

BULLETIN

NO: 19-002  
DATE: January 7, 2019  
TO: All Personnel  
FROM: Chris Webber, Assistant Fire Chief, Emergency Operations  
SUBJECT: Emergency Response Readiness Reminder

The new year brings a good opportunity to remind all personnel that our top priority is to serve the public in their time of need and without unnecessary delay. I strongly believe this is the only reason we exist as an organization. As we continue to make the case for additional resources, staffing changes and refine response criteria (Level 0) we must be able to state with confidence that we are using our current resources effectively. In other words, that we will always keep the needs of our community at the forefront of our minds and avoid any activities that will unnecessarily compromise our ability to respond to emergencies.

Throughout the day we have several opportunities to influence the public's perception of our department. As I have seen over the last few years, the public is not shy about providing feedback, both good and bad, regarding our actions and performance. Their feedback does not just come through our department, but is sent to Council offices, the Mayor's office and other city departments. So, our actions in the public have long reaching influences on our department and the reputation we work so hard to earn and preserve.

Officers and crews/lifeguards should ensure that code-9 and non-essential outside activities are in accordance with the expectations of the public, elected officials and their chain of command. Proper uniforms, PPE, seatbelts, code -9 attire should be observed. Officers and crews/lifeguards are reminded that being response ready also includes remaining central in your administrative district or assigned waterfront area whenever possible, staying a short distance from the apparatus, station or tower when shopping or involved in code-9 activities, and limiting code-9 props that would cause a delay in emergency response to pick up or return to station. Keep in mind that every call and public interaction is an opportunity to leave a good impression. Making this your highest priority will only improve our outstanding reputation as one of the greatest emergency response organizations in service today.

I want to finish this bulletin by thanking all of you for the outstanding job you do every day. It does not go un-noticed or un-appreciated. It is not my intention to overlook that, but to just provide a reminder as the new year starts of what we are here to do. Given the volume of calls we receive and the variety of incidents we respond too we are one of the safest and most effective emergency response organizations in the country. It is a pleasure to be one of your leaders and I am proud to say I am part of San Diego Fire-Rescue.

As we work through 2019, please be safe, and I hope for a prosperous year for SDFD.