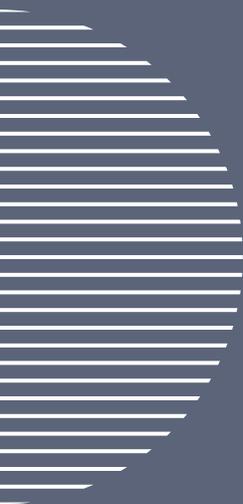


Peoria Fire
Department
Demographic Report



Table of Contents

- 01** Overview
- 02** Demographics and Populations
- 03** Demographics of Current Employees
- 04** Goals
- 06** Applicants
- 07** Apprentice Program
- 08** Recruitment Committee
- 09** Recruitment Efforts
- 10** Community Engagement
- 11** Explorers Program



Overview

Diversity within our team is essential in serving our community effectively. We value the unique perspectives and experiences that individuals from different backgrounds bring to the table. Join us in making a difference and protecting our community. We are actively recruiting for the fire department and encourage African American individuals and women to apply. Apply today and be part of our dedicated team!



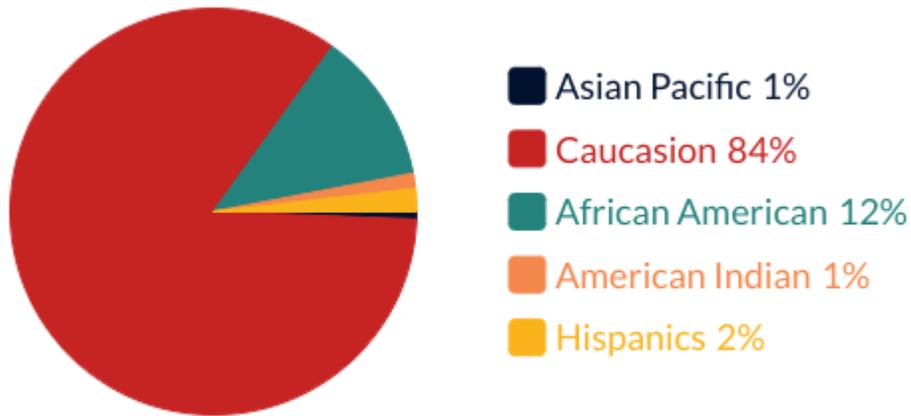


Demographics and Population

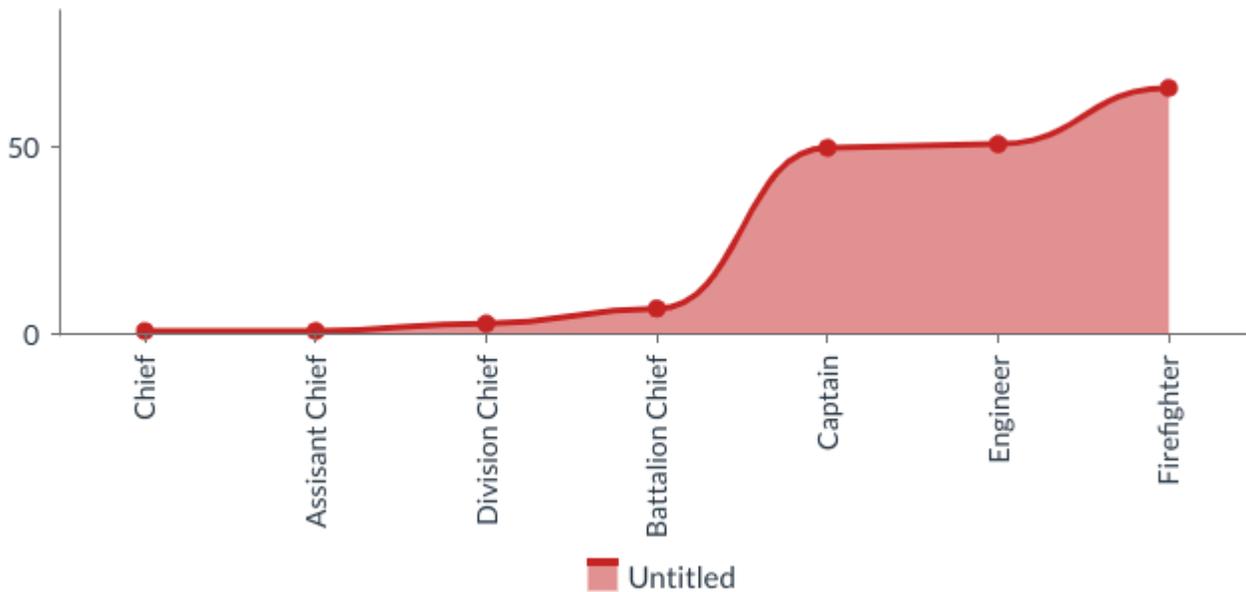
- » The City of Peoria has a population of 110,129
- » 54.9% White
- » 26.4% African American
- » 7.1 % Hispanic and Other Ethnicities

According to FEMA statistics, there are 1,041,200 firefighters in the United States (364,300 career, paid and 676,900 volunteer). Of the career, paid firefighters in the United States, 8.4% are African American. There are over 90,000 female firefighters in the United States with a vast majority (72,400) as volunteers. Of the career, paid firefighters in the United States, 5.4% are female.

Demographics of Current Employees



BY RANK



187 active suppression and 40-hour Fire personnel
173 amongst 3 shifts including Battalio Chiefs
14 40- hour personnel between Central and the Tower with 14.3% diversity
50 Captains across 3 shifts
51 Engineers across 3 shifts
66 Firefighters across 3 shifts
5 Female Suppression personnel and 1 Management- total of (6)
27 minorities (14.4%)
27 minorities + 6 female firefighters (17.6%)

Goals

- » Increase the diversity of the Fire Department to align the department with the population of the city.
- » Recruit across the city by utilizing local universities and school events.
- » Expand community involvement to strengthen recruitment efforts.
- » To create awareness of job opportunities through marketing, recruitment, and community involvement.



Goals

Enhance and market the opportunities of the Fire Department and encourage individuals to seek employment with the Peoria Fire Department.

Sign on bonus- Every member of the Peoria Fire Department must be, at a minimum, EMT-Basic certified. When a candidate is certified as an EMT-Basic or Paramedic, a sign on bonus will be distributed to the candidate upon hire.

Educational opportunities- Whether it be on the job training or college courses, the PFD strives to continue the education of their fire personnel through several means and programs. Tuition reimbursement is a benefit offered any current member seeking to further their education in Fire Science. Programs such as the Explorers and Woodruff High School program, grant those interested in Fire service, but aren't old enough, experience in the field through CPR training, first aide training, and gear training, just to name a few.

Keeping up with the times- Peoria Fire Department is dedicated to using innovative marketing techniques to reach those viewers through social media platforms. Facebook, Instagram, YouTube, and X are all social media platforms people view on a daily basis. By utilizing these tools and resources, the PFD will be able to reach the younger generation to create interest in the department.

Applicants

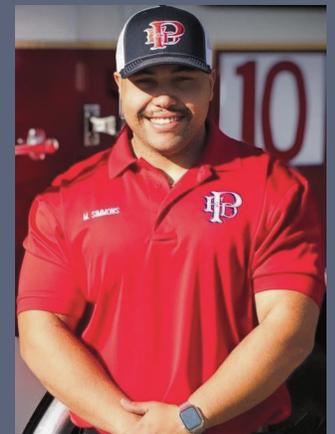
Applications Received by Year	White Male	African American Male	Hispanic Male	Asian Male/Other	White Female	African American Female	Hispanic Female	Asian Female/Other	Total
2020	66	37	4	2	7	5	0	0	125
2021	89	22	9	4	9	3	1	0	143
2023	77	28	2	5	4	1	1	0	118
2024	62	29	3	2	3	1	0	0	101

Apprentice Program

The Fire Apprentice program is an initiative to provide a career pathway for teenagers and young adults. This program is not intended to be a direct source of recruitment for future firefighters, but rather provides young men and women an inside look into the career of fire, rescue, and emergency medical services. Fire Apprentices will supplement the pool of qualified candidates, upon successful completion of the State of Illinois mandates as identified in the Firefighter Hiring Act also known as Public Act 097-0251. The Peoria Fire Department will be hiring 3 more Apprentice next June increasing our numbers to 6.



Recruitment Committee



Peoria Fire Department's Recruitment Committee is made up of several members of commissioned firefighters from all backgrounds, who focus on recruitment of potential candidates. Through our lateral transfer program as well as sign on bonus', the Peoria Fire Department is committed to ensuring aggressive marketing of job opportunities within the department as well as presenting educational opportunities. The recruitment committee meets up once a month to discuss the ever-changing methods of advertising to reach the younger generations..

Recruitment Efforts

Recruitment efforts for the Peoria Fire Department can be multifaceted and will aim to attract a diverse pool of candidates who are capable and committed to serving their community. Here are some effective strategies to enhance recruitment efforts

01

Community Engagement - **Open Houses**: Host open house events at fire stations to allow community members to explore the facility, meet firefighters, and learn about the recruitment process. - **School Programs**: Collaborate with local schools to educate students about fire safety and career opportunities in firefighting. Consider offering internships or ride-alongs for older students. - **Community Events**: Participate in local fairs and festivals to raise awareness about the fire department and recruitment initiatives.

02

Online Presence - **Social Media Campaigns**: Utilize platforms like Facebook, Instagram, and Twitter to share compelling content about fire service careers, including testimonials from current firefighters. - **Website Optimization**: Ensure the fire department's website is informative and user-friendly. Include a dedicated recruitment page with details about the application process, requirements, and FAQs. - **Online Advertising**: Invest in targeted ads on social media and job boards to reach potential candidates. 3. **Partnerships** - **Collaborate with Local Organizations**: Partner with commun

03

Partnerships - **Collaborate with Local Organizations**: Partner with community groups, youth organizations, and colleges to create awareness about firefighting careers and host joint events. - **Military Recruitment**: Reach out to veterans and active military personnel who may be looking for a second career.

04

Incentives and Support - **Scholarship Programs**: Offer scholarships for fire science education or training programs to encourage candidates to pursue a career in firefighting. - **Recruitment Bonuses**: Consider providing financial incentives for recruits who complete training and remain with the department for a specified duration. - **Mentorship Programs**: Establish mentorship opportunities for new recruits, pairing them with experienced firefighters who can provide guidance and support.

05

Diverse Recruitment Strategies - **Target Underrepresented Groups**: Actively seek to recruit women and minorities by promoting diversity and inclusion within the fire service. - **Language Accessibility**: Offer recruitment materials in multiple languages to reach a wider audience within the community.

06

Competitive Recruitment Process - **Streamlined Application Process**: Make the recruitment application process straightforward and transparent, providing clear guidelines and timelines for candidates. - **Feedback Mechanism**: Provide constructive feedback to applicants who are not selected, which can help them improve for future

07

Continuous Improvement - **Recruitment Metrics**: Track and analyze recruitment data to assess the effectiveness of different strategies and make adjustments as necessary. - **Alumni Network**: Maintain a connection with former recruits and firefighters who can help promote the department through their networks. By employing a combination of these strategies, fire departments can enhance their recruitment efforts, attract qualified candidates, and build a strong team dedicated to protecting their community



Community Engagements and Job Fairs

Peoria Fire Department's Recruitment Committee attends job fairs all over the state and even beyond Illinois State lines. By using printed materials such as flyers, custom banners, event-oriented swag, the Recruitment team draws potential candidates into conversations about the benefits of public service. But, it doesn't stop there. The recruitment committee can be seen at events all across town. Events such as Juneteenth and the Riverfront Market are great ways to catch potential candidate's interest and start conversations about how to begin their professional firefighting career.

Explorers Program

This program is for age 14-21 who are interested in the fire service. Through training held every second and fourth Friday of every month, Explorers are taught basic fire service techniques and given knowledgeable training in CPR, first aid, and basic fire science. This program is open to anyone interested and is a valuable tool and resource to generate future professional firefighters.





Peoria Fire Department

FIRE DEPARTMENT PUBLIC ORIENTATION WEEKEND



Nature of Incident: Hands on Training

Incident Date: November 2-3, 2024

Incident Time: 8am-2pm

Incident Location: 7130 N Galena Rd, Peoria IL,
61614



Chief Sollberger

 Peoria Fire Department

 309-494-8700

 www.peoriagov.org