

E. Administration Services Board Report



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 NWFD: 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

NWFD Family Care Center
Metrics

Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	FY24/25 To Date
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Patient Interactions

Interactions By Member Type

Employee	20	29	22	47	20	41	30	39	53	301
Spouse	24	19	20	29	18	22	31	33	41	237
Dependent	27	14	5	20	12	20	19	19	13	149
Total Interactions	71	62	47	96	50	83	80	91	107	687
Estimated \$ Savings	\$ 5,916.00	\$ 6,464.00	\$ 4,582.00	\$ 7,396.00	\$ 6,390.00	\$ 7,458.00	\$ 8,017.00	\$ 6,520.00	\$ 6,686.00	\$ 59,429.00

Econsult Referrals

# of Consults	0	0	0	0	1	0	2	0	1	4
Estimated Patient Miles Saved	0	0	0	0	15	0	30	0	30	75
Estimated Patient Hours Saved	0	0	0	0	2	0	4	0	4	10
Estimated Days Sooner Patients Received Care	0	0	0	0	67	0	67	0	67	201
Estimated \$ Savings	\$ -	\$ -	\$ -	\$ -	\$ 667.00	\$ -	\$ 2,062.00	\$ -	\$ 667.00	\$ 3,396.00

Office Procedures

# of Procedures Performed	18	28	23	8	23	32	19	13	39	203
Estimated \$ Savings	\$ 537.32	\$ 243.47	\$ 852.61	\$ 340.30	\$ 252.78	\$ 479.41	\$ 220.61	\$ 64.88	\$ 504.27	\$ 3,495.65

RX Dispensing

# of Prescriptions Dispensed	31	13	7	19	17	48	50	29	21	235
Etimated \$ Savings	\$ 267.00	\$ 104.99	\$ 79.56	\$ 1,585.64	\$ 115.35	\$ 247.47	\$ 314.94	\$ 744.28	\$ 345.38	\$ 3,804.61

Estimated Net \$ Savings	\$ 6,720.32	\$ 6,812.46	\$ 5,514.17	\$ 9,321.94	\$ 7,425.13	\$ 8,184.88	\$ 10,614.55	\$ 7,329.16	\$ 8,202.65	\$ 70,125.26
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Engagement

% of Eligible Members by Category who are Patients of the Clinic

Employee	53.26%	54.98%	55.67%	57.73%	59.45%	61.51%	63.92%	64.60%	65.98%
Spouse	39.09%	41.12%	43.15%	44.67%	46.70%	48.73%	51.27%	51.78%	55.33%
Dependent	31.76%	33.25%	34.00%	35.24%	35.98%	37.97%	40.45%	40.45%	40.69%
Overall Engagement	40.40%	42.09%	43.10%	44.67%	46.02%	48.04%	50.51%	50.84%	52.19%