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Troy, MI 48084  
troymi.gov

## CITY COUNCIL REPORT

Date: October 20, 2020

To: Mark F. Miller, City Manager

From: David Roberts, Fire Chief

Subject: 2020 Fire Department Virtual Open House

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For decades, the Troy Fire Department has hosted an annual open house event for the community on the first or second Sunday of October at each of our six fire stations. The purpose of these open houses is to provide public awareness for National Fire Prevention Week; provide fire safety education; and provide insight into the TFD and how we operate.

People from Troy and beyond have enjoyed seeing the fire stations and apparatus up close; talking with firefighters; participating in various displays and demonstrations; and enjoying refreshments of apple cider and doughnuts. This year, however, due to the COVID-19 pandemic, the TFD was not able to host our open house under the typical in-person format. So as not to miss out on the opportunity, we instead chose to host a virtual open house.

Administrative staff members with help from station volunteer members hosted a week-long virtual open house. Throughout the week a series of videos were released on TFD Facebook and You Tube platforms. Topics included various fire safety content as well as a daily children's activity with a chance to win a prize.

As a result, there were over 9,000 Facebook "likes" with 33 new page followers and more than 4,000 You Tube "views."

Included with this report is the Virtual Open House Summary prepared by Staff Lieutenant Dan Mahrle for review. Through the combined effort of both career and volunteer members, a very successful event was launched under unique public health conditions.

I would like to thank Lt. Mahrle for the summary, and all of the TFD members involved for "thinking outside of the box" to help make this year's virtual open house the success that it was.

# Fire Prevention Week

## VIRTUAL OPEN HOUSE SUMMARY



Prepared by  
LIEUTENANT DAN MAHRLE





Fire Prevention Week was October 4th - 10th this year. The national theme for this year was "Serve Up Fire Safety In The Kitchen!". We historically host our Fire Station Open House on the Sunday of Fire Prevention Week. With Covid-19 still present, for the safety of our firefighters and residents the decision was made to cancel our in person Open House for 2020. We did not want to lose the opportunity to provide important fire safety education to our residents, or to show the fire departments ability to serve the City of Troy. We came up with the idea of hosting a Virtual Open House on our social media platforms. This is dramatically different then anything the fire department has attempted in the past. With it being virtual we were also be able to expand beyond the one day that we typically host our open house and add topics that we would not normally be able to cover.

## Premise for the Virtual Open House

The general premise for the virtual open house was to release a series of videos both recorded and live throughout the week on our Facebook and YouTube. We would also have a daily activity for kids to do, once completed this would enter them in a chance to win a Troy Fire swag bag. We also had a daily home fire safety item for a giveaway.

## Content Produced by Troy Fire



Tour of Station 6

4 days ago · 482 Views



We produced a total of eleven videos that were released during our Virtual Open House. Each station was assigned a topic and they provided firefighters to be in the video. All of the videos were record and edited by the fire department administrative staff. We added Facebook live videos during the to engage with the residents live.

## Topics Covered



Fire Extinguishers

a week ago · 527 Views



- Kitchen safety
- Firefighting demonstration
- Fire extinguishers
- Dispatch center tour
- Vehicle extrication demonstration
- Escape plans
- Fire station tour
- Alliance Mobile Health



## Analytics

A typical in person Open House would attract roughly 3,000 visitors.



In total the reach on our Facebook page was almost 9,400 during the week.

Total video views on Facebook were more than 4,800 and that number will continue to increase, because the videos are still able to be viewed.

We had over 4,200 post engagements during the week (reactions, comments, shares) on Facebook.

We had 33 new page follows on Facebook.

We also made all of the videos available on our new YouTube channel, we had additional 275 video views.

# Feedback

We received great feedback throughout the week including these comments.



**Gerry Detterman**

I think the Virtual Fire Tour was a great idea. I have not been to the Open House at the Fire Station since my boys were little but I watched all the Virtual Tours and learned something from each one. When the Fire House Tours reopen next year, I suggest also doing the virtual ones. Could even repeat the ones from 2020. Thanks for all the hard work that went into producing these videos. Great job!

Like · Reply · Message · 3d



**April Waugh**

Troy Fire Department rocks!!! Thanks for hosting this great virtual open house!!! And thanks for the swag and safety gear! You are providing great info to the community! Thanks! 🍕🔥💧🚒👍

Love · Reply · Message · 5d



**Bev Land**

Amazing, absolutely amazing.....!!! Thank you Troy Fire Fighters for your dedication to the safety & well being of the community of Troy....Job well done.....!!!!!!

Like · Reply · Message · 6d



## Conclusion

Over all we feel that this program was successful at reaching out to the residents and providing fire safety information during the Covid-19 pandemic. It was a learning experience for sure, and we have identified ways we can improve for the future. One area for improvement would be our advertising. We used a number of avenues to raise awareness of our virtual open house, including a number of posts on Fire Department Facebook page leading up to the event. We believe that the departments within the City of Troy could benefit from sharing each other's social media content, growing our community online.

