



TRUCKEE MEADOWS FIRE PROTECTION DISTRICT STAFF REPORT

Board Meeting Date: September 2, 2025

DATE: August 15, 2025

TO: Truckee Meadows Fire Protection District Board of Fire Commissioners

FROM: Adam Mayberry, Communications Manager
Phone: 775-326-6073 Email: amayberry@tmfpd.us

THROUGH: Richard J. Edwards, Fire Chief
Phone: (775) 326-6000 Email: redwards@tmfpd.us

SUBJECT: Recommendation to approve an agreement for professional consulting services between Truckee Meadows Fire Protection District and Voz De La Sierra LLC in an amount not to exceed \$1,100 per month (\$13,200 annually) to provide Spanish-language communication support and outreach to Spanish speaking residents in Truckee Meadows Fire Protection District's jurisdiction. (All Commission Districts) **FOR POSSIBLE ACTION**

SUMMARY

Recommendation to approve a professional service agreement with Voz De La Sierra LLC in an amount not to exceed \$1,100 per month (\$13,200 annually) to provide Spanish-language communication support to target Spanish-speaking residents within Truckee Meadows Fire Protection District's (TMFPD) jurisdiction.

PREVIOUS ACTION

None

BACKGROUND

Nearly 30 percent of persons residing within TMFPD's jurisdiction are Spanish speaking. Voz De La Sierra will support TMFPD in communicating with Spanish-speaking residents to improve outreach and communications on active fires and fire prevention messages to help reduce structure fires and wildfires and improve safety and property loss.

As part of the agreement with TMFPD, Voz De La Sierra LLC will provide Spanish-language communications support as follows:

1. Spanish Facebook Page Management
 - Build upon and manage content for the District's Spanish-language Facebook page.
 - Develop culturally relevant graphics and copy.

- Share content to Spanish-speaking community groups to increase visibility and engagement.
2. Media Translation and Distribution
 - Translate District press releases into Spanish.
 - Distribute translated press releases to Spanish-language media outlets in the region.
 - Support Spanish-speaking translation as needed.
 3. Media Coordination
 - Coordinate interviews between District personnel and Spanish-language media.
 - Serve as liaison for Spanish-speaking journalists and outlets.
 4. Video Content Creation
 - Film and edit short-form video content with Spanish-speaking personnel in Spanish for public information purposes.
 - Share video content on the Spanish Facebook page and relevant community Facebook groups.
 5. Social Media Management & Public Relations
 - Monitor and respond to comments/messages on Spanish-language posts.
 - Provide culturally competent public relations services to build trust and awareness among Spanish-speaking residents.

FISCAL IMPACT

The total Fiscal Year 2025-2026 cost is not to exceed \$13,200, and sufficient funds are available within the general fund.

RECOMMENDATION

Staff recommend the Board approve a professional service agreement with Voz De La Sierra LLC in an amount not to exceed \$1,100 per month (\$13,200 annually).

POSSIBLE MOTION

Should the Board agree with the staff's recommendation a possible motion would be:

"I move to approve a professional consulting services agreement with Voz De La Sierra LLC in an amount not to exceed \$1,100 per month (\$13,200 annually) to provide Spanish-language communication support and outreach to Spanish-speaking residents in the Truckee Meadows Fire Protection District's jurisdiction."