

Corte Madera Fire Department

Standard of Coverage

RISK EXPECTATIONS

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This section considers the community's expectations for the existing fire and medical response system, and looks at how the fire department measures outcomes and community satisfaction.

Every two years the Corte Madera community is invited to help define the community's expectations and outcomes during the development of the Town's two-year budget.

Yearly, the department develops goals and objectives. Along with these evolving goals, the department has developed an overall mission statement that provides the foundation for the services that the department provides in the community. The fire department mission statement serves as the overall guiding force in providing services to the community. The following is the Corte Madera Fire Department's mission statement:

The Corte Madera Fire Department is committed to meeting the challenge of the present and future community needs. Our personnel make the distinction by providing quality in safety and emergency services in a compassionate, congenial, efficient, and effective manner.

EXPECTATIONS FOR FIRE SERVICES

Each budget cycle, performance measurements will be created that further define and support the mission statement. Outcomes will be established to measure if the fire department is meeting its performance measures. The fire department will create performance measurements in areas such as training, fire prevention, hazardous materials, and disaster preparedness. The following is an overall performance measurement for the fire department:

To reduce the occurrence of fires in all occupancies, below the five-year average, through a comprehensive range of fire prevention, educational, and community fire servicing programs.

The term "Community Fire Servicing" (CFS) is being utilized as part of the overall philosophy of the fire department. We recognize that the fire department's role in the community is much broader than simply being a fire department. Community Fire Servicing involves creating partnerships with residents and community organizations and collaborating with the groups to find out what their needs and expectations are for the fire department. Through this style of shaping outcomes to meet the needs of the community, we are more effective in meeting

expectations and providing services and programs that fill a previously unanswered need.

EXPECTATIONS FOR EMERGENCY MEDICAL SERVICES

Community expectations on medical emergencies are essentially an outcome issue. The community pays an annual paramedic fee of \$35 per dwelling unit, and \$35 per 1,000 square foot on commercial space. Rising health care costs result in a heavy dependency on the EMS system.

The overall performance measure for emergency medical services is:

To maintain a Code 3 level of emergency medical response of EMT and EMT-D, based on total reflex time, that will ensure the arrival of an engine company within eight minutes of receipt of a 911 call in 90% of requests for service to all areas served.

This performance measure ensures that in a cardiac arrest emergency, personnel are on scene prior to brain damage or death occurring, which is usually within 10 minutes.

The delivery of trauma care in Marin County has been an on-going public debate. The expectation is that a trauma patient can receive the highest level of care needed here in the county. This would require a Level I trauma center. The reality is that Marin County has a Level III trauma center. A current analysis of trauma injuries shows positive outcomes with the existing emergency room treatment available.

The patient's expectations are on the paramedics to ensure the highest level of care is provided, without understanding the constraints placed on the paramedics. One of these constraints is the use of a helicopter transport for trauma patients needing a Level II trauma center. The landing of helicopters at hospitals, and subsequent factors, plays a large role in the use of helicopters for patient transport to hospitals in or outside of Marin County.

ANNUAL INCREASE IN MEDICAL DISPATCHES

Year	1998	1999	2000	2001	2002
Medical Dispatches	625	612	606	672	733
Percent of Total Calls for Service	57%	58%	55%	54%	53%

MEASURING CUSTOMER EXPECTATIONS

Understanding how its customers perceive the fire department, and taking into consideration their expectations, is essential to serving the community. Taking notice of the customer's opinions, both positive and negative, is critical in meeting community needs. We currently rely on the public's perception of the fire department as a signal that we are meeting their expectation, but we should instead measure our effectiveness following an emergency incident through a customer satisfaction survey.

The fire department's customer satisfaction survey would provide the consumer with a way to express their feeling about the service they receive. The basic format for the questions would reflect the department's customer service philosophy and knowledge of what will make a difference in the community. The survey form would be based on a 10-point scale, with Strongly Agree with the survey questions being a 10, and Strongly Disagree being 1. Three specific forms could be developed to meet our customer base. They include a survey form for emergency response, engine company commercial inspections, and fire prevention bureau contact with contractors and related businesses needing their service.

Generally, citizens are sometimes critical of government, especially local government. There is some feeling that government is unable to provide them with the services they need. Survey results can elicit these needs and highlight what is expected and desired.

Survey results would give us a better picture of our community. Results from different neighborhoods or geographical areas may differ, indicating a sense of what levels of service are expected or needed. Customer survey results would give a clear, explainable indication of how the customer feels about the fire department. Positive ratings can enhance the morale and the department's image. Negative comments can serve as a wake-up call to make improvements for the department and community's benefit.