which will be sent to our personnel and new hires annually.
- 🔥 Our recently purchased filter crusher will improve on waste reduction and cost of waste removal.
- 🔥 Our new hire, Troy Niles- Logistics Technician, has had a tremendous positive impact on improving our Fire Technicians productivity by taking on shuttling vehicles and picking up parts as needed in addition to updating and improving our station and program supply ordering system and station deliveries.
- 🔥 Completed the exterior painting for Administration, Live Oak and Thurber stations.
- 🔥 Purchased 180 portable radios with all accessory equipment for less than the original Budget.

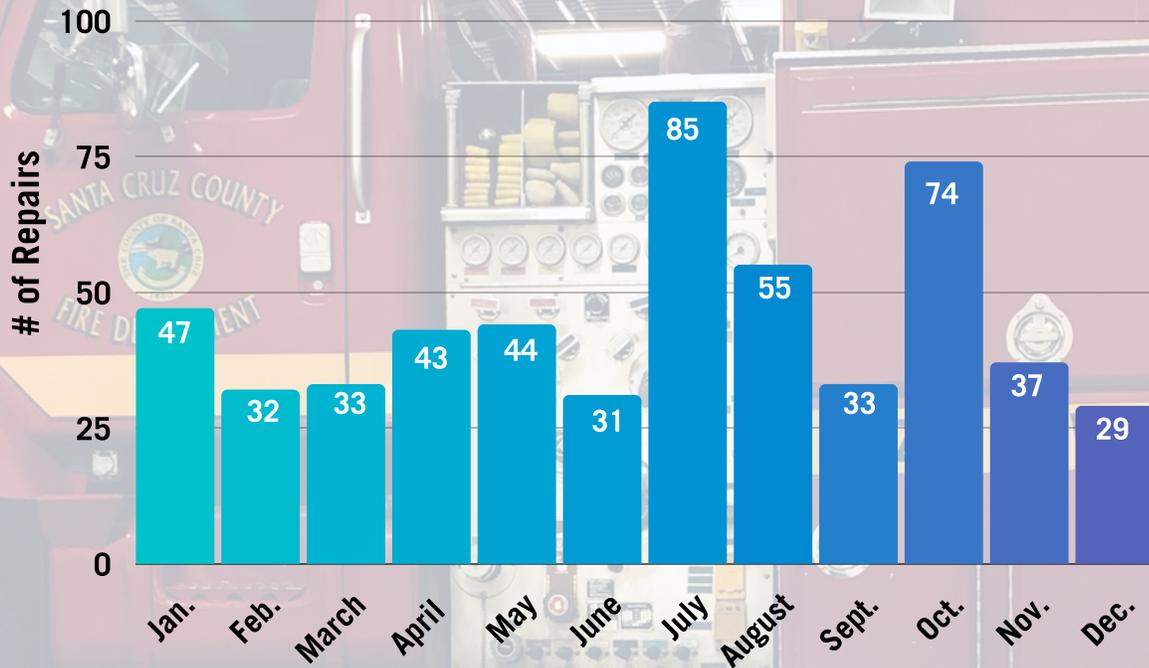
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### SENIOR APPARATUS TECHNICIAN KEN COOPER AND HIS SERVICE TRUCK 3491 AT CZU BASE CAMP SKYPARK SCOTTS VALLEY



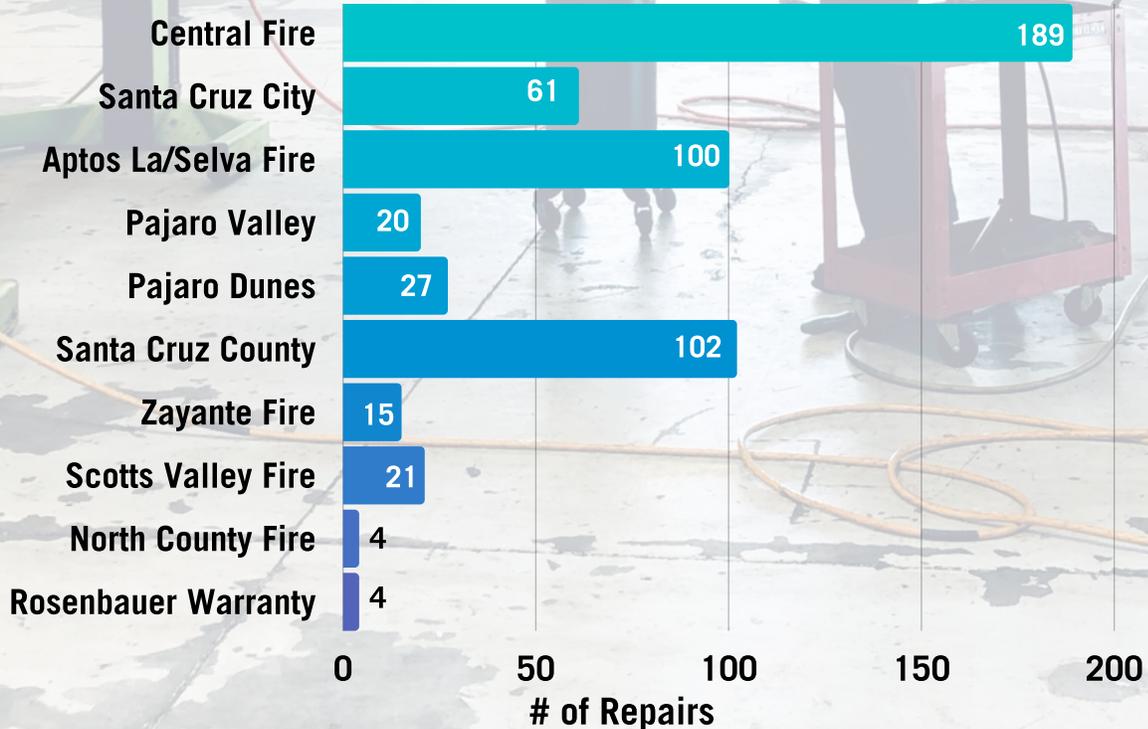
# Fleet Repair Orders By Month

2020



# Fleet Repairs By Agency

2020

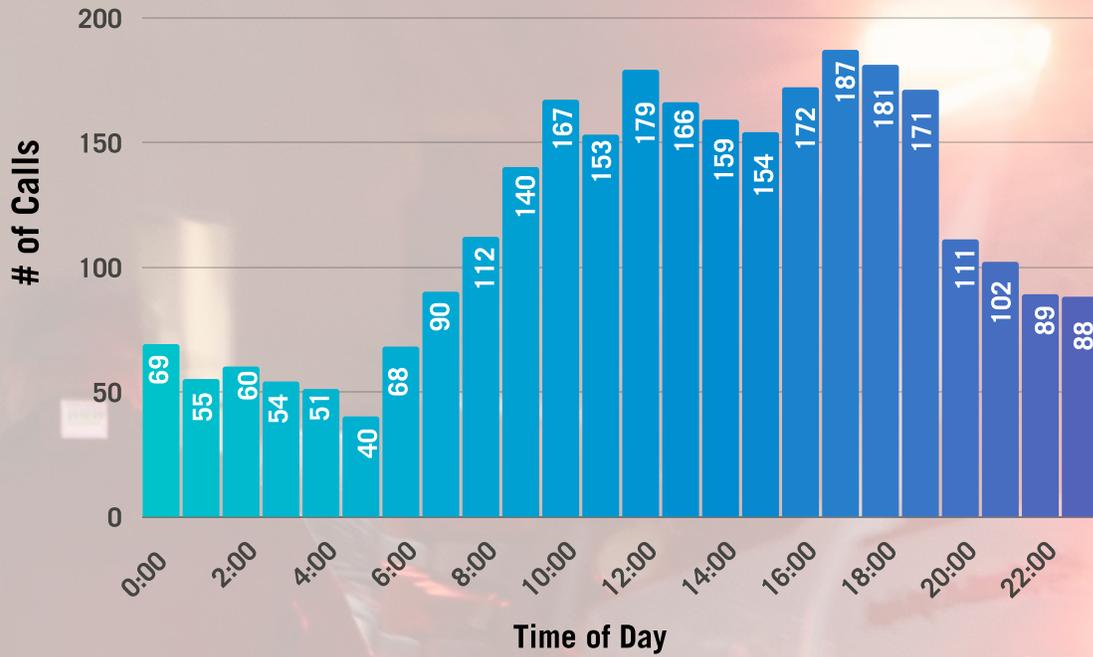






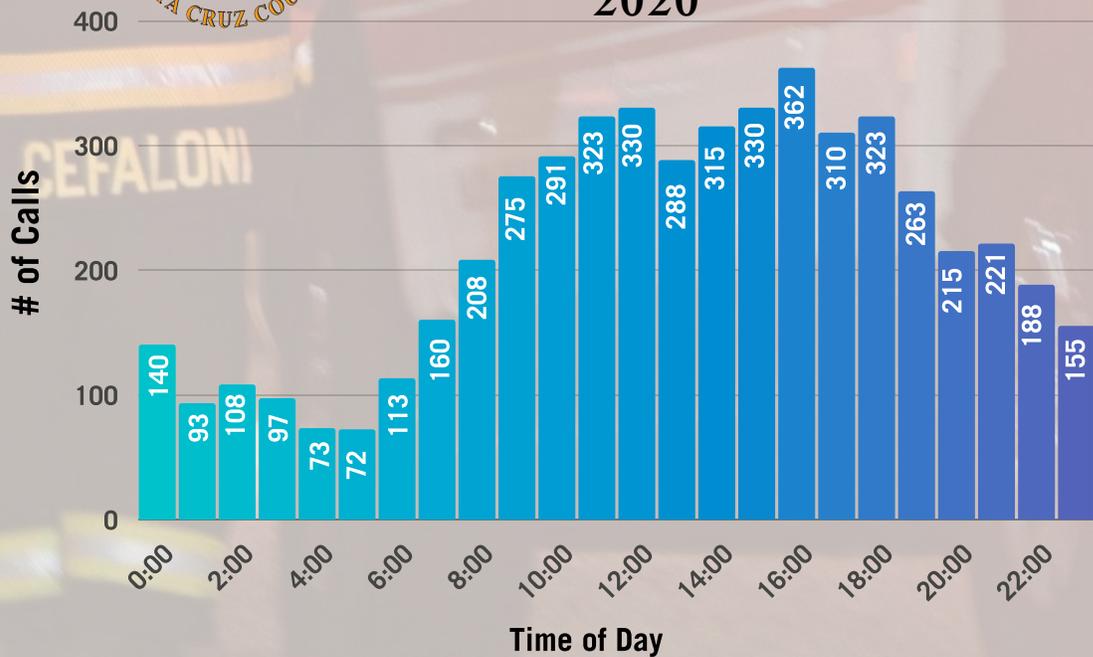
# Incidents by Hour

2020



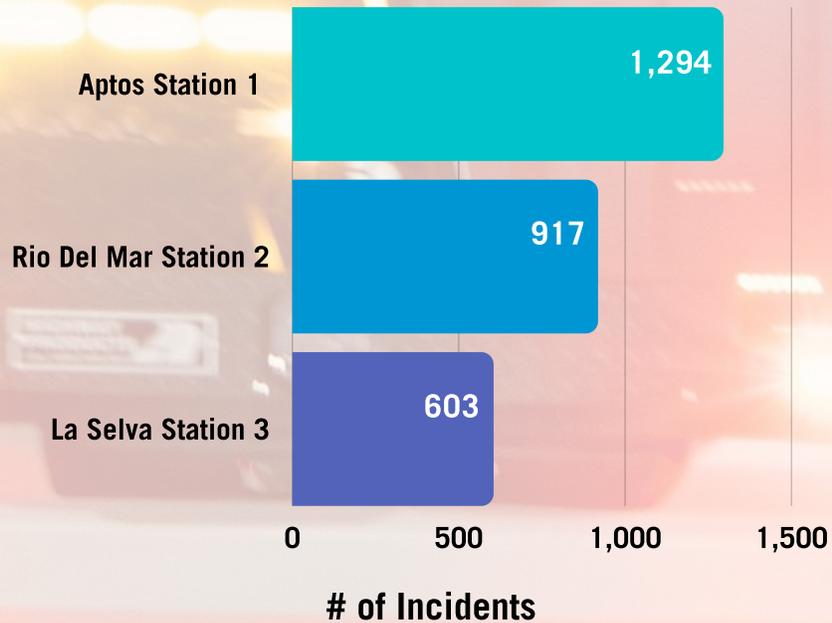
# Incidents by Hour

2020



# Incidents by Station

2020



# Incidents by Station

2020



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**CZU LIGHTNING COMPLEX**



# Operations Division



photo: Captain Brandon Houston

The Operations Division encompasses several program areas including Emergency Medical Services, Aquatic Rescue Response, Hazardous Materials, and Urban Search and Rescue for both Aptos/La Selva and Central Fire Protection Districts. The Aptos/La Selva Fire (APT) and Central Fire (CTL) Chief Officers, which include, Division Chiefs and Battalion Chiefs, continued

to work under a shared services agreement for duty coverage and program oversight, leading the way towards the consolidation of the two districts. The Operations Division, in addition to responding to calls for service, oversees several program management areas. The highlights for a few of those programs are detailed in this report.



photo: Captain Aaron Hershey



photos: Captain Aaron Hershey

# OPERATIONS

## 2020 HIGHLIGHTS

- 🔥 Cross staffing of personnel, between both agencies, for enhanced emergency response and constant staffing.
- 🔥 Assisted County Fire Districts to develop a response matrix to the COVID-19 Pandemic.
- 🔥 The Districts deployed 10 different Strike Teams throughout the state which included Type 1 and Type 3 engines, and staff overhead while maintaining district coverage.
- 🔥 Units supported California's record setting fire season which burned over 4 million acres, including the local CZU Lightning Complex that burned 86,000 acres across Santa Cruz and San Mateo Counties
- 🔥 Provided continuing education for the District's EMT and Paramedic personnel to maintain their certification.
- 🔥 Conducted monthly audits of late all data to EMS incidents to maintain a high level of patient care.
- 🔥 Augmented the County-contracted ambulance transport provider during peak operational periods with the District's capable transport ambulance.
- 🔥 The Districts developed an updated specification for structural firefighter turnouts and replaced all aging, out of compliant safety gear.
- 🔥 Increased the Districts' Aquatic Rescue Response Team membership to 24 Rescue Swimmers.

# Welcome Our New Hires 2020



**Charlotte Cambridge Webb**  
Administrative Assistant  
8/10/2020



**Terry Hastings**  
Administrative Assistant  
8/03/2020



**Sean Hutcheson**  
Paid Call Firefighter  
4/10/2020



**Thomas Linebarger**  
Paid Call Firefighter  
1/12/2020



**Alec Lona**  
Paid Call Firefighter  
1/27/2020



**Brian Long**  
Firefighter/Paramedic  
2/24/2020



**Jeremy Nelson**  
Paid Call Firefighter  
1/12/2020



**Troy Niles**  
Logistics Technician  
4/06/2020

# Welcome Our New Hires 2020



**Cody Nolte**  
Paid Call Firefighter  
1/13/2020



**Adam Peterson**  
Paid Call Firefighter  
1/12/2020



**Bryce Rhett**  
Paid Call Firefighter  
1/13/2020



**Rachael Ridenour**  
Firefighter/Paramedic  
4/13/2020



**Julian Thompson**  
Paid Call Firefighter  
1/12/2020



**Shaun Weaver**  
Paid Call Firefighter  
1/12/2020



**Amy Weisser**  
Administrative Assistant  
7/13/2020



**Ron Wiggins**  
Paid Call Firefighter  
2/08/2020



**Jeff Wiley**  
Firefighter/Paramedic  
2/24/2020



# Organizational Chart

## Shared Services

**CENTRAL FIRE  
BOARD OF DIRECTORS (5)**

**FIRE CHIEF**

**DIVISION CHIEF  
OPERATIONS**

**ADMINISTRATIVE  
ASSISTANT**

**EMSIA CHIEF  
JPA Position**

**PART TIME  
ADMIN ASSISTANT\***

**BATTALION CHIEF  
TRAINING/SAFETY**

**CAPTAIN  
TRAINING (2)**

**ADMINISTRATIVE  
ASSISTANT**

**BATTALION CHIEFS (3)  
A B C SHIFTS**

**APTOS (3)  
CAPITOLA (3)  
LA SELVA (3)  
LIVE OAK (3)  
RIODEL MAR (3)  
SOQUEL (3)  
THURBER (4)**

**25 PER SHIFT  
(INCLUDES 2 FLOATS)**

**APTOS/LA SELVA FIRE  
BOARD OF DIRECTORS (5)**

**FIRE CHIEF**

**DIVISION CHIEF  
LOGISTICS**

**FINANCE  
DIRECTOR**

**HUMAN RESOURCES  
DIRECTOR**

**FIRE  
MARSHAL**

**ADMINISTRATIVE  
ASSISTANT**

**ACCOUNTING  
SPECIALIST**

**PERSONNEL/PAYROLL  
SPECIALIST**

**DEPUTY FIRE  
MARSHAL**

**SENIOR FIRE  
APPARATUS TECH**

**PART TIME  
ADMIN ASSISTANT**

**ADMINISTRATIVE  
ASSISTANT (2)**

**INSPECTOR  
(3)**

**FIRE APPARATUS  
TECH (2)**

**CRR  
COORDINATOR**

**LOGISTICS  
TECHNICIAN**



**Fire Chief 2  
Division Chief 2  
Fire Marshal 1  
Deputy Fire Marshal 1  
Battalion Chiefs 4  
Captains 23  
Fire inspector 3**

**FF/Paramedics 31  
Firefighters 20  
PCFs 15  
Senior App Tech 1  
Fire App Tech 2  
Logistics Tech 1**

(81 FTE's Allotted)

**Finance Director 1  
HR Director 1  
Payroll Specialist 1  
Accounting Specialist  
Admin Assistant 7\*  
CRR Coordinator 1**

\*.5 Funded through EMSIA

# Training Division

The Training Division cruised into 2020 with lofty goals and ambitious plans. With Central Fire and Aptos/La Selva Fire moving rapidly toward consolidation, it was imperative that we get back to the basics in an effort to work towards common terminology and standardizing operations between the two agencies.

Early in the year, the Santa Cruz County Training Officer Association (SCCTOA) launched a command and control

“Train the Trainer” program to standardize and update the county’s incident command procedures and responses, specifically common terminology and emergency operating guidelines, in an effort for the county to work as one agency on major incidences.

The “Train the Trainer” process started with a Building Construction class at the end of January and a County-wide Vent/Enter/Search (VES) drill in February, followed by a Calm the Chaos class in March. The progress was then drastically impeded in March of 2020, as COVID-19 reared its ugly head, necessitating the cancellation of all scheduled conferences and classes both in county and out of the area.

Through virtual meetings and email, the County Trainers were able to limp forward and complete the County VES training with a live fire evolution at the Ben Lomond Training Center at the end of December.

Throughout the rest of the year, training sessions had to be canceled or adjusted, based upon the ever-changing federal and state recommendations. With support from all the agencies in the county and a select group of dedicated County Instructors we were able to weave through the obstacles and conduct an impressive amount of training.

"On behalf of the entire APT/CTL Training Division I wanted extend a thank you to everyone for your patience and courage during this tremendously difficult and frustrating year."

- Battalion Chief of Training & Safety Chad Akin



photos: Amy Weisser



photo: Gena Finch



photo: Captain Brandon Houston



photo: Amy Weisser



photo: Charlotte Cambridge Webb



photo: Amy Weisser

# TRAINING

## 2020 HIGHLIGHTS

-  The Training Division participated in both the 2020 Basic Firefighter Academy (BFFA) and the Santa Cruz County Regional Fire Academy (SCCRFA) 20-01.
-  This year, Central Fire had four (4) Paid Call Firefighters successfully pass the SCCRFA 20-01 and an additional four (4) pass the BFFA. These academies are instrumental in setting the foundation for the shared tactics and techniques, and common terminology that we are striving to build across the county.
-  Coordinated with Human Resources for Battalion Chief and Division Chief tests and the hiring of a new Training Administrative Assistant.
-  2020 also brought an unprecedented wildfire season, especially with the CZU Lightning Complex. Much of the training that was planned had to be canceled or rescheduled as all available firefighters were either actively fighting wildfires or backfilling the stations to ensure continued local coverage.
-  Conducted in-depth training on the unique hazards involved in combatting fires in hillside residences and commercial buildings.
-  Despite COVID-19 and wildfire hurdles, we managed to complete several in-house classes throughout the year, including Instructor I & II and Driver/Operator 1A & 1B.
-  Ended the year with preparing our agency for debris flow/mudslide potential in the San Lorenzo Valley.
-  Assisted EMSIA, County Public Health and Watsonville Community Hospital with the rollout of COVID-19 vaccinations.



# SEABREEZE TAVERN FIRE





photos: Jaden Schaul

# Community Risk Reduction

2020 has been a challenging year for the CRR Division. "The coronavirus protocols had initially reduced our effectiveness, however, I believe that we have adapted well to the situation. We have managed to complete most of our critical tasks with the social distancing requirements in place." said Fire Marshal DeMars. The CRR Division's participation in community outreach programs has been significantly reduced during this past year. The annual Fire Prevention Week Open House and school visits were canceled.

However, we still participated in holiday food and toy drives in 2020, collecting toys for the Salvation Army and Toys for Tots. Deputy Fire Marshal Mack has been working with community groups to implement the Ready, Set, Go! program.

He has also worked with the Defensible Space Inspectors to share RSG program information to the public, during fire season inspections of private properties. Connections have also been established with several HOA's in the rural areas with a long-term goal of establishing Fire Wise Communities.

The CRR staff has identified, and corrected, several differences, between our two agencies, in our day-to-day operations. Some of these are: inspection practices, data entry and record keeping in ERS, fire alarm system requirements and weed abatement program management and enforcement.





photo: Firefighter/Paramedic Kayla Baumgardner

# CRR

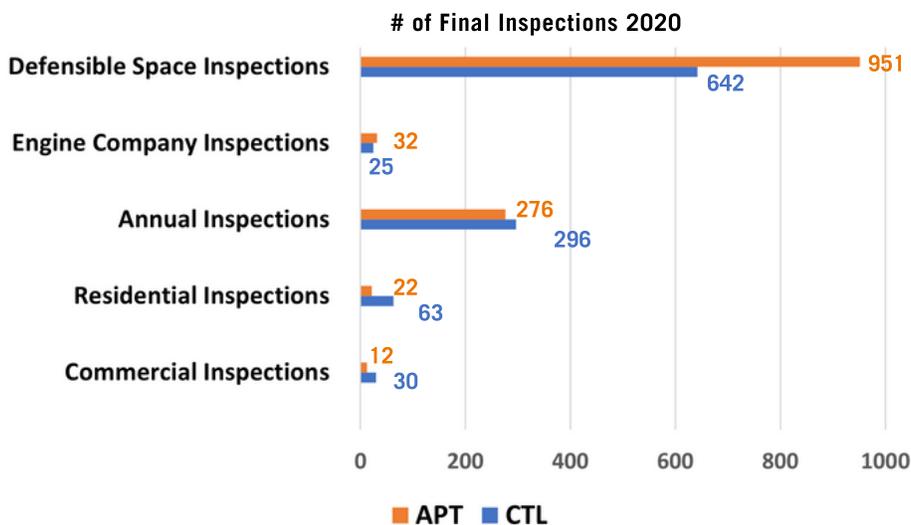
## 2020 HIGHLIGHTS

**Additional Public Education/Community Outreach activities included:**

- 🔥 Smoke alarm installation & battery replacement.
- 🔥 Fire Safety & Disaster Preparedness lectures and Q&A sessions.
- 🔥 Wildfire Safety Community Outreach.

**The following training classes/conferences were attended by CRR staff in 2020:**

- 🔥 Fire Marshal DeMars – CCAI Conference, CFPI Conference.
- 🔥 Fire Inspector Manzo – CFPI Conference, ICC Permit Technician, ICC Permitting and Plan Review.
- 🔥 Fire Inspector Miller – HAZ MAT awareness, Fire Alarm & Fire Sprinkler System Interconnectivity, Fire Sprinkler System Plan Review & Acceptance Testing, NFPA 101-Egress, Exits & Emergency Lighting and Bluebeam webinars.



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## CZU LIGHTNING COMPLEX



photo: Battalion Chief Chad Akin

# Administrative Division

The Administrative Division oversees areas regarding strategic planning, policy development, personnel management, risk management, budget development and fiscal oversight. The Division encompasses the roles of the Fire Chief, Administrative Services, Human Resources, and Finance.

COVID-19 impacted recruitment and hiring by changing the way we conduct testing and interviews. The number of applicants being tested at one time had to be 10 or less which meant more days had to be scheduled for testing.

The pandemic also delayed the testing of Division Chief's by three months, as the

proctors for oral boards were unable to travel to our community due to statewide mandates.

A new protocol was implemented at all stations and administrative offices, consisting of daily temperature checks of all employees, wearing face coverings, hand sanitizing stations, and social distancing, which included administrative staff working from home.

The finance department was also impacted by COVID-19 and the historic wildfires, due to FEMA reimbursement requests being processed and any incoming funds needing to be properly allocated.

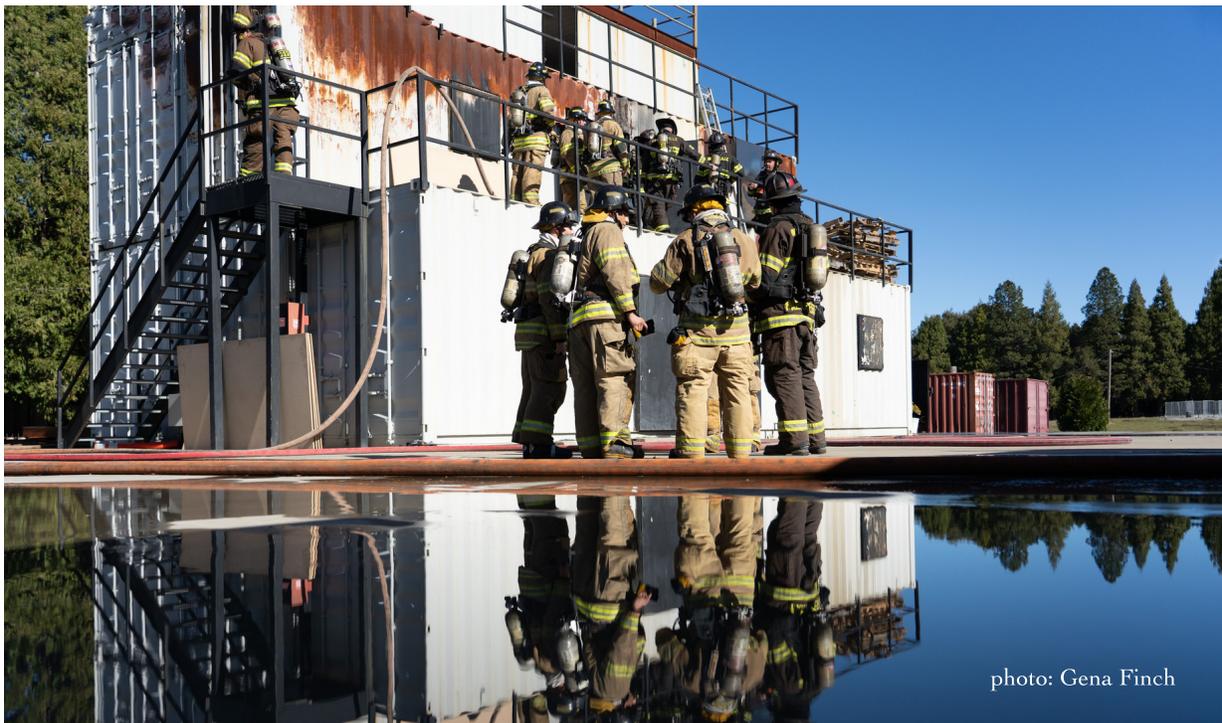


photo: Gena Finch



photo: Battalion Chief Chad Akin

# ADMIN

## 2020 HIGHLIGHTS

- 🔥 Processed approximately \$15.2 million in payroll, over the course of 27 pay periods.
- 🔥 Created agenda packets for 38 Board and Committee meetings including backup documentation, resulting in approximately 304 total hours spent developing the agenda packets.
- 🔥 Provided support and data to the negotiation Ad-hoc Committee and Personnel Committee for the negotiation process with five bargaining group.
- 🔥 Conducted recruitments and new hire testing for the positions of: Administrative Assistant, Firefighter, Captain, Battalion Chief, Division Chief, and Fire Chief.
- 🔥 Hired 17 new employees which included: 3 Administrative Assistants, 1 Logistics Technician, 3 Firefighter/Paramedics, and 10 Paid Call Firefighters.
- 🔥 Promoted 6 employees which included: 2 Firefighter/Paramedics, 2 Captains, and 2 Battalion Chief's.
- 🔥 Implemented new Dental, Vision, and Life Insurance benefit packages for 39 employees which resulted in better benefits and a reduced cost of approximately \$25,000 per year.
- 🔥 Participated in an audit conducted by the California Public Employees Retirement System.
- 🔥 Updated District policies related to recruitment and hiring to streamline the process and fill vacancies in a timely manner.
- 🔥 Provided support and data to the negotiation Ad-hoc Committee for the negotiation process with one bargaining group.



photos: Captain Dan Jordan



photos: Captain Aaron Hershey



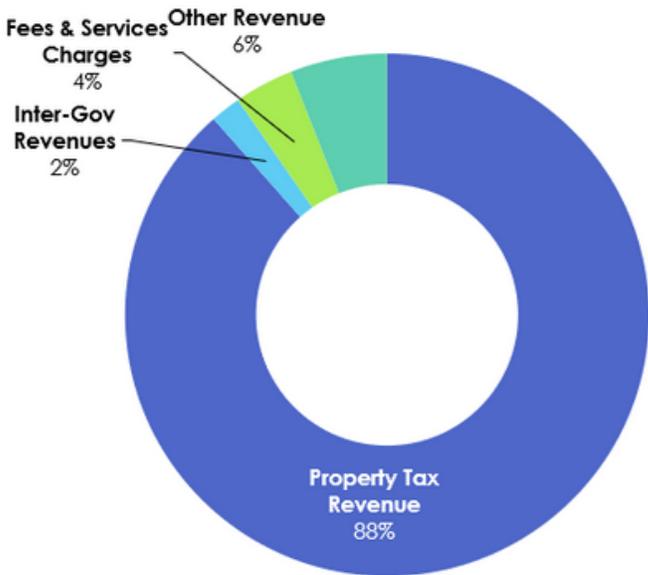
photo: Battalion Chief Chad Akin



photo courtesy of Firefighter Rachael Ridenour



# Finances

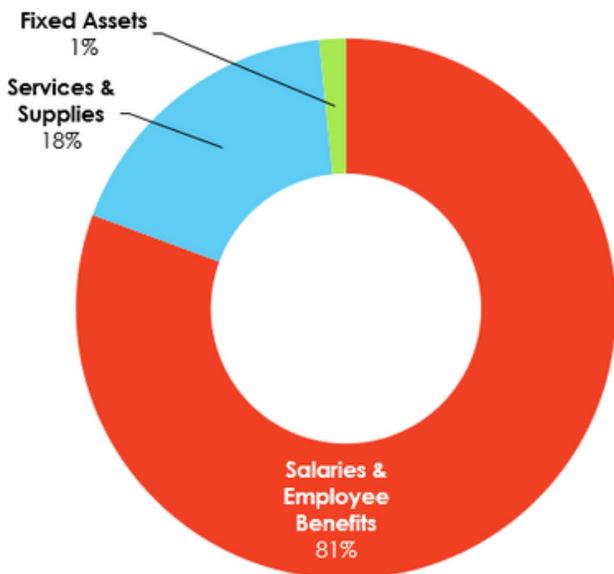


### Financing Sources

Property Tax Revenue	88%
Inter-Gov Revenues	2%
Fees & Services Charges	4%
Other Revenue	6%

### Financing Sources

Property Tax Revenue	\$19,008,014
Inter-Gov Revenues	\$402,722
Fees & Services Charges	\$787,212
Other Revenue	\$1,283,500
<b>TOTAL</b>	<b>\$21,481,449</b>



### Expenditures

Salaries & Employee Benefits	81%
Services & Supplies	18%
Fixed Assets	2%

### Expenditures

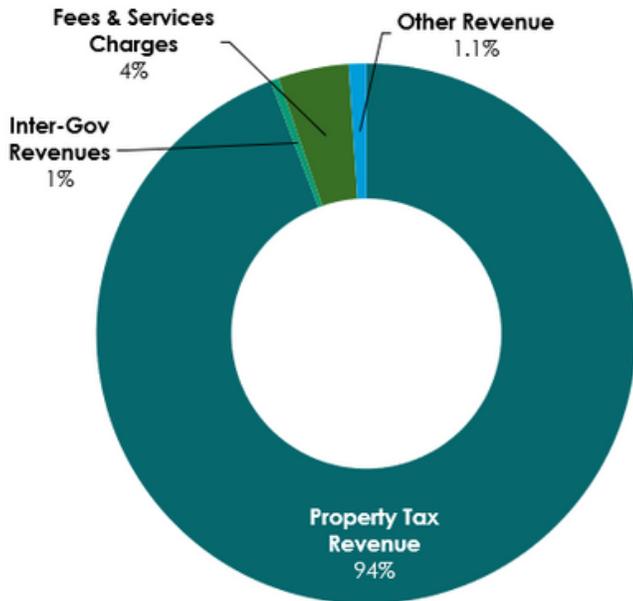
Salaries & Employee Benefits	\$17,315,236
Services & Supplies	\$3,816,212
Fixed Assets	\$341,700
<b>Total</b>	<b>\$21,473,148</b>

### Capital Set-Asides

Capital Replacement	\$921,686
<b>Total</b>	<b>\$921,686</b>

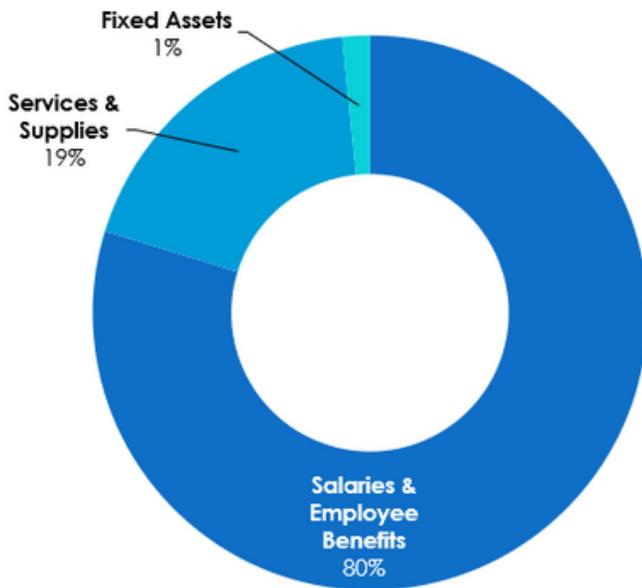


# Finances



**Financing Sources**  
 Property Tax Revenue 94%  
 Inter-Gov Revenues 1%  
 Fees and Services Charges 4%  
 Other Revenue 1.1%  
 Total 100%

Category	Amount
Property Tax Revenue	\$13,324,899
Inter-Gov Revenues	\$71,794
Fees & Services Charges	\$597,499
Other Revenue	\$148,500
<b>Total</b>	<b>\$14,142,692</b>



**Expenditures**  
 Salaries & Employee Benefits 80%  
 Services & Supplies 19%  
 Fixed Assets 2%  
 Total 100%

Category	Amount
Salaries & Employee Benefits	\$11,109,708
Services & Supplies	\$2,595,125
Fixed Assets	\$223,363
<b>Total</b>	<b>\$13,928,196</b>

Category	Amount
Capital Replacement	\$213,811
<b>Total</b>	<b>\$213,811</b>



photos courtesy of Leonard Negro & the Capitola Historical Museum

# New Logo & Style Guide

With consolidation comes a lot of changes, this includes a new logo and now, a style guide! Visual style guides are used to define the way a brand will look and to keep graphics consistent and uniform across materials. The rules for graphic style guides typically include applications and variations of the logo, color palettes, and font families. This guide will create cohesion, direction and clarity for all marketing of our organization.

Captain Brandon Houston was the lead for the project of redesigning a new logo for the consolidated agencies.

He worked with graphic artist Brooklyn Taylor from Brooktown Designs, and under the direction of Battalion Chief Jason Nee.

Firefighters Mike McCloskey, Tom Gigliotti, Bradford Spencer and Rick Andrews were all part of a committee that gave feedback and recommendations for the new logo. "It was a great team effort and an amazing collaborative process to be apart of. To help a new agency brand itself for possibly the next 100 years is a once in a career opportunity." said Captain Houston.

## Central Fire District Logos



CFD



CFD-CrossAxe



CFD-Patch

### FONTS:

**COCHIN - BOLD**

**TRADE GOTHIC - BOLD**

Times New Roman

### COLORS:





photo: Division Chief Scott Cullen



# APTOS

## LA SELVA FPD FACILITIES



**CRR Division**  
6934 Soquel Avenue  
Aptos, CA 95003



**Aptos Station 1**  
6934 Soquel Avenue  
Aptos, CA 95003



**Rio Del Mar Station 2**  
300 Bonita Drive  
Aptos, CA 95003



**La Selva Station 3**  
312 Estrella Avenue  
La Selva Beach, CA 95076

# CENTRAL

## FPD FACILITIES



**Live Oak Station 1**  
930 17th Avenue  
Santa Cruz, CA 95062



**Administration Office**  
930 17th Avenue  
Santa Cruz, CA 95062



**Thurber Station 2**  
3445 Thurber Lane  
Santa Cruz, CA 95062



**Soquel Station 3**  
4747 Soquel Drive  
Soquel, CA 95073



**Capitola Station 4**  
405 Capitola Avenue  
Capitola, CA 95010



**Fleet Services**  
410 Kennedy Drive  
Capitola, CA 95010



CENTR

SANT



*Proudly Serving the C*



photo: Firefighter Rachael Ridenour



2020



# HELLLO

2021



# CENTRAL & APTOS/LA SELVA FIRE PROTECTION DISTRICTS

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**PUBLISHED BY: CENTRAL FIRE DISTRICT**  
**COVER PHOTO COURTESY OF: BATTALION CHIEF PATRICK WINTERS**  
**DESIGNED BY: CHARLOTTE CAMBRIDGE WEBB**



photo: Firefighter Chris Herman