

Quarter 3 Report

Fiscal Year

2024–2025

April - June



We proudly protect life and property with honor, compassion and respect.



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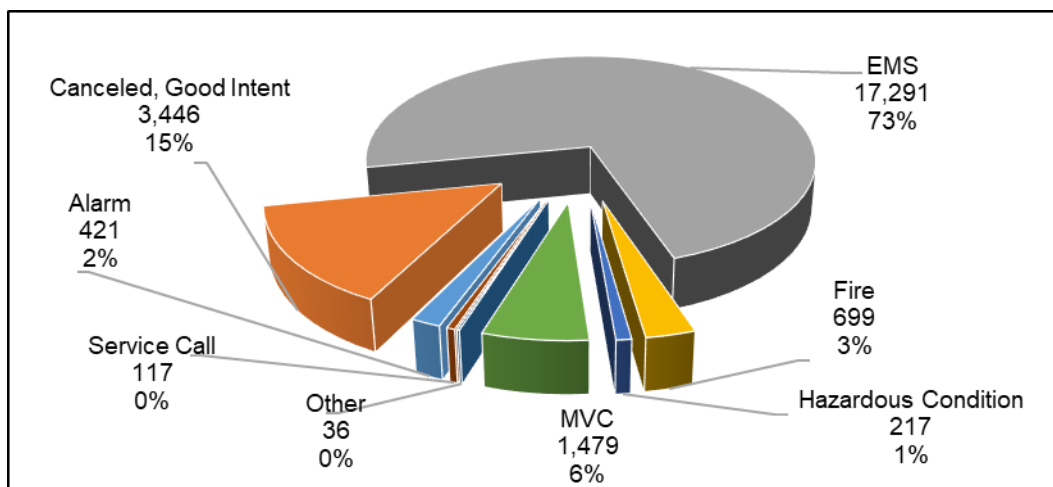


OPERATIONS

Service Demand

MCFR crews responded to 23,706 calls for service during this quarter—an increase of 1.2% over the same quarter during the prior fiscal year. The greatest demand for service was for emergency medical service (EMS) incidents, accounting for 73% of overall service demand. The following figure illustrates the percentages of service demand based upon the categories within the National Fire Incident Reporting System (NFIRS).

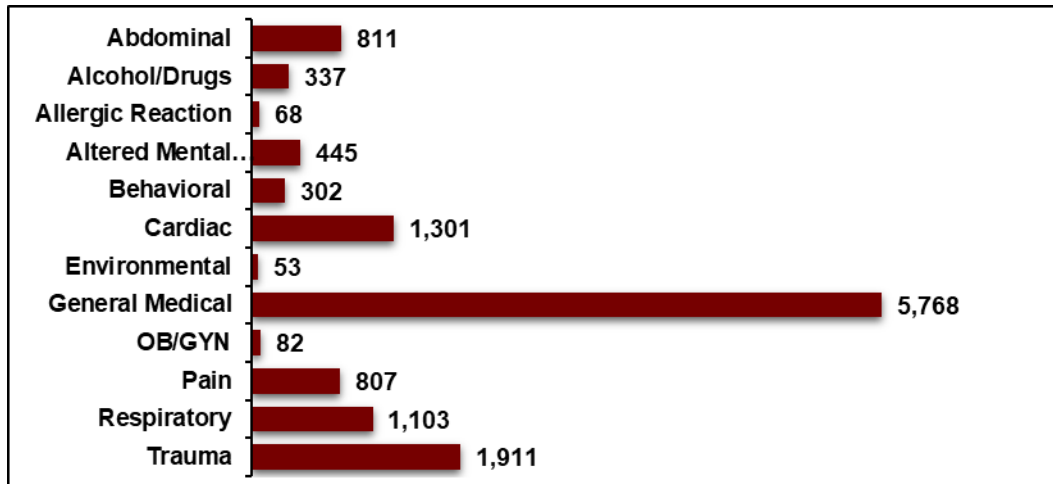
Figure 1 MCFR Service Demand by NFIRS Incident Type



For purposes of a more in-depth view of the patients that are classified within the broader categories of medical calls and inter-facility transfers, the focus is primarily on those being transported. The following figure illustrates the categories of primary impression (the paramedic's determination of complaint based on gathering patient information and assessing the patient) for all patients transported within the quarter.

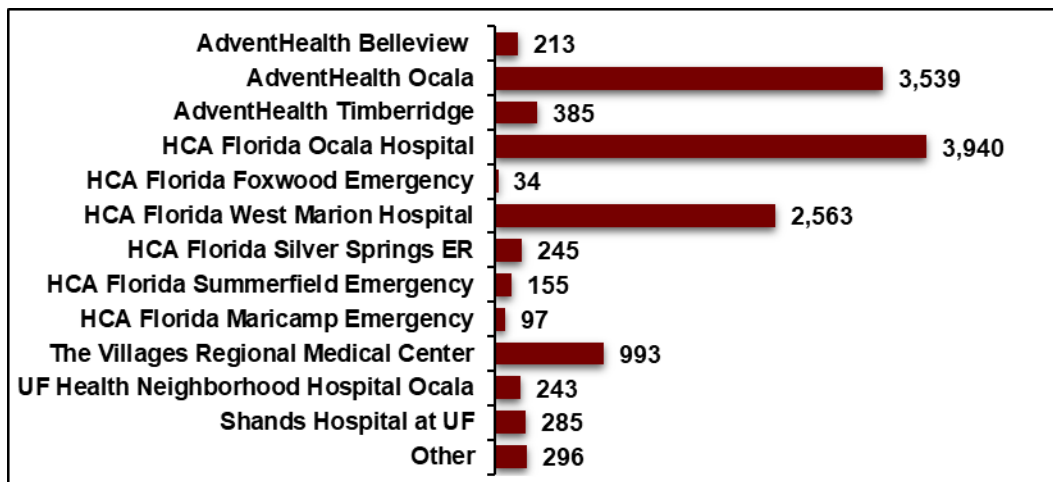


Figure 2 Patient Transports by Primary Impression



Marion County Fire Rescue works hand-in-hand with the local hospital organizations. The following figure illustrates the locations where patients were transported, with a combined total of 12,988 transports during the quarter.

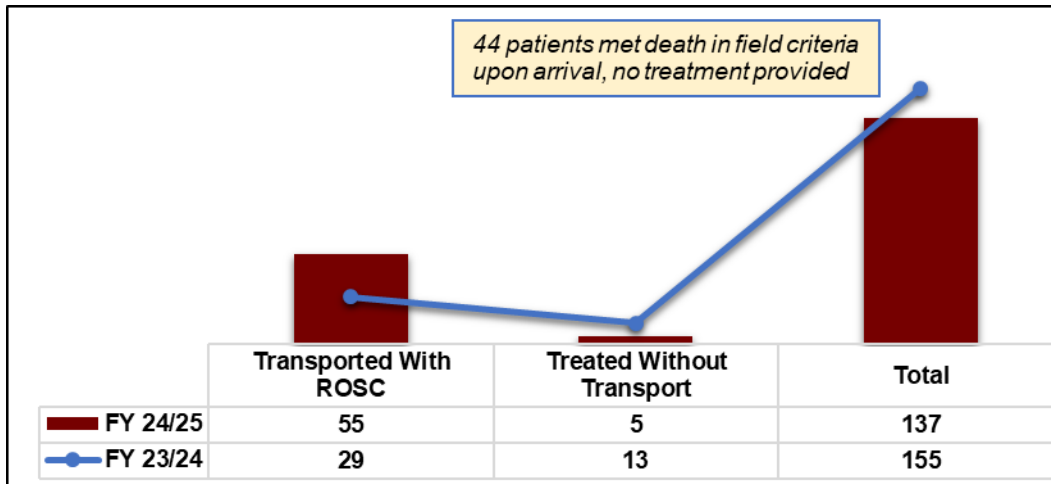
Figure 3 Patient Transports by Destination



One of the most significant goals for providing emergency medical services within the community is the ability to reduce illness and death wherever possible. The metric that illustrates this well is the ability to obtain return of spontaneous circulation (ROSC) in cardiac arrest patients. ROSC means that the patient's heart began working at a level sufficient to produce a pulse.



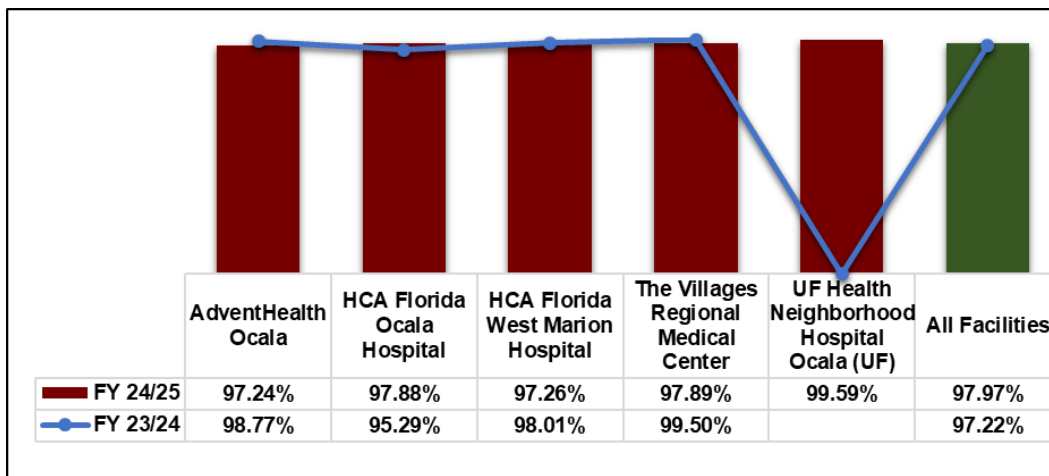
Figure 4 Cardiac Arrest



Hospital Interface

The ability for Marion County Fire Rescue units to be available to respond to additional calls for service is impacted by the time spent at the receiving hospital. Working with the local hospitals, the first performance measure illustrated below is the transfer of patient care to hospital staff within 30 minutes of transport unit arrival at the hospital—with a target of 30 minutes or less for 90% of patients. FY 23/24 data became available for UF Health Neighborhood Hospital in mid-July 2024 when the facility opened.

Figure 5 Transfer of Care Less Than 30 Minutes

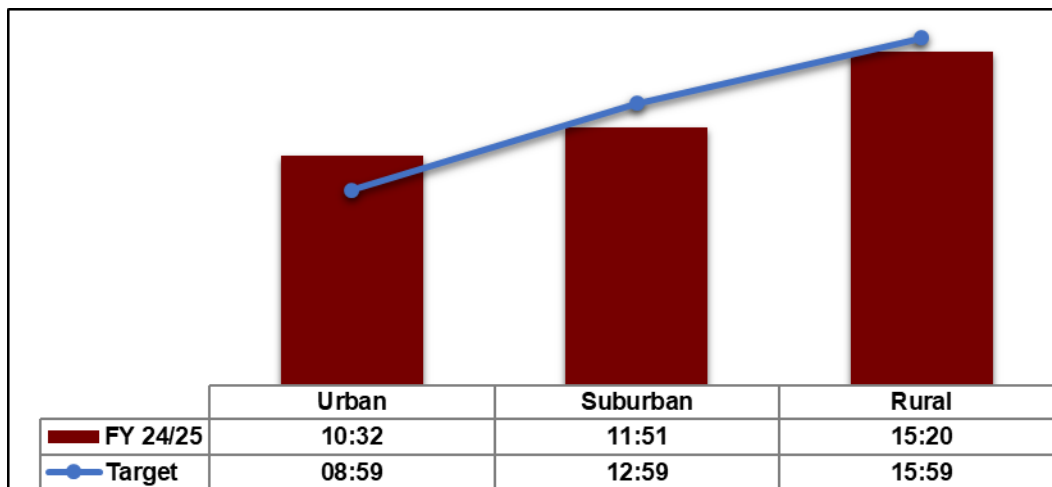




Response Time Performance

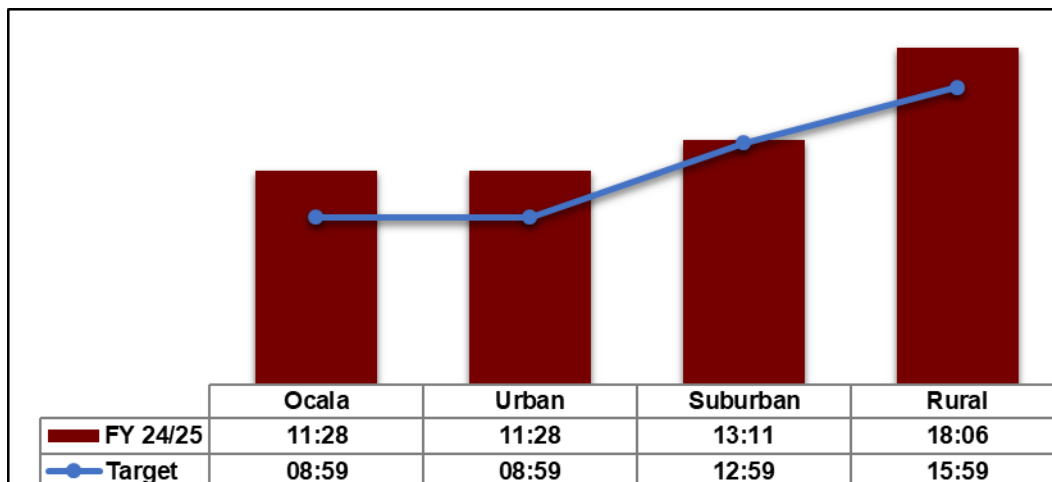
The ability to decrease damage and injury from incidents of all types is impacted by the time it takes for units to arrive. Generally, this is best calculated using only those incidents that were emergency response (lights and sirens). Performance is categorized by population density and the City of Ocala. Urban population density is greater than 1,000 persons per square mile, suburban is 500 to 1,000 persons per square mile and rural is less than 500 persons per square mile. The following figure illustrates the performance for the current quarter based on population density.

Figure 6 First Arriving Unit



For medical incidents, the first arriving unit may be a transport unit or a non-transport unit but both are staffed by paramedics and are able to provide lifesaving care. However, the ability to transport the patient to a receiving facility so that they can receive definitive treatment is the second goal. The following figure illustrates the performance for the current quarter based on population density.

Figure 7 First Arriving Transport

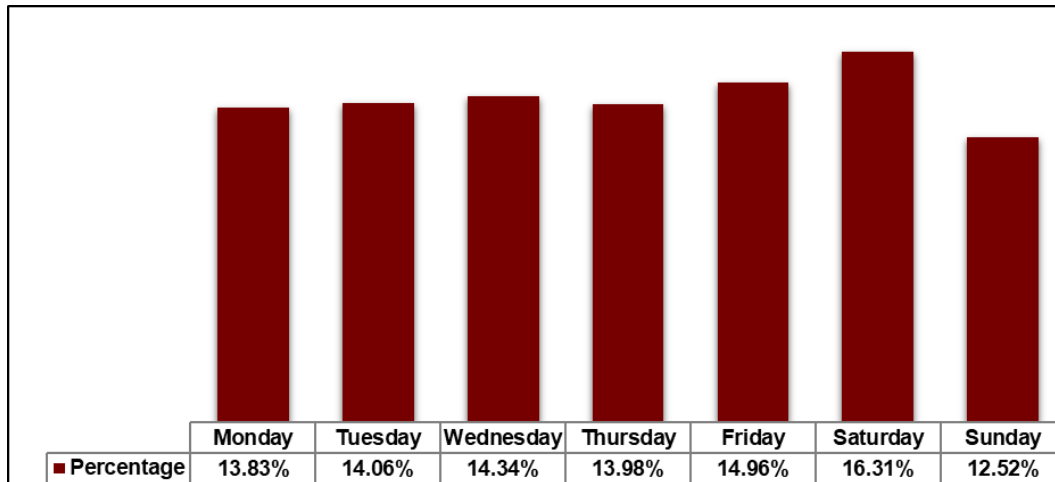




Temporal Analysis of Service Demand

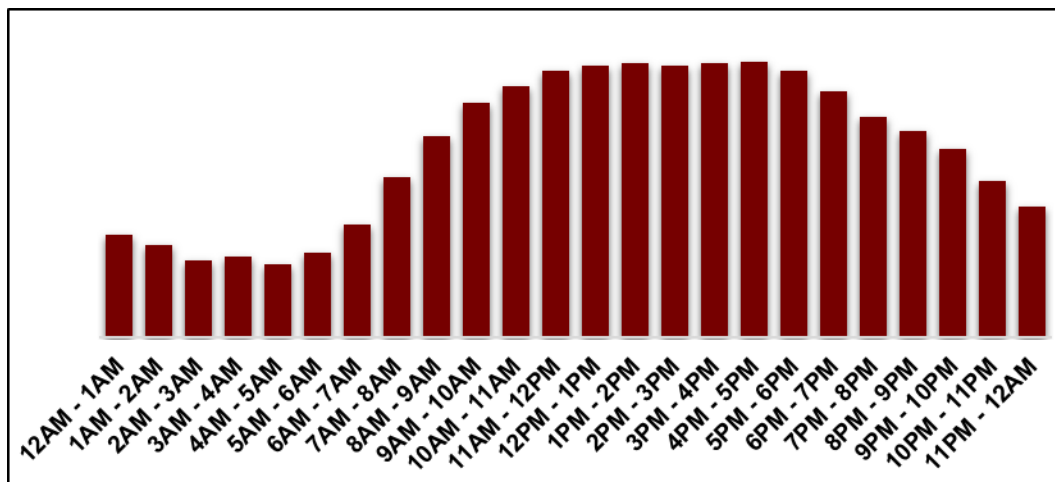
Another component in understanding the nature of service demand is the day of the week and the time of day that calls occur. For this quarter, the following figure illustrates the demand based on the day of week with the lowest demand on Sundays and the highest demand on Saturdays.

Figure 8 Service Demand by Day of Week



The following figure illustrates the service demand by time of day. As illustrated, the trend for service demand coincides with the movement of the population throughout the day. As the activity of the population increases, so does the demand for service.

Figure 9 Service Demand by Time of Day





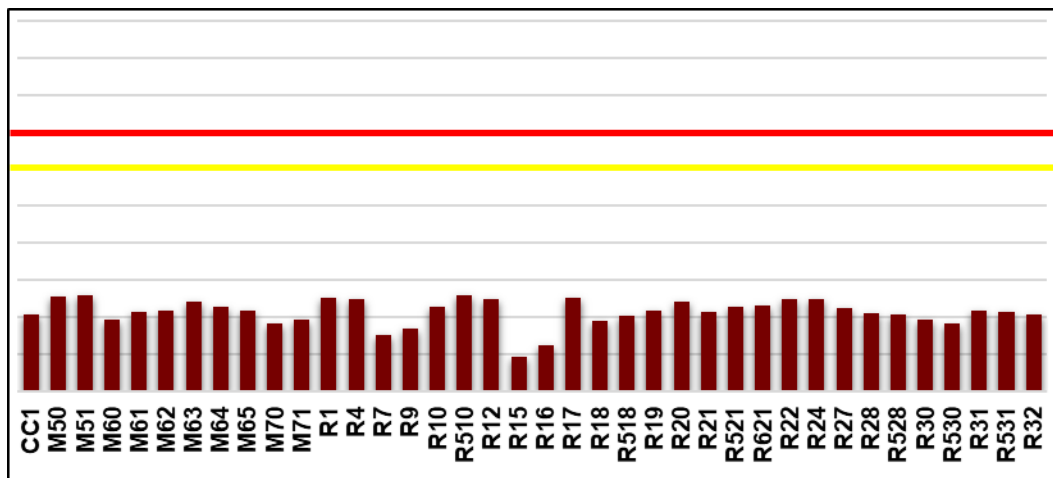
Workload and Concurrency

Workload is a measurement of the percentage of hours spent assigned to incidents, relative to the hours in service. Marion County Fire Rescue has adopted the following benchmarks as it relates to unit hour utilization.

Unit Hour Utilization	Reference
0.30 or Less	Unit has an acceptable workload.
0.31 to 0.34 (Yellow Line)	Unit has an increased workload.
0.35 or Greater (Red Line)	Unit has a concerning workload.

While non-transport units are active with incident responses, none of them reach an increased workload. In contrast, the majority of transport units spend many more hours assigned to incidents. The following figure illustrates the workload for the transport units for the current quarter.

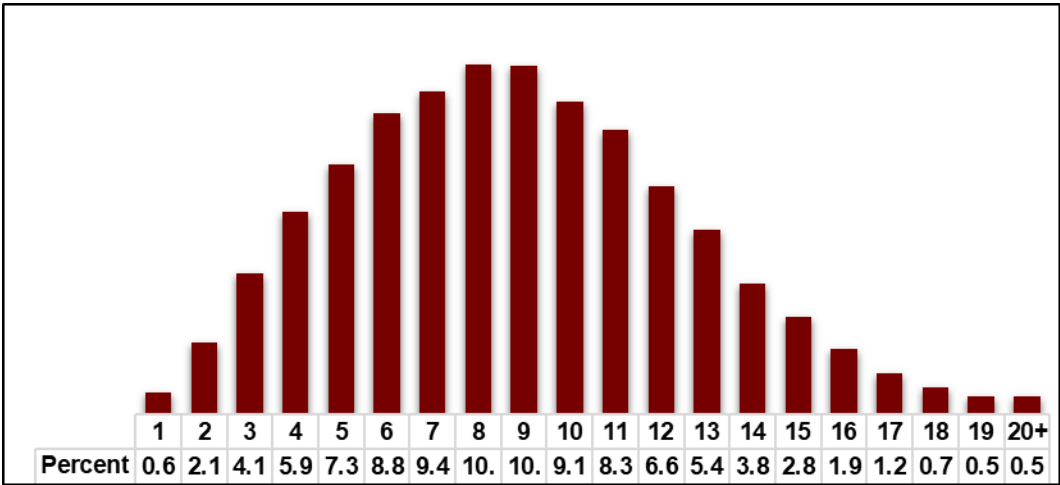
Figure 10 Unit Hour Utilization





The department's ability to respond to calls may be impacted by the number of incidents occurring simultaneously. This measure is referred to as call concurrency and is illustrated in the following figure. As concurrency increases, there are fewer units available to respond to additional calls for service.

Figure 11 Concurrent Incidents



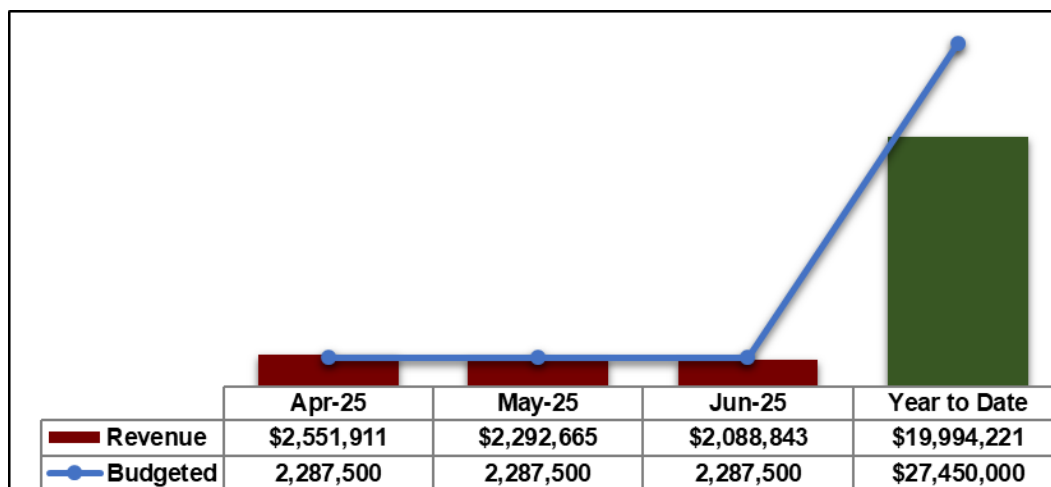


AMBULANCE BILLING

Charts

Marion County Fire Rescue transport units (equipment and staffing) are primarily funded within the General Fund of Marion County. This budget each year presumes an estimated amount of revenue that will be received through billing for transported patients. As illustrated in the following figure, the total revenues for the third quarter bring the year-to-date total revenues \$593,279 lower than the budgeted amount for the fiscal year.

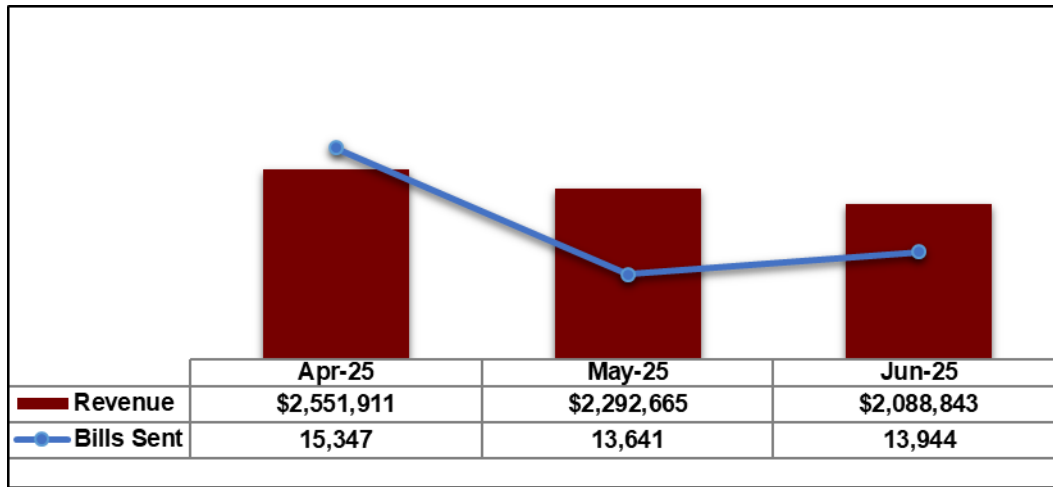
Figure 12 Revenue



Marion County Fire Rescue Billing staff works with many insurance companies, Medicaid, Medicare, Veterans Administration and others as well as directly billing the patient. This often results in more than one bill sent for each transport until full payment is received, as illustrated in the following figure.

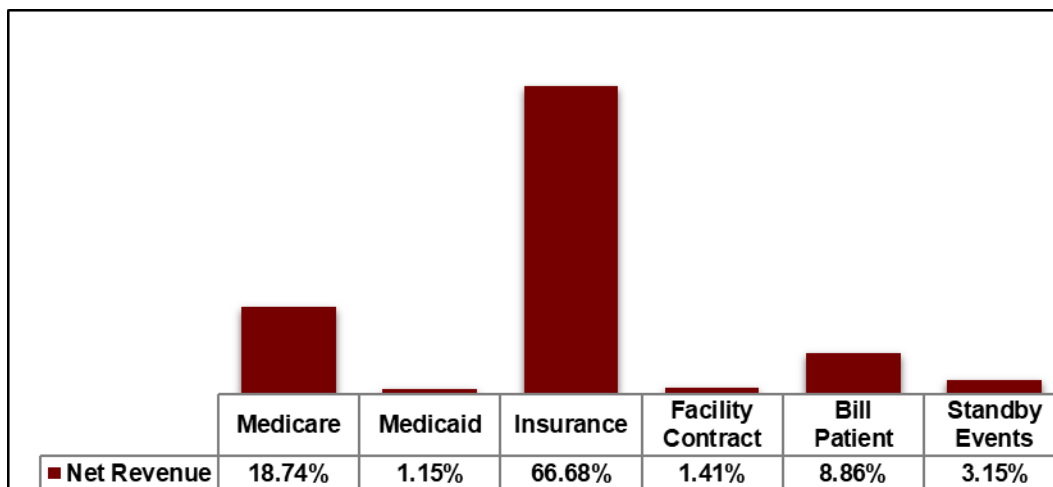


Figure 13 Revenue Received/Bills Sent



The following figure illustrates the various sources of revenue that account for the total revenue received during the quarter.

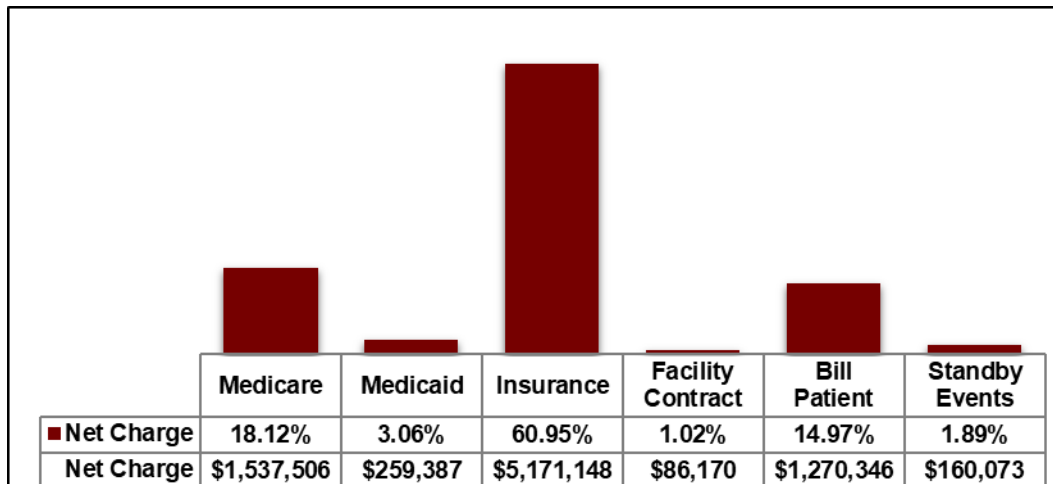
Figure 6 Revenue by Payor Type





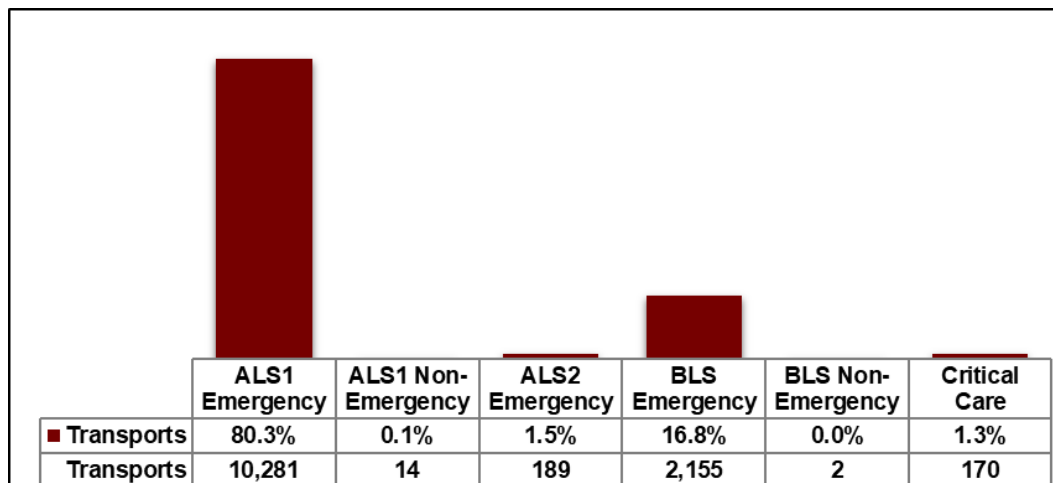
The following figure illustrates the various sources of charges that account for the total bills sent during the quarter.

Figure 15 Charges by Payor Type



Within guidelines set by the Centers for Medicare & Medicaid Services (CMS), patient bills are categorized into specific levels of service—advanced life support (ALS), basic life support (BLS) and critical care. This is illustrated below for those patients billed during the quarter.

Figure 7 Transports by Level of Care





To fully understand the overall charges/revenue, the above service levels are combined with the rates below. Marion County Fire Rescue performs an annual ambulance rate survey and provides a recommendation as to whether or not to propose a rate change. Medicare and Medicaid rates are set by CMS without any input from transport agencies.

Figure 87 Current Ambulance Rate

Level of Care	Marion County 12/20/2022 to Present	Medicare 2025	Medicaid 8/1/2013 to Present
BLS Non-Emergency	\$550.00	\$266.22	\$136.00
BLS Emergency	\$600.00	\$436.17	\$136.00
ALS1 Non-Emergency	\$650.00	\$319.46	\$190.00
ALS1 Emergency	\$700.00	\$517.96	\$190.00
ALS2 Emergency	\$850.00	\$732.10	\$250.00
SCT (Critical Care)	\$1,125.00	\$865.21	\$295.00
Standard Mileage	\$12.50	\$9.15	\$3.00
SCT Mileage	\$13.75	\$7.63	\$3.00
Notes: <i>Medicare only pays 80% of listed rate. Medicaid only pays mileage for out-of-county transports.</i>			

The final analysis takes into account each of the preceding data points and provides a view of the actual net revenue received based on the gross charges submitted. The following figure illustrates the average collection rate for Marion County Fire Rescue.

Figure 18 Marion County Ambulance Collection Rate

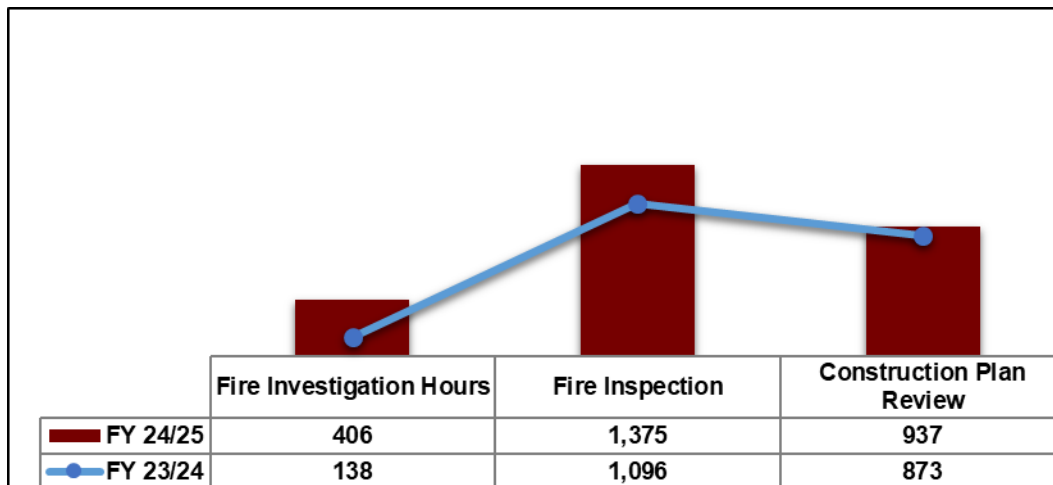
Analysis Date	Analysis Range	Amount Billed	Amount Collected	Collection Rate
4/14/2025	11/01/2023–10/31/2024	\$32,343,599	\$25,412,615	78.57%
6/10/2025	12/01/2023–11/30/2024	\$32,175,909	\$25,658,877	79.75%
6/10/2025	01/01/2024–12/31/2024	\$32,055,068	\$25,522,735	79.62%
Overall Average				79.31%
<i>Analysis is based on revenue received specifically for the same patients billed and excludes other revenues received during the analysis range.</i>				



FIRE PREVENTION

Charts

Figure 19 Fire Prevention Activity



Development

The Marion County Fire Rescue (MCFR) Fire Prevention team continues to work with our community partners by managing the sustained increase in construction projects. Many projects are underway which involve a considerable amount of staff time to review plans and perform inspections in the interest of public safety.



Figure 20 Project Update

Project	Status
World Equestrian Center (WEC)	<ul style="list-style-type: none">Construction continues on the WEC Event Center. Interior work has begun with expected opening in September 2025.Site work has begun on the WEC Sports Complex near Highway 40.
Retail Grocery Stores/ Restaurants	<ul style="list-style-type: none">Sprouts on Highway 200 completed their final inspections.A new Aldi Grocery Store opened in Marion Oaks in June 2025.Site plans for a new Publix have been submitted for Southwest Marion County.
West Shire Village/Summer Pointe Village	<ul style="list-style-type: none">West Shire Village construction is complete for all 82 buildings in the community.Summer Pointe Village is under construction bringing over 500 units to Marion County off of Highway 42. The first building is expected to be completed in September 2025.
Marion County Fire Rescue Fire Station Projects	<ul style="list-style-type: none">Renovations are underway at Orange Springs Station 13 to build the living quarters to convert the station to 24/7 career staff.Work continues on the expansion and remodel of Golden Ocala Station 20.
Marion County School Board	<ul style="list-style-type: none">Construction continues at Ross Prairie Elementary School with expected occupancy in August 2025.Construction continues on the new high school in Marion Oaks with expected completion in 2026.Inspections are underway for the expansion of Liberty Middle School.
Multiple Self-Storage Centers	<ul style="list-style-type: none">Inspections are underway for a new multiple story facility on Baseline.Three other self-storage locations are under construction and progressing well.
Restaurants	<ul style="list-style-type: none">Final inspections completed for Small Sliders restaurant and Chipotle on Highway 200.
Residential Construction	<ul style="list-style-type: none">Residential construction continues to remain active and strong.Auroua Oaks continues construction off SW 60th Avenue with over three hundred units.Belhaven off SE 92nd Street near Belleview is expected to have several hundred homes in multiple phases.
Apartment/Townhomes	<ul style="list-style-type: none">Pointe Grande Apartments off SW 60th Avenue has completed final inspections on several of the buildings.Plans have been submitted for multiple apartment complexes and new residential subdivisions.



Fire Inspectors

MCFR fire inspectors have completed several large projects during this quarter including many multifamily housing developments. The goal of these projects is to meet the growing demand for housing in the community. The apartments received their final inspections over the last few months adding several hundred units to the inventory. Fire Prevention has experienced a nearly 25% increase in inspections requests over this time last year. This can be attributed to several projects now underway and seeking final approvals to open.

Fire Investigation

The Fire Prevention Division continues to support the Operations Division with a local fire investigation program. A member of the Fire Prevention Division is on call to provide fire investigation response coverage 24/7. Fire Prevention works closely with many different partners in order to complete investigations including the Bureau of Fire Arson and Explosive Investigation (BFAEI), the State Attorney, and various law enforcement agencies.

During the third quarter of FY 2025/2026, Fire Prevention was requested to investigate 36 fires. These investigations required a total of 406 staff hours, encompassing on-scene assessments, follow-ups, report writing, and quality assurance reviews. A notable effort during this period included a multi-day joint fire investigation operation which involved many agencies from local, state, and national response teams. Additionally, two fatal residential fires occurred during sleeping hours in homes without functioning smoke detectors. Additional incidents during the quarter involved pediatric burn injuries related to outdoor fires, improper disposal or use of smoking materials, and dangerous behavior influenced by social media challenges. Sadly, these incidents were entirely preventable.

Citizens are encouraged to take proactive measures including the proper installation and maintenance of smoke detectors, adherence to safe outdoor burning practices (especially keeping children at a safe distance), and community awareness regarding the risks of unsafe social media trends. The MCFR Community Risk Reduction Team remains committed to public education and is available to provide resources and support throughout the community.

Additionally, MCFR worked nine incidents which resulted in burn injuries. Taking proper precautions while conducting auto repairs and vehicle maintenance is important, such as wearing personal protective equipment (PPE), not exposing an open flame or cigarettes to flammable liquids or vapors, and having a working fire extinguisher in the area to put out fires. Other burn injuries are entirely preventable such as following approved outdoor burning guidelines and properly disposing of smoking materials. MCFR Community Risk Reduction is ready to support and provide education throughout the community.



Staffing Update

Fire Prevention welcomed a new Fire Inspector–Trainee. He has completed all of his classes and is preparing to take the State of Florida Fire Inspector certification test. Fire Investigator Amanda Ramage has completed her training and has been assigned as one of the primary fire investigators. Congratulations to Fire Prevention Supervisor Nathan Wallace on being selected by the National Fire Protection Association as a Rising Star in Fire Prevention. Nathan was honored in Las Vegas as one of ten persons selected for this prestigious award.

Annual Inspection Program

The Fire Prevention Division continues to develop the annual inspection program. Performing annual inspections allows fire inspectors the opportunity to meet with business owners to assist them in identifying and correcting any deficiencies. This proactive program is intended to provide fire safety guidance and positive public relations. The annual inspection program is assigned to one inspector who is assisted by other inspectors as time allows. For the third quarter of FY 2024–2025, fire inspectors completed 561 annual inspections. Currently, 66 locations have open violations which fire inspectors are actively working to assist the owners in coming into compliance with the fire code. The efforts of this program increase safety awareness, reduce risk, and provide public education benefits.

Community Risk Reduction/Public Education

For the third quarter of 2025, Fire Prevention Public Education has been extremely busy partnering with many different organizations throughout the community. We have been proactive in the community teaching many topics including fire safety, smoke alarms, cooking safety, and fire extinguishers. Our educational partnerships include working with the Community Paramedicine Program, Fall Prevention Coalition, and the Marion County Health Department. Fire Public Education has participated in many events including High School Seat Belt for Life Program, PTSD Walk, and Car Safe Kids.

Fire Prevention has been focusing on educating residents about smoke alarms. Working smoke alarms can more than double your chance for survival in the event of a fire. Through a partnership with the Marion County Tax Collector, a fire safety message is being included in all tax mailings. This partnership helps us reach as many citizens as possible and provide safety messages and information on this critical life saving device. Additionally, Marion County Fire Rescue has an ongoing partnership with the American Red Cross, and has continued the “Sound the Alarm, Save a Life” program. This quarter Marion County Fire Rescue has installed 42 smoke alarms and have changed 55 senior residents smoke alarm batteries.



PUBLIC SAFETY COMMUNICATIONS

Marion County Public Safety Communications (PSC) is a dual-Accredited Center of Excellence (ACE) and accredited by the International Academies of Emergency Dispatch (IAED) in call processing of Emergency Medical Dispatch (EMD) and Emergency Fire Dispatch (EFD). As a dual ACE, PSC is required to maintain or exceed a high level of service and compliance with protocols. The IAED ACE accreditation covers the call-taking aspect of the communications center using compliance to protocols as the primary focus.

PSC is also accredited by the Florida Telecommunications Accreditation Commission (FLA-TAC) which is a division of the Florida Police Accreditation Coalition (FLA-PAC). This is a policy driven accreditation which covers all aspects of the communications center ranging from administrative topics, to training and dispatch protocols. The accreditation has over 110 standards.

PSC is approved through the Florida Department of Health (DOH) to instruct the state required 911 Public Safety Telecommunicator (PST) training program. As an approved training center through the DOH, PSC routinely hosts other agency's Emergency Telecommunicators (ETCs) for this training. This training program is a minimum of 232 hours covering various topics of emergency medical, fire, and police dispatch and call processing.

Marion County, Florida currently operates a 7-RF-site, 12-channel, trunked simulcast ASTRO 25 (P25) system. The existing infrastructure has served the County well for many years but as the County has grown, the needs of the public service providers have also grown. The goal of this ASTRO 25 expansion project is to enhance the coverage performance of the radio system from countywide mobile radio coverage to countywide portable radio coverage. The addition of three (3) new simulcast sub-sites coupled with the conversion of the existing Dunnellon Water Tower site from a standalone Astro site repeater (ASR) to a simulcast radio frequency (RF) subsite will provide the county with 95% portable outside radio coverage countywide.

Marion County is purchasing three hundred seventy-eight (378) APX NEXT XE devices for Marion County Fire Rescue. APX NEXT XE devices are a next-generation P25 platform, purpose-built for first responders to access and act on information while maintaining their focus in critical situations. With natural and accessible touch interface, best-in-class audio optimized for high-noise environments, and extended coverage through broadband connectivity, APX NEXT XE devices deliver actionable intelligence to the point of engagement for personnel to stay connected and in control wherever the mission takes them. In addition, APX NEXT XE devices deliver all of this in a form factor designed for extreme environments.

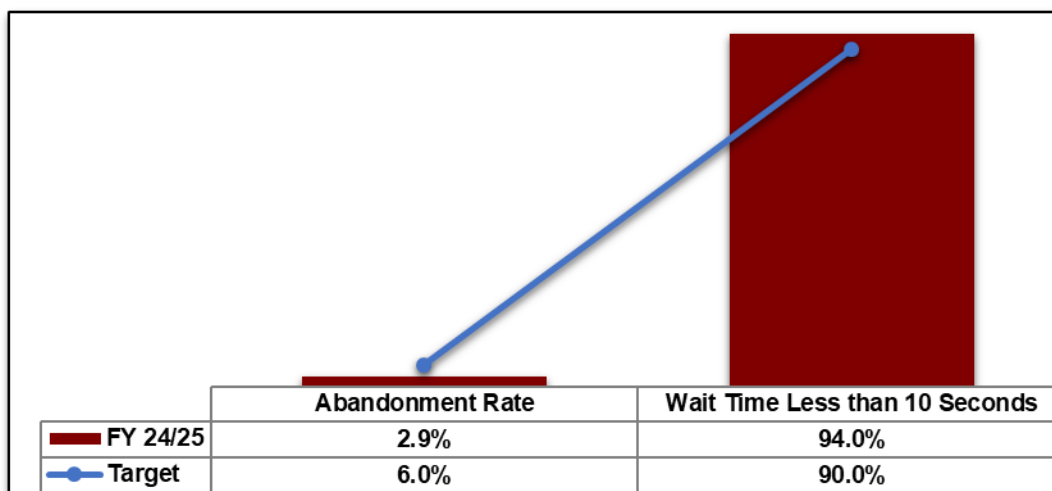


Charts

The following figure illustrates two key performance measures for the answering of 911 calls by the public safety answering point (PSAP) at PSC.

Abandonment rate describes those instances where the call is not answered within the PSC PSAP, either being transferred to another PSAP or the call disconnects prior to PSC having the ability to answer. The target for this measure is 6% or less and correlates directly with the second target measure of answering at least 90% of 911 calls in 10 seconds or less.

Figure 21 PSC Performance Benchmarks



The following figure illustrates the total incoming and outgoing call volume for PSC.

Emergency Inbound represents the number of 911 calls that are routed to the PSAP at PSC.

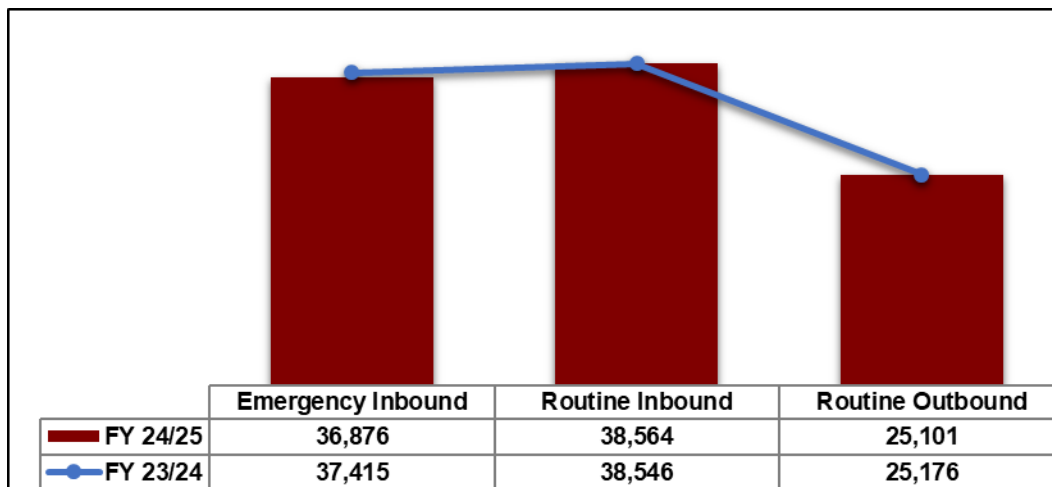
Routine Inbound represents the number of phone calls received by PSC on the non-emergency lines. These lines are used for calls from alarm companies, medical facilities, hospitals, other public safety/service agencies, MCFR personnel and the public to speak with PSC ETCs.

Routine Outbound represents the number of phone calls that originate from within the PSAP. These calls include call-backs to 911 disconnects, calling local agencies, calls to MCFR personnel, etc.

Total represents all three categories combined. This total is one of the key factors used to show the call volume workload of PSC ETCs.



Figure 22 PSC Phone Calls

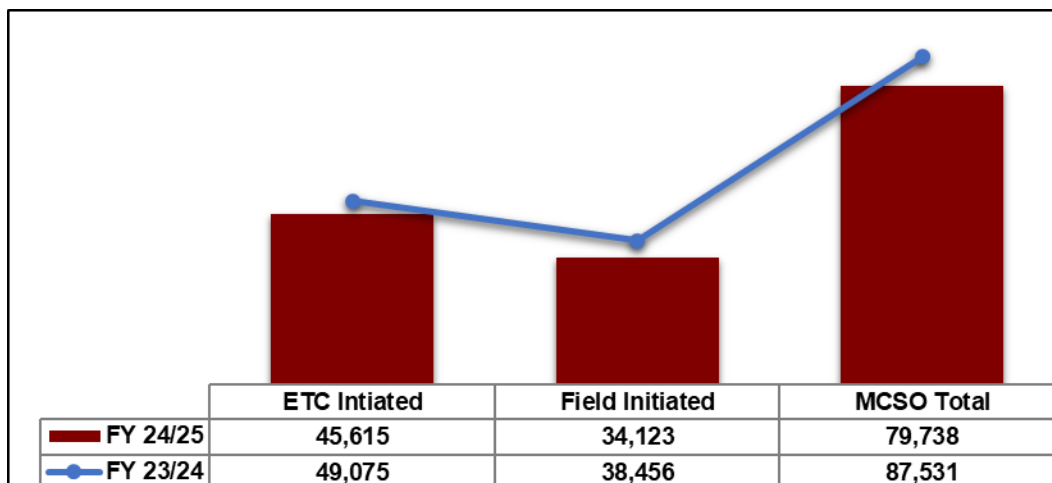


Calls for service (CFS) which are law enforcement related are grouped into two categories; ETC Initiated and Field Initiated and is illustrated in the following figure, along with the total calls for the Marion County Sheriff's Office (MCSO).

ETC Initiated calls for service are those calls that are created in the Computer Aided Dispatch (CAD) system and were processed by an ETC.

Field Initiated law calls for service are those that are created as a result of an action by a Sheriff's Deputy. These are calls such as a traffic stop or any other call for service that is initiated by the deputy and not originating from within the PSAP.

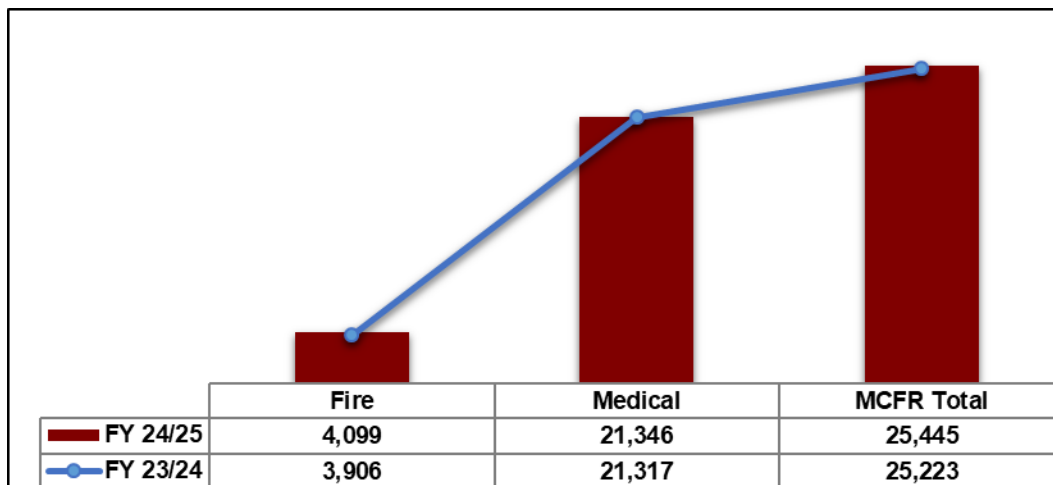
Figure 23 PSC Law Calls for Service





MCFR calls for service are broken down into two types, Fire and Medical. These are the call types within CAD and organized using the call priority, rather than the nature/problem and are illustrated in the following figure.

Figure 24 MCFR Calls for Service

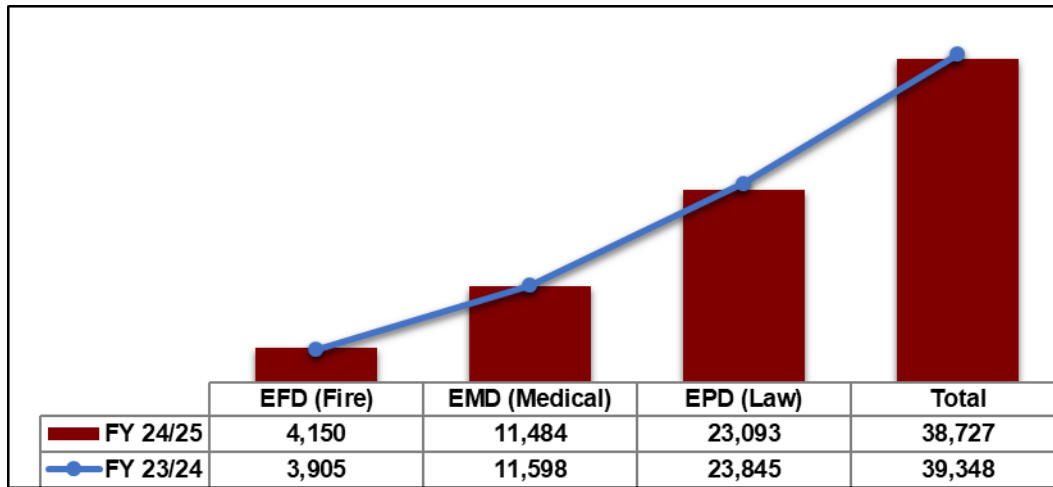


PSC utilizes ProQA software to aid in the call processing, which assists the ETC in collecting vital information for first responders and to aid in providing critical life safety and lifesaving instructions while not delaying the dispatch of first responders. This process also assists in prioritizing calls for service based upon the information gathered. For example, a caller who has fallen, is not injured, and only needs help up off the floor will be prioritized lower than someone experiencing chest pain and difficulty breathing.

Calls for service that are processed by the Ocala Police Department (OPD) PSAP, or that originate as Field Initiated MCSO calls for service are not processed through ProQA by PSC. This, along with duplicate calls for service, unit initiated calls for service, etc. contribute to the variance between total calls for service and total calls processed through ProQA as illustrated in the following figure.



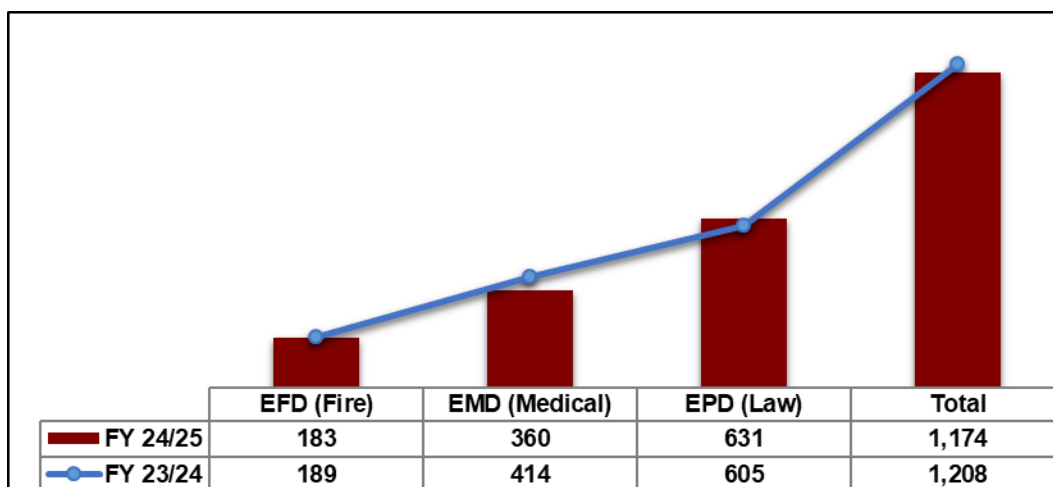
Figure 25 PSC ProQA (Priority Dispatch)



As an ACE, PSC is required to conduct a random review of calls for service processed through ProQA for EMD, EFD and EPD (emergency police dispatch). The percentage of calls reviewed for each discipline is determined by the IAED based upon total call volume for the preceding year. This ensures that PSC is maintaining or exceeding accreditation standards. These calls are selected randomly by the software program which is used for the review process.

The PSC Quality Assurance Unit also conducts focused, non-random reviews for various reasons. This can include, but is not limited to complaints received, disciplinary reasons, inquiries by other agencies or field personnel, and requests by PSC ETCs for educational purposes. The numbers are reflective of a reprioritization of our efforts during the quarter. The following figure illustrates the calls that were reviewed during the quarter.

Figure 26 PSC Quality Assurance Reviews

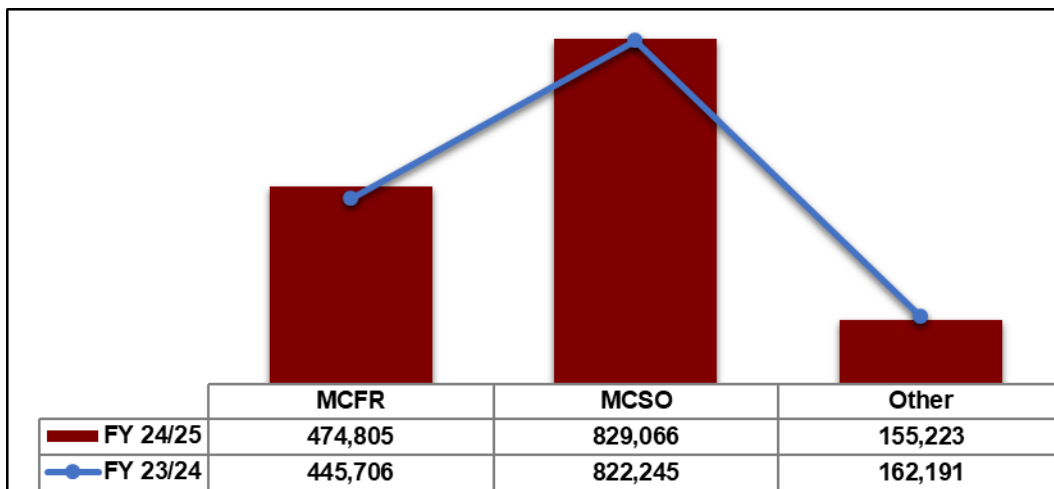




The Marion County 800 MHz Radio System is countywide and used by Marion County Fire Rescue (MCFR), Marion County Sheriff’s Office (MCSO), Belleview Police Department (BPD), Dunnellon Police Department (DPD), Marion County general government agencies, and interoperability partners, which are internal and external.

The following figure illustrates the push to talk by talkgroup each time the radio system is accessed. The talkgroups are broken down by MCFR, MCSO, which includes BPD, DPD, Marion County Jail and the Courthouse. The “Other” category includes Marion County general government agencies.

Figure 27 PSC Push to Talk Count (By Talkgroup)



The Marion County 800 MHz Radio Systems shows the total time the radio system is used to voice communicate over the talkgroups on the radio system as illustrated in the following figure.

Figure 28 PSC Push to Talk Hours (By Talkgroup)

