



FIRE DEPARTMENT

The Petaluma Fire Department is comprised of a highly skilled team of technically competent emergency service professionals. Our workforce includes firefighters, paramedics, fire investigators/inspectors, public education specialists, support staff and command staff. The Organization has provided life safety, fire prevention, and emergency response services continuously for over 154 years now. Founded in 1857, the Organization continues to protect its citizens, property, businesses, and visitors in the City of Petaluma.

The members of the Organization are passionate about delivering quality emergency services. Along with their dedication to the Community, our members are brave and compassionate and can be counted on to perform admirably under dangerous and difficult conditions. On behalf of the members of the Petaluma Fire Department, the following Annual Report is presented:

General Overview

The Fire Department continues to operate 24-hours a day delivering emergency and support services from three fire stations and one administrative office. The emergency response fleet is comprised of one field command unit, three engines, one aerial ladder truck, two ambulances and a variety of support, back-up and reserve response units. The minimum daily field level staffing includes one battalion chief, 14 firefighters/paramedics, and one fire prevention inspector responsible for fire investigations, code enforcement and inspections. In calendar year 2010, response units were dispatched 8,978 times to manage 4,895 emergency incidents.



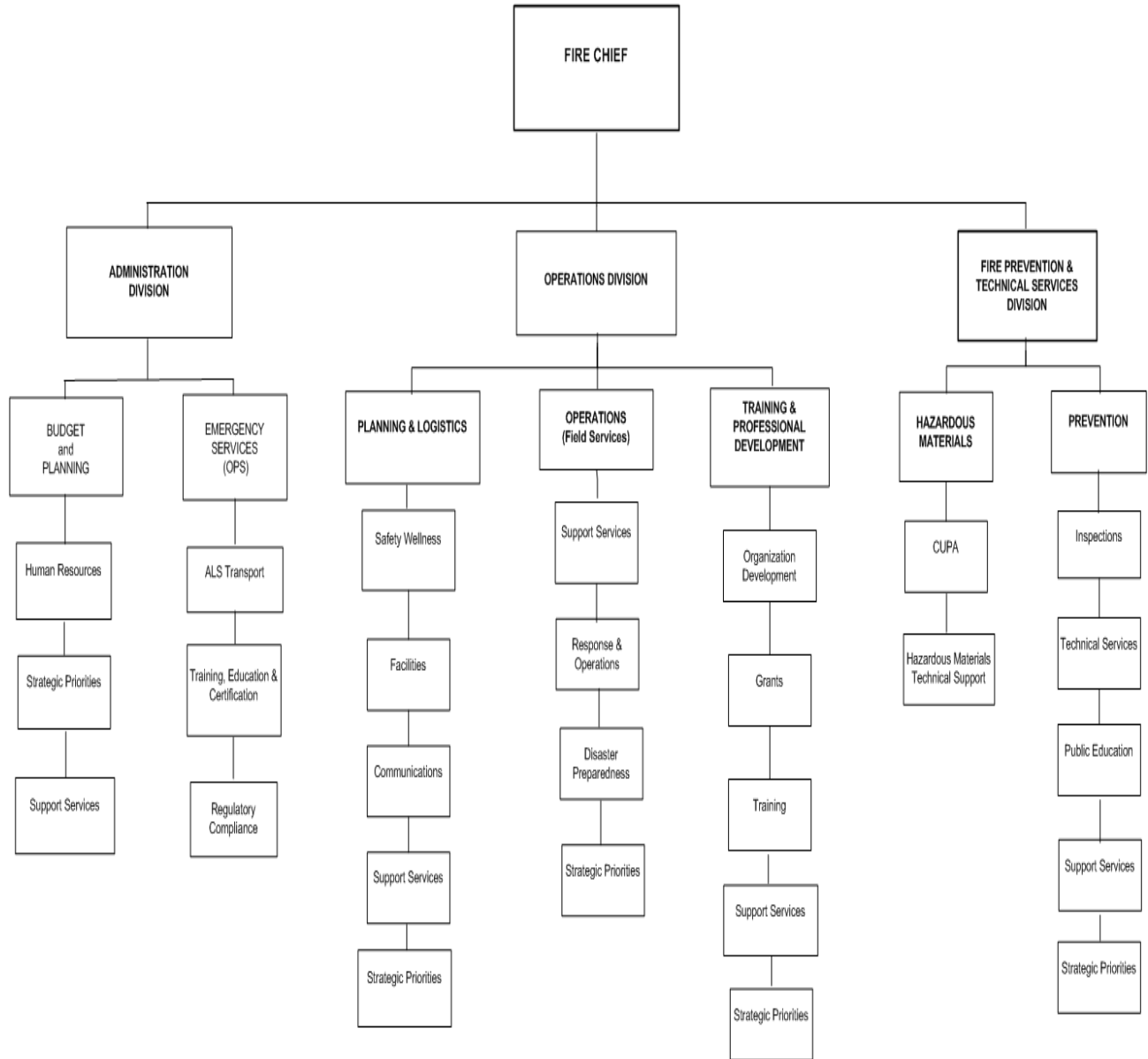
The Petaluma Fire Department continues to maintain its Class III Insurance Service Office (ISO) fire protection rating. Locally, insurance costs are established by the ISO based on a complex formula for rating the fire protection services within the community. The highest rating possible is Class 1 and the lowest is Class 10. The National Fire Protection Association (NFPA) establishes standards for performance and staffing applicable throughout the US and Canada. The Petaluma Fire Department continues to meet NFPA compliance standards for an initial fire attack and incident management.

Fiscal Year	Revenue Generated	Percentage of Self Funding
2010/11	\$2,142,276	23.3
2009/10	\$2,109,751	22.9
2008/09	\$2,741,215	27.2
2007/08	\$2,282,580	21.8
2006/07	\$2,451,826	24.3
2005/06	\$2,521,731	24.4
2004/05	\$2,382,411	25.6
2003/04	\$2,139,167	26.3
2002/03	\$1,896,034	25.5
2001/02	\$2,078,120	27.3
2000/01	\$2,146,374	32.2
11 Year Total	\$24,891,485	25.5

The Fire Department continues to provide Advanced Life Support (ALS) medical services and transport, as well as fire prevention-related services, and recovers fees from the users of these services. The fees recovered continue to offset the cost of fire protection services to the City's General Fund. On average, the Fire Department recovers between 25 to 30 percent of its total operating costs from user fees. Over the last 11 year period, fees have generated revenue ranging between \$1.8 to \$2.7 million annually. The revenue generated funds up to 16 firefighter and 3 fire prevention positions. This Table depicts the revenue generated and its percentage offset to the General Fund expenditures for the period stated.

Organizational Chart

The PFD delivers emergency response services utilizing 58 full-time employees, when fully staffed. This includes all positions from support staff to command staff. The PFD’s Mission and its core services are centered around three primary Divisions: Administration, Operations, and Prevention. The delivery of core services is accomplished through the general division of labor which includes 180 administrative assignments necessary to deliver services safely and effectively.



Committed to Professional Excellence

Summary of General Activities & Accomplishments

- Restored six (6) firefighter positions utilizing a FEMA SAFER Grant awarded in the amount \$1,230,180.
- Received \$20,000 Homeland Security Grant for emergency rescue equipment.
- Purchased Holmatro (Jaws of Life) rescue tools from a Fireman's Fund Grant in the amount of \$35,877.
- Internal recruitment resulted in the promotion and filling of the Fire Marshal position that was vacated in December, 2008.
- Conducted recruitment and background process to fill ten (10) vacant firefighter positions due to retirements.
- Conducted three (3) Recruit Training Academies to train new FireFighters.
- Participated in process to streamline development review procedures to improve customer service and system efficiency.
- Participated in development and implementation of a plan to finalize remediation of hazardous material at the Payran site which is projected to save the City up to \$500,000 through the utilization of State reimbursement funds.
- Developed the Fire Department's section of the City's ADA Facility Matrix to address Federal ADA requirements.
- Completed an RFP process for Schematic Design services for Fire Stations 2 and 3 in order to address future facility improvements.
- Participated in the completion of the Fire Department's section of the City-sanctioned Fee Study and Implementation study conducted by Matrix Consulting Group.
- Entered into an agreement for consolidated dispatch services with Redwood Empire Dispatch Communications Authority (REDCOM).
- Developed an agreement for entering into a consolidated partnership with another fire agency to provide ambulance billing services with the purpose of increasing revenues and reducing costs. Implementation is projected for January, 2012.
- Updated web page to improve the distribution of useful information.
- Updated Succession Plan and Career Development.
- Re-organized command staff responsibilities, line level administrative assignments, and personnel shift assignments to improve efficiency.
- Continued to make progress in addressing the "*Strategic Priorities of the Petaluma Fire Department Management Strategy and Implementation Work Plan*". Completion of the fourteen (14) Strategic Priorities will result in a long term business plan to guide the organization in the planning succession of core services. See Plan at: <http://cityofpetaluma.net/firedept/pdf/strategic-priorities.pdf>.

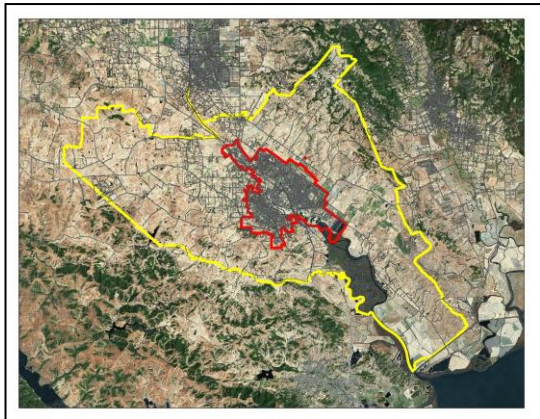
Emergency Response Activities at a Glance



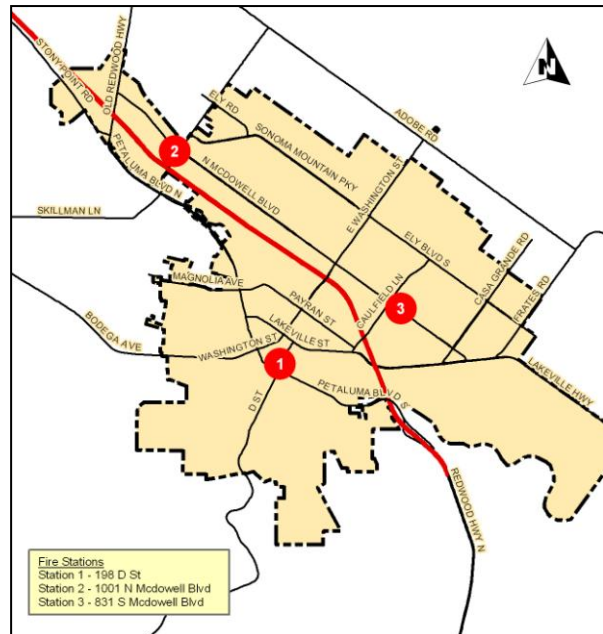
Petaluma Fire Stations 1, 2, & 3

	2010/11 Responses	2009/10 Responses	2008/09 Responses	10 Year Average	10 Year Total	Percentage of all Responses
Fire Station 1	2,186	2,160	2,227	2,175	21,749	44%
Fire Station 2	1,191	1,143	1,165	1,086	10,859	22%
Fire Station 3	1,586	1,743	1,783	1,689	16,894	34%
Total	4,963	5,046	5,175	4,950	49,502	
Fire Loss	\$1,533,622	\$682,760	\$387,475	\$2,394,687	\$23,946,872	

City Response Area – 14 Sq. Miles
 Ambulance Service Response Area – 160 Sq. Miles



City Limits and Ambulance Response Area



Fire Stations
 Station 1 - 198 D St
 Station 2 - 1001 N Modowell Blvd
 Station 3 - 831 S Modowell Blvd

Emergency Response Activities

Emergency response activities for this period were down over previous years. However, when compared to the 10-year average, they were very close to normal. Activity level has been as low as 4,700 responses and as high as 5,200 incidents in past years. Unit response activity count always exceeds total number of emergency incidents due to events, such as a structure fire, that require more than one unit. A first alarm structure fire, for example, requires six response units which includes a battalion chief, while most medical aid responses require two units. The unit response count is a better view of the amount of activity occurring in the City of Petaluma. During this period, there were 8,996 individual unit responses to manage emergency incidents. This is very close to the 10-year average. Fire loss was \$1.5 million this period. This is an increase over the last two fiscal years, but below the 10-year average which is \$2.4 million. Response times continued to be off standard. Ideally, the first unit would arrive on scene within four minutes or less 100% of the time. The Department missed that target 22.6% of the time for a total of 1,122 incidents that exceeded a four minute response time. The National Compliance Standard (NFPA 1710), in fact, requires a response time of four minutes or less to at least 90% of all emergency incidents. Based on the NFPA Standard, the Department was off standard by 12.6% of the time.

Incident Responses by Type	2010/11 Responses	2009/10 Responses	2008/09 Responses	10 Year Average	10 Year Total
Structure Fire	39	41	45	59	587
Vehicle Fire	14	24	21	29	289
Brush, Refuse & Misc. Fires	103	112	105	119	1,189
Explosion Overheat	8	8	9	11	108
Medical	3508	3568	3624	3,479	34,788
Hazardous Conditions	95	77	98	120	1,203
Service Call	496	468	465	444	4,439
Good Intent	419	391	427	367	3,666
False Alarms	272	307	350	309	3,093
Miscellaneous Emergencies	10	50	31	14	143
Total	4964	5046	5175	4,951	49,505
Unit Responses					
Engine 9381	1831	1840	1908	1,757	17,571
Engine 9382	952	746	868	881	8,809
Engine 9383	1582	1751	1682	1,601	16,013
Truck 9351	403	571	483	367	3,673
Reserve Engines	7	15	123	127	1,266
Medic 991 (Ambulance)	1986	1942	2005	1,839	18,385
Medic 993 (Ambulance)	2037	2100	2031	1,629	16,291
Reserve Ambulances	16	31	66	123	1,228
Command, Support, & Misc. Units	182	259	286	671	6,705
Total	8996	9255	9452	8,994	89,941
Miscellaneous					
Response Time in 4 Min. or Less	77.4%	78.6%	78.7%	-	-
Mutual Aid Assistance Given	216	216	217	183	1,829
Mutual Aid Assistance Received	132	138	155	112	1,123
Ambulance Responses Missed	79	70	77	-	-
Fire Loss	\$1,533,622	\$682,760	\$387,475	\$2,394,687	\$23,946,872



ADMINISTRATION

Administration is responsible for the overall Leadership of the Petaluma Fire Department.

In addition to the Leadership, Administration provides oversight of all divisions and program areas with a primary emphasis on personnel management, budget development, purchasing and expenditure control.

Administration is responsible for planning, supporting, organizing, controlling and directing the Organization to insure that the goals, policies and programs are accomplished in the following areas:

- Disaster Preparedness Program
- Fire Prevention & Technical Services Division
- Hazardous Materials Program
- Emergency Response (Operations Division)
- Training Division

Per Capita Cost Comparison

One measure for comparing the cost of fire protection services is by reference to similar municipalities. The following table is based on data from the International City/County Management Association (ICMA) Municipal Year Book 2011. The data compares the Petaluma Fire Department to the Nation as a whole, to similar populations served, and to the Pacific Coast region. For example, the per capita total department expenditures in the Pacific region is \$217.63 per person while in Petaluma it is \$162.88 per person, and even less when adjusted for fees and revenue at \$126.14 per person.

	National	Populations 50,000 to 99,999	Pacific Coast Region	City of Petaluma Fire Department	Adjusted for Fees & Revenue Collected
Sworn Personnel	74	102	60	54	
Per Capita	1.64	1.53	1.14	0.92	
Department Expenditures	8,267,946	13,457,558	11,017,258	9,499,195	7,356,919
Per Capita Cost	177.25	202.40	217.63	162.88	126.14
Personnel Expenditures	7,239,347	10,909,488	9,473,723	8,655,915	6,513,639
Per Capita Cost	147.86	163.47	177.80	148.42	111.68
Overtime Expenditures	485,639	709,288	1,110,640	961,916	
Per Capita Cost	9.78	10.58	19.67	16.49	

Petaluma Data at a Glance

- Fees & Revenue - \$2,142,276
- Petaluma Population - 58,319
- 48% of overtime was due to 15 vacancies

Disaster Preparedness Program

The Petaluma Fire Department is responsible for preparing the City to manage disaster events by providing preparedness information and training support to all City departments, schools, and citizen groups that request assistance. The Fire Department is the coordinating agency and contact point for disaster preparedness information to other City, County, and State agencies as well, and it represents the City of Petaluma to the Office of Emergency Services, Region II.

The City Emergency Operations Center (EOC) was activated only once during March, 2011. Heavy rains had already saturated the ground when a significant storm generated some localized flooding with a projection to escalate to serious flooding. The EOC was activated and staffed 10 managers from several departments, including the City Manager, who worked for several hour in the EOC until the threat was eliminated.

The Department provided one Emergency Management training exercise for managers and mid-managers, as well as ICS support positions. In addition to this, the Department conducted one National Incident Management System (NIMS) training session for all new employees.

FIRE PREVENTION DIVISION

The Fire Prevention Bureau is responsible for regulating and enforcing local and state laws relating to fire and life safety. The Fire Prevention Bureau is dedicated to protecting lives, property, and the environment by providing the highest quality of support in fire protection and customer service. One of the Bureau's highest priorities is to assist businesses and property owners in their understanding of fire safety laws. The Fire Prevention Bureau works cooperatively with the public to ensure compliance, thereby reducing the threat of fire and associated economic hardship and loss.

The current Prevention Bureau staffing is comprised of one (1) Fire Marshal, one (1) full-time Fire Inspector I, one (1) part-time Fire Inspector I (Weed Inspector) and one (1) full-time Secretary. The Fire Prevention Bureau also contracts with a part-time technical sprinkler plan reviewer. When fully staffed, the Bureau should be comprised of one (1) Fire Marshal, two (2) full-time Fire Inspectors, one (1) full-time Secretary, two (2) part-time Fire Inspectors, one (1) part-time Plans Examiner, and one (1) part-time technical sprinkler plan reviewer.

The Fire Prevention Bureau reviews and provides fire safety-related comments for all planning and building projects within the City of Petaluma. Staff strives to work cooperatively with business groups and other City departments to ensure quality review in a timely manner. The Bureau also provides oversight for a comprehensive permit and engine company fire safety/inspection program and various other public education programs. In addition, the Bureau conducts fire investigations (cause and origin), implements code enforcement when necessary, and manages a City-wide weed abatement program while always emphasizing customer service.

OBJECTIVES:

- Reduce Fire Hazards Throughout the Community. An effective fire prevention and inspection program enhances life safety and protects property through an effective fire prevention and inspection program. The goal is to complete all permit and engine company inspections 100% of the time.
- "Smoke Detectors Save Lives". To continue to develop Engine Company programs to check smoke detectors when responding to homes and apartments. One of the objectives this year was to develop partnerships with local civic groups and private businesses to check and add smoke detectors to residents in mobile home parks free of charge.
- Reduce the Fire Threat from Weeds. To continue to manage the City-wide Weed Abatement program so as to reduce the fire threat from weeds. This includes following all proper notification procedures, responding to customer complaints in a timely manner, and completing all weed abatement by August of each year.
- Protect and Preserve the Historic Downtown District. To update the City's GIS map to reflect sprinkled versus non-sprinkled buildings in the Historic Downtown district and to revise and implement the Downtown Sprinkler Ordinance which will make mandatory the addition of fire sprinklers in the area's historic buildings.
- Continue to Enhance Public Education and Fire Safety Awareness by Working to Support Public Safety Events. The focus will be towards "at risk" members in the community such as children, lower income and the elderly. We will strive to utilize County-wide resources such as the Fire Safety Trailer and bi-lingual fire safety education materials (when available) and continue with our third-grade fire safety education program.

- Continue to Implement and Enforce Fire-Safe Building Standards. The greatest concern is for construction projects in the High Fire Hazard Severity Zone (HFHSZ).
- Provide Quality Customer-Oriented Plan Checks. Currently, the turnaround goal is fifteen (15) working days for all projects 100% of the time.
- Work Towards Combining and Improving the Bureau’s Master Inspection Files. As soon as possible, refine, revise and prepare a single master inspection file, with interactivity with other City departments.

Fire Safety Inspections

The following chart shows the number of inspections during each fiscal year. The Fire Prevention Bureau has made inspections a priority and believes it came as close to meeting the projected annual inspection goal for FY 2010-11 as possible given the fact that staffing is down.

	06/07	07/08	08/09	09/10	10/11
Annual Permit Inspections	368	392	362	323	330
Re-Inspections	193	234	254	80	114
Complaints	55	64	21	26	25
New Construction Inspections	222	364	161	65	117
Tenant Improvement Inspections	167	62	58	44	116
Fire Protection System Inspections	323	283	168	85	129
Hazardous Materials Inspections	184	228	263	258	262
Fire Investigations	30	49	32	26	20
Hazardous Materials Investigations	9	22	3	7	6
Fireworks Booth Inspections	22	18	19	20	18
Plan Reviews	678	655	309	283	365

General Fire Prevention Statistics

FY 10/11 STATISTICAL INFORMATION	TOTALS
Total Number of Fire Code Permits Issued	163
% Completed [currently at halfway point of this calendar year]	49%
Total Number of Hazardous Materials Permits Issued	190
% Completed	73%
UFC/HazMat Yearly Permit Fees Collected	\$226,088
Total Number of Permit Applications Issued	174
Fees Collected Over the Counter	\$76,145
Total Number of Pre-Development Plans Reviewed	44
Total Number of Building Permits Reviewed	147

Hazardous Materials

The Fire Prevention Bureau regulates all aspects of hazardous materials/waste storage and use. It has been designated as the Certified Unified Program Agency (CUPA) for the City of Petaluma. This includes storage, policy development, and training of personnel and procedures for processing the various elements of the CUPA program. The CUPA programs were designed to reduce the threat from hazardous materials to the community, increase firefighter and public safety, and comply with “community right-to-know” laws.

OBJECTIVES:

- Work Cooperatively. To better educate the business community about the County and State-wide effort to develop and utilize an electronic web-based data management system (CERS) which will enhance firefighter and public safety when responding to hazardous material facilities and incidents.
- Conduct “Unified Inspections”. To reduce business interruption and impacts and increase efficiency by combining multiple hazardous materials programs and conduct “unified” inspections. The goal is to complete 100 percent of all required hazardous materials/waste and underground storage tank inspections each year. Please note, the Bureau uses the calendar year for scheduling inspections and expects to complete all inspections this calendar year (2011).
- Aboveground Storage Tanks. To continue with implementation of the Aboveground Petroleum Storage Act (APSA) into the current unified program inspection process. All APSA inspections were completed this year. The Bureau will work to ensure continued business compliance with this program.
- Hazardous Materials Training and Support. To continue to work cooperatively with Operations staff to maintain hazardous materials response readiness. We will continue to conduct programs that maintain and test safety monitoring equipment for operational readiness when responding to hazardous materials incidents.
- Elwood Center: Staff continues to oversee the remediation of the underground storage tank (UST) contamination at the Elwood Center located at 301 Payran Street. It is likely to take several more years of remediation before this site can completely be considered closed.

Hazardous Materials Response and Mitigation

Hazardous materials response and mitigation continue to be a vital public service provided by the Petaluma Fire Department. Most recent incidents have been considered low/medium level responses that may have had the potential to threaten environmental targets, but, in fact, did not pose a significant hazard to human health or life. The Department’s in-house hazardous materials coordinator is a California State-Certified Hazardous Materials Specialist and all other Fire Department personnel are trained to the First Responder-Operational level. Fire Department personnel respond and mitigate these incidents as part of the hazardous materials response program.

Major Hazardous Materials Incident: Petaluma River-September, 2010:

By way of background, in early 2009, a County-wide survey of response capabilities was conducted and it was determined that South Sonoma County did not have sufficient response capabilities to adequately contain a major release of hazardous materials should one occur in or near the Petaluma River. To address this potential threat, a grant was applied for and awarded to the CUPA in 2010. The \$25,000 Office of Spill Prevention and Response (OSPR) Grant assisted with the purchase of a new River Response Trailer with 1,000 feet of floating boom (an anchor system) to protect the Petaluma River from a large release of hazardous materials. This effort included preparation of a City Council resolution to accept the Grant and coordinating “on the river/train the trainer” exercises to deploy the booms with key Petaluma Fire Department and CUPA personnel.

In September, 2010, the Petaluma Fire Department responded to a major release of waste oil to the Petaluma River. An illegal salvage operation occurred at 500 Hopper Street whereby a large 100-foot long vessel had been pulled ½ way out of the water and was in the process of being cut-up for scrap. Unfortunately, hundreds of gallons of waste oil were released into the Petaluma River as a result of the cutting operation. Members of the Prevention Bureau, Water Resources Department, and the Fire Department river response team prevented the release from spreading into the main part of the Petaluma River by deploying absorbent boom across a small outlet. The Fire Department also installed defensive booms at Adobe Creek and the Ellis Creek Treatment estuary and took part in the clean-up and enforcement action along with the State Fish and Game Department. The California Department of Fish and Game became the lead agency and this case is still pending.



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Fire Investigations

The Fire Prevention Bureau is responsible for investigating all fires pursuant to the 2010 California Fire Code. This involves responding to fires and conducting cause and origin investigations. Detailed records and fire investigation reports are maintained by the Bureau. A fire investigation report is then made available to the homeowner and insurance company. There are many times when the Bureau works cooperatively with private fire investigators to determine the exact fire cause of electrical equipment, vehicles, and/or other complex systems. This information is compiled and compared with known fire safety data and bulletins and/or added to other statistical data to prevent fires and add faulty equipment to recall lists.

The FPB conducted the following fire and hazardous materials investigations:

- Fifteen (15) structure fires
- Four (4) grass fires
- Five (5) debris/rubbish fires
- Six (6) hazardous materials incidents
- Three (3) kitchen fires

Two (2) fires were confirmed arson, with one requiring collaboration with the Sonoma County District Attorney's Office and the Bureau's assistance with sending investigation samples to the DOJ laboratory for chemical analysis. Of the above incidents, one (1) involved a juvenile, one (1) involved commercial machinery, one (1) occurred at an abandoned building, and one (1) was a vandalism fire at a school.



Casa Verde Kitchen Fire Investigation



Lombardi Ave., Fire Investigation



Alma Ct., Fire Investigation, Marijuana Grow House
(One injury to FireFighter who fell through 2nd story floor)

Public Education

Public education is an on-going service that would not be successful without the help of all fire personnel. Over this past year, the Fire Department has involved its personnel in delivering fire prevention and life safety messages to multiple facets within the community. Some of the events that the Fire Department has participated in during the most recent fiscal year included career and business fairs and fire safety presentations to senior citizen groups. Some notable events in FY 10/11 included:



- **July 4th Education and Enforcement Program.**
- **Residential Smoke Detector Checks.** Statistics prove that having installed, working smoke detectors in the home saves lives. PFD is continuing with a new program to check smoke detectors at residences during routine medical or service calls. Engine company staff will replace batteries and smoke detectors that are defective or missing free of charge.
- **Senior Mobile Home Smoke Detector Program.** The senior population in mobile home parks has been identified as vulnerable and potentially at a higher risk of injury from fire due to issues related to aging (i.e., limited mobility). In an effort to alleviate this potential problem, the PFD has worked in years past with cooperation from Fireman's Fund Insurance Company (FFIC) during their yearly "Day of Sharing" to check and replace smoke detectors in residences in mobile home parks. In 08/09, the focus was on Sandalwood Mobile Home Park; in FY 09/10, it was Petaluma Estates Mobile Home Park; and in FY10/11, residents of Youngtown Mobile Home Park benefitted from this program.
- **Kitchen Fire Safety Program.** In Petaluma, greater than 40% of reported structure fires originate in the kitchen and are a result of cooking. This is consistent with national statistics. Some of these fires are small and result in a minimal amount of smoke damage. Others, however, are larger, more devastating fires that destroy homes and displace residents. The larger the fire, the greater the potential for injuries and fatalities to both residents and responding firefighters. The goal of the PFD Kitchen Fire Safety program is to teach residents how to identify common hazards that can occur when cooking and how to mitigate them. Lessons include safe cooking behaviors, burn prevention, knife injury prevention, what to do if you have a kitchen fire, and the importance of having working smoke alarms in the home. This program was originally developed for junior high and high school-level cooking classes. It received such positive feedback that it has been expanded to include presentations at the local Senior Center and for the subsidized housing community.

Regional Sonoma County Fire Prevention Projects

During 2010 & 2011, the Fire Prevention Bureau continued to work cooperatively with other Sonoma County Fire agencies to work towards completing standards and inspection forms that can be used by different fire agencies within Sonoma County so that businesses working in different districts or cities can expect the same type of service/inspection outcome. The purpose of these combined efforts is to develop similar and consistent regulations between jurisdictions so contractors and developers can expect to apply the same regulations throughout the county. Eventually, this will prove to be a great benefit to those working in the development and construction communities by reducing code confusion and keeping additional costs for projects

at a minimum. Petaluma Fire Department has also worked cooperatively with other agencies in Sonoma County to put forward monthly fire safety educational press release messages (PSAs).

Engine Company Inspection Program

In fiscal year 2008-2009, the engine company inspection program was completely re-vamped to more efficiently and effectively conduct business inspections. All occupancies were evaluated and included in this re-organization. Buildings and businesses were identified as having one of more of the following classifications:

- A “shell” inspection;
- A building with a sprinkler system;
- A building with a fire alarm system and/or Knox Box;
- A building with a fire protection system (such as cooking extinguishing systems, Halon, or other special hazard systems); and
- A school, apartment building, or a downtown “core” inspection.

Buildings that have both sprinkler and alarm systems are combined into one inspection. Based on this data, the engine company inspection program was reduced in FY 08/09 from 2200 inspections to roughly 833 inspections. This amounted to an average of 92 inspections per shift/per engine-company/per year. Effective in FY 10/11, all inspections are now conducted on an annual basis and an annual fee is imposed per inspection to cover the cost of the inspection by the engine company (this fee equaled \$82 in FY 08/09, \$85 in FY 09/10 and \$102 in FY 10/11). It is requested that all inspections be completed by December of each year so that final numbers for the program year can be tabulated, the master list updated, and each shift be provided with a new inspection list by March of the next year. In FY 10/11, a total of 812 business locations were divided between the nine (9) engine companies and were due to be inspected.

The following table represents inspection results of the re-organized engine company inspection program.

	FY 08/09	FY 09/10	FY 10/11
# of Inspections Assigned	833	820	812
# of Inspections Attempted	721	724	TBD
# of Inspections Completed	691	724	TBD
% Completed	83%	88%	TBD
Fees Generated	~\$44,422	~\$51,170	\$61,908-to date

Fireworks Education and Enforcement Program

In both 2010 and 2011, the Fireworks Enforcement and Education Program was geared toward targeting illegal fireworks usage and utilized aggressive education, engineering, and enforcement options (referred to as “the 3Es”). The public message was “**Don’t Get Burned - Steer Clear of Illegal Fireworks!**”.

The highlights of the 3E approach are as follows:

Education-

- Distribution of firework safety information flyers and posters;
- Production of a short movie entitled “Don’t Get Burned” was aired as a preview before each movie at the local theater in June and July. It is estimated to have reached approximately 112,000 people and warned of the dangers of using illegal fireworks. The same movie short

was shown on the local public access channel within Petaluma and, during the Summer of 2010, as a preview before the main attraction each Friday night during the Free Summer Movies in the Park series;

- Approximately 2,000 letters were mailed to residents who reside or own property within the High Fire Hazard Severity Zone and directed that NO fireworks are allowed in their area; and
- The Hwy 101 Auto Mall Electronic billboard was utilized to flash a “Zero Tolerance” safety message during the period of June 15th thru July 4th.

Engineering-

- Fireworks sales days were reduced from 6.5 to 4 and usage days from 6.5 to 1;
- The time of use was limited to 10:00 a.m. to 11:00 p.m. on July 4th, only; and
- Signs were posted indicating it is unlawful for minors to use Safe and Sane fireworks and limited their discharge on others’ properties.

Enforcement-

- The Department utilized the administrative citation process with \$1,000 fines for illegal fireworks usage and graduated penalties of \$250-\$1,000 for the misuse of legal Safe and Sane fireworks; and
- In 2011, the Bureau fielded one (1) two-person combined Police and Fire enforcement team on each night of July 2nd and 3rd and three (3) two-person combined Police and Fire enforcement teams on July 4th from 6:00 p.m. to midnight. Four (4) \$1,000 citations were written for illegal fireworks.

FIREWORKS



Pictures of 2011 confiscated illegal fireworks

Financial Impacts-

- The cost of our “3E” approach was funded by firework manufacturers/distributors (TNT and Phantom Fireworks) and booth operators. Funds received in 2009 from the 19 fireworks booths provided approximately \$13,148 and funds received in 2010 from the 20 fireworks booths provided approximately \$13,840 in funds. These fees were enough to cover the cost of education materials, enforcement teams, and inspection and regulation efforts in their respective years. No City of Petaluma funds are used.

Weed Abatement

The goal of this program is to abate the fire threat from weeds by requiring property owners to maintain fire safe conditions on their undeveloped property. Property owners who fail to clear their lots are charged the actual cost of abatement, plus a per parcel administrative fee (equal to \$155 in FY 08/09, \$160 in FY 09/10 and \$172 in FY 10/11). Historical records show that during FY 08/09, weed abatement was performed on 59 City of Petaluma parcels and 31 private parcels for a total of 90 parcels abated. The total billing cost to private property owners was \$12,154.50 and \$30,273 for City-owned parcels. During FY 09/10, weed abatement was performed on 50 City of Petaluma parcels and 27 private parcels for a total of 77 parcels abated. The total billing cost to private property owners was \$15,191.25 and \$31,117.50 for City-owned parcels.

The weed abatement program for FY 10/11 has recently concluded. Weed abatement was performed on 44 City of Petaluma parcels and 16 private parcels for a total of 60 parcels abated. The total billing cost to private parcel owners was \$9,282.50 and \$22,243.75 for City-owned parcels.

This year, alternative methods of abatement were also utilized to abate larger parcels. Please see below:



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Fire Prevention Bureau Achievements

- Participated in a California Environmental Protection Agency (CalEPA) Certified Unified Program Agency (CUPA) Audit with four (4) different agencies: CalEPA, Department of Toxics Control (DTSC), CalEMA, and the State Water Resources Control Board (SWRCB).
- Continue to prepare and submit the Annual Certified Unified Program Agency (CUPA) annual report to CalEPA pursuant to Title 27 requirements.
- Major projects in review included: Riverview, Riverfront, Deer Park, East Washington (Regency Shopping Center), Labcon, Petaluma Egg Farm, Lagunitas Brewing, several RCFE's, and others. The Bureau is working in conjunction with other City departments to streamline the process businesses must follow when bringing their new development and planning ideas forward to the City.

- The Bureau is continuing with its transition to an electronic reporting format for all Hazardous Materials Business Plans (HMBPs) by implementation of the California Environmental Reporting System (CERS). The Bureau has approved 115 businesses to date and has been in contact with other participating businesses to inform them of the program and their individual requirements.
- Members of the Bureau continue to participate in the Sonoma County Fire Prevention Officers group (FPOs). One member is serving as President of the region for this County-wide organization and one of the main goals this year was to work with all Sonoma County agencies in order to provide uniform and consistent inspection guidelines. Monthly meetings are attended where county-wide fire protection goals are established, along with fire safety public message goals. A new program entitled "Fire Pals" is in the early stages of development and will create another means of bringing the fire safety message directly to children and schools.
- The Bureau and Fire Chief continue to work on resolving contamination issues at the former underground storage tank site on Payran Street. A remediation system has been approved for use and is undergoing Bay Area Air Quality Management District review for permitting. It is anticipated a remediation system will be in place by December, 2011.
- Two members of the Prevention Bureau represented Petaluma as members of the Sonoma County Hazardous Materials Incident Response Team (SCHMIRT) and the Sonoma County Fire Investigation Task Force (FITF). One member attended a regulatory underground storage tank meeting in Sacramento. Other members attended Fire Department Officer meetings and REACO Building Official meetings.
- Members of the Bureau continue to conduct office meetings and trainings with juveniles convicted of arson or deemed to have dangerous fire-setting behavior as part of a newly developed Juvenile Fire-setter Program.
- The Bureau continues to review solar installations and review exceptions to the Cal Fire Standards. In addition, members continue to meet with regional solar groups (i.e., Solar Sonoma) to assist with implementation of uniform guidelines and requirements.
- Members worked with the Ellis Creek Treatment Facility and City of Petaluma Corporation Yard to complete their Spill Prevention Counter Measure Control Plan ("SPCC").

TRAINING & OPERATIONS DIVISION

The objective of the Training and Operations Division is to ensure consistency in delivering the highest quality of service to the citizens of Petaluma through the training and education of our 51 line personnel, 16 of which are certified paramedics, who are cross-trained as firefighters. Operations vary from responding to fires (structures, vehicles, wildland/grass, rubbish and nuisance), car accidents, treating and transporting medical patients, hazardous materials incidents, rescues and other public service contacts. The Training Division assigns, schedules and coordinates the training of the multiple disciplines that our crews encounter on a frequent (or infrequent) basis and provides them the tools needed to make safe and effective decisions that will lead to the most positive outcomes possible. The top priorities of the Training Division this past year has been towards the Department's recruits, management and leadership training for new supervisors, and on our low frequency or high intensity incidents where the chance for injury or death is greatest.

FIRE SUPPRESSION

Training and Education

Training for all Fire Department employees is an investment, not an expense.



The Petaluma Fire Department provides manipulative training and classroom education for all department personnel. Training is conducted by developing, assigning, delivering, and evaluating all aspects of manipulative skills and classroom education. Fire Department training has three subsections. These subsections encompass all training goals for the year and are listed below with a short synopsis.

1. **Quarterly Training.** The Training Division issues a quarterly training schedule to all companies. The training schedule allows the training officer to ensure that State and Federal training mandates are being accomplished. It also assigns subject areas that have been identified by the Department as training priorities. Examples of these training priorities include: multi-casualty incident exercises, firefighter survival skills, incident command system, wellness, swift-water rescue, emergency medical technician, and coordinated fire attack. At the end of each quarter, all companies are evaluated on random manipulative skills and directed subjects that were assigned over that quarter.
2. **Recruit Training.** Firefighters on probation must complete an 18-month training program, including a basic 3-week fire academy. The program is broken into 6-month blocks and covers all aspects of firefighting and emergency response. The recruit training officer, in conjunction with the recruit's company officer, administers the program. The successful training of recruits lays the foundation for a competent firefighter and is one of the Department's highest priorities.
3. **Off Site Training.** In order to stay abreast of accepted industry practices, selected personnel are required to attend classes and seminars outside the assigned training schedule. Typically, these are classes that will allow our personnel to become certified as an instructor, or the classes involved subject areas that Petaluma cannot provide to personnel. Examples of outside training are: all of the urban search and rescue disciplines, advanced leadership and incident command system, and program development techniques. This past year, we have experienced a significant decline in outside training due to fiscal constraints, but have been beneficiaries of grants that the County has received for Urban Search and Rescue training. This fiscal year, the Department hosted a Tactics and Strategy for the First-in Officer Class that attracted fire service personnel from all over Sonoma and Marin Counties. Hosting topical seminars allows Petaluma Fire Department personnel to receive current information through classes offered locally at little or no cost to the City.

This past year, the Department experienced major personnel turnover that involved filling 6 positions that were frozen due to budget cuts (through the SAFER Grant) and 7 other positions due to disability and early retirements. This influx of new personnel (replacing 1/3 of our personnel) has created a challenging opportunity for our Department that has required some redirection of our resources, mainly time spent by the engine companies training recruits. Fortunately, we have invested much time, along with our HR Department, to hire very qualified and experienced recruits which have made this transition less difficult. All positions in the Department have seen turnover and thus the need for additional training and familiarization adds additional coordination to our training program. This past year, the Department logged 14,175 staff hours in training as depicted in the table:

Type of Training	Number of Training Events	Number of Hours in Training
Fire, Rescue, EMS Training	860	13,714
Computer-based EMS Training	460	343
Computer-based OSHA Training	100	118
Total	1,420	14,175

Rescue Systems Equipment & Training

Petaluma Fire Department continues to train quarterly in urban rescue disciplines. Using both City and outside grant funding, the Department updated and replaced equipment needed for rescue operations and training. The Department received additional rescue equipment funded by a Federal Homeland Security Grant obtained by the Sonoma County Officer of Emergency Services.

Marine Operations

The Fire Department continues to maintain Marine Operations in an effort to keep pace with the needs of the community. Marine Operations include water-based, as well as shore-based, river and flood rescue operations. They also include search and rescue, hazardous materials response and Police support. The Department's Inflatable Rescue Boat (IRB) is maintained to support these efforts. The IRB is not equipped for firefighting activities.

Company training was used to maintain hands-on skills in watercraft and water rescue operations. The Fire Department also put its IRB into service to support several community events. Along with this, the Department has completed an operational review and written specifications for a new Fire/Rescue boat. The boat currently used by the Fire Department is inadequate to meet the operational needs. The Department continues to seek grant opportunities to purchase a new boat which will improve our water rescue and water firefighting capabilities.

Safety/Wellness

The Fire Department strives to prevent illness and injuries and create the safest work environment possible for its employees through the following means:

Identification of Hazards. Fire Department employees are encouraged to report safety concerns and hazards to their immediate supervisor. Employees can also report their concerns through a computer-based reporting process or to any member of the Department Safety Committee. The Fire Department also conducts quarterly and annual inspections of its buildings, grounds and work stations in an effort to identify any workplace hazards. Additionally, in May of 2011, a list of common noise exposure sources within the Fire Department was developed by the safety officer in preparation for upcoming audiometric testing by a City-hired consultant.

Workplace Hazard Mitigation. The Department makes every effort to mitigate any hazards identified by its employees or through inspections of department buildings, grounds and work stations. For example, in May, 2011, air quality testing was conducted by a consultant at all three fire stations and mold and asbestos mitigation and/or abatement work was completed by contractors at Fire Headquarters to address air quality concerns brought forward by the Labor Group.

Safety Communication. Safety information is shared with employees through email, “Special Order” notices, postings and crew “tailboard” or morning meetings. Additionally, the Fire Department participates in the City’s Central Safety Committee and has its own internal safety committee. This internal safety committee meets on a quarterly basis and includes a member from Fire Management, the Department Safety Officer and the safety liaison to the labor group.

Safety Training. Being a firefighter is an inherently dangerous job. Therefore, virtually all Fire Department training includes the safety hazards and prevention for any given subject matter. Additionally, the Fire Department provides training on specific safety subjects through live training, reading assignments and computer-based training. In addition to the above, a consultant gave a back safety class to all Fire Department employees in April, 2011.

Personal Protective Equipment. Fire Department employees are provided with the personal protective equipment necessary for all aspects of their job. This includes, but is not limited to, firefighting ensembles (i.e., turnout gear), respiratory protection, hearing protection, eye protection and protection from biohazard exposures on EMS calls.

EMS Exposure Control. The Fire Department has a written EMS Exposure Control Plan that outlines roles and responsibilities, definitions, disease information for response personnel, exposure potential & prevention practices, the use of universal precautions, establishing engineering controls, decontamination procedures, immunizations and vaccinations, exposure reporting mechanisms, post-exposure treatment and record-keeping. The Exposure Control Plan is reviewed and updated annually by the Exposure Control Officer.

Reporting Injuries. Employees who are injured or exposed to body fluids or airborne pathogens on the job are required to report the injury immediately to their supervisor and fill out a Department accident/injury report form. Supervisors are required to fill out a supervisor’s report and submit it, along with a completed workers compensation claim for to Human Resources for processing and tracking.

Immunizations and Vaccinations. In an effort to reduce the possibility of an employee contracting an illness in the workplace, the Fire Department makes available to its employees vaccinations for annual flu, Hepatitis B, Measles, Mumps, Rubella, Tetanus, Diphtheria, Pertussis and Varicella-zoster.

Safety Compliance. The Fire Department makes every effort to comply with State and Federal laws and regulations pertaining to workplace safety. The Department also strives to comply and adhere to the City of Petaluma’s Injury and Illness Prevention Program (IIPP). In addition to offering immunizations and vaccinations, other examples of compliance include providing all employees with annual mask fit testing for medical masks and self-contained breathing apparatus, annual audiology testing, medical clearance to wear a respirator and medical clearance to drive a fire apparatus.

The Safety and Wellness assignment is managed and administered by a shift Battalion Chief. Additionally, a Fire Captain is assigned as the Department Safety Officer. The Safety Officer participates in the City’s Central Safety Committee and the Department’s internal safety committee, recommends safety training, reviews all accident/injury reports, creates an annual injury report and makes recommendations to staff to reduce on-the-job injuries.

The following information is taken from the annual injury report for calendar year 2010. The goal of this report is to identify areas in which we can improve and to evaluate equipment or procedures implemented from previous recommendations to determine if there is an impact. This report also identifies injury trends over the past five years.

Infectious Disease Exposures	
	No. of Instances
2006	21
2007	28
2008	33
2009	18
2010	37

Infectious disease exposures (see chart to the left), including those that are reported as a precaution after a low-level exposure, can elevate the overall number documented injuries in the above graph in past years. For example, a crew of five that were in the same room with someone with a possible airborne communicable disease may file an accident/injury report for each employee. Each of these five reports would count towards five independent injuries, even though it was a single event where perhaps no actual harm ever occurred to any of the crew.

The Table to the right depicts total amount of documented injuries minus infectious disease reports. In 2010, exposures were aggregated under one injury report thus the reduction from years past. The comparison allows one to compare injury verses exposure reports and to extrapolate the amount of infectious exposures occurring in any given year:

Total Injuries Without Infectious Disease	
	No. of Instances
2006	18
2007	28
2008	28
2009	15
2010	31

Injuries by Event					
Type	2006	2007	2008	2009	2010
Auto Accident				1	
Citizen Assist		1			1
Fire Inspection		2			
Fire Investigation	1				
HazMat		1	1		
In-Station Activity	2	4	6	6	6
Medical Aid	20	10	12	5	19
Mutual Aid Other					
Other		1		1	
Physical Training		2		2	1
Structure Fire	3	5	1	1	2
Training	3	1	9	2	5
Vehicle Fire			1		
Water Rescue	3				
Wildland Fire	1	1	3		

The Table to the left indicates that the majority of injuries occur during emergency medical responses, during in-station activities, and during Fire Department training.

The Table at right indicates the severity of the injuries. In general terms, “mild” represents injuries that the employee can self treat, “moderate” injuries require the employee to be seen by a physician and “severe” injuries require hospitalization.

	Injury Severity		
	Mild	Moderate	Severe
2006	26	3	1
2007	19	8	1
2008	20	13	0
2009	11	7	0
2010	22	10	0

Sprains remain the largest injury type during medical aids. Most of the “sprains” in medical aids were from either lifting a patient onto the gurney or while moving a loaded gurney across rough terrain. Injuries reported during medical aids have increased from the last year, however they seem to be of normal trend based on all 5 years.

Technology & Communications

Narrow-Banding. Work was completed to meet the April 4th deadline set forth by the County to “narrow-band” several primary radio frequencies in all Fire Department mobile and portable radios. The FCC has mandated that all public service radios be narrow-banded by January 1, 2013. However, CAL FIRE started the narrow-banding process early this year. It was necessary for all other fire departments in the County to also begin narrow-banding their radios so they can still effectively communicate with CAL FIRE in the 2011 fire season. Several Petaluma Fire mobile and portable radios were not narrow-band capable and had to be replaced. The newer radios were reprogrammed. Most reprogramming was completed in-house while others were reprogrammed by a communications service vendor.

Preparing to Switch to REDCOM Regional Dispatch. The Department prepared a transition plan to join the Redwood Empire Dispatch Communications center under a Joint Powers Agreement. The plan was targeted for full implementation in July of 2011, and it will result in a consolidated communications model that reduces costs, improves efficiency, and merges the PFD with 49 Sonoma County fire agencies and ambulance providers.

Buildings and Grounds

During FY 2010/2011, an inspection of Fire Department buildings and grounds was conducted by the Fire Chief and the Battalion Chief in charge of facilities to insure conformance and to identify maintenance and repair needs. A priority list was developed and work was initiated to address those needs. Additionally, the Fire Department worked with Public Works on the ADA Compliance and Transition Plan and completed an ADA self-evaluation for Fire Department program accessibility. The Fire Department collaborated with the Public Works Department and a private consultant to conduct an energy audit at the three fire stations. Working with the Water Department, a fire station water use audit was conducted which resulted in removing some lawn and replacing it with “Zero-scaping” ground cover. The same process will be implemented at Fire Station 2 to reduce landscaping maintenance and the use of water. All Station washing machines and dryers were replaced to save energy and water with high efficiency models by grants. Air conditioning units at Fire Headquarters were also replaced with assistance from the Building Department and similar grant funding.

Apparatus Maintenance

The Fire Department's apparatus is maintained by three specially trained firefighters, off-duty, on an as-needed basis. These firefighters are trained and certified through the Fire Mechanics Section of the California Fire Chiefs Association. The mechanics receive training annually.

The cost of apparatus maintenance and repairs for the entire Fire Department suppression fleet in FY 2010/2011 met budget projections without any additional major repairs. Fuel costs stabilized and recent changes in the outsourcing of mechanical work with the Petaluma School District met expectations which kept the Department within budget parameters.



EMERGENCY MEDICAL SERVICES

The Fire Department transported approximately 3,400 patients, with 90% of these transports originating in the City limits. 70% of those transported were taken to Petaluma Valley Hospital. While Petaluma continues to be the sole provider of paramedic care to the surrounding area, the Department works with seven other local volunteer and/or paid fire agencies in responding to the public's needs for mutual aid ambulances for emergency care and transport services.



The EMS Chief participated regularly in the Sonoma County Emergency Medical Care Committee. This advisory body provides oversight of the delivery of pre-hospital emergency care throughout the county. He also attends meetings with the Medical Advisory Committee, the Continuous Quality Improvement Group, the Multi-Casualty Incident Group, and California Fire Chiefs EMS to represent the Department's best interests and keep Petaluma at the forefront of quality pre-hospital medical service delivery. Budget reductions reduced part-time staffing and moved the responsibility of internal oversight for the quality of field care and reporting to the EMS Chief's duties. All investigations or questions about the operations of the ambulances are under continuous review in order to identify areas of improvement and compliance.

Dr. Jay Goldberg is our medical director and he is on an annual contract. His role is critical to the oversight of operations and training of personnel in the latest and best practices for patient care. This relationship also allows for the continued control of critical medicines and narcotics to deliver the best patient care possible.

A continuing education program for both Department EMTs and Paramedics has grown into a quality training model. All required EMT training is done on-duty in order to reduce costs and insure the highest quality of care our staff can deliver.

The Department relied upon out-of-area ambulances to transport emergency patients almost twice a week. The ability of the Petaluma Fire Department to meet minimum safe standards of fire suppression is based on the number of available Firefighter/Paramedics at an incident. The

ambulance personnel that the ambulances transport system funds equal approximately 20% of the total firefighting force. In nearly 40% of larger incidents which would normally require all of our personnel, one or more ambulance was unavailable.

Students from Santa Rosa Junior College and Napa Community College EMT and Paramedic programs continue to complete training in our ambulance program to support the future of the industry and we look to their graduate pools when recruiting future employees. The Petaluma Fire Department continues to be a partner in the education of the future workforce for our industry and believes that the quality of future employees is best supported by the quality of education available.

Survivors Reunion

Petaluma Fire Department personnel attend, and continue to be a sponsor, of the yearly “Survivors Reunion” hosted by the Benzinger Winery. This annual event is held to honor patients that survived near death experiences and embraced new life after being treated by emergency teams from our area. Survivors meet rescuers under better circumstances for dinner, conversation and awards with family and new friends. This “Second Birthday Party” is a celebration of life for many and has continued to be a source of pride for the organization. The photo at the right was taken at a recent reunion. A local CHP officer (the former patient), attended the celebration with PFD personnel and other emergency personnel involved in his case.

