



Dallas Fire-Rescue

Adopt-A-Fire Station

February 19, 2008



Briefing Objective

- Present Update on Research Plan:
 - State Project Goals
 - Review Research Methods
 - Summarize Research Findings
 - Subsequent Steps:
 - Development Research Plan

Research Objectives

- Understand the complexities in creating and sustaining such a program
- Recognize the effectiveness of implementing such a program
- Determine the monetary and manpower cost of operating such a program

Project Objective

Establish An Adopt-A-Fire Station Program

Characteristics of this Program:

- Positive (Impression):
 - Encourage Sense of Community Involvement
 - Improve Station Morale
 - Improve Facility Conditions
- Viable:
 - Minimize Overhead Costs
 - Minimize Manpower Hours

Research Methodology

- Determined the 10 largest municipal and county fire agencies in the United States of America
- Identified two “Adopt-A-Fire Station” programs and one relevant station improvement program within the list of 10 agencies
- Compiled data on each specific program through:
 - electronic media sources (internet)
 - written departmental documents (from respective agencies)
 - direct communication with departmental and program representatives

Research Findings



Case Study Results



Case Study: Houston Fire Department

- Department Profile:

- Location: Houston, TX

- Size:

- Uniformed Personnel: 3,752

- Fire Stations: 90

- Population: 1.9 Million

- Area: 617 Square Miles

- Call Volume: +279,300 Emergency Calls for 2006

- Annual Budget: \$363.0 Million for 2007



Case Study: Houston Fire Department (Continued)

- “Adopt-A-Fire Station”:
 - Objective:
 - To provide the citizens of Houston with a channel in which to spruce up their local fire stations.
 - Description:
 - Used to identify and prioritize structural and maintenance needs of all Houston Fire Department (HFD) fire stations. Followed by directing donor materials and services to the fire station the donor wishes to “adopt.”

Case Study: Houston Fire Department (Continued)

- “Adopt-A-Fire Station”: (Continued)
 - Funding:
 - Donors:
 - Individuals:
 - ✓ Personal and private individuals wishing to contribute used items or cash donations to a local fire station
 - Commercial/Corporate:
 - ✓ Companies wishing to donate cash, services, or products to local fire stations or citywide initiatives

Case Study: Houston Fire Department (Continued)

- “Adopt-A-Fire Station”: (Continued)
 - Funding:
 - Allocation:
 - Value range of individual contributions:
\$100-\$10,000:
 - ✓ Such contributions are usually made directly to a designated fire station and are selected by the donors based on the proximity of their work or residence
 - Value range of commercial/corporate contributions:
\$500-\$50,000:
 - ✓ Such contributions are usually made directly with the Fire Administration and rarely limited to one fire station or neighborhood

Case Study: Houston Fire Department (Continued)

- “Adopt-A-Fire Station”: (Continued)
 - Results:
 - Primary: The successful improvement of multiple fire stations across the City of Houston. Contributions varied from structural improvements/building reconstruction to providing items for replacement of worn out items used to enhance fire station living
 - Secondary: Increased interaction between fire station level personnel, community business leaders and residents.



Case Study: Los Angeles Fire Department

- Department Profile:

- Location:

City of Los Angeles, CA

- Size:

- Uniformed Personnel: 3,594
- Fire Stations: 106
- Population: 3.8 Million
- Area: 471 Square Miles

- Call Volume: +728,000 Emergency Calls for 2006

- Annual Budget: \$509.5 Million for 2007



Case Study: Los Angeles Fire Department (Continued)

- “Adopt-A-Fire Station”: (Continued)
 - Objective:
 - To address the quality of life issues at various Los Angeles Fire Department’s (LAFD) fire stations by providing necessary repairs and enhancements through external funding
 - Description:
 - Used as a fund-raising campaign to meet the quality of life goals set by LAFD, and designate where and how the contributions will be allocated

Case Study: Los Angeles Fire Department (Continued)

- “Adopt-A-Fire Station”: (Continued)
 - Funding:
 - Donors:
 - Individuals:
 - ✓ Personal and private individuals wishing to contribute used items or cash donations to a local fire station
 - Commercial/Corporate:
 - ✓ Companies wishing to donate cash, services, or products to local fire stations or citywide initiatives

Case Study: Los Angeles Fire Department (Continued)

- “Adopt-A-Fire Station”: (Continued)
 - Funding:
 - Allocation:
 - Value range of individual contributions: \$100-\$10,000
 - ✓ Such contributions are usually made directly to a designated fire station and are selected by the donors based on the proximity to their work, residence or personal affiliation to a specific fire station
 - Value range of Commercial/Corporate contributions: \$500-\$50,000
 - ✓ Such contributions are usually made directly with the Fire Administration in response to certain LAFD initiatives or as a thank you for LAFD assistance in their private venture

Case Study: Los Angeles Fire Department (Continued)

- “Adopt-A-Fire Station”: (Continued)
 - Results:
 - Primary: The successful improvement of multiple fire stations, and in some cases emergency equipment, across the City of Los Angeles. Contributions included structural improvements/ building reconstruction, replacing of worn out items, addition of new station amenities and specialized emergency tools used to enhance station living or emergency operations.
 - Secondary: Increased interaction between fire station level personnel, the Community Outreach Division, community business leaders, and the public at-large.



Case Study: Chicago Fire Department

- Department Profile:

- Location: Chicago, IL

- Size:

- Uniformed Personnel: 4,000

- Fire Stations: 98

- Population: 2.9 Million

- Area: 228 Square Miles

- Call Volume: +500,000 Emergency Calls for 2006

- Annual Budget: \$474.7 Million for 2007



Case Study: Chicago Fire Department (Continued)

- “Growing One Community At A Time”:
 - Objective:
 - A community block project to beautify and improve 36 fire stations and local schools throughout the City of Chicago
 - Description:
 - Use of “block party” style events partnering designated school students with designated fire personnel

Case Study: Chicago Fire Department (Continued)

- “Growing One Community At A Time”: (Continued)
 - Funding Donor: Lowes Home Improvement
 - Provided supplies, expert consultation, and tools
 - Lowes Companies Inc. blindly contacted by a Chicago Fire Department (CFD) representative inquiring if Lowes was interested in making a contribution.
 - Resources were readily available for outside distribution by Lowes through their “Education Fund.” Thus, Chicago Public Schools (CPS) became a mutual beneficiary of this CFD program.

Case Study: Chicago Fire Department (Continued)

- “Growing One Community At A Time”: (Continued)
 - Funding Allocations:
 - Total contribution from Lowes, Inc.: \$120,000
 - Total contribution from CFD: \$21,600 (\$1,200 per Fire Station)
 - Total contribution from CPS: \$90,000 (\$5,000 per School)

Case Study: Chicago Fire Department (Continued)

- “Growing One Community At A Time”: (Continued)
 - Results:
 - Primary: The beatification of the exterior of 18 fire stations and 18 Chicago Public elementary and middle schools. In other words, ascetically improved city neighborhoods. Specific improvements included: painting, landscaping, and decorating.
 - Secondary: With over 200 students and 50 CFD members participating together in each project, CFD maximized on the opportunity to use the event also as a Fire Safety Fair. Specific activities included: blood pressure screenings, giveaways, free lunches, and child/adult fire prevention and safety exhibits.

Research Findings

Summary of Findings

General Conclusions

- Programs considered highly successful!
- Create a “List of Acceptable Items for Donation” strictly as a suggestion:
 - Guide for prospective donors
 - Provides fire stations with flexibility on how to improve the quality of life within their fire station
 - Allows for greater interaction between fire station personnel and the public
- Will require one designated administrator:
 - i.e. Community Relations Officer or PIO
- Cooperation from outside non-profit organizations with 501(c)3 Tax Status:
 - Dallas Fire Museum
 - Salvation Army
 - Box 4 Fire Buffs Association

Subsequent Phasing

- Developmental Research Proposal:
 - Objective:
 - Determine the best plan of action in order to create and implement an “Adopt-A-Fire Station” program specific for Dallas Fire-Rescue
 - Description:
 - Create savings accounts for beneficiaries
 - Identify each individual fire stations’ needs/wants
 - Identify potential contributors within each fire station district and of potential citywide donators
 - Resolve all potential legal and financial concerns

Next Steps

- Designate Project Manager/Administrator
- Hire support coordinator by late Spring 2008
- Inventory needs and prioritize by early Summer 2008
- Launch Adopt-A-Fire Station program by Mid-Summer 2008

Questions?