



# THE REVIEW

Central Arizona Fire and Medical - 8603 E. Eastridge Dr., Prescott Valley, AZ 86314 – **July 12, 2024**

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**“A fact is information minus emotion.  
An opinion is information plus  
experience. Ignorance is an opinion  
lacking information. An, supidity is an  
opinion that ignores fact.” – Unk**

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## The Chief's Desk

We ended this recruiting cycle with 99 applicants, 44 of which moved on to oral interview panels. The interviews spanned the week of the 8<sup>th</sup>, so I don't yet know the number of people that will be moving to the chief's interviews. I'd like to thank our panel: Captains Seets and Smith, Engineer Hall, Fire Marshall Tirpak, and HR Specialist Baylee Reed! Interviewing that many applicants over the course of four days is no small task.

In the last process, we had around 72 applications, and the one before that was around 78. Shout out to HR, Community Relations, Tech Services, etc., for an outstanding job promoting our agency! We live in a different time than when a lot of us started. Back then, fire departments really didn't have to market themselves, all they had to do was post a flyer. Not unlike the military, we're having to take new and more creative approaches to reach our target market, one of which being the short reels you see on social media.

Our target audience is a generation of folks hooked on technology and social media. People today skim instead of reading and they'd rather watch a short funny or eye-catching video than sit down for a movie. Thankfully, we have folks internally that recognize these trends. They've been able to pivot to get our name out into the right venues using methods that get and keep people's attention. For all of you that have participated in the creation of the reels, thank you! Please keep them coming as we've proven that they work and will continue to use them.

For those of you that don't care for the videos, we understand. Not every video is for every person, that would be impossible. You're already here so we're not trying to get your attention, at least not for hiring. We've received a lot of positive feedback from community members and other people in our industry regarding our social media and media presence. You should look deeper; the reels are only one very small part of what we do to communicate with our communities and market our agency.

Most staff will be at the AFCA/AFDA Leadership Conference next week (week of the 15<sup>th</sup>) in Glendale. Some of us may be back and forth, but for the most part we'll be attending the conference. I'll be swearing in the new Executive Board as I transition off the Board post-election. As I'm the current Immediate Past President, Tom Shannon, outgoing President, will then assume the role of Immediate Past President when we officially transition in August.

As I transition off the Arizona Fire Chiefs Association (AFCA) Executive Board, I'm starting my new position as a board member with the Prescott Valley Chamber of Commerce. I'm excited to work as part of the PV Chamber team and look forward to the opportunity to get even more connected with people in our community!

Ambulances are still on track for the August 31 launch. More details to come, but we'll likely do a simultaneous hose uncoupling, announcement from Dispatch, and invite dignitaries. We'll divide and conquer staff to ensure everything goes off at the same time-ish. I'll still be in a sling as I'm having my left shoulder replaced, a reverse replacement, on August 20.

### **Upcoming Events:**

July 15-18: AFCA/AFDA Leadership Conference in Glendale

### **Board Meeting:**

Board Meeting: July 22  
CAFMA – 1700-1830

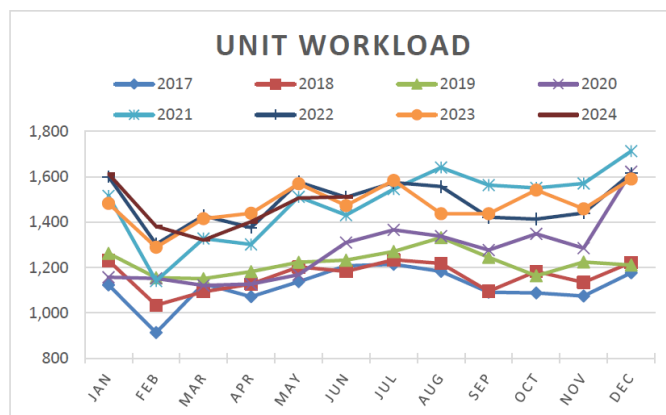
Apparently, I've damaged my shoulder to the point that it's not repairable, and an anatomic replacement isn't an option. Let this be a lesson to all of our newer folks just starting their careers – push your body, but recognize your limits. I'm really bad about that last part.

Hope you all have a great weekend!

## June Response Report

By: GIS/Statistician Michael Freeman

Unit Workload History								
(RESPONSES BY TYPE-1 ENGINES)								
	2017	2018	2019	2020	2021	2022	2023	2024
Jan	1,123	1,231	1,263	1,157	1,516	1,600	1,483	<b>1,613</b>
Feb	913	1,034	1,155	1,152	1,141	1,303	1,289	1,381
Mar	1,128	1,093	1,151	1,121	1,328	1,428	1,415	1,321
Apr	1,071	1,127	1,182	1,127	1,302	1,376	1,439	1,402
May	1,138	1,203	1,223	1,169	1,512	1,577	1,569	1,506
Jun	1,208	1,183	1,233	1,310	1,431	1,509	1,473	1,512
Jul	<b>1,214</b>	<b>1,234</b>	1,271	1,366	1,546	1,575	1,584	
Aug	1,183	1,218	<b>1,332</b>	1,338	1,641	1,557	1,437	
Sep	1,091	1,095	1,245	1,277	1,563	1,422	1,437	
Oct	1,088	1,183	1,163	1,348	1,551	1,413	1,542	
Nov	1,074	1,134	1,224	1,285	1,570	1,440	1,459	
Dec	1,177	1,222	1,211	<b>1,622</b>	<b>1,713</b>	<b>1,615</b>	<b>1,590</b>	
AVG	1,117	1,163	1,221	1,273	1,485	1,485	1,476	1,456
<b>TOTAL</b>	<b>13,408</b>	<b>13,957</b>	<b>14,653</b>	<b>15,272</b>	<b>17,814</b>	<b>17,815</b>	<b>17,717</b>	<b>8,735</b>





# June Response Report - 2024

Land Area: 369 sq. miles    Population: ≈99,300    Fire Stations: 10 Full-Staffed

### Responses in District

TOTAL FIRE INCIDENTS	20
STRUCTURE FIRE	0
STRUCTURE FIRE; CONFINED	4
MOBILE HOME/PORTABLE BLDG	1
VEHICLE FIRE	4
BRUSH/GRASS/WILDLAND FIRE	8
TRASH FIRE/OTHER	3

**Fire is 1.55% of call volume**

TOTAL RESCUE & EMS	873
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**EMS is 67.73% of call volume**

OVERPRESSURE / OVERHEAT	0
HAZARDOUS CONDITION	14
SERVICE CALL	244
GOOD INTENT	92
FALSE ALARM/OTHER	46

**Other is 30.72% of call volume**

TOTAL INCIDENTS IN DISTRICT	1,289
INCIDENT RESPONSES BY CAFMA	1,395
TYPE-1 UNIT RESPONSES BY CAFMA	1,512

### Fire Loss Summary

Residential Fire Loss	\$33,136
Commercial Fire Loss	\$0
Vehicle Fire Loss	\$47,050

### Top 5 Call Types

800	EMS
111	Assist Invalid
60	Public Service
53	Cancelled en Route
34	Medical Assist

Average total # of calls per day	42.97
Average fire calls per day	0.67
Average EMS calls per day	29.10
Average all other calls per day	13.20

### Call Volume at PRCC

	Month	Year-to-Date
PFD	908	5,199
CAFMA	1,289	7,362
GCFD	26	84
OD	12	71
WKFD	5	20

### Unit Responses

Unit	District	Total	Move Up
E50	169	178	1
E51	39	193	1
E53	226	230	2
E540	34	37	0
E54	154	158	1
E57	55	55	0
E58	178	180	1
E59	165	169	0
E61	113	117	1
E62	140	152	0
E63	44	46	0
TR50	1	1	0
B3	69	75	0
B6	26	29	0
Rescues	0	0	0

TYPE-1 ENGINES

### Calls by Municipality

Calls in Town of Chino Valley	195
Calls in Town of Prescott Valley	692
Calls in Town of Dewey-Humboldt	56
Calls in District, Unincorporated Areas	346
Calls Out of District	11

### Aid Agreement Summary

Aid Given to Prescott	145
Aid Received from Prescott	91
Aid Given to WVFD	0
Aid Received from WVFD	2
Mutual Aid Given	1
Mutual Aid Received	2