



2025-2029 Strategic Plan Summary

Mission

Relentless commitment to excellence.

Vision

Our vision at the Moorhead Fire Department (MFD) is to be a premier, all-hazard public safety and emergency service provider in our diverse and expanding community. Growing with our community, we aim to exceed expectations through unwavering teamwork, uncompromising integrity, and continuous adaptation to changing needs. We work to ensure the safe and resilient well-being and support of all those we serve.

Values

MFD serves our community's public safety needs to improve the quality of life in our community. We serve while recognizing the dignity and value of all people who find themselves in our service. We will pursue a "Relentless Commitment to Excellence as we strive to provide Service Excellence, Teamwork, and Respect in all we do."

I. Service Excellence

We strive to provide the highest-quality service to the community with compassion, efficiency, and effectiveness. Service excellence involves responding promptly to emergencies, meeting community needs, and delivering compassionate care.

II. Teamwork

Collaborating effectively with fellow firefighters, emergency responders, and other agencies to achieve shared goals. Teamwork fosters unity, communication, and coordination to serve and multiply our impact.

III. Respect

Treating all individuals with dignity and value regardless of background, status, power, or beliefs. Respect fosters trust, inclusion, and positive relationships within the department and community.

Strategic Anchor #1 Governance – Infrastructure

- Strategic Priority 1.1 – Overall operational structure and functions – Accreditation Standards
- Strategic Priority 1.2 – Leadership team guiding principles
- Strategic Priority 1.3 – Decision-making model
- Strategic Priority 1.4 – Staffing aligned to city size & growth
- Strategic Priority 1.5 – Facilities and Infrastructure to support city growth



Strategic Anchor #2 Emergency Response

- Strategic Priority 2.1 – Create an environment that continuously improves mission execution
- Strategic Priority 2.2 – Response Time Standards
- Strategic Priority 2.3 – ISO Standards
- Strategic Priority 2.4 – Standard Operating Guidelines (SOGs) and Department Policies

Strategic Anchor #3 Community Risk Reduction, Fire Prevention, & Education

- Strategic Priority 3.1 – Code and Ordinance Enforcement
- Strategic Priority 3.2 – Fire Investigations
- Strategic Priority 3.3 – Assess, develop, and deliver fire and life safety programs relevant to our community

Strategic Anchor #4 Innovation & Modernization

- Strategic Priority 4.1 – Explore, implement, and integrate technological innovations and advancements

Strategic Anchor #5 Engagement, Communication, & Organizational Culture

- Strategic Priority 5.1 – Employee Engagement and Support Goals
- Strategic Priority 5.2 – Career Path Development Goals
- Strategic Priority 5.3 – Establish communication protocols and procedures that can also help enhance internal communications.
- Strategic Priority 5.4 – Develop an organizational culture plan to enhance personal and professional relationships.

Strategic Anchor #6 Emergency Responder Health, Safety & Wellness

- Strategic Priority 6.1 – Research and adopt the latest best practices in the health and wellness of the fire service.
- Strategic Priority 6.2 – Research and adopt the latest best practices in Firefighter safety.

Strategic Anchor #7 Emergency Management Initiatives

- Strategic Priority 7.1 – Support Emergency Management in disaster preparedness, mitigation, response, and recovery efforts
- Strategic Priority 7.2 – Approval, Updates, and Maintenance of Emergency Operations Plans
- Strategic Priority 7.3 – Approval, Updates, and Maintenance of Continuity of Operations Plans (COOP)
- Strategic Priority 7.4 – Integrate community partners in emergency preparation efforts.
- Strategic Priority 7.5 – Conduct a community risk assessment to identify potential disaster prevention and mitigation strategies.
- Strategic Priority 7.6 – Emergency Operations Center (EOC)