

SOUTHERN MARIN FIRE DISTRICT

QUARTERLY REPORT JANUARY - MARCH 2022

OPERATIONS, PREVENTION & COMMUNICATIONS REPORT



SOUTHERN MARIN & MILL VALLEY FIRE

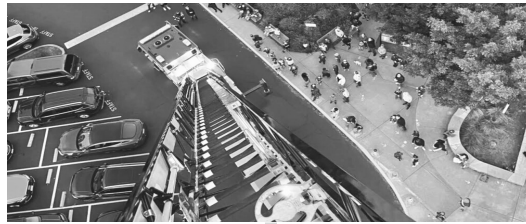
**Better
Together**



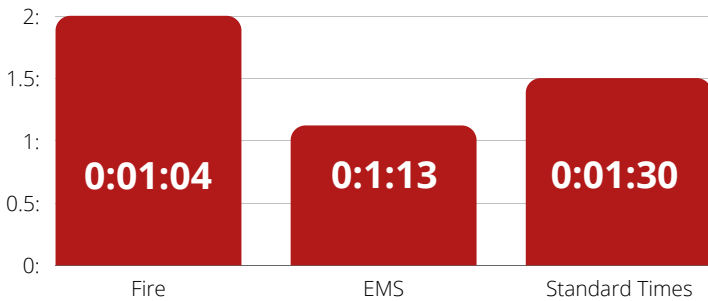
SAFER FOR YOU. SAFER FOR US. STRONG GOVERNANCE.

OPERATIONS

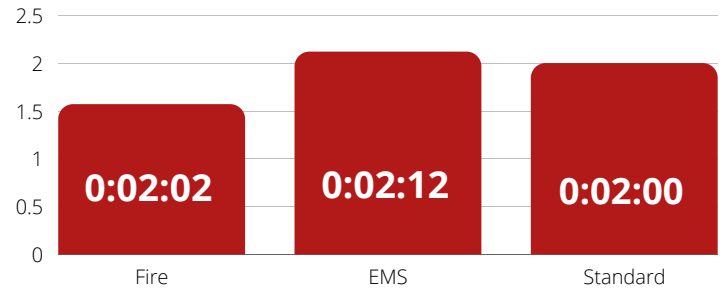
One of the biggest threats to a community is a rapidly evolving incident, such as a wild land fire or house to house burning in an urban setting. If left unchecked, it can expand the community damage and citizen threat. The results from a catastrophic incident can be far-reaching and adversely affect community services, government economic sustainability, and resident confidence in provided core services. Measuring the number and types of fires quantifies the level of threat or risk assumed by a community.



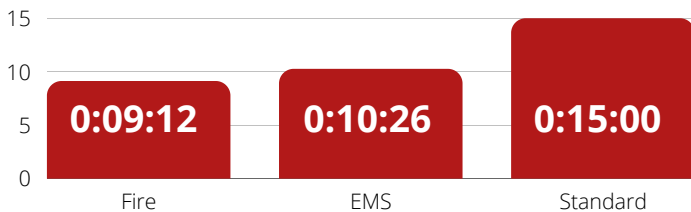
DISPATCH TIME: FIRE / EMS



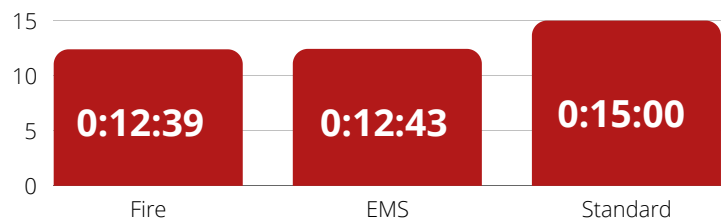
TURNOUT TIME: FIRE / EMS



TOTAL DRIVE TIME: FIRE / EMS



TOTAL RESPONSE TIME: FIRE / EMS



OPERATIONAL READINESS & EFFECTIVENESS

1. Response Times Analysis
2. Emergency calls for service by type
3. Fire causes
4. Training by subject

TYPES OF CALLS

14

FIRES

778

RESCUES/EMS

32

HAZARDS

94

SERVICE

MAJOR INCIDENT BREAKDOWN

1.14%

INCIDENTS ARE FIRES

63.61%

INCIDENTS ARE RESCUE & EMS

2.62%

INCIDENTS ARE HAZARDOUS
CONDITION (NO FIRE)

7.69%

INCIDENTS ARE SERVICE CALL

18.07%

INCIDENTS ARE GOOD INTENT CALL

6.67%

INCIDENTS ARE FALSE ALARM &
FALSE CALL

0.08%

OVERPRESSURE, EXPLOSION,
OVERHEAT (NO FIRE)

0.16%

SPECIAL INCIDENTS

BREAKDOWN CAUSE OF IGNITION

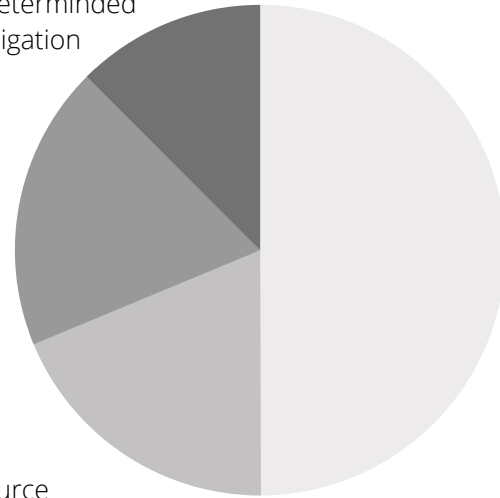
TOTAL NUMBER OF INCIDENTS: 16

12.5% Cause Undetermined
After Investigation

18.8% Intentional

18.8% Failure of
Equipment
or Heat Source

50.0%
Unintentional



CONSEQUENCES BREAKDOWN

Consequence is a measurement of the outcome based on the type of incident. The consequences of an emergency incident result from a combination of the risk level associated with hazards present, the event's duration and nature, and the response interventions. Consequences are divided into three basic categories:

1. Life – Civilian and firefighter injury or loss of life
2. Property – Damage or loss
 - a. Infrastructure damage or loss
 - b. Property saved
3. Environment – Damage or loss

**TOTAL # OF TRAINING HOURS FOR 75 MEMBERS
COMPLETIONS: 2,758 DURATION (HOURS) 5,097.53**

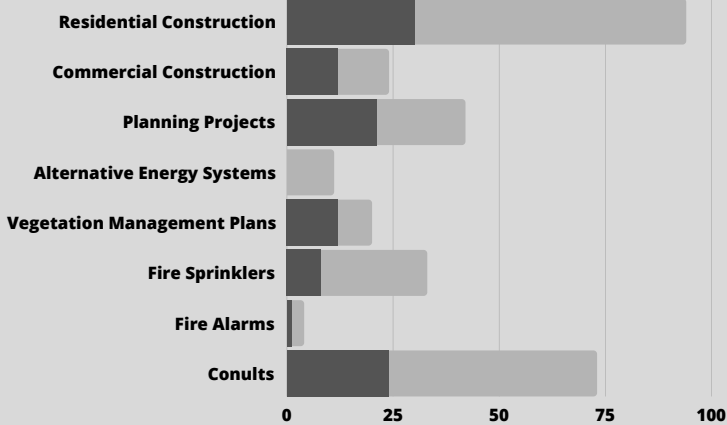
TRAINING COURSES

- EMT Skills
- Firefighter Survival
- SCBA Fit Testing
- SCBA Fit Testing
- ACLS/PALS
- Search Techniques
- P100 Fit Testing
- P100 Fit Testing
- Rapid Intervention
- First In Company Drills (Night)
- Marin County Regional Fire Academy
- Marin County Regional Fire Academy

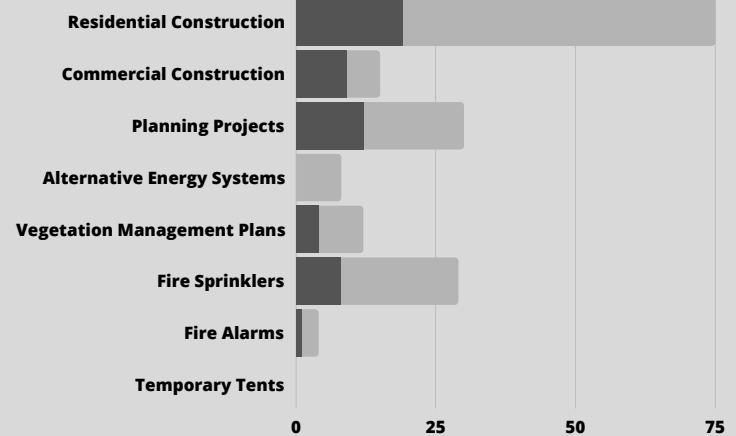
PREVENTION

■ # Completed For Mill Valley
 ■ # Completed For The District

TOTAL # PLAN REVIEWS: 301

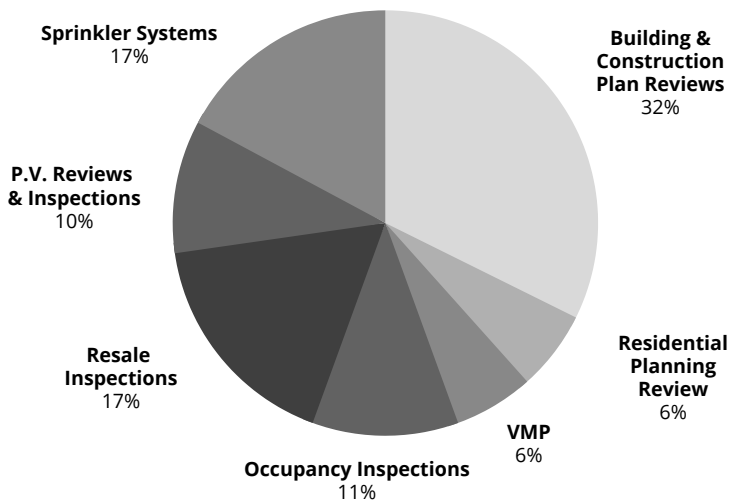


TOTAL # PERMITS ISSUED: 173



SMFD PREVENTION FEES COLLECTED – TOTAL: \$96,541.00

January – March, 2022



COLLECTED BY CATEGORIES

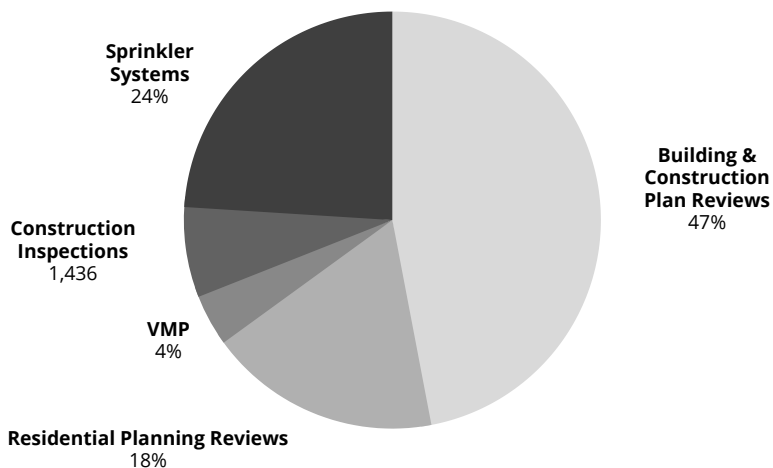
Plan Reviews - \$59,895.00

Inspections - \$36,646.00

Misc Projects - \$0.00

MVFD PREVENTION FEES COLLECTED – TOTAL: \$18,206.00

January – March, 2022



COLLECTED BY CATEGORIES

Plan Reviews - \$18,206.00

Inspections - \$0.00

Misc Projects - \$0.00

PREVENTION PROJECTS

TOTAL # INSPECTIONS: 420

- **165** Construction Inspections
- **63** Alternative Energy Systems
- **3** Compliant-Based/Hazard
- **165** Vegetation (D-Space)
- **24** Occupancy/State-Mandated
- **NA** Re-Sale Inspections



VEGETATION MANAGEMENT PROGRAMS

- **55 STREETS** – PAVED ROAD FUEL REDUCTION
- **RESUMING SPRING 2022** – CHIPPER WEEKS
- **101 REQUESTS** –
 - 20 CHIPPER REQUESTS
 - 81 HOMES
- **8 FIREWISE COMMUNITY MEETINGS**
- **3 FUEL BREAKS & VEGETATION REMOVAL PROJECTS**
- **0 FIRE ROAD CLEARINGS**
- **50 HOME ASSESMENTS**

INVESTIGATIONS: 3

January 24th, 260 Merrydale, San Rafael

Description of investigation: Marin County Fire Investigation Team Leader, Ryan Boykin assisted San Rafael Fire with a fire investigation of an apartment on the second floor. The area of origin was determined to be in a children's bedroom next to the night stand. Two possible causes of the fire were located in the area of origin; a portable floor heater and a lamp. The fire was determined to be accidental in nature.

February 10th, Sausalito, Tent City

Description of investigation: Upon the arrival of the Marin County Fire Investigation team, a briefing and walk through occurred at the fire scene. During this time, the possible suspect was questioned by the Sausalito Police Department then taken into custody. Prevention 2 from Southern Marin Fire District interviewed the suspect as well and remained on scene gathering evidence. The cause of the fire is under investigation.

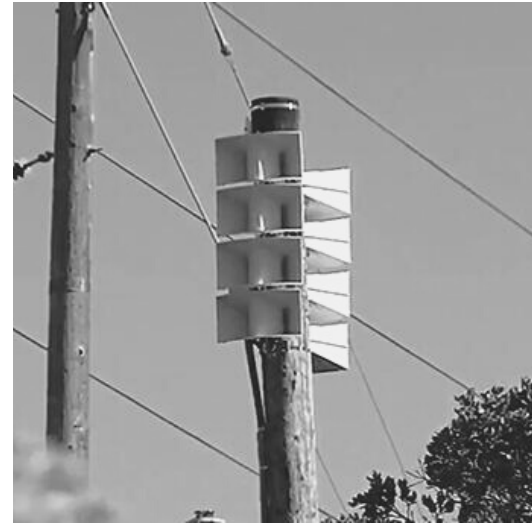
March 3rd, 1530 Armstrong, Novato

Fire Investigator Boykin assisted Marin County Fire Investigation Team Leader, Chief Scott Alber with a mobile home fire investigation in Novato. The origin of the fire was determined to be the bathroom where the deepest burn patterns were present. Multiple possible causes of the fire were located in the area of origin. The cause is unknown at this time, but it was determined to be accidental in nature.

PREVENTION + PUBLIC EDUCATION

LONG RANGE ACOUSTIC DEVICE (LRAD) EMERGENCY ALERT SYSTEMS

- L.R.A.D. was presented to the City of Mill Valley Council and the SMFD Board to update the status of installation and expansion efforts.
- SMFD notified 2,300 residents in Tam Valley and Strawberry prior to the first of L.R.A.D. tests in the District on April 1st, 2022. Monthly testing will continue on the first Saturday at 12 noon at both Stations 4 and 9.
- MWPA CORE project proposals, for FY 22/23, were submitted to include additional L.R.A.D. sites in and around the District.
- The “Did You Hear It?” (DYHI) campaign received 98 responses from the public since launched. This DYHI data will continue to help the efforts for future site selections.



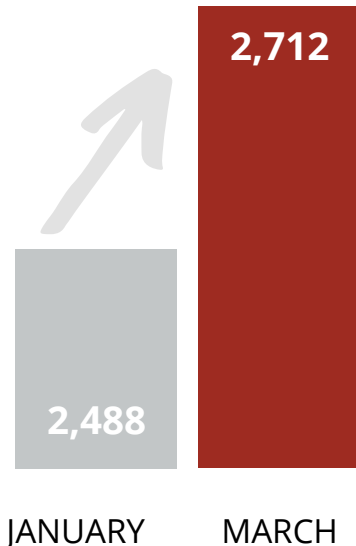
IMPLEMENTATION OF ONLINE INSPECTION SCHEDULING SYSTEM



- The ability to allow residents, contractors, and business professionals access to the District Prevention staff has provided enhanced public access while decreasing dedicated District staff assigned to scheduling.
- The platform has partially eliminated the need to issue invoices for services rendered by District staff, as the process allows for a pay to schedule feature.

LIBERTY SHIP E-NEWSLETTER

SUBSCRIBER GROWTH



3 MONTHLY E-NEWSLETTERS WERE SENT FROM JANUARY TO MARCH 2021

Content includes: recent happenings at SMFD, fire & life safety tips, events/activities, and more.



The e-newsletter serves as another channel to share information and education with our community.

INSTAGRAM

 **3,840**
FOLLOWERS

 **29.9%**
FEMALE

 **70.1%**
MALE

TOP INSTAGRAM POST 1/22/22

COLORADO FIRE IN MONTEREY COUNTY

- **2,457** PEOPLE REACHED
- **336** POST ENGAGEMENTS
- **26** LIKES
- **59** SHARES



TOP INSTAGRAM VIDEO 1/5/22

FIREFIIGHTERS AT HIGH RISK VIDEO

- **2,605** PEOPLE REACHED
- **1,677** VIEWS
- **203** LIKES
- **6** SAVES



131
POSTS

5,728
ENGAGEMENTS

85,376
REACH

TWITTER

 **4,329**
FOLLOWERS

240
TWEETS

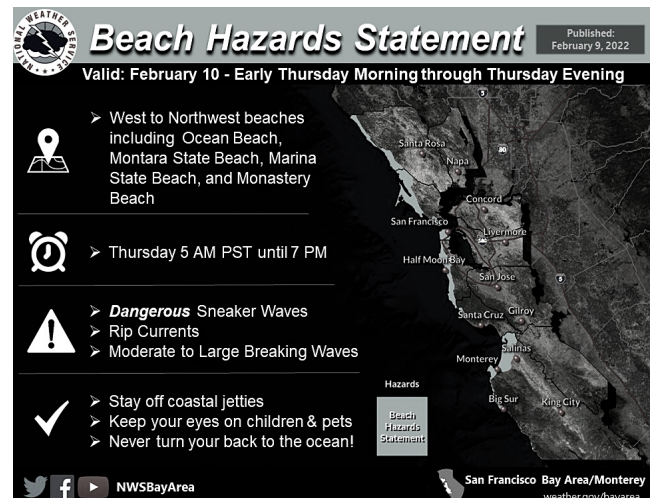
978
ENGAGEMENTS

24,597
REACH

TOP TWITTER POST 2/9/22

INCIDENT UPDATE

- **8,283** IMPRESSIONS
- **73** ENGAGEMENTS
- **4** LIKES
- **4** RETWEETS
- **4** PROFILE CLICKS



Beach Hazards Statement Published: February 9, 2022

Valid: February 10 - Early Thursday Morning through Thursday Evening

- West to Northwest beaches including Ocean Beach, Montara State Beach, Marina State Beach, and Monastery Beach
- Thursday 5 AM PST until 7 PM
- **Dangerous** Sneaker Waves
- Rip Currents
- Moderate to Large Breaking Waves
- Stay off coastal jetties
- Keep your eyes on children & pets
- Never turn your back to the ocean!

Hazards
Beach Hazards Statement

San Francisco Bay Area/Monterey
weather.gov/bayarea

FACEBOOK

4,704
FOLLOWERS

 **45.9%**
FEMALE

 **54.1%**
MALE

179
POSTS



AN AVERAGE OF
2.0
POSTS PER DAY

5,368
ENGAGEMENTS



AN AVERAGE OF
59.6
ENGAGEMENTS PER DAY

101,826
IMPRESSIONS



AN AVERAGE OF
1,187
IMPRESSIONS PER DAY



NEXTDOR



23,037
MEMBERS



76%
OF 17,352
HOUSEHOLDS



192,105
IMPRESSIONS



1,742
ENGAGEMENTS

