



City of Rochester • County of Monroe

*Emergency Communications Department
2021 Annual Report*

THIS REPORT IS PROVIDED BY:

Michael J. Cerretto, Director

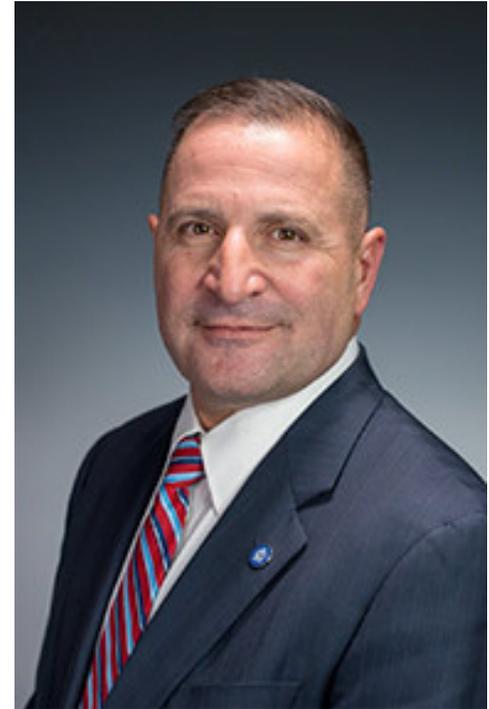
TABLE OF CONTENTS

Letter from the Director	4
About ECD	5
An Introduction	6
Working Together	7
Incoming 911 Call Statistics	8
CAD Event Statistics	9
Goals for 2022	10-12
Law Enforcement Accreditation Report	13
Training Report	14-15
Employee Spotlights	16-17
Instructor Spotlights	18-19
Employee Recognition	20-21
Promotions	22
Retirements	23
3-1-1 One Call to City Hall	24-25
Public Awareness Report	26-27
Communications Response Team	28
Peer Facilitator Team	29
Pawsitive Vibes	30-31
Serving the Community	32-33
Community Support	34-35

A MESSAGE FROM THE DIRECTOR

2021 was an especially difficult year marked by staffing shortages, system upgrades, and the continued effects of the Covid 19 pandemic which created extremely long work hours as well as continued difficulties to our operation. In response to staffing shortages ECD worked with County and City leadership, as well as AFSCME Local 1635 to make adjustments to salaries to better reflect the duties and responsibilities of operational positions within the Emergency Dispatch Center. Our staff at 911 and 311 rose to the challenge and continued to deliver excellent service to our community.

In March of 2021, we successfully launched a new computer aided dispatch (CAD) system. This was an extremely challenging transition as our previous CAD system was over 25 years old and all aspects of the 911 dispatch operation were affected. The staff at 911, as well as the entire Police, Fire and EMS community, underwent extensive training on the new system. At our 311 Center, working with City IT, we were able to put systems in place to allow our operators to work from home when needed. Additionally, we have worked with the City Departments that we serve to improve overall citizen interaction.



We have also built a close working relationship with Monroe County Public Safety. Working with the County Fire and EMS Coordinators we continue to work on bridging gaps between our agency and the user agencies we serve. On the Fire Dispatch side we have worked to improve response plans throughout the county. On the EMS side we began working with AMR and Monroe County to develop procedures to implement a Nurse Navigator Program to launch in early 2022 to reduced calls to our EMS agencies while getting callers to a more efficient response to their needs.

I would like to express my appreciation to everyone at ECD for your perseverance, dedication and passion for serving our community.

I am pleased to present our 2021 Annual Report.

Michael J. Cerretto

Director | Emergency Communication Department -911

ABOUT THE EMERGENCY COMMUNICATIONS DEPARTMENT

Mission

The Emergency Communications Department serves as the vital link between the citizens and public safety agencies of the City of Rochester and the County of Monroe.

We strive to collect and disseminate all requests for service in a prompt, courteous, and efficient manner for all our customers.

Through our actions, we help save lives, protect property and assist the public in their time of need.

Values

We take **PRIDE** in our work:

Professionalism, Respect, Integrity, Development, and Excellence.





An Introduction

The Emergency Communications Department (ECD) serves as the consolidated Public Safety Answering Point (PSAP) for the Rochester-Monroe County, New York area. We serve a population of over 740,000. As declared in our Mission Statement, “Through our actions, we help save lives, protect property and assist the public in their time of need.”

The ECD provides dispatching services for 68 agencies: 16 Police Departments, 34 Fire Departments, and 18 Emergency Medical Services (EMS) Agencies. In 2021 the ECD received 1,184,836 calls (incoming, outgoing & internal) and processed 1,112,539 CAD events for these agencies.

The ECD is rather unique in its composition within government. It is an agency of the Rochester City government, yet provides service throughout Monroe County. This is accomplished through a renewable 10-year contract between the City of Rochester and Monroe County, with each entity providing portions of the total configuration. For instance, Monroe County provides all radio, telephone and computer equipment while the City of Rochester provides and maintains the building in which the PSAP is located. This serves as a model for intergovernmental cooperation towards public safety.

The ECD operates with an authorized staff of 195 employees, where 187 are assigned directly to PSAP operations. All operations personnel have a minimum training level of APCO Telecommunicator and are certified as Emergency Medical Dispatchers by the National Academy of Emergency Dispatch. New employees receive an average training of five months for Telecommunicators and seven months for Dispatchers before being allowed to perform on their own. There are 22 positions at the 3-1-1 Center.



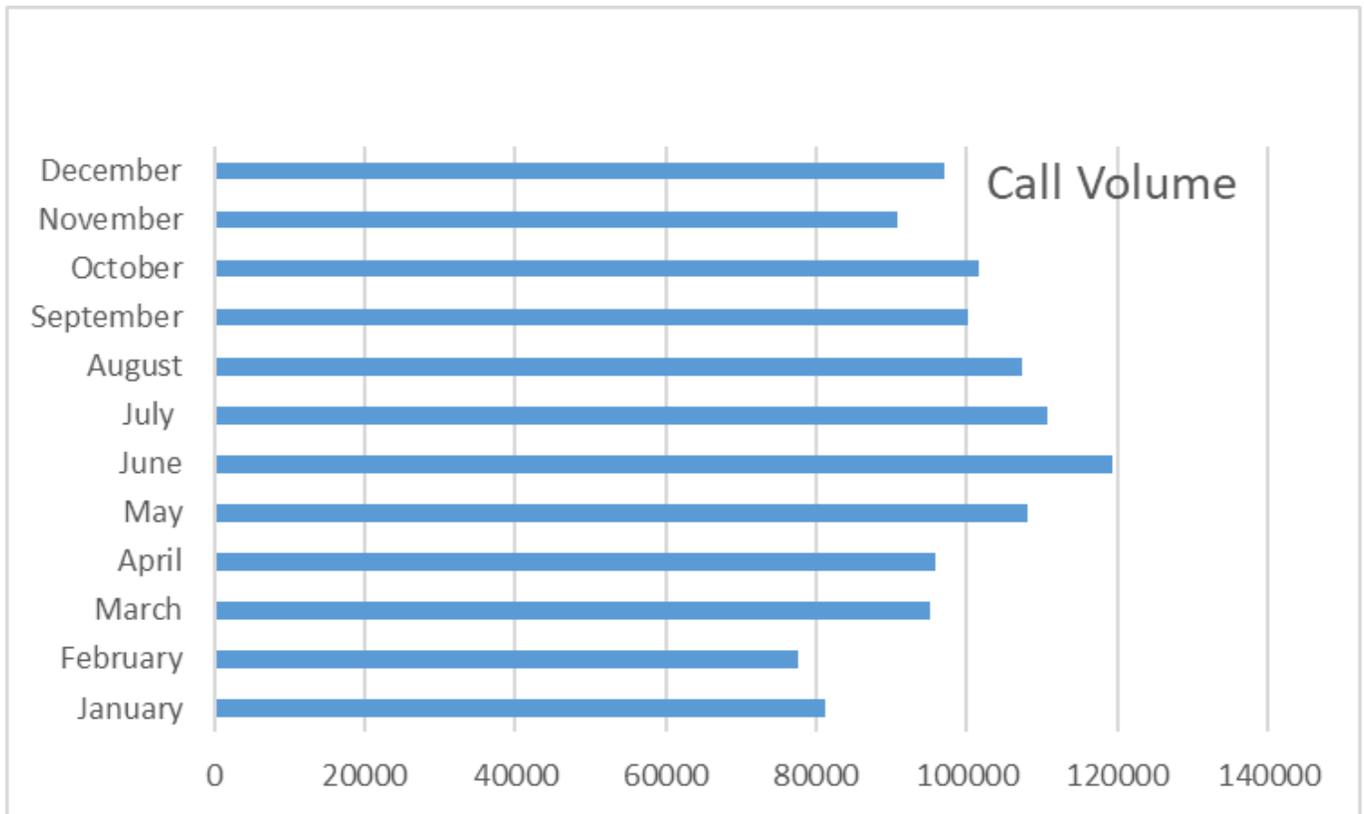
Working Together

Effective interaction with other public safety agencies is critical to the protection of life and property. In order to accomplish this goal, the ECD participates in the following organizations:

- Monroe County Law Enforcement Council and Law Enforcement Training Committee
- Monroe County Fire and EMS Advisory Boards
- Monroe County Local Emergency Planning Committee
- Monroe County Steering Committee for the National Incident Management System (NIMS)
- Monroe County Fire/EMS Communications Board
- Monroe County 911 Operating Practices Board
- Monroe County Fire Chief's Association
- Monroe County Domestic Violence Consortium
- ECD/RPD Committee
- Monroe County First, Second, Third, Fourth and Fifth Fire Service Battalions
- New York State 9-1-1 Coordinators Association
- Law Enforcement Training Directors Association of New York State
- NENA, National Emergency Number Association
- Monroe County Office of Mental Health, Emergency Services Committee

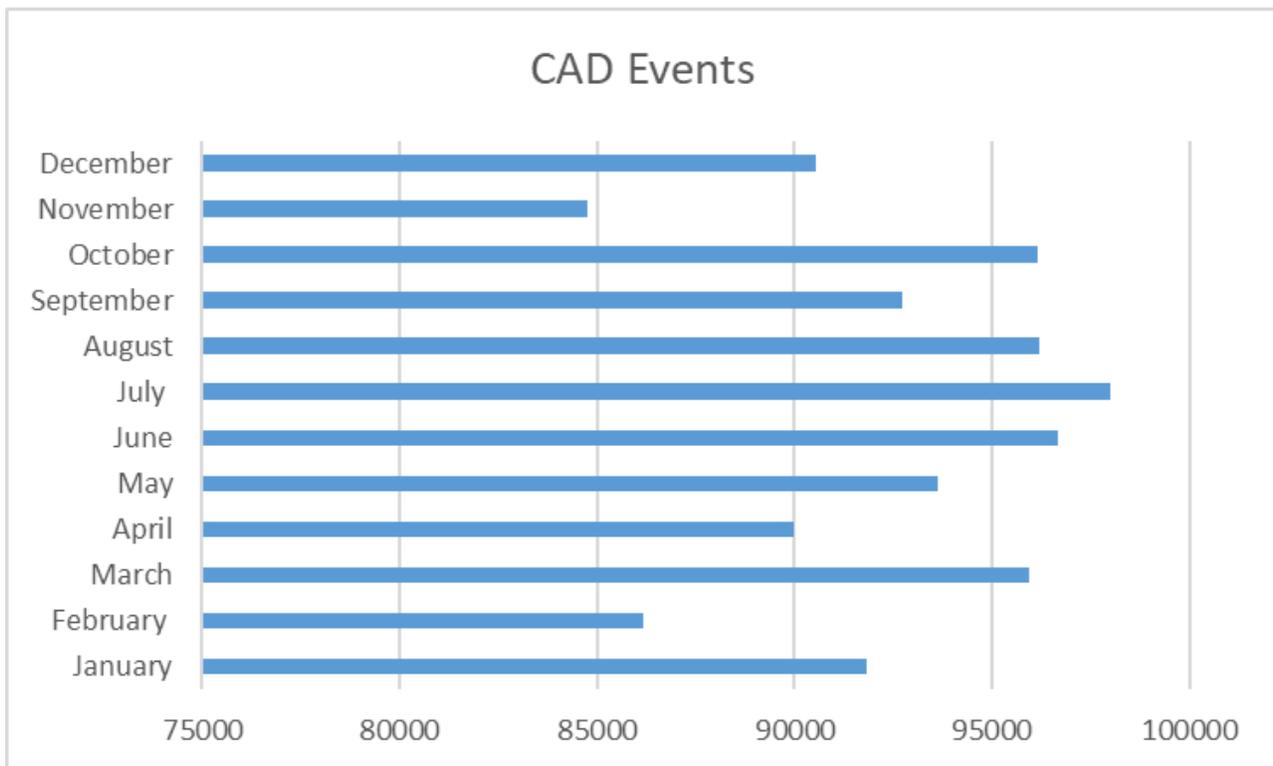
MONTHLY CALL VOLUMES

(INCOMING, OUTGONG & INTERNAL)



1,184,836
911 Calls in 2021

CAD EVENT ENTRY STATISTICS



1,112,539
CAD Events Entered in 2021

GOALS FOR 2022

311

- Reconfigure current Verint forms to allow more flexibility and automation;
- Configure & implement Verint online citizens service request forms;
- Utilize the Auto Pound system “BEAST” providing customers fees due for vehicle retrieval;
- Incorporate “real-time” for refuse and recycling services;
- Take on the Permit Office calls for NBD and return Zoning & Building calls to NBD;
- Proof of concept on voice and web chat to obtain pros/cons and knowledge of technology.

Administrative

- Maintain a 10% employee turnover rate which can be accomplished by adding a second new-hire class and extending the probationary term to 18 months.

Communications Response Team

- Add members.
- CRT Member refresher training on MCU-1.
- COML Certifications.

Computer Aided Dispatch

- Continue to work with CAD vendor to clear out the bugs in the system.
- Continue to work with agencies to build or update their records.

Database Management

- Replace the Admin & Operations databases.

Emergency Medical Dispatch

- Complete an anticipated 90 – 100 EMD certifications or re-certifications.
- Complete new EMD-Q certification for Supervisors not yet certified.
- Migrate all ProQA positions to the new virtual servers.
- Put new training ProQA tablets into service.
- Continue educational feedback to all certified personnel.
- Continue to work on getting EMDs to ACE level compliance.

GOALS FOR 2022

ETNS

- Set up and implement the system for ECD employee notifications.
- Train new users on the system.
- Keep records up-to-date.

Honor Guard

- Continue to train and improve members skills.
- Continue to build strong relationships with the public safety community agencies.
- Appoint a new administrative team leader.

Law Enforcement Accreditation

- Add a new member to the accreditation team.
- Have team members assist other agencies with their mock assessments.
- Have team members become assessors for NYSSA through online training.
- Continue to maintain compliance for CALEA & NYSSA.

Operational

- United Way: Raise more awareness of their mission and set a department goal of \$6,000.
- Do the Right Thing: Get more involved and educate employees for increased nominations.
- Continue to work on the following committees: EMS in the City, Rochester Teams, 911/988, CRT, Peer Support and TOCC (traffic operations).
- Drug Testing: Streamline the testing schedule.

Peer Facilitator Team

- Continue to assist employees with stress reduction and conflict resolution;
- Provide additional training opportunities for members;
- Partner with ERC to provide rewards for select employees.

Public Awareness

- Take the 911 message a step further to inform the community why their info to 911 is critical when making that emergency call.
- Continue community outreach and upload details and pictures to ECD's Facebook.
- Include the 911 recruitment and public awareness messages at all public events.

GOALS FOR 2022

Training Division

- Launch CueHit, a community survey platform to boost morale with positive feedback to staff.
- Launch 2 new programs to improve civil service passing scores.
- Update the operations evaluation process.
- Continue to update policies & procedures.
- Create a mentorship program.
- Create a formal CTO program.
- Provide workshop training to employees year-round in identified areas to coincide with procedure updates.
- Add a community engagement/volunteer project to the Academy Class (May 7, 2022).

Wellness

- Continue distributing Wellness information to employees as it becomes available.

LAW ENFORCEMENT ACCREDITATION

Commission on Accreditation for Law Enforcement Agencies



The CALEA Accreditation is valid for a four-year period. Years 1-3 a review of 25% of the files is conducted. This Accreditation Program consists of 207 standards. In 2021, our files were 100% in compliance with the standards set forth by the Commission. The next full onsite assessment will commence during the summer of 2024.



NYSSA New York State Sheriff's Association

The NYSSA Accreditation is valid for a five-year period. This Accreditation Program consists of 70 standards. During years 1-4 we file a Letter of Compliance with the Association after our files have been updated each year. In 2021, we successfully completed our five year onsite assessment and were awarded re-accreditation.

ECD continues to uphold accreditation compliance with excellence.

TRAINING REPORT



Overview of Training Topics

- 911 Coordinators Association Conference
- Advanced Interpersonal Communication: Supervisors
- AHA Heartcode BLS Course
- Annual Review of the Emergency Response Plan
- APCO Public Safety Telecommunicator 7th Edition
- Are You Ready? How Will you Stay Ready?
- BLS Provider CPR
- CALEA Familiarization Training
- CALEA Implicit Racial Bias and Diversity
- Coaching: Coaching Diverse Employees
- Complacency In The Workforce
- Crisis Intervention Training
- Daily Video Announcements: A Best Practice
- Defeating Drama & Negativity
- Domestic Violence
- eJustice NY Integrated Portal Certification
- Emergencies in the Communications Center
- FEMA- An Introduction to National Incident Management System IS-100
- FEMA-Basic Incident Command System for Initial Response IS-200

2021



- FEMA-EEO Supervisor Course 2020 IS-00019.20
- FEMA- NIMS Incident Management System IS-700
- FEMA-160 Weapons of Mass Destruction Awareness
- FEMA IS-106 Workplace Violence Awareness
- Foundations of Emergency Mental Health Dispatching
- Hexagon CAD Training
- How to Bounce Back
- Mandatory ISTT- Haz-Com (GHS) Training
- Managing High-Risk Incidents
- Missing Adults/Alzheimer/Dementia
- NCMEC Checklist Review
- Nurse Navigation Training
- Property Contact Information Application Training
- Protocol Update
- Rater Training 2021
- Responder Safety
- Responding to Autism: A Law Enforcement Approach
- Suicide Intervention
- Supervisor Training WC and Accident Investigation
- Swatting
- The Impact of Executive Level Leading on Evidence Integrity
- TTY/TDD Refresher Training 2021
- Wellness Solutions for Today's Law Enforcement Professional

JODY



22 YEAR VETERAN AT ECD
LIVES IN LIMA
FAVORITE TEAM: PITTSBURGH STEELERS
PROUD MOM OF 3
1ST TIME GRANDMA IN 2020 (CONGRATS!!!)
HOBBIES: AVID CAMPER AND BOATER
ECD SUPERLATIVE:
MOST LIKELY TO MAKE
YOU LAUGH AND CRY AT THE SAME TIME ☐



Employee Spotlight

PAUL DENTINO

Codename: The Professor

Rochester Native

**Police/Fire Dispatcher II
22 Year Veteran at 911**

**Favorite Football Team:
San Francisco 49'ers**

**Favorite Baseball Team:
New York Yankees**

Favorite Band: Metallica

Favorite Hockey Team: Buffalo Sabres

Employee Spotlight

JANET- TELECOMMUNICATOR

- East High and Suny Brockport Graduate
- 10.5 year veteran
- Favorite Book: *Their Eyes Were Watching God* by Zora Neale Hurston
- Favorite Food: Tacos 🌮
- Yellow Belt in Karate
- Favorite Artist: SZA
- Baltimore Ravens Fan
- Obsessed with True Crime



EMPLOYEE SPOTLIGHT

JON Police Dispatcher

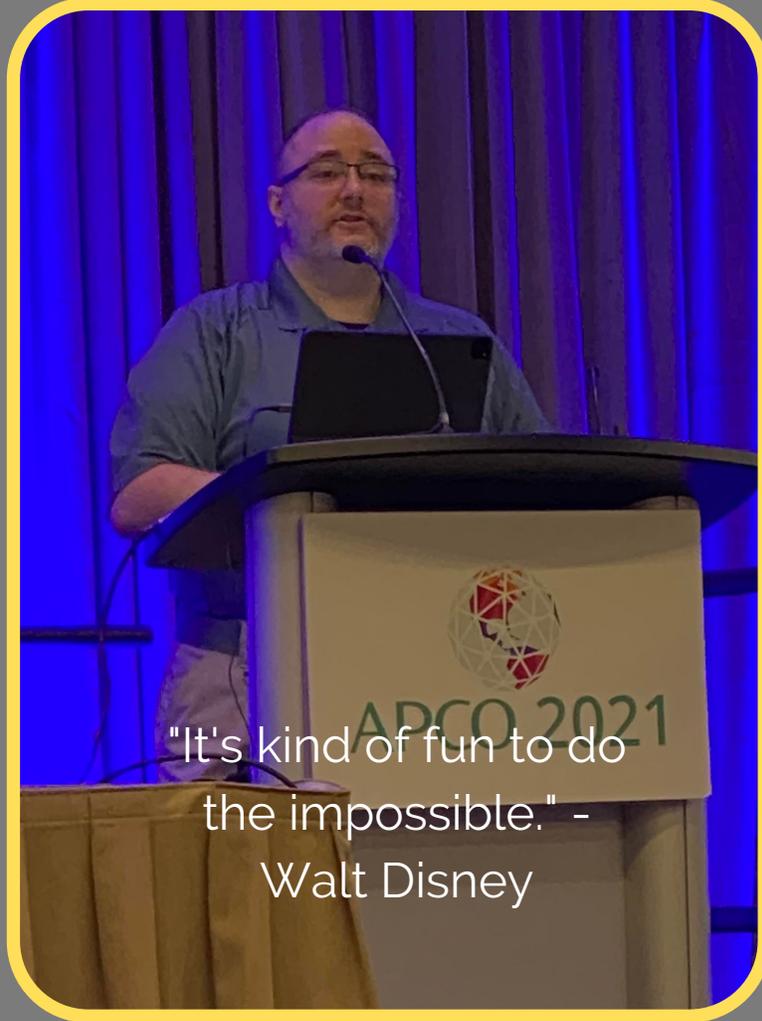
- Native born son of Rochester
- 15 year veteran
- Proud Husband and Father of 3
- Hobbies outside of work : Ice Hockey
- Favorite Cereal: Lucky Charms

*ECD Superlative: Meanest looking nice guy



INSTRUCTOR SPOTLIGHT

Charles Vitale



"It's kind of fun to do
the impossible." -
Walt Disney

I was fortunate to be selected as one of the original instructors when E.C.D. started to formalize our training programs. I had some previous time as an AHA BLS and Practical Work Instructor on the EMS side of the PSTF. After teaching a few in-house police classes E.C.D. wanted to formalize the program and a group of us were sent to take the DCJS Instructor Development Course. After that, I was able to become an adjunct for APCO and teach some other indirect classes through the Center for Domestic Preparedness at E.C.D. It helped to solidify what we are doing internally to get a more consistent product for our new hires. As we progressed through the process we also developed the Associates in Applied Science through Monroe Community College. This was one of the first stand-alone Public Safety Communications degrees in the country. I have been lucky to be able to interact with not just the new classes, but our existing employees who are promoting as well. It is very rewarding to not just see someone succeed, but then to turn around and train the next generation of public safety.

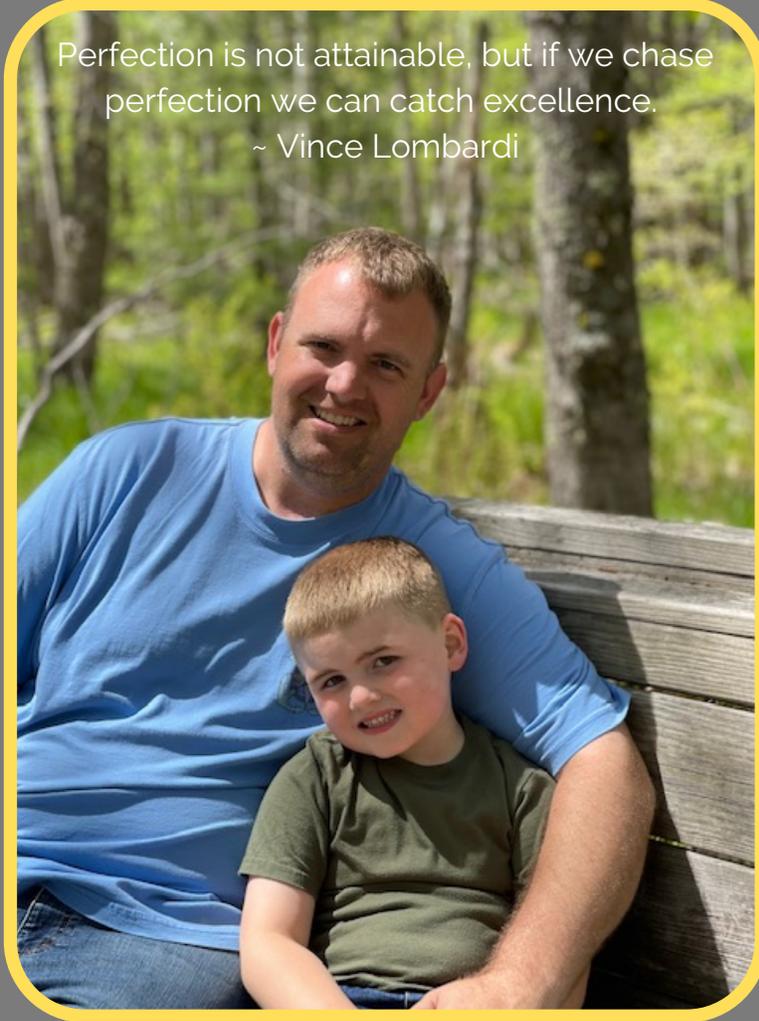
-Charles Vitale, RPL, ENP, CPE

INSTRUCTOR SPOTLIGHT

Christopher Buss

Perfection is not attainable, but if we chase perfection we can catch excellence.

~ Vince Lombardi



Before my career started at 911, I worked in EMS. We would visit the 911 center in the county I worked in, and it always fascinated me. I decided I wanted to take the test and become a 911 dispatcher. I've always loved teaching and feel that I can connect with people to make them learn in different ways. I knew from day 1 that I wanted to be an instructor. I attended IDS (Instructor Development School) to enhance my teaching skills and learn how to be a better instructor. One of the greatest feelings is watching my students after class go through the rest of their training and successfully become dispatchers. I hope to continue teaching and training new employees and shape the future of the Emergency Communications Center.

-Christopher Buss

Employee Recognition



EMPLOYEE RECOGNITION AWARDS

Police Dispatcher of the Year:

Emily Nichols

TCC of the Year:

Danielle Adams

Fire Dispatcher of the Year:

Melissa Thompson

Supervisor of the Year:

Amy Forero

Special Service Award:

Rec Dogs

Bonnie Migliore Memorial Award:

Amy Mills

LifeSaver Award

Dave LaForce

PROMOTIONS



Christopher Doles
Dispatcher I



Jody Englert
Shift Supervisor



Sheri Landers
Operations Manager



Melanie Natalie
Dispatcher I



Gerald Patterson
Shift Supervisor



Melissa Thompson
Dispatcher II

RETIREMENTS

Happy Retirement



Lori Berrios



Susan Filetti



Zena Grigley



Jeffrey Leusch



Michele Terrill

311

ONE CALL TO CITY HALL



The 311 Team continues to support the customer service initiatives of the City of Rochester by providing quality customer service and strives for more efficient and effective government. They are the bridge between the customer and City departments such as DES, RPD, NBD and many more handling over 320,000+ calls in 2021.



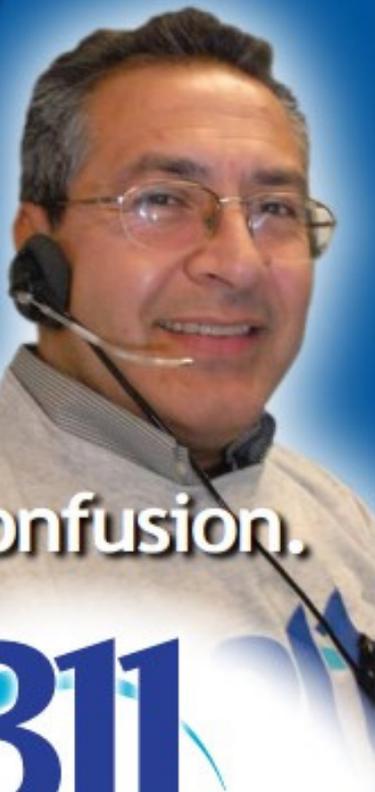
2021 Statistics



One number.



All City services.



No confusion.



Total 311 calls

322,736

Calls Answered

89%

Abandoned Rate

12.3%

Average Answer Time

37 seconds

Average Talk Time

1:53 (minutes/seconds)

PUBLIC AWARENESS REPORT

The 911 Public Awareness Team is a dedicated group of employees who strive to educate the citizens of Monroe County on the proper use of the 911 system. The goal of this program is to increase the community's understanding of the activities and roles of this agency and increase the public confidence.

Public awareness and education about the 911 system is essential to a successful operation. The ECD accomplishes this through the activities of its Public Awareness Committee. The committee is responsible for presentations at schools, community events and tours of the 911 Center plus the distribution of educational material such as pamphlets and activity books on the proper use of 911.

In 2021 we continued our strategy for increasing public awareness by continuing to use social media platforms to reach our community. Covid continued to present working challenges, and ECD was no exception. In light of all these restrictions, ECD was still able to reach a fairly large audience through our online presence. Through our online platforms we were able to reach over 100,000 people in our community.

Facebook Page Reach ⓘ

105,267 ↑ 196.6%



Facebook Page Visits ⓘ

5,302 ↑ 101.6%



PUBLIC AWARENESS



COMMUNICATIONS RESPONSE TEAM



In the aftermath of man-made and natural disasters that devastated many areas of our country, public safety communications centers have faced tremendous challenges. One of the greatest challenges was maintaining adequate staffing levels at the communications centers. To address this problem and expand state initiatives, APCO International and NENA joined forces to create the NJTI (National Joint TERT Initiative) and develop more widely the Telecommunicator Emergency Response Taskforce (TERT).

TERT involves a comprehensive program that includes assistance to states in developing programs that would lead to the establishment of predetermined trained teams of individuals who can be mobilized quickly and deployed to assist communications centers during disasters.

The ECD Communications Response Team (CRT), has been in existence since 2008. This team is made up of ECD employees whose members respond locally whenever MCU-1, the mobile communications unit, responds on a callout where Dispatchers may be needed. It can be for large, involved jobs like a 3rd alarm fire or a barricaded gunman, or for large events like the PGA Championship at Oak Hill Country Club.

Emergency Response Plan

A review was conducted for all ECD employees in 2020. All new employees received classroom training in the Plan and a familiarization tour of the backup facility and alternate backup facility.

PEER FACILITATOR PROGRAM



The Peer Facilitator Program strives to provide employees with a means to recognize, moderate, and reduce stress buildup before it elevates to a critical level. They do this through one-on-one meetings with employees, monthly stress-related articles and annual stress-reduction training for all employees.

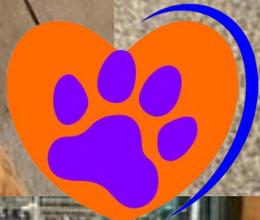
Peer Facilitators offer conversational support to employees in times of stress and conflict. Where needed, Facilitators may refer an employee to the EAP program for professional help.

2021 brought with it a few challenges and losses that were unexpected. The Peer Facilitator Team worked hard to make sure employees emotional needs were addressed.

PAWSITIVE VIBES



PAWSITIVE VIBES



RocDog



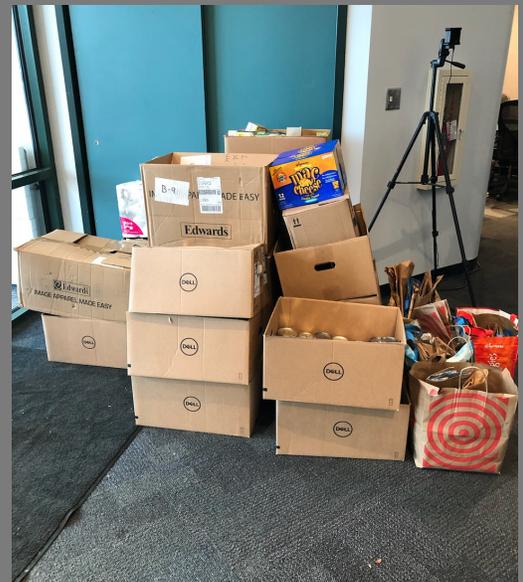
IN THE MOMENT OF CRISIS I AM

#IAM911

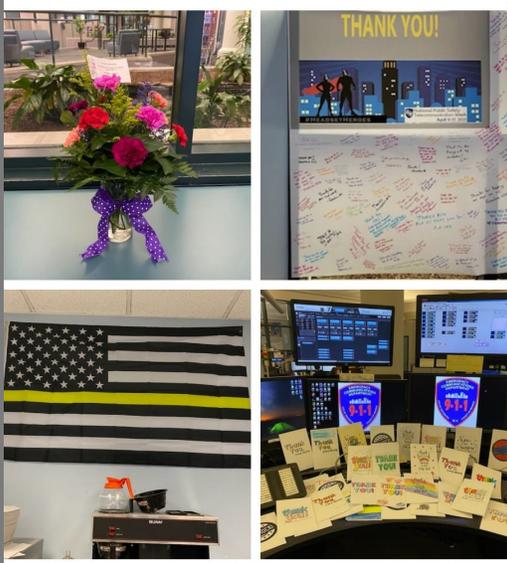
THE VOICE WITHIN THE TRENCHES

Serving The Community

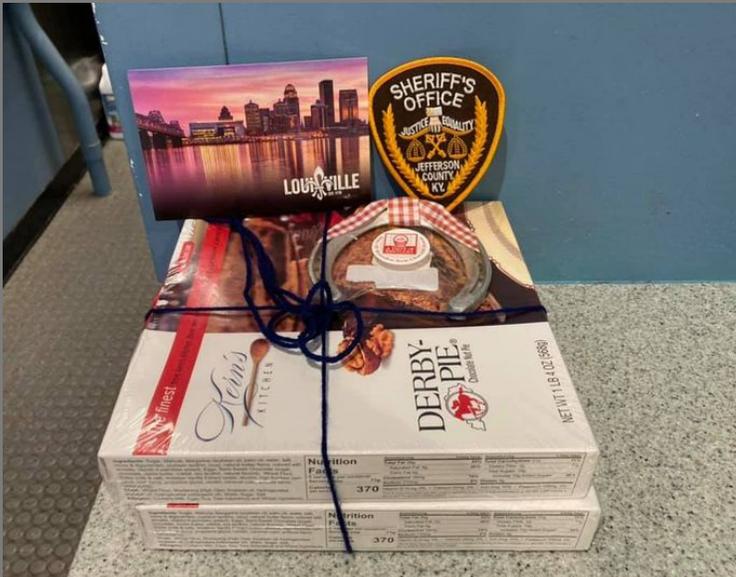
Working Together to Feed Families



We Appreciate the Community Support!!!



We Appreciate the Community Support!!!



#911STRONG



**Follow us
on Facebook**

@MONROECOUNTYNYS