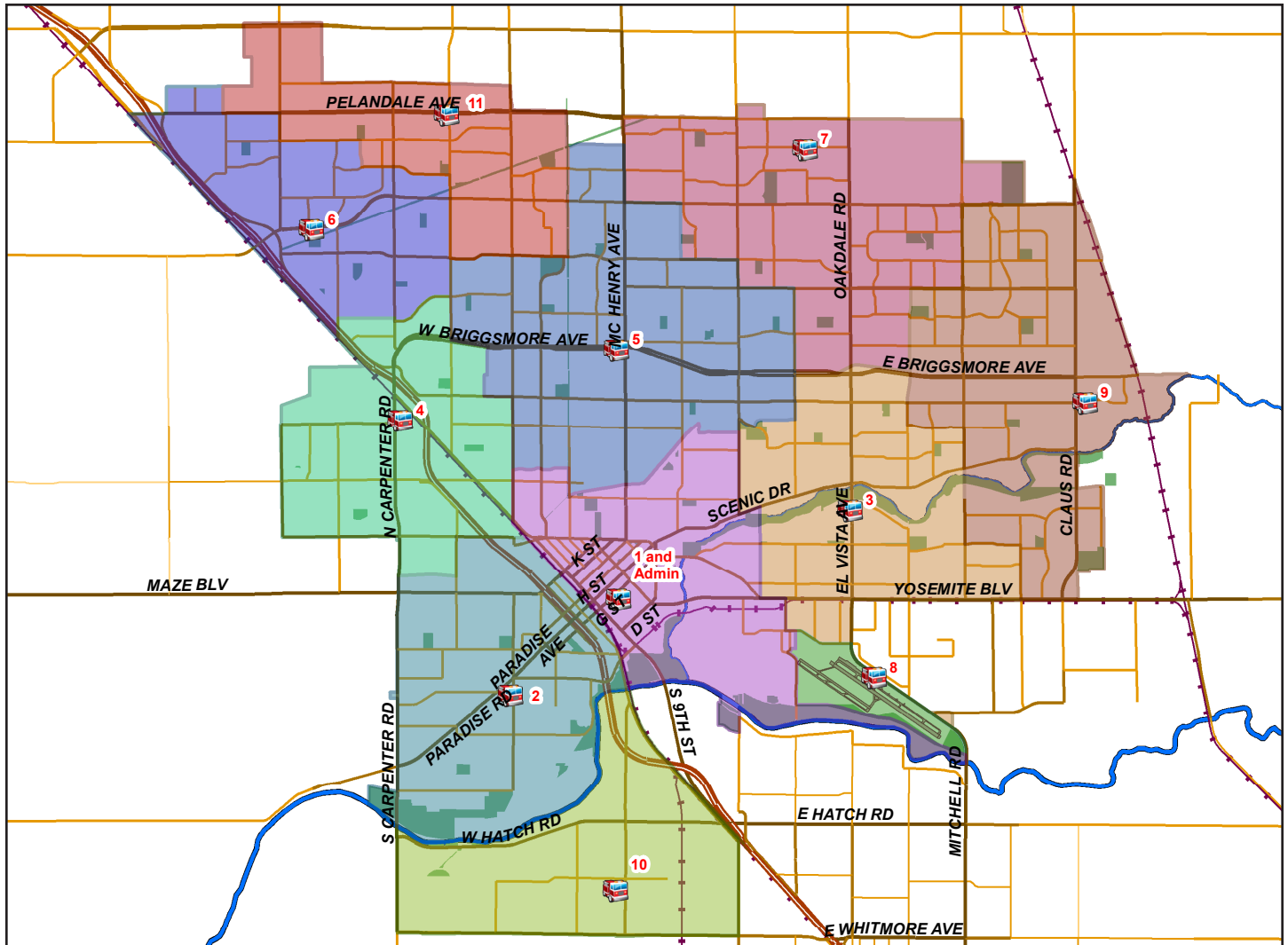


Your
Modesto Fire Department



2014 ANNUAL REPORT

MODESTO FIRE DEPARTMENT... *serving you*



MISSION: To provide efficient and effective fire and life safety protection to the community through control of hostile fire, fire prevention services, emergency medical services and mitigation of hazardous materials and incidents. This commitment is intended to safeguard the general economy and welfare of Modesto.

MOTTO: *We Care*

VALUES:

- Service to community
- Importance of employees and their safety
- Input and involvement throughout the organization
- Respect and pride in department
- Public confidence
- Honesty and trust
- Competency and accountability
- Teamwork
- Innovation and willingness to explore new options

MESSAGE FROM THE CHIEF... *welcome*

The past year was a significant one for the Modesto Fire Department; what appears on the pages that follow will attest to that. Many changes and accomplishments took place in 2014 and I am honored to share just a few with you in this report. It has been several years since we last published an annual report, and as your Fire Chief, I feel it is very important that we share our accomplishments and performance with the community we serve.

Early in the year we were busy reestablishing the Modesto Fire Department with the dissolution of the Modesto Regional Fire Authority. While this transition kept us busy, it did not stop us from making a difference in the community. The accomplishments I am most proud of have focused on making the City of Modesto a safer and better prepared community; the most notable of which was entering into a "Boundary Drop Agreement" with the Stanislaus Consolidated Fire Protection District and Ceres and Turlock fire departments. This agreement ensures the closest appropriate resource responds to your emergency regardless of jurisdictional boundaries. This agreement was carefully crafted over the past several years and includes common policies and procedures for emergency operations that each organization operates under as well as a regional training plan.



While saving lives is our business, we recognize the importance of ensuring our community is also prepared to act in an emergency. By partnering with American Medical Response, we taught "Hands Only CPR" to over 2,000 citizens including 1,700 middle school students. This simple but important skill can increase the survival rate of heart attack victims by more than 70%.

I am happy that we brought back our elementary school fire and life safety program. This program, affectionately referred to as the "Clown Program," was eliminated several years ago due to reduced budgets. This wonderful team of committed firefighters delivers an educational and very entertaining program that focuses on fire safety and injury prevention. Our Clown Program team was able to present their safety messages to more than 3,300 kindergartners through 3rd graders.

From an emergency response perspective, 2014 set new records as we responded to and mitigated more than 24,000 emergency incidents. Several significant incidents challenged your fire department including the Emerald Road Fire which started as a vegetation fire and quickly spread to and damaged more than 17 homes, structures and vehicles. This incident taxed your fire department and required a significant mutual aid response from numerous fire departments in Stanislaus and San Joaquin counties. On a positive note, I am pleased to tell you that we opened our third Advanced Life Support engine in the city. These three engines are staffed with paramedics who can administer lifesaving medication on scene. These units make a significant and extremely positive impact in our community on a daily basis.

As Abigail Adams once said "It is not in the small calm of life... that great characters are formed." I believe that the men and women of your Modesto Fire Department have great character, are dedicated to every member of our community and I am honored to serve alongside them in every situation we face. Often you meet us for the first time on your very worst day – we are keenly aware of this and take pride in caring for your and your loved ones during these trying times. Thank you for the privilege to do so and for always showing your unwavering support.

Sean Slamon
Fire Chief

OPERATIONS/SUPPRESSION... *protecting you*

The Modesto Fire Department (MFD) has a long, rich history of men and women selflessly dedicating themselves to protecting the community from all hazards. MFD's humble beginnings began in 1875 when civic-minded men organized a volunteer fire department which, in the years that followed, did their best to battle fires that plagued the city.

Just as in the early days, the men and women who serve in the Fire Department today do so with pride, commitment and dedication to daily protecting the citizens, businesses and visitors in Modesto. MFD prides itself in its ability to adapt and develop partnerships that benefit the citizens we serve, while maintaining the safety of our personnel. Below is just a sampling of the numerous projects, partnerships and accomplishments that took shape in 2014.



MAJOR INCIDENTS

MFD often faces several large incidents each year and 2014 was no different, here are just a few.

In May, the Emerald Road Fire caused 17 "exposures" (buildings, vehicles, other structures, etc.) to be damaged. The fire went to three alarms which resulted in 18 engines, several chief officers and multiple agencies responding. Beginning as a vegetation fire, high winds and low humidity enabled the fire to spread rapidly and numerous buildings were affected by the time crews arrived. One patient was transported to the hospital as a result of this dangerous fire.



In July, a two-alarm fire broke out at a home on Riverside Drive. A captain was battling the fire on one side of the home when an exterior wall collapsed and a "mayday" rang out meaning a firefighter was in trouble. Fortunately, the captain was able to self-rescue and suffered minor bumps and bruises. Crews did a great job limiting the spread of fire and keeping neighboring homes safe.



Also in July, three homes experienced heavy damage during the Bleu Chapelle Court Fire. Due to the close proximity of homes, this fire went to four alarms calling eight engines, two trucks and two squads to respond as well as resources from both Ceres Fire Department and Stanislaus Consolidated Fire Protection District. Crews were faced with rapid fire spread prior to arrival with multiple homes involved and several more threatened. Crews did a great job limiting the spread of fire and saved lives and property by their actions. Firefighters were not the only ones to make great decisions that day, 13 year-old Omar Perez alerted an elderly couple that their home was on fire, they were not aware. He injured himself climbing over a fence to alert other neighbors as well. We were honored and humbled to recognize Omar for his acts of bravery at a subsequent Modesto City Council meeting.

EFFECTIVE PARTNERSHIPS



MFD made a significant purchase this year to help improve fire fighting skills. The burn container is a live fire training tool to help firefighters ability to read smoke and anticipate fire behavior, both of which help firefighters hone their ability to efficiently and effectively knock down a fire. In addition, it aids in firefighter survival skills both for themselves and for those they may need to rescue during a fire. The burn container is a partnership between MFD, Stanislaus Consolidated Fire Protection District and the Modesto Junior College Fire Science program.

MFD takes pride in our neighbors and often we are called upon by the State as the largest fire department in Stanislaus County. When state-wide calls for help are received our local Office of Emergency Services coordinates the response into strike teams. These strike teams are a convoy of five engines and one team leader. In 2014 MFD provided fire fighting assistance for eight fires across the state which equated to more than 4,000 man hours. Strike team work is difficult and dangerous, but our crews are able to provide much needed support to assist in saving lives and homes.



NEW WAYS OF DELIVERING EMERGENCY MEDICAL SERVICES

The Modesto Fire Department is proud to partner with the Mountain-Valley Emergency Medical Services Agency, American Medical Response and other local fire departments to be on the cutting edge of changes in Cardiopulmonary Resuscitation (CPR). Our crews are performing what is called PIT Crew CPR - which is a high performance CPR method in which two or more teams provide CPR for 20, 40, or 60 minutes depending on various medical protocols. Since implementing this protocol, we have seen a 10% increase in survivability from cardiac events. This form of CPR improves outcomes for our community - the better care provided in the field, the better the chances of recovery once a patient gets to the hospital.

Another way MFD is working to provide the best possible care to our community is through our community CPR efforts. This past year we joined forces with American Medical Response (AMR) to provide a CPR Community Day in which approximately 500 people were taught hands-only CPR. We plan to do this once per year - so look for a date coming soon in 2015.

In addition, we also worked with AMR to bring hands-only CPR instruction to junior high school students. Junior high school students are everywhere - they go to school, they play sports, they shop, they go out to eat, they hang out at popular places like movie theatres. This makes them the perfect people to learn CPR. Our hands-only method is safe and easy to remember. In 2013 and 2014 combined, 1,700 Modesto-area junior high school students received hands-only CPR training, and we are working to see these numbers increase annually. Best of all, this training is provided for free.



IN THE COMMUNITY... *meeting you where you are*

MFD prides itself on being an active member of our community. We want adults and children alike to know that they can trust us and to know how we can be of help to them. Our crews gladly participate in community events, provide station tours and assist our Fire Prevention Bureau with spreading messages on how to prevent fires in the first place. In 2014 we reached more than 530 people through classroom visits and civic groups and 2,300 through community events. Our favorite fire prevention event is the Public Education Clown Program. This fun and entertaining program reached more than 3,300 elementary school students in 2014. The pictures below help to illustrate the creative ways we spread fire and life safety messages to kids.



Another amazing program we have the honor of being a part of is the Every 15 Minutes Program. This program reaches high school students in the area and teaches them the very grim lesson of drinking and driving as well as distracted driving. A true collaboration between fire, police, medical and education professionals, as well as students and their families, participate in a realistic scenario. Cars are staged for a significant collision and everything plays out in real time. Trapped motorists are freed, those needing medical attention receive it, including a medflight. The scene is chaotic, raw and real. The reality of the situation sets in as the drunk driver is placed under arrest and driven off and the lone remaining "actor" is the student who didn't survive. At the end, no one is speaking, all are solemn.



Kids are fun to teach and engage, but just as important are the adults. We strive to educate, inform and bring together the whole community and we accomplished all of those things through our first ever evening memorial for September 11th. This event was held at Fire Station No. 6 on Standiford Avenue and more than 100 community members came to show their support of fire and police and to stand united for our Country. Chief Slamon provided an overview of our department and the services we provide our community and afterward the attendees received a station tour, took photos and children received helmets and sticker badges.

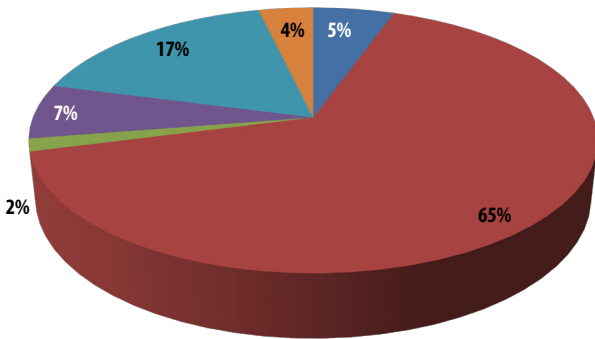


MFD... *did you know?*

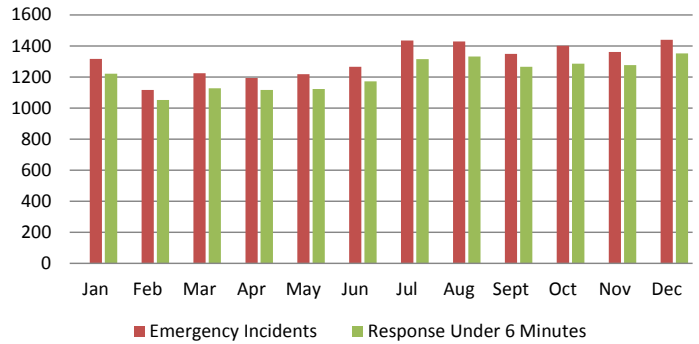
MFD has performance measures, based on national requirements, that dictate how fast we should respond to incidents like medical calls and structure fires. The graphics below show our performance for January through December 2014 when **responding to a record 24,739 calls for service.**

2014 Calls for Service by Type

■ Fires ■ EMS ■ HazMat ■ Service ■ Good Intent ■ False Alarm



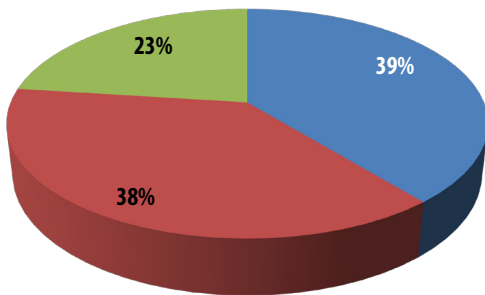
6 Minute Performance Measure



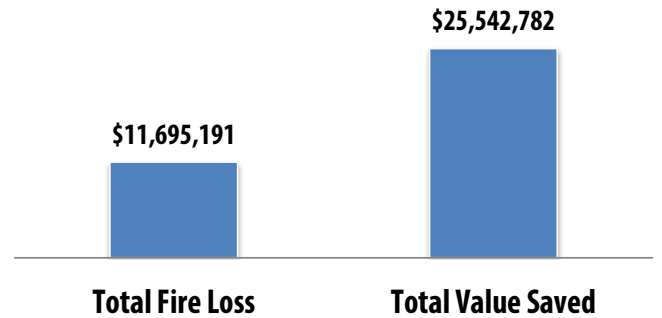
GOAL: Arrive within six minutes 90% of the time.
2014 PERFORMANCE: Arrived at Fire and EMS calls within six minutes **92%** of the time.

Time Committed to Calls

■ EMS Calls ■ Fire Calls ■ Other



Fire Loss vs. Value Saved



MFD has an Explorer Program for 16 to 21-year-olds interested in fire service. Being a firefighter is a way of life and the MFD Explorer Program offers a unique opportunity for a handful of young men and women to experience that in a way most people do not before setting down this career path. Everything is covered from interacting with the public by installing smoke alarms to participating in safety fairs and providing station tours and open houses. Participants experience both classroom instruction and hands-on training. A GPA of 2.5 must be maintained, there is a limit to how much of the program can be missed and 24 hours per month is dedicated to doing ridealongs. The activities from the past year are showcased below.





**IT IS NOT IN THE
SMALL CALM
OF LIFE...
THAT GREAT CHARACTERS
ARE FORMED."**

- Abigail Adams

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