

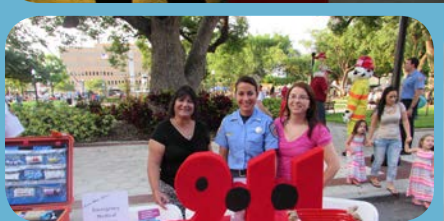


LAKELAND
FIRE
DEPARTMENT



2014

annual report





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message from the chief

It is my distinct honor to present the Lakeland Fire Department's 2014 Annual Report. This report will provide you with a written and visual review of the accomplishments and statistical data for the calendar year as well as provide a brief look at the various divisions that comprise our great fire department.

We strive every day to fulfill our city and department's mission and vision as well as live up to the core values established by and for the Lakeland Fire Department. Our fire department is made up of incredibly dedicated people who consistently display a personal and professional commitment to protect the life and property of our beautiful city's citizenry and visitors. It is our desire to provide professional, compassionate, and respectful emergency services to those in need. Our fire department provides multiple services, including: fire suppression, non-transport Paramedics for Emergency Medical Services (EMS) response, fire inspections and investigations, plans review, and community outreach. Our fire department is also very dynamic in that we have a Technical Rescue Team offering rescue services in confined spaces, trench, high angle, building collapse, and vehicle or machinery entrapment. Additionally, the department also provides Aircraft Rescue and Fire Fighting (ARFF) protection at the Lakeland Linder Regional Airport.

As you delve into this annual report you'll become familiar with the department's several divisions: Administration provides budgetary governance for the fire department and includes apparatus and equipment maintenance, which is responsible for maintaining all emergency vehicles, staff cars, and any equipment carried on them. Operations is responsible for all fire and medical rescue response from the 911 call system and includes training which is responsible for all internal and external skill level training required for firefighting and medical service personnel and delivery. Fire Safety Management is responsible for fire inspections, fire permitting, state and local fire code compliance, and construction plans review and approval.

The Lakeland Fire Department celebrated many remarkable achievements in 2014, but the one that made the greatest impact was the construction of a new, state of the art fire station to better protect the citizens in the southwest quadrant of Lakeland; while continuing to provide ARFF service to the Lakeland Linder Regional Airport. You'll learn more about this project and many other accomplishments made by the department in the last year in this report.

I would like to sincerely thank the community we serve for the continued support and trust repeatedly exhibited to our fire department. I would also like to thank the Mayor, City Commissioners and City Management for their guidance, governance, and support that have enabled us to offer the extraordinary level of emergency response services that we provide. I would especially like to thank the devoted men and women of the Lakeland Fire Department, which I am so proud to serve as Fire Chief, for their commitment and professionalism in carrying out their respective duties. This annual report, and the collection of achievements it chronicles, is a testament to their abilities and dedication.

As a lifelong resident of Lakeland, it is truly a privilege to serve this community as its Fire Chief. I am blessed to be a part of such a great team that is dedicated to providing superior emergency services through servant leadership.

Sincerely,

Gary W. Ballard
Fire Chief



introduction

The Lakeland Fire Department provides comprehensive and high quality fire, emergency medical and special operations emergency response services to the City of Lakeland and portions of unincorporated Lakeland. The department also provides fire and life safety education, fire inspection, plans review and code enforcement services.

purpose

The purpose of this report is to provide the citizens of Lakeland, the Mayor, City Commissioners, Administrators, Employees and any other interested parties, a concise summary of what the Lakeland Fire Department has accomplished in 2014. It is an overview of the department's activities and projects that have been completed.

scope

This annual report contains information about the emergency responses, training, personnel, and non-emergency activities undertaken by the Lakeland Fire Department beginning January 1, 2014 through December 31, 2014. The report summarizes these activities using the best available information at the time of the report's compilation.





vision

To be the best public safety organization focused on providing superior customer service.

mission

Ensure the health, safety and well-being of our community through servant leadership in a positive organizational culture.

creed

To perform my duty with honor, integrity, and trust.

Duty is our obligation to perform what is expected and required in order to fulfill the expectations of the positions we hold.

Honor is honesty and fairness in carrying out, acting, and living the values and mission of the Lakeland Fire Department.

Integrity is doing what is morally and ethically right. In doing so I will bring a positive attitude to work, will take responsibility for my actions, will support my fellow firefighters, and will have the courage to do the right thing for the right reasons without exception.

Trust is the unquestioning belief in our strength and ability to perform at our best.

motto

Everyone goes home.





LAKELAND FIRE DEPARTMENT: A HISTORY

Lakeland officially began as a community in 1885 and in its early days experienced several fires that would lead to the eventual organization of a fire company. Fire protection in Lakeland started as early as 1891 with the purchase of two dozen buckets, a few axes, and a ladder for use by bucket brigades. By 1905, after three disastrous fires swept through and leveled several major commercial areas in Lakeland, the need for an organized fire brigade was apparent and the call was answered by several highly involved community members, including H.L. Swatts who would go on to be the department's first leader. These events prompted community leaders to secure funding for the department's first major equipment purchases: two portable fire engines that could be drawn by hand or horse.

Fortunately for Lakeland, its leaders saw the need for real and organized fire protection for its citizen's lives and property. Between 1905 and 1908 major investments were made into what was then a loose group of volunteer firefighters. By 1909 a volunteer fire department was formally organized and granted horses, wagons, and the best available firefighting equipment by the city commission. The volunteer department's numbers grew to meet the increased demand from the city's steady growth and by 1913 the department had purchased its first motorized vehicle, an American La France pumper. 1913 also marked when the department transitioned from Chief Swatts to Chief Joseph LeVay, a local shop owner, whose oversight helped the department make major steps toward becoming the career department it is today. The 1910's saw the expansion of a citywide, alarm system and the purchase of additional firefighting engines.

The growth seen during those years came to fruition when the Lakeland Fire Department became a career fire department on August 1, 1916, with Ben Driscoll serving as its first career Fire Chief. With the 1920's came two new substations that were later shuttered in the depression-era of the 1930's. Fortunately, thanks to post-war boom, Lakeland flourished in the 1940's and its population grew, creating higher demand for emergency response. By 1949, two full stations were added to serve Lakeland. Improvements and additions have been made to the department every decade since with exciting additions like: Technical Rescue in the 1980's; the formal creation of two separate battalions in 2004; the addition of Aircraft Rescue and Firefighting (ARFF) in 2007; the addition of a new truck company in December 2014 that came with the anticipated opening of new Fire Station 7 in January, 2015.

Like many fire departments in the nation, the demand and volume of fire versus medical calls has completely shifted, and today of the nearly 22,000 service calls the department receives annually, a majority are medical in nature. On December 15, 2003, LFD moved from providing Basic Life Support (BLS) medical services to Advanced Life Support (ALS) medical services at some of its stations and completed the transition to ALS care for its entire service area by January 31, 2011. The department remains a non-transport department.

where we are today:

Today's Lakeland Fire Department has grown to employ 170 personnel operating seven stations, a maintenance facility, training center, and an administrative building, with a response area of approximately 84-square miles in 2014. The department has also broadened its range of services to include heavy rescue, technical rescue, fire prevention, fire code enforcement, fire investigation, aircraft rescue and firefighting, and in-house fleet maintenance; all in addition to fire suppression and emergency medical response.

In recent history the department has celebrated other major accomplishments, including its contributions to providing the best Insurance Services Office (ISO) Public Protection Classification Rating the City of Lakeland has ever enjoyed. Today, the Lakeland Fire Department enjoys top of the line equipment, highly trained and professional personnel, and the ability to provide outstanding emergency response services to the people of Lakeland because of the forward thinking of its leaders over a hundred years ago. An exciting development to come in the story of the Lakeland Fire Department is its fast approaching centennial celebration as a career fire department. Additionally, with the booming and continued growth of Lakeland as a cosmopolitan urban center the fire department looks forward to continued growth.



1885
LAKELAND IS FOUNDED



1916
THE LAKELAND FIRE DEPARTMENT OFFICIALLY FORMED AS A CAREER DEPARTMENT



1929-1939
THE GREAT DEPRESSION FORCES SEVERAL FIRE STATIONS TO CLOSE



1968
FIRST "SNORKEL" LADDER TRUCK JOINS THE APPARATUS FLEET IN LAKELAND



1989
TECHNICAL RESCUE DISCIPLINE IS INTRODUCED



2007
AIRCRAFT RESCUE AND FIREFIGHTING (ARFF) ADDED AS A SERVICE



1891
FIRST EQUIPMENT PURCHASED FOR FIRE PROTECTION IN LAKELAND



1913
FIRST MOTORIZED FIRE APPARATUS IN LAKELAND

1920
NEW FIRE STATIONS ADDED IN ADDITION TO STATION 1



1939
CHARLIE DEAL JOINS THE DEPARTMENT. HE WILL GO ON TO BECOME THE LONGEST-SERVING FIRE CHIEF

1945
WORLD WAR II ENDS. MANY FIREFIGHTERS COME BACK FROM SERVICE TO REJOIN THE WORKFORCE



1970s
TRAINING DIVISION IS IMPROVED TO MEET CHANGING MANDATES AND SAFETY STANDARDS

2003
DEPARTMENT BEGINS ITS TRANSITION FROM BASIC LIFE SUPPORT (BLS) MEDICAL SERVICES TO ADVANCED LIFE SUPPORT (ALS)



2014
WORKFORCE REJUVENATED WITH 20 NEW FIREFIGHTERS

ECONOMIC & DEMOGRAPHIC OVERVIEW OF LAKELAND

POPULATION

State of Florida (2013) **19,259,543** Polk County (2013) **613,950** Lakeland Electric Service Territory (2013) **269,176**

City of Lakeland (2013) 98,733

Total Number of Households (2013 Est.) **41,833**
 Average Household Income (2013 Est.) **\$50,064**
 Median Household Income (2013 Est.) **\$36,495**

Lakeland Labor Force (2013) **42,658**
 Employed (2013) **39,521**
 Unemployed (2013) **3,137**
 Lakeland Unemployment (2013) **7.40%**
 Lakeland Private Employment (2013) **37,587**
 Average Home Sales Price (2013) **\$126,447**
 Single Family Permits (2013) **132**
 Multi-Family Permits (2013) **6**
 Warehouse/Industrial Square Feet Permitted (2013) **1,479,327**
 Commercial/Office Square Feet Permitted (2013) **7,223**
 Retail Square Feet Permitted (2013) **161,138**

CITY OF LAKELAND HISTORICAL SIZE & POPULATION

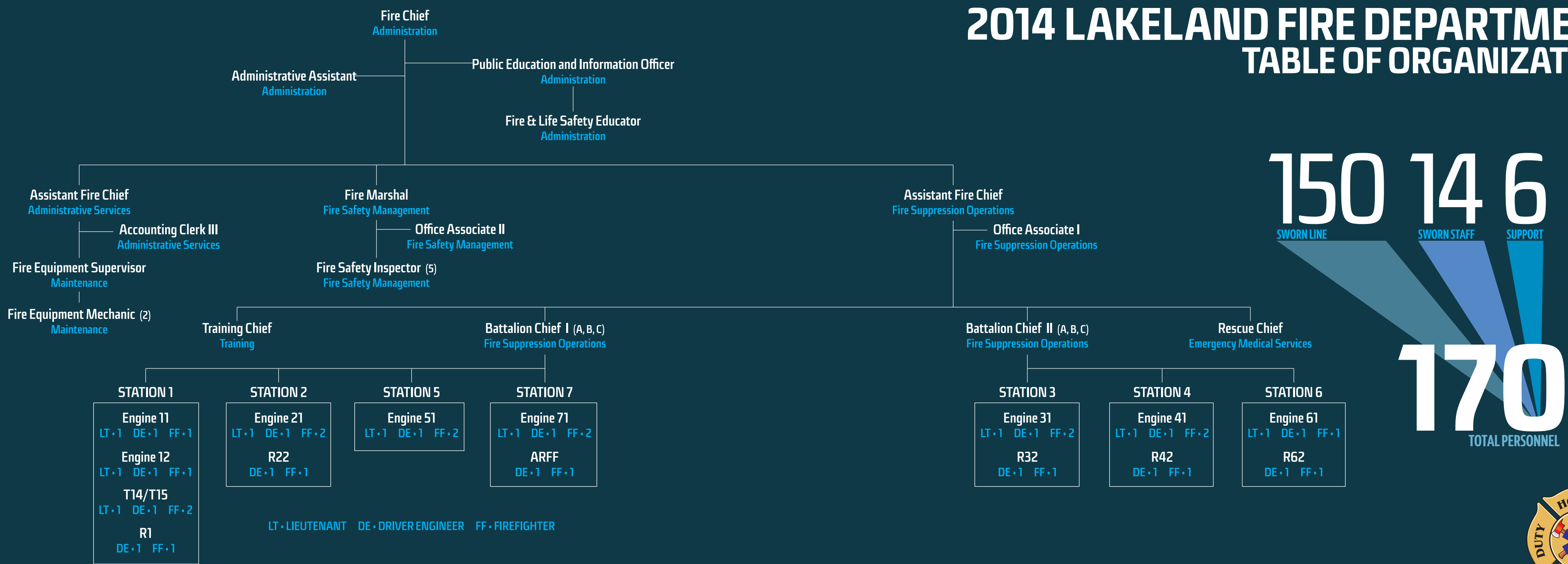
Year	Population	Sq. Miles
1960	41,350	16.78
1970	42,803	17.17
1980	47,406	20.59
1990	70,576	44.23
1995	74,626	50.55
2000	78,452	51.91
2001	82,942	54.15
2002	87,150	67.54
2003	88,741	67.60
2004	89,731	69.94
2005	90,851	71.38
2006	91,623	72.17
2007	93,428	73.41
2008	93,508	74.33
2009	94,163	74.40
2010	97,422	74.48
2011	97,690	74.62
2012	98,200	74.75
2013	98,773	74.83

Sources:

University of Florida Bureau of Economic & Business Research (BEBR) | Bureau of Labor & Statistics (BLS) | Claritas Market Place 2012
 Lakeland Economic Development Council (LEDC) | Mid Florida Regional MLS | Florida Agency for Workforce Innovation (AWI)



2014 LAKELAND FIRE DEPARTMENT TABLE OF ORGANIZATION



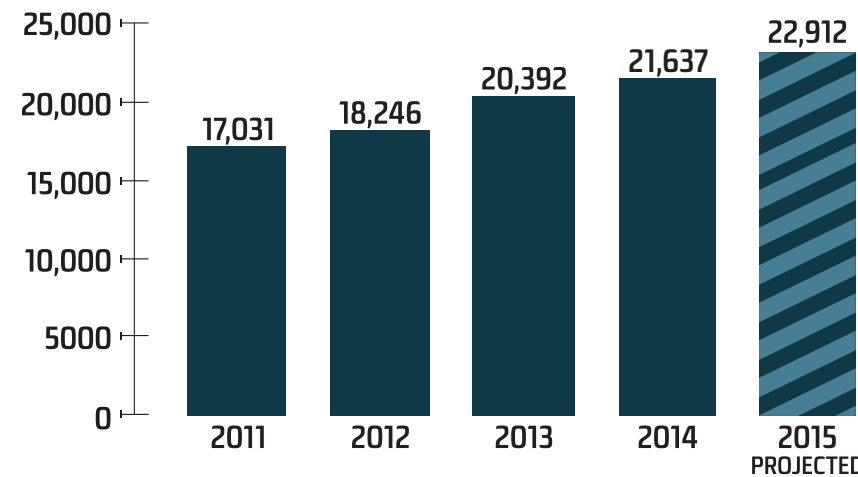
2014 YEAR IN REVIEW

BY THE NUMBERS

An overview of the Lakeland Fire Department represented by data collected in 2014.

21,637

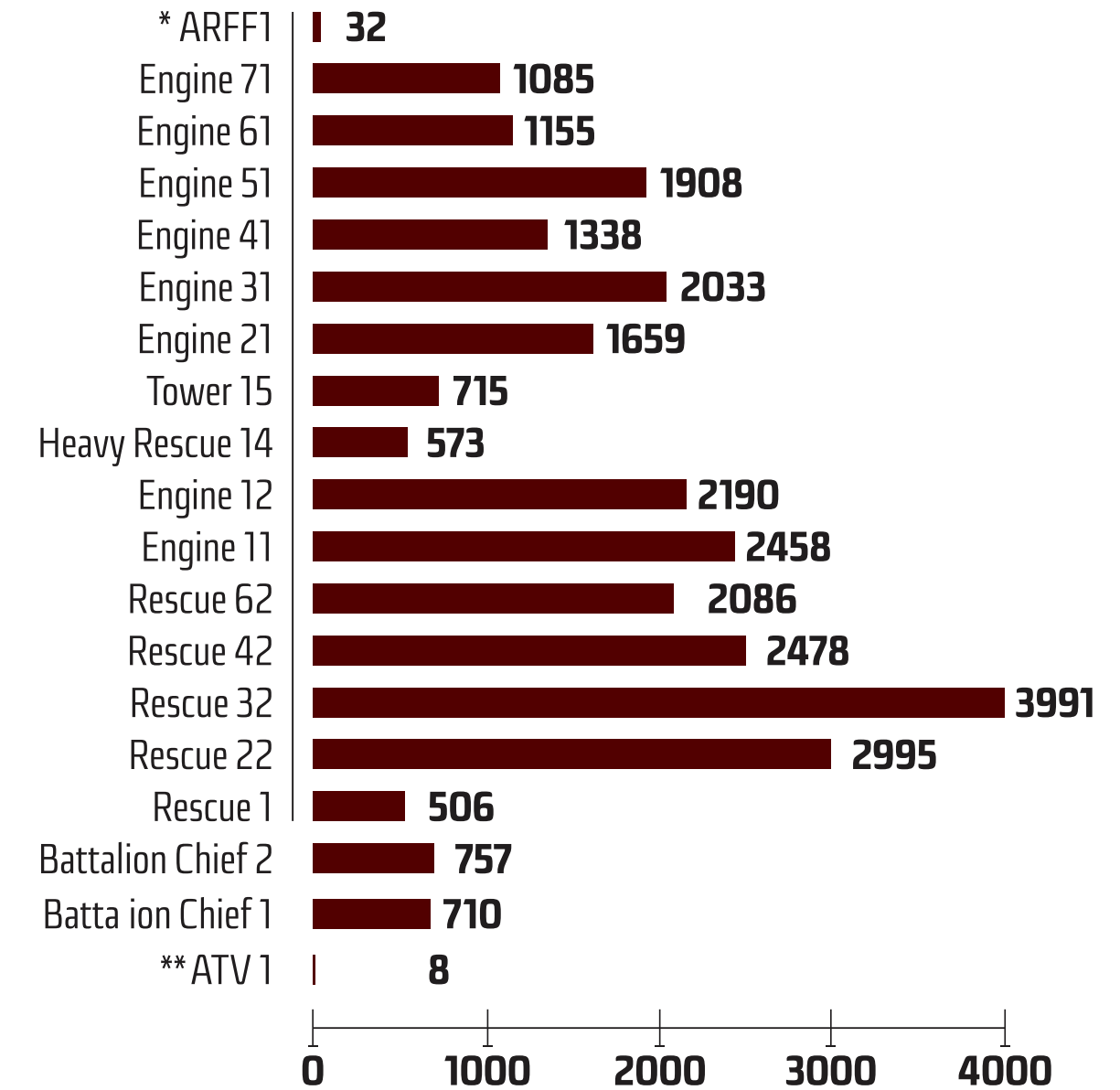
TOTAL INCIDENT RESPONSE 2014



22,912

PROJECTED 2015 RESPONSE

CALLS FOR SERVICE BY APPARATUS



* Aircraft related incidents only
 ** Special Events Only

CALLS FOR SERVICE by type



CALLS FOR SERVICE by month

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1,823	1,678	1,868	1,756	1,762	1,760	1,773	1,806	1,812	1,769	1,778	2,052

Fires In Structures By Fixed Property Use

Private Dwellings (1 or 2 family), including mobile homes	104
Apartments (3 or more families)	23
Hotels and Motels	1
All Other Residential (dormitories, boarding houses, tents, etc)	2
TOTAL RESIDENTIAL FIRES	130
Public Assembly (church, restaurant, clubs, etc)	2
Schools and Colleges	3
Health Care and Penal Institutions (hospitals, nursing homes, prisons, etc)	3
Stores and Offices	5
Industry, Utility, Defense, Laboratories, Manufacturing	0
Storage in Structures (barns, vehicle storage garages, general storage, etc)	2
Other Structures (vacant buildings, buildings under construction, outbuildings, bridges, etc)	8
COMMERCIAL STRUCTURE FIRES	23
TOTAL BUILDING FIRES	153
Fires in Highway Vehicles (autos, trucks, buses, etc.)	67
Fires in Other Vehicles (airplanes, trains, ships, construction or farm vehicles, etc.)	5
Fires outside of Structures with Value involved, but Not Vehicles (outside storage, crops, timber, etc.)	74
Fires in Brush, Grass, Wildland (excluding crops and timber), with no value involved.	25
Fires in Rubbish, Including Dumpsters (outside of structures), with no value involved.	113
All Other Fires	5
TOTAL FIRES	442
Rescue, Emergency Medical Responses (ambulance, EMS, rescue)	16,479
False Alarm Responses (malicious or unintentional false calls, system malfunctions, bomb scares)	889
Mutual Aid or Assistance Responses	13
Hazardous Materials Responses (spills, leaks, etc)	41
Other Hazardous Responses (arcing wires, bomb removal, power line down, etc)	159
All Other Responses (smoke scares, lock-outs, animal rescues, etc)	3,614
TOTAL INCIDENTS	21,637



ADMINISTRATION

The Administration Division of the Lakeland Fire Department, headed by Assistant Chief Rick Hartzog, is responsible for support services for the Lakeland Fire Department. These services include:

- 1) Developing, managing, and executing the overall fire department budget
- 2) Overseeing fire department facilities, apparatus, equipment, gear, and supplies

The Administrative Chief has a staff of one Accounting Clerk and a maintenance team of three. In addition to maintenance and accounts payable, the main responsibility of the Administration Division is to manage the department's entire budget which includes managing the day to day expenditures, the fire department's budget within the fiscal year, planning next year's budget, and budgetary long range planning for the future.

The Administrative Division is responsible for maintenance and upkeep of new and existing fire department facilities, which includes seven fire stations, maintenance and storage facility, a training facility, and an administrative building. This is accomplished in cooperation with fellow City of Lakeland departments like the Facilities Division.

The department's substantial fleet of fire apparatus and staff vehicles is managed by the Maintenance Division. This includes fire engines, aerial apparatuses, a heavy rescue vehicle, non-transport rescue vehicles, two ARFF vehicles, rescue boat and staff cars. The Lakeland Fire Department is unique in that it is one of the few remaining fire department's to have an internal maintenance team to ensure the equipment needed to provide front line emergency services is always at optimal performance and available when needed.

This is accomplished by Lakeland Fire Department's maintenance team that consists of a Fire Equipment Supervisor and two Fire Equipment Mechanics. These skilled mechanics, who are also certified firefighters, perform maintenance and repairs of the entire Lakeland Fire Department fleet and each holds multiple Automotive Service Excellence (ASE) and Emergency Vehicle Technician (EVT) certifications including a total of nine master technician categories.

The maintenance team, as part of Administration, is also responsible for the maintenance and repair of all apparatus equipment, hydraulic and electrical equipment maintenance, self-contained breathing apparatus (SCBA), and station generators. The division is also responsible for the annual National Fire Protection Association (NFPA) testing of the department's aerials, fire pumps, and ground ladders. Additionally, the Administrative Division is responsible for the acquisition, distribution, and replacement of all fire department gear, clothing, and supplies for all fire department divisions.



A NEW FIRE STATION FOR LAKELAND

A major accomplishment in 2014 for the Lakeland Fire Department was the construction of a new dual purpose fire station that opened in January of 2015. This project was nearly five years in the making and from inception to completion the project rested heavily in the hands of the Administration Division.

The new fire station was designed with cost savings in mind while meeting the anticipated needs of the next 50 + years. Instead of building two separate buildings — one for airport fire rescue and one for community use — project managers decided on a dual station with one central living space which is a cost saving method of achieving the work of two fire stations in one. The new fire station serves the southwest quadrant of the city of Lakeland while continuing to provide Aircraft Rescue and Firefighting Services to the Lakeland Linder Regional Airport. An element about this project that the department is particularly proud of is that this new station stands as a beacon of what community organizing from a grassroots level can accomplish. Lakeland citizens petitioned for the creation of a new station and as a result not only was the station added but in turn the new addition helped improve Insurance Service Office (ISO) scores city-wide because of the added suppression operations.

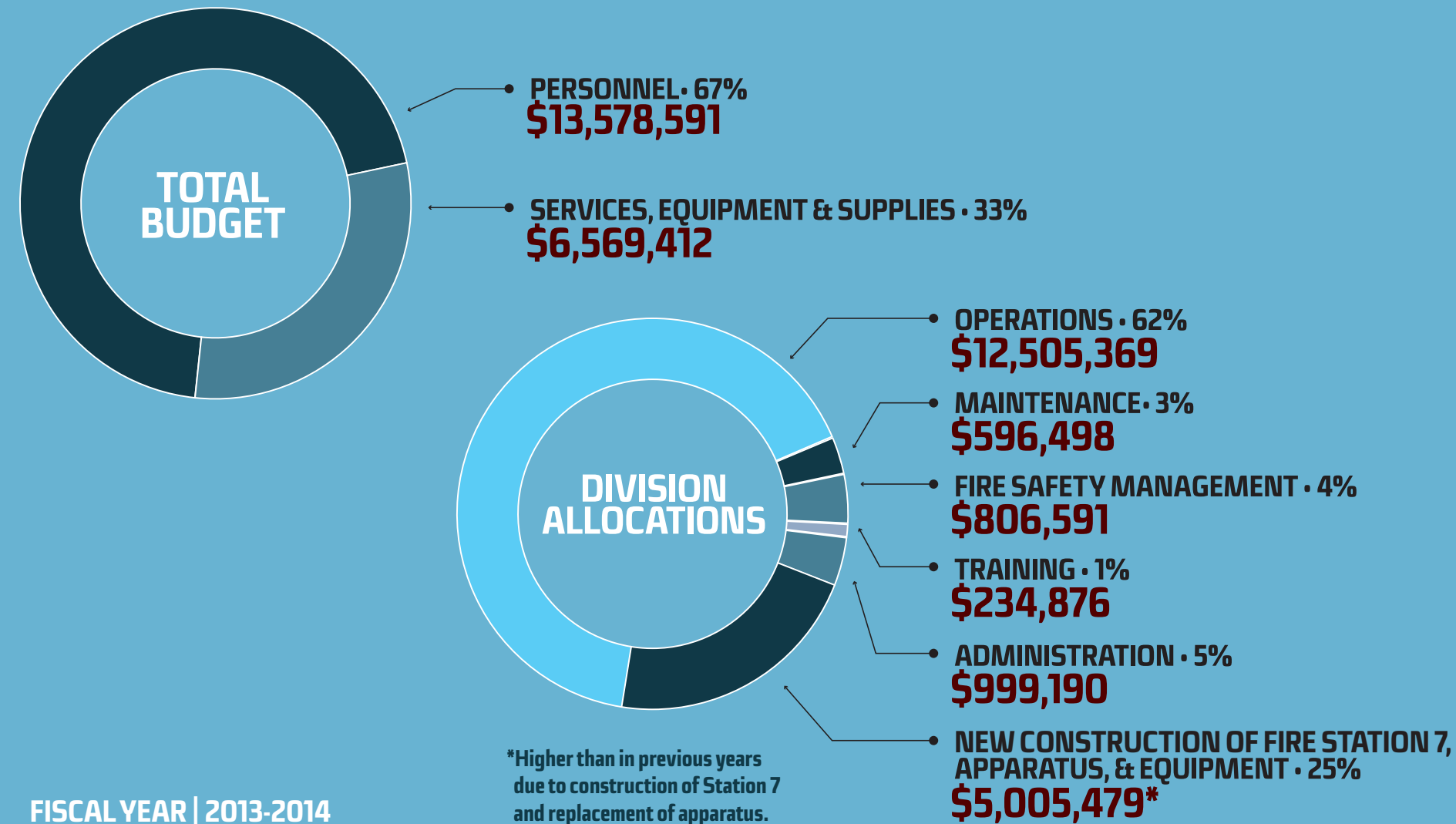
The building, which was designed by Lunz, Prebor, and Fowler Architects in Lakeland, was awarded two Green Globes Initiative Awards and meets the federal guidelines for sustainable buildings. The building is filled with energy-efficient designs to help cut down on operating costs. It also takes into account the industrial nature of the area it is located in, which was used to influence its sleek design, making it one of the most unique new structures in Lakeland.





LAKELAND FIRE DEPARTMENT BUDGET

\$20,148,003



FISCAL YEAR | 2013-2014

Administration Division Accomplishments for 2014

General Accomplishments:

- Reached a balanced fiscal year budget
- Managed new uniforms transition for all emergency personnel
- Refurbishment of Station 1 Classroom, including addition of major technology features to enhance training experiences
- Hired new Accounting Clerk III to replace retiree
- Oversight and completion of Master Plan for new Training Center

Apparatus Acquisition:

- Replaced Rescue Truck 62 and Car 9
- Purchased new Urban Search and Rescue trailer for enhanced technical rescue
- Purchased new rescue boat

Ongoing Projects:

- Replacement of existing Heavy Rescue apparatus
- Fire Station 7, a 15,900 square foot dual purpose airport and community response fire station, constructed
- Refurbishment of historic 1938 Peter Pirsch Fire Truck affectionately known as "Leaping Lena"
- Introduction of Fire-Service Opportunity and Career for Underprivileged Students (F.O.C.U.S.) Scholarship and successful selection of a homeless student currently enrolled in a fire academy as a result of the scholarship
- Design and acquisition of two new Pierce Quantum Engines to replace outgoing in-service Engines

Future Projects:

- Retaining one of the outgoing engines to serve as a third spare engine which will provide substantial support to fleet and keep minimum to no down-time for in service vehicles and crews
- Replace and upgrade SCBA inventory to NFPA 1981 standards
- Refurbishment of Training Center



FACILITIES



Fire Administration:

Located at 701 E. Main Street, the department's Fire Administration building serves as the headquarters for the department and is located in the historic, former Coca-Cola building. The building underwent an extensive renovation in 1996 through 1997 to accommodate the growing and ever more modern Lakeland Fire Department. Chief Officers and support staff are based out of the Fire Administration building, as well as the department's Fire Safety Management Division.



Station 1:

Also located at 701 E. Main Street, Station 1 was built in 1997. The station serves as the department's main hub and also serves as a showcase fire station often hosting tours. It houses the most crews and apparatus; Engine 11, Engine 12, Heavy Rescue Truck 14, Tower 15, Rescue 1, Battalion Chief 1, Investigation Truck 15, a Zodiac Rescue Boat, and a Polaris Ranger All Terrain Vehicle (ATV).



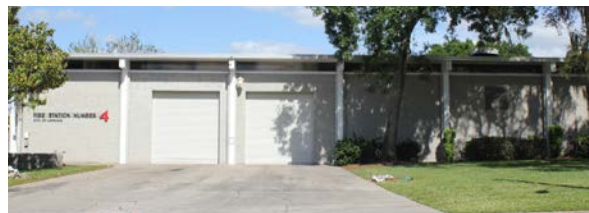
Station 2:

Located at 2104 S. Florida Avenue, Station 2 serves the South Lakeland area. The station, which was built in 2001, houses Engine 21 and Rescue 22. The station stays busy serving one of the more densely populated portions of Lakeland Fire Department's service area.



Station 3:

Located at 110 W. Bella Vista, Station 3 is the busiest station of the department's seven stations. Serving the North Lakeland area since 1978, it houses Engine 31, Rescue 32, and Battalion Chief 2.



Station 4:

Located at 215 Brunnell Parkway, Station 4 services Lakeland's West Side. Built in 1974, Station 4 houses Engine 41 and Rescue 42. Station 4 is unique in that it shares the building with LFD's Maintenance Division where the department's fleet is maintained and repaired.



Station 5:

Located at 3101 Lakeland Highlands Rd., Station 5 was built in 1986. Station 5 houses Engine 51 and is home to the department's Fire Safety House which is used for fire safety education at schools within the department's service area.



Station 6:

Located at 5050 SR 33 N, Station 6 is the northernmost station in the department's service area. Built in 2004, Station 6 houses Engine 61 and Rescue 62.



Station 7:

Located at 3150 Drane Field Rd., Fire Station 7 is the newest station added to the department, in 2007. It serves the community needs of southwest Lakeland as well as provides Aircraft Rescue and Firefighting to the Lakeland Linder Regional Airport, where it is located. Station 7 houses Engine 71 and ARFF Truck 1.



Training Center:

Located at 901 Granada Street, the department's training facility has been around since 1975. The five acre property off of Lake Parker houses a classroom facility and two offices. The facility also features a four story drill tower and a storage building as well as an acre of asphalt for training purposes.



Maintenance:

Located at 215 Brunnell Parkway as part of Station 4, Lakeland Fire Department's in-house maintenance division handles all maintenance and repairs of the department's fleet, as well as self-contained breathing apparatus (SCBA) maintenance, and fire station generators. The facility allows maintenance crews to perform a majority of work in-house. Maintenance vehicles 1 and 2 are stationed here. The fire department maintenance shop facility includes two shop bays, an air shop for maintaining breathing apparatus (SCBA's), two store rooms for parts, and a machining workroom, fabrication, and welding area. The shop bays include a lubrication pit and a twelve ton above ground vehicle lift. The shop also has a set of six "wheel lifts" capable of lifting apparatus weighing up to 108,000 lbs.

APPARATUS

STATION 1



STATION 2



STATION 3



STATION 4



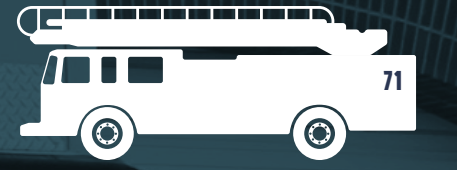
STATION 5



STATION 6



STATION 7



100' Aerial Platform



ARFF



55' Skyboom™



Fire Engine



Heavy Rescue



Rescue Truck



Battalion Chief



Rescue Boat



ATV





OPERATIONS

The Operations Division of the Lakeland Fire Department, headed by Assistant Chief Douglas Riley, is responsible for personnel and all emergency responses for the Lakeland Fire Department. These services include:

- 1) Fire Suppression
- 2) Emergency Medical Services
- 3) Training
- 4) Technical Rescue and Urban Search and Rescue
- 5) Aircraft Rescue and Firefighting
- 6) Personnel Management

Several of the services outlined above have their own divisional leadership and have collectively achieved much in the past year. These accomplishments are detailed within the following pages as part of the Operations Division.

The Operations Chief has a staff of a Training Chief, Rescue Chief, 6 Battalion Chiefs, 150 emergency response personnel, and one Office Associate. Emergency response personnel work a 24 hours on, 48 hours off schedule with shift change occurring at 8:00 a.m. The main responsibility of the Operations Division is to provide effective emergency response as well as to ensure that personnel are trained to local, state, and national standards to provide safe and effective response.

Lakeland Fire Department's firefighters respond to a wide variety of emergency and non-emergency calls that include; structure fires, wild land fires, motor vehicle accidents, vehicle extrication, emergency medical responses, water rescue incidents, hazardous material incidents, technical rescue incidents, and aircraft rescue and firefighting (ARFF).

Operations personnel participate in training, pre-fire planning, commercial risk assessments, initiate life safety drills, suppression, maintain equipment in a state of readiness, and interact with the public on fire prevention issues as part of their regular work duties.

Operations Division Accomplishments for 2014, separate to those of the Operations Sub-Divisions:

- Upgraded structure fire response to include a Rapid Intervention Team (RIT) Engine
- Added an additional Truck Company
- Recruitment and diversity initiative including development of a 25-minute production to serve as a recruitment tool
- Policy review and improvements
- Oversight of updated Insurance Service Office (ISO) Audit
- Updated Computer Aided Dispatch (CAD) response matrices



RESCUE

The Rescue Division is a subdivision of the Operations Division at the Lakeland Fire Department. The division is responsible for:

- 1) **Medical training for all personnel**
- 2) **Oversight of quality assurance**
- 3) **Compliance of standards set forth by the Florida Department of Health and the Office of Medical Control**
- 4) **Procurement and management of all medical supplies and equipment**
- 5) **Official Department relationships with regional hospitals and skilled nursing facilities**

The Lakeland Fire Department is classified as a non-transport fire department providing Advanced Life Support throughout its service delivery area. Although not a transport department, LFD provides superb medical services throughout its service area with impressive response times thanks to the vicinity of the department's stations to its service base and ability of its highly trained medical responders.

The Emergency Medical Services in 2014 consisted of 100 Emergency Medical Technicians (EMTs), 63 Paramedics, and a Rescue Chief. The approximately 16,500 medical calls that LFD responded to account for 76% of the department's response, emphasizing the important role the division plays on the department's overall operations.

The Rescue Division ensures that the department's Emergency Medical Technicians (EMT) and Paramedics have all of the equipment, training, support, and medical oversight necessary to provide the highest standard of emergency medical care to the citizens and visitors of Lakeland. The department's medical direction is provided by Medical Director Paul Banerjee D.O.

Settling into his second year in the position, Rescue Chief Michael Shane Reynolds who also serves as a Health and Safety Officer, continued to build on the previous year's success and in turn 2014 was an equally as impressive and notable year for the Rescue Division.

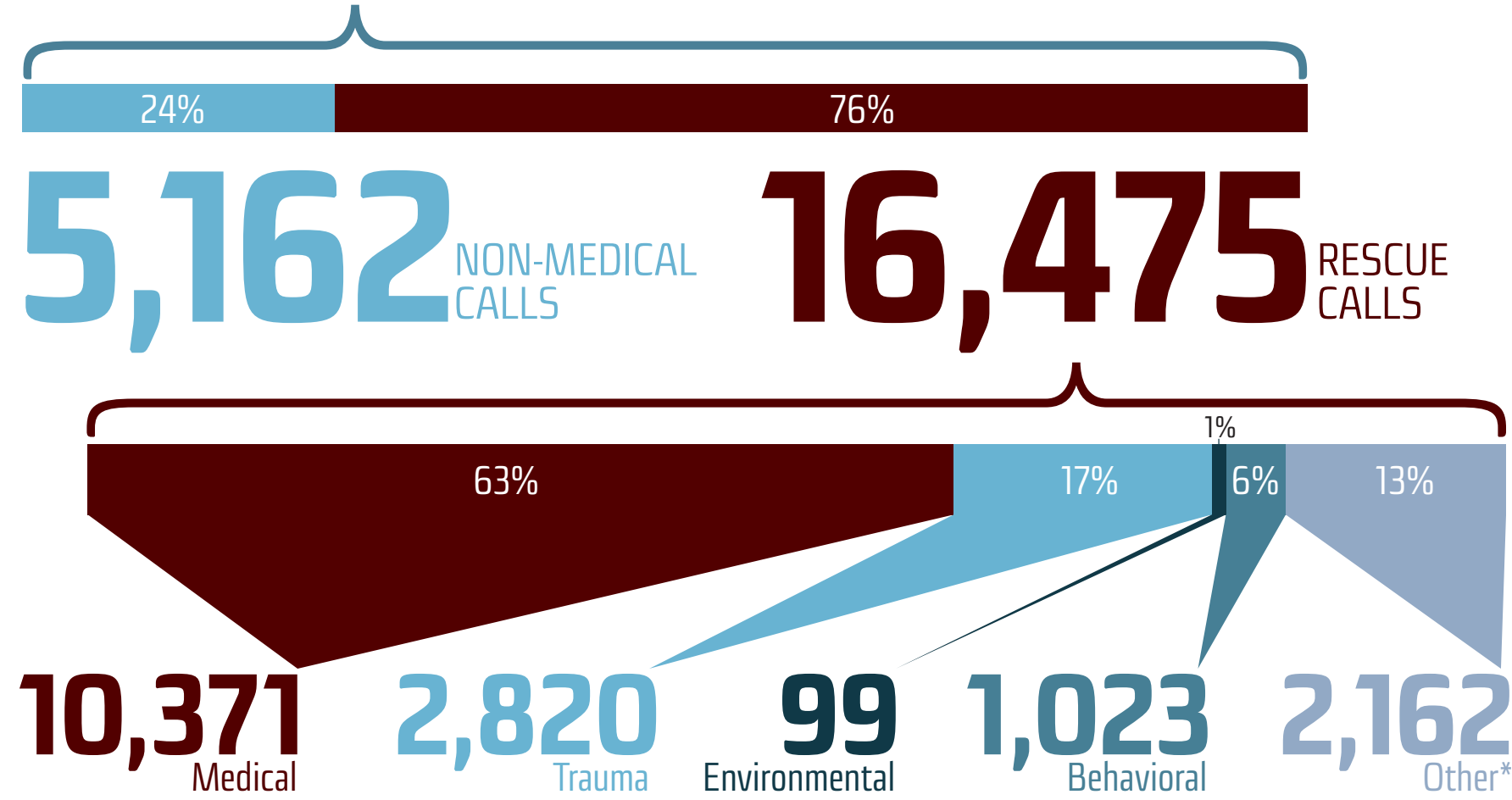
Rescue Division Accomplishments for 2014:

- Developed new Field Training Officer Program for new paramedics
- Implemented Advanced Life Support bike team, recognized by the International Police Mountain Bike Association
- Remainder of fleet was transitioned to Advanced Life Support level of care by May 2014
- Certified and recognized as an American Heart Association training site
- Certified and recognized as a National Association of Emergency Medical Technicians training site
- Pre-Hospital Trauma Life Support Training for all field EMTs. Featured in National Association of Emergency Medical Technicians national publication for this accomplishment
- Acquisition of new medical and training equipment including mannequins, stretchers, and AEDs
- 100% compliance on certification and recertification mandates for EMTs and Paramedics
- Department wide refresher trainings on multiple subjects, including airway refresher



RESCUE DIVISION: By The Numbers

21,637 TOTAL INCIDENT RESPONSE 2014



*Dispatched as medical calls but upon arriving not deemed event enough to submit formal patient medical form (Health EMS form)

197
CARDIAC ARREST

54
RETURN OF SPONTANEOUS CIRCULATION

14
SAVES
(Patients who survived and maintained quality of life past cardiac event)

16
STEMI ALERTS
(ST Segment Elevation Myocardial Infarction)

72
STROKE ALERTS

65
TRAUMA ALERTS

TRAINING

The Lakeland Fire Department prides itself on the intensive and quality training it requires of its firefighters to meet multiple local, state, and national standards while staying prepared for whatever emergency situation could present itself. The division is responsible for:

- 1) Training for all Department Personnel
- 2) Oversight of Occupational Health and Safety; including Personal Protective Equipment
- 3) Specialized Training including Aircraft Rescue and Firefighting (ARFF) and Technical Rescue
- 4) Standards Compliance, including those set forth by National Fire Protection Association (NFPA), Insurance Services Office (ISO), Occupational Safety and Health Administration (OSHA), and other regulatory agencies
- 5) Hiring and On-boarding of New Firefighters

Under the supervision of Training Chief John Almskog, who also serves as a Health and Safety Officer, the division has kept busy in 2014 with standards compliance, new training opportunities, and oversight in the hiring and promotion of new firefighter and medical personnel.

Additionally, the improved ISO score reported in last year's annual report is a result of the Training Division's oversight, with the Training Chief supervising the process. This ISO audit process was revisited in 2014 to take into account additional improvements by the department and an updated result is anticipated in 2015.

The Training Division is essential in ensuring safety for all of the men and women that make up the emergency response personnel because of the dangerous work firefighters do. The department's motto of "Everyone Goes Home" is ensured day in and day out by the Training Division which consistently trains on the most effective ways of performing fire suppression based on the best available resources and techniques available.

The Training Division also oversees training for the specialty teams housed at LFD.



Training Division Accomplishments:

- Three week new firefighter orientation program implemented for 13 new hires
- 28,500 feet of fire hose tested
- Multi agency, multi-company night drills held with live fire training
- Driver Engineer assessment designed and implemented
- 100% compliance for SCBA recertification per NFPA standard 1404 and OSHA Standard 1910.134
- Annual hydrant survey of 2,922 Mainlined Hydrants
- 100% Compliance with Firefighter Occupational Safety and Health Act

2014 TRAINING CALENDAR

An old adage in the Fire Service is that firefighters train for a living and that's not to be taken lightly. Firefighters respond to a wide variety of emergency calls and need to be ready at a moment's notice. Being able to respond in an effective way helps the parties in need while keeping themselves safe. It is through hard-learned lessons in the Fire Service that standards have improved so that injury and death can be prevented while at the same time improving outcomes for those rescued. This calendar represents the training that LFD's firefighters experienced in 2014:



JANUARY

- CPR
- Multi-Company Day Drills
- New Hire Orientation
- Confined Space Refresher Course
- Hazardous Waste Operations and Emergency Response (HAZWOPER)
- Advanced Cardiovascular Life Support (ACLS)
- Pediatric Advanced Life Support (PALS)
- Aircraft Rescue and Firefighting (ARFF) Annual Live Fire Training
- Aircraft Cargo Hazards



FEBRUARY

- Multi-Company Day Drills
- Urban Search & Rescue Vehicle Machinery Rescue
- Hoses, Nozzles and Turrets (ARFF)
- New Hire Orientation
- Company Officer Round-table
- NFPA 1500 Material Handling
- OSHA Eye Safety



MARCH

- Annual Hose Testing
- Company Officer Round-table
- Urban Search & Rescue Rope Rescue
- Firefighter Safety and Rescue (ARFF)
- Advanced Airway Refresher



JULY

- Pre-Hospital Trauma Life Support (PHTLS)
- Urban Search & Rescue Confined Space
- Rescue and Firefighter Safety (ARFF)
- SCBA Fit-Testing
- Firefighter Occupational Safety and Health Act (FFOSHA) Inspection



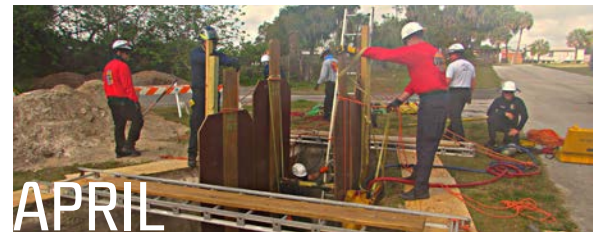
AUGUST

- Multi-Company Night Drills
- NFPA 1410 Evolutions
- Aircraft familiarization (ARFF)
- Urban Search & Rescue Vehicle Machinery Rescue (Machinery Specific)
- SCBA Fit-Testing
- Company Officer Round-table



SEPTEMBER

- Airway Refresher
- Company Officer Round-table
- Urban Search & Rescue Rope Rescue
- Emergency Communications (ARFF)
- Distracted Driving
- Adjusting to Changing Conditions
- Safety Committee Meeting



APRIL

- Urban Search and Rescue Trench Rescue
- Firefighting Operations (ARFF)
- SCBA Fit-Testing
- Company Officer Round-table



MAY

- National Fire Incident Reporting System (NFIRS) Report Writing
- SCBA Fit-Testing
- Urban Search and Rescue Structural Collapse
- Emergency Evacuation Assistance (ARFF)
- Company Officer Round-table



JUNE

- Driver Engineer Assessment Center
- Utilizing Structural Equipment (ARFF)
- Safety Committee Meeting
- OSHA Materials Handling
- OSHA Eye Safety
- Advanced Airway Refresher
- Company Officer Round-table



OCTOBER

- Multi-Company Day Drills
- Annual Self-Contained Breathing Apparatus (SCBA) Refresher
- Leadership Lakeland
- Urban Search & Rescue Trench Rescue
- Extinguishing Agents (ARFF)
- Team Drills and Exercises



NOVEMBER

- Multi-Company Day Drills
- New Hire Orientation
- Airport Emergency Plan (ARFF)
- Urban Search & Rescue Structural Collapse
- Multi-Company Night Drills



DECEMBER

- Urban Search & Rescue Structural Collapse
- Annual Hydrant Surveys
- Company Officer Workshop
- Airport Familiarization Night Driving (ARFF)
- New Protocol Updates

IN ADDITION TO ALL OF THE TRAININGS LISTED BELOW, ALL EMERGENCY RESPONSE PERSONNEL ARE REQUIRED TO COMPLETE MONTHLY ONLINE TRAINING MODULES.

TRAINING DIVISION BY THE NUMBERS

NFPA 1021 establishes guidelines for the professional qualifications for the Officer (Lieutenant and higher). Objectives outlined in NFPA 1021 include:

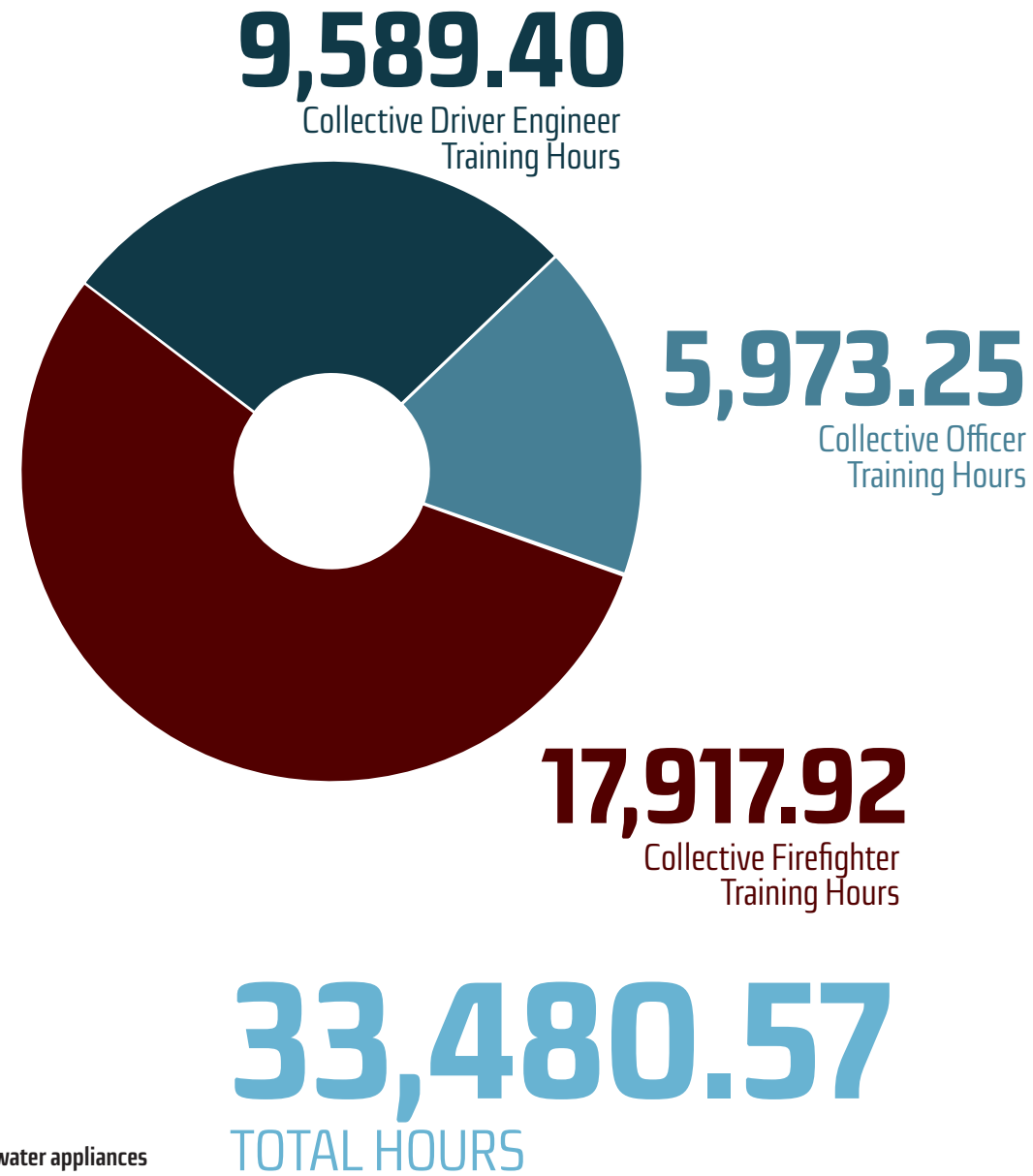
- Ability to command an emergency scene
- Developing Incident Action Plans
- Developing a team
- Preparing a report for a supervisor
- Handling personnel problems
- Conducting a fire investigation

NFPA 1002 establishes guidelines for the professional qualifications for the Driver/Engineer position. Guidelines outlined in NFPA 1002 include:

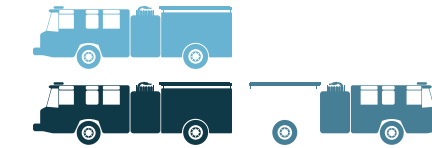
- Driving proficiency with Engines and Aerials
- Operating pumps that flow water for firefighting operations
- Area familiarization of response districts within the City of Lakeland
- Operating elevated master stream devices (Aerial and Tower Apparatus)

NFPA 1001 establishes guidelines for the professional qualifications for the firefighter position. Objectives outlined in NFPA 1001 include:

- Ability to utilize Self-Contained Breathing Apparatus
- Knowledge of fire behavior
- Knowledge of fire ground safety
- Ability to handle firefighting tools and equipment, such as hoses nozzles and water appliances



33,480.57 HOURS
Company Training



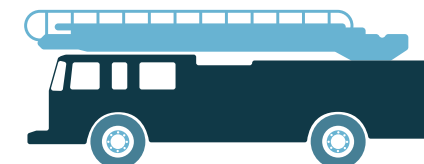
1,541.5 HOURS
Multi-Company Training



228 HOURS
Supervisory Training Performed by Officers



5,708 HOURS
Medical Training
(As mandated by the Florida Department of Health and Office of Medical Control)



480 HOURS
Driver Engineer Training Performed by Driver Engineers



819 HOURS
HazMat Training Collectively
By All Line Personnel

TECHNICAL RESCUE

The Lakeland Fire Department offers diverse and comprehensive emergency services to serve the community. The department is able to provide specialized rescue services in unique situations because of its technical rescue operations which include Urban Search and Rescue (USAR) and Special Weapons and Tactics (SWAT) Medics.

Technical Rescue Operations Coordinator, Lieutenant Matt Brown, oversaw an increase in the complexity of the team's training, the addition of new rescue equipment, and the strengthening of relationships between the department and major community stakeholders like Publix Supermarkets and Momentive Chemicals; due in part to the highly specialized services offered by LFD's Technical Rescue Team.

The goal of the Light Technical Rescue Team (LTRT) is to respond immediately to an emergency situation that occurs in or near our community. LTRT #421 is part of the Statewide Emergency Response Plan, as such, there is a possibility that the team may be requested to respond outside of their service area and throughout the region as a state resource.

To meet the state's requirements for a Type II Light Technical Rescue Team the team must be able to respond immediately with 6 members, along with the approved state equipment cache to an incident. Members responding will be on duty and go directly to the emergency scene. The training provided meets national standards. The specific areas of training are: collapse rescue, confined space rescue, high or low angle rope rescue, trench rescue, and vehicle and machinery rescue.

USAR Training

There are a minimum of 45 operations level trained members on the team. LTRT #421 also has a total of 14 Rope Technicians, 16 Trench Technicians, 15 Confined Space Technicians, 10 Vehicle Machinery Technicians, 9 Structural Collapse Technicians and 7 Swift Water Rescue Technicians.

Monthly training is conducted by LTRT State Certified in-house instructors. Mandatory training includes rope training 4 times a year, confined space 2 times a year, structural collapse 2 times a year, trench 2 times a year, and vehicle/machinery rescue 2 times a year. Each training session with the exception of trench (8 hours) rescue, will be a minimum of 4 hours.

USAR Accomplishments:

- Participated in state-wide training including South Florida Exercise (SoFLEx) USAR Drill and Operation Integration
- Provided certified technical rescue in house for Trench Rescue Operations, Trench Rescue Technicians, and Rope Rescue Operations Certification; also offered to neighboring fire departments
- Acquisition and outfitting of new USAR rescue boat, USAR truck with specialty equipment and equipment trailer, and heavy rescue truck



SWAT MEDICS SPECIAL WEAPONS AND TACTICS

The Lakeland Fire Department SWAT Medic Program began in 2006 with 2 paramedics receiving their SWAT Medic Certification through the Florida SWAT Association. In 2014, the team grew to 6 SWAT Medics. During the year the medics trained a collective 85 hours with SWAT.

The departments SWAT Medics had a successful year, helping the City's law enforcement issue 15 high threat search warrants, 4 call outs for emergency SWAT situations and successfully competing in the International SWAT Round Up Competition, in which Lakeland's team took the top prize.

The department's SWAT Medics deliver superb emergency medicine in the field to both law enforcement and victims that may become injured in the high risk criminal activities they are involved with. In 2014 the medics went a step further by becoming trained to render emergency medical care to Police K-9s as well.



ARFF

The Lakeland Fire Department provides Aircraft Rescue and Fire Fighting (ARFF) for the Lakeland Linder Regional Airport. ARFF operations had an exciting year thanks to the opening of new Station 7 outlined previously in this report, which serves Lakeland and the airport with an engine, heavy rescue truck, and ARFF response in the event of an air emergency.

The ARFF program is headed by Battalion Chief John Maddox. The ARFF program stayed very active with year round training for its 45 certified firefighters.

ARFF Accomplishments in 2014:

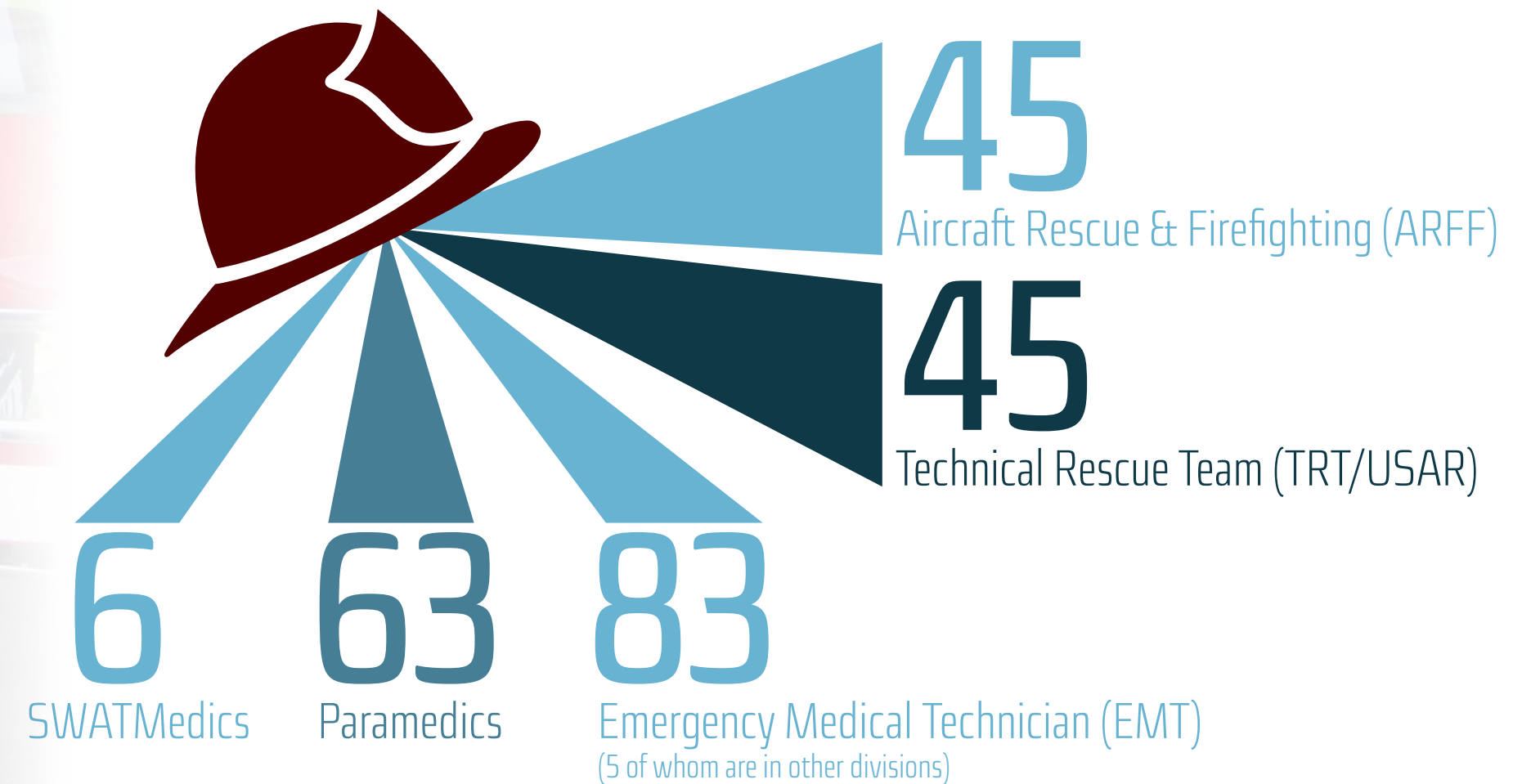
- Successful FAA inspection — passed with no discrepancies. 45 ARFF personnel conducted live fire training at MacDill Airforce Base
- Divisions Leadership attended the annual ARFF Chief's and Leadership Conference in Cape Coral, FL
- The Lakeland Linder Regional Airport's Emergency Plan was reviewed and updated as required by federal airport certification regulation Code of Federal Regulations (CFR), Part 139
- Conducted training in partnership with Draken International on ejection seats and pilot extrication
- Battalion Chief and ARFF Coordinator, John Maddox, served as a member of the NFPA Technical Committee for ARFF in which final revisions were made for NFPA Recommendations 405, 414 and 422
- Provided ARFF services for Sun 'n Fun Fly-In, the nation's second largest air show drawing in 40,000+ spectators. This major event also allowed for ARFF firefighters to serve as part of the Incident Command System and to familiarize themselves with ballistic parachutes (used on many light sport aircraft and smaller general aviation aircraft).
- Coordinated and provided scenario based aircraft emergency training with all four shifts of emergency response dispatchers at Lakeland's Public Safety Communications Center. The training consisted of their roles and responsibilities during an aircraft emergency.
- Each of the 45 certified firefighters experienced and successfully completed 45 hours of specialized ARFF training
- Division hosted a 40 hour ARFF Basic Firefighter class. The training was a joint venture which included participants from fire departments across the Central Florida region.
- Driver Engineer Stuart Curk becomes the department's first certified Airport Master Firefighter (AMF)





164 CERTIFIED FIREFIGHTERS

are also certified in the following specialized disciplines:



PERSONNEL

AWARDS

Name:	Award:	Date:
Margaret Orozco	Knights of Columbus Firefighter of the Year Award	1/25/2014
Margaret Orozco	Son's of the American Revolution: EMT Award	4/19/2014
Luis Hernandez	Son's of the American Revolution: Heroism Award	4/19/2014
Mike Smith	Son's of the American Revolution: Heroism Award	4/19/2014
Margaret Orozco	President's Round-table Safety Officer Awards	4/22/2014
Luis Hernandez	President's Round-table Safety Officer Awards	4/22/2014
Mike Smith	President's Round-table Safety Officer Awards	4/22/2014
Margaret Orozco	American Legion Award for Outstanding Public Service	6/7/2014
Luis Hernandez	American Legion Award for Outstanding Public Service	6/7/2014
Mike Smith	American Legion Award for Outstanding Public Service	6/7/2014
Matt Burns	Lakeland Fire Department Life Saving Award	9/15/2014
Matt Brown	Lakeland Fire Department Heroism Award	9/15/2014



PROMOTIONS

Name:	Position:	Date:
Dan Varner	Fire Lieutenant	3/23/2014
Chris Farina	Fire Lieutenant	3/23/2014
Jason Diaz	Fire Lieutenant	3/23/2014
Zach Duncan	Driver / Engineer	8/10/2014
Matt Burns	Driver / Engineer	8/10/2014
Luis Hernandez	Driver / Engineer	8/10/2014
James Stovall	Driver / Engineer	8/10/2014
Mike Green	Fire Inspector	10/19/2014
John Fezy	Fire Lieutenant	10/19/2014
John Driskell	Fire Lieutenant	11/30/2014
Chris Caustic	Fire Lieutenant	11/30/2014
Mike Brown	Driver / Engineer	11/30/2014
Will Becton	Driver / Engineer	11/30/2014
Mark Sloan	Driver / Engineer	11/30/2014



NEW HIRES

Name:	Position:	Date:
Jonathan Forrester	Firefighter	1/26/2014
Clint Hubeck	Firefighter	1/26/2014
Chad Jackson	Firefighter	1/26/2014
Anthony Lobascio	Firefighter	1/26/2014
Mark Rice	Firefighter	1/26/2014
Richard Rinshed	Firefighter	1/26/2014
Sage Stephens	Firefighter	1/26/2014
Matt Barr	FLSE	4/20/2014
Joseph Allison	Firefighter	11/2/2014
Derek Burger	Firefighter	11/2/2014
Michael Friedmann	Firefighter	11/2/2014
Clayton Geiger	Firefighter	11/2/2014
Christopher Lutz	Firefighter	11/2/2014
Candice McLenden	Firefighter	11/2/2014
Jeremy McCutcheon	Firefighter	11/2/2014
Douglas Novogrodsky	Firefighter	11/2/2014
Jonathan Rivera	Firefighter	11/2/2014
Zakary Scriptor	Firefighter	11/2/2014
James Slappey	Firefighter	11/2/2014
Garrett Stafford	Firefighter	11/2/2014
David Sutherland	Firefighter	11/2/2014
Saretha Mathers	Accounting Clerk III	12/14/2014

RETIREMENTS

Name:	Position:	Date:	Years:
Rick Best	Driver Engineer	3/14/2014	27
Anthony Parrish	Fire Inspector	6/30/2014	27
Mark Bowers	Fire Lieutenant	9/19/2014	32.5
Kaley Ivins	Accounting Clerk III	12/23/2014	4.5

IN LOVING MEMORY

Name:	Position:	Birth/Death:
James (Smiley) Bush	Lieutenant (Retired)	9/7/1936-12/24/2013
Larry Riles	Fire Marshal (Retired)	1/26/1954-1/4/2014



FIRE SAFETY MANAGEMENT

The Fire Safety Management (FSM) Division of the Lakeland Fire Department is headed by Fire Marshal Frank Bass. This division of LFD is crucial to the safety mission of the department because it applies tried and true methods for fire prevention that in turn prevent serious loss of life and property. The division is responsible for:

1) Plans Review

2) Fire Code Enforcement

3) Fire Investigation

Fire Marshal Frank Bass has jurisdiction on fire code and enforcement matters inside the city limits of Lakeland. With the Fire Marshal's oversight, the division is responsible for ensuring the fair and equitable enforcement of statutes, laws, codes, and local fire ordinances. All commercial occupancies and residential occupancies of three units or more fall under the authority of FSM. The authority of FSM is to conduct plans review, code enforcement, fire investigation, and to adopt local fire ordinances from Florida State Statutes.

The Fire Marshal operates the FSM Division with a staff of four, full-time Fire Safety Inspectors, a Fire Investigator/Inspector and an Office Associate. Fire Inspectors are trained firefighters, fire scene inspectors, and in some cases, sworn law enforcement officers.

In 2014, FSM welcomed a new inspector, filling a vacancy left by a retirement earlier in the year. Additionally, the division shifted all of its forms and essential information into an online format for ease of access to the department and to the public.

Code Enforcement

Commercial building/facility inspections account for a bulk of FSM work. They are conducted for several reasons, some of which are:

- To ensure that the required maintenance for fire protection and life safety systems are conducted in a timely manner and are conducted by licensed professionals when required. These systems provide early warning notification and fire protection to both occupants and responding fire crews during an emergency.
- To ensure that activities conducted inside the building are in accordance with the designated occupancy classification of the facility. To discover and ensure the mitigation of any noted fire hazards in a timely manner.
- To ensure that means of egress are accessible and meets code for orderly evacuation during an emergency event.

A properly conducted fire safety inspection can alert the occupant/owner to any hazards which could possibly lead to a fire. The possible results of a fire in a commercial facility are many and may include injuries, the loss of life, the temporary or permanent loss of company profits, temporary or permanent job loss which affect an entire community as well as the neighborhood blight that may result from a building being shuttered.

The data from incidents in 2014 support the efforts of the department's FSM Division by showing that there was a decrease in commercial fires in LFD's service area. This is in part due to the division's inspectors approximately 5,500 inspections to ensure that fire code is being followed.

The Lakeland Fire Department is committed to excellence in service both internally and externally. The FSM Division interacts most frequently with members of the community and other divisions related to buildings, permitting, and community development due to the related work they all share as Lakeland continues to grow and improve. These interactions were improved through the use of the City's online permitting system 'Track It'. This system was in use through 2014 creating greater efficiencies and will continue to improve with electronic plans submission for all permitting needs in 2015.

Plans Review

The initial step to ensuring that a building will be safe for occupation is to make sure that all fire code requirements have been applied which address fire department access, water supplies, and building life safety features such as fire suppression systems, means of egress, fire alarm systems, and building materials/assemblies which meet industry standards for their applied use.

The types of plans reviewed include concept review plans, site plans, construction plans, sprinkler system plans, fire suppression systems plans, fire alarm system plans, underground fire line plans, above and underground tank plans, specialty plans and plan revisions.

The review of a set of plans may take anywhere from minutes to several days or more depending on the size and complexity of the project. Lakeland saw many large new development projects in 2014 which in turn involved the Fire Safety Management team. Collectively over 2,000,000 new square feet of commercial space were added in 2014; all of which were reviewed for optimal fire safety and supervised for fire code compliance throughout construction. This is notable considering the thousands of inspections the FSM team is responsible for among other duties including fire investigations and enforcement of criminal violation of fire code.



Fire Investigation

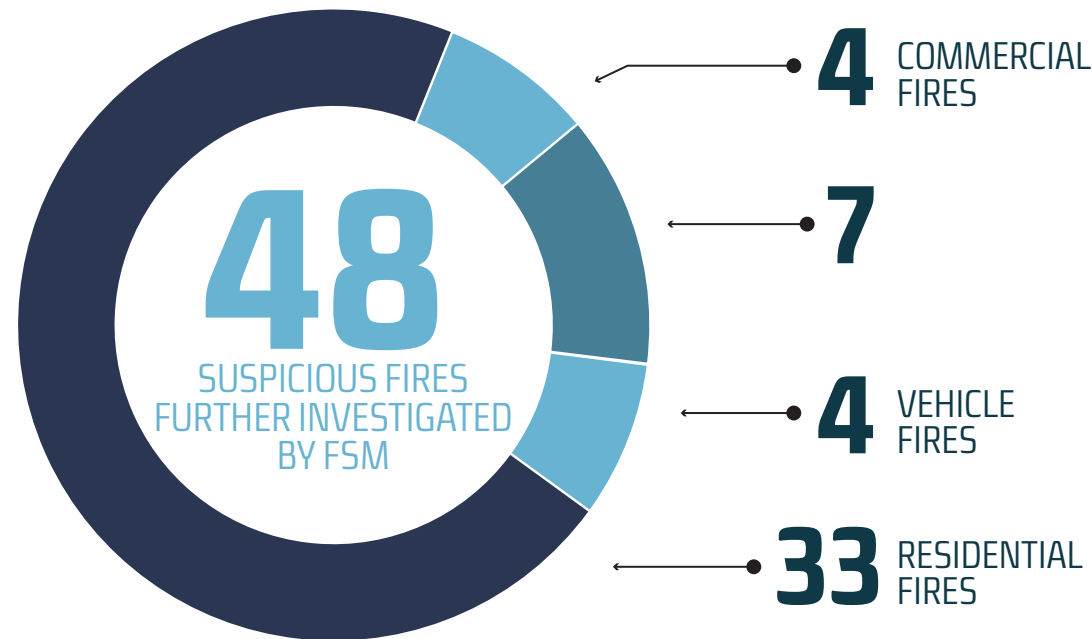
A FSM Investigator is contacted any time a fire event occurs on commercial property, city owned property, a house of worship, a serious injury or fire death, any illegally set fire, any fire where a fire suppression system discharged or did not operate as designed, and any fire where the cause cannot be determined by responding fire units.

Fire scene investigations are conducted in order to determine the events leading up to and the origin and cause of a fire. Fire cause determination may reveal consumer product defects, careless behavior (unattended cooking, carelessly discarded smoking materials, etc.), an intentionally set fire, or the failure of a system inherent to the structure or facility (electrical, heating, air conditioning, manufacturing process, etc.).

The Lakeland Fire Department is unique in that it performs its own investigations and has dual certified investigators and sworn police officers to enforce the law if any arson or other criminal activity is discovered as the result of an investigation. The FSM team rotates on call duties so that an investigator is available at all times to perform the investigations that meet the criteria outlined above. This helps reduce investigation times in the City of Lakeland where an overburdened state fire marshal may not be able to provide as high a quality or timely of an investigation.

In 2014, the division investigated 48 fires, of which only 4 were commercial. The reduced number of fires in commercial facilities in Lakeland is an area of pride for the members of FSM and is likely due to a diligent inspection program.

153 TOTAL #
STRUCTURE FIRES



6 FIRES DEEMED TO BE INTENTIONAL

FIRE SAFETY MANAGEMENT BY THE NUMBERS

	TOTAL	MONTHLY AVERAGES
Final Inspection for Certificate of Occupancy	255	21.2
ACO's	191	15.9
Routine Inspections (including pre-inspections)	2,088	174
Building Under Construction Inspections	5	.5
Miscellaneous Inspections (alarm, sprinkler, hood, under-ground, fireworks/pyro displays, tank removal/install, etc.)	865	96.1
Re-Inspections	415	34.5
Plans Reviewed (construction, site, concept, etc.)	680	56.6
Specialty Plans Reviewed and One Time Permitted	451	37.5
Complaints Handled	64	5.3
Fire Investigations & Follow-up	48	4
Meetings	129	10.7
False Alarm Follow-up	29	2.4
Codes Review	28	2.3
Tent Permits	152	12.6
Burn Permits	5	.5
Knox Box Inspections	96	8

5,501 TOTAL INSPECTIONS



COMMUNICATIONS AND OUTREACH

In 2014, the department was more visible than ever in its community. Greater emphasis was placed on generating access to information about the department on multiple platforms, particularly through non-emergency interactions. In addition to the department's long standing Public Education programs in Lakeland, the department did this by increasing participation in community events, turned to social media to share more about what it was doing daily, and pursued positive representations in the local media through public safety and special interest stories.

Communications and outreach efforts are overseen by Public Information and Education Officer (PIO/PEO) Janel Vasallo. Public education efforts are accomplished with the assistance of a part-time Fire and Life Safety Educator (FLSE), Matt Barr, and emergency response personnel. The communication activities for the department include:

- 1) All public education programs provided in the department's service area
- 2) Marketing of the department to communicate its services and value
- 3) Media releases and media contact
- 4) Maintenance of electronic content and platforms used to communicate electronically (Website, Social Media, etc.)
- 5) Internal department communications for staff and with other agencies
- 6) Special projects that encourage community engagement

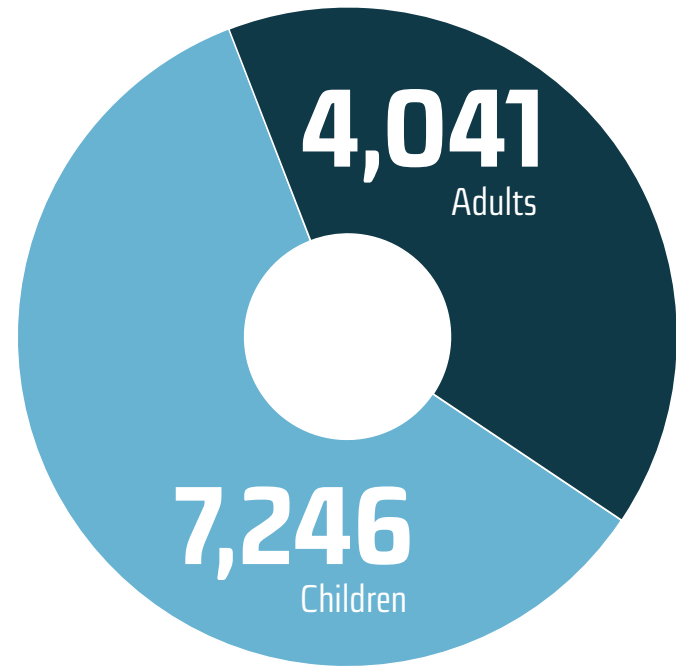
The department understands the importance and value of communication and through this division it is able to reach larger audiences with every passing year. An example of innovative ways the department is approaching communication was with the production of a full length documentary style video in collaboration with the City of Lakeland's Communication team. The film highlights the many different kinds of work Firefighters do. It features Lakeland's Firefighters sharing their personal stories to describe the risks, rewards, highs and lows that come with serving on the front lines of public service as an emergency responder.

Another exciting development in 2014 was the addition of social media presence on Facebook, Twitter, and You Tube for the department. These online tools allow the department to communicate how diverse the work it does is, how well prepared the department is for emergencies of all kinds, and allows the public to forge an interactive relationship with their community fire department in a positive way outside of stressful emergency situations.



COMMUNICATIONS AND OUTREACH BY THE NUMBERS

11,287 PERSONS EDUCATED IN SERVICE AREA IN 2014



296

EDUCATIONAL AND COMMUNITY PROGRAMS OFFERED IN 2014

231

TOTAL HOURS OF CONTACT WITH THE COMMUNITY THROUGH EDUCATIONAL PROGRAMS

2,843

SOCIAL MEDIA FOLLOWERS

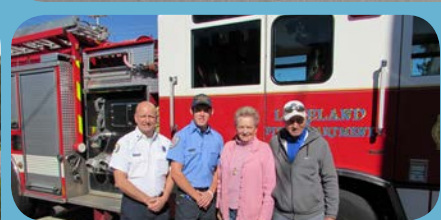
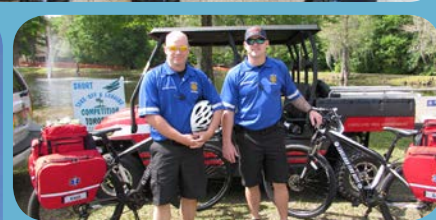
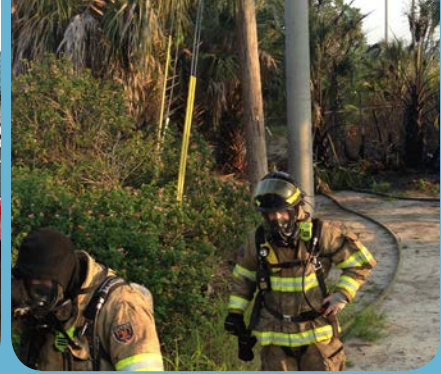
20,000

ENGAGED ON SOCIAL MEDIA PLATFORMS WEEKLY



Additional Communications Division Accomplishments for 2014:

- Strategic Plan for the department
- Annual Report
- Web based catalog of media releases for improved transparency and record keeping
- Increased media presence in local markets on department's emergency response services
- Strong relationships built with local media
- Publications on the department in local, state, and national level media outlets including Firehouse Magazine, The Ledger, Access Lakeland, and more
- Improvements to the department's website including news blog, twitter feeds, photo archives
- Addition of special events separate to Open House, including First Friday: Guns N' Hoses event
- Station 7 Grand Opening event
- Creation of FOCUS scholarship program to benefit homeless youth
- Public Education Portal custom built for record keeping, data, increased ISO Rating, and efficiency across the department
- Smoke alarm safety campaign
- Increased adult education with new fire extinguisher training system
- Public Service Announcement Campaign for Holiday Fire Safety





LAKELAND FIRE DEPARTMENT

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