

City expands Seconds Matter! to Rural Fire subscribers

The City of Dickson is expanding its Seconds Matter! campaign to include residences that subscribe to the Dickson Fire Department's Rural Fire Service.

Dickson Mayor Don L. Weiss Jr. announced the new service during his annual address at the Dickson County Chamber Business Breakfast Tuesday, Feb. 17.

In front of a record crowd of almost 200 in the Dickson First Methodist Church Christian Life Center, Mayor Weiss announced effective immediately in addition to response to fire calls by the Dickson Fire Department, Rural Fire Service subscribers will be added to the Seconds Matter! campaign that started in 2016.

"If you live outside the city but within five miles of one of our three fire stations, you are eligible to subscribe to have the Dickson Fire Department respond to a fire at your home or business," Mayor Weiss said. "Every residential subscriber to Rural Fire Service will now be eligible for the free address marker, free smoke detector, free trigger lock and free weather radio."

The Dickson City Council launched the Seconds Matter! campaign in 2016 by offering free address markers to all city residents. The standardized metal markers are placed so they are easily spotted by emergency responders looking for the address, making it easier to identify the location from which a call for help has been placed.

The program has since been expanded to include free smoke detectors provided and installed by the Dickson Fire Department, free trigger locks to promote gun safety from the Dickson Police Department and free inspections of child safety seats by certified personnel from both departments.

In January 2025, the City began offering a free app called CodeRED that provides subscribers with notices of severe weather, traffic, police or fire activity by text, email or phone call.

At his annual Chamber Breakfast address last year, Mayor Weiss announced the City would begin providing free weather radios for residents. The first Midland radio programmed for alerts in the Dickson area was handed out Oct. 1 and more than 300 have been distributed.

A Rural Fire Service subscription is offered to any property outside the city limits but within a five-mile radius of any of the department's three fire stations (101 Church St., 501 Pringle Dr. and 2579 Hwy. 70 E.). The annual subscription fee is calculated at 0.1 percent of the improved value of the property based on the latest appraisal by the Dickson County Assessor of Property's office with a minimum fee of \$125. There are separate fee structures for commercial and industrial properties.

In addition to the more than 7,000 residences inside the City, the Dickson Fire Department currently provides fire protection to 665 Rural Fire Service subscribers.

A Rural Fire Service subscription also can result in a reduction in the insurance premium for homeowners. Subscribers should check with their insurance provider to learn more.

During his chamber address, Mayor Weiss also responded to continuing questions about tornado warning sirens.

"As we head into tornado season, we are frequently asked about tornado warning sirens and looked into several proposals. But cities that we talked to and even the salespeople for siren companies told us they are not effective unless you are close to one and outside," Mayor Weiss said. "The siren companies told us they likely will not wake you up or be heard over a television or machinery in a factory unless you are within a quarter to a half a mile radius of the tower. The cost of placing enough towers to get every home in Dickson within half a mile radius just didn't seem to be a wise use of taxpayer dollars, so instead we chose to provide the CodeRED notification service and weather radios."

The majority of Middle Tennessee tornadoes occur in March, April and May.

For more information on the Rural Fire Service program, call 615-446-6331 or visit the Dickson Fire Department page on the city's website (cityofdickson.com) to fill out an application.

To receive a free Seconds Matter! address marker, complete an application available at the Dickson Fire Department or under the Seconds Matter! link on the city's website (cityofdickson.com).

To receive a free weather radio, stop by Dickson Fire Department Station #1 at 101 Church St. 8:00 am-4:00 pm Monday-Friday.

To sign up for the free CodeRED alert service, text "Dickson" to 24639 to set up a CodeRED account and make your choices for what kind of messages you want and how you want to receive them. You also can go online to <https://accountportal.onsolve.net/dickson>. Anyone is eligible to sign up for the CodeRED alerts, but the notifications will specifically target the City of Dickson.

To request a free smoke detector, contact the Dickson Fire Department at 615-446-6331 or stop by Station #1 during weekday business hours.

To obtain a free trigger lock, contact the Dickson Police Department at 615-446-5403 or stop by 202 South Main St. during weekday business hours.

Certified personnel from the police and fire departments can check the installation of a child safety seat during weekday business hours and frequently conduct safety seat checkpoints at community events such as the Dickson County Fair and Old Timers Day.