



City of Palo Alto

City Council Staff Report

(ID # 9054)

Report Type: Informational Report

Meeting Date: 4/2/2018

Summary Title: PAFD Semi Annual Performance Report FY18

Title: Palo Alto Fire Department Semi-Annual Performance Report for the First Half of Fiscal Year 2018

From: City Manager

Lead Department: Fire

Recommendation

Staff recommends the City Council review the First Palo Alto Fire Department Semi-Annual Performance Report for Fiscal Year 2018.

Background and Discussion

In Fiscal Year 2015 the Palo Alto Fire Department (PAFD) identified performance reporting as a key initiative, and began reporting on key performance measures quarterly. Beginning Fiscal Year 2018, the Department will be submitting reports twice each year.

The report provides overall calls for service information, as well as more detailed information on the key service areas, including Emergency Medical Services, Fire Suppression, Rescue and Hazardous Materials Response, and Fire Prevention. The report also provides information on mutual and automatic aid with our regional public safety partners and internal workforce planning efforts.

Performance measures include the following:

- Calls for Service: This data provides information on the final outcome of all emergency response calls. The data is tracked in the Fire Department's Record Management System, and uses standardized call type codes, which are defined by the National Fire Incident Reporting System (NFIRS). The report includes overall call volume by primary category, and a detailed listing of call type in the service type sections.

In Fiscal Year 2018 the Department will be structuring and reporting on calls for service based on the NFIRS category groups in order to maintain consistency

amongst various City performance reports and statistics sent to State and National reporting centers.

- Response Times: This aspect measures the time it takes from an emergency call or request for response being created in the dispatch center to the arrival of resources to the scene of the emergency. This information is tracked in the Computer Aided Dispatch (CAD) System, and the performance goals, or service levels, are set by Council in accordance with county and national standards.
- Ambulance Transports: The report provides the number of ambulatory transports to hospitals or other medical care facilities, and the proportion of Emergency Medical Calls that included transports. This information is tracked in the Fire Department's Emergency Medical Record Management System.
- Fire Containment: This measures the proportion of building and structure fires that are contained to the area or room of origin within Palo Alto and Stanford Campus.
- Mutual and Automatic Aid: This includes the number and proportion of all incidents in which the PAFD provided aid to neighboring communities, as well as the aid received from neighboring Fire Departments. This information is tracked in the CAD System.
- Permits: This provides the count of facility, electric vehicle, and solar permits issued by the Fire Prevention Bureau. This information is currently tracked in the Development Center's Records Management System.
- Inspections: A count of the total number of Hazardous Materials and State Mandated inspections is provided. In addition, an estimated number of inspections to be completed for the year is also provided to assess overall workload performance to date.
- Fire and Life Safety Plans Reviewed: This provides a total count of all plans reviewed, as well as the proportion of plans that were reviewed within the time guidelines.
- Vacancies and Off-Line Employees: This section provides the total number of budgeted full-time equivalent line personnel, current vacancies, and employees that are off line from workers compensation or light duty. This information is obtained from the Fire Department's Staffing and Scheduling System (TeleStaff), as well as the City's Personnel Management System.
- Succession Planning Metrics: This provides the number and proportion of line personnel that are eligible to retire, or will be eligible within the next five years.

This information is tracked in the City's Personnel Management System. This report also provides the total number of hours line personnel have spent in an acting capacity. Personnel serving in an acting capacity are a key component of the Department's overall succession planning efforts. Acting capacity allows junior officers to learn the responsibilities of higher ranks with guidance from senior officers. This information is tracked in TeleStaff.

- Training hours: The total number of training hours completed by all line personnel is provided, as well as the average number of hours per each line personnel on staff. This information is tracked in the Fire Department's Record Management System. Local, State and Federal mandates require fire personnel to train a minimum of 20 hours per month.

Attachments:

- Attachment A: Coverletter
- Attachment B: Semi Annual Performance Report FY18.1 FINAL
- Attachment C: EMS Survey
- Attachment D: Thank You Notes

City of Palo Alto
Fire Department

Honorable Councilmembers,

I am pleased to provide the enclosed performance report for the first half of Fiscal Year 2018. After a review of the metrics, methodology and structure of the report as part of the Accreditation process the Department has made a few adjustments to the report. This includes moving to a semi-annual reporting frequency, aligning call type categories to mirror the National Fire Incident Report System categories, and improved tracking and methodologies.

Another important item of note is that this period reflects staffing and deployment levels prior to the recent changes that were made effective in January 2018. Since January, Fire Command Staff has frequently reviewed workload and performance. Preliminarily, the new deployment is performing as planned including the even distribution of calls among crews and handling nearly every ambulance call. More importantly, system performance remains consistent.

Turning to the events over these six months, the State faced the most difficult wildland fire season on record. The City of Palo Alto Firefighters did some of their best work to help protect life and property, minimize the damage and assist victims. There were five significant state fires this season, two of which were record breaking in their size and amount of destruction.

In July, Palo Alto Fire supported the Detwiler Fire in Mariposa County. The fire grew to over 80,000 acres prior to full containment and took over one month to contain. Palo Alto crews spent seven days of uninterrupted firefighting to assist in the containment efforts.

In late August, Palo Alto Fire deployed to the Helena Fire in Trinity County for a ten day commitment. The fire extended to the Trinity Alps Wilderness and reached over 21,000 acres before being contained in mid-November.

The Tubbs Fire in October 2017 was the most destructive wildfire in California history. It spanned Napa, Sonoma and Lake Counties burning over 36,000 acres and claiming 22 lives. During the month it took to contain the fire, a team of four Palo Alto Firefighters from Engine 65 worked eleven days straight on a strike team to assist in the statewide effort.

As part of the October Fire Storm, Engine 66 was deployed to the Mendocino Complex Fire as part of a multi-county task force as many strike team units were already on scene at the Tubbs fire. This fire extended to over 36,000 acres and claimed 546 structures. Crews were on duty for nine consecutive days.

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City of Palo Alto
Fire Department

The final large fire in the State that we deployed units to was in December to Ventura County for the Thomas Fire. This fire spread to over 281,000 acres and is the largest wildfire in modern California history. It also had the largest firefighting force on record in California, totaling over 8,500 firefighters. Our crews were there for a 14 day deployment. This fire tragically claimed the life of CalFire Firefighter Cory Iverson, who was from the CalFire San Diego Unit. He died from smoke inhalation and thermal injuries. We honored his service and sacrifice by lowering the flags to half-mast and attending local services to mourn the loss of a fellow firefighter.

The courage and commitment to protecting our community and those who need us most is honorable, brave and demonstrated the best our City has to offer. The women and men of the Palo Alto Fire Department put their lives on the line at home and abroad. To those members and their families that stepped up to serve and fight these fires, I give my heartfelt gratitude and acknowledgement. These dauntless members of our team include: Fire Captain Barry Marchisio; Fire Captain Toby McDonnell; Fire Captain Marc Muzzi; Apparatus Operator Shelia Donovan; Apparatus Operator Carlos Gracia; Apparatus Operator Adam Palsgrove; Apparatus Operator Anthony Sozio; Firefighter Steven Fanchiang; Firefighter Adam Fortino; Firefighter Daniel Fortino; Firefighter Manny Macias; Firefighter Eban Johnson; Firefighter Nick Penko; Firefighter Chris Pombo; and Firefighter John Preston.

The gratitude received from residents and communities served were overwhelming, and I've not seen this level of gratitude in my 31 years as a professional firefighter. The Department received thank you notes and letters all of which are attached at the end of this report and decorate the walls of the sixth floor. Let these serve as a reminder of the reason we got into public service, and the impact we have on those we serve.

Sincerely,



Eric Nickel, EFO, CFC, CFO
Fire Chief

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Palo Alto Fire Department

First Semi-Annual Performance Report Fiscal Year 2018

Calls for Service

The Palo Alto Fire Department (PAFD) responded to a total of 4,637 calls for service in the first six-month period of Fiscal Year 2018. This includes responses within Palo Alto, Stanford, and neighboring cities to provide Auto and Mutual Aid. Approximately seventy-nine percent (79%) of calls are generated from Palo Alto, fifteen percent (15%) from Stanford, and the remainder from neighboring cities or requests for regional fire deployment.

The majority of calls were for Rescue and Emergency Medical Services, making up fifty-eight percent (58%) of the responses. Table 1 below shows the main categories of the calls to which PAFD responded. Calls are classified based on the actual event occurred, rather than the initial call request.

Call Type	FY17 JUL-DEC	FY18 JUL-DEC
Rescue and Emergency Medical Services Incidents	2,768	2,692
Good Intent	703	804
False Alarm and False Call	616	695
Service Call	236	264
Fire	85	105
Hazardous Condition, No Fire	96	77
Overpressure Rupture, Explosion, Overheat, No Fire	1	0
Service Weather and Natural Disaster	1	0
Grand Total	4,506	4,637

Good Intent and False Alarm calls make up the second largest types of responses. Most calls for service that may be a true threat of fire, gas or other emergency hazard are actually found to be something else after Firefighters investigate the situation. These calls are coded as Good Intent calls. As well, many fire alarm activations are from causes other than fire or emergency hazard. These situations are categorized as False Alarm calls.

Emergency Medical Services and Rescue

Emergency Medical Service (EMS) is the primary service that the Palo Alto Fire Department provides to Palo Alto and Stanford. While this shift toward EMS is being seen across the region, the Palo Alto Fire Department is the only Fire Department in the County that provides ambulance and transport services.

Of the 2,692 Emergency Medical Service calls the PAFD responded to in the first period of Fiscal Year 2018, the overwhelming majority were for medical, trauma and cardiac calls that did not involve a vehicle accident.

Rescue and EMS Performance Measures	FY17 JUL-DEC	FY18 JUL-DEC
Emergency Medical Service Incident	2708	2643
Lock-In	19	13
Extrication, Rescue	32	32
Water and Ice-Related Rescue	2	1
Rescue or EMS Standby	7	3
Total	2,768	2,692
Transports		
Number of Transports	1,865	1,703
Percent of EMS Calls resulting in transport	68%	63%
Response Times		
Percent of first responder arriving on scene to EMS calls within 8 minutes	93%	95%
Percent of paramedic responder arriving on scene to EMS calls within 12 minutes	99%	99%
Average response time for first responder arriving on scene to EMS calls	4:47	4:48

This period reflects a slight dip in the number of Rescue and EMS Incident calls. The number of EMS calls that resulted in an ambulance transport to a local hospital or care facility, accounted for sixty three percent (63%) of all EMS calls. This is the primary source of revenue generated from emergency medical services, and the Department has seen the revenue flatten out over the last period.

The most common rescue calls involve the removal of victims from a stalled elevator totaling twenty-nine (29) that is ninety-one (91%) of these call types. Lock-Ins revealed a decrease this period accounting for twenty seven percent (27%) of rescue calls.

- ★ **Response Time Goal Met:** At least 90% of first responder arriving on scene to EMS calls within eight minutes.

This period the PAFD first responder arrived on scene to EMS calls within eight minutes ninety-five percent (95%) of the time.

- ★ **Response Time Goal Met:** At least 99% of paramedic responder arriving on scene to EMS calls within 12 minutes.

This quarter the PAFD paramedic responder arrived on scene to EMS calls within 12 minutes ninety-nine percent (99%) of the time.

Fire Suppression

Very few of the potential fire calls coming into dispatch turn out to be a real fire once PAFD investigates the scene and cause of the concerning elements. This period PAFD responded to 105 calls where fire was present, with 81 in Palo Alto or Stanford. There were twelve building fires that the Department responded to in Palo Alto and Stanford, ten of which were contained to the area of origin.

The first fire occurred July 12 at an apartment building on 3800 block of Park Boulevard. The fire was determined to have started from cooking which then spread to cabinets and wall. Upon arrival, the first in unit, Engine 64, established Incident Command and secured a hydrant water supply from Engine 65. The fire was quickly extinguished and confined to area of origin. There were no injuries. All residents were allowed to return to their homes except for those from the involved unit. The American Red Cross arrived to assist the displaced residents.

Another fire in July began with flames showing from a garage at the 2300 block of Waverly Street. Engine 62 was the first in unit and established Incident Command, then set up for a fire attack. The garage was a detached single story unit that was fully involved with fire. The fire was quickly confined to the garage, with no extension to the main house or neighbors. Utilities to the unit were disconnected and the structure was “red tagged” by the City Building Department. The cause of the fire was a hot barbecue with the lid off placed next to the door. The family had just used the grill and moved it before the unit had cooled sufficiently. Fire investigators estimated the damage at \$500,000.

On August 9 another kitchen fire occurred at a four-story mid-rise on 700 block of Escondido. The fire set off the alarm and activated sprinklers causing flooding on the floor. Engine 66 investigated the unit on the third floor and found the fire has been extinguished by two activated sprinkler heads. Crews opened the drain to decrease the water pressure. A burn patient approached crew and requested an ambulance, and Medic 62 administered patient care to the patient who stated that he was cooking in his kitchen when something caught fire and he was burned. This incident left water damage on all floors below the fire floor. Water evacuation procedures were implemented and salvage and overhaul of the affected units conducted. The building was secured and handed over to Stanford Maintenance for restoration.

In early September in the 800 block of El Camino Real, Engine 61 responded to a fire alarm for water flowing. Upon arrival crews saw smoke coming from the rear of the building, out of the eaves and the vent and upgraded the event to a full first alarm. Crews forced the first floor door and found a light haze of smoke and some water coming from the hallway, and light smoke throughout the building. The source was determined to be a vent in the bathroom that contained heavy smoke and some heat where a sprinkler had been activated. Upon removing the ceiling tiles, crews were able to extinguish the fire.

Another incident of note occurred in late November in the 3900 block of El Camino Real. Units arrived on scene to a laundromat with the interior charged with smoke. Engine 65 made entry with a hose line and found a dryer on fire, and was able to quickly extinguish the fire. Ventilation of the facility was conducted, and upon investigation it was determined that excessive storage to the rear of the structure had contributed to the fire.

Fire Suppression Measures	FY17 JUL-DEC	FY18 JUL-DEC
Structure Fire	39	46
Mobile property (vehicle) fire	13	12
Natural vegetation on fire	11	20
Outside rubbish fire	17	22
Special outside fire	4	4
Cultivated vegetation, crop fire	1	0
Fire in mobile property used as a fixed structure	0	1
Total	85	105
Response Times		
Percent of first responder arriving on scene to Fire calls within 8 minutes	86%	90%
Average response time for first responder arriving on scene to Fire calls	5:22	5:27
Fire Containment		
Percent of building and structure fires contained to the room or area of origin	90%	83%

- ★ **Response Time Goal Met:** At least 90% of first responder arriving on scene to Fire calls within eight minutes.

This quarter the PAFD first responder arrived on scene to Fire calls within eight minutes ninety percent (90%) of the time.

- ★ **Fire Containment Goal Not Met:** At least 90% of building and structure fires contained to the room or area of origin.

This period there were twelve building or structure fires within Palo Alto or Stanford, of which ten were contained to the room or area of origin. In both cases the fire had spread beyond the original area despite a response time under five minutes.

Hazardous Materials

The Fire Department responded to a total of 77 calls related to hazardous material incidents. The most common Hazardous Material call is spills and leaks of either natural or liquid petroleum gas (LPG) which totaled 42. This number accounted for fifty-five (55%) percent of all Hazardous Material calls.

The second highest Hazardous Material calls were related to electrical wiring or equipment problems. Twenty-six (26) of these calls account for thirty-four (34%) percent of all Hazardous Material calls.

Hazardous Materials Response Measures	FY17 JUL-DEC	FY18 JUL-DEC
Combustible/Flammable spills and leaks	44	42
Chemical release, reaction, or toxic condition	12	1
Electrical wiring/Equipment problem	24	26
Biological hazard	2	4
Accident, potential accident	13	3
Attempted burning, illegal action	1	1
Total	96	77
Response Times		
Median response time for first responder arriving on scene to Rescue & Hazardous Materials calls	6:17	5:50

Mutual and Automatic Aid

The Fire Department previously holds automatic aid agreements with five regional Fire Departments, including Mountain View, Menlo Park, Woodside, Los Altos, and Santa Clara County Fire. Palo Alto continues to primarily provide mutual and automatic aid to the City of Mountain View, at higher rates than aid received by Mountain View. The Department has made deployment changes and subsequent modifications to the mutual and automatic aid agreements with Mountain View. In the final report for Fiscal Year 2018 it is expected that these numbers will decline for both providing and receiving aid as a result.

In this period, the PAFD provided mutual or automatic aid to three other jurisdictions which it had not in the previous year. Of the seven other jurisdictions where mutual aid was provided Santa Clara County received the next highest aid from the department. Six other agencies provided mutual or automatic aid for calls within Palo Alto or Stanford on a total of 61 incidents.

Mutual Aid Performances		FY17 JUL-DEC	FY18 JUL-DEC
Mutual and Auto Aid Provided			
<u>Agency</u>			
Mountain View Fire		202	221
Santa Clara County Fire		50	37
Menlo Park Fire		2	7
Sunnyvale		2	0
San Mateo City		-	1
San Mateo County		-	2
Out of Area		-	3
<i>All Mutual and Auto Aid Provided</i>		256	271
Mutual and Auto Aid Received			
<u>Agency</u>			
Mountain View Fire		203	147
Menlo Park Fire		30	27
Santa Clara County Fire		16	13
Woodside Fire		6	15
Moffett Fire		1	2
Sunnyvale		-	2
Cal-Fire		-	2
<i>All Mutual and Auto Aid Received</i>		256	208

Fire Prevention

The Fire Prevention Bureau ensures compliance with the Fire Code for the safety of occupants and protection of property. Fire Inspectors perform fire sprinkler and fire alarm plan checks, permitting, and field inspections with the goal of ensuring all construction complies with local and national codes.

This year the Prevention Bureau has been able to track inspections with more detail and we have modified the methodology for capturing this data point. Rather than tracking single locations, we are tracking each inspection. It more accurately captures the workload of inspections by capturing the number of inspections, as most locations require multiple inspections. The figure for Fiscal Year 2017 has been updated to reflect the same methodology.

This period saw a decrease in the number of permits issued compared the same period in the prior year. The number of Fire Inspections and Hazardous Material inspections increased, and the number of plans to review slightly decreased.

Prevention Bureau Performance Measures		FY17 JUL-DEC	FY18 JUL-DEC
Permits			
Fire Permits Issued		324	230
Sprinkler Permits Issued		131	114
Solar Permits Issued		39	26
Electric Vehicle Permits Issued		21	7
Inspections			
Fire Inspections		4205	4617
Hazardous Material Inspections Completed		170	219
Number of Hazardous Material Inspections for the year		563	563
Percent of Hazardous Material Facilities Inspections Complete		30%	39%
State Mandated Inspections Completed		169	137
Number of State Mandated Inspections for the year		397	397
Percent of State Mandated Facilities Inspections Complete		43%	35%
Fire and Life Safety Plan Review			
Plans Reviewed		998	853
Percent of Reviews Completed On-Time		97%	94%

Workforce Planning

The Department operates daily emergency response operations with a total of 96.00 FTE line personnel. This includes three battalions of crews that staff six stations in the City and Stanford 24 hours each day. Over the last period, the department has operated with 17.0 positions vacant and 6.0 employees off-line creating a total of 23.00 FTE positions that require backfill.

The vacant positions are primarily within the Firefighter and Apparatus Operator Classifications, with five vacant Fire Captain positions. During this Fiscal Year the Department will conduct a promotional process for Fire Captain, which will shift all vacancies to the Apparatus Operator and Firefighter ranks.

In addition, 11.0 FTE of these vacancies were eliminated effective January 2018 due to the deployment changes resulting from extensive and detailed meet and confer processes with the labor union, and approval from City Council.

The proportion of shift staff eligible to retire within the next five years continues to grow, currently making up more than half of all shift staff. The Department is focusing on bolstering succession planning and hiring efforts in order to prepare for the consistent turn-over expected over the next 5 to 10 years.

Training hours reported for this period continue to reflect a reduction as the division is in transition to a new tracking and records management software.

Vacancies and Off-Line Employees FY18 JUL-DEC					
<u>Classification</u>	<u>Budgeted FTE</u>	<u>Vacancies</u>	<u>Off-Line Employees (Workers Comp/Light Duty)</u>	<u>Personnel On Line</u>	<u>Percent of Personnel On Line</u>
Battalion Chief	4	0	0	4	100%
Fire Captain	22	5	1	16	73%
Fire Apparatus Operator & Fire Fighters	70	12	5	53	76%
TOTAL	96	17	6	73	76%

Succession Planning		FY17 JUL-DEC	FY18 JUL-DEC
Personnel			
Number of Shift Staff Currently Eligible to Retire		24	24
Number of Shift Staff Eligible to Retire in Five Years		17	19
Percent of all Shift Staff Eligible to Retire within Five Years		46%	51%
Number of Acting Battalion Chief Hours		862	0
Number of Acting Captain Hours		3,292	3,045
Number of Acting Apparatus Operator Hours		12,599	7,053
Training			
Hours of Training Completed		25,605	14,748
Average Hours Per Line Personnel		328	202

City of Palo Alto

Palo Alto, CA
Client 9701



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EMS System Report

July 1, 2017 to December 31, 2017

Your Score

93.38

Number of Your Patients in this Report

178

Number of Patients in this Report

36,690

Number of Transport Services in All EMS DB

145





Executive Summary

This report contains data from **178 City of Palo Alto** patients who returned a questionnaire between **07/01/2017** and **12/31/2017**.

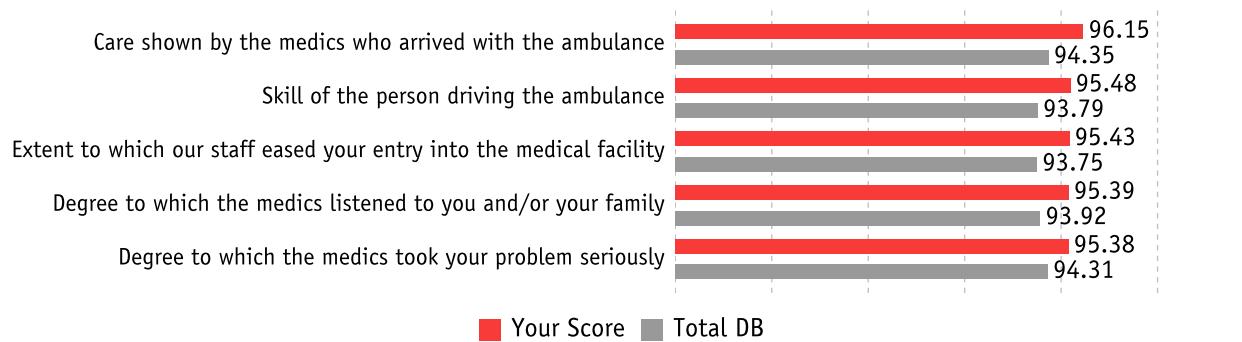
The overall mean score for the standard questions was **93.38**; this is a difference of **0.75** points from the overall EMS database score of **92.63**.

The current score of **93.38** is a change of **-2.06** points from last period's score of **95.44**. This was the **32nd** highest overall score for all companies in the database.

You are ranked **9th** for comparably sized companies in the system.

80.59% of responses to standard questions had a rating of Very Good, the highest rating. **97.98%** of all responses were positive.

5 Highest Scores



■ Your Score ■ Total DB

5 Lowest Scores



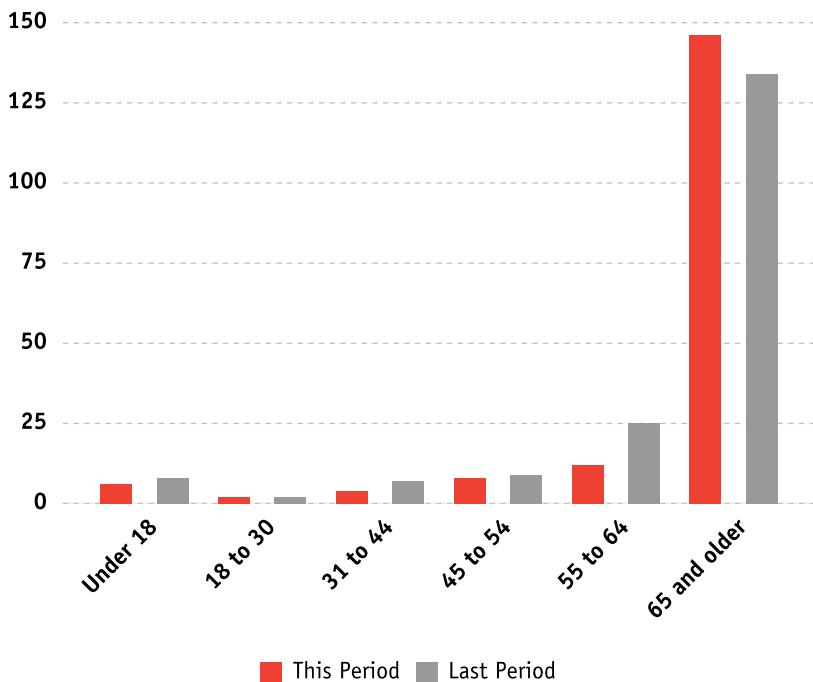
■ Your Score ■ Total DB



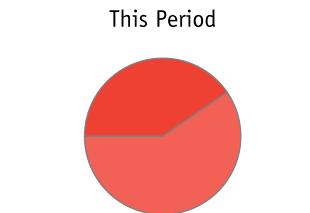
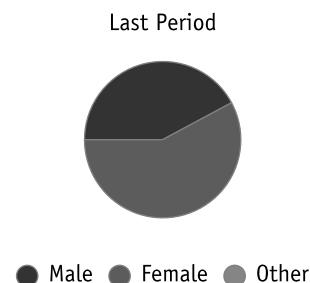
Demographics — This section provides demographic information about the patients who responded to the survey for the current and the previous periods. The information comes from the data you submitted. Compare this demographic data to your eligible population. Generally, the demographic profile will approximate your service population.

	Last Period				This Period			
	Total	Male	Female	Other	Total	Male	Female	Other
Under 18	8	3	5	0	6	3	3	0
18 to 30	2	1	1	0	2	1	1	0
31 to 44	7	3	4	0	4	3	1	0
45 to 54	9	7	2	0	8	4	4	0
55 to 64	25	16	9	0	12	7	5	0
65 and older	134	48	86	0	146	54	92	0
Total	185	78	107	0	178	72	106	0

Age Ranges



Gender





Dispatch Analysis

This report details results concerning dispatch performance. The report contains the mean scores for each survey item. The first column shows the organization score and the total EMS national database score; the second column is your difference from the database score.

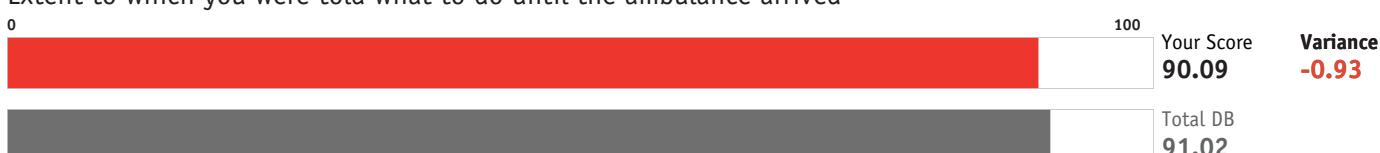
Helpfulness of the person you called for ambulance service



Concern shown by the person you called for ambulance service



Extent to which you were told what to do until the ambulance arrived



Overall Section Score





Ambulance Analysis

This report details the section results that concern ambulance performance. The report contains the mean scores for each survey item. The first column shows the organization score and the total database score, the second column is your difference from the database score.

Extent to which the ambulance arrived in a timely manner



Cleanliness of the ambulance



Comfort of the ride



Skill of the person driving the ambulance



Overall Section Score





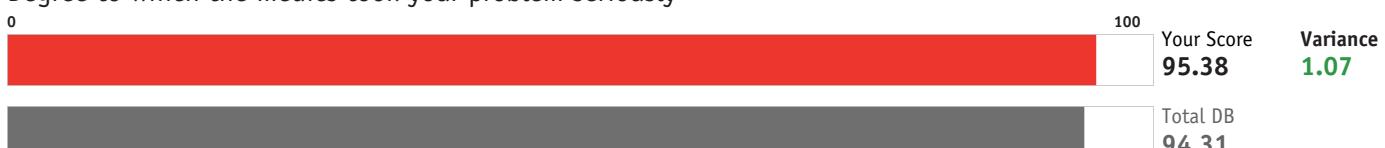
Medic Analysis

This report details the section results that concern medic performance. The report contains the mean scores for each survey item. The first column shows the organization score and the total database score, the second column is your difference from the database score.

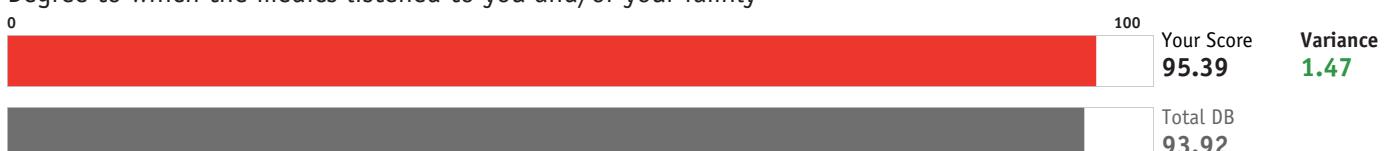
Care shown by the medics who arrived with the ambulance



Degree to which the medics took your problem seriously



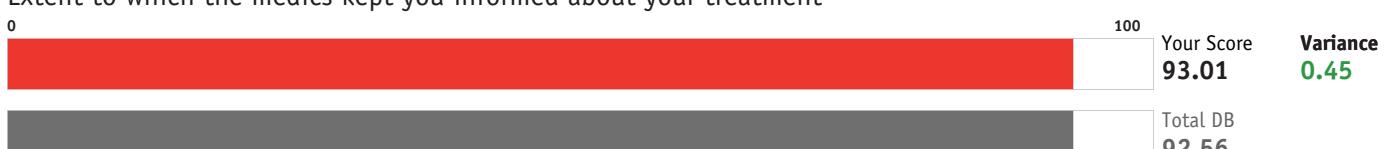
Degree to which the medics listened to you and/or your family



Skill of the medics



Extent to which the medics kept you informed about your treatment



Extent to which medics included you in the treatment decisions (if applicable)



Degree to which the medics relieved your pain or discomfort





Medic Analysis

This report details the section results that concern medic performance. The report contains the mean scores for each survey item. The first column shows the organization score and the total database score, the second column is your difference from the database score.

Medics' concern for your privacy



Extent to which medics cared for you as a person



Overall Section Score





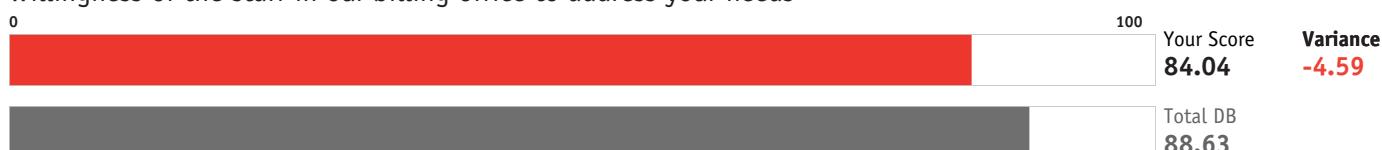
Billing Staff Assessment Analysis

This report details the section results that concern office performance. The report contains the mean scores for each survey item. The first column shows the organization score and the total database score, the second column is your difference from the database score.

Professionalism of the staff in our billing office



Willingness of the staff in our billing office to address your needs



Overall Section Score





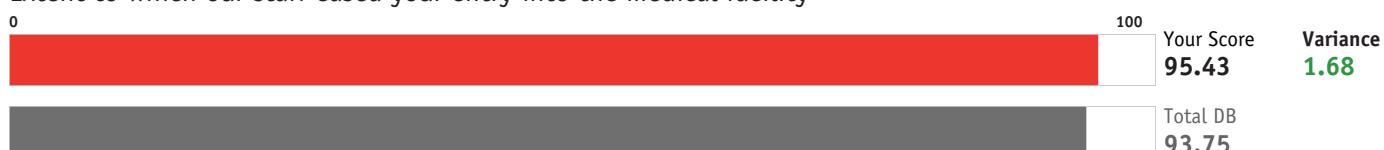
Overall Assessment Analysis

This report details the section results that concern assessment of performance. The report contains the mean scores for each survey item. The first column shows the organization score and the total database score, the second column is your difference from the database score.

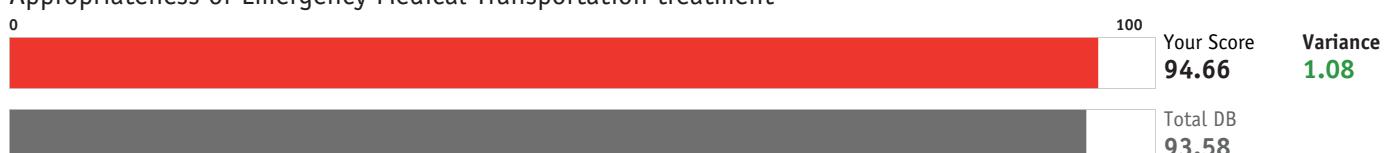
How well did our staff work together to care for you



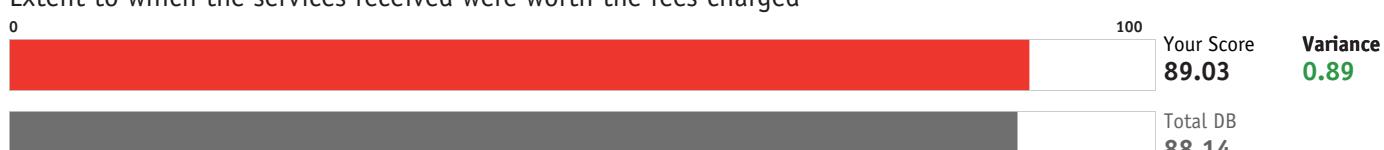
Extent to which our staff eased your entry into the medical facility



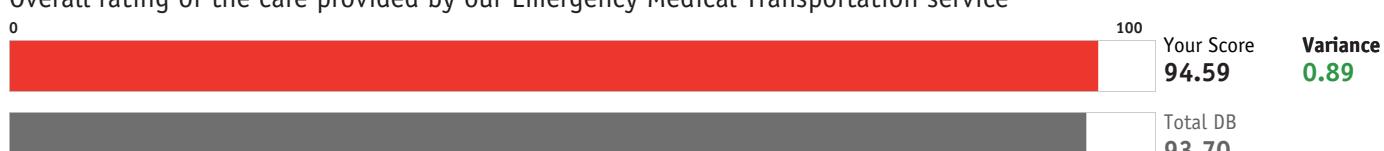
Appropriateness of Emergency Medical Transportation treatment



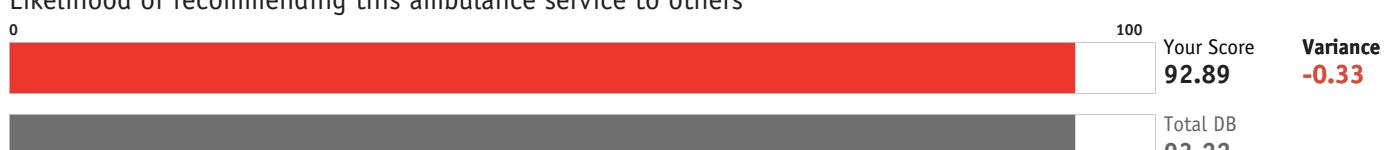
Extent to which the services received were worth the fees charged



Overall rating of the care provided by our Emergency Medical Transportation service



Likelihood of recommending this ambulance service to others



Overall Section Score





Question Analysis

This section lists a synopsis of the information about your individual questions and overall scores for this monthly reporting period. The first column shows the company score from the previous period, the second column shows the change, the third column shows your score for this period and the fourth column shows the total Database score.

Dispatch Analysis

	Last Period	Change	This Period	Total DB
Helpfulness of the person you called for ambulance service	95.23	-0.69	94.54	92.72
Concern shown by the person you called for ambulance service	93.71	-1.02	92.69	92.54
Extent to which you were told what to do until the ambulance arrived	92.65	-2.56	90.09	91.02

Ambulance Analysis

	Last Period	Change	This Period	Total DB
Extent to which the ambulance arrived in a timely manner	96.82	-1.55	95.27	92.15
Cleanliness of the ambulance	97.39	-2.80	94.59	94.47
Comfort of the ride	92.28	-0.24	92.04	87.28
Skill of the person driving the ambulance	96.63	-1.15	95.48	93.79

Medic Analysis

	Last Period	Change	This Period	Total DB
Care shown by the medics who arrived with the ambulance	97.73	-1.58	96.15	94.35
Degree to which the medics took your problem seriously	97.58	-2.20	95.38	94.31
Degree to which the medics listened to you and/or your family	97.26	-1.87	95.39	93.92
Skill of the medics	97.10	-2.15	94.95	94.28
Extent to which the medics kept you informed about your treatment	95.13	-2.12	93.01	92.56
Extent to which medics included you in the treatment decisions (if applicable)	95.87	-3.00	92.87	92.33
Degree to which the medics relieved your pain or discomfort	92.08	-0.97	91.11	90.38
Medics' concern for your privacy	94.46	-0.92	93.54	93.32
Extent to which medics cared for you as a person	96.78	-2.00	94.78	94.34

Billing Staff Assessment Analysis

	Last Period	Change	This Period	Total DB
Professionalism of the staff in our billing office	89.71	-8.02	81.69	88.73
Willingness of the staff in our billing office to address your needs	90.23	-6.19	84.04	88.63



Question Analysis (Continued)

Overall Assessment Analysis

	Last Period	Change	This Period	Total DB
How well did our staff work together to care for you	97.38	-3.79	93.59	93.52
Extent to which our staff eased your entry into the medical facility	97.01	-1.58	95.43	93.75
Appropriateness of Emergency Medical Transportation treatment	96.64	-1.98	94.66	93.58
Extent to which the services received were worth the fees charged	90.05	-1.02	89.03	88.14
Overall rating of the care provided by our Emergency Medical Transportation	97.15	-2.56	94.59	93.70
Likelihood of recommending this ambulance service to others	94.94	-2.05	92.89	93.22



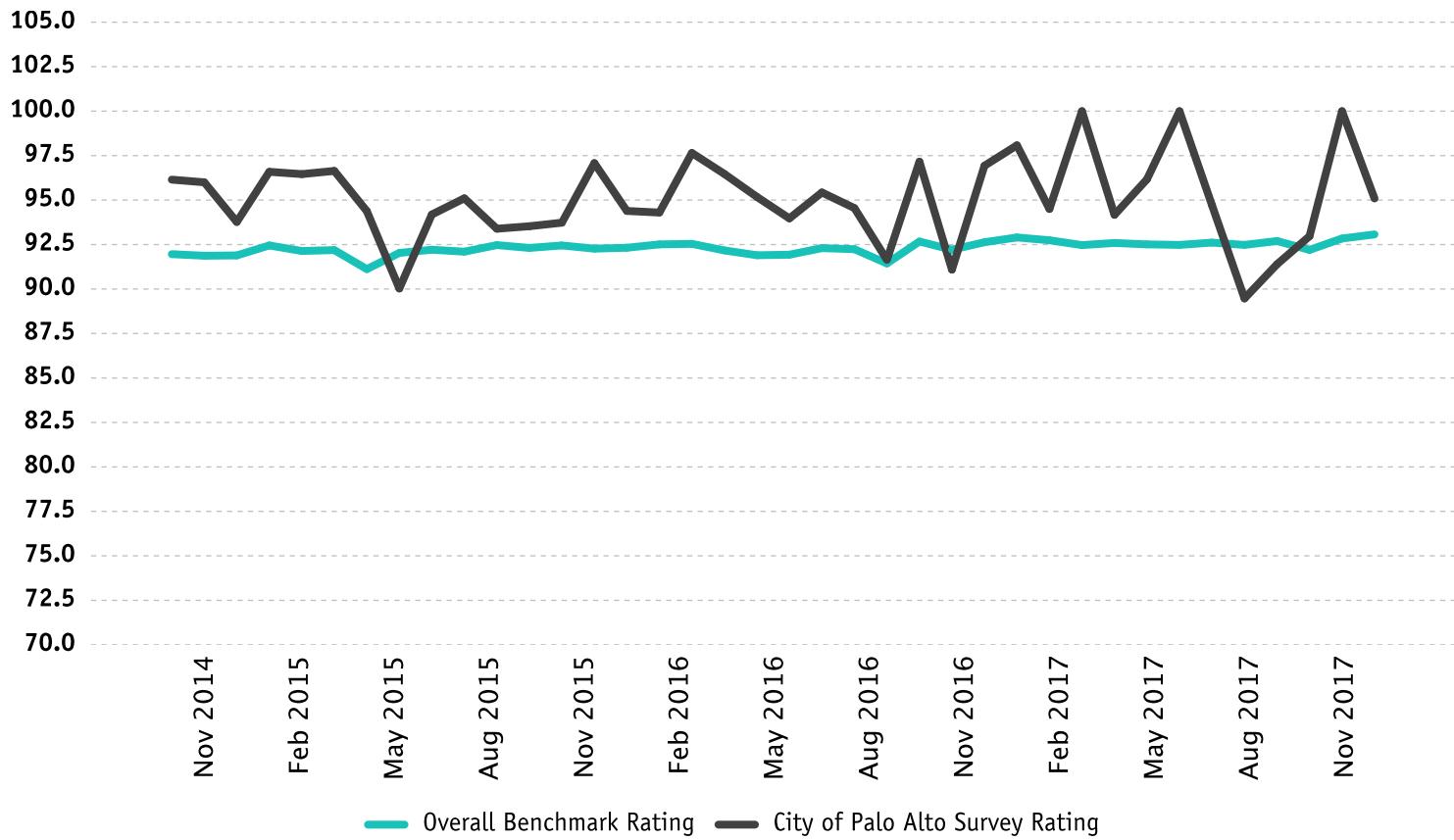
Monthly Breakdown

Below are the monthly responses that have been received for your service. It details the individual score for each question as well as the overall company score for that month.

	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017	Sep 2017	Oct 2017	Nov 2017	Dec 2017
Helpfulness of the person you called for ambulance service	83.33	97.73	95.83	100.00	91.91	95.83	100.00	93.52	92.39	96.43	91.67	100.00	97.22
Concern shown by the person you called for ambulance service	83.33	97.73	93.37	100.00	91.18	94.27	100.00	92.50	90.00	92.05	91.67	100.00	96.15
Extent to which you were told what to do until the ambulance	100.00	97.73	91.85	100.00	89.42	93.90	100.00	90.82	81.00	91.25	91.67	100.00	94.79
Extent to which the ambulance arrived in a timely manner	91.67	100.00	95.70	100.00	96.62	97.22	100.00	94.57	92.24	96.00	96.43	100.00	98.03
Cleanliness of the ambulance	100.00	100.00	96.05	100.00	97.86	97.64	100.00	95.63	88.46	94.79	92.86	100.00	97.22
Comfort of the ride	91.67	93.75	93.18	100.00	91.67	90.57	100.00	92.97	88.89	89.17	82.14	100.00	96.43
Skill of the person driving the ambulance	100.00	100.00	96.49	100.00	96.53	95.67	100.00	95.63	93.27	93.48	92.86	100.00	98.57
Care shown by the medics who arrived with the ambulance	100.00	100.00	97.50	100.00	96.32	98.11	100.00	97.76	92.89	94.57	96.43	100.00	96.56
Degree to which the medics took your problem seriously	100.00	100.00	97.13	100.00	95.45	98.58	100.00	97.39	91.07	94.57	96.43	100.00	95.17
Degree to which the medics listened to you and/or your family	100.00	100.00	96.61	100.00	94.70	98.61	100.00	96.64	93.04	92.05	96.43	100.00	96.46
Skill of the medics	100.00	100.00	96.31	100.00	98.44	96.23	100.00	97.22	92.04	90.26	95.83	100.00	95.71
Extent to which the medics kept you informed about your	100.00	97.92	93.10	100.00	94.86	96.30	100.00	95.63	88.58	86.96	100.00	100.00	93.97
Extent to which medics included you in the treatment decisions	100.00	97.92	94.32	100.00	98.00	95.00	100.00	94.02	88.29	91.25	100.00	100.00	93.27
Degree to which the medics relieved your pain or discomfort	100.00	95.45	92.02	100.00	91.94	90.45	100.00	92.59	86.84	86.41	87.50	100.00	95.03
Medics' concern for your privacy	100.00	91.67	93.53	100.00	93.18	96.43	100.00	94.08	85.87	94.05	92.86	100.00	97.66
Extent to which medics cared for you as a person	100.00	97.92	96.19	100.00	94.85	98.08	100.00	96.15	89.32	94.57	96.43	100.00	96.32
Professionalism of the staff in our billing office	100.00	96.88	86.11	100.00	89.47	90.91	100.00	85.64	77.08	90.00	68.75		75.06
Willingness of the staff in our billing office to address your	100.00	96.43	87.04	100.00	90.63	90.91	100.00	86.79	77.50	90.00	62.50		83.93
How well did our staff work together to care for you	100.00	100.00	96.61	100.00	96.88	97.64	100.00	95.24	89.13	90.91	96.43	100.00	94.56
Extent to which our staff eased your entry into the medical	100.00	100.00	96.93	100.00	93.94	98.04	100.00	96.88	91.67	94.57	96.43	100.00	96.00
Appropriateness of Emergency Medical Transportation treatment	100.00	100.00	94.32	100.00	97.50	97.55	100.00	95.42	94.32	89.17	96.43	100.00	96.88
Extent to which the services received were worth the fees	100.00	93.18	85.96	100.00	88.54	93.59	100.00	92.33	86.76	83.38	95.83	100.00	86.68
Overall rating of the care provided by our Emergency Medical	100.00	100.00	96.05	100.00	94.70	99.00	100.00	96.37	90.21	88.68	96.43	100.00	98.44
Likelihood of recommending this ambulance service to others	91.67	97.73	94.23	100.00	90.59	97.22	100.00	96.31	88.58	85.81	96.43	100.00	93.24
Your Master Score	96.93	98.08	94.50	100.00	94.17	96.17	100.00	94.71	89.47	91.39	92.97	100.00	95.09
Your Total Responses	3	13	68	3	40	58	3	73	31	26	7	1	40



Monthly tracking of Overall Survey Score





Greatest Increase and Decrease in Scores by Question

Decreases	Last Period	This Period	Change	Total DB Score
Professionalism of the staff in our billing office	89.71	81.69	-8.01	88.73
Willingness of the staff in our billing office to address your needs	90.23	84.04	-6.19	88.63
How well did our staff work together to care for you	97.38	93.59	-3.79	93.52
Extent to which medics included you in the treatment decisions (if applicable)	95.87	92.87	-2.99	92.33
Cleanliness of the ambulance	97.39	94.59	-2.81	94.47
Overall rating of the care provided by our Emergency Medical Transportation service	97.15	94.59	-2.57	93.70
Extent to which you were told what to do until the ambulance arrived	92.65	90.09	-2.56	91.02
Degree to which the medics took your problem seriously	97.58	95.38	-2.20	94.31
Skill of the medics	97.10	94.95	-2.16	94.28
Extent to which the medics kept you informed about your treatment	95.13	93.01	-2.12	92.56

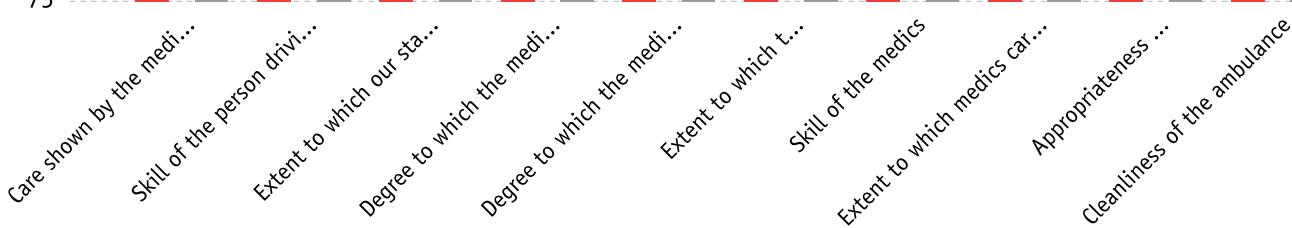


Greatest Scores Above Benchmarks by Question

Highest Above Benchmark	This Period	Variance	Total DB Score
Care shown by the medics who arrived with the ambulance	96.15	1.81	94.35
Skill of the person driving the ambulance	95.48	1.70	93.79
Extent to which our staff eased your entry into the medical facility	95.43	1.68	93.75
Degree to which the medics listened to you and/or your family	95.39	1.48	93.92
Degree to which the medics took your problem seriously	95.38	1.07	94.31
Extent to which the ambulance arrived in a timely manner	95.27	3.11	92.15
Skill of the medics	94.95	0.67	94.28
Extent to which medics cared for you as a person	94.78	0.45	94.34
Appropriateness of Emergency Medical Transportation treatment	94.66	1.08	93.58
Cleanliness of the ambulance	94.59	0.11	94.47

100

95
90
85
80
75



■ Your Score ■ Total DB



Highest and Lowest Scores

	Last Period	This Period	Change	Total DB Score
Highest Scores				
Care shown by the medics who arrived with the ambulance	97.73	96.15	-1.58	94.35
Skill of the person driving the ambulance	96.63	95.48	-1.15	93.79
Extent to which our staff eased your entry into the medical facility	97.01	95.43	-1.58	93.75
Degree to which the medics listened to you and/or your family	97.26	95.39	-1.87	93.92
Degree to which the medics took your problem seriously	97.58	95.38	-2.20	94.31
Lowest Scores				
Professionalism of the staff in our billing office	89.71	81.69	-8.02	88.73
Willingness of the staff in our billing office to address your needs	90.23	84.04	-6.19	88.63
Extent to which the services received were worth the fees charged	90.05	89.03	-1.02	88.14
Extent to which you were told what to do until the ambulance arrived	92.65	90.09	-2.56	91.02
Degree to which the medics relieved your pain or discomfort	92.08	91.11	-0.97	90.38



Key Drivers — This section shows the relative importance of each question to the respondents' overall satisfaction. The greater the coefficient number, the more important the issue is to your patients' overall satisfaction. The questions are arranged based on their weighted importance value.

Question	Your Score	Correlation Coeffecient
How well did our staff work together to care for you	93.59	.915719393
Extent to which medics cared for you as a person	94.78	.885796393
Degree to which the medics relieved your pain or discomfort	91.11	.879721189
Skill of the medics	94.95	.87665013
Care shown by the medics who arrived with the ambulance	96.15	.870284709
Extent to which the medics kept you informed about your treatment	93.01	.865489123
Extent to which our staff eased your entry into the medical facility	95.43	.858820885
Degree to which the medics listened to you and/or your family	95.39	.830764445
Degree to which the medics took your problem seriously	95.38	.822172712
Concern shown by the person you called for ambulance service	92.69	.818593783
Helpfulness of the person you called for ambulance service	94.54	.802746726
Cleanliness of the ambulance	94.59	.799495703
Skill of the person driving the ambulance	95.48	.795434446
Medics' concern for your privacy	93.54	.788144191
Appropriateness of Emergency Medical Transportation treatment	94.66	.747794888
Extent to which medics included you in the treatment decisions (if applicable)	92.87	.735321163
Extent to which the services received were worth the fees charged	89.03	.697821279
Extent to which you were told what to do until the ambulance arrived	90.09	.696571933
Willingness of the staff in our billing office to address your needs	84.04	.678736774
Comfort of the ride	92.04	.654295337
Extent to which the ambulance arrived in a timely manner	95.27	.610881936
Professionalism of the staff in our billing office	81.69	.602739238



Company Comparisons — The following chart gives a comparison of the mean score for each question as scored by comparable companies. Your company is highlighted. There is also a green-shaded highlight of the highest score for each question. This will show how you compare to similar companies.

	Your Company	Comparison Companies					
		A	B	C	D	E	F
Helpfulness of the person you called for ambulance service	94.54	91.10	94.43	92.09	91.04	91.76	92.88
Concern shown by the person you called for ambulance service	92.69	91.17	94.76	90.77	91.20	91.38	92.58
Extent to which you were told what to do until the ambulance	90.09	88.42	90.52	87.93	91.33	89.98	91.67
Extent to which the ambulance arrived in a timely manner	95.27	86.27	93.75	90.10	90.07	91.64	92.87
Cleanliness of the ambulance	94.59	90.53	94.95	93.59	89.49	93.50	94.82
Comfort of the ride	92.04	83.74	87.65	86.77	82.35	88.45	87.33
Skill of the person driving the ambulance	95.48	92.49	94.51	94.33	90.58	92.02	93.81
Care shown by the medics who arrived with the ambulance	96.15	92.98	95.50	95.31	91.91	93.39	95.04
Degree to which the medics took your problem seriously	95.38	92.11	95.66	94.33	92.28	92.81	95.18
Degree to which the medics listened to you and/or your family	95.39	92.49	94.95	94.50	91.67	91.82	94.20
Skill of the medics	94.95	92.78	94.25	94.50	91.79	92.83	94.79
Extent to which the medics kept you informed about your	93.01	90.40	90.96	93.87	91.80	89.50	93.58
Extent to which medics included you in the treatment decisions (if	92.87	91.20	91.23	93.61	90.74	89.47	93.14
Degree to which the medics relieved your pain or discomfort	91.11	87.84	92.08	92.74	91.96	89.66	91.32
Medics' concern for your privacy	93.54	91.79	93.52	94.34	92.97	91.25	93.82
Extent to which medics cared for you as a person	94.78	93.32	95.30	95.23	91.79	92.37	94.63
Professionalism of the staff in our billing office	81.69	85.88	89.90	89.52	91.94	84.12	88.32
Willingness of the staff in our billing office to address your needs	84.04	84.37	87.69	87.06	92.50	84.55	88.79
How well did our staff work together to care for you	93.59	89.50	94.24	93.00	91.41	91.96	93.91
Extent to which our staff eased your entry into the medical facility	95.43	91.13	95.51	94.04	91.27	92.00	94.21
Appropriateness of Emergency Medical Transportation treatment	94.66	90.62	95.19	94.23	92.74	90.81	94.37
Extent to which the services received were worth the fees charged	89.03	84.39	88.74	88.88	89.90	83.25	86.22
Overall rating of the care provided by our Emergency Medical	94.59	90.45	95.52	94.73	93.65	91.74	94.19
Likelihood of recommending this ambulance service to others	92.89	88.63	94.05	92.77	93.33	89.92	93.86
Overall score		93.38	89.90	93.37	92.64	91.16	90.76
National Rank		32	84	33	47	77	79
Comparable Size (Medium) Company Rank		9	25	10	16	22	23
							93.02

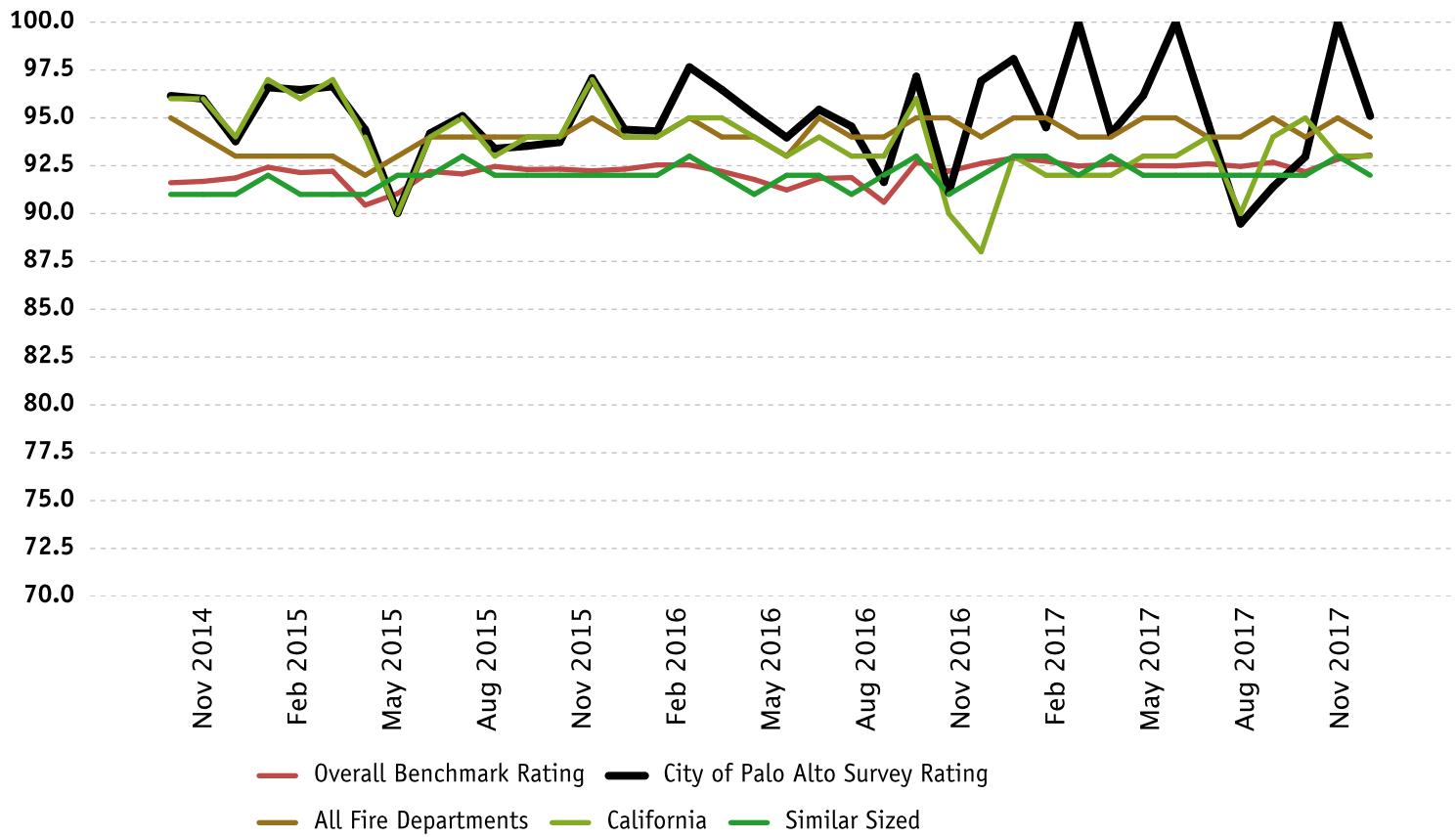


Benchmark Comparison

	Your Company	Total DB	Similar Sized	California	All Fire Departments
Total Score	93.38	92.64	91.97	92.49	94.09
Helpfulness of the person you called for ambulance service	94.54	92.72	92.44	94.13	94.37
Concern shown by the person you called for ambulance service	92.69	92.54	92.17	92.62	93.54
Extent to which you were told what to do until the ambulance	90.09	91.02	90.87	90.80	92.01
Extent to which the ambulance arrived in a timely manner	95.27	92.15	91.69	93.69	95.27
Cleanliness of the ambulance	94.59	94.47	93.91	94.60	95.92
Comfort of the ride	92.04	87.28	86.88	88.54	90.38
Skill of the person driving the ambulance	95.48	93.79	93.33	94.22	95.55
Care shown by the medics who arrived with the ambulance	96.15	94.35	94.13	94.71	95.93
Degree to which the medics took your problem seriously	95.38	94.31	94.03	94.33	95.90
Degree to which the medics listened to you and/or your family	95.39	93.92	93.63	94.07	95.48
Skill of the medics	94.95	94.28	93.79	94.09	95.90
Extent to which the medics kept you informed about your	93.01	92.56	92.19	92.13	94.24
Extent to which medics included you in the treatment decisions	92.87	92.33	91.70	92.77	93.79
Degree to which the medics relieved your pain or discomfort	91.11	90.38	90.18	90.39	92.31
Medics' concern for your privacy	93.54	93.32	93.17	92.89	94.64
Extent to which medics cared for you as a person	94.78	94.34	94.03	94.16	95.90
Professionalism of the staff in our billing office	81.69	88.73	88.08	86.88	89.90
Willingness of the staff in our billing office to address your	84.04	88.63	87.93	87.92	90.30
How well did our staff work together to care for you	93.59	93.52	93.42	93.35	95.02
Extent to which our staff eased your entry into the medical	95.43	93.75	93.16	94.40	95.47
Appropriateness of Emergency Medical Transportation treatment	94.66	93.58	93.04	93.43	95.35
Extent to which the services received were worth the fees	89.03	88.14	87.33	88.71	90.60
Overall rating of the care provided by our Emergency Medical	94.59	93.70	93.49	93.81	95.43
Likelihood of recommending this ambulance service to others	92.89	93.22	92.67	93.07	95.03
Number of Surveys for the period	178				

City of Palo Alto
July 1, 2017 to December 31, 2017

Benchmark Trending Graphic - Below are the monthly scores for your service. It details the overall score for each month as well as your subscribed benchmarks for that month.





Cumulative Comparisons

This section lists a synopsis of the information about your individual questions and overall scores over the entire lifetime of the dataset. The first column shows the company score and the second column details the total database score.

	Your Score	Total DB
Overall Facility Rating	94.21	91.86
Dispatch	93.82	91.64
Helpfulness of the person you called for ambulance service	94.81	92.35
Concern shown by the person you called for ambulance service	94.19	92.11
Extent to which you were told what to do until the ambulance	92.46	90.46
Ambulance	95.07	91.44
Extent to which the ambulance arrived in a timely manner	95.53	91.75
Cleanliness of the ambulance	96.25	93.97
Comfort of the ride	92.64	87.12
Skill of the person driving the ambulance	95.87	92.92
Medic	95.31	92.85
Care shown by the medics who arrived with the ambulance	96.71	93.88
Degree to which the medics took your problem seriously	96.52	93.80
Degree to which the medics listened to you and/or your family	96.11	93.51
Skill of the medics	96.42	93.92
Extent to which the medics kept you informed about your treatment	94.56	92.02
Extent to which medics included you in the treatment decisions (if	93.73	91.81
Degree to which the medics relieved your pain or discomfort	93.01	90.18
Medics' concern for your privacy	94.48	92.79
Extent to which medics cared for you as a person	96.21	93.75
Billing Staff Assessment	87.93	88.24



Cumulative Comparisons (Continued)

	Your Score	Total DB
Overall Facility Rating	94.21	91.86
Billing Staff Assessment	87.93	88.24
Professionalism of the staff in our billing office	87.87	88.20
Willingness of the staff in our billing office to address your needs	87.99	88.29
Overall Assessment	94.29	91.96
How well did our staff work together to care for you	95.76	92.98
Extent to which our staff eased your entry into the medical facility	95.87	93.15
Appropriateness of Emergency Medical Transportation treatment	95.45	92.91
Extent to which the services received were worth the fees charged	87.72	86.97
Overall rating of the care provided by our Emergency Medical	96.08	93.06
Likelihood of recommending this ambulance service to others	94.86	92.68



Top Box Comparisons

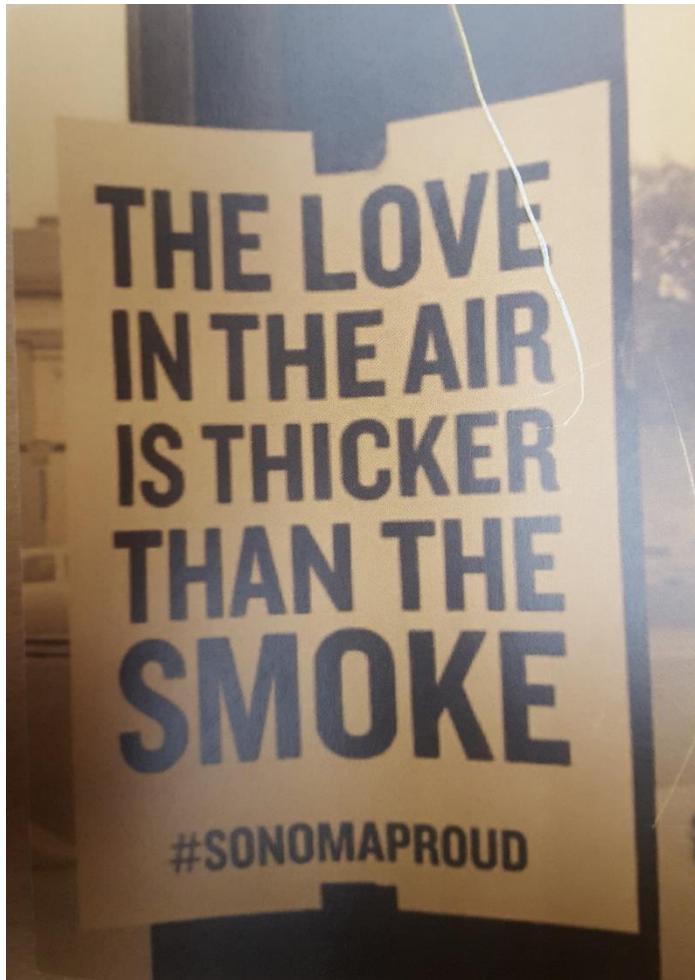
The Top Box Analysis displays the number of responses for the entire survey by question and rating. The Top Box itself shows the percentage of "Very Good" responses, the highest rating, for each question. Next to the company rating is the entire EMS DB rating for those same questions.

	Very Poor	Poor	Fair	Good	Very Good	Company % Very Good	EMS DB % Very Good
Overall Company Rating	35	33	69	517	2716	80.59%	76.11%
Dispatch	2	3	12	73	289	76.25%	74.34%
Helpfulness of the person you called for ambulance service	1	0	2	20	105	82.03%	76.12%
Concern shown by the person you called for ambulance service	0	1	5	25	99	76.15%	75.20%
Extent to which you were told what to do until the ambulance arrived	1	2	5	28	85	70.25%	71.71%
Ambulance	1	3	14	103	517	81.03%	74.52%
Extent to which the ambulance arrived in a timely manner	0	0	4	24	141	83.43%	75.03%
Cleanliness of the ambulance	0	1	2	27	127	80.89%	79.98%
Comfort of the ride	1	1	6	31	118	75.16%	64.28%
Skill of the person driving the ambulance	0	1	2	21	131	84.52%	78.78%
Medic	15	14	18	170	1119	83.76%	79.23%
Care shown by the medics who arrived with the ambulance	2	0	2	13	145	89.51%	81.78%
Degree to which the medics took your problem seriously	1	2	1	18	140	86.42%	82.39%
Degree to which the medics listened to you and/or your family	2	0	2	17	136	86.62%	81.12%
Skill of the medics	2	2	1	15	133	86.93%	81.44%
Extent to which the medics kept you informed about your treatment	2	2	3	22	121	80.67%	76.80%



Top Box Comparisons (Continued)

	Very Poor	Poor	Fair	Good	Very Good	Company % Very Good	EMS DB % Very Good
Overall Company Rating	35	33	69	517	2716	80.59%	76.11%
Extent to which medics included you in the treatment decisions (if applicable)	2	1	4	15	97	81.51%	76.82%
Degree to which the medics relieved your pain or discomfort	2	4	1	25	100	75.76%	72.21%
Medics' concern for your privacy	1	1	3	24	114	79.72%	78.10%
Extent to which medics cared for you as a person	1	2	1	21	133	84.18%	82.44%
Billing Staff Assessment	3	5	8	58	73	49.66%	63.61%
Professionalism of the staff in our billing office	2	2	6	29	36	48.00%	63.42%
Willingness of the staff in our billing office to address your needs	1	3	2	29	37	51.39%	63.80%
Overall Assessment	14	8	17	113	718	82.53%	77.52%
How well did our staff work together to care for you	1	2	2	24	119	80.41%	78.91%
Extent to which our staff eased your entry into the medical facility	1	1	1	19	131	85.62%	79.31%
Appropriateness of Emergency Medical Transportation treatment	1	2	3	15	124	85.52%	79.26%
Extent to which the services received were worth the fees charged	4	1	10	16	94	75.20%	67.82%
Overall rating of the care provided by our Emergency Medical Transportation service	2	2	0	19	129	84.87%	80.06%
Likelihood of recommending this ambulance service to others	5	0	1	20	121	82.31%	79.78%



Thank you for
being our heroes !!

There are not
enough words to
express our
GRATITUDE!!!

Be safe out there!
The world needs
your help
and compassion!

Barbara Cannon
Resident of Sonoma, CA



Thank You
From PHS ASB
#MakeItCount

Dear Palo Alto fire Department,
Thank you so much for your help with
the Sonoma county wild fire. We truly
appreciate everything you have done.
Your help played a major role in
bringing our community together.

Thanks Again!

Lily Paschoul
Petaluma High ASB



Received

OCT 30 2017

Police Chief

Oct 23, 2017

All!

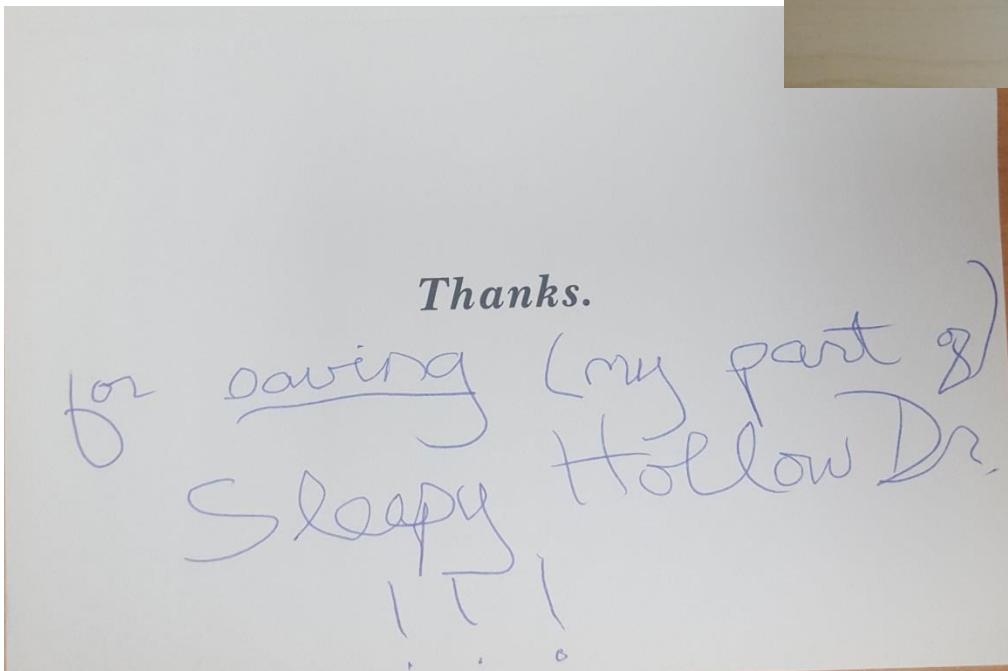
with deepest thanks for
all your heroic efforts
during the North Bay
fires.

You all are my heroes.

Sincerely,

Brie Nickerson
Santa Rose

My house is still standing :)



Adair



Thank You



Thank You for your help

Caesar Zunino

MAKDA

SEYOUN

ELLEN

Jared -

Mariaveronica
Thank You

Jili

Patricia Ann Martin
Thinking
of You

Ted Copus

Thank You!

On Oct. 9th we woke up as usual at 4am for work + smelled smoke. Usually we walked out the front door to potty the dog. When the front door opened we could see flames engulfing the homes across the street (we live just outside Coffey Park). Panicked at the flames proximity we grabbed some clothes and left behind our whole lives, certain everything we owned would be gone when we returned. We were some of the lucky ones. Firefighters had stopped the blaze at our street + we couldn't believe it. For hours we had thought we were homeless and were trying to grasp what our new future would look like. Ultimately we were evacuated for 8 days and are now home getting back to our old routines. We will never forget the feeling of total loss + uncertainty and in turn the feeling of finding out we had been spared. We are SPECIALLY grateful to the Firefighters + First Responders who dropped everything + risked their lives to save ours.

Thank you is hardly enough.

✓ Heather + Robert



100 Stony Point Road
Suite 125
Santa Rosa, CA 95401

Our community is blessed to have such dedicated personnel. From the bottom of our hearts, thank you!

Sincerely,
The Employees of DP Brands



www.goapr.com
www.bmracing.com
www.dinancars.com
www.flowmastermufflers.com
www.hurst-shifters.com
www.hurst-drivelines.com

Presented
First-Class Mail
US Postage
PAID
VistaPrint
48174

11101 Metro Airport Ctr Dr
Ste 105
Romulus, MI 48174

Return service requested

PALO ALTO FIRE DEPARTMENT
250 HAMILTON AVE
PALO ALTO, CA 94301-2531



THANK
YOU

Thanks for your
help with the
Sonoma County firs.
We appreciate
your help!

YOU'RE WONDERFUL!

Jackie Parker
Sonoma, CA

Thank you
fire fighters
All your help

Sofia

fire fighters



October 26, 2017

Dear, Palo Alto Fire Department

Hi I am a student from Sonoma Valley High School I just wanted to thank you guys for what you did. You guys put your lives on the line and we really are thankful for that. Thank you we are really happy that our valley is here.

Sincerely, Edgar Estrada

"Each light on these trees will burn brightly during the holiday season as a silent sentinel in the darkness. Together perhaps they will stir our hearts to kindness and caring that will 'light up' our lives and the lives of others in our community."

- Roland Bond

Light Up A Life

A COMMUNITY CELEBRATION

Hospice Services of St. Joseph Health
Memorial Hospice ~ Hospice of Petaluma ~ North County Hospice

LIGHT UP A LIFE IS AN ANNUAL COMMUNITY CELEBRATION OF CHERISHED MEMORIES. FOR OVER 30 YEARS, DURING THE MONTH OF DECEMBER, HUNDREDS OF BRIGHT CLEAR LIGHTS HAVE ILLUMINATED OUR **LIGHT UP A LIFE** TREES. EACH LIGHT SYMBOLIZES THE LIFE, HOPE, AND DREAMS OF A LOVED ONE.

Tree Lighting Ceremonies

THURSDAY, NOVEMBER 30, 2017 - 6:00PM

*MEMORIAL HOSPICE ~ SANTA ROSA *OUTDOORS**

****PLEASE NOTE NEW LOCATION IN PETALUMA****

FRIDAY, DECEMBER 1, 2017 - 6:00PM

WALNUT PARK ~ PETALUMA

SATURDAY, DECEMBER 2, 2017 - 5:00PM

HEALDSBURG PLAZA ~ HEALDSBURG

SUNDAY, DECEMBER 3, 2017 - 6:00PM

STAR OF THE VALLEY PARISH HALL ~ OAKMONT

THERE IS A LIGHT SHINING ON OUR HOSPICE TREES

Palo Alto Fire Department

donated by

Hospice Services of St Joseph Health
Thank you!! Debby Intake Nurse
Please join us at one of our tree lighting ceremonies listed above.

Memorial Hospice
439 College Ave
Santa Rosa, CA 95401
707.568.1094

Hospice of Petaluma
416 Payran Street
Petaluma, CA 94952
707.778.6242

North County Hospice
205 East Street
Healdsburg, CA 95448
707.431.1135

www.HospiceLightUpALife.org ~ www.SonomaCountyHospice.org

There are not enough words
to express our deep gratitude.

You are our heroes!

We will never forget what
you did for us.

Thank You!

Sandra Peacock
Santa Rosa CA



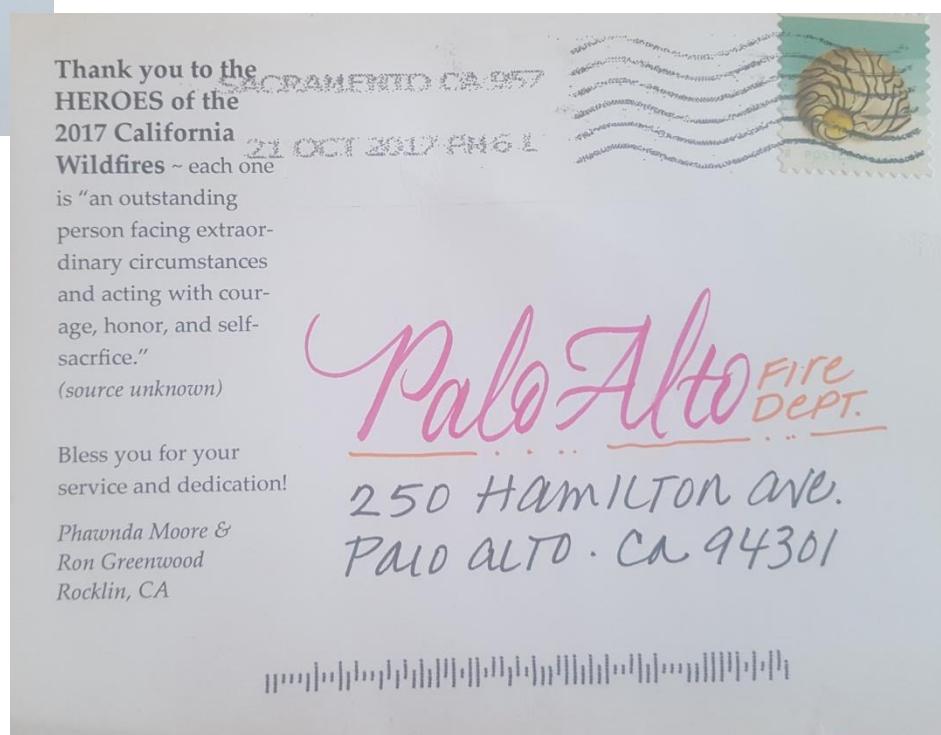
Thank you to the
HEROES of the
2017 California
Wildfires ~ each one

is "an outstanding
person facing extraor-
dinary circumstances
and acting with cour-
age, honor, and self-
sacrifice."

(source unknown)

Bless you for your
service and dedication!

Phawnda Moore &
Ron Greenwood
Rocklin, CA



HEY,
THANKS!

Thank You!
Jade Smith

Palo Alto fire department
Jade Smith
thank you so much
for helping fight
these fires we
at Grant School truly are grateful
for your hard
work

with GRATITUDE
from SONOMA
COUNTY

for your assistance during the
2017 fires



Thank you
thank you
thank you
Laura, Windsor
Lisa
I thank you
Palo Alto Fire
for your incredible
efforts fighting the
Firejamm Berry
Fire
Thank you so much
Your support
means the world!
Kathy Morris
Santa Rosa
Thank you for your courage, resilience and
need. We will not forget.
Frank Lamantia
Deborah J.
Thank you for your support.
Tami S.

Thank you for your help

Cesar Lunino

M A K D A

S E Y O U M

ELLEN

Thank You for
Your Support!
Jared

Marianicolas
THANK YOU!

Patricia Ann Martin
Ted Copus

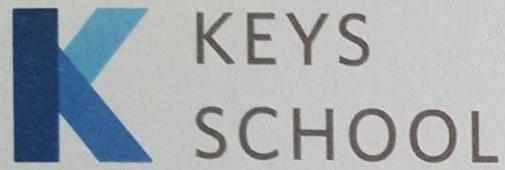
Thinking
of You

JIW

Thank you for all your recent help in the
October 2017 Northern California Wildfire. We
appreciate everything you did to help save,
protect and defend our lives and property
during this fire.

North Bay Industries Activity Center
Rohnert Park, Ca



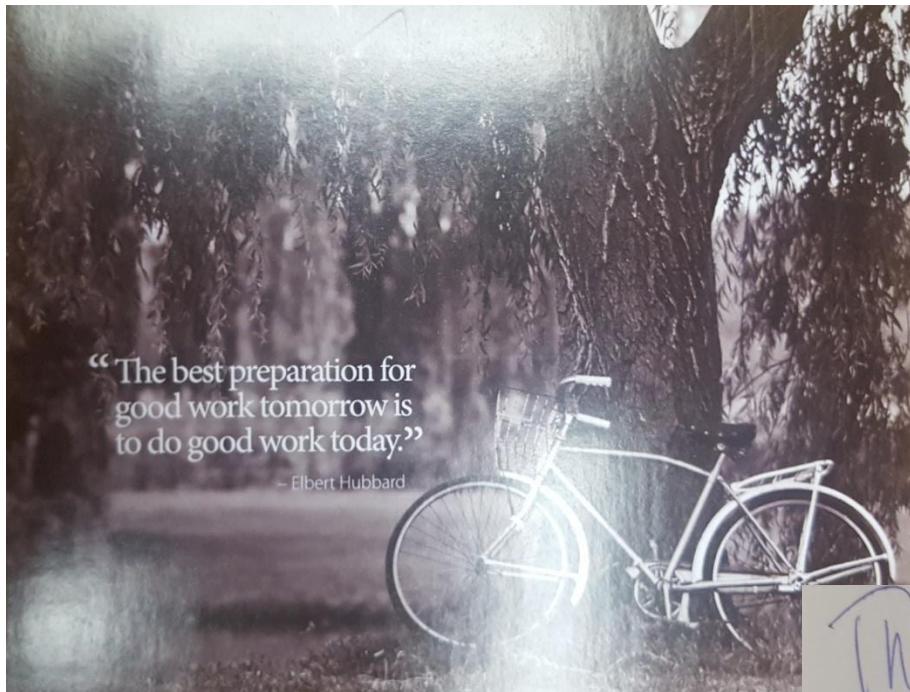


October 27, 2017

Dear Palo Alto Fire Department,

Thank you for everything you do to make our city safe on a daily basis! I'm sure it's not easy being away from family and dealing with dangerous situations. I'm so grateful that you are here to protect and help us.

Sincerely,
Stephanie Norton



Thank you for saving our Valley.

Please come and visit with
your family when you can.
Just as mom you are one of
our heroes.

A grateful Sonoma

October 23,
2017

Dear Palo Alto Fire Department,

Thank you so very much for saving my hometown and the rest of the Northbay from the fires. Words cannot express how grateful I am and the rest of Sonoma County are to have you all. Your hard work, compassion, and dedication truly shows within all of you. Thank you for risking your lives and leaving your families and homes to save ours. Not only did you guys save our homes but you also brought us together. In times like this, laughter and love is the best medicine to help bounce back from the tragedy. So a juice from the Wine Country to you... "What does a grape say when it gets stepped on?" ... "Nothing, it just lets out a little wine!" Anyway, to show my appreciation for you and the rest of the First Responders, I made you a sign using my technique of tie dye. Its nothing compared to everything you did for us and continue to do. Thank you Palo Alto Fire Department!

Many Thanks,

Michaela Madden ♡





Palo Alto Police Dept
275 Forest Ave
Palo Alto, Ca
94301

Thank you so much for saving
our Valley.

Dear Valley,
Please come visit with your
family when you can.
Let us know that you are
one of our heroes.
A grateful Simonson



Dear Captain McDonell,

Nov. 8, 2017

I recently read about your heroic efforts to combat the Tubbs fire in Santa Rosa. I am a long time Los Altos resident but I am soon to move to Oakmont Village in Santa Rosa & I am profoundly grateful to you and all the other fire fighters who worked such long, hard hours & days to save so many homes and lives.

I just wanted to express my deepest gratitude to you and all the other super hero fire fighters.

Warm regards & deepest appreciation. Kathleen Palmer

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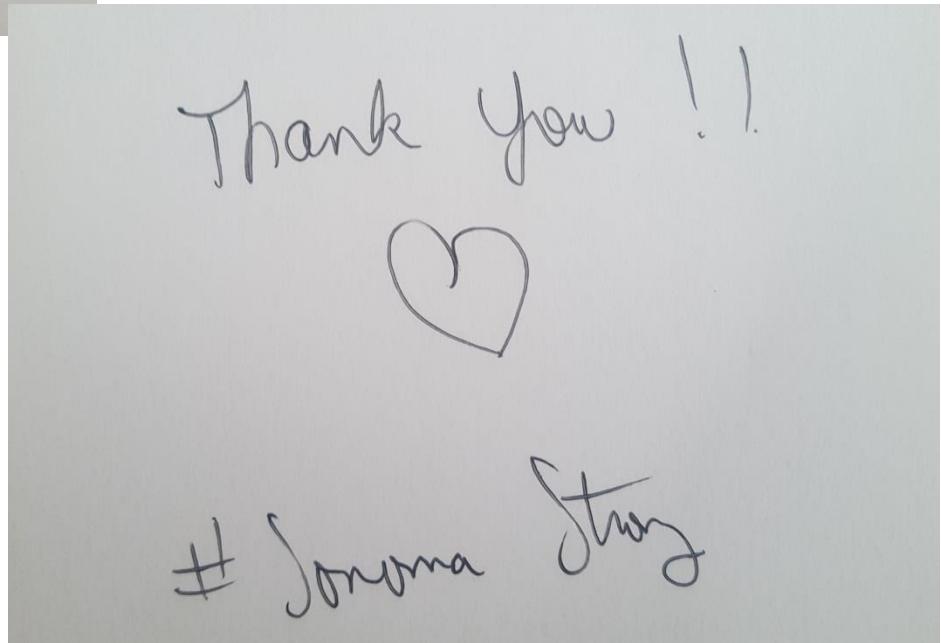
Dear Palo Alto Fire Department,

Dear Palo Alto Fire Department,

I am very greatful that you guys had the courage to leave your families to save lives. You all took great risks to help the people in need of help. You honestly saved a huge chunk of Northern California. The Tubbs fire obviously couldn't handle #PAFD.
— You successfully helped the people live.

I wasn't personally affected by the fire but I congradulate your determined dedication.

~ Patrick King jr



When we woke to the "orange glow" on October 8th, we had no idea the disaster that would befall our community and county. For the next few days we feared the fires in the near distance would engulf our own neighborhood. The sounds of the screaming sirens and the roaring aircraft in the week that followed rattled our nerves but also reminded us that we had an army of brave and dedicated souls protecting us. We were comforted knowing that all of you were here for us, coming to our rescue and staying with us until we were safe.

Thank you so much for caring and for fighting so hard for us. You will be forever in our hearts.

Danielle

Chris



*From Keegan and Coppin Co., Inc. and their families,
thank you from the bottom of our hearts for all
your hard work and dedication to saving our county.*

May God Bless You and Yours.



Gavin
Denton



Troy

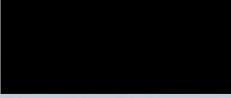


Thank
You.

★ Carter



Kathleen Respiñi



15 November 2017

Dear Responders,

This is to all of you who are not only first responders, but responders of every area and of every expertise, on the front lines, or behind the scenes, who responded in one way or another, during the wild fire crisis in Northern California during the month of October, 2017.

I am an ordinary citizen of the city of Napa. I was very fortunate in that my home happens to be in a neighborhood that was untouched by the fire. We also had cell phone service and electricity during the entire crisis. That's not to say we weren't very nervous as the situation remained fluid for so many days.

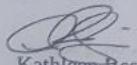
As I had errands to take care of during these days, I couldn't help but notice the multitude of police, sheriff, fire, news, and many other vehicles that originated from so many places...with city or county names I didn't even recognize. It was this that touched me to my core. I know you all will say you were just doing your jobs, but to me, you all are the heroes who came to our aide in our most desperate hours. I thought of the families you left behind, some under evacuation. And I thought of those of you whose homes were burned to the ground as you fought to save our communities. I thought of your selflessness as you worked long hours in unforgiving conditions. I saw the many white tents and the trucks all lined up at the Town and Country Fair Grounds in Napa. As I drove past, I willed my truck to be quiet so as not to disturb your sleep. It felt as though even the ground you slept on was sacred, bringing much needed rest.

I have never witnessed such sacrifice by so many for communities where they are not even known. This is humanity at its best, while in the worst of circumstances. This was nothing short of amazing.

I wish to convey my deepest appreciation to all of you, each and every one, although I doubt there are words adequate to this task.

Thank you from the bottom of my heart.

Sincerely,



Kathleen Respiñi

Dear Palo Alto Fire Department,

Thank You for all of the Support you gave our
Counties during these horrible fires. We are grateful
for all of the time that you spent battling these
outrageous fires. Once again, I want to thank
you for every thing you've done for us.

Sincerely,

Michael/8th grade student

Healdsburg Junior High



Thanks for sharing your First Responders with us in our time of need.

It was amazing seeing all of the different areas that were represented in Sonoma County during the fires. We have been very lucky to have so much support during this difficult time.

Thank you for your part in keeping us safe,
Santa Rosa Girls Scouts - Service Unit 102

Thank you for helping us



from

Lane

Sonoma County

Nicole Lee

THANK YOU! ♥
BRENDA AWAZEEZ
ROBERT THOMAS
♥ REACH

Markup!
Robyn! Thank you!
Holly Lee

Charles
King

You rock!
Jordane
Silberman

JULIECHO

Thank you
- Heidi
dispatch

Great work!!
Eric Yanev
V.P. REACH

♥
Annette Arnold

Thank You!
Traci Berry

Thank You!
Baranne Olson

just two little words -
but they say it all!

Thank you
so much!!
★ Jamie
Ditmae

Jin

Kelly Gillott

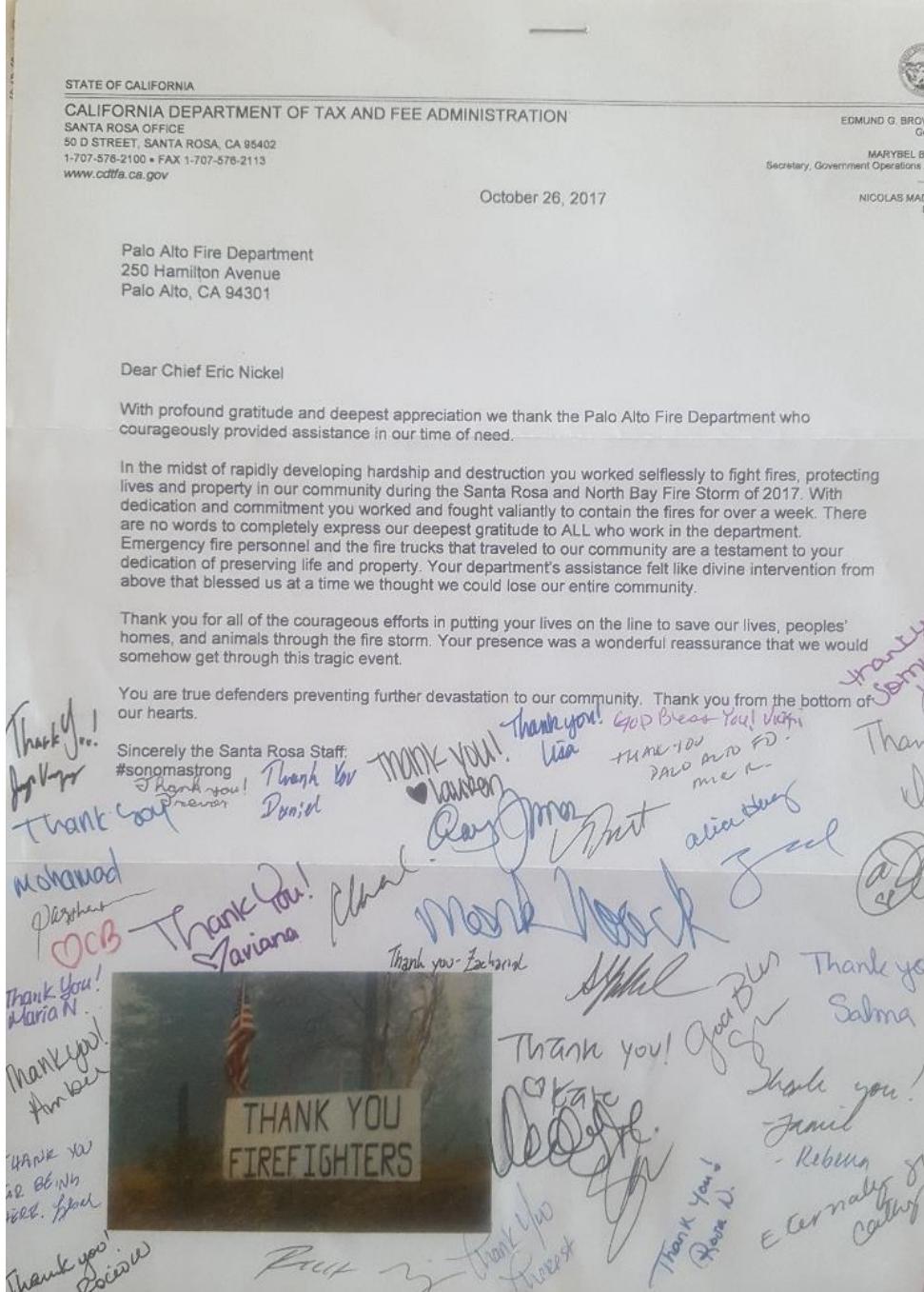
All the best!
Vicky Solica

Anna Blair-Perry

Thank you

THANK YOU

"Forever grateful for your
service during the recent
North Bay wildfires!"
Livia & Charlene



8-1-17

Dear Cal Fire Fire fighters of Santa Clara County,

Thank you so much for saving our home from fire in the San Jose hills! I was at home three weeks ago when the fire started and the memory of flames and smoke, along with the brave firefighters on the ground and in the air who doused the 100 acres that burned on our street, is something that I can't quite forget.

When I see how close the fire came to our home, I am so grateful for how fortunate we were to have a home to return to later that evening. I very much appreciate what you did for us, and for all that you do for the greater community. Thank You!

Sincerely,
Umber masood

San Jose

-----Original Message-----

From: Lisa Fremont [REDACTED]
Sent: Wednesday, August 30, 2017 12:02 AM
To: Fire
Cc: Michael Fremont
Subject: call to [REDACTED]

Our sincere thanks to the team who visited our home this evening, and carefully checked for the source of our "burnt marshmallow" smell. After you left, we later discovered that there is a 15-amp fuse leading to our furnace (separate from the circuit-breaker panel), and it had blown. We don't know why and will get a serviceman here to find out. Thank you again for your thorough inspection. It gave us some much needed peace of mind.

Sincerely,

Mike and Lisa Fremont

-----Original Message-----

From: Your.Voicemail@aam.cityofpaloalto.org [mailto:Your.Voicemail@aam.cityofpaloalto.org]
Sent: Tuesday, September 05, 2017 12:36 PM
To: Nickel, Eric
Subject: Voice Message fro

Voice message copy

Caller: [REDACTED]

Duration: 01:29

The message from Ann reads as follows -

"This Anne DeBusk, I live on [REDACTED] and our alarm went off for smoke and fired and made a huge noise and then Captain William Crump came to the door with Emilio and they stayed and really tried to work on it and were a great help. The security people couldn't even fix it! They were very helpful and I really highly commend them and I wanted to tell you. Thank you very much, they were really professional and tried their hardest to figure out the system. But none of us could because it was the fire and smoke part of the system and we just use the system for coming and going for security. I wanted to get this message to you."