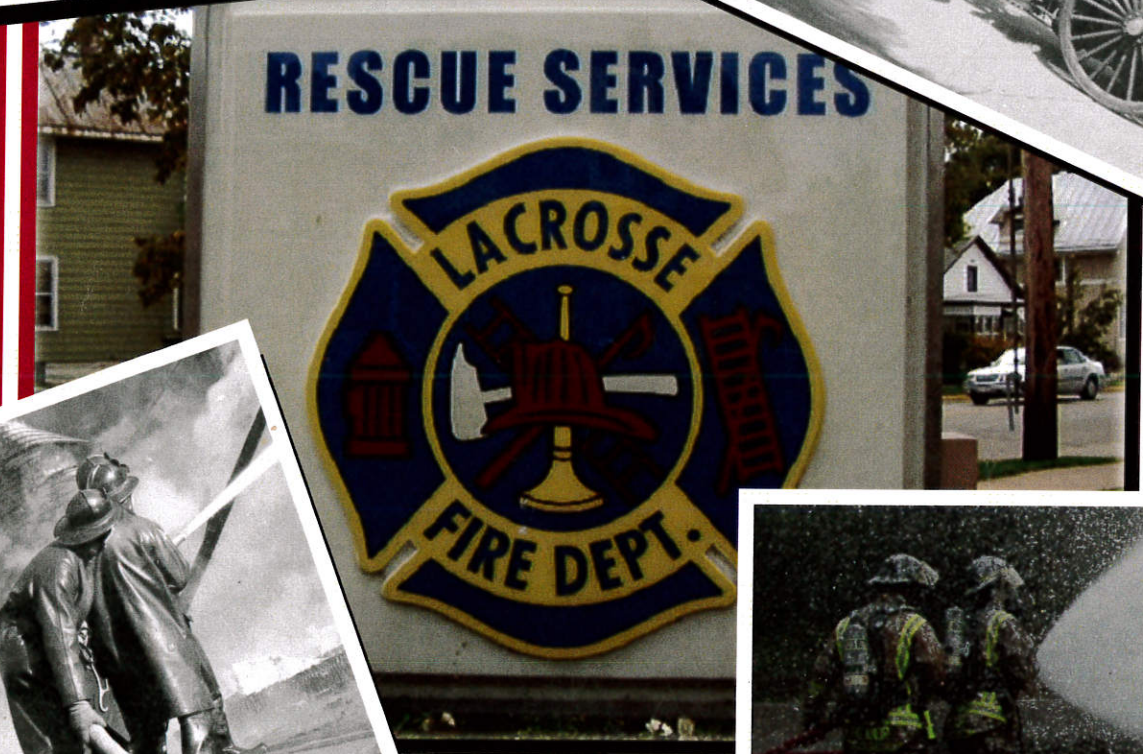




2011 Community Report

for the
City of La Crosse Fire Department



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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

On the following pages is the overview of the fire department's community report for 2011. It has been a challenging year for the fire department; however, the persistence and determination of the men and women of the La Crosse Fire Department allowed the department to continue to provide excellence.

The year 2011 was a very tumultuous year. A policy decision of the Mayor saw higher than normal overtime costs as a result of utilizing overtime in lieu of full-time position. The department responded effectively to a tornado that struck the south side and caused considerable damage as well as a large area building fire on Jay Street. Both resulted in the call-back of all off-duty personnel and mutual aid from our surrounding fire departments. All of this was managed by staying within the total financial budget established by the council for 2011.

The department participated in a council study that evaluated the appropriate staffing level of the fire department, station location and response times, and financial impact on the department and the need to find additional revenues. The study found that the department was not over or understaffed; is very well trained; and needs new revenue sources. Based on the recommendations of the report, the council adopted a fee structure for the inspection of public buildings, fees for responding to false alarms, vehicle fires, and a fee for recreational fires in the city. All of these fees were passed as part of the 2012 budget to reduce the tax burden on all citizens of the city.

Despite the tumultuous year involving the fire department, we maintained our focus and commitment to quality emergency services. Our average response to emergencies was reduced by 5% as compared to 2010 and our 90th percentile response time to emergencies also decreased by 1.5% as compared to 2010. The department's average and 90th percentile response to emergencies in 2011 was two minutes and twenty-eight seconds and four minutes and nine seconds respectively. The department's goal of responding to all emergencies within the city in four (4) minutes or less was achieved in 87% of all of the calls the department responded to in 2011 as compared to our goal of 90%.

Our financial performance remained within the budget as adopted by the common council. For 2011 the department's budget contained authorized expenditures of \$10,079,114.00 of which the department was under budget by approximately \$18,000.00. Our revenues remained fairly stable as compared to 2010.

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
Division Chief	5
Facilities Maintenance Mechanic	1
Captain	16
Lieutenant	10
Apparatus Engineers	27
Fire Fighters	31
Administrative Assistant	1
TOTAL:	93

Total Years of Experience:

1,233 Years

Average Years of Experience Per Personnel:

13.70Years

90 of 93 positions (97%) are "boots on the ground" personnel providing direct services to the public.

Demographics & Services Provided

The City of La Crosse Fire Department currently operates out of 4 fire stations that cover 22 square miles. Those stations are staffed with a minimum of 24 personnel each day. There are 2 Engines, 3 Quints (Ladder Trucks), 2 Light Rescues, 1 Heavy Rescue, 2 Fire Boats, and a Command Vehicle in service each day to serve the citizens and visitors of La Crosse. In addition, each shift has specialists in the areas of water and ice rescue, hazardous materials response and mitigation, and technical rescue, which consists of confined space rescue, trench rescue, high angle (rope) rescue and structural collapse rescue. These specialists are available at any moment to respond to any one of these special incidents. The water rescue team covers approximately 17 miles of the river while the technical rescue team covers about 4800 acres of bluff land. The hazardous materials team is a State sanctioned Regional Team that is able to respond to any level of hazardous materials release within all or part of 9 counties in the region. Within this area the team covers 90 miles of the Mississippi River, 287 miles of railroad track, and 121 miles of interstate highway.

In 2011, the City of La Crosse Fire Department responded to 5,075 incidents. The majority of the incidents consisted of emergency medical calls. The Fire Department responded to 3,649 emergency medical calls in 2011.

The La Crosse Fire Department Inspection and Arson Bureau conducted 5,904 inspections. Out of these inspections, there were 2,915 violations. Ninety-three percent of those violations were corrected. The bureau also investigated 51 fires. They also provide community education through a number of different programs. Most of these programs are targeted to children, teaching them fire safety and prevention. In 2011, the bureau delivered 134 educational/ safety programs or demonstrations.



Key Organizational Strategies for LCFD

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. Utilization of internal talent

2) Maintenance of Standards

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

3) Public Input Survey

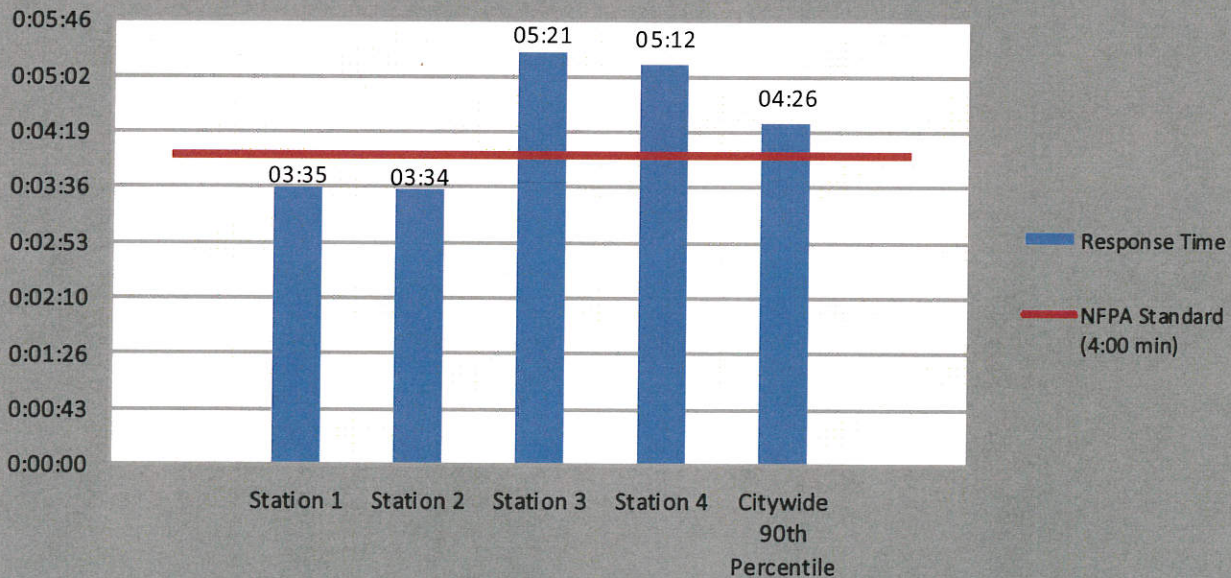
1. Community response to fire and safety demographics and priorities
2. Understand public perceptions via feedback
3. Gain a better understanding of public perception regarding quality of service, education, satisfaction and value of services provided
4. Ascertain if we meet their expectations

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 Crosse Fire Department 90th Percentile - Response Time 2011 All Emergency Calls

Source: La Crosse Fire Records Management System



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

and its community



LCFD Inspection and Arson

Bureau



Division Chief of Inspection Craig Snyder
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The Inspection and Fire Investigation Bureau of the La Crosse Fire Department delivered its' Fire Prevention Program for the La Crosse Public Schools for the 27th consecutive year. The program which began in 1985 delivers an important fire safety message to all children grades K-5 in the La Crosse School District. Since 1985 the La Crosse Fire Department has delivered its fire safety message to over 113,000 students.

Fire Safety topics covered each year

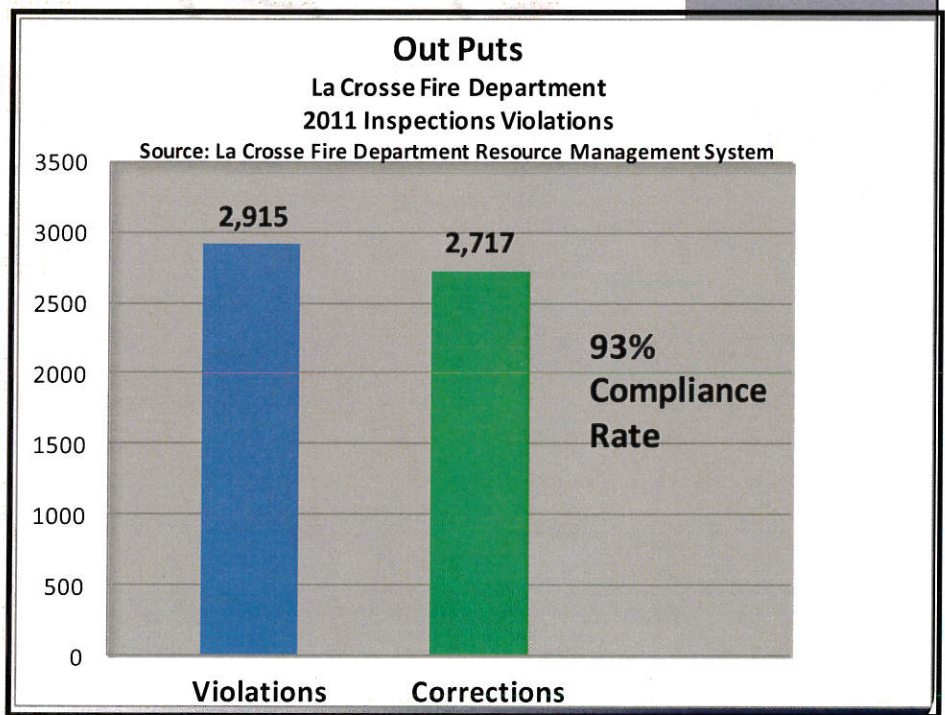
1. **Stop Drop and Roll**
2. **Do Not Touch Matches and Lighters**
3. **Test Your Smoke Detectors**
4. **Get Low and Get Out – Get Out and Stay Out**
5. **Have a Family Escape Plan**
6. **Be a Home Smoke Detective for Your Family**
7. **Practice in our Safety House**

The Fire Prevention Program culminated with a Fire Safety Open House on October 8th. This year we hosted over 500 people at Fire Station number 3. Families were invited to tour the fire station, sit in a real fire truck, visit our fire safety house, and enjoy some fire safety handouts and treats. This year the American Red Cross and Safe Kids of the La Crosse Coulee Region assisted in this community event.

In addition to fire prevention, the La Crosse Fire Department performed 5,904 inspection in 2011. These include semi-annual, annual, and occupancy inspections. Since 2009 the La Crosse Fire Department has found 7,870 fire code violations with 6,677 corrections being made. This gives a compliance rate of 85% over the three year period.

In 2011 the La Crosse Fire Department investigated 51 fires including the July 30th fire in downtown La Crosse which was reported as one of the largest fires in recent history.

The La Crosse Fire Department Fire Inspection and Investigation Bureau continues to strive to provide the safest community possible for all La Crosse residents and visitors.





EMS Trainer Stephen Dickow
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EMS: 2011 At A Glance

The La Crosse Fire Department has been providing emergency medical services (EMS) to the City of La Crosse since 1975. The department upgraded its emergency medical service level that it provides to the citizens and visitors of City of La Crosse in 2011. Our service licenser was upgraded from First Responder to Emergency Medical Technician - Basic non-transport. The demand for medical calls continues to rise each and every year. Some of the highlights of 2011 department's EMS programs include:

- ◆ Responded to a total of 3,391 EMS calls - this is 3.2% increase in emergency medical calls as compared to 2010
- ◆ Average response time to medical calls 2 minutes and 36 seconds
- ◆ 87.13% of all EMS calls the La Crosse Fire Department was on scene in less than 4 minutes anywhere in the city. This is accomplished through four strategically located stations in the city
- ◆ The La Crosse Fire Department continues to be an integrated part of the emergency medical care provided to every emergency medical call received by 911 in the City of La Crosse
- ◆ Our rapid response time to cardiac emergencies is a primary contributing factor in our regions cardiac survival rate of 20% as compared to the national average of 6%
- ◆ The training division provided approximately 1,785 hours of emergency medical training to department personnel in 2011
- ◆ The training division provided basic first response medical refresher training to the La Crosse Police Department as part of their annual required refresher training
- ◆ Fire department personnel completed their 2011 EMT-B refresher
- ◆ Fire department CPR instructors provided over 200 community members with CPR instruction and certification
- ◆ Fire department personnel provided EMS support staff for several special events throughout the City of La Crosse in 2011
- ◆ All first response fire apparatus have been updated and equipped with all the necessary equipment required to provide emergency medical treatment at the EMT -B level



- ◆ Other services provided by EMS personnel includes, but not limited to, public education as in EMS Week in the schools, and child care seat checks and installations



LCFD URBAN SEARCH AND RESCUE TEAM



Lt. Frank Devine, Team Leader
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The US&R Team of The La Crosse Fire Department is made up of 18 core team members and 8 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 capable of responding locally and regionally to structural collapse, major extrication, confined space, trench, and high and low angle rescue incidents for Urban Search and Rescue purposes. Of the 26 trained members, 19 are also members of Wisconsin Task Force 1 Urban Search & Rescue Team. These members, along with 110 other members from throughout the state, are highly trained to respond and support overwhelmed communities after, or during large scale disasters. This team is logistically capable of being completely self-sufficient for a minimum of 72 hours, including food, fuel, and lodging. Over the past 7 years, the LCFD US&R Team has secured over 1 million dollars in specialized equipment and related training from Homeland Security funding and other Federal grant sources. This 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 emergencies

2011 responses

- ◆ 01/12/11 – Ceiling collapse with possible entrapment
- ◆ 02/23/11 – Land slide with boulders through a house
- ◆ 05/22/11 – Tornado with multiple structures damaged
- ◆ 06/19/11 – Mutual Aid for a structure collapse in Onalaska
- ◆ 07/13/11 – Evacuate injured hiker from Hixon Forest
- ◆ 07/30/11 – Structural collapse standby for large downtown fire
- ◆ 08/05/11 – Technical search for possible victim in rubble pile
- ◆ 09/04/11 – Train derailment with injuries, stand by for stabilization of rail car

2011 training included

- ◆ Structural Collapse Rescue Specialist
- ◆ Confined Space Rescue Technician
- ◆ High and Low Angle Rope Rescue Technician
- ◆ Trench Rescue Technician
- ◆ Other related topics including: US&R leadership, safety, logistics, planning, communications specialist, and large scale disaster / multi-agency response



