



Northwest Fire District Governing Board

13535 North Marana Main Street
Marana, Arizona

SCHEDULED

FIRE CHIEF'S REPORT

Date: March 25, 2025
To: Governing Board
From: Alejandro Sepulveda, Assistant Chief
Department: Administration Services
Agenda Item Administration Services Board Report

ACTIVITIES:

Alex Sepulveda, Assistant Chief of Administration Services

Significant projects, activities, and/or events during the past month are as follows:

- Attended Executive Staff meetings
- Attended Fire Chief Direct Report meetings
- Attended multiple meetings with the Admin Services, Community Relations and Public Education, and Technical Services teams
- Attended Awards Work Group meeting
- Attended meetings regarding potential annexations
- Attended the Leadership Committee meeting
- Attended meetings regarding budget development
- Attended Pima Joint Technical Education District (JTED) internship meeting
- Attended Station 331 inspection
- Attended Governing Board meeting

Administration Services

Heather Robey, Administration Services Manager

Significant projects, activities, and/or events during the past month are as follows:

- Attended Executive Staff meetings
- Attended multiple meetings with the Admin Services Team
- Attended dependent audit implementation meetings
- Attended the Leadership Committee meeting
- Attended Division Managers/Chiefs meeting
- Attended Digital Budget Book development meeting
- Attended meetings regarding budget development
- Attended Governing Board meeting
- Attended multiple meetings with District benefits broker, CBIZ
- Reviewed all public records requests prior to release

Administration Services Monthly Metrics

- Front Desk Customer Interactions (February 2025)
 - Phone Calls Received: 286
 - Walk in Customers to Front Desk: 8

- Customer Complaints: 2
- Written Customer Compliments: 2
- Public Records Requests: 24

NWFD Family Care Center (FCC)

Trish Ciardulli, Family Nurse Practitioner

Significant projects, activities, and/or events during the past month are as follows:

- Attended meeting with Peer Support Team
- Attended meeting with Peer Support leadership
- Attended the Leadership Committee meeting
- Attended Division Managers/Chiefs meeting
- Attended Safety Committee meeting
- Attended multiple meetings with District benefits broker, CBIZ
- Attended Critical Incident Stress Management (CISM) training
- Attended multiple continuing education webinars
- February statistics: see attached

Community Relations and Public Education

Anne-Marie Braswell, Community Relations and Public Education Services Manager

Significant projects, activities, and/or events during the past month are as follows:

- Attended multiple meetings with the Admin Services Team
- Attended the Leadership Committee meeting
- Attended Awards Work Group meeting
- Attended information night for Marana Vista Academy
- Attended meeting with Pima County Health Department about opportunities for collaboration
- Attended meeting to discuss MD Ally roll out and associated press conference
- Facilitated interview with Channel 9 regarding Narcan Leave Behind protocol
- Attended Pima County Board of Supervisors meeting
- Facilitated interview for Channel 13 with Chief Bradley about his comments at the Pima County Board of Supervisors meeting
- Attended Marana Chamber of Commerce Board Meeting
- Facilitated interview for the Daily Wildcat Newspaper to interview Chief Bradley about funding limitations and challenges for fire districts in southern Arizona
- Attended Division Managers/Chiefs meeting
- Attended meeting to discuss draft of press advisory and agenda for upcoming press conference regarding MD Ally roll out
- Attended demo for Book King scheduling software
- Attended demo for SignUp Genius scheduling software
- Met with Chief Zent to discuss Annual Report analytics for Operations Division
- Met with Tucson Fire Department Public Information Officer Shellee Jackson
- Attended meeting with JTED staff to discuss opportunities for internships for Summer 2025 with NWFD staff
- Attended Marana Chamber of Commerce Marana Insights meeting

Social Media Analytics (February 2025)

X

Posts: 27

Post Impressions: 16.4k - 58%

Profile Visits: 55 – 78%

Followers: 8,421 followers

Top Post: February 24th NWFD and PCSO responded to a two-vehicle collision at La Cholla and Ruthrauff

Instagram

Accounts Reached: 12.7k -62.7%

Total Followers: 4,411 followers

Profile Visits: 1.6k -36.1%

Top Post: February 5th Lyle Talbot celebrated his birthday with his crew at the station

Facebook

Page Likes: 7.1k

Page Reach: 292.5k -98.2%

Page Visits: 7k - 96.4%

Top Post: February 18th Captain Lebrun participated in a lesson for students about firefighters being their friends and not to be afraid of them in their personal protective equipment.

NWFD in the News (February 2025)

February 4th- Chief Bradley was featured in an episode of the Real Talk Podcast with the Town of Marana Town Manager Terry Rozema to discuss wildfire risks and how residents can stay safe.

February 10th- KOLD Channel 13 reported on a fire in the Three Points area that multiple agencies responded to including NWFD.

February 14th- KGUN Channel 9 interviewed Captain Chris Dawson regarding the Narcan Leave Behind protocol that went into effect at NWFD beginning the first of the year.

February 18th- KOLD Channel 13 interviewed Chief Bradley regarding his comments at the Pima County Board of Supervisors meeting regarding funding challenges for fire districts in Pima County.

February 19th- Many local news stations in Pima County and Maricopa County mentioned NWFD as they reported on the airplane collision at Marana Regional Airport.

February 24th- Many local news stations mentioned a motor vehicle collision that NWFD responded to at La Cholla and Ruthrauff. The advisory was encouraging people to avoid the area due to traffic restrictions.

February 24th- KVOI-AM 1030 The Voice reported on Chief Bradley's participation in the recent Pima County Board of Supervisor's meeting.

Public Education Division (February 2025)

- Car Seat Inspections: 8
- HOA Newsletter Safety Messages: 8,200 homes
- Home Safety Inspections and KNOX Box Lock Ups: 6 homes
- Presentations:
 - Pre-School Lesson- 22 students

- Kindergarten 1st Lesson- 193 students
- Kindergarten 2nd Lesson- 283 students
- 2nd Grade 2nd Lesson- 90 students
- 2nd Grade 3rd Lesson- 135 students
- 4th Grade 1st Lesson- 100 students
- Station Tour/Truck Demonstration- 392 people
- Middle School Lesson- CPR & First Aid- 31 students
- Community Events:
 - Science, Technology, Engineering, Art, Mathematics (STEAM) Night, Protecting the Brain- 150 people
 - Home Safety, Fire Safety Presentation- 30 people
 - School Safety Day - 275 people
 - Community Safety Event- 25 people
 - Love of Reading/Book Drive (5 events)- 337 people
 - Home Safety Event, KNOX Box Information- 72 people
 - Career Day- 100 people
 - Health Fair- 55 people

Technical Services

Robert Dutcher, Technical Services Manager

Availability of Critical infrastructure: 99.95%

Significant 3rd Party Outages Affecting NWFD: None

Help Desk Tickets Hardware*

	Canceled	Closed	Open	Count
Cellphones/IPads	0	4	0	4
Firewall	0	1	0	1
IT Ticket	0	24	0	24
MDT	0	1	0	1
Not Assigned	1	87	24	112
Printers/Scanners	0	1	0	1
Count	1	118	24	143

Help Desk Tickets Software*

	Canceled	Closed	Open	Count
CardAccess	0	3	0	3
Cisco	0	2	0	2
IT Ticket	0	10	0	10
ImagetrendContinuumBasePackage	0	1	0	1
Not Assigned	1	85	27	113
OKTA	0	9	0	9
Office365	0	5	0	5
PaloAlto	0	1	0	1
Tyler Incode	0	3	0	3
Count	1	119	27	147

*Helpdesk ticket metrics are from February 11-28th with the implementation of a new Helpdesk System

Project status

Projects listed below are in the implementation phase. They are comprised of three critical elements: budget, impact, and time. The Risk to Successful completion provided below is based on those three elements.

Upcoming Projects:

- Network infrastructure upgrades (Capital Improvement Program Project)
- District issued cellphone upgrade, March-April 2025

GOALS:

To save lives, protect property, and care for our community.

Attachments

FCC February 2025 Stats