

# Fire Safety Education

Led by: Calgary Fire Department

## Description:

This service provides fire and life safety education to prevent fires and reduce risk to citizens, property and the environment.

## Customers:

There are three main customers of fire safety education: citizens, businesses and institutions.

## What is delivered to customers:

Fire Safety Education delivers customized education to at-risk segments in the community; and general education for firefighters to provide at the community level. This reduces risk and improves the lives of Calgarians through increased safety and knowledge. Deliverables of the service include increased awareness, training and intervention services.



## Partners:

Fire Safety Education partners with internal City services including Police, 9-1-1, Bylaw Education & Compliance, Recreation Opportunities and Neighbourhood Supports, as well as external partners including social service agencies, seniors' institutions, community groups and organizations, schools, businesses and the Office of the Fire Commissioner.

## Service need (value proposition):

The number of residential fires and fire-related injuries within Calgary is trending upwards. The occupant's reaction to the fire is a strong factor in survivability. Our most vulnerable are children, seniors, new immigrants and people with mobility challenges. Public fire safety education and training are the key to reducing the fire problem and reducing fire injuries and deaths.

## Current state service value

<p><b>140,000</b> Citizens non-emergency contacts</p> <p><b>65%</b> Improved knowledge of fire prevention</p>	<p><b>97%</b> Rated fire safety education as important</p> <p><b>622</b> Fire-related incidents in homes in 2017</p>	<p>2018 Budgeted Gross Operating Expenditures Funding Breakdown (\$ Millions)*</p> <ul style="list-style-type: none"> <li>■ Tax-Support</li> <li>■ Revenue</li> <li>■ Internal Recoveries</li> </ul>  <p><b>\$17</b> Operating cost per non-emergency contact</p> <p><small>* Gross operating budget and the service cost ratio may include internal recoveries that are also included in other services gross operating budget.</small></p>
<p><b>Connections to Citizen Priorities</b></p> <ul style="list-style-type: none"> <li>A Well Run City</li> <li>A Healthy and Green City</li> <li>A City that Moves</li> <li>A City of Safe and Inspiring Neighbourhoods</li> <li>A Prosperous City</li> </ul> 		<p><b>What the service includes</b></p> <p>This service has no sub-services.</p> <hr/> <p><b>Key Capital Investments</b></p> <p>Capital requirements include computer equipment and fleet.</p>



## What we've heard and service outlook

### What we heard: Research & Engagement Results

Citizens rated fire safety education as high in importance and satisfaction, and support maintaining the service. Although 71 per cent of Calgarians say they know what to do in the event of a fire in their home, the majority don't think they are at risk. Most fires and fire deaths in Canadian homes are caused by careless cooking or smoking. In the 2018 Calgary Fire Perceptions and Expectations Survey, citizens told us they expect their fire department to respond to emergencies first, and expect their fire department to provide prevention and education efforts. After education, most citizens said they were able to address hazards in their homes.

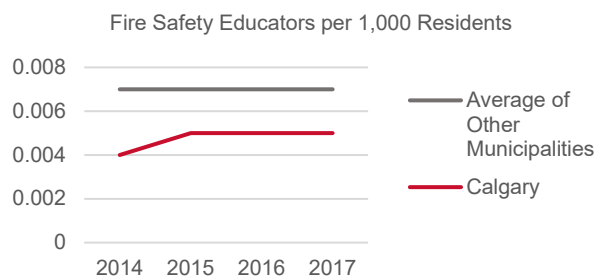
### What Council has directed

Fire Safety Education primarily supports the citizen priority A City of Safe & Inspiring Neighbourhoods while also supporting A Prosperous City and A Well-Run City. Specifically, this service addresses: risk reduction to improve the safety of Calgarians (especially seniors and the disabled) and their communities; shifting our understanding and focus from how services are delivered to why services are delivered; simplifying and streamlining processes and procedures, cutting red tape, eliminating service silos; and enhancing our partnerships with non-profits and businesses.

### What are we watching?

Fire Safety Education is watching several trends, and the needs of communities are evolving as evidenced by the increase in overall emergency incidents. Demographic shifts show the need to provide education to an aging population and their support network. We will continue to provide our life safety education programs for older adults, low income families, children and new Canadians. While residential fires are trending downward in many municipalities, the reverse is happening in Calgary. 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 citizens and firefighters.

### Benchmarking



Source: Municipal Benchmarking Network Canada

The number of City community safety officers per 1,000 population has been consistently lower in comparison to other Canadian municipalities. As a result, under the existing model, less high-risk Calgarians receive the vital fire prevention and life safety information they need to keep their family and home safe from fire.

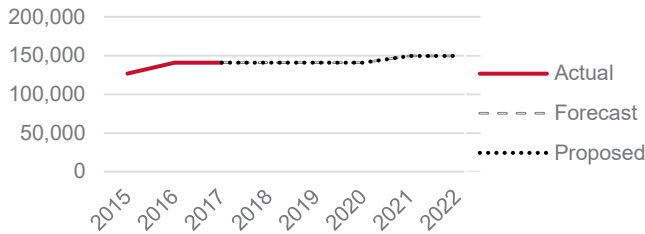
### What matters to Calgarians

VALUE DIMENSION	DESCRIPTION
Prevention	We will help you reduce the chance of fires and other life safety incidents from happening both inside and beyond your home and your property.
Reduces risk	We will do everything we can to keep you and your family safe, and feel safe, both inside and beyond your home.
Informs	We will provide you with the information you need so that you are aware of fire and life safety risks that may affect you, your family and your property.
Legislative Compliance	We will help ensure that your occupancy complies with Fire Safety Codes and Standards.

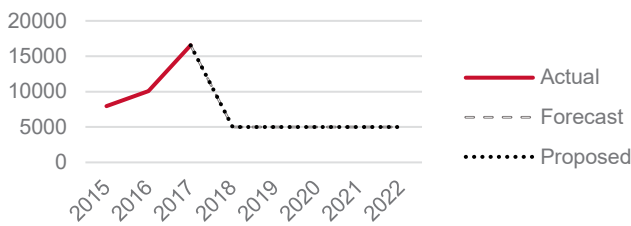


# How is the Service performing? Where we are headed and where do we want to go?

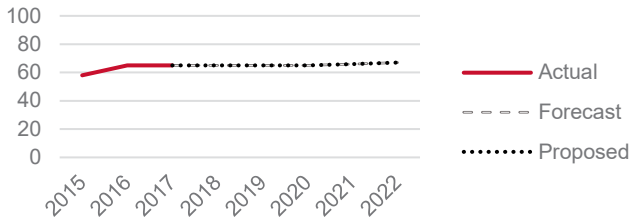
Calgarians contacted annually about safety through non-emergency initiatives (Number)



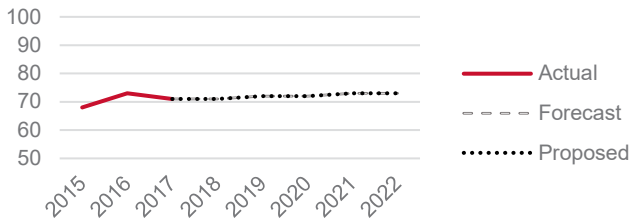
Number of higher risk Calgarians receiving fire safety lessons (e.g. seniors, new Canadians, children, etc.)



Per cent of contacts who improved their knowledge of how to spot hazards and prevent fires

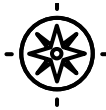


Per cent who said my family has discussed what to do in the event of a fire



## Story behind the curve

Calgary Fire strives to reach one in nine Calgarians annually with safety information through non-emergency initiatives such as public service announcements, news stories, social media, face-to-face engagement and The City website. Over the next four years, we plan to increase messaging through corporate communications. Through speciality programs aimed at Calgarians deemed to be at higher risk, our Community Safety Officers provide more experiential education to increase fire prevention and preparedness. As the number of Community Safety Officers delivering these programs decreased in 2017, forecasted target numbers have been adjusted downwards for 2019-2022. Over the next four years, Calgary Fire plans to increase efforts by frontline firefighters and our internal and external partners to influence more Calgarians to adopt safer and more responsible behaviors. Over time, we expect to see increased awareness about general fire safety preparedness. We know fire safety education works. Of citizens who received information from The Calgary Fire Department, about 65 per cent report improving their knowledge of how to spot hazards and prevent fires, and about 71 per cent said my family has discussed what to do in the event of a fire.



# What do we propose to do?

## What we propose to continue doing

STRATEGY
Reflect and represent the diversity of the communities we serve.
Be innovative, flexible and proactive in the way we plan for and respond to community risk.
Coordinate the delivery of community fire safety education programs, resources and intervention services.
Maximize service to citizens with firefighters providing fire safety education in their communities.

### Why?

Protecting citizens through fire prevention education requires a diverse, community-wide approach to reach a wide range of citizens through a variety of mediums especially as Calgary's demographics change. Over the next four years we will continue the work we've started, focusing on reaching all Calgarians with timely fire safety messages and reaching vulnerable Calgarians with specific information to reduce their fire risk.

## What we propose to do less of

STRATEGY
Time spent by Community Safety Officers on general education (change the fire safety education model to focus on high-risk Calgarians).

### Why?

Our frontline firefighters are in a better position to understand and educate about the specific fire and life safety risks in the community they serve. This will free up time for our Community Safety Officers to focus on program/resource development for the firefighters and to collaborate with internal and external partners to increase fire safety education for high-risk Calgarians.

## What we propose to do more of or include as a new offering

STRATEGY
Support firefighters by developing the tools, training, programs and resources needed to successfully deliver public education.
Partner with community, cultural and faith-based groups and internal services to maximize reach to Calgarians.
Focus Community Safety Officers on delivering experiential education for high-risk Calgarians.
Public safety messaging through online tools, self-serve resources and corporate communications.

### Why?

Residential fires are increasing in Calgary. More education is needed to protect Calgarians. New and updated tools and self-serve resources will help Calgarians looking for more information. Partnerships with stakeholders and targeted education strategies will allow us to be more effective in reducing risk.



## What Operating Budget do we need to achieve these results and strategies?

For Council Approval

SERVICE PERFORMANCE RESULTS FOR 2019-2022	CURRENT	TREND
Calgarians contacted annually about safety through non-emergency initiatives (Number)	140,800	↑
Number of higher risk Calgarians receiving fire safety lessons (e.g. seniors, new Canadians, children, etc.)	5,000	↓
Per cent of contacts who improved their knowledge of how to spot hazards and prevent fires	65	↑
Per cent who said my family has discussed what to do in the event of a fire	71	↑

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

	2019	2020	2021	2022
Previous Year's Budget	2,325	2,325	2,325	2,325
Less Previous Year one Time	-	-	-	-
Base	2,325	2,325	2,325	2,325
Revenue Changes	-	-	-	-
Internal Recovery Changes	-	-	-	-
Inflation	-	-	-	-
Operating Impact of Previously Approved Capital	-	-	-	-
Operating Impact of New Capital (Incremental)	-	-	-	-
Efficiencies	-	-	-	-
Service Reductions	-	-	-	-
Service Increases	-	-	-	-
One Time	-	-	-	-
Realignments	-	-	-	-
Total	2,325	2,325	2,325	2,325

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

	2018 Budget	2019			2020			2021			2022		
	At Mar 31	Base	One-Time	Total	Base	One-Time	Total	Base	One-Time	Total	Base	One-Time	Total
Expenditure	2,333	2,333	-	2,333	2,333	-	2,333	2,333	-	2,333	2,333	-	2,333
Recoveries	-	-	-	-	-	-	-	-	-	-	-	-	-
Revenue	(8)	(8)	-	(8)	(8)	-	(8)	(8)	-	(8)	(8)	-	(8)
Net	2,325	2,325	-	2,325	2,325	-	2,325	2,325	-	2,325	2,325	-	2,325



# Recommended Capital Investment to Support Service Delivery

For Council Approval

## Capital Budget for Council Approval

ACTIVITY	DESCRIPTION	2019 REQUEST (\$000s)	2020 REQUEST (\$000s)	2021 REQUEST (\$000s)	2022 REQUEST (\$000s)	2023+ REQUEST (\$000s)	Total REQUEST (\$000s)
Annual Investment Program(s)		-	-	-	-	-	-
Project(s)		-	-	-	-	-	-
Program(s)		-	-	-	-	-	-
<b>Sub-Total (New Budget Requests)</b>		-	-	-	-	-	-
Previously Approved Budget Remaining		-	-	-	-	-	-
<b>Total Capital Investment</b>		-	-	-	-	-	-

## Explanation of Capital Budget Requests

No new Capital Budget for approval.