



2010 Community Report

for the
City of La Crosse Fire Department





What We Will Achieve

The La Crosse Fire Department serves all who live in and visit the City of La Crosse through excellence in fire protection, safety, emergency medical services, rescue, and educational services at the highest professional standard in a compassionate, ethical, and cost effective manner.

Our Guiding Principles

- ◆ High Quality Services
- ◆ Cost Effectiveness
- ◆ High Ethical Standards
- ◆ Competence
- ◆ Communication
- ◆ Commitment
- ◆ Responsiveness
- ◆ Excellence
- ◆ Leadership
- ◆ Integrity
- ◆

Serving La Crosse and Southwestern WI Quality Emergency Services Since 1896



From the desk of Fire Chief Gregg Cleveland.....



La Crosse Fire Department

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Serving La Crosse and Southwestern Wisconsin Quality Emergency Services Since 1896

I am pleased to present the community our report for 2009. The La Crosse Fire Department is engaged with literally hundreds of activities each year and it is a challenge to condense down a year into a few pages of information. Hopefully you will get a feel for not only what we do, but also how well we perform in these few brief pages.

The year 2009 was an exciting and challenging year. The most important event that did not occur during 2009 was not a fire fatalities in the City of La Crosse.

Our commitment excellence lead us to the development of the department's first performance measurement system. To say that we provide high quality services is one thing; however to compare the levels and quality of your service to your peers in another. We have gone to great lengths to compare our performance to those of our peer departments in the Midwest and the nation to determine the level of services we provide.

Our commitment to the health and safety to our fire fighters and the public is reflected in the changes we made to our day to day operations. To increase fire fighter safety we incorporated our spare portable radios so that all fire fighters are now equipped with communications in the event of life threatening situation that requires immediate assistance and attention. Secondly we have changed our response policy to building protected by automatic fire alarm systems to have only the closest apparatus respond emergency while all other apparatus respond non-emergency. This greatly reduces the potential for accidents with emergency vehicles.

For 2010 we are embarking to prepare the department for accreditation through the Center for Public Safety Excellence by completing the self-assessment for the accreditation program. Continue to work towards sustainability in conjunction with the City's sustainability plan. For 2010 we will be replacing our fire station alerting system to reduce the time it takes for dispatching our apparatus to calls and implementing an automated workforce software program increase efficiency of our staff. 2010 is shaping up to be another exciting year for the La Crosse Fire Department.

Respectfully,

Gregg A. Cleveland, Fire Chief

ABOUT US:

What We Do:

- ◆ Fight fires to save lives and minimize property and environmental damage.
- ◆ Provide emergency medical services.
- ◆ Provide specialty rescue services such as vehicle extrication, technical rescue, hazardous materials response and water/ice rescue.
- ◆ Investigate cause and origin of fires.
- ◆ Enforce public safety codes.
- ◆ Conduct fire safety education and events.



Who We Are:

<u>Title</u>	<u>Occupied Positions</u>
Fire Chief	1
Assistant Chief	1
Administrative Secretary	1
Division Chief	5
Facilities Maintenance Mechanic	1
Captain	15
Lieutenant	9
Assistant Mechanic	3
EMS Trainer	1
Computer Clerk	3
Heavy Rescue Driver	4
Apparatus Engineer	23
Firefighter/EMT	29

Total Years of Experience:

1,401 Years

Average Years of Experience Per Personnel:

15.74 Years

TOTAL: 96

LCFD Demographic

Response Area

- ◆ City of La Crosse 22 square miles
- ◆ 9 counties
- ◆ 90 miles of rivers
- ◆ 4800 acres of bluff land
- ◆ 287 miles of railroad track
- ◆ 121 miles of interstate highway



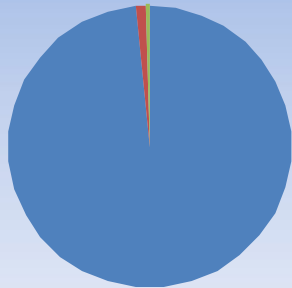
LCFD Resources

- ◆ 4 Fire Stations
- ◆ 2 Engines
- ◆ 3 Quints (Ladder Trucks)
- ◆ 2 Light Rescues
- ◆ 1 Heavy Rescue
- ◆ 2 Hazmat Vehicles
- ◆ 1 USAR Rescue
- ◆ 2 Fire Boats

2010 Fire Department Budget

2010 Fire Department Budget Breakdown

La Crosse Fire Department 2010 Budget Expenditure by Category
Source: City of La Crosse Munis Financial Program



■ Personnel - \$9,551,158
■ Operating - \$110,403
■ Surplus - \$46,725

**Total Fire Department
Budget for 2010:**

\$9,708,286.00

2010 Goals and Accomplishments

Goal: To replace the fire station alerting system that provides the four fire stations notifications of fire, rescue and emergency medical service calls and to reduce the overall response time to incidents in the City of La Crosse.

Outcome: The system was replaced in November of 2010 and the payback period for the cost of the new fire station alerting system will be approximately four years. Initial analysis shows that response times have been reduced for fire and medical calls by 4.3% and 7.4% respectively.



Goal: Install and implement the Telestaff scheduling program to reduce the workload for the scheduling and management of department personnel.

Outcome: Telestaff has been successfully installed and implemented. Staff time to schedule and contact personnel has been reduced considerably to allow more efficient use of time by staff officers. The last remaining process is to implement a paperless payroll system when the Finance Department is ready for implementation.

2010 Grants

-In 2010, The Fire Department purchased a number of CPR mannequins to continue training our fire fighters in this important EMS skill.

-In 2010 a \$27,400 grant was received from the Assistance to Firefighters Program provided by FEMA-Dept. of Homeland Security for a training simulator. This state-of-the-art training system allows firefighters to train in a dynamic and contextual environment. La Crosse fire fighters can now train on a variety of fire situations in a constantly changing environment. The grant also included an IFSTA training library for each of the four fire stations. The library includes 29 different fire operational manuals.



LCFD Strategic Plan 2010-2013 / Key Organizational Strategies

1) Priority of Service Delivery

1. Heighten the community understanding of our delivery of inspection services
2. Improve overall skill development
3. Utilize marketing and public education
4. Maintain service level standards commensurate with mission statement
5. Internal talent utilization to optimize existing

2) Maintenance of Standards

1. Insurance Services Office Rating
2. State Regulations
3. National Fire Professional Assn Standards
4. Emergency Medical Technician Licensure
5. Technical Training
6. Local Standards

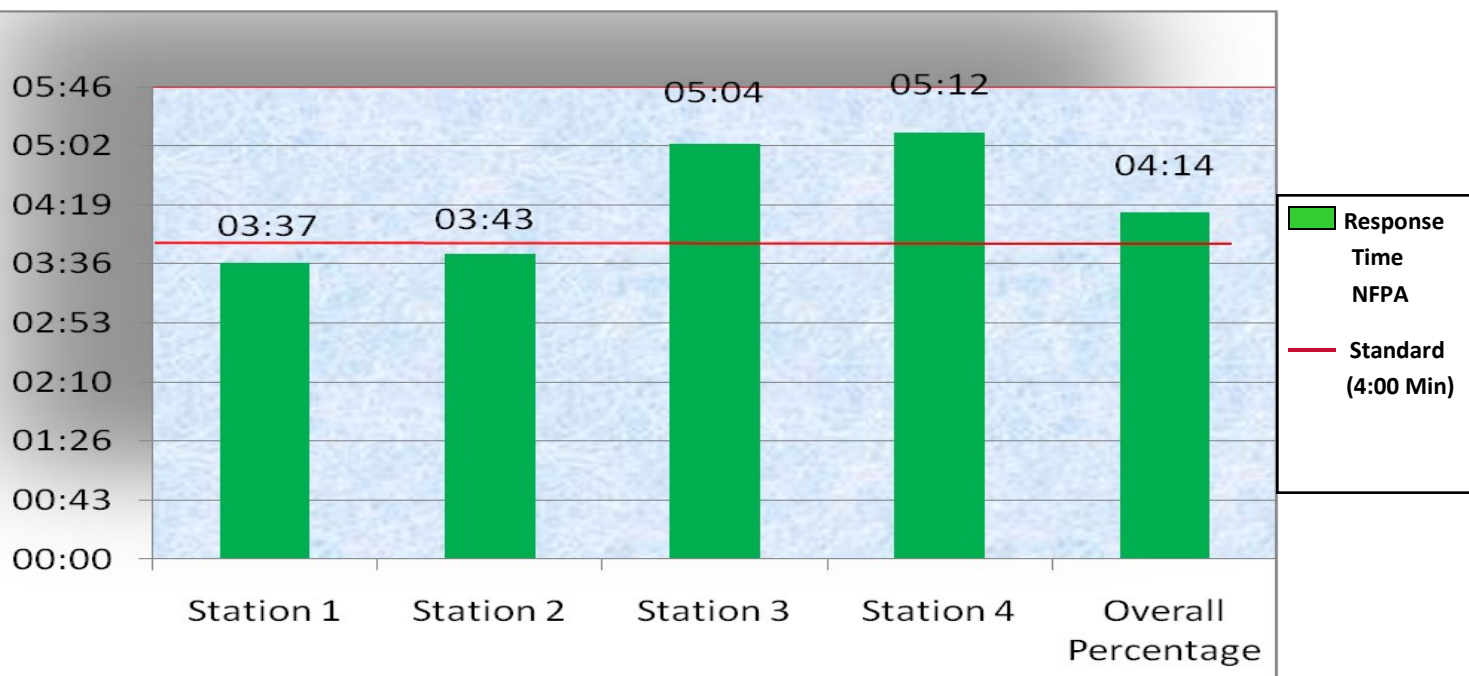
3) Public Input Survey

1. Community response to fire and safety demographics and priorities
2. Understand public perceptions via feedback
3. Gain a better understanding of public perception regarding quality of service, education, satisfaction and value of services provided
4. Ascertain if we meet their expectations

4) Mandate Program Compliance

1. Educate the LCFD organization and personnel on what and why we do it
2. Eliminate the "Justa FF" attitude while increasing department pride and understanding
3. Increase community knowledge and appreciation
4. Budgetary tool for decision making
5. Define effectiveness vs. cost

La CrosseFire Department 90th Percentile - Response Time 2010 All Emergency Calls



Response Time: The traveltime that begins when units are en route to the emergency incident and ends when units arrive at the scene

La Crosse Fire Department 2010 Public Input Survey

The following data was gathered from a survey that was mailed to selected households and businesses in La Crosse WI.

Following are percentage responses to the question, **Would you like to see the following services expanded, reduced or remain as is?**

With regard to the **scope of the services provided**, the percentage of respondents who wanted fire department services to remain as is or expand was approximately 98% with the exception of fire prevention. For fire prevention services, respondents who wanted the services to remain as is was 78.1%; however, 18.1% wanted these services expanded

The following are responses to the **level of satisfaction** with the La Crosse Fire Department.

- ◆ 83% of respondents are “Very Satisfied”
- ◆ 17% are “Somewhat Satisfied” with the level of expertise of the La Crosse Fire Department personnel.
- ◆ Not one person was “Dissatisfied” with the La Crosse Fire Department personnel.

The following are **quality of service** ratings:

- ◆ 66.7% of respondents rated the quality of service as “Excellent”
- ◆ 27.9% as “Above Average”
- ◆ 5.4% as “Average”
- ◆ No one rated the quality of service as “Below Average”



The Water



ment and its Community



Training for 2010

The La Crosse Fire Department Training Bureau has the responsibility to schedule and present training to all staff throughout the year. The training bureau relies on Officers as well as Firefighters to help deliver the training the staff requires. Outside specialized Instructors are also utilized to help deliver training to fire department members. A variety of trainings occur throughout the year. The La Crosse Fire Department is expected to respond and deliver help to residents and visitors in the City of La Crosse, no matter what type of emergency arises. Training for staff can and does occur at many locations including the fire department training grounds, classroom settings at the stations as well as other locations including the Airport, La Crosse Center, community centers and outside locations including Grand-dad bluff and the Mississippi River. We can never know what the next call might be, so staff trains on numerous subjects continuously. The following will highlight some of the training accomplished in 2010.



Division Chief of Training Warren Thomas
thomasw@cityoflacrosse.org

AMTRAK & Railroad Safety – This class was presented by Charlie Coxx, General manager for Safety, AMTRAK , Midwest region. LCFD invited numerous area agencies to attend this safety training involving railroad emergencies with AMTRAK as well as other railroad companies. Students were presented rail yard and railcar safety training. 14 other police, fire and EMS agencies attended this training that was hosted by LCFD.

Structural firefighting in Wildland Areas The La Crosse Fire Department hosted this training in the early spring of 2010. Tom Barthman of WI DNR was the instructor for this training. Because La Crosse is situated in a wildland area with the marshes and bluffs that are in and around the City, this training was beneficial in learning techniques to protect homes and businesses during a possible wildland fire.

Fire ground Operations- LCFD staff participated in a hands on Fire ground operations training during the Summer of 2010. WTC permitted LCFD to use and train in 3 apartment buildings owned by WTC before scheduled demolition. Topics covered in the hands on training included the use of hand tools (axes, pike poles and pry bars) and power tools(chainsaw and circular saw operations) for overhaul and ventilation, ground ladders, search and rescue, advancing hose lines and RIC (Rapid Intervention Crew) training.

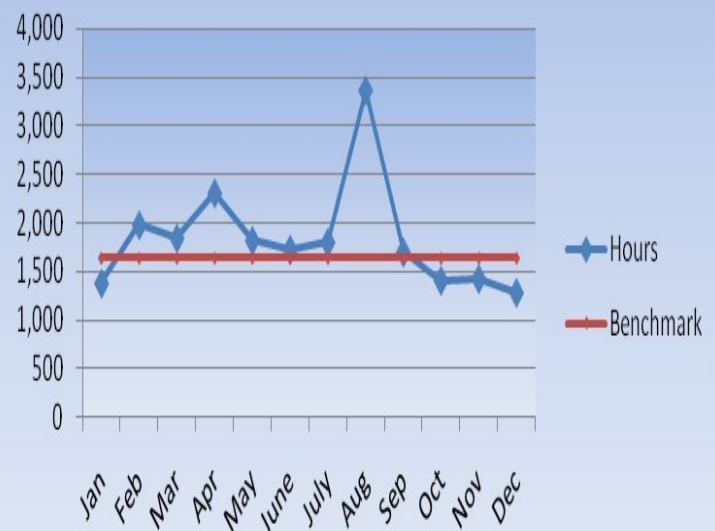
CPR-Health Care Provider- All staff participated and completed the required CPR recertification in 2010. This class covered Adult, Child and Infant CPR as well as AED usage.

Large Area Search and Rescue- The LCFD Training Bureau worked with FSMC to schedule and train on Large area search and rescues before demolition of the old Chileda building on the FSMC campus. Crews were presented with a smoke filled low visibility environment in which search and rescue operations were initiated to find lost occupants. Hose lines and search ropes were established to assist with the search patterns.

EMS Alzheimer's awareness- This class was presented by Liz Greenwald of the Alzheimer's Association. This class presented firefighters with a review of how Alzheimer's affects the patient as well as the family and how FD can create a safer and more calming environment when treating an Alzheimer's patient as well as their family.

2010 Training Hours La Crosse Fire Department

Source: RMS



EMS: 2010 At A Glance



EMS Trainer Stephen Dickow
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The La Crosse Fire Department has been providing emergency medical services (EMS) to the City of La Crosse since 1975. The department provided first responder services and then upgraded to emergency medical technician in 1995. The La Crosse Fire Department has had a long history of involvement in emergency medical services. The department implemented La Crosse's public access defibrillator program, providing and training citizens in the access and use of automated external defibrillators for use in cardiac emergencies. The demand for medical calls continues to rise each and every year. Some of the highlights of the department's EMS program include:

- ◆ Fire department personnel responded to 3,541 emergency medical calls in 2010.
- ◆ 1.4% increase in emergency medical calls as compared to 2009.
- ◆ 58% of all emergency medical calls for La Crosse County for 2010
- ◆ Continue to work with Tri-state ambulance and medical control through an integrated quality improvement program.
- ◆ Provide emergency medical refresher training to the La Crosse Police Department
- ◆ Continue to provide emergency medical personnel for special events at the La Crosse center.
- ◆ The training division provided over 3,896 hours of emergency medical training to department personnel in 2010.
- ◆ Our staff of CPR instructors instructed and certified 229 citizens of the City of La Crosse in AHA CPR procedures.
- ◆ Fire Department personnel taught over 630 k-1st grade students throughout La Crosse during EMS Week.
- ◆ Provided 87 child car seat installations / safety checks
- ◆ For 90% of all EMS calls, the La Crosse Fire Department was on scene in less than 4 minutes and 13 seconds anywhere in the city. This is accomplished through four strategically located stations in the city.



The Fire Department continues to offer the community efficient and economical emergency medical services: integrated response to fire and emergency medical calls; rescue and immediate treatment of patients; excellent community response times; and quality of skills reinforced by quality emergency medical training. For more information regarding our program visit the Department's web site at www.cityoflacrosse.org.

LCFD REGIONAL HAZ-MAT TEAM

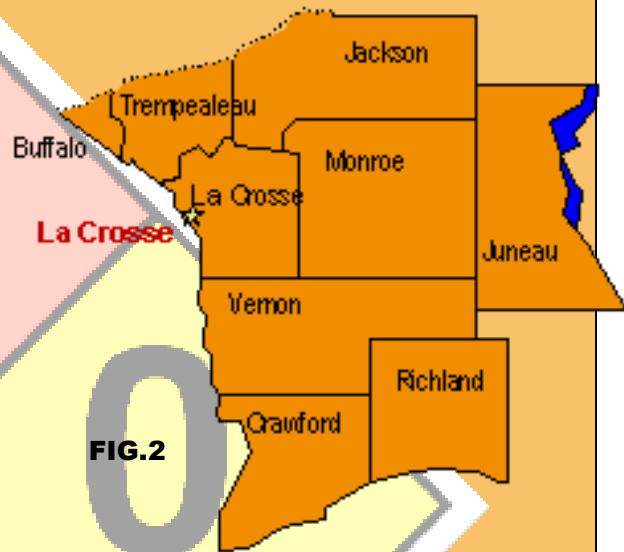
The La Crosse Regional Hazardous Materials Team is a twenty-eight member unit that specializes in responses to chemical, biological, radiological, nuclear, and explosive related incidents. The La Crosse Fire Department provides twenty-five members to the team. The remaining three members are provided by the Onalaska Fire Department. The La Crosse Hazmat Team became a Regional Response Team for the State of Wisconsin on July 1, 2000. It is fully funded by the state. We currently provide hazardous materials response for all or parts of nine counties in West Central Wisconsin (Fig.2). Within this area the team covers 90 miles of the Mississippi River, 287 miles of railroad track, and 121 miles of interstate highway. The State provides funding for the team, worker's compensation, and reimbursement for costs incurred during a response when there is no responsible party. The team responded to 21 calls in 2010 ranging from spills and releases to identifying a chemical or substance.



Capt. Greg Temp, Team Leader
tempg@cityoflacrosse.org

Specialized training in 2010 included:

- ◆ Exercise with Wisconsin Laboratory of Hygiene
- ◆ Exercise with US Army Reserve CERFP Teams
- ◆ Exercise with Prairie Island Nuclear Facility and Wisconsin Emergency Management
- ◆ Rail Specialist Training with Security and Emergency Response Training Center
- ◆ Tabletop exercises in La Crosse, Houston, Winona, Monroe, and Trempealeau Counties
- ◆ Training with Hydrite Chemical
- ◆ Exercise with WI National Guard Civil Support Team
- ◆ Exercise with Wisconsin Department of Health-Radiological Division



The La Crosse Regional Hazardous Materials Team also operates a Radiological Field Team for the Wisconsin Department of Health. La Crosse is one of two Radiological Field Teams for the Department of Health. The team responds to radiological/nuclear incidents to perform rescue, recon, mitigation, and sampling operations. The state provides funding for the team, worker's compensation, and reimbursement for costs incurred during a response when there is no responsible party.



LCFD URBAN SEARCH AND RESCUE TEAM



Lieutenant Frank Devine, Team Leader
devinef@cityoflacrosse.org

The Technical Rescue Team of the La Crosse Fire Department is made up of 18 core team members and 11 additional department members who are trained above and beyond ordinary firefighting skills, to respond to emergencies related to rescues of a technical nature. The team is responsible for responding locally and regionally to structural collapse, major extrication, confined space, trench, and high and low angle incidents for Urban Search and Rescue purposes. Over the past 6 years, the team has secured around 1 million dollars in specialized equipment and related training from Homeland Security funding and other Federal grant sources. This specialized equipment and training is extremely beneficial to the citizens and fire fighters of La Crosse and for surrounding areas requesting mutual aid related to Technical/Urban Search and Rescue. In 2010 the team responded to 8 calls in the area. Team members trained an average of 60 hours in 2010. This is well above the mandatory 24 hours that is required.



2010 Training included



- ◆ Hydraulic rescue tool operations
- ◆ Confined Space Rescue
- ◆ Structural Collapse wood and pneumatic shoring systems
- ◆ Rope Rescue High Lines systems
- ◆ Breaching, burning, and breaking of wood, concrete and steel
- ◆ Trench Rescue
- ◆ Low Angle Rope Rescue
- ◆ Patient packaging for technical rescue
- ◆ Mechanical Advantage system for Rope Res
- ◆ Lowering and Belay system

The La Crosse Fire Department Technical Rescue Team strives to be better trained so that they can continue to be a valuable asset to the department, and to the citizens of La Crosse and surrounding regions.



LCFD WATER AND ICE RESCUE TEAM

The La Crosse Fire Department water rescue team is an eighteen member unit that specializes in many forms of water and ice rescue emergencies.

Water rescue core team members participated in over 475 hours of training in 2010, preparing for any ice or water related emergencies that may arise. Water and ice rescues are low in frequency yet high in risk. It takes many hours of training each year to remain proficient in these types of rescues.

Captain Tom Wallerich, Team Leader
wallericht@cityoflacrosse.org

Specialized training for 2010 included:

- Ice / Water Rescue\
- Rapid deployment craft rescue (inflatable rescue boat)
- EMS emergencies related to water /ice rescue
- Swift water and flooding rescue
- River familiarization , mapping and preplanning
- Sonar and GPS operations with Boat 1 and Boat 2
- Technical rescue/rope rescue systems on the water
- Dry land access vehicle training
- Underwater camera training
- EMS emergencies in local swimming pools

The La Crosse Fire Department water rescue team assisted in department wide cross training in January and December of 2010. Unrehearsed training evolutions enhance the firefighters' ability to make the critical decisions necessary in a water/ ice rescue. These evolutions reinforce the importance of everyone on the department being cross trained and able to assist the team when needed.



LCFD Inspection and Arson

Bureau



Division Chief of Inspection Jeff Brohmer
brohmerj@cityoflacrosse.org

The Inspection/Arson Bureau, along with the Fire Suppression Division, started our Fire Prevention Programs for all public and parochial elementary schools in the La Crosse School District on September 20, 2010 and concluded on September 29, 2010. Over 4200 children were shown that they can make a difference by preventing fires and therefore save lives.

The six programs that were presented at each school required eight staff to teach them.

The following is a description of each program that was presented.

Group 1: Included pre-school and kindergarten children. All public and parochial schools received very basic fire safety information.

Group 2: Included the 1st grade children. Emphasis was placed on not touching "Matches and Lighters", "Stop Drop and Roll", "Smoke Detectors", and "Get Low and Get Out".

Group 3: Included 2nd grade students. A tri-fold mock up of a bedroom with a door and a window was used. The mock up was used to help the children make the right choice to escape from a fire in their home.

Group 4: Included all 3rd grade students. The program is based around the "Smoke Detectives" program and video. The program emphasizes home fire safety by doing safety checks in their home.

Group 5: Included all 4th grade students. This program was tailored to these children's age group. The focus here was to educate students on the use of the Fire Safety House. Their only priority is to escape from the fire by going outside their home.

Group 6: Included all 5th grade and some 6th grade students. This program was developed to try and stop or at least decrease the number of juvenile set fires in the city.

On October 9, 2010 the Fire Department held an Open House at Fire Station #3. Over 500 people visited the Fire Station. Tours of the Station were conducted and many questions were answered about the Fire Department and Fire Safety. Finally there were two live demonstrations of stove top fires and the proper way to extinguish the fire.

For the 16th year in a row, Operation Fire Safe was aired on WKBT Channel 8. Operation Fire Safe was televised on Channel 8 at different broadcast times. Stories about fire safety and prevention were aired

In addition, 5127 inspections were made. There were 2915 violations found with 2536 corrections made. This gives a compliance rate of 87%. There were also 47 fires that were investigated and a total of 132 fire safety and education programs delivered.

