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Introducing the Darley Data Center— A Game Changer for Department Data Insights

Turn data into insight, and insight into action.

Fire departments work relentlessly to protect their communities. They respond to emergencies, train personnel, maintain equipment, manage rising call volumes, and more. With so much on their plates, finding the time and bandwidth to analyze operational data often falls to the bottom of the priority list. However, inside that data are the answers to everyday decisions: Where should we stage resources? When do we need additional staffing? Which neighborhoods show increased incident frequency? How are we performing compared to our peers? Where should we focus our training?

The Darley Data CenterSM was built with the help of the first responder community to be a powerful free tool that helps fire departments remove that burden. It provides a fast and intuitive way to transform National Fire Incident Reporting System (NFIRS) data into clear, actionable insight, so leaders can spend less time wrangling spreadsheets and more time making confident decisions that improve outcomes for their communities. The tool currently uses the latest available public NFIRS data (through 2024; 2025 forthcoming) and will transition to public National Emergency Response Information System (NERIS) data, with mapping tools to enable year-over-year comparisons across NFIRS and NERIS.

Accessible at DarleyData.com, the platform delivers a streamlined and intuitive experience created for fire service professionals, not data scientists. In minutes, chiefs and officers can visualize trends, compare performance, and communicate insights with stakeholders, all without adding workload to their already full plate.

WHY IT MATTERS: BENEFITS THAT MEET LEADERS WHERE THEY ARE

The Darley Data Center begins with a simple premise: make data work for the fire service, not the other way around. That focus translates into tangible benefits for departments of all sizes.

- 1. Faster, Clearer Decision Making:** Instead of pouring over static reports or complex exports, leaders can quickly surface the signals that matter:
 - **Response times** by incident type, geography, and time of day.
 - **Call volume** patterns and seasonal shifts.
 - **Incident type mix** to guide training and prevention.
 - **Actions taken** to evaluate operational effectiveness.
 - **Staffing levels** aligned to demand patterns.
 - **Resource efficiency** to optimize apparatus and personnel.
 - **Annual trends** to track progress year over year.
 - **Comparisons** with other departments to gain context.
 - **Focused Training** to reduce scene and clear time.

The Darley Data Center's Visualizations make performance gaps and opportunities immediately visible, which shortens the path from data to decision.

- 2. Smarter Resource Allocation:** Interactive heat maps highlight where calls originate most frequently. This helps departments target coverage based on real demand. When paired with response time analysis, leaders can fine tune deployment plans, adjust station coverage areas, and support data informed apparatus placement.

- 3. Better Budget Justification and Grant Support:** Clear and compelling visuals help leaders communicate complex realities with ease. Whether they need to justify overtime, request station upgrades, or advocate for equipment replacement, the platform's trend lines, utilization views, and peer comparisons provide objective evidence for city councils, boards, grant reviewers, and community partners.

- 4. Informed Staffing and Scheduling:** By aligning staffing data with call patterns and incident types, leaders can identify peak demand windows, adjust shift patterns, and plan for future hiring. Over time, departments can track the impact of staffing changes on response times and service levels.

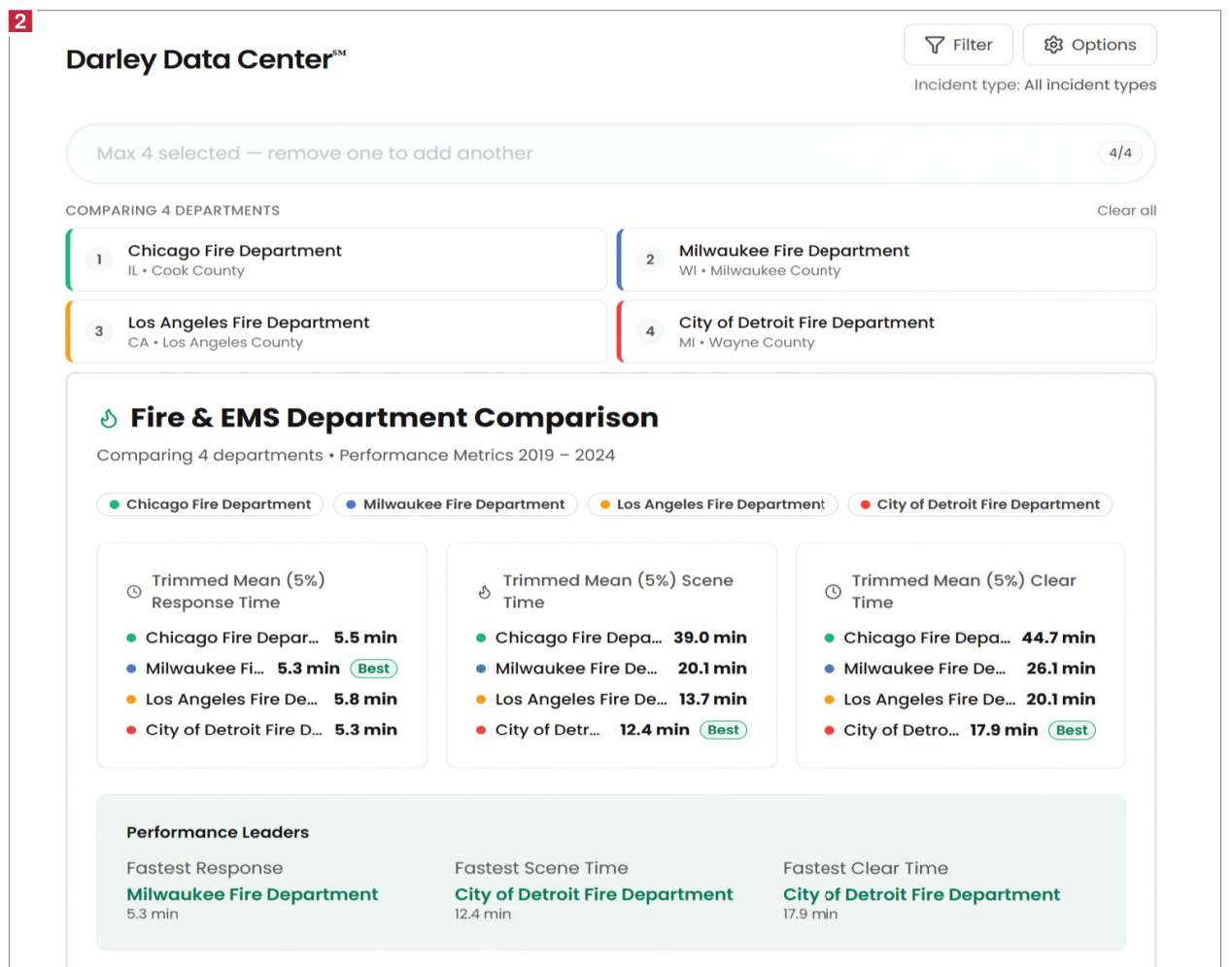
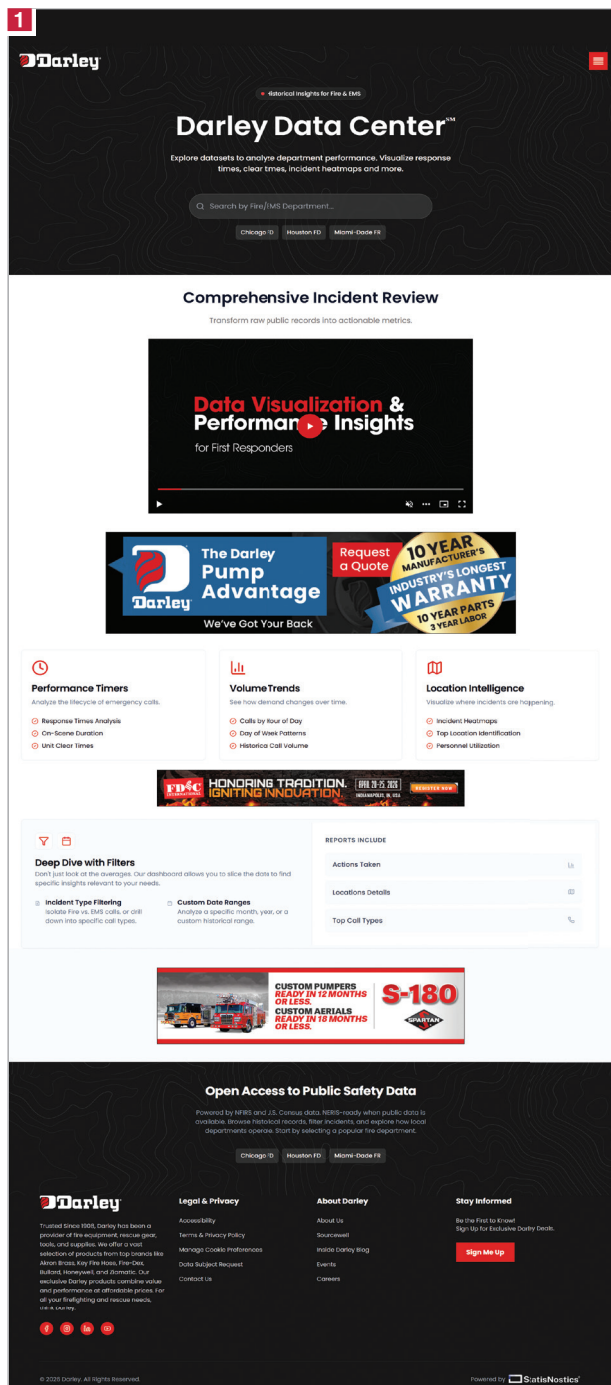
- 5. Stronger Community Risk Reduction (CRR):** Incident mix and geographic patterns are powerful inputs for prevention strategies. With clarity about where and why incidents occur, teams can deliver targeted CRR programs that reduce risk and improve community resilience.

- 6. Time Back to the Mission:** The Darley Data Center gives leaders back hours that would otherwise be spent compiling, cleaning, and interpreting data. The platform handles complexity so departments can focus on readiness, training, and service delivery.

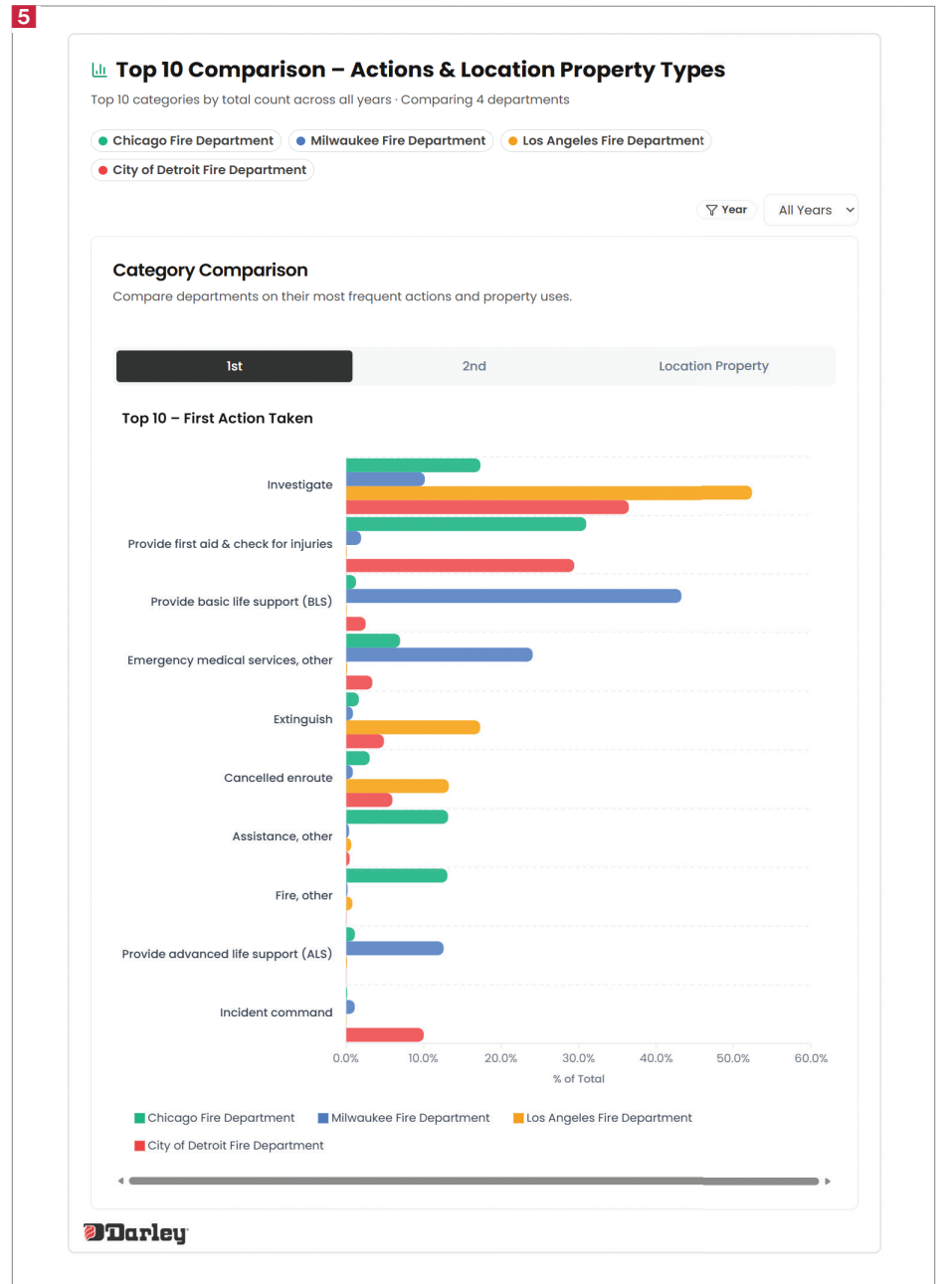
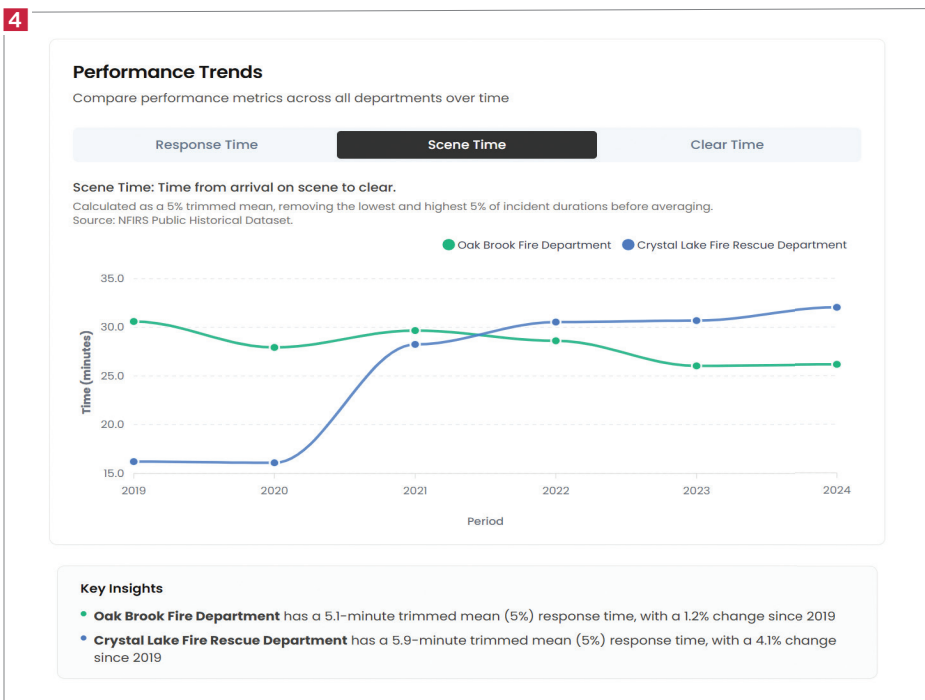
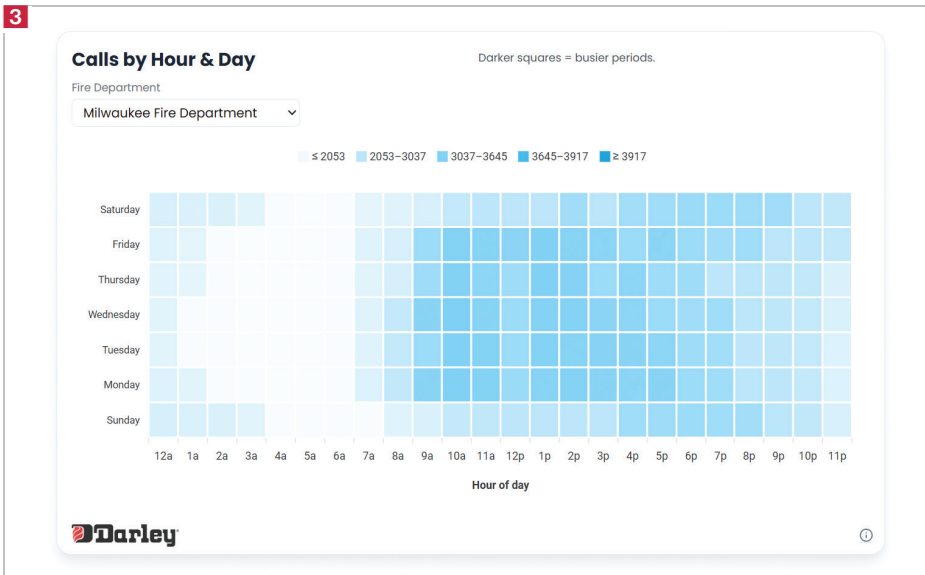
BUILT FOR FIRE SERVICE USE, NOT GENERIC ANALYTICS

Many analytics tools are too general or too complex to meet the needs of first responders. The Darley Data Center reflects deep familiarity with fire service workflows and priorities. Every view, filter, and comparison is designed to answer the questions fire leaders actually ask, such as the following:

- Are our response times improving where we staffed up last quarter?



1 The free Darley Data Center platform delivers an intuitive, mission-focused dashboard that provides fire departments access to key metrics. (Photos by Darley.) 2 Benchmark performance against peers, visualize trends, and make informed decisions with confidence.



3 Darley Data Center’s call comparisons show volume and seasonal shifts, allowing departments to target coverage based on real demand. 4 Longitudinal data in Darley Data Center reveals how focused training helped Oak Brook FD significantly reduce scene and clearance times over the past two years. 5 Analyze the top 10 actions and property types across departments to assess operational performance.

- Which districts are experiencing increasing call density this summer?
- How does our turnout time compare to departments with a similar call mix?
- Where are we seeing more EMS calls, and how should that shape training and resource allocation?

Because the platform is powered by NFIRS and NERIS data, it integrates seamlessly with what departments already track. There is no need to change workflows or add extra data entry.

FROM INSIGHT TO ACTION: REAL USE CASES

- Departments are using the Darley Data Center to do the following:
 - Refine deployment models by aligning apparatus placement and first-due areas with call patterns and response goals.
 - Prioritize capital investments based on long-term trends and performance gaps.
 - Strengthen budget requests with clear evidence of workload and resource needs.
 - Optimize training based on incident types and operational outcomes.
 - Target CRR programs in neighborhoods with higher incident frequency.
 - Improve collaboration through performance benchmarking among peer agencies.
- Early users of the Darley Data Center have

shared how transformative the platform has been for their departments. While each agency faces unique challenges, the feedback has been consistent: The platform saves time, provides clarity, and strengthens operational decision making.

“We used to spend hours every month compiling spreadsheets just to answer basic performance questions. Now the data is presented for us, clean and clear. It has completely changed how we prepare for command staff meetings.”—*Deputy Chief, Midwestern Suburban Department*

“On our first day with the Darley Data Center, I pulled up five years of calls and could finally see where our demand was growing instead of guessing. I use it to compare turnout and response times by shift and station, so I walk into staffing and budget meetings with clear visuals instead of spreadsheets.”—*Battalion Chief, Western Metropolitan Fire Agency*

OFFERED FREE TO THE FIRST RESPONDER COMMUNITY

Darley believes that data-driven decision making should be accessible to every department. That is why the Darley Data Center is offered as a **free resource** to the first responder community.

“We are incredibly excited to offer this powerful platform as a free service to the

first responder community,” says Paul Darley, CEO and chairman. “The Darley Data Center helps fire departments visualize their data and compare performance. It provides leaders with actionable insights that support effective and informed operations and resource allocation decisions.”

By removing cost barriers, Darley ensures that both large metropolitan departments and smaller rural agencies can benefit from high-quality analytics.

SEE IT IN ACTION

Darley provides a feature overview video to help departments get started quickly. The video demonstrates how to navigate dashboards, explore data, and turn insight into action. Visit DarleyData.com to watch the overview and try the platform.

WHY DARLEY

For more than a century, Darley has supported those who serve others by providing high-quality pumps, technology, and equipment solutions for first responders around the world. Today, that commitment includes digital tools that enhance decision making, operational readiness, and community service.

GETTING STARTED

1. Visit DarleyData.com.

2. Explore dashboards for response time, call volume, incident type, staffing, and more.
 3. Compare performance with peer departments.
 4. Share visuals with leadership and community stakeholders
 5. Apply insights to staffing, deployment, budgeting, and risk reduction.
- No steep learning curve. No additional workload. Just clear insight for confident decision making.

THE BOTTOM LINE

The demands placed on today’s fire service are immense, and the bandwidth to analyze data is limited. The **Darley Data Center** puts NFIRS and NERIS data to work for departments, turning information into insight and insight into action. It is fast, intuitive, and built for the realities of the job. Best of all, it is available at no cost to the first responder community.

When leaders have a clear view of their operations, they can elevate performance, demonstrate value, and protect their communities more effectively. The Darley Data Center delivers the clarity and simplicity that make that possible.

Explore the platform today at DarleyData.com.