

2021 Canal Fulton Fire Department

# Annual Report



# Table of Contents

<b>Chief Message</b>	<b>1</b>
<b>Department Overview:</b> Key Initiatives - Organizational Chart - Services	<b>2</b>
<b>2021 Statistics:</b> 10 Year Trend - Finance Snapshot	<b>9</b>
<b>Community:</b> Fire Prevention Week - Career Day - Day Care	<b>11</b>
<b>Media Campaign:</b> Website and Recruitment & Retention Videos	<b>13</b>

# CHIEF MESSAGE

---

It is my honor and privilege to serve the residents, employees, and elected officials of the City of Canal Fulton, as their Acting Fire Chief. Your fire department takes great pride in delivering professional, competent, and compassionate services to our community. I work alongside 53 well-trained and highly skilled professional firefighters, officers, and administrative staff. We are pleased to present our first-ever Annual Report.

The fire service has significantly changed and increased in complexity over the years. The COVID-19 pandemic has dramatically affected it, but the commitment to serving our residents to the best of our ability remains the same. The Canal Fulton Fire Department recognizes the importance of adaptability and continual flexibility to meet our stakeholder's needs. We continue to evolve and adapt the organization as needed to meet new challenges. I am proud of the men and women of this organization, as their dedication is evident in their performance.

In 2021, we evaluated our programs and service delivery models to ensure their cost-effectiveness and efficiency, but more importantly, to ensure we meet our stakeholder's needs. As our Vision and Mission Statement notes:

- Canal Fulton will be one of the safest communities in Stark County
- To protect the lives and property of the citizens, visitors, and businesses in the City of Canal Fulton

It's essential to report on the value of our services to internal and external stakeholders. This annual report provides our residents with a means of assessing worth in determining how their tax dollars are spent.

## Notable Accomplishments in 2021

- Grant Funded Projects
  - More noticeable LED Sign at Safety Center - FEMA
  - Website and Recruiting Videos - FEMA
  - Dormitory furniture and mattresses – FEMA
  - Medical equipment and services – Ohio Department of EMS
  - Drone with thermal camera – ODNr
- Increase billing rates for ambulance services to match area agencies
- Create job descriptions for all positions with the department



Finally, it is impossible to fully capture the many ways our department has positively impacted others in an Annual Report. Regularly, we receive correspondence from individuals grateful for the care they received. These incidents range from a simple patient lift off the floor to a traumatic car accident. This report is intended to capture just some of our highlights.

My entire team and I are grateful to serve you.

*Shawn Yerian*

Shawn Yerian, Acting Fire Chief

# 2021 KEY INITIATIVES



MAVIC 2 PRO

## Promotions - Oral Board Interview

In 2021, we mirrored the Ohio Fire Chief's proven promotional process for the vacant Assistant Chief and Captain positions. This method employs the typical in-person interview panel technique and uses custom-designed questions and scenarios concerning qualifications, managerial and leadership skills, administrative competency, and technical skills. The results were unanimous from both an internal and external panel in selecting Assistant Chief Burgasser and Captain Martin.

## Lexipol

Assistant Chief Burgasser started the task of updating a 7-year-old employee handbook. Lexipol provides a full library of customizable, state-specific fire service policies that are updated in response to new state and federal laws and court decisions.

## Drone Program

FF Jeff Hagen is leading the program to ensure immediate aerial information and allow for optimal response to protect people and property.

# 2021 KEY INITIATIVES - Continued



## Northwest Schools - Kits & Training

The Stop the Bleed program makes our nation more resilient by better preparing the public to save lives if people nearby are severely bleeding. FF Bryan McMaster, a Marine veteran, was instrumental in ensuring our schools had the training and resources available for an effective Stop the Bleed program.

## Communication

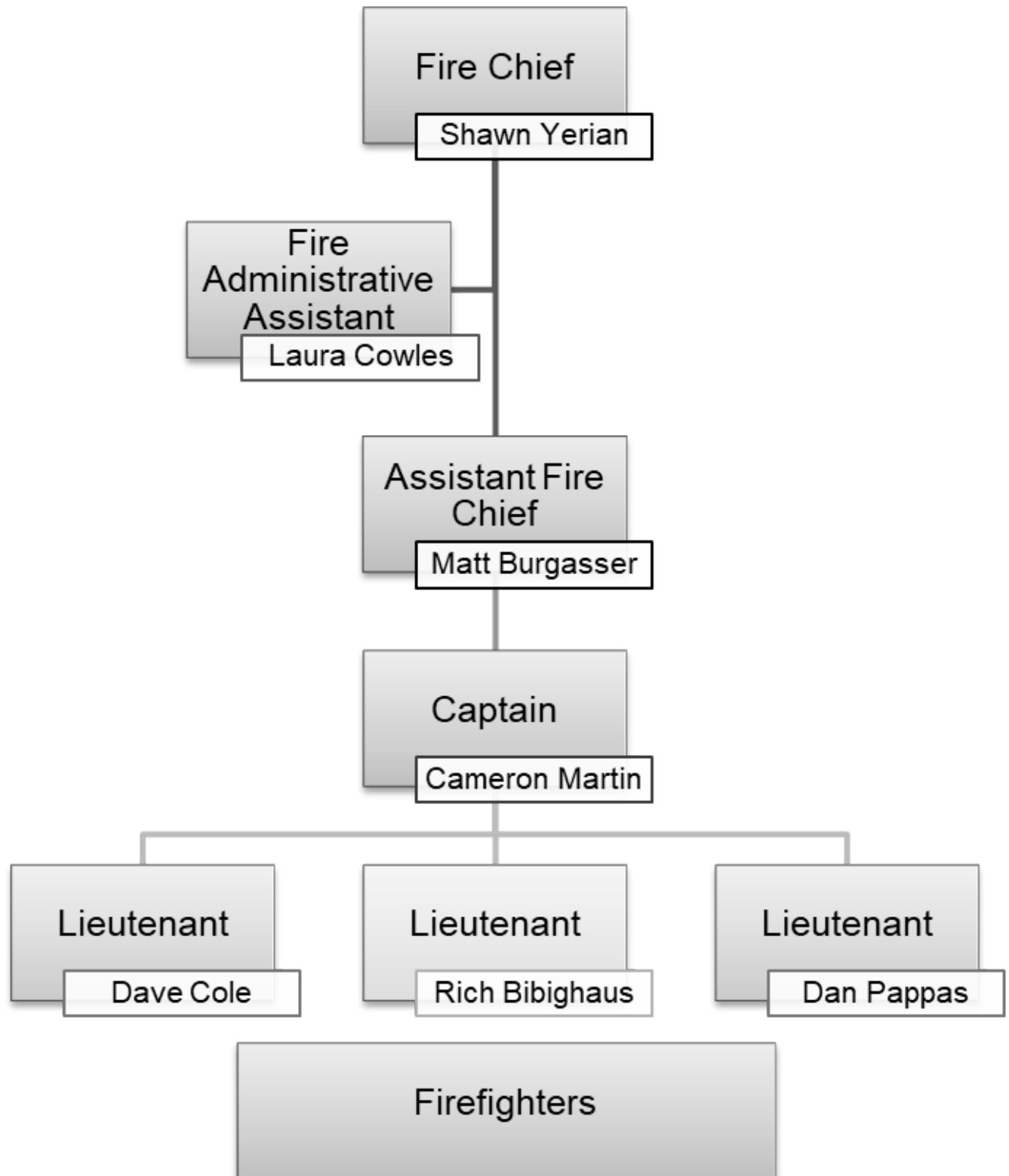
Good communication is an essential component in any environment. Communication has increased by having staff meetings with city administrators, organized officer meetings, and weekly / monthly department updates through various channels.

## Social Media

- Facebook Posts: 50,067 people reached in 2021
- Facebook: 4,900 Followers

Captain Martin leads our social media efforts. In today's society, social media has become a necessary daily activity. It is a valuable communication tool with others locally and statewide to share, create, and spread information.

# ORGANIZATIONAL CHART





# FIRE

Members of the Department are trained for an all-hazards emergency response.

## Natural disasters and non-fire emergencies

Members of the Department respond to all major events such as ice storms, snowstorms, major electrical outages, floods, and any other emergent need from homeowners in the community.

The public relies on first responders during emergencies, and the more substantial the incident or the disaster, the greater the need for assistance delivered by the fire department and others with public safety missions.



# EMERGENCY MEDICAL SERVICE

EMS, is a system that provides emergency medical care.

## Community Outreach and Wellness

Canal Fulton Fire Department offers EMS coverage for events taking place within the City of Canal Fulton, including festivals, concerts, sporting events, etc. We can offer fully-staffed Advanced Life Support ambulances on-site for the duration of the event in case emergency medical services are needed.





# FIRE INVESTIGATION

Utilizing new technology in the field.

## 3D Laser scanning improves fire investigations

In 2021, Lt. Rich Bibighaus introduced technology that was never utilized before into our fire department. Lt. Bibighaus' fire investigation and law enforcement background have advanced our capabilities to one of the best in the county. This technology was utilized in a recent fire at First Common Wealth Bank.



# FIRE INSPECTION

To safeguard  
lives and  
property from  
the hazards of  
fire.

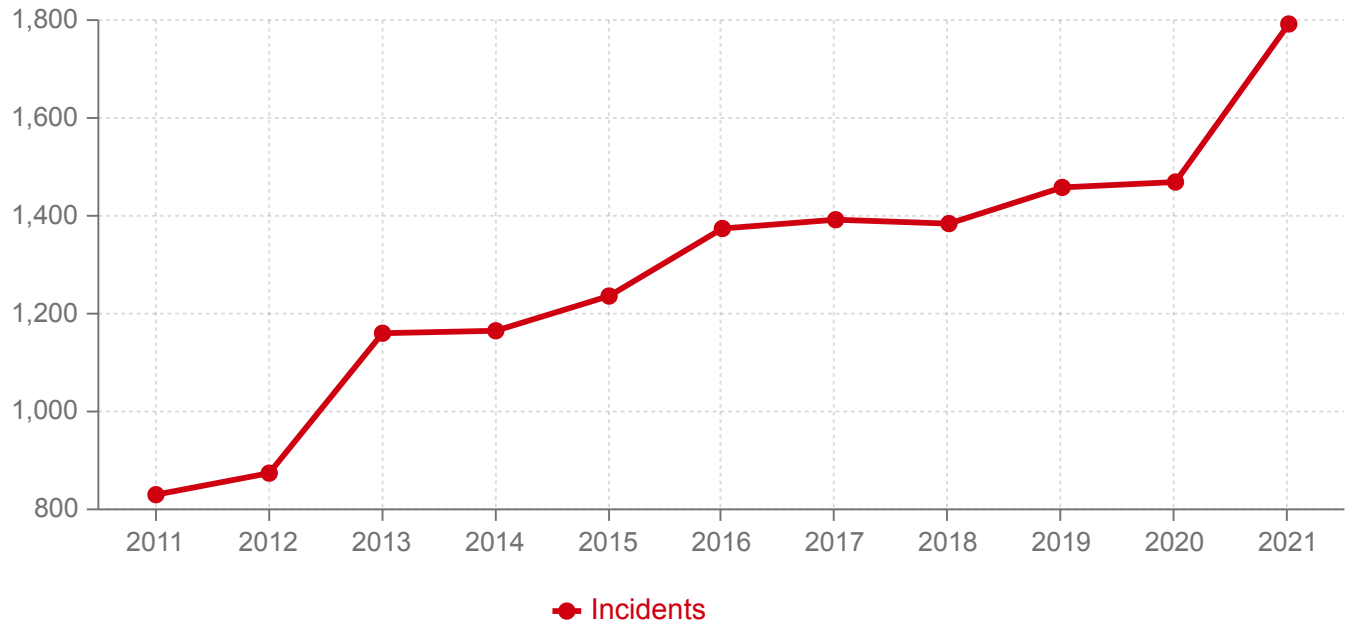
## A fire can devastate a business

The number one reason for fire inspections is life safety - to keep all building occupants safe from potential fire threats. Regular inspection, testing, and maintenance make for safer working and living environments, so employees, residents, and guests are protected.



# 10 YEAR TREND FOR INCIDENTS THAT INCLUDE FIRE & EMS

Figure 1: Total Incidents 2011–2021



**1,794**

In 2021, the fire department responded to 1,794 incidents compared to 1,471 incidents in 2020.

In 2021, there were 185 Incidents with the zip code 44666 & 44646, North Lawrence.

**+ 22%**

The fire department saw a 22% increase in incidents over 2020.

*Source: RED Center CAD View*

# 2021 FINANCE SNAPSHOT

**\$131**  
THOUSAND



## SAFER Grant - Covered Expenses

There was no cost share or match for the 2021 SAFER Program's Recruitment and Retention (R&R) Activity.

**\$418**  
THOUSAND



## Wages and Benifits

This cost includes staffing four firefighters in 12-hour rotating shift schedules with Lawrence Township.

**\$190**  
THOUSAND



## EMS Billing Revenue

Residents are "soft billed," which charges their insurance company and accepts the amount they pay for the service as payment in full.

# COMMUNITY

## Partnering with our stakeholders

### Fire Prevention Week in Canal Fulton

One of the best ways a fire department can promote fire prevention and safety is by building a wonderful relationship with its community. Having a strong presence in your community not only humanizes your fire department but also goes a long way in promoting fire prevention and awareness.





# COMMUNITY - Continued

Career Day



Parades



Friday Night Lights



Daycare Visits

# WEBSITE - R&R VIDEOS

## Recruitment & Retention Efforts to the Next Level

### Statewide police, fire, and EMS departments are seeing a shortage of workers

In 2021, we recognized that we needed to rethink our recruiting efforts. Recruiting today's first responders demands creative, compelling multimedia to help recruit our future workforce. We developed and launched a new search engine optimized website, which will drive recruitment leads, department awareness, and more. Additionally, the use of recruiting videos will help drive new recruits across multiple social media platforms such as Facebook, Instagram, and LinkedIn.

