



Introduction

Through the protection of life, property and the environment, Fire Rescue Services strives to improve the livability of all Edmontonians. The provision of internationally-recognized frontline fire rescue services, fire prevention programs and public education make Edmonton a safer and healthier place. Fire Rescue plays a key role in supporting The Way We Live plan by providing services that contribute to Edmonton being a safe city.

Fire Rescue Services strives to meet or exceed National Fire Protection Association standards, as outlined in the Fire Rescue Master Plan, City Policy C523A. It also works toward continuous improvement by maintaining accredited agency status, as granted through the Commission on Fire Accreditation International.

In 2013, Fire Rescue Services responded to 39,713 total dispatched events, including 25,510 medical event responses, 9,346 rescue event responses, 3,278 fire suppression event responses and 1,579 hazardous material event responses. Travel response time in eight minutes or less was achieved for the deployment of a full first alarm response 84% of the time in 2013 compared to 84% in 2012, 86% in 2011 and 88% in 2010.

The work of the Branch is delivered by five program areas:

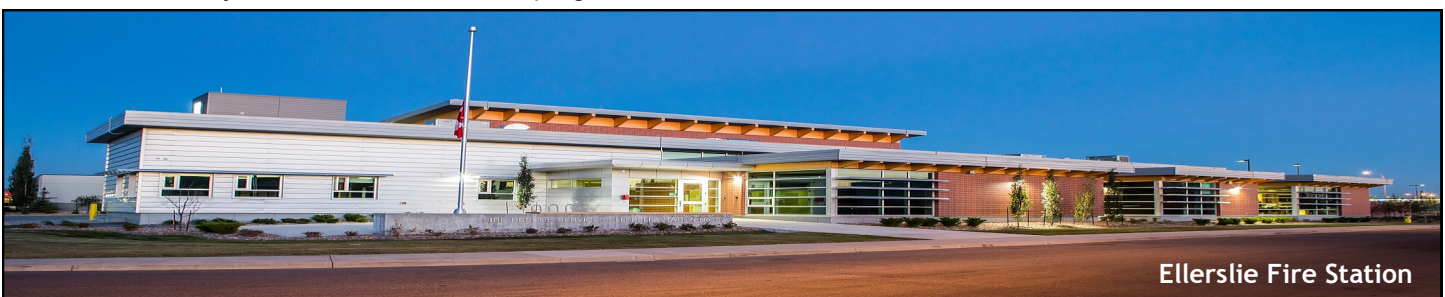
Fire Rescue Operations provides front-line firefighter response to a range of emergency events, including life threatening medical events and fire events, including structure fires, non-structure fires, industrial fires, vehicle fires and wildland interface fires. Fire crews also respond to motor vehicle collisions, technical rescues, industrial rescues, river response calls, static ice calls, citizen assist calls and animal rescues. A hazardous material unit crew responds to emergencies involving high hazard rail, industrial and commercial events and administers the appropriate chemical, biological, radiological, nuclear and explosives program. The Fire Rescue Operations service delivery model is designed to provide public safety coverage to Edmonton's communities 24 hours a day, 7 days a week, 365 days a year.

Office of Emergency Management creates, implements and maintains an all hazards emergency management program that includes mitigation, preparedness, response and recovery planning, training and exercises. Procedures exist to conduct situational analysis and activate the primary and alternate Emergency Operations Centres. The program delivers Incident Command System, Emergency Operations Centre and Emergency Management courses according to accreditation and best practices; creates, evaluates and revises emergency plans, oil and gas plans and directives; business continuity planning capabilities through exercises and workshops in conjunction with external stakeholders. It also develops, coordinates and implements plans and procedures to support and disseminate information to our community before, during and after an incident through emergency support services and emergency preparedness.

Public Safety enforces and complies with provincial and federal legislation for the safety and security of people and property by providing oversight of the risk assessment model, conducting fire prevention inspections, delivering public education programs and completing fire investigations. This program also provides advocacy to other orders of government in improving safety, specifically regarding fire and building codes, and works toward ensuring Edmonton is a safe city by protecting people and property from fires through fire protection engineering, plans reviews and collaborative input into area structure and future neighbourhood designs.

Technical Services evaluates incoming emergency calls for Fire Rescue response, dispatches resources, provides emergency response communications support during emergency events, provides public safety technology and delivers mapping services. Technical Services also manages Fire Rescue's accreditation and environmental programs. This program area will lead preparation work required for migration to the provincial first response radio system.

Training and Logistics: Training manages the recruitment and training of new firefighters, as well as maintaining certifications, occupational skills and ongoing career development of firefighters to keep front-line staff current with knowledge of an ever-changing fire industry. Logistics coordinates the management of Fire Rescue's capital assets, facilities, apparatus fleet and inventory, personal protective and safety equipment, and supply needs. This program area also oversees the joint Health and Wellness program for Fire Rescue members.



Ellerslie Fire Station

Branch — Fire Rescue Services



Proposed 2015 Budget – Branch Summary

(\$000)	2013 Actual	2014 Budget	2015 Budget	\$ Change '14-'15	% Change '14-'15
Revenue & Transfers					
User Fees, Fines, and Permits	2,262	502	1,902	1,400	278.9
Grants	1,703	-	-	-	-
Transfer from Reserves	-	-	-	-	-
Total Revenue & Transfers	\$3,965	\$502	\$1,902	\$1,400	278.9
Expenditure & Transfers					
Personnel	143,476	159,362	168,268	8,906	5.6
Materials, Goods, and Supplies	5,709	6,275	6,668	393	6.3
External Services	11,829	11,568	11,968	400	3.5
Fleet Services	9,894	8,910	8,932	22	0.2
Intra-municipal Charges	766	616	595	(21)	(3.4)
Utilities & Other Charges	1,376	1,275	1,305	30	2.4
Transfer to Reserves	-	-	-	-	-
Subtotal	173,050	188,006	197,736	9,730	5.2
Intra-municipal Recoveries	(29)	(14)	(9)	5	(35.7)
Total Expenditure & Transfers	\$173,021	\$187,992	\$197,727	\$9,735	5.2
Net Operating Requirement	\$169,056	\$187,490	\$195,825	\$8,335	4.4
Full-time Equivalents	1,180.0	1,186.5	1,209.3	22.8	



Budget Changes for 2015

Revenue & Transfers - Changes

User Fees, Fines, Permits, etc. \$1,400

Revenue has been increased by \$1,400 due to the future stability of the Enoch Fire Protection Contract.

Expenditures & Transfers - Changes

Personnel \$8,906

Increase of \$3,294 is due to collective agreement settlements, \$2,925 is due to operating costs associated with the 2014 Council Approved Lewis Farms Fire Station Service Package, and \$1,400 to align with actual spending. The balance is due to movement toward job rate, and changes in benefits.

Material, Goods & Supplies \$393

Increase of \$134 is due to inflation in Safety Equipment, Fire Fighting Equipment and Equipment Maintenance, and \$179 is due to operating costs associated with the 2014 Council Approved Lewis Farms Fire Station Service Package. Slight increase to software license fees \$80.

External Services \$400

Increase of \$400 is required to maintain, inspect and repair fire hydrants, as per the Fire Hydrant Service Agreement (2012-2016) held between the City of Edmonton and Epcor Water Services Inc.

Fleet Services \$22

There is a decrease of \$124 for future replacement of the fleet and an increase of \$124 for maintaining the fleet. An increase of \$22 is attributed to a fuel cost increase.

Intra-municipal Charges \$(21)

Decrease is primarily due to a reduction in Building Maintenance charges.

Utilities & Other Charges \$30

Increase is primarily due to operating costs associated with the 2014 Council Approved Lewis Farms Fire Station Service Package.

Intra-municipal Recoveries \$5

Reduction in recoveries due to reduced service requests.

Full-time Equivalents - Changes

Increase of 21.8 FTEs, as identified in the 2014 Council Approved Lewis Farms Fire Station Service Package. Increase of 1.0 FTE, as identified for the Dispatch System Replacement Project - Operating Impacts of Capital Service Package.



Proposed 2015 Budget – Program Summary (\$000)

Program Name - Fire Rescue Operations

Link to 10-Year Strategic Goals



Results to be Achieved

Fire Rescue Operations staff provide public safety coverage to the community 24 hours a day, 7 days a week, 365 days a year. Front-line firefighters respond to a range of emergency incidents including fire suppression, medical first response, vehicle extrication, specialty rescue, water rescue, hazardous materials and environmental impact events.

Cost Drivers

- Number of emergency incident response calls
- Fire Rescue Master Plan service level targets based on the National Fire Protection Association 1710 industry standard, specifically full first alarm assignment and first unit on scene response times

Service Standards

The Fire Rescue Master Plan, City Policy C523A, outlines service level standards and targets.

Fire Rescue Master Plan Principle 1.1: Edmonton Fire Rescue Services shall have fire response service level targets that guide the effective and efficient allocation of resources.

Resources (\$000)	2013 Actual	2013 Budget	2014 Budget	2015 Budget
Revenue & Transfers	\$ 2,283	\$ 1,051	\$ 1	\$ 1,401
Expenditure & Transfers	123,757	122,522	137,787	146,025
Subtotal	121,474	121,471	137,786	144,624
Intra-municipal Recoveries	(20)	(69)	-	-
Net Operating Requirement	\$ 121,454	\$ 121,402	\$ 137,786	\$ 144,624
Management		2.0	2.0	2.0
Professional/Technical/Union Exempt		-	-	-
Union		1,021.0	1,027.5	1,049.3
Temporary		-	-	-
Full - Time Equivalents		1,023.0	1,029.5	1,051.3

2014 Services

- Established a fifth fire District to meet increasing demand on existing services.
- Staffed an additional ladder unit crew to improve city-wide full first alarm coverage.
- Successfully completed the Traffic Light Pre-emption trial phase to improve travel response times.

*January 1 - June 30, 2014 Services

- Eight minute or less travel response time for the deployment of a full first alarm assignment of a minimum of 16 firefighters on scene at a fire suppression incident: 84% of the time*. The target is 90%.
- Seven minute or less response time for arrival of first pumper company at fire rescue incidents: 83.4% of the time*. The target is 90%.

Changes in Services for 2015

- Lewis Farms Fire Station is projected to open in early 2016. 25 FTEs will begin training in September 2015 in order to staff the Lewis Farms Fire Station pumper unit.
- Heritage Valley Fire Station will be operational in early 2015.



Proposed 2015 Budget – Program Summary (\$000)

Program Name - Office of Emergency Management

Link to 10-Year Strategic Goals



Results to be Achieved

The Office of Emergency Management is responsible for ensuring the City of Edmonton is prepared for, can respond to and recover from all hazards including natural disasters, technological incidents and human caused incidents. In order to be ready, the program conducts training and exercises with city staff and stakeholders on a regular basis.

Cost Drivers

- Number of incidents and training protocols/sessions
- Number of Emergency Operations Centre activations
- Number of Emergency Support Services activations

Service Standards

The City of Edmonton's Municipal Emergency Plan, City Policy C508, provides an overall strategy for the management of major emergencies or disasters affecting Edmonton. City of Edmonton Bylaw 14737 provides for the direction and control of the City of Edmonton's emergency operations. The Alberta Emergency Management Act gives the local authority responsibility for the direction and control of the City's emergency response and for the preparation and approval of emergency plans and programs.

Resources

(\$000)

	2013 Actual	2013 Budget	2014 Budget	2015 Budget
Revenue & Transfers	\$ 3	\$ -	\$ -	\$ -
Expenditure & Transfers	909	1,187	1,115	1,211
Subtotal	906	1,187	1,115	1,211
Intra-municipal Recoveries	-	-	-	-
Net Operating Requirement	\$ 906	\$ 1,187	\$ 1,115	\$ 1,211
Management		1.0	1.0	1.0
Professional/Technical/Union Exempt		7.0	7.0	7.0
Union		-	-	-
Temporary		-	-	-
Full - Time Equivalents		8.0	8.0	8.0

2014 Services

*January 1 - June 30, 2014 Services

- Number of COE employees participating in emergency preparedness training and exercises: 206*
- Number of citizens at emergency preparedness events: 8,125*
- Number of emergency guides distributed: 2,487*
- Number of Emergency Operations Centre activations: 1*
- Number of Emergency Support Services activations: 6*
- Number of people assisted by Red Cross, supported by Fire Rescue: 162*
- Hosted annual Get Ready in the Park event to raise awareness of emergency preparedness.

Changes in Services for 2015

Core services in 2015 will remain consistent with previous years.



Proposed 2015 Budget – Program Summary (\$000)

Program Name - Public Safety

Link to 10-Year Strategic Goals



Results to be Achieved

Public Safety enforces and complies with provincial and federal legislation for the safety and security of people and property by conducting fire prevention inspections, delivering public education programs and completing fire investigations. Other functions include reviewing construction site safety, business licenses, building and area structure plans, and fire safety complaints response.

Cost Drivers

- Number of Quality Management Plan fire inspections to be completed
- Number of fire prevention programs and public education programs delivered
- Number of fire investigations required

Service Standards

Fire Rescue Master Plan Principle 3.1: Edmonton Fire Rescue Services shall have a City Council approved and Alberta Safety Codes Council endorsed Quality Management Plan (QMP). The QMP establishes service delivery standards, responsibilities and the minimum performance criteria to be provided by the Municipality under the Safety Codes Act. Fire prevention inspection frequencies are based on a risk assessment instrument using the variables of probability and consequence.

Resources (\$000)	2013 Actual	2013 Budget	2014 Budget	2015 Budget
Revenue & Transfers	\$ 526	\$ 396	\$ 400	\$ 400
Expenditure & Transfers	18,222	18,554	19,658	20,164
Subtotal	17,696	18,158	19,258	19,764
Intra-municipal Recoveries	(6)	(11)	(11)	(6)
Net Operating Requirement	\$ 17,690	\$ 18,147	\$ 19,247	\$ 19,758
Management		1.0	1.0	1.0
Professional/Technical/Union Exempt		2.0	2.0	2.0
Union		58.0	57.0	57.0
Temporary		-	-	-
Full - Time Equivalents		61.0	60.0	60.0

2014 Services

*January 1 - June 30, 2014 Services

- Quality Management Plan inspections completed, maximum risk occupancy (level 4): 1,611*
- Quality Management Plan inspections completed, high risk occupancy (level 3): 4,126*
- Number of investigated fires: 420*
- Number of file searches/false alarms/miscellaneous jobs: 5,979*
- Number of business license inspections and development plan reviews were 547* and 250* respectively
- Fire hydrant service agreement cost for 2014 services is \$10,900,000*
- Successfully hosted Fire Summit V, with the objective to improve fire safety in residential care facilities

Changes in Services for 2015

Demand on existing services such as fire inspections is expected to increase in 2015 and these services will be delivered with existing resources.



Proposed 2015 Budget – Program Summary (\$000)

Program Name - Technical Services

Link to 10-Year Strategic Goals



Results to be Achieved

This program is responsible for evaluating incoming emergency calls for Fire Rescue response, dispatching resources, providing emergency response communications support during emergency events, providing public safety technology and delivering mapping services. Technical Services also manages Fire Rescue's accreditation and environmental programs.

Cost Drivers

- Number of emergency incident response call events managed.
- Service level targets as identified in the Fire Rescue Master Plan and based on the National Fire Protection Association 1710 industry standard, specifically call evaluation and dispatch times.

Service Standards

The Fire Rescue Master Plan, City Policy C523A, outlines service level standards and targets.

Fire Rescue Master Plan Principle 1.1: Edmonton Fire Rescue Services shall have fire response service level targets that guide the effective and efficient allocation of resources.

Resources (\$000)	2013 Actual	2013 Budget	2014 Budget	2015 Budget
Revenue & Transfers	\$ 1	\$ -	\$ -	\$ -
Expenditure & Transfers	8,013	9,032	9,545	9,872
Subtotal	8,012	9,032	9,545	9,872
Intra-municipal Recoveries	-	(3)	-	-
Net Operating Requirement	\$ 8,012	\$ 9,029	\$ 9,545	\$ 9,872
Management		1.0	1.0	1.0
Professional/Technical/Union Exempt		2.0	2.0	3.0
Union		50.0	50.0	50.0
Temporary		-	-	-
Full - Time Equivalents		53.0	53.0	54.0

2014 Services

*January 1 - June 30, 2014 Services

- 90 second or less call evaluation and dispatch time for fire rescue events: 94% of the time*. The target is 90%.
- Will manage in excess of 40,000 emergency calls for Fire Rescue response.
- Maintenance of branch environmental management systems in accordance to the ISO 14001 standard.
- Management of annual compliance reporting process to maintain international accreditation through Center for Public Safety Excellence and management of public safety technology assets.
- Accelerated work to prepare for the migration to the provincial first response radio system.

Changes in Services for 2015

An operating impacts of capital service package for on-going funding to manage and maintain the continued growth of Fire Rescue radio equipment inventory and the added complexity of migration of all Fire Rescue radio equipment to the new provincial first responders radio system is being put forward as part of the 2015 budget.



Proposed 2015 Budget – Program Summary (\$000)

Program Name - Training and Logistics

Link to 10-Year Strategic Goals



Results to be Achieved

Training is responsible for the recruitment and training of new firefighters, as well as maintaining certifications, occupational skills and ongoing career development. Logistics coordinates the management of Fire Rescue's capital assets, facilities, apparatus fleet and inventory, personal protective and safety equipment, and supply needs.

Cost Drivers

- Number of training programs to be delivered and number of firefighters requiring training
- Number of fire stations, facilities, apparatus fleet and inventory, personal protective equipment, safety equipment and supplies to be logistically managed

Service Standards

Fire Rescue Master Plan Principle 2.1: Fire Rescue Services shall implement inclusive recruitment practices that reach out to the entire community and utilize hiring standards that attract and select the best and most qualified candidates.

Fire Rescue Master Plan Principle 2.2: Fire Rescue Services shall ensure personnel possess required core competencies, maintained and upgraded through ongoing training, education and certification.

Resources

(\$000)

	2013 Actual	2013 Budget	2014 Budget	2015 Budget
Revenue & Transfers	\$ 1,152	\$ 100	\$ 101	\$ 101
Expenditure & Transfers	22,149	20,927	19,901	20,464
Subtotal	20,997	20,827	19,800	20,363
Intra-municipal Recoveries	(3)	(3)	(3)	(3)
Net Operating Requirement	\$ 20,994	\$ 20,824	\$ 19,797	\$ 20,360
Management		1.0	1.0	1.0
Professional/Technical/Union Exempt		2.0	2.0	2.0
Union		32.0	33.0	33.0
Temporary		-	-	-
Full - Time Equivalents		35.0	36.0	36.0

2014 Services

- Over 60 training programs delivered, including: recruit and promotional classes, apparatus operations, driver training and core competency courses.
- Over 90,000 hours of practical, classroom and e-Learning training received by firefighters.
- Managed, in partnership with Fleet Services, over 100 Fire Rescue apparatus units.
- Managed, in partnership with Project Management & Material Services, facility needs for 28 fire stations.
- Managed the personal protective equipment, safety equipment and supply needs of over 1,000 firefighters.
- Fleet Services cost for 2014 services is \$8,909,728.

Changes in Services for 2015

Demand on services such as delivering core competency training to firefighters is expected to increase in 2015 and will be delivered with existing resources.

Branch — Fire Rescue Services



Program - Technical Services
Title - Operating Impacts of Capital - Dispatch System Replacement Project

Operating Impacts of Capital Funded

Results to be Achieved

This service package will help improve the livability of Edmontonians by providing services for a safe city through protecting property, people and the environment and minimizing impact of fires. It will also help sustain Edmonton's environment by minimizing impacts of hazardous material breaches on air, land and water systems. This service package will ensure all firefighters have the necessary radio communication equipment for emergency event response.

Description

This service package identifies an on-going operating budget funding request in the amount of \$106K and one associated FTE required as an annual operating expense to manage and maintain the continued growth of Fire Rescue radio equipment inventory and the migration of all Fire Rescue radio equipment to the new provincial first responders radio system.

Background

The Dispatch System Replacement capital project was previously approved by City Council (profile 08-70-9000). Fire Rescue has worked throughout the current cycle to develop strategies and options for the replacement of current radio system equipment which has reached its End of Life status. The projected system wide change in radio infrastructure and equipment, combined with the growth in the amount of radio assets managed by Fire Rescue requires one additional FTE to effectively and efficiently manage and maintain radio equipment inventory.

Options

Fire Rescue Services will begin to replace existing radio equipment beginning in 2014, accelerating in 2015 and 2016. An additional FTE has been identified as a requirement to help effectively and efficiently manage the transition of the radio equipment to the new radio system, which needs to occur without any loss of radio communication. In addition, the FTE is required to support increasing workload for on-going management and maintenance of Fire Rescue radio equipment related to the continued growth in the number of fire stations and firefighters.

Implications of Not Funding

If this position is not funded, the existing Radio Technicians (2 FTEs) in Fire Rescue Services may not be able to manage the projected inventory of radio equipment and transition to the new radio system would be severely compromised. This could lead to a reduction in the availability of radio equipment inventory for front line firefighters. Inventory includes all radios (dispatch, mobile and portable), mobile computing and AVL equipment on front line fire apparatus, station alerting system and all telecommunication equipment. It is noted that Fire Rescue already contracts out some of the actual maintenance of the radio equipment to third party agencies.

Incremental (\$000)	2015				2016				2017			
	Exp	Rev	Net	FTEs	Exp	Rev	Net	FTEs	Exp	Rev	Net	FTEs
New Budget	106	-	106	1.0	-	-	-	-	-	-	-	-
Annualization	-	-	-	-	-	-	-	-	-	-	-	-
Total	\$106	-	106	1.0	-	-	-	-	-	-	-	-

Branch — Fire Rescue Services



Program - Public Safety
Title - Fire Prevention and Training Officers

Growth on Existing Services
Unfunded

Results to be Achieved

This service package contributes to improve the livability of Edmontonians by providing for the safety of our community through effective fire protection and public education while providing services for a safe city through protecting property, people and the environment and minimizing the impact of fires; will sustain Edmonton's environment by minimizing impacts of hazardous material breaches on air, land and water systems; will support the transformation of Edmonton's urban form by contributing to well-regulated, safe, strategically planned, future-focused land use and development.

Description

This service package includes funding the costs related to increased demand on existing services, driven by population and physical growth of the city. Fire Prevention Officer staffing levels will increase by four FTEs, who will work toward meeting the inspection frequency identified in the QMP. Fire Rescue's Master Plan outlines Fire Prevention programming: Principle 3.1 describes QMP service delivery standards; Principle 3.3 summarizes public education and fire safety awareness guidelines. Training and Logistics Officer staffing levels will increase by four FTEs, who will work toward maintaining the current service level standard of training delivery to firefighters, as outlined in Principle 2.2.

Background

Population and physical growth has positively impacted business development in the city, which has resulted in significant increased demand for fire inspections by Fire Prevention Officers. The number of maximum and high risk building and occupant locations to be inspected has increased by 46% since 2011. Based on the Fire Rescue Master Plan and in response to the significant growth of the city, Fire Rescue Services will have increased the number of operational fire stations and front line firefighters by 22% from 2006 to 2015. The internal growth has increased workload for areas that provide training and logistical support to front line staff in Fire Operations.

Options

To maintain accredited agency status through the Alberta Safety Codes Act, Fire Rescue is mandated to meet or exceed the number of fire inspection targets as outlined in the QMP. To meet the required number of fire inspections in 2012 and 2013, Public Education Officers were reallocated to fire inspection duties, resulting in decreased fire safety education and awareness activity since 2011. The number of activities in 2013 was 152, a decrease from 481 in 2011. Due to the specialized detail and level of knowledge required for core competency training required by City of Edmonton firefighters, no options exist other than to continue with the current method of internal service delivery.

Implications of Not Funding

The minimum target number of fire inspections outlined in the QMP may not be completed. The City Auditor reported in 2009 that if annual QMP inspections were not completed then the City is vulnerable to litigation. Studies have demonstrated that effective municipal fire prevention programs reduce property loss, injuries and deaths. The current service level standard of training delivery to firefighters may not be maintained, due to current Training Officer capacity not matching the increasing number of staff that require training.

incremental (\$000)	2015				2016				2017			
	Exp	Rev	Net	FTEs	Exp	Rev	Net	FTEs	Exp	Rev	Net	FTEs
New Budget	1,121	-	1,121	8.0	-	-	-	-	-	-	-	-
Annualization	-	-	-	-	-	-	-	-	-	-	-	-
Total	\$1,121	-	1,121	8.0	-	-	4	-	-	-	-	-



Branch Performance Measures

The following performance measures are intended to provide an example of some of the measures that the Branch is currently monitoring. Since services provided within each Branch are very diverse, the measures are not intended to represent the Branch overall.

Effectiveness measures whether the Branch is effective in achieving its desired outcomes.

Efficiency measures how well resources are being used to produce a service or product.

Measure Type	Key Outcome (from Mandate)	Performance Measure	Target	Actual (year & result)
Effectiveness	Protection of life, property and the environment through effective fire response	% of fires contained in room of origin	75%	2013 - 71%
		Total response time in less than 7 minutes for fire calls	90%	2013 - 82%
Efficiency	Protection of life, property and the environment through efficient fire response	Full first alarm travel response in less than 8 minutes	90%	2013 - 84%

% of fires contained in room of origin: This measure shows how often the crews are able to contain the fire to the room of origin. Fire Rescue's target is 75%. Various factors such as Full First Alarm Travel Response Time, severity of the fire, etc. affect this measure.

Total response time in less than 7 minutes for fire calls: Total Response Time for fire calls is measured from when dispatch receives a fire call until the first pumper arrives on scene of event. Fire Rescue's goal is for Total Response Time to be less than 7 minutes, 90% of the time. Total Response Time is comprised of Communication Time, Turnout Time, and Travel Time. The target is set based on National Fire Protection Association 1710 industry standard. Fire Rescue strives consistently to achieve its target. Various factors such as Station location, deployment model, traffic volume, road construction, weather conditions, etc. affect Response Time.

Full First Alarm Assignment of event: Full First Alarm Travel Response Time of an event is measured from time the first unit left station until 16 firefighters are on scene. Fire Rescue's goal is for Full First Fire Alarm Travel Response Time to be less than 8 minutes, 90% of the time for fire alarm calls and structural fire calls. The target is set based on National Fire Protection Association 1710 industry standard. Fire Rescue strives consistently to achieve its target. Various factors such as Station location, deployment model, traffic volume, road construction, weather conditions, etc. affect Full First Alarm Travel Response Time. Improving this measure reduces civilian deaths and injuries, impacts the economy positively by limiting property loss and job loss due to fires, increases the percentage of fire contained in room of origin, minimizes number of second alarm fires, increases citizen perception of safety as well as helps maintain fire insurance grading and international accreditation status.