

# Memorandum



CITY OF DALLAS

DATE April 9, 2021

TO Honorable Members of the Public Safety Committee

SUBJECT **Dallas Fire-Rescue's Predictive Analytics Model**

It is Dallas Fire-Rescue's vision, *"To be the best trained, technologically advanced, customer-focused fire service organization in the country."* In pursuit of this vision, the department explores emerging technology and techniques for its application in the fire service. Predictive analytics have been in use in the financial and marketing industries to generate a better bottom line. In the fire service, its use will potentially save lives and property. Together with the Office of Innovation, a partnership between the Massachusetts Institute of Technology's Sloan School of Management and Dallas Fire-Rescue has led to a predictive model based on industry standards regarding predictive modeling and expected results. This prototype will help direct the Department's Inspection Division in its education and inspection efforts and the Operations Division in its education and tactical evaluation efforts. The model has future applications in the multi-family and single-family realm. It would direct the Inspections Division's free smoke detector program and target specific areas of focus for its education section.

We look forward to expanding the Predictive Analytics Model and the value it brings to our citizens and the community we serve.

Please contact me if you have any questions or need additional information.

A handwritten signature in black ink that reads "Jon Fortune".

Jon Fortune  
Assistant City Manager

c: T.C. Broadnax, City Manager  
Chris Caso, City Attorney  
Mark Swann, City Auditor  
Billierae Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizar Tolbert, Chief of Staff to the City Manager

Majed A. Al-Ghafry, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Dr. Eric A. Johnson, Chief of Economic Development and Neighborhood Services  
M. Elizabeth Reich, Chief Financial Officer  
M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity, and Inclusion  
Directors and Assistant Directors