

BOARD OF DIRECTORS AGENDA ITEM NO. D-2

Meeting Date: September 12, 2011

Subject/Title: Professional Services Agreement for Public Outreach and Education Services

Submitted by: Directors Bryant, Frazier, and Kenny

Prepared by: Chief Henderson

RECOMMENDATION FOR ACTION

Consideration of a resolution approving and authorizing the Fire Chief to execute a Professional Services Agreement with Ehrlich Campaigns for Public Outreach and Education services.

PREVIOUS ACTION

At the August 1, 2011 Board meeting, staff was directed to prepare Requests for Proposals for Educational Outreach services.

SUBJECT BACKGROUND

Public outreach is intended to educate District property owners and voters of the purpose of a Benefit Assessment; including the current financial situation and challenges, assessment amount, and future use of assessment funds. Pursuant to State law; District officials and employees may educate voters on the proposed assessment question, including providing impartial information about the ballot measure and attending community meetings.

As directed by the Board, a Request for Proposals was prepared to solicit additional educational outreach services. Three responsive proposals were received, each identifying optional levels of service with associated rates.

The Ad-Hoc Committee reviewed all three proposals for services and are recommending to the Board to hire Ehrlich Campaigns.

The services would be divided into two areas:

1. Two direct mailers to registered voters and one direct mailer to the Discovery Bay community including design, copy, production, and mailing for \$62,520.
2. Educational outreach including creation of outreach calendar, FAQ fact sheets, talking points, website copy, public meeting attendance, press assistance, and stakeholder identification for \$5,750 monthly retainer.

Attachments:

Resolution

**EAST CONTRA COSTA FIRE PROTECTION DISTRICT
BOARD OF DIRECTORS RESOLUTION NO.**

A RESOLUTION OF THE EAST CONTRA COSTA FIRE PROTECTION DISTRICT BOARD OF DIRECTORS APPROVING AND AUTHORIZING THE FIRE CHIEF TO EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH EHRLICH CAMPAIGNS LLC FOR PUBLIC OUTREACH AND EDUCATION SERVICES.

WHEREAS, at the August 1, 2011 Board meeting, direction was provided to move forward with a proposed special parcel tax; and

WHEREAS, District staff solicited proposals for additional public outreach services and received three responsive proposals ranging in cost from \$89,000 to \$130,000 with amounts dependent upon optional levels of included services; and

WHEREAS, the Ad-Hoc Committee reviewed the proposals and is recommending that Ehrlich Campaigns LLC be the educational outreach services provider;

NOW, THEREFORE BE IT RESOLVED that the East Contra Costa Fire Protection District does hereby:

1. Approve a Professional Services Agreement for Public Outreach and Education Services with Ehrlich Campaigns LLC in an amount not to exceed \$120,000.00.
2. Authorize the Fire Chief to execute said Agreement and other such documents as may be necessary to implement the outreach services.

PASSED, APPROVED AND ADOPTED by the Board of Directors of the East Contra Costa Fire Protection District at a regular meeting held on the 12th day of September 2011 by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

NAME
President, Board of Directors

ATTEST:

NAME
District Clerk

BOARD OF DIRECTORS AGENDA ITEM NO. D-3

Meeting Date: September 12, 2011

Subject/Title: Appoint a Director to Chair the October 3, 2011 Regular Board of Director's Meeting.

Submitted by: Chief Henderson

RECOMMENDATION FOR ACTION

Appoint a Director to Chair the October 3, 2011 Regular Board of Director's Meeting.

PREVIOUS ACTION

On December 6, 2010, the Board of Directors elected and appointed Director Stonebarger as President and Director Romick as Vice President for the 2011 Calendar Year.

On June 6, 2011, President Stonebarger announced that he would be stepping down as the Board President at the end of the meeting.

On June 27, 2011, the Board called for election at the July 11, 2011 Board of Directors meeting and fill both the President and Vice President for the remainder of the 2011 Calendar Year.

On July 11, 2011, the Board Appointed Director Romick to the office of President of the Board of Directors for the remainder of the calendar year 2011 and left the Vice President position open for the remainder of the year.

SUBJECT BACKGROUND

President Romick will be unable to attend the October 3, 2011 Regular Board of Director's meeting.

At this time it is appropriate to request nominations and/or volunteers to serve as Chair for the October 3, 2011 meeting, and have the Board appoint a Chair for that day.

Call For Service August 2011

Station Number	Community	Fires	Medicals	Other Calls	Total Responses	2010 Calls	Changes
52	Brentwood	15	78	25	118	135	37
54	Brentwood	19	98	43	160	126	34
59	Discovery Bay	6	57	14	77	72	5
93	Oakley	18	116	46	180	179	1
94	Knightsen	11	30	17	58	55	2
95	Bethel Island	3	15	4	22	33	-11
Sunshine	Marsh Creek	3	5	2	10	7	3
Totals		75	406	157	638	607	71