



# REPORT TO THE COMMUNITY

## Anchorage Fire Department

2006-2007 Edition



Public Safety has been the top priority for my administration since day one, so that's why I am gratified the Anchorage Fire Department has enjoyed a period of dynamic growth in the past several years.

Citizen support for our fire department is also key and evident in the passage of the recent fire service area protection bonds. Capital improvements and the annual operations and maintenance costs associated with opening and equipping new fire stations have been a high priority for this administration. Two new fire stations have opened and the remodel of Station 4 on Tudor Road is underway. The voters in the last election approved funds to remodel the Dimond area station as well, and to add vitally important staffing for additional equipment for this fast growing area of town as well as to replace aging fire and rescue apparatus.

The Anchorage Fire Department continues to lead the nation in response to heart attacks, being rated the third best city in the nation for "cardiac arrest save rates." Fire insurance rates have also fallen with the diligent work of the department in securing improved fire ratings from the ISO (Insurance Services Organization).

The Anchorage Fire Department continues with the traditional services of fire suppression and emergency medical response but also has had to adapt to providing services to surrounding areas with expertise in back-country rescue, wildland fire, high angle rope rescue and increasing demands for rescue services in Cook Inlet and surrounding white-water rivers and wilderness.

The level of training of our dedicated public servants has also risen with the demand and to keep pace we are anticipating the development and construction of a new fire and emergency response regional training center, in part funded by the state legislature and in cooperation with other state and national response organizations.

The Anchorage Fire Department has experienced profound change in the last several years, in every respect and on every level. Change is a natural part of any business, perhaps even more so in the recent evolution of the emergency services provided by the fire department. Managing change requires patience, foresight and trust.

The citizens of Anchorage can be proud of the trust they place in the men and women of the Anchorage Fire Department and know that the department moves forward with the goals of providing the highest quality of emergency services every hour of the day, every day of the week, with help just a phone call away.

Mark Begich, Mayor  
Municipality of Anchorage



Municipality of Anchorage, Alaska

# Anchorage Fire Department

Headquarters - 100 E. 4th Avenue, Anchorage, Alaska 99501



To the Community of Anchorage:

Prevent – Mitigate – Improve. These three words express our mission and represent our promise to you. They guide and motivate the men and women of the Anchorage Fire Department to serve you with pride and excellence every day.

The purpose of this Report to the Community is to help you understand who we are, what we do, and how we intend to help make Anchorage a safer place. We don't want to inundate you with numbers, though important statistics are included in this report.

Looking back, there are many accomplishments to note, thanks to your continued support. Projects include:

- ◆ Addition of a fire engine in the Dimond area & communications upgrades
- ◆ New fire stations in the Bayshore/Klatt & Basher/Scenic Foothills communities
- ◆ Remodeled fire stations in Sand Lake, Downtown, Rabbit Creek, Huffman/O'Malley and Eagle River communities
- ◆ Replacement is underway for the Tudor/Midtown fire station.



*Fire Chief Craig Goodrich visiting with members of the community.*

Our response times have improved and safety has increased as new technologies have been implemented. We've improved our Emergency Medical Response capability by hiring more personnel and increasing the number of ambulances.

Looking ahead, a new training facility is in the planning stages. Other aging stations, some built over 44 years ago, need to be replaced. Technology needs will continue as we install computers in all vehicles so responders can have instant up-to-date information enroute to emergencies. To ensure your dollars are spent most wisely, we intend to use a deliberative and systematic process to plan future growth so future expenditures are based on thorough analysis of data, zoning/density plans and patterns, coupled with analysis of our own response data. There is much exciting work yet to be done.

Anchorage is a vibrant, growing city. By 2020, the population is forecast to be between 332,000 and 365,000, (17% to 29% increase over today's population). With that growth will come the need for expanded public safety services to keep Anchorage safe. The Anchorage Fire Department is prepared for this growth, and gladly accepts the challenge to maintain and improve the many services we provide. We will grow along with the community.

I'm proud of our City, and especially proud of the men and women of the Anchorage Fire Department who serve you every day. The AFD and you, we're partners in public safety.

Thank you for your continued support;

Craig Goodrich, Fire Chief  
Anchorage Fire Department

# Prevent Harm

The single most important activity the Anchorage Fire Department undertakes each and every day is to prevent harm from occurring. All members of the fire department participate in a wide variety of prevention activities.

- Firefighters participated with hundreds of UAA students in the College Campus Safety program
- Firefighters visited 24 schools and provided fire safety presentations for thousands of children
- Over 1100 school children visited area fire stations for tours
- Over 1000 members of the community visited the Annual Open House
- Firefighters assisted with the administration of over 1000 flu vaccinations
- Firefighters conducted over 250 car seat inspections
- Firefighters distributed over 500 bike helmets
- Seven Fire Inspectors performed nearly 5800 building inspections
- Firefighters completed over 600 Quick Action Plans of high risk buildings
- 248 building permits were reviewed for fire safety compliance (\$800K of revenue generated)

## DID YOU KNOW?

To reduce the chance of home ignition from a wildland fire, the AFD Wildfire Mitigation Office conducted over 160 home inspections during the summer of 2006 and distributed over \$100,000 to homeowners to reimburse tree removal expenses.



*Division of Forestry Pioneer Peak Crew works in MOA Parks to reduce the hazards of wildland fire.*

**To schedule your own home inspection call 267-4980.**

## Car Seat Inspections

Motor vehicle crashes are the number one cause of accidental death among children ages 14 and under. Small children properly restrained in child safety seats have an 80% lower risk of fatal injury than those who are unrestrained. However, 4 out of 5 child safety seats are used incorrectly. The AFD advocates for the proper use of child safety seats, as well as

providing inspections and information to help parents choose the correct seat; one



*Senior Captain Powell inspects a car seat*

that fits their car and one that fits their child. Remember: always make sure that every occupant is properly restrained for every ride! **Please call 267-5045 to schedule a car seat inspection.**



**Have you heard about cable Channel 10 yet?** Besides being a government cable-television channel for use by members of the community, the fire department also uses it to promote fire prevention and safety-related programs. The fire department even produces its own television show, called the **AFD Magazine**, which showcases our different activities. Channel 10's public information and educational programming reaches over 109,000 households, making it both cost-effective and a practical medium to get the department's message to the community. To see a listing of programs, please visit [www.muni.org/contents1/ch10.cfm](http://www.muni.org/contents1/ch10.cfm)

**For 2005, the US Fire Administration** reports there were 3,675 civilian fatalities as a result of fire.



**Fire killed more Americans than all natural disasters combined.**

The Anchorage Firefighters, along with firefighters from neighboring departments, raised over **\$98,000** in three hours during the 2006 Fill the Boot event. Per capita, Anchorage ranks #1 among all other communities for dollars raised. Firefighters have helped for more than 50 years in the fight against Muscular Dystrophy.



## Did you know?

- ◆ Eighty-two percent of all fire deaths occur in the home.
- ◆ Having a working smoke alarm reduces one's chance of dying in a fire by nearly one-half.
- ◆ Nearly one-third of the residential fires and two-fifths of residential fire fatalities occur in homes with no smoke alarms.



## -Helpful Tip-

For your smoke & CO detectors... pick a holiday or your birthday and replace the batteries each year on that day.

## New technology in Fire Prevention



In early 2006, using funds from a federal grant, the fire department implemented field reporting for Fire Prevention. Previously, inspectors used pen and paper to track all fire inspections. The old process was time-consuming and inefficient. Now, an inspector enters all the information into their tablet and prints the report on-site, increasing productivity by more than 25%.



# Mitigate Emergencies

Sometimes, no matter how much effort we put towards prevention activities, emergencies still happen. Emergencies occur in a wide-range of varieties; no longer does the fire department respond to just fires, but medical emergencies, water accidents, confined-space and mountain rescue to name a few.

For 2006, with 12 fire stations in the Anchorage bowl & one fire station in Eagle River and a daily response force of approximately 100 firefighters & several dispatchers, the fire department:

- ◆ Processed 38,688 E911 telephone calls
- ◆ Responded to 26,613 incidents
- ◆ Evaluated 17,021 patients
- ◆ Extinguished over 850 fires of all types, of which 242 were building fires
- ◆ Treated 153 cardiac-arrest patients
- ◆ Saved approximately \$106M in property and \$5M in contents
- ◆ Extricated 29 patients from vehicle accidents

## 2006 Significant Fire Incidents: Saves and Losses

### Largest "saves"; combined total of estimated structure and contents saved.

1	3400 C St	12/21/2006	\$1,600,000
2	2020 E DOWLING Rd	5/1/2006	\$1,250,000
3	2506 W 29TH Ave	2/6/2006	\$900,000
4	583 E Dowling Rd	2/15/2006	\$750,000
5	200 E 51ST Ave	8/11/2006	\$505,000

### Largest "losses"; combined total of estimated structure and contents lost.

1	3804 Eastwind Dr	11/23/2006	\$600,000
2	22369 Mirror Lake Dr	11/30/2006	\$375,000
3	4930 Vance Dr	1/2/2006	\$255,000
4	2020 E DOWLING Rd	5/1/2006	\$250,000
5	7210 BEARFOOT Dr	4/25/2006	\$250,000

## Our "Promise to the Community"...

In an effort to quantify the services the fire department provides, we have adopted specific **Service Level Objectives** or SLOs. The SLOs provide a means for measuring our performance, a sort of "report card" for ourselves. The SLOs also represent the promise we make as an organization to the community for the type and level of service we desire to provide.

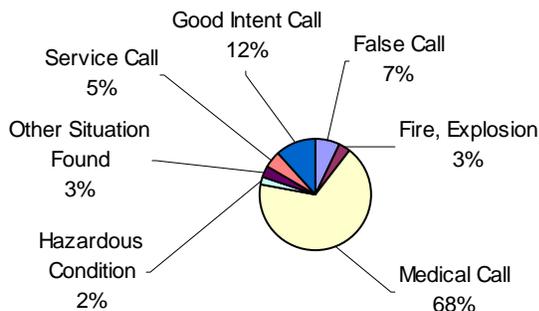
On the adjacent page, we have graphically depicted the cascade of events which occur when an emergency occurs and 911 is dialed. At each step of the process, the SLO is listed along with the result for 2006.

As in any process, there is still considerable room for improvement. With your input and interest, we intend to continue improving our service to you and the rest of the community we serve.



AFD contracted a helicopter with fire-fighting capability during summer months. The primary mission was to rapidly suppress wildland fires within Anchorage.

## 2006 Incident types by category



This chart indicates incident by category, as defined by the National Fire Incident Reporting System. The predominant incident type the fire department responds to are medical incidents (68%).

A firefighter uses a thermal imager camera (TIC) to look for hot-spots at a structure fire. The TIC is an advanced technology which permits firefighters to "see through smoke" while looking for victims. Through a variety of funding sources, all front line fire apparatus have been issued a TIC.



## Emergency Occurs



# Cascade of Events

What happens when you call 911?



911 call received at police dispatch

911 call received at fire dispatch

911 transfer from police to fire

Objective: Dispatch call within 90 seconds, 90% of the time  
Result: 78% (structure fires and cardiac arrest calls only)

Objective: Respond within 90 seconds, 90% of the time  
Result: 72%

Firefighters "turnout" and prepare to respond

Emergency units assigned and dispatched

Objective: Arrive in 4 minutes or less, 90% of the time  
Result: 70%



Firefighters arrive on scene and mitigate incident



If a fire emergency:  
Did 15 fire fighters arrive on scene within 8 minutes?  
Result: 47%

If a medical emergency:  
Did an Advanced Life Support Paramedic arrive on scene within 8 minutes?  
Result: 90%

End Outcome:

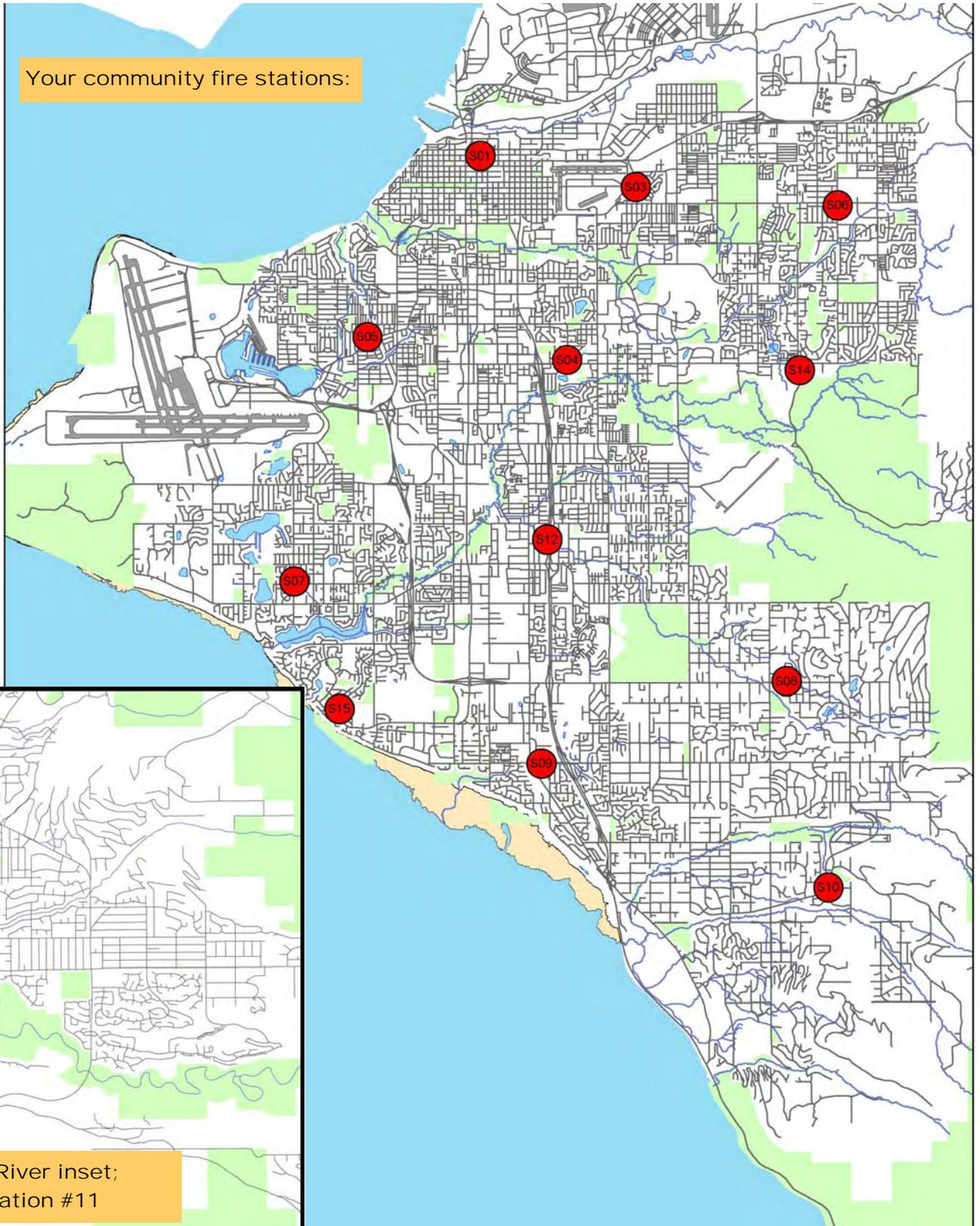
Reduce human and property losses from fire

End Outcome:

Improve outcome for sick, injured, trapped and endangered victims

# Quick Facts

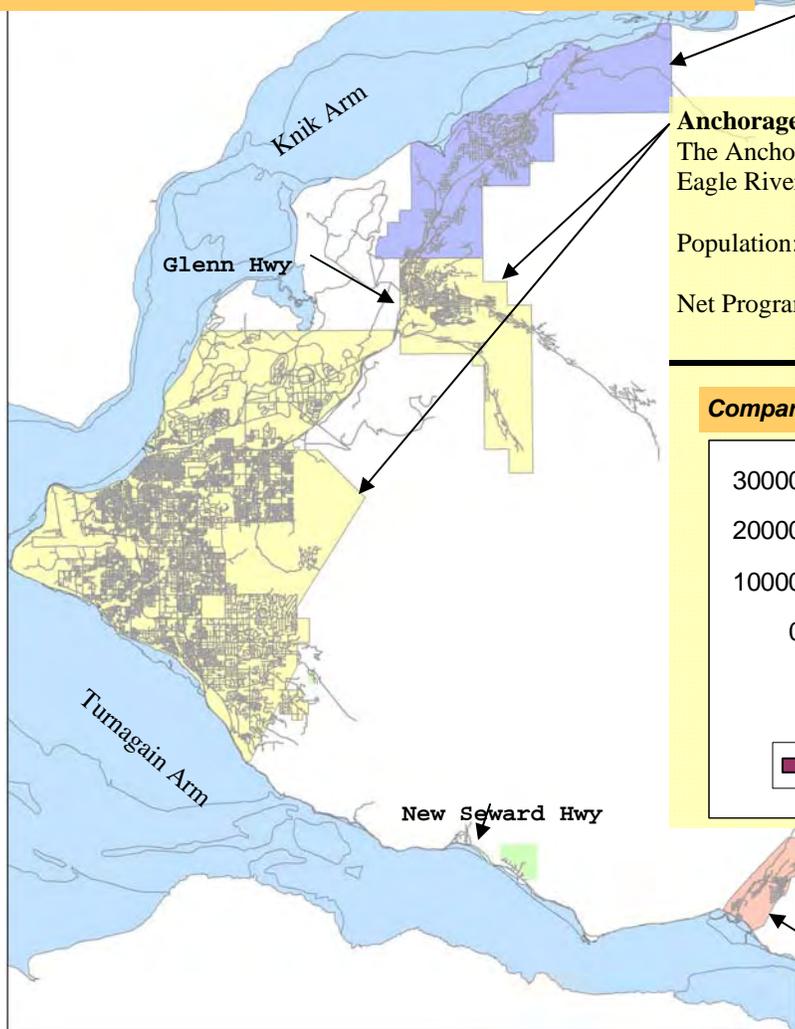
Your community fire stations:



Eagle River inset;  
Fire Station #11

# Anchorage Fire Department

## Fire Service Areas in the Municipality of Anchorage



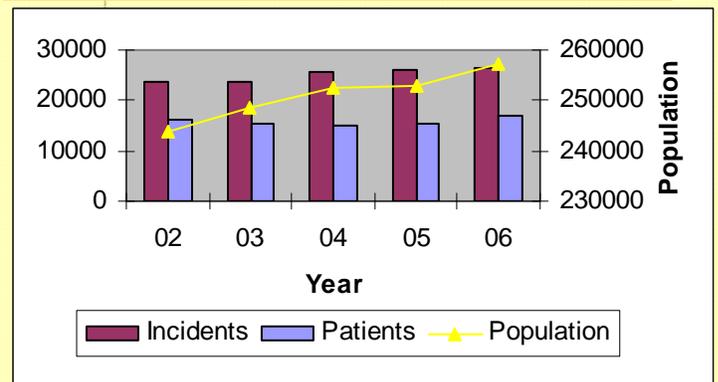
**Chugiak Fire Service Area-43 square miles**  
Protected by the Chugiak Volunteer FD.  
951 incidents for 2006

**Anchorage Fire Service Area-135 square miles**  
The Anchorage Fire Department protects the Anchorage Bowl and Eagle River.

Population: 257,285 (estimated)

Net Program Cost: \$58,129,000 (for 2006)

### Comparison of incident & patient volume to population



**Girdwood Fire Service Area-5.6 square miles**  
Protected by the Girdwood Volunteer FD.  
376 incidents for 2006

To contact your local fire station, please call 267-4936

Station #	Address	Senior Captain	Personnel	Engine	Ambulance	Truck	Specialty
1	122 E 4th Ave	Paul Urbano	14-17	2	1	1	Hazardous Materials
3	1100 Airport Heights Dr	Jeff Bayless	8-10	1	1	1	Urban Search & Rescue
4	4350 MacInnes St	Mike Davidson	8-10	1	1		Rescue & Dive/Water
5	2207 McRae Rd	Richard Hood	8-10	1	1	1	Ladder Maintenance
6	1301 Patterson St	Yram Lopez	5-6	1	1		
7	8735 Jewel Lake Rd	Marvin Krogh	3-4	1			Sewing/Uniform Repairs
8	6151 O'Malley Rd	Clinton Powell	4	1			Air Resources
9	1148 Huffman Rd	Robert St Clair	6-7	1	1		Rescue & High Angle
10	14861 Mountain Air Dr	Buck Mckibben	4	1			Back Country Rescue
11	16630 Eagle River Rd	Diane Rush	10	1	1	1	Swift Water Rescue
12	7920 Homer Dr	Andrew Provencio	6-7	1	1	1	Small Tools/Equipment
14	4501 Campbell Airstrip Rd	Jim Dennis	4-5	1			Wildland Ops
15	11301 Southport Dr	Mayo Jack	3-4	1			

# Improve

## Continuously Moving Forward!

The fire department has undertaken several significant initiatives over the last year which we would like to share some details about. Fire Chief Goodrich was appointed in January of 2006 and one of his first and foremost visions was to achieve “Operational Excellence.” This goal represents the department’s effort to continually improve our operations and service delivered to the customer each and every day.

Some of the key aspects involved in achieving Operational Excellence include **restructuring** the department’s management team and attainment of **accreditation** status from the Center for Public Safety Excellence.

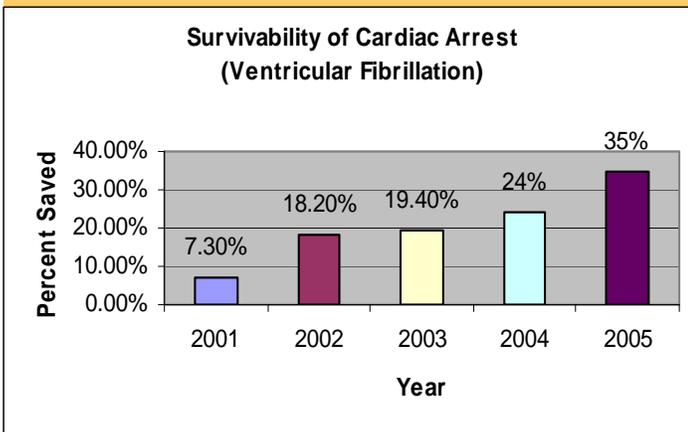
Accreditation involves two very important activities... performing a self assessment and developing a comprehensive strategic plan. In simple terms, the self-assessment is an opportunity for the department to evaluate “Where are we now?” and the strategic plan answers the question, “Where do we want to go?” The gap identified between

these two represents the action the department needs to take to continuously improve our operations and quality of service to the community.

Restructuring of the management team in itself serves as an Operational Excellence hallmark. The purpose of the management structure change was to address concerns and areas for improvement identified during strategic planning sessions conducted in 2006. As a result, the department has been arranged into two functional areas: administrative services (internal) and operations (external). This arrangement is meant to improve internal services needed by emergency responders, thereby improving the emergency responder’s ability to provide the best possible service to you, the customer.

Along with these two major initiatives, the men and women of the fire department are always looking for and following through on improvements which will make your fire department a more efficient and effective organization. Look to your fire department for excellence in continuous improvement!

**A key indicator the fire department has aggressively set out to improve is survivability as a result of cardiac arrest (where the patient is in ventricular fibrillation). Over the last five years, we have seen significant improvement in these patient outcomes.**



*Training is a vital part of continuous improvement. Firefighters are continually training to maintain and improve their skills. In this scenario, firefighters practice rescuing one another from the mud flats. In 2006, one fisherman was rescued at Ship Creek.*

## -Fire Department Capital Improvement Projects-

During the spring 2006 election, the community passed one fire department related General Obligation bond which provided for the replacement of one aerial ladder truck and two fire pumps, at a cost of \$1.9M

Several more bonds passed in 2007, including one which will

provide for a new Engine company, along with the 12 firefighters necessary to staff it. This new company will be stationed at Station 12 in the Dimond area and will compliment the ambulance and truck company already assigned there.

At a cost of \$1M, the department is also replacing several ambulances and expanding its fleet by one.

# Firefighters in Action

Anchorage Fire Department



*FF John Booher receives recognition from Fire Captain Ben Dembowski at the downtown fire station. Deputy Fire Chief Doug Schrage looks on.*



*Fire Captain Nathan Paulson communicating with other firefighters at the scene of an incident.*



*Engineer Brian Partch driving his area.*



*Fire Captain Al Kara provides mentoring instruction to several firefighters including Mike Turner, Mark Stephens & Jake Bender.*



*Fire Explorer Chris Ling demonstrates how to operate a fire nozzle during the department's Annual Open house.*