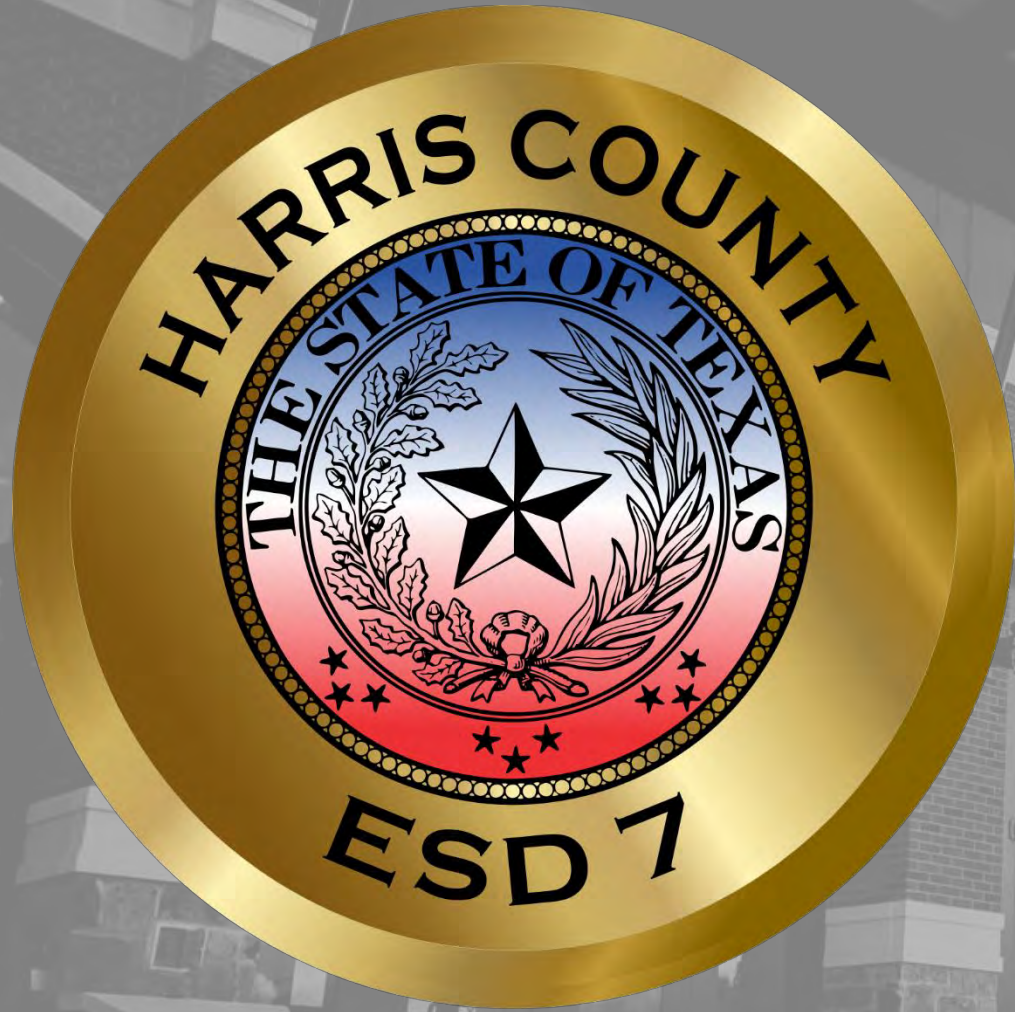






# Dealing with the Media



62 Square Miles

Unincorporated Harris Co.

Established in 1997

Elected Commissioners

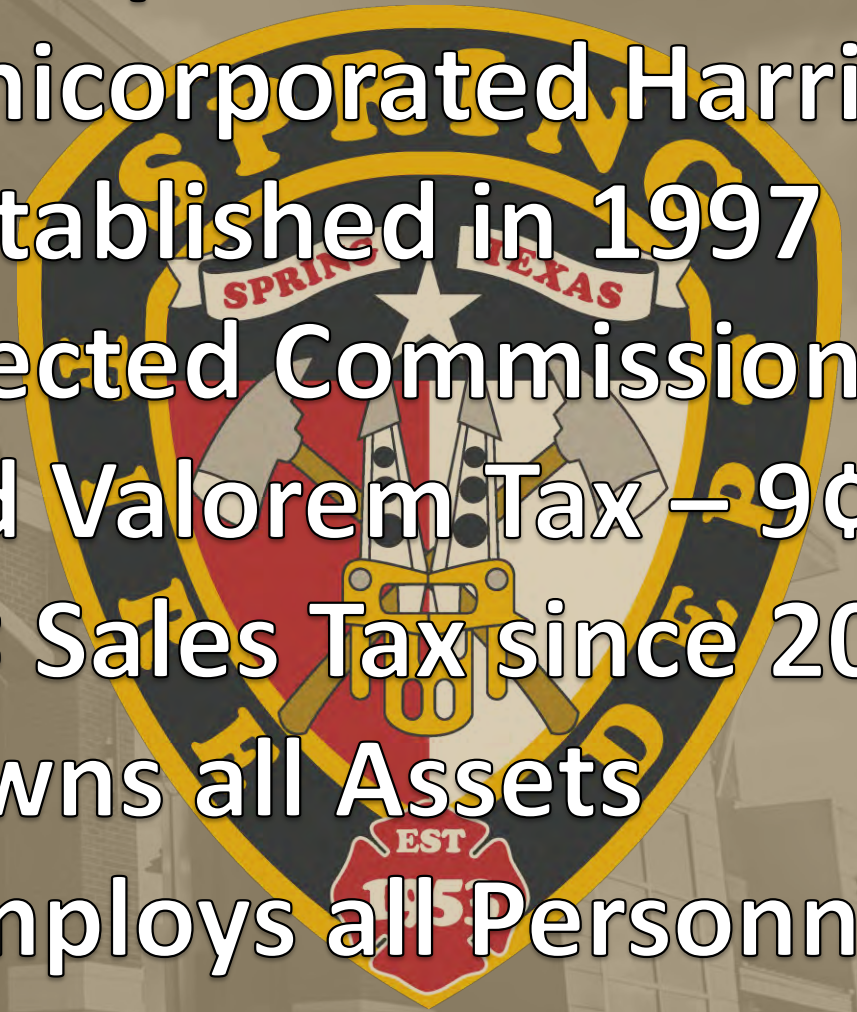
Ad Valorem Tax – 9¢

1¢ Sales Tax since 2011

Owens all Assets

Employs all Personnel

TCFP Regulated





Formed Vol. Dept. – 1953

ESD Department – 2020

Serve 168k, ~5800 Calls

ISO Class 2, 9 Stations

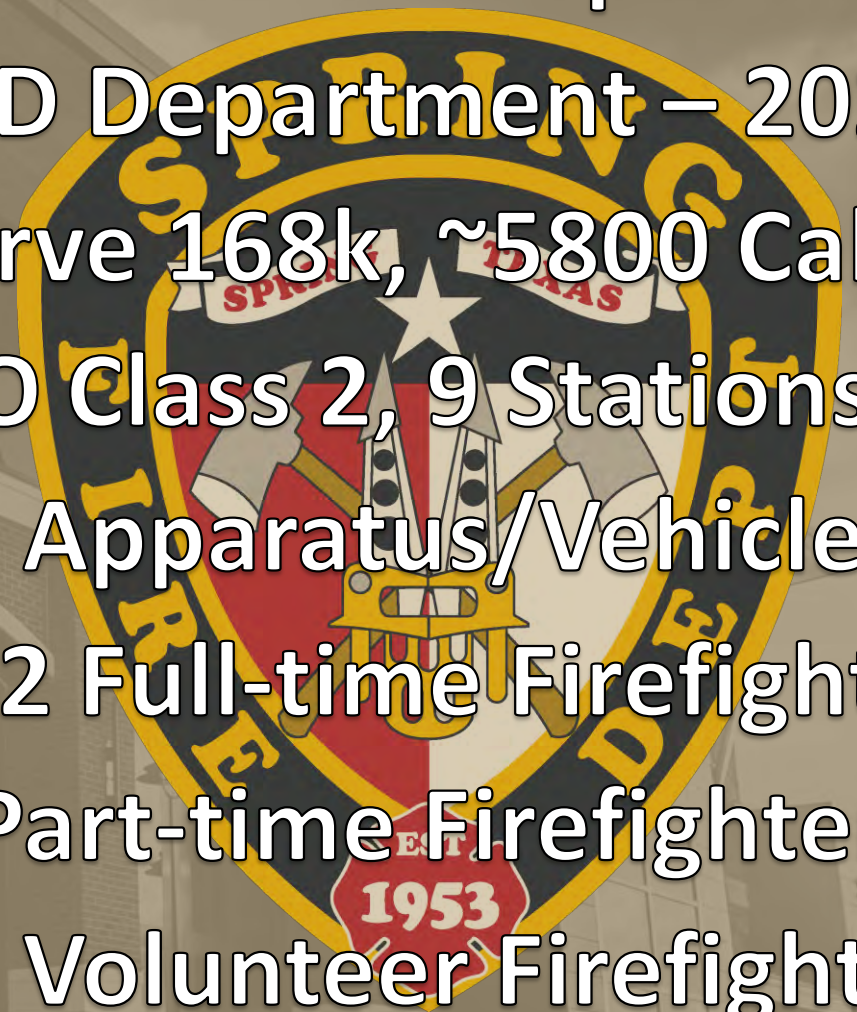
49 Apparatus/Vehicles

132 Full-time Firefighters

8 Part-time Firefighters

20 Volunteer Firefighters

21 Full/Part time Support





**DISCLAIMER**























74  
SPRINGS

17









ACE MART  
RESTAURANT



Pierce

02-20

TEXAS  
120-0165

SPRING

ARBEIL



SPRING



# 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	<b>DID NOT RESPOND - NO FIREFIGHTERS</b>
SPRING ENGINE 74	<b>03 HOURS 22 MINUTES 45 SECONDS</b>
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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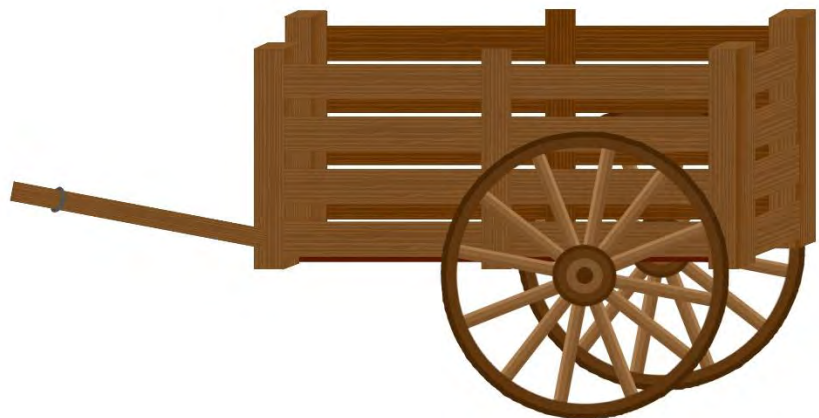
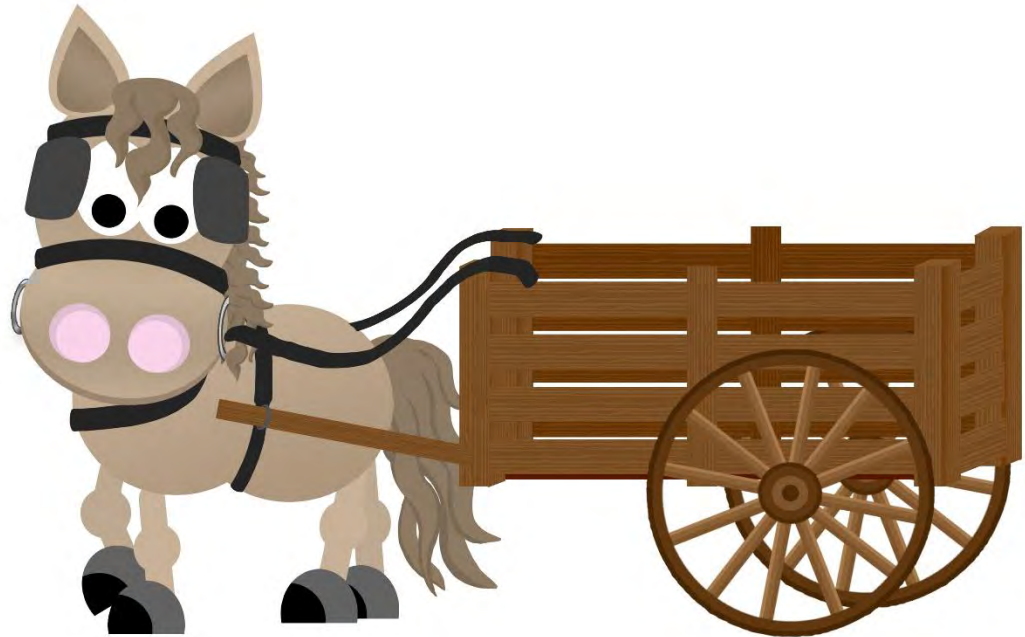


<https://www.click2houston.com/video/news/investigations/2019/03/19/why-are-spring-fire-department-stations-answering-so-few-calls/>

**February 2018**

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







**July 18, 2019**

**6:15 PM**



# The Ambush

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



**August 2019**



## **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 ...

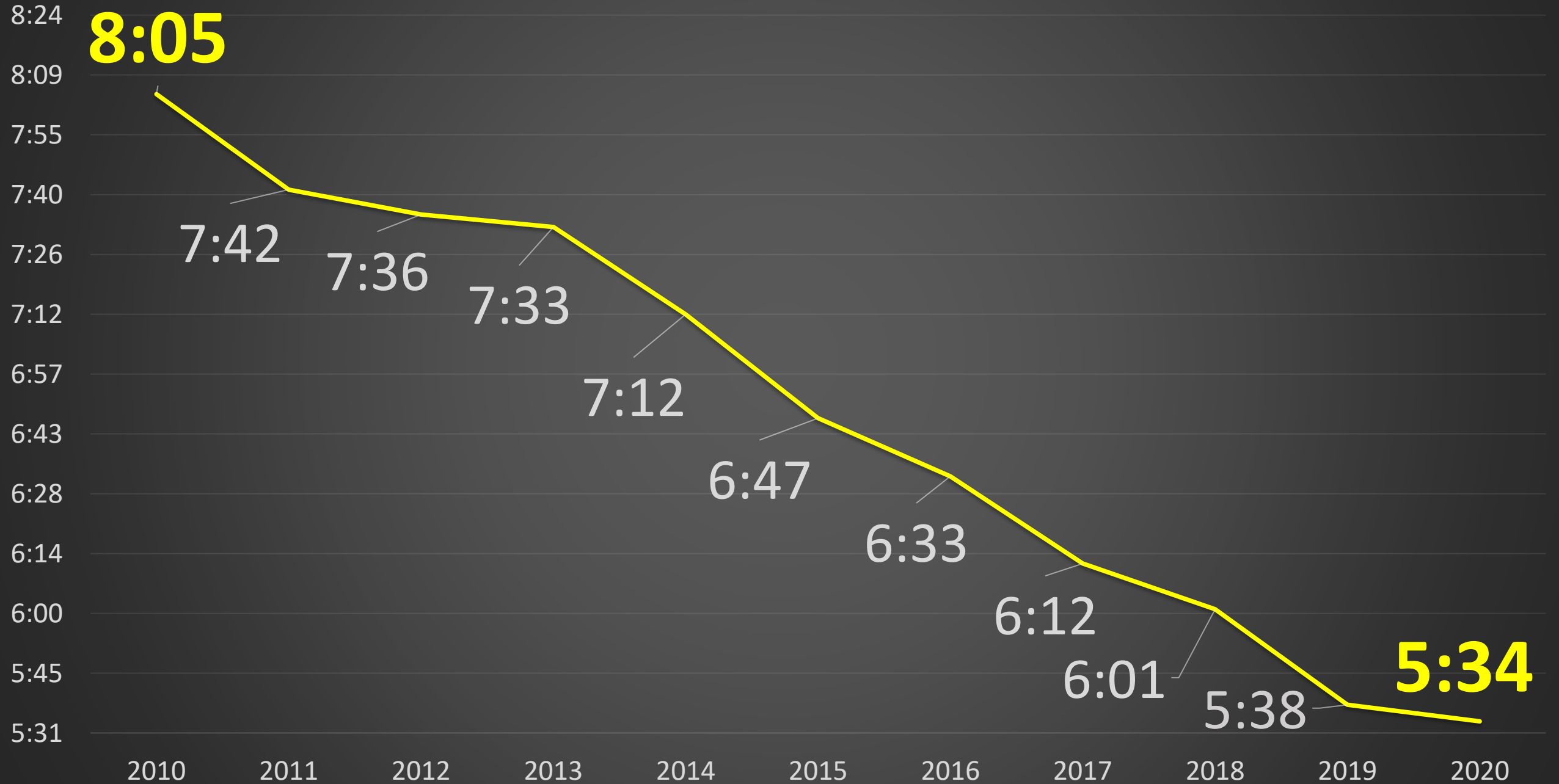


## HFD firefighters pitch tent, wait for tow after truck breaks down in Kingwood

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

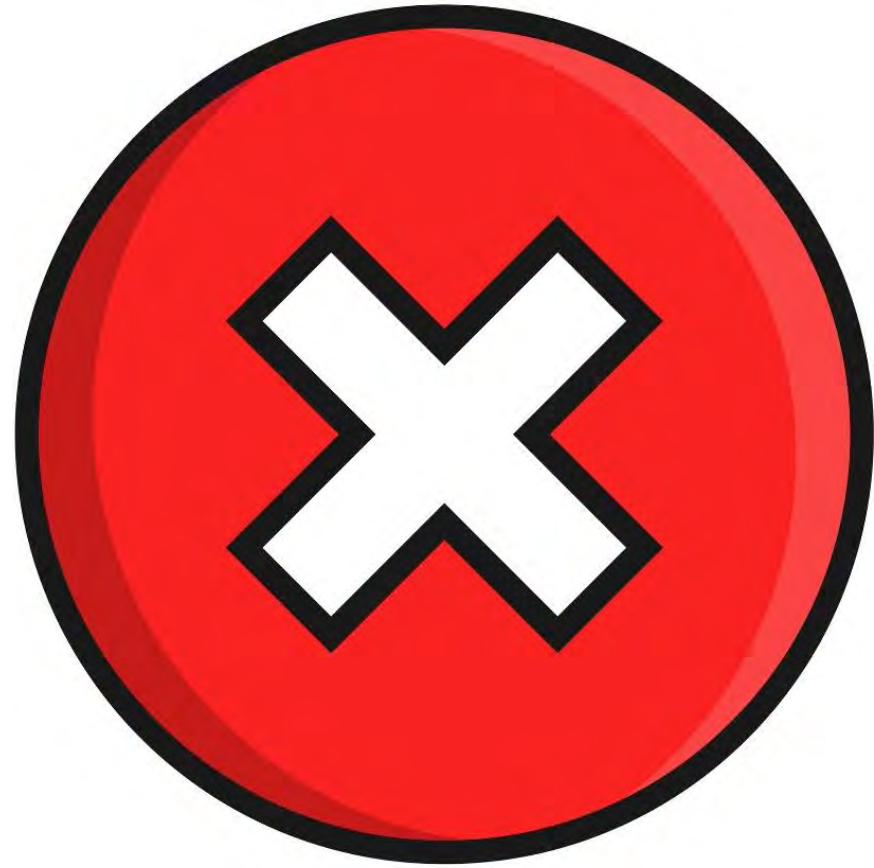


A close-up photograph of a firefighter's brown jacket with reflective yellow stripes. The sleeve of the jacket has the word 'SOPRANO' embroidered in white, block letters. In the background, the front of a fire truck is visible at night, with its red emergency lights and headlights illuminated. The truck's grille features a 'Pierce' logo. The scene is set on a city street with buildings and other lights in the distance.

# 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**



**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..."**



**Don'ts**

**Let Emotions Run High**  
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**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**





questions

answers



**Anticipate and  
Prepare for  
the Next Thing**

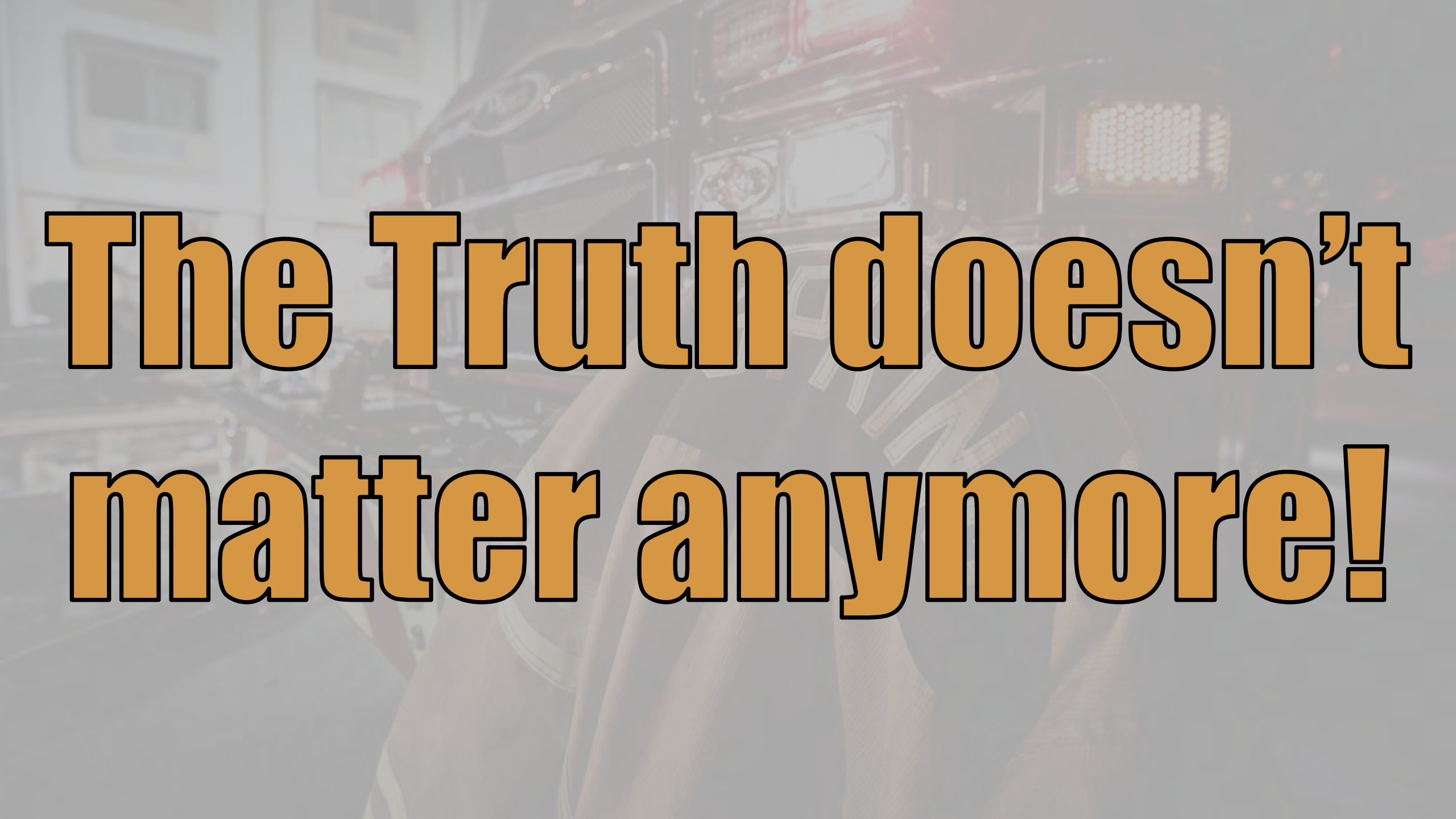


**Always Do the  
Next Right Thing**



**Perception  
is Reality**



The background is a blurred photograph of a fire truck with its emergency lights on, and a firefighter in the foreground. The text is overlaid on this image.

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



# Scott Seifert

FIRE CHIEF

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832.642.7751

