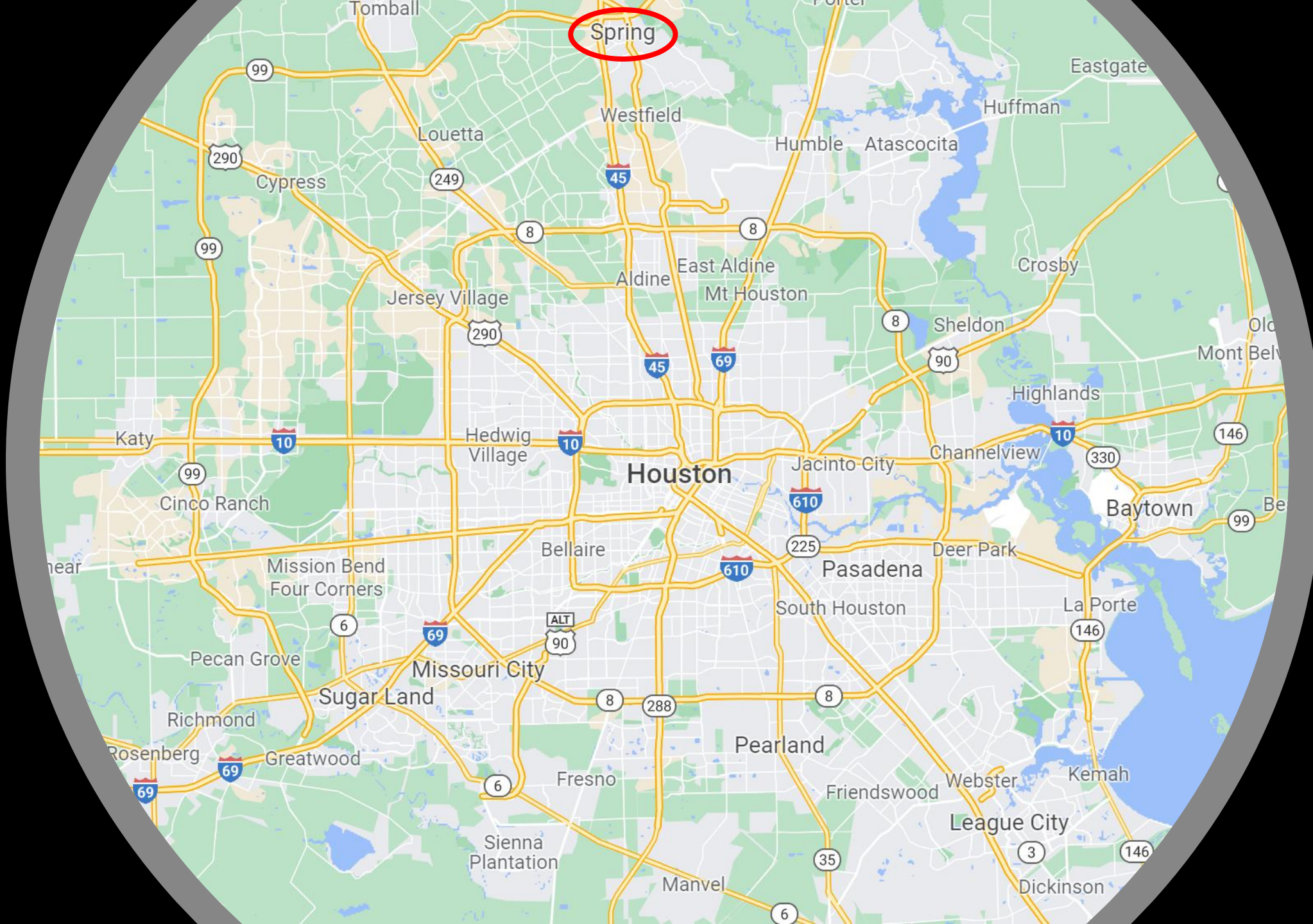
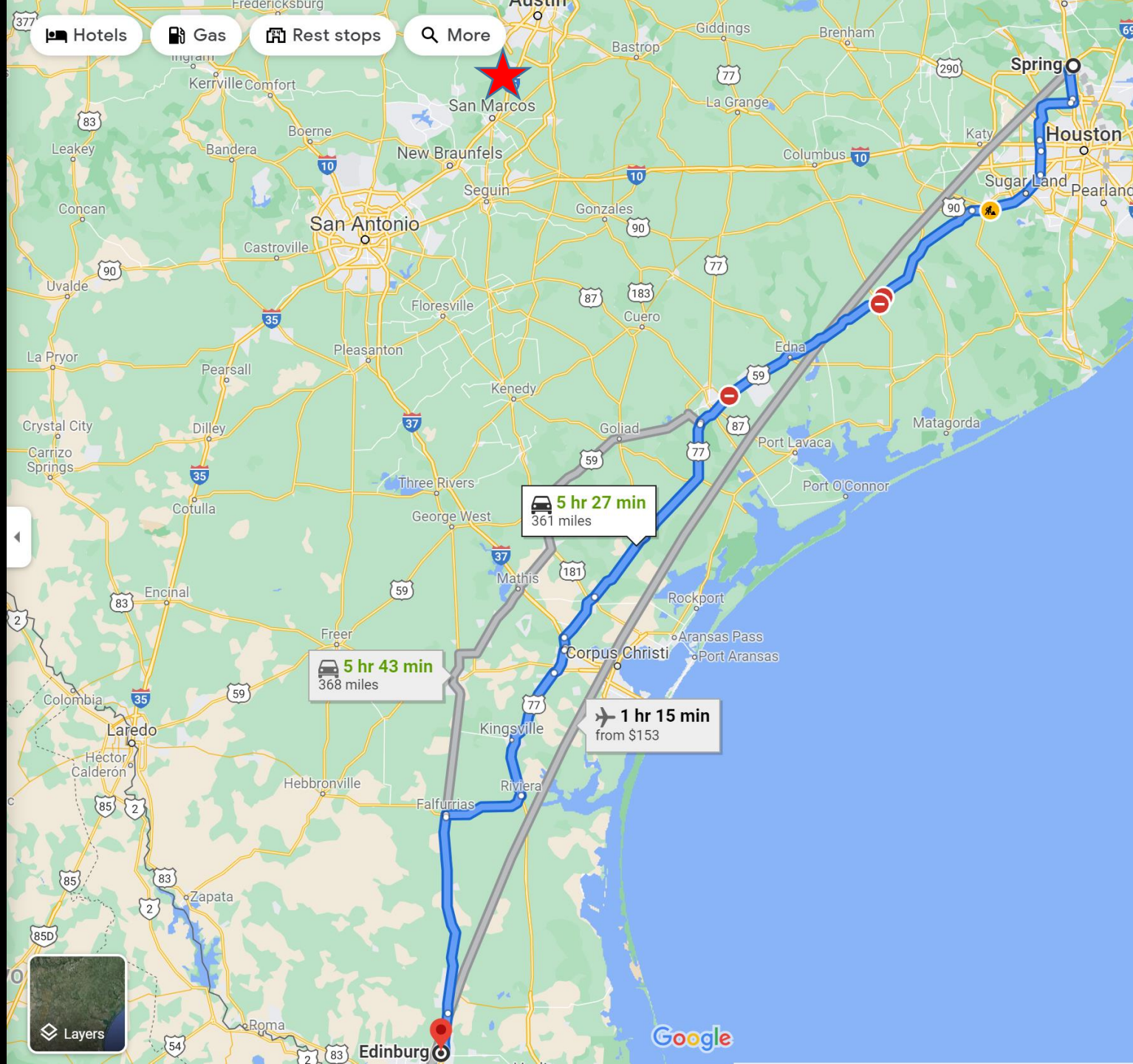




Dealing with the Media

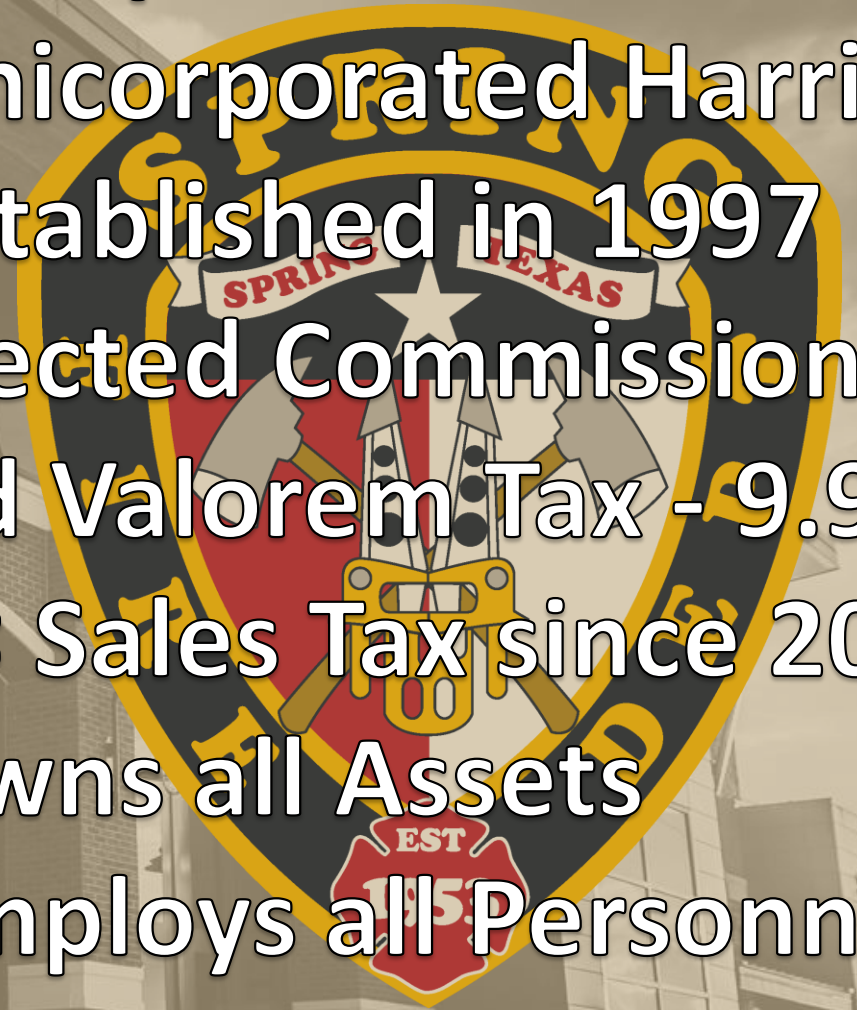


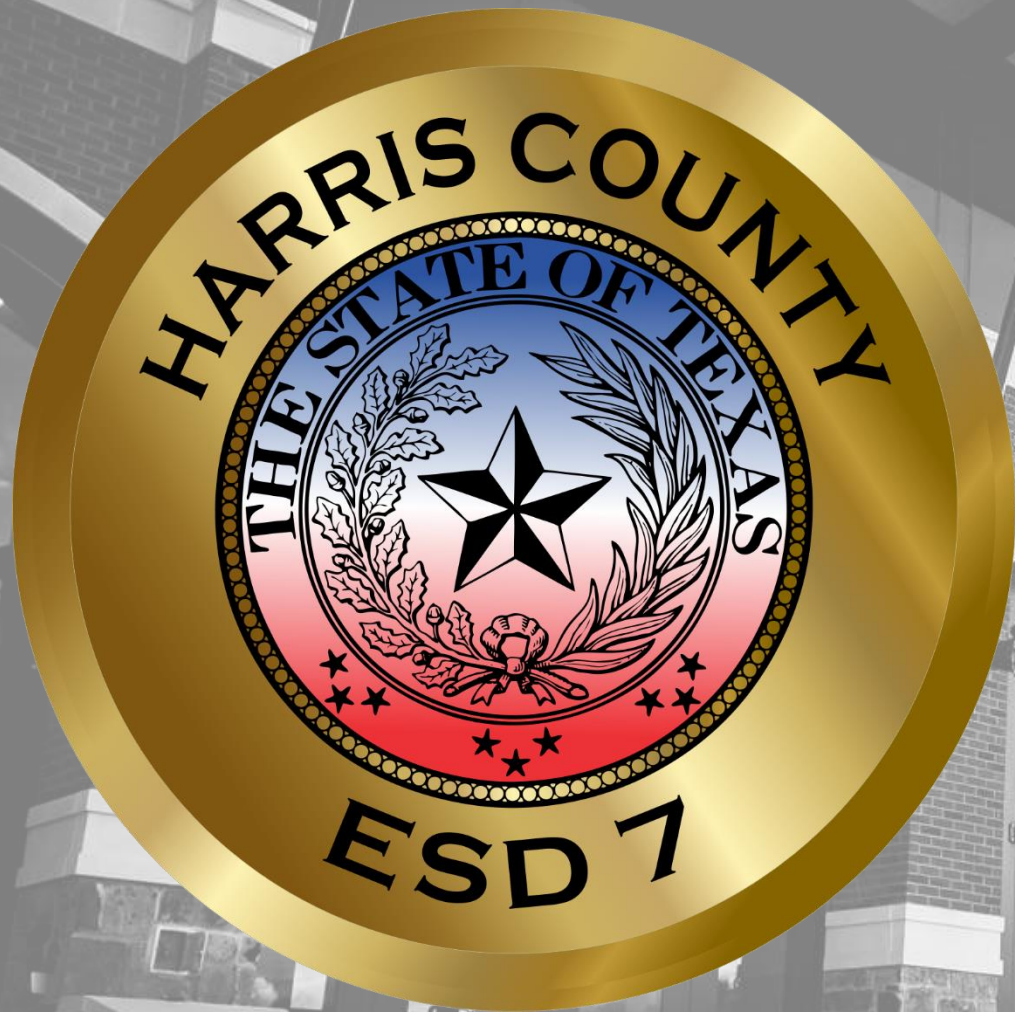






62 Square Miles
Unincorporated Harris Co.
Established in 1997
Elected Commissioners
Ad Valorem Tax - 9.97¢
1¢ Sales Tax since 2011
Owns all Assets
Employs all Personnel
TCFP Regulated





Formed Vol. Dept. – 1953

ESD Department – 2020

Serve 152k, ~7000 Calls

ISO Class 2, 9 Stations

46 Apparatus/Vehicles

116 Full-time Firefighters

13 Part-time Firefighters

32 Volunteer Firefighters

16 Full/Part time Support



DISCLAIMER

































Lessons Learned





BREAKING

NEWS

<https://www.youtube.com/watch?v=ZVT52s3HhhQ>

Audio Only

www?





<https://www.click2houston.com/video/video/2019/03/19/house-fire-kills-mother-and-young-child/>

FIRE RELATED INCIDENTS

Spring Fire Engine Takes Nearly 3.5 Hours To Arrive On-Scene of Fatal Fire That Left Mother and Daughter Dead

Spring, Texas – January 30th, 2018: A mother and daughter were killed and the father and two sons were critically injured in an early morning fire on Saturday, January 20, 2018. The Spring Fire Department responded to the blaze but now the public is questioning why the closest fire truck, located exactly 1 mile from the fire, took 3 hours and 22 minutes to arrive on the scene.

At 12:37 AM, the Spring Fire Department was dispatched to a residential fire in the 23000 block of Pebworth Place in the Cypress Trails of Timber Lane Subdivision. Within minutes of receiving the call, deputies from Precinct 4 Constable Mark Herman's Office arrived on the scene to find fire coming from the home. Constable Deputies quickly jumped into action, went inside the residence and began pulling people out of the home. If it wasn't for the quick response and heroic actions of the deputies, our community would be mourning the loss of possibly an entire family.

Sadly, while the father and son were able to make it out alive, the mother and daughter perished in the fire.

██████████ has uncovered some disturbing information that the Spring Fire Department doesn't want the public to know about – a response time that could have made a difference between life or death.

According to records obtained from SFD, the closest fire truck, Spring Engine 74 which is located exactly one mile from the fatal fire took 3 hours, 22 minutes and 45 seconds to arrive on the scene of the fire. Spring Engine 78 which was dispatched to the fatal fire, never responded at all.

If you think the nearly 3.5 hour response time was bad just wait until you see what else we have uncovered. Over the next few weeks, ██████████ will be running a multi-article series investigating the Spring Fire Department and how they put your tax dollars to work. Stay tuned.



FATALITY FIRE RESPONSE TIMES

A mother and daughter were killed in an early morning fire on Saturday, January 20, 2018. The Spring Fire Department responded to the blaze but now the public is questioning why the closest fire truck, exactly 1 mile from the fire took 3 hours and 22 minutes to arrive on the scene.

APPARATUS

RESPONSE TIME HIGH TO LOW

SPRING ENGINE 78	DID NOT RESPOND - NO FIREFIGHTERS
SPRING ENGINE 74	03 HOURS 22 MINUTES 45 SECONDS
SPRING SQUAD 77	27 MINUTES 31 SECONDS
SPRING TOWER 70	18 MINUTES 08 SECONDS
SPRING DISTRICT 71	17 MINUTES 08 SECONDS
PFD ENGINE 63	15 MINUTES 19 SECONDS
SPRING DISTRICT 70	15 MINUTES 14 SECONDS
SPRING ENGINE 70	12 MINUTES 03 SECONDS
ALDINE ENGINE 21	11 MINUTES 28 SECONDS
SPRING ENGINE 71	09 MINUTES 17 SECONDS
SPRING RESCUE 71	08 MINUTES 58 SECONDS
SPRING ENGINE 73	08 MINUTES 02 SECONDS



CLOSEST FIRE TRUCK TOOK
OVER 3 HOURS
TO **RESPOND** TO CALL

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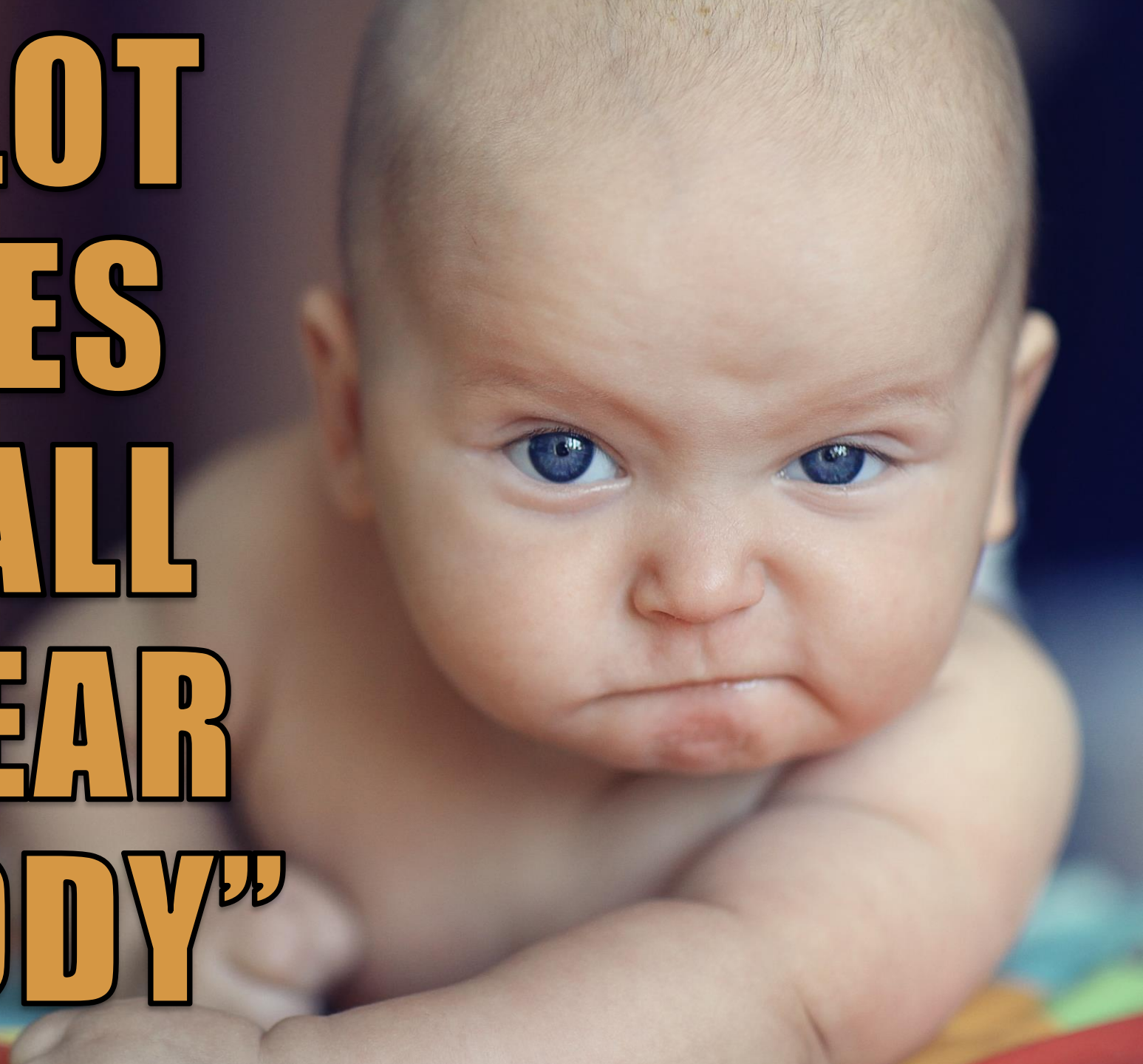
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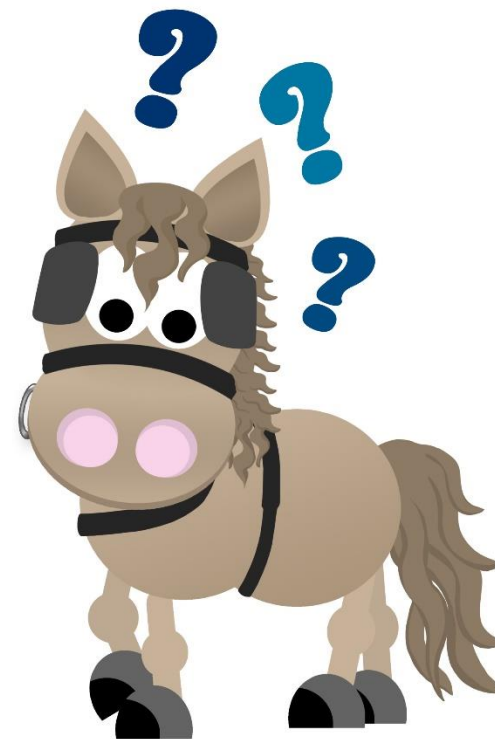
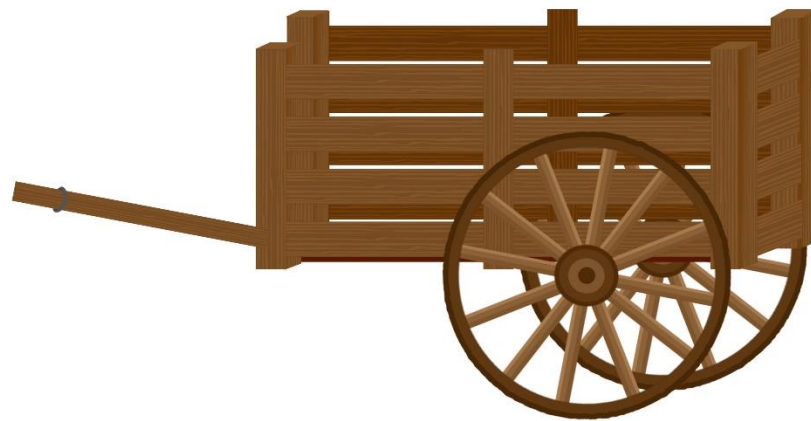
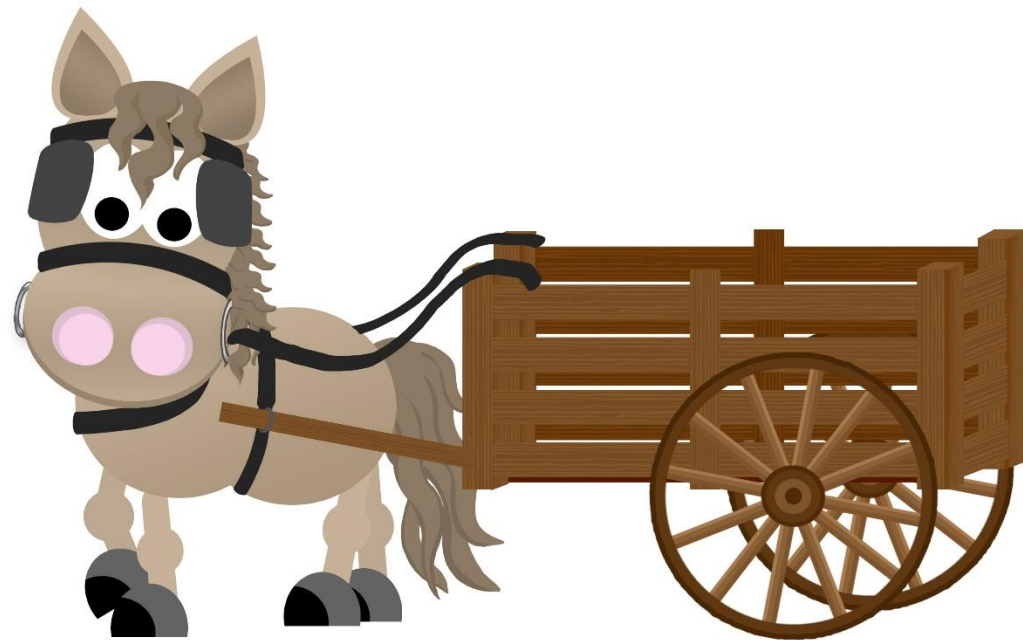


February 2018

<https://www.click2houston.com/video/news/investigations/2019/03/19/why-are-spring-fire-department-stations-answering-so-few-calls/>

**“...IN A LOT
OF CASES
THEY CALL
DANG NEAR
EVERYBODY”**





July 18, 2019

6:15 PM



The Ambush



August 2019

<https://www.click2houston.com/video/video/2019/08/22/questions-over-emergency-services-district-spending/>



Houston firefighters claim broken trucks risk lives

September 13, 2016

HOUSTON – Houston firefighters say they are being forced to use broken equipment while fighting fires in our city and it is endangering lives. ...



Houston Fire Department fire truck fleet reaching 'critical state,' chief says

May 10, 2017

HOUSTON – The Houston Fire Department's fire truck fleet is "reaching a critical state," according to the fire chief. "Its already affecting our availability. ...



Unreliable fire trucks force crews to shuttle to emergencies in SUVs

May 12, 2017

HOUSTON – The Houston Fire Department has resorted to shuttling firefighters to emergencies in SUVs because reliable fire trucks are increasingly becoming a rarity. ...



HFD Station No. 7 left without ladder truck, adding to department's fleet issues

October 19, 2017

HOUSTON – With troubling frequency, Houston fire stations are going entire days without fire trucks, Channel 2 Investigates has learned. On Thursday, the Houston ...



What happened this week with HFD's fire trucks?

April 27, 2018

HOUSTON – More problems. Channel 2 Investigates verified with the Houston Fire Department that three fire trucks broke down: a ladder truck stationed on ...

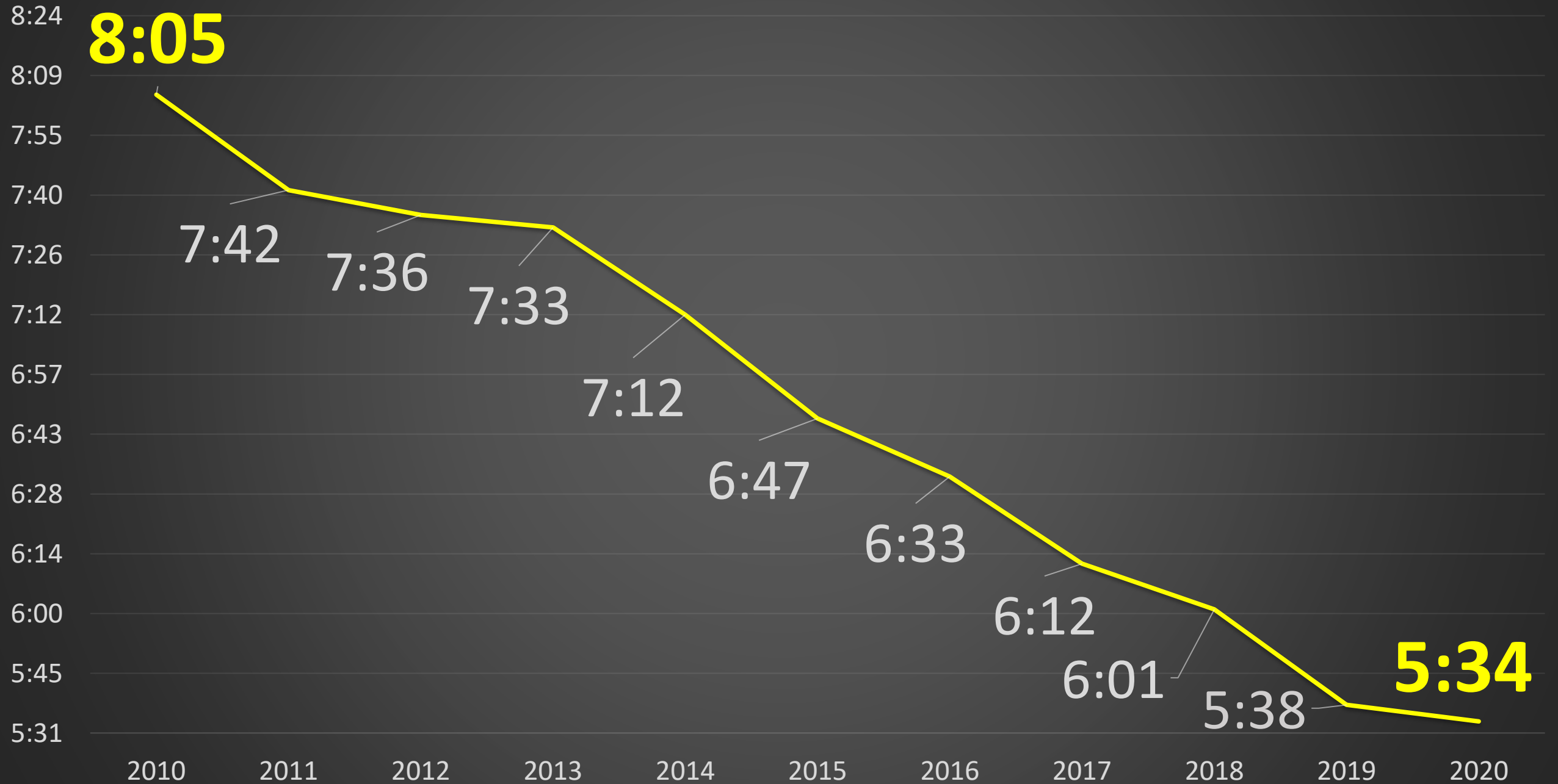


HFD firefighters pitch tent, wait for tow after truck breaks down in Kingwood

August 20, 2018

HOUSTON – Channel 2 Investigates has learned a rotating group of Houston firefighters equipped with a tent, waited with a broken HFD fire truck ...


Average EMERGENCY Response Time



Loan Amount	Interest Rate	Balance
\$10M	1.71%	\$6.9M
\$8M	1.49%	\$2.2M
\$2.7M	1.68%	\$1.7M
\$10M	3.35%	\$8.4M
\$10M	3.00%	\$6.5M

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Saved \$1.6 Million in Interest

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\$2.7M	1.68%	\$1.7M
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Total Debt **\$19.2 Million**

Pay Cash

Apparatus
Equipment
Personnel
Monthly Bills

Finance

Properties
Buildings



Total Cash On Hand - \$28.6M

Debt = \$19.2M



Cash = \$28.6M

A silhouette of a construction worker wearing a hard hat and carrying a clipboard, standing on a muddy construction site at sunset. The background features industrial structures and a large vehicle, all bathed in the warm, golden light of the setting sun.


Personnel



1953-1997
All Volunteers

The background image shows a person in silhouette, wearing a hard hat and work clothes, standing in a muddy, industrial setting. In the background, a large crane or piece of heavy machinery is visible, and the scene is lit with a warm, golden light, possibly from a low sun. The overall tone is gritty and industrial.

1997-2013 Volunteers and Part-Time



2013 - 2021

Hired 116

Full-Time



2022
Hiring 12
Full-Time

The background of the image is a faded, low-contrast photograph of a street scene. On the left, there is a black metal fence. In the center, a fire truck is visible, its rear lights glowing. The overall scene is hazy, suggesting a foggy or overcast day.

2022

Total Revenue


\$30.8 Million

The background of the image is a faded, grayscale photograph of a street scene. In the center, a fire truck is visible, facing away from the viewer. To the left, there is a black metal fence. The overall atmosphere is hazy or smoky, with some light reflecting off the ground.

2022

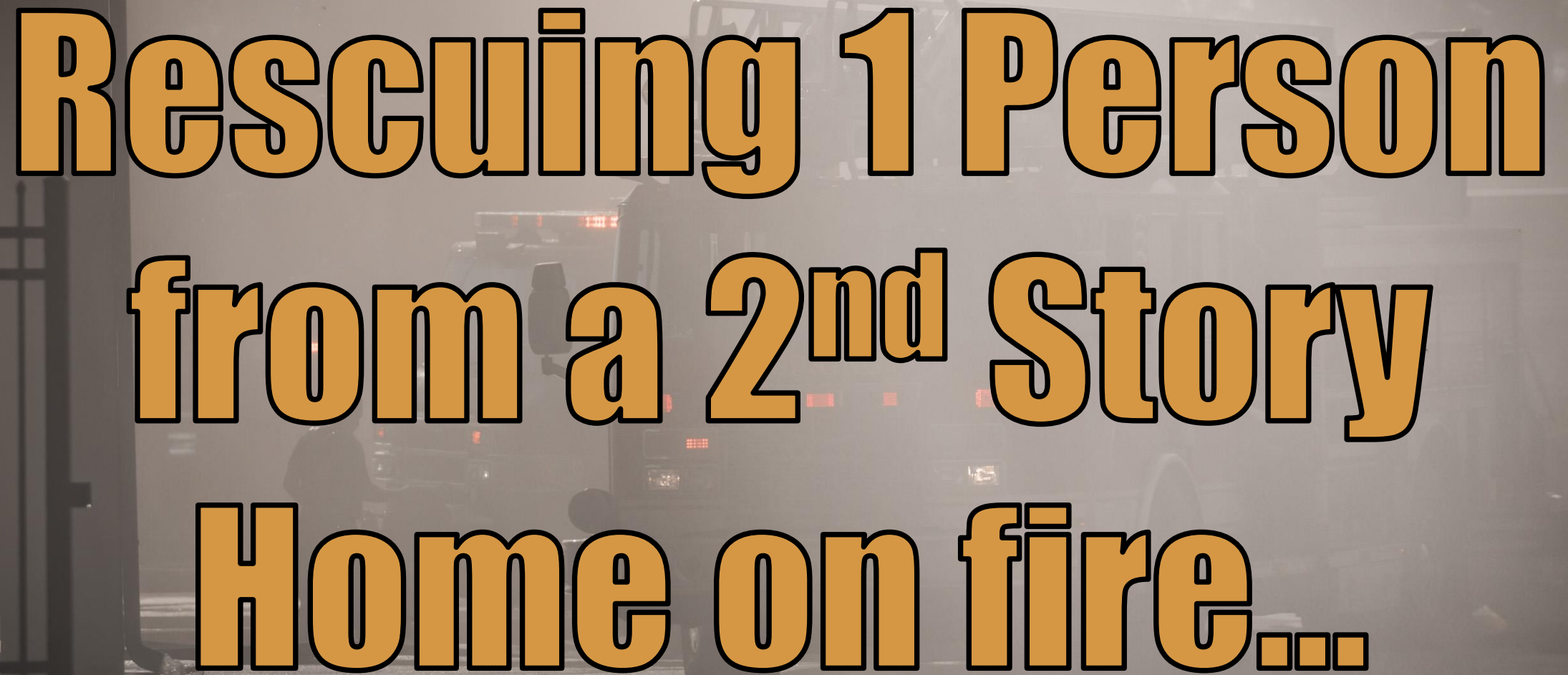
Operating Budget

\$24.1 Million

The background is a dark, grainy photograph of a police vehicle at night. Several police officers are visible around the vehicle, some standing and others near the open doors. The scene is dimly lit, with some red lights visible on the vehicle. The overall tone is serious and official.

2022
Personnel
\$17.7 Million

74%

A fire truck is positioned in front of a house that is on fire. Thick smoke is rising from the building, and the scene is hazy. The fire truck's lights are visible, and the ground appears wet, possibly from firefighting efforts.

**Rescuing 1 Person
from a 2nd Story
Home on fire...**

A fire truck is visible in the background, with smoke rising from the scene. The truck's lights are on, and the overall atmosphere is hazy and emergency-like.

...and 7 People
from the 3rd floor of a
Motel on fire
both in 2019

A foggy street scene with a fire truck and firefighters in the background. The word "PRICELESS" is overlaid in large, bold, orange letters with a black outline.

PRICELESS



Lessons Learned



Do's



Don'ts

It's Ok To Say No
Practice Speaking
Do your Homework
Anticipate Questions
Form Relationships
Post Positive Press



Do's



Don'ts

Let Emotions Run High
Run Away or Hide
Play Into Their Hand
Challenge Reporter
Try To Figure It Out
Say "To be honest..."

MICROPHONES ARE ALWAYS ON

**THERE IS NO SUCH
THING AS
“OFF THE RECORD”**

A NEWS CYCLE IS ONLY 48-72 HOURS







**Most Critical
Issue ?**



**Question
Everything**

A background image featuring a fire truck with its emergency lights flashing. In the foreground, there is a close-up of a firefighter's gear, including a helmet and a jacket with reflective stripes. The scene is set at night or in low light conditions.

**Anticipate
the next thing**

A firefighter in a brown jacket with reflective stripes stands in front of a fire truck. The truck's emergency lights are flashing, and the scene is dimly lit, suggesting nighttime. The text "Perception is Reality" is overlaid in a large, bold, orange font with a black outline.

**Perception
is Reality**



**The Truth doesn't
matter anymore!**



The Right Thing
The Best Thing



**CHALLENGE
FOR YOU**



**Question
Everything**

The Focus Funnel™









Scott Seifert

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832.642.7751

