



"We are dedicated to provide professional and courteous service to our citizens and communities with Pride, Trust & Integrity."

Request for Proposal

Five Year Strategic Plan

April 11, 2022

SECTION 1 – INTRODUCTION

The El Dorado County Fire Protection District (“District”) is accepting proposals from qualified consultants (“Proposers”) to research, write, and produce a Strategic Plan for the District. The intent of the District is to hire a qualified consultant that can offer the highest service at the lowest overall cost to the District.

The Strategic Plan is intended to guide the District by (a) reviewing current conditions with an analysis of existing strengths, weaknesses, opportunities, and threats (SWOT); (b) suggesting organizational improvements over five (5) years; (c) establishing realistic strategic initiatives; (d) reviewing the District’s existing mission statement, vision and values; (e) engaging the community and collecting both internal and external stakeholder input including labor, management, staff and the Board of Directors as part of the planning process; (f) developing draft and final versions of the Strategic Plan; (g) presenting the final Strategic Plan to the Board of Directors.

The District is an independent California special district that provides fire and emergency medical services to a portions of the unincorporated area of El Dorado County, including the City of Placerville. The District currently operates five (5) fire stations, through an Amador Plan contract with Cal Fire, a sixth (6th) station is staffed within the District. The District encompasses approximately 281 square miles and serves an estimated population of 50,000 people. The District provides fire suppression, emergency medical, paramedic ambulance transport, technical and heavy rescue, fire prevention/community risk reduction, and public education services to a predominately semi-rural community with areas that are rural in nature.

SECTION 2 – PROPOSAL SUBMISSION

Release Request for Proposal	April 11, 2022
Deadline for Proposer Questions	May 13, 2022, at 5:00 PM PDT
Proposals Due	May 27, 2022, at 5:00 PM PDT
Board of Directors Presentation	Summer 2022 (target date)

The Department will endeavor to administer the proposal process in accordance with the terms and dates outlined, however, the Department reserves the right to modify the activities, timeline, or any other aspect of the process at any time, as deemed necessary.

RFP and Attachments

This Request for Proposal (“RFP”) in its entirety is available on the District’s website at www.eldoradocountyfire.com. It is the Proposer’s responsibility to check back on the website for any addendums that may be issued prior to the proposal due date.

Inquires

All inquiries related to this RFP are to be directed, in writing, to Chief Cordero, corderot@eldofire.com. **All inquiries must be received by 5:00 PM, PDT, Friday May 13, 2022.** Inquiries will be answered via e-mail. Information obtained from any other source is not official and should not be relied upon by Proposer's.

Submission

Submit one signed original, five (5) copies, and an electronic version of the proposal. Mark the original "MASTER COPY". If discrepancies between two or more copies of the proposal are noted, the Master Copy shall be used as the basis for resolving any discrepancies. All proposals, whether accepted or rejected, shall become the property of the District upon submission.

Proposals must be received no later than 5:00 PM Pacific Daylight Time, on May 27, 2022. Proposals received after this time and date will not be considered.

Mail your proposals to:

El Dorado County Fire Protection District
c/o Fire Chief Tim Cordero
PO Box 807
Camino, CA 95709

Email your proposal to the following two (2) email addresses:

corderot@eldofire.com
freemank@eldofire.com

SECTION 3 – SCOPE OF SERVICES

Services to be Provided

1. Complete a Strategic Plan for the District to include, but not limited to the following (collectively, "Scope of Services"):
 - a. Review current conditions with an analysis of existing strengths, weaknesses, opportunities, and threats (SWOT).
 - b. Suggest strategic initiatives over a five (5) year timeframe.
 - c. Review the existing Strategic plan and other relevant documents (on the Department website) and establish realistic strategic initiatives for the future.
 - d. Review the Department's existing mission statement, vision and values.
 - e. Engage the Community and collect both internal and external stakeholder input including labor, management, staff and the Board of Directors as part of the planning process (note: input from the District's firefighters who work shift assignments will require three (3) separate site visits to capture the District's three (3) separate work shifts).
 - f. Develop draft and final versions of the Strategic Plan
 - g. Present the final Strategic Plan to the Board of Directors at a designated meeting.

SECTION 4 – RFP PROCEDURES

Evaluation of Proposals

All proposals submitted will be reviewed by the District’s Board of Directors and Management. Overall responsiveness to the RFP is an essential factor in the evaluation process. At the completion of the proposal review, top ranking Proposers may be asked to provide a presentation and demonstration of services and product. Additional information may be requested at that time.

The District’s Board of Directors will select the Proposer that best fulfills the District’s requirements and represents the best value to the District. No single factor will determine the final award decision.

Determination of best value to the District shall be based upon, but not limited to, the following:

1. Qualifications and experience researching and writing Strategic Plans.
2. Performance (quality and efficiency) producing Strategic Plans to government agencies with similar services and size to the District.
3. Industry knowledge of Strategic Plans.
4. Service availability, ease of process, customer service, and convenience.
5. Proven systems in place for timely communication and follow-up.
6. Ability to provide efficient, user-friendly services and support.
7. Cost.

Terms of Agreement

1. The Management and Board will select a Proposer and negotiate a contract and price. If a contract cannot be negotiated for any reason, another Proposer may be selected.
2. Proposers will be required to obtain, and during the terms of the contract maintain, insurance policies as detailed in Attachment A – Insurance Requirements.
3. Proposers that employ any person or persons to fulfil the contract will be required to have a policy of Worker’s Compensation Insurance as required by the Labor Code of the State of California.
4. The successful Proposer will commence work after the transmittal of a fully executed contract.

SECTION 5 – RFP SUBMISSION REQUIREMENTS

General Information

1. If a service requirement or section of the RFP cannot be met by a Proposer, then “No Proposal” should be indicated in the relevant section of the RFP. An alternative equivalent service may be proposed.
2. If a service is provided by a third party, indicate this clearly in the appropriate section, and include the name of the company that will be providing the service.
3. Provide all costs associated with all requested services and any recommended service enhancements in the Proposal.

Proposal Format

Proposals must follow prescribed format. Do not include any extraneous or marketing material. Proposals shall include sections using the titles as shown below.

Cover Letter

1. Legal name and address of the Proposer.
2. Address where contract will be housed.
3. Website address of Proposer.
4. Signature of the individual who is authorized to bind the Proposer contractually.
5. Confirmation of the receipt of the RFP and all addenda thereto.
6. Statement that the proposal is valid for a 60-day period from the proposal due date.
7. Name, title, address, telephone number, and e-mail address of the individual to whom correspondence and other contacts should be directed during the selection process.

References

Provide three (3) government agency references for which Strategic Plan development services have been provided that are of similar size, and with similar scope of services as the District. Include the following information for each reference:

1. Contact name and title.
2. Name and address of government agency.
3. Telephone number and e-mail address of contact.
4. Services provided by the government agency.

Written Response

1. Profile – General overview of corporate structure including the individuals/unit that will be the Proposer's lead contact for the contract.
2. Experience – Experience in providing Strategic Plans to government agencies of similar size and services as the District.
3. Qualifications – Qualifications to provide consulting services to the District including, but not limited to, certifications, licenses, professional association memberships, training, knowledge of industry standards, and expertise with the fire service in California and the United States. Describe what sets the Proposer's services apart from others.
4. Service Availability – Include hours of operation, and after-hours availability.
5. Process – Explain the process by which the Strategic Plan will be developed and written.
6. Implementation Plan – Plan for implementing the contracted services including proposed timeline and tasks required by the Department and the Proposer.
7. Service Enhancements – Please include any service enhancements, additional services, or alternate approaches to the requested services, where feasible, which may not be specifically requested, but would be of benefit to the District.

Cost Proposal

Provide a list of potential procedures and associated costs to fulfil the Scope of Services. Under each, list each procedure that will be included and the associated cost. If there are services offered under a category that are no cost to the District, please indicate the services in the list with N/A for cost. Please include a sample contract form and the signature of the individual who is authorized to bind the Proposer contractually on the Cost Proposal.

SECTION 6 – GENERAL INFORMATION

Notice to Proposer

The RFP does not constitute a contract or offer of employment. The cost of preparation and submission of proposals shall be the obligation of the Proposers.

Rejection of Proposals

The District reserves the right to reject any or all of the proposals and further reserves the right to waive any informalities or irregularities in any proposal. Proposals that do not address the requirements will be considered non-compliant and will not be reviewed or rated.

Protest of Bid Process

Any Proposer who wishes to file a complaint about the bid process, selection process, or method of award may do so in writing. Protest letters must be submitted to the District within ten (10) days of awarding the contract.

Discrepancy or Other Errors in RFP

If a Proposer perceives a discrepancy, conflict, omission, or error amongst terms within the RFP or between the RFP and any other relevant documents, the Proposer shall immediately and timely notify the District in writing of the specific problem(s) perceived. Notice of any modification made by the District to the RFP and any relevant documents at issue will be sent to all parties who were sent an RFP and of which the District is aware.

If a Proposer fails to timely notify the District of the perceived error prior to the date and time stated for submission of proposals, the proposal shall be submitted at the Proposer's own risk, and if awarded the contract, the contractor shall not be entitled to additional compensation, damages, or time by reason of any and all perceived errors or their later correction.

Conflict of Interest

A conflict of interest exists wherever an individual could benefit directly or indirectly from access to information or from a decision over which they may have influence and includes a perceived conflict where someone might reasonably perceive there to be such benefit and influence. A conflict of interest occurs when a staff member or Proposer attempts to promote a private or personal interest that results in an interference with the objective exercise of their job responsibilities or gains any advantage by virtue of his/her position with the El Dorado County Fire Protection District or businesses, consultants, or individuals doing business with the El Dorado County Fire Protection District. Conflicts of interest may be real, potential, or perceived.

The Proposer should disclose conflicts of interest, in writing, to the District which will consider the nature of the Proposer's responsibilities and the degree of potential or apparent conflict in deciding the course of action that the Proposer needs to take to remedy the conflict of interest.

Limitations

The District reserves the right to reject any or all proposals and to waive any and all irregularities to choose the successful Proposer and may amend the scope of this RFP at any time and in any manner, which in its opinion, best serves the District interests. The District expects to complete its evaluation process to select a qualified Proposer, but reserves the right to change key dates

and action as the need arises. The District intends to award the project to one Proposer; however, the District retains the right to award one or more separate contracts to one or more Proposers, at the District sole discretion. The proposals in response to this RFP will become the property of the District and may be used by the District in any way it deems appropriate. The District reserves the unqualified right to modify and/or suspend any and all aspects of the RFP, to request further information from any firm or person responding to the RFP, to waive any defect as to form or content of this RFP or any response thereto, to extend deadlines for accepting responses or accept amendments to responses after expiration of deadlines and to reject any and all responses to the RFP.

No individual or firm responding to this RFP shall obtain any claim or right of action against the District by reason of any aspect of the RFP, defects or abnormalities contained herein, defects or abnormalities in the selection process, the rejection of any proposal, the acceptance of any proposal, any statements, representation, acts or omissions of the District, the exercise of any discretion by the District in connection with any of the foregoing, or any and all other matters arising out of all or any of the foregoing.

The District shall not be obligated to respond to any proposal submitted, nor be legally bound in any manner by submission of the proposal.

The District is not required to accept the lowest price proposal. A variety of factors will be evaluated to determine the most advantageous proposal based on, for example, experience, financial strength, technical capability, costs and performance. All costs of preparing and submitting responses to this RFP shall be borne by the Proposer and not the District.

ATTACHMENT A: INSURANCE REQUIREMENTS

Minimum Insurance

The accepted Proposer (“Contractor”) shall procure and maintain for the duration of the contract insurance against claims for injuries to persons or damages to property that may arise from or in connection with the performance of the work hereunder by the Contractor, his agents, representatives, or employees.

Contractor shall maintain limits no less than:

1. General Liability including operations, products and completed operations, as applicable
\$1,000,000 per occurrence for bodily injury, personal injury, and property damage. If Commercial General Liability Insurance or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to this project/location or the general aggregate limit shall be twice the required occurrence limit.
2. Errors and Omissions Liability
\$1,000,000 per occurrence or per claim. If protection is accomplished through a “claims made” policy, a 36-month extended reporting period shall be provided.
3. Automobile Liability
\$1,000,000 per accident for bodily injury and property damage.

Deductibles and Self-Insured Retention

Any deductibles or self-insured retention must be declared to and approved by the District. At the option of the District - Either: the insurer shall reduce or eliminate such deductibles or self-insured retention as respects the District, its officers, officials, employees, and volunteers; or, the Contractor shall provide a financial guarantee satisfactory to the District guaranteeing payment of losses and related investigations, claim administration, and defense expenses.

Other Insurance Provisions

The general liability is to contain, or be endorsed to contain, the following provisions:

1. The District, its officers, officials, employees, and volunteers are to be covered as additional insured as respects: liability arising out of activities performed by or on behalf of the Contractor; or automobiles owned, leased, hired or borrowed by the Contractor. The coverage shall contain no special limitations on the scope of protection afforded to the District, its officers, officials, employees, or volunteers.
2. For any claims related to the services provided by the Contractor, the Contractor's insurance coverage shall be primary insurance as respects the District, its officers, officials, employees, and volunteers. Any insurance or self-insurance maintained by the District, its officers, officials, employees or volunteers shall be excess of the Contractor's insurance and shall not contribute with it.

3. Any failure to comply with reporting or other provisions of any policies required by this clause, including breaches of warranties, shall not affect coverage provided to the District, its officers, officials, employees, or volunteers.
4. The Contractor's insurance shall apply separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the insurer's liability.
5. Each insurance policy required by this clause shall be endorsed to state that coverage shall not be canceled, except for non-payment of premium, by either party, except after thirty (30) days' prior written notice by certified mail, return receipt requested, has been given to the District. In the event the policy is cancelled for non-payment of premium, ten (10) days' prior written notice, as stated above, will be given.

Acceptability of Insurers

The insurance company providing coverage must be licensed to do business in the State of California, with an A.M. Best rating of not less than A:VII.

Verification of Coverage

Contractor shall furnish the District original certificates of insurance and endorsement(s) affecting coverage to the District for approval. The Commercial General Liability endorsement shall be a form CG 20 10 11 85, and shall have the required wording. All certificates and endorsements are to be received and approved by the District before work commences. The District reserves the right to require complete, certified copies of all insurance policies required by this section.