



Promotional Playbook

Department Mission, Directives, and Goals

- What are your department's core policies and procedures? How do these guide daily operations?
- How do your department's goals align with the broader goals of the city?
- What is your department's strategic plan, and how do current projects support this long-term vision?
- Can you explain the mission, vision, and values of your department in a way that inspires others?
- How do you contribute to the department's mission in your current role?

Customer Service

- What are the expectations for customer service within your department?
- How do you demonstrate a strong commitment to customer service in your daily work?
- How does your department's approach to customer service align with citywide priorities?
- What partnerships can you leverage to improve customer service and community trust?
- How would you handle a situation where a member of the public feels their service expectations were not met?

Services the Department Provides

- What are the primary emergency services provided by your department?
- What non-emergency services does your department offer, and why are they important?
- How do specialty programs like CERT, cadet programs, and JFA contribute to community resilience?
- How does your department support broader city programs and initiatives?
- Can you explain the importance of public education and community outreach in fire service?

Current Partnerships with Other Public Agencies and Community Groups

- What partnerships does your department have with other public agencies, like PD, EMS, and public works?
- How do these partnerships enhance community safety and resilience?
- What role do community groups and neighborhood associations play in your department's operations?
- How would you coordinate with other agencies during a large-scale emergency?
- Can you give examples of successful joint initiatives your department has been involved in?



Understanding Current Homeless Initiatives

- What programs exist in your community to address homelessness, and how is your department involved?
- How do you balance public safety with compassionate outreach to vulnerable populations?
- How would you address the unique challenges of serving the homeless community during an emergency?
- What are the key partnerships needed to support homeless initiatives effectively?
- How would you handle a call involving a person experiencing homelessness with complex needs?

Budget and Financial Management

- How do budget decisions impact your department's ability to provide services?
- What strategies can be used to improve cost-effectiveness and financial sustainability?
- How can your department generate revenue or secure grants to offset costs?
- How do you prioritize spending when budget cuts are necessary?
- Can you explain the connection between excellent customer service and long-term financial stability?

Disaster Preparedness in Underserved Communities

- What current programs exist to prepare underserved communities for disasters?
- How would you improve disaster preparedness efforts in your district?
- What role do community stakeholders play in disaster planning and response?
- How do you ensure underserved populations are included in preparedness planning?
- Can you discuss a time when your department effectively responded to a disaster in an underserved area?

Building Trust and Support within the Community

- How do you build and maintain trust within your service area?
- How does your department's public image impact community support and engagement?
- What steps would you take to address inappropriate behavior within your team?
- How do you identify and implement opportunities for service improvement?
- How would you handle a situation where public trust in your department is at risk?

Use this guide as a living document, adding notes, goals, and action items as you progress through your promotional exam preparation. Stay organized, stay focused, and be confident in your readiness to lead.