



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: Brad Bradley, Fire Chief
Department: Fire Chief
Agenda Item Fire Chief's Board Report

ACTIVITIES:

Arizona Fire Chiefs Association (AFCA) Chief Executive Officer Program (CEOP) – As part of the 2025 cohort of the AFCA CEOP, I participated in two panel discussions for the students of the program. The first was titled “How to Stay Sharp – Opportunities for Self-Improvement”, and the second was “How to Not Let ‘Them’ Get You Down”. The 2025 program is the largest so far, with attendees from nearly all fire districts within the State of Arizona. NWFD Division Chiefs Shawn Twilling and Josh Zent are attending this year’s program.

Bullhead City – Last week I travelled on request to the Bullhead City Fire Department. Their long-standing Fire Chief, Pat Moore, submitted for retirement for personal reasons within the coming weeks. I served as an evaluator on an interview and practical assessment panel to pick the replacement for the soon to be available Fire Chief position. The process was open to internal applicants only, which consisted of their current Assistant Chiefs.

Division Meetings – I kicked off my annual meetings with each Division this week by meeting with our Training Division. I will be meeting with each Division over the next few months.

Leadership Committee – I attended the monthly meeting of the Leadership Committee. The agenda included some uniform offering additions and policy and procedure updates. Chief Keeley gave a presentation on the MD Ally program which will be covered in detail next.

MD Ally – MD Ally is a program that allows dispatchers and first responders to connect 911 callers whose needs are deemed to be non-emergent to on-demand telehealth services. This program aims to help patients access non-emergency medical care quickly and efficiently while lessening the burden on the 911 response system. The platform connects patients with licensed medical providers who can assess symptoms, provide treatment recommendations, and issue prescriptions when appropriate via phone or video chat. If needed, prescriptions can be sent to a local pharmacy for pick up or MD Ally can help coordinate care for an in-person visit. MD Ally bills the patient’s insurance for a telehealth visit (far less expensive than BLS transport), therefore there is no cost to the District.

A very specific selection of call types was identified to qualify for referral to MD Ally and calls

can be re-escalated to the dispatch center (patient refusal, MD Ally doctor escalation, symptom change). Tucson Fire Department (TFD) has been using the program for several months and it has proven successful in connecting community members with appropriate care while decreasing call volume. Our agency and Golder Ranch Fire District (GRFD) went live with the program on March 11th. There was a joint press conference and public messaging to inform our community members of the program. This program is anticipated to reduce our current call volume of non-emergent responses by nearly 2,000 calls per year.

Personnel – Trade Maintenance Technician, Michael Wolters, resigned to pursue the establishment of his own business. Warehouse Services Division Manager, Kristen Sillett, resigned due to a family relocation to Las Vegas, Nevada (memos attached).

Pima County – I spoke at the Pima County Board of Supervisors meeting on February 18th along with other Pima County fire agency representatives. This discussion was regarding the financial challenges all fire districts in the county are facing. Following that meeting, I also provided interviews with KOLD news and the Arizona Wildcat newspaper. I also met with Pima County Administrator Jan Leshar to discuss recent events centering on decisions made by a former County Treasurer, as well as strategies and options relating to the allocation of potential county sales tax dollars, if approved by the legislature and then the voters. We both agreed that the standardization of fire district related services throughout Pima County should be the key driver of any allocation. Following this meeting, I provided Administrator Leshar with our current Automatic Aid Agreement between NWFD, GRFD, and TFD, as well as the relevant National Fire Protection Association (NFPA) standards for response and deployment to assist in framing future discussions on the potential for standardization within Pima County.

Pima County Fire Chiefs Association (PCFCA) – I attended the monthly meeting of the PCFCA. Most of the discussion centered around the county sales tax initiative previously discussed.

Securis Insurance Pool – I attended the quarterly Board meeting of the Securis Workers' Compensation Insurance Pool. The pool continues to be financially strong and moving in the right direction. It is likely that this coming year, our rates for workers' compensation coverage will remain somewhat flat depending on how the remainder of the year goes relative to claims.

Town of Marana – I attended my monthly meeting with Town of Marana Development Director, Jason Angell. Development in the Town of Marana remains especially strong. I'll be attending a Land and Housing Forecast presentation by the Town on March 25th.

Western Fire Chiefs Association (WFCA) – I attended the first ever WFCA IGNITE symposium in Las Vegas for a few days along with Chiefs Brandhuber (GRFD) and Ryan (TFD). The conference was especially well intended and the content and material presented was valuable.

Fire Chief Update - I filmed the most recent Fire Chief Update video. I also filmed a book reading for the annual "Love of Reading" event for school aged children.

GOALS:

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

Attachments

MEMO 25-015

MEMO 25-022