

CITY OF PRESCOTT FIRE DEPARTMENT: IMPROVING COVERAGE THROUGH GROWTH AND CHANGE WITH DECCAN'S LIVEMUM

Prescott, AZ Fire Department



Holger Durre, Fire Chief
Prescott, AZ Fire Department

BACKGROUND

The City of Prescott Fire Department faced unprecedented pressure. Call volumes had surged by 200%, the population had grown by 60%, yet no fire station had been added in 35 years.

As Fire Chief Holger Durre explains: *“We were in survival mode when I got here. Our community had grown, our service demand had increased, and we’d gotten a lot, lot busier as a fire department.”*

On top of that, Prescott FD relied on a **static move-up system** built in the early 2000s. It often sent engines back and forth unnecessarily, burning resources and frustrating crews.

“Our Engine 75 sat right on the border between two areas, and it actually earned the unofficial nickname ‘the ping pong ball.’ They were constantly being sent back and forth - one moment responding to calls in the neighboring community, the next heading downtown. Watching them work was like watching a ping pong match.”

THE CHALLENGE

- Rising call volume without proportional growth in staffing or stations
- Outdated, static move-up charts causing excessive redeployments
- No reliable way to measure move-up frequency or effectiveness
- Pressure from city council and residents to improve response times

THE SOLUTION: LIVEMUM

To address these challenges, Prescott FD implemented **LiveMUM (Live Move-Up Module)**, Deccan International’s dynamic software that integrates directly with CAD. LiveMUM continuously monitors unit status, location, and incidents to recommend **real-time, automated move-ups** based on actual coverage gaps.

Chief Durre recalls the decision: *“That’s why Deccan and the Move-Up Module was even more important to implement - because we couldn’t build infrastructure and add engines fast enough to get ahead of the problem.”*

THE RESULTS

The impact was immediate:

Fewer move-ups, better accuracy

"In the first full year of implementation, we reduced move-ups from roughly 1,700 a year to about 225 - saving an estimated \$125,000 annually in road mileage alone."

Smarter, more effective redeployments

"Our batting average jumped from under 10% to around 57%. From what you at Deccan told us, the goal was to hit 50%, so we're absolutely thrilled to see that happening."

Firefighter morale and buy-in

"When we ask our firefighters, 'Is this working for you?' they can't help but smile and say, 'Absolutely. It's not just making the job easier - it's making our calls more meaningful.'"

Council and community support

"It was a resounding win across the board - with our firefighters, our council, city management, and even our finance department, which had been asking the fire department for decades to find smarter ways of doing things. This initiative is exactly that."

WHY DECCAN

Chief Durre emphasizes that LiveMUM provided more than efficiency - it gave the department **data-driven credibility** with stakeholders:

"When I go before the Council to request more firefighters or advocate for health and safety initiatives, I need to clearly show just how busy our firefighters truly are - and move-ups are an important part of that story."

KEY TAKEAWAYS

- **Reduction from 1,700 to 225 annual move-ups** saved time, money, and vehicle wear-and-tear
- **More accurate redeployments** increased efficiency and trust in the system
- **Improved morale and confidence** among firefighters and dispatchers
- **Data-backed storytelling** helped secure council and community support



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