

# Virginia Fire Chiefs Association Volunteer Workforce Solutions



# VFCA

## Volunteer Workforce Solutions

- #1 issue facing volunteer fire departments –Personnel\*
- 76% of departments need more volunteer firefighters\*
- 62% of all fire personnel are volunteer firefighters (a decrease of 7% since 2007)\*
- 60% of departments need a recruitment program\*
- \$45,000- the average savings to a community per volunteer
- 4,205 the number of volunteer firefighters needed now in VA\*

\*2010 Virginia Fire Service Needs Assessment



# Project Expectations

- **Concern:** Staffing for response
- **Answer:** Intelligent data/geography-driven recruitment
  - Develop a thorough understanding of volunteer firefighters by looking at where they live
  - Find ways to effectively recruit firefighters
  - Measure results against the VFCA 'traditional' marketing campaign

# Tapestry for Firefighters

## STEP 1: Understand Segmentation

- Target Area
- Populations: FF and Workforce
- Index Numbers
- Trade Area Penetration

How many groups are out there?  
What are they like?  
What do they do?  
How likely are they to become FF's?

## STEP 2: Identify Potential Recruits

- Core Groups
- Developmental Groups

Who are these people?  
Why do I need to know them?

## Step 3: Develop Marketing Targets

- Market Potential Characteristics
- Recruitment Strategies
- Marketing Messages

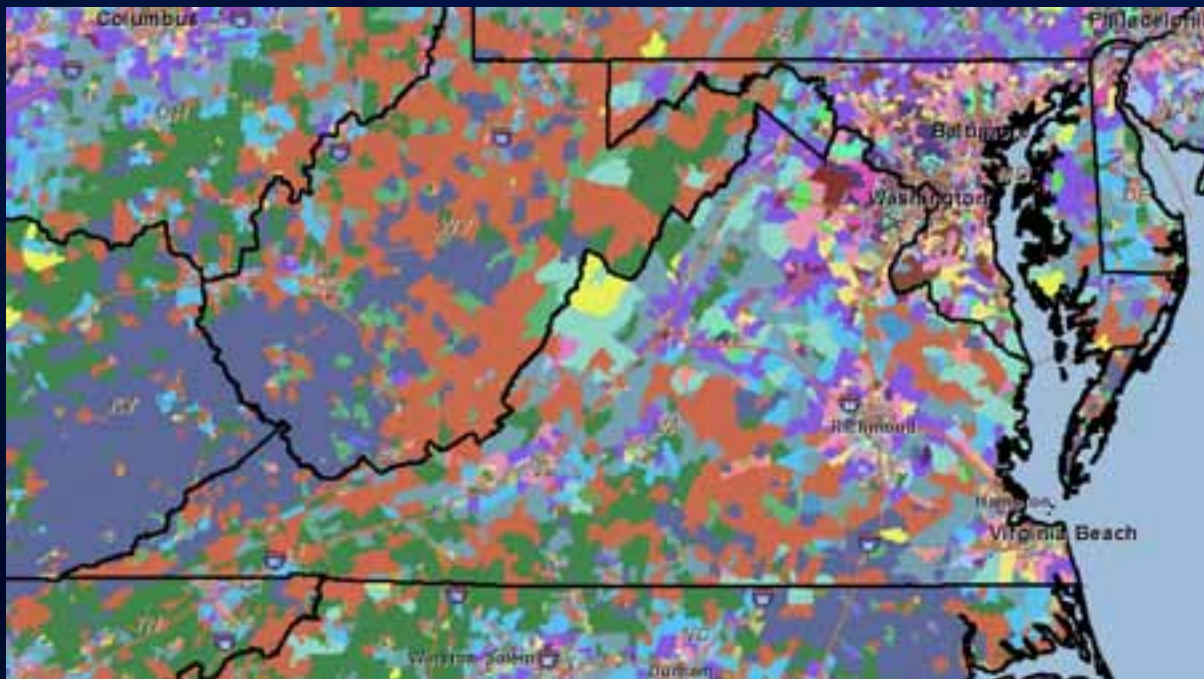
My "Message" –  
  
Where do I say it?  
When do I say it?  
How do I say it ?  
What do I say?

## 65 Tapestry Segments

- **People are attracted by similar tastes, a need for security, peer identity, and a sense of “place.”**
- **Commonalities include location, housing, transportation, schools, employment, places of worship, etc.**
- **Tangible assets such as zoning laws, available jobs, housing, land values, etc.**
- **Perceived assets such as race, ethnicity, language, culture, ambience, etc.**

# Using Tapestry data to find more people “like” your current firefighters

**(Motivated by the same things)**



# Key Terms

**Core** – A high percentage of firefighter's addresses fell in these segments compared to the base resulting in a high index.

**Developmental** – A significant percentage of firefighter's addresses fell in these segments but they are not proportionately high compared to the base. These segments are important because they represent potential targets.

**Figure 1: Tapestry Profile -  
Core Firefighter Segments**

<b>Tapestry Description</b>	<b>Firefighter Count</b>	<b>Firefighter Percent</b>	<b>Trade Area Count</b>	<b>Trade Area Percent</b>	<b>Index</b>
17: Green Acres	34	9.29	9,017	5.36	173
26: Midland Crowd	53	14.48	16,475	9.79	148
31: Rural Resort Dwellers	16	4.37	753	0.45	977



# Tapestry Results

Community	Core Segments	Developmental Segments
Page County	50: Heartland Communities 46: Rooted Rural	33: Midlife Junction 12: Southern Satellites
Spotsylvania County	17: Green Acres 26: Midland Crowd 31: Rural Resort Dwellers	7: Exurbanites 13: In Style 6: Sophisticated Squires 12: Up and Coming Families
Fauquier County	13: In Style 33: Midland Crowd 12: Up and Coming Families	7: Exurbanites 17: Green Acres 6: Sophisticated Squires

# Tapestry Analysis Process with MRI data

## **Financial\***

Health

Travel

Telephones

**Internet\***

Alcohol

Insurance

**Dining\***

Convenience Stores

Automotive

**Pets\***

## **Electronics**

Clothing and

Apparel

Household/Furniture

Tools

**Shopping\***

Mail/Phone Orders

Yellow Page Use

Cameras and Film

Books

Smoking

Lawn Care

## **Civic Activities\***

Personal Care

Automobiles

**Sports\***

Toys/Games

Videos/DVD's

Home Improvement

**Leisure Lifestyle\***

**Grocery\***

**Attitudes\***

# Spotsylvania County Characteristics

## Top Pets & Products (Additional) Characteristics:

<u>Description</u>	<u>Core Index</u>	<u>Developmental Index</u>	<u>Overall Index</u>
HH owns 2+ dogs	171	120	127
HH used 25+ pounds of pkgd dry dog food last	169	111	122
HH used 9+ pounds of packaged dry cat food last	156	95	114
HH owns 2+ cats	150	103	116
HH used <3 packages of dog biscuits/treats last mo	147	125	124
HH member took pet to vet in last 12 mo: 4 times	144	116	122
HH owns any dog	144	123	122
HH used packaged dry cat food in last 6 months	143	104	115
HH owns any cat	142	108	117
HH used packaged dry dog food in last 6 months	142	122	121
Bought flea control product from vet in last 12 mo	142	121	122
HH used dog biscuits/treats in last 6 months	141	127	124
HH used flea/tick care prod for cat/dog last 12 mo	139	113	116
HH member took pet to vet in last 12 mo: 2 times	138	129	124
HH member took pet to vet in last 12 mo: 3 times	137	131	124
HH member took pet to vet in last 12 mo: 5+ times	135	134	124
HH owns any pet	133	118	118
HH used cat litter in last 6 months	132	109	115
HH used <5 cans of cat food in last 7 days	131	98	107
HH owns 1 cat	131	110	115

# Community Results: Applying the Process

## Key Elements

- Segmentation Profiles/Characteristics resulting from the initial analysis
- Highlighting the results of the initial analyses
- Using the results to build a Recruitment Strategy
- Using the results to market to similar Tapestry Segments in your community (geographically driven marketing)

## **Lessons Learned so Far:**

- **Fulltime Volunteer Coordinator**
- **Centralized application process**
- **Immediate and coordinated response**
- **Antiquated entry process**
- **Personal “Ask”**
- **Departments- Community Partnerships/Improved Visibility**
- **Mentors**
- **LEADERSHIP**