Outcomes that Actually Matter to the Community, *Even if They Don't Know It*

Micheal Despain M.A., EFO, CFO, MIFireE

- 41 years of Fire/EMS experience.
- President/CEO/Consultant – Multiple firms
- Former Fire Chief - Clovis Fire Dept.(CA). & Lincoln Fire Dept. (NE)
- Former Interim Fire Chief –
  - Fresno Fire Dept., Rocklin Fire Dept., Piedmont Fire Dept.(CA).
- Served as a subject matter expert for the National Fire Academy and Center for Public Safety Excellence (CPSE) on self-assessment/deployment curriculum
- 14 years as a peer assessor for CPSE
- Assisted in the development of numerous strategic plans/efficiency studies for agencies throughout the U.S. since 2003.
  - Standard of Cover Manual – 6th Ed.
  - Fire and Emergency Services Self-Assessment Manual 9th Ed.
  - 21st Century Fire & Emergency Services – Whitepaper - 2021

To achieve great things, two things are needed: a plan and not quite enough time.

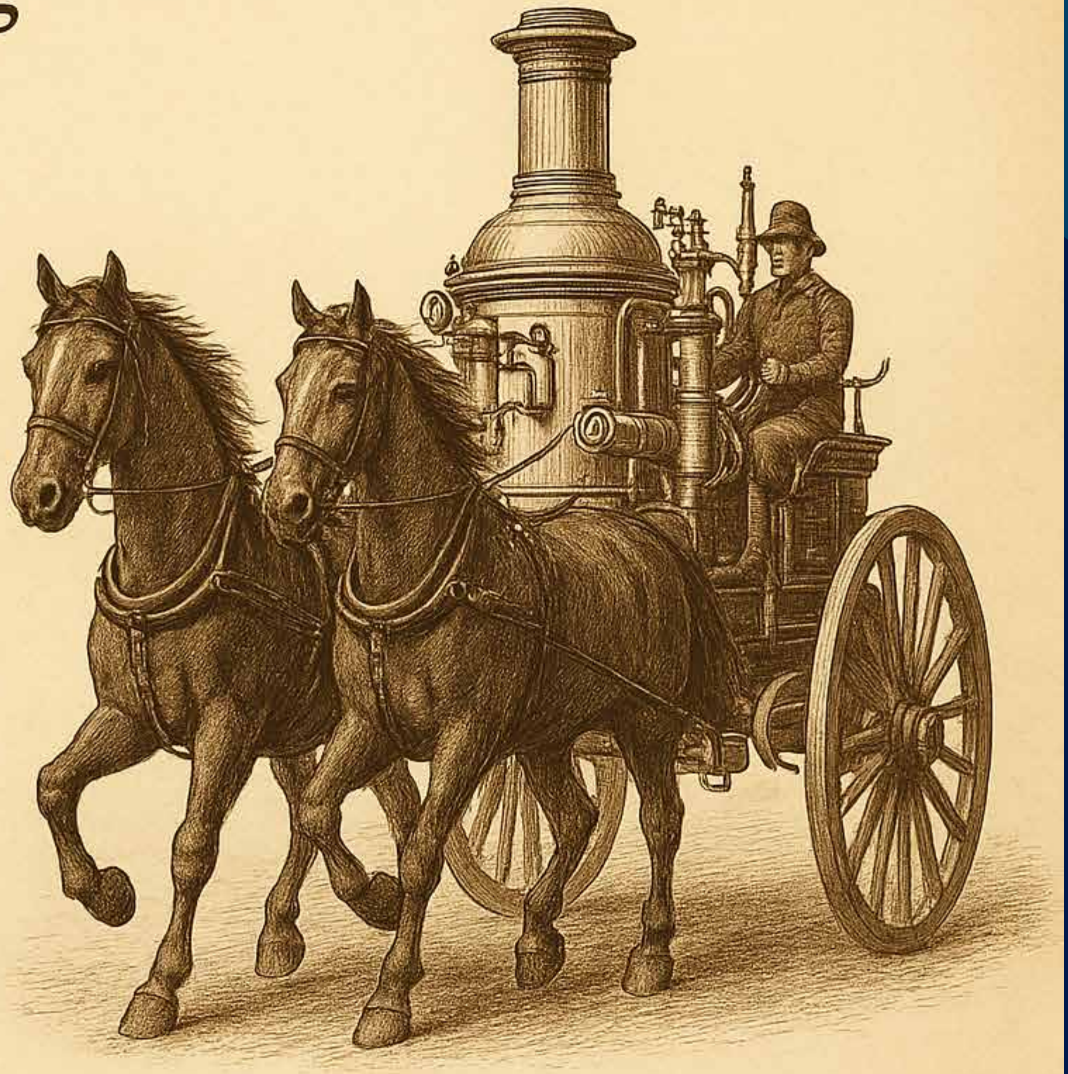
– Leonard Bernstein

“From outside the fire service looking in, you can never really understand it.

From inside the fire service looking out, we can never really explain it.”

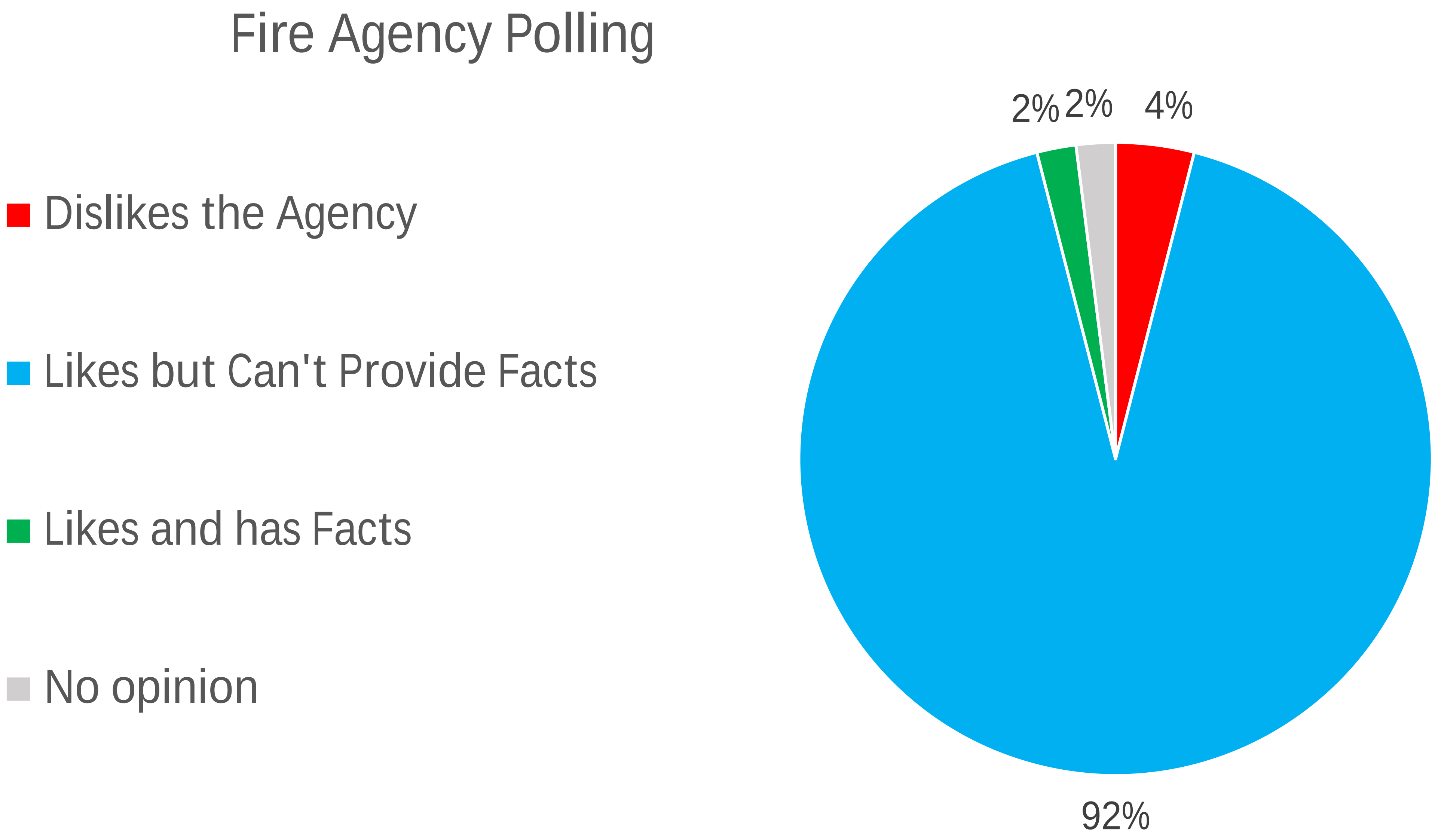
There is a problem trying to figure out what people want by canvassing them. I mean, if Henry Ford canvassed people on whether or not he should build a motor car, they'd probably tell him what they really wanted was a faster horse.

–John McNeese, 1999



Do You Like Your Fire Department?

Community Polling


Fire Agency Polling
Dislikes the Agency
Likes but Can't Provide Facts
Likes and has Facts
No opinion
2%
2%
4%
92%

Outcomes

Activities

What did we do?

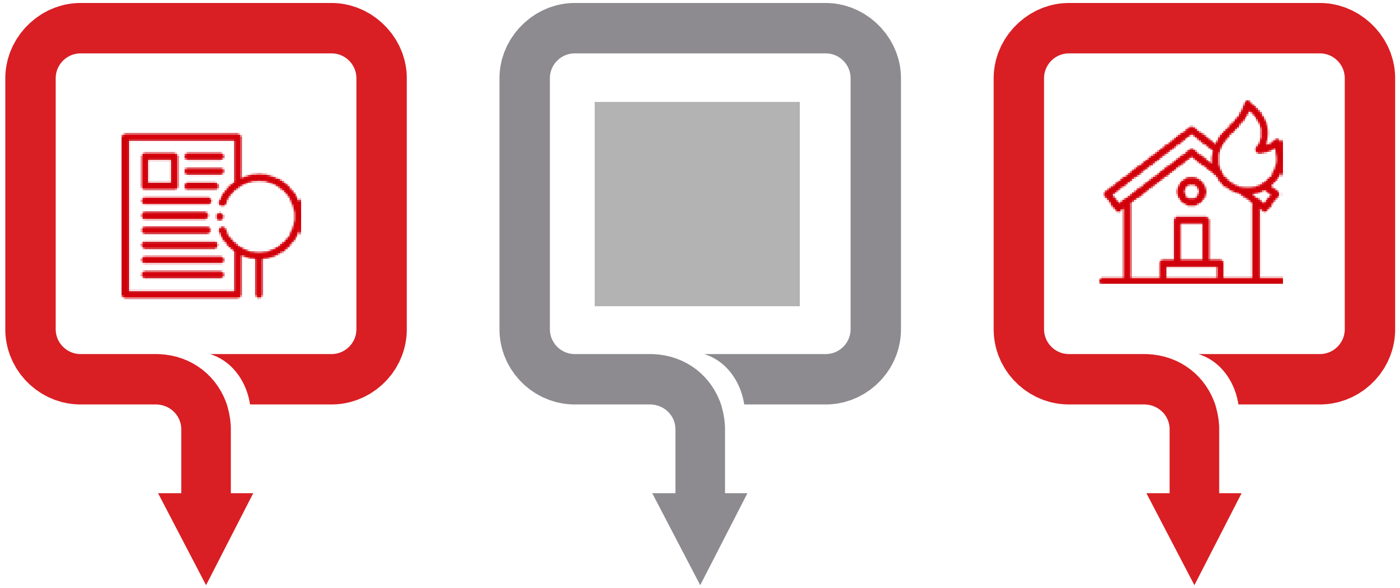
Inspection activities

Training activities

Respond to emergencies

Outputs

How much did we accomplish with our activities?



Inspected 50% of all target hazards

Completed 5,000 hours of training

Arrived at 90% of fires within 8 minutes

Outcomes

What's in it for me (or my community)?

- How likely is my life, or the lives of my family, going to be saved?
- How much of my property will be saved (value, capabilities, can my business still operate, etc.)?
- What will be my quality of life?
- How much is this going to cost me if I support or don't support my local fire agency? (Out of my pocket)

WIIFM?

Outcomes

What's in it for me (or my community)?

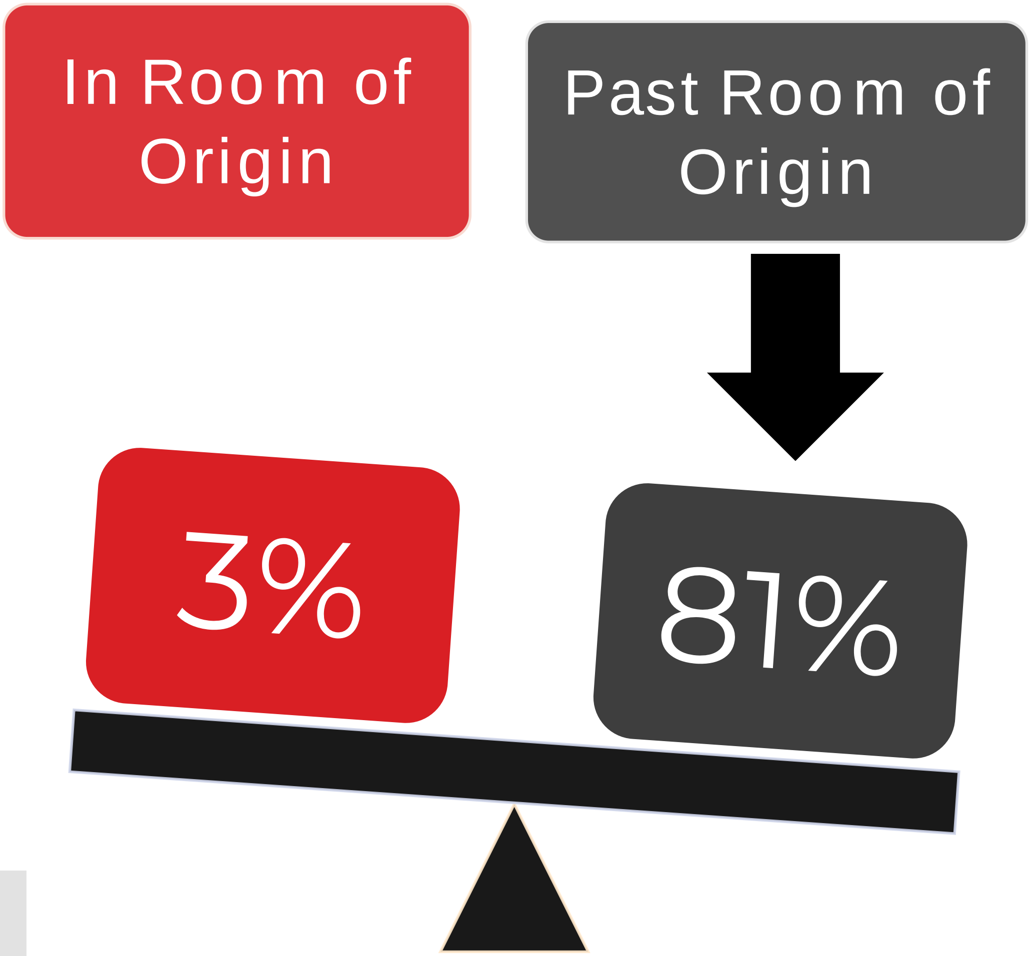
- Lowered average fire insurance premium by $50 per year
- National leader in cardiac survival rates
- 80% of fires were stopped so that occupants were NOT displaced
- Zero civilian fire fatalities
- Saved 10 lives (plus some pets)

Outcomes

What's in it for me (or my community)?

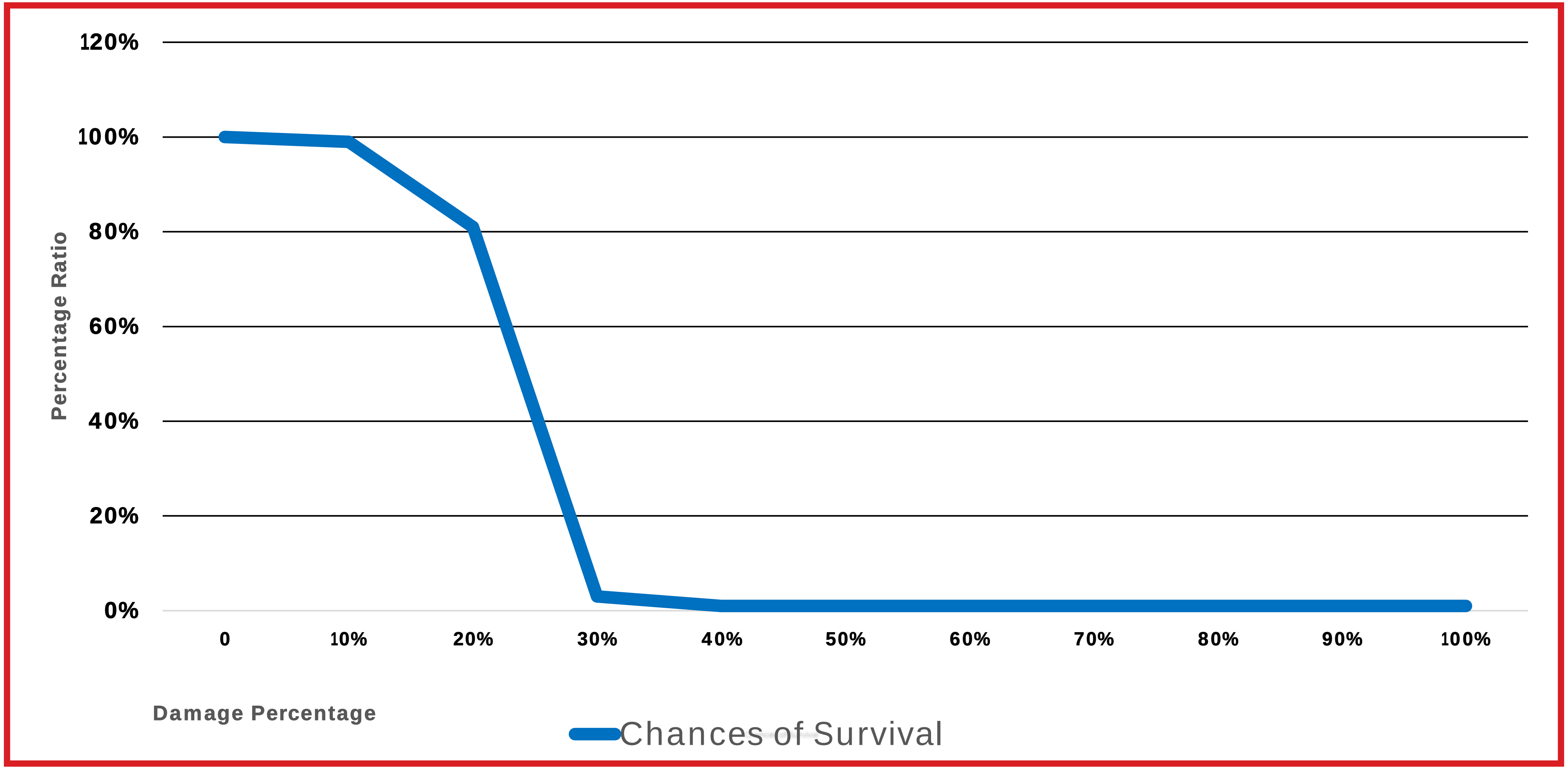
- Saved two of largest economic generators from going out of business due to significant fires. All three back in business within 24 hours after the fire.
- Cost of service is lower than the regional comparative average.

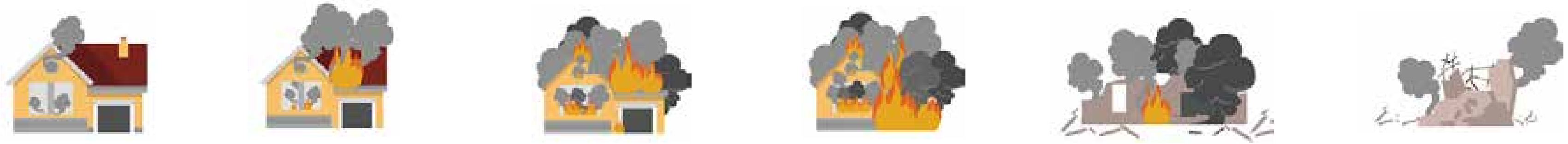
Chances of Injury or Death in a Home Fire



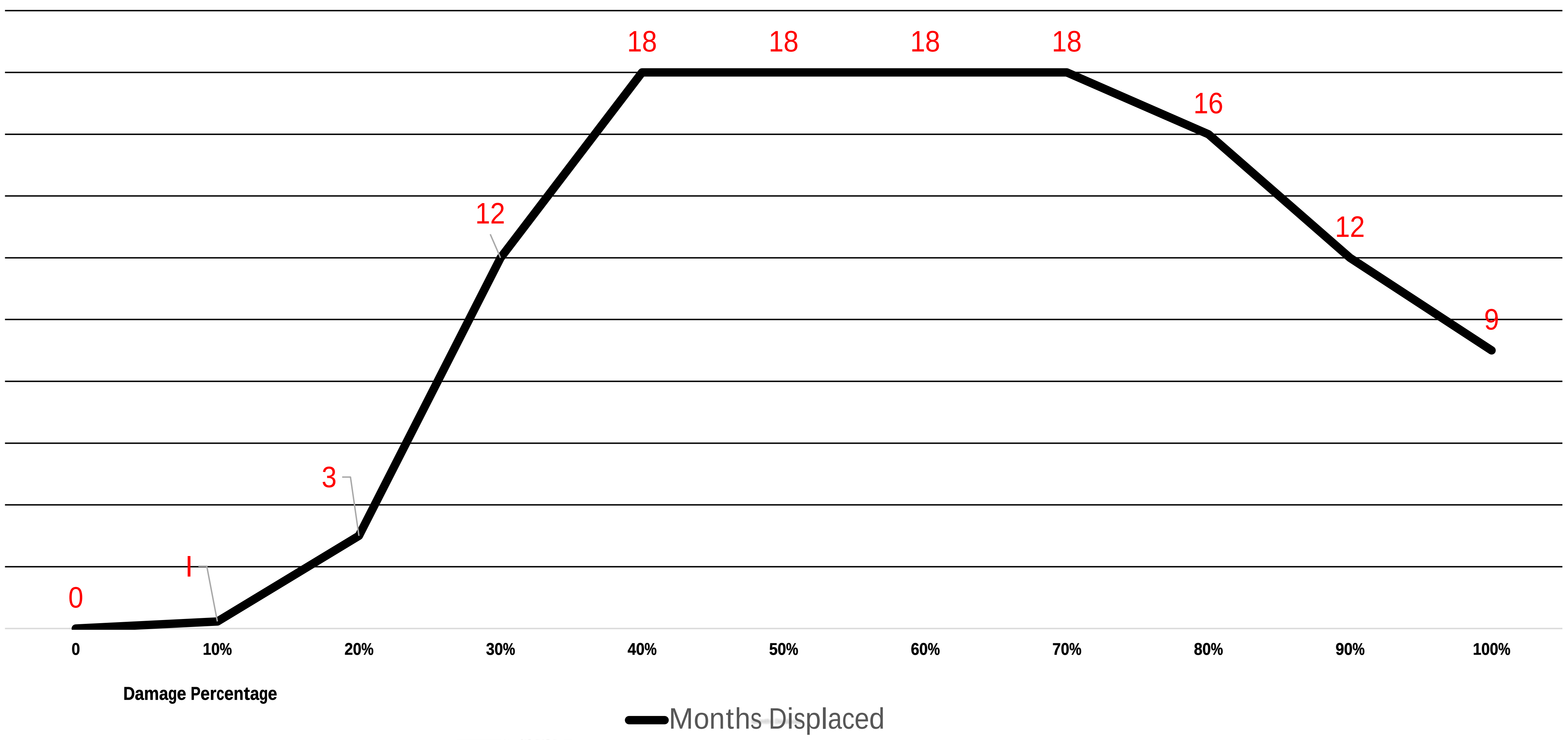
NFPA Study -2009 to 2013:
2,600 fatalities and 13,000 injuries

Fire Impact Ratios – Quality of Life

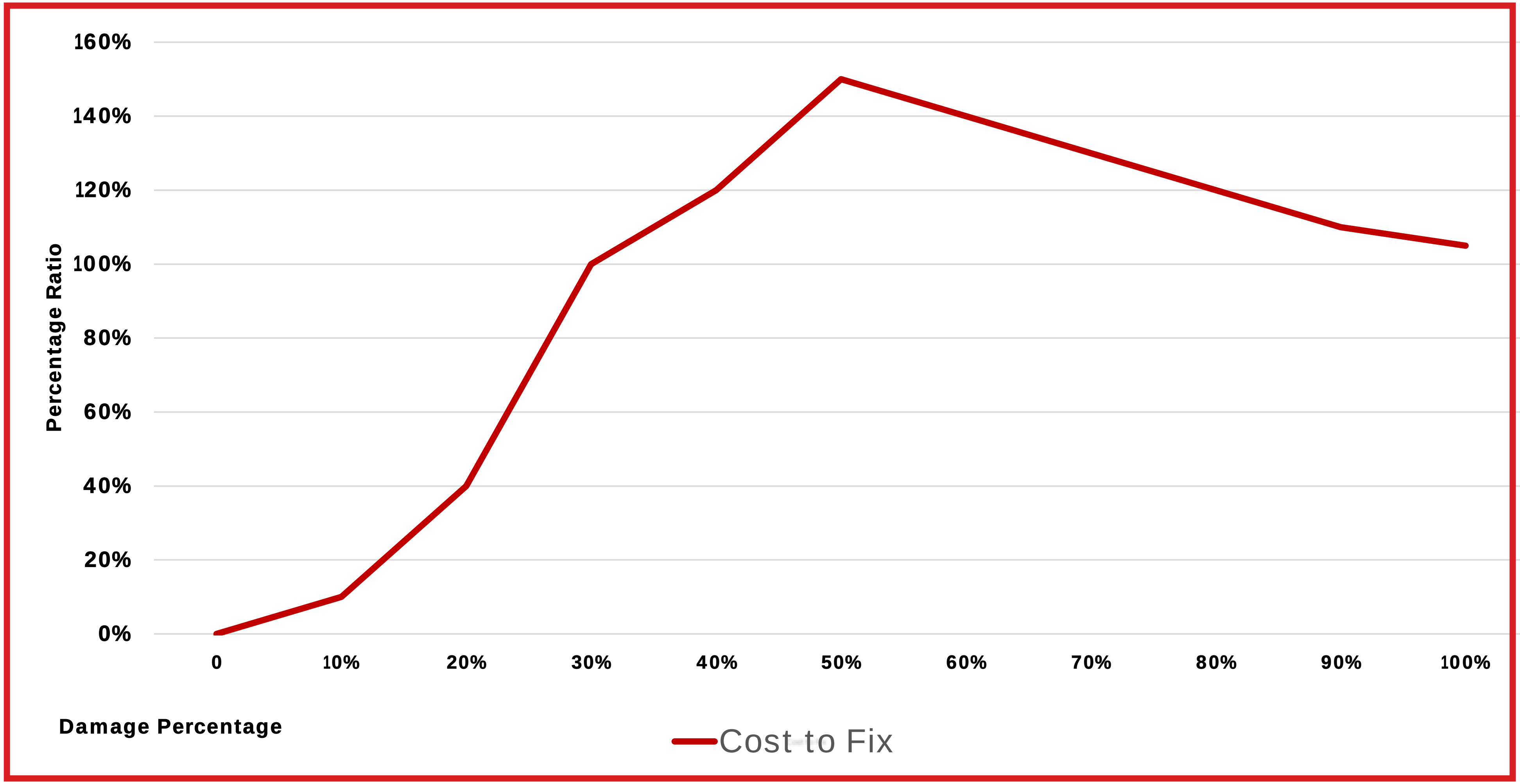


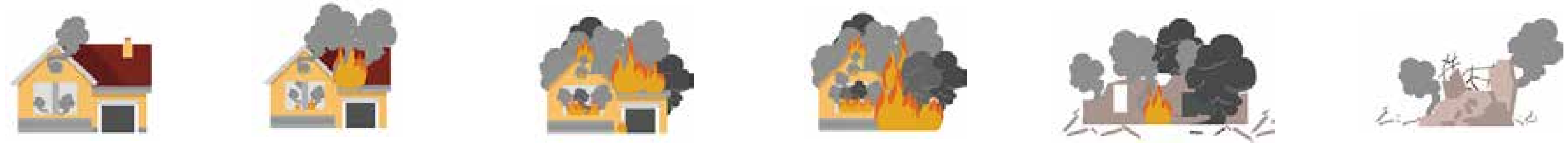


Fire Impact Ratios – Quality of Life



Cost to Repair



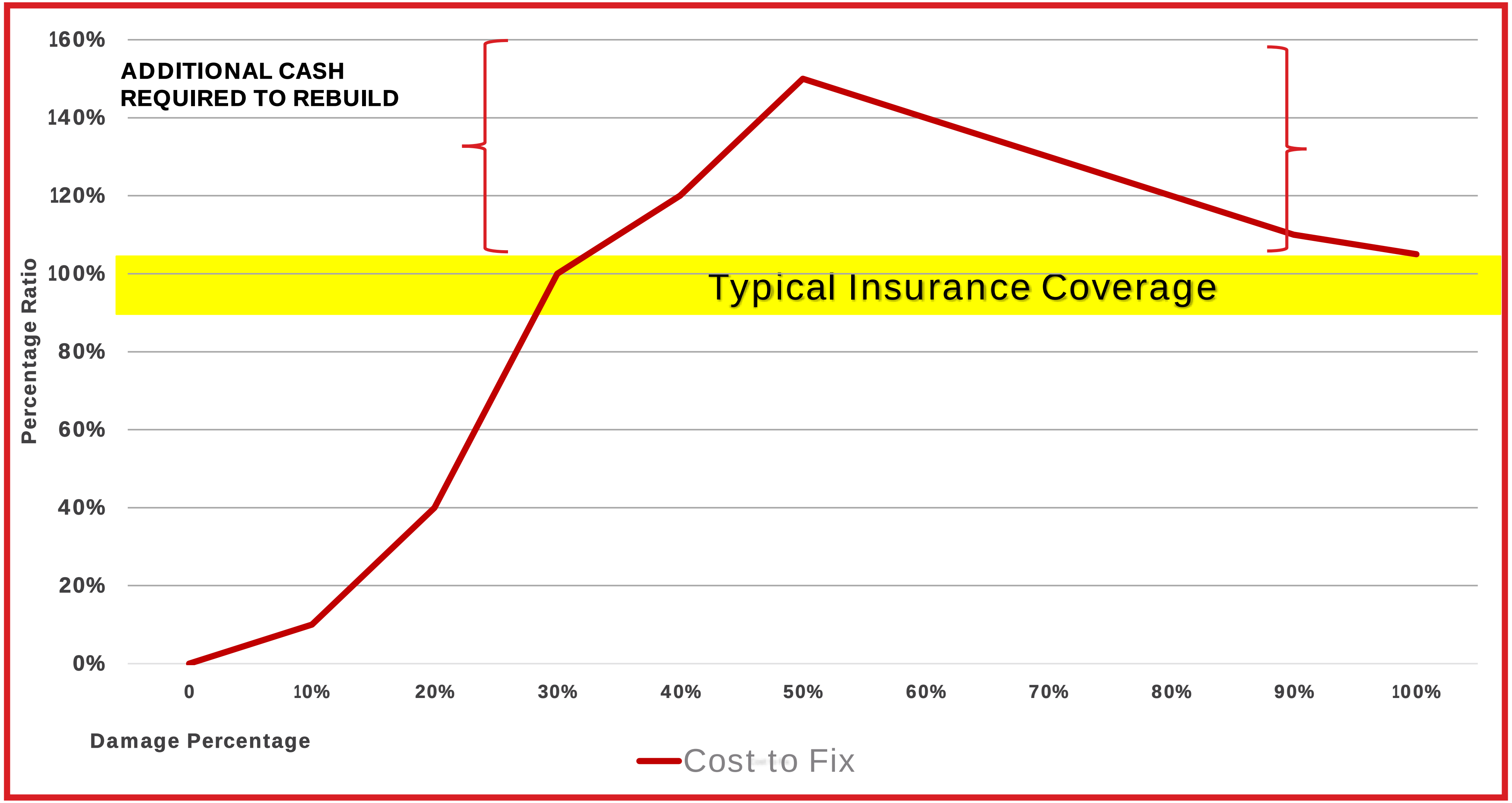


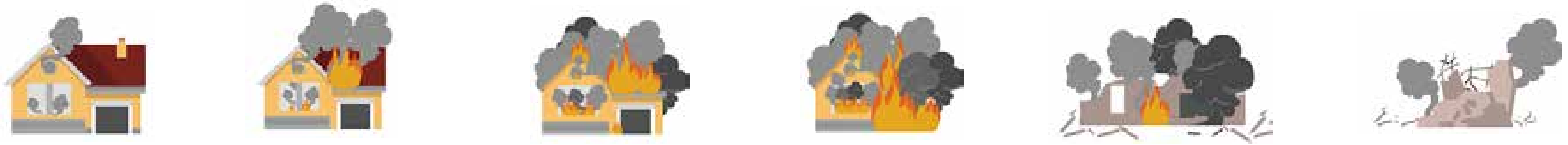
Typical Homeowners Insurance

- Policy Coverage = $ 500,000
- Debris Removal = ($ 35,000)
- Code Upgrade = $ 50,000 (10% of Policy Coverage)
- **Grand Total of Coverage = $515,000**

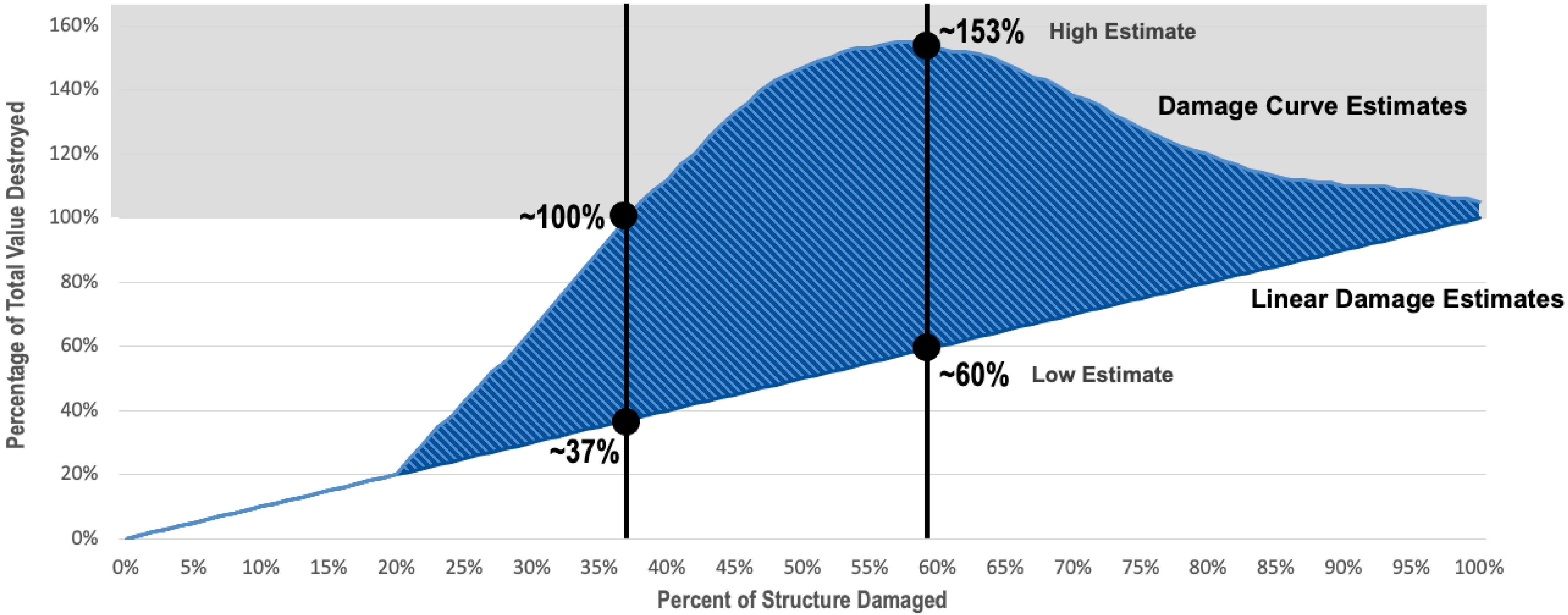
- Replacement Cost (2,000 sq ft x's $300) = ($600,000)
- **Cash Needed to Rebuild = $85,000 + any deductible**

Fire Impact Ratios



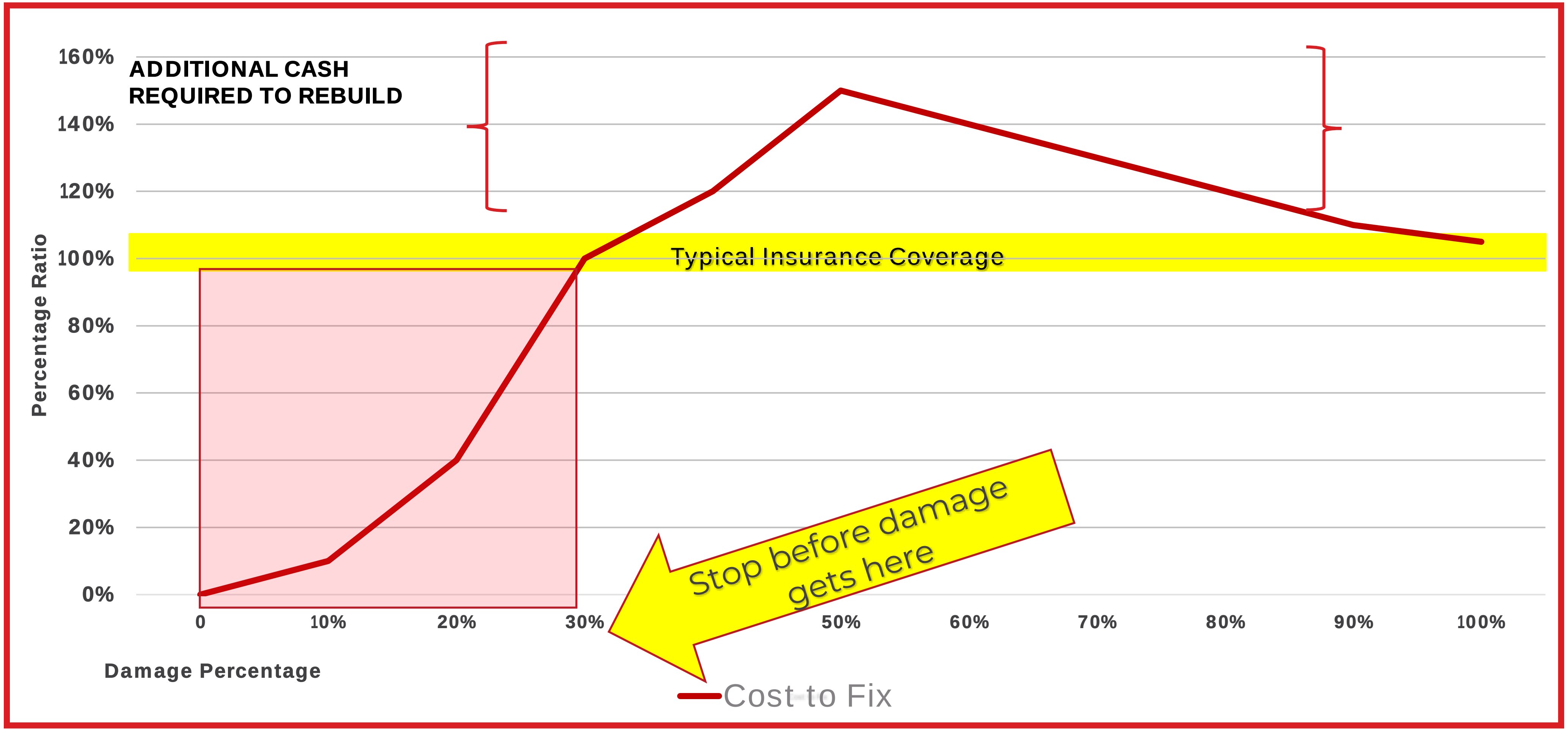


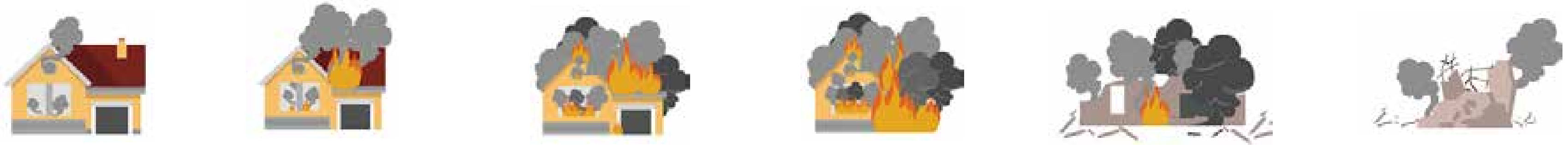
Estimating the Loss: Damage Curves



Source: Chief Mike Despain, CPSE Excellence Conference 2021

Fire Impact Ratios





How Much Does a Burn Injury Cost?

One year in a Burn Center = $3.1 Million

Average Stay = 14 weeks ($835,000)

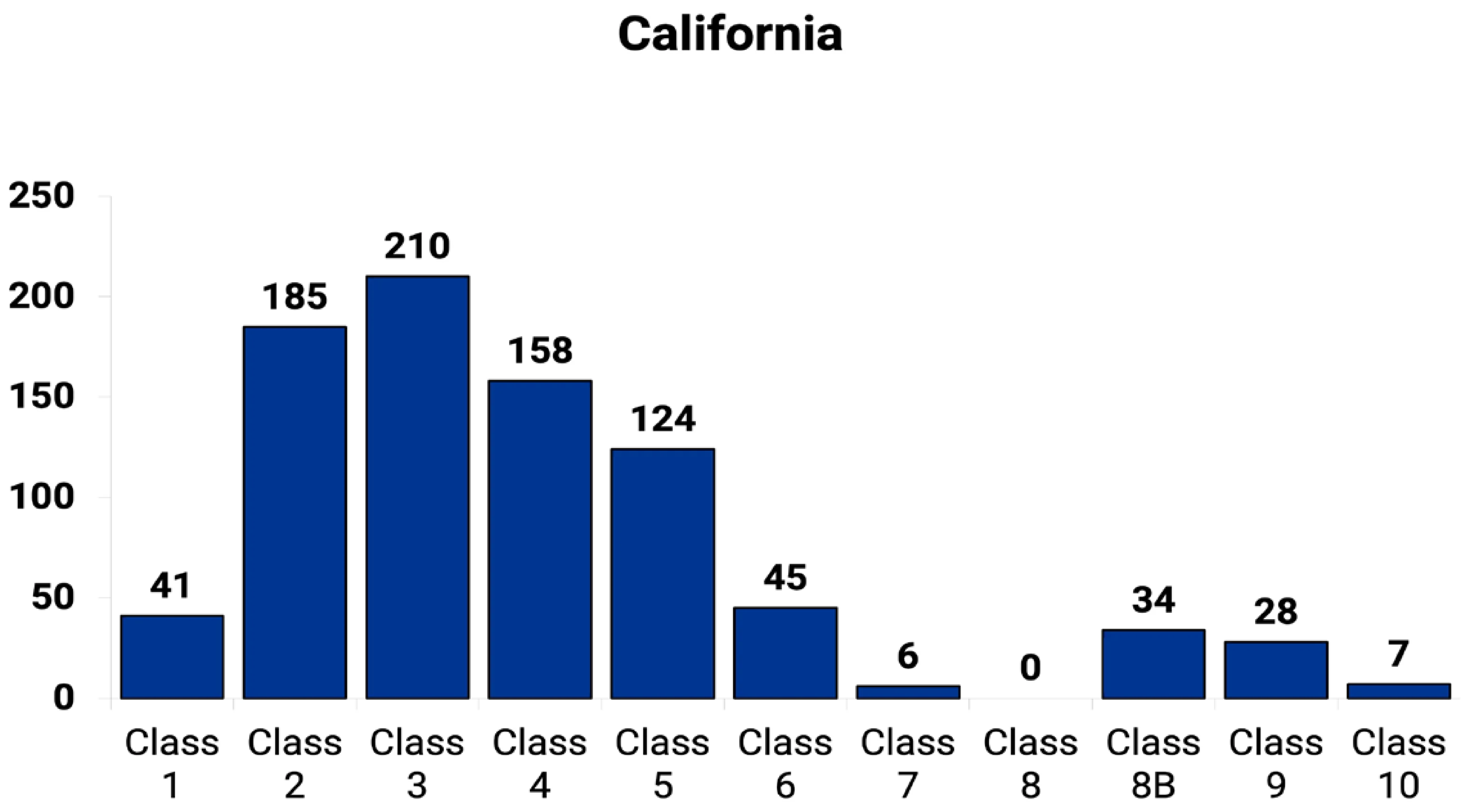
Loss of income at work?

What is the cost of Pain and Suffering?

How Much Would Being Displaced for a Year Cost You?

1. Original mortgage payment
2. The insurance deductible and any under-coverage costs
3. New cost of a rental and insurance
4. Moving costs
5. Work and school commutes
6. Lost financial records, taxes, ownership documents, etc.

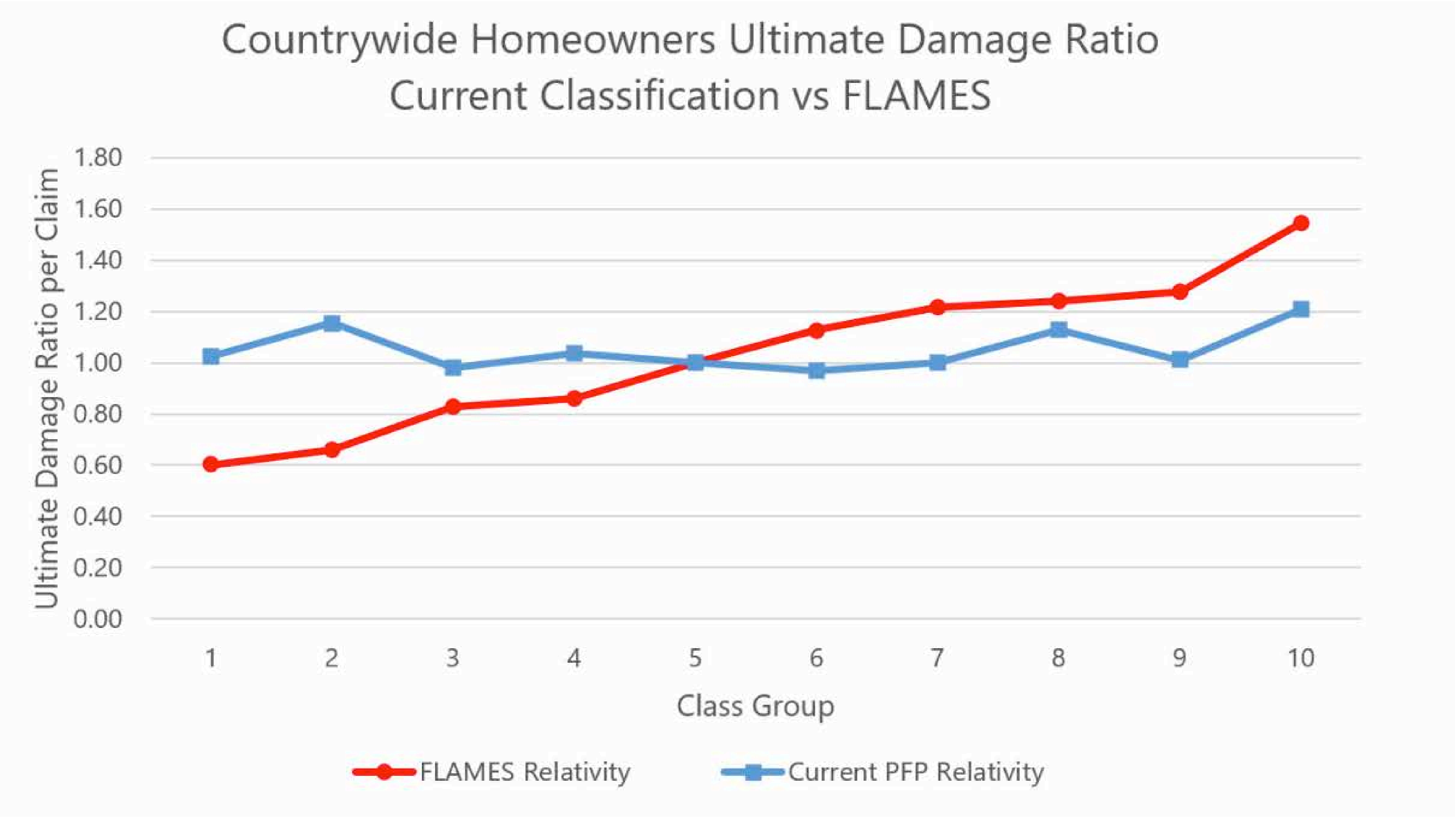
The Fire Department as a Property Insurance Policy


California
250
200
150
100
50
0
41
185
210
158
124
45
6
0
34
28
7
Class 1
Class 2
Class 3
Class 4
Class 5
Class 6
Class 7
Class 8
Class 8B
Class 9
Class 10

Insurance Premium Paid per Class

Fire Loss and Mitigation Evaluation Score (FLAMES)

- Championed by the American Association of Insurance Services (AAIS)
- AAIS is a non-profit organization and a Competitor to Verisk - Insurance Services Office (ISO)
- WWW.AAISonline.com
  - 10-page White Paper


Countrywide Homeowners Ultimate Damage Ratio
Current Classification vs FLAMES
Ultimate Damage Ratio per Claim
1.80
1.60
1.40
1.20
1.00
0.80
0.60
0.40
0.20
0.00
1
2
3
4
5
6
7
8
9
10
Class Group
FLAMES Relativity
Current PFP Relativity

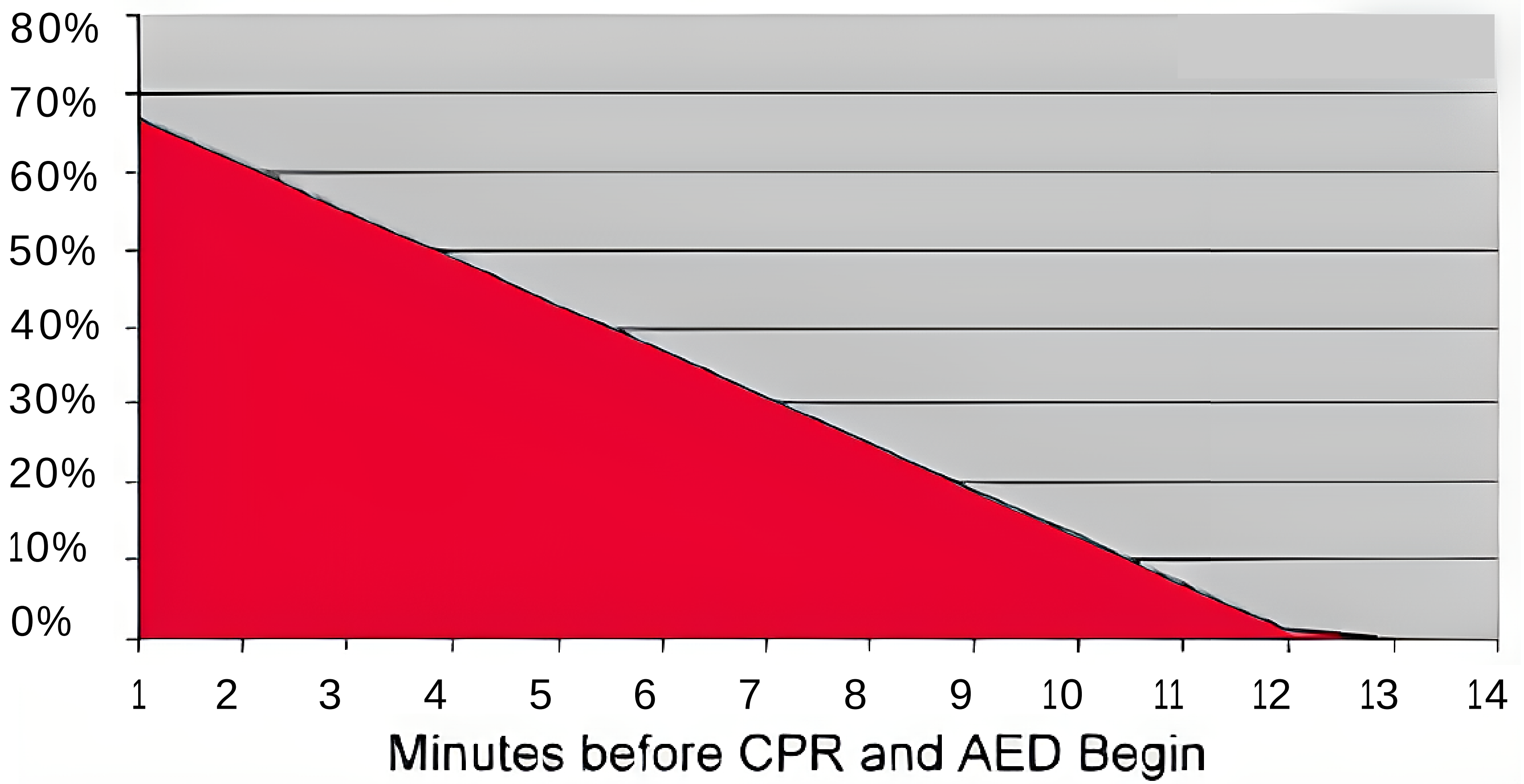
The Fire Department as a Life Insurance Policy



All Of This Gets Us To An Outcome:

- Contain 80% of structure fires to room of origin

Survival Rate After Sudden Cardiac Arrest



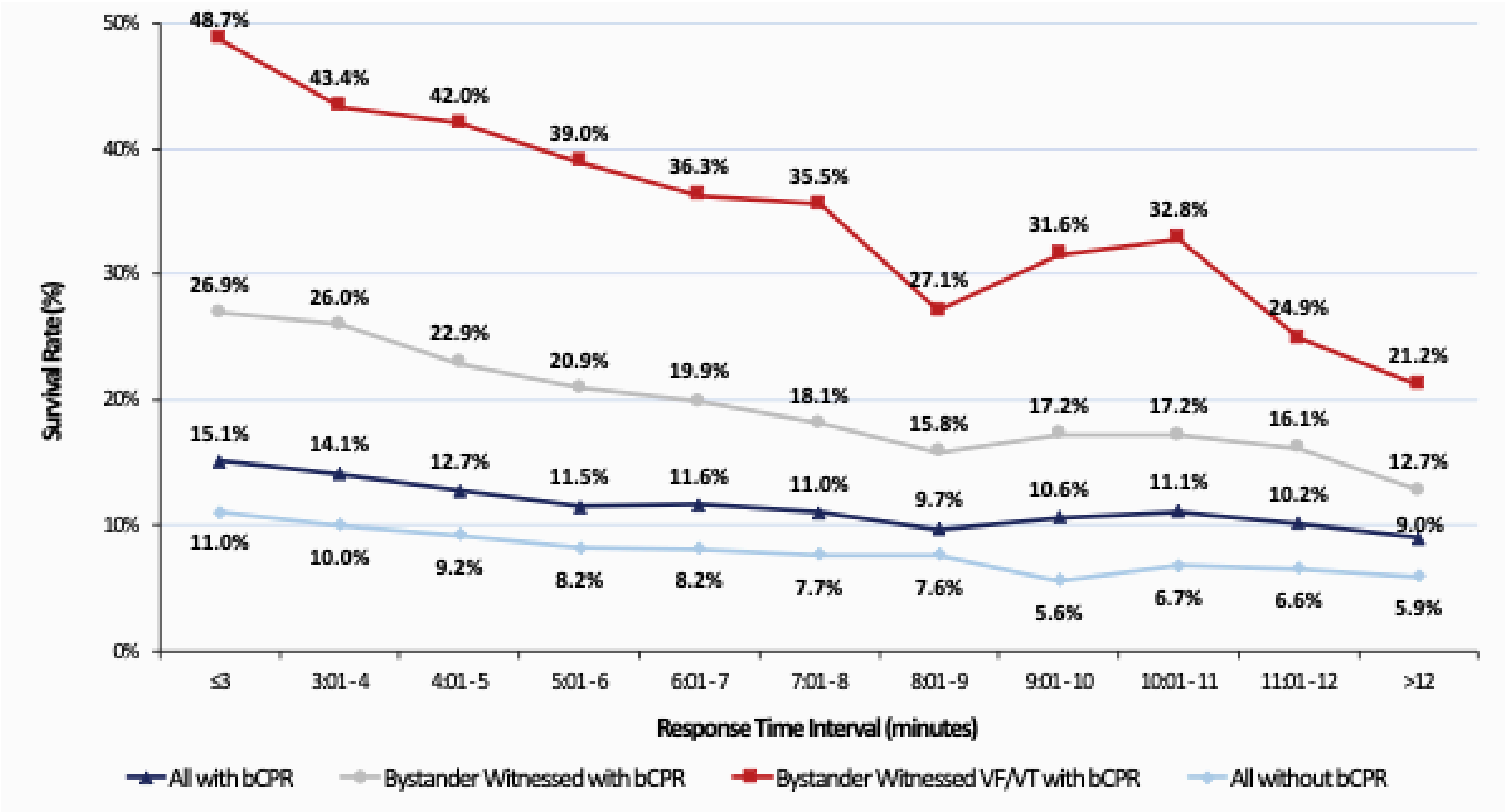


Figure 12. Survival rate by EMS response time and arrest witness status, among patients who received bystander CPR.

Cardiac Survival Comparison

	Your Agency?	California	National
Number of Cases Per Year	100	25,000	139,000
Bystander CPR Rate	40%	41%	41%
Median Response Time	8.7 minutes		7.6 minutes
Survival Rate (Utstein)	40%	32%	36%

EMS Outcome

01 Maintain cardiac survival rate at or above national average?

02 Output: Bystander CPR participation rate of 40% or better

03 Output: Ensure ambulance arrival within 10 minutes, 90% of the time

How Much Does My Insurance Policy Cost?

Dan McAllister
SAN DIEGO COUNTY TREASURER-TAX COLLECTOR

TAX BILL YEAR
2015-2016

PAY ONLINE
www.sdtreastax.com

For Fiscal Year Beginning July 1, 2015 and Ending June 30, 2016

PROPERTY ADDRESS - DESCRIPTION - SUBDIVISION
1234 Customer Way
San Diego, CA 92111
LOT 48
RANCHO LAGUNA UNIT # 2

CURRENT OWNER: Jane Q. Public

SPECIAL MESSAGES

MAP NO. 005724
DOCUMENT NO. 295253
DOCUMENT DATE 07/16/14

DESCRIPTION		VALUES & EXEMPTIONS
LAND	$	51910
IMPROVEMENTS		119446
TOTAL L&I		171356
PERSONAL PROPERTY		
EXEMPTIONS		
HOMEOWNERS	$	7000
OTHER		
NET TAXABLE VALUE		164356

OWNER OF RECORD ON JANUARY 1, 2015: Jane Q. Public

OWNER MESSAGES

Z92021 C88822 18253 1/1

PARCEL / BILL NO.	TAX RATE AREA	CORTAC NO.	1st Installment 11/01/15		2nd Installment 02/01/16		TOTAL DUE
123-45-06-00	59082		1226.29	+	1226.29	=	2452.58

YOUR TAX DISTRIBUTION

AGENCY		RATE	TAX AMOUNT
1% TAX ON NET VALUE		1.00000	1643.56
VOTER APPROVED BONDS:			
ELEMENTARY SCHOOL	NET	0.08145	133.87
HIGH SCHOOL	NET	0.06053	99.49
COMMUNITY COLLEGE	NET	0.04539	74.60
HEALTH CARE DIST	NET	0.02352	38.65
METRO WATER DISTRICT	NET	0.00350	5.75
TOTAL ON NET VALUE		1.21439	1995.92
FIXED CHARGE ASSMTS:		PHONE #	
SEWER SERVICE CHARGE		858-614-4991	336.00
CSA 69 EMER AMBUL SR		[illegible]	51.88
FIRE DIST SPEC TAX		[illegible]	40.00
MOSQUITO SURVEILLANCE		[illegible]	2.28

YOUR TAX DISTRIBUTION

AGENCY	RATE	TAX AMOUNT
VECTOR DISEASE CTRL	800-273-5167	5.00
MWD WTR STANDBY CHRG	866-807-6864	11.50
CWA WTR AVAILABILITY	858-522-6900	10.00
TOTAL AMOUNT		2452.58

SECURED TAX BILL

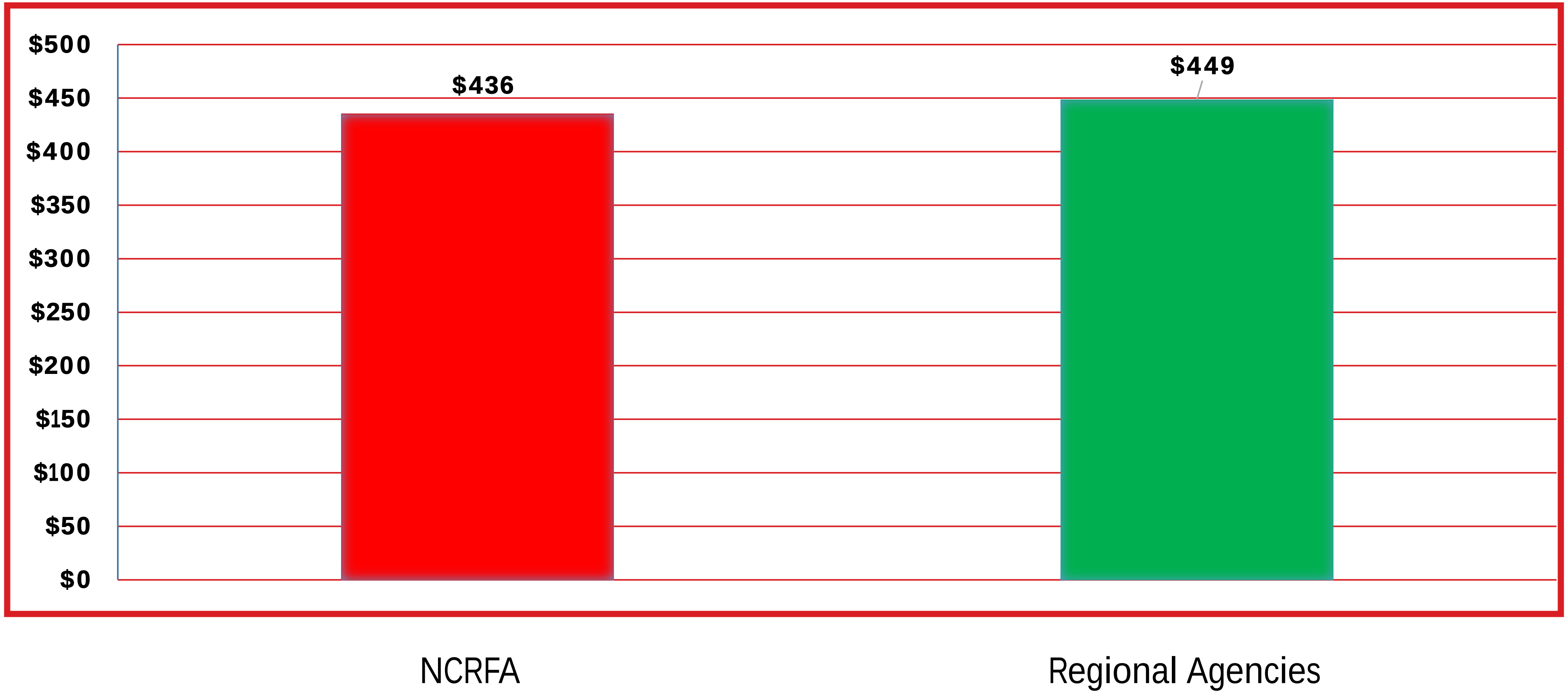
County Tax 1% = $1,643
Elementary School = $399
Sewer = $336
High School = $300
Community College = $222
CSA Ambulance = $156
Health Care Dist. = $117
Metro Water Dist. = $17
Fire District = $40
Vector Disease Control = $15
Mosquito Dist. = $7

Total Fire Revenue = $140 to $296

Peer Agency	Population Estimate	Agency Operating Budget	Per Capita Cost to Operate	Full-Time Employees	WSRB Rating (1 is best)	# of Fire Stations
Bainbridge Island FD	24,250	$ 12,927,000	$ 533.07	43	4	3
Bothell (Sno FD 10)	56,000	$ 20,000,000	$ 357.14	67	3	3
Clark Cowlitz Co F&R	52,000	$ 18,818,900	$ 361.90		4	7
Graham F&R (Pierce #21)	70,000	$ 29,469,500	$ 420.99	40	4	6
Marysville RFA	80,000	$ 42,968,000	$ 537.10	121	3	5
Snohomish County FD 4	30,000	$ 16,838,000	$ 561.27	30	4	3
Central Kitsap Co F&R	72,000	$ 32,150,000	$ 446.53	116	2	10
South Kitsap	81,000	$ 30,092,400	$ 371.51	125	3	11
Average	**58,156**	**$ 25,407,975**	**$ 448.69**	**77**	**3**	**6**
North County RFA	45,000	$ 19,600,700	$ 435.57	116	4	6

Cost per Capita

Cost per Capita for NCRFA is approximately 3% lower than regional comparative fire agencies



What If We Shut Down The Fire Department?

Assumptions: $500,000 home, 3 bd, 2,000 square feet

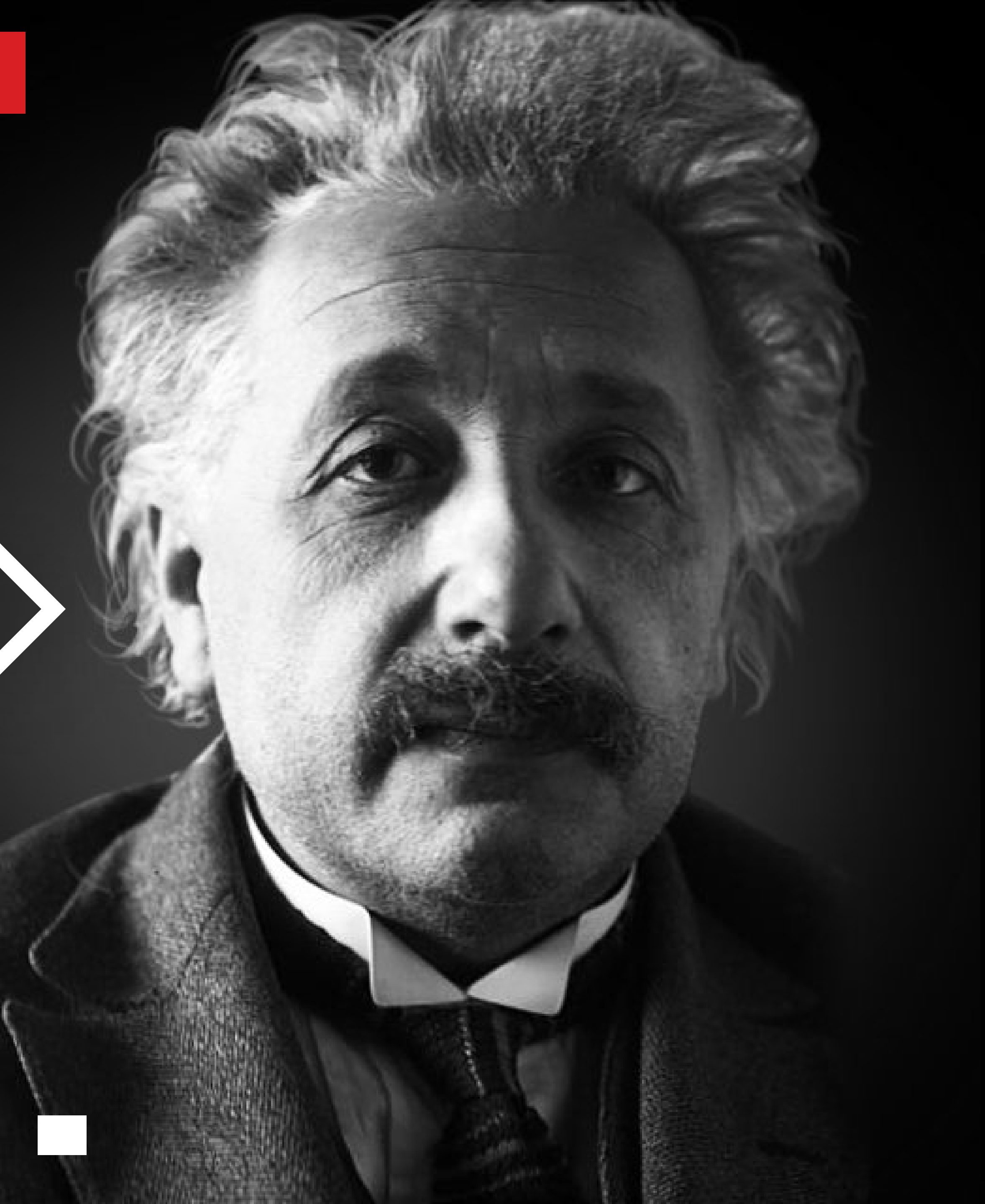
	Cost per capita (3 person household)	Insurance premium	Vital Services (fire, EMS, rescue, ...)	Total cost per household	
City FD	**$600**	**$300**	**15**	**$900**	
No fire protection					

What If We Shut Down The Fire Department?

Assumptions: $500,000 home, 3 bd, 2,000 square feet

	Cost per capita (3 person household)	Insurance premium	Vital Services (fire, EMS, rescue, ...)	Total cost per household	Savings per household
City FD	**$600**	**$300**	**15**	**$900**	**$9,100**
No fire protection	$0	$10,000	0*	$10,000	

* **Impact =** conflagration of any built-out areas, poor EMS outcomes, possibly no insurance available on the open market



Intellectuals solve problems. Geniuses prevent them.

– Albert Einstein

Other Costs That May Not Be As Efficient?

Injury/sick leave – backfill overtime

Injury treatment

Worker's compensation annual expense

Lawsuits

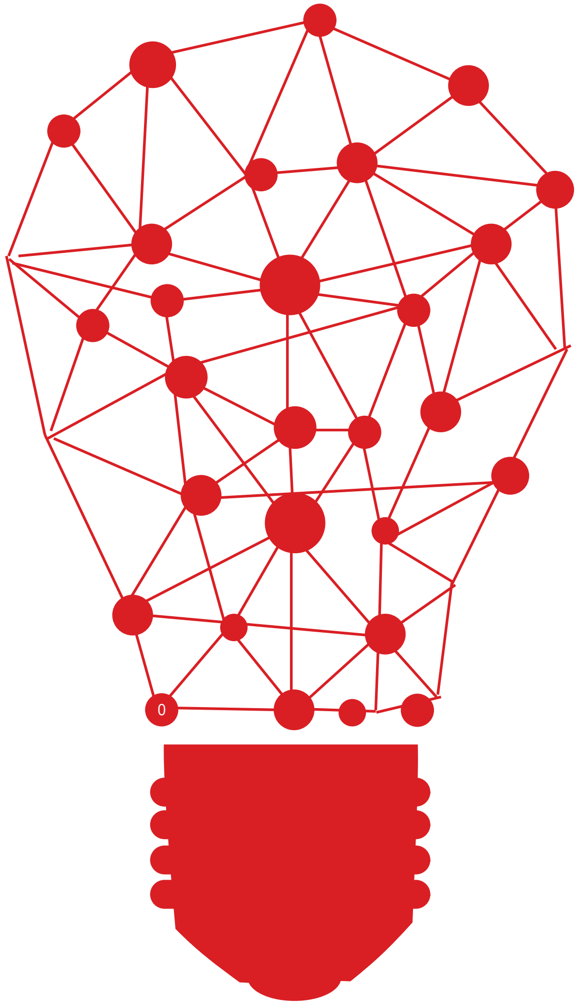
Disciplinary processes

MORALE = MONEY

Survey Says……

- Show Up Quick
- Solve My Problem
- Be Nice
- Don’t Cost Me a Lot of Money!!

Findings (Outcomes) **That Matter**



01. **Saving lives** (people and pets)

02. **Saving people (and pets) from injuries** (burns, entrapment, lacerations, falls, etc.)

03. **Preserve property and property value** (keep business open for business)

04. **Maintain quality of life** (blight, displacement, tax base, etc.)

05. **Keep insurance rates low**

06. **Keep cost of service reasonable**

Fire Outcomes Examples?

1

Contain 50% of structure fires to room of origin

2

Zero civilian fire deaths per year (accidental /unintentional)

3

Maintain ISO Class 3 or better

4

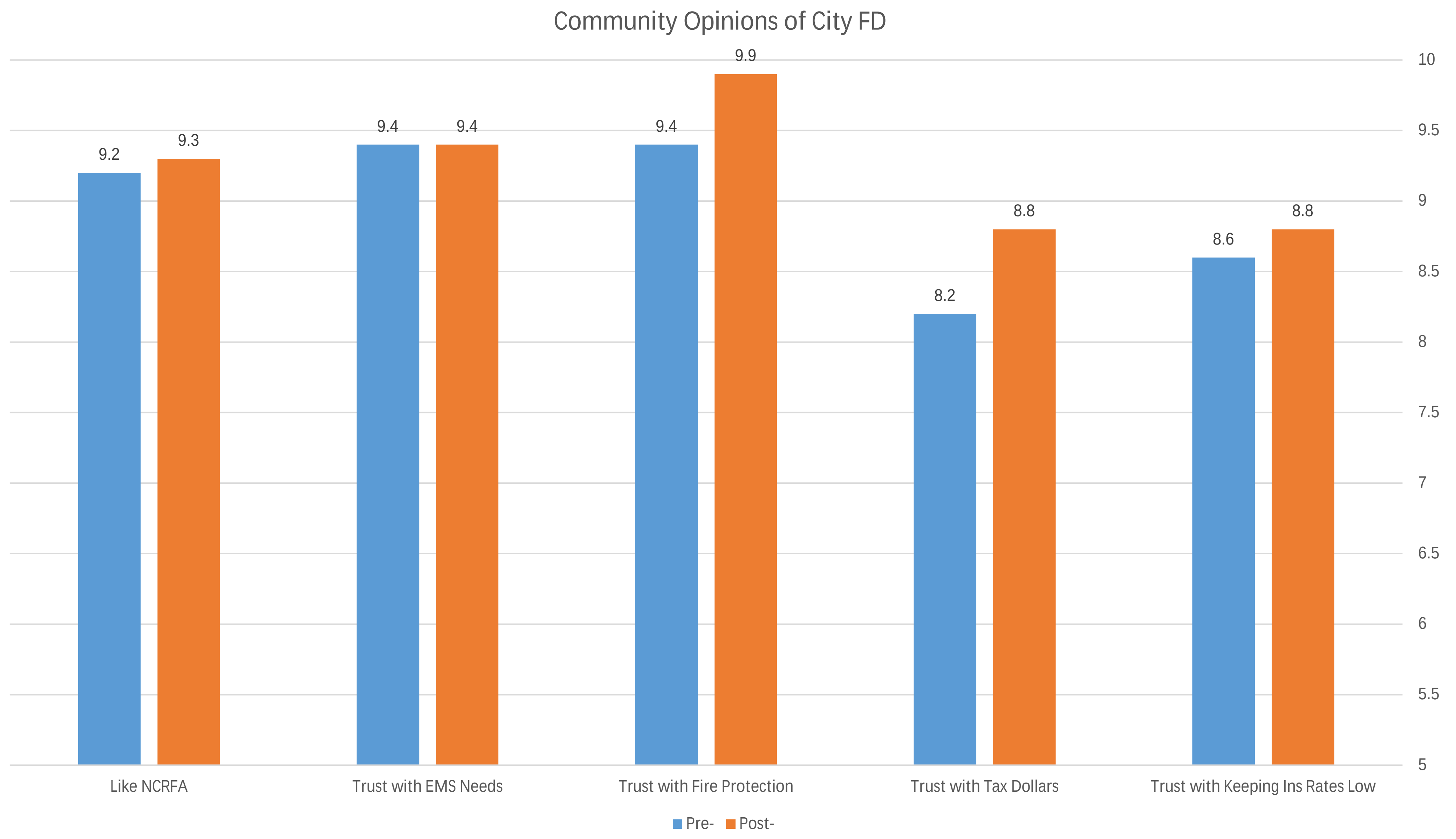
Save at least 95% of the value of the property and contents threatened by fire – Limit displacement and keep businesses in business

5

Maintain a cardiac survival rate equal to or better than the national average

6

Maintain a cost per capita within 10% of the regional comparative average



Community Opinions of City FD
9.2
9.3
9.4
9.4
9.4
9.9
8.2
8.8
8.6
8.8
10
9.5
9
8.5
8
7.5
7
6.5
6
5.5
5
Like NCRFA
Trust with EMS Needs
Trust with Fire Protection
Trust with Tax Dollars
Trust with Keeping Ins Rates Low
Pre-
Post-

NEW TECHNOLOGY

Questions

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