



# FIRE DEPARTMENT CONNECTION

For and About the Employees of the Jacksonville Fire and Rescue Department

## Controlling Chaos

When *Fire Department Connection* arrived at JFRD's Fire Communications Center to begin researching this story, Chief Kimberly Moreland was on the phone. But she wasn't in her office; she was taking a 9-1-1 call in the center.

Both Moreland, who is the center's manager, and Chief Catherine Cyrus, the assistant

### Fire Communications Leadership

manager, routinely leave their

office doors open so they can monitor the phone activity in JFRD's Fire Communications Center (FRCC). When their trained ears sense the call volume is overwhelming the scheduled staffing, they do not hesitate to fill the gaps.

"The 9-1-1 law says the call must be answered within 10 seconds 90 percent of the time," said Moreland.

With 30 years of call center experience, Moreland is quick to point out that leading a fire and rescue communications center with a phone call volume of 330,000-plus annually requires a team of flexible and effective supervisors, trainers and mentors. They also need to remain calm amid the chaos that can unfold at any time.

Those incoming and outgoing phone calls are coupled with the dispatching and radio communication side of the job. All FRCC employees must be proficient in call taking and radio dispatching and rotate those duties daily. Call takers verify addresses, gather all necessary information and often give lifesaving instructions. Dispatchers are often handling multiple calls, selecting the right units for the incident type, and keeping a close eye on area coverage and monitoring multiple radio frequencies.

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(L-R) Fire Communications' leadership team includes Capt. Marcia Jackson (Training Administrator), Chief Kimberly Moreland (JFRD Communications Manager), William Green (Emergency Systems CAD Technician), Chief Catherine Cyrus (Assistant JFRD Communications Manager), and Capt. Karen Johnson (Quality Assurance/Quality Improvement Administrator).

## Chief's Corner

We're in the midst of Fire Prevention Week. Officially sponsored by the National Fire Protection Association (NFPA) for almost 100 years, the event is observed in the beginning of October to commemorate the Great Chicago Fire of Oct. 8, 1871.

The fire burned from Sunday evening until Tuesday morning. It ravaged approximately 2,000 acres or an area 4 miles long and 1 mile wide, according to NFPA. It claimed nearly 300 lives and left 100,000 people homeless. The fire's cause is unknown, but there is the longstanding legend about a cow tipping over a lantern inside a barn. What is known is that Chicago was in a drought at the time and those conditions, plus strong winds, allowed the fire to overcome the fire department's efforts. According to NFPA, the Chicago fire was a catalyst for the concept of fire prevention in the fire service. Decades later, Fire Prevention Week got a boost when President Calvin Coolidge declared the week as a national observance.

JFRD's Fire Prevention Division is tasked with public education, plans review, inspections and the smoke alarm program. Ultimately, their efforts save lives. The JFRD members who work in Prevention can be proud that they play a very significant role in reducing risk and for holding businesses accountable for adherence to fire codes.

Field personnel also have a significant role in preventing fires. Each October, we participate in more stand bys than any other month. If you've been on the job for a while, you understand that the success of some stand by assignments depends upon the audience. But most of the time, you can control the message of fire prevention and its delivery. You are the experts and can be proud that you have the experience and fire safety knowledge to help save lives.

**Kurt Wilson, Chief of Department**

*Photo by Lt. Eric Prosswimmer*

# Moreland: When we have visitors, they say ‘We had no idea.’

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Together, Moreland’s team teaches employees the art of multitasking, how to handle the stress of the calls, and to ask for help at any time.

“This job is not for the meek and mild,” said Moreland. “If you’re having a hard time, tell someone.”

She recalled her first day as a shift supervisor years ago, when “everything went wrong.” That included an accident with a bus full of French-speaking students and no translator on scene. Later that day, there was a W3 with a fatality. Moreland said she called one of the off-duty FRCC supervisors for help four or five times that day.

Moreland is in her third year as center manager and has invested that time in building a team that is achieving improvement in training and operations. FRCC includes multiple levels of leadership and a rank structure with Moreland as Chief of Communications. Cyrus is also a Chief and oversees the FRCC Supervisors, who are Lieutenants and manage five or six Fire Rescue Communications Officers (FRCOs) each shift. While on duty, a couple of the more experienced FRCOs have the opportunity to train the newer FRCOs. Known as Communications Training Officers, they reinforce fundamentals and also encourage the new hires to reach out for help whenever they need it.

There also are two new full-time positions, which are the outcome of Moreland taking her own advice about asking for help. Capt. Marcia Jackson is FRCC’s Training Administrator, and Capt. Karen Johnson is the Quality Improvement/Quality Assurance Administrator.

Jackson has 19 years of FRCC experience. As a trainer, she offers institutional knowledge, consistent education, and a good dose of reality to the new FRCOs.

“I tell them this job is not like a TV show,” Jackson said.

During employee interviews, she and Moreland emphasize how the schedule demands work on weekends, holidays, and overnight shifts. As Jackson guides the new hires through the required 232 hours of state-mandated training in the center, she also takes the new FRCOs to each fire station so they can begin to understand territory.

Johnson, who has 17 years in FRCC, reviews calls, all of which are recorded, to ensure each FRCO is following protocols. She says “letting people hear themselves” is some of the best training, mentoring and feedback possible.

Cyrus agrees and says when FRCOs review their own calls, they can better understand how they are perceived.

“We encourage our people to express compassion in the calls,” Cyrus said, adding that the FRCOs are often the only help callers receive until first responders arrive.

One of Johnson’s long-term goals is for Fire Communications to achieve accreditation through the International Academies of

Emergency Dispatch. That standard involves a high level of consistency and attention to detail in handling calls and dispatching resources.

William Green has 17 years in Fire Communications and most were spent working as an FRCO, but for the last four or five years, he has focused on improving the information stored within the computer aided dispatch system or CAD.

His FRCC colleagues refer to him as a “walking map book” or “street sweeper.” Green has diligently worked with the mega-sized database of traffic analysis zones (TAZs), physical addresses, and all the territory information that directs JFRD apparatus to every scene. He builds “stations” within the CAD, such as 72’s and 63’s territories. Ultimately, Green’s provisioning in those districts more evenly distributed call volumes between 28 and 72 and 44 and 63.

“I’m trying to make the CAD work better for us,” Green said.



Photo by Lt. Eric Prosswimmer

**While on duty, each Fire Communications employee works from a console that displays the location of 9-1-1 calls, the status of all units, the location of all units, a display of radio flights, all calls in progress and the ProQA software interface used to enter details of a call from start to finish.**

Moreland and her leadership team will continue to focus upon making FRCC better for employees, for the 9-1-1 callers and for field personnel. They also want more field personnel to understand the inner workings of FRCC, which is one reason why Moreland invites the field to visit the center on various occasions, like National Public Safety Telecommunicators Week in April.

Chief Jake Blanton, Deputy Division Chief of Rescue, recently arranged a visit to FRCC for some of JFRD’s newly promoted rescue officers. Blanton understands FRCC because it was his first job in JFRD. But the new rescue officers were surprised to witness the high-activity level, Moreland said, as well as the chaotic vibe of the center, and the multi-tasking each supervisor and FRCO must accomplish call after call.

“Most of the time when we have visitors, they say ‘We had no idea,’” Moreland said.

# Station 29 Shows its Colors



Strips of colored tape or painted stripes are the usual means for marking equipment with station colors.

Station 29's colors – red and white – were recently the inspiration for an eye-catching and resourceful remodel of the 26-year-old facility's day room.

Station Captain Joe Kinstle says the crews were inspired by a variety of recent improvements at 29 which began as Capt. John Kaplan was nearing retirement about a year ago. The upgrades include removing the wall between the day room and kitchen, which created a much more open look, and

remodeling the kitchen to include a nook for additional storage. The station's interior is freshly painted, so is the bay.

"The place needed some TLC," Kinstle said.

It got that tender, loving care, and eventually something truly unique. Earlier this year, while traveling through their McCormick Road/East Arlington territory, each shift began collecting discarded wooden fence panels, presumably the casualties of recent tropical storms. Kinstle said it didn't take long for all members of 29 to agree on how the scrap lumber would be repurposed. So the cutting, sanding and paint-

ing began. The end result is a series of bold red and white 3-D horizontal stripes covering two walls inside the day room. The panels are even sanded to create a distressed texture.

"It could have been an American flag," Kinstle said, but one of the windows would have distorted the flag's upper left blue quarter with white stars.

A similar wall covering concept was also applied in the bathroom sink and mirror area, again using the distressed look but keeping the wood's natural color. Additional station upgrades include a new bunker gear rack in the bay which is more functional than just coat hooks. The rack includes a shelf which provides easy-access and storage for each member's second set of bunker gear. The EMS closet has a new shelving system as does the supply closet.

Outside the station, there are new rain gutters, many of the older trees were trimmed with hurricane preparedness in mind, 29's landscaping has new mulch, and the station's bumpers and posts are painted red.

"It's been a lot of work," Kinstle said, "and it's been all three shifts."

Turns out 29 got plenty of TLC inside and out. Commuters along McCormick Road should also quickly spot the shiny, new Station 29 sign – and in case you were wondering, it's red and white, too.



Station 29 Capt. Joe Kinstle (left) and Eng. Todd Dunkley remount their television in the station's newly remodeled day room. The red and white stripes are salvaged fence panels that members of 29 found discarded in their district and then cut, refinished and painted to match 29's station colors.



## Congratulations to these employees who achieved Go365 Platinum Status

Matt Allen  
William Baker  
Matt Braasch  
John Bracey  
Carlisa Breland  
Clint Bridier

Josh Bullard  
Wesley Chambers  
Michael Curran  
Jennifer Doot  
Kyle Eastburn  
Thomas Fonger  
James Hardwick  
Ryan Hern

Tavien Jones  
Brad Judah  
Teresa Kinstle  
Matt Kramer  
Laurie Lecas  
Arianna Lopez  
Gail Loput  
Judy McIntyre

Joshua Miller  
Kimberly Moreland  
Robert Moure  
Sean Nicholson  
Theodore Patterson  
Pam Ramsdell  
Henry Rivera  
Morris Rushing

Andrew Sallette  
Christopher Scott  
Ross Stockwell  
Shane Ward  
William Watts  
Monica Westberry  
Eric Willetts  
Michael Williams



# Fire Station 73 Construction Begins

*Project includes backup 9-1-1 center*

Photo by Wes Lester

**(L-R) Chief of Department Kurt Wilson joins former City Council Member Doyle Carter; Giselle Carson, Chairwoman of the Jacksonville Aviation Authority; District 12 Council Member and former JFRD Deputy Director Randy White; Sheriff Mike Williams and Mayor Lenny Curry at the Sept. 12 groundbreaking for Fire Station 73 and the JSO/JFRD 9-1-1 back up center. Combined, the facility is 11,000 square feet.**

JFRD's newest facility will improve ISO ratings and provide a vast improvement in Duval County's 9-1-1 infrastructure. Combined, Fire Station 73 and the JSO/JFRD 9-1-1 backup center will have an 11,000 square foot footprint. The new facility is under construction on Aviation Avenue south of 103rd Street. It is expected to be complete in about a year. Engine 56 will move from Station 56 and become Engine 73, but it will still be located within Cecil Commerce Center. Rescue 73 will relocate from its temporary spot at Station 17.

Station 56's ARFF function will remain intact. Relocating the combat engine closer to more structures in southwest Jacksonville will increase the number of businesses and residences that qualify for an improved ISO rating based on proximity to a fire station. Insurance rates are often affected by ISO ratings.

The 9-1-1 backup center is a JSO/JFRD project. In addition to new information technology and infrastructure, it will offer a state-of-the-art training facility for police and fire communications officers.



**(L-R) Ladder 4 Lt. Allen Mallard, Fire 5 Battalion Chief Jack Griggs, and Ladder 4 Eng. Karl Lewis carefully begin to open a time capsule at the Museum of Science and History.**

*Photo by Mark Krancer/ www.kramkranphoto.com*

## Prying into the Past

Ladder 4's A-shift and Fire 5 Battalion Chief Jack Griggs recently helped rediscover some of Florida's history. On Sept. 27, members of the Memorial Park Association worked with the City of Jacksonville, local historians and archaeologists to unearth a time capsule from Memorial Park in Riverside and transport it to the Museum of Science and History. The association requested JFRD's help in opening the box (buried in 1924 when the park opened) which contained another box with a parchment paper scroll inside. The scroll lists 1,200-plus names of Florida residents who served and died during World War I. As Ladder 4 opened the outer box, Griggs became concerned about damaging the box and possibly the contents so members of the association agreed to transport it to an archaeology lab in St. Augustine. Preservation experts eventually removed the scroll, which had moisture damage, but they were able to unravel it and begin discerning the names. The names will eventually be posted at [www.MemParkJax.org](http://www.MemParkJax.org).

# PowerLoad Training and Troubleshooting

Training Academy District Chief Davi Davidson recently invited Ryan Jacobsma (*loading the cot in photo right*) from Stryker EMS to train members of Recruit Class 318 on the Stryker PowerLoad system. Below are links to Stryker videos that cover a variety of scenarios and troubleshooting solutions.

## Cot gets stuck when unloading

<https://youtu.be/Nur1D0M02zg>

## Cot gets stuck when loading

<https://youtu.be/gyGpG6GFfFY>

## Cot won't unlock from trolley

<https://youtu.be/oeVocZ1pb5I>

## Cot won't lower and lock into the transfer

<https://youtu.be/itfrDbKRBI0>

## Cot locked into the trolley in the load position

<https://youtu.be/tDZTxM6hHIw>



## Chaffee Trail Elementary Honors Fire Station 57

As part of Chaffee Trail Elementary School's "First Responders Appreciation Day" in September, Engine 57's Lt. Jason Gruentzel and Eng. Larry Simmons (*photo inside right and far right*) make a guest appearance on the school's "Morning News," which is an internal broadcast.

Students created dozens of thank you cards, drawings and letters for Station 57 as part of the annual event. Chaffee Trail's Erin Rock and Marquita Wright (*photo far left and inside left*) presented the items during the broadcast.

Photo provided by PTA member Katie Hammock.

# Local 122's History to be Etched in Stone

On Sept. 8, IAFF Local 122 hosted a family day to celebrate the organization's 100th birthday. Two large marble signs were displayed at the event, and one of them will soon be etched with the below historical background authored by retired JFRD District Chief Larry Osborne (photo right). The marble structures will eventually become a commemorative display at Local 122. In addition to Osborne's 35 years of service with JFRD, he has also held offices in the IAFF at the local, state and national levels.



In September of 1918, shortly after the International Association of Fire Fighters was organized in February of 1918, Jacksonville fire fighters applied for and received a charter, becoming IAFF Local 122.

At that time fire fighters worked a "continuous duty" schedule in which they worked nearly every day on twenty-four hour shifts with brief leave to come home for meals. Salaries and benefits were less than adequate as were retirements and survivor benefits, and protections for those injured or disabled in the line of duty. Fire fighting was grueling, rigorous, and dangerous. Fire horses often seemed to receive better care.

Representatives of the newly-formed Association endeavored to express their issues and concerns to the fire chief and city leaders. They were fired by the Chief for their efforts and involvement. In what has historically been termed a strike, nearly one hundred Jacksonville fire fighters quit in a mass resignation in protest of the firing of their representatives. At that time Jacksonville's City government consisted of the Mayor, John W. Martin, a City Commission, and a City Council.

City Council members investigated the conflict, deciding that the fire fighters were right, as did Mayor Martin. Florida Governor

Sidney Catts came over from Tallahassee, joining Mayor Martin in supporting the fire fighters.

While the City Commission eventually conceded and the fire fighters were rehired, fire fighters were then prohibited from organizing or joining a union. While some improvements were made, as late as 1960 fire fighters worked a seventy-two hour per week schedule.

Following court rulings in 1968, by 1969 Jacksonville's fire fighters were afforded the right to join a union, and to collectively bargain. Membership in what was briefly IAFF Local 1834, with their old Local 122 number later regained, grew quickly. With slow, deliberate persistence, many of the concerns and issues of earlier years were successfully addressed.

Members of Local 122 were pioneers in the delivery of fire-based emergency medical services, hazardous materials response, technical and special rescue, and confined space rescue. They achieved job-related college educations in impressive

numbers. That progressive spirit is also evident in Local 122's members' involvement in charitable and civic activities.

Ensuing decades have seen a stable, mutually respectful relationship between IAFF Local 122, the City of Jacksonville, and the Jacksonville Fire and Rescue Department.



**This marble sign will soon become part of a commemorative display at Local 122 to recognize the organization's centennial which occurred in September. A smaller marble sign will be etched with the historical narrative surrounding this photo and accompany the large sign bearing IAFF's symbol.**



## Commemorating the Victims of 9/11

Engine 44's Fire-fighter Jared OBrien sings the National Anthem on Sept. 11 as part of a special event at the St. Johns Town Center.



## ***Congratulations to These Members who Earned Promotions***



**District Chief Kris Jolly**



**Captain Aaron Bebernitz**



**Captain Ryan Gordon**



**Captain Jairo Herrera**



**Captain Justin Lacock**



**Captain Craig Thomas**



**Lieutenant Matthew Anderson**



**Lieutenant Curtis Cobb**



**Lieutenant Dallas Cooke**



**Lieutenant Carlos Daniels**



**Lieutenant Paul Evans, Jr.**



**Lieutenant Brandon Greeley**



**Lieutenant Wil Hightower**



**Lieutenant Harry Hutchens IV**



**Lieutenant Jamie Johnson**

## ***Congratulations to These Members who Earned Promotions***



**Lieutenant Darrold McArthur**



**Lieutenant Heath Mooney**



**Lieutenant Chris Perrotta**



**Lieutenant Pamela Ramsdell**



**Lieutenant Bernard Stewart II**



**Lieutenant Henry Wise**



**Engineer Latrecia Barnes**



**Engineer Anthony Benso II**



**Engineer Austin Coram**



**Engineer Gabriel Douglas**



**Engineer Theodis "Odie" Harris**



**Engineer Mitchell Johnson**



**Engineer Joshua Jordan**



**Engineer Christopher Kalwasinski**



**Engineer Ryan Kernen**

## ***Congratulations to These Members who Earned Promotions***



**Engineer Aaron Kunsberg**



**Engineer Grady Mange**



**Engineer Ricardo Matthews, Jr.**



**Engineer Lamar Roberts**



**Engineer Mikhail Semenov**

### ***Also promoted recently:***

**Lieutenant Ryan Eichelroth**

**Lieutenant Jason W. Jones (2010)**

**Lieutenant Byron Mincey**

**SEA OF BLUE**  
**Fallen Firefighter Memorial March**

**November 15, 2018 10 a.m.**  
**South Hogan Street, City Hall, Ashley Street, Fire Station 1 – 611 Liberty Street**

*Poster design by Noah Ray, Emergency Preparedness Division*