



Northwest Fire District Governing Board

13535 North Marana Main Street
Marana, Arizona

SCHEDULED

FIRE CHIEF'S REPORT

Date: February 25, 2025
To: Governing Board
From: Samantha Beal, Administrative Assistant
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 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)

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Posts: 36

Post Impressions: 41.2k +20%

Profile Visits: 259 +191%

Followers: 8,426

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

NWFD in the News (January 2025)

- January 6th- KVOA Channel 4 and KOLD Channel 13 reported on a mobile home fire that NWFD responded to off La Chola Blvd.
- January 9th- 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 9th- KOLD Channel 13 interviewed Captain Schloss regarding risks of wildfires in the region.
- January 10th- 1030 The Voice Radio reported that NWFD sent a group of Wildland Firefighters to California.
- January 10th- KOLD Channel 13 interviewed Captain Peru about Wildland Firefighters who NWFD sent to California fires.
- January 13th- KOLD Channel 13 interviewed an NWFD Firefighter about the risks associated with warming fires.
- January 15th- 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 15th- 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 22nd- 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 22nd- 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 1st Lesson- 463 students
 - Kindergarten 2nd Lesson- 265 students
 - 2nd Grade 2nd Lesson- 193 students
 - 2nd Grade 3rd Lesson-109 students
 - 4th Grade 1st 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 NWFD: 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.

Attachments

FCC January 2025 Stats