



# *CITY COUNCIL AGENDA REPORT*

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**MEETING DATE:** September 17, 2013    **ITEM NUMBER:**

**SUBJECT:** PURCHASE OF FIREVIEW SOFTWARE

**DATE:** SEPTEMBER 3, 2013

**FROM:** FIRE DEPARTMENT, FIRE ADMINISTRATION

**PRESENTATION BY:** FRED SEGUIN, INTERIM FIRE CHIEF

**FOR FURTHER INFORMATION CONTACT:** FRED SEGUIN, INTERIM FIRE CHIEF (714) 754-5106

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## **RECOMMENDATION:**

The Fire Department recommends that the City Council approve the following recommendations:

1. Approve the purchase of FireView Software (Desktop and Dashboard), from the Omega Group Inc., 5160 Carroll Canyon Road, Suite 100, San Diego, CA 92121.
2. Approve Budget Adjustment (BA# 14-XXX) to purchase FireView software in the amount of \$49,505.
3. Authorize City Chief Executive Officer to sign a Professional Services Agreement with The Omega Group in the amount of \$49,505.

## **BACKGROUND**

As stated in the City Council Agenda Report dated May 7, 2013, the delivery of fire, paramedic and fire prevention services is a core component of maintaining the public and life safety of the community and consistently rates high in terms of importance to the residents and businesses of Costa Mesa. In light of major fiscal challenges facing Costa Mesa, alternate delivery options of fire services are being examined. The Fire Department began an internal review of the department structure and deployment using new data that projected the historical service needs throughout the community. This consultancy based data analysis brought to light the need for Costa Mesa Fire Department (CMFD) to be able to conduct its own analytics on a continual real time basis to meet the needs of the dynamic nature of a departmental reorganization and to best plan for the future.

As part of the Fire Department's re-organizational plan, CMFD has committed to a data driven approach as part of the new model. Continued assessment of modifications and changes to identify optimal service levels, aggregation stats and call concentration stats, will enable the department to monitor changes, identify problems early on and adapt and make changes accordingly. Providing greater accountability and ensuring

there are no negative or unintended consequences is important as we implement changes.

## **ANALYSIS:**

Public safety agencies face challenges well beyond just fighting fires and responding to emergencies. In general, fire departments are overrun with data from multiple sources. Intelligence led planning, deployment and response that relies on data driven decisions will be easier with fire analysis solutions software. "FireView" by the Omega Group will establish an incident response analysis capability for Chief Officers and the Management Analyst. Specifically, this is a proactive fire response operations management solution combining data, analytics, intelligence and mapping. This software enables new precision workflows, which optimize daily fire response strategies, while delivering more positive public safety outcomes at less cost to the department and risk to field personnel while supporting the department's reorganizational model. The two components to FireView software are Desktop and Dashboard.

### **FireView Desktop**

FireView Desktop provides CMFD with mapping tools to help review existing deployment policies and develop new strategies. FireView integrates Fire and EMS data with GIS allowing the department to easily map and analyze data. By identifying incident patterns and response effectiveness, resources can be optimally redeployed. The Desktop function is designed for the power users. This is where reports are created for FireView Dashboard and higher level of data mining and analysis occur.

This fire analysis solution can be used to redistribute response areas, analyze station coverage, determine first due areas and run orders to better serve our community. FireView enables CMFD to address National Fire Protection Association (NFPA) Standard 1710 compliance and Insurance Services Office, Inc. (ISO) audits as well as Standards of Cover through the use of numerous data mining tools. Key components of FireView Desktop capabilities are listed below:

- **Investigate** FIRE /EMS calls for service within any response area, near or at an address or landmark such as an assisted living complex or retirement home.
- **Filter** for incident activity by multiple categories such as call type, location type, unit, response time, date or time.
- **Create** density, hot spot and repeat calls maps which help isolate problem areas.
- **Analyze** response patterns through the use of such routines as Response Time Map and First Due Analysis or Distribution.
- **Determine** the full run orders for any location within the service area.
- **Pinpoint** the number of stations able to respond within a specific response time at any location; also referred to as Concentration Analysis.
- **Optimize** the response capabilities of Fire / EMS stations. Determine the estimated response zones and incident coverage by drive time or distance.
- **Depict** the average response time per hour and DOW graphically through the use of the Temporal Response Index Reports.
- **Conduct** queries for an ISO audit

## **FireView Dashboard**

FireView Dashboard is the next generation of resource allocation and management tools for fire management agencies. It allows Chief Officers to analyze data by providing a snapshot of recent events displayed in the form of maps, charts and reports. FireView Dashboard is a browser based solution that capitalizes on data derived through FireView Desktop and Dashboard and can be customized to meet the needs of each user while adequately defining the levels of service for each community it protects. Key components of FireView Dashboard capabilities are listed below:

- **Establish** a common operating picture through the use of interactive maps, charts and reports.
- **Allocate** resources where they are needed most with an Activity Hot Sheet.
- **Analyze** emerging trends through the use of Briefing Books, Pages and Widgets.
- **Pinpoint** 1710 compliance issues as they arise through the Response Time Widget.
- **Search** timely information with Intelligence Filters that allow for on demand queries.
- **Customize** each of the FireView Widgets (for a total of up to 6 at any one time) based on geography, call type or response unit.
- **Automate** the rapid dissemination of information throughout the entire agency.
- **Provide** the Chief Officers Group with the tools they need to make data driven decisions.

### **ALTERNATIVES CONSIDERED:**

CMFD reached out to the Anaheim Fire Department and Orange County Fire Authority to review their fire analysis solutions software. Based on their assessment and our reorganizational modeling, both agencies strongly recommended FireView as the appropriate software to measure, achieve and optimize our data analysis goals.

The City of Costa Mesa currently uses ESRI software and FireView requires the same GIS software. This leverages the cities existing GIS investment to a no-cost base map option, saving the city additional money by utilizing existing licenses.

### **FISCAL REVIEW:**

The proposed one time cost to implement the software and professional services is \$39,480 with an additional \$10,025 for first year annual maintenance / subscriptions services, training and system integrations, for a grand total of \$49,505.

The administrative staff and Chief Officer Group believe that the program software is a key critical component in the reorganizational model, conducting real-time analytics, and the ability to optimize our deployment strategies for day-to-day decision making. The ongoing annual maintenance fees / subscription services are \$10,025.

**LEGAL REVIEW:**

The attached Professional Services Agreement has been reviewed and approved as to form by the City Attorney, subject to final acceptance.

**CONCLUSION:**

The City of Costa Mesa is a dynamic and diverse city that requires specially trained fire personnel and detailed analysis to deliver services. Time and resources are critical key factors when trying to achieve positive outcomes for the customers we serve. Positive outcomes are the driving force behind measurements. The Fire Department’s current records management database does not provide the functionality to provide data analytics to measure department and resource performance or provide real time and proactive responses. Staff has analyzed new software options available and determined that software proposed by the Omega Group would provide the greatest amount of efficiency to both the administrative staff and Chief Officers. The Fire Department respectfully recommends that the City Council approve the purchase of FireView Desktop and Dashboard as listed in Attachment 1 and Attachment 2.

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FRED SEGUIN  
Interim Fire Chief

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THOMAS R. HATCH  
Chief Executive Officer

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STEPHEN DUNIVENT  
Interim Director of Finance

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THOMAS P. DUARTE  
City Attorney

- ATTACHMENTS:
- 1 [FireView Desktop Proposal](#)
  - 2 [FireView Dashboard Proposal](#)
  - 3 [Professional Services Agreement](#)