



EAST CONTRA COSTA FIRE PROTECTION DISTRICT

Board of Directors Special Meeting

Tuesday January 21, 2014 – 6:30 P.M.

Meeting Location: 3231 Main Street, Oakley

Remote Teleconference Location: 511 Hangar Ave Rm. 131, Fairfield, Ca. 94535

BOARD OF DIRECTORS

Kevin Bouillon
Greg Cooper
Robert Kenny

Joel Bryant-President
Ronald Johansen-Vice President
Jonathan Michaelson

Cheryl Morgan
Stephen Smith
Joe Young

AGENDA

CALL TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL

PUBLIC COMMENTS

At this time the public may address the District Board on subject matters pertaining to District business listed on the Consent Calendar, Closed Session, Future Agenda Items, or items *not* listed on the agenda. Remarks may be limited to 3-minutes subject to the discretion of the Board President and with the concurrence of the Board of Directors. Please complete and submit a "Public Comment Speaker Card" with the District Clerk.

DISCUSSION ITEMS

- D.1** Approve a Professional Services Agreement with TBWB for Public Outreach and Education Consulting Services
- D.2** Establish Ad Hoc Committee to Prepare Tax Rate Structure and Ballot Language for Potential Parcel Tax

ADJOURN TO THE NEXT REGULAR BOARD MEETING SCHEDULED: February 3, 2014

All items appearing on the agenda are subject to action by the Board.

POSTING STATEMENT

A copy of this agenda was posted **January 20, 2014 at the East Contra Costa Fire Protection District Administrative Office, 134 Oak Street, Brentwood, CA 94513.** Pursuant to CA Government Code §54957.5, disclosable public records and writings related to an agenda item distributed to all or a majority of the Board of Directors including such records and writing distributed less than 72 hours prior to this meeting is available for public inspection at the East Contra Costa Fire Protection District Administrative Office, 134 Oak Street, Brentwood, CA 94513. NOTICE In compliance with the Americans with Disabilities Act, any individuals requesting special accommodation to attend and/or participate in District Board meetings may contact the District Administrative Office at (925) 634-3400. Notification 48 hours prior to the meeting will enable the District to make reasonable accommodations.

**EAST CONTRA COSTA FIRE PROTECTION DISTRICT
BOARD OF DIRECTOR'S AGENDA ITEM NO. D-1**

Meeting Date: January 21, 2014

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

Submitted by: Directors Bouillon, Cooper, Johansen, and Smith

Prepared by: Hugh Henderson, Fire Chief

RECOMMENDATION FOR ACTION

Approve a professional services agreement for public outreach and education services

PREVIOUS ACTION

At the December 2, 2013 Board of Directors meeting, the Board directed staff to prepare and issue a request for proposals (RFP) from outreach firms to assist the District in developing a plan for community outreach surrounding District activities and a potential revenue measure for the June, 2014 ballot.

Staff prepared the RFP and mailed it to 10 potential firms. The notice for the RFP was also advertised on the District's website.

The deadline for proposals was set for December 30, 2013 at 5 PM and the District received a total of five proposals.

At the January 6 Board of Directors meeting, the Board established an Ad-Hoc Committee of four Directors to review the five proposals; at the Ad-Hoc Committee's discretion, interview up to five of the proposing firms, and bring back a recommendation to the Board for contract award.

SUBJECT BACKGROUND

Public outreach is intended to educate District residents, property owners and voters as to the purpose of a potential parcel tax, including providing information on the District's current financial situation and challenges, potential tax structure and amount, and potential uses of tax revenues. Pursuant to State law, District officials and employees may gather information from and educate voters on a potential parcel tax, including but not limited to providing impartial information about a ballot measure and attending community meetings.

As requested by the Board, an Ad-Hoc Committee reviewed all five proposals for outreach services and invited the three top-ranked proposer teams for interviews:

- The Lew Edwards Group
- The Tucker Group
- TBWB Strategies

Following interviews (conducted on January 16), the Ad-Hoc Committee recommends the District enter into a professional services agreement with TBWB Strategies.

The proposed scope of work and resulting agreement in an amount not to exceed \$125,000 would include:

1. Parcel tax rate/structure consulting (approximately \$16,500)
2. Ballot language, outreach strategy, messaging, and informational materials both traditional and digital consulting (approximately \$46,000)
3. Up to three direct mailers, including design, copy, production, and mailing (approximately \$62,500)

Attachments: Resolution

**EAST CONTRA COSTA FIRE PROTECTION DISTRICT
BOARD OF DIRECTORS
STATE OF CALIFORNIA**

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RESOLUTION NO. 2014-

APPROVE AND AUTHORIZE THE FIRE CHIEF TO EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH TBWB STRATEGIES FOR PUBLIC OUTREACH AND EDUCATION SERVICES.

WHEREAS, at its September 9, 2013 Board meeting, the Board directed staff to prepare for Board consideration a proposed resolution to place a parcel tax measure on the June 3, 2014 ballot; and

WHEREAS, District staff has solicited proposals for related public outreach and education services, and received five responsive proposals; and

WHEREAS, an Ad Hoc Committee reviewed the proposals, interviewed the top three proposers and recommends that the Board award a contract to TBWB Strategies to provide education and outreach services.

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

1. Authorize the Fire Chief to enter into a Professional Service Agreement with TBWB Strategies for Public Outreach Educational Services in an amount not to exceed \$125,000.00.

PASSED, APPROVED AND ADOPTED by the Board of Directors of the East Contra Costa Fire Protection District at a regular meeting held on the 21th day of January 2014 by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

Joel Bryant
President, Board of Directors

ATTEST:

Hugh Henderson, Clerk of the Board

**EAST CONTRA COSTA FIRE PROTECTION DISTRICT
BOARD OF DIRECTOR'S AGENDA ITEM NO. D-2**

Meeting Date: January 21, 2014

Subject/Title: Appoint an Ad-Hoc Committee to Recommend Potential Parcel Tax Rate / Structure and Prepare Related Ballot Language

Submitted by: Hugh Henderson, Fire Chief

RECOMMENDATION FOR ACTION

Appoint an Ad Hoc Committee to work with staff and the Public Outreach and Education Consultant to finalize a proposed parcel tax rate and structure and prepare related ballot language for Board consideration.

PREVIOUS ACTION

Under Item No. D-1 at this meeting, the Board is being asked to approve a contract with a consultant to provide public outreach and education services, including work to develop a proposed rate and structure for a potential parcel tax.

SUBJECT BACKGROUND

Staff requests that the Board establish an Ad-Hoc Committee of up to four Directors to work with staff and the outreach consultant on structuring the rate of the proposed parcel tax, drafting proposed ballot language and developing consistent messages and strategies for dissemination of related information. It would be helpful if the Ad Hoc Committee had at least one member each from the Finance Committee and the Education and Outreach Committee as the proposed scope of work for the consultant and Ad-Hoc Committee falls within the subject matter jurisdiction of both standing committees.