

Memorandum



DATE: January 9, 2015

TO: Honorable Members of the Public Safety Committee:
Sheffie Kadane (Chair), Adam Medrano (Vice Chair), Dwaine Caraway, Jennifer S. Gates,
Sandy Greyson, Scott Griggs

SUBJECT: **Dallas Fire-Rescue Adopt-A-Station Program**

On Monday, January 12, 2015, you will be briefed on the Dallas Fire-Rescue Adopt-A-Station Program. The briefing materials are attached for your review.



Eric D. Campbell
Assistant City Manager

Attachment

c: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager
Mark McDaniel, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council

Dallas Fire-Rescue

Adopt-A-Station Program



JANUARY 12, 2015



Briefing Objective

- ▶ Present a history of the Adopt-A-Station Program and update current status
- ▶ Discuss program purpose
- ▶ Review of program successes (Past and present)
- ▶ Discuss administrative changes-Dallas Foundation Partnership
- ▶ Challenges of fund raising
- ▶ How to contribute to the program



Adopt-A-Station History

- ▶ Public Safety Committee Briefing on Feb. 19, 2008 to announce DFR's intent to launch program after research and collaboration with City of Dallas staff. Reported that other fire departments such as Houston, Los Angeles, and Chicago had engaged their own communities to assist with fire facility upgrades with similar approaches (seeking monetary donations and volunteerism). Councilmembers enthusiastically supported the concept
- ▶ Public Safety Committee Briefing on Aug. 4, 2008 to discuss successful launching of the program with stories covering fire station upgrades at Fire Stations 3, 11, 16, 37, 43 and 46. (Painting, laying tiled or carpet square flooring, minor carpentry work, caulking around windows, etc.)
- ▶ Partnered with Dallas Foundation in 2013 for management of program funds

Adopt-A-Station Program Purpose

- ▶ To provide the citizens, business owners and other supporters of Dallas Fire-Rescue a means to enhance their local fire stations. (Aesthetic appeal of aging fire stations in vibrant neighborhoods)
- ▶ Enhancements include monetary donations made to fire stations which target submitted “Needs Lists” (landscaping, cooking grills, furniture, utensils, coffee making and other electrical appliances, fitness equipment and other items typically found in fire stations)
- ▶ Program Management-Assistant Chief of Technology and Personnel Support Bureau and Office Assistant

Adopt-A-Station Program Purpose

- ▶ Program participation also includes a donation of services. (i.e., The Entrepreneurs Foundation of North Texas sponsored Freedom Day in 2008. Freedom Day entailed 400 volunteers assisting with minor landscape and building upgrades at Dallas Fire-Rescue Department fire stations. (Minor fence repairs, painting, floor tile work, etc.)
- ▶ Goods may also be donated, but to minimize risk, items must be new with proof of purchase provided (Quality assurance). Essentially, the donated items address quality of life issues

Program Benefits

- ▶ Promotes a sense of community as local homeowners association and other neighborhood groups adopt their local fire stations
- ▶ Improves station morale and pride in fire station facilities
- ▶ Improves fire personnel's quality of life with funds that would otherwise be unavailable
- ▶ Enhancement of interior/exterior aesthetic appeal of aging fire station facilities

Review of Program Success

- ▶ Examples of derived benefits include fire stations across the department being provided with gas grills, landscaping, furniture, fitness equipment, and building supplies for minor upgrades, etc.
- ▶ In 2012, an anonymous donor contributed generous funding to provide enhancements to Fire Station 11-(Over 100 years old and designated as a historical landmark/Located at 3828 Cedar Springs Road). Upgrades included HVAC system overhaul, and roof replacement (Spanish tile roof). (Chronic problems with HVAC outages)



Review of Program Successes

- ▶ During 2014, Fire Station 11's kitchen was upgraded
- ▶ DFR coordinated with city staff, (Public Works, EBS, Building Inspection, etc. for kitchen upgrade
- ▶ Included stainless steel cabinetry, new floors, and wall/ceiling coverings





Review of Program Success

- ▶ Invisible Fence Brand of DFW Metroplex/Highland Meadows Neighborhood Association (HMNA) teamed to donate funds to purchase pet oxygen masks used to enhance medical care of animals rescued from structure fires.
- ▶ It is estimated that tens of thousands of pets die each year as the result of structure fires. (June 24, 2014-East Dallas home fire claimed 53 dogs).
- ▶ HMNA located in Lake Highlands (District 10) spearheaded the fund raising effort to purchase and supply pet mask sets to all 57 fire stations. (Joyce Ferguson)



Review of Program Success

- ▶ During 2014, Corgan and Associates adopted Fire Station 18-(Downtown Dallas) and assisted with a living area facelift (painting, carpet, and furniture)
- ▶ Ongoing improvements-Station #48/Opened for business in May, 1961. (Adopted by Highland Meadows Neighborhood Association)
- ▶ Planned project includes awning and patio construction
- ▶ Project will include pavers used to design patio
- ▶ Project will provide needed shelter and protection when eating or cooking outdoors



Dallas Foundation Partnership

- ▶ Prior to 2013, program contributions were handled internally
- ▶ Administrative procedures covering the program were reviewed and improved in collaboration with City of Dallas staff for better oversight and management of fund contributions, distribution and accounting, DFR collaborated with city staff to strengthen administrative oversight and to identify an external entity to handle fund contributions, distribution and accounting
- ▶ On April 24, 2013, Dallas City Council approved for DFR to partner with Dallas Foundation for management of program funds
- ▶ Dallas Foundation has a history of assisting City of Dallas and other organizations with raising and management of donated funds



Challenges of Fund Raising

- ▶ Contributions are sporadic and hard to gauge
- ▶ Fire stations with active neighborhood associations and staunch supporters receive disproportionate funding via the program
- ▶ Funds that are not purposed for any particular fire station are used to address “needs list” across the department (if funding is available)
- ▶ Needs list are published on the Dallasfirerescue.com website
- ▶ Marketing - over the years, Dallas Morning News and other publications have championed the program successes and this has helped generate donations

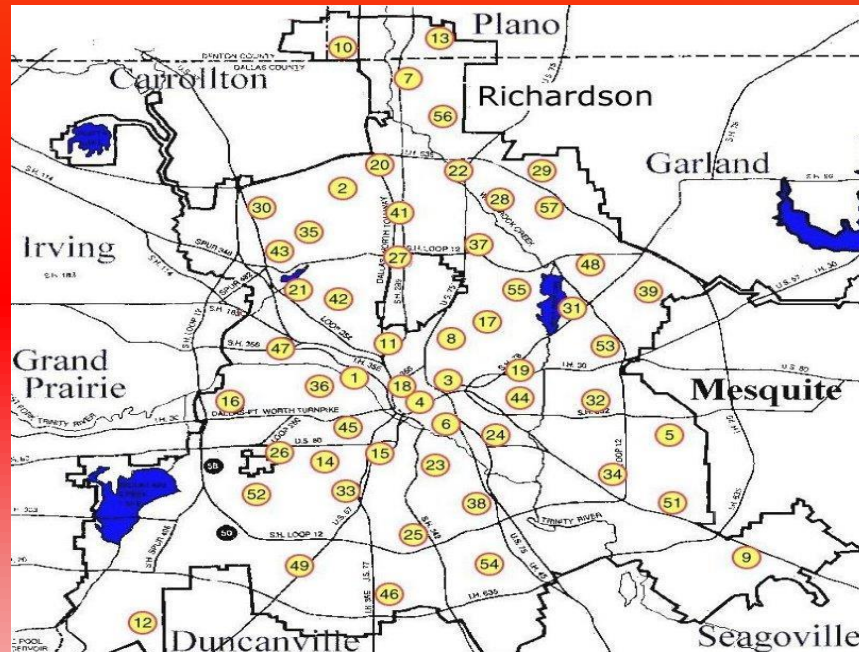


How to Help

Interested donors may visit the dallasfirerescue.com website and click on the Dalmation dog logo for more information on the program and to donate funds.



Adopt-A-Station



Questions?

