



Pembroke Fire Department 2024 Annual Report



Table of Contents

Pembroke Fire Department 2024 Annual Report	0
Fire Chief Selle's Message.....	3
Core Values, Mission and Vision.....	4
Organizational Structure.....	5
Pembroke Fire Department Chain of Command	5
Department Staff	6
Years of Service Awards.....	6
Administrative Assistant to the Fire Chief	7
Promotions and Appointments	7
Volunteer Fire Fighter Hiring	7
Incident Response Times	8
Emergency Incident Response Times (within the City) 2020 – 2024	8
Emergency Incident Response Times (outside the City) 2020 – 2024.....	9
Incident Types	9
Incidents.....	9
Breakdown of Incidents in 2024	10
Incidents by District	10
Districts in the City of Pembroke	10
Summary of Incidents by District.....	11
2024 Incident Responses By Month	13
2023 Incident Responses By Month	14
2022 Incident Responses By Month	14
2021 Incident Responses By Month	14
2020 Incident Responses By Month	14
5 Year Average Monthly Responses.....	15
Emergency Responses	15
Property Value Saved/Loss.....	15
Significant Incident	16
1294 Pembroke St. W September 26, 2024.....	16
Fire Cause Determination	17
Incidents Involving Vehicles	17
Vehicle Collisions and Fires.....	17
Water/Ice Rescue Incidents	18
False Alarms	19
Prevention	19



PEMBROKE FIRE DEPARTMENT

Inspections & Consultations.....	20
Smoke Alarm Program.....	20
.....	21
Carbon Monoxide Alarm/Program.....	21
Sparky the Fire Dog	22
Public Service Announcements	22
TAPP-C (The Arson Prevention Program for Children).....	23
Emergency Management & Exercise	23
Fiddle Park.....	23
Fire Prevention Week October 6 th – 12 th	23
Vulnerable Occupancy Drills	26
Social Media	26
Other Public Relation Events	30
Public Education	31
Public Education Activities	32
Training	32
Ontario Fire College Courses and Seminars.....	33
Employee Recognition & Firefighter of the Month.....	33
Chief's Training	34
Volunteer Fire Fighter Training.....	35
Apparatus and Equipment.....	36
Equipment and Building	37
Table of Capital Replacement Schedule	37
Solar Eclipse	38
New and Exciting	39
Pulsecraft 20' Stanley Rescue Boat.....	39
New Fire Fighting Bunker Gear.....	40
By-law 2023-63 Recreational Open-Air Burning	40
Mutual Aid for the Fire Services of Renfrew County.....	41
Pembroke Fire Department & Mutual Aid	41
Pembroke Professional Fire Fighters Association (Local 488).....	42
Summary.....	43



Fire Chief Selle's Message

In 2024, Ontario suffered 111 deaths from fire. This number remains unacceptably high. To combat this, the Province continues its renewed focus on smoke alarms. The Pembroke Fire Department complements the Province with our continued efforts through our Smoke Alarm Program, focusing on educating our residents during responses and testing smoke alarms at all opportunities. Tracking of these inspections is now done and reported as a means of emphasizing the importance of working smoke alarms.

The past year was an exceptionally busy one for the Pembroke Fire Department. We responded to a total of 452 emergency incidents in 2024, marking the highest number of emergencies the PFD has ever handled in a single calendar year. We can proudly state that we lost only 2.16 % of property values while saving 97.84% involved in fire emergencies. Unfortunately, in September, we experienced the loss of a landmark when King Burger was razed by fire.

One of the mandates of the Pembroke Fire Department is public education, which goes hand in hand with fire prevention. Our public education program continues to inform the community about topics such as fire hazards, fire safety practices, and general life safety. We strive to continually enhance and expand our public education initiatives to reach all age groups. Every member plays an integral role in delivering these programs, and each interaction with the community provides us with the opportunity for education.

2024 saw the arrival of a new boat, replacing the aged rescue boat in our fleet. The new boat will handle the rigors of the Ottawa River better than the previous one and also provides much needed space and stability. This purchase also coincides with our expanded Water/Ice Rescue service into the Township of Whitewater Region. This partnership also reflects the vision and underlying principles of the City of Pembroke's Strategic Plan.

A heartfelt thank you should go to the current Provincial Government. The focus on cancer prevention in the fire service has been an increasingly concerning topic and this government has come to the table with financial backing for departments to take proactive steps forward. 2024 was a successful first round of funding. Hopefully, Premier Ford holds true to his word and the next two year provides funding in phases two and three.

It is my pleasure to present this 2024 annual report. There were many positives gained throughout the year, from community outreach and engagement to staff education to incident responses. Thank you to Mayor Gervais, the Council, and the City of Pembroke for your continued support.

Scott Selle,

A handwritten signature in black ink, appearing to read "Scott Selle".

Fire Chief



Core Values, Mission and Vision

Professionalism

The fire department demands the highest standards of excellence, integrity, commitment, and dedication from all its employees. As professionals, we must treat all others with respect and dignity. The public and taxpayers deserve nothing less.

Integrity

The fire department is entrusted with protecting the public and enforcing fire and other related codes. Each member has a personal responsibility to demonstrate the highest ethical standards to inspire confidence and trust in each other and also in the public we serve.

Respect

Each member of this department should be treated with consideration and respect. Personnel must be free to contribute fully to this fire department without any fear or disrespect. All employees must respect the dignity and rights of co-workers and the public they serve.

Accountability

In carrying out our mission, all employees must hold themselves accountable to the public, taxpayers and personally for their actions.

Partnership

The Pembroke Fire Department recognizes that its success requires a diverse, coordinated team committed to the highest standards of trust, hard work, co-operation and communication working together with external stakeholders to achieve common goals.

Innovation

The fire department strives to work creatively, proactively and effectively in providing services to the public. We are committed to finding flexible, efficient and innovative approaches to providing fire safety.

Mission

It is our mission to continually strive to provide fire and life safety protection, prevention and education to the residents and visitors of the City of Pembroke with dedication, teamwork, civic pride and professionalism.

Vision

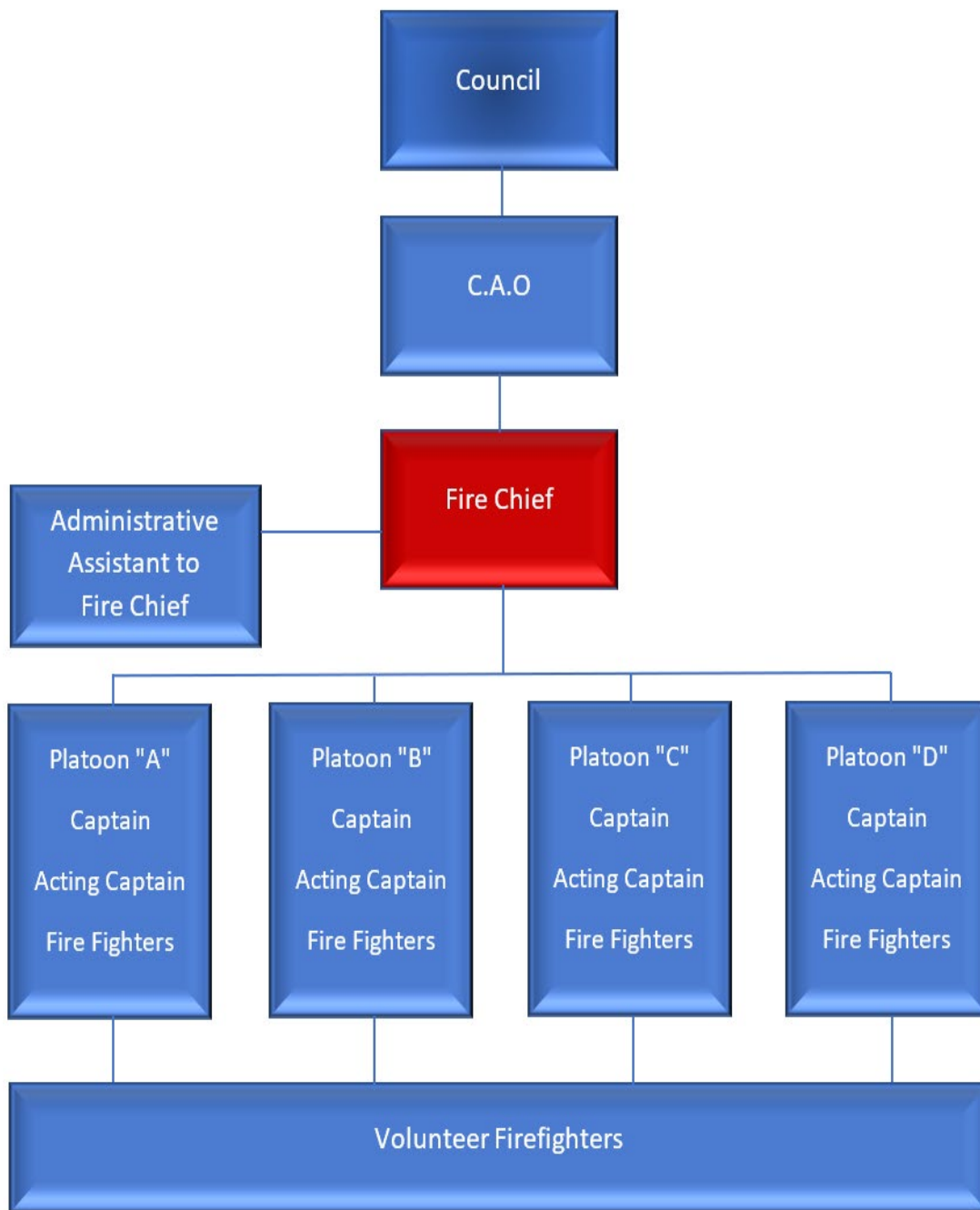
The Pembroke Fire Department is dedicated to continually improving the quality of life to the people we serve with exemplary service in a cost effective and efficient manner.



Organizational Structure

Pembroke Fire Department Chain of Command

The Pembroke Fire Department is a composite department consisting of 16 career and 16 Volunteer Fire Fighters, a Fire Chief, and an Administrative Assistant.





Department Staff

Career Fire Fighters (includes volunteer & career service as of Dec. 31, 2024)

Name	Rank	Service
Scott Selle	Chief	22 years, 10 months
Edward Beaupre	Captain	36 years, 5 months
Gary Lowe	Captain	30 years, 11 months
Shawn Morgan	Captain	18 years
Chance Colquhoun	Captain	17 years, 7 months
Darrell Andrews	Acting Captain	31 years, 1 month
Kyle Zimmerman	Acting Captain	16 years, 6 months
Jason Kelly	Acting Captain	16 years, 4 months
Brent Verdiel	Acting Captain	15 years, 9 months
Ian Caughey	Fire Fighter	22 years, 6 months
Tom Watkins	Fire Fighter	21 years, 9 months
Luke Dunne	Fire Fighter	18 years, 9 months
Matt Troutman	Fire Fighter	13 years, 3 months
Tanner Rutz	Fire Fighter	13 years, 3 months
Brad Lapierre	Fire Fighter	9 years, 8 months
Emma Gibbon	Fire Fighter	7 years, 2 months
Riley Poirier	Fire Fighter	5 years, 4 months

Table 1: Career firefighters rank and service time

Approximate Average years of service: 18 years (Includes Volunteer Service time).

Captains approximate average years of service: 26 years.

Acting Captains approximate average years of service: 20 years.

Firefighters' approximate average years of service: 14 years.

9 of the **17** members began their careers as Volunteer Firefighters with the City of Pembroke (Beaupre, Selle, Andrews, Watkins, Morgan, Caughey, Kelly, Dunne & Lapierre) and **3** of the members were co-op students with the Pembroke Fire Department prior to being hired (Rutz, Troutman & Lapierre).

Years of Service Awards

Acting Captain Brent Verdiel was recognized for 15 years of service.





Administrative Assistant to the Fire Chief

In 2024, Wendy Hewitt completed three years of service as the Administrative Assistant to the Fire Chief. She attends all major incident in the role of Scribe for the Incident Commander and is also the Secretary for the Renfrew County Fire Chiefs Association.

Promotions and Appointments

Fire Fighter Riley Poirier earned the rank of 2nd class on September 13th, 2024.

Volunteer Fire Fighters (average years of service is 11 years)

Name	Rank	Service
Richard Larocque	Volunteer	30 years
David Stresman	Volunteer	26 years
Reid Lewis	Volunteer	22 years
Paul McMillan	Volunteer	22 years
Dave Roach	Volunteer	17 years
Shawn Mahood	Volunteer	13 years
Trevor Popke	Volunteer	10 years
Matthew Wagner	Volunteer	6 years
Dereck Beaupre	Volunteer	6 years
Noah Maika	Volunteer	4 years
Dillon Watts	Volunteer	4 years
Matthew Smith	Volunteer	2 years
Jakob Therrien	Volunteer	2 years
Shane Schneider	Volunteer	2 years
Justin White	Volunteer	2 years
Renee Fleurant	Volunteer in Training	3 months
Eric Louise-Seize	Volunteer in Training	3 months
Brandon Merson	Volunteer in Training	3 months
Payton Ziebarth	Volunteer in Training	3 months

Table 2: Volunteers and service time

Volunteer Fire Fighter Hiring

In the fall four new Volunteer Firefighters were hired, Renee Fleurant, Eric Louise-Seize, Brandon Merson and Payton Ziebarth. They are currently completing all the required training and evaluations and will become responding members of the Pembroke Fire Department in 2025.



Incident Response Times

The Pembroke Fire Department responded to a total of 452 emergency incidents in 2024. This represents the largest number of emergency incidents the PFD has ever responded to in one calendar year. Prior to the Covid outbreak in 2020, our annual call volume hovered around 400 responses mark.

The importance of time is critical in responding to any emergency. The goal of the Pembroke Fire Department is to have resources at the scene of an emergency in less than 5 minutes, all the while, following the Highway Traffic Act and ensuring the safety of the staff and the citizens of Pembroke during response. The average response time to incidents in the City of Pembroke in 2024 was 4:51. This represents the time from the receipt of the call from 911 dispatch to the on-scene arrival time by the fire department. In 2023, due to major construction projects on Bennett Street, the response time was 5:22. As you can see, major traffic disruptions have a major impact on our response times.

In 2024, The Pembroke Fire Department responded to seven (7) incidents outside of the City of Pembroke under the Renfrew County Mutual Aid Plan or one of the Fire Service Agreements currently in place with our neighbouring municipalities. Our average response time for incidents outside of the City was 12:20.

The following charts compare the average response times for incidents within the City, as well as outside of the City boundaries, over the past five years.

Emergency Incident Response Times (within the City) 2020 – 2024

Year	# of Emergency Incidents	Response Time
2020	327	4:44
2021	360	4:48
2022	343	4:53
2023	383	5:22
2024	445	4:51



Emergency Incident Response Times (outside the City) 2020 – 2024

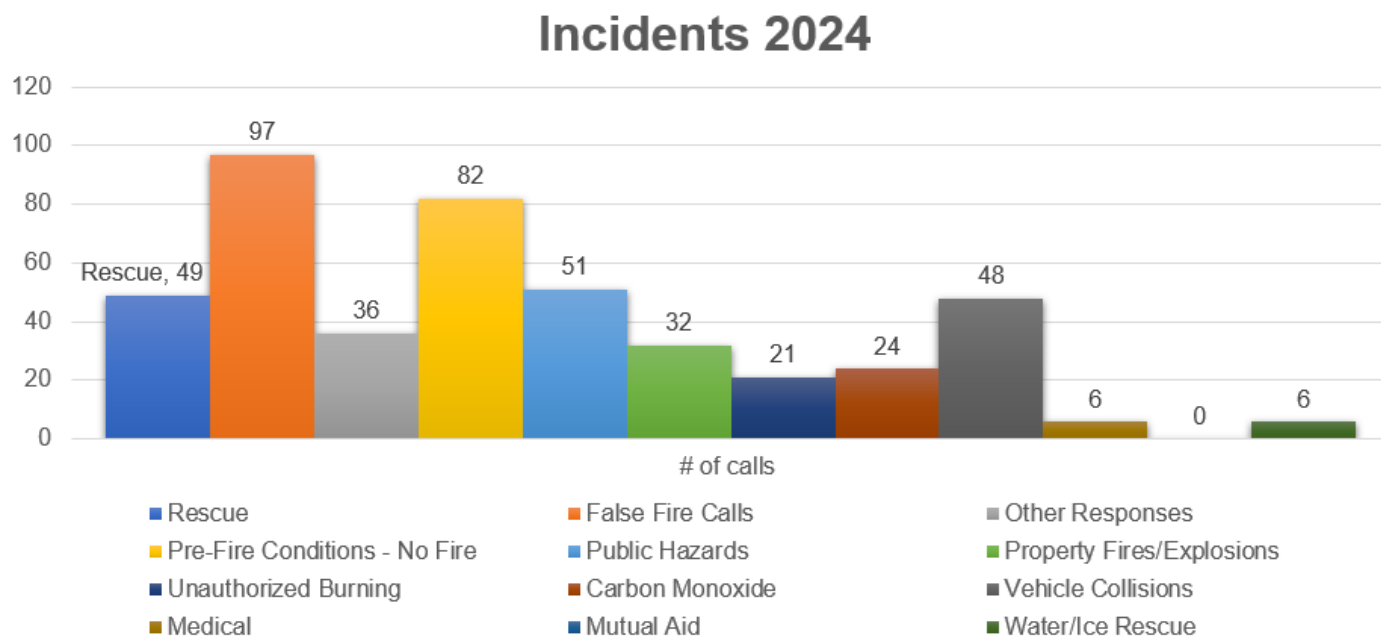
Year	# of Emergency Incidents	Response Time
2020	9	8:56
2021	7	8:00
2022	9	9:05
2023	9	14:18
2024	7	12:20

Incident Types

The Pembroke Fire Department responds to many different types of incidents.

The following graph demonstrates incidents by event type.

Incidents





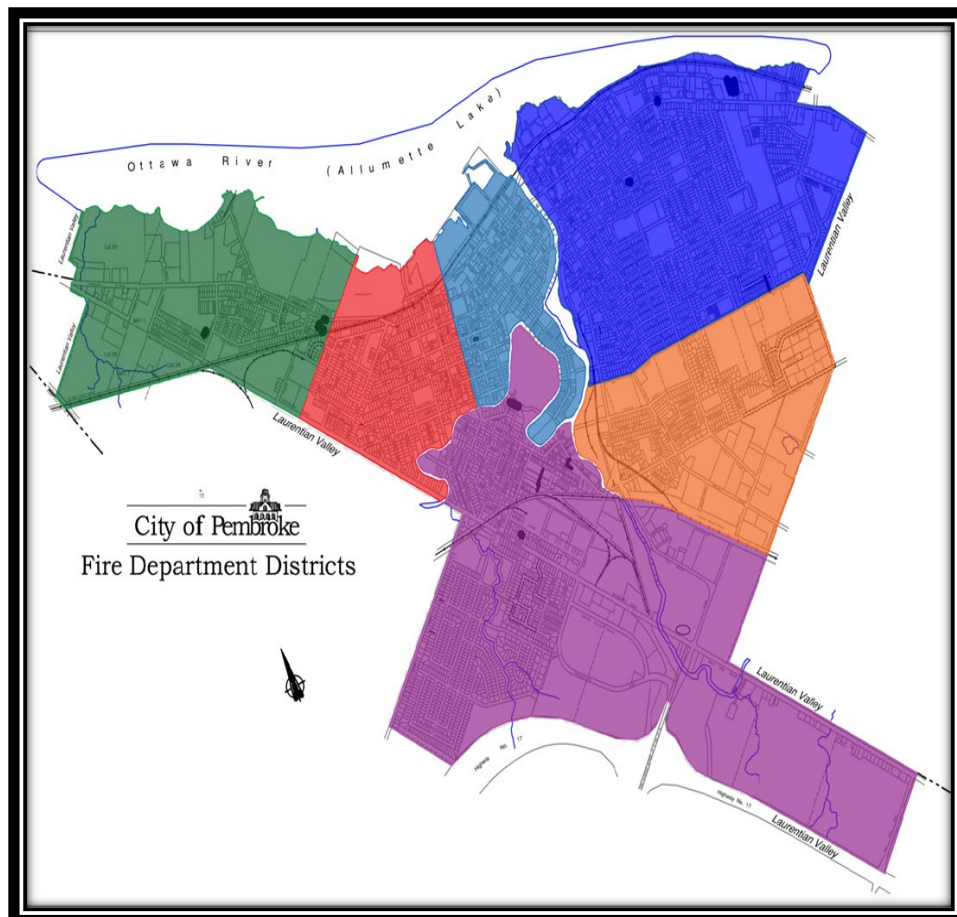
Breakdown of Incidents in 2024

Type of Incident	# of Calls	Type of Incident	# of Calls
Rescue	49	Unauthorized Burning	21
False Fire Calls	97	Carbon Monoxide	24
Other responses	36	Vehicle Collisions	48
Pre-Fire Conditions-No Fire	82	Medical	6
Public Hazards	51	Water/Ice Rescue	6
Property Fires/Explosions	32	Mutual Aid/Fire Service Agreement	0/6

Incidents by District

The Pembroke Fire Department maintains a system which divides the City into six districts. All statistics are broken down to identify trends in fire loss and call volume by district.

Districts in the City of Pembroke





Summary of Incidents by District

District 1 – Downtown core Christie Street, east to Muskrat River and south to Indian River

Incident Count	86
Percentage of Incidents	19.02 %
Estimated Loss	\$11,500
% of Dollar Loss	1.49 %

District 2 – west of Christie Street to Forced Road and south to Boundary Road.

Incident Count	42
Percentage of Incidents	9.29 %
Estimated Loss	\$500
% of Dollar Loss	0.06 %

District 3 – Forced Road west to city limits and north to Ottawa River.

Incident Count	54
Percentage of Incidents	11.94 %
Estimated Loss	\$ 615,000
% of Dollar Loss	79.79 %

District 4 – Boundary Road bridge, east to city limits and north, including Eganville Road.

Incident Count	47
Percentage of Incidents	10.39 %
Estimated Loss	\$15,000
% of Dollar Loss	1.95 %

District 5 – east of Muskrat River to city limits and south to Bell Street.

Incident Count	173
Percentage of Incidents	38.27 %
Estimated Loss	\$128,750
% of Dollar Loss	16.70 %



PEMBROKE FIRE DEPARTMENT

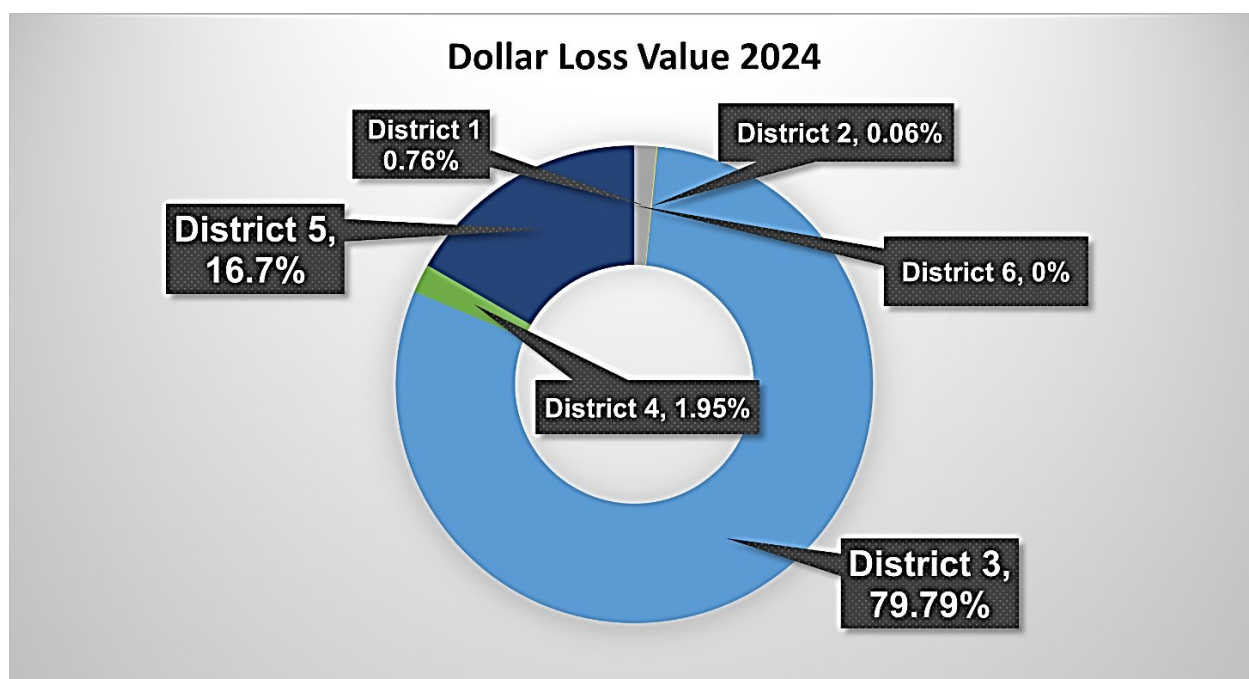
District 6 – east of Muskrat River from Bell Street to the city limits.

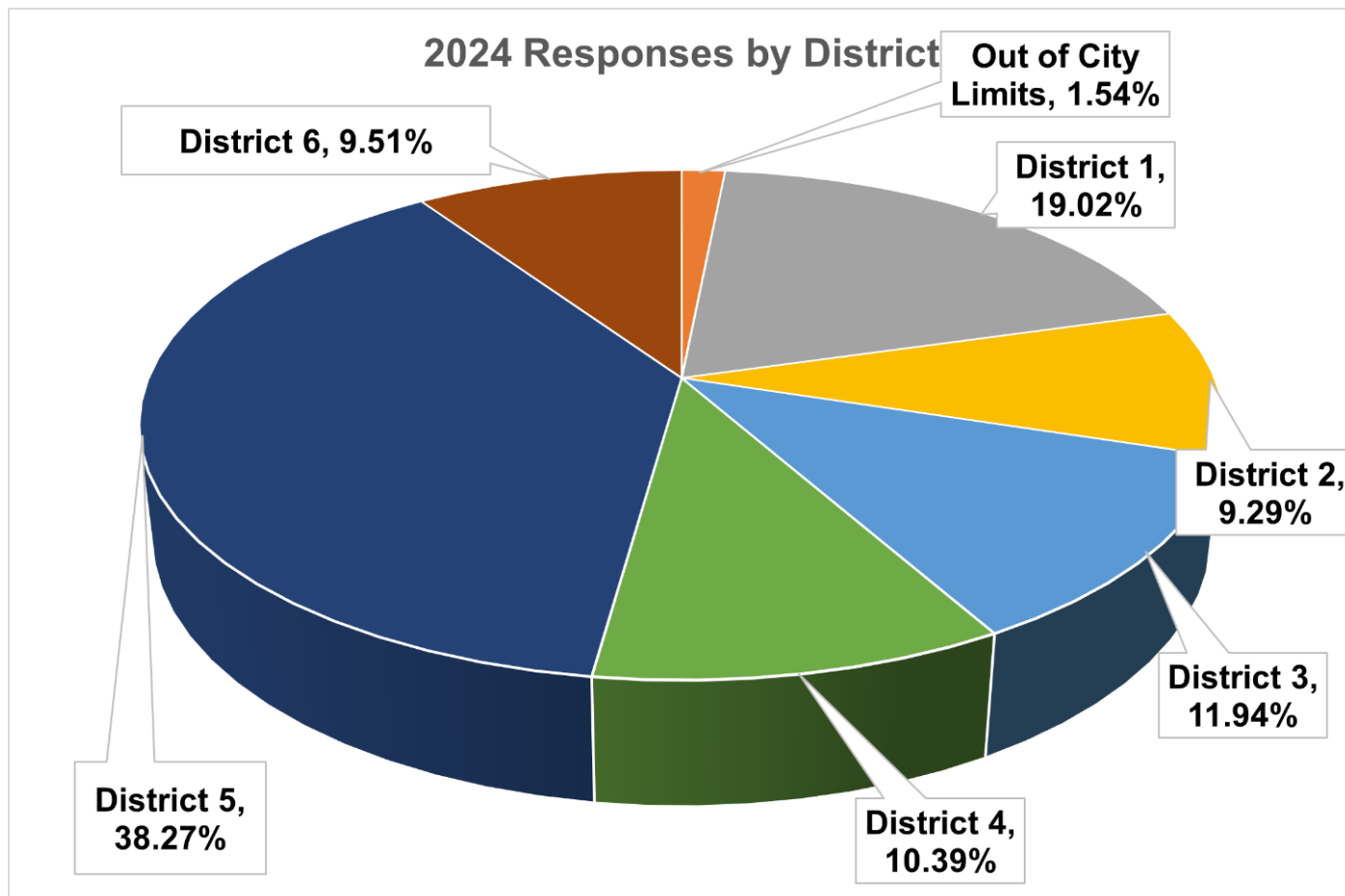
Incident Count	43
Percentage of Incidents	9.51 %
Estimated Loss	\$ 0
% of Dollar Loss	0 %

Out of City Limits (losses are recorded by Laurentian Valley Fire Department)

Incident Count	7
Percentage of Incidents	1.54 %
Estimated Loss	N/A
% of Dollar Loss	N/A

Note: Percentage of dollar loss per district reflects all fire loss





THE FOLLOWING CHART DEMONSTRATES THE CALL VOLUME BY DISTRICT

2024 Incident Responses By Month

Month	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
# of Responses	46	36	37	31	44	37	35	41	34	39	34	33
% of Responses	10.2%	8%	8.2%	6.9%	9.7%	8.2%	7.7%	9.1%	7.5%	8.6%	7.5%	7.3%

**2023 Incident Responses By Month**

Month	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
# of Responses	26	29	28	27	21	42	50	31	28	38	37	35
% of Responses	6.6%	7.4%	7.1%	6.9%	5.4%	10.7%	12.8%	7.9%	7.1%	9.7%	9.4%	8.9%

2022 Incident Responses By Month

Month	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
# of Responses	27	17	17	31	38	37	27	28	35	30	37	28
% of Responses	7.7%	4.8%	4.8%	8.8%	10.8%	10.5%	7.7%	8%	9.9%	8.5%	10.5%	8%

2021 Incident Responses By Month

Month	Jan.	Feb.	Mar.	Apr	May	June	July	Aug.	Sept.	Oct.	Nov	Dec.
# of Responses	24	14	29	22	27	38	32	42	45	41	31	26
% of Responses	6.5%	3.8%	7.9%	6%	7.4%	10.3%	8.7%	11.4%	12.2%	11.1%	8.4%	7.1%

2020 Incident Responses By Month

Month	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
# of Responses	29	15	27	28	38	17	29	36	31	28	32	19
% of Responses	8.8%	4.6%	8.2%	8.5%	11.6%	5.1%	8.8%	10.9%	9.4%	8.5%	9.7%	5.8%



5 Year Average Monthly Responses

Month	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Avg # of Responses	30	22	28	28	34	34	35	37	35	35	35	28
Avg % of Responses	7.9%	5.8%	7.3%	7.3%	8.9%	8.9%	9.2%	9.7%	9.2%	9.2%	9.2%	7.3%

Emergency Responses

Property Value Saved/Loss

To measure the effectiveness of the Pembroke Fire Department, we track a number of statistics in the fire service. We are constantly refining our formulas to extract better comparisons of dollar losses at fire incidents compared to property saved.

This year the percentage of property value saved was 97.84% (\$) versus the percentage of property loss of 2.16% (\$). Although we experienced the largest number of incidents we've ever had, it is the smallest percentage of loss overall we have tracked.

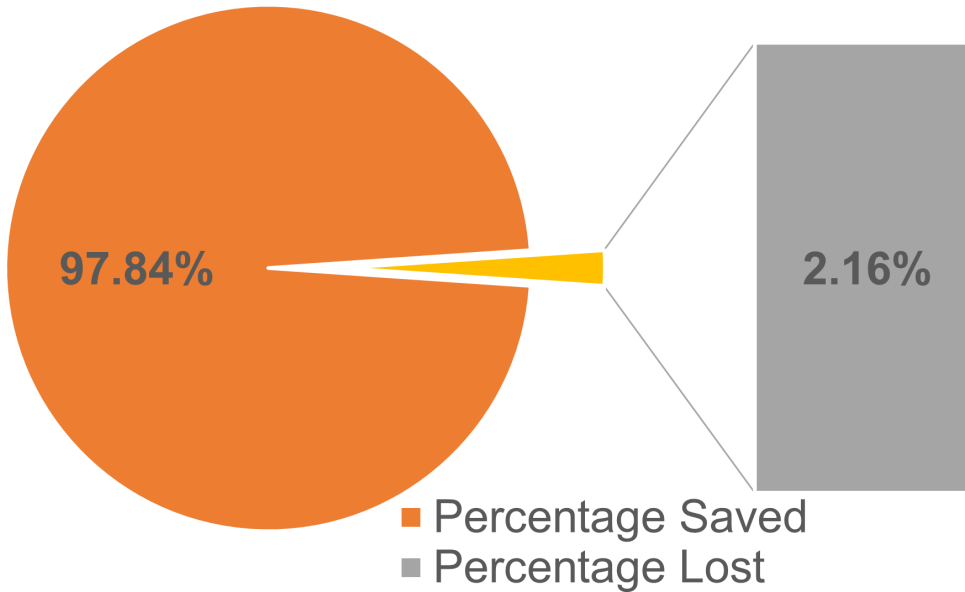
In 2024, the PFD responded to one (1) significant fire. There were no major injuries to civilians or staff.

The chart below indicates an estimated loss value and compares property loss versus property saved over the past 5 years.

Year	#of Incidents	Dollar Loss structure fire only	% of Loss	% Saved
2020	327	\$1,072,525.00	41.98%	58.02%
2021	367	\$803,750.00	7.54%	92.46%
2022	352	\$1,690,000.00	36.89%	63.11%
2023	392	\$660,500.00	2.37%	97.63%
2024	452	\$770,750.00	2.16%	97.84%



2024 Property Value Saved/Loss



Significant Incident

1294 Pembroke St. W
September 26, 2024



The Pembroke Fire Department received a call from Renfrew Dispatch at 7:44 a.m. for a structure fire at 1294 Pembroke St W. The responding Officer had confirmation from the scene of a working fire and upgraded the response, calling in all available



PEMBROKE FIRE DEPARTMENT

personnel. Upon arrival, heavy smoke was issuing from the building and firefighters began fighting the fire which appeared to be concentrated in the kitchen area of the restaurant. The restaurant was unoccupied at the time of the fire. There were no injuries to civilians or firefighters. Although the firefighters put forth a valiant effort, the City experienced the loss of a landmark that day. Loss was estimated at \$450,000.

Fire Cause Determination

Fire Cause Determination plays an important role in all fire incidents. Captain Ed Beaupre currently takes the lead role in all post-fire investigations. In 2023, Acting Captain Jason Kelly and Acting Captain Kyle Zimmerman completed the process to become certified investigators and have worked closely with Captain Beaupre on these incidents. In 2024, potential causes of ignition for fires in the City of Pembroke were improperly handled or discarded smoking materials, improperly used candles, and electrical and mechanical malfunctions or failures.

Incidents Involving Vehicles

Vehicle Collisions and Fires

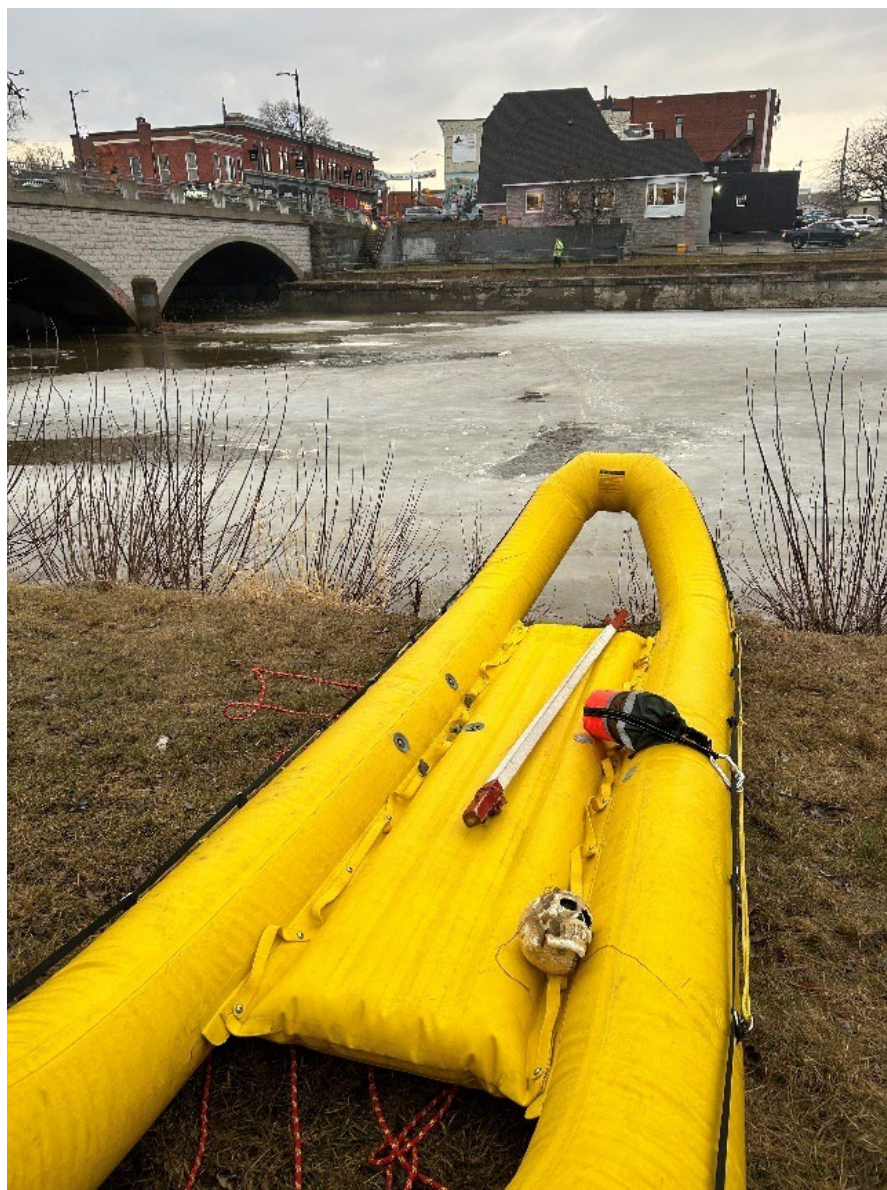
The Pembroke Fire Department responded to 48 motor vehicle incidents in 2024.





Water/Ice Rescue Incidents

The Pembroke Fire Department provides Water and Ice Rescue services for the residents and visitors of the City of Pembroke. Water and Ice Rescue emergencies are dynamic events. Firefighters may have to enter the water in extreme circumstances to remove those in distress. Our equipment is comprised of a Water Rescue Boat & motor, a Rapid Deployment Craft for ice rescue incidents, and various other tools and equipment specific to these operations. The PFD also has Fire Service Agreements with Laurentian Valley and the Township of Whitewater Region. These agreements allow us to respond and provide water and ice rescue services in these municipalities. The Pembroke Fire Department responded to 6 water rescue calls in 2024; 3 were in the City and 3 outside of the City limits.





False Alarms

A total of 97 false fire calls and alarms were received in 2024. False alarms are considered incidents of human error, perceived emergencies, accidental activations and malfunctioning alarm equipment. A good number of the false alarms will not be reflected in the table below, in that they are not preventable automatic alarm issues. To reduce operating costs and false alarms, the Pembroke Fire Department has a False Alarm By-law, which allows for the recovery of costs associated with preventable false alarms.

# of Letter Warnings	# of Invoices	Year	Total
22	6	2020	\$3,051.02
29	7	2021	\$3,051.02
16	12	2022	\$7,246.15
20	6	2023	\$3,432.39
37	8	2024	\$3,813.78

Since the introduction of our False Alarm By-law in 2004, we have recovered a total of \$125,418.66



Prevention

The Pembroke Fire Department has identified major risks within the community and has prioritized them below. Each Platoon carries out certain responsibilities to mitigate these identified risks.

The top seven identified risks are:

1. Missing, malfunctioning or disabled smoke alarms
2. Residential Fires
3. Compliance with the Ontario Fire Code in multi-unit apartments
4. Senior Citizen Vulnerability
5. Escape Planning for Multi-Unit Dwellings
6. Evacuation of large, vulnerable occupancies
7. Major industrial fire loads



PEMBROKE FIRE DEPARTMENT

Below are the responsibilities of the individual platoons in 2024. There were no changes to the responsibilities from the previous year.

“A” Platoon – Health Care and Long-Term Care

“B” Platoon – Restaurants and Compliance of Ontario Fire Code in Multi-Unit Dwellings

“C” Platoon – Industrial occupancies

“D” Platoon – Commercial and Compliance of Ontario Fire Code in Multi-Unit Dwellings and Other Residential Occupancies

All platoons take part in general inspections and the smoke alarm program. For career development and a deeper understanding of the Ontario Fire Code and its application, Platoons may branch out and expand their inspection portfolios at the Fire Chief's discretion.

Inspections & Consultations

The Pembroke Fire Department completed approximately 1596 inspections and consultations in 2024. During these inspections, approximately 155 violations of the Ontario Fire Code have been repaired or corrected. In 2024, the PFD reviewed and/or approved 78 Fire Safety Plans. These plans are written documents outlining roles and responsibilities during a fire emergency. These plans are mandated by the Province, through the Ontario Fire Code, for many buildings within the City. A fire safety plan attempts to mitigate many of the fire hazards associated with the major risks identified on the previous page.

Property Use	# of Inspections
Assembly	435
Health Care and Long-Term Care	283
Residential	722
Mercantile & Business	57
Industrial	69
Hotel/Motel	30
Recreational Burn Permit Site Inspections	92

Smoke Alarm Program

Working smoke alarms are essential in preventing the loss of life due to fires in the City of Pembroke. Missing, disabled or malfunctioning smoke alarms are identified as the #1 risk to the safety of our residents. The Pembroke Fire Department resuscitated our smoke alarm program in 2021. In 2022, we combined mitigation efforts for Risk #1 and Risk #2 and started with the largest residential buildings in the City. In 2023, we completed inspections on the largest multi-unit buildings, and we began recording the number of Smoke Alarm Inspections as well as the number of alarms tested. Moving forward with this program in 2024, 171 Smoke Alarm inspections were conducted, 419 smoke alarms were tested, 17 smoke alarms were found to be missing, 33 were not working, 16 batteries were replaced, and 70 new smoke alarms were installed. The Pembroke Fire Department recovers the costs associated with the installation of smoke alarms.



2024 FIRE DATA

Last year, Ontario suffered
111 deaths from fire*

Let's make 2025 a safer
year with a **working smoke
alarm**

*Note: Number of fire deaths subject to change pending completion of fire investigations



[Ontario.ca/firemarshal](https://ontario.ca/firemarshal)

2024 OFM Fire Data

Carbon Monoxide Alarm/Program

The requirement for carbon monoxide alarms in all residences in Ontario became law in 2014. This is now a regular part of our public education and fire & life safety inspections. We continue to promote Carbon Monoxide safety at all the events and information booth we attend. In November, we assist Technical Standards & Safety Authority (TSSA) in promoting Carbon Monoxide safety through our social media pages as well as a billboard sign which is still erected at the Fire Department.

Beat the Silent Killer

Make sure **YOUR** household is safe from carbon monoxide poisoning.

Ensure all fuel-burning appliances and vents in your home are inspected annually. Find a registered contractor at COsafety.ca



Install and regularly test carbon monoxide alarms

OVER
65%



of all carbon monoxide deaths and injuries in Ontario occur in homes



Symptoms of carbon monoxide poisoning are similar to the flu without the fever

It is often referred to as The Silent Killer



No Odour



No Colour



No Taste

Carbon Monoxide Safety



Sparky the Fire Dog

For the past 15 years, Josh Woermke has donated his time and energy donning the Sparky costume at our public relations events. From the Open House to supporting young children at our Junior Firefighters Program, Sparky continues to delight the young and young at heart. There is a tremendous appreciation for the role Josh plays and the friendship he provides here at the PFD.



Public Service Announcements

The Pembroke Fire Department continues to broadcast Public Service Announcements (P.S.A.'s) on local radio stations. With Pembroke's Pure Country, P.S.A.'s change every month and focus, for the most part, on fire prevention and life safety tips. Throughout the year, especially in May, we change our focus to Emergency Preparedness. The P.S.A. messages are recorded by the Firefighters, Officers, Wendy, and the Fire Chief. Some examples of topics covered include the importance of working smoke and carbon monoxide alarms, family escape planning, water safety and road safety.

For the last five years, the Pembroke Fire Department has partnered with MyFM to present the 12 Days of Holiday Fire and CO Safety Campaign. Over 12 days leading up to Christmas, a specific holiday season fire safety message is played each day. Fire safety equipment is donated by the Fire Marshal's Public Fire Safety Council as part of this project, and in 2024, MyFM and the PFD donated these prizes to St. Joseph's Food Bank to be distributed to families in need of life safety equipment.

A new public education campaign is under way across the province of Ontario. Test Your Smoke Alarm Day is now September 28th every year, thanks to legislature brought forward by MPP John Yakabuskie. The education campaign leads us into Fire Prevention Week and we utilize our partnerships with our local radio stations and YourTV to promote the day.

We also continued our partnership with other Renfrew County fire departments to promote fire safety in the Eganville Leader newspaper. Once again, these fire safety messages are season specific.



TAPP-C (The Arson Prevention Program for Children)

The Pembroke Fire Department delivers this program to children identified as having an “unhealthy” fascination with fire starting. It is a voluntary program, although it can also be a requirement of the courts. Thankfully, the PFD did not have any enrolment in the TAPP-C program in 2024. There is a possibility this program could be integrated into broader family programs offered by local agencies in the future.

Emergency Management & Exercise

Chief Selle is also the Community Emergency Management Coordinator (CEMC) for the City of Pembroke. The CEMC works under the Emergency Management Program Committee and coordinates training for the Municipal Emergency Control Group, oversees the development and review on the Emergency Plan and all the appendices, and leads the planning and development of the Emergency Exercise. In 2024, the CEMC attended 66 meetings about Emergency Management. This does not include training sessions.

The City of Pembroke conducted our annual Emergency Exercise in October of 2024 under the leadership of the Municipal Emergency Control Group. Delivered by the Community Emergency Management Coordinator, Chief Selle, the MECG reviewed the new City of Pembroke Emergency Response Plan, which was introduced to the group in summer of 2024. The MECG then proceeded to work through the management of an infrastructure failure using the procedures outlined in the plan.

Fiddle Park

The Annual Fiddling and Step Dancing Competition, along with Fiddle Park, saw its second year of operation post Covid cancelations. In 2023, the number of trailers was 306. In 2024, there was a decline in attendance, with 251 trailers entering Fiddle Park. The last pre-Covid event in 2019 saw 400+ trailers on site., In 2024, we saw an encouraging uptake of smoke alarms, as 8% of trailers on site needed either a smoke alarm or batteries. This can be compared with 2023, where we saw 17% of trailers requiring smoke alarms or batteries. The estimated value of the trailers and vehicles that stayed at the Park over the course of the event is estimated at roughly \$50 million.

Fire Prevention Week October 6th – 12th

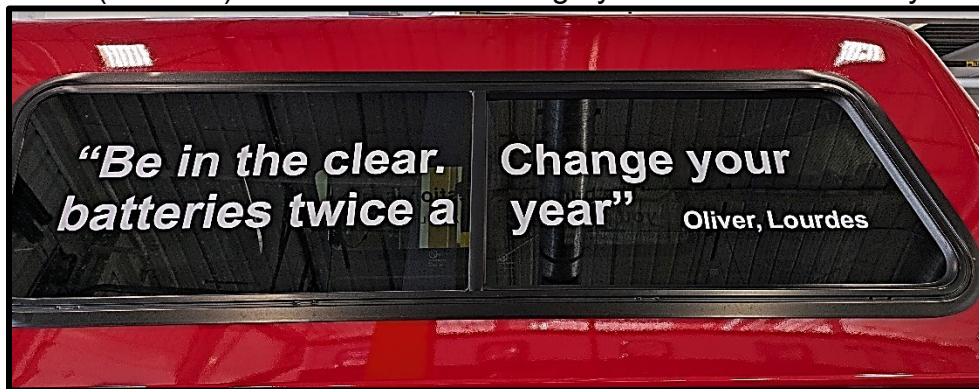
“Smoke Alarms: Make Them Work For You!”

We continued with our traditional Fire Prevention Week activities, conducting fire drills and interacting with the students at the schools in the City of Pembroke. Our Firefighter for a Day contest, conducted in partnership with all elementary schools in the city, led us into FPW. Grades 3 and 4 students from the City were asked to develop catchy fire safety messages. The winning messages are displayed on the PFD half ton. The winners also spent the afternoon of October 27th at the firehall working and training with the firefighters. This year’s winners with their messages are:

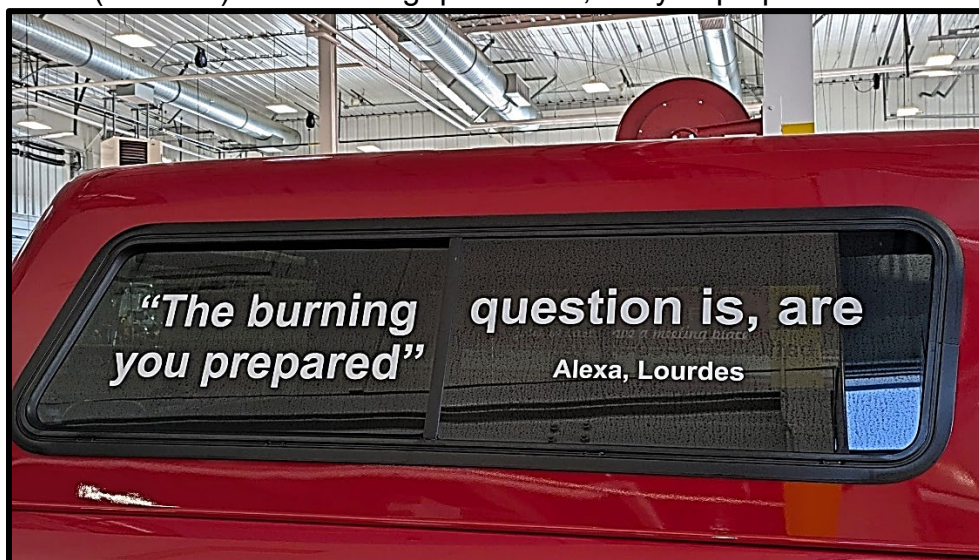


PEMBROKE FIRE DEPARTMENT

Oliver (Lourdes) “Be in the clear. Change your batteries twice a year”



Alexa (Lourdes) “The burning question is, are you prepared”



Prior to the start of the week, Mayor Gervais delivered a proclamation recognizing the importance of the week. We prepared specific messaging for our social media platforms and with our radio partners, promoting FPW activities. We also used these mediums to expand upon the basic messaging around the importance of having working smoke alarms.

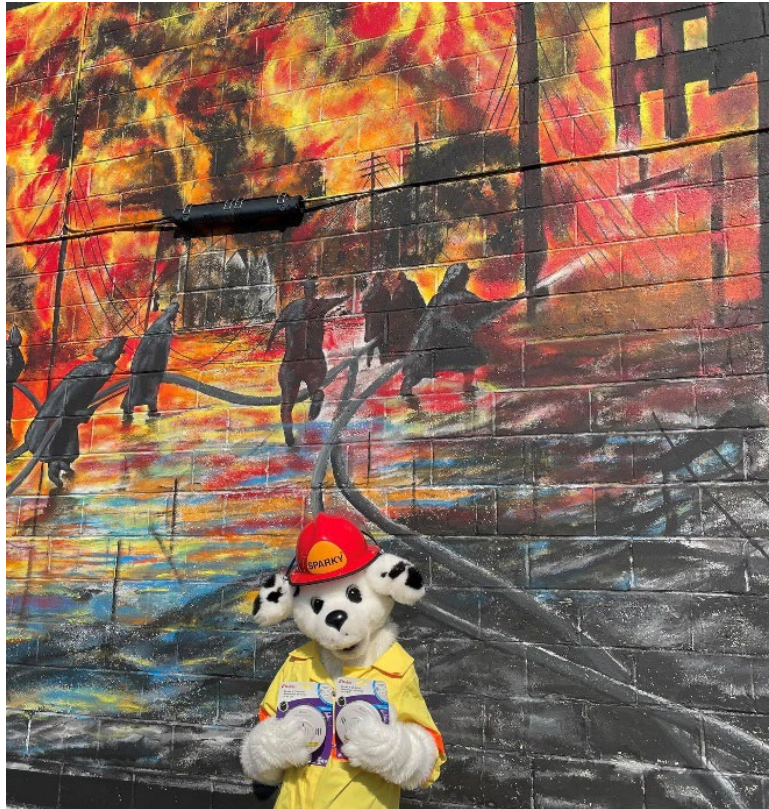
To open Fire Prevention Week 2024, we were invited to the Pembroke Lumber Kings game and set up an information booth and conducted our smoke alarm exchange program. Mayor Gervais and Chief Selle joined Sparky for the ceremonial puck drop at center ice. A huge thank you to the Pembroke Professional Firefighters Association, who sponsored the Chuck-A-Puck event.

Due to the timing of Fire Prevention Week, we were fortunate to close FPW 2024 with our annual Open House. We were extremely lucky to partner with the Pembroke Professional Firefighters Association once again. Our Open House had an estimated attendance of 400 people.



Open House 2024

Our “Where’s Sparky” contest began in September leading up to the Open House where attendees were able to fill out ballots identifying Sparky’s location in the City. With the correct answer, contestants were entered into a draw for a fantastic prize pack, generously donated by local businesses. A heartfelt thank-you goes to all the local businesses that supported us to make this event a success. The support received is overwhelming.



Where’s Sparky



Thank you!



To our sponsors

Pembroke Professional Firefighters Local 488

Sleepwell Property Management

Giant Tiger

Layman's Fire & Safety

Joe's Family Pizzeria

Calla Bean Emporium

Valley Fire Alarm Services

Urban Gourmet

East Side Mario's

Supples Landing

Little Things Eatery

Mountain Road Foods

Pembroke Lumber Kings Hockey Ltd.

Ry'J's Climbing Adventures

Bonanza Restaurant

Nomada Tacos

Midas

MyFM

Perri-Rae Boell & Assoc., Cooperators Insurance

The Butcher's Wife

McGuire's Doughnuts

Pembroke Business Improvement Area

City of Pembroke

Fire Prevention Week Sponsors

Our smoke alarm exchange and information booths were held throughout the week at the West End Plaza, Giant Tiger, and the Pembroke Mall. The locations provide spots that allow access to the program for all residents of the City. Thank you to these organizations for their support in this endeavor as well.

Chief Selle and Sparky participated in activities at the Pembroke Public Library. We led story time, reading a work chosen for its fire safety messaging, and followed this up with a presentation to the children.

Vulnerable Occupancy Drills

Following Ontario Regulation 364/13 (Mandatory Inspection – Fire Drill in Vulnerable Occupancies), made under the Fire Protection and Prevention Act, all seniors' homes, care and treatment homes and hospitals are required to have, at a minimum, one fire safety inspection and one fire drill each year. The fire drills must be attended and critiqued by the PFD. These fire drills are conducted simulating staffing at their lowest levels. At these times, the occupants may be most vulnerable. It is always a scheduling struggle when coordinating inspections and drills in facilities that are so susceptible to outbreaks of contagious viruses. By the end of the year, all inspections and drills were complete.

Social Media

We continue to use our social media platforms (Facebook and Twitter) to educate the residents of the City. The focus of the education portion is primarily on fire related topics, however, with the role of Emergency Management falling under the Fire Chief,



PEMBROKE FIRE DEPARTMENT

educational topics have been expanded to touch on emergency management as well. We have also attempted to utilize social media to promote events and topics important to the City of Pembroke and other partners in the community. We originally launched on Facebook and Twitter in June of 2021.

We began 2024 with a weather advisory which may have been an omen for the next few months. Weather-related posts from thin ice warnings to extreme cold to flooding and heavy rain fall, filled our timeline through to June. Interspersed between were celebrations of events at the Fire Hall as well as promotion of City events and info. Throughout the year, messaging was released on our pages to coincide with the PSA messaging on the local radios.

Facebook and Twitter were used to promote Emergency Preparedness Week, Test Your Smoke Alarm Day, Fire Prevention Week, and Carbon Monoxide Safety Week.

Leading into Christmas, the 12 Days of Holiday Fire and CO Safety Campaign in partnership with MyFM and the Fire Marshal's Public Fire Safety Council is a big part of our educational campaign on social media. Each day, beginning on December 12th, a specific holiday fire and/or CO safety message airs on MyFM. We release the corresponding messaging on our social media pages the same day.

Messaging over the 12 days focused on:

- Holiday lights
- Tree Watering
- Candles and Decorations
- Smoke Alarms
- Carbon Monoxide Alarms
- Extension Cords
- Kids in the Kitchen
- Home Escape Plans
- Cooking
- Heating Sources
- Smoking
- Lithium battery safety

YourTV kindly ran their public service announcements developed in partnership with the Pembroke Fire Department. Some new recordings were also made to ensure the information is current and relevant. Thank you to YourTV for the great work they do in the community!

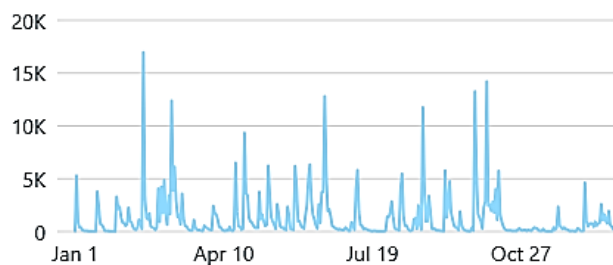
The Ontario Fire Marshal's Office chose September 28th as "Test Your Smoke Alarm Day" in Ontario. This was built on the September, 2022 campaign of "Cause for Alarm", a messaging campaign, released on social media, centering on the importance of working smoke alarms. A lot of energy and promotion went into this day. PSAs were recorded, messaging was developed leading up to and including the day of the event, an article was written with the Observer, messages on the PMC board and our website, the Mayor's proclamation and YourTV's recordings, all the while preparing for Fire Prevention Week 10 days later!

There are currently **1088 Followers** on our Facebook page and growing.



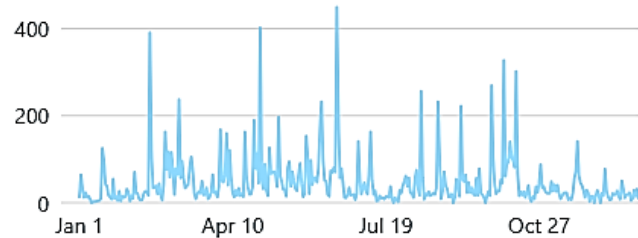
Reach ⓘ

71.4K ↑ 58.7%



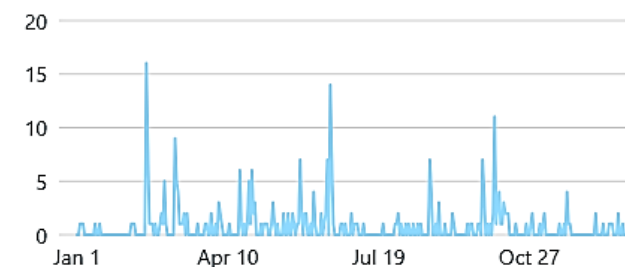
Visits ⓘ

17.4K ↑ 51.6%



Follows ⓘ

296 ↑ 19.4%





Audience

Demographics

Trends

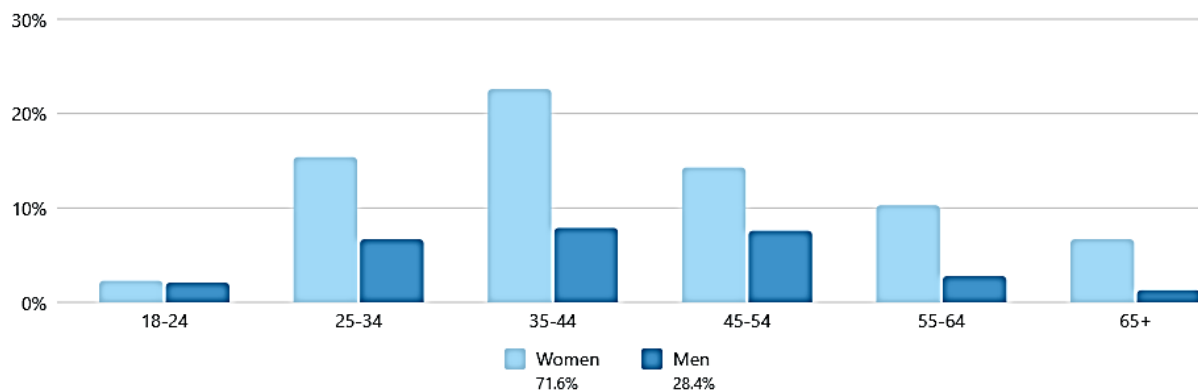
Potential audience

Followers ⓘ

Lifetime

1,088

Age & gender ⓘ



Top cities

Pembroke, ON, Canada

45.5%

Ottawa, ON, Canada

15.5%

Petawawa, ON, Canada

11.7%

Cobden, ON, Canada

2.3%

Renfrew, ON, Canada

1.7%

Eganville, ON, Canada

1.2%

Golden Lake, ON, Canada

1.2%

Deep River, ON, Canada

1%

Arnprior, ON, Canada

0.8%

Fort Coulonge, QC, Canada

0.8%

Top countries

Canada

98.3%

United States

1.6%

Ghana

0.3%

Nigeria

0.2%

United Kingdom

0.2%

Argentina

0.1%

India

0.1%

Philippines

0.1%

Qatar

0.1%

South Africa

0.1%



Other Public Relation Events

The Pembroke Fire Department continues to strive to be a valuable part of the community. We understand the role that positive public relations play in developing lasting relationships throughout the City of Pembroke. It is one of the roles of the Fire Chief to help foster these relationships. We as the Pembroke Fire Department should set an example of what responsible members of the community should and can do.

There were many events the PFD contributed to or assisted with in various ways in 2024:

- Tim Hortons Camp Day
- School Fun Nights and Open Houses
- Collected donated snowsuits for CPAN
- Community Expo
- Multicultural Festival
- Tim Horton's Camp Day
- 9-1-1 Birthday Party
- FT Canine Training
- Music for a Cause in support of the Robbie Dean Center
- Santa Claus Parade
- Junior Firefighter Program in partnership with the Pembroke Public Library
- Firefighter for a day
- Firetrucks and Freezies (with the Pembroke Public Library)
- Algonquin College Options Event
- 12 Days of Holiday Fire Safety Campaign

In January, we hosted a 9-1-1 Birthday Party, partnering with Ry-Js Climbing Adventures and 7th Heaven Sweets. This Birthday Party was offered as a prize for the Hospital Gala on-line auction as part of the Cancer Care Campaign. A total of 14 children and adults attended the party.

Over the past decade during spring break in March, the Pembroke Fire Department has held our Junior Firefighter program in conjunction with the Pembroke Public Library March break programming. When we were located on Victoria St., the event was held at the library. Since the move from Victoria St., the event has been hosted at 200 International Dr. 13 children attended the event held at the Pembroke Fire Department in 2024. Thank you to Firefighter Matt Troutman, who has led this successful program for several years.

May saw the Pembroke Fire Department attend the Community Expo hosted by the PBIA and the City of Pembroke at the PMC. The event coincides with Emergency Preparedness Week and offers a great venue to promote our activities. Our booth had a variety of information pertaining to Emergency Preparedness, life safety, fire prevention and public education.

Chief Selle was fortunate to be a part of the happiest day of the year, McHappy Day, assisting local McDonald's staff is raising funds for Ronald McDonald House and other children's charities across Canada. Since the first House opened in 1981, Ronald McDonald House Canada has helped several thousand families with sick children stay together during the most difficult times of their lives.



PEMBROKE FIRE DEPARTMENT

As in previous years, the Pembroke Fire Department was invited to join our schools and daycares for their fun night and open house events. The “Fun Night Season” kicked off in May and ran right through to the end of June, picking up again in September, celebrating the closing and opening of the school year.

A very special thank you goes to Karthi Rajamani from the Pembroke Library, for inviting us to be a part of the Multicultural Festival. Our information booth provided the opportunity for those attending the festival to ask any fire related questions, Emergency Preparedness questions, and get to know what the Pembroke Fire Department is all about. At this event, attendees visiting our booth were able to enter a draw for 72 Hour Emergency Kits.



Multicultural Festival - PFD

The Pembroke Fire Department continues to sit on the Algonquin College Firefighter Pre-Service Advisory Committee, and we have also partnered with the Fire Team at K-9 Headquarters and St. John's Ambulance to offer support and assistance in developing service dogs.

The Pembroke Fire Department attended two outstanding events, hosted by Algonquin College, for high school students to discuss career paths and options with professionals from the Community. These events are used as a means of introducing the fire service to different community groups who may not see the Fire Service as a possible career option.

Public Education

Public Education and Fire Prevention go hand in hand. Our public education program strives to educate the public on topics such as fire hazards, fire safety practices and general life safety. We endeavor to continually improve and increase our public education programs to reach all age groups. All members play an integral part in the delivery of these programs and any interaction with the community affords us the opportunity for education.



Public Education Activities

Activity	Number of Events Held	Number of Participants
Fire Safety Training Including Fire Extinguisher Training	33	496 Adults & 488 Children
Fire Hall Tours	11	N/A
Fire Drills	48	N/A

Training

The Pembroke Fire Department continues to follow the provincial standard of training as set by the Ontario Fire Marshal's Office, based on the N.F.P.A. (National Fire Protection Association) certified standard training program.

The Ontario Fire College programs and courses are based on and built from the NFPA Standards.

Practical training on vehicle extrication was conducted in the spring for the career fire fighters. The spring session is held on site, while a local wrecking yard, AIM Recycling, has allowed us to conduct specialized training throughout the year off site.

In late March, Ice/Water Rescue training was conducted on the Ottawa River. This full training session was intense, mirroring what staff could expect when entering the water to effect rescue. As water rescues are extremely fluid, dynamic, and dangerous, our staff train vigorously to meet the standards required to ensure all our rescue efforts are successful.



Water Rescue Training



PEMBROKE FIRE DEPARTMENT

In addition to our regular training on all aspects of firefighting, larger, in depth and detailed training sessions were held on:

- First Aid/CPR/Defib/Bleed Control.
- Resilient Minds “Building Psychological Strength in Firefighters”.
- Specialized Response for Electric Vehicle and Lithium-Ion Battery Fires.
- Health and Safety Seminar and Health and Safety Certification.
- Train The Trainer for Fireground Survival Techniques.
- Fire Educators Virtual Symposium
- Incident Management System (through Emergency Management Ontario)

Ontario Fire College Courses and Seminars

Acting Captain Zimmerman	NFPA 1031 Inspector I
Acting Captain Zimmerman	Ontario Fire Code Parts 2 & 6
Acting Captain Zimmerman	Ontario Fire Code Part 9
Acting Captain Zimmerman Officer	NFPA 1521 Incident Safety
Acting Captain Kelly	Commercial Cooking Inspections
Firefighter Ian Caughey	NFPA 1021 Officer I
Firefighter Matt Troutman	NFPA 1021 Officer I
Firefighter Luke Dunne	NFPA 1041 Instructor I
Firefighter Tanner Rutz	NFPA 1041 Instructor I



All Staff have completed the first step towards certification in NFPA 1006 by completing Water/Ice Rescue Awareness. Our fulsome in-house training program in this discipline continues to move forward under the direction of Captain Morgan and Acting Captain Verdiel.

Employee Recognition & Firefighter of the Month

As part of the Wellness Program and to celebrate the individual efforts of staff, Firefighter of the Month was first introduced in 2023. Each month, acknowledgment of hard work, dedication and professionalism is recognized for both the career members and the volunteer firefighters. The winners of the award in 2024 were:

Captain Shawn Morgan	Captain Gary Lowe
Captain Chancy Colquhoun	Acting Captain Kyle Zimmerman
Acting Captain Brent Verdiel	Firefighter Riley Poirier
Acting Captain Jason Kelly	Firefighter Ian Caughey
Firefighter Tanner Rutz	Firefighter Matt Troutman
Temporary Firefighter Justin White	



PEMBROKE FIRE DEPARTMENT

Vol. Firefighter Jakob Therrien	Vol. Firefighter Reid Lewis
Vol. Firefighter Matthew Smith	Vol. Firefighter David Roach
Vol. Firefighter Matt Wagner	Vol. Firefighter Shane Schneider
Vol. Firefighter Dave Stresman	New Vol. Firefighter Brandon Merson

Chief's Training



During the month of January, the Fire Chief, along with CAO Unrau, attended the Labour Relations Seminar hosted by the Ontario Association of Fire Chiefs (O AFC). These seminars and conferences, coordinated by the O AFC provide excellent learning, professional development and networking opportunities for leaders of the Fire Service.

The O AFC Trade Show displays new products, equipment and apparatus for Fire Departments and allows chief officers and firefighters the opportunity to meet vendors and manufacturers. This event is held in early May and was attended by the Fire Chief. During this event, there are many professional development sessions held as well.

In early spring, the Fire Chief attended the Annual Fire Coordinators Symposium and Northeastern Fire Conference and Tradeshow. As Fire Coordinator for the County of Renfrew Mutual Aid Plan, attendance at the Symposium is mandated by the Fire Marshal's Office.

Chief Selle, as Community Emergency Management Coordinator, attended the Emergency Management and Disaster Conference.

The Annual General Meeting for the O AFC was held in November. This event is held in conjunction with the O AFC Health and Safety Seminar. This event is essential for fire department leaders to stay abreast of current Health and Safety trends and topics.

Chief Selle as CEMC completed EM 225. This course, through Emergency Management Ontario, builds on the basics learned in the previous course and allows the learner to develop the skills to implement an Emergency Exercise program with their municipality.

Chief Selle attended a two-day Ontario FireSmart Workshop presented by the Ministry of Natural Resources, Aviation, Forest Fire and Emergency Services branch.



Volunteer Fire Fighter Training

The Pembroke Volunteer Fire Fighters train bi-weekly to the NFPA 1001 Firefighter I & II standard. The career firefighters provide training to the volunteer corps. Our Volunteer Firefighters are either Legacy Certified or certified to NFPA 1001 Level I & II. Training topics for the year were:

- Review of Personal Protective Equipment
- Donning and Doffing SBCA
- Building Construction
- Fire Control
- Fire Dynamics
- Structural Search, Rescue and Victim Removal
- Firefighter Survival, Mayday Operations, Firefighter Rescue
- Loss Control
- Small Engine Operations on the Fire Ground
- Water Supply
- Ground Ladders
- Water/Ice Rescue
- Hose Line Deployment and Operation
- Master Streams
- Forcible Entry
- Portable Fire Extinguishers
- Ropes and Knots
- Lithium-Ion Battery Fires





Apparatus and Equipment

The Pembroke Fire Department maintains a fleet of six apparatus. Below are the operating costs for the individual apparatus. These costs include annual safety certification, and preventative maintenance, such as undercoating and regular maintenance performed in-house. Major repairs and purchases for 2024 included spring replacement on our first response truck, tire replacement and battery replacement. These costs do not include annual pump certification and ladder testing. The annual ladder certification includes the aerial platform truck.

Apparatus	Operating Costs (Excluding fuel Costs)
2018 Pierce Pumper	\$6400.48
2006 Spartan Pumper	\$3177.82
2013 Pierce 100' aerial platform	\$5374.84
2012 Rescue Vehicle	\$981.52
2020 Dodge Ram (Inservice April 2021)	\$1675.33
2008 Mercury Rescue Boat	\$838.99

Total fuel costs for 2024 was \$8116.50

Apparatus	Fuel Usage (Litres)
2018 Pierce Pumper	5435.17 L
2006 Spartan Pumper	594.5 L
2013 Pierce 100' aerial platform	839.58 L
2012 Rescue Vehicle	179 L
2020 Dodge Ram (Inservice April 2021)	1001.1 L
2008 Mercury Rescue Boat	150 L



Equipment and Building

Equipment maintenance and upgrading is a continuous process. We follow a stringent equipment and apparatus maintenance program dictated by NFPA, provincial legislation and manufacturers' recommendations.

The table below shows the equipment and apparatus replacement schedule.

Table of Capital Replacement Schedule

Breakdown of Capital Components	Estimated year of implementation
New 2024 Pulsecraft 20' Stanley Rescue Boat	2025
2020 Dodge Ram	2031
2012 Ford Rescue Utility vehicle	2025
2006 Spartan Pumper	2026
2013 Pierce Aerial Platform	2038
2018 Pierce Pumper	2043
S.C.B.A.	2032 (10 yrs.)
Breathing Air Compressor	2030 (20 yrs.)
Extrication Equipment	2029 (10 yrs.)
Communications Equipment	2030 (10 yrs.)
Thermal Imaging Equipment	2025 (10 yrs.)
Fire Fighting Bunker Gear	2029 (5 yrs.)



PEMBROKE FIRE DEPARTMENT

The Training/Meeting room at the Pembroke Fire Department, also referred to as the Emergency Operations Center, saw regular use by the City and its partners, for training sessions and meetings in 2024. Over and above the almost daily use of the room by PFD staff, the EOC was used for more than 71 training sessions or meetings. Some examples of the usage were:

- City/County Liaison meetings
- City/Laurentian Valley Liaison meetings
- Warming Center meetings
- Community Watch meetings
- City of Pembroke Strategic Planning sessions
- PBIA Strategic Planning sessions
- Extinguisher training sessions
- Emergency Management meetings and training courses
- Various Operations Department training sessions
- First Aid Recertifications
- St. John's Guide Dog Testing
- Community Safety Working Group
- Renfrew County Fire Chief Association Meetings
- Renfrew County District Drug Strategy Committee Meetings

Solar Eclipse

On April 8, 2024, Ontario experienced a total solar eclipse.

It is rare to experience a total solar eclipse. The last one in Ontario was 1925. Ontario was one of the few places in Canada to view the total solar eclipse.

Pembroke experienced a 95.99% obscuration. The partial began at 2:10:06 p.m. with a partial ending at 4:33 p.m. The duration of the eclipse lasted 2 hours, 23 min, 23 secs. with the maximum at 3:23:32 p.m.

Although it was a cloudy day, it was still visible in some parts of the province.



Eclipse Team Watch



New and Exciting



2024 Rescue Boat

Pulsecraft 20' Stanley Rescue Boat

In October 2023, Council approved the replacement of our 2008 DR520 Rescue Boat. This boat has served us well over the last 15 years.

The Boat Committee proceeded with discussions and agreed on a 2024 Pulsecraft 20' Stanley Rescue Boat from Connor Industries. This boat will meet all the Department's needs when operating on the Ottawa River. The aluminum hull will be more resilient and easily repairable compared to our current boat's fiberglass hull. The length of the boat provides space, which we did not have for casualties, stretchers, and equipment, including firefighting equipment. Lastly, the boat has ample storage, and victim removal and rescue from the river will be much easier.

PFD received the boat in early fall of 2024. Getting the boat at this time of year allowed us to conduct basic training on the river when most river traffic has subsided. The winter of 2024 was used to ensure the new boat was ready to go for the 2025 boating season.



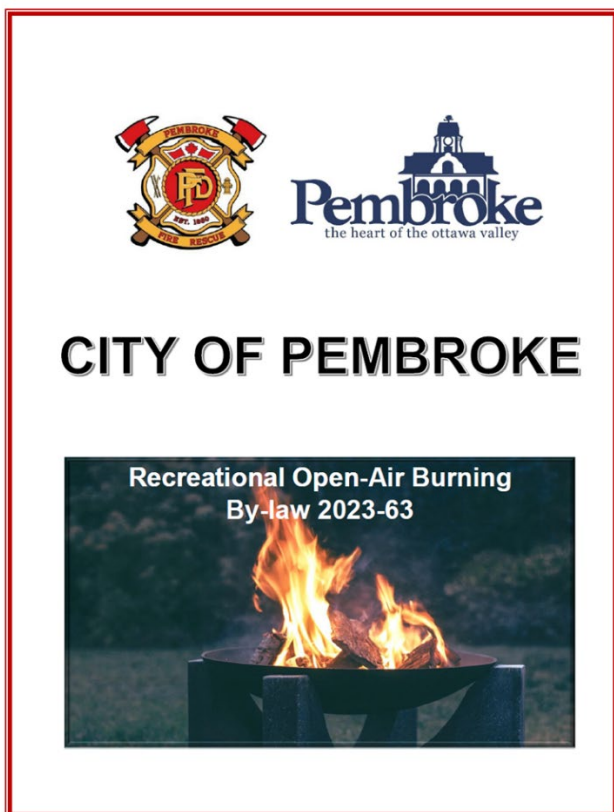
New Fire Fighting Bunker Gear

In 2024, the PFD conducted its first large-scale purchase of bunker gear through a tender process. At the beginning of the year, a committee was formed to investigate products and options. With the support of our Purchasing Department, the process went seamlessly, and the end result was a product that the firefighters are extremely happy with. As structural firefighting gear is no longer recognized as being safe after ten years, the plan is to purchase gear every five years to ensure front-line firefighters always have a second set of clean, certified gear. This is also a huge step forward in our cancer prevention plan.

By-law 2023-63 Recreational Open-Air Burning

Original discussions regarding the updating of the City's previous recreational burning by-law began in the late winter/early spring of 2023. The new recreational burning by-law came into effect on September 5, 2023. This new by-law completely overhauled the existing one, allowing more residents the opportunity to enjoy a recreational fire in their backyard. The geographical restrictions were removed, which dictated only properties along the 3 rivers could have fires and the new modernized by-law better defines the dos and don'ts of having recreational fires for the residents of Pembroke. The new by-law also addresses safety issues that were not a concern when the previous by-law was updated.

For 2024, 193 recreational burning permits have been issued in the City of Pembroke with a total of \$16,100 generated from these permits. Of these permits, 129 were new permits and 64 were renewals.





Mutual Aid for the Fire Services of Renfrew County

Chief Selle has been in the role as Fire Coordinator for Mutual Aid for the Fire Services of Renfrew County for four years.

The duty encompasses consultation on all fire related matters, coordinating mutual aid responses, and providing direction for larger hazardous materials spills or rescue emergencies for the Fire Departments of Renfrew County.

Chief Selle has attended all training sessions along with Coordinator webinars and meetings throughout the year.

The Renfrew County Fire Chiefs' Association aims for quarterly meetings; however, special meetings may be called when required. The Chief's Association met four times in 2024.

Pembroke Fire Department & Mutual Aid

Although we responded to 6 calls outside of the City in 2024, these responses are covered under separate fire service agreements and fall outside of the scope of mutual aid. Chief Selle, through his role as Mutual Aid Coordinator, attended several meetings in 2024 pertaining to Mutual Aid and Fire Service matters within the County outside of the above-mentioned Chief's Association.

The Pembroke Fire Department continued to fulfill their Fire Service Agreements with Laurentian Valley Fire Department for Water & Ice Rescue and Aerial response. For these services, the Pembroke Fire Department received an annual administration fee from Laurentian Valley as well as an hourly service fee for each individual call. The fees for ice/water rescue are reviewed and increased annually as per the CPI rate. For 2024, we saw an increase of 3.3% for this agreement. The Aerial agreement addresses CPI rates in the costing formula and remains the same year to year.

In January of 2024, The Pembroke Fire Department was informed they would no longer be providing heavy rescue services to the Township of Laurentian Valley. The severance of the heavy rescue agreement became official March 1, 2024.

On March 19, 2024, the Pembroke Fire Department officially began providing water and ice rescue services to the Township of Whitewater Region. This is an exciting partnership. Of the six responses outside of City limits in 2024, responses to Whitewater comprised 50% of these.





Pembroke Professional Fire Fighters Association (Local 488)

Listed below are the many local charities and organizations that benefited from the efforts and generosity of the P.P.F.F.A. this past year.

- Donated to the St. Joseph's Food Bank
- Donated to the Coldest Night of the Year
- Donated to Muscular Dystrophy Canada, the 60th year supporting this organization.
- Sponsored families with registration fees for Pembroke Minor Hockey
- Donated to the Heart and Stroke Foundation
- Donated to the Cancer Society Daffodil campaign
- Donated to the school hockey programs at Bishop Smith and Fellowes
- Participated and donated to Tim Horton's Camp Day
- Sponsored Men's Night at the Pembroke Golf Club
- Donated to Meals on Wheels
- Donated to Boys & Girls Club
- Donated to Canadian Mental Health Association
- Donated to Krista Johnson Memorial Run for Change
- Donated to the local OSPCA
- Participated in the Canada Day Fireworks
- Supported Legion Branch 72 with Remembrance Day Wreath
- Donated to the Kiwanis Club Christmas Toy and Food Drive
- Donated to the Christmas Angel program
- Hosted the annual Chili Fest
- Hosted Pancake Breakfast for Handi-Bus
- Participated and donated to a special Yoga event for Mental Health and Prostate Cancer
- Sponsored programs for the production of Newsies
- Participated in the Elwyn Duchrow Memorial Hockey Tournament
- Sponsored Fire Prevention Week campaign
- Participated in the Santa Clause Parade
- Sponsored Chuck-A-Puck Event
- Sponsored Public Skating Event & Sno Spree skating event
- Kids Fight Cancer
- PPFFA Charity Bass Derby

The P.P.F.F.A. is also a major sponsor for our annual Open House event and without their assistance, our Fire Prevention Week activities would not succeed. A special thank you goes to the members of Local 488 and their families for taking the time to help with this great event!



Summary

2024 presented the usual challenges as well as a few new ones, with a wide range of successes and disappointments. By the end of the year, we were on the right path forward, not only as a fire department but the City as a whole. I would like to thank the Province of Ontario, which under the current government, continues to prioritize firefighter safety and is now stepping forward with funding for these initiatives. Thank you for the leadership from Mayor Gervais, the Council and City Hall. It continues to be a pleasure working for the great City of Pembroke and our fantastic staff.

The past year has reassured me that the Pembroke Fire Department has the best staff in all the County and quite possibly the province. This Fire Department does not operate without the 100% effort you bring to the table every day. Lastly, I must thank Wendy Hewitt for keeping the wheels on day-in and day-out.

Thank you for the opportunity to lead this Department in 2024 and I look forward to a great 2025!

Sincerely,

A handwritten signature in cursive script, appearing to read "Scott Selle".

Scott Selle, Fire Chief

