

**TOWN OF ATHERTON**



**Request for Proposals**  
**for**  
**Fire Services Fiscal Review**

**City Clerk**  
**91 Ashfield Road**  
**Atherton, CA 94027**

**Proposals due by 4:00 pm on Mach 31, 2017**

## Overview

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The Town of Atherton seeks a proposal to conduct a fiscal review of fire services for the Town to assist the Town in defining the cost of fire services. The scope of professional services includes validation of fiscal data identifying the revenues collected from local residents dedicated to the provision of fire services, creation of a predictive model on the future of those revenues; identification of the cost and services for basic fire protection and emergency response services currently provided within the Town of Atherton by the Menlo Park Fire Protection District; and identification of the cost and services for basic fire protection and emergency response if the Town were not a part of the Menlo Park Fire Protection District.

A more defined Scope of Services is included as part of this Request for Proposal. Responding individuals or firms must have demonstrated experience in analyzing municipal functions and responsibilities.

## Background

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The Town of Atherton is a scenic, rural, thickly-wooded residential area with abundant open space. There are approximately 2,500 residences with approximately 6,900 residents, per the 2010 Census. The Town is mainly residential, with no commercial establishments. Although the Town is largely developed and therefore has a stable population, it experiences redevelopment as older residential buildings are demolished or significantly renovated, and its numerous schools make changes to their campus. Current law has been updated to modern fire protection codes.

The following information is provided from the Menlo Park Fire Protection District website:

“Station 3 in the Menlo Park Fire Protection District serves the Town of Atherton. In addition to Atherton, Station 3 also covers areas that are in the unincorporated areas of Redwood City. Since its response area borders the City of Redwood City, the personnel manning Engine 3 find themselves responding into Redwood City as an automatic aid engine.



This original Station 3 was an old red brick building settled around the large Atherton style homes. Many of the District's firefighters often called the brick house. After the Loma Prieta earthquake the Fire District began to study the Districts buildings for earthquake sturdiness. During that study, it was determined that the original station would need to be torn down. This phase of the seismic project was completed in 1998 with a brand new modern style fire station.

The District's seismic upgrade project team work very closely with the architects, CJW Architecture, and the contractors, Gonsalves and Stronck to build the modern Station 3. Just as the old brick station fit very comfortable in the Atherton surroundings, the project team built a station that blends into its surroundings very nicely.

The station is manned by 3 firefighters, 1 Captain and 2 firefighters. One of the three personnel will also be a licensed paramedic providing the Town of Atherton an Advanced Life Support Engine.

Housed in this station is one of the District's newest Pierce combination pumpers that was purchased in the year 2000. It was designed by the District's Apparatus team, made up of firefighters and management staff, that has many modern features.

This station also has additional duties within the District. The firefighters working at this station are also involved in managing the District's EMS Operations. They not only assist the EMS Division Chief with the day to day operations but they also coordinate the restocking of all EMS supplies in the District.”

Information regarding fire statistics and other current data can be found via the Fire District website – [www.menlofire.org](http://www.menlofire.org).

## **Scope of Work**

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**The City Council is seeking to answer the following over-arching question –**

*Has the Town’s property value’s increased to the point that the funds received by the Fire District via property taxes far exceed the cost to provide basic fire services to the community?*

To answer this question, the Town is seeking a consultant to answer the following as part of a Scope of Work. The list is not considered to be exhaustive as relevant questions and issues may arise during the course of work.

- **What revenue does the Fire District receive from Atherton residents via property taxes and fees in support of fire services?**

For this item, the Fire District has provided a tax rate summary for Atherton (Attachment 1). The role of the consultant would be to validate the information and provide an analysis of data for FY 2016/17 as well as a predictive model for the future. In addition, the consultant would provide a summary and analysis of fees paid by Atherton residents in support of fire services.

- **What is the cost of providing basic fire protection services within the jurisdictional boundaries of the Town of Atherton from the Fire District? Beyond basic services, what other special services does the District provide to Atherton residents (i.e., hazmat, CERT, urban search/rescue, etc.)? In total, what do these add to the cost of basic fire services?**

For this item, the consultant would be tasked to prepare a summary of costs for basic fire protection and emergency response for the Town of Atherton from the Fire District. The consultant would then be tasked with adding the cost for any specialized services or programs applicable to the Town of Atherton to that basic cost - such as hazardous material response,

CERT programs, urban search and resource programs, fire prevention, sharps drop off, disaster preparedness, etc.

- **If there were not a Fire District and the Town were responsible for providing fire services independently, what would the cost of those services look like? What are the options? Would an additional fire station need to be built and staffed? If so, where would it be? What would it cost? What is the annual cost? What are the long-term cost models? What are the added liabilities? Are there any added benefits?**

For this item, the consultant would be tasked with preparing a fire service model for the Town if the Town were responsible for providing fire services itself. The consultant would need to take into consideration programs and services currently provided, programs and services necessary for a Town-service model (inclusive of overhead), and long-term debt/liability. The consultant would also need to project initial capital required to build 2nd fire station (if needed - consultant determined) and other issues related to initial costs versus ongoing long-term costs.

### **Other Services to be Included**

1. Conduct meetings with Town staff and the City Council Subcommittee as needed to discuss the Study as it moves along.
2. It is the Consultant's responsibility to research, collect and verify all information such as existing records and documents including documents furnished by the Town to complete this project on schedule and within budget.
3. Present the Study and Findings at up to two public meetings.

### **Submittal and Review Process**

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1. Applicant questions: All questions regarding the RFP shall be submitted in writing to George Rodericks, City Manager at [grodericks@ci.atherton.ca.us](mailto:grodericks@ci.atherton.ca.us). Questions and responses will be posted on the Atherton Town website.
2. Submittal Deadline: March 31, 2017, 4 pm. Late submittals will not be accepted.
3. Format and Delivery: Submit five (5) letter-sized copies with one (1) unbound copy of the proposal to:

City Clerk  
Town of Atherton  
91 Ashfield Road  
Atherton, CA 94027

4. E-mail a PDF copy to George Rodericks at [grodericks@ci.atherton.ca.us](mailto:grodericks@ci.atherton.ca.us).
5. Submittals will not be returned.
6. One (1) copy of the cost proposal shall be submitted in a separate sealed envelope at the same time as submittal of the proposal.
7. The Town reserves the right to accept or reject any or all proposals, or to alter the selection process in any lawful way, to postpone the selection process for its own convenience at any time, and to waive any non-substantive defects in this RFP or the proposals.
8. The Town proposes to short list the most qualified firms for consideration during the RFP process. The Town reserves the right to negotiate with other qualified persons or firms, or to

solicit additional statements of qualifications at any point in the project should it fail to negotiate a reasonable fee with the initially selected person or firm or should that firm fail to execute the Town's Agreement.

### **Proposed Timeline**

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February 27, 2017	RFP available on Town of Atherton website
March 13, 2017 4 pm	Submission deadline for written questions
March 20, 2017	Responses to written questions available on Town website
<b>March 31, 2017, 4 pm</b>	<b>Technical and Cost Proposals due</b>
Week of April 10, 2017	Interviews with highest ranked proposers (if necessary)
April 19, 2017	Recommendation to City Council

### **Proposal Content**

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The proposal should include the following:

1. **FIRM OR PERSON INTRODUCTION:** including information such as form of organization, length of time in business, office location(s), number of staff and a general summary of qualifications documenting the strengths of the firm or person, areas of expertise and licensing.
2. **APPROACH:** the person or firm's project management practices, methodologies and processes.
3. **PROJECT EXPERIENCE:** listing specific experience that is related to the type of service required by the Town. Project experience should list the type of work provided with the client contact information for each project. If sub-consultants are proposed, include information on joint work, if any, and their roles in those projects.
4. **WORK PLAN:** detailed work plans with estimated hours by task or project phase.
5. **KEY STAFF:** including the identification of the Principal-in-Charge and key staff.
6. **REFERENCES:** Provide a minimum of three (3) client references that have working experience with the project team and companies proposed for assignment to this project. Furnish the name, title, address and telephone number of the person(s) at the client reference who is most knowledgeable about the work performed and can comment on the professional qualifications/expertise of the staff.
7. **DISCLOSURE:** of any past, ongoing, or potential conflicts of interest that the firm or person may have as a result of performing the anticipated work.
8. **PROFESSIONAL FEES:** Include standard hourly fees and charges. **One (1) copy of the cost proposal shall be submitted in a separate sealed envelope at the same time as proposal.** The highest-ranked consultant's Fee Proposal shall be opened and will form the starting basis for fee negotiations with the consultant.

### **Evaluation Criteria**

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Firm qualifications	30%
Understanding of Project Issues and Expected Results	50%
Quality of Proposed Work Plan	10%
Quality of References	10%

## **Appendix**

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Attachment 1 – Tax Rate Summary for Atherton (provided by District)

Attachment 2 – Alarm Data – Atherton October 2015 – October 2016 (provided by District)