



# Kensington

Fire Protection District

## Request For Proposal (RFP) Emergency Preparedness Coordinator

Response Due:  
May 20, 2021, 5:00PM

Submit Responses and Questions by email to:

Bill Hansell, General Manager  
[bhansell@kensingtonfire.org](mailto:bhansell@kensingtonfire.org)



## **KENSINGTON FIRE PROTECTION DISTRICT**

### **REQUEST FOR PROPOSALS EMERGENCY PREPAREDNESS COORDINATOR**

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#### **I. INTRODUCTION**

Kensington Fire Protection District (KFPD) provides emergency medical, fire education, prevention, and suppression services to the town of Kensington, California. Our mission is to provide the highest level of service to Kensington in order to protect the lives, property, and environment of the community from the disastrous effects of fires, medical emergencies, natural disasters, and other hazardous conditions.

In an effort to support that mission, the KFPD Board of Directors approved support for the work of an **Emergency Preparedness Coordinator (EP Coordinator)**. On a consulting basis, the EP Coordinator will serve as the District lead for working with the community and with emergency preparedness representatives inside and outside Kensington to implement programs intended to improve the safety of Kensington residents. The consultant will work with the General Manager, who in turn will coordinate content guidance with the Emergency Preparedness Committee (EPC). The EPC is a standing committee and meets on the fourth Thursday of every month from 3:00PM to 5:00PM. KFPD Board of Directors meetings are on the second Wednesday of every month from 7:00PM to 10:00PM.

KFPD is requesting proposals from qualified consultants to provide EP Coordinator services over the next 12 months, or possibly longer. Proposals are solicited in accordance with the terms, conditions, and instructions set forth in this Request for Proposal. There is no expressed or implied obligation for the KFPD to reimburse responding individuals for any expenses incurred in preparing proposals in response to the request or for attending any meetings or conferences related to preparing or presenting proposals.

## **II. KFPD BACKGROUND**

The unincorporated town of Kensington, CA began a volunteer fire department in 1928. Twenty-four years later, the Kensington Fire Protection District (formed in 1937) hired a staff of professional firefighters under the supervision of a fire chief. KFPD is organized under the State's Health & Safety Code Section 13800, commonly known as the Bergeson Fire District Law. In 1995, the District entered into a contract with the City of El Cerrito whereby El Cerrito would provide all fire prevention, fire suppression and emergency services within Kensington for an annual fee. As a result, the District's only current employees are a part-time General Manager and Executive Assistant.

The early fire department was housed in a small, quaint English country-style building next to the Chevron Oil gas station on Arlington Avenue. The current public safety building, owned by the District, was constructed in 1970 and substantially renovated in 1999 and 2004. KFPD owns two fire engines, one specifically engineered for the steep, narrow streets of Kensington and the other a "Type III" or wildland engine for use during high fire season.

In recent years, KFPD embarked on a series of water system improvements by contract with the East Bay Municipal Utility District to enhance the provision of water along the wildland interface and to optimize the placement of hydrants throughout the community.

KFPD initiated paramedic service in 2001. It offers the first engine-based Advanced Life Support service in West Contra Costa County, bringing medications and equipment to a patient's side in under 5 minutes on average.

KFPD is able to provide a timely and appropriate level of response by active participation with other West Contra Costa County fire agencies in automatic response agreements that use the combined resources of all agencies to serve the area irrespective of jurisdictional lines. KFPD operates a Community Emergency Response Team Training (CERT) program.

Funding for KFPD expenses is provided by property tax revenues as well as a special tax approved by the voters in 1980. More info is available on the KFPD website at: [www.kensingtonfire.org](http://www.kensingtonfire.org).

## **III. ELIGIBILITY**

The consultant should have a Bachelor's Degree with a specialization in a field related to the position, such as public administration, fire and earthquake safety, conservation biology, community relations, and/or public education. Effective writing and public speaking skills are essential. CERT or related expertise is preferred. Three years of equivalent experience may be substituted for the Bachelor's Degree.

#### IV. SCOPE OF WORK

Working with the KFPD General Manager, the consultant shall provide the following:

**a. Education and Communication** (Estimated 40% of workload)

Develop education programs and materials on emergency preparedness to improve the awareness and readiness of Kensington residents about emergency alert and evacuation procedures, house hardening, and vegetation management; Use available methods to reach residents including public workshops, the District website, the *Kensington Outlook*, *Fireplug newsletter*, *NextDoor.com*, and other outlets.

Deliverables

- Prepare a communication plan for the year by the end of the first month of the contract;
- Improve the District website for access to emergency preparedness materials and resources;
- Prepare (2) targeted publications on safety measures such as house hardening, vegetation management, wildfire evacuation, earthquake, etc;
- Submit a minimum (3) articles per year for the *Outlook*, in conjunction with KFPD goals;
- Increase registration for all community warning systems including the County and Nixle;
- Provide supplementary information about emergency communications;
- Use NextDoor for announcements on public workshops and educational presentations;
- Hold at least one public workshop on critical issues related to emergency preparedness.

**b. Coordination with local and regional agencies** (Estimated 20% of workload)

Work with emergency preparedness representatives from the Kensington Fire and Police departments, neighboring communities, East Bay Regional Park, other Fire Districts, and the County to advance the goals and objectives of the District's emergency preparedness and response program.

Deliverables

- Establish continuing relationship with Kensington Police (KPD) and Fire on KFPD objectives, including evacuation drills, tabletop exercises, and emergency traffic volunteer training.
- Identify all neighboring and regional jurisdictions and relevant staff.
- Coordinate preparation and response with other agencies to maximize effectiveness.
- Align approaches where possible for consistent public messaging.
- Participate in relevant local and regional meetings.

**c. Strengthen Community Disaster Preparedness** (Estimated 40% of workload)

*[Note: Due to Covid-19, some of the following in-person work may be delayed or adapted to virtual meetings/presentations.]*

Liaison with Community Emergency Response Team (CERT) area coordinators and block leaders to assist organizing their neighborhoods to be prepared for wildfire evacuation and

earthquake recovery; Coordinate with the El Cerrito/KFPD and KPD staff to assist in informing and educating neighborhoods about preparation, emergency care for neighbors with limited mobility, and planning household evacuation procedures, plans, and routes. (Note: The coordinator will not train nor assist in training in the actual CERT programs.)

#### Deliverables

- Work with neighborhood leaders and present/former CERT personnel to organize neighborhood meetings and build awareness of emergency preparedness;
- Help to identify CERT Area Coordinators for all 6 areas;
- Facilitate 2 meetings annually with area and block coordinators;
- Encourage enrollment in CERT training;
- Help neighborhoods to organize “emergency watch programs” for neighbors in need;
- Develop and provide materials for neighborhood preparedness;
- Be a resource and attend block meetings as needed;
- Assist with development of emergency response drills;
- Work with K-groups, schools, churches, child care programs, and other organizations to mobilize residents and spread information through established channels;
- Work with the KPD to identify mobility-impaired residents

#### **V. PROJECT SCHEDULE**

Proposals must be received no later than 5:00PM PDT on Thursday, May 20, 2021. Proposals received later than the date and time specified will not be considered. KFPD assumes no responsibility or liability for late delivery or receipt of responses. In order to be considered eligible for the project, the consultant who would be assigned to the project, must be available by online conference to appear at the regularly scheduled monthly meeting of the KFPD Board of Directors on Wednesday, June 9, 2021 at 7:00PM. The project will be awarded and terms finalized on that date or soon thereafter. Selection of a consultant under this Request for Proposal does not commit KFPD to procuring any services pursuant to this Request for Proposal. KFPD will negotiate contract terms upon selection.

#### **VI. PROPOSAL CONTENTS AND REQUIREMENTS**

**a. Cover Letter:**

Summarize your professional background, interest, and proposed approach. Include name, address, and all applicable contact info.

**b. Qualifications:**

Describe your experience and capabilities as they relate to the Scope of Work outlined above. Identify successful professional achievements completed within the past five years that are similar in scope, size, and complexity or in other ways are related to the Scope of Work. Describe your technical ability (e.g., communications, publishing, and graphics software, etc.)

**c. Project Approach:**

See Item **VII** below for this requirement.

**d. Prior Examples:**

Provide at least three examples of recent projects completed (or ongoing) that are relevant to the Scope of Work. If a project is completed by a team, describe your role and responsibility for the work. Identify any relevant information and results in relation to schedule and budget. If applicable, include the name, title, and contact info of any client references.

**e. References:**

Provide a list, including contact name and complete contact information, of at least three clients you have worked with within the past five years who can verify your ability to provide the scope of services requested. Your references should be able to attest to the quality and effectiveness of your work.

**VII. PROJECT APPROACH**

Provide a statement of your understanding of KFPD's needs by highlighting the dominant issues and outlining your approach toward addressing those issues. Any recommendations regarding improvements to more effectively meet KFPD's stated objectives should be emphasized in your proposal and would be a clear means of demonstrating your understanding of the project requirements. Include any critical elements and special methodologies that will be employed to ensure a high-quality work product that will meet agreed upon budget and schedule expectations.

**a. Scope of Services:**

Include in the above, a scope of services and proposed outline of tasks, products, and schedules. Identify the extent of KFPD involvement deemed necessary including key decision points at each stage of the work. Proposed deviations from the desired Scope of Work set forth above should be clearly noted and justified.

**b. Fee Proposal:**

Provide a fee proposal which presents your cost structure. The proposal should reflect compensation conditions that would change the standard rate, such as prevailing wage and non-prevailing wage projects. Identify any markup for pass through expenses, per diem, travel, and any other relevant data. Sufficient information should be provided in order to serve as a basis for negotiating a contract and any Supplemental Agreements that may be warranted for out-of-scope services. The proposed fee will be used to establish a not-to-exceed contract limit that will be maintained in accordance with the conditions specified herein. Regardless of the proposed method of compensation, any contract resulting from this solicitation will specify a maximum, not-to-exceed fee amount. Except in the unusual situation wherein the consultant encounters circumstances which could not be reasonably anticipated, KFPD will not authorize payment beyond this amount. In consideration of this, any assumptions and/or the need for any contingencies must be clearly spelled out in this proposal and used as a basis to compute a "not-to-exceed" figure for the work. This figure should be sufficient to provide for any reasonably anticipated circumstances which may be encountered during work execution and completion. Unless otherwise stated, KFPD assumes that the fee schedule will be honored for a minimum of 12 months from contract execution.

## VIII. SELECTION PROCESS

The General Manager will review the proposals received and may interview one or more individuals prior to negotiating a contract for the requested services. Proposals will be evaluated considering factors including (but not limited to):

- Completeness and quality of response
- Ability to meet requested service needs
- Experience in conducting similar work
- Expertise and availability to meet the Scope of Work
- Total cost to KFPD
- References from no less than three clients

Selection will be based on the qualifications of the individual and on the quality of the proposal. Selection will not be based solely on cost.

The consultant will enter into an agreement with KFPD. The agreement will incorporate an approved action plan and schedule. KFPD expects to begin assigning projects immediately after entering into the agreement with the consultant.

KFPD reserves the right, at its sole discretion, to waive minor irregularities in submittal requirements, to request modifications of the response, to accept or reject any or all responses received, and/or to cancel all or part of this Request for Proposal at any time prior to awards.

## IX. PROPOSAL INQUIRIES

Up to one week prior to the submission deadline, you may submit specific questions about the project by email to the General Manager at: [bhansell@kensingtonfire.org](mailto:bhansell@kensingtonfire.org)

## X. REGISTRATION OF INTENT TO SUBMIT RESPONSE

If you plan to submit a proposal, please register this intent by emailing the General Manager ASAP at: [bhansell@kensingtonfire.org](mailto:bhansell@kensingtonfire.org). This registration will allow the General Manager to notify all applicants of any changes, questions, concerns, and any other matters related to this RFP. In your email subject line, please reference “**RFP 2021-01 EP Coordinator**”. Failure to register may result in not being informed of changes, questions, and concerns related to the RFP.

## XI. SUBMISSION DEADLINE

Deadline for submission is Thursday, May 20, 2021, 5PM PDT. Please email proposals in PDF format to:

Bill Hansell, General Manager  
Kensington Fire Protection District  
[bhansell@kensingtonfire.org](mailto:bhansell@kensingtonfire.org)

## **XII. DISCLAIMER**

The Request for Proposal does not commit the KFPD to engaging a consultant, issuing a contract, or paying any costs incurred in preparation of the proposals or attendance for interviews. KFPD reserves the right to cancel this Request for Proposal in whole or in part, reject any and all proposals, to accept proposals it considers most favorable to KFPD's interests at its sole discretion, and to waive any irregularities or informalities in the proposal procedures. KFPD further reserves the right to reject all proposals and seek new proposals when it is determined to be in the best interest of KFPD. This Request for Proposal covers only the work described herein and does not commit KFPD to any work beyond what is described.

## **XIII. DISCLOSURE OF PROPOSAL CONTENTS**

All proposals are subject to the provisions of the California Public Records Act, California Government Code section 6250 et seq., and any information submitted with a response is a public record subject to disclosure, unless a specific exemption applies.

## **XIV. NON-DISCRIMINATION**

No person shall be excluded from participation in, denied any benefits or otherwise discriminated against in connection with the award and performance of any contract on the basis of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, sexual orientation, age (over 40), military and veteran status of any person, or any other non-merit factor unrelated to job duties and protected by law.