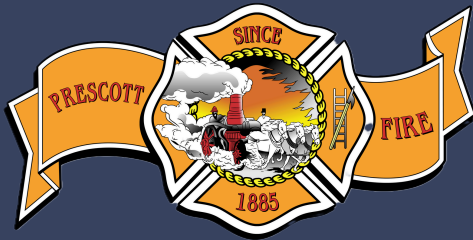


PRESCOTT FIRE DEPARTMENT

2024 Annual Report



Major Accomplishments,
Key Performance Data,
Activities & Incidents

Strategic Plan
Progress Report &
Budget Overview

Recognizing Personnel
Accomplishments



AN EYE ON A BOLD FUTURE
ROOTED IN OUR PAST

20
24

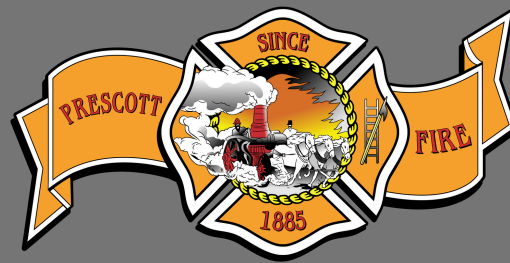
PRESCOTT

71

*“THE BEST WAY TO
PREDICT YOUR
FUTURE IS TO
CREATE IT.”
— ABRAHAM
LINCOLN*

www.prescottfire.org

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City and Department Leadership



Mayor & Council

Mayor Phil Goode
Mayor Pro Tem Connie Cantelme
Councilmember Lois Fruhwirth
Councilmember Ted Gambogi
Councilmember Brandon Montoya
Councilmember Eric Moore
Councilmember Cathey Rusing

City Management

City Manager Dallin Kimble
Deputy City Manager Michael Morris
City Attorney Joseph Young
City Clerk Sarah Siep

Department Senior Leadership

Fire Chief Holger Durre
Deputy Fire Chief Thomas Knapp
Operations Division Chief Ralph Lucas
Essential Services Division Chief Scott Luedeman
Community Risk Management Division Chief Anthony Valdez
Administrative Supervisor Lori Burkeen

Letter from the Fire Chief

We're proud to share our 2024 Annual Report, not just as a summary of our progress but as a testament to our unwavering commitment to the community we serve. This year was about action—making real changes that directly impact the safety and well-being of our residents.

With the community's support, the passing of Proposition 478 has helped us gain the resources needed to strengthen our ability to meet the needs of Prescott. We also took a hard look at our budget process, making critical changes to ensure every dollar is used effectively to support our mission. These aren't just administrative moves—they're investments in people, in safety, and in the future of our department.



Fire Chief Holger Durre

This June, we came together with the GMIHC families and our community, to honor the 11th commemoration of the Granite Mountain Hotshots' ultimate sacrifice. This year's remembrance was especially profound with the unveiling of a breathtaking statue on Courthouse Square—a powerful tribute that captures their courage, strength, and unwavering dedication. In their honor, we have redoubled our commitment to reducing wildfire risk by embracing a Fire-Adapted Community mindset, ensuring our region is more prepared than ever. At the same time, we continue making smart, strategic investments in public safety infrastructure—ensuring that our firefighters have the tools they need, our residents and visitors are protected, and the legacy of service and sacrifice lives on.

Equally important is our focus on making critical investments in modernizing our fleet to provide safer, more effective equipment, and expanding the capacity of our civilian staff to support the growing needs of our department. These efforts ensure that those who serve on the front lines have the resources, training, and support they need to do their jobs safely and effectively, today and in the years to come. My hope is that this annual report serves as an example of the excellence our members are committed to everyday. It is a testament to the strides we've made, the obstacles we've overcome, and the direction we're heading as we aim to deliver the highest standard of service. Our community will always be at the heart of everything we do.

Holger Durre

Fire Chief

PRESCOTT FIRE DEPARTMENT

Vision, Mission & Values

Vision

We are a community partner that instills pride, supports our people, leads the region, and proactively solves public safety challenges.

Mission Statement

We improve the quality of life in Prescott by mitigating the community's risk through service, excellence, and compassion.

Our Core Identity

**Community
First**

**Courage,
Grit, and
Duty**

**Driven by
Excellence**

Our Shared Values and Beliefs

Professionalism

Competence

Compassion

Trust

Collaboration

Integrity

Leadership

Innovation

Fun

Humility

Ownership

First Safe Haven Box in Arizona



Citizens Academy 2024





Our Shared Commitment

Our mission has always been about people—protecting them, serving them, and making our community stronger. This annual report and the strategic plan that guides us are not just about tracking progress; they are about delivering real, meaningful results that improve public safety and enhance lives.

Success isn't just measured in data points or reports. It's seen in safer neighborhoods, faster emergency response, and a community that trusts and relies on us in their most critical moments. Our firefighters, civilian staff, and volunteers are committed to actions that create lasting change—whether it's preventing a tragedy, lending a hand in crisis, or building resilience for the future.

At the heart of our efforts is a simple but powerful commitment: to show up, make a difference, and ensure that every initiative we pursue leads to a stronger, safer community.

"TOO MANY MODERN COMPANIES HAVE REPLACED A PERSON WITH A NUMBER AND MISTAKENLY CALLED THAT NUMBER A CUSTOMER."

~SIMON SINEK



Prescott Fire Department Budget Overview



Funding Sources

The fire department relies primarily on general fund revenue to support its operations. While this is a traditional manner of funding city departments, the voters approved Proposition 478 to allow the department to fill response gaps while not displacing existing general fund revenues.

Fire Department Funding Source Summary				
Funding Sources	FY2022-23 Actual	FY2023-24 Budget	FY2023-24 Projected	FY2024-25 Budget
General Fund Source of Funds				
Tax Base	10,746,061	13,222,819	12,298,311	14,119,362
Licenses & Permits	300	150	300	300
Charges for Services	884,852	584,240	716,458	611,014
General Fund Budget	11,631,213	13,807,209	13,015,069	14,730,676
Special Revenue Funds	166,604	361,022	317,022	561,409
Enterprise Fund - Airport	244,526	256,698	256,245	255,642
Operating Funding Sources	12,042,343	14,424,929	13,588,336	15,547,727
General Fund -Tax Base	403,041	4,884,950	752,455	5,271,676
Special Revenue Funds	-	1,613,343	1,252,989	750,000
Capital Funding Sources	403,041	6,498,293	2,005,444	6,021,676
Total Funding Sources	\$ 12,445,384	\$ 20,923,222	\$ 15,593,780	\$ 21,569,403

Expenditures by Category

During FY 25, the fire department was granted an increase in operating and capital budgets. This was related to a general salary increase for all city employees to keep pace with inflation, increased staff to help with backfill and administrative positions, and funding related to fire truck replacements and station design costs.

Fire Department Expenditure Summary				
Expenditures by Category	FY2022-23 Actual	FY2023-24 Budget	FY2023-24 Projected	FY2024-25 Budget
Personnel Services				
Salaries and Benefits	9,050,401	10,398,191	9,678,349	10,707,433
Operating				
Supplies	652,786	783,078	826,255	1,033,382
Internal Charges	1,638,793	1,806,760	1,733,508	2,021,342
Other Services & Charges	700,363	1,436,900	1,350,224	1,785,570
Total Operating Expenditures	12,042,343	14,424,929	13,588,336	15,547,727
Capital Outlay	403,041	6,498,293	2,005,444	6,021,676
Total Expenditures by Category	\$ 12,445,384	\$ 20,923,222	\$ 15,593,780	\$ 21,569,403

Program-Based Budget Structure

Beginning in FY 24, the department's budget structure was divided into 4 Executive Divisions that oversee 16 functional programs (strategic programs) that direct current and required resources in a targeted manner to reduce the negative impact of the community's public safety issues. These were updated during FY 25 to better align with current responsibilities.

1.0 Division: Office of the Chief **Fire Chief Holger Durre**

- 1.1 Program: Administrative Services – Program Manager: Burkeen
- 1.2 Program: Leadership and Management – Program Manager: Durre
- 1.3 Program: Research and Technology – Program Manager: Knapp
- 1.4 Program: Budget and Capital Investments – Program Management: Knapp
- 1.5 Program: Organizational Performance Management – Program Manager: Durre
- 1.6 Program: Workforce Development - Program Manager: Knapp

2.0 Emergency Operations Division **Division Chief Ralph Lucas**

- 2.1 Program: Fire Suppression - Program Manager: R. Lucas
 - 2.1.1 Wildland Group: Cooley
- 2.2 Program: Special Operations - Program Manager: Hickey
 - 2.2.1 ARFF Group - Coordinator: Bauman
 - 2.2.2 Hazmat Group - Coordinator: Johnstone
 - 2.2.3 TRT Group - Coordinator: Beyea
- 2.3 Program: Emergency Medical Services – Program Manager: Haskell
 - 2.3.1 EMS Group – Coordinator: Frias
- 2.4. Program: Health and Safety – Program Manager: Moffitt

3.0 Community Risk Management Division **Division Chief – Fire Marshal Anthony Valdez**

- 3.1 Program: Risk Reduction and Planning Services – Program Manager: Valdez
- 3.2 Program: Emergency Management – Program Manager: Valdez
- 3.3 Program: Fire Investigations – Program Manager: Valdez
- 3.4 Program: Wildfire Risk Management – Program Manager: Jackson

4.0 Essential Services Division **Division Chief Scott Luedeman**

- 4.1 Program: Training - Program Manager: Luedeman
- 4.2 Program: Maintenance and Logistics - Program Manager: Luedeman
 - 4.2.1 Logistics: Luedeman
 - 4.2.2 Facilities: Luedeman
 - 4.2.3 Fleet: Luedeman



Advancing Excellence: A Year of Progress and Innovation

In 2024, the Prescott Fire Department made significant strides in meeting the needs of our growing community. While some of our most notable achievements are highlighted here, many more are detailed throughout this annual report.

Completing our reaccreditation site visit, supporting the council in the successful passage of Proposition 478 to address critical gaps in service delivery and firefighter health and safety, expanding our mutual and automatic aid partnerships, and implementing technology to enhance resource efficiency all reflect our steadfast dedication to safety and service. These accomplishments, along with many others, underscore our unwavering commitment to excellence in all aspects of program delivery. As we build on this momentum, we remain focused on continuous improvement, ensuring our high standards endure as we work toward fulfilling our mission.

"THE SPIRIT OF INNOVATION IN LOCAL GOVERNMENT ISN'T ABOUT DOING DIFFERENT THINGS—IT'S ABOUT DOING THINGS DIFFERENTLY TO BETTER SERVE OUR COMMUNITIES." ~ UNKNOWN

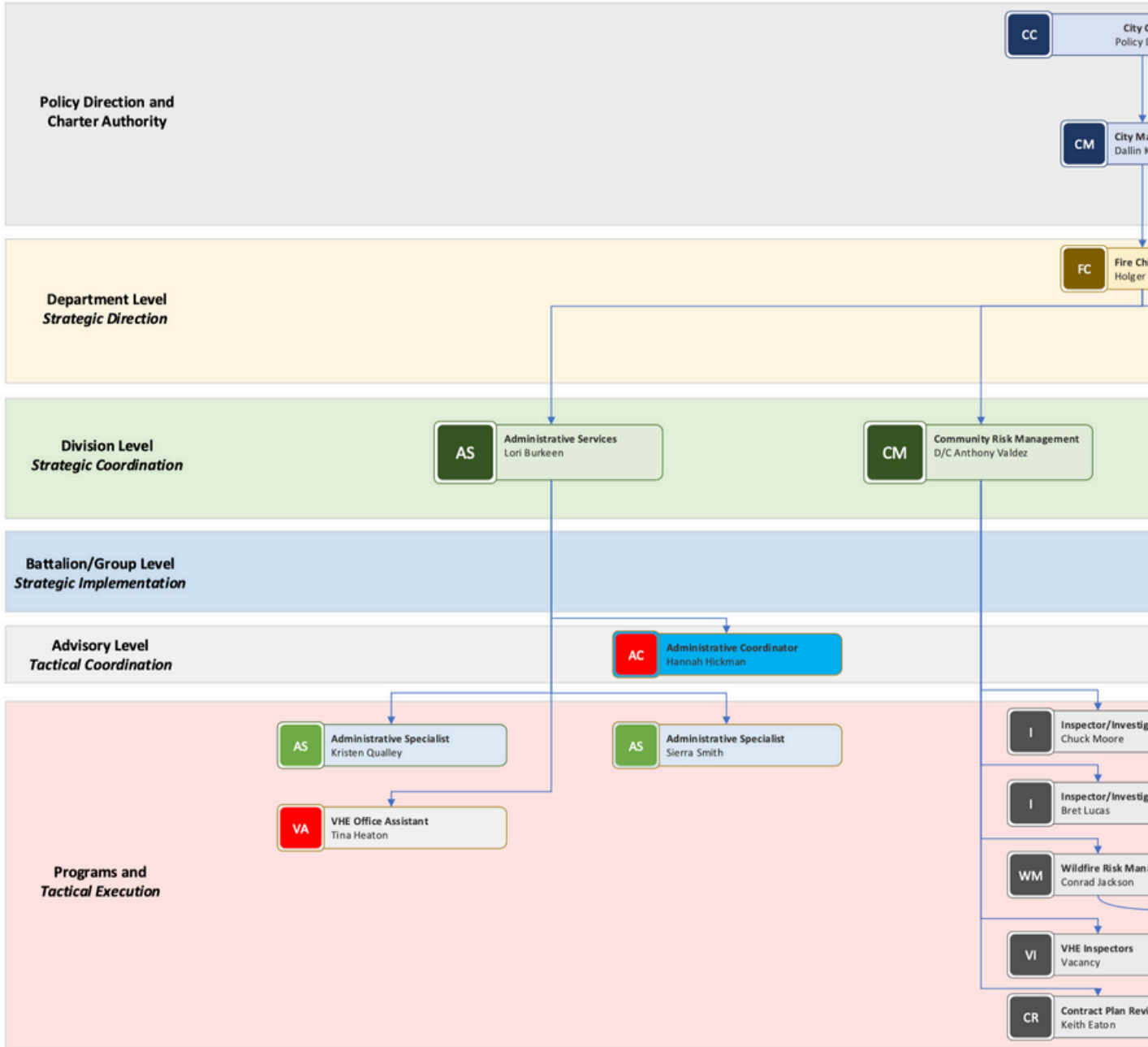




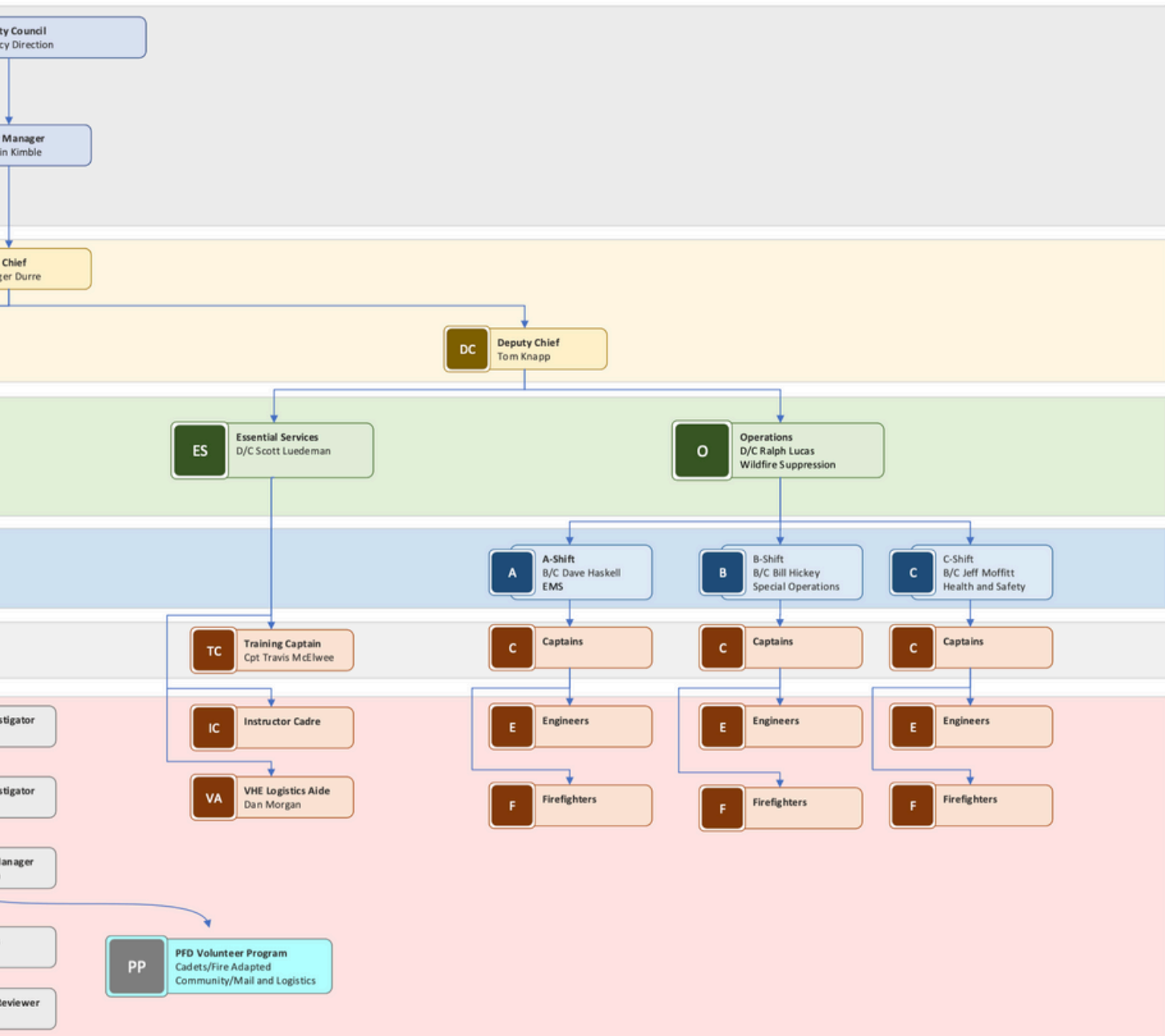


Prescott Fire Department

Primary Group Role



nt Organizational Chart



Revised 11/12/2024 v 1.7

2024

Department Facts

Full Time Personnel Demographics

Uniformed Personnel	73	66 Permanent FTE Assigned to Operations
Civilian Personnel	7	Administration and Community Risk Management

Hourly and Volunteer Personnel Demographics

Part-time Hourly	3	Fire Marshal and Administrative Support
Volunteers	15	1240.5 total hours donated in 2024
Youth Cadets	15	328 total hours

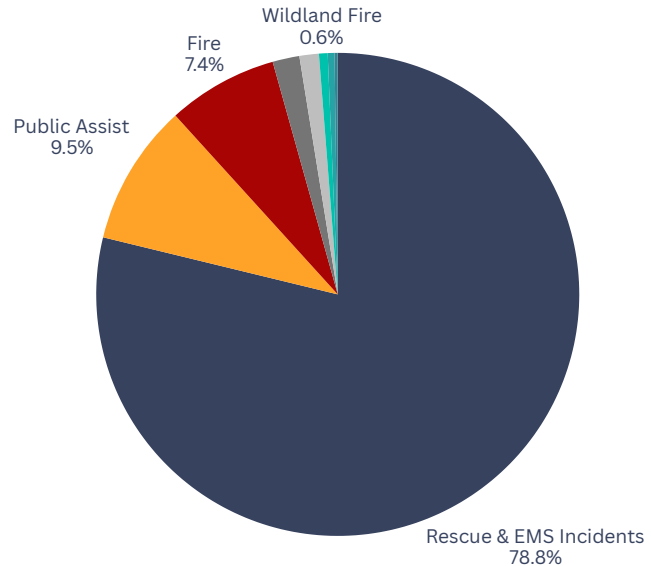
Community and Department Demographics

Population Served	47,757	Average Daily Population is 100,000
Stations	5	Closest Unit Dispatch adds 10 CAFMA Stations
Square Miles	42	Automatic Aid to CAFMA - 369 sq. miles
Incidents in Jurisdiction	10,889	Total Incidents assigned to PFD - 11,264
Total Valuation Protected	\$16.04 billion	Yavapai County Assessor - Dec 2023
2024 Revised Budget	\$16.69 million	FY 24 Capital Outlay - \$11.5 million
PFD Operational Budget/Total Property Valuation in Prescott	0.10%	PFD Efficiency Measure
Avg. Cost/Resident	\$349.84	Ratio Only - Sales Tax Generation is driven by more than just residents

2024

Incident Data

Emergency medical service (EMS) calls constitute the majority of responses in modern fire departments. The Prescott Fire Department (PFD) is no exception to this rule, as almost 80% of the incidents handled in 2024 were EMS related. This exemplifies the all-hazards mission of the department, offering a comprehensive range of services to the community. Beyond fire suppression and EMS, PFD addresses hazardous materials incidents, technical rescues, and wildland fire suppression. This integrated model ensures that PFD is equipped to handle a wide array of emergencies, reflecting the evolving needs of the residents we serve.



Incident Type	Count of Incident	% of Total
Rescue & EMS Incidents	8,545	78.47%
Public Assist	1,027	9.84%
Fire	801	7.36%
Hazardous Materials	195	1.79%
Information and Investigation	141	1.29%
Wildland Fire	63	0.58%
ARFF	49	0.45%
Technical Rescue	23	0.21%
Total	10,889	100%

2019-2023 Response Time Overview

Joint PFD/CAFMA Standards of Cover Areas

Moderate Risk EMS - Total Response Time - 1st Unit (Urban Areas)

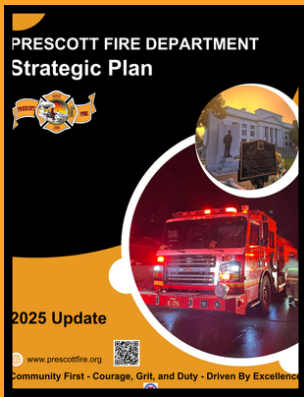
	Goal	2024	2023	2022	2021	2020
1st Arriving	00:08:00	00:13:01	00:12:22	00:12:14	00:11:55	00:11:28
# of Incidents		8,870	9,298	9,321	9,160	7,738

Moderate Risk Fire Suppression - Total Response Time (Urban Areas)

	Goal	2024	2023	2022	2021	2020
1st Arriving	00:08:00	00:12:23	00:12:39	00:12:06	00:14:10	00:11:59
# of Incidents		69	60	48	71	47

2024 *Notable Incidents*

- **January 12th, 2024:** A structure fire at 1923 West Pine Drive occurred involving several adjacent pine trees occurred. Due to access, a 2.5 inch hose line was stretched with high-rise packs connected to it to extinguish the fire. This limited access also required a water supply hose stretching 1300 feet to supply the fire engine with water. No injuries were reported and 4 fire engines, a battalion chief, and the fire chief were able to control the incident.
- **January 19th, 2024:** A structure fire at 935 Northwood Loop was reported. Crews could see heavy smoke in the sky while responding. This home was rather large at 3000 square feet. Crews utilized what is called a transitional attack on the fire. Again, due to access, crews stretched a 2.5 inch hose up the long driveway. Extensive overhaul of fire damaged belongings took place, and it took 4 fire engines and a battalion chief to control the incident.
- **March 24th, 2024:** A building fire was reported at 5235 Beach Avenue. This was a two-story apartment building. 4 fire engines and a battalion chief were able to quickly extinguish the fire that could have had severe consequences due to the many residents that live within the building. No injuries were reported.
- **April 1st, 2024:** The largest commercial structure fire in the history of the quad city area occurred in Prescott Valley where luxury apartments were being constructed. The Legato fire was comprised of 685,000 square feet to include a parking garage and 329 apartments. Every fire engine in the quad city area was called to the scene and outside resources were called in through the Arizona State Mutual Aid system to maintain emergency services while the event occurred. The fire resulted in 60 million dollars in damage. No firefighters or civilians were injured in the fire.
- **April 26th, 2024:** A watercraft rescue was reported at Watson Lake. Two individuals had flipped their kayak and were pinned on the rocks adjacent to the dam. Utilizing crews by foot and by rescue boat, both patients were rescued and suffering from cold related injuries as a result of being in the water. Crews also recovered the watercraft for the individuals.
- **May 22nd, 2024:** A fire was reported at 505 South Montezuma Street under the business name of Absolutely Fabulous. Upon arrival fire crews found a working fire. 4 fire engines, 1 ladder truck, and a battalion chief were able to extinguish the fire. Extensive overhaul occurred as a result of fire damage and no injuries were reported.
- **June 12th, 2024:** A semi-truck rolled over on north state route 89 and the Phippin round-about. Upon arrival fire crews found a significant leak of diesel fuel from the vehicle and extricated the patient from the area. Multiple units were called in to support the hazardous materials incident and with the support of the Prescott Streets Department were able to contain the spill.
- **July 21st, 2024:** A wildland fire was reported in the area of Storm Ranch. 2 fire engines, 1 brush engine and a battalion chief were able to find the fire due to drone technology utilized by the fire department and the brush fire started by a lightning strike was extinguished.
- **August 10th, 2024:** A high angle rescue was performed on Granite Mountain by technical rescue technicians from the Prescott Fire Department and collaborators. The patient had injuries to the head, knee, and abdomen. Crews successfully extricated the patient and performed a hike out with a wheeled stokes basket (litter) to an awaiting ambulance.
- **October 10th, 2024:** A wildland fire on the Thumb Butte Road loop was reported. Multiple fire engines, a water tender, and a battalion chief responded. Upon arrival they utilized a common technique called a progressive hose lay to surround the fire and extinguish it. Crews remained on scene for several hours mopping up the fire to ensure it would no longer spread.
- **October 15th, 2024:** Fire department crews were called to the scene at 14 North Shadow Vista for multiple shootings that occurred. On arrival, two patients were found with multiple gunshot wounds. One patient was pronounced deceased on scene, while another succumbed to their injuries while on the helicopter pad at Yavapai Regional Medical Center where fire crews had transported the critically injured patient.



Strategic Plan

2024 ANNUAL PROGRESS REPORT

Fire Department Strategic Plan Progress Dashboard

Not Started	Delayed/Off Track	Behind Schedule	On Track	Completed
Waiting for other objectives or not yet started based on the timeframe of the goal	The goal is delayed or not realistic due to a lack of resources or capability	The goal is being worked on but behind originally targeted completion and should be evaluated	The goal is being worked on and progress is being made aligned within the timeline	The goal is implemented and being monitored for continued progress
5%	0%	0%	65%	30%

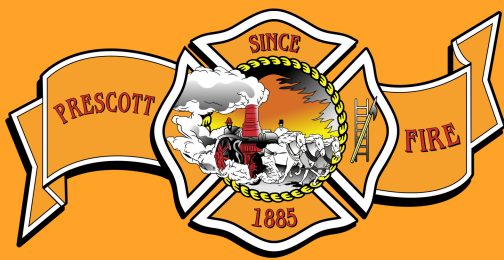
City Council Strategic Plan Progress Dashboard

	Milestone Progress	Major Accomplishments	Next Steps
Result 1.1.1 – 2 New Fire Stations¹	4 of 5 milestones making progress	Voter Approval of 478	Publication of Desing RFP Land Acquisition
Result 1.1.2 – Response Times below 8 minutes²	4 of 4 milestones making progress	Voter Approval of 478	Implementation of Tiered Medical Dispatching

The council adopted the new strategic plan in March of 2023. Since then, the Prescott Fire Department has been working hard to implement new tracking mechanisms to support the plan by changing administrative practices and establishing new systems. Although change management is challenging, we are fully committed to this work and proud of our members' dedication to this challenge. This plan is a living document and is annually updated and presented to the City Council for feedback and collaboration.

Roughly 30% of the original goals have been completed and are being monitored for continued impact. All other goals are on track and well supported, with the significant barrier previously being funding for fire stations. The work in these areas is now shifting to land acquisition, design, and construction, as well as the phased hiring of the needed personnel.

- **Response Time Reductions —Goal 1A:** The algorithm-based deployment software approved by council is fully operational, alongside the successful implementation of ProQA and ImageTrend software. Additionally, a tiered response system has been established, enhancing emergency response capabilities. The joint risk and response analysis document with CAFMA, known as the CRA/SOC, has been completed and adopted by both governing bodies.
- **Community Risk Management Workforce —Goal 1C:** A full-time fire marshal has been hired who is providing much needed strategic and day-to-day guidance to this vital division. Currently, a workforce analysis is being conducted in the CRM division to assess customer service impacts related to capability and workload. Additional work is taking place in evaluating the fee schedule to ensure it is properly offsetting the impact of these activities.
- **Infrastructure Improvements - Goal 2B and 2C:** Through voter-approval of dedicated public safety funding the department has been able to begin implementation of design and land acquisition for the new fire stations that are desperately needed to fill response gaps in the community.
- **Adequate Number of Candidates for Hiring and Promotion - 3E:** The department focus on ensuring the recruitment of firefighters to meet the demand has paid off and this year saw an over 100% increase in applicants. In addition, all promotional exams met established metrics ensuring competitive selection for leadership positions.
- **Improved Data Analysis Capability - Goal 4A:** In close partnership with IT, a set of dashboards to monitor department activity and response performance has been established. The command staff began to do a quarterly performance review and this data was instrumental in the success of Proposition 478.



2024 MAJOR ACCOMPLISHMENTS

The past year has been one of significant progress and achievement for the Prescott Fire Department. Across our four divisions—Office of the Fire Chief, Operations, Community Risk Management, and Training & Logistics—we have made great strides in efficiency, strategic growth, and enhanced service delivery. These accomplishments position us for continued success in the years ahead.

Office of the Fire Chief

The Office of the Fire Chief focused on modernizing administrative processes and strengthening intergovernmental relationships. Key highlights include:

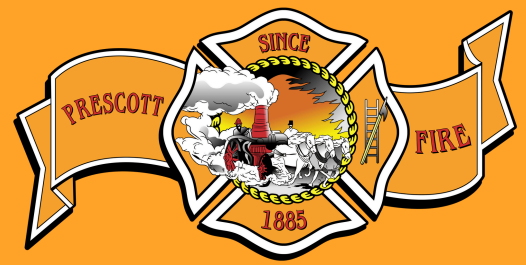
- A complete **restructuring of administrative support**, streamlining operations and improving workflow efficiencies. This included a **transition to paperless systems**, including digital P-card reconciliation and digitization of historical records.
- A renewed **emphasis on securing external funding** through enhanced grant applications.
- A substantial **improvement to the AMR contract**, ensuring enhanced emergency medical service delivery.
- Developed and implemented a comprehensive PowerBI dashboard, revolutionizing **data analysis capabilities** within the department.
- **Adoption of a joint Standards of Cover** with the Central Arizona Fire and Medical Authority (CAFMA), supported by a renewed intergovernmental agreement.
- Successful **recommendation for re-accreditation** through the Center for Public Safety Excellence (CPSE), reaffirming our commitment to excellence.
- Active public engagement, including **unveiling the Granite Mountain Interagency Hotshot Crew (GMIHC) statue** in Courthouse Square.
- Transition into a **permanent administrative headquarters**, enhancing operational effectiveness.
- Secured funding through voter approval of **dedicated public safety funding** to meet community needs.

Operations Division

The Operations Division made significant advancements in efficiency, training, and regional coordination, including:

- Implemented **advanced technologies** such as LiveMum, Imagetrend, and ProQA software.
- Completion of a Community Risk Assessment and Standard of Cover, **optimizing emergency response** for six major risk classifications.
- Acquired **upgraded fire apparatus**, thermal imaging cameras, and a modern self-contained breathing apparatus (SCBA) fill station.
- Creating **efficiency in key programs** to third-party vendors, creating efficiencies in turnout maintenance, EMS supply management, and janitorial services.
- **Formalized special operations programs** such as hazardous materials, technical rescue, aircraft rescue firefighting, emergency medical services, and wildland firefighting programs including the establishment of group coordinators in these areas.

2024 MAJOR ACCOMPLISHMENTS



Community Risk Management (CRM) Division

The CRM Division focused on professional development, risk reduction, and interagency collaboration. Key accomplishments include:

- **Appointment of a full-time Division Chief | Fire Marshal**, leading the division.
- Implementation of the Brycer Compliance Engine, **improving compliance**.
- Use of FireAside software for wildfire risk reduction, **streamlining debris chipping requests** and defensible space inspections.
- **Expanded public engagement** through Citizens Academy, senior safety programs, CPR training, and community outreach.
- **Strengthened regional fire investigations** through an IGA with CAFMA, improving resource-sharing and response coordination.
- **Enhanced investigator safety** with new PPE, SCBAs, and updated equipment.
- **Leadership in fire-adapted community strategies**, shifting from neighborhood-based Firewise efforts to proactive community-wide mitigation.
- **Stronger partnerships with local stakeholders**, including Recreation Services and Yavapai County Contractors Association, to align wildfire risk management strategies.

Essential Services Division

The Essential Services Division played a critical role in workforce development, succession planning, and resource management:

- Conducted multiple firefighter recruitments and training academies, including the **first regional fire academy** with modified minimum requirements, leading to increased applicants.
- Held **promotional testing** for engineers to keep pace with the demand for qualified personnel.
- Developed an **engineer move-up module** with Yavapai College, providing a state-recognized driver/operator certificate.
- Published the department's **first yearly training and succession plans**.
- Enhanced training infrastructure:
- Hosted **multiple regional classes** such as NWCG classes, MCS testing, and mutual aid training with Groom Creek Fire.
- **Implemented electronic forms** for AARs, lessons learned, and MCS evaluations.
- Expanded access to IFSTA library and **digital training tools**.
- Tracked the **procurement of new engines**, trucks, and support vehicles.
- Conducted a **fleet needs assessment** for future apparatus purchases.
- Implemented a **bay air quality project** and new SCBA air compressor.
- **Coordinated upgrades**, including a new generator at Station 74 and a kitchen remodel at Station 71.
- Initiated **planning for a new training tower** to enhance firefighter readiness.
- Logistics improvements:
- Implemented PSTrax for **inventory management**, streamlining PPE and SCBA tracking.
- **Centralized PPE storage** and cache management at the Butler Building.

Office of the Chief - By the Numbers

Outcomes and Impacts

While the monetary investment in fire protection services may seem significant, it pales compared to the value of the properties protected by the PFD. This investment in fire department funding yields immense returns by safeguarding property values and ensuring the safety and well-being of residents. Below is the ratio of fire department operational funding compared to the cash valuation of property within the City of Prescott

Fire Department Operational Funding: \$16,690,084.00	Ratio
Cash Value of Property within the City of Prescott: \$16,041,897,674	PFD Funding/Property Value: 0.10%

Staffing Assignments

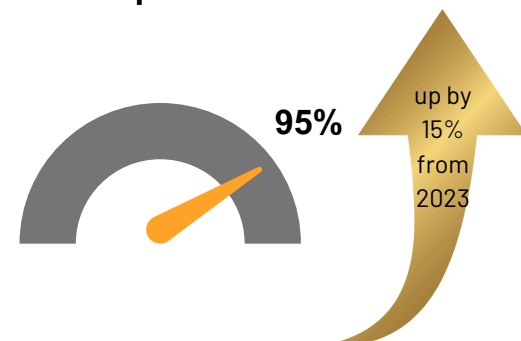
Fire Chief	1	Organizational Strategic Leadership and Performance
Deputy Fire Chief	1	Budget and Project Management
Administrative Supervisor	1	Administrative and Personnel Services
Administrative Coordinator	1	Special Projects and Continuous Improvement
Administrative Specialists	2	Grants, Contracts, Finance, and Payroll
VHE Administrative Assistant	1	Public Reception and CRM Support

Staffing for the Office of the Chief consists of two chief officers and four full-time administrative personnel assigned to all major divisions throughout the department. An additional VHE administrative assistant provides public reception and support for the community risk management division.

2024 Activity Highlights

- **8 contracts eliminated as identified through audit**
- **Transition to paperless records and receipts**
- **Ambulance Provider Performance Improvements**
- **New IGA and Joint Standards of Cover with CAFMA**
- **Recommendation for Reaccreditation by Peer Team**
- **Funding source identified and approved for capital needs**
- **Consolidation of Administrative Functions into City Hall**

Strategic Plan Objectives Completed or On Track



The Value Fire Service Accreditation

The department maintains accredited status through the Center for Public Safety Excellence and the Commission on Fire Accreditation International. PFD is one of 14 fire departments in Arizona and 324 worldwide to hold this prestigious status. Fire service accreditation benefits fire departments, communities, and stakeholders by improving service quality, enhancing community confidence, reducing risks, promoting operational efficiency, encouraging professional development, and offering economic benefits. Ultimately, it fosters excellence, accountability, and innovation within fire departments, leading to safer communities and enhanced public trust and confidence.



Emergency Operations - By the Numbers

Outcomes and Impacts

Operations Division Staffing Overview

Position	FY 2024	FY 2025	Percent Change
Division Chief	1	1	0%
Battalion Chief	3	3	0%
Captain	16	17	6.25%
Engineer	19	20	5.26%
Firefighter	24	27	12.5%
Total	63	68	7.93%

The Operations Division saw an increase in personnel in FY 2025 due to hiring supported by Proposition 478 as well as other additional firefighter positions to improve backfill and support engine minimum staffing. These additions have helped reduce mandatory overtime, easing the burden on crews and mitigating fatigue, which directly impacts morale. As a result, we achieved a **10% decrease in firefighters working more than 400 overtime hours annually**—a significant step toward a healthier, more sustainable workforce.

2024 Sample Performance Metrics

Metric	CY 2023	CY 2024	Percent Change
% Firefighters working no more than 400 hours overtime annually	81.7%	73%	-10.7%
Firefighters work related injury rate	7.9%	7.4%	-6.33%
# of Hazmat Responses Provided	192	235	22.4%
% of responses provide within turnout time benchmarks	70% (n=5,378)	78% (n=5,332)	11.43%
# of Aircraft Rescue firefighting calls for service provided (Commercial and General)	30	49	63.3%

Changes in Program Management

In 2024, the Prescott Fire Department enhanced its specialty program management by appointing formal program coordinators for response-facing specialty programs such as Technical Rescue and Aircraft Rescue and Firefighting (ARFF). These dedicated program managers are dedicated to highly complex areas and provide the department high-level administrative oversight while reducing the need for non-operational administrative overhead. These strategic appointments have strengthened the department's capacity to respond effectively to specialized emergencies, ensuring the safety and well-being of the Prescott community.



Community Risk Management - By the Numbers

Outcomes and Impacts

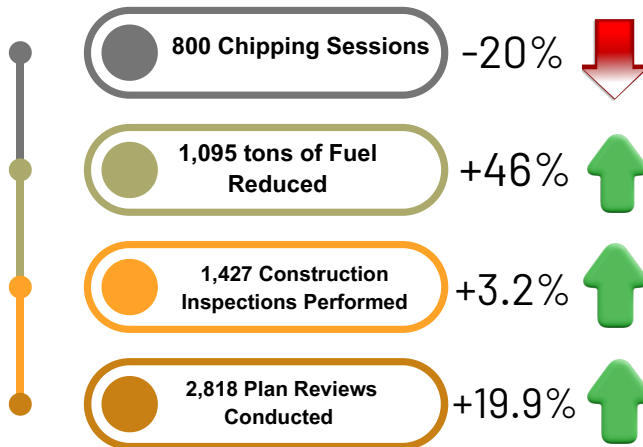
The impact of Community Risk Management services is more difficult to measure than other areas of the fire department. A single inspection may not have the same impact as one emergency response. However, the aggregate application of community risk reduction has been proven to have a significantly higher impact relative to the investment than emergency operations. This annual report is the beginning of establishing this value for the City of Prescott so that future investments can be made to reduce the need to rely solely on emergency response to manage the needs of the community.

Cost per Firewise Inspection: \$75 Firewise Inspections Conducted (Half a Year): 120	Wildfire Acres Treated 250
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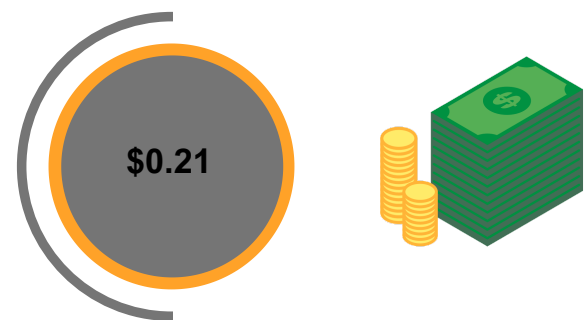
Staffing Assignments

Division Chief/Fire Marshal	1	New Position added in December 2024
Plan Reviewer/Inspector/Investigators	2	Includes Public Education
Wildfire Risk Manager	1	Fire Adaptive Community Lead
Contract Plan Reviewer	1	Using Contracted Resources
Emergency Management Intern (VHE)	1	Temporary Part-Time ERAU Program

2024 Activity Measures



Emergency Management Program Expenditure per Prescott Daily Population



Daily Average Population is 100,000

The Need for Data Collection in CRM

The department is putting significant effort into establishing databases and tracking mechanisms to better measure the activities across all programs. A significant amount of CRM programs do not have reportable metrics due to challenges in with adequate databases and workload. With the establishment of a new department-wide RMS and improved administrative staffing, this situation is expected to improve over the coming year. Furthermore, with the recent onboarding and approval of a division chief, a comprehensive assessment of the division is currently underway.



Essential Services - By the Numbers

Outcomes and Impacts

Investing in our most important resource is paramount to ensuring effective service delivery. The Essential Services Division works tirelessly to train and develop our personnel so they can effectively carry out their duties. Firefighting is an increasingly complex profession, and annual continuing education requirements exceed 240 hours per person. In addition, coordinating higher education and leadership development classes requires a significant investment of time by both instructors and participants.

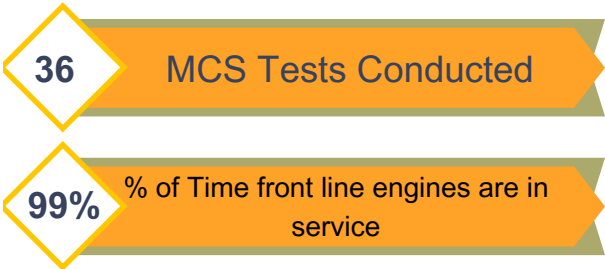
Promotional and Hiring Processes Conducted: 3	Total Training Hours by PFD Employees
After-Action Reviews Conducted: 12	28,990

Staffing Assignments

Division Chief	1	
Training Captain	1	On Loan from Operations
VHE Logistics Aid	1	

Staffing consists of a division chief and a training captain currently on loan from the operations divisions. In addition, the program relies on eight shift training officers who work overtime to provide specific instruction. In addition, the program is responsible for coordinating fleet and facility maintenance at all city facilities.

2024 Activity Measures



% of Recruits that Successfully Complete the Prescott Fire Training Academy



Firefighter Recruit Training Innovations

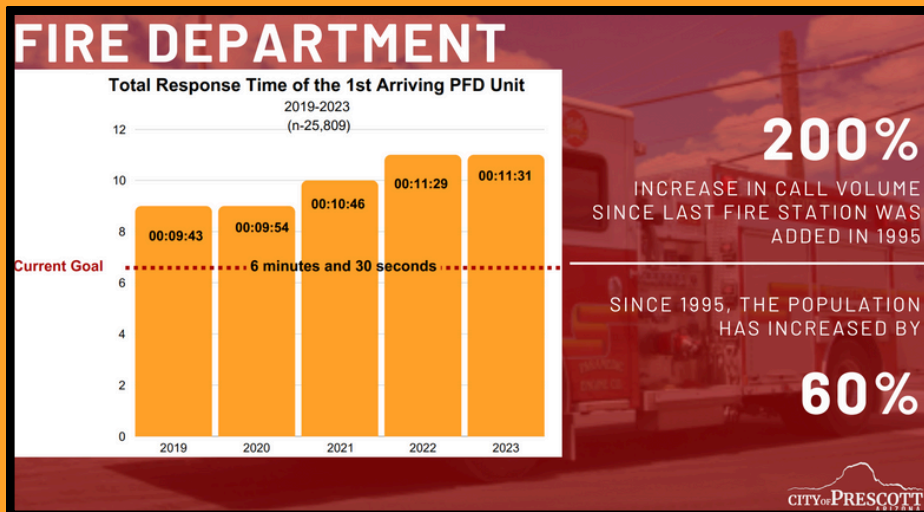
Training recruit firefighters has never been more important than today. The constrained labor market prompted the department to re-evaluate its traditional onboarding and recruiting practices. In the fall of 2024, we conducted our first successful regional academy in collaboration with CAFMA, yielding excellent results. This initiative enabled us to recruit applicants without prior firefighting certifications, thereby expanding our pool of qualified candidates. Throughout 2024, the department continually assessed and adapted its recruitment practices to meet the evolving needs of today's workforce and our growing department.



Public Safety Infrastructure Tax

Strengthening Prescott's Fire & Emergency Services

In 2024, the citizens of Prescott made a pivotal decision by passing Proposition 478, a measure designed to address critical service gaps within the Prescott Fire Department (PFD) and ensure the safety of both the community and its firefighters. This initiative represents a significant investment in the future of emergency response and public safety, allowing the department to meet the increasing demands of a growing city while prioritizing firefighter health, safety, and operational efficiency.



Addressing Critical Needs

For years, PFD has faced challenges common to many fire departments: rising call volumes, the need for modernized equipment, and staffing levels that must keep pace with community growth. Proposition 478 provides much-needed resources to enhance emergency response capabilities, improve firefighter safety, and optimize service delivery.

One of the most pressing concerns has been staffing shortages, which impact response times and firefighter well-being. The funding from Proposition 478 allows PFD to fill critical positions, ensuring adequate personnel are available to respond effectively to emergencies while reducing the burden of excessive overtime on current firefighters.

Additionally, firefighter health and safety have been a central focus of this initiative. Firefighting is an inherently dangerous profession, with exposure to harmful carcinogens and physically demanding conditions. Proposition 478 enables the department to invest in advanced protective equipment, cancer prevention initiatives, and wellness programs to safeguard those who serve the community.





Public Safety Infrastructure Tax: Strengthening Prescott's Fire & Emergency Services

Enhancing Service Delivery & Regional Collaboration

However, our commitment to improving response times goes far beyond Proposition 478. While this funding is critical, we simultaneously use existing revenue to facilitate technological advancements and also strengthen regional partnerships. New technology will help streamline operations, improve dispatch efficiency, and optimize resource deployment, ensuring that emergency services are delivered as quickly and effectively as possible.

Additionally, expanding mutual and automatic aid agreements with neighboring agencies will strengthen regional collaboration, allowing for faster response times and improved resource sharing across jurisdictions. These partnerships are crucial for handling large-scale emergencies and ensuring that every call receives the most effective response possible.

A Commitment to the Future

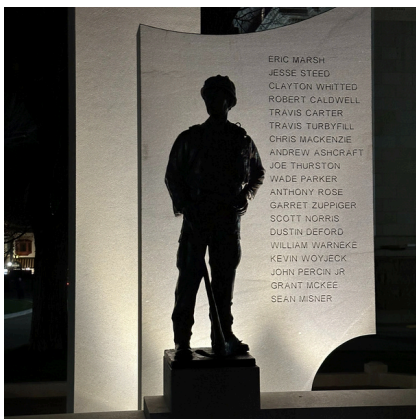
The passage of Proposition 478 is more than just a policy decision—it's a commitment from the citizens of Prescott to invest in the safety and resilience of their community. The Prescott Fire Department remains dedicated to delivering exceptional service, adapting to evolving challenges, and maintaining the highest standards of emergency response.


With this funding, PFD is better positioned than ever to protect lives and property, support its firefighters, and uphold the trust placed in them by the community. Proposition 478 is a defining moment for public safety in Prescott, ensuring that the city's fire and emergency services are prepared not just for today, but for the challenges of the future.

*Thank
you!*

Prescott Fire in the Community

- As in years past, our members proudly participated in parades and events defining Prescott's spirit, including the vibrant Rodeo Week and Arizona's Christmas City celebrations. These traditions honor our rich history and strengthen the bonds between our department and the people we serve.
- In April, the Firefighter Angel Fund Pancake Breakfast once again rallied support for families in need, raising vital funds to ensure that Christmas deliveries brought warmth and joy to local homes.
- In collaboration with Prescott Police and the City Manager's Office, we launched the state's first Baby Box at Fire Station 71, providing a safe option for the surrender of infants in their first days of life.
- June marked a powerful and long-awaited moment—the unveiling of the Granite Mountain Interagency Hotshot Crew (GMIHC) statue in Courthouse Square. A testament to resilience and remembrance, this project was the result of years of dedication from a community-based planning team formed in the wake of tragedy.
- To ensure the lessons of 2013 live on, the department conducted multiple staff rides in Yarnell for industry-specific stakeholders. These experiences provide invaluable insight into leadership, decision-making, and the realities of wildland firefighting, further cementing the GMIHC's lasting impact on the fire service.
- Prescott's historic hose cart races returned once again on July 4th weekend, drawing strong participation and celebrating the traditions of the late 1800s when firefighters tested their strength, skill, and teamwork.
- The department proudly hosted multiple recruit academy graduations and an awards/promotional ceremony, recognizing the dedication and achievements of our personnel.
- Prescott Firefighter's Charities, an independent 501(c)(3), provided \$24,447.84 in support to the community and local first responders in 2024, demonstrating the unwavering commitment of our members to giving back beyond the call of duty.
- The department also remained actively engaged in the Arizona Burn Camp, providing support, mentorship, and encouragement to young burn survivors, helping them build resilience and confidence for the future.
- A significant public outreach effort took place ahead of Proposition 478, ensuring the community was well-informed. The City Council adapted the city code and policy, allowing staff to provide clear and factual information to residents. This effort underscored our commitment to transparency and civic engagement.
- As always, the year concluded with one of the most meaningful traditions—the Firefighter Angel Fund's holiday gift deliveries. This initiative embodies the heart of our department, ensuring that families in need experience the joy and generosity of the season.



A blurred background image showing the lower halves and legs of several people in dark uniforms, possibly police or security, walking in a line. The image is out of focus, emphasizing movement and a sense of duty.

**THE MEMBERS OF THIS DEPARTMENT ARE
MOTIVATED BY A QUIET DETERMINATION
THAT WILL CARRY US FORWARD INTO A
BRIGHT FUTURE**

Our volunteers, civilians, and public safety professionals share a common identity. This mindset has been repeatedly affirmed and forged by challenge and adversity. You will see it reflected in all our interactions with our stakeholders. For the people of this organization, “Community First - Courage, Grit, and Duty - Driven by Excellence” is more than a slogan. It is our attitude and resolve that we face every challenge. We are certain that this department and the community will look back at this time when the motivational energy created by adversity, coupled with a clear plan, became the roadmap that helped create truly impactful solutions that will endure. Thank you for joining us on the journey!

QUIET DETERMINATION



FEATURED PROGRAM - CHIPPING PROGRAM

New Approach to a Valuable Program

In 2024, the Prescott Fire Department purchased and implemented the FireAside software program. This digital platform provides actual vegetation and structural information at the individual parcel level. The software covers three main areas:

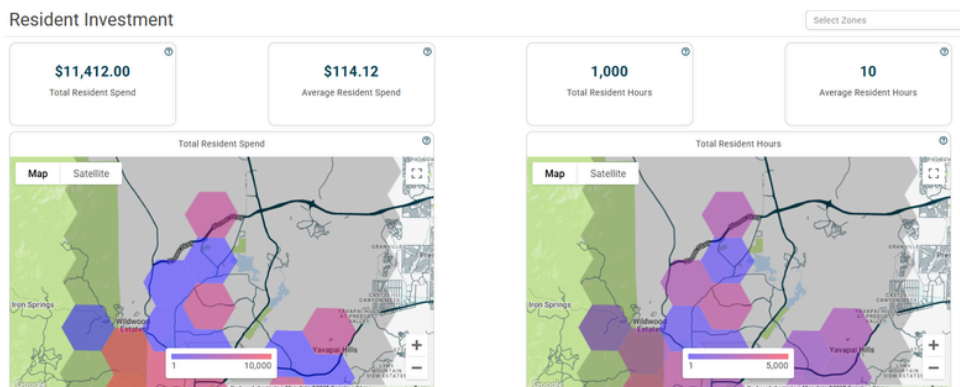
- Defensible Space Inspections (DSI),
- Chipping programs, and
- Grant implementation.



fire aside



Improved tracking enhances the community's fire adaptation by increasing homeowner engagement through detailed, interactive documentation of mitigation efforts. The system provides property-specific reports with photos, facilitates better effort tracking, and enables data analysis. The Chipping component streamlines program submissions and crew routing while improving homeowner communication. Advanced reporting enhances future planning, and the Grant component automates applications, broadening funding access. Overall, this shifts more mitigation responsibility from city crews to residents, expanding efforts within city limits.



Our Transition to the Fire Adapted Community Framework

In 2023, the Prescott Fire Department appointed Conrad Jackson as the Wildfire Risk Manager, responsible for developing strategies to minimize future risks to life and property. Beyond formulating long-term plans, his duties encompass community outreach and resident education. Conrad Jackson can be contacted at the Prescott Fire Department at 928-777-1700, ext. 7065.

A key aspect of his educational efforts is introducing the Fire-Adapted Community (FAC) framework to our region. This holistic approach emphasizes the collective responsibility of the entire community in wildfire preparedness, including actions before, during, and after a fire. Recognizing that wildland fires are an inevitable part of our environment, adopting the FAC framework ensures we are better equipped to coexist with their presence.

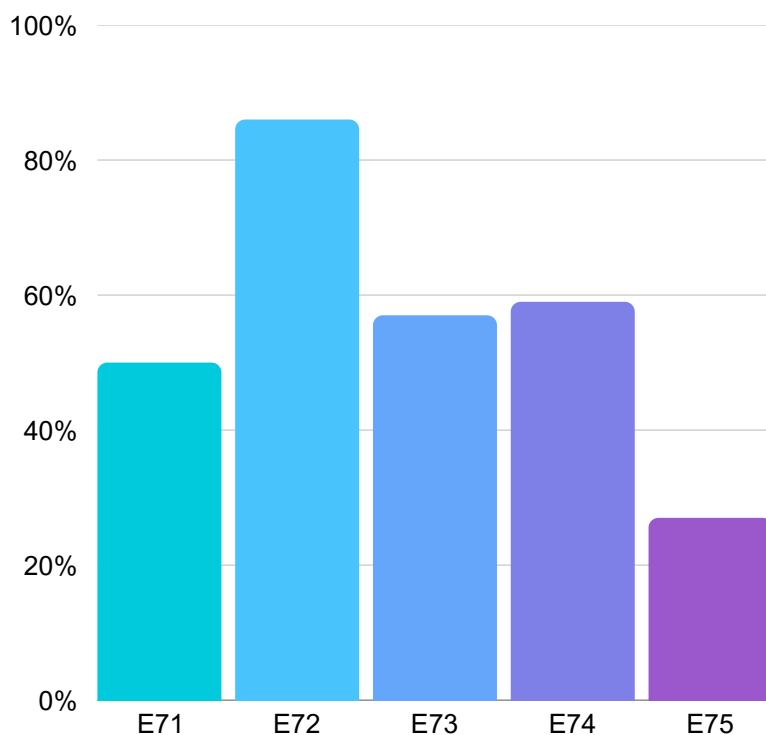




FEATURED PROGRAM - SYSTEM OPTIMIZATION

In February 2024, the Central Arizona Fire and Medical Authority (CAFMA) and Prescott Fire Department implemented the LiveMUM system to enhance their operational efficiency. The LiveMUM (Live Move-Up Module) is a software application developed by Deccan International that provides real-time coverage monitoring, alerting, and move-up recommendations for emergency response units. By integrating seamlessly with our Computer-Aided Dispatch (CAD) systems, LiveMUM tracks each unit's status, location, and incident assignment to identify coverage gaps. It then offers optimal, automated unit relocations, or "move-ups," based on PFD's customized coverage policies.

2024 Move-Up Effectiveness



The above chart shows the percentage of calls that each engine company ran when it repositioned to another area for coverage. This is known as the "batting average" and calculated by dividing the number of incidents assigned to the total repositioning assignments.



This integration has led to several notable improvements:

- **Improved Situational Awareness:** Dispatchers and field personnel now have access to intuitive, color-coded, real-time coverage maps, enhancing their understanding of current coverage and resource allocation.
- **Automated Move-Up Recommendations:** The system provides dynamic move-up suggestions without creating additional coverage gaps, reducing the reliance on static move-up charts and pre-planned schedules.
- **Enhanced Response Times:** By ensuring optimal unit placement, LiveMUM has contributed to more efficient responses to emergencies, potentially reducing response times.

These enhancements have collectively improved the effectiveness and efficiency of CAFMA and Prescott Fire Department's emergency response operations since the system's implementation.

2024 Awards and Recognitions



Firefighter of the Year

Travis Mayo

Recognized for his dedication to excellence and involvement in the department. Travis was recognized by his peers for his selfless attitude, dedication to learning, and representing the department's core identity.



Paramedic of the Year

Brandon Scott

Recognized for clinical excellence and mentoring new paramedics, as well as years of dedication to the EMS program.



Elks Firefighter of the Year

Adam Morris

Recognized for outstanding commitment to the PFD Honor Guard and serving as the Guard Commander during the 10th commemoration of the GMIHC tragedy.

City Years of Service Awards

Jeff Archer - 10 Years of Service
Butch Griskowitz - 10 Years of Service
Pat McCarty - 15 Years of Service
Dave Peterson - 25 Years of Service

Volunteer Achievements

More than 1,240 hours of Total Service Donated

2024 Personnel Changes

New Hires

Kristen Qualley – Administrative Specialist
Brogan Burch – Firefighter
Caley Cozens – Firefighter
Wesley Martinez – Firefighter
Payton Tilus – Firefighter
Sierra Smith – Administrative Specialist
Jacob Baker – Firefighter
Ryan Gruda – Firefighter
Devon Larson-Maffeo – Firefighter
Brendan McDonough – Firefighter
Robert Rooke – Firefighter
Tyler VanMierlo – Firefighter
Tina Heaton – Office Assistant
Anthony Valdez – Division Chief/Fire Marshal

Promotions and Reassignments

Brennan Johnstone – Captain
Samantha Beilmann – Engineer
Justin Buffington – Engineer
Robert Frias – Engineer
Travis Mayo – Engineer
Travis Weedon – Engineer
Lori Burkeen – Administrative Supervisor
Hannah Hickman – Administrative Coordinator

Retirements and Career Transitions

Jason Wallace – 24 years
Jeff Jones – 25.5 years
Teresa Morris – 11 years
Jaimie Sventek – 15 years
Alfredo Navarrete – 1.5 years

THE CRITICAL ISSUES AHEAD



The Prescott Fire Department remains dedicated to protecting our community while embracing new opportunities for growth and improvement. In 2025, several critical items will need to be addressed to help meet the evolving needs of Prescott's residents while enhancing the well-being of our firefighters.

Building Fire Stations and Expanding Capacity

With the additional public safety tax funding, we have prioritized increasing our response capacity by building new fire stations and strategically enhancing our operations. These improvements are essential to meeting the growing demands of our city and ensuring that when an emergency arises, help arrives quickly and effectively.

Partnering with the Community on Proactive Wildfire Mitigation

The increasing threat of wildfires remains a significant concern, and the department has strengthened its partnership with the community to mitigate risks proactively. With rising insurance cancellations due to wildfire hazards, we have expanded outreach efforts, fuel reduction programs, and homeowner education initiatives to help residents protect their properties and maintain coverage.

Improving Fire Station Facilities for Firefighter Health and Safety

A safe and healthy work environment is critical for our firefighters. This year, we will make significant investments in updating our fire stations to reduce exposure to harmful contaminants, improve living quarters, and implement modern safety standards that support the well-being of our crews.

Recruiting and Retaining a Highly Qualified Workforce

As the fire service faces increasing recruitment challenges nationwide, we have remained focused on attracting and retaining the best firefighters to serve Prescott. As the department adds additional firefighters and staff, competitive compensation, professional development opportunities, and a strong departmental culture will be key to ensuring that we build and maintain a workforce that reflects the highest standards of professionalism and service.



Community First - Courage, Grit, and Duty - Driven by Excellence





Prescott Fire Department

ISO Class 2 - Internationally Accredited

Community First - Courage, Grit, and Duty - Driven by Excellence

www.prescottfire.org

ERIC MARSH
E STEED
TON WHITTED
BERT CALDWELL
S CARTER
TURBYFILL
MACKENZIE
W ASHCRAFT
RSTON
PARKER
NY ROSE
T ZUPPIGER
TT NORRIS
TIN DEFORD
IAM WARNEKE
VIN WOYJECK
HN PERCIN JR
ANT MCKEE
AN MISNER

GRANITE MOUNTAIN HOTSHOTS

Dedication

This document is dedicated to our community, whom we have a duty to protect, and the public safety professionals that came before us. May we never forget their contribution and sacrifice to allow us the ability to stand on their shoulders so that we can envision a bold future.