



RODEO HERCULES FIRE PROTECTION DISTRICT

REQUEST FOR PROPOSALS (RFP)

SELECTION OF A PROJECT TEAM TO EVALUATE OPPORTUNITIES TO ENHANCE DISTRICT REVENUE

SEEKING PROJECT TEAM WITH EXPERTISE ADDRESSING:

- **VOTER OPINION SURVEYS AND POLLING SERVICES**
- **SERVICE PRIORITIES OF THE COMMUNITY**

DISTRICT BACKGROUND

The Rodeo Hercules Fire Protection District (“RHFD”) is located in the San Pablo Bay region, servicing the westerly portion of Contra Costa County. The Rodeo Fire Department was established in 1927; the fire protection district was originally formed in 1937 as the Rodeo Fire District. The Fire District annexed the City of Hercules in the early 1980s. The Fire District serves an approximate population of 35,000 within the communities of Rodeo, Hercules, and unincorporated Contra Costa County. The District also provides service to the Conoco Phillips Refinery. RHFD’s service boundaries cover approximately 32 square miles of urban, suburban and rural environment including San Pablo Bay. Staffing consists of one (1) management, one (1) administrative and twelve (12) General Fund approved and nine (9) grant funded fire-suppression positions. The District responds to approximately 2400 calls annually, providing fire fighting, emergency medical and rescue response. ALS (Advanced Life Support) paramedic services are provided by Fire District personnel. Fire Prevention/Inspection is provided by professional service contracts and fire investigation services are provided by a joint agency task force and the adjacent Contra Costa County Fire Protection District. Current District resources include two (2) active fire stations and various fire-fighting apparatus.

RHFD revenue is almost exclusively supported by property tax. The ability to continue to provide the level of service desired in the communities of Rodeo and Hercules is significantly impacted by declining revenues and restrictions on raising existing tax rates and fee structures. In addition, the percentage of ad valorem tax increment received and benefit assessment applied in the District is one of the lowest in Contra Costa County.

Exploration of additional revenue streams is necessary to prevent further erosion of the Fire District’s tax base due to declining revenue, economic considerations, involuntary tax shifts and state fiscal emergency impacts. The District’s revenue for 2015-16 is \$7.18 Million. The District has been struggling with a structural deficit for the past several years, which will continue to compound in subsequent years. Current trends reduce District reserves to 10% of base budget by FY 2016-17 and will likely result in future core service reductions. Recent legal challenges have eliminated a stable source of property based revenue. The District Board of Directors desires a

plan to increase revenue and ensure the long-term fiscal stability and financial health of the District in order to continue to provide an exceptional level of service to the community.

RFP PROJECT OVERVIEW

The RHFD Board of Directors has provided direction to staff to determine the level of community support for a revenue measure. This measure, if identified and approved by the Board, would be placed on a general/special election or conducted as a letter ballot.

The RHFD requests proposals from qualified firms (the “Proposer”) with expertise in the areas of (1) voter opinion polling, and (2) community service priorities. RHFD will accept proposals from one or more firms and will require the designation of a “lead” consultant/firm if more than one firm is involved in a Project Team. The lead consultant/firm would be considered the “Proposer” and would provide the contract and project management services. Any secondary consultant/firm would be a subcontract to the Proposer. In the case of the subcontractor, the RHFD will reserve the right as part of the Request For Proposal process and prior to entering into a final agreement, to request modifications to the sub-consultant/firm to work with the Proposer, should that be in RHFD’s best interest.

RHFD requests that the Proposal identify phases to the project that allow the Board of Directors to provide input on its next steps. For example, one phase may be the completion of the voter opinion survey and its results. It is expected that the Board would have an opportunity to review this step and make a determination about continuing forward with the next phase or activity.

Sample Project Timeline

RHFD expects that respondents will have expertise in working with Staff and the Board of Directors to develop a schedule of milestones and tasks, which reflect the project. The following is illustrative of a potential draft timeline format that must be included in Consultants’ Proposals.

Illustrative Schedule (Proposal must Include a Timeline Reflective of Consultant Plan)

- Issue Request for Proposals –
- Response Due Back to RHFD –
- Award Consultant Agreement –
- Work with District staff to identify key issues and develop a survey instrument.
- Consultant Field Survey –
- Presentation of Summary Results to Board of Directors –
- Potential Focused Follow-Up Polling –
- Presentation of Report on Placement of an Item on Ballot –
- Preparation of Ballot documents –
- Deadline for submittal to County Elections – Ballot Measure

Proposal Submission Deadline

Proposals must be received by the person at the address designated below on or before **April 15, 2016**:

Kim Corcoran, Administrative Assistant
Rodeo Hercules Fire Protection District
1680 Refugio Valley Road
Hercules, CA 94547

Contact Information: 510 (799-4561)
corcoran@rhfd.org

Five (5) hard copies of the Submittal shall be made to the above address. The RHFD will not pay for any costs incurred in preparation and submission of proposals or in anticipation of a contract.

During the evaluation process, the RHFD reserves the right to request additional information or clarification from Proposers, waive informalities and irregularities, or to allow corrections of errors or omissions. At the discretion of the RHFD, firms submitting proposals may be requested to make oral presentations as part of the evaluation process. The RHFD is under no obligation to return proposals. A Proposer may withdraw its proposal at any time before the expiration of the time for submission of proposals as provided in the RFP by delivering a written request for withdrawal signed by, or on behalf of, the Proposer.

Subcontracting

The consultant selected shall be solely responsible for contractual performance and management of all subcontract relationships. The primary Consultant shall assume all responsibility for services provided by its subcontractor. The proposal shall disclose and describe the use of subcontractors if any, including the specific scope of work.

Agreement Form

The RHFD utilizes standard contract provisions for all professional and technical services agreements. Submission of a proposal constitutes acceptance of the agreement format and provisions as included as Attachment 2.

Contact Information

All requests, questions, or other communications about this RFP shall be made in writing to the RHFD via e-mail, or U.S. Mail. Address all communications to the person listed below. To ensure that written requests are received and answered in a timely manner, e-mail correspondence is preferred. During the pre-proposal inquiry period, answers will be summarized and distributed to all firms without identifying the original source of the question. Firms should rely only on written statements issued by the person named below:

Charles Hanley, FIRE CHIEF
Email: hanley@rhfd.org

RODEO HERCULES FIRE PROTECTION DISTRICT, 1680 Refugio Valley Road,
Hercules CA 94547 Phone: (510) 799-4561

Pre-Proposal Inquiry Period

Consultants are encouraged to review the complete RFP and submit in writing any clarifying questions or information required to fully respond to the RFP. RHFD Staff will distribute responses to all firms invited via e-mail, without identifying the original source of the question. In order to allow adequate time, Consultants are encouraged to submit any questions or clarifications **by April 1, 2016**

Right of Rejection by RHFD

The RHFD reserves the right to reject any or all proposals. The RHFD reserves the right to award this contract to the firm that best meets the requirements of the RFP, and not necessarily to the lowest bidder. The RHFD reserves the right to reject any or all proposals prior to execution of the contract.

Recap Proposed Project Dates

The RHFDD reserves the right to amend the proposed schedule as necessary.

RFP Issued	February 12, 2016
Deadline For Submitting Written Questions	April 1, 2016
Deadline for Receipt of Proposals	April 15, 2016
Finalist Interviews	May 2-6, 2016
Board of Directors Approval/Contract Award	May 11, 2016

Attachment

For Proposer's review, A Sample Scope of Services has been attached with this Request for Proposal (RFP)

Proposer Information

The Consultant is required to include the following information in the proposal:

1. Each proposal shall indicate the "lead" consultant/firm, if the proposal is submitted as a Team with more than one firm.
2. The names and resumes of staff expected to work on this project, including: the role they would play on this project; their related experience; etc. Key personnel will be an important factor in the selection process.
3. A written description of the scope of work proposed, including a well-conceived work plan and schedule. It should include a full description of major tasks and subtasks. Attachment 1 – Sample Scope of Services has been provided as a baseline, to which Proposers may make recommended changes in their response.
4. Provide a cost breakdown by phase and task. If the nature of the work can result in alternative cost proposals (i.e. survey with different sample sizes) alternative costs may be presented. It is appropriate to include any breakdown of major components; or milestones. If there are any reimbursable billable expenses an estimated "not to exceed" amount shall be provided, and it shall be clearly identified as to how these expenses will be billed. For information purposes, provide the number of consulting hours associated with each major component of the project.
5. Proposed project schedule indicating timelines for deliverables, critical meetings, and the completion of each task.

6. Verification of Proposer's ability to act as an independent advisor. If there is a relationship to work performed for other entities which may present a conflict or an appearance of a conflict, it must be fully disclosed as it relates to the proposed scope of work.
7. All proposals must state the period for which the proposal shall remain in effect. Such period shall not be less than 90 days from the proposal date. By submitting the proposal it is expected that the firm has carefully read and fully understands the information that was provided by the RHFD to serve as the basis for submission of the proposal.
8. Contact names and phone numbers for at least three public agency references, where you have performed a similar engagement within the previous three to five years. Please include a brief description of the project, key consultant personnel involved, and the date of completion. Please also include a summary of the outcome.
9. Exceptions, changes, revisions, or comments to any element of the standard agreement or insurance requirements.

Review and Selection Process

The RHFD reserves the right to make the selection based on its sole discretion. Proposals will be evaluated in response to this RFP, which will be rated based on the needs of the RHFD, including the following criteria:

- i. Quality and completeness of the proposal
- ii. Proposer's experience with the specific element (Voter Opinion Polling and /or Service Priorities of the Community), including the experience of staff to be assigned to the project, as well as the Proposer's engagements of similar scope and complexity;
- iii. Proposer's ability to schedule and efficiently perform the work;
- iv. Proposer's prior record of performance with the RHFD or others;
- v. Cost Proposal and Hours.

Based upon this review, finalist firms may be invited to participate in an interview process. At the election of the RHFD, the interview may be via telephone, or in-person, to allow Proposers to further explain their proposal. Upon completion of the review process, a recommendation will be made by the Fire Chief to the Board of Directors, to award an agreement to the selected Proposer.

ATTACHMENT 1

SAMPLE SCOPE OF SERVICES

RODEO HERCULES FIRE PROTECTION DISTRICT, CALIFORNIA EVALUATION OF OPPORTUNITIES TO ENHANCE LOCAL REVENUE

- VOTER OPINION SURVEYS AND POLLING SERVICES
- SERVICE PRIORITIES OF THE COMMUNITY

The RHFD is seeking professional services to assist with an evaluation of opportunities to enhance local revenue. Prior to engaging a Consultant the RHFD Staff have identified the following as potential key steps for the project. Proposers may identify recommended adjustments based on their expertise and experience with similar projects.

Evaluation Of Public Opinion And Service Priorities of the Community

The project will require coordinating input and background information from RHFD staff and shall address the following items:

Background

- Review RHFD consolidation and governance history to identify potential areas of emphasis.
- Review any available data relevant to recent elections in the District.

Polling

- Develop a survey instrument for a voter opinion poll and the methodology to be employed for a sampling of registered voters. The sampling should be designed pursuant to best practices to obtain a statistically relevant cross-section of the various RHFD communities.
- Allow for input by the Board of Directors, if necessary, on questions and topics to be covered in the polling.
- Conduct the survey and interpret the poll data and results.
- Meet with Staff to review the results, answer questions regarding the implications of the responses and discuss related issues.
- Provide a written report summarizing the results for consideration by the Board of Directors. The report shall include breakdowns of the data by key demographic and community characteristics. A tabulation of the survey results, key findings, conclusions, and potential options shall be discussed in the report.
- In addition to the research data results, the report to the Board of Directors is expected to contain a discussion of revenue strategies, service priorities and next steps.

Follow-Up Strategies & Testing

- The Consultants would assist the RHFD in developing a community outreach effort to highlight key information of interest to the public.
- Revenue enhancement measures can impact stakeholder groups beyond those addressed in a voter survey, therefore, the RHFD would seek assistance from the Consultants to identify and communicate with key stakeholder groups.
- Assistance in refining the design of a proposed revenue enhancement measure including strategies to effectively communicate the purpose and desired outcome.
- Conduct a follow-up voter survey to assist with the Board of Directors' decision to place an item on the ballot.
- Provide a written summary report of the results of follow-up polling and conclusions.

ATTACHMENT 2

SAMPLE PROFESSIONAL SERVICES AGREEMENT

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