**CITY OF CHARLOTTESVILLE, VIRGINIA**
**CITY COUNCIL AGENDA**

| | |
|---|---|
| Agenda Date: | March 15, 2021 |
| Action Required: | No actions required |
| Presenter: | Hezedean A. Smith, Fire Chief (Intro); Deputy Chief Powers (Presenter) |
| Staff Contacts: | Deputy Chief Joe Powers |
| **Title:** | Charlottesville Fire Department's Community Risk Reduction Initiatives |

## Background:

In January 2020, the Charlottesville Fire Department expanded its scope to include an intentional focus on Community Risk Reduction or CRR. Based on risk assessments, data, and outcomes, CRR is a wholesale change from traditional fire service practices. Since January, the CRR efforts in Charlottesville gained regional and national attention within the fire service industry. The presentation provides insight regarding the background of CRR and how the department's efforts and realignment are positively impacting the community.

## Discussion:

Deputy Chief Powers will discuss the PowerPoint presentation

## Alignment with City Council's Vision and Strategic Plan:

This presentation on Community Risk Reduction exemplifies the fire department's efforts to create efficiency in service delivery, match resources with community needs, and understand better the differences with the city's neighborhoods.

## Community Engagement:

Community Risk Reduction within the Charlottesville Fire Department focuses on strategic public engagement through community partnerships. The presentation will outline examples of community outcomes achieved through strategic engagement.

## Budgetary Impact:

The model of Community Risk Reduction drives efficiency in service delivery and decreases workload. There is no direct fiscal impact or request for additional resources. However, the presentation outlines the measures the Charlottesville Fire Department takes to improve stewardship of city funds. As the department seeks to solidify its approach to a comprehensive

CRR process, there may be future needs and support necessary to support execution of the vision.


**<u>Recommendation</u>:**
N/A


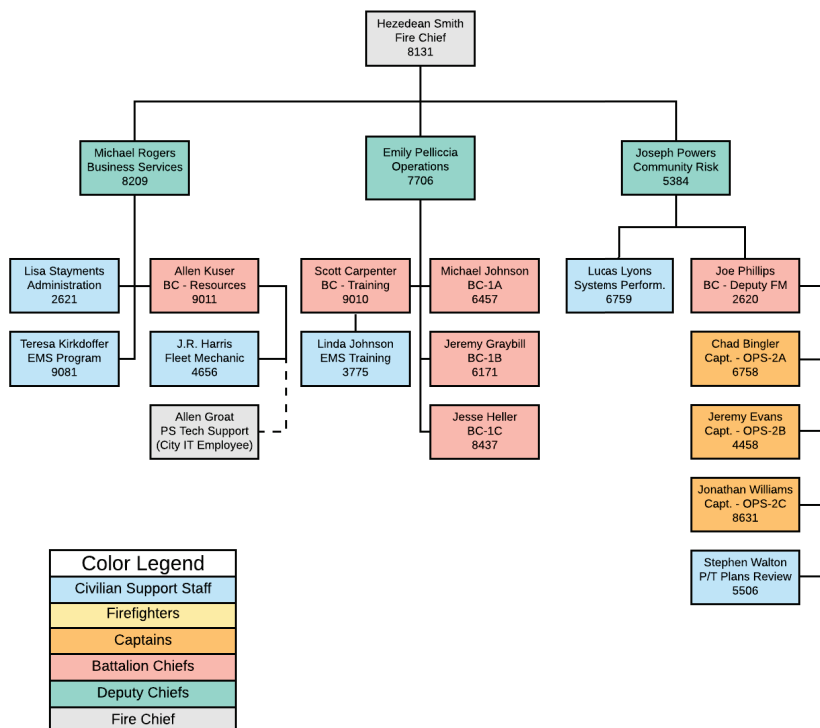**<u>Alternatives</u>**:
N/A

**<u>Attachments</u>**:

PowerPoint

# COMMUNITY RISK REDUCTION

## *Charlottesville Fire Department*

### Administration

```
Hezedean Smith
Fire Chief
8131
```

**Michael Rogers** — Business Services — 8209
**Emily Pelliccia** — Operations — 7706
**Joseph Powers** — Community Risk — 5384

Lisa Stayments — Administration — 2621
Allen Kuser — BC - Resources — 9011
Scott Carpenter — BC - Training — 9010
Michael Johnson — BC-1A — 6457
Lucas Lyons — Systems Perform. — 6759
Joe Phillips — BC - Deputy FM — 2620

Teresa Kirkdoffer — EMS Program — 9081
J.R. Harris — Fleet Mechanic — 4656
Linda Johnson — EMS Training — 3775
Jeremy Graybill — BC-1B — 6171
Chad Bingler — Capt. - OPS-2A — 6758

Allen Groat — PS Tech Support — (City IT Employee)
Jesse Heller — BC-1C — 8437
Jeremy Evans — Capt. - OPS-2B — 4458

Jonathan Williams — Capt. - OPS-2C — 8631

Stephen Walton — P/T Plans Review — 5506

| Color Legend |
| --- |
| Civilian Support Staff |
| Firefighters |
| Captains |
| Battalion Chiefs |
| Deputy Chiefs |
| Fire Chief |

| | | |
|---|---|---|
| **NEIGHBORHOOD RISK ASSESSMENT** | **PUBLIC INFORMATION OFFICER** | **STRATEGIC PLAN** |
| **PERFORMANCE ANALYSIS** | **FIRE DEPARTMENT ACCREDITATION** | **FREQUENT 911 UTILIZERS** |
| **FIRE MARSHAL'S OFFICE** | **ISO RATING** | **SELF-ASSESSMENT MODEL** |

# WHAT IS COMMUNITY RISK REDUCTION?

# COMMUNITY RISK REDUCTION

Fire Prevention

↓

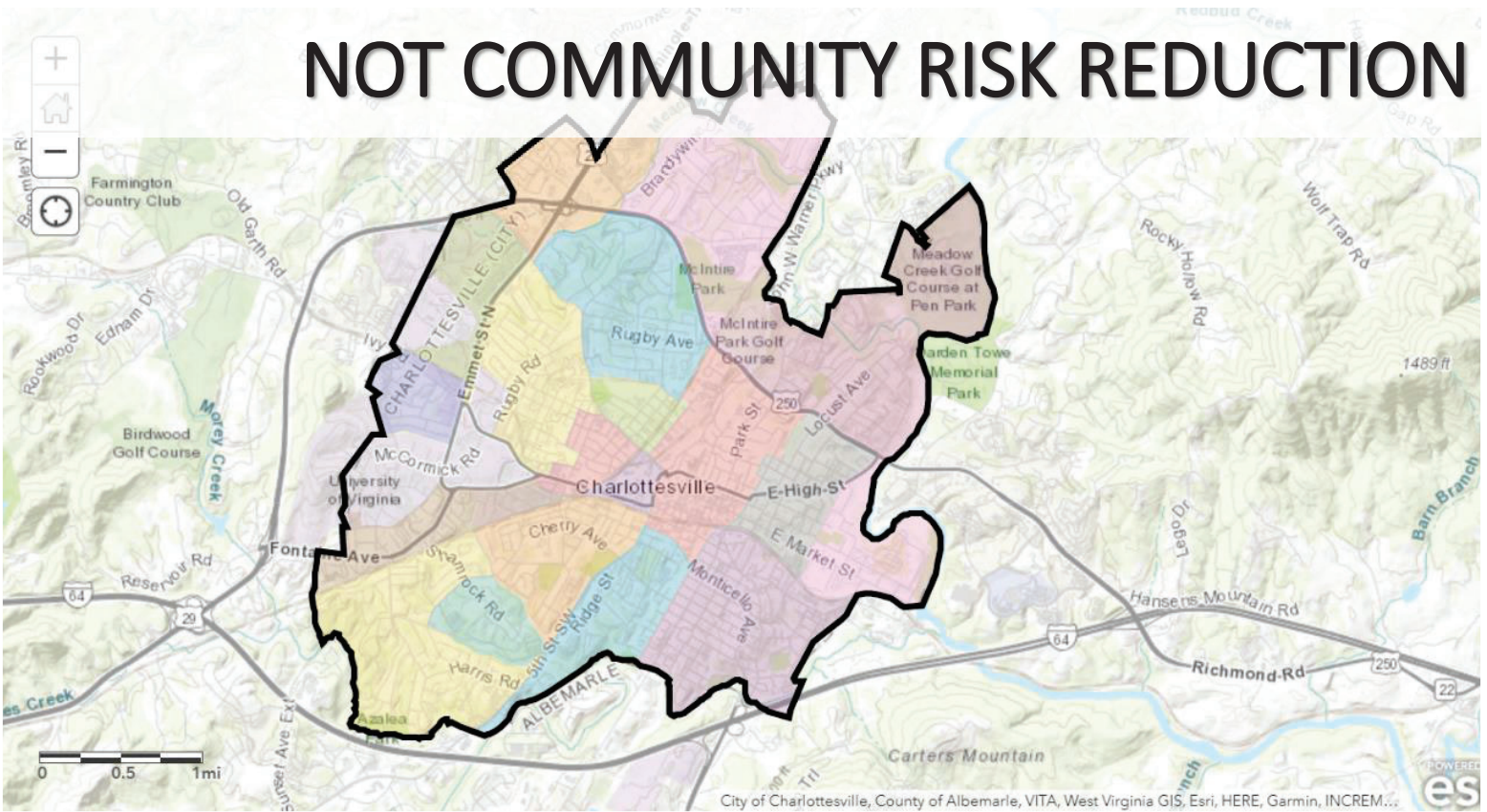Community Risk Reduction

MINDSET CHANGE
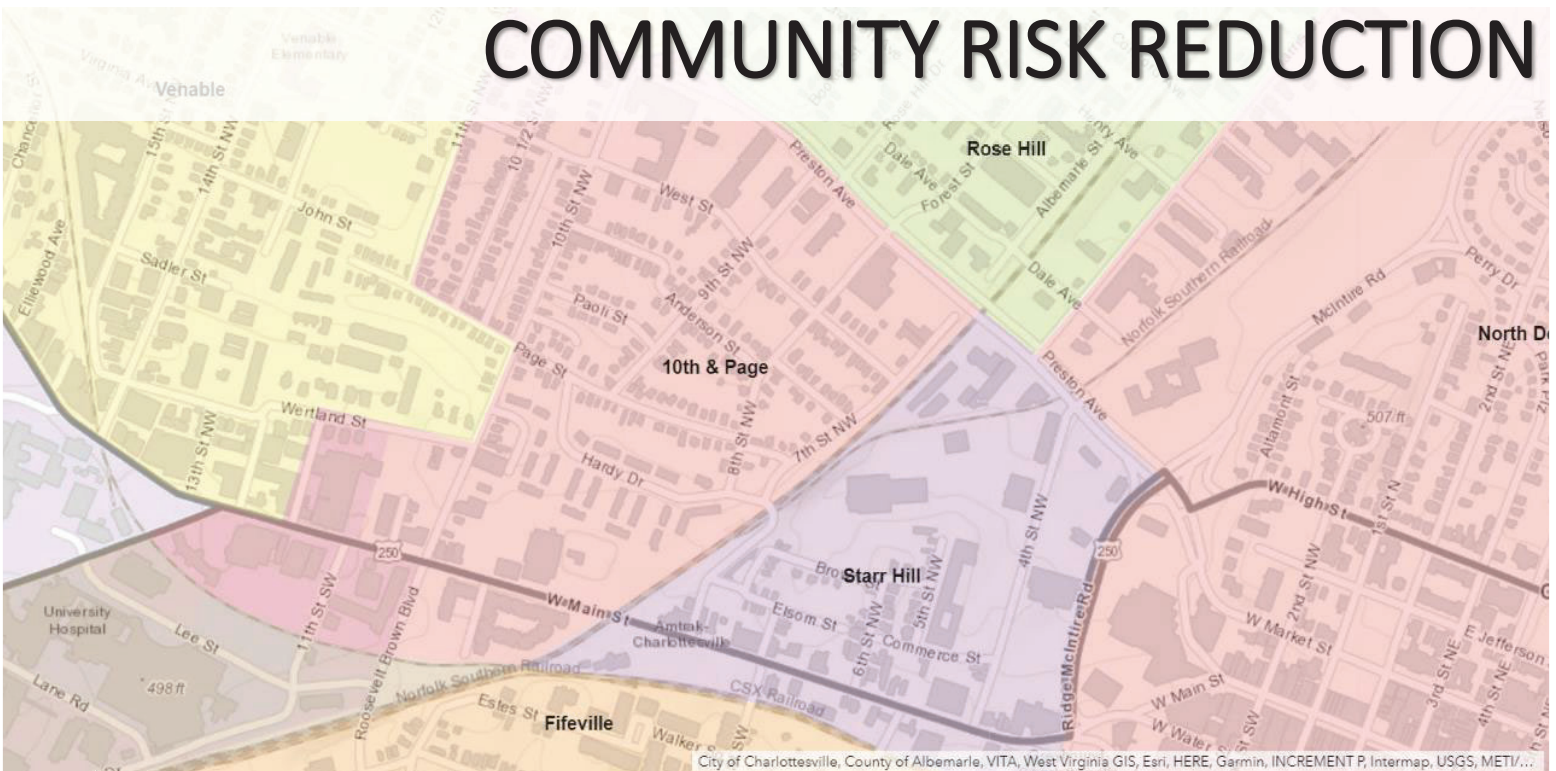
PROCESS vs SECTION

VISION 20/20

# COMMUNITY RISK REDUCTION

Risk Assessment
Prioritization
Resource Coordination
Mitigation
Evaluation

Assess Risk

Prioritize

Coordinate

Minimize Risk

# NOT COMMUNITY RISK REDUCTION



# COMMUNITY RISK REDUCTION

# NEIGHBORHOOD RISK ASSESSMENT | Community Profile

## 10th & Page
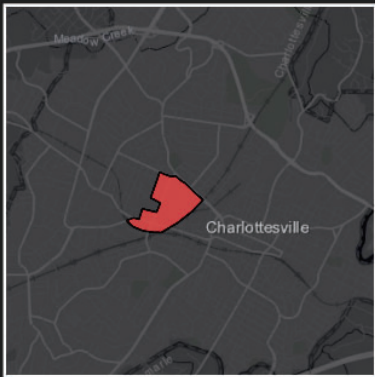
| 1,583 | 2.66 | 594 | 30.5 | $35,137 | $234,444 | 87 | 74% |
|-------|------|-----|------|---------|----------|-----|-----|
| Population | Avg Size Household | Households | Median Age | Median Household Income | Median Home Value | Housing Affordability | Internet at Home |

### POPULATION AND BUSINESSES

| 1,878 | 87 | 1,845 |
|-------|-----|-------|
| Daytime Population | Total Businesses | Total Employees |

### POVERTY

| 204 | 156 |
|-----|-----|
| Households Below the Poverty Level | Households Receiving Food Stamps/SNAP |

### AT RISK POPULATION

| 125 | 198 | 192 |
|-----|-----|-----|
| Households With Disability | Population 65+ | Households Without Vehicle |
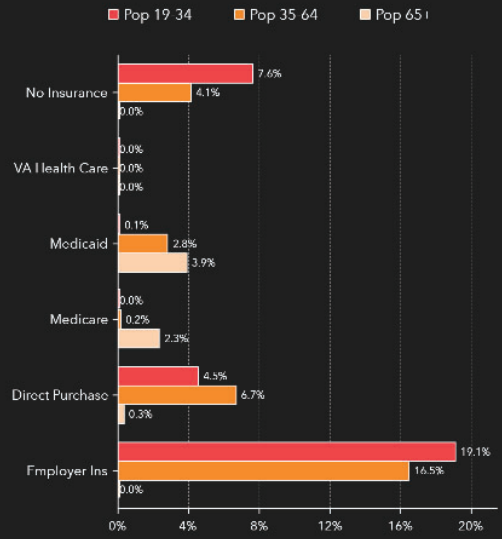
### POPULATION NO HEALTH INSURANCE (ACS)

71
0 0
131

Legend: ■ 0-18  ■ 19-34  ■ 35-64  ■ Age 65+

### HEALTH INSURANCE COVERAGE (ACS)

Legend: ■ Pop 19-34  ■ Pop 35-64  ■ Pop 65+

| Category | Pop 19-34 | Pop 35-64 | Pop 65+ |
|----------|-----------|-----------|---------|
| No Insurance | 7.6% | 4.1% | 0.0% |
| VA Health Care | 0.0% | 0.0% | 0.0% |
| Medicaid | 0.1% | 2.8% | 3.9% |
| Medicare | 0.0% | 0.2% | 2.3% |
| Direct Purchase | 4.5% | 6.7% | 0.3% |
| Employer Ins | 19.1% | 16.5% | 0.0% |

(axis: 0% 4% 8% 12% 16% 20%)
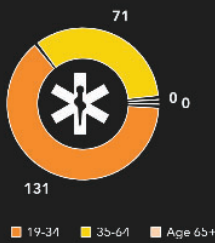
Note: Medicaid values for population 65+ is defined as Medicaid plus Medicare. For other age groups it is Medicaid only. Source: 2014-2018 American Community Survey (ACS) Data.

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# KEY INDICATORS: PLANNING

## 10th & Page

| 1,583 | 2.66 | 594 | 30.5 | $35,137 | $234,444 | 87 | 74% |
|-------|------|-----|------|---------|----------|-----|-----|
| Population | Avg Size Household | Households | Median Age | Median Household Income | Median Home Value | Housing Affordability | Internet at Home |

### LANGUAGE (ACS)

| LANGUAGE (ACS) | Age 5-17 | 18-64 | Age 65+ | Total |
|----------------|----------|-------|---------|-------|
| English Only | 76 | 836 | 236 | 1,148 |
| Spanish | 0 | 96 | 0 | 96 |
| Spanish & English Well | 0 | 96 | 0 | 96 |
| Spanish & English Not Well | 0 | 0 | 0 | 0 |
| Indo-European | 0 | 68 | 0 | 68 |
| Indo-European & English Well | 0 | 7 | 0 | 7 |
| Indo-Euro & English Not Well | 0 | 61 | 0 | 61 |
| Asian-Pacific Island | 60 | 98 | 0 | 158 |
| Asian-Pacific Isl & English Well | 60 | 39 | 0 | 99 |
| Asn Pacific Isl & English Not Well | 0 | 59 | 0 | 59 |
| Other Language | 20 | 46 | 0 | 66 |
| Other Language & English Well | 20 | 46 | 0 | 66 |
| Other Lang. & English Not Well | 0 | 0 | 0 | 0 |

### POPULATION AND POVERTY STATUS (ACS)

| POPULATION AND POVERTY STATUS (ACS) | Total |
|-------------------------------------|-------|
| Population for whom Poverty Status is Determined | 1,717 |
| Income to Poverty Ratio <0.50 | 422 |
| Income to Poverty Ratio 0.50-0.99 | 298 |
| Income to Poverty Ratio 1.00-1.24 | 55 |
| Income to Poverty Ratio 1.25-1.49 | 68 |
| Income to Poverty Ratio 1.50-1.84 | 86 |
| Income to Poverty Ratio 1.85-1.99 | 0 |
| Income to Poverty Ratio 2.00+ | 788 |
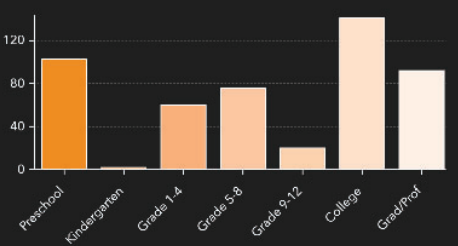
### POVERTY LEVELS (ACS)

| POVERTY LEVELS (ACS) | Below | Above | Total |
|----------------------|-------|-------|-------|
| Total | 204 | 409 | 613 |
| Married Couple Families | 57 | 88 | 145 |
| Other Families w/Male Householder | 61 | 14 | 75 |
| Other Families w/Female Householder | 0 | 23 | 23 |
| Nonfamilies w/Male Householder | 37 | 75 | 112 |
| Nonfamilies w/Female Householder | 49 | 209 | 258 |
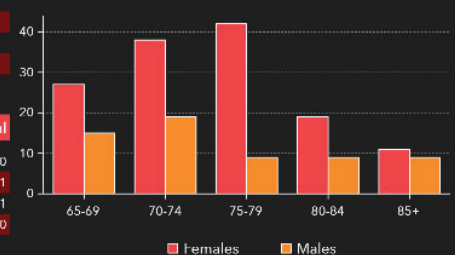
### NO HEALTH INSURANCE COVERAGE

| NO HEALTH INSURANCE COVERAGE | (ACS) % | Total |
|------------------------------|---------|-------|
| Population <19 | 0.0% | 0 |
| Population Age 19-34 | 7.6% | 131 |
| Population Age 35-64 | 4.1% | 71 |
| Population Age 65+ | 0.0% | 0 |

### SCHOOL ENROLLMENT (ACS)

(bar chart categories: Preschool, Kindergarten, Grade 1-4, Grade 5-8, Grade 9-12, College, Grad/Prof; axis: 0 40 80 120)

### POPULATION BY AGE

Legend: ■ Under 18 [26.0%]  ■ Age 18 to 64 [62.0%]  ■ Age 65+ [13.0%]

### SENIOR POPULATION

(bar chart categories: 65-69, 70-74, 75-79, 80-84, 85+; axis: 0 10 20 30 40)

Legend: ■ Females  ■ Males

Version 1.10
March 24, 2020

# COMMUNITY RISK REDUCTION

**Population:**

- 10,825: Daytime Pop. Density
  - +295 or 18.6%: Daytime Population Shift
- 9,125: Nighttime Pop. Density

**Housing Units:**

- 56.3%: Renter Occupied
- 5.6% Vacant



City of Charlottesville, County of Albemarle, VITA, West Virginia GIS, Esri, HERE, Garmin, INCREMENT P, Intermap, USGS, METI/...

# COMMUNITY RISK REDUCTION

**KEY PLANNING INDICATORS**
- 3rd Lowest Median Household Income (Citywide: $51,332)
- 2nd Highest Density of Families (5,828/sq. mile)
- Of the 594 Households, 34% are Below the Poverty Level
- 35%: Population without a Smartphone

**Incident Response:**
- 3rd Highest Structure Fire Risk (0.07/person)

**Crime:**
- Total Crime 47% Above National Average
- Highest Murder Index City-wide
- Personal Crime 76% Above National Average
- Property Crime 42% Above National Average

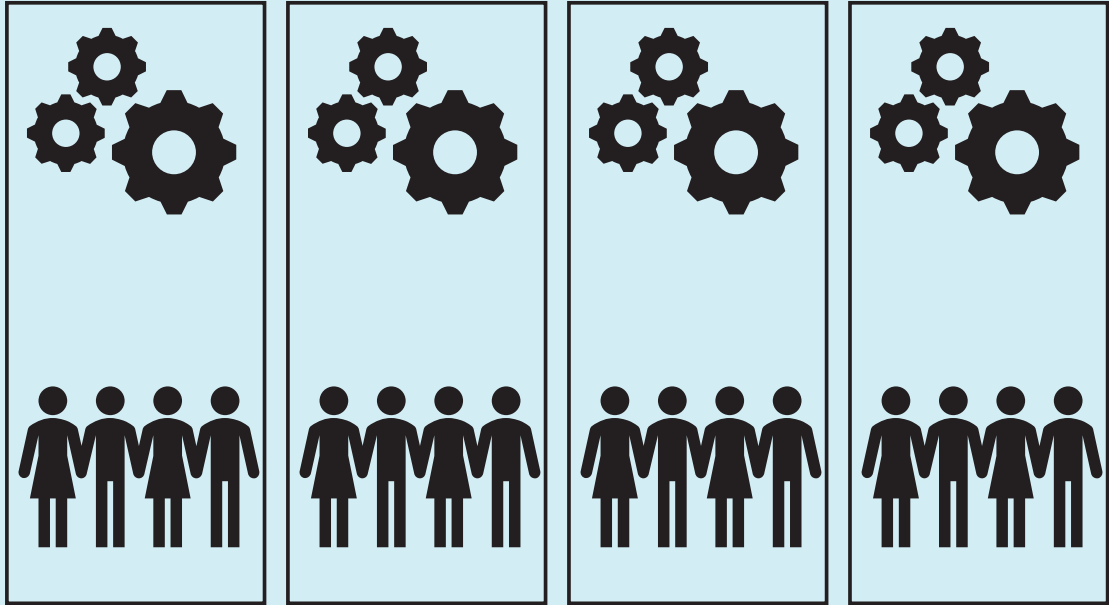# COMMUNITY RISK REDUCTION
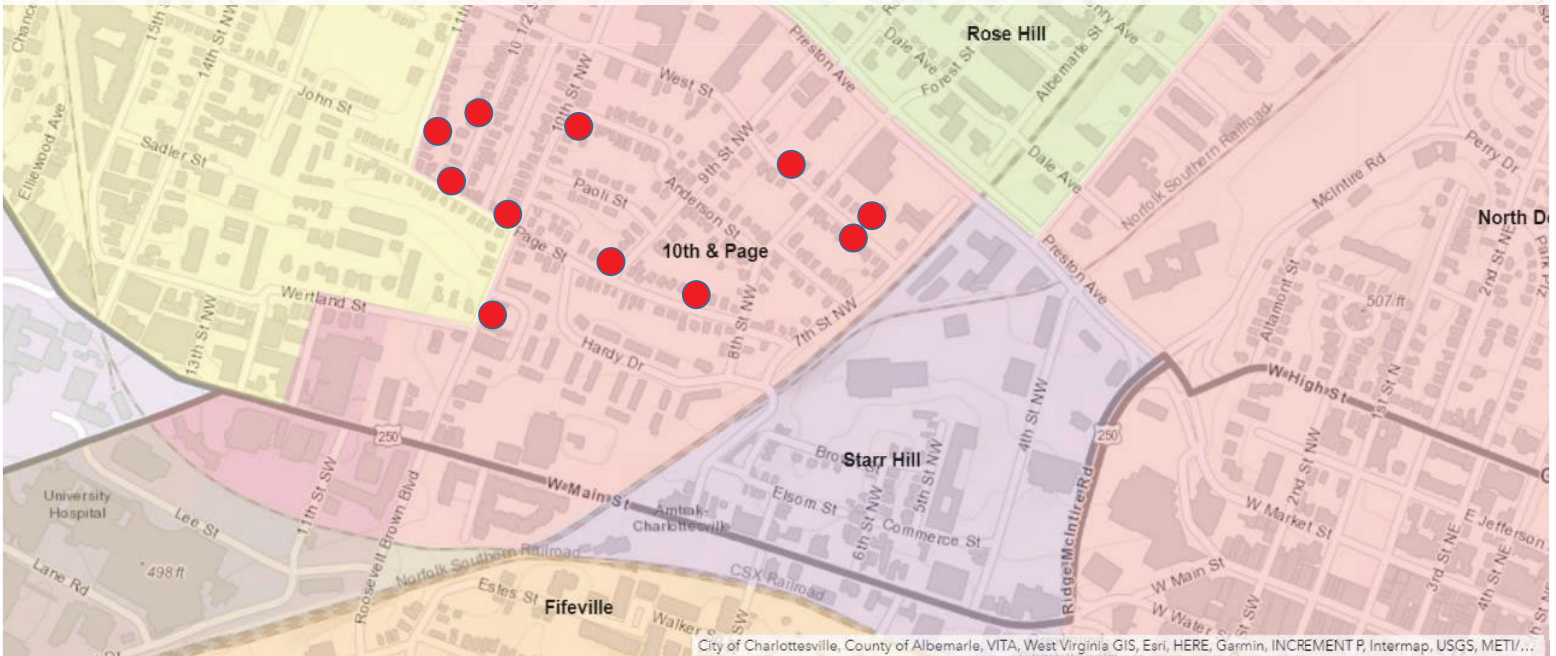


Example Only
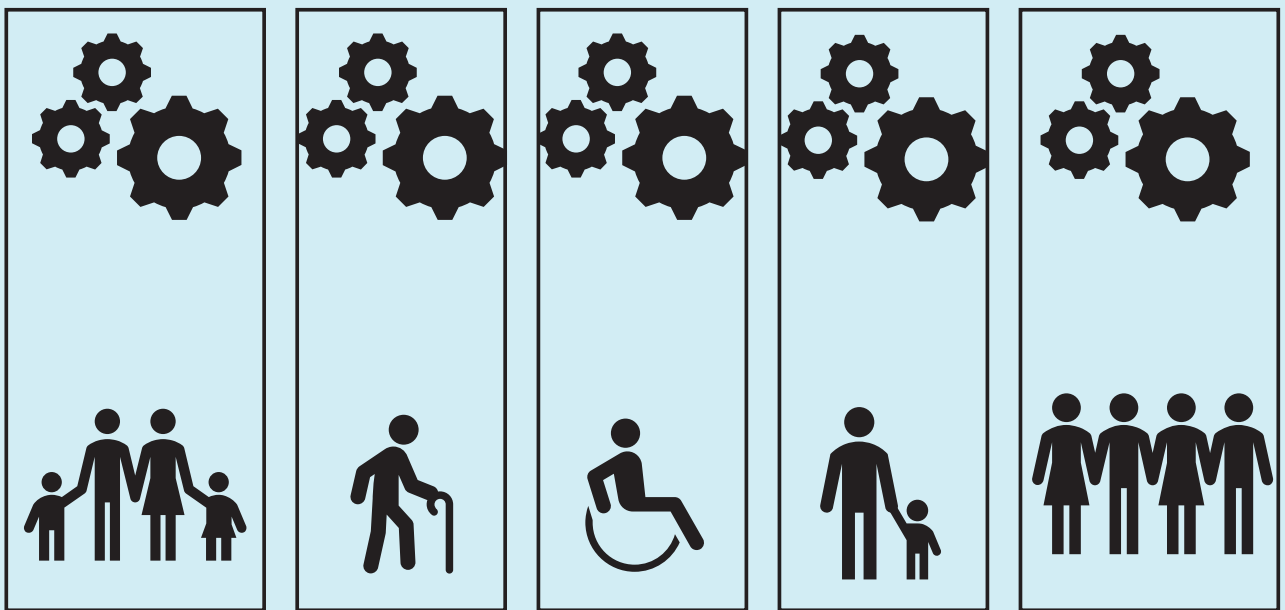
# COMMUNITY RISK REDUCTION
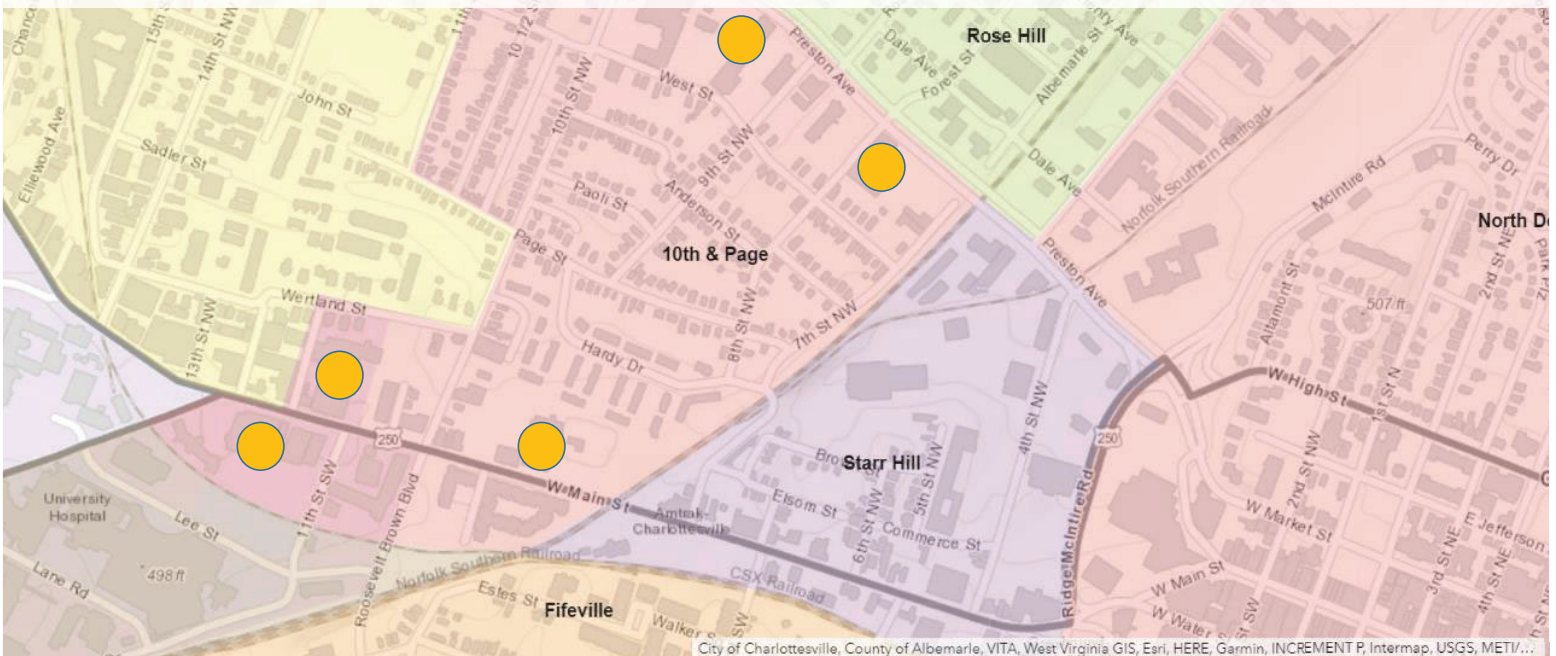


Example Only

# COMMUNITY-LEVEL PROGRAM DEVELOPMENT
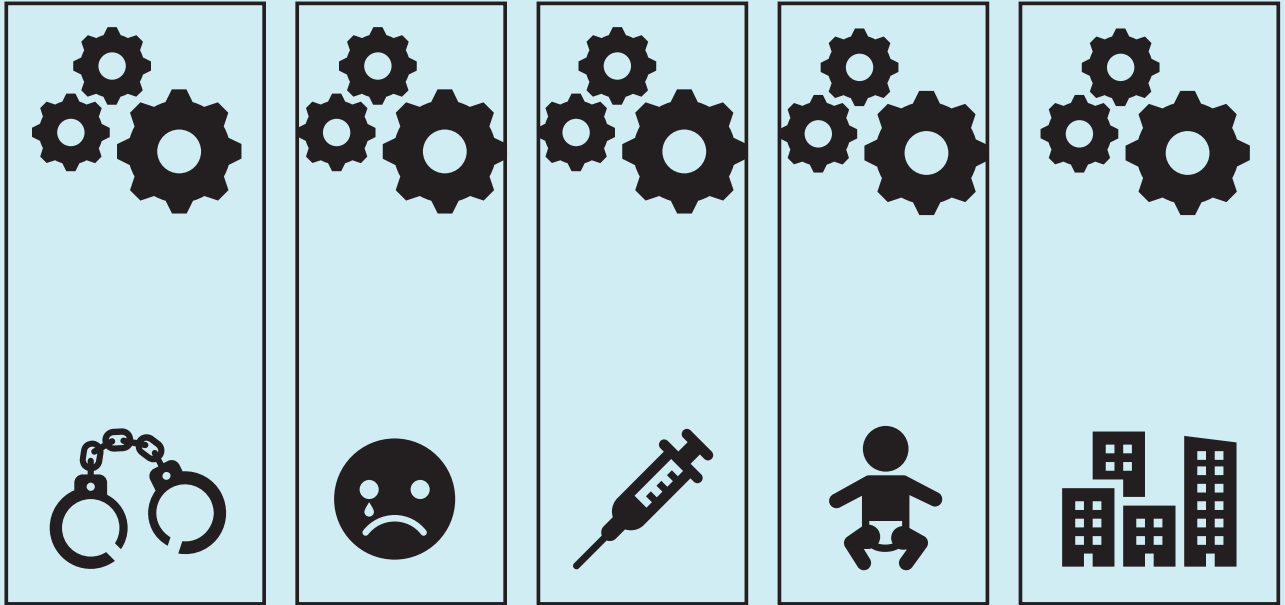
COMMUNITY ASSESSMENT FOR RISK REDUCTION



# POPULATIONS IN COMMUNITIES

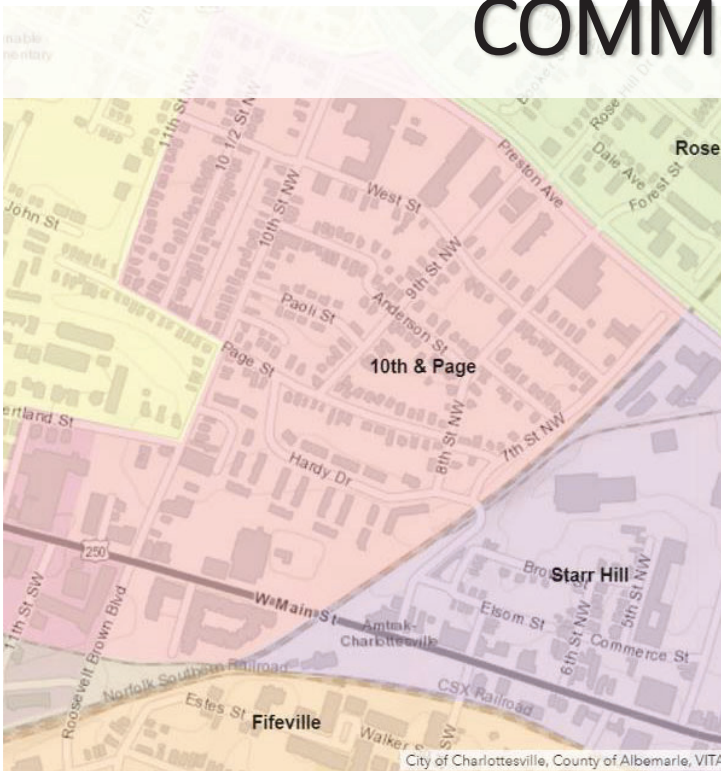COMMUNITY ASSESSMENT FOR RISK REDUCTION

# COMMUNITY ASSESSMENT FOR RISK REDUCTION

# CHARACTERISTICS OF POPULATIONS WITHIN COMMUNITIES



# COMMUNITY RISK REDUCTION



**ENGAGEMENT FOCUS:**
- Hands-Only CPR
- Smoke Detectors
- Space Heater Safety
- Pedestrian & Street Crossing

**TIMING:**
- 11:00 AM – 1:30 PM

**DELIVERY:**
- Door Knocks
- Direct Mail
- Community Integration

Example Only

# Neighborhood Risk Assessment

The Charlottesville Fire Dept.'s Neighborhood Risk Assessment provides the framework for community-matched service and program delivery.

**Joe Powers** | December 29, 2020

Neighborhood Risk Assessment   ...

THE CITY   AREA CHARACTERISTICS   THE DEPT.   NEIGHBORHOODS:   10TH & PAGE   BARRACKS-RUGBY   BARRACKS ROAD   BELMONT   FIFEVILLE   FRY'S SPRING   GREEN

# THE DEPT.

**Fire**

The Charlottesville Fire Department provides fire protection, emergency response, and fire safety education to the City of...

https://www.charlottesville.gov

The Charlottesville Fire Department provides fire and other emergency services to residents and visitors to the City of Charlottesville and the University of Virginia. The department also provides contractual fire and emergency services support to the County of Albemarle.

Neighborhood Risk Assessment

THE CITY   AREA CHARACTERISTICS   THE DEPT.   NEIGHBORHOODS:   10TH & PAGE   BARRACKS-RUGBY   BARRACKS ROAD   BELMONT   FIFEVILLE   FRY'S SPRING   GREE?
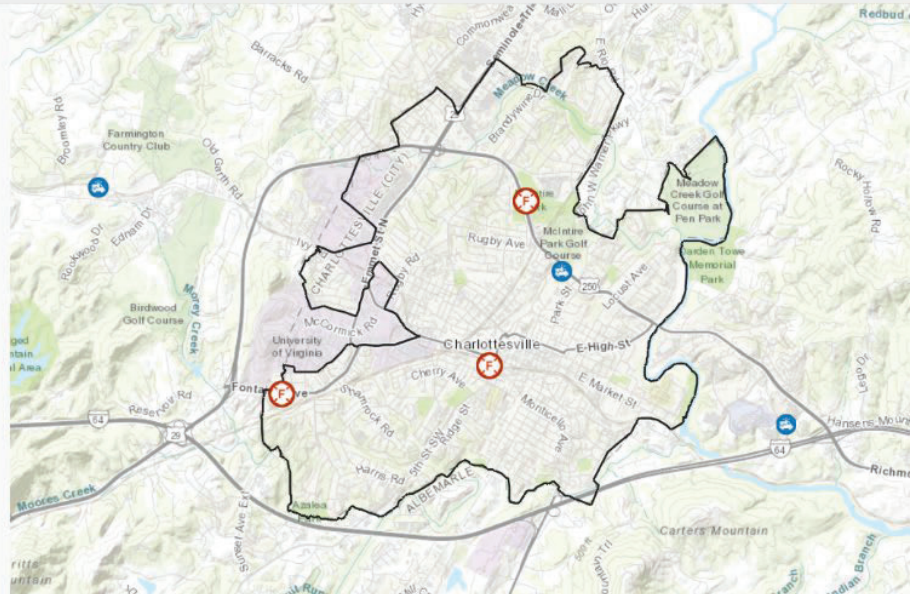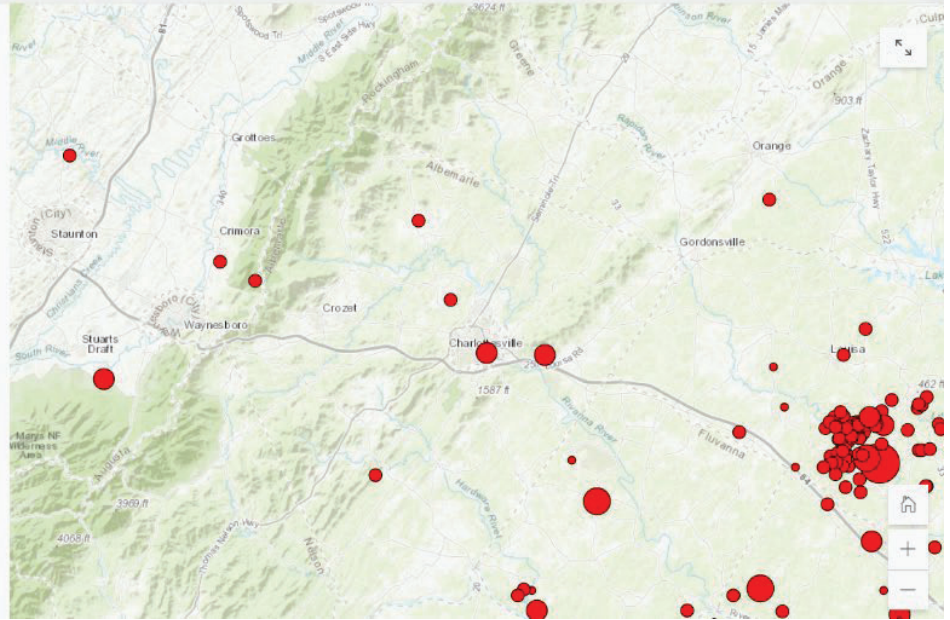
Tornadoes have a 27 percent chance of occurring in Central Virginia. Even though the chance is small, tornadoes are still possible. July is the most active month for tornadoes in Virginia. *A total of 22 historical tornado events that were the magnitude of two or greater were recorded in or near Charlottesville between 1950 and 2020.*

Historical Tornado Data

Earthquakes are rare in the Mid-Atlantic region, but a magnitude 3.2 earthquake occurred just north of Charlottesville in 2001. Nearby Mineral (in Louisa County) was the epicenter of a 5.8-magnitude earthquake on August 23, 2011.

Historical Earthquake Data

Neighborhood Risk Assessment

Edit story

THE CITY   AREA CHARACTERISTICS   THE DEPARTMENT   CITY RISK PROFILE   NEIGHBORHOOD RISK   INCIDENT RISK   CRITICAL INFRASTRUCTURE

10th & PAGE   BARRACKS-RUGBY   BARRACKS ROAD   BELMONT   FIFEVILLE   FRY'S SPRING   GREENBRIER   JEFFERSON PARK AVE.   JOHNSON VILLAGE   LEWIS MOUNTAIN   LOCUS GROVE   MARTHA JEFFERSON   NO?
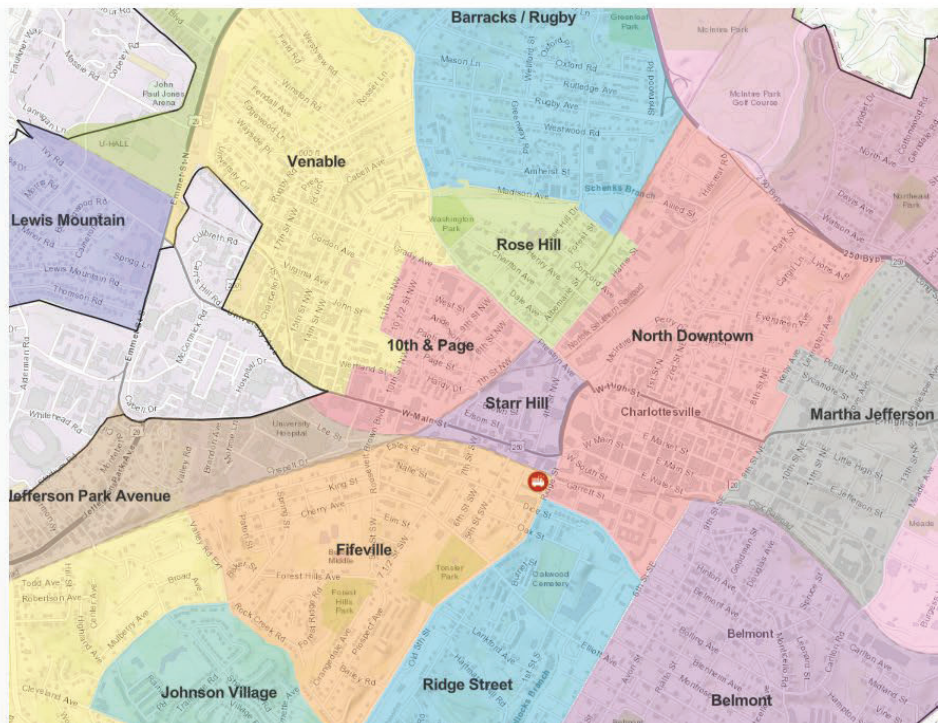
# NORTH DOWNTOWN

North Downtown is a city-designated neighborhood extending from McIntire Park south, down Park Street. The neighborhood includes the Charlottesville-Albemarle County Courthouse District. North Downtown is listed as a historic district on the National Register of Historic Places and the Virginia Landmarks Register. At the center of the North Downtown neighborhood is historic Court Square, the oldest portion of the City of Charlottesville. Settled around the Albemarle County Courthouse, some of the buildings date to the early 1800's. Court Square was the first commercial center.
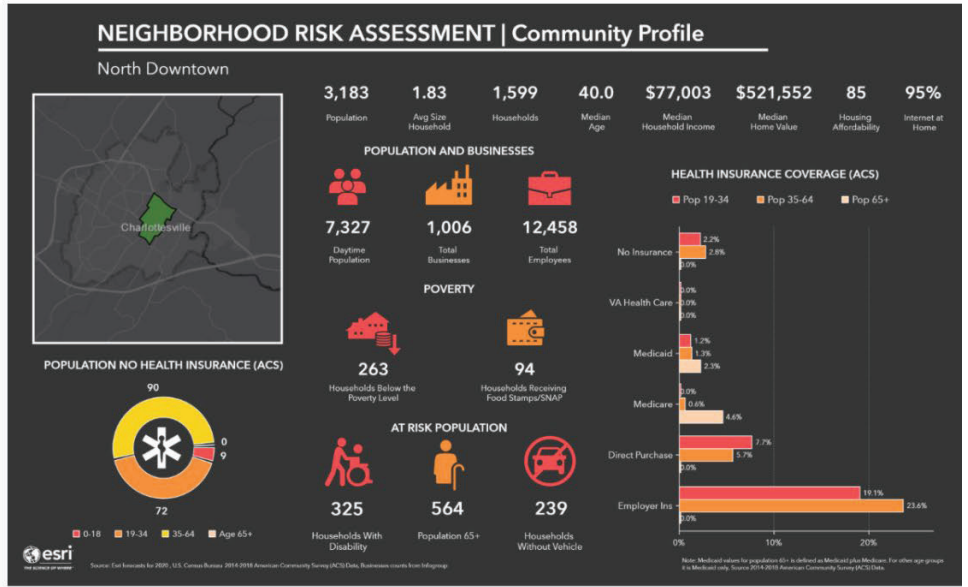
As this neighborhood lies in the heart of Charlottesville, it also contains City Hall, the County Office Building, and all Courts: Federal, City and County Circuit Courts, City and County District Courts, and Juvenile Court. There is a large art gallery (McGuffey Arts Center, a historic building), the main library, the Historical Society a USPS post office branch, the Downtown Transit Center, several churches including the only synagogue, a Catholic Church, the only Greek Orthodox Church and several entertainment venues including a restored historic theater. The central piece after our historic properties is the Downtown Mall.

The neighborhood is pedestrian-oriented, as residents walk to the above venues.

Neighborhood Risk Assessment

THE CITY   AREA CHARACTERISTICS   THE DEPARTMENT   CITY RISK PROFILE   NEIGHBORHOOD RISK   INCIDENT RISK   CRITICAL INFRASTRUCTURE

Edit story

10th & PAGE   BARRACKS-RUGBY   BARRACKS ROAD   BELMONT   FIFEVILLE   FRY'S SPRING   GREENBRIER   JEFFERSON PARK AVE.   JOHNSON VILLAGE   LEWIS MOUNTAIN   LOCUS GROVE   MARTHA JEFFERSON

## Community Profile:

- 0.67 sq. miles

## Population:

- 10,935: Daytime Population Density (sq. mile)
- +4,144 or 130.2%: Daytime Population Shift

- 4,751: Nighttime Population Density (sq. mile)

## Housing Units:

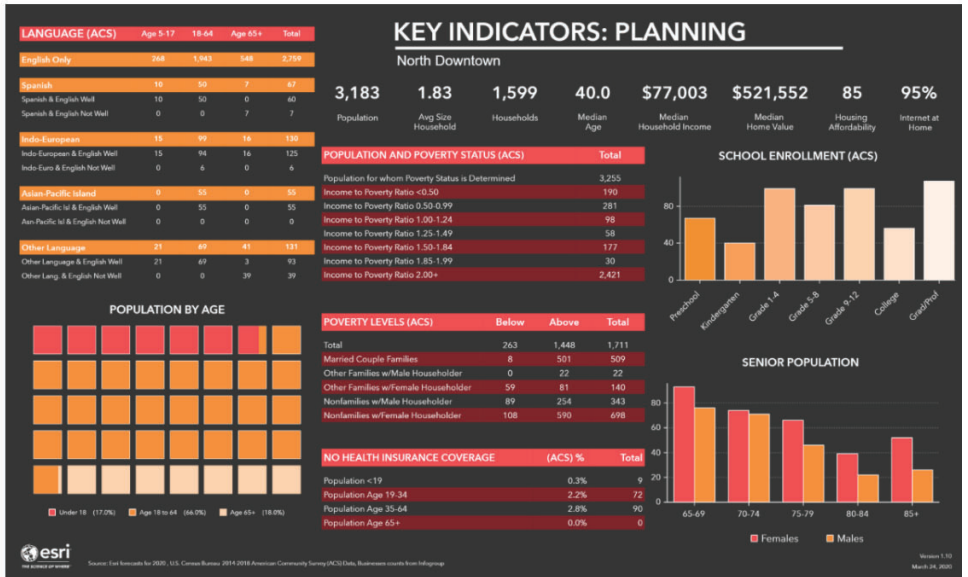- 40.7%: Owner Occupied
- 49.6%: Renter Occupied
- 9.7% Vacant



NEIGHBORHOOD RISK ASSESSMENT | Community Profile
North Downtown

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Neighborhood Risk Assessment

THE CITY   AREA CHARACTERISTICS   THE DEPARTMENT   CITY RISK PROFILE   NEIGHBORHOOD RISK   INCIDENT RISK   CRITICAL INFRASTRUCTURE

Edit story

10th & PAGE   BARRACKS-RUGBY   BARRACKS ROAD   BELMONT   FIFEVILLE   FRY'S SPRING   GREENBRIER   JEFFERSON PARK AVE.   JOHNSON VILLAGE   LEWIS MOUNTAIN   LOCUS GROVE   MARTHA JEFFERSON

- 2nd Highest Density of Vacant Homes | 332.8 per sq. mile
- 3rd Highest Rate of Vacant Housing Units
- 3rd Highest Daytime Pop. Density

## Incident Response Rankings:

- 2nd: Dispatched Falls | 367.2 per sq. mile
- 2nd: Service Calls | 60.3 per 1,000
- 2nd: Illicit Drug Use | 25.5 per 1,000
- 2nd: Alcohol Intoxication | 877.6 per sq. mile & 184.7 per 1,000
- 2nd: Heat-Related Emergency | 23.9 per sq. mile
- 2nd: Cooking Fire Incidents | 11
- Lower Density of Cooking Fires | 3.5 per 1,000
- 3rd: Seizures | 58.8 per 1,000 & all measures
- 3rd: Illicit Drug Use | 120.9 per sq. mile
- 3rd: Vehicle vs. Pedestrian Crashes | 8.8 per 1,000
- 3rd: Asthma | 5.0 per 1,000
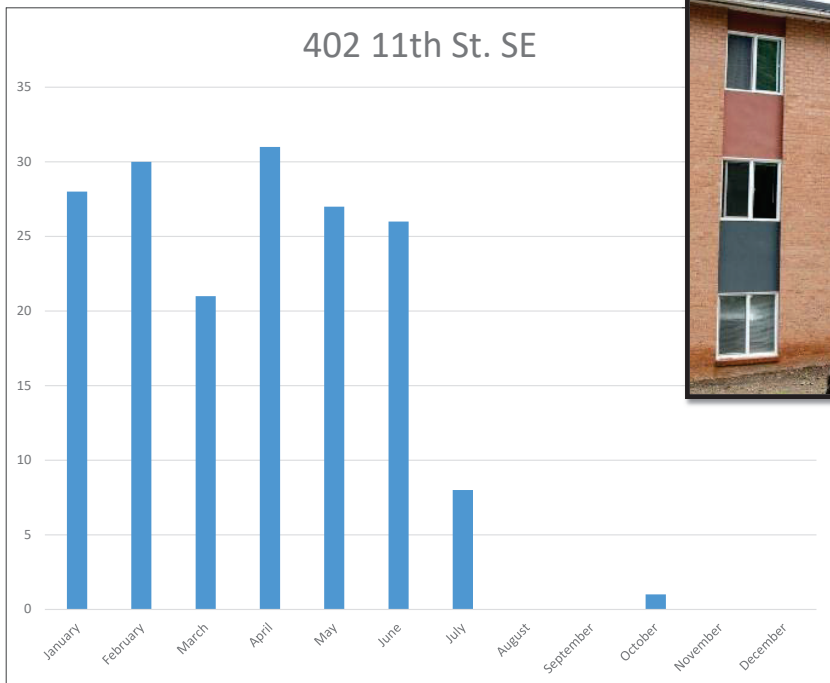- 3rd: Behavioral Emergencies | 373.1 per sq. mile
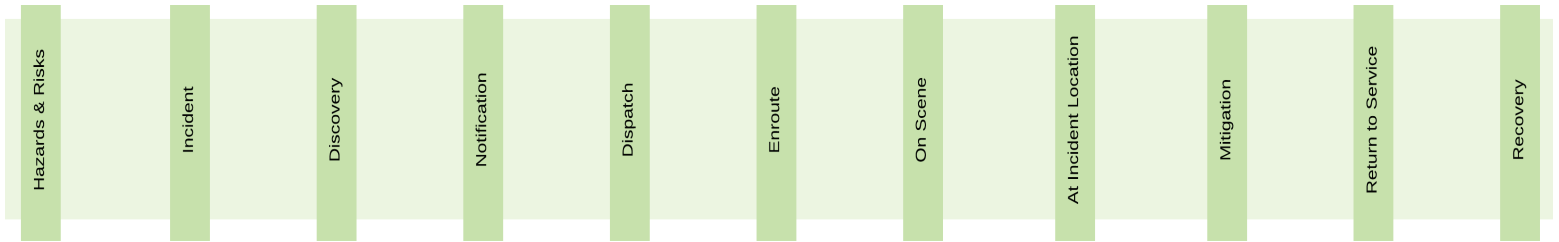
## Considerations:
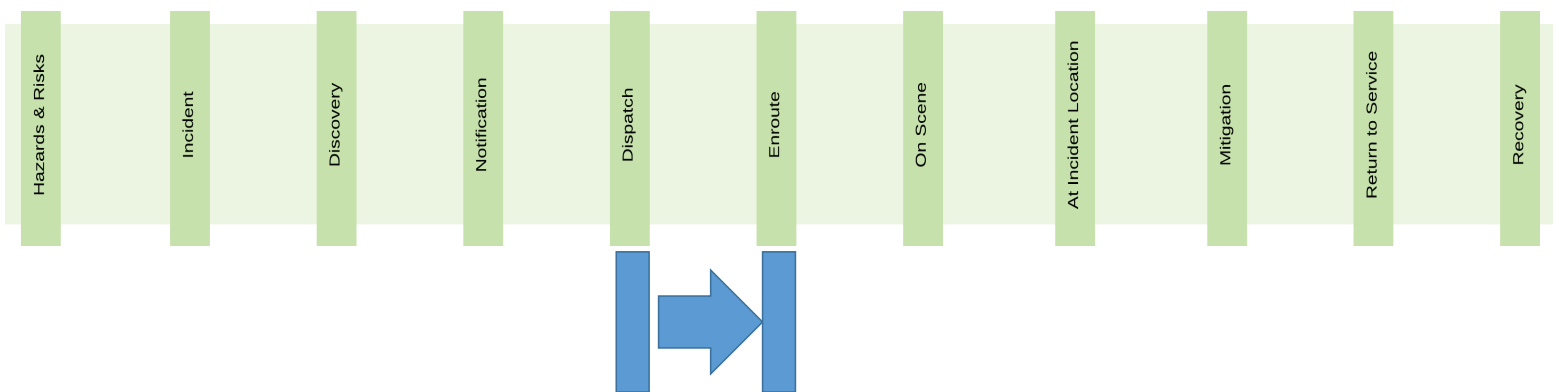
- High Prevalence of Homelessness



KEY INDICATORS: PLANNING
North Downtown

# COMMUNITY RISK REDUCTION
## Partners in Charlottesville



### 402 11th St. SE

# What is Community Risk Reduction?

Hazards & Risks | Incident | Discovery | Notification | Dispatch | Enroute | On Scene | At Incident Location | Mitigation | Return to Service | Recovery

# What is Community Risk Reduction?

Hazards & Risks | Incident | Discovery | Notification | Dispatch | Enroute | On Scene | At Incident Location | Mitigation | Return to Service | Recovery

# What is Community Risk Reduction?

Hazards & Risks | Incident | Discovery | Notification | Dispatch | Enroute | On Scene | At Incident Location | Mitigation | Return to Service | Recovery
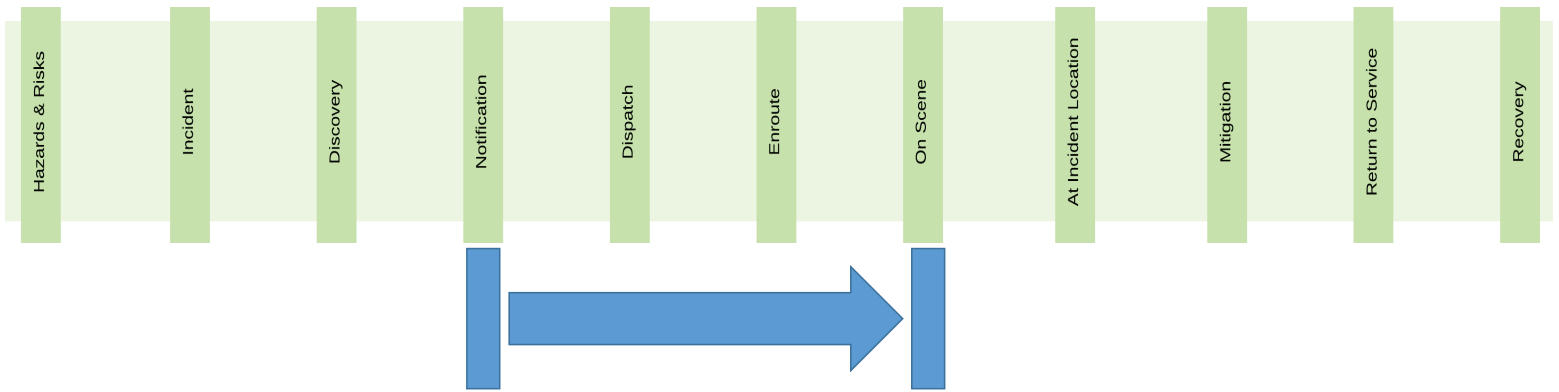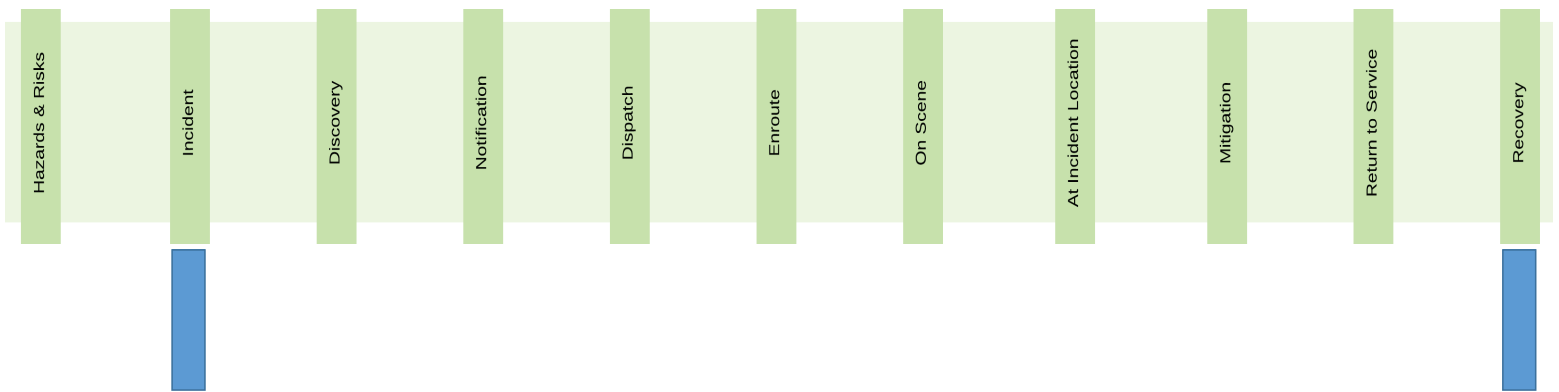
## TWO COMMUNITY BENCHMARKS

# What is Community Risk Reduction?

Hazards & Risks | Incident | Discovery | Notification | Dispatch | Enroute | On Scene | At Incident Location | Mitigation | Return to Service | Recovery

## TWO COMMUNITY BENCHMARKS



Community Risk Reduction Opportunities & Influences
Charlottesville Fire Department
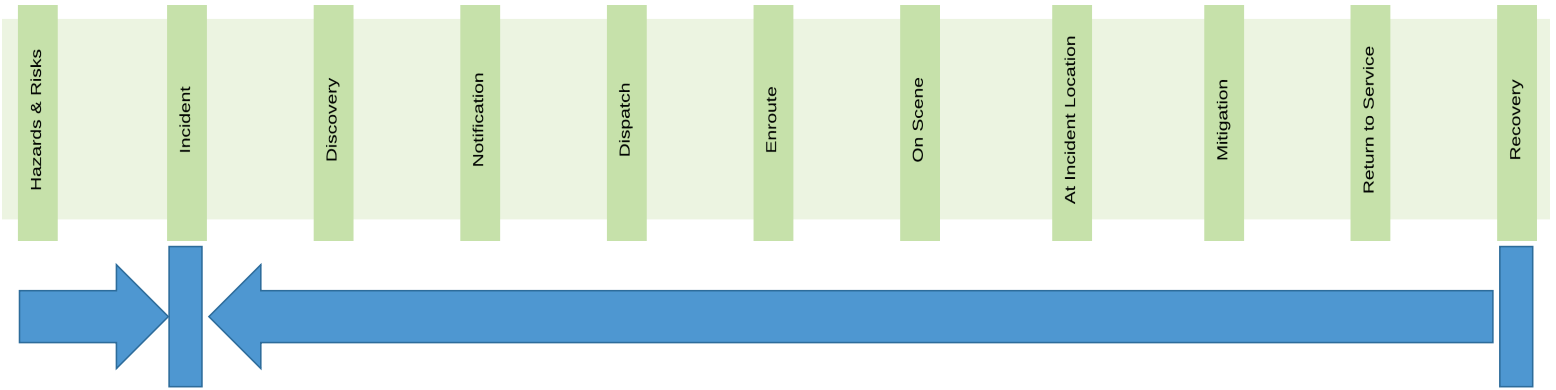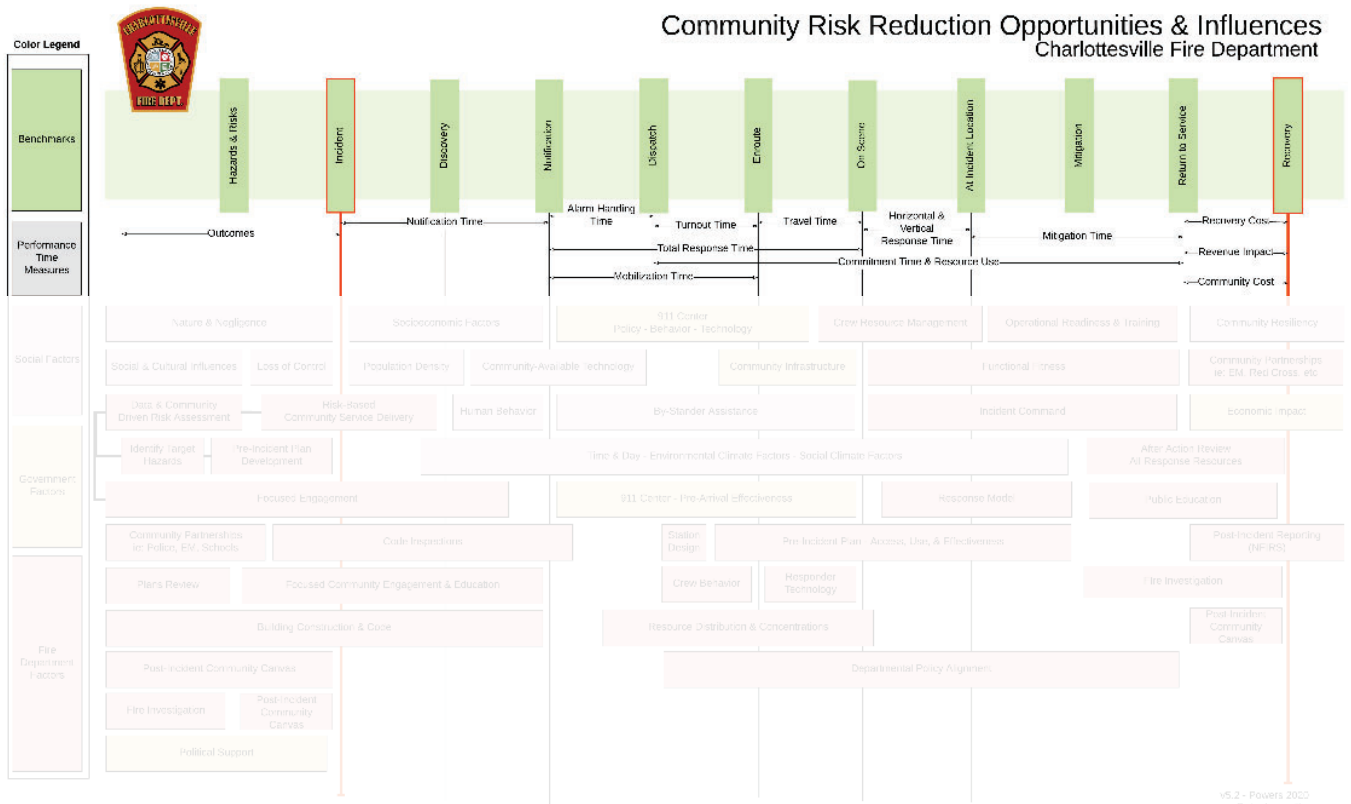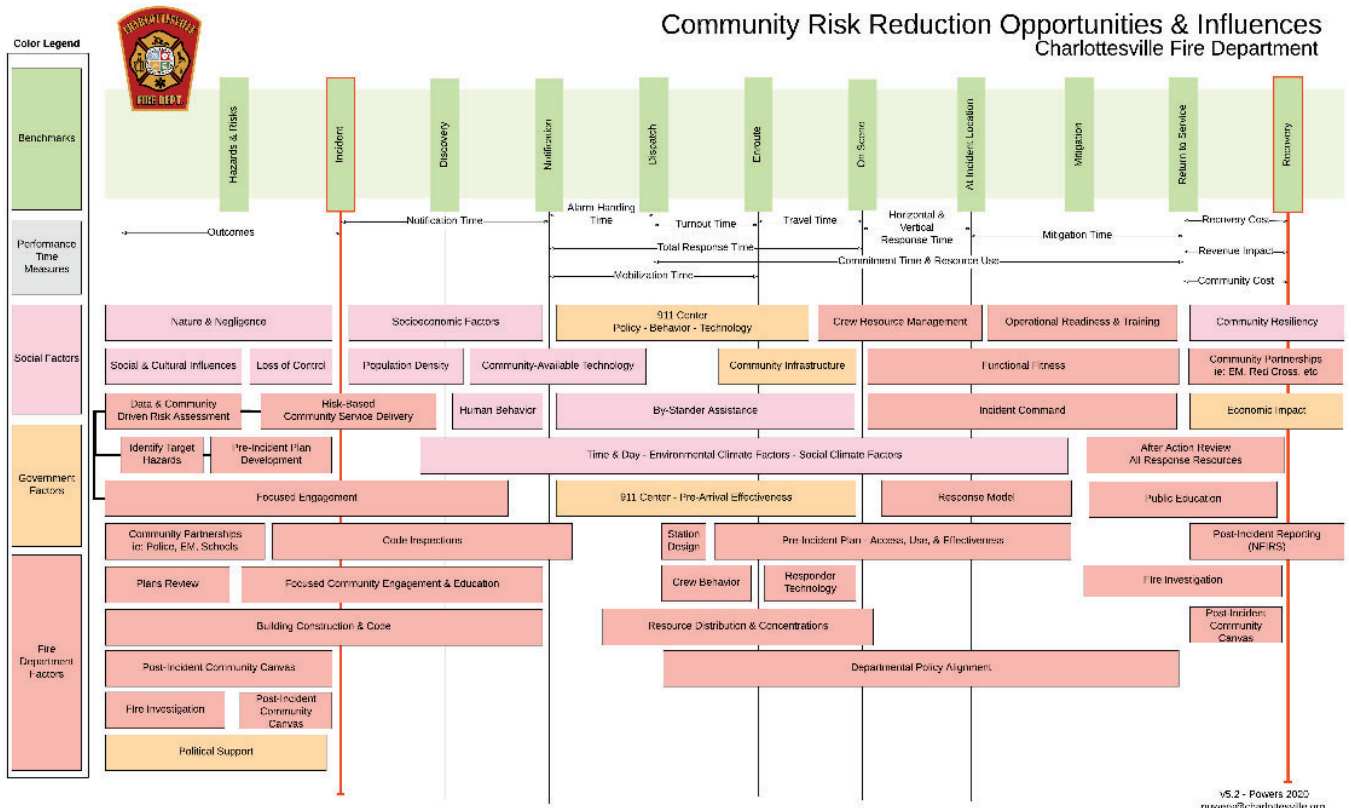
# Joe Powers
## Deputy Fire Chief
## Charlottesville Fire Department

804-517-0564
powers@charlottesville.gov

Community Risk Reduction Opportunities & Influences
Charlottesville Fire Department

v5.2 - Powers 2020
powers@charlottesville.org