



## Northwest Fire District Governing Board

13535 North Marana Main Street  
Marana, Arizona

SCHEDULED

### FIRE CHIEF'S REPORT

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**Date:** February 25, 2025  
**To:** Governing Board  
**From:** Samantha Beal, Administrative Assistant  
**Department:** Administration Services  
**Agenda Item** Administration Services Board Report

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#### 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 podcast planning meeting
- Attended multiple budget development meetings
- Attended United Healthcare pharmacy plan review meeting
- Attended Station 338 and Station 330 inspections
- 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 multiple budget development meetings
- Attended United Healthcare pharmacy plan review meeting
- Attended meetings regarding the FY23/24 Annual Report
- Attended dependent audit demonstrations
- Attended United Healthcare quarterly meeting
- Attended Governing Board meeting
- Attended multiple meetings with District benefits broker, CBIZ
- Attended Struggle Well Wrap Up Session
- Reviewed all public records requests prior to release

##### **Administration Services Monthly Metrics**

- Front Desk Customer Interactions (January 2025)

- Phone Calls Received: 274
- Walk in Customers to Front Desk: 9
- Customer Complaints: 1
- Written Customer Compliments: 1
- Public Records Requests: 26

### **NWFD Family Care Center (FCC)**

#### **Trish Ciardulli, Family Nurse Practitioner**

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

- Attended multiple meetings for budget planning
- Attended pharmacy review with United HealthCare (UHS)
- Attended multiple meetings with CBIZ, the District's benefits broker
- January 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
- Facilitated multiple interviews with the media regarding the California wildfires
- Attended podcast planning discussion at Training
- Attended lunch recognition for Fleet personnel
- Attended check presentation at Flowing Wells High School
- Hosted Public Information Officer from Timber Mesa Fire to share best practices with her
- Attended Strategic Planning Meeting for Marana Unified School District
- Attended Marana Chamber of Commerce Board meeting
- Hosted police and fire auto aid PIO meeting
- Provided interview to Channel 4 regarding the return of District Wildland Firefighters from California assignment
- Attended Marana Chamber of Commerce Insights meeting
- Attended Blessing Breakfast for first responders at El Conquistador
- Attended Contractor's Group meeting for the Marana Chamber of Commerce

### **Social Media Analytics (January 2025)**

#### **X**

Posts: 36

Post Impressions: 41.2k +20%

Profile Visits: 259 +191%

Followers: 8,426

Top Post: January 8<sup>th</sup>- Video of NWFD wildfire crew in California responding to fires

#### **Instagram**

Accounts Reached: 35.3k +139%

Total Followers: 4,377

Profile Visits: 2.6k +38.5%

Top Post: January 8<sup>th</sup>- Video of NWFD wildfire crew in California responding to fires

## **Facebook**

Page Likes: 7.1k

Page Reach: 16.8 M +1.0K%

Page Visits: 193.9k +908.7%

Top Post: January 8<sup>th</sup>- Video of NWFD wildfire crew in California responding to fires

## **NWFD in the News (January 2025)**

- January 6<sup>th</sup>- KVOA Channel 4 and KOLD Channel 13 reported on a mobile home fire that NWFD responded to off La Chola Blvd.
- January 9<sup>th</sup>- KOLD Channel 13, KVOA Channel 4, and KGUN Channel 9 reported on the four (4) Wildland Firefighters and brush truck that NWFD sent to California.
- January 9<sup>th</sup>- KOLD Channel 13 interviewed Captain Schloss regarding risks of wildfires in the region.
- January 10<sup>th</sup>- 1030 The Voice Radio reported that NWFD sent a group of Wildland Firefighters to California.
- January 10<sup>th</sup>- KOLD Channel 13 interviewed Captain Peru about Wildland Firefighters who NWFD sent to California fires.
- January 13<sup>th</sup>- KOLD Channel 13 interviewed an NWFD Firefighter about the risks associated with warming fires.
- January 15<sup>th</sup>- KVOA Channel 4 reported that a firefighting helicopter landed at the Marana Airport and took a photograph with NWFD Firefighters before returning to California.
- January 15<sup>th</sup>- KGUN Channel 9, KVOA Channel 4, and KOLD Channel 13 reported that four people were injured in a truck crash on the west side of Tucson that NWFD responded to.
- January 22<sup>nd</sup>- KOLD Channel 13 and KVOA Channel 4 reported that one person was injured, and dogs were rescued from a residential structure fire that NWFD responded to.
- January 22<sup>nd</sup>- 1490 KYCA AM Radio in Phoenix reported on the return of NWFD Wildland Firefighters from the California fires.

## **Public Education Division (January 2025)**

- Car Seat Inspections: 3
- HOA Newsletter Safety Messages: 11,600 homes
- Homes Safety Inspections and KNOX Box Lock Ups: 3
- Presentations:
  - Kindergarten 1<sup>st</sup> Lesson- 463 students
  - Kindergarten 2<sup>nd</sup> Lesson- 265 students
  - 2<sup>nd</sup> Grade 2<sup>nd</sup> Lesson- 193 students
  - 2<sup>nd</sup> Grade 3<sup>rd</sup> Lesson-109 students
  - 4<sup>th</sup> Grade 1<sup>st</sup> Lesson- 288 students
  - Station Tour/Truck Demonstration- 296 people
  - Middle School Lesson- CPR & First Aid- 8 students
- Community Events:
  - CPR and First Aid Instruction for business- 5 people
  - Career Day- 22 people
  - Health Fair - 250 people

## **Technical Services**

**Robert Dutcher, Technical Services Officer**

**Availability of Critical infrastructure:** 99.999%

**Significant 3rd Party Outages Affecting NWF:** N/A

**Help Desk Tickets:** Not available this reporting period

**Helpdesk Request Types:** Not available this reporting period

### **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:

- IT Service desk replacement, January 2025
- Network infrastructure upgrades (Capital Improvement Program project)
- District issued cell phone upgrade, March 2025

### **GOALS:**

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

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## **Attachments**

FCC January 2025 Stats