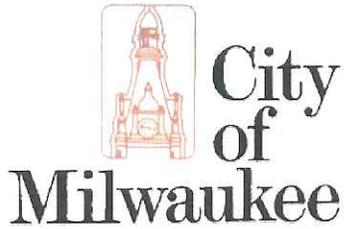


III.C.



Fire Department

Mark Rohlfing
Chief

Gerard Washington
Assistant Chief
Daniel Lipski
Assistant Chief
Michael Romas
Assistant Chief

July 18, 2013

To the Honorable
The Board of Fire and Police Commissioners
200 East Wells Street, Room 706
Milwaukee, Wisconsin 53202



Dear Commissioners:

I have supplied Ms. Cindy Janusz with an electronic copy of the Milwaukee Fire Department's 2012 Annual Report. We expect to have print copies available at the July 25 meeting.

I will be delighted to go over the report's highlights and answer any questions you may have at the meeting of your Honorable Board on July 25, 2013.

Respectfully,


MARK ROHLFING
Chief

MR/cf
Annual Report\2012\Letter to present 2012 to F & P

Milwaukee Fire Department 2012 Annual Report



MFD Mission



The Milwaukee Fire Department is committed to protecting the people and property within our city. We will be responsive to the needs of our citizens by providing rapid, professional, humanitarian services essential to the health, safety, and well-being of the city.

We will achieve our mission through prevention, education, fire suppression, emergency medical, and other emergency services.

We will actively participate in our community, serve as role models, and strive to effectively and efficiently utilize all of the necessary resources at our command to provide a quality of service deemed excellent by our citizens with "Courage, Integrity, and Honor."

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Milwaukee

Fire

Department

Fire Chief

Mark A. Rohlfing

Assistant Chiefs

Gerard M. Washington

Daniel C. Lipski

Michael T. Romas

Photo Credits

James P. Poliak

Written Text

Bureau Heads & Personnel

Statistics

Budget & Finance Section

Technical Services Division

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Compliments of MPD

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Message from the Chief



I am honored to report, on behalf of the men and women who make up the Milwaukee Fire Department (MFD), that we continue to serve the citizens of Milwaukee with courage, honor, and integrity. The MFD remains a leader in the nation's fire service, and the men and women of the department take great pride in their work and enjoy serving the city as committed professionals. The many great projects and programs of 2012 which enhanced the members' skills, which in turn enhanced the services brought to the community, were due to tremendous teamwork in research, ingenuity, and dedicated follow-through.

This annual report will highlight statistics in typical categories such as response types and times, drilled-down budget figures, appointments and promotions, as well as provide a little background and "what goes on" in the five battalions, special (team) operations, and in our divisions working hard behind the scenes. These statistics and stories are the framework of the MFD; the fabric of those who have bravely chosen a career in the fire service. They will give the reader a brief glimpse into the everyday challenges and responsibilities the men and women of the department undertake with skill, compassion, and professionalism.

Message from the Chief

The year commenced on a high note on January 3 at 1245 hours with a successful “go live” of the *Open Sky* radio system. This long-term project took years of preparation and transitional training of all sworn members while putting system controversy aside; a true test of focus and teamwork.

In 2012 we hired thirteen promising youth into the new and improved Fire Cadet Program; a program aimed at providing mentoring, education, and a well-rounded exposure to the department while instilling a stellar work ethic in order to prepare them for an MFD firefighting position. We look forward to welcoming twenty-six more into the program in 2013. Some of their most enriching experiences come from assisting with community outreach. The MFD has twenty-one excellent fire prevention programs offering a variety of educational curricula for the citizens of Milwaukee. In 2012 alone we provided 483 public education programs, touching nearly one quarter of the City's population in constructive, potentially life-saving ways.

Beyond education, the Milwaukee Fire Department's promise to the citizens and visitors of our city is to protect them and their property by providing rapid and professional fire and emergency medical service. Members are continuously training in order to meet this promise. We have our own training academy with a staff that is first-rate when it comes to outlining, constructing, and preparing training modules. In 2012 we began construction of a modular training facility which will offer even more efficient training opportunities. Over and above required training, the MFD's Professional Development Program offers a two-year educational track for our future officers, providing them with the skills and knowledge to succeed in supervisory positions on the MFD.

In addition to training and skill enhancement, the health and safety of our members is of utmost importance. We have employed a Health and Safety Officer for the last six years and the progress made in regards to physical fitness has been outstanding. Maintaining physical fitness not only keeps our members healthy, but keeps them safe when responding to the emergency needs of others. As physical fitness helps keep the body healthy, our Peer Support Team focuses on the mental well-being of our members who unfortunately witness tragedies far too often; a superior two-tier package.

Message from the Chief

In ongoing efforts to be more resourceful, which in many cases leads to cost-savings, we have embraced such efficiencies as online EMT and ALS training via video conferencing, which keeps the members in their stations, eliminating travel time and fuel consumption. Paramedic training is now taking place while members are on their regular 24 hours on / 48 hours off shifts, thereby lessening overtime expenditures. New web-based forms and program tracking are an ever-evolving part of our efficiencies. The newest innovative "green" program in which we are going to participate is a healthy competition to save energy on many levels.

The MFD in recent years has put a ground-breaking emphasis on partnerships. In educational and fitness we are partnering with the University of Wisconsin-Milwaukee (UWM) to create a Chief Officer Development Program. We have also worked with UWM in groundbreaking kinesiology and physical therapy human performance research to promote health and wellness. We have participated in four medical research studies with Milwaukee County Emergency Medical Services in order to provide "real-life" feedback. We collaborate with Milwaukee Public Schools for our Survive Alive House and Staying Alive Programs.

Establishing the lines of communication regarding the benefits of shared services with our neighboring fire departments is a tremendous breakthrough; one of our most innovative interagency accomplishments. The more we train and cooperate with our neighboring departments, the easier it is to be jointly successful, strengthening the response matrix. Our goal is to build relationships and move towards more and more intra-county cooperation, which in turn increases our resource pool leading to better coverage and reduced response times for all the participating departments and their citizens.

When the MFD is called to an emergency scene, we know we will be dealing with someone who is having a very traumatic experience, and our goal is to skillfully treat each and every one of them with respect, compassion, and dignity. We continuously emphasize that our department's culture must be one of excellent customer service. Each new year offers us a fresh opportunity to review what did or did not work in the past, gain new enthusiasm to see to fruition projects already started, as well as provide a blank slate for new creative ideas

Message from the Chief

from our own members or outside sources. To enjoy sustained success the MFD recognizes the importance of continuing to learn and develop. This department has a great legacy, and I have no doubt the men and women on the department today and in the future will continue the proud tradition of offering their best!

On behalf of the men and women of the Milwaukee Fire Department, I thank the City of Milwaukee Mayor Tom Barrett, the Common Council, the Fire and Police Commission, and the citizens for their continued support of our department.

Sincerely,



MARK ROHLFING

Chief



Message from the Mayor

Public safety is a top priority of mine. I am pleased the Milwaukee Fire Department continually provides emergency medical services, fire protection and fire education of the utmost quality.

The Department continues to perform as one of the premier departments in the country. By using state-of-the-art equipment in combination with continuous training, the dedicated personnel of the Milwaukee Fire Department have proven themselves to be an essential component in keeping our neighborhoods healthy and safe.

The department is constantly striving to deliver services more efficiently. Innovative shared services between the Milwaukee Fire Department and neighboring fire departments are underway. County-wide shared services could recognize significant financial saving for all communities, avoid duplication of efforts and create joint purchasing power. This advanced concept has proven effective in other areas of the country and I applaud the Fire Chief and his senior staff for spearheading the research.



Message from the Mayor

I am particularly proud of the many community outreach programs provided by the department. The Survive Alive House, one of its longest running programs, celebrated its 20th Anniversary in 2012. In its twenty-year history, over 350,000 people, predominantly children, have been taught the proper and life-saving way to escape a burning building through hands-on fabricated fire scenarios.

Firefighters continue to deliver smoke detectors and batteries free of charge through the Firefighters Out Creating Urban Safety (F.O.C.U.S.) Program, with the goal of furnishing every home with this simple and economical emergency life-saving warning system.

The Milwaukee Fire Department has partnered with the Milwaukee Health Department in an effort to prevent needless infant deaths. The Safe Sleep Campaign raises awareness and offers donated pack 'n plays.

I commend the Milwaukee Fire Department for sustaining a department that is a leader in the fire service and for going beyond the call of duty and ensuring our community is safe.

Sincerely,

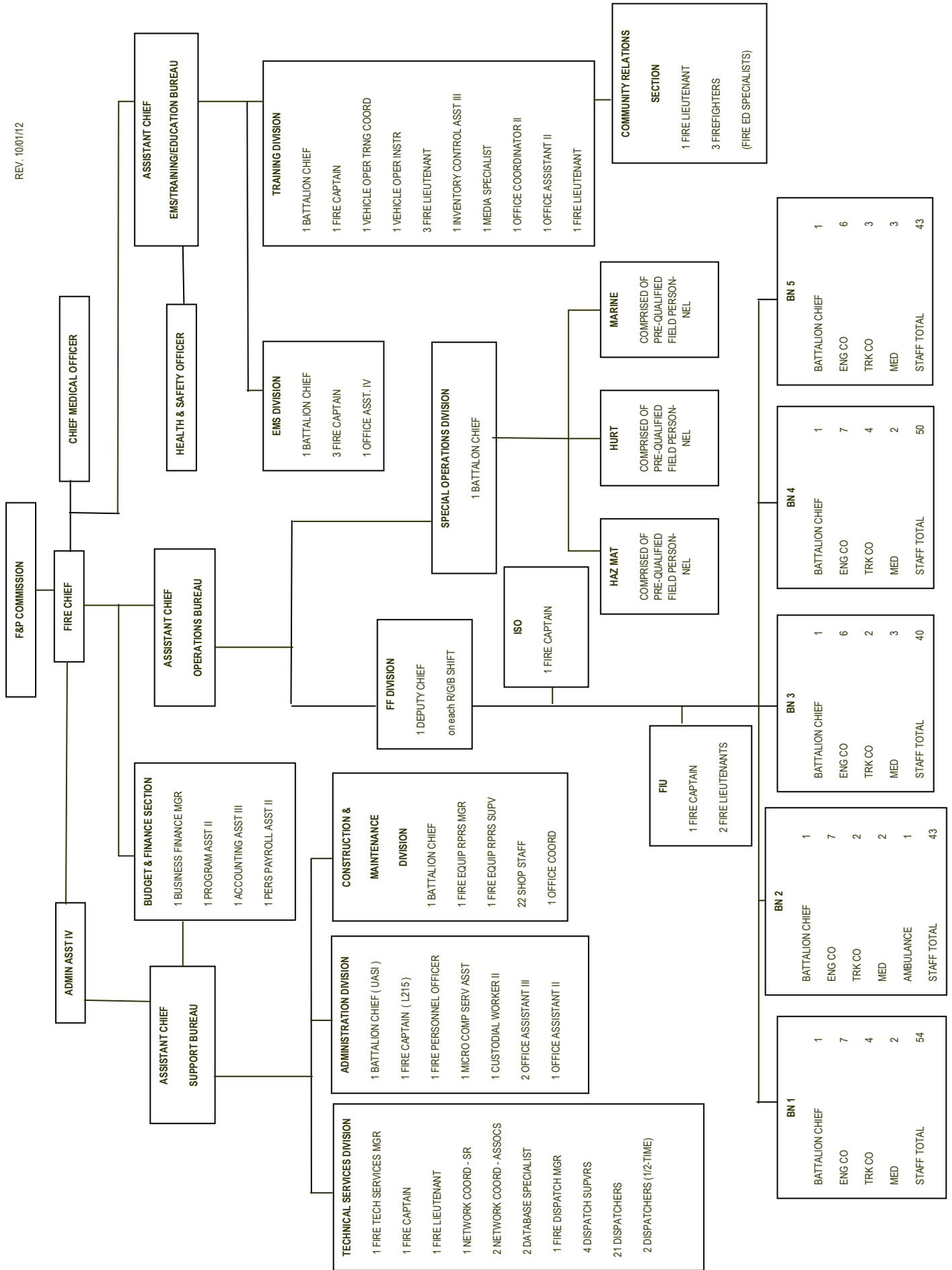
A handwritten signature in black ink that reads "Tom Barrett". The signature is written in a cursive style with a large, sweeping initial "T".

TOM BARRETT

Mayor

Organizational Chart

REV. 10/01/12



Quick Stats

Department Statistics

| | |
|--------------------|---------------|
| Personnel (actual) | 934 |
| Sworn Personnel | 854 |
| Civilian Personnel | 80 |
| Service Area | 96.12 Sq. Mi. |
| Population | 594,833 |

Response Breakdown

| | |
|-----------------|--------|
| Total Responses | 73,027 |
| Rescue | 8,428 |
| Fire | 3,736 |
| Service | 1,276 |
| EMS | 59,587 |

Adopted Budget

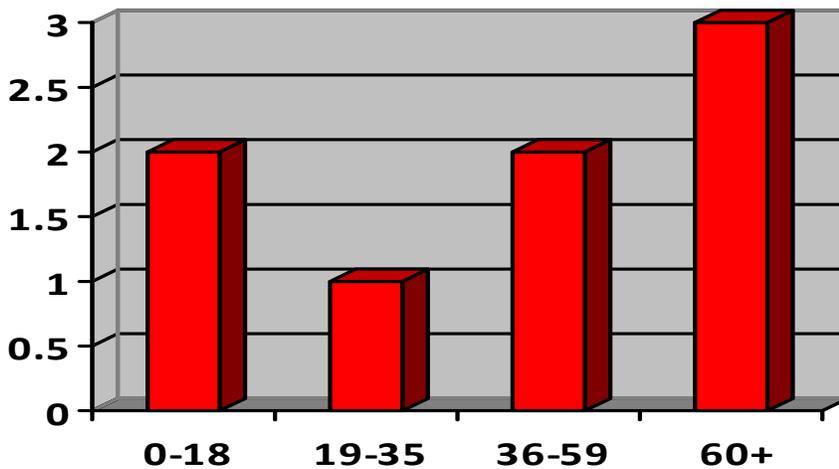
| | |
|---|---------------|
| Total Positions Authorized | 1,022 |
| Operating Expenditures (including salaries, wages, and fringe benefits) | \$104,513,092 |
| Equipment/Special Funds | \$511,949 |
| TOTAL: | \$105,025,041 |
| Revenues (Charges for Service) | \$5,829,400 |
| TOTAL BUDGET: | \$110,854,441 |

MFD Responses

Fire Responses by Type

| | |
|-----------------|--------------|
| Structure Fire | 680 |
| Appliance Fire | 299 |
| Auto Fire | 732 |
| Garage Fire | 149 |
| Grass Fire | 196 |
| Pole Fire | 105 |
| Rubbish Fire | 1,035 |
| Smoke Condition | 482 |
| Tree Fire | 58 |
| TOTAL | 3,736 |

Fire Fatalities

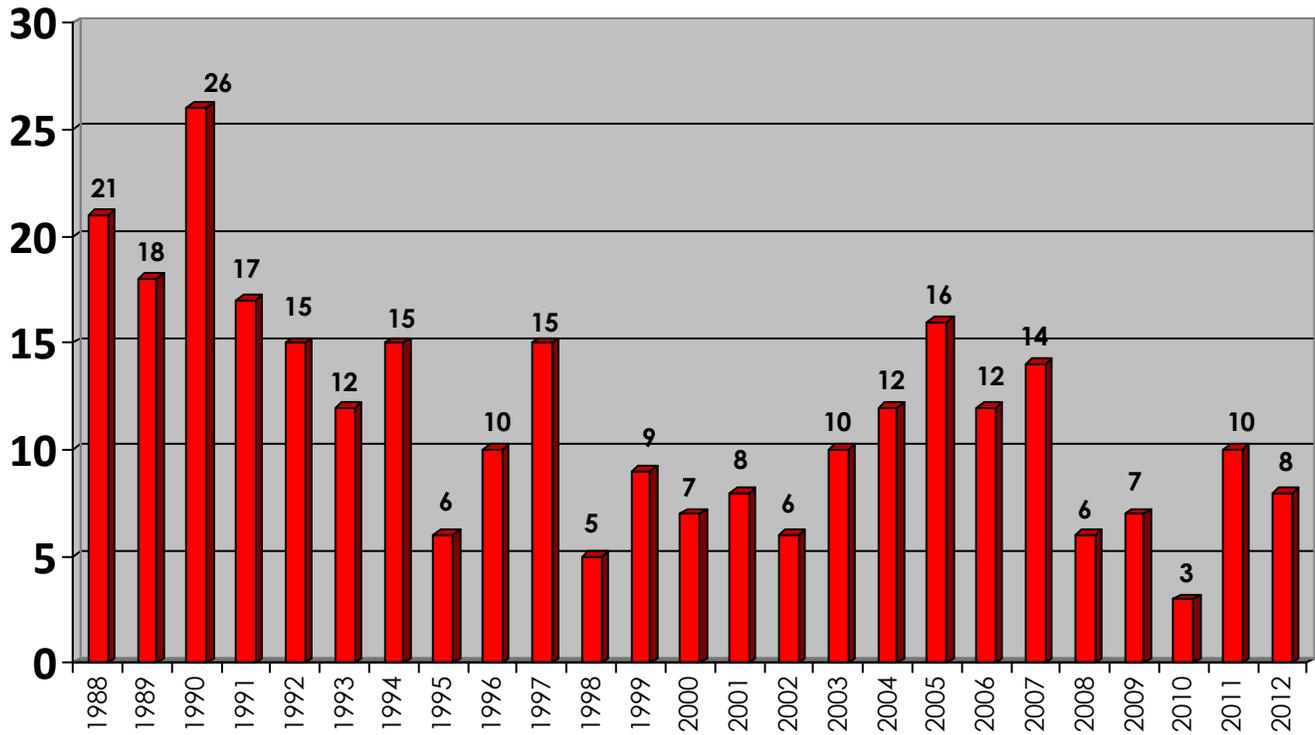


Total Fatalities: 8

Fire Deaths by Age

MFD Responses

25 Year Overview—Fire Fatalities



MFD Responses

By Engine Company

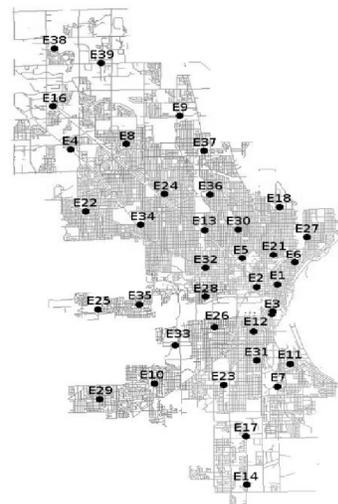
| UNIT | ALS | BLS | FIRE | TOTAL |
|------|-------|-------|------|-------|
| A01 | 530 | 1,145 | 153 | 1,828 |
| E01 | 178 | 369 | 233 | 780 |
| E02 | 564 | 826 | 428 | 1,818 |
| E03 | 129 | 250 | 271 | 650 |
| E04 | 462 | 418 | 189 | 1,069 |
| E05 | 719 | 783 | 482 | 1,984 |
| E06 | 478 | 719 | 513 | 1,710 |
| E07 | 388 | 497 | 240 | 1,125 |
| E08 | 1,327 | 1,326 | 708 | 3,361 |
| E09 | 729 | 809 | 428 | 1,966 |
| E10 | 210 | 247 | 92 | 549 |
| E11 | 336 | 430 | 185 | 951 |
| E12 | 844 | 1,199 | 436 | 2,479 |
| E13 | 1,792 | 1,017 | 884 | 3,693 |
| E14 | 313 | 325 | 109 | 747 |
| E16 | 517 | 412 | 376 | 1,305 |
| E17 | 521 | 603 | 250 | 1,374 |
| E18 | 1,022 | 993 | 453 | 2,468 |
| E21 | 695 | 714 | 446 | 1,855 |
| E22 | 691 | 804 | 370 | 1,865 |
| E23 | 574 | 921 | 335 | 1,830 |
| E24 | 1,260 | 1,251 | 586 | 3,097 |
| E25 | 107 | 169 | 127 | 403 |
| E26 | 1,128 | 1,225 | 547 | 2,900 |
| E27 | 224 | 298 | 133 | 655 |
| E28 | 918 | 915 | 576 | 2,409 |
| E29 | 376 | 570 | 150 | 1,096 |
| E30 | 1,505 | 1,502 | 626 | 3,633 |
| E31 | 877 | 949 | 416 | 2,242 |
| E32 | 1,403 | 1,449 | 665 | 3,517 |
| E33 | 349 | 646 | 347 | 1,342 |
| E34 | 963 | 1,115 | 527 | 2,605 |
| E35 | 159 | 231 | 78 | 468 |
| E36 | 1,437 | 1,304 | 663 | 3,404 |
| E37 | 499 | 653 | 247 | 1,399 |
| E38 | 450 | 512 | 280 | 1,242 |
| E39 | 671 | 698 | 332 | 1,701 |

By Truck Company

| UNIT | ALS | BLS | FIRE | TOTAL |
|-----------|-----|-----|-------|-------|
| L01 | 195 | 339 | 778 | 1,312 |
| L02 | 118 | 142 | 920 | 1,180 |
| L03 | 594 | 536 | 934 | 2,064 |
| L05 | 268 | 352 | 716 | 1,336 |
| L06 | 64 | 100 | 395 | 559 |
| L07 | 180 | 178 | 771 | 1,129 |
| L08 | 51 | 25 | 153 | 229 |
| L09 | 389 | 410 | 1,457 | 2,256 |
| L11/RESC1 | 96 | 121 | 1,130 | 1,347 |
| L12 | 360 | 318 | 1,498 | 2,176 |
| L13/RESC2 | 202 | 221 | 1,541 | 1,964 |
| L14 | 125 | 163 | 617 | 905 |
| L15 | 475 | 612 | 1,012 | 2,099 |
| L16 | 169 | 197 | 451 | 817 |
| L17 | 326 | 390 | 332 | 1,048 |

By Battalion Chief

| UNIT | ALS | BLS | FIRE | TOTAL |
|------|-----|-----|-------|-------|
| B1 | 56 | 22 | 1,158 | 1,236 |
| B2 | 29 | 25 | 1,097 | 1,151 |
| B3 | 17 | 7 | 538 | 562 |
| B4 | 23 | 29 | 455 | 507 |
| B5 | 11 | 7 | 367 | 385 |

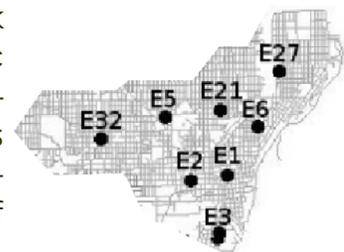


The First Battalion



The First Battalion is the largest battalion in the city, encompassing downtown, the upper east side, the lakefront, the Third Ward, and the near north and west sides. MFD Headquarters, located at North James Lovell Street and West Wells Street, is located within the battalion. Eight firehouses, housing seven engine companies, four ladder companies, and two paramedic units, work cooperatively to provide protection to this vast area. When the residents are combined with the daily downtown work force and a special event, the population can exceed 500,000. The Dive Team, Fireboat Trident, Fire Investigation Unit, and Incident Safety Officer are all stationed within the battalion. The First Battalion headquarters is located at the quarters of Engine 5, 1313 West Reservoir Street.

Many city events and festivals take place within the First Battalion response area, the largest venue being Henry Maier Festival Park which is home to "SummerFest," an eleven day music festival, as well as numerous weekend ethnic and specialty festivals. Other activities drawing tens of thousands of visitors are the Lakefront Marathon, the July 3rd fireworks, and a number of holiday parades. A variety of



The First Battalion

large entertainment venues such as the Bradley Center, Pabst Theatre, and the Marcus Center for the Performing Arts are covered by Battalion 1 as well. Additionally, this battalion provides emergency response to both the University of Wisconsin-Milwaukee and Marquette University Campuses.

In an effort to meet and partner with the businesses and residents of the community, and provide the highest level of service, Battalion 1's first response companies and Battalion Chiefs have established pre-fire plans for high-occupancy and high-hazard buildings including the We Energies Valley Power Plant, US Bank building, the Northwestern Mutual Life campus, the Federal Building, City Hall, as well as Mt. Sinai and St. Mary's Hospitals. Battalion 1 companies, along with Battalion 4 companies worked with the organizers of "Naval Week" to host the Milwaukee Air Show, featuring the Blue Angels and various naval ships in the Port of Milwaukee.

Engine 6 located at North Franklin Place and East Brady Street has formed a lasting relationship with the Brady Street Neighborhood Association and has become the host of the annual "Brady Street Chili Dinner." The members of Engine 21 which is located on the corner of North Palmer Street and East Lloyd Street, assisted local community organizations with planting trees along the west side of the I-43 corridor, just south of West North Avenue, to provide the neighborhood with a future barrier from the noise and exhaust. Vacant lots rehabilitated into plots of land filled with temporary greenhouses known as "urban farms" are the work of Will Allen's *Growing Power* organization. Vegetables are grown in these urban farms to provide equal access to healthy, high-quality, safe, and affordable food for members of the community. One of these urban farms is located at the corner of North 13th Street and West Reservoir Avenue, next to Engine 5. The members assigned to Engine 5 work cooperatively with *Growing Power* to provide water, parking, restrooms, and good-neighbor relations to this noteworthy endeavor. Engine 5 was also the host site of two "Firehouse Dinners" that were auctioned off by the *Neighborhood House* and *Hunger Task Force*, both local, non-profit agencies. Both dinners were provided and prepared by the Battalion Chiefs of the first battalion.

The first battalion responded to a combined total of 29,433 emergency responses (not including runs by the Incident Safety Officer) throughout the year. Two of the largest incidents include the five alarm fires at North 12th Street and

The First Battalion

West Vliet Street on June 21 and 631 East Center Street on July 17. Both incidents yielded no injuries to either civilians or firefighters in heat of 90°plus. Battalion 1 companies also responded to the Sydney Hih fire on August 24, just prior to its demolition. Sydney Hih, a complex of four buildings constructed independently over the course of three decades represented nearly half a century of architectural history with the earliest constructed in 1860 and the latest in 1895.

From the lakefront to the west side, from Bay View to Shorewood, the First Battalion covers a wide range of emergencies, community activities, and participates as friends and neighbors to the citizens and visitors in our great city.



The Second Battalion



The Second Battalion encompasses the near north side of Milwaukee from Golden Valley and Kops Park to the Riverwest neighborhood. The response companies are comprised of seven fire stations with a total of fourteen vehicles. The Second Battalion responds to a higher than average number of calls for fire, rescue, and emergency medical services due to the concentration of aging homes, the low percentage of owner-occupied homes, and the high level of poverty in this area.

In 2012, Rescue 2 and Ambulance 1 were added to Battalion 2's apparatus. Rescue 2 runs with four firefighters specially trained in the disciplines of search and rescue, extrication, structural collapse, and high/low angle rope rescue. Rescue 2 is stationed at the quarters of Engine 24 on West Fiebrantz Avenue. Personnel train daily with their equipment to maintain a high degree of proficiency and readiness. Rescue 2's main function is to respond to all types of emergencies throughout the city as a "rescue company" comprised of specially trained firefighters and an extensive complement of distinctive tools for atypical search and rescue operations. Ambulance 1 is stationed at Engine 13's quarters



The Second Battalion

on North 30th Street and is primarily used for BLS responses and support for the Battalion Chiefs at fires and other large-scale emergencies.

The companies of the Second Battalion continue to show their investment in the community by actively participating in public relations events and programs. One example is teaming up with NBA star Devin Harris at the Parklawn YMCA for a turkey giveaway at Thanksgiving, and a coat/toy giveaway at Christmas for families in the community. Firefighters used many opportunities to educate families and children on the importance of smoke detectors, fire safety, and fire prevention. It is the goal through education and community service that the members of the Second Battalion can have a positive impact on the community and ultimately save lives.



The Third Battalion

The Third Battalion encompasses all parts west of Marquette University, the near south side, and the southwest corner of the city, including West Milwaukee. The Clement J. Zablocki Veterans Administration Medical Center (VA), Miller Park, Potawatomi Bingo Casino, Miller Brewery, the Petit National Ice Center, part of State Fair Park, Miller Compressing and other manufacturing facilities are among those serviced by the Third Battalion.

In 2012, efforts to enhance the MFD's relationship with the Village of West Milwaukee continue as EMS and fire protection are provided, along with cultivating working relationships with village leaders including the Village Administrator. Engine 33's crew hosted a West Milwaukee appreciation luncheon for all employees of the village.

Within the collaborative efforts of shared services, extensive MABAS training took place with the West Allis, Greenfield, and Hales Corners Fire Departments to increase interoperability with surrounding suburban neighbors.

Providing personalized service at the VA continues to challenge as it is a sprawling complex of buildings widely varied in construction designs, from state-of-the-art new construction to buildings on historical registers. Alarm system testing, evacuation advice, and recommendations for better communication upon receipt of alarms, are just some of the ongoing issues the MFD assists VA safety and administration officials with during the course of the year.

Members of this battalion became more familiar with the operations and facility at Miller Compressing after touring this unique company. Miller Compressing, established in 1887, is a scrap processor handling 600,000 tons of ferrous scrap and 250,000,000 pounds of non-ferrous scrap annually.



All-in-all, 2012 was a good year for the fighting 3rd, with efficient firefighting, EMS, and special services being provided to all citizens and visitors to this area.

