PROGRAM APPRAISAL TEMPLATE
FOR FESSAM CATEGORY 5

Criterion/Indicator	CFAI's Intent	Sample Reference(s)
CC 5B.3 The agency conducts a formal and documented appraisal, at least annually, to determine the impacts of the public education program and its efforts in risk reduction based on community assessment, standards of cover, and measures performance.	The agency should be able to show a formal appraisal is conducted based on the adopted program performance goals and risks. This may be outlined in the strategic plan, standards of cover or other formal document. The appraisal should be conducted at least annually.	• Documented annual appraisal • Strategic plan • Standards of cover • Monthly/quarterly/annual performance reports • Evaluation measures and free online training available at www.strategicfire.org

1. **NAME OF PROGRAM OR PROGRAM AREA:**
   Public Education-Community Outreach

2. **CRITERION OR CRITERIA ADDRESSED [Designated number(s) per FESSAM]:**
   5B

3. **PERIOD OF APPRAISAL (Most recently completed fiscal year):**
   FY2018

4. **PROGRAM OR PROGRAM AREA MISSION STATEMENT:**
   The Mission of the Montgomery County Fire and Rescue Service is to protect lives, property and the environment with comprehensive risk reduction programs and safe and effective emergency response provided by highly skilled career and volunteer service providers representing the County's diverse population.

5. **PROGRAM OR PROGRAM AREA RESOURCES/INPUTS:**
   - Personnel:
     1 Manager
     2 Program Managers (Car Seat Program and CRR Program)
     1 Part-time Program Manager – Contracted Position
     See Org Chart:
       o MCFRS Organizational Chart

The CRR/CO section is staffed by a Manager III with programmatic support from two Full-Time Program Managers (one Program Manager splits time between CRR/CO and the department's Child Passenger Safety Seat program and one FT Program Manager who manages and directs the County's Child Passenger Safety Seat Program).The part-time Program Manager manages the Senior Outreach Program for the department.

Facilities, if applicable:
Public Safety Headquarters
100 Edison Park Drive, 2nd Floor
Gaithersburg, MD 02878

Former Station 25 (SafeKids Inspection Station used for car seat inspection events)
14111 Georgia Avenue
Silver Spring, MD 209016

Apparatus/Equipment, if applicable: Four outreach vehicles are available for delivery of CRR/CO and Child Passenger Safety Seat programs.

Stock #	Year	Make/Model	Description
00-2051	2000	Chevy Express Van	Community OutreachVan
04-9412	2004	Chevrolet/Express 2500	Safe Kids Van
16-1416	2016	Ford/Transit Connect	Unmarked Small Transit Van

- SOPs and Protocols, if applicable:
  Department Training Guidelines for Home Safety Checks & Smoke Alarm Installations
  National Child Passenger Technician's Instructional Course and Materials
  Fire Chief's General Orders
  Information Bulletins
  Executive Regulations
  NFPA Standards

- Training and Certifications, if applicable:
  Training is a top priority for CRR/CO. Staff receive regular training in NFPA requirements, CRR principles and best practices, NFPA 1035 certification is strongly encouraged as well as seminars, local conferences, etc. are recommended for all personnel. Car Seat Technicians are required to be certified at a National level and complete on-going CEUs to maintain certification.

6. DATA (Most recently completed fiscal year):

- Annual Dashboard or equivalent (to be attached):

  CountyStat: Montgomery County - County Stat Performance Measurement and Management - Child Safety Seat Customer Survey
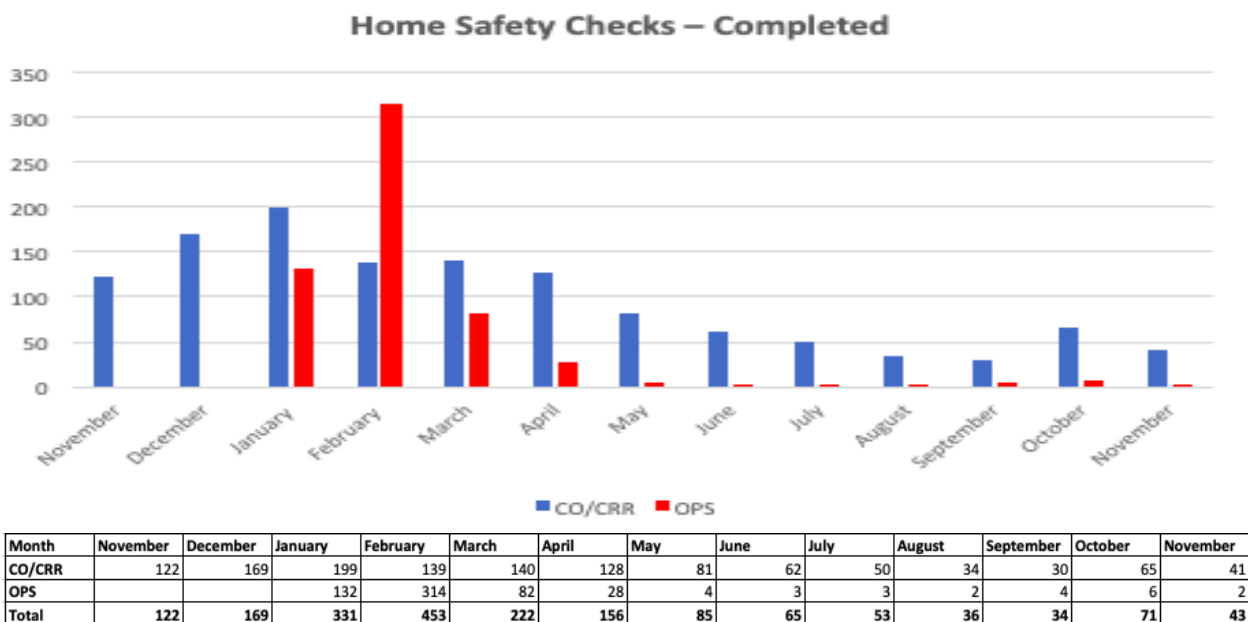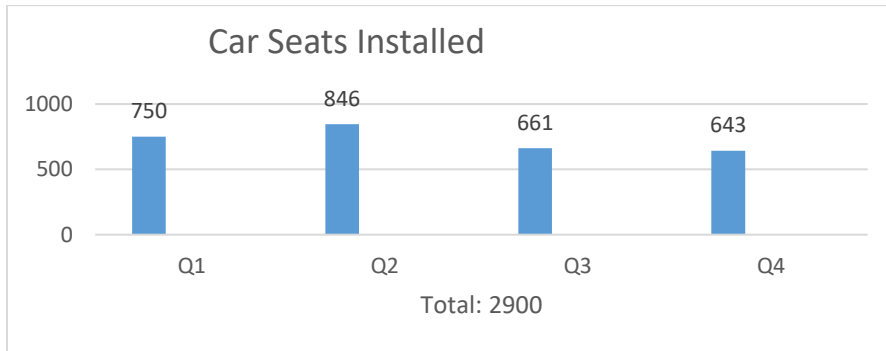
  MCFRS Quarterly Leadership Briefings – August 2017, November 2017, February 2018 & May 2018

  Brief Summary (Narrative) of Key Data presented in Annual Dashboard:

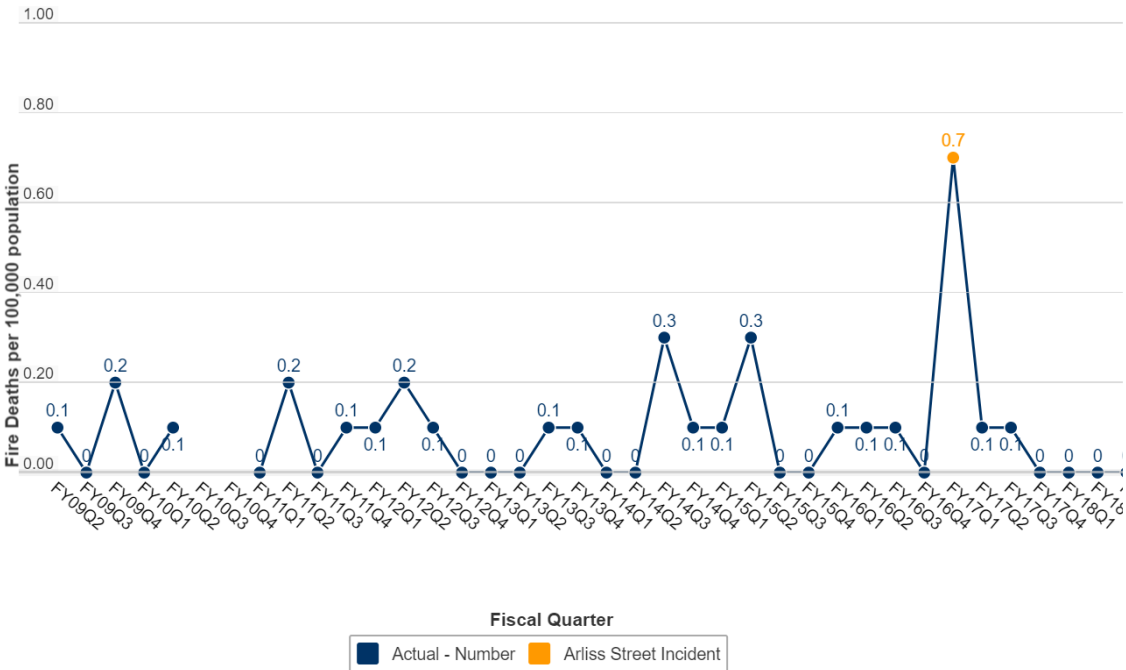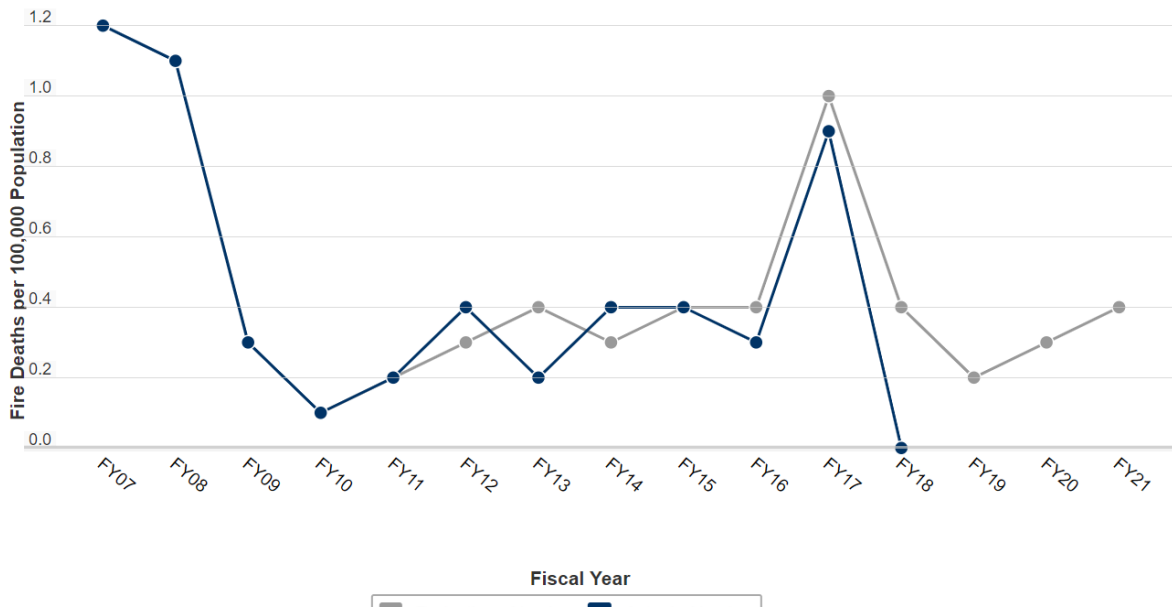FY18, 2,900 car seats were installed at the program's car seat events.
Note: Due to department budget cuts, program funding was cut 50% in May, 2017.
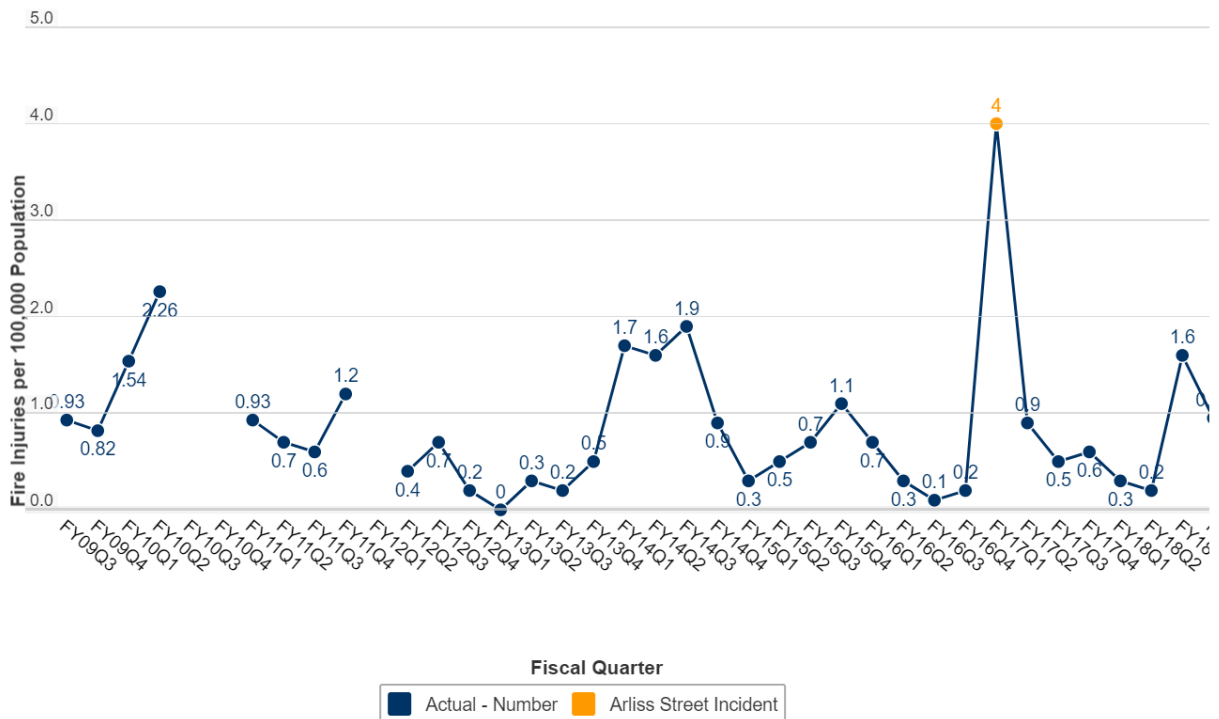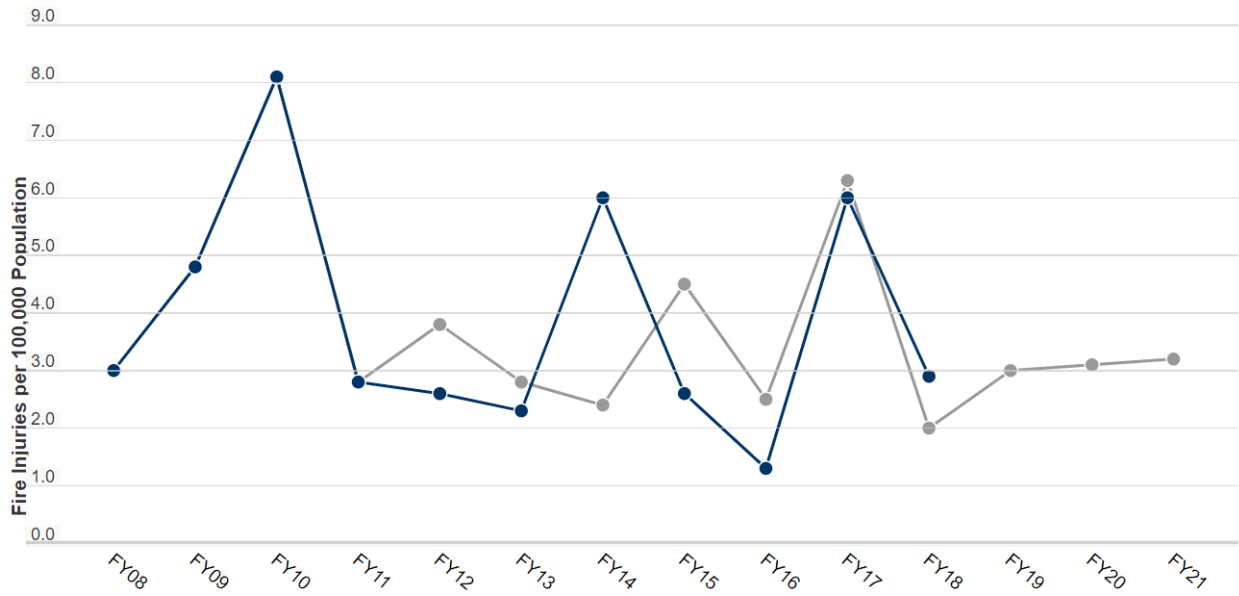The graph below shows the number of car seats installation per quarter.

Car Seats Installed

Quarter	Car Seats Installed
Q1	750
Q2	846
Q3	661
Q4	643

Total: 2900

Home Safety Checks – Completed

Month	November	December	January	February	March	April	May	June	July	August	September	October	November
CO/CRR	122	169	199	139	140	128	81	62	50	34	30	65	41
OPS			132	314	82	28	4	3	3	2	4	6	2
Total	122	169	331	453	222	156	85	65	53	36	34	71	43

According to CountyStat data, the number of residential fire deaths per 100,000 residents was 0.

This measure reflects the department's progressive and robust community outreach and education programs designed to educate and prevent fire deaths and injuries as well as the success of MCFRS operational resources in controlling fires quickly to minimize the number of fire fatalities and in rescuing persons trapped in burning structures. MCFRS reports fire death data to the State Fire Marshal, National Fire Protection Association, and Federal Department of Homeland Security (U.S. Fire Administration, National Fire Academy).

CountyStat data reports the number of residential fire injuries per 100,000 residents was 2.9.
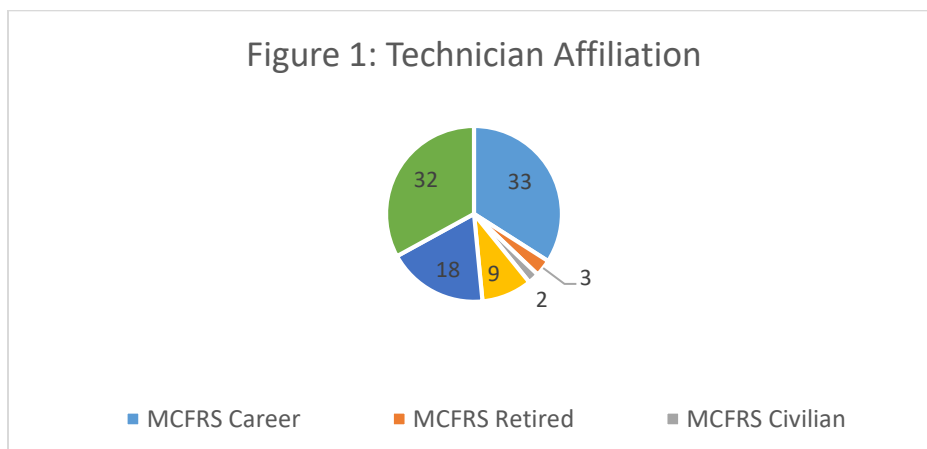
This measure reflects the level of success of MCFRS Community Risk Reduction programs in preventing civilian fire-related injuries as well as the success of MCFRS operational resources in controlling fires quickly to minimize the number and severity of fire injuries and rescuing persons trapped in burning structures. CRR is constantly analyzing data and studying high risk audiences to ensure there is a multi-faceted strategy that goes beyond response and ideally prevents the 911 call in the first place.
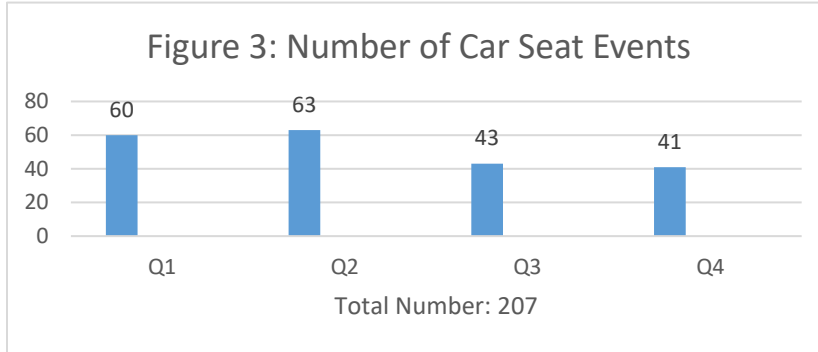
Observed Trends[1]: N/A

7. PROGRAM RESULTS/OUTCOMES:

- **Key Accomplishments:**
  - Home Safety Visit Program
  - Pilot Testing of APP
  - Community Risk Reduction "Boot Camp" for Recruit Classes
  - Partnership with MCNIC3 home visit program to include smoke alarm check and file of life documents to clients

- **Car Seat Program:** The program continues to have a large and diverse pool of certified technicians. At the end of FY18, we had 97 technicians on our active roster (see Figure 1). Montgomery County Fire and Rescue Service (MCFRS) career firefighters make up the largest number of technicians with 33 in addition to 14 other MCFRS personnel (civilian, retired, and volunteer). Eighteen technicians come from law enforcement agencies to include police departments from Montgomery County, Rockville, Takoma Park, University of Maryland, and Greenbelt and Montgomery County Sheriff's Office. Many technicians are categorized as "Other" and this group includes volunteers from non-profits, federal and state government agencies, healthcare, and private businesses.

Figure 1: Technician Affiliation

32 | 33 | 18 | 9 | 3 | 2
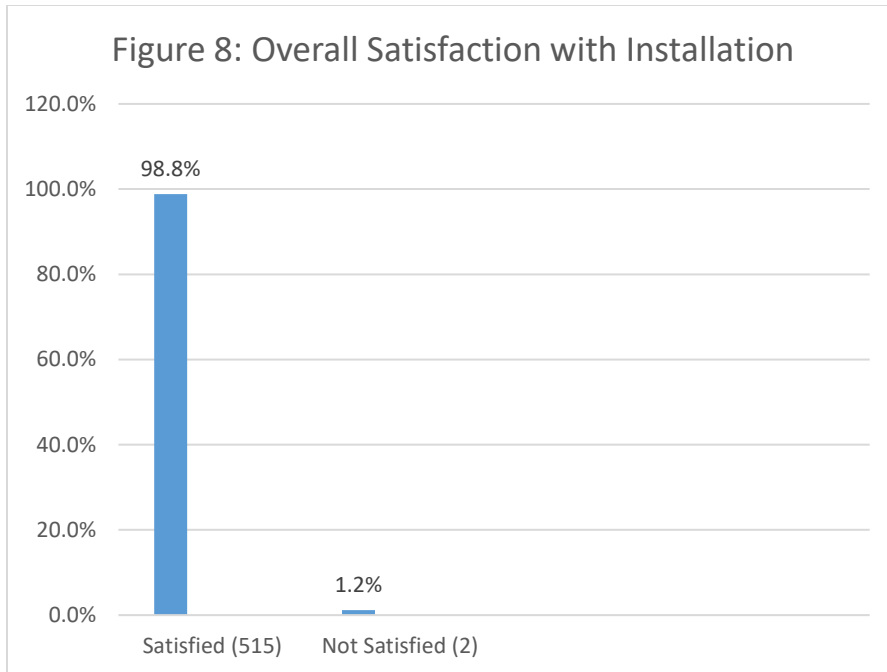
MCFRS Career   MCFRS Retired   MCFRS Civilian

---

[1] To be addressed when past years' data is available

In FY2018, the program conducted 207 car seat events. In Q1 and Q2, the program was averaging about 20 events per month. Due to budget reductions, about 7 events per month had to be cut from the program. Figure 3 shows the number of car seat events per quarter.

Figure 3: Number of Car Seat Events

Quarter	Number of Events
Q1	60
Q2	63
Q3	43
Q4	41

Total Number: 207

-

- Unexpected Results (positive or negative), if any: N/A

- Customer Satisfaction (e.g., survey results), if available:
  Car Seat Program: Within three days after participating in car seat check, residents are sent an email link to a customer satisfaction survey. FY2018, we received 521 customer surveys. The results are shown below.

  Interactions with the public during education/outreach events, presentations and home safety visits provide very high customer satisfaction rate. The CRR/CO section has recently developed an electronic Customer Satisfaction survey that will be used to capture additional feedback on customer satisfaction. Additionally, we receive regular letters to the Fire Chief and elected officials regarding the high quality of our programs. Internally, we provide a survey to Recruit School Classes at the conclusion of each "CRR Class" to measure knowledge gained, program impact and general rating of the classes.

Figure 8: Overall Satisfaction with Installation

98.8% — Satisfied (515)
1.2% — Not Satisfied (2)

(Bar chart showing y-axis from 0.0% to 120.0% in 20% increments. "Satisfied (515)" bar at 98.8%, "Not Satisfied (2)" bar at 1.2%.)

- Program Goals and Objectives:

  - **Short-Term Goals Met:** The section continues to be challenged with minimal staff resources to meet high demand by both external and internal customers. One of two staff positions remained unfilled in FY18 due to the impact of a County hiring freeze and a mandated and lengthy position exemption approval process.

    Implemented a program to assign appointment-based "Home Safety Smoke Alarm Checks" with Saturday Operations personnel.

  - **Long-Term Goals Met:**
    CRR data collection App ready for widespread beta test
    CRR instruction to Recruit Classes is now a core program in the Recruit Curriculum
    Successful educational campaign addressing State's New Smoke Alarm Law

  - Deadlines Met, if applicable:
  N/A

- Full-Scale Evaluation of Response Components, if applicable:
  N/A

8. PROGRAM IMPACT:

- External Impact (Impact on Our Customers):

  Our social media strategy continues to have extensive, growing and widespread impact. Sample Metrics on two key programs:
  Car Seats Checked: 2900
  Home Safety Visits Conducted by CRR Staff: 1603

- Internal Impact (Impact within MCFRS): The MCFRS Community Outreach/Risk Reduction Section continues to excel in identifying innovative and creative opportunities, partnerships, technologies and programs to educate and deliver effective fire safety and injury prevention programs to both external and internal customers. The section is considered a leader nationally, regionally and locally and is a direct reflection on the hard work of staff which has been instrumental in our work towards a fire safe and fire smart Montgomery County.