



# CITY OF MOUNTAIN BROOK Fire Department

Fiscal Year 2011  
Annual Report



To the Mayor, City Council, City Manager,  
and the Citizens of the City of Mountain Brook:

As always the fire department's annual report is opened with a heart-felt thank you to the city administration for continued support. The mission of the fire department could not be accomplished at the quality level expected without the financial commitment and personal support of our City Administration.

### **Customer Service a Top Priority:**

The Fire Department is not in the product manufacturing business. We are in the service delivery business; therefore, excellent customer service within the scope of our service delivery is the top priority for our department.

Customer service is one of the established core values of our department. In fact, it forms the base of the pyramid of shared values within our department. The culture of good customer service is integral within our hiring, evaluation, and



promotional processes. It has become a major element of the organizational culture within the department, and our members take great pride in receiving cards and letters from our customers expressing appreciation for the services that were rendered on their behalf. The department received many of these cards and letters during the fiscal year, and we certainly appreciate the feedback.

**Child Passenger Seat Installation Program:** Over 90% of child passenger seats are installed incorrectly in automobiles, therefore placing children at risk during a motor vehicle accident. Recognizing that prevention is the key, the department has trained thirty-six (36) personnel to be certified Child Passenger Seat Technicians. Residents who wish to have a child passenger seat installed in their automobile by trained technicians can call the fire department administrative offices and schedule an appointment for installation at one of our three fire stations. Three hundred ninety-five (395) child passenger seats have been installed during the fiscal year. This is a decrease over FY10 by one hundred fifty (150) installations. The feedback from our customers continues to be very positive regarding this program.

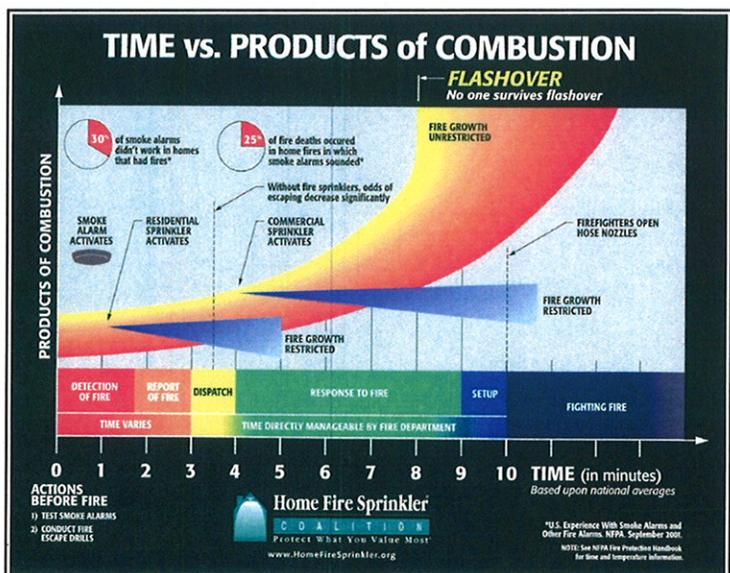
**Health and Fitness:** Firefighter health and fitness is a key component in the provision of emergency services. The department's wellness/fitness program has completed its ninth full year. The mandatory program is designed to give medical feedback to personnel through annual physicals and to improve overall fitness through regular physical training. All personnel take part in one hour's physical training at YMCA (Sports First) each shift. The overall goals of the program are to enhance the firefighter's ability to perform the job under stressful



situations, to reduce strains/sprains and other injuries therefore reducing medical costs (work comp.), and to enhance the firefighters overall life, health and longevity. The department has seen an overall drop in the number of on-the-job injuries from strains and sprains since the program has been in place. In fact, the department had less than 50 hours of lost time due to on-the-job injuries for last year. Employee feedback regarding the program continues to be very positive. Additionally, annual evaluations are scheduled to give each employee feedback on fitness, health status and progress.

**Fire Prevention/Public Education:** The Mountain Brook Fire Department is a fire prevention department that also provides fire suppression. The strategic intent of this statement is to highlight the fact that the department places a high value on proactivity via fire prevention involvement. The department's Fire Marshal interacted significantly with architects and contractors this fiscal year during building plan review sessions. Plans review represents the department's efforts at reducing risk by eliminating fire code and life safety problems before they are built into the building. Additionally, the department conducted 1,958 commercial fire inspections and pre-incident plan update inspections during the fiscal year. The public's safety was enhanced by finding life safety improvement opportunities and correcting fire code violations during these inspections.

The 2009 International Residential Code (IRC) was adopted by the City Administration inclusive of the requirement for residential sprinkler systems in newly built homes. After further debate and additional input, the sprinkler requirement was amended to include an option for the homeowner to opt out of the requirement after being educated regarding the safety benefits of such systems. The graphic to the right highlights the impact that a sprinkler system can have in extinguishing a fire in the early stages of an incident. We are



pleased that some new homeowners have opted to include the residential sprinkler system regardless of the non requirement status.

Standard policy is to maintain a current database of pre-incident plans for all commercial and public buildings (schools and churches) within the City. These plans were updated during the year and will prove invaluable when a fire or other emergency strikes one of these buildings and emergency information such as utilities shutoff locations, construction features, chemical hazards, schematic drawings, and emergency contact phone numbers are needed. There are currently over 450 plans available for use by fire department personnel. These plans are available to our units via the mobile computers that are on each responding apparatus. Now paper copies of the plans do not have to be made after each update and placed on each apparatus. The plans additionally have been shared with the Police Department for their use as well.

The department has partnered with the school system over the last ten (11) years to sponsor a program called Risk Watch. Risk Watch is an educational program that teaches children to essentially be their own risk managers in preventing death and injuries. The nationally recognized program has been well received and the feedback from both students and teachers has been very encouraging. Just as fire safety education helps prevent fires, Risk Watch helps prevent childhood injuries in a proactive manner.

**Response Analysis:** The department made a total of 3,419 responses to emergencies during the fiscal year. This represents a decrease from last fiscal year of 10 responses. There were 68 actual fires which were suppressed during the year (an increase of 7 fires over last fiscal year), 967 emergency medical responses (decrease of 15 over last year), 617 patients transported to area hospitals (decrease of 35 over last year), 326 alarm malfunctions (decrease of 74 over last year), and 541



miscellaneous responses (assist occupant, good intent, hazardous condition, etc.). Additionally, there were 900 secondary responses made with other responding department emergency apparatus. It should be noted that all emergency responses are reported as type of situation found at the scene, not as type of situation dispatched.

Rapid intervention is the primary factor in delivering adequate emergency services. Fire suppression efforts and emergency pre-hospital care requires quick action to reduce the loss of life and property. The average response time for both of these response categories is four minutes and forty-six seconds (4:46). This response time affords department personnel a good opportunity to provide for a positive outcome for our citizens at the emergency scene.

**Property at Risk versus Fire Loss Ratio:** The simple reporting of fire loss (dollar

amount affixed to property lost to fire) in a given period does not give a comprehensive holistic view. The fire loss as it relates to the total property at risk from fire gives a much more quantifiable perspective. The total dollar value at risk with respect to actual fires (structures and automobiles) during the fiscal year was \$ 37,785,803. The total loss from fire during this same period was \$1,517,043 (increase of \$ 488,931 over last year). Based on this reasoning, the department had a favorable impact upon the property at risk where a fire response occurred by a value of 95.99% (4.01% fire loss).

**Emergency Medical Services:**

With respect to service delivery by the fire department, nearly half of all responses (46%) are to deliver emergency pre-hospital care. Nine hundred and sixty-seven (967) medical incidents were responded to where 964 citizen/customers received treatment. Six hundred thirty-nine (639) of these patients were transported to a medical facility of choice by the department's medical transport units. The rapid response by



trained paramedics coupled with quick fire department ambulance service has proven to be an efficient and effective delivery system. The fee structure for the provision of the emergency medical transport service has generated \$252,808 this fiscal year.

**Continuing Education/Training:** Formal education and professional training are two of the core values of our organization. During the fiscal year department personnel participated in 16,946 man-hours of in-service training. This level of training exceeds the 20 hours per person, per month requirement from the Insurance Services Office (ISO) which helps the department maintain its class three fire insurance rating. The department also supported numerous personnel through the provision of professional training opportunities at the Alabama Fire College and National Fire Academy. Classes such as Trench Rescue, Structural Collapse Rescue, Confined Space Rescue, Fire Instructor II, Fire Officer II, Fire Officer III, Weapons of Mass Destruction, Interpersonal Dynamics, Fire Department Emergency Medical Services Management, and Emergency Response to Biological Terrorism were attended by department personnel. Additionally, numerous personnel are working toward Associate Fire Science degrees and BS degrees in Public Safety Administration. The formal education received by our personnel will prove to be of great benefit to the department in the coming years.

Additionally, the department's **Snow-Wind-Ice-Flood-Tornado (SWIFT)** plan was significantly updated during the year to include a more comprehensive plan on how to prepare for and manage tornado incidents. The fire and police departments attended joint training on the portion of the plan that deals with preliminary search and rescue efforts.

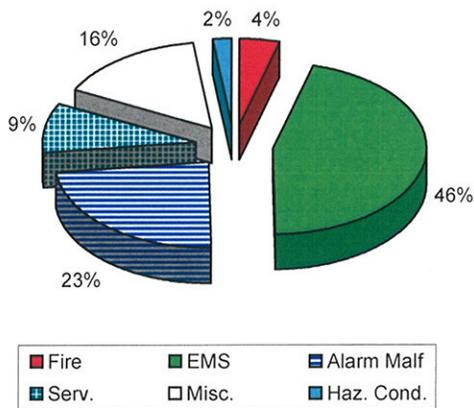
In closing this annual report, we would be remiss if we did not mention the focused commitment to our organization by the outstanding men and women that comprise our department. It is through their interest and efforts that our mission is met each day.

# MOUNTAIN BROOK FIRE DEPARTMENT

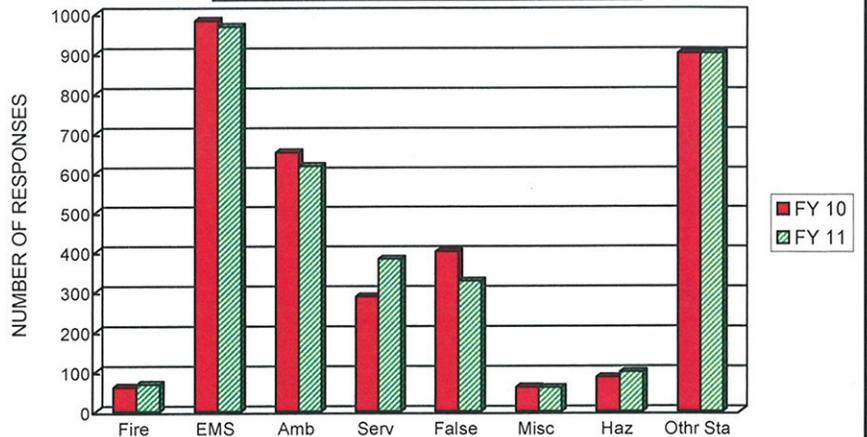
## Fiscal Year 2011 Annual Summary Report

RESPONSES BY TYPE:	FISCAL YEAR 2010	FISCAL YEAR 2011	DISPOSITION
Fires	61	68	7
Over Pressure/Rupture	1	3	2
Emergency Medical	982	967	(15)
Hazardous Condition	86	99	13
Service Call	287	382	95
Good Intent Call	53	47	(6)
False Calls	400	326	(74)
Others	7	10	3
Calls Answered with other Stations (Estimated)	900	900	0
Medical Transports	652	617	(35)
<b>Total Responses</b>	<b>3429</b>	<b>3419</b>	<b>(10)</b>
<b>EMERGENCY MEDICAL SERVICES:</b>			
Total Number of Patients Treated	1004	964	(40)
Total Number of Patients Transported by Fire Dept.	642	639	(3)
Tot. # of Patients Transported by Privt. Veh./Other	25	21	(4)
Total Number of Patients Billed for Transport	642	639	(3)
Total User Fees Collected	\$288,528	\$252,808	(\$35,720)
<b>FIRE LOSSES:</b>			
Estimated Value of Buildings, Contents, Vehicles	\$29,608,010	\$37,785,803	\$8,177,793
Estimated Loss for Buildings, Contents, Vehicles	\$1,028,112	\$1,517,043	\$488,931
Loss as a Percent of Value	3.47%	4.01%	0.54%
<b>MISCELLANEOUS:</b>			
Man Hours Drills and Training	18,007	16,946	(1,061)
Commercial Inspections and Pre-incident Plans	506	1958	1,452
School Fire Drills	160	152	(8)
Dept. Avg. Response Time (Fire & EMS only)	04:42	04:46	4
Medical Transport Avg. Response Time in Min./Sec.	07:40	07:18	-22
Blood Pressure Screening Program	1833	1573	(260)
Child Passenger Seat Installations	545	395	(150)

**RESPONSES BY TYPE:**  
Fiscal Year 2011



**RESPONSE COMPARISON BY TYPE:**  
FY 2010 and FY 2011



Signed:

Fire Chief

"Quality Service for a Quality City"