



Sheldon D. Gilbert, Fire Chief

AGENDA # \_\_\_\_\_ July 21, 2009

# Alameda County Fire Department

*Proudly serving the Unincorporated Area of Alameda County  
and the communities of San Leandro, Dublin and the  
Lawrence Berkeley National Laboratory*

ADMINISTRATION  
835 E. 14<sup>th</sup> Street, Suite 200  
San Leandro, CA 94577  
(510) 618-3490  
(510) 618-3445 Fax

EMS DIVISION  
1426 164<sup>th</sup> Avenue  
San Leandro, CA 94578  
(510) 618-3485  
(510) 275-5915 Fax

TRAINING DIVISION  
1426 164<sup>th</sup> Avenue  
San Leandro, CA 94578  
(510) 618-3485  
(510) 275-5915 Fax

FIRE PREVENTION  
OFFICES:

ALAMEDA COUNTY  
224 W. Winton Avenue  
Hayward, CA 94544  
(510) 670-5853  
(510) 582-4347 Fax

CITY OF SAN LEANDRO  
835 E. 14<sup>th</sup> Street  
San Leandro, CA 94577  
(510) 618-3490  
(510) 618-3445 Fax

CITY OF DUBLIN  
100 Civic Plaza  
Dublin, CA 94568  
(925) 833-6606  
(925) 833-6628 Fax

June 30, 2009

Honorable Board of Supervisors  
County of Alameda  
1221 Oak Street, Suite 536  
Oakland, California 94612-4305

Dear Board Members:

**SUBJECT: EXTEND THE CONTRACT WITH EMERGENCY SERVICES CONSULTING, INC., FOR CONSULTANT SERVICES FOR FIRE DEPARTMENT STRATEGIC PLANNING, REQUEST FOR PROPOSAL (RFP) NO. 900492**

**RECOMMENDATION:**

Authorize the Purchasing Agent to negotiate and sign the first amendment to extend Master Contract No. 900492, Procurement Contract No. 3887, with Emergency Services Consulting, Inc., (Jack Snook, President), Wilsonville, OR, to provide strategic planning for the Alameda County Fire Department (ACFD). The term of this contract extension shall be five months, beginning on approximately August 1, 2009 and ending on approximately December 31, 2009. This extension is for time only.

**DISCUSSION/SUMMARY:**

On March 31, 2009, File No. 24523, Item No. 28, your Board authorized the Purchasing Agent to enter into a four-month contract with Emergency Services Consulting, Inc., to develop a strategic plan for the ACFD. The plan would provide a core structure to address areas such as administration, operations, customer service, decision-making, growth opportunities, and revenue potential for the next five to seven years. The strategic planning process was designed to develop initiatives and ensure that the ACFD is able to provide the highest level of service possible to the communities it serves.

Established in 1993 as the result of a consolidation of several fire districts within the County, the ACFD developed its first strategic plan at its inception to establish core values to guide the department. ACFD is currently in the process of reviewing and evaluating its mission, vision and values statements and has undertaken the strategic planning process to address the challenges and opportunities of the future and to align itself with Alameda County's Strategic Vision.

This extension will allow additional time necessary for the ACFD to complete the strategic planning process. The contract allows for this extension by mutual agreement.

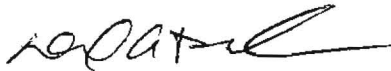
SELECTION CRITERIA/PROCESS:

*A Request for Proposal (RFP) was issued to 18 vendors on September 25, 2008 and resulted in nine responses. Representatives from the Alameda County Fire Department evaluated the proposals. Emergency Services Consulting, Inc. was the highest scoring qualified vendor. They had satisfactory references and significant experience developing strategic plans for public safety and fire organizations. They subcontracted with CGR Management Consultants, a certified SLEB, for a total of 20% of the contract value.*

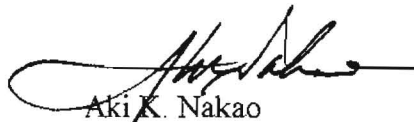
FUNDING:

Funding for this program will be included in the Alameda County Fire Department FY 2009/2010 budget and will be requested in subsequent budget years. No additional appropriations are required and there will be no increase in next County cost.

Respectfully submitted,



Sheldon D. Gilbert /DAR  
Fire Chief, Alameda County Fire Department



Aki K. Nakao  
Director, General Services Agency

AKN:AMR:mp:Board Letters/Purchasing/FY 2009-10/Fire Department Strategic Planning (Emergency Services Consulting, Inc)

cc: Susan S. Muranishi, County Administrator  
Patrick J. O'Connell, Auditor-Controller  
Richard E. Winnie, County Counsel