

# Fire Safety Education

Led by: Chief of Calgary Fire Department

## Description

Fire Safety Education provides fire prevention and life safety education to reduce community risk levels, including risks to Calgarians, property and the environment. The service develops and delivers educational programs and materials tailored to address specific risks to diverse populations experiencing vulnerabilities that may put them at greater risk of harm from fire and related emergencies. The service also develops programming and training to assist firefighters with general outreach including school fire drills, home safety visits and fire station tours. The service is responsible for the Fire Department's public engagement programs to improve community safety and resiliency.

## Value and benefits

Emergency calls are trending upward in Calgary. Fire Safety Education works to develop and deliver programs and services that directly impact the frequency and severity of injuries and losses at emergency incidents. The service also provides specialized programs for diverse communities and populations experiencing vulnerabilities to reduce risks and improve positive outcomes in an emergency. Finally, proactive community risk reduction efforts, including fire and life safety education, are essential to preventing emergencies and alleviating demand for emergency response services; the most effective way to deal with an emergency is to prevent it from happening.

## Customers

Fire Safety Education delivers services to all Calgarians and visitors to Calgary, including businesses, institutions, and internal staff. The service focuses on diverse communities and populations experiencing vulnerabilities, including new Canadians, school-age children, seniors, lower-income households, and people with disabilities.

## What we deliver

Fire Safety Education develops and delivers fire and life safety awareness programs and training seminars to diverse communities and populations experiencing vulnerabilities. The service also provides firefighters with the skills and knowledge to deliver community education like school fire drills, station tours and the home safety program.

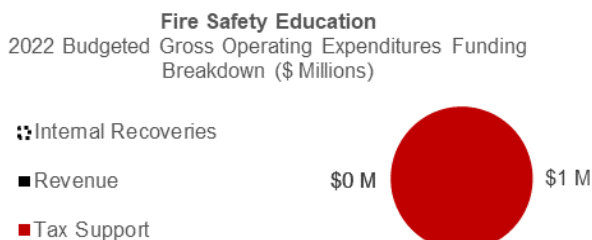
## Partners

Fire Safety Education's internal partners include Fire Inspection & Enforcement, Fire & Emergency Response, Police Services, Calgary 9-1-1, Bylaw Education & Compliance, Recreation Opportunities and Neighbourhood Support. Externally, the service works with a network that includes immigration and social service agencies, seniors' institutions, community outreach groups, schools, and businesses.

38,000	Contacts with Calgarians experiencing vulnerabilities
57%	Increase in fires since 2019
1 in 40	Calgarians engaged in safety education
12%	Communities exceeding risk threshold

## Key assets

Not Applicable.



Note: Internal recoveries is how The City accounts for the costs of goods or services between services

## What we have heard & what we are watching

### What we have heard

According to customer research conducted in 2021 and 2022, 94 per cent of Calgarians rate Fire Safety Education as an important service and 89 per cent of Calgarians are satisfied with the service they receive. Calgarians said it was most important that Fire Safety Education helps reduce the chance of fires and life safety emergencies and provides them with information so they are aware of fire and life safety risks that may affect them. The service was unable to engage as many people directly during the pandemic due to public health restrictions which could explain why satisfaction is lower than previous years. Moving forward, the service is working to deliver a more resilient digital/physical hybrid service model capable of reaching more Calgarians.

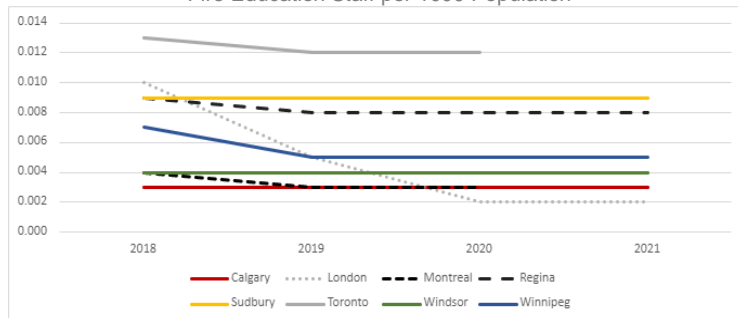
### What Council has directed

Fire Safety Education helps build economic and social resilience by reducing the frequency and severity of fires which could have significant impacts on local businesses and communities. The service supports strong, vibrant and safe communities where all Calgarians can thrive. Fire Safety Education engages directly with diverse communities and populations experiencing vulnerabilities in Calgary and ensures that critical fire and life safety education is equitable and accessible for everyone. The service also works with a network of community partners, including social services agencies and cultural awareness organizations, to strengthen relationships with Calgarians and meet the needs of their communities.

### What we are watching

Fire Safety Education monitors several trends to understand the unique needs of different communities in Calgary. The number of emergency incidents occurring annually continues to rise. The number of residential fires and critical medical incidents is trending upward, and population demographics suggest a need to address risks for groups experiencing a higher degree of vulnerabilities. The service will continue to monitor and identify emerging groups at higher risk of poor safety outcomes at emergencies to inform service delivery. Fire safety preparedness is more important now than ever before as fires in new construction homes burn faster, hotter and produce more toxic smoke due to design factors, construction materials and contents. This has serious safety implications for Calgarians and firefighters. As more services become available on digital and virtual platforms, Fire Safety Education is exploring new ways to reach Calgarians.

Fire Education Staff per 1000 Population



MBNCanada

### Comparing our service

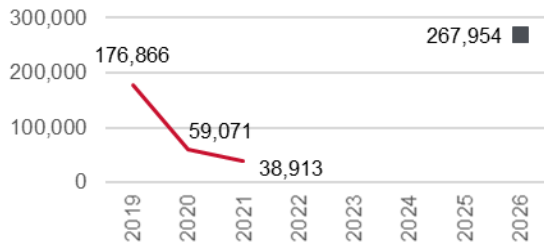
This chart provides comparative data between municipalities for the budgeted number of fully dedicated Fire Education staff. The number of staff per 1,000 population is an indicator of the effective reach of the service and the capacity of the service to meet the needs of the public. In 2021, the number of Fire Education staff per 1,000 population remained below the median value of 0.005.

# Measuring performance & where we want to go

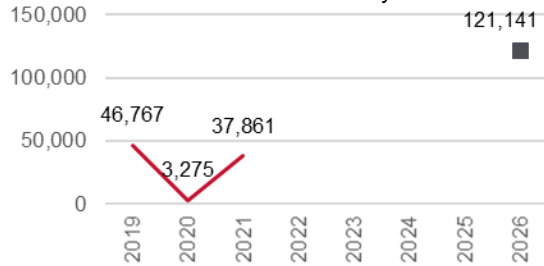
For Council Approval

— Actuals      ■ Expected Future Performance

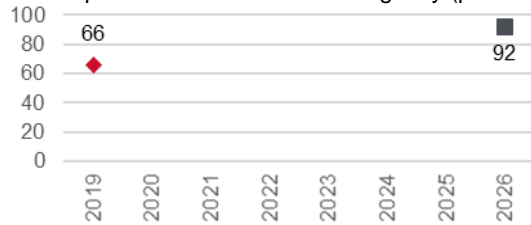
PM1: Number of Calgarians contacted annually about fire prevention and life safety through non-emergency initiatives



PM2: Number of Calgarians experiencing vulnerabilities that receive fire safety education



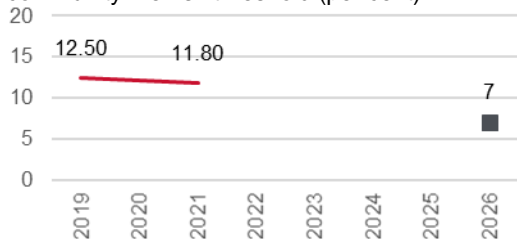
PM3: Calgarians that believe they are prepared and have a plan to deal with a fire emergency (per cent)



PM4: Contacts who feel safer and better equipped with fire and life safety information after receiving education (per cent)



PM5: Communities in Calgary exceeding the community fire risk threshold (per cent)



## Story behind the curve

Historically, the service performance measures have not accounted for digital outreach to Calgarians. The transition to virtual platforms in 2021 to mitigate impacts of the pandemic has unlocked new ways for the service to expand its reach. Based on preliminary data, the service expects that with adequate resourcing, a digital hybrid service delivery model has the potential to reach more Calgarians from more communities than the previous model.

Current staffing levels in Fire Safety Education do not align with the critical role of fire prevention and life safety education. As risk profiles evolve in our communities, there is increasing pressures to expand the reach of, and content delivered by, the service. The service will leverage community partnerships, technology solutions, and frontline resources to deliver general fire safety education in communities allowing Community Safety Officers to focus on delivering more targeted education to populations experiencing vulnerabilities including seniors, new Canadians, and children.

This measure provides an indication of the overall reach and efficacy of fire safety education programs by demonstrating the impact they have on the entire population. The service intends to increase awareness of fire safety and establish an upward trend in the number of Calgarians discussing fire safety at home.

This measure will demonstrate the effectiveness of service delivery by assessing the impact of fire safety education received by Calgarians on their confidence in dealing with an emergency incident. The service will work with partners to help Calgarians adopt safer and more responsible fire and life safety behaviours while focusing on developing engagement opportunities through digital channels. Fire Safety Education is developing a revised data agenda and plan to enhance the reliability of monitoring and reporting outcome focused measures for 2023-2026.

Community risk factors vary across the city and contribute to differences in both the need for Fire Safety Education services and the type of programming required. This measure will provide information on where to focus resources and targeted programming to reduce residential fire and life safety risks. The measure also provides insight on how well Fire Safety Education services are being delivered and the impact it is having on communities.

## What we plan to do

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### Result for 2023-2026

We will reestablish pre-pandemic programming and community engagement levels while expanding in-person and virtual service offerings through a new hybrid service model. The service will also continue to deliver tailored safety education for Calgarians experiencing vulnerabilities.

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### How we are going to get there

Reduce the risk of property loss, injury and death due to fire for people impacted by socioeconomic inequity. The service will achieve this by continuing to develop and provide targeted fire and life safety education to Calgarians experiencing vulnerabilities.

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Build stronger and safer communities by ensuring Fire Operations staff receive adequate education and training to improve the delivery of quality general fire safety education.

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Reestablish pre-pandemic community engagement efforts, life safety education programs and other suspended service offerings while developing new modes of delivering education and programs that leverage emerging technologies.

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Improve the inclusivity, impact and reach of fire safety education programs by continuing to develop and expand the virtual and in-person hybrid service delivery model.

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Enhance targeted community risk reduction programs by developing risk assessments using a community lens combined with fire station district boundaries to better align educational outreach for specific risks.

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Improve the identification of community risks and development of specific risk reduction strategies by collaborating with service partners to leverage their knowledge of Calgary's diverse communities when completing annual updates to community risk assessments.

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Strengthen the sustainability of Fire Safety Education services by developing and maintaining relationships with sponsors and community partners.

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Incorporate social equity outcomes and cultural responsiveness in service design and delivery by deepening the understanding of key barriers, risks and opportunities when engaging populations experiencing vulnerabilities in Calgary.

## Operating budget needed to achieve results

**For Council Approval**

### Breakdown of net operating budget (\$000s)

	2023		2024		2025		2026	
	Base	One-time	Base	One-time	Base	One-time	Base	One-time
Previous Year's Net Budget	1,189		1,189		1,189		1,189	
Previously approved One-time budget		-		-		-		-
2022 One-time carry forward		-		-		-		-
Revenue Changes	-	-	-	-	-	-	-	-
Internal Recoveries Changes	-	-	-	-	-	-	-	-
Inflation	-	-	-	-	-	-	-	-
Operating Impact of Previously Approved Capital	-	-	-	-	-	-	-	-
Operating Impact of New Capital (Incremental)	-	-	-	-	-	-	-	-
Service Reductions	-	-	-	-	-	-	-	-
Service Increases	-	-	-	-	-	-	-	-
<b>Total net budget</b>	<b>1,189</b>	<b>-</b>	<b>1,189</b>	<b>-</b>	<b>1,189</b>	<b>-</b>	<b>1,189</b>	<b>-</b>

### Total Operating Budget (\$000s) for Approval

	2022 Budget	2023			2024			2025			2026		
	At April 30	Base	One-Time	Total	Base	One-Time	Total	Base	One-Time	Total	Base	One-Time	Total
Expenditures	1,189	1,189	-	1,189	1,189	-	1,189	1,189	-	1,189	1,189	-	1,189
Recoveries	-	-	-	-	-	-	-	-	-	-	-	-	-
Revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Net</b>	<b>1,189</b>	<b>1,189</b>	<b>-</b>	<b>1,189</b>	<b>1,189</b>	<b>-</b>	<b>1,189</b>	<b>1,189</b>	<b>-</b>	<b>1,189</b>	<b>1,189</b>	<b>-</b>	<b>1,189</b>

\* Note: Figures may not add up due to rounding.