

MINTO FIRE 2015 REPORT



ORGANIZATIONAL STRUCTURE

- Fire Chief with 2 Deputy Chiefs form Senior Management team (with support from other full time employees
- Full time Fire Prevention Officer/By-law Enforcement Officer shared with Building Dept.
- Administration Coordinator who completes all of the marketing and event projects

SERVICES OFFERED

- Fire suppression, rescue, alarm activations, Motor vehicle collisions with full rescue capabilities
- Tiered Medical Responses
- Confined Space Rescue
- Water Rescue

SERVICES NOT OFFERED

- Trench Rescue (Guelph)
- Ice Rescue (In progress)
- Swift Water Rescue (In Progress)
- Building Collapse (Provincial HUSAR)
- High Angle Rescue (C. Wellington/Hanover)
- HazMat Response (Awareness and Partial Operations Level)

TOTAL RESPONSES

Minto Fire Total Responses

276 Call Outs

Average Chute Time – 4 min 18 secs (Time from pager activation to truck out the door)

Total Dollar loss in 13 Incidents - \$764,500

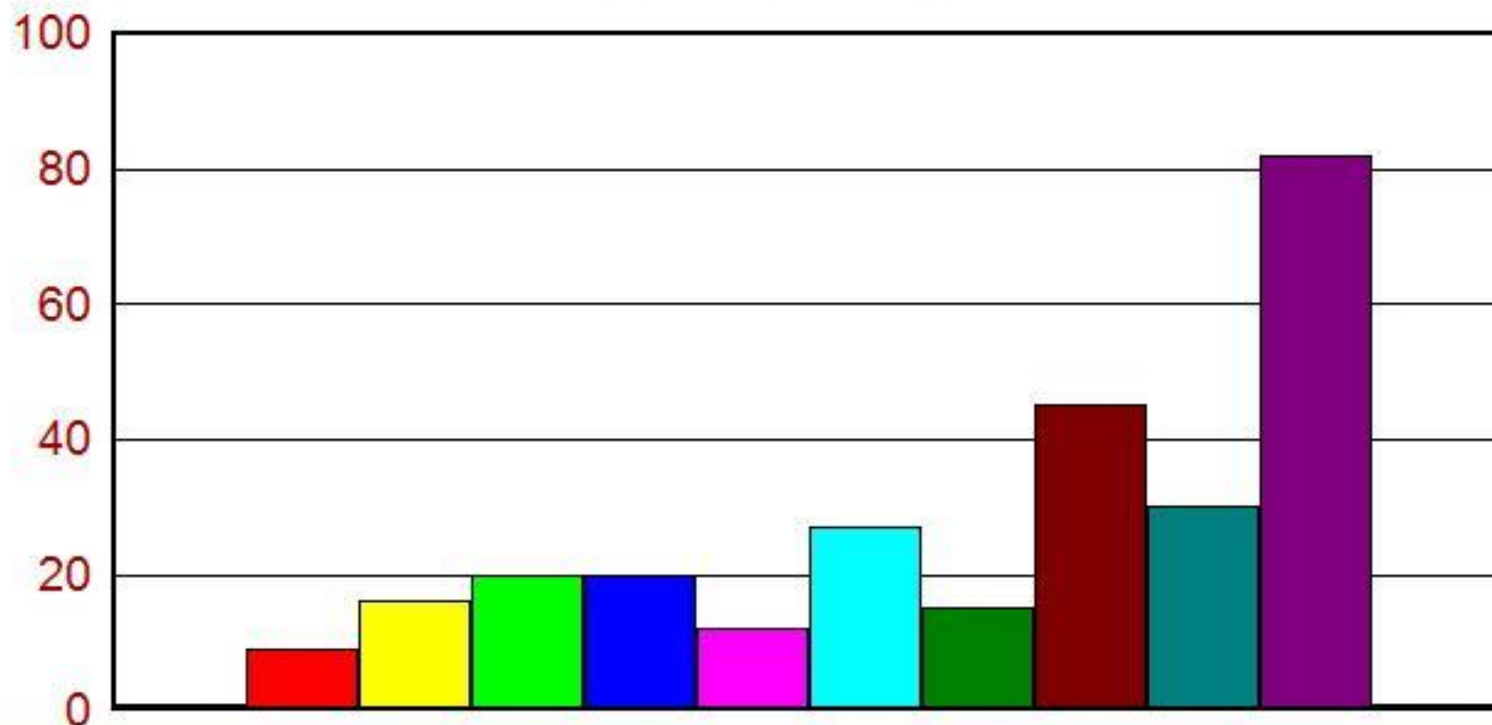
Total Dollars Saved in 6 Incidents - \$339,500

OVER 2811 FIRE FIGHTER HOURS LOGGED



BREAK DOWN OF INCIDENTS

Totals by Type
From Jan 1 15 to Dec 31 15



BUSIEST TIMES OF THE DAY

0800 - 1700
Daytime

123 CALL OUTS

1700 - 0000
Evening

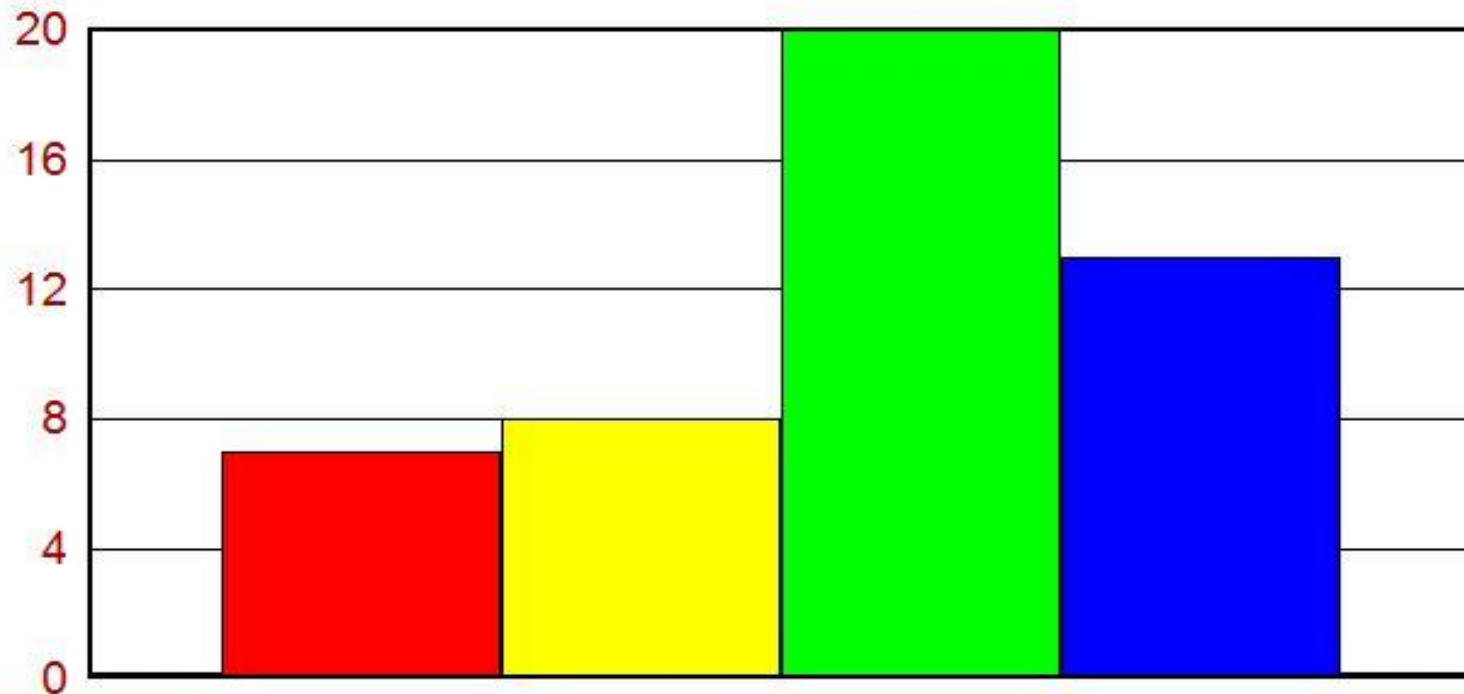
90 CALL OUTS

0000 - 0800
Overnight

63 CALL OUTS

NORTH PERTH RESPONSES

Totals by Year
From Jan 1 12 to Dec 31 15



2012



2013



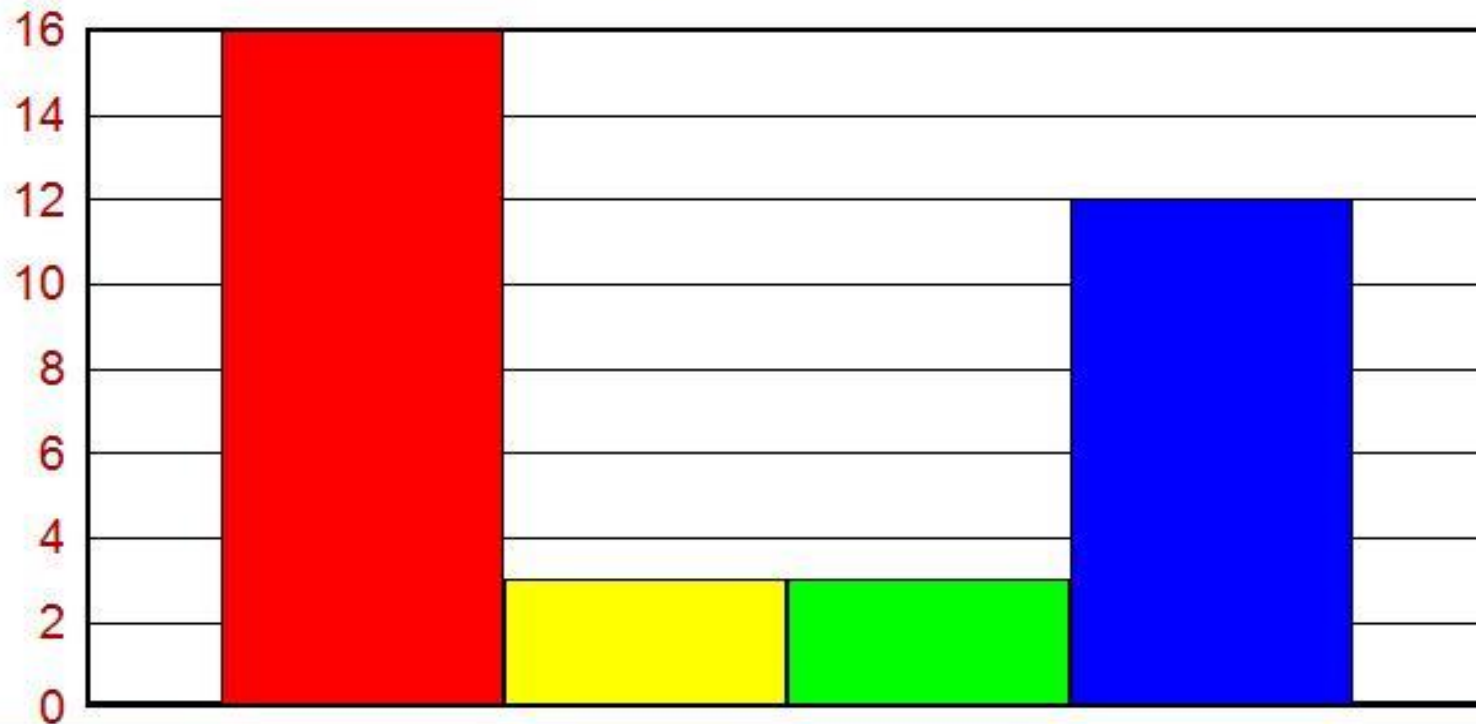
2014



2015

HOWICK RESPONSES

Totals by Year
From Jan 1 12 to Dec 31 15



2012



2013



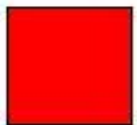
2014



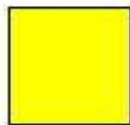
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3 YEAR Call COMPARISON

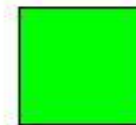
3 Year Comparison
From Jan 1 13 to Dec 31 15



2013



2014



2015

MINTO FIRE



MINTO TRAINING

Over 140 hours of training offered last year (almost 12 hours per month)

Continuing to adapt to the new NFPA Standards for Fire training

These hours do not included meetings/truck checks/duty point hours put in by Fire Fighters

CONFINED SPACE TEAM

- New Confined Space team is in service
- Spent over 60 hours training to be certified to the confined space technician level
- All equipment has been purchased and placed in the Technical Rescue trailer

WATER RESCUE TEAM

- Recently were certified after successful completion of training May 15th
- Purchase of the equipment is currently taking place to put the team in service
- Huge Thank you to Pike Lake Campground for the use of their facilities during the training





PUBLIC EDUCATION

Our Public Education program continues to grow in both people reached and programs initiated

We presented at the Ontario Fire College as well as were featured in Firefighting in Canada magazine as the cover story for our social media/pub ed programs

firefightingincanada.com

February
2016

FIREfighting IN CANADA



SELLING SAFETY

Using marketing methods
to drive public education

SELLING SAFETY

An Ontario fire department uses popular images, buzzwords and hashtags to drive public education

By TANYA BETTRIDGE

A shift is happening in the required skill sets of fire-service personnel: firefighters need to be more high-tech than ever, and non-suppression personnel are moving up the ranks. The fire-breathing dragon of the past is long gone, replaced by new challenges such as lightweight construction and alternative energy sources.

But there is also a new dragon slayer in town, one with a keyboard mightier than any sword, one who has the ability to do what fire services have struggled to do for decades: get people's attention.

From social media messages to buzzwords, hip hashtags and snazzy slogans, the new firefighter is essentially a marketing guru with an eye for opportunity and an ear for the community.

The Minto Fire Department in Ontario employs a new dragon slayer – administrative co-ordinator Callise Foerter. Using her marketing background, Foerter is steering the department's public-education campaigns and social media accounts to draw in the community.

Foerter regularly uses pop-culture references, seasonal graphics and trending hashtags to command attention from the public. An October tweet, depicting a delicious #pumpkin spice latte, gently reminds people to get their chimneys cleaned. Similar to the way private marketing campaigns for fashion brands or beer companies use humour or visuals of people having fun – often unrelated to the actual brand – Foerter uses popular imagery or incentives such as a prize to draw in her audience before linking to a fire-safety message.

Foerter and Minto Fire Chief Chris Harrow discuss the incorporation of marketing into the fire department, particularly through social media and connecting with the community.

Q How or why do fire services miss the mark when it comes to communicating to the public, be it during incidents, via social media and/or with their public-education campaigns?

Harrow Consistency. Being on social media and communicating with the public is not a nine-to-five job. It requires us to be on at all hours of the day and even on weekends. We had a tornado strike our community [last] year on the August long weekend. The communications we sent out were the key to a successful community response and awareness of the entire incident.

Foerter From my perspective, the fire service, overall, misses the mark on public education because we don't cater to the needs or wants of our communities. We think that fire-safety messages are strong enough messages to stand alone, when I believe in actuality the safety message is a secondary message.

We need to go back to basics, and look at fundamental rules of communicating with people. Dale Carnegie's book *How to Win Friends and Influence People* outlines communication rules such as listen to people, make a connection with people, know the kind of person/personality you're talking to, talk to people about themselves and their interests. We as the fire service need to take



PHOTO COURTESY: MINTO FIRE DEPARTMENT

LEFT: The Minto Fire Department's Twitter feed gets creative with popular images such as a pumpkin spice latte to grab people's attention.

ABOVE: Minto Fire's administrative co-ordinator Callise Foerter taps into her marketing background to generate interest in the department's public-education campaigns and social media accounts.



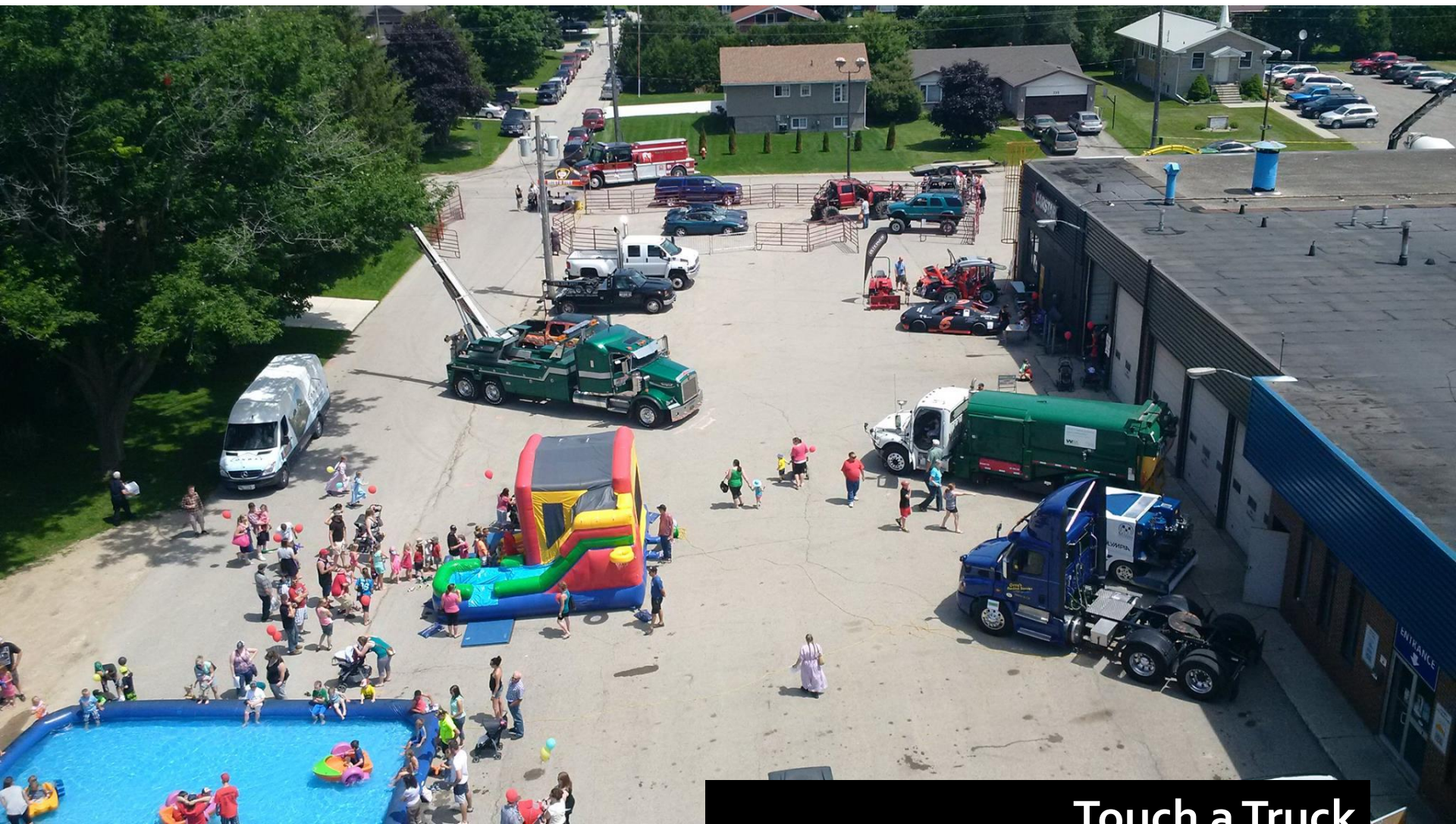


MINTO FIRE EVENTS

- Emergency 91RUN
- Touch-a-Truck
- Movember Campaign
- Safe Kids Day



Emergency 91run



Touch a Truck



Touch a Truck



Safe Kids Day



**FIREFIGHTER
CHRIS BELL**



**FIREFIGHTER
PHILIP DESJARDINE**



**EQUIPMENT OFFICER
ADAM SINCLAIR**



**CAPTAIN
TERRY CORMACK**



**FIREFIGHTER
DAVID BRAMHILL**



**CAPTAIN
PETE HENDERSON**



**FIREFIGHTER
WILL VAN DER MEER**



ASSOCIATION EVENTS

- Slow Pitch Tournament
- Curling Bonspiel
- Santa Claus Parades
- Firefighter Breakfasts
- Spaghetti Suppers
- Garage Sale
- Helped Other Organizations with Events (Fall Fair Parades, Hospital Gala, Ag Stag, Splash Bash, Spring Fling, & many others)

MASTER FIRE PLAN

Most of the initiatives on the plan have been completed

Need to complete an update on the entire plan

Due to the workload for this year, plan update has been rescheduled for 2017

2016 INITIATIVES

- Delivery of 2 new trucks
- Awards night gala
- Water rescue team implementation
- An unnamed event in September
- Formation of Minto Fire Cares Foundation