

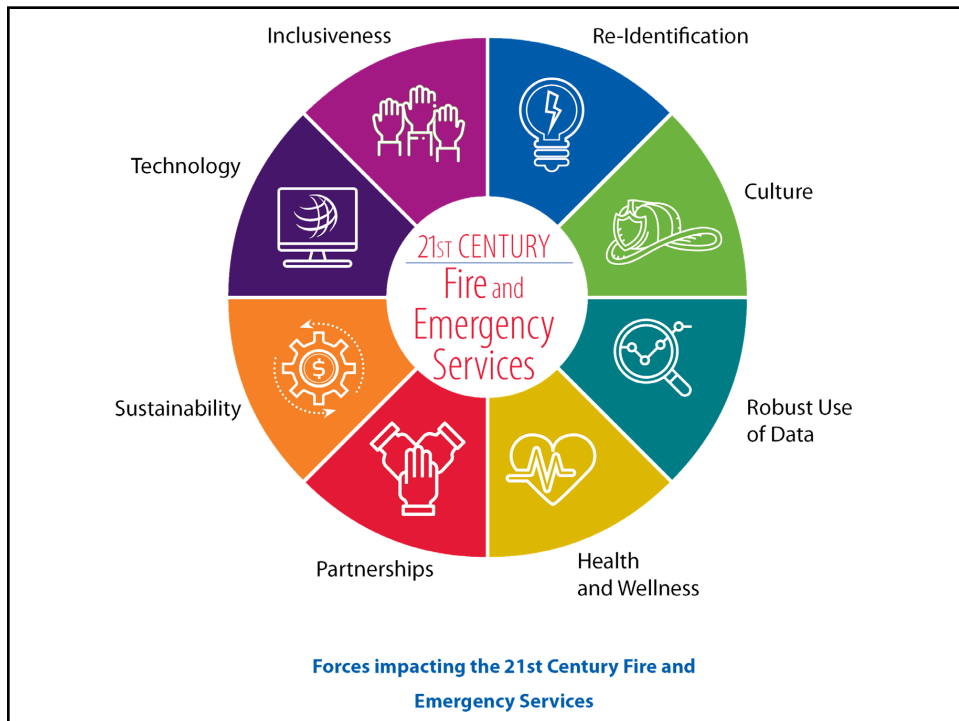


ONE TEAM – ONE MISSION

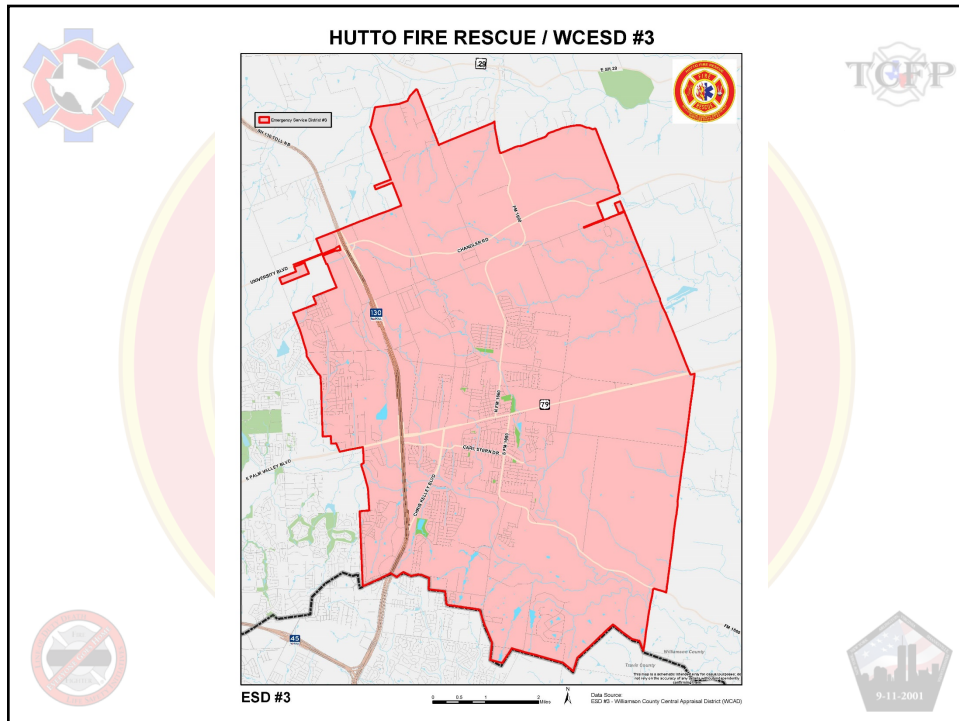
Presented by:
Bill Brown, Board President
Scott D. Kerwood, Fire Chief
Williamson County Emergency Services District No. 3



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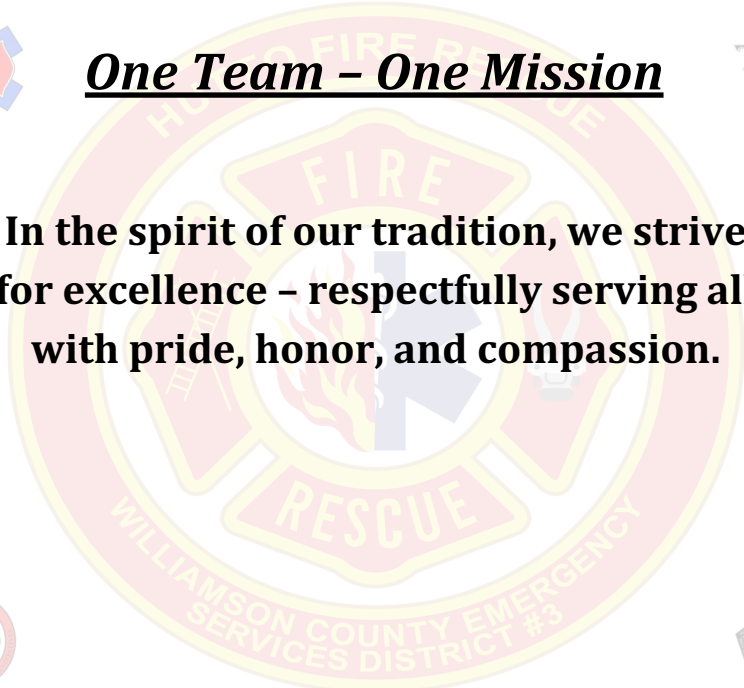




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DEMOGRAPHICS

- 63 sq. miles (Blackland Prairie)
- ~ 53,000 population
- 41 FTE / 0 PTE / 5 VTE
- ISO 2/2Y (Currently being re-rated)
- FY2021-2022 Budget – **\$8,683,662**
 - 10¢ Property Tax
 - 2¢ Sales and Use Tax



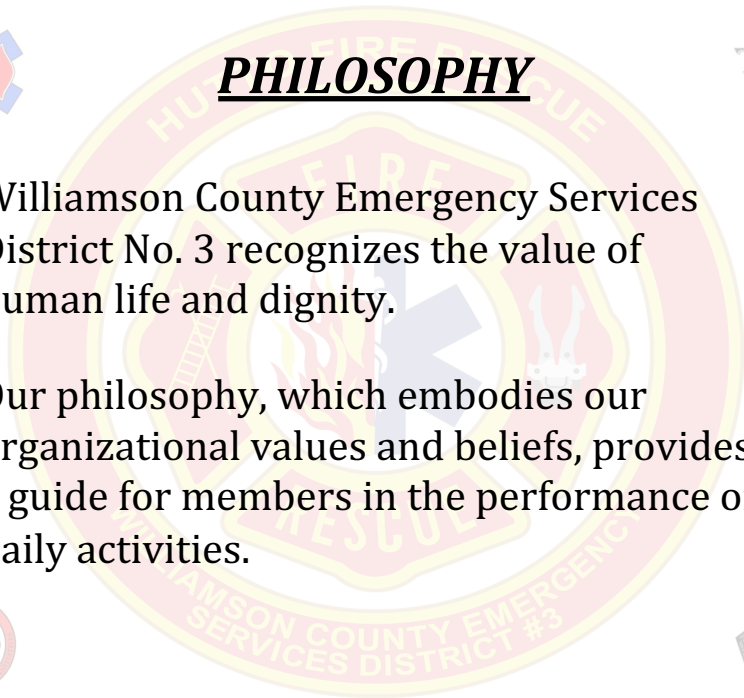


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One Team – One Mission

In the spirit of our tradition, we strive for excellence – respectfully serving all with pride, honor, and compassion.

5






PHILOSOPHY

Williamson County Emergency Services District No. 3 recognizes the value of human life and dignity.





Our philosophy, which embodies our organizational values and beliefs, provides a guide for members in the performance of daily activities.

6



Let's make sure
that "Everyone
Goes Home"



7



UNIFYING GOAL



To help people by working together.

8






BELIEFS

- People are our most important asset.
- Teamwork
- Standard of Excellence
- Progressiveness






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GOVERNANCE

Williamson County Emergency Services District No. 3 is proud to operate as a **SMART** (simple, moral, accountable, responsive, transparent) government that accomplishes all our services by using minimal tax dollars.






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GOVERNANCE

Williamson County Emergency Services District No. 3 is committed to provide a well trained and equipped group of firefighters to aid in the protection and well-being of the citizens of the City of Hutto and the Hutto community.






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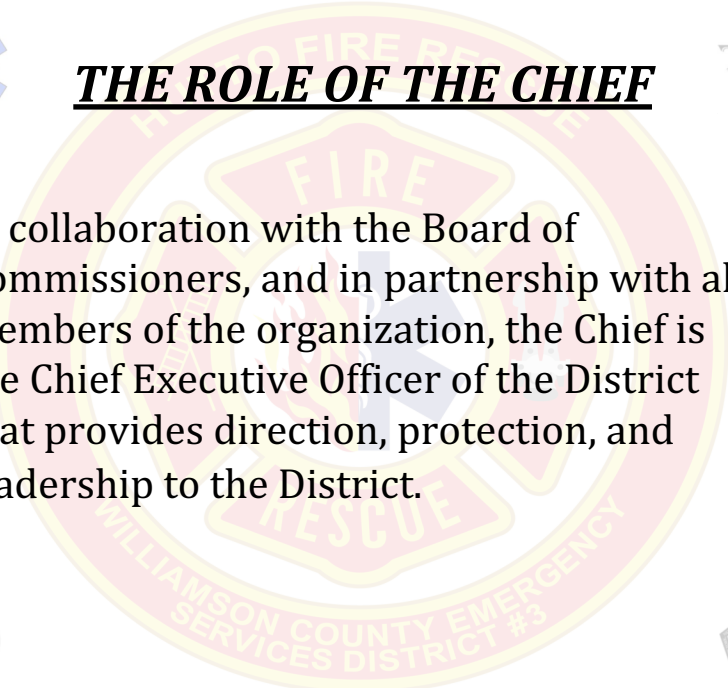





THE ROLE OF THE BOARD

The appointed policy-making body for the Williamson County Emergency Services District No. 3. The Commissioners provide financial oversight and strategic policy direction to maximize the public value of District services.



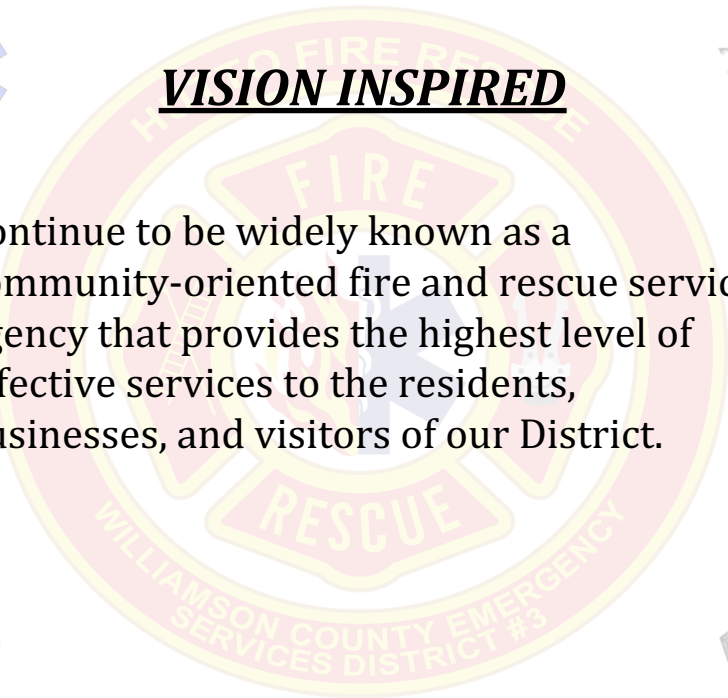


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THE ROLE OF THE CHIEF

In collaboration with the Board of Commissioners, and in partnership with all members of the organization, the Chief is the Chief Executive Officer of the District that provides direction, protection, and leadership to the District.



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VISION INSPIRED



Continue to be widely known as a community-oriented fire and rescue service agency that provides the highest level of effective services to the residents, businesses, and visitors of our District.

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MISSION FOCUSED

We will evolve and adapt to the demands of providing efficient and effective services to the best of our ability, for an ever-changing and growing community; while maintaining a healthy and professional work environment - Every Shift, Every Day.






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VALUES DRIVEN

FAMILY	DISCIPLINE	INTEGRITY	COURAGE
PRIDE	HONOR	COMPASSION	RESPONSIBILITY
TRADITION	LOYALTY	RESPECT	HONESTY
DUTY	ACCOUNTABILITY	LOVE	ADAPTABILITY



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PERFORMANCE BASED

URBAN (City)

- For “working structure fires”, we will arrive with 12 qualified firefighters, within 5-minutes of dispatch, 90% of the time within the Hutto city limits.





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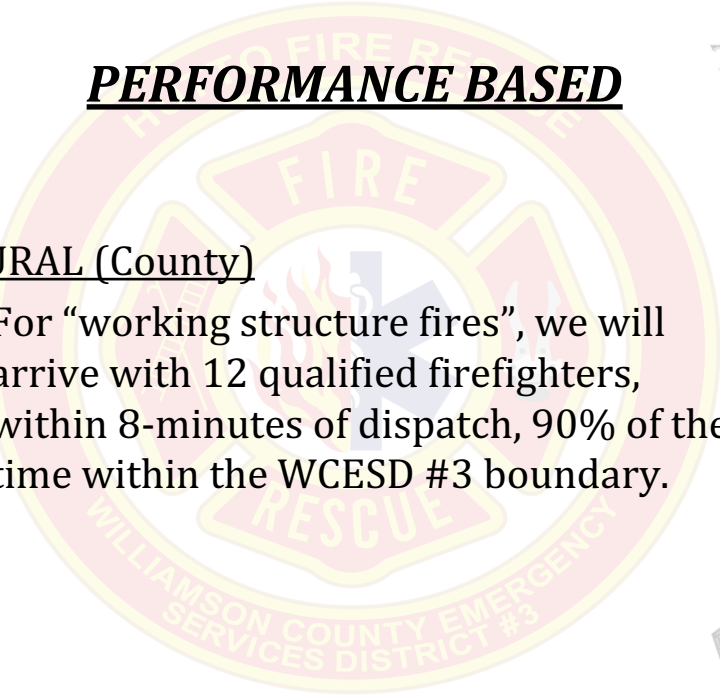


PERFORMANCE BASED

URBAN (City)

- For “working structure fires”, we will arrive with 16 qualified firefighters, within 10-minutes of dispatch, 90% of the time within the Hutto city limits.



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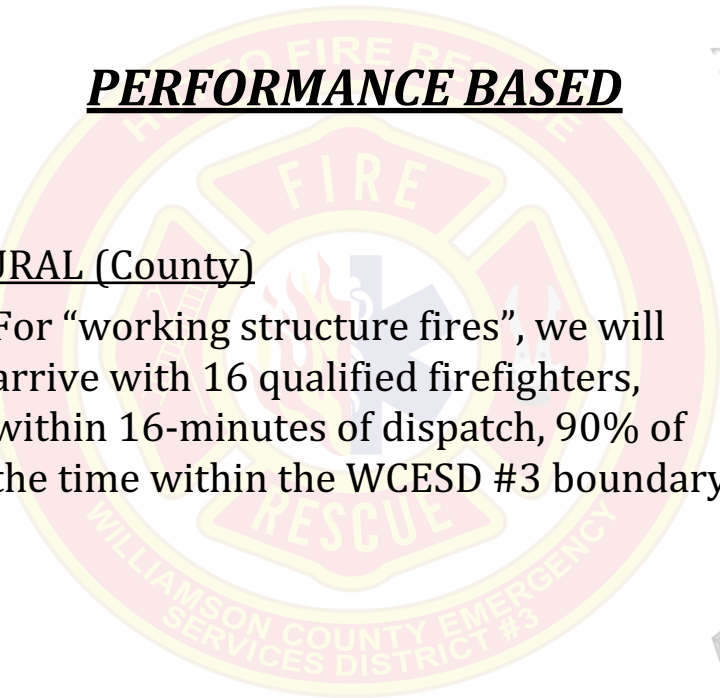




PERFORMANCE BASED

RURAL (County)

- For “working structure fires”, we will arrive with 12 qualified firefighters, within 8-minutes of dispatch, 90% of the time within the WCESD #3 boundary.

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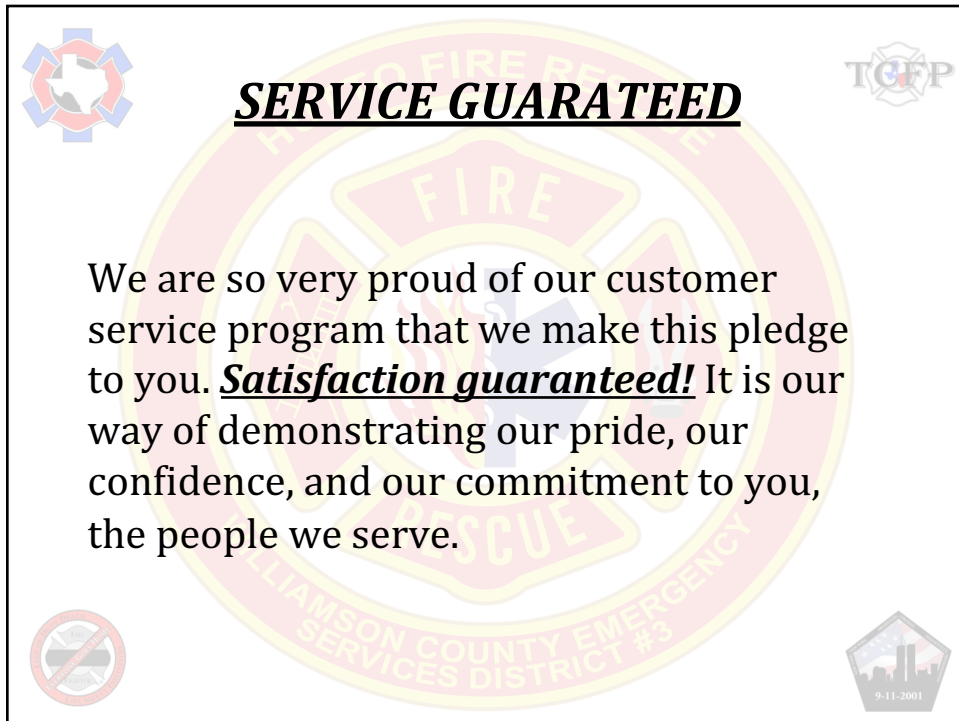


PERFORMANCE BASED

RURAL (County)

- For “working structure fires”, we will arrive with 16 qualified firefighters, within 16-minutes of dispatch, 90% of the time within the WCESD #3 boundary.

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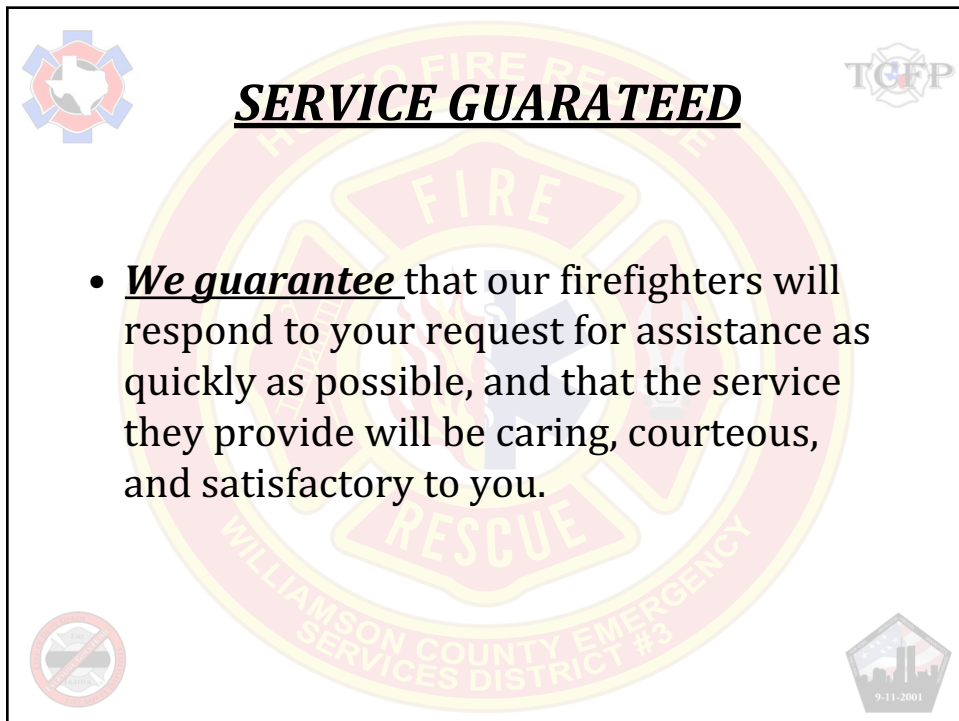


SERVICE GUARANTEED

We are so very proud of our customer service program that we make this pledge to you. **Satisfaction guaranteed!** It is our way of demonstrating our pride, our confidence, and our commitment to you, the people we serve.

The graphic features a large background logo for Williamson County Emergency Services District #3. The logo is a Maltese cross with 'FIRE' in the top arm and 'RESCUE' in the bottom arm. The outer ring contains the text 'WILLIAMSON COUNTY EMERGENCY SERVICES DISTRICT #3'. Surrounding the main text are four icons: a blue and red gear-like symbol in the top-left, a 'no fire' symbol in the bottom-left, a 'TCEP' logo in the top-right, and a '9-11-2001' memorial icon in the bottom-right.

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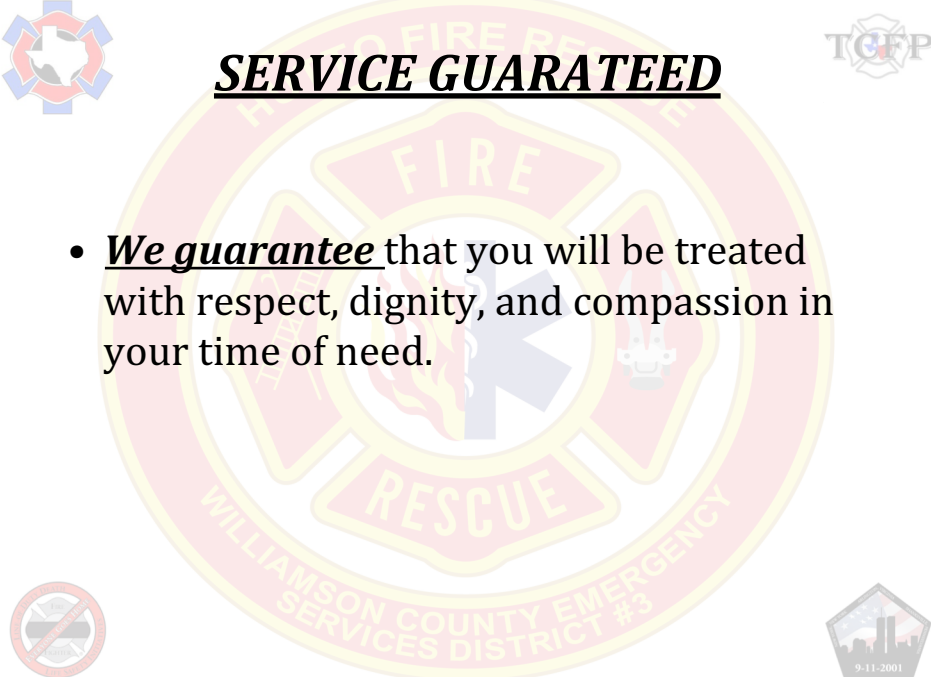


SERVICE GUARANTEED

- **We guarantee** that our firefighters will respond to your request for assistance as quickly as possible, and that the service they provide will be caring, courteous, and satisfactory to you.

The graphic features a large background logo for Williamson County Emergency Services District #3. The logo is a Maltese cross with 'FIRE' in the top arm and 'RESCUE' in the bottom arm. The outer ring contains the text 'WILLIAMSON COUNTY EMERGENCY SERVICES DISTRICT #3'. Surrounding the main text are four icons: a blue and red gear-like symbol in the top-left, a 'no fire' symbol in the bottom-left, a 'TCEP' logo in the top-right, and a '9-11-2001' memorial icon in the bottom-right.

22

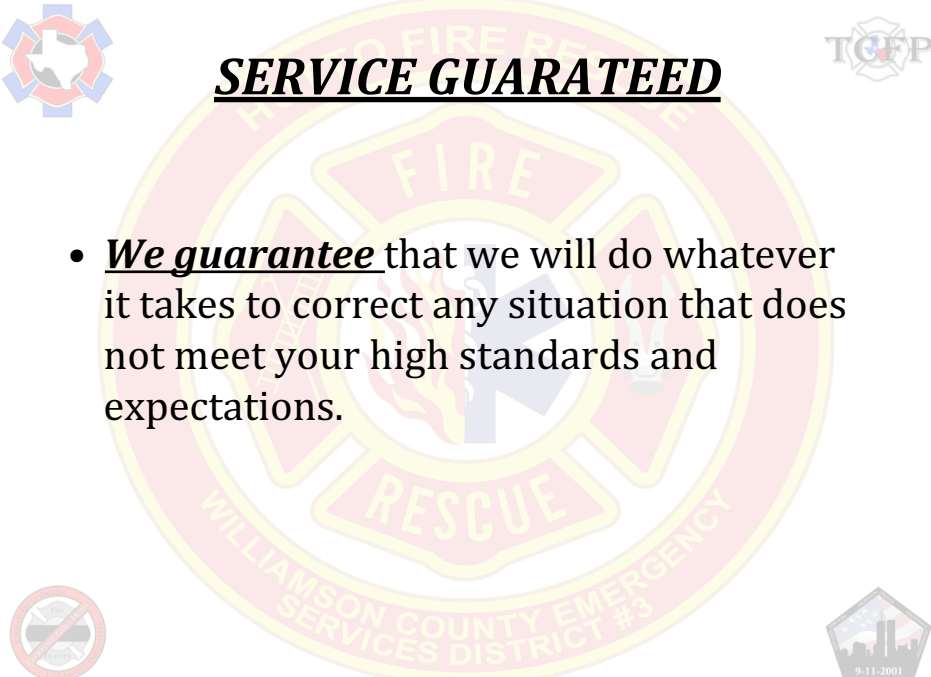


SERVICE GUARANTEED

- **We guarantee** that you will be treated with respect, dignity, and compassion in your time of need.

WILLIAMSON COUNTY EMERGENCY SERVICES DISTRICT #3

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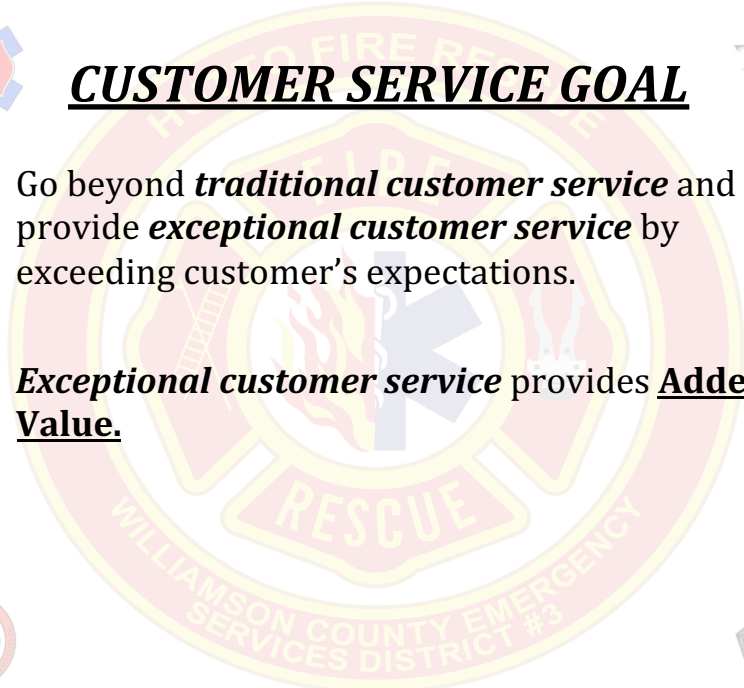




SERVICE GUARANTEED

- **We guarantee** that we will do whatever it takes to correct any situation that does not meet your high standards and expectations.

WILLIAMSON COUNTY EMERGENCY SERVICES DISTRICT #3



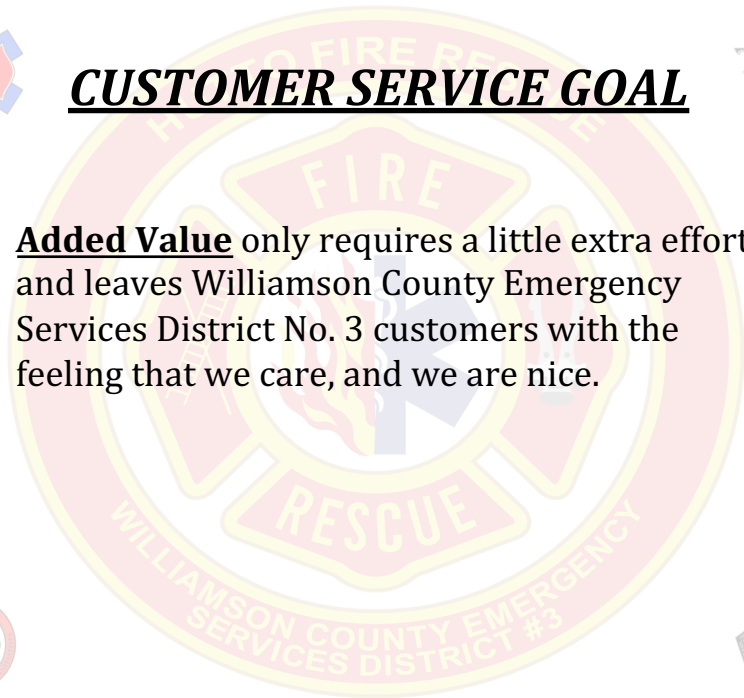


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CUSTOMER SERVICE GOAL

- Go beyond *traditional customer service* and provide *exceptional customer service* by exceeding customer's expectations.
- *Exceptional customer service* provides **Added Value**.



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CUSTOMER SERVICE GOAL



- **Added Value** only requires a little extra effort and leaves Williamson County Emergency Services District No. 3 customers with the feeling that we care, and we are nice.

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CUSTOMER SERVICE GOAL

- **Exceptional customer service** is the result of an explicit, long term, planned out, acted out, and refined organizational approach to service delivery.
- **Exceptional customer service** requires a personal commitment, as well as organizational support and leadership.






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PROVIDING EXCEPTIONAL CUSTOMER SERVICE

- Is it the right thing for the customer?
- Is it the right thing for the organization?
- Is it legal, ethical, and nice?
- Is it safe?
- Is it on the member's organizational level?
- Is it something the member is willing to be accountable for?
- Is it consistent with the values and policies of the organization?

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Who are our Customers?




- External
 - Taxpayers
 - City of Hutto
 - Williamson County
 - Hutto ISD
 - Other Taxing Entities
 - Community Partners






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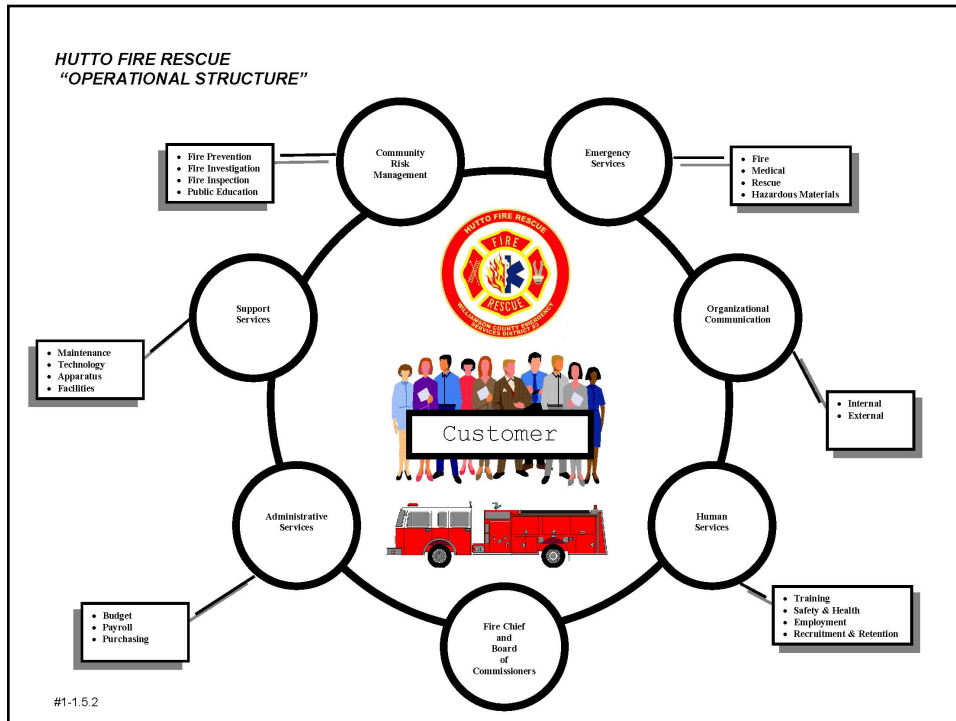
Who are our Customers?



- Internal
 - Board of Commissioners / Fire Chief
 - Firefighters (individually)
 - IAFF Local 4707
 - Volunteers
 - Civilian Employees (makes the ESD run!)

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One Team - One Mission

In the spirit of our tradition, we strive for excellence - respectfully serving all with pride, honor, and compassion.

WILLIAMSON COUNTY EMERGENCY SERVICES DISTRICT #3

9-11-2001

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Bill Brown, President
&
Scott D. Kerwood, Fire Chief

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