

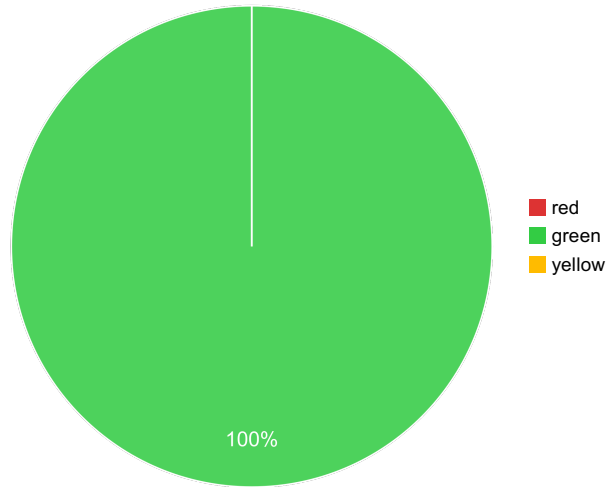
# Department of the State Fire Marshal

Annual Performance Progress Report

Reporting Year 2024

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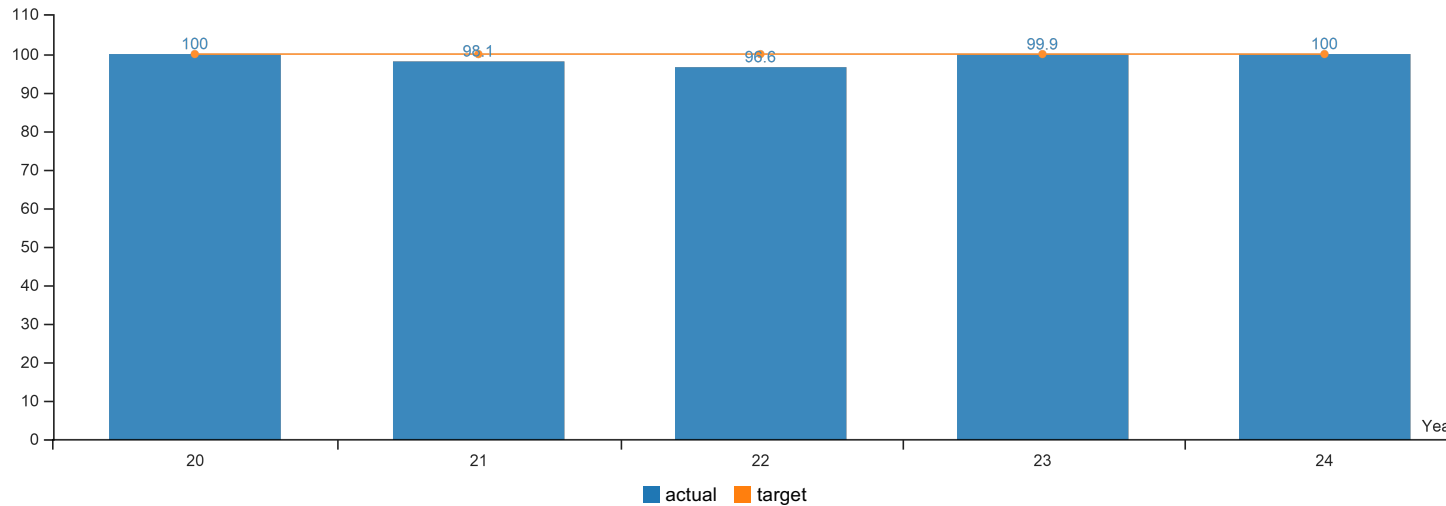
KPM #	Approved Key Performance Measures (KPMs)
1	AVERAGE PERCENTAGE OF STRUCTURES SAVED AFTER DECLARED CONFLAGRATION - based on the number of residential and commercial properties "at risk" or "threatened" during wildland fires as compared to those lost to fire.
2	OREGON RESIDENTIAL FIRE DEATH RATE - Per 1 million population, with a target to position Oregon among the twelve lowest fire death rates in the nation.
3	CUSTOMER SERVICE SATISFACTION SURVEY - Percent of customers rating their satisfaction with the agency's customer service as "good" or "excellent": overall, timeliness, accuracy, helpfulness, expertise, availability of information.



Performance Summary	Green	Yellow	Red
	= Target to -5%	= Target -5% to -15%	= Target > -15%
Summary Stats:	100%	0%	0%

KPM #1	AVERAGE PERCENTAGE OF STRUCTURES SAVED AFTER DECLARED CONFLAGRATION - based on the number of residential and commercial properties “at risk” or “threatened” during wildland fires as compared to those lost to fire.
	Data Collection Period: Jan 01 - Dec 31

\* Upward Trend = negative result



Report Year	2020	2021	2022	2023	2024
<b>Average percentage of structures saved after declared conflagration</b>					
Actual	100%	98.10%	96.60%	99.90%	100%
Target	100%	100%	100%	100%	100%

#### How Are We Doing

In 2023, OSFM responded to seven declared conflagrations. Resources from 113 Oregon response agencies were mobilized to protect threatened structures during the 2023 fire season at an estimated cost of \$9.4 million to protect 6,322 structures with an estimated value of more than \$2.2 billion. While there were structures lost in Oregon prior to declaring conflagration, the success rate of protecting structures threatened following each of the seven declared conflagration fires during 2023 was 100 percent.

#### Factors Affecting Results

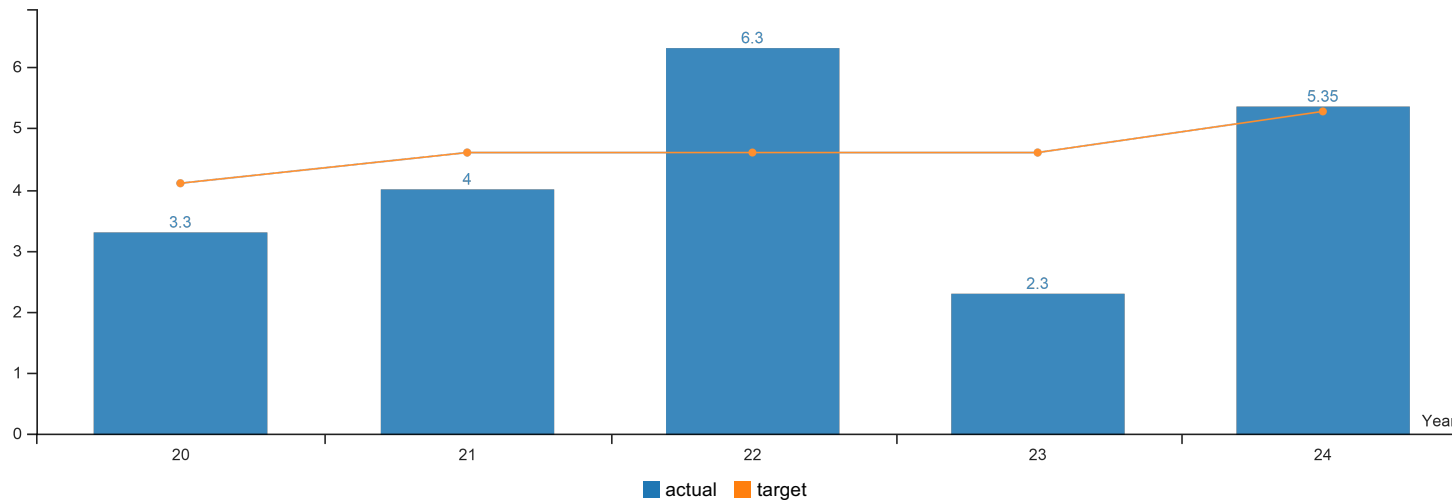
The primary factors affecting the results of this measure are the location of fire, the weather conditions of the area, the speed and effectiveness of the initial fire responses, and the determinations made by the involved county’s Fire Defense Board Chief and local Incident Commander. Ultimately, a variety of factors including the size and rate of advancement of the fire will be the determining factor affecting the need for a conflagration request and therefore the results of this key performance measure. Recent fires in California, Washington, Idaho, and Montana have resulted in catastrophic losses in the number of residences destroyed by fast-moving wildland fires. The hazards and vulnerabilities faced in these other states are similar to those in Oregon.

The target of saving 100 percent of threatened structures after the invocation of the conflagration act is an honorable and lofty goal. There are many variables beyond the control of OSFM when confronting wildland fires. Establishing and achieving results that approach or meet this target requires bold and aggressive actions by the responding resources. This is possible as a result of training, and the implementation of effective planning and tactical operations. However, mitigating the impact of wildland fires in the areas surrounding structures across Oregon is often beyond the control of OSFM.

Recent investments into local fire agency capacity as well as the introduction of new response tools contributed to the success in protecting structures during the 2023 fire season. With the size and scope of fire seasons expanding almost every year, these new tools are helping OSFM meet the increasing needs for Oregonians by surging resources prior to fire growth or conflagrations being declared. The continued use of these tools will be critical to OSFM's success on this KPM in the future.

KPM #2	OREGON RESIDENTIAL FIRE DEATH RATE - Per 1 million population, with a target to position Oregon among the twelve lowest fire death rates in the nation.
	Data Collection Period: Jan 01 - Dec 31

\* Upward Trend = negative result



Report Year	2020	2021	2022	2023	2024
<b>Oregon residential fire death rate per million population</b>					
Actual	3.30	4	6.30	2.30	5.35
Target	4.10	4.60	4.60	4.60	5.27

### How Are We Doing

OSFM has been measuring the Oregon Residential Fire Death Rate Per Million Population since 2008.

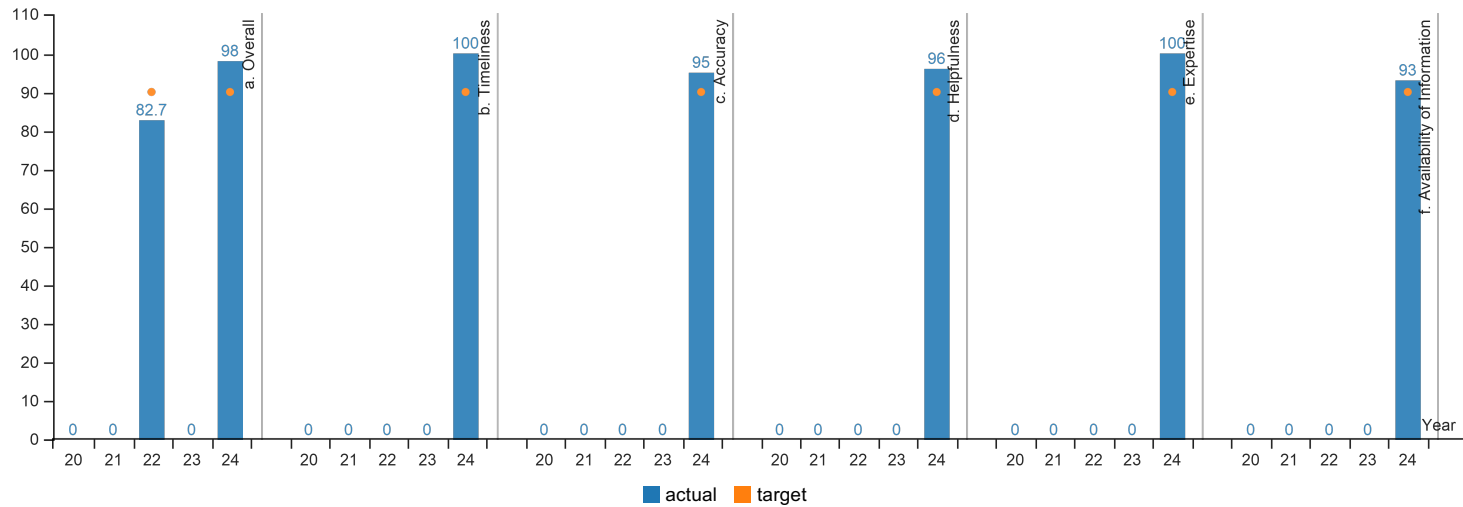
In terms of descriptive data and basic trends, the total qualifying number of deaths from residential fires in Oregon for calendar year 2023 was 23. This is a 130 percent increase from 2022, when the state experienced an unusually low 10 deaths as a result of residential fires. When compared to the average number of residential fire deaths for the previous 10 years (19), 2023 was above the average by 21 percent.

Although OSFM strives to ensure there are no residential fatalities as the result of fire, the target for this KPM is based on how Oregon compares to other states in the nation in terms of the residential fire death rate per million. More specifically, the target is set to be amongst the lowest 's quartile of states across the nation for this measurement each year. This is based on data obtained from the most recent state statistics available on the CDC's WISQARS database. As of September 2024, the most recent nationally available state statistics is from 2022, which when averaged with WISQARS data going back to 2018, puts the target for this KPM at 5.27 residential fire deaths per million. When compared to the target, the residential fire death rate in Oregon for 2023 only missed the target by 1.5 percent.

### Factors Affecting Results

Factors influencing the residential death rate from fire vary and can be influenced through social changes, property characteristics, victim demographics and socioeconomics, human factors, smoke alarm presence, and sprinkler presence. OSFM works to reduce residential fire deaths through comprehensive fire prevention and life safety programs and services. OSFM education activities reduce risk to individuals by encouraging better safety choices. Education empowers Oregonians to participate in fire prevention and increases the likelihood of surviving a fire at home.

KPM #3	CUSTOMER SERVICE SATISFACTION SURVEY - Percent of customers rating their satisfaction with the agency's customer service as "good" or "excellent": overall, timeliness, accuracy, helpfulness, expertise, availability of information.
	Data Collection Period: Jan 01 - Dec 31



Report Year	2020	2021	2022	2023	2024
<b>a. Overall</b>					
Actual			82.70%		98%
Target			90%		90%
<b>b. Timeliness</b>					
Actual					100%
Target					90%
<b>c. Accuracy</b>					
Actual					95%
Target					90%
<b>d. Helpfulness</b>					
Actual					96%
Target					90%
<b>e. Expertise</b>					
Actual					100%
Target					90%
<b>f. Availability of Information</b>					
Actual					93%
Target					90%

How Are We Doing

In July 2023, the Oregon State Fire Marshal (OSFM) became its own agency. As a state agency, OSFM is required to conduct a customer satisfaction survey. Given the small window of time OSFM had been a standalone state agency in 2023, the Department did not initially conduct a customer satisfaction survey. However, when OSFM was under the Oregon State Police, approximately 83 percent of respondents indicated they were either satisfied or very satisfied with OSFM's overall level of service during the last customer satisfaction survey conducted (2022).

In 2024, OSFM conducted a customer satisfaction survey of its core customers and asked them to evaluate the Department in six customer service areas overall satisfaction, accuracy, availability of information, expertise, helpfulness, and timeliness. In each customer service area, OSFM exceeded the target (90%) of respondents who agreed and/or strongly agreed that they were satisfied with the Department's level of service. The lowest scoring area was "Availability of Information" (93%), and the highest scoring areas were "Expertise" and "Timeliness", with a rating of 100% respectively.

#### **Factors Affecting Results**

Evaluation of the respondents' comments revealed they were satisfied with the Department. A reoccurring theme in the comments made by respondents was how dedicated, knowledgeable, and hard working OSFM has worked to deliver quality services – especially in light of a historic 2024 wildfire season. A secondary theme from the respondents was their level of satisfaction and positive working relationship with the leadership of the agency, as well as appreciation for the additional resources OSFM has received from the Legislature and been able to reinvest into supporting the Oregon fire service.

The agency will continue to strive to train and equip staff to serve the people of Oregon. In addition, the Department will seek ways to leverage technology and partnerships with other government, fire service, and community organizations to enhance effectiveness of the agency's services.