



Northwest Fire District Governing Board

13535 North Marana Main Street
Marana, Arizona

SCHEDULED

FIRE CHIEF'S REPORT

Date: April 22, 2025
To: Governing Board
From: Heather Robey, Manager
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 Chiefs' talk with the graduating Recruits
- Attended NWFD/GRFD Joint Command Staff meeting
- Attended multiple meetings with the Admin Services, Community Relations and Public Education, and Technical Services teams
- Attended the Leadership Committee meeting
- Attended multiple meetings regarding budget development
- Attended Governing Board Budget Study Session
- Attended station 332, 339 & 341 inspections
- Attended Academy Family Night
- Attended Academy Graduation
- Attended Struggle Well Wrap Up Session
- Attended Dove Mountain Meet & Greet with Chief Bradley and Town of Marana leadership
- Attended CPSE Excellence Conference

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 the Leadership Committee meeting
- Attended Governing Board meeting
- Attended multiple meetings regarding budget development
- Attended multiple meetings with District benefits broker, CBIZ
- Attended Governing Board Budget Study Session

- Attended Academy Graduation
- Attended Struggle Well Wrap Up Session
- Reviewed all public records requests prior to release

Administration Services Monthly Metrics

- Front Desk Customer Interactions (March 2025)
 - Phone Calls Received: 284
 - Walk in Customers to Front Desk: 2
- Customer Complaints: 2
- Written Customer Compliments: 4
- Public Records Requests: 21

NWFD Family Care Center (FCC)

Trish Ciardulli, Family Nurse Practitioner

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

- Attended Leadership Committee meeting
- Attended Governing Board Budget Study Session
- Attended meeting with CBIZ
- Attended meeting with Peer Support
- Attended graduation ceremony of new recruits
- Attended Struggle Well Wrap-up Session
- March 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 planning meeting for MD Ally Press Conference at Communications Center
- Attended JTED Strategic Planning Meeting
- Attended JTED Program Advisory Meeting
- Facilitated interview for KOLD Channel 13 with Captain Peru regarding wildfire prevention
- MD Ally Press Conference at Communications Center
- Attended meeting with Finance and Public Education to discuss options for scheduling software and merchant processing to use with Babysitting Class participants
- Participated in helmet presentation for Firefighter Marquez
- Participated in Marana Unified School District Strategic Planning
- Attended Awards Work Group meeting
- Attended Budget Study Session
- Helped with set up for Academy family night and graduation
- Attended Recruit Class 24-01 Graduation
- Visited Sonora Behavioral to discuss appropriate use of our emergency response resources
- Met with Chief Cassidy regarding planning for future academy graduations
- Attended Marana Chamber of Commerce Board Meeting

- Facilitated interview with Channel 9 and a Probationary Firefighter regarding women in the fire service.
- Attended Marana Chamber of Commerce Insights Meeting
- Attended Station Tour at Station 336 for Girl Scouts
- Attended career day with HR at Sentinel Peak High School
- Facilitated interview for Channel 4 with Firefighter Schatz regarding water safety

Social Media Analytics (March 2025)

X

Posts: 36

Post Impressions: 27.9k +44%

Profile Visits: 63 +10%

Followers: 8,423

Top Post: March 24th- Engine 330 C Shift response to a car fire near Oracle and Orange Grove.

Instagram

Accounts Reached: 17k +22.1%

Total Followers: 4,464

Profile Visits: 2.3k +30.8%

Top Post: March 20th- Graduation post for Recruit Academy 24-01

Facebook

Page Likes: 7.2k

Page Reach: 346.9k +14.5%

Page Visits: 7.1k -8.7%

Top Post: March 25th- Retirement post for Captain Eddie Croy.

NWFD in the News (March 2025)

March 7th- Captain Peru was interviewed by Channel 13 to provide wildfire safety and prevention messaging.

March 10th- Mark Oberdries was interviewed by Channel 13 regarding our call volume and fire activity.

March 10th- Channel 4 reported on the three NWFD firefighters that traveled to Seattle Washington to participate in the Leukemia & Lymphoma Society's Firefighter Stair Climb.

March 11th- Channel 4 reported on a fatal collision in Marana that Marana Police and NWFD responded to.

March 11th- Channels 4, 9, and 13 attended the MD Ally Press Conference and reported on the change for managing incoming calls for medical help.

March 16th- Channel 4 reported on a fire on the northwest side that NWFD responded to off Verona Place with auto aid partners Golder Ranch Fire.

March 20th- Channel 13 reported on a brush fire in the Rillito near River and Oracle that both Tucson Fire and NWFD responded to.

March 21st- Channel 9 reported on a motor vehicle collision at the Twin Peaks eastbound on ramp to I-10 that Marana Police and NWFD responded to.

March 21st- Channel 13 reporter Dan Marries posted to his social media a video featuring NWFD firefighters and Marana Police on scene of a crash involving a scooter at Cortaro Farms and Hartman Rd.

March 24th- Channel 4 reported on a car fire that NWFD responded to near Oracle Road.

March 25th- Channel 4 reported on the retirement of NWFD Captain Eddie Croy.

March 26th- Channel 9 reported on Probationary Firefighter Melissa Grider and asked her to share her experiences in the academy and her goals in her first year as a firefighter.

March 28th – Channel 4 interviewed Firefighter Schatz regarding water safety. This will be edited and included in a larger promotion for their annual swim safety/summer safety campaign.

March 31st- All 3 local television stations (4, 9, 13) reported on NWFD's response to Costco for a kitchen appliance malfunction that resulted in 5 employees complaining of respiratory symptoms.

Public Education Division (March 2025)

HOA Newsletter Safety Messages: 11,788 homes

Car Seat Inspections: 4 residents

Home Safety Inspections and KNOX Box Lock Ups: 5 residents

Pre-School Lesson: 20 students

Presentations:

Kindergarten 2nd Lesson- 168 students

2nd Grade 3rd Lesson- 106 students

4th Grade Lesson- 60 students

Station Tour/Truck Demonstration- 87 people

Middle School Lesson- CPR & First Aid- 34 students

Community Events:

Fire and Life Safety Talk: 42 people

Tucson Safety Day: 500 people

Drug Awareness Day: 700 people

Founders Day: 500 people

Career Day: 25 people

Love of Reading: 48 people

Business Training Request (Fire Extinguisher Training or AREST Training): 30 people

Technical Services

Robert Dutcher, Technical Services Officer

Availability of Critical infrastructure: 99.155%

Significant 3rd Party Outages Affecting NWF: NA

Help Desk Tickets Software:

	Canceled	Closed	On Hold	Open	Count
Active Directory	0	1	0	0	1
Card Access - Drug Boxes	0	1	0	0	1
CardAccess	0	8	0	0	8
Cisco	0	3	0	1	4
Cisco Unified Phone Server	0	3	0	0	3
Cisco Unity Mailbox Server	0	1	0	0	1
Cisco	0	3	0	0	3
Continental Card Access	0	13	1	0	14
Documents Request	0	0	0	2	2
Equipment Move	0	0	0	1	1
First Digital	0	1	0	0	1
IT Ticket	0	98	0	1	99
ImagetrendContinuumBasePackage	0	2	0	0	2
Intergraph MPS	0	1	0	0	1
KnoxConnect	0	0	0	1	1
Lexipol	0	2	0	0	2
Load Agenda	0	1	0	0	1
Not Assigned	1	85	0	9	95
OKTA	0	31	0	2	33
Office365	0	8	0	0	8
PC Win	0	2	0	0	2
PaloAlto	0	1	0	0	1
Radio Handheld	0	2	0	1	3
Radio Truck	0	1	0	0	1
Server Maintenance	0	0	0	1	1
SharePoint	0	3	0	0	3
Tyler Incode	0	8	0	0	8
UKG Telestaff	0	2	0	0	2
USDD	0	3	0	0	3
Zix	0	3	0	0	3
Count	1	287	1	19	308

Help Desk Tickets Hardware:

	Closed	On Hold	Open	Count
Board Room	3	0	0	3
Cellphones/IPads	2	0	1	3
Cisco Desktop Phone	1	0	0	1
Cisco Networking Equipment	1	0	1	2
IT Ticket	104	1	6	111
KnoxBox	0	0	1	1
MDT	8	0	0	8
Not Assigned	0	0	8	8
Password Reset	5	0	0	5
Printers/Scanners	6	0	0	6
Radio Alias ID Update	2	0	0	2
Radio Maintenance	1	0	0	1
Radios	0	0	1	1
Resolved by Vendor	1	0	0	1
Website Maintenance	12	0	0	12
Count	146	1	18	165

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.

Projects:

- Network infrastructure upgrades (In process, CIP project)

*Planned network outages for the devices to be replaced resulted in network availability for those devices to be lower this reporting cycle.

- District issued cellphone upgrade, In process

GOALS:

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

Attachments

FCC Stats March 2025