TO: CITY COUNCIL
VIA: CITY ADMINISTRATOR
FROM: DIRECTOR OF PUBLIC WORKS
DATE: JULY 23, 2019
SUBJECT: PROFESSIONAL SERVICES AGREEMENT WITH PUBLIC CONSULTING GROUP FOR FIRE DEPARTMENT IMPLEMENTATION SERVICES

FISCAL IMPACT: EXPENSE: $50,000 CONSULTANT SERVICES
BUDGETED: $50,000 FY 2019-20 OPERATING BUDGET

SUMMARY:

On June 4, 2019, the City Council voted to establish the Placentia Fire and Life Safety Department (the "Department") and awarded a contract to Lynch EMS for 9-1-1/Advanced Life Support services. As a part of that decision, the City Council directed the City Administrator to take the necessary steps to implement the Department. On June 18, 2019, the City Council approved a contract with Lincoln Public Safety Management for a Senior Executive Fire Advisor to fulfill the duties associated with an Interim Fire Chief. The second step in the implementation of the Department was to provide authorization to Staff to purchase the necessary fire apparatus needed to deliver fire protection, suppression and other public safety functions to the community which was completed on July 9, 2019.

The City's detailed proposal to establish the Placentia Fire and Life Safety Department outlines all of the various duties and assignments the new Department will be tasked with on a daily basis. The proposal also outlines all the various tools and equipment needed by the Department, dispatching needs, fire apparatus build specifications, and community risk reduction education programs, to name a few. The City utilized the services of Deputy Fire Chief Ken Riddle, Retired, to create the framework and operational plan of the City's new Fire Department. His assistance and professional advice is still needed to provide administrative support to City Staff and the City's Interim Fire Chief with the implementation phase of standing up a new City Fire Department. Chief Riddle's extensive knowledge and experience in the fire service as well as his intimate knowledge of Placentia's new Fire Department will be critical in assisting Staff with a myriad of tasks that need to be accomplished by July 1, 2020 to fully operationalize the new Fire and Life Safety Department.

RECOMMENDATION:

It is recommended that the City Council take the following actions:

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July 23, 2019
1. Award a Professional Services Agreement for Placentia Fire and Life Safety Department Implementation Services with Public Consulting Group, Inc., for a not-to-exceed amount of $50,000; and

2. Authorize the City Administrator to approve contract change orders up to 10% of the contract not-to-exceed amount, or $5,000; and

3. Authorize the City Administrator and/or his designee to execute all the necessary documents, in a form approved by the City Attorney.

DISCUSSION:

On June 4, 2019, the City Council accepted the recommendation of the Fire Protection RFP Review Committee and directed Staff to take the necessary measures and specific actions to staff, equip, and fully operationalize the Placentia Fire and Life Safety Department (the "Department") by July 1, 2020. On June 18, 2019, the City Council awarded an agreement to Lincoln Public Safety Management for a Senior Executive Fire Advisor to fulfill the duties associated with an Interim Fire Chief, and on July 9, 2019, the City Council approved the purchase of new fire apparatus. The authorization to enter into an agreement with Public Consulting Group, Inc., (PCG) is presented to the City Council for its review and consideration as Staff is now working to implement and operationalize the City’s new Fire Department.

Retired Deputy Fire Chief Ken Riddle from the Las Vegas Fire and Rescue Department was the City’s consultant and subject matter expert responsible for developing the conceptual and operational plan for the Placentia Fire and Life Safety Department. The Department will provide a full complement of fire protection services to the community that Chief Riddle analyzed within the context of the services currently provided to the City, and in conjunction with Placentia’s actual risk profile, call data and volume, and its desire to deliver these services in a financially sustainable and responsible manner.

While the hiring of an Interim Fire Chief and the purchase of fire apparatus are critical components to establishing a new Fire Department, there are many other tasks that must be completed by July 1, 2020, to fully operationalize the Placentia Fire and Life Safety Department. These tasks include everything from training the City’s dispatchers to handle emergency medical calls, to the purchase of firefighter personal protective equipment, establishing department standards, implementing a new CAD system for the Fire Department and collaborating with local fire academies to establish a robust reserve firefighter program in Placentia. Chief Riddle’s role in the Department implementation phase will be to act as an extension of City Staff in completing a number of operational tasks and assignments. This work scope includes:

- Participate with the City, its EMS service provider and EMS Coordinator in establishing processes for integrating fire and EMS 9-1-1 call intake and processing.
- Serve as the City’s main point of contact with the fire CAD vendor, reporting system and station alerting vendor
- Assist the City with the development of job descriptions and flyers for all department personnel and participate in candidate evaluations.
• Outreach and establish partnerships with Southern California Fire Academies to develop and implement the City’s robust reserve firefighter program.
• Develop an annual fire academy scholarship program with the Placentia-Linda Unified School District for graduating Seniors from El Dorado and Valencia High Schools.
• Coordinate with OCFA to conduct a fire station facility assessment and develop a fire station transition plan.
• Develop an implementation plan for the City’s planned emergency vehicle traffic signal preemption solution, Opticom.
• Continue assisting the City with the evaluation of and development of technical specifications for the City’s new fire apparatus and other Fire Department emergency vehicles.
• Develop a Fire Department cost recovery system.
• Coordinate with the Insurance Services Office (ISO) to evaluate the City’s Fire Department and fire suppression capabilities once implemented.
• Implement various fire prevention/education programs and fire/life safety inspection programs and processes.

Given the extensive amount of time and effort needed to stand up a brand-new City Fire Department, outside consulting assistance is needed to supplement Staff’s and Chief Ferguson’s efforts. In addition, Chief Riddle’s extensive experience and expertise in Fire Department operations will prove helpful in completing all the tasks noted above. Lastly, as the author of the City’s proposal for the Placentia Fire and Life Safety Department, Chief Riddle’s insights and knowledge of Placentia’s risk profile and commitment to innovative service delivery models will be critical in ensuring a smooth transition.

FISCAL IMPACT:

The cost for these professional consulting services amounts to $50,000 over the next twelve months. Funds for these services were budgeted in the Fiscal Year 2019-20 Operating Budget. As such, sufficient funds exist for the recommended actions.

Prepared by:

Reviewed and approved:

Rosanna Ramirez
Director of Administrative Services

Kim Krause
Director of Finance
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Reviewed and approved:

[Signature]

Damien R. Arrula
City Administrator

Attachment:
Professional Services Agreement