



MICHAEL RAINEY & ASSOCIATES

CASE STUDY

FROM GUT DECISIONS TO DATA-DRIVEN LEADERSHIP

How one fire department changed its method for making high-stakes decisions



When Fire Chief Nicholas Perkins was tasked with recommending where the new fire station should be built, he knew he could be missing critical information needed to make a critical decision. Chief Perkins knew what was at stake – his decision would impact how effective his department could serve the community by abiding by the standard of coverage. The standard of coverage is the fire department's commitment to the community and strives to reach 90 percent of the residents within 6.5 minutes of a call.

With the population of Pflugerville tripling in 15 years, the Fire Department budgeted for a new fire station but getting the optimal location was essential to uphold the standard of coverage. Selecting the wrong location could bring an abundance of issues – wasted resources, strain on the fire department and unnecessary obstacles – not to mention the lives at stake if the standard of coverage wasn't met.

In addition, the fire chief knew the old model of fire station site selection wasn't up to date. Previously, like many other departments across the country, new fire stations were built on based on looking at a map and making sure the stations were spread out. This overly simplistic model didn't take into account key data – population density, roadways, traffic and future community plans, to name a few.

"We were lacking powerful and robust data,"

Chief Perkins said.



"We had to be able to answer the communities questions like

'why did you decide to build here?' and 'can you maintain your standards of coverage?'

We weren't able to answer these questions with supportive data."

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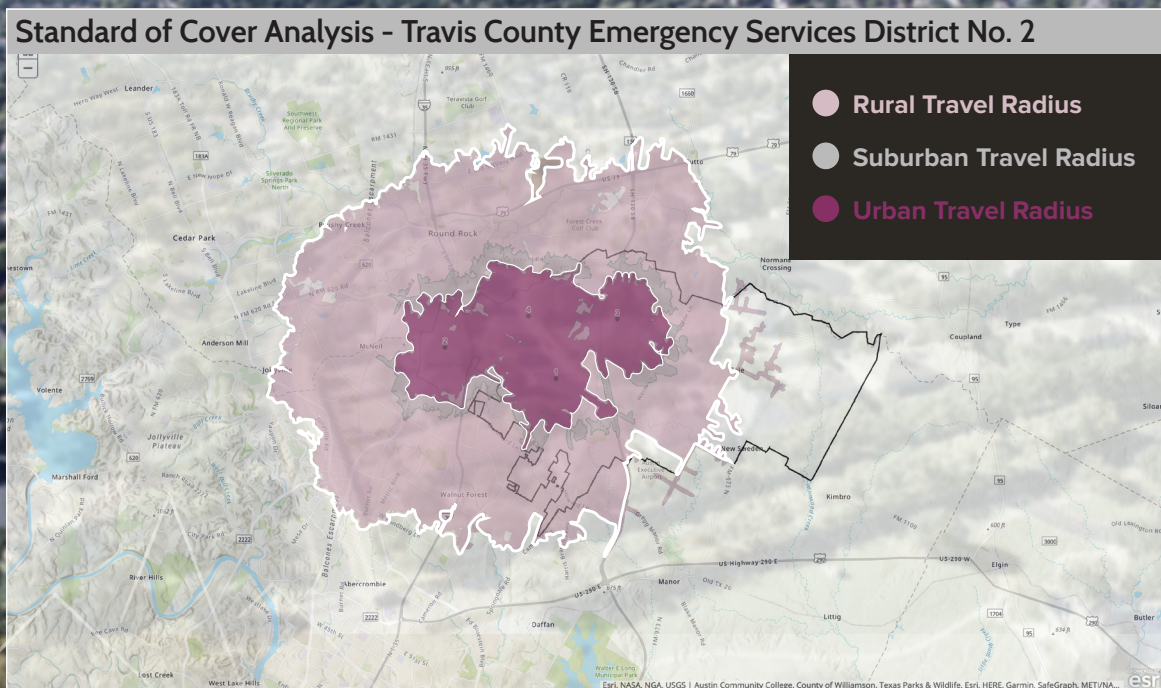
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THE SOLUTION



When the Pflugerville Fire Department hired Michael Rainey and Associates, Michael cast a wide net of factors to analyze, including past performance of current fire stations, roadways and traffic factors, population density, urban v. rural areas, population and many other critical factors.

At the end of the extensive analysis, Michael was able to arm Chief Perkins with a complete data-supported picture of where and why the new fire station should be built.



“Sometimes consultants don’t understand what it means to work in a high-stakes environment,” the chief said.

“We were able to take a big decision, which we previously based on a gut response, to now making recommendations to local officials in a data-driven, transparent way.”

Nicholas Perkins
Assistant Chief of Operations
Travis County Emergency Services District No. 2



High-Stakes Decisions Demand Critical Data

Our systems provide commanders with a clear, contextual picture of a high-stakes situation so you can respond analytically and confidently.

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