

City of South Milwaukee
Fire Department
Annual Report - 2014



*Serving the Community with
Commitment ♦ Concern ♦ Compassion*



City of...

South Milwaukee Fire Department

929 Marshall Court, South Milwaukee, WI 53172

Honorable Mayor Erik Brooks
Common Council Members
Police and Fire Commissioners
Citizens of South Milwaukee

Ladies and Gentlemen:

On behalf of the dedicated members of the South Milwaukee Fire Department, it is with great pleasure that I present our 2014 Annual Report. This report is but a brief snapshot of the tremendous amount of hard work put forth by the members of your fire department who continue to demonstrate their commitment to providing an exceptionally high level of service and standard of coverage with the limited resources at hand.

Our call volume increased slightly during 2014 with a minor uptick in the number of fire calls we responded to. While the nationwide trend is a decrease in fire calls, it seems that this call for service follows a cyclical trend in our area. Our department requested mutual aid from our neighbors for 12 working structure fires in 2014. Dollar loss from these fires nearly doubled when compared to 2013, primarily due to the increase in the number of fires and the advanced stage of several of them upon our arrival. Unfortunately, the fire department experienced its second fire fatality in a span of three months (December, '13-February, '14) in a fire that occurred on February 27th in a single-family home that claimed the life of a 56-year old female. Prior to this fire and the previous fire that occurred in December of 2013, the South Milwaukee Fire Department went for over ten years without a fatal fire.

One area of improvement that I am proud to highlight is the increase in the number of community members impacted by our fire prevention/community outreach efforts. As you will see on Page 12, we have realized an 8% increase in the number of K-4/5 and 1st grade students who participated in our fire safety education program, a 20% increase in the number of 5th graders who attended our 5th Grade Fire Safety Program, and a 60% increase in the number of community members that participated in a fire extinguisher training program. While predicting how many fires or injuries these initiatives prevented is nearly impossible, our goal of delivering education to the community can only become more effective as we interact with more citizens.

In closing, the South Milwaukee Fire Department will continue to answer the call 24/7/365 and maintain its high level of service delivery as we respond to the needs of the community as an all-hazard, all-risk department. Our focus will remain on community involvement, risk reduction, fire prevention, public education, and delivering timely, professional, effective, and efficient service. The members of the South Milwaukee Fire Department and I would like to thank Mayor Erik Brooks, the members of the Common Council and Police and Fire Commission, and our citizens for all their hard work and continued support.

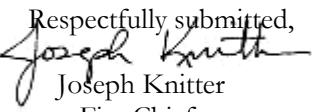
Respectfully submitted,

Joseph Knitter
Fire Chief

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Dedicated to Excellence in Public Service



Photo courtesy of: Unknown

Residential House Fire 9th & Marquette Avenue's July 8th, 2014

Just two blocks from the firehouse, South Milwaukee firefighters arrived to find fire involving several floors of this single-family residence. All occupants were out and accounted for upon arrival. An initial knockdown of the fire was accomplished through an exterior attack before crews transitioned to an aggressive interior attack. Damage to the house from the fire was extensive.

Residential House Fire Rawson Avenue September 24th, 2014

South Milwaukee firefighters arrived to find a fast-moving fire involving the interior of this two-family residence, quickly spreading up the vinyl siding on the outside and being fueled by the large pine tree adjacent to the house. A quick knock down of the exterior fire was accomplished by one crew as a second crew prepared for an aggressive interior attack. No one was home at the time of the fire.



Photo courtesy of Tim Stein, FYRPIX

History of the Fire Pole

One of the most common questions that is asked when members of the community are touring our firehouse is if we have a fire pole. While the current firehouse does not, the former home of SMFD, located near the intersection of 10th & Milwaukee Avenue's, did.

Also known as a sliding pole, the device was actually invented in Chicago in the 1870's, although it is often incorrectly credited to the Boston Fire Department. To be clear, Boston was the first city to install *brass* fire poles in their stations during the 1880's. Prior to this time period, spiral stairs were used in firehouses as a way to keep horses from ascending the stairs to get to the second floor where their human companions lived and slept. But, spiral staircases were slow to descend and just weren't fast enough for the eager firefighters who would race to get out the door in response to an alarm.

In the true spirit of the fire service, Chicago firefighter David Kenyon made history by finding a solution to the slow turn-out time. Firefighter Kenyon worked in Chicago's Engine Company No. 21 where the hay for the horses was stored on the 3rd floor. At that time, the 2nd floor was used for recreation and sleeping, while the ground floor housed the firefighting equipment. When the hay was being transported to the firehouse, it was secured to a wagon using a wooden binding pole. That pole was stored in the hay loft when not in use. One day, Firefighter George Reid slid down the pole in response to a call for service. This inspired FF Kenyon to create a permanent pole.

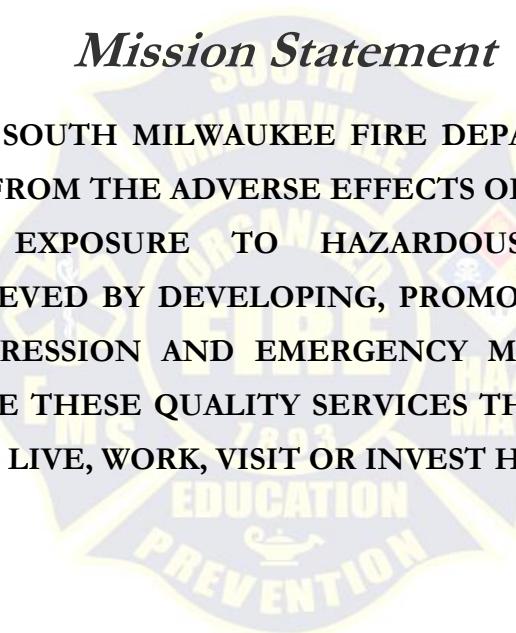
In 1878, Kenyon convinced the Fire Chief to cut a hole in the building so that a permanent pole could be installed. The pole, which was 3 inches in diameter, was made from a Georgia pine beam. The firefighters shaved and sanded it, and then applied several coats of varnish and a coat of paraffin. Over time, firehouses everywhere adopted the pole as a means for quickly descending to the ground floor when the alarm sounded. Legend has it that the change to brass poles came after a firefighter developed a serious infection from a large sliver received while sliding down a wooden pole.

Although fire poles have been an endearing and favorite symbol of firehouses for many years, most are now being removed or are rarely used. It seems that many injuries resulted from firefighters sliding the pole while half-asleep.



Mission Statement

THE MISSION OF THE SOUTH MILWAUKEE FIRE DEPARTMENT IS TO PROTECT LIVES AND PROPERTY FROM THE ADVERSE EFFECTS OF FIRES, SUDDEN MEDICAL EMERGENCIES AND EXPOSURE TO HAZARDOUS CONDITIONS. THIS COMMITMENT IS ACHIEVED BY DEVELOPING, PROMOTING, AND MAINTAINING EFFECTIVE FIRE SUPPRESSION AND EMERGENCY MEDICAL CARE. WE WILL CONTINUE TO PROVIDE THESE QUALITY SERVICES THROUGH EDUCATION AND TRAINING TO ALL WHO LIVE, WORK, VISIT OR INVEST HERE.



Department Information

The South Milwaukee Fire Department is an all-risk, all-hazard department that provides fire suppression, rescue and emergency medical services to an estimated 21,424 residents who reside within an area of 4.78 sq. miles. In addition, we respond on a mutual aid basis to any community as part of the Mutual Aid Box Alarm System (MABAS) and on a reciprocal agreement program known as a "Working Still" to the surrounding communities of Cudahy, Oak Creek and Saint Francis, and the 128th Air Refueling Base at Mitchell International, for all structure fires. In return, these communities respond to our city when requested as part of a reciprocal agreement.

SMFD Organized – 1893



City Officials

Elected Officials

Mayor Erik Brooks

Craig Maass

District 1 Alderperson

Frank Van Dusen

District 1 Alderperson

Ray Navarro

District 2 Alderperson

R. Patrick Stoner

District 2 Alderperson

Lisa Pieper

District 3 Alderperson

Joseph Bukowski

District 3 Alderperson

David Bartoshevich

District 4 Alderperson

Peggy Clark

District 4 Alderperson

James Shelenske

City Clerk

Joe Murphy

City Attorney

Karen Skowronski

City Treasurer

Bill Fenger

Municipal Judge

Police and Fire Commission

Darrell Francis, DDS

Mark Milinovich

Jeff Plale

Elizabeth Blackwood

Heather Page

“Like” us on Facebook . . .



Department Personnel

Joseph Knitter
Fire Chief

Gail Kaebisch
Administrative Secretary

Black Shift

Capt. John Czajkowski
Lt. Kurt Egner¹
FF/EMT Ryan Behling
FF/EMT Nate Fager²
FF/P Michael Olson
FF/P Jerre Schlax
FF/P John Rhinesmith
FF/P Scott Wallis
Lt. Daniel Lang – Retired 5/19/14
¹-Promoted – 6/30/14
²-Hired – 6/1/14

Green Shift

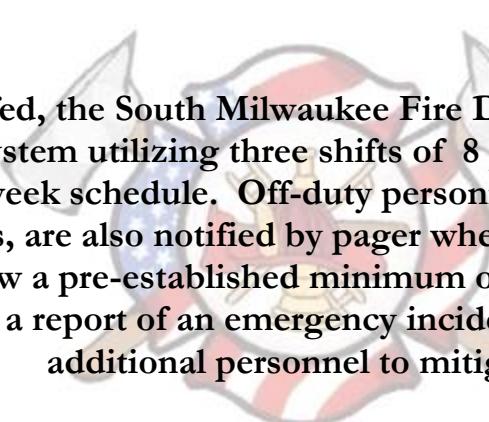
Capt. Glen McCoy
Lt. John Frost
FF/EMT Ron Wainio
FF/EMT Tyler Anders³
FF/P Brian Bieganski
FF/P Andy Mahn
FF/P Ben Olberding
FF/P Tom Reid
³-Hired – 6/11/14

Red Shift

Capt. Brad Sibley⁴
Lt. Craig Boschke
FF/EMT Jason Helmlinger
FF/EMT Ryan Kurz
FF/EMT Jeremy Fronczak⁵
FF/P Steven Bartlein
FF/P Michael Landgraf
FF/P Ryan Wendt
Capt. James Dorangrichia – Retired 4/16/14
⁴-Hired – 7/7/14
⁵-Hired – 6/2/14

Paid-on-Call Personnel

FF/EMT Alex Andryk
FF/EMT Ryan Porter
FF/EMT Kyle Quirk



When fully staffed, the South Milwaukee Fire Department maintains a three-platoon system utilizing three shifts of 8 personnel each on a 24-hour, 7-day-a-week schedule. Off-duty personnel, including paid-on-call firefighters, are also notified by pager when staffing levels at the station fall below a pre-established minimum or when the department responds to a report of an emergency incident that will require additional personnel to mitigate.

Special Assignments

Capt. John Czajkowski	Apparatus / Facilities Maintenance Personnel Records Radios & Communication Facilities and Grounds
Capt. Glen McCoy	Training / EMS Coordination Health & Safety Reports & Policies Personnel Protective Equipment
Capt. Brad Sibley	Fire Operations Coordination Special Projects
Lt. Kurt Egner	EMS Coordination
Lt. Craig Boschke	Public Education
Lt. John Frost	Radios & Communications
FF/EMT Ryan Behling	Fire Inspection
FF/EMT Ryan Kurz	Fire Inspection
FF/P Brian Bieganski	Fire Inspection

Check out our website at . . .

www.smfdwi.org

Emergency Medical Services Report

Fire Department-based Emergency Medical Services (EMS) continues to be a major part of our response profile. The central location of the fire station allows for minimal response times of specialized equipment and well-trained personnel. By utilizing a flexible staffing model, the South Milwaukee Fire Department is able to provide emergency care to the Paramedic level on any given call. A Basic Life Support (BLS) ambulance is available when Paramedic staffing is unavailable. Citizens in South Milwaukee benefit from a high level of service when requesting Emergency Medical Care.

Total Calls	Transports	Number of Cardiac Arrest	Cardiac Arrest Saves
2344	1803 (77%)	43 (1.8%)	18 (41%)

Disposition	2344	100%
Treated, Transported by EMS (BLS)	940	40.10%
Treated, Transported by EMS (ALS)	858	36.60%
Patient Refused Care	201	8.58%
Treated and refused Transport	139	5.93%
Treated, Transferred Care	77	3.28%
Dead at Scene	45	1.92%
No Patient Found	21	0.90%
Treated and Released	19	0.81%
Cancelled	15	0.64%
No Treatment Required	12	0.51%
Treated, Transported by EMS	5	0.21%
Treated, Transported by Private Vehicle	5	0.21%
Treatment Refused, Transported	5	0.21%
Cancelled - Request Transferred to Another Provider	1	0.04%
Unable to Locate Patient/Scene	1	0.04%

Transport Destination		
St. Luke's Medical Center – South Shore	1403	59.85%
No Transport	256	10.92%
No Destination	175	7.47%
St. Luke's Medical Center	154	6.57%
Wheaton Franciscan Healthcare - Franklin	111	4.74%
St. Francis Hospital	73	3.11%
Froedtert Memorial Lutheran Hospital	50	2.13%
Milwaukee County Medical Examiner	39	1.66%
Children's Hospital of Wisconsin	29	1.24%
Clement J Zablocki VA Medical Center	10	0.43%
Columbia - St Mary's - Milwaukee	10	0.43%
All Saints Medical Center - St. Mary's Campus	9	0.38%
Aurora Sinai Medical Center	7	0.30%
Aurora West Allis Medical Center	7	0.30%
Funeral Home	6	0.26%
St Joseph-Wheaton Franciscan - Milwaukee	2	0.09%
All Saints Medical Center - St. Luke's Campus	1	0.04%
Wisconsin Heart Hospital, Inc.	1	0.04%

**FIRE BASED EMS
VITAL TO THE COMMUNITY!**



Apparatus Report

One of the most frequent compliments paid to members of our Department is the extremely clean and well-kept appearance of both our apparatus and fire station. Visitors are often impressed at the condition of our apparatus and are shocked to learn their vintage and high level of use. Members of our Department take great pride in the care and maintenance of both the apparatus and fire station. We proudly care for the equipment and building that the citizens of South Milwaukee have entrusted us with.

Below is a list of our current apparatus and their relative condition:

ID	Type of Apparatus	Year	Make / Model	Condition
1663	Engine	2003	Pierce Enforcer – 1250 GPM Pump, 750 Gal. Water Tank	Very Good
1665	Engine	2007	Pierce Enforcer – 1250 GPM Pump, 750 Gal. Water Tank	Very Good
1671	Aerial Ladder	1995	Pierce Lance 105' Heavy Duty Ladder – 1500 GPM Pump, 300 Gal. Water Tank	Good
1680	Ambulance	2001	Med-Tech (Ford) Type III	Good
1681	Ambulance	2009	Med-Tech (Ford) Type I	Very Good
Med-10	Ambulance	2014	Osage (Dodge) Type I	Excellent
1692	Chief's Car	2009	Ford Escape	Excellent
1693	Gator	2003	6 x 4 Wheel Drive Utility Cart	Very Good
1694	Rescue Raft	2006	14' Mercury Inflatable w/ 25 HP Outboard	Very Good
1695	Rescue Boat	2010	25.6' Steiger Craft Twin 150 HP Suzuki 4 stroke	Excellent
1696	SUV	2007	Ford Expedition	Fair
1697	Pick-up Truck	1995	GMC ¾ Ton Utility Truck	Fair
1698	Mini-pumper	2008	Pierce (Ford) – F550 150 GPM Pump, 250 Gal. Water Tank	Very Good
1699	Rescue Trailer	1993	14' Pace American	Good



Training Report

The Training Bureau is managed by the Department Training Officer whose primary responsibility is to organize, develop and schedule training for all department members in compliance with requirements and industry standards. The training goal is to provide all employees with quality training that is specific to their job description and needs, providing them with the knowledge, skills and abilities to fulfill the mission of the department. Funding for training is provided by a budget line item that not only reflects the City's commitment to maintaining well trained employees, but the department's dedication to providing the best trained "customer-service" delivery force available.

Training is provided to all shifts on a Monday through Saturday basis by their respective Captain, Lieutenant or another carefully chosen "expert" in the topic. Much of the training information is taken from the International Fire Service Training Association (IFSTA) texts or based on NFPA standards and locally or nationally recognized best practices. Because of the unique cross-staffing format utilized by the department, members are cross trained in all aspects of every position.

Additional training activities take place at locations remote from the fire station utilizing outside resources. During 2014, the training listed below was conducted department-wide:

- Rescue boat operations and open water rescue training was conducted at the South Milwaukee Yacht Club and Lake Michigan.
- Vertical (roof-top) ventilation theory – tools/equipment - procedures.
- Self-Contained Breathing Apparatus (SCBA) Confidence Course and Firefighter Survival training.

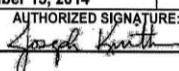


Mutual Aid

Because of the relatively small size of our department and the number of personnel on-duty each day, we participate in a robust mutual aid system that enables us to call on assistance from our neighboring departments for incidents that require more personnel than we have immediately available. The National Fire Protection Association (NFPA) has established 14 personnel (15, if an aerial ladder is used) as the recommended number necessary to safely, efficiently, and effectively fight a fire in a residential structure. While it's possible to initiate actions on the incident scene without the recommended number of personnel, decisions have to be made as to what tactics will be performed consecutively rather than concurrently.

Here's how they break it down:

- 1 - Incident Commander
- 1 - Pump operator
- 2 - Fire fighters on attack lines
- 2 - Fire fighters on backup lines
- 1 - Fire fighter for attack line support
- 1 - Fire fighter for backup line support
- 2 - Fire fighters for search and rescue
- 2 - Fire fighters for ventilation
- 2 - Fire fighters to serve as Initial Rapid Intervention Crew
- **14 - Total (if aerial device not in operation)**
- 1 - Aerial device operator
- **15 - Total (if aerial device is operational)**

DEPARTMENT NAME: South Milwaukee	BOX ALARM TYPE: Structure Fire					EFFECTIVE DATE: December 15, 2014	MABAS DIVISION 107
BOX ALARM # 16-1	LOCATION OR AREA: Entire City					AUTHORIZED SIGNATURE: 	
LOCAL DISPATCH AREA:							
ALARM LEVEL	ENGINES	TRUCKS	TENDERS	AMBULANCES	CHIEFS	SPECIAL EQUIPMENT	CHANGE OF QUARTERS (Station #)
STILL	So. Milwaukee	So. Milwaukee		S. Milw. - ALS S. Milw. - BLS	So. Milwaukee		NONE
FULL STILL	Oak Creek	Cudahy					NONE
WORKING STILL	128th ARW St. Francis				Cudahy 128th ARW Oak Creek Saint Francis		NONE
MABAS BOX ALARM:							
ALARM LEVEL	ENGINES	TRUCKS	TENDERS	AMBULANCES	CHIEFS	SPECIAL EQUIPMENT	CHANGE OF QUARTERS (Station #)
BOX	Franklin Milwaukee	Greendale		Wauwatosa - ALS	Milwaukee Greendale	Greenfield - RIT Greenfield - RIT Chief	Hales Corners - Engine Hales Corners - Chief Raymond - BLS
2ND	West Allis Caledonia	Milwaukee		Cudahy - BLS	Franklin Caledonia	Oak Creek Command Post Mil. Fire Bell 128th ARW Air Trailer	
3RD	South Shore New Berlin	North Shore		Milwaukee - ALS	North Shore South Shore	Wauwatosa - RIT Wauwatosa - RIT Chief	Tess Corners - Engine Tess Corners - Chief Somers - BLS
4TH	Milwaukee Racine	Elm Grove		Saint Francis - BLS	New Berlin Racine		
5TH	Brookfield (City) Mequon	Milwaukee		Milwaukee - ALS	Brookfield (City) Mequon	West Allis - RIT West Allis - RIT Chief	Brookfield (Town) - Engine Brookfield (Town) - Chief North Shore - BLS
INTERDIVISIONAL REQUEST		1st Choice 102	2nd Choice 106	3rd Choice 101			
INFORMATION Station located at 929 Marshall Court - Call SM Police Dept. @ (414) 768-8060 for directions. Knox Box located at front entrance to fire station.							

FIREFIGHTER CODE OF ETHICS

I understand that I have the responsibility to conduct myself in a manner that reflects proper ethical behavior and integrity. In so doing, I will help foster a continuing positive public perception of the fire service. Therefore, I pledge the following

- Always conduct myself, on and off duty, in a manner that reflects positively on myself, my department and the fire service in general.
- Accept responsibility for my actions and for the consequences of my actions.
- Support the concept of fairness and the value of diverse thoughts and opinions.
- Avoid situations that would adversely affect the credibility or public perception of the fire service profession.
- Be truthful and honest at all times and report instances of cheating or other dishonest acts that compromise the integrity of the fire service.
- Conduct my personal affairs in a manner that does not improperly influence the performance of my duties, or bring discredit to my organization.
- Be respectful and conscious of each member's safety and welfare.
- Recognize that I serve in a position of public trust that requires stewardship in the honest and efficient use of publicly owned resources, including uniforms, facilities, vehicles and equipment and that these are protected from misuse and theft.
- Exercise professionalism, competence, respect and loyalty in the performance of my duties and use information, confidential or otherwise, gained by virtue of my position, only to benefit those I am entrusted to serve.
- Avoid financial investments, outside employment, outside business interests or activities that conflict with or are enhanced by my official position or have the potential to create the perception of impropriety.
- Never propose or accept personal rewards, special privileges, benefits, advancement, honors or gifts that may create a conflict of interest, or the appearance thereof.
- Never engage in activities involving alcohol or other substance use or abuse that can impair my mental state or the performance of my duties and compromise safety.
- Never discriminate on the basis of race, religion, color, creed, age, marital status, national origin, ancestry, gender, sexual preference, medical condition or handicap.
- Never harass, intimidate or threaten fellow members of the service or the public and stop or report the actions of other firefighters who engage in such behaviors.
- Responsibly use social networking, electronic communications, or other media technology opportunities in a manner that does not discredit, dishonor or embarrass my organization, the fire service and the public. I also understand that failure to resolve or report inappropriate use of this media equates to condoning this behavior.

Public Education / Community Outreach Report

The South Milwaukee Fire Department continues to pride itself on an interactive public education / community outreach program.

Our philosophy is that fire safety starts early on; building strong foundations in education. Each fall, students in the local schools are visited by our firefighters. Elementary students in kindergarten and 1st grade are given fire safety programs during the annual National Fire Prevention Week. When students reach the 5th grade, they are given a more advanced Fire Safety Program that focuses on preparation for their adolescent years and the importance of home/fire safety. The 5th graders are assigned take home projects, where family involvement is encouraged. The students are also taught general home safety, such as general first aid and burn care, as many of the children are reaching babysitting age.

“To Lift a Nation” National Fire Academy Emmitsburg, Maryland

Situated on the grounds of the Emergency Management Institute, which houses the National Fire Academy, this 40-foot-tall bronze monument, named “To Lift a Nation,” was created by sculptor Stan Watts to honor the heroes of September 11, 2001. The three-times life-size statue, recreates the now-famous photo taken by Thomas E. Franklin, a photographer for the Bergen Record, who captured the image of three firefighters raising the American flag at Ground Zero. The monument stands 40 feet high, six feet deep and eight feet wide. Each of the three firefighter’s statues weigh more than 5,000 pounds and were formed from approximately 160 bronze sections weighing between 60-to-80 pounds each.



656

K-4, K-5 & 1st Grade

Students who took part in fire safety presentations

248

5th Graders who participated in the 6-week fire safety program

226

Fire Station Tour Participants

97

Fire Extinguisher Instruction Participants

Fire Inspection Report

Fire inspection duties are completed by shift members assigned to each of the three shifts and are conducted during the course of their regular duty day. This arrangement often presents a formidable scheduling challenge due to an increased call volume, ever-increasing training requirements and other obligations to our community.

FF/EMT Ryan Behling, FF/P Brian Bieganski, FF/P Kurt Egner (prior to promotion) and FF/EMT Ryan Kurz, who are State of Wisconsin Certified Fire Inspectors, each conduct fire safety code inspections in accordance with Chapter 27 - *Fire Prevention, Protection, and Control* of the City's Municipal Code and the State of Wisconsin Administrative Code, Chapter SPS314, which adopts NFPA 1 as the "official" fire prevention code of the State. Ultimately, these efforts are overseen by the Wisconsin Department of Safety and Professional Services. The Inspection Bureau also works in close cooperation with the City's Building Inspection and Health Departments to mitigate other health and safety code violation matters that impact the quality of life for the residents of and visitors to the City of South Milwaukee.

Inspection Activities

837

Bi-annual fire inspections conducted

189

Re-inspections conducted

1253

Violations identified



Inspection Responsibilities

FF/EMT Ryan Behling

Commercial

Residential attached to Commercial

FF/P Brian Bieganski

Residential

City, County & Federally-owned
Schools

FF/EMT Ryan Kurz

Industrial

Manufacturing

Nursing Homes

Doctor / Dental Offices

Response Statistics

	2011	2012	2013	2014
TOTAL CALLS	2968	2931	2869	2927
EMS Calls	2426	2494	2523	2507
Basic Life Support Incidents	1054	1225	1202	1150
Advanced Life Support Incidents	872	959	775	620
ALS (requests) outside of So. Milw.	500	(440)	546	555
EMS other fire / support response		310	---	182
Fire Incidents	71	85	47	90
Building Fire	28	44	23	38
Cooking fire	7	9	5	13
Rubbish / Trash Fire / Dumpster	13	10	9	14
Grass / Brush Fire	13	10	2	7
Other	10	12	8	18
Hazardous Conditions	81	73	92	92
Vehicle Accident Clean-up	13	36	52	44
Carbon Monoxide Invest.	25	7	4	7
Electrical Problem / Power line	17	13	10	11
Chemical Leak / Spill	7	7	5	6
Natural Gas Leak	13	9	16	13
Other	6	1	5	11
Service /Good Intent	145	138	152	147
Smoke or Odor Removal	6	9	11	14
Unauthorized Burning	27	32	23	27
Smoke detector / Other / Invest	27	97	118	106
False Alarms	100	74	47	86
System Activation – Malfunction	19	24	18	14
System Activation – Unintentional	28	31	16	46
System Activation – Malicious	5	3	5	1
Systems - Other	21	16	8	25
Other Incidents	145	67	8	5

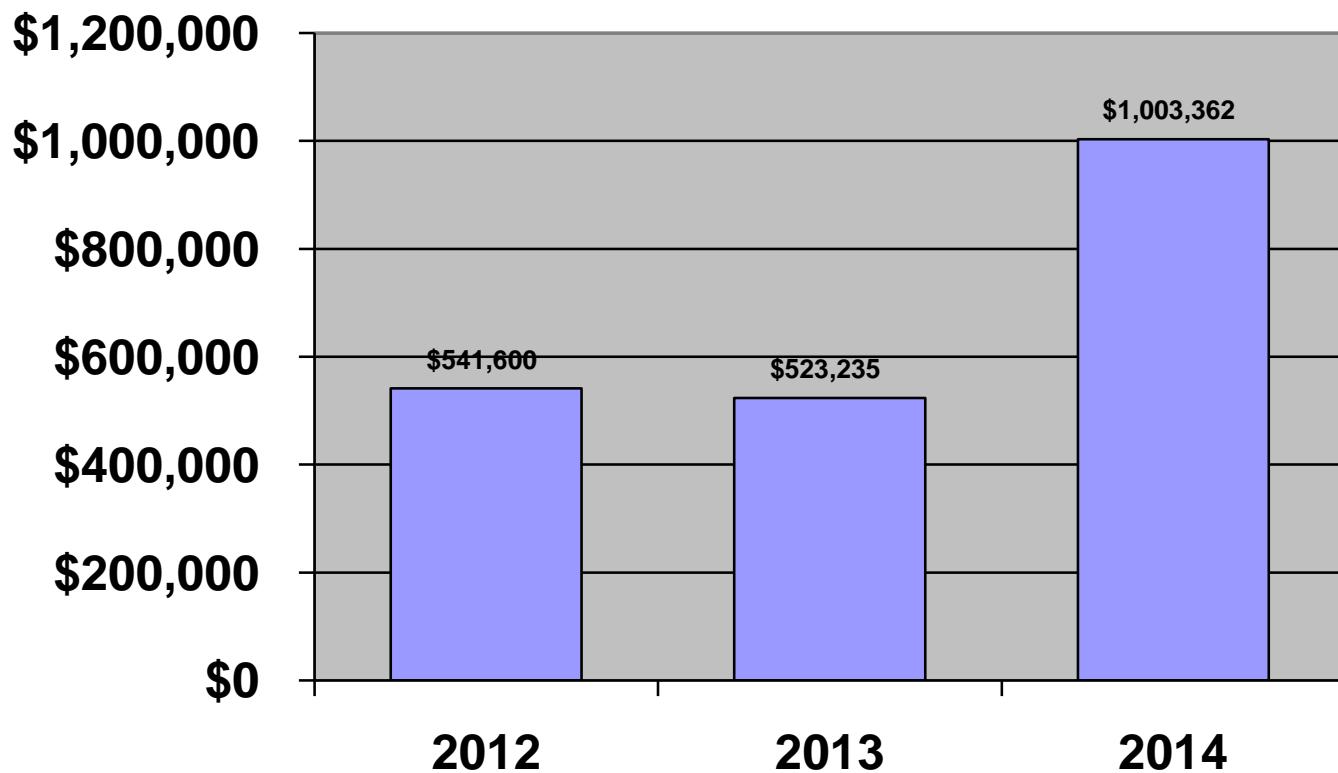
Note: Due to a change in statistic gathering methods, individual categories have been re-identified. A great emphasis has been placed on more accurately identifying an exact category rather than using a generic "Other".

Response Trends

To properly understand the statistics provided on this page, one must understand that the categorizing of incident responses is subject to both the efforts of the person writing the report and the methods used to identify the appropriate code assigned to an incident.

Dollar Loss

In addition to the actual number of emergency and non-emergency incidents that our personnel respond to, one of the most sought after statistics is that of the dollar loss to physical property due to damage from fire. In the past, the justification for the existence of a fire department was based on how great this dollar loss was. Now, because of all of the ancillary responsibilities of our personnel, the effectiveness of a department is based on the amount of property that was saved through aggressive fire suppression and prevention efforts. The fire service has truly shifted from a “volume-based” to “value-based” model. In 2014, the City of South Milwaukee responded to more fire incidents than in previous years. As a result, an increase in dollar loss from these fires was realized, as well. It must also be understood that this number is a very rough estimate as actual losses paid by insurance companies may be considerably higher and involve other related expenses like replacement of furnishings and lodging, etc.



Working
Smoke Alarms
Save lives !

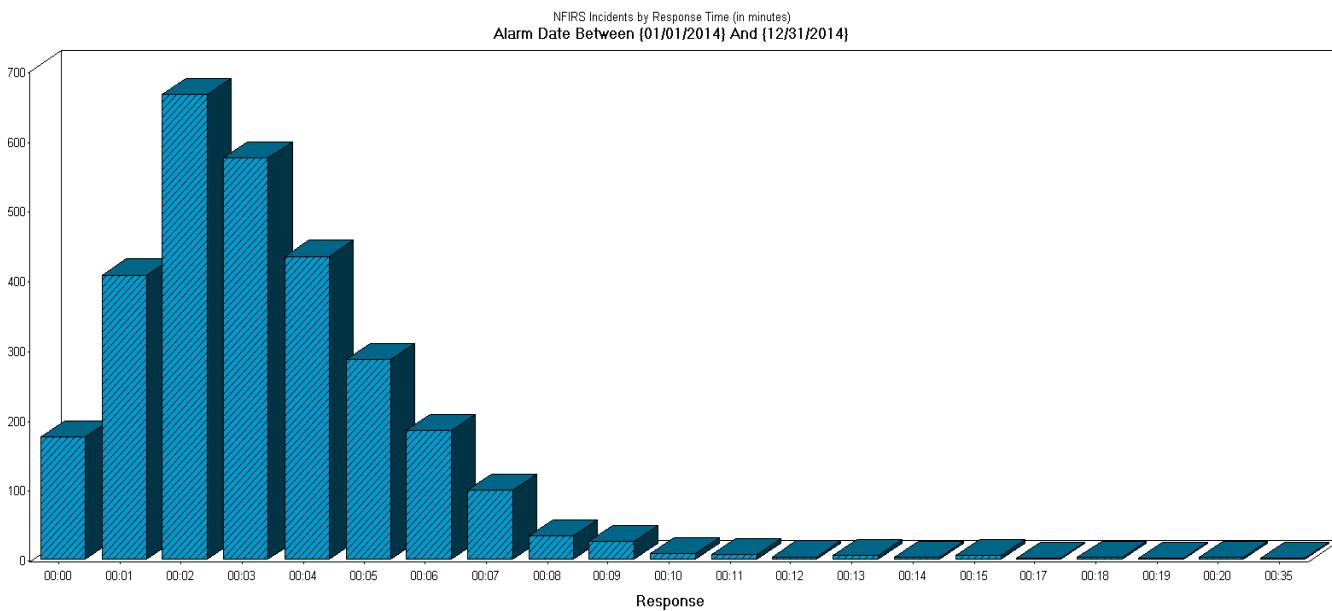


SMFD In Action



Response Time Analysis

In 2001, the National Fire Protection Association (NFPA) released a standard for the *Organization and Deployment of Fire Suppression Operations, Emergency Medical Operations, and Special Operations to the Public by Career Fire Departments*, known as NFPA 1710. In this standard, the NFPA established a minimum response time objective of four minutes or less for the arrival of the first arriving engine company at a fire suppression incident or the arrival of an emergency medical unit with first responder or higher level capability at an emergency medical incident 90% of the time. As is shown by the following graph, the South Milwaukee Fire Department is well within compliance with this nationally-accepted performance standard. In 2014, the response time average was 3.15 minutes for the first responding apparatus to arrive on scene.



*It is important to note that this graph reflects *ALL* responses, both emergency and non-emergency, and provides no means to account for the errant inputting of data or calls delayed because of absolute low priority. Additionally, with our mutual aid system, South Milwaukee resources can be requested to areas as far away as North Shore and beyond, thus reflecting some of the extended response times.



A Lesson to be Learned

Back in the 1980's and early 1990's, the average citizen did not have a cellular phone. Now, one would be hard pressed to find someone without one. A distinct advantage of having more people with access to phones and especially having them out in the public and not just the confines of their homes, was earlier reporting of fires, motor vehicle crashes and other calls for service. However, the introduction of cameras into cellular phones that also record video has created a society of amateur photographers and videographers that have become more interested in posting their work to their social media account rather than calling 9-1-1. This was exactly what was experienced during several fires during 2014 in which there were numerous pictures and videos being taken and only one or two 9-1-1 calls being placed.

BEFORE YOU PRESS THIS BUTTON . . .



PRESS THESE . . .



REPORT BEFORE YOU RECORD
9-1-1