



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

ACTIVITIES:

Academy - I attended Family Night and Academy Graduation along with members of staff. We are so proud of our Training staff and the recruits for the high retention rate (21 of the 22 original recruits graduated) and the high caliber of this cohort. I've attached the memo congratulating our recruits on their graduation that includes their pictures and a short bio for each.

That said, here is a link to a KGUN 9 story this week that featured one of these graduates, Probationary Firefighter Melissa Grider, during her first week on the job. This is a great story and I'm appreciative of her sharing, among other things, how highly she regards our organization, our members, and the culture we're working tirelessly to build here.

<https://www.kgun9.com/news/community-inspired-journalism/marana/firefighter-and-role-model-nwfd-firefighter-encourages-others-to-aim-high>

Best of the Northwest – I am especially pleased to share that the District was named the “Best First Responder Agency” for Best of the Northwest 2025, hosted by Tucson Local Media. This marks the 4th year in a row the District has earned this distinction. It is a true testament to the commitment of our members and the leadership of the Governing Board towards meeting our mission and professionally representing the organization at every level.

Budget – I've attended several meetings with staff regarding budget development. Thank you to the Board for your continuing support and participation in our annual Budget Study Session. In addition to providing transparency and education to the Board and to our community members, it is a valuable educational resource for our employees. Kim will present our balanced budget at the April Board meeting. There have been no significant changes from what she presented at the Budget Study Session.

Dependent Audit – As part of the District's ongoing efforts to control the cost of providing and maintaining a competitive medical plan for our employees, we need to make sure that only those dependents who are eligible are the ones being provided District sponsored coverage. It is standard practice to perform a dependent verification audit approximately every five (5) years. The last dependent verification audit performed by the District was in the Fall of 2019. To do this, the District has retained the services of an independent eligibility verification firm, Verifi1, to assist us with completing a dependent verification of our plan

participants. Employees were notified several times prior to the commencement of the audit. The intent in doing so was to provide our members the chance to make any necessary changes related to their listed dependents ahead of the audit with no adverse consequences.

Divisional Meetings – I continued my divisional meetings, meeting with Operations and Finance Services over the past few weeks. These meetings continue to be a valuable tool in soliciting feedback, understanding and brainstorming solutions for the challenges and obstacles our folks encounter, and reinforcing organizational messaging. We will be setting up some focus group discussions with field personnel in the coming weeks with the same intent in mind as the divisional meetings.

Joint Command Staff Meeting – Golder Ranch hosted our command staff for a joint command staff meeting. Over the past few years, we have tried to host these meetings a handful of times per year to nurture relationships, brainstorm, and collaborate on solutions that will benefit our collective communities. Several innovative ideas were discussed with considerable interest in perhaps doing joint training academies and synchronized hiring processes.

Leadership Committee – I attended the monthly meeting of the Leadership Committee. The agenda included approval of policies (which the Board subsequently approved at the March meeting) and edits to our Daily Staffing Procedure. The Team approved the Awards and Recognition Work Group's recommendation for the bestowal of a Community Lifesaving Award in recognition of three Pima County Sheriff's Department deputies for their brave service saving a community member from a car fire in January.

MD Ally – I attended the MD Ally press conference in early March. The community messaging strategy has proven successful with coverage by our local media partners and through our social media channels as well as those of our Auto Aid partners. We will continue to monitor the program to ensure our community members are well cared for.

Pat Quinn Funeral – Members of Command Staff and I attended the funeral of former Governing Board Member, Pat Quinn. The service was well attended and a testament to the lasting impact he had on our community.

Personnel – Captain Eddie Croy retired after over 31 years of service to the District. Joseph Marquez was promoted to the rank of Captain. Fire Inspector Apprentice, Alexander Mulvey, resigned from the District after only serving a few months to pursue an opportunity with his previous employer, Tucson Water. Memos for all are attached.

PFFA – I was invited to speak about the Securis Insurance Pool at the 3rd annual Workers' Compensation Class hosted by the Professional Fire Fighters of Arizona. Members of our HR staff attended the two-day conference in Pheonix.

Pima County Fire Chiefs Association – I attended the monthly meeting of the PCFCA.

Station Inspections – I attended station inspections at stations 332, 341, and 339.

Struggle Well – I attended the wrap up session for the latest cohort of the Struggle Well program. As a reminder, Struggle Well training is guided by two objectives: normalizing the struggles that are a part of every first responder's life and democratizing their ability to struggle well. Participants learn practical strategies to cope with adversity, maintain a positive outlook, and thrive in their personal and professional life. Topics covered in the class

include understanding and managing stress, building resilience and mental toughness, effective problem solving, enhancing emotional intelligence, and developing a growth mindset. NWFD is committed to making the program available to all members who wish to attend, including retirees. To that end, we are hosting a cohort bi-monthly. Golder Ranch is also hosting a cohort bi-monthly. My hope continues to be that our members will take advantage of this opportunity at every level of the organization.

Town of Marana – I attended my monthly meeting with Town of Marana Development Director, Jason Angell. I also attended the “2025 Land & Housing Forecast” presentation by Land Advisors Tucson that was hosted by the Town of Marana. Will White and John Carroll from Land Advisors provided information regarding the current and projected growth and associated challenges in Marana and the greater Tucson area. In a nutshell, there is no shortage of demand for housing and commercial/industrial occupancies throughout Pima County for the foreseeable future. What there is a shortage of is improved land that is readily available to build on. With the various governmental entities out there not partnering or investing in infrastructure as the need suggests they should (roads, water supply, utilities, etc.), this ends up becoming the sole responsibility of the builder/developer. As a result, the cost to build (regardless of demand) is simply too high for the average buyer, or first-time home buyer (where the demand exists) to afford. Affordable and available housing obviously poses a huge challenge for us relative to our newer members or those in lower-level positions. There does not seem to be much optimism in the construction industry that things will be changing much soon relative to the soaring costs for goods, services, and available land.

I was interviewed by Town of Marana staff for a tribute video for Mayor Ed Honea. It will be shown at the upcoming Marana State of the Town event. I also attended a meet & greet and Q&A session with Marana Mayor Jon Post, Vice Mayor Zeigler, and Town Manager Rozema hosted by residents of the Dove Mountain Del Webb community. This session was well attended and one of the attendees provided the District with his sincere thanks to our professional and kind crews. It seems he VERY recently suffered a heart attack and station 337 responded and transported him to the hospital. He could not be more thankful or more impressed with the service he was provided.

GOALS:

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

Attachments

Memo 25-057
Memo 25-043
Memo 25-054
Memo 25-058