

JACKSONVILLE BEACH
OCEAN RESCUE DIVISION
YEAR IN REVIEW
2024



A MESSAGE FROM THE DIVISION SENIOR OFFICERS

Whether responding to challenging incidents or maintaining a vigilant presence on the beach, Ocean Rescue personnel have upheld the highest standards of dedication, professionalism, and skill.

As an "EPIC TEAM," we embody our city's core values of Empowerment, Pride, Integrity, and Communication. Empowerment drives us to equip and support one another to perform at our best, ensuring we are prepared to face any challenge. Pride is evident in the unwavering commitment we show to our mission and in the care we take to represent our community with excellence. Integrity underpins every decision and action, reinforcing the trust placed in us as first responders. Communication fosters the collaboration and cohesion essential for our success as a team and for the safety of those we serve.

We extend our deepest gratitude to each member of the Division for your hard work and commitment to the safety and well-being of the bathers and beachgoers of Northeast Florida. Your determination and teamwork have been instrumental in countless lives saved through prevention, response, and public education.

As we turn our focus to 2025, we are filled with optimism and excitement for what lies ahead. As an EPIC team, we look forward to building upon our successes, embracing new challenges, and furthering our commitment to excellence in 2025.

2024 DIVISION OFFICER GOALS



GOAL 1: By December 31, 2024, the Ocean Rescue Division is to increase guarded hours on PEG by 1,048 hours, ensuring coverage from November 1 through December 31, 2023 (488 additional hours) and January 1 through March 11, 2024 (560 additional hours). Coverage will be maintained daily from 0900 to 1700 during these periods to enhance public safety at Jacksonville Beach.



GOAL 2: By December 31, 2024, implement and optimize new features in the Jacksonville Beach Ocean Rescue (JBOR) scheduling system to reduce missed shifts and unfilled vacancies by 20%. Concurrently, conduct briefings periodically to provide ongoing education to all personnel about city policies regarding missed shifts and last-minute callouts, ensuring 100% compliance and understanding by the end of the year.

2024 DIVISION OFFICER GOALS



GOAL 3: By December 31, 2024, enhance the cleanliness and team-oriented atmosphere of the Lifeguard Station by implementing monthly deep-clean initiatives and station upkeep standards, with 100% personnel participation. Additionally, create multiple display areas throughout the Station to highlight employee achievements and recognize their contributions to special events.



GOAL 4: By April 01, 2024, implement a strategic plan to improve recruiting, hiring, and retention rates within the Ocean Rescue Division. This plan will include leveraging targeted social media campaigns, increasing participation in at least three job fairs, and expanding public awareness through community outreach and partnerships with local organizations. The goal is to achieve a 10-15% increase in successful recruitment, hiring, and retention by the end of 2024, with progress assessed quarterly to refine strategies as needed.

2024 DIVISION OFFICER GOALS



GOAL 5: By December 31, 2024, increase active preventative actions during patrols and tower operations through targeted education and enforcement to reduce multiple-person distress swimmer incidents and overall distress swimmer and distress boarder incidents by 5% to 10%. This will also be achieved by training all Ocean Rescue personnel on enhanced dangerous swim area recognition strategies. Progress will be reviewed quarterly by Division Officers, and adjustments to tactics will be implemented based on call-for-service data and personnel feedback.



GOAL 6: By the fourth quarter of 2024, implement digital platforms to enhance public education, internal training, and ocean rescue operations. These platforms will include an interactive mobile app for public safety awareness, an online training portal for staff development, and real-time tools for operational coordination. This initiative will result in an improvement in response times, an increase in public engagement, and an increase in internal training.

2024 DIVISION OFFICER GOALS



GOAL 7: By the start of CY24 Summertime Operations, establish a standardized daily training program and schedule for lifeguards that include both physical conditioning and educational sessions. The training program will ensure all lifeguards meet defined fitness benchmarks and demonstrate proficiency in required job-related skills. Progress will be tracked through daily and mid-season assessments, with a goal of achieving at least 95% compliance and competency in all training areas.



GOAL 8: By the start of FY24 QTR2, implement a quarterly tracking system for all city asset items to ensure accurate inventory management and documentation of any damage. This system will include scheduled inspections, a standardized reporting process for lost or damaged assets, and a digital record-keeping method. Success will be measured by achieving 100% asset accountability each quarter, with all damages recorded and addressed upon immediate reporting.

PERSONNEL SUMMARY

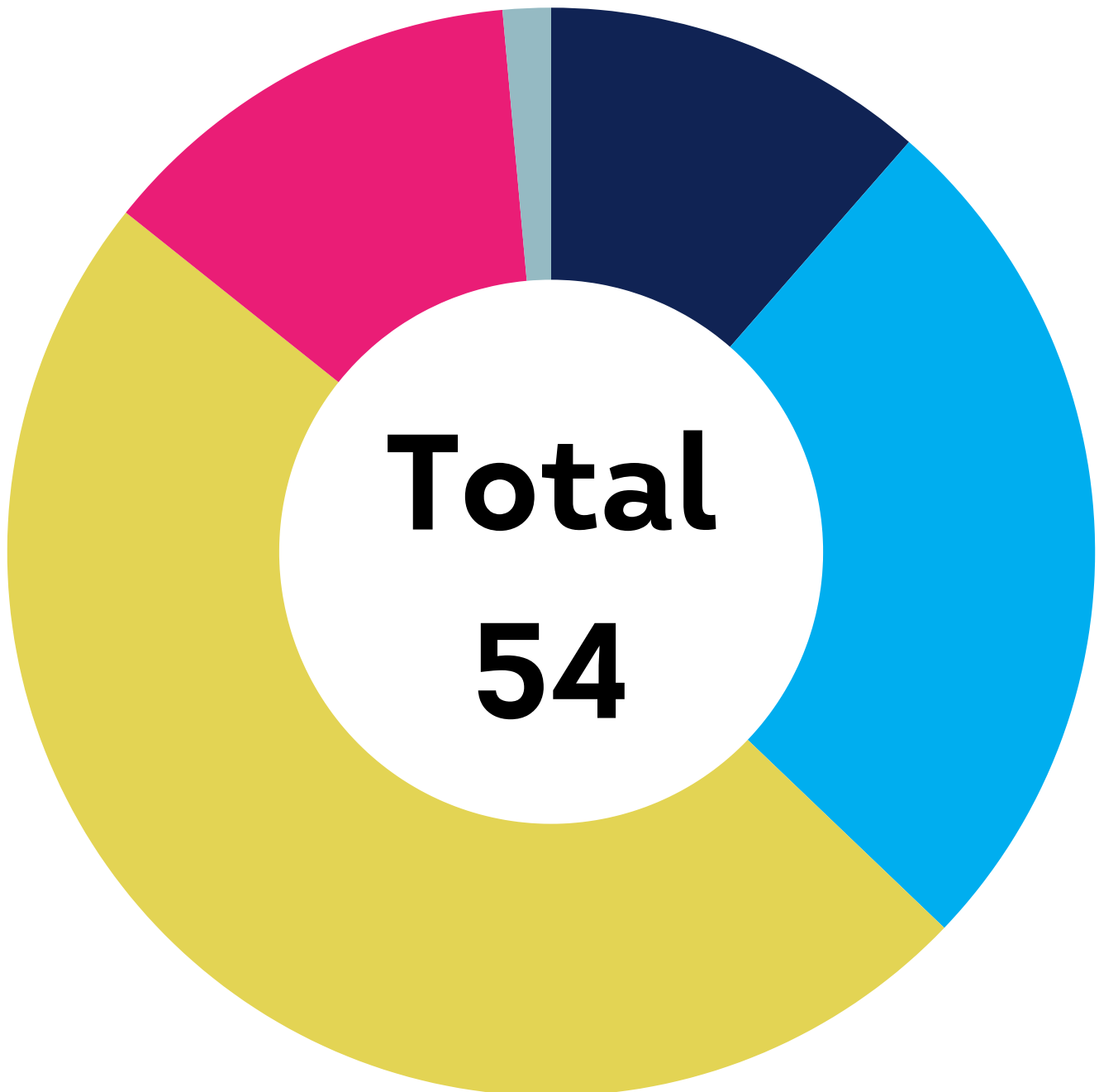


CERTIFIED OCEAN RESCUE LIFEGUARDS

■ Division Officer ■ Response Officer

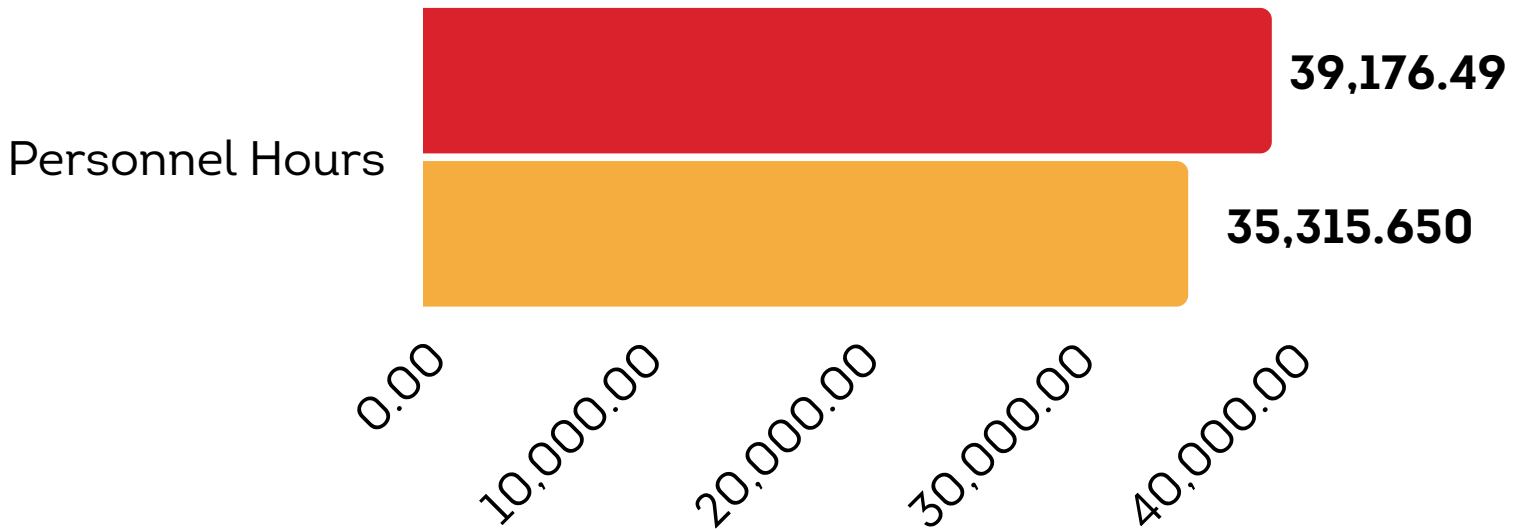
■ Ocean Rescue Lifeguard ■ Ocean Rescue Lifeguard/EMT

■ Civilian

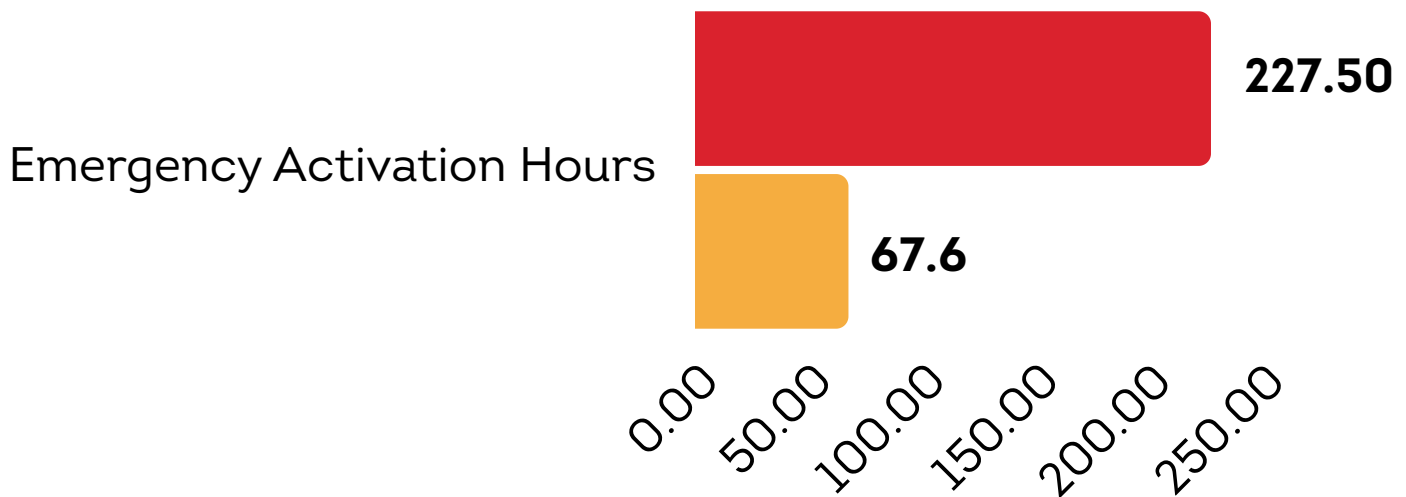


OCEAN RESCUE PERSONNEL HOURS

2024 2023



2024 2023



TRAINING AND PROFESSIONAL DEVELOPMENT



OCEAN RESCUE LIFEGUARD TRAINING HOURS



Lifeguard Academy



Specialized Training



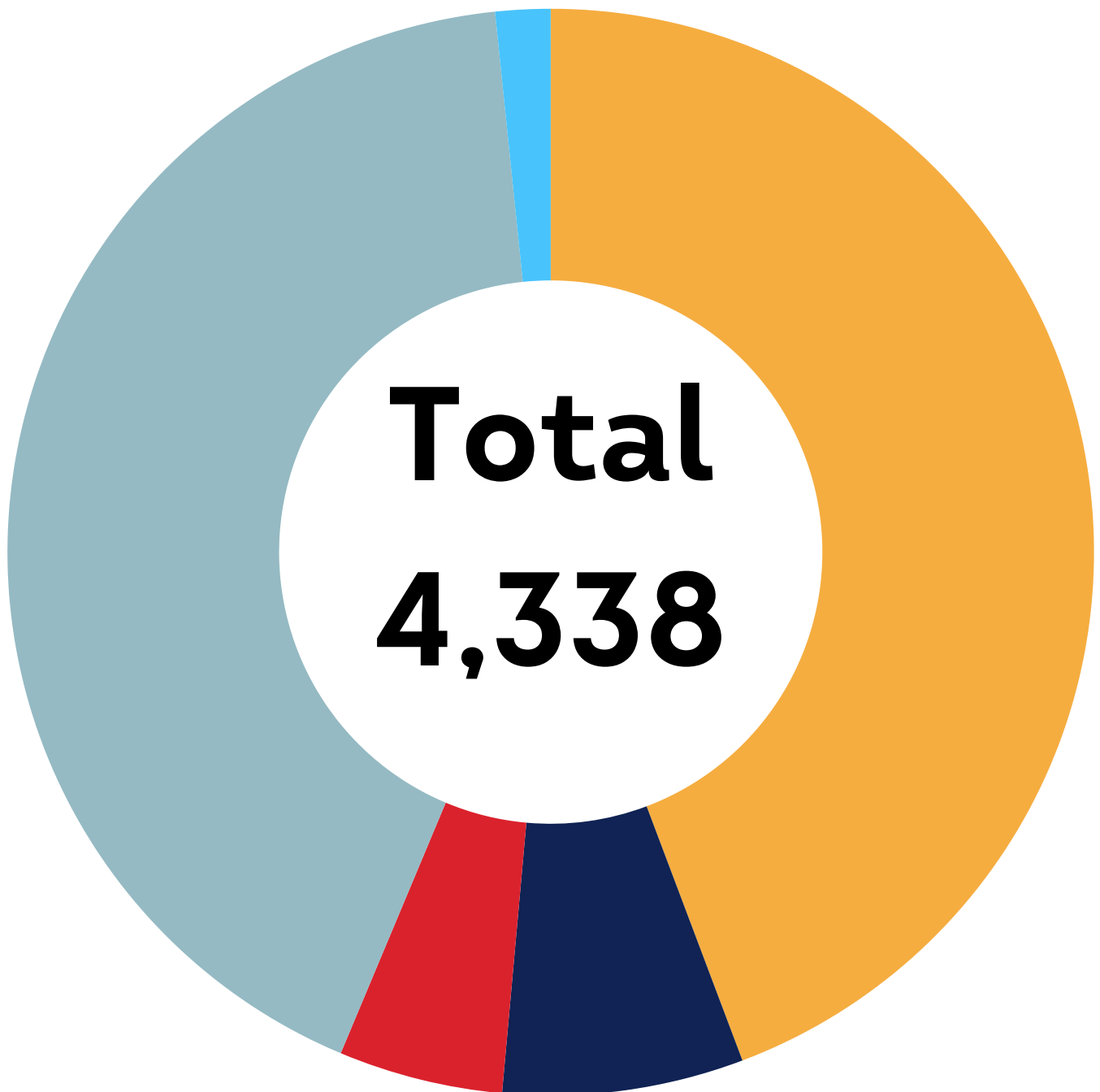
Instructor Training



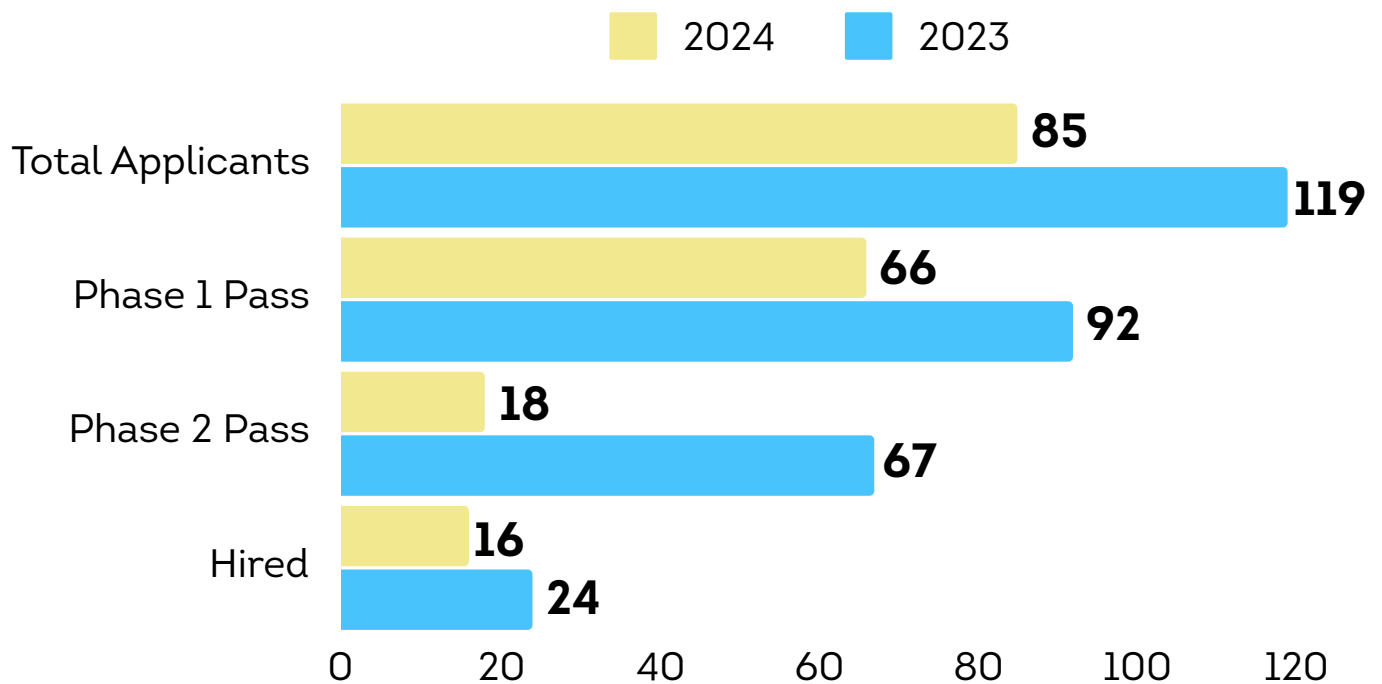
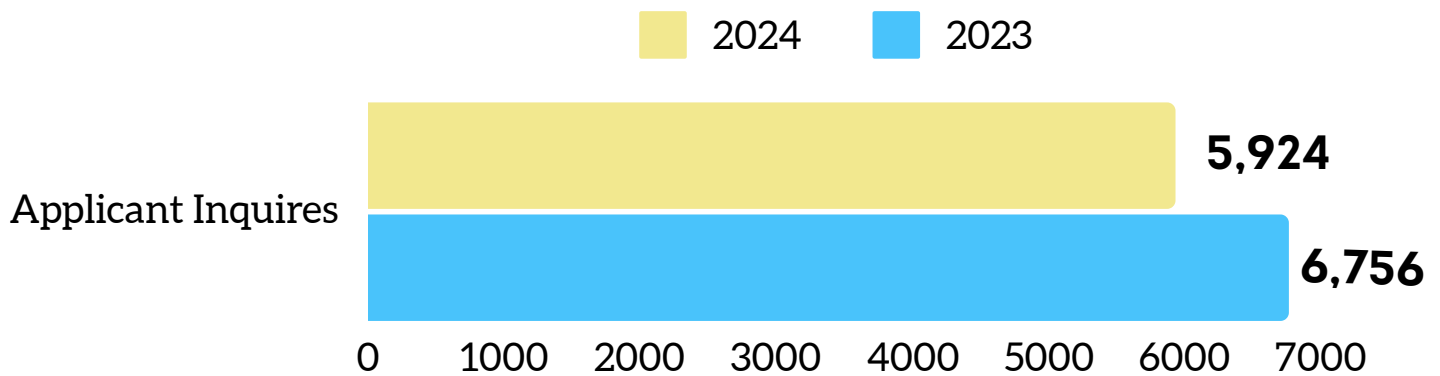
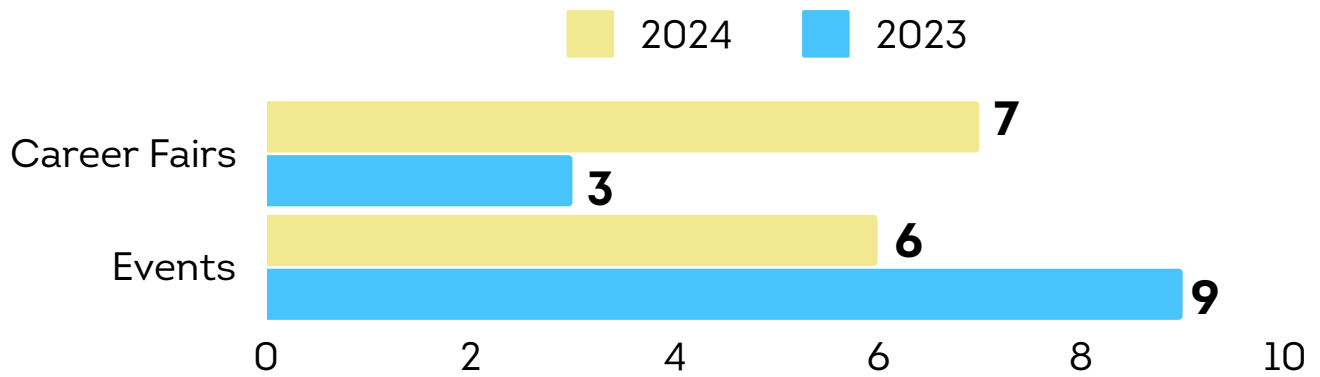
Recurring Lifeguard Training



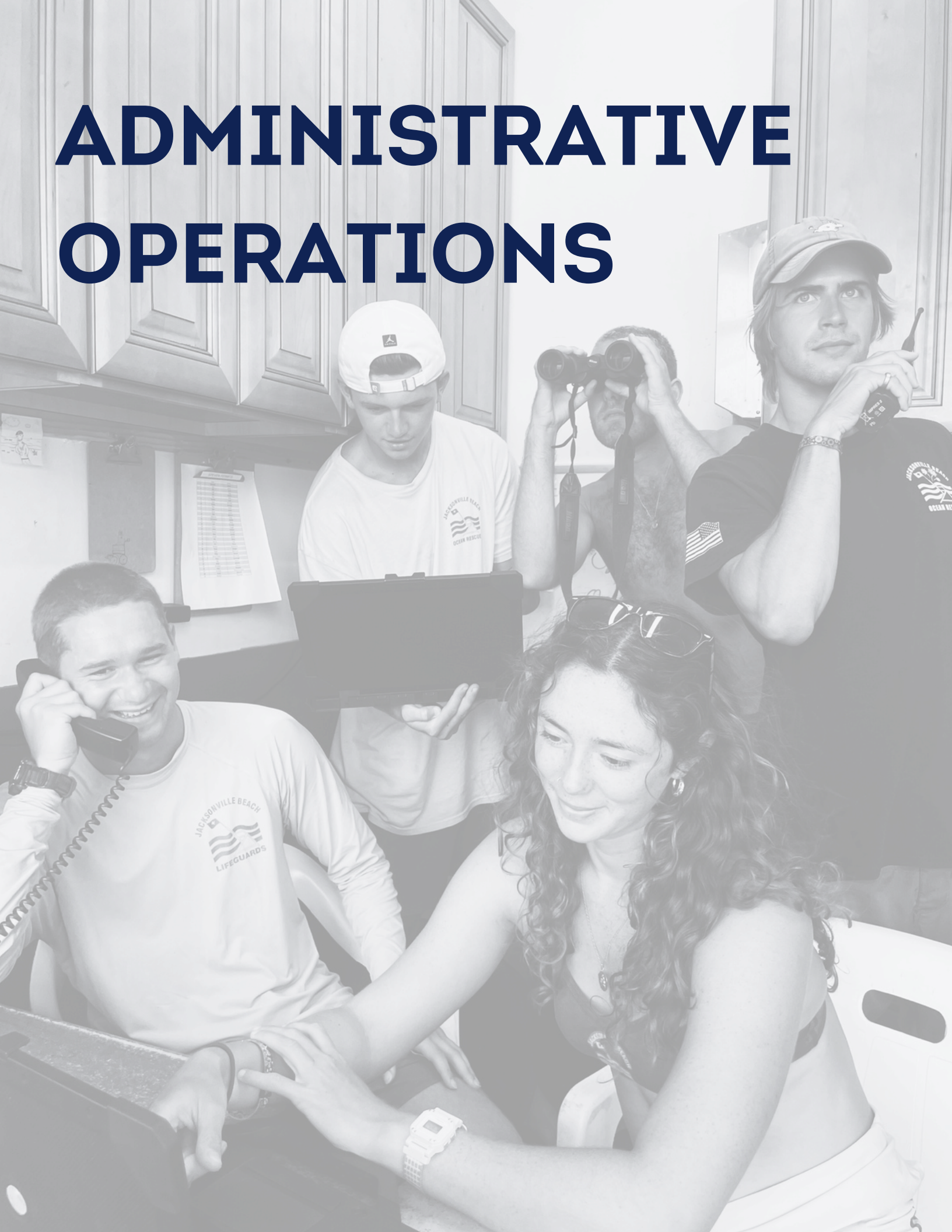
General Training



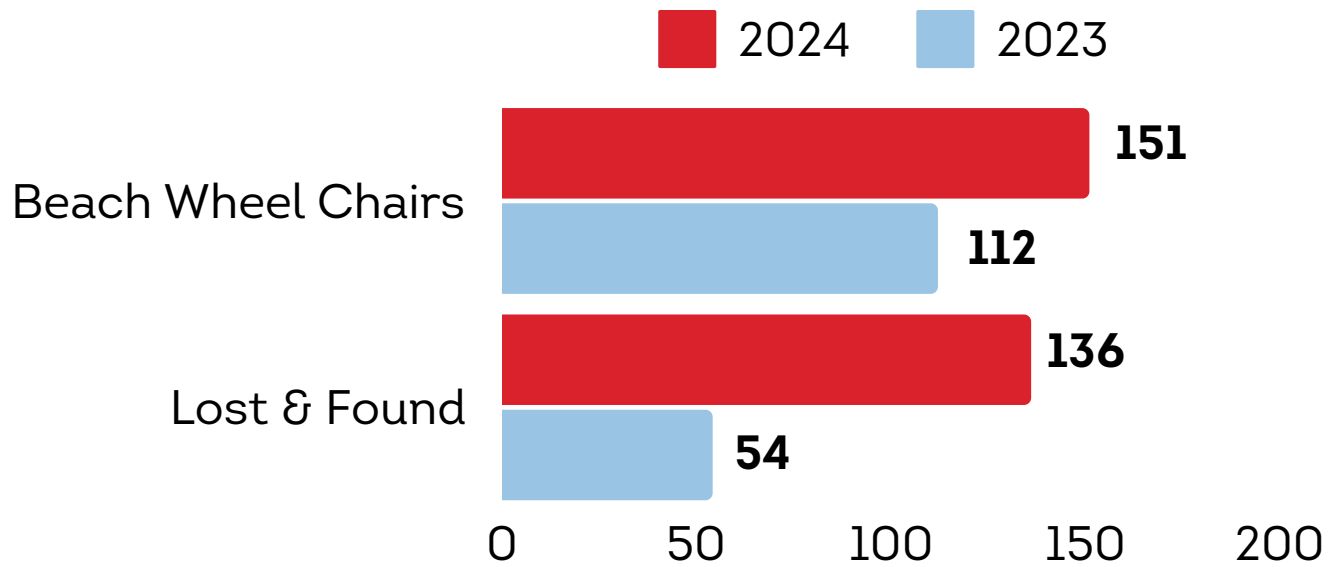
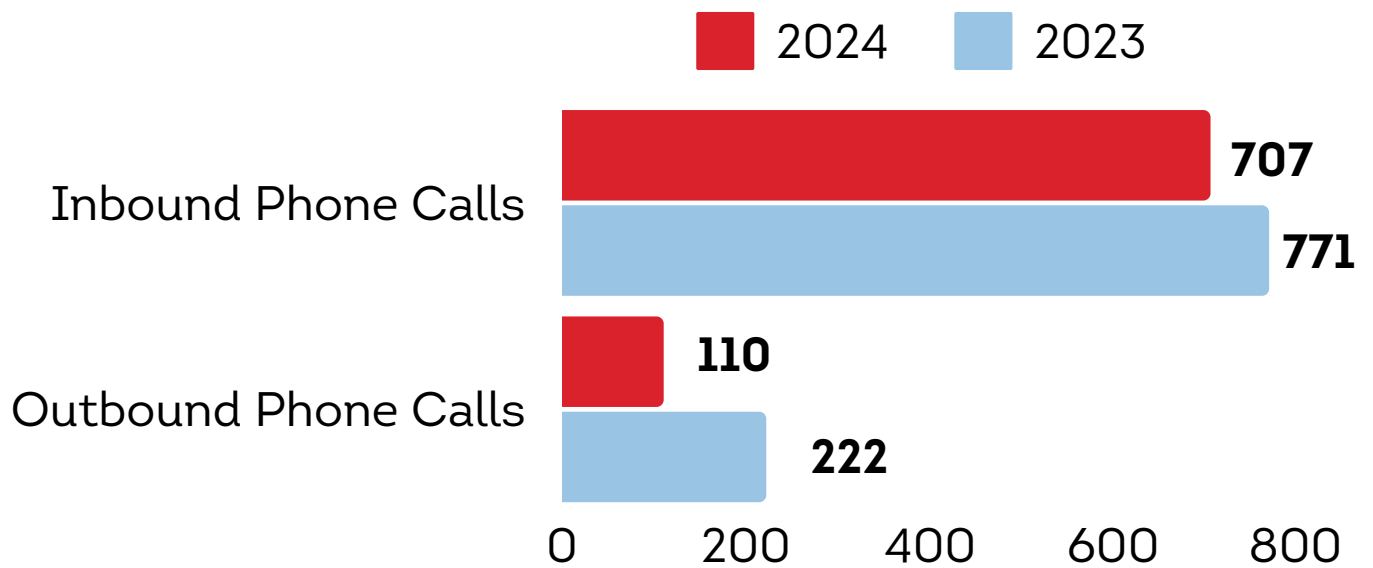
OCEAN RESCUE LIFEGUARD RECRUITING



ADMINISTRATIVE OPERATIONS



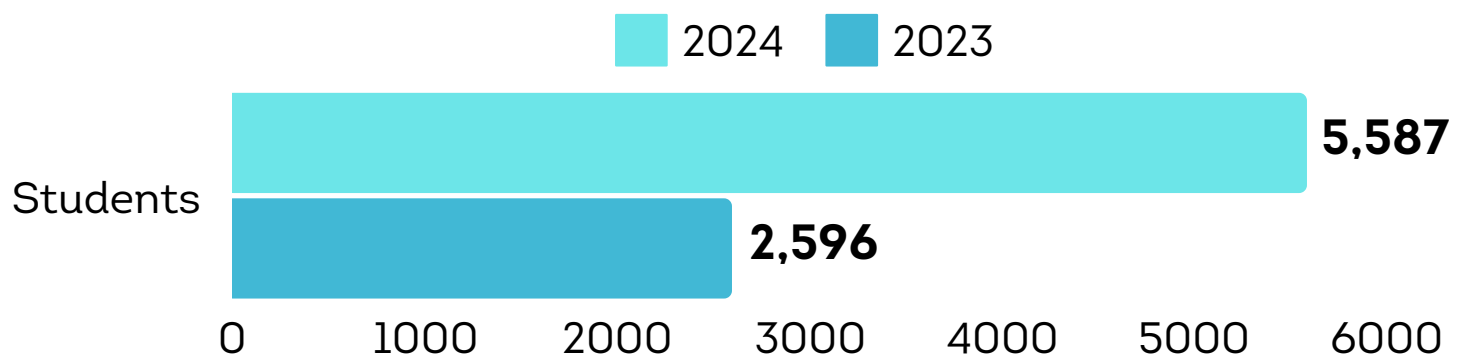
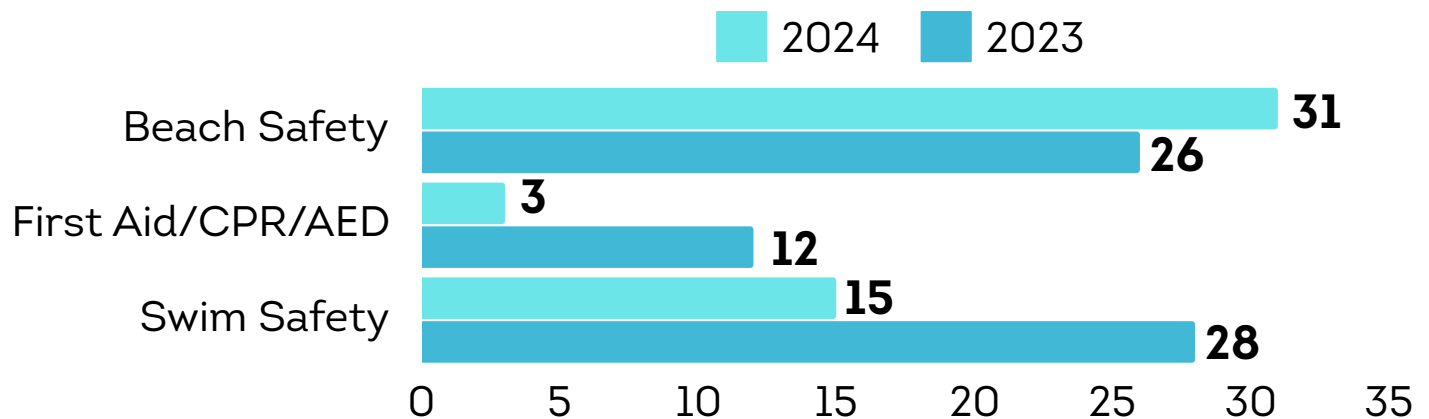
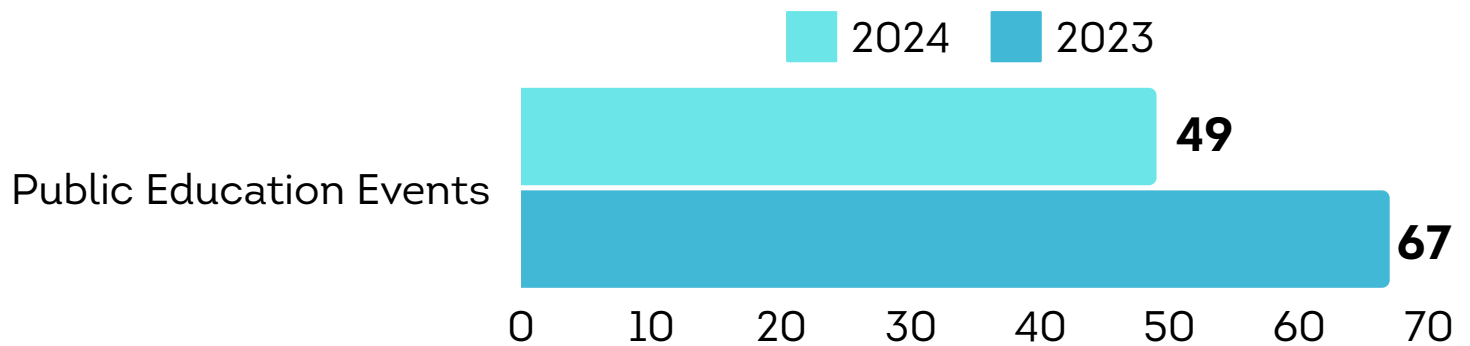
COMMUNICATION CENTER OPERATIONS





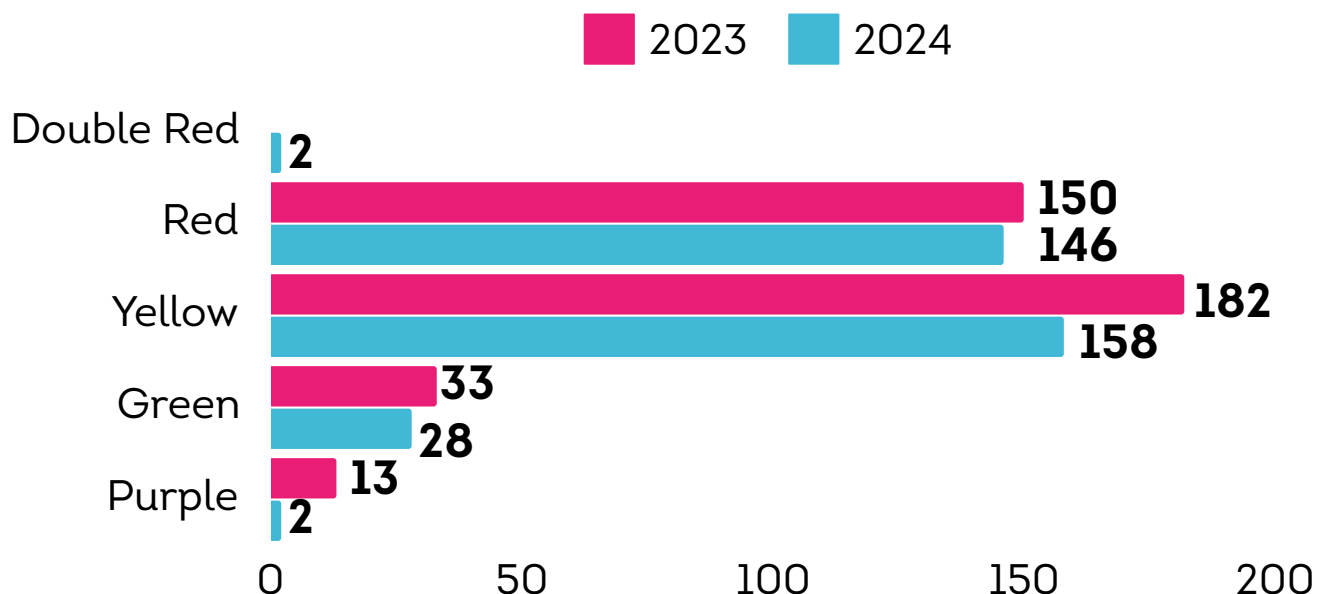
PUBLIC OUTREACH AND EDUCATION

PUBLIC EDUCATION CLASSES AND DEMOGRAPHICS



BEACH CONDITIONS REPORTING

Beach Condition Flags Posted



Beach and Ocean Safety Notifications

Subscriber Count

2023: **4,201**

2024: **6,062**

Emergency

Notifications

03

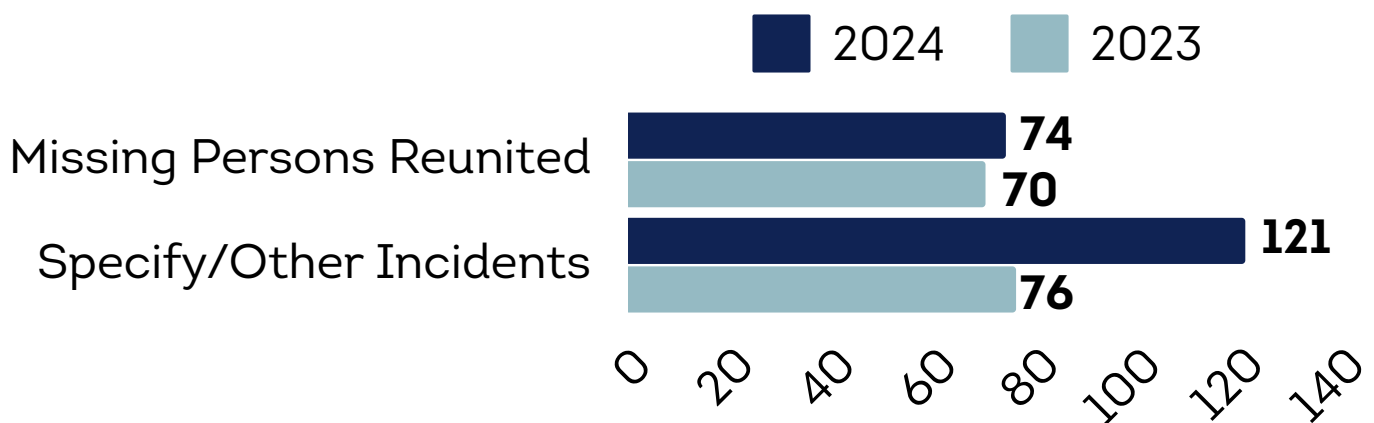
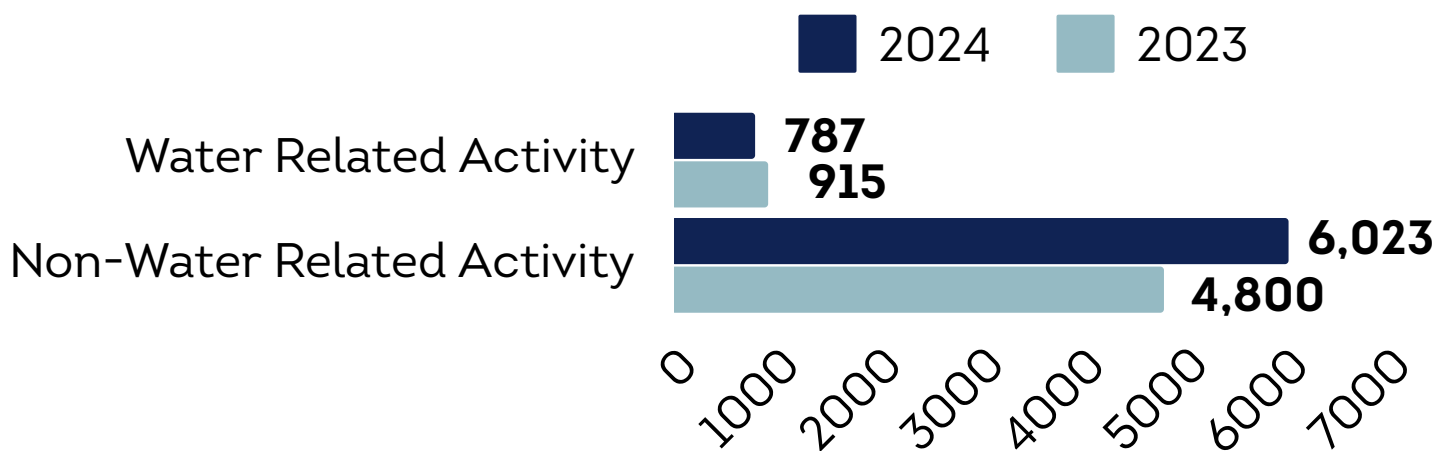
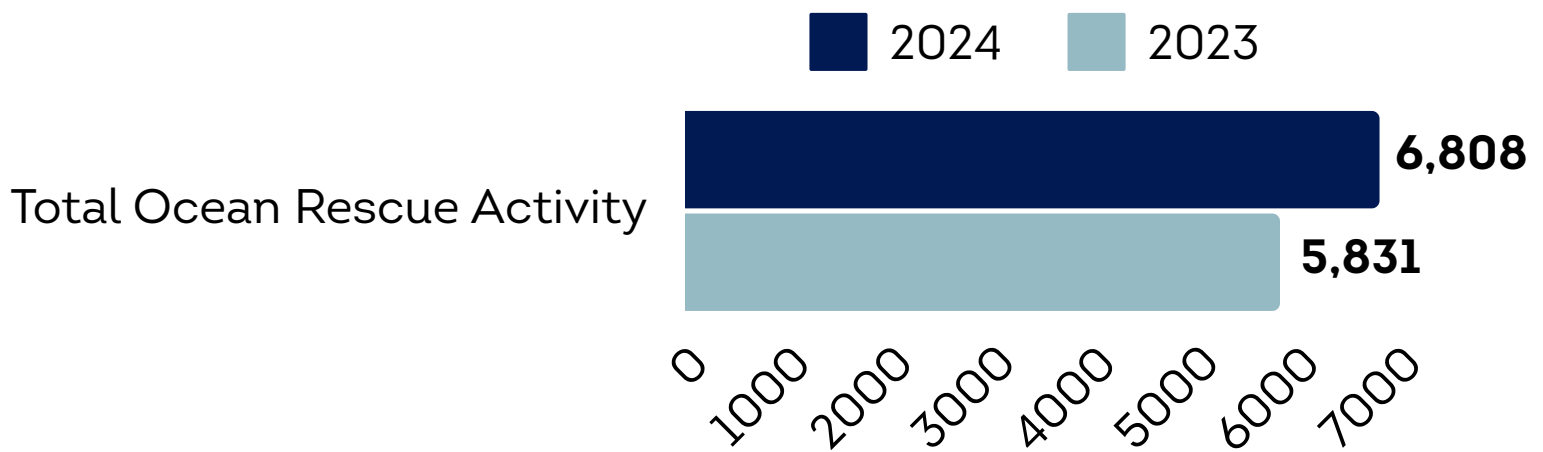
The Ocean Rescue Division is proud to work with our local and federal partners to deliver real-time beach, ocean, and weather safety information to our visitors and residents.



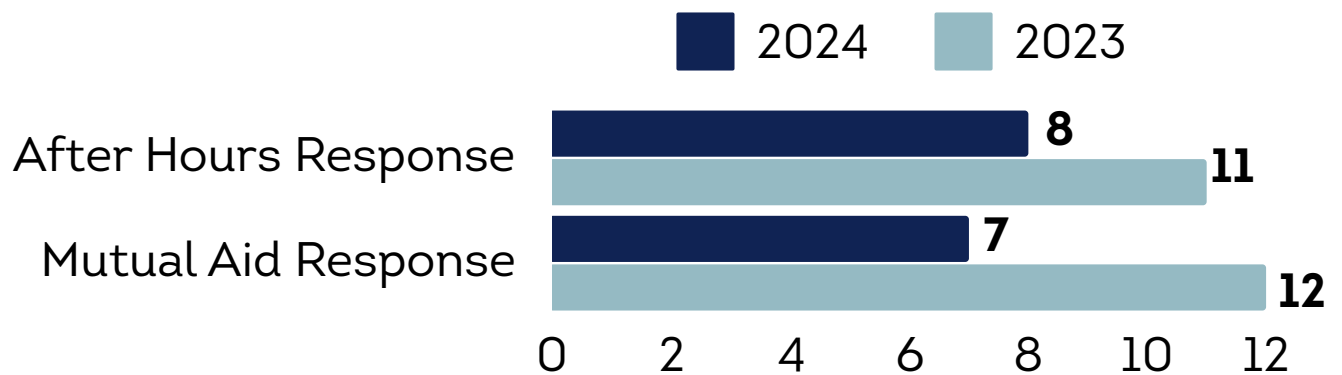
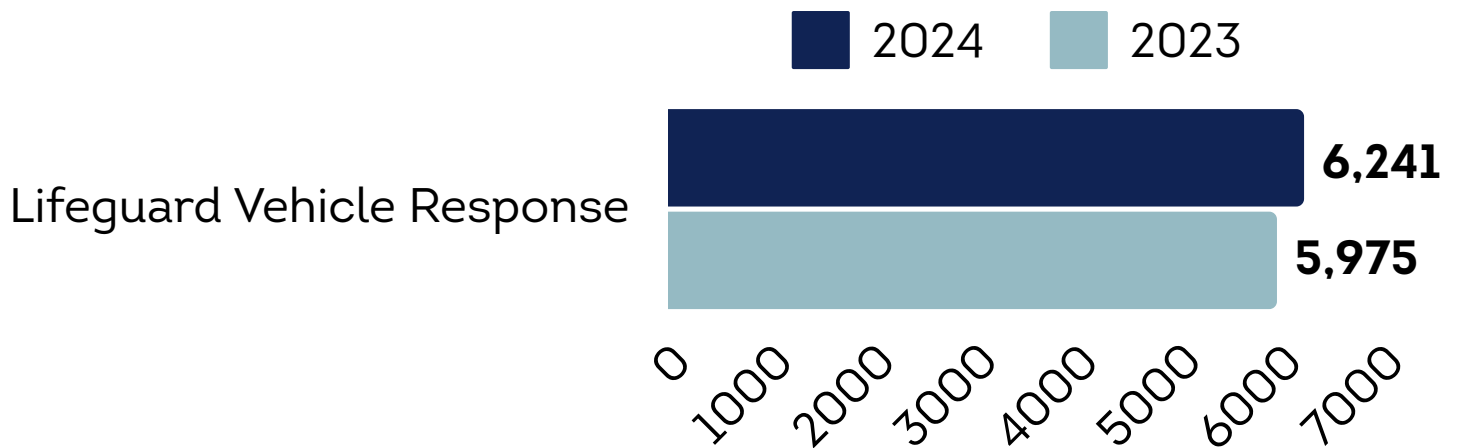
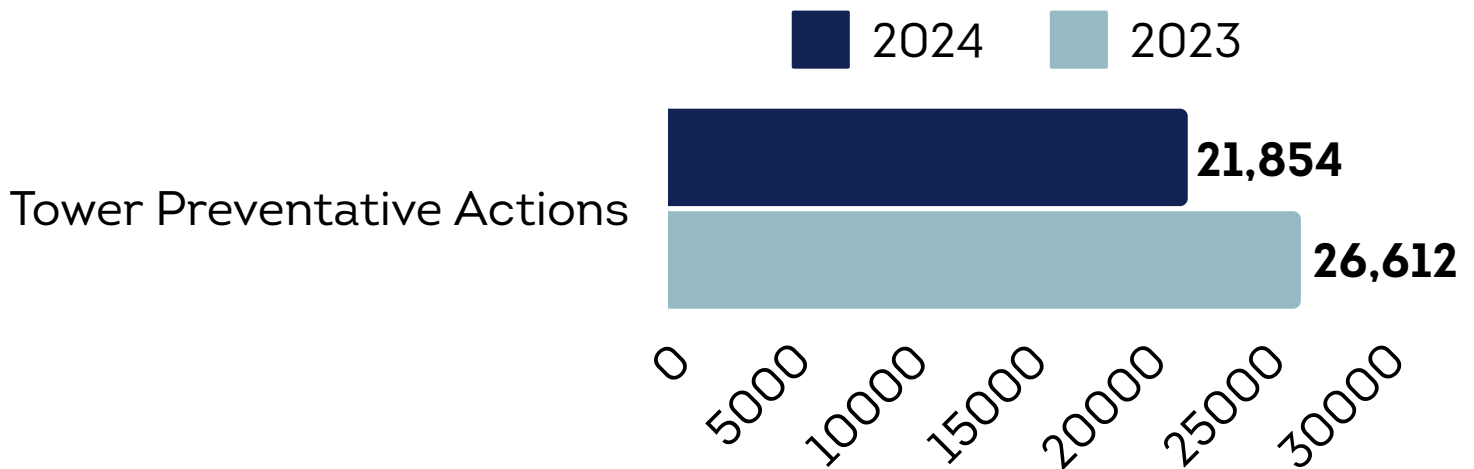


CALLS FOR SERVICE

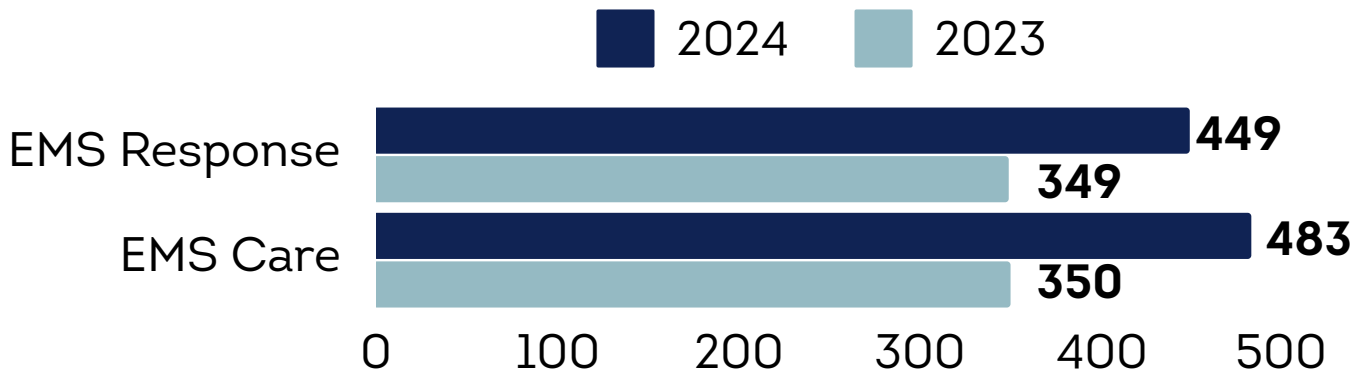
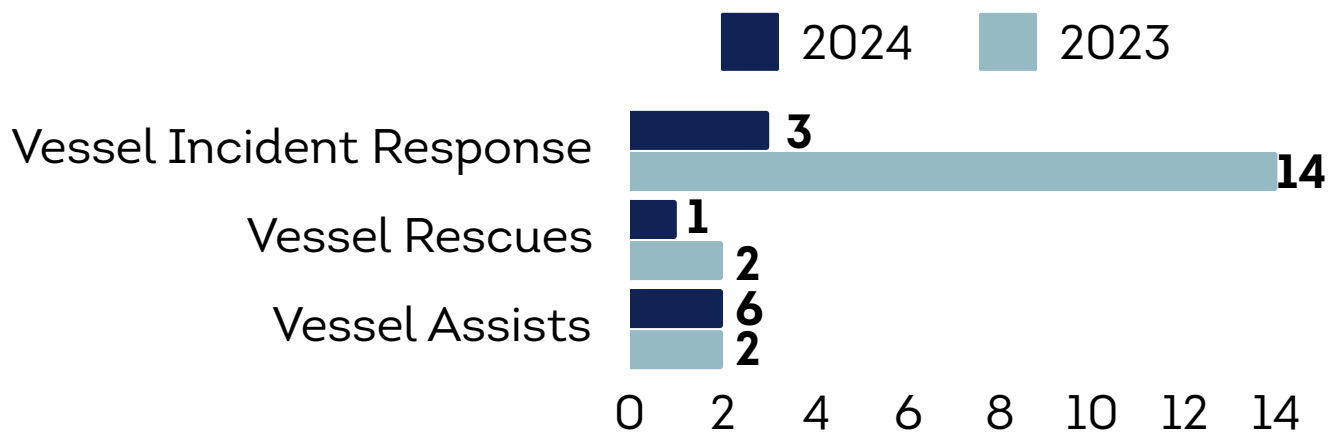
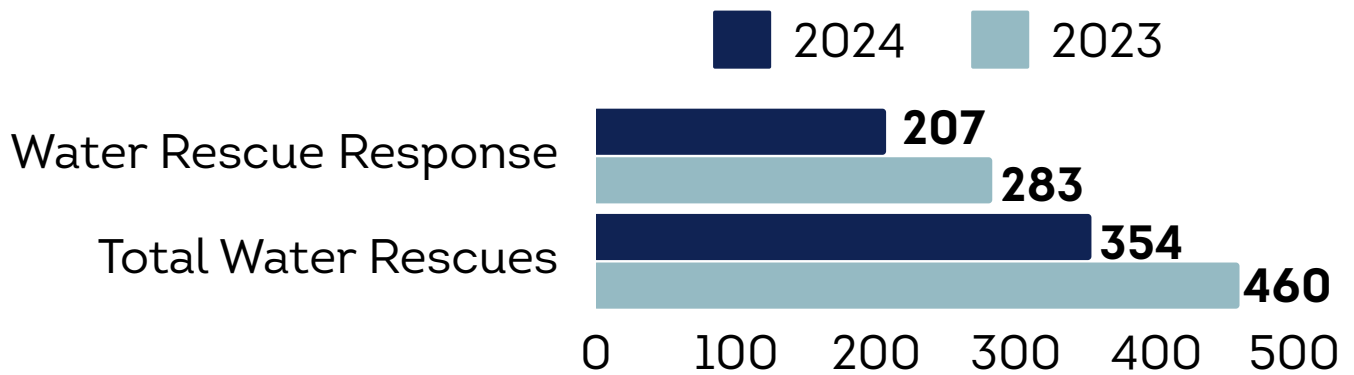
OCEAN RESCUE ACTIVITY TYPES



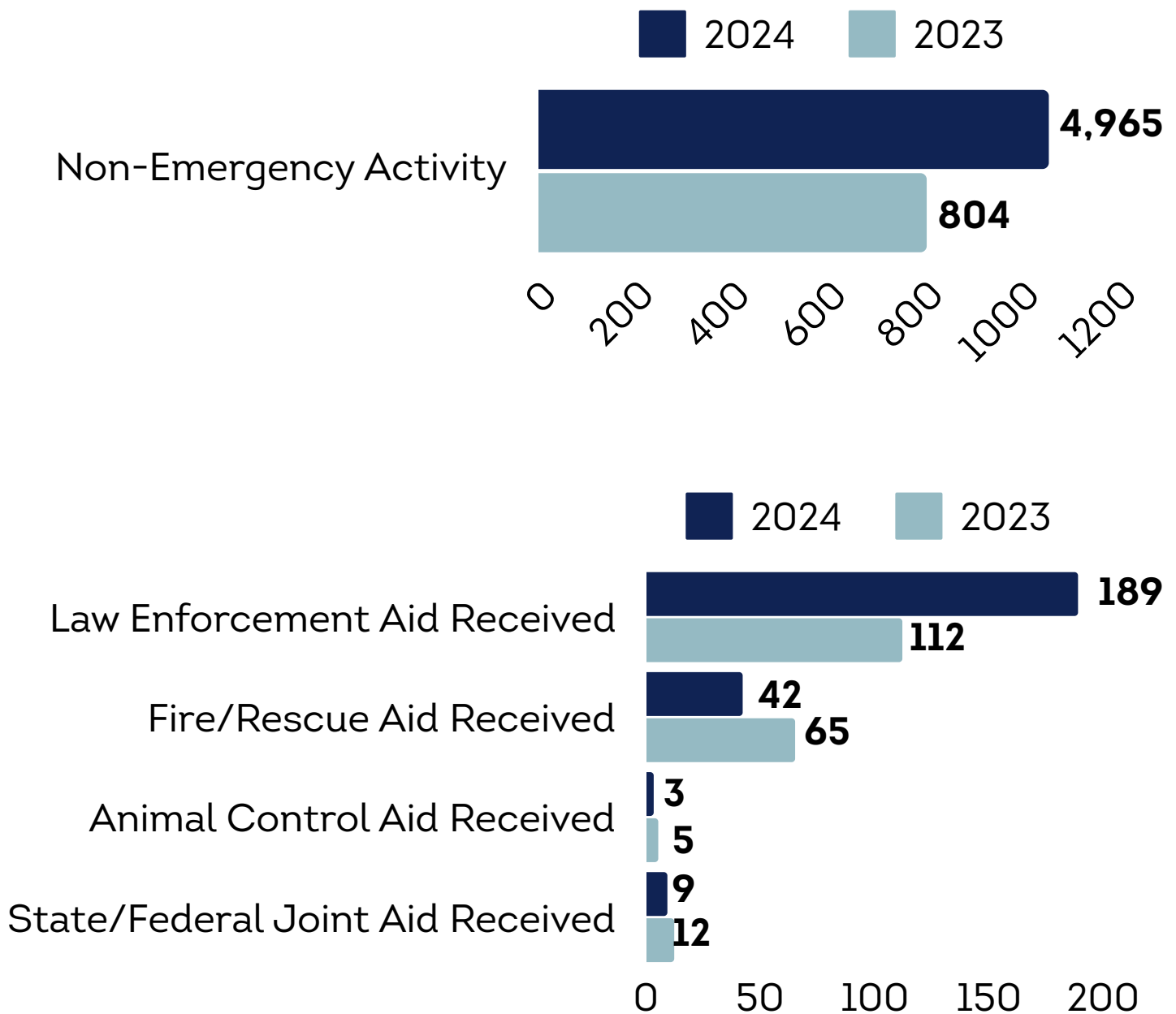
OCEAN RESCUE RESPONSE SUMMARY



OCEAN RESCUE RESPONSE SUMMARY

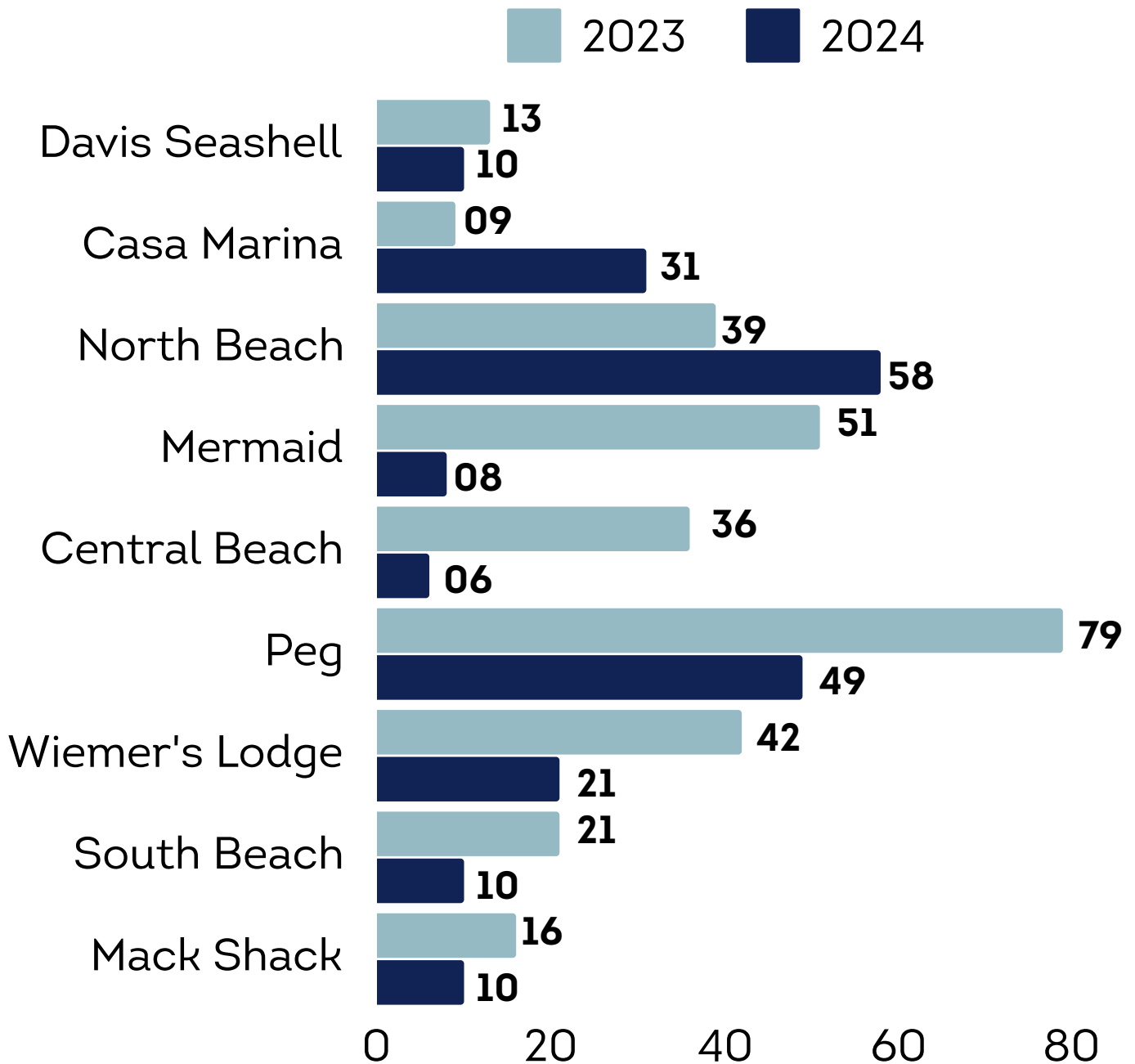


OCEAN RESCUE RESPONSE SUMMARY



OCEAN RESCUE TOWER RESPONSE SUMMARY

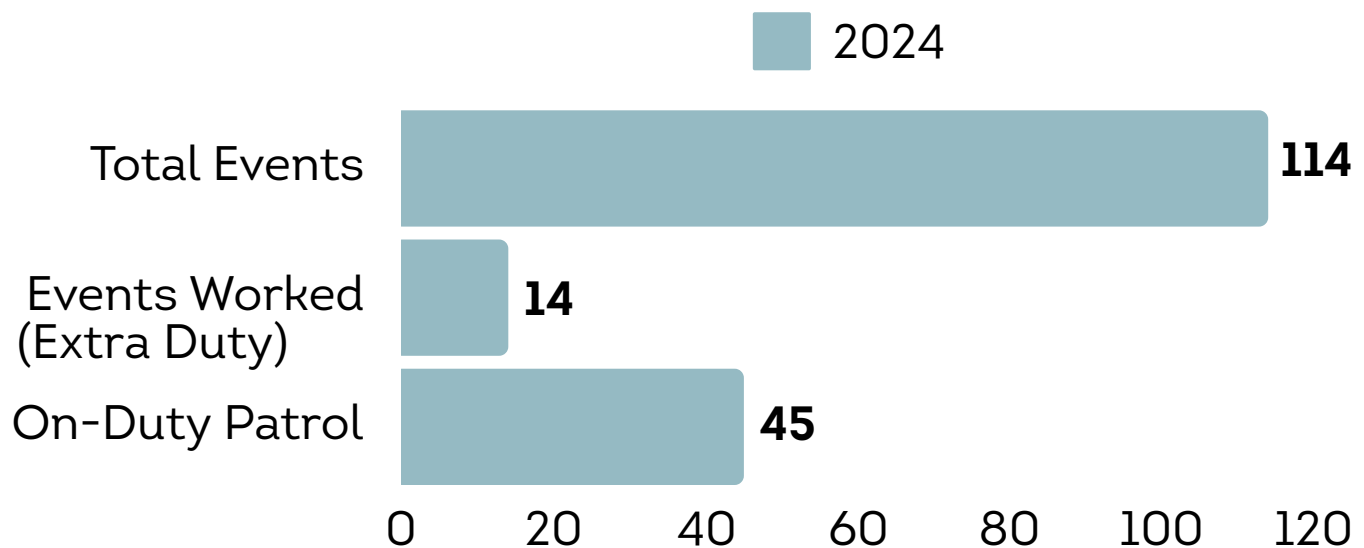
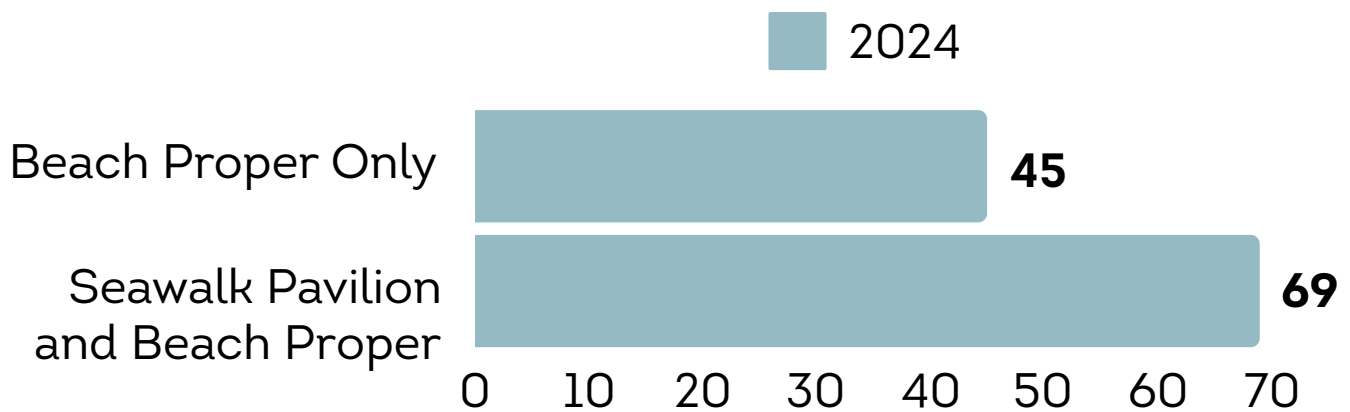
**Total Water Rescues Initiated by Tower Guard
between the months of March through August.**





SPECIAL EVENTS

BEACH SPECIAL EVENTS MONITORED BY THE OCEAN RESCUE DIVISION



Total Estimated Beach Event Attendance
10,240



www.jacksonvillebeach.org/oceanrescue

www.jacksonvillebeach.org/JoinJBOR