

2025

Annual REPORT

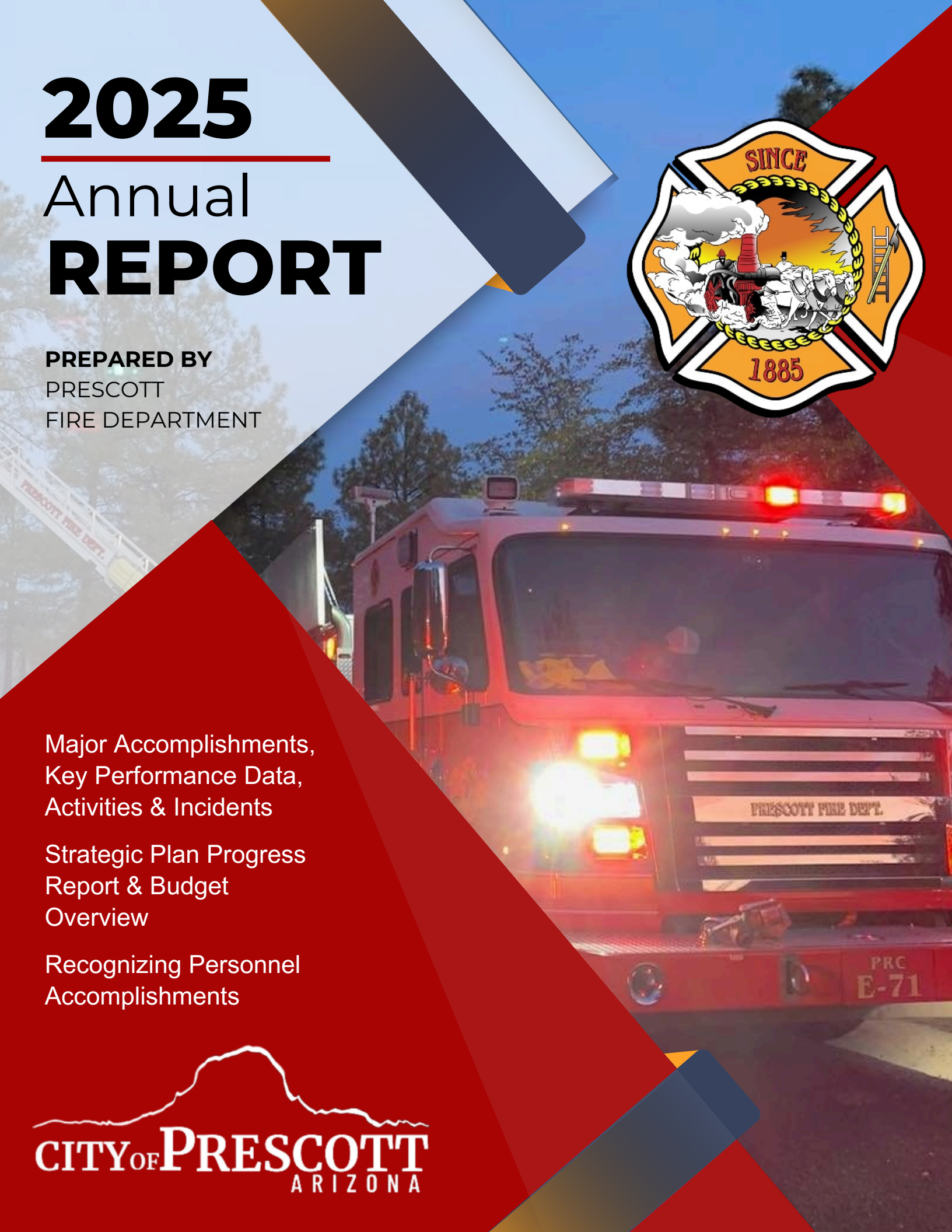
PREPARED BY
PRESCOTT
FIRE DEPARTMENT

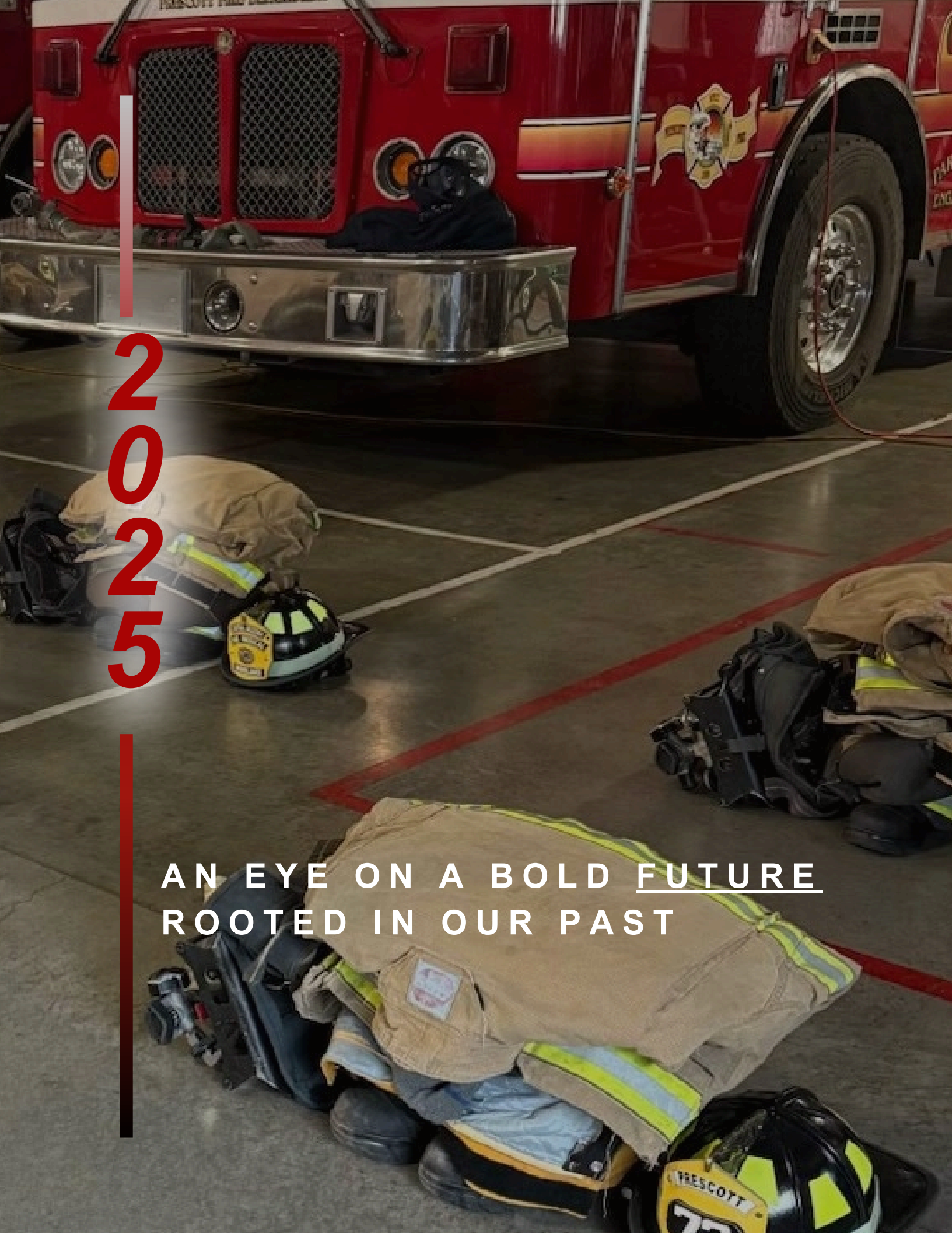


Major Accomplishments,
Key Performance Data,
Activities & Incidents

Strategic Plan Progress
Report & Budget
Overview

Recognizing Personnel
Accomplishments





2025

AN EYE ON A BOLD FUTURE
ROOTED IN OUR PAST

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CITY & DEPARTMENT LEADERSHIP

MAYOR & COUNCIL

Mayor Cathey Rusing
Mayor Pro Tem Lois Fruhwirth
Councilmember Mary Frederickson | Councilmember Ted Gambogi
Councilmember Jim Garing | Councilmember Patrick Grady
Councilmember Jay Ruby

CITY MANAGEMENT

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

DEPARTMENT SENIOR LEADERSHIP

Fire Chief Holger Durre
Deputy Fire Chief Thomas Knapp
Operations Division Chief Bill Hickey
Essential Services Division Chief Scott Luedeman
Community Risk Management Division Chief Anthony Valdez
Administrative Supervisor Lori Burkeen
Administrative Coordinator Hannah Hickman



LETTER FROM THE CHIEF

It's my honor to present the Prescott Fire Department 2025 Annual Report to our community and elected officials. This document is more than a glossy brochure; it's a formal commitment to transparency and a tool for continuous improvement and results-based strategic planning. But it is primarily the story of our civilians and uniformed employees delivering caring services to our residents and visitors.



The PFD Strategic Plan guides this work and this year we accomplished a milestone of 70% of the original 2023 plan goals being completed. This represents tangible benefits to our community and department readiness. For instance, the strategic plan has reduced engine "move-ups" by 86% and saved \$125,000 annually in fuel and maintenance through predictive analytics. Additionally, by properly triaging low-acuity medicals, we have reduced the number of units sent to non-critical calls, thereby increasing the availability of our primary engines for life-threatening emergencies by 10%.

In addition, the impacts of Proposition 478 are continuing to transform public safety in Prescott. Thanks to your support, we've begun hiring additional firefighters and staffed an engine company part-time, crucial for meeting our target of 8-minute response times for emergencies. We've restored formal leadership roles in Operations and Community Risk Management, and the renewed direction of the Wildfire Risk Management Program is addressing our greatest natural threat.

Our work accelerates in 2026. We'll continue to plan and build the physical infrastructure made possible by Proposition 478, modernize our facilities, and prioritize advanced training for our skilled first responders. We'll also continue to enhance our wildfire mitigation and response capabilities, just to name a few.

Our directive is clear, and that is to ensure that our north star remains in the community we serve with well-trained compassionate employees. Thank you for your trust and support.

Holger Durre





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.

VALUES

Integrity | Humility | Professionalism | Compassion | Trust |
Collaboration | Leadership | Competence | Innovation |
Ownership | Fun

PRESCOTT FIRE CORE IDENTITY

**Community
First**

**Courage,
Grit, and Duty**

**Driven by
Excellence**



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

2025 KEY DEPARTMENT FACTS

FULL TIME PERSONNEL DEMOGRAPHICS

Uniformed Personnel	84	<i>79 FTE Assigned to Operations</i>
Civilian Personnel	5	<i>Administration and Community Risk Management</i>

HOURLY AND VOLUNTEER PERSONNEL DEMOGRAPHICS

Part-time Hourly	3	<i>CRM and Logistics Support</i>
Volunteers	12	<i>1570 total hours donated in 2025</i>
Youth Cadets	12	<i>464 total hours</i>

COMMUNITY AND DEPARTMENT DEMOGRAPHICS

Population Served	48,403	<i>Average Daily Population is 100,000</i>
Stations	5	<i>Closest Unit Dispatch adds 10 CAFMA Stations</i>
Square Miles	42	<i>Automatic Aid to CAFMA - 369 sq. miles</i>
Incidents in Jurisdiction	12,155	<i>Total Incidents assigned to PFD - 10,452</i>
Total Valuation Protected	\$16.45 billion	<i>Yavapai County Assessor - Dec 2025</i>
2025 Revised Budget	\$17.99 million	<i>FY 25 Capital Outlay - \$26.9 million</i>
PFD Operational Budget/Total Property Valuation in Prescott	0.11%	<i>PFD Efficiency Measure</i>
Avg. Cost/Resident	\$371.67	<i>Ratio Only - Sales Tax Generation is driven by more than just residents</i>

PRESCOTT FIRE DEPARTMENT 2025 BUDGET OVERVIEW

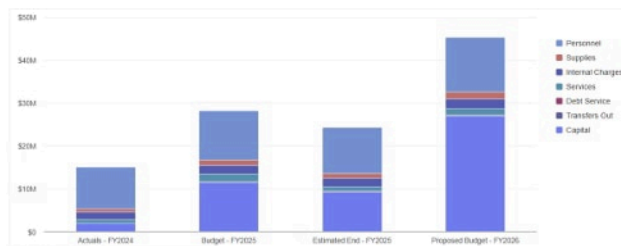
FUNDING SOURCES

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.

	ACTUALS	FY 2024-25 BUDGET	ESTIMATED END	PROPOSED BUDGET
	FY2024	FY2025	FY2025	FY2026
Program Revenue	\$983,780	\$1,986,598	\$1,133,352	\$2,685,110
Internal Revenue	-\$129,494	-	-\$36,418	-\$36,000
Total Program & Internal Revenue	\$1,113,274	\$1,986,598	\$1,169,770	\$2,721,110
Tax Base	\$13,886,397	\$25,951,395	\$22,860,838	\$42,208,937
Total Funding Sources	\$14,999,671	\$27,937,993	\$24,030,608	\$44,930,047

Data Updated May 03, 2025

EXPENDITURES BY CATEGORY



Data Updated May 03, 2025

During FY 26, the fire department began to spend some of the PSTI-funded initiatives. Much of what has been budgeted in the capital line items for the department is funded from this source. In addition, personnel were hired, which primarily included firefighters, to place Engine 76 in service during the day to reduce long response times and high call volume.

	ACTUALS	FY 2024-25 BUDGET	ESTIMATED END	PROPOSED BUDGET
	FY2024	FY2025	FY2025	FY2026
Department Expenditure Summary				
Operating				
Personnel	\$9,713,358	\$11,437,433	\$10,700,527	\$12,680,450
Supplies	\$718,577	\$1,253,972	\$1,083,732	\$1,642,309
Internal Changes	\$1,730,253	\$2,021,342	\$2,008,080	\$2,161,742
Services	\$872,099	\$1,785,570	\$1,092,586	\$1,502,996
Debt Service	-	-	\$0	\$0
OPERATING TOTAL	\$13,034,289	\$16,498,317	\$14,884,925	\$17,987,497
Capital	\$1,965,383	\$11,439,676	\$9,145,683	\$26,942,550
DEPARTMENT EXPENDITURE SUMMARY TOTAL	\$14,999,671	\$27,937,993	\$24,030,608	\$44,930,047

Data Updated May 03, 2025

PROGRAM-BASED BUDGET STRUCTURE

The department's budget structure has been 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 in 2025 to align with the growth of the department. The Prescott Regional Communications Center represents a 17th program that is funded by the Prescott Police Department.

1.0 - Office of the Chief | Fire Chief Holger Durre

- 1.1 Administrative Services (Criterion 9C) - Program Manager: Burkeen
- 1.2 Leadership and Management (Categories 1, 7, 10) - Program Manager: Durre
- 1.3 Research and Technology (Criterion 9D) - Program Manager: Knapp
- 1.4 Budget & Capital Investments (Category 4, Criterion 6A) - Prog. Manager: Knapp
- 1.5 Org. Perf. Mgmt. (Category 2 &3) - Program Manager: Durre/Hickman
- 1.6 Workforce Development (Criterion 7B) - Program Manager: Knapp

2.0 - Emergency Operations Division | Division Chief Bill Hickey

- 2.1 Fire Suppression (Criterion 5E) - Program Manager: Hickey
 - 2.1.1 Wildland Group (Criterion 5K):Seets/Cooley
- 2.2 Special Operations - Program Manager: Hickey
 - 2.2.1 ARFF Group (Criterion 51) - Coordinator: Bauman
 - 2.2.2 Hazmat Group (Criterion 5H) - Coordinator: Johnstone
 - 2.2.3 TRT Group (Criterion 5G) - Coordinator: Beyea
- 2.3 Emergency Medical Services - Program Manager: Haskell
 - 2.3.1 EMS Group (Criterion 5F) - Coordinator: Frias
- 2.4 Health and Safety (Category 11) - Program Manager: Moffitt
- 2.C Prescott Regional Comms Center (Criterion 9B) - Prog. Manager: Delung/Martin

3.0 - Community Risk Management Division | Division Chief - Fire Marshal Anthony Valdez

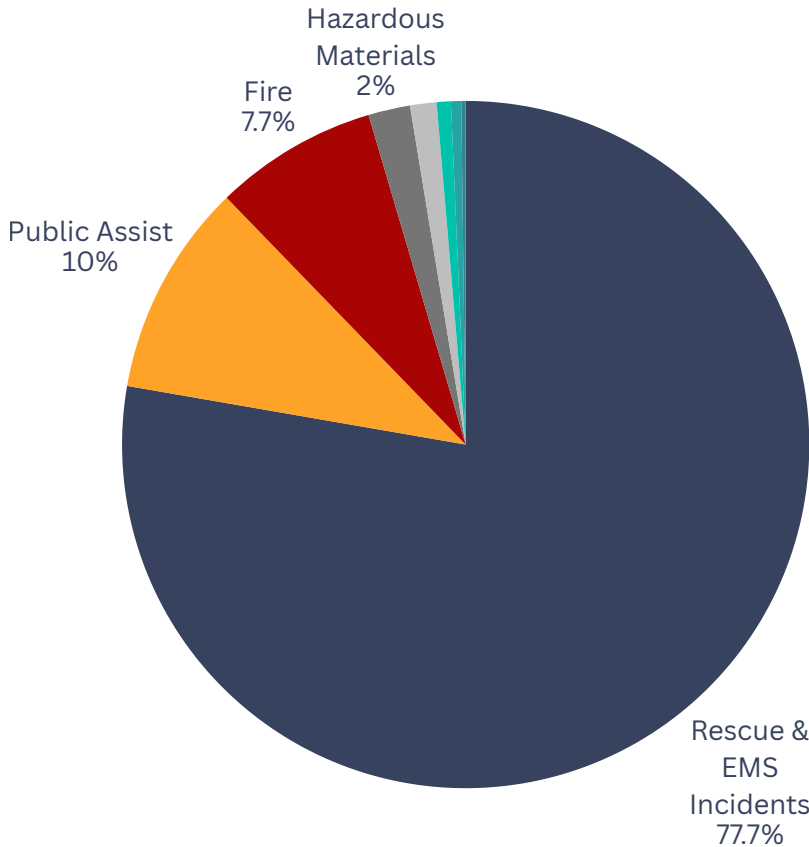
- 3.1 Risk Reduction and Planning Services (Criterion 5A & 5B)-Program Manager: Valdez
- 3.2 Emergency Management (Criterion 5D) - Program Manager: Valdez
- 3.3 Fire Investigations (Criterion 5C) - Program Manager: Valdez
- 3.4 Wildfire Risk Management (Criterion 5B and 5K) - Program Manager: Jackson

4.0 - Essential Services Division | Division Chief Scott Luedeman

- 4.1 Training (Category 8) - Program Manager: Luedeman
- 4.2 Maintenance and Logistics (Criterion 6B through 6F) - Program Manager: Luedeman
 - 4.2.1 Logistics (Criterion 6B, 6E, and 6F) - Luedeman (6B and 6F)/Seets (6E)
 - 4.2.2 Facilities (Criterion 6B) - Luedeman
 - 4.2.3 Fleet (6C and 6D) - Luedeman

2025 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 2025 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	% of Total
Rescue & EMS Incidents	77.73%
Public Assist	10.02%
Fire	7.68%
Hazardous Materials	1.97%
Information and Investigation	1.24%
Wildland Fire	0.67%
ARFF	0.48%
Technical Rescue	0.21%
Total	100%

2021-2025 Response Time Overview

Joint PFD/CAFMA Standards of Cover Areas

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

	Goal	2021	2022	2023	2024	2025
1st Arriving	00:08:00	00:11:55	00:12:14	00:12:22	00:13:01	00:13:40
# of Incidents		9,160	9,321	9,298	8,870	8,424

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

	Goal	2021	2022	2023	2024	2025
1st Arriving	00:08:00	00:14:10	00:12:06	00:12:39	00:12:23	00:12:01
# of Incidents		71	48	60	69	41

2025 NOTABLE INCIDENTS

January 18th, 2025: (Aircraft Incident): Fire crews responded to an aircraft crash that landed short of Runway 3R. All occupants were uninjured and no fuel leak or fire was present. The scene was secured and turned over to airport operations and police.

January 20th, 2025: HazMat Leak YRMC in boiler room. Seven T1 engines, Fire Chief, Operations Chief, CRM staff, Regional HazMat team, 2 Battalion Chiefs, and PPD all responded to a chemical leak at YRMC West. The incident also required City of Prescott leadership and Office of Emergency Management. The incident was brought to safe resolution in 5 hours.

March 7th, 2025: Fire crews responded to a working residential structure fire. Firefighters established a water supply, conducted an interior fire attack, and completed a primary search, confirming all occupants were out of the structure. The fire was quickly controlled and one pet cat was rescued from the home and treated with oxygen before crews completed salvage and overhaul operations.

May 27th, 2025: Fire crews assisted neighboring agencies and the U.S. Forest Service with a wildland fire on Schoolhouse Gulch Road, providing mutual aid support during suppression operations.

June 22nd, 2025: Fire crews responded to a residential structure fire with smoke and flames visible from the garage area. Firefighters quickly knocked down the fire and confirmed both residents were safe outside the home. Crews checked for fire extension, cooled remaining hot spots, and remained on scene during the fire investigation.

August 13, 2025: Fire crews responded to a fatality accident on Williamson Valley Road at approximately 0700. One male patient pronounced at the scene.

August 15, 2025: Fire crews responded to a multi-vehicle accident on State Route 89 north of the airport. Two vehicles were involved at a high rate of speed. Two patients flown to level one trauma centers. Three T1 engines, 2 Battalion Chiefs, 2 Division Chiefs, 2 air ambulance and one ground ambulance on scene.

August 18th, 2025: Fire crews responded to a working structure fire in the Timber Ridge neighborhood. Crews secured a water supply, conducted an interior fire attack, and completed primary and secondary searches confirming all occupants were out of the home. The fire was brought under control and crews completed ventilation, salvage, and overhaul operations.

October 18th, 2025: Fire crews responded to the Granite Dells for a report of a patient crushed by a large boulder. Crews hiked into the remote area, assessed the patient, and determined the displaced boulder was stable and no longer a threat. The patient was packaged in a Stokes basket and carried out to awaiting medical transport before being airlifted to a higher level of care.

December 16th, 2025: Fire department technical rescue personnel responded to a backcountry rescue after a male patient reportedly fell from a cliff. Crews deployed a reconnaissance team to assess the patient and begin treatment while additional personnel established a rope system to safely remove the patient from steep terrain. The patient was then transported in a Stokes basket with a wheeled litter to awaiting medical care.

December 29th, 2025: Fire crews responded to a reported structure fire where heavy smoke was observed coming from the roof upon arrival. Crews established a water supply, deployed hoselines, and conducted an interior attack after ensuring a Rapid Intervention Crew was in place. The fire was in the chimney chase and quickly extinguished while crews checked for extension and completed salvage operations. No injuries were reported, and the scene was turned over to fire prevention personnel for follow-up.



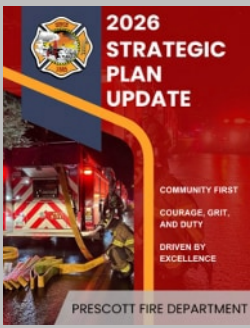
HIGHLIGHTS OF STRATEGIC PLAN PROGRESS



"Public service must be more than a job efficiency; it must be a calling to do something for the people." — Margaret Chase Smith

Since the 2023 adoption of the current strategic plan, several notable achievements have been accomplished. This includes:

- Focusing on **improving cardiac arrest survival** to improve overall patient outcomes.
- A **10% reduction in call volume** for engine companies due to a rebalancing of dispatched units by using priority medical dispatching and our Standards of Cover.
- **Reducing forced overtime by 46%** over the last two years.
- Development of a **comprehensive health and safety plan** and prioritizing clean air and reducing exposure to carcinogens in fire stations.
- **Establishment of a wildfire risk management program** to renew our commitment to addressing the primary risk faced by the community.
- **Measuring performance** and establishing clear targets for outcome measures.



STRATEGIC PLAN

ANNUAL PROGRESS REPORT

Fire Department Strategic Plan Progress Dashboard (22 Total Initiatives)				
Not Started	Delayed/Off Track	Behind Schedule	On Track	Completed
<i>Waiting for objectives or not yet started based on the timeframe of the goal</i>	<i>The goal is delayed or not realistic due to lack of resources or capability</i>	<i>The goal is being worked on but behings originally targeted completion and should be evaluated</i>	<i>The goal is being worked on, and progress is being made aligned within the timeline</i>	<i>The goal is implemented and being monitored for continued progress</i>
0%	0%	5%	60%	35%

In March 2023, the council approved a new strategic plan that focused on driving results and measuring progress. Since then, the Prescott Fire Department has diligently worked to implement innovative tracking mechanisms, modifying administrative practices and establishing new systems to support this approach. While managing change can be challenging, we are fully committed to this endeavor and proud of our members' dedication to overcoming these challenges. This plan is a living document, updated annually and presented to the City Council for feedback and collaboration.

Progress and Achievements

The plan is reviewed each year, and approximately 70% of the original goals have been achieved, which includes 35% of the strategic planning goals for 2025. When combined with the original goals, this means that 95% of our overall objectives since 2023 have been completed, monitored, or are on track to be accomplished within projected timelines. This year, we made remarkable strides on capital investments related to Proposition 478, completing land acquisition, reaching nearly 30% design, and preparing a Request for Qualifications (RFQ) for construction. Additionally, personnel have been hired to initiate the phased implementation of the additional engine company proposed as part of the PSTI.

Highlights of Strategic Plan Accomplishments for 2025

- **Cardiac Arrest Survival - Goal 1B:** A baseline system for reporting cardiac arrest survival has been established using various databases, including YRMC patient care data. The baseline survival rate for 2025 was slightly above the national average.
- **Reducing Low-Acuity Impacts - Goal 1D:** We enhanced emergency response efficiency by implementing a tiered dispatch system that utilizes historical outcome data to optimize resource allocation. This approach reduced unnecessary ambulance deployments by prioritizing transport units for high-acuity incidents, thereby preserving system capacity.
- **Infrastructure Improvements - Goals 2B and 2C:** Significant progress was made this year with the necessary land acquisition, design contracts, and achieving 15% design on the new stations. The RFP for construction services is currently under review, and as of March 2026, the projects are nearing 30% design.
- **Health and Safety Action Plan - Goal 3A:** After assessing air quality in our facilities and reviewing facility condition data, we implemented a comprehensive health and safety action plan. This resulted in the installation of direct source exhaust capture, designated storage for bunker gear, and reduced exposure risks for personnel on scenes and within the stations.
- **Joint Risk Assessment and Standards of Cover - Goal 4D:** As part of our renewed focus on comprehensive risk evaluation and our aim to accurately represent the response performance of our joint response system with CAFMA, we developed the first in the nation CRA/SOC, created collaboratively by two separate governmental entities. This vital initiative is now being utilized to drive improvements in response times and is integrated into our Live MUM engine positioning systems.

PUSH-IN CEREMONY

This time-honored tradition dates back to the 1800s when firefighters would “push” their new equipment into the station by hand. We’re proud to carry this tradition forward as we honor our history and celebrate these important additions to our fleet.



Brush 72



Engine 72

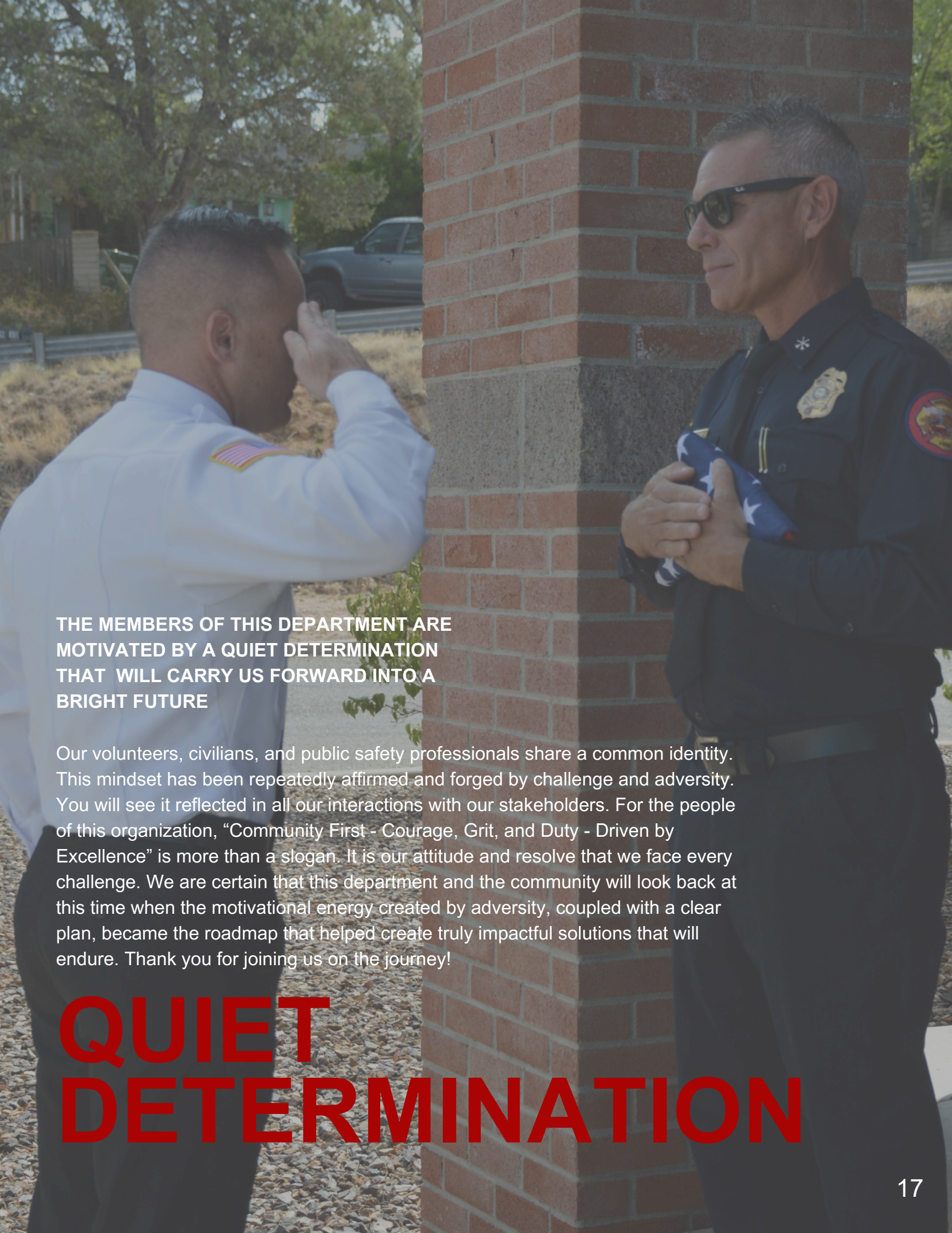


Water from an existing engine is transferred into the new apparatus, symbolizing continuity of service and readiness.



Truck 72

Firefighters, dignitaries, and community members join together to push the apparatus into the bay, signifying the beginning of its service to Prescott.



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

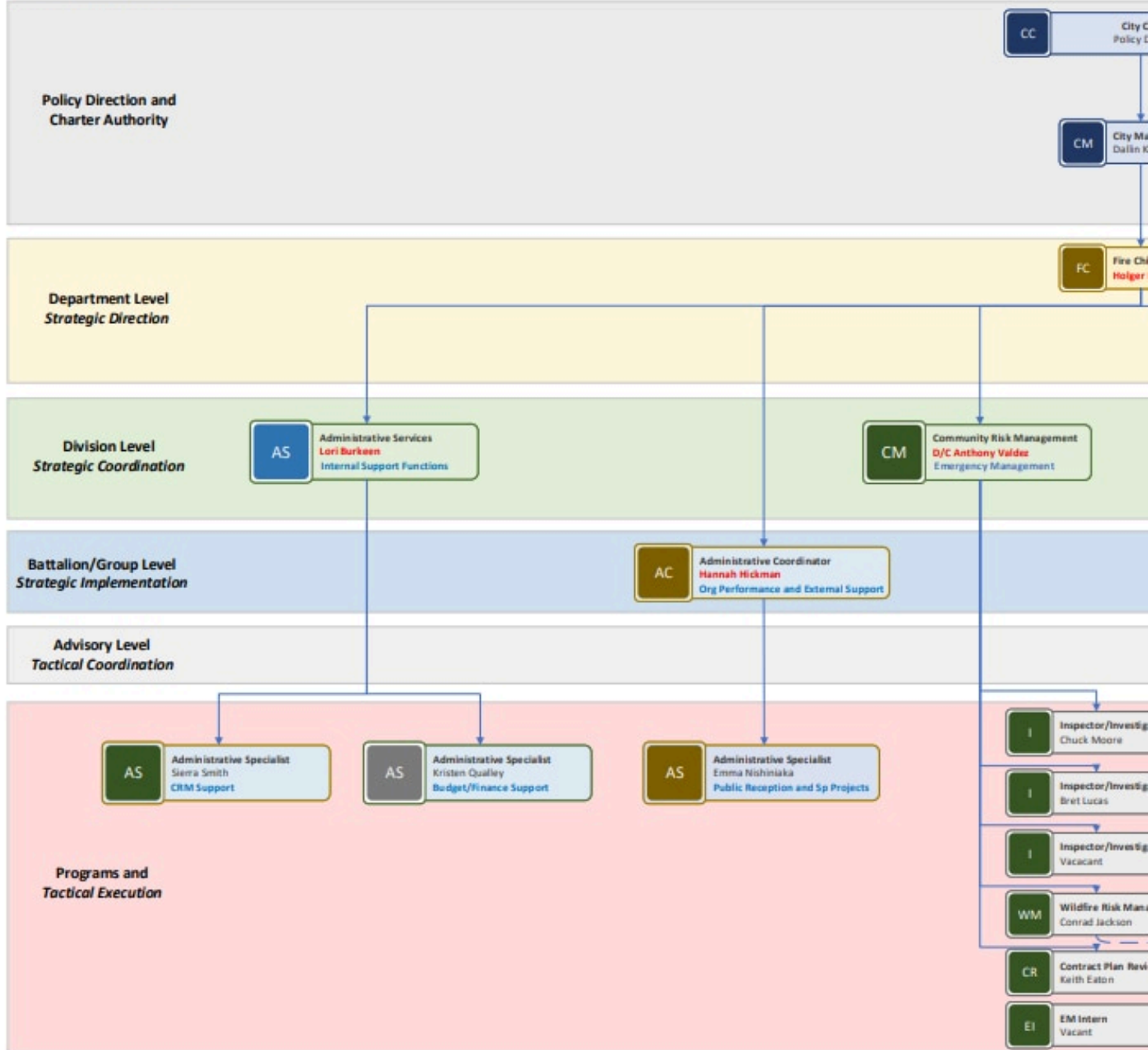
Our volunteers, civilians, and public safety professionals share a common identity. This mindset has been repeatedly affirmed and forged by challenge and adversity. You will see it reflected in all our interactions with our stakeholders. For the people of this organization, “Community First - Courage, 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



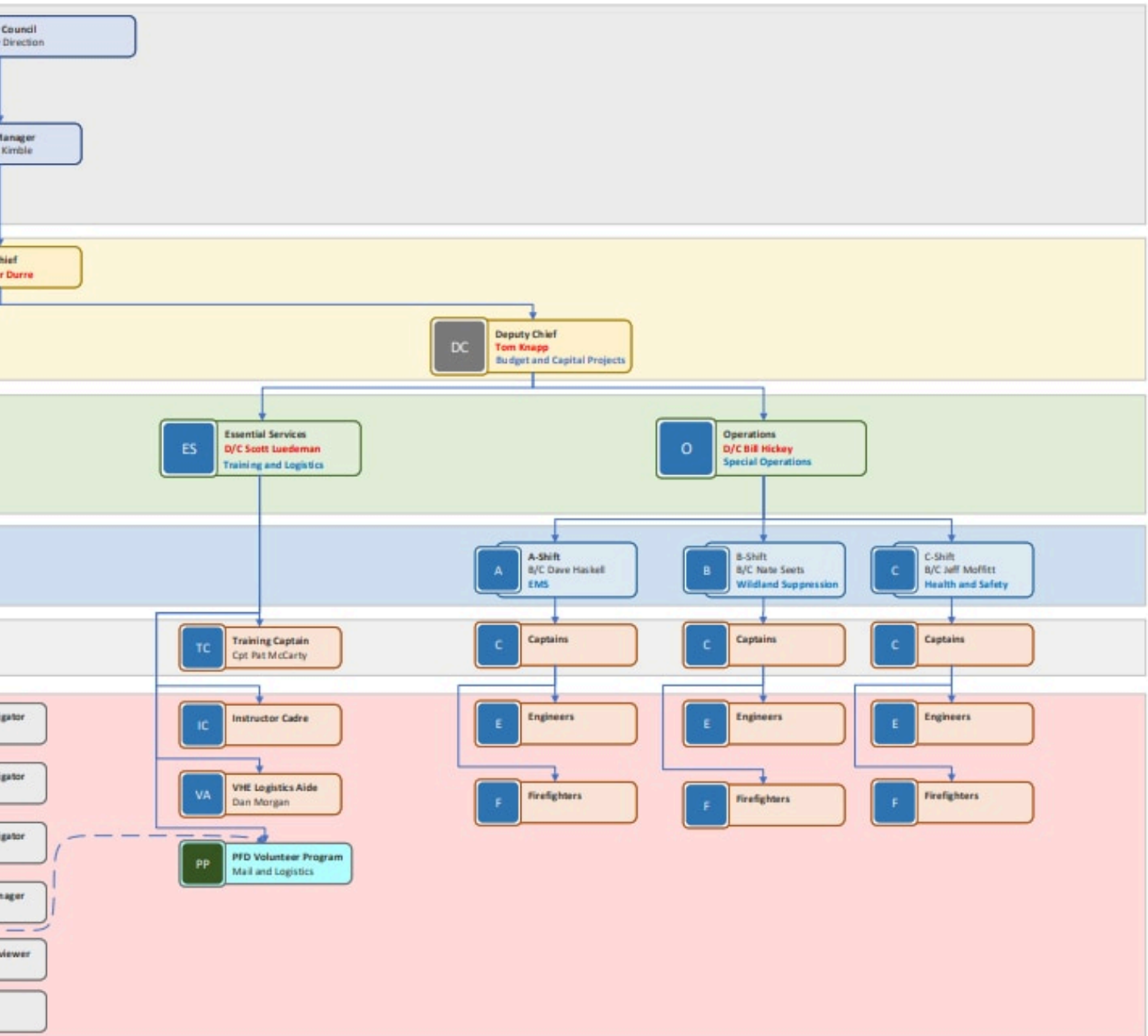
Prescott Fire Department

Primary Group Role



Names in Red denote Senior Leadership Team Members

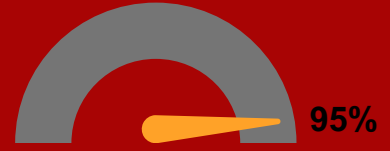
Organizational Chart



Revised 02/04/2026 v 2.0

OFFICE OF THE CHIEF

2025 STRATEGIC PLAN
OBJECTIVES COMPLETED
OR ON TRACK



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:	\$17,987,497
Cash Value of Property within the City of Prescott:	\$16,453,904,478

Ratio PFD Funding/Property Value:	0.11%
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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	3	Grants, Contracts, Finance, Payroll, and CRM Support

Staffing for the Office of the Chief consists of two chief officers and five full-time administrative personnel assigned to all major divisions throughout the department.

2025 ACTIVITY HIGHLIGHTS

- The department was granted **accredited status** for a second time showcasing our commitment to continuous improvement.
- Initiated the **design process** for two new fire stations.
- Implemented the **first in the nation Joint Risk Assessment and Standards of Cover** with CAFMA.
- Placed **several technology upgrades** in service that include modern station alerting to reduce total response time.

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 15 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.



OFFICE OF THE CHIEF

2025 MAJOR ACCOMPLISHMENTS

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

- Secured multiple grants, including the SHSGP HazMat meter, 100 Club safety grant.
- Implemented a new fire station alerting system (Honeywell G2) that is expected to reduce total response times.
- Initiated funded fire station projects through land procurement and beginning architectural design.
- Promoted a new Operations Chief and Battalion Chief to fill attrition-related vacancies.
- Implemented a data dictionary to document the details in which data across the department is captured and analyzed to ensure data consistency year-over-year.
- Implemented ImageTrend Live (Reporting) and transitioned to the new National Emergency Response Information System (NERIS) reporting modules for fire investigations, inspections, and quality improvement.
- Developed dashboards for mapping, turnout time analysis, and call volume.
- Migrated the department's personnel scheduling software TeleStaff to the Cloud for improved scheduling accuracy.
- Achieved international re-accreditation through the Commission on Fire Accreditation International using a first in the nation joint response governance document with Central Arizona Fire and Medical Authority (CAFMA).
- Incorporated the department's "8 Rules of Engagement" which outlines basic department-level expectations into annual career conversations. These directly support the culture.
- Presented the department's technology implementation of the engine pre-positioning system at a fire industry conference to over 650 attendees.
- Modernized administrative processes by transitioning to electronic P-Card receipts, electronic hold harmless forms, and electronic career conversation credentials.



EMERGENCY OPERATIONS DIVISION

OUTCOMES AND IMPACTS

The Operations Division has experienced a **26.98% increase** in personnel since FY 2024. This growth is a result of strategic hiring aimed at mitigating the effects of forced hiring, which has **decreased by 46%** during this period. These efforts have enhanced backfill capabilities and ensured minimum staffing for our engines. Consequently, in 2025, we have seen a 10% reduction in firefighters logging over 400 overtime hours annually, marking a significant advancement towards a healthier and more sustainable workforce. Additionally, we have started to create positions funded by Proposition 478 to staff an extra engine company during daytime hours.

OPERATIONS DIVISION STAFFING OVERVIEW

Position	FY 2024	FY 2025	FY 2026	FY25/26 Percent Change
Division Chief	1	1	1	0%
Battalion Chief	3	3	3	0%
Captain	16	17	18	5.88%
Engineer	19	20	21	5.00%
Firefighter	24	27	37	37.04%
Total	63	68	80	17.65%

Tiered Dispatching

In 2025 "Tiered Dispatching" was implemented to optimize how we use our resources. By evaluating the outcomes of lower-acuity incidents, PFD now balances the number of units dispatched with the actual demonstrated risk. This ensures that specialized resources remain available for high-priority emergencies rather than being over-committed to low-risk calls. The initiative has already improved operational efficiency, yielding a 10% reduction in the impact of low-acuity calls on engine companies since October 2025. Furthermore, there has been a reduction in over-dispatching to lower-priority medical incidents by 15%. This evidence-based dispatching enhances system resilience while maintaining high service standards across the community.

2025 SAMPLE PERFORMANCE METRICS

Metric	CY 2023	CY 2024	CY 2025	Percent Change
% Firefighters working no more than 400 hours overtime annually	81.7%	73%	80.7%	10.54%
Firefighters work-related injury rate	7.9%	7.4%	10%	35%
# of Hazmat Responses Provided	192	235	141	-40%
% of responses provide within turnout time benchmarks	70% (n=5,378)	78% (n=5,332)	81% (n=4,135)	-3.85%
# of Aircraft Rescue firefighting calls for service provided (Commercial and General)	30	49	33	-32.65%



EMERGENCY OPERATIONS DIVISION

2025 MAJOR ACCOMPLISHMENTS

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

- Implemented Emergency Medical Dispatching (EMD) to provide immediate, step-by-step medical instructions to callers in partnership with PRCC.
- Implemented redesigned tiered response plans regionwide to optimize unit dispatching based on incident acuity. Conducted training on career conversations for all captains (front-line supervisors captain).
- Adopted Decontamination Policy and on-scene decontamination to reduce firefighter cancer risk.
- Completed 100% employee NFPA 1582 medicals.
- Offered department-wide esophageal cancer screenings.
- Implemented a Comprehensive Health & Safety Plan and conducted third-party air quality testing.
- Established an integrated system of measuring cardiac arrest survival rates with YRMC and AMR. Implemented a nationally compliant medical chart review system for continuous quality improvement (staffing software).
- Established new captains meeting approach and reshaped organizational communication to be more consistent and focus on the first-line supervisors' role and support in this critical process.
- Delivered CPR programs and conducted cross-training with community partners.
- The department is proud to congratulate 6 graduating paramedics, who bring their knowledge, clinical skill, and resilience required to deliver life-saving care in a high-pressure environments while serving our community with professionalism and compassion.

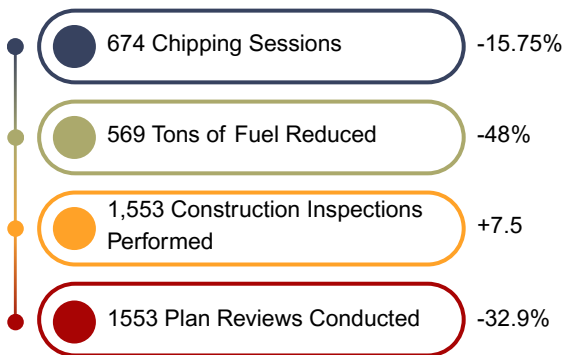


COMMUNITY RISK MANAGEMENT DIVISION

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.

2025 ACTIVITY MEASURES



STAFFING ASSIGNMENTS

Position	FY 2024	FY 2025	FY 2026
Division Chief/Fire Marshal	0	1	1
Plan Reviewer/Inspector/Investigators	2	2	3
Wildfire Risk Manager	1	1	1
Emergency Management Intern (VHE)	1	1	1
Total	4	5	6

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 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.

COMMUNITY RISK MANAGEMENT DIVISION

2025 MAJOR ACCOMPLISHMENTS

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

- Adopted the 2024 Fire Code to increase regional consistency and reduce local amendments.
- Aligned fire code development and enforcement with state statute.
- Conducted significant preparatory work including stakeholder engagement and technical research to prepare for the 2024 International Wildland Urban Interface (WUI) Code Adoption.
- Implemented a new citywide Emergency Notification System (RAVE ENS) in partnership with PRCC.
- Supported a rapid refueling process at Prescott Love Field for critical airport and Department of Defense operations.
- Successfully adopted an updated fire fee schedule.
- Hired an Emergency Management Intern to create a COOP, Debris Management Plan, and update the City's Emergency Operations Plan.
- Secured approval and began the hiring process for a new Plans Reviewer/Inspector funded by Proposition 478.
- Strengthened partnerships with YCOEM, PVOEM, CAFMA, and YCCA.



ESSENTIAL SERVICES DIVISION

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.

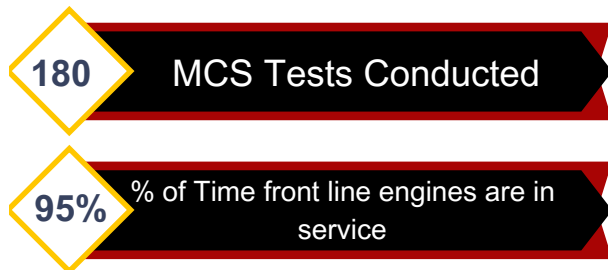
Promotional and Hiring Processes Conducted: 3	Total Training Hours by PFD Employees 43,611
After-Action Reviews Conducted: 8	

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.

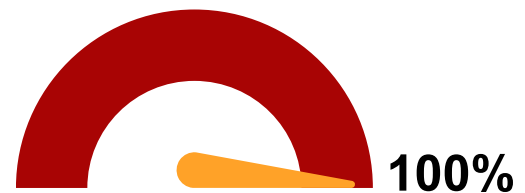
STAFFING ASSIGNMENTS

Division Chief	1
Training Captain	1
VHE Logistics Aid	1

2025 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 2025, we conducted our third 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. The department continues to assess and adapt its recruitment practices to meet the evolving needs of today's workforce and our growing department.



ESSENTIAL SERVICES DIVISION

2025 MAJOR ACCOMPLISHMENTS

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

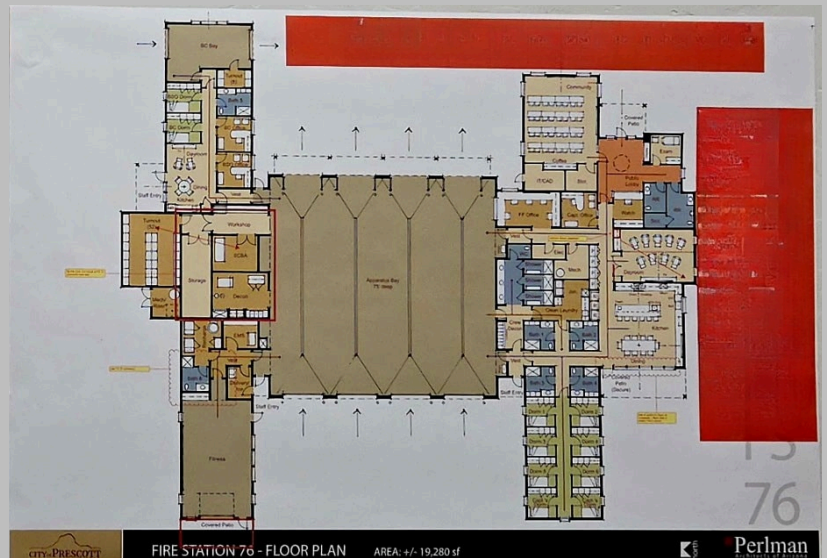
- Placed new apparatus into service: one Type 1 Engine, one 105' Ladder Company, two Brush Trucks, four staff vehicles, and one boat.
- Ordered additional engines, a truck company, and a support vehicle.
- Placed a new air compressor into service at FS71 for SCBA bottle refills. Completed a remodel to the Battalion Chief office and built two new workstations at FS71.
- Completed the design and procurement phase for the new Training Tower.
- Installed direct exhaust capture systems in all stations and the training center.
- Installed air curtains at Stations 73 and 74 to reduce particulate contamination in living spaces.
- Implemented Connex box turnout storage and removed exercise equipment from bays to prevent exposures.
- Conducted two recruit academies for 15 recruits and made successful adjustments to the recruitment and testing process that more than tripled initial applicant counts. Developed and implemented the 2025 Training Plan.
- Completed Training Captain selection and finalized Acting Books.
- Managed acting training and certification for 11 Acting Engineers and 7 Acting Captains.
- Implemented the department's first organizational succession planning documents for resource planning and development.



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: 2025 Progress Update

In 2024, our community made a definitive commitment to the future of our city's safety by supporting the Public Safety Tax Initiative. As we conclude 2025, the PFD is proud to share that your investment is already producing tangible results. We are not just planning for the future; we are actively building a faster, safer, and more resilient department to serve you.

Strengthening Our Ranks

The foundation of any fire department is its people. To prepare for the upcoming expansion of our services, we have successfully added 10 new sworn positions to our roster:

- 2 Captains
- 2 Engineers
- 6 Firefighters

While these personnel are ultimately destined for the new Station 76, they are already making a difference today. We have utilized this team to staff an additional daytime engine company. By targeting the highest call-volume hours of the day, we have successfully begun to reduce response times, ensuring that help arrives faster when every second counts.

The Road to Station 76

We are thrilled to report significant milestones in the development of Station 76. This facility will be a cornerstone of protection for our growing community. Our progress this year includes:

- **Land Acquisition:** Completed. We have secured the optimal site for maximum coverage.
- **Construction Contract:** Formally posted and awarded to our build partners.
- **Design Phase:** We have reached the 30% design milestone, ensuring the facility meets modern operational needs and environmental standards.
- **Apparatus:** A new, state-of-the-art fire engine has been purchased and is currently on order, timed to arrive for the station's grand opening.

Prioritizing Firefighter Health & Safety

The Public Safety Tax Initiative isn't just about external growth; it's about protecting those who protect you. Long-term health and cancer prevention remain top priorities for the PFD. This year, we completed two major health initiatives across all existing stations:

1. **Direct Exhaust Capture Systems:** We have installed advanced filtration systems in every apparatus bay. These systems capture diesel exhaust at the source, preventing toxic fumes from lingering in the living and working quarters of our firefighters.
2. **Dedicated Bunker Gear Storage:** To prevent cross-contamination, we have constructed separate storage areas for all bunker gear. By moving gear out of the apparatus bays and into climate-controlled, ventilated spaces, we ensure that carcinogens trapped on gear do not off-gas into the areas where our crews eat and sleep.

Our Promise: Your support has allowed us to accelerate these vital projects. We remain committed to transparency, fiscal responsibility, and—above all—the safety of this community.



APN: 106-01-0033
OWNER: CITY OF PRESCOTT
PARCEL OF DEED# 2017-0042891 YCR
INV 5011.21 (367)



FEATURED PROGRAM

JOINT CRA/SOC

In 2024, the Prescott Fire Department sought re-accreditation from the CFAI by implementing an innovative Community Risk Assessment and Standards of Cover (CRA/SOC). This document analyzes community risks and establishes emergency response goals, developed in partnership with the Central Arizona Fire and Medical Authority (CAFMA) using a closest unit dispatch system.

Key benefits include:

- Coordinated and efficient emergency response
- Tiered dispatching for optimal resource use
- Improved response times for community assistance

Both agencies agreed on response time targets and coordinated policies for high-quality services, leading to successful independent peer reviews and accredited status. This approach has been praised by the commission and has inspired interest from other departments seeking similar accreditation strategies.

Our Approach to Continuous Improvement

The Prescott Fire Department emphasizes continuous improvement over sole accreditation. This cultural shift empowers members to challenge the status quo, fostering a dynamic environment focused on daily excellence rather than checklist compliance. By examining all operations, from emergency response to procurement, incremental improvements enhance outcomes and service quality, ensuring effective practices and high protection standards for the community.



E4

Turnout time
18 sec

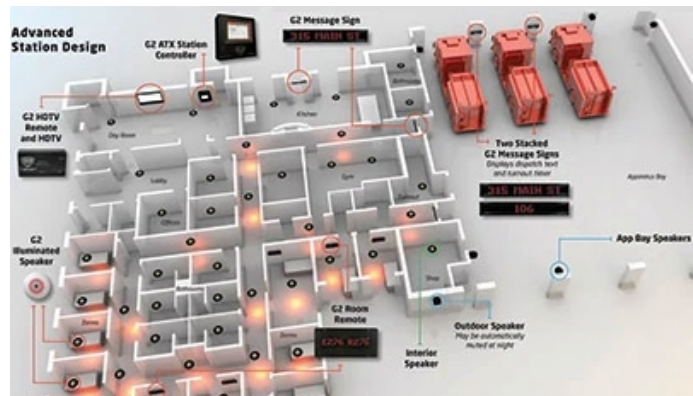
FEATURED PROGRAM

STATION ALERTING

The G2 system is a sophisticated alert network with key features:

- **Automated VoiceAlert:** High-quality text-to-speech delivers dispatch details clearly.
- **Simultaneous Alerting:** Notifies all units across multiple stations in under one second.
- **Multi-Sensory Awareness:** Equipped with LED message boards and TV monitors displaying critical call data instantly.
- **"Heart-Friendly" Ramping:** Uses gradually increasing lights and tones to minimize cardiac stress for crews.

In 2025, the PFD achieved a major technological milestone by completing the department-wide installation of the Phoenix G2 Fire Station Alerting System. This IP-based solution has fundamentally changed how we receive and process emergency calls, moving us away from legacy manual processes toward a fully automated, high-speed dispatch environment.



The G2 system significantly enhances our dispatch center by automating call announcements, reducing manual tasks for dispatchers and eliminating "call stacking." This improvement increases situational awareness, allowing dispatchers to monitor multiple incidents via a centralized dashboard, resulting in shorter call-processing times for the community.

Currently, all PFD stations are equipped with the G2 system as we enter the optimization phase, focusing on:

- Monitoring effectiveness by tracking reductions in turnout and response times.
- Final tuning of volume, speaker zones, and visual displays for peak performance.
- The G2 system enables dispatchers to prioritize callers, ensuring accurate and timely alert delivery.

2024 AWARDS AND RECOGNITIONS

The 2024 Awards and Recognitions, presented in 2025, recognize and honor exceptional service and accomplishments demonstrated throughout the 2024 calendar year.

FIREFIGHTER OF THE YEAR

Jordan Pluimer

Captain Pluimer has demonstrated exceptional dedication to several key initiatives over the past year, including his leadership in the RMS transition. His consistent effort to go above and beyond expectations and his conduct as a role model within the department make him deserving of this recognition.



PARAMEDIC OF THE YEAR

Robert Frias

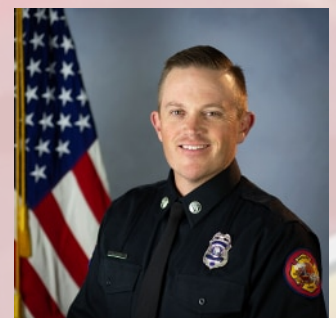
Engineer Frias has been instrumental in strengthening our EMS program and has already accomplished a lot in his first few months as EMS Group Coordinator. His commitment to mentoring other paramedics and advancing the capabilities of our EMS teams shows his dedication to excellence.



ELKS FIREFIGHTER OF THE YEAR

Jeff Archer

Captain Archer has been instrumental in strengthening our wildfire response program and has accomplished a great deal throughout his tenure as Wildland Group Coordinator. His commitment to building effective systems, mentoring personnel, and advancing our department's wildland capabilities demonstrates his dedication to excellence.



PFD YEARS OF SERVICE AWARDS

Phil Baziuk - 15 Years of Service
Travis McElwee - 15 Years of Service
Jason Beyea - 10 Years of Service
Jason Heartisan - 10 Years of Service
Cody Kennedy - 10 Years of Service
Josh Krueger - 5 Years of Service
Micah Joannes - 5 Years of Service
Nick Bomar - 5 Years of Service

2025 PERSONNEL CHANGES

NEW HIRES

Emma Nishinaka – Administrative Specialist
Natayla Barthle - Emergency Management Intern
Danny Anderson – Firefighter
Wyatt Bray – Firefighter
Ryan Crouse – Firefighter
Clint Dunning – Firefighter
Jamison Naf - Firefighter
Ethan Shelabarger – Firefighter
Shane Arrollado – Firefighter
Emma Huyter – Firefighter
Hendrix Johnson – Firefighter
Matt Lessard – Firefighter
Hunter Melfi – Firefighter
Zak Stump - Firefighter
Kai Tharp - Firefighter
Logan Wilson - Firefighter
Devon Zwiener - Firefighter



PROMOTIONS AND REASSIGNMENTS

Bill Hickey - Division Chief
Nate Seets - Battalion Chief
Tom Cooley - Captain
Jason Heartisan - Captain
Nate Malm - Captain
Phil Baziuk - Engineer
Kaden Dougan - Engineer

RETIREMENTS AND CAREER TRANSITIONS

Ralph Lucas - 30 Years
Aaron Laipple - 21 Years
Brogan Burch - 1 Year
Tina Heaton - 1 Year

PRESCOTT FIRE IN THE COMMUNITY

- In April, the Firefighter Angel Foundation Pancake Breakfast fundraiser raised money for school age children to continue providing essential items to the children and their siblings.
- Prescott Fire was once again a proud supporter of Carry the Load - A powerful event honoring our nations heroes: Military, Veterans, First Responders and their Families.
- Prescott Fire hosted the Citizen's Academy that the City of Prescott offers residents showing them a behind the scenes look at how local government works from public safety to city planning.
- Our Community Risk Management division took part in the annual Wildfire Expo and Earth Day Celebration event downtown answering questions and connecting with Prescott residents sharing important fire safety.
- Prescott's historic Hose Cart Races & Bucket Brigades 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 \$44,523 in support to the community and local first responders in 2025, demonstrating the unwavering commitment of our members to giving back beyond the call of duty.
- The department also remained actively engaged in Camp Courage the Arizona Burn Camp put on by the Arizona Burn Foundation, providing support, mentorship, and encouragement to young burn survivors, helping them build resilience and confidence for the future.
- Prescott Little League's Challenger Team came ready to rumble and whooped our Prescott Fire Baseball Team!
- Participating in the Taylor Hicks Celebrity Reader program always brings smile to the students and the readers alike.
- Prescott AirFest 2025 was a fun family friendly event inviting the community to celebrate aviation with airplanes on display and Prescott Fire Department's "Touch-the-Truck".
- As always, the year concluded with one of the most meaningful traditions with 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.





THE CRITICAL ISSUES AHEAD

Strengthening Organizational Capacity

As our responsibilities expand, we are placing a strong emphasis on efficiency, preparing our workforce to meet growing demands, and steadfastly committing to supporting our employees. This commitment includes ensuring they have the necessary resources and support to excel in their roles, thereby contributing to the organization's overall success.

Employee Development and Training

With the addition of new positions, it is crucial to provide thorough training to ensure all employees are well-prepared to meet the demands of their roles. At the same time, we are actively grooming our current staff for leadership opportunities, equipping them with the skills and knowledge needed to assume greater responsibilities and drive the organization forward.

Strategic Communications

We are focusing on effective outreach and information sharing as key components of our strategy to engage both our staff and the broader public. By enhancing our communication efforts, we aim to foster a more connected and informed community, ensuring that everyone is aligned with our goals and initiatives.

Wildfire Risk Adaptation

Given Prescott's location in a high wildfire risk area, it is essential to invest in risk mitigation, response strategies, and recovery efforts. Our focus on these areas underscores our commitment to safeguarding the community. By implementing comprehensive plans and allocating resources effectively, we strive to minimize the impact of wildfires and ensure a swift recovery, thereby upholding our responsibilities to the community.



Prescott Fire Department

ISO Class 2 - Internationally Accredited

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

www.prescottfire.org



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.