



Year in Review | 07/08







Willie McDonald
Fire Chief

On July 1, 2008, Scottsdale Fire Department celebrated its 3rd Anniversary. It is with great honor and pride that I thank our employees, volunteers, and community partners for helping us continue to grow and improve our emergency and non-emergency services.

This past year was filled with a number of noteworthy accomplishments, including reaching 70,000 calls for emergency service since our inauguration. That is just a small representation of our impact on the community and each other.

In early 2008, when the spotlight was on Scottsdale and the Valley, during the Super Bowl and FBR Open, employees collaborated with various city departments and agencies to ensure public safety was a top priority. No major incidents were reported, despite a significant surge in the city's population, thanks to the efforts leading up to and during the week of the events by our fire and life safety, operations, and emergency management divisions.

Additional achievements celebrated this past year include the completion of Downtown Scottsdale Fire Station 2, the development of a volunteer program, and the introduction of new water safety and fire prevention programs to a number of local schools.

As we look to the future, we will always seek opportunities for improvement such as reducing response times and educating our community about emergency preparedness. We will also continue to work on communication as an organization and aim to provide great customer service, without exception, each and every day.

We're proud to serve you and want to hear your feedback. Let us know how we are doing by sending an e-mail to fire@ScottsdaleAZ.gov or call (480) 312-8000.

Total Emergency Calls	23,172
Total Medical Calls	16,085
Fire Investigations	41
Fire Fatalities	1
Civilian Fire Injuries	5
Total Fire Property Damage	\$9,233,669
Property Saved	\$52,035,099
Average Travel Time (min:sec)	4:21
Number of Apparatus	28
Sworn Personnel	245
Civilian Personnel	29
Public Interactions (school visits, station visits, ridealongs, special events)	96,889
Car Seat Installations	686
CPR Certifications Awarded	312
Number of Volunteers Trained	43
Volunteer Hours	944.5
Building Inspections	9,466
Plan Reviews	4,019
Fire Safety Permits	320
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FY 07-08 Budget	\$32,354,253
FY 08-09 Budget	\$33,242,606



On the evening of November 9, Scottsdale and Phoenix units responded to a challenging rescue at the top of the Desert Mountain subdivision. A vehicle had fallen off the roadway and rolled end-over-end, approximately 250 feet down a steep hill into the unimproved Sonoran desert. The driver was trapped in the vehicle, requiring the assistance of the technical rescue team and extrication equipment. Firefighters stabilized the vehicle, extricated the female driver, provided treatment for her injuries, and utilized the Big Wheel for transport to the medical helicopter landing zone.



On December 14, a 47-year-old construction worker collapsed in cardiac arrest. Co-workers at the job site immediately called 911 and began CPR. Firefighters arrived just minutes later, providing advanced medical care, using the new Cardiocerebral Resuscitation (CCR) technique, along with a hypothermic treatment method, where the body temperature is lowered using cold intravenous (IV) fluids. Just days later, the survivor attended a ceremony to honor the emergency responders and bystanders who saved his life.



In February, Scottsdale Fire units responded to a large tractor trailer fire on the 202 Freeway at Scottsdale Road. Scottsdale and Tempe crews worked tirelessly to extinguish the flames, and a probationary firefighter used his prior military training to operate a front loader, while dressed in full personal protective equipment (PPE) and SCBA air pack, to remove burning bales of cardboard from the trailer. The collaborative efforts of personnel on this hazardous assignment resulted in fire control and allowed DPS to reopen the freeway prior to rush hour traffic.



In early June, Scottsdale firefighters battled a first alarm blaze involving multiple apartment units. Amidst heavy black smoke and flames shooting from the roof, crews rescued four animals, including three dogs and one cat, from the apartments. Two dogs received extensive care from paramedics for smoke inhalation and burns at the scene before being transported to an emergency animal hospital for further care.



Scottsdale enjoyed a rainy winter that helped create a beautiful and lush desert environment. Unfortunately, the return of hot temperatures caused the vegetation to dry out, creating a high potential for brush fires. To prepare for the heightened risk, Scottsdale Fire partnered with the Central Arizona Wildland Response Team (CAWRT) to conduct an inter-agency wildland fire training exercise at McDowell Mountain Regional Park. Additionally, fire personnel met with numerous Scottsdale homeowners associations, contractors, golf course operators, and residents to discuss wildland fire prevention tips. The Wildland Response Team, comprised of 19 city employees, also contributed by educating residents about defensible space and ways to protect their property and family.

The eyes of the nation were focused on the Valley of the Sun in early 2008. In just one week, nearly 1 million football fans, golf enthusiasts, celebrities, and tourists flocked to Scottsdale to take part in Super Bowl and FBR Open festivities. Scottsdale Fire played an integral role in the highly-coordinated regional effort to keep residents and visitors safe. The SFD Bike Team expanded from 12 to 24 members and responded to emergencies at the FBR Open and in Downtown Scottsdale. Additionally, fire personnel conducted more than 100 restaurant/bar inspections and a "situation room", staffed by fire, police, and emergency management, coordinated public safety resources from a centralized location to assure the safety of all visitors and event participants.

In January, Scottsdale's Emergency Preparedness magnets were mailed to 140,000 households. The pocket-sized cards include the basics of CPR, AED instruction, how to call 911, as well as simple, toned-down information about suspicious packages and terrorism awareness. They also include information that is tailored to Scottsdale's unique geography, such as prevention of wildland fires, monsoon storm safety, and tips for motorists stuck in flooded washes or roadways. The City of Scottsdale also reintroduced the Community Emergency Response Training (CERT) Program. The goal is to better prepare citizens to take care of themselves, family, and immediate surroundings in the event of an emergency.



Downtown Scottsdale Fire Station 2, located near Indian School and Miller Roads, was completed in June 2008. The 12,000-square-foot facility was designed to pursue a LEED (Leadership in Energy and Environmental Design) Gold certification, as part of the City of Scottsdale's green building initiative. The new station will provide faster fire and EMS response to the 68th Street corridor, parts of downtown, and the more mature areas of the city's western border. Currently, the City of Scottsdale is designing plans for the Cactus Acres (96th Street & Cactus Road) and Eldorado Park (Miller & Oak) fire stations and working to procure sites for two north Scottsdale stations.

Scottsdale Fire Department expanded its community CPR education program to include presentations on a new technique called Continuous Chest Compression CPR (CCC-CPR). This new technique is easy, safe and does not require mouth-to-mouth contact. More than 100 residents attended the first CCC-CPR presentation where Scottsdale Firefighters taught participants to respond to a cardiac emergency, including important tips for calling 911, performing chest compressions, and how to use an Automated External Defibrillator (AED). Additionally, CPR and First Aid certification classes have continued to grow in popularity and a new Babysitting Course was introduced for teens ages 11-16.

Scottsdale Fire Department strives to continually improve and provide the highest level of emergency medical care to our citizens. This past year, more than 2,050 hours of training was completed by sworn personnel, including the introduction of Cardiocerebral Resuscitation (CCR), a technique shown to improve survival rates, and the EZ-IO, an interosseous device used to rapidly establish an IV. To further improve EMS delivery, a peer-reviewed Continuous Quality Improvement (CQI) process was developed and implemented. A select group of peers review the patient care reports in an effort to improve the quality and content of the documentation, and ensure that the best possible care is being delivered to our patients.



Reaching Out to the Community



Volunteer Program



Firefighter Training



Scottsdale Fire Department's proactive approach to public education and media relations has helped develop new community programs, partnerships, and reinforce key safety messages. This past year, local schools played a vital role in teaching safety to Scottsdale's youth. A pilot Teen CERT program, focused on teaching fire prevention and life safety skills necessary to prevent tragedies in our community, was introduced at Desert Mountain High School, while "Stewie the Duck" made his debut in the 20 Scottsdale Unified School District elementary schools, teaching students the rules of being safe around water.

The Scottsdale Fire Department Volunteer Program has seen tremendous growth in its first year. Since the program began in November 2007, volunteers have recorded more than 900 service hours. Responsibilities include Home Safe Home visits, delivering supplies and materials to stations, assisting with administrative tasks, and representing SFD at community events and safety fairs. With the free Home Safe Home program, trained volunteers visit with seniors, check for tripping and falling hazards in the home, and install new smoke alarms.

Firefighting is a highly technical job, which requires specialized training and continuous learning. SFD personnel focused on mastery of skills related to wildland firefighting, forcible entry, and ventilation. The department's first recruit academy (07-01) successfully completed a year of on-the-job training. Learning and development also took place in the classroom, with a number of staff taking part in fire officer training, promotional processes, and college coursework.







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