

AGENDA  
EL DORADO HILLS COUNTY WATER DISTRICT  
(FIRE DEPARTMENT)  
BOARD OF DIRECTORS  
EIGHT HUNDRED FOURTH MEETING  
Thursday, July 18, 2019  
5:30 p.m. (Note Special Start Time)  
(1050 Wilson Blvd., El Dorado Hills, CA)

- I. Call to Order, Pledge of Allegiance

**Adjourn to Closed Session**

- II. Closed Session Items

- A. Closed Session pursuant to Government Code Section 54956.9(D)(1):  
Conference with legal counsel regarding existing litigation: LisaMarie Mason v. El Dorado Hills County Water District, et. al.; United States District Court Case No. 2:18-cv-00223-MCE-AC
- B. Closed Session pursuant to Government Code Section 54956.9(D)(1):  
Conference with legal counsel regarding existing litigation: Thomas and Helen Austin v. The County of El Dorado, et. al.; El Dorado County Superior Court Case No. 21050633
- C. Closed Session pursuant to Government Code Section 54957.6, conference with labor negotiators; items under negotiation: Memorandum of Understanding with the El Dorado Hills Professional Firefighters pertaining to wages and benefits; District negotiator is Chief Johnson

**6:00 p.m. Reconvene to Open Session and Closed Session Reports**

- III. Presentation

- A. New hire and promotion recognition presentation  
B. Lucas device demonstration

- IV. Consent Calendar (All matters on the Consent Calendar are to be approved by one motion unless a Board member requests separate action on a specific item.)

- A. Approve Minutes of the 802nd Board meeting held June 20, 2019  
B. Approve Minutes of the 803rd Special Board meeting held June 25, 2019  
C. Approve Financial Statements for June 2019

End Consent Calendar

- V. Oral Communications

- A. EDH Professional Firefighters  
B. EDH Firefighters Association  
C. Any person wishing to address the Board on any item that is not on the Agenda may do so at this time. No action may be taken on off-agenda items unless authorized by law. Comments shall be limited to three minutes per person and twenty minutes for all comments unless otherwise authorized by the Board.

- VI. Correspondence

- VII. Attorney Items

- VIII. Committee Reports
  - A. Administrative Committee (Directors Bennett and Durante)
  - B. Finance Committee (Directors Giraudo and White)
- IX. Fire Chief's Report
- X. Operations Report
  - A. Operations Report (Receive and file)
  - B. Review and update regarding Joint Powers Authority
- XI. Fiscal Items
- XII. New Business
  - A. Review and approve piggybacking on the RFP/bid process completed by Cosumnes Fire Department to Utilize HASC
  - B. Review and approve Resolution 2019-06 confirming the report of the Fire Marshal related to cost of weed abatement and imposing such costs upon properties upon which abatement has occurred
- XIII. Old Business
- XIV. Oral Communications
  - A. Directors
  - B. Staff
  - C. Schedule upcoming committee meetings
- XV. Adjournment

*Note: Action may be taken on any item posted on this agenda.*

***This Board meeting is normally recorded.***

# EL DORADO HILLS COUNTY WATER DISTRICT

## EIGHT HUNDRED SECOND MEETING OF THE BOARD OF DIRECTORS

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Thursday, June 20, 2019

5:30 p.m.

District Office, 1050 Wilson Boulevard, El Dorado Hills, CA 95762

### I. CALL TO ORDER, PLEDGE OF ALLEGIANCE, AND RECESS TO CLOSED SESSION

President Girauda called the meeting to order at 5:31 p.m. and Director Girauda led the Pledge of Allegiance. Directors in attendance: Bennett, Durante, Girauda, Hartley, and White. Director White attended via teleconference. Staff in attendance: Chief Johnson and Director of Finance Braddock. Counsel Cook was also in attendance.

Meeting adjourned to closed session at 5:32 p.m.

The meeting reconvened at 6:19 p.m. The Board took no action during closed session.

### II. CLOSED SESSION ITEMS

- A. **Closed Session pursuant to Government Code Section 54956.9(D)(1): Conference with legal counsel regarding existing litigation: LisaMarie Mason v. El Dorado Hills County Water District, et. al.; United States District Court Case No. 2:18-cv-00223-MCE-AC**
- B. **Closed Session pursuant to Government Code Section 54956.9(D)(1): Conference with legal counsel regarding existing litigation: Thomas and Helen Austin v. The County of El Dorado, et. al.; El Dorado County Superior Court Case No. 21050633**
- C. **Closed Session pursuant to Government Code Section 54957.6, conference with labor negotiators; items under negotiation: Memorandum of Understanding with the El Dorado Hills Professional Firefighters pertaining to wages and benefits; District negotiator is Chief Johnson**

### III. Presentation

- A. **Presentation to retired Captain/Paramedic Jon Zellhoefer** – President Girauda presented a resolution of appreciation to Retired Captain/Paramedic Zellhoefer for his 18 years of service.
- B. **SIM Table Demonstration** – Chief Brady did a demonstration on how the SIM table works and how it will benefit the community.

### IV. CONSENT CALENDAR

- A. **Approve Minutes of the 801st Board meeting held May 16, 2019**
- B. **Approve Financial Statements for May 2019**

*Director Hartley made a motion to approve the consent calendar, seconded by Director Durante and unanimously carried.*

**V. ORAL COMMUNICATIONS**

- A. EDH Professional Firefighters** – Mark Ali, President, reported that one of the crews was able to use the new Lucas device and thanked Chief Johnson for introducing it into the organization. He also raised concern about the 2019/20 budget regarding the floater positions and apparatus purchases.
- B. EDH Firefighters Association** – None
- C. Public Comment** – None

**VI. CORRESPONDENCE** – None

**VII. ATTORNEY ITEMS** – None

**VIII. COMMITTEE REPORTS**

- A. Administrative Committee (Directors Bennett and Durante)** – No report.
- B. Finance Committee (Directors Giraudo and White)** –
  - 1. Review and approve PARS Pension Account Investment Strategy** – Director of Finance Braddock recommended to the Board a change in the PARS Pension account to the Moderately Conservative investment strategy. She added that the PARS investment manager also recommended this change based on the District’s potential need to utilize the funds in the next 4 years or so. Director White stated that the Finance Committee supports Staff’s recommendation.

*Director Hartley made a motion to approve moving to the Moderately Conservative investment strategy for the PARS Pension account, seconded by Director Bennett and unanimously carried.*

**IX. FIRE CHIEF’S REPORT** – Chief Johnson reiterated Captain Ali’s report about the use of the Lucas device thanking the crew for thinking outside of the box and a job well done.

**X. OPERATIONS REPORT**

- A. Operations Report (Receive and file)** – Director White asked if the operations report can provide further breakdown of the response times.
- B. Review and update regarding Joint Powers Authority** – No report.

**XI. FISCAL ITEMS**



- A. **Review revenue and expense forecast for fiscal year 2018/19** – Director of Finance Braddock presented the Revenue and Expense forecast for fiscal year 2018/19, reporting that she anticipated coming in very close to budget.
- B. **Review and approve Resolution 2019-04 adopting the 2019-2020 Preliminary Budget and set notice for public hearing as required by law** – Director of Finance Braddock reviewed the preliminary budget for fiscal year 2019/20 and highlighted the significant changes from the 2018/19 budget.

Director White expressed that he is in support of the current proposed budget, but he is concerned that the District cannot sustain the same spending in future years and wants to take a close look at future years. Director Hartley asked that Staff provide a staff report justifying the purchase the medium rescue apparatus prior to approval of the final budget.

*Director Bennett made a motion to approve Resolution 2019-04 adopting the 2019-2020 Preliminary Budget and set notice for public hearing as required by law, seconded by Director Durante, and unanimously carried. (Roll Call: Ayes: 5; Noes: 0)*

- C. **Authorize Staff to transfer \$1M to PARS** – Director of Finance Braddock asked for the Board to approve the budgeted \$1M transfer to PARS

*Director Hartley made a motion to authorize Staff to transfer \$1M to PARS, seconded by Director White, and unanimously carried.*

## XII. NEW BUSINESS

- A. **Review and approve the Automatic Aid Agreement Between El Dorado Hills Fire Department and Amador Fire Protection District** – Chief Johnson reported that there was not a formal agreement in place for the Automatic Aid to Amador Fire Protection District and requested that the Board approve the proposed agreement.

*Director White made a motion to approve the Automatic Aid Agreement Between El Dorado Hills Fire Department and Amador Fire Protection District, seconded by Director Hartley, and unanimously carried.*

- B. **Review and approve Chief Johnson's recommendation for the vacant Deputy Chief position** – Chief Johnson recommended hiring Dustin Hall for the vacant Deputy Chief position.

*Director Bennett made a motion to approve Chief Johnson's recommendation for the vacant Deputy Chief position, seconded by Director Durante, and unanimously carried.*

- C. Review and approve Resolution 2019-05 to approve an amendment to the contract between the Board of Administration California Public Employees' Retirement System and the Board of Directors El Dorado Hills County Water District** – Director of Finance Braddock presented Resolution 2019-05 as the final step to amend the CalPERS contract to reflect changes in employee contributions as outlined in negotiated labor agreements.

*Director Durante made a motion to approve Resolution 2019-05 to approve an amendment to the contract between the Board of Administration California Public Employees' Retirement System and the Board of Directors El Dorado Hills County Water District, seconded by Director White, and unanimously carried. (Roll Call: Ayes: 5; Noes: 0)*

- D. Review the Development Fee Appeal from the EDH Bowmen Club** – Chief Johnson explained the request of the EDH Bowmen Club to waive their development fees for the storage facility they would like to build and stated that Staff supports the approval of this request. The total fee is \$1304.65.

*Director White made a motion to approve the Development Fee Appeal from the EDH Bowmen Club, seconded by Director Bennett, and unanimously carried.*

**XIII. OLD BUSINESS** – None

**XIV. ORAL COMMUNICATIONS**

- A. Directors** – Directors Bennett and Giraudo thanked the crews for all their hard work. Director White asked that the Board consider occasionally holding a board meeting at some of the District's other Stations.
- B. Staff** – Chief Johnson expressed his appreciation to Staff for all their work.
- C. Schedule upcoming committee meetings** – No meetings were scheduled.

**XV. ADJOURNMENT**

*Director Durante made a motion to adjourn the meeting, seconded by Hartley, and unanimously carried.*

The meeting adjourned at 7:41 p.m.

Approved:

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Jessica Braddock, Board Secretary

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John Giraud, President

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**EL DORADO HILLS COUNTY WATER DISTRICT**  
**EIGHT HUNDRED THIRD MEETING OF THE BOARD OF DIRECTORS**

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**Tuesday, June 25, 2019**

**8:00 a.m.**

District Office, 1050 Wilson Boulevard, El Dorado Hills, CA 95762

**I. CALL TO ORDER AND PLEDGE OF ALLEGIANCE**

President Giraudo called the meeting to order at 8:00 a.m. and Chief Johnson led the Pledge of Allegiance. Directors in attendance: Bennett, Durante, Giraudo, Hartley, and White. Staff in attendance: Chief Johnson and Director of Finance Braddock. Counsel Cook was also in attendance.

**II. PRESENTATION** – Chief Johnson and Staff presented a comprehensive preliminary strategic plan and solicited input from the Board. A second Board workshop will be scheduled prior to adoption of a formal District Strategic Plan document.

*The Board Adjourned to lunch at 11:47 a.m. and reconvened at 12:47 p.m.*

**III. ADJOURNMENT**

*Director Hartley made a motion for adjournment, seconded by Director White and unanimously carried.*

The meeting adjourned at 2:45 p.m.

Approved:

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John Giraudo, President

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Jessica Braddock, Board Secretary

**El Dorado Hills Fire Department**  
**Revenue and Expense Summary - ALL FUNDS**  
For the Period Ending June 30, 2019



	FINAL Full Year Budget FY18/19	Actual June 2019	Actual YTD June 30, 2019	Variance YTD Actual to Full Year Budget	(Target 100%) YTD Actual % of Full Year Budget	Notes/Comments
<b>Revenue</b>						
<b>3240 · Tax Revenue</b>						
3260 · Secured Tax Revenue	17,490,369	161,259	17,378,546	(111,823)		} Waiting on County final closing journal entries
3270 · Unsecured Tax Revenue	299,895	7,917	300,185	290		
3280 · Homeowners Tax Revenue	163,982	23,681	157,876	(6,106)		
3320 · Supplemental Tax Revenue	312,000	26,966	125,669	(186,331)		
3330 · Sacramento County Revenue	17,930	-	16,693	(1,237)		
3335 · Latrobe Revenue				-		} Have not collected Latrobe base transfer to date
3335.2 · Latrobe Special Tax	36,840	540	35,667	(1,173)		
3335.3 · Latrobe Base Transfer	256,000	-	-	(256,000)		
3340 · Property Tax Administration Fee	(353,953)		(346,739)	7,214		
<b>Total 3240 · Tax Revenue</b>	<b>18,223,063</b>	<b>220,363</b>	<b>17,667,897</b>	<b>(555,166)</b>	<b>97%</b>	
<b>3505 · Misc. Revenue, Vacant Lot</b>	<b>-</b>	<b>1,313</b>	<b>1,355</b>	<b>1,355</b>	<b>-100%</b>	
<b>3506 · Misc. Revenue, Fire Prev. Fees</b>	<b>75,000</b>	<b>26,422</b>	<b>126,477</b>	<b>51,477</b>	<b>169%</b>	Partially offset by increased use of InterWest
<b>3510 · Misc. Operating Revenue</b>						
3512 · JPA Revenue	1,150,000	-	1,150,000	(0)	100%	
3513 · Rental Income (Cell site)	25,200	2,415	26,155	955	104%	
3515 · OES/Mutual Aid Reimbursement	560,000	-	666,482	106,482	119%	Timing/Severity of OES billing/Strike Team Season
3520 · Interest Earned	225,000	7,924	282,408	57,408	126%	Higher interest rate than budgeted
3510 · Misc. Operating Revenue - Other	20,000	1,167	17,868	(2,132)	89%	
<b>Total 3510 · Misc. Operating Revenue</b>	<b>1,980,200</b>	<b>11,506</b>	<b>2,142,914</b>	<b>162,714</b>	<b>108%</b>	
<b>Total Operating Revenue</b>	<b>\$ 20,278,263</b>	<b>\$ 259,604</b>	<b>\$ 19,938,643</b>	<b>\$ (339,620)</b>	<b>98%</b>	
<b>3550 · Development Fee</b>						
3560 · Development Fee Revenue	2,000,000	118,611	1,209,930	(790,070)	60%	} Monthly development fee revenue collected trending down
3561 · Development Fee Interest	-	37,456	182,731	182,731	100%	
<b>Total 3550 · Development Fee</b>	<b>2,000,000</b>	<b>156,067</b>	<b>1,392,661</b>	<b>(607,339)</b>	<b>70%</b>	
<b>3568 · Proceeds from Insurance</b>	<b>-</b>	<b>-</b>	<b>4,095</b>	<b>4,095</b>	<b>100%</b>	Vehicle body work insurance recovery
<b>3570 · Proceeds from Sale of Assets</b>	<b>-</b>	<b>-</b>	<b>1,649</b>	<b>1,649</b>	<b>100%</b>	Sale of surplus vehicle to Mosquito FPD/Auction of Dept Surplus Assets
<b>Total Revenue</b>	<b>\$ 22,278,263</b>	<b>\$ 415,671</b>	<b>\$ 21,337,048</b>	<b>\$ (941,216)</b>	<b>96%</b>	

**El Dorado Hills Fire Department**  
**Revenue and Expense Summary - ALL FUNDS**  
For the Period Ending June 30, 2019



	FINAL Full Year Budget FY18/19	Actual June 2019	Actual YTD June 30, 2019	Variance YTD Actual to Full Year Budget	(Target 100%) YTD Actual % of Full Year Budget	Notes/Comments
<b>Expenditures</b>						
6000 · Salaries & Wages						
6001 · Salaries & Wages, Fire	6,171,004	698,819	6,314,227	(143,223)	102%	
6011 · Education/Longevity Pay	453,872	52,211	449,258	4,614	99%	
6016 · Salaries & Wages, Admin/Prev	697,794	72,842	636,224	61,570	91%	
6017 · Volunteer Pay	25,000	325	4,810	20,190	19%	Intern stipend. No CVIS payments made to date.
6018 · Director Pay	17,850	1,000	11,800	6,050	66%	
6019 · Overtime						
6019.1 · Overtime, Operational	1,592,205	163,823	1,482,851	109,354	93%	
6019.2 · Overtime, Outside Aid	480,000	-	536,831	(56,831)	112%	
6019.3 · Overtime, JPA	115,832	9,616	192,545	(76,713)	166%	
Total 6019 · Overtime	2,188,037	173,439	2,212,227	(24,190)	101%	Total OT on target
6020 · P.E.R.S. Retirement	2,479,525	204,765	2,525,872	(46,347)	102%	
6030 · Workers Compensation	659,027	43,011	571,736	87,291	87%	Workers' Compensation 2019 renewal rate came in favorable to budget
6031 · Life Insurance	6,512	502	6,498	14	100%	
6032 · P.E.R.S. Health Benefits	1,449,396	-	1,562,904	(113,508)	108%	Employee count up from budget
6033 · Disability Insurance	17,052	323	17,655	(603)	104%	
6034 · Health Cost of Retirees	916,254	569	917,124	(870)	100%	
6040 · Dental/Vision Expense	188,760	6,144	136,723	52,037	72%	
6050 · Unemployment Insurance	14,490	97	11,742	2,748	81%	
6070 · Medicare	138,549	14,324	137,374	1,175	99%	
<b>Total 6000 · Salaries &amp; Wages</b>	<b>15,423,122</b>	<b>1,268,371</b>	<b>15,516,173</b>	<b>(93,051)</b>	<b>101%</b>	
6100 · Clothing & Personal Supplies						
6101 · Uniform Allowance	54,400	-	51,970	2,430	96%	
6102 · Other Clothing & Personal Supplies	67,276	4,832	43,893	23,383	65%	Timing of purchases
<b>Total 6100 · Clothing &amp; Personal Supplies</b>	<b>121,676</b>	<b>4,832</b>	<b>95,864</b>	<b>25,812</b>	<b>79%</b>	
6110 · Network/Communications						
6111 · Telecommunications	49,699	6,638	43,449	6,250	87%	
6112 · Dispatch Services	60,000	29,845	57,694	2,306	96%	

**El Dorado Hills Fire Department**  
**Revenue and Expense Summary - ALL FUNDS**  
For the Period Ending June 30, 2019



	FINAL Full Year Budget FY18/19	Actual June 2019	Actual YTD June 30, 2019	Variance YTD Actual to Full Year Budget	(Target 100%) YTD Actual % of Full Year Budget	Notes/Comments
6113 · Network/Connectivity	50,012	3,375	40,201	9,811	80%	
<b>Total 6110 · Communications</b>	<b>159,711</b>	<b>39,859</b>	<b>141,344</b>	<b>18,366</b>	<b>89%</b>	
6120 · Housekeeping	37,960	3,247	37,332	629	98%	
<b>6130 · Insurance</b>						
6131 · General Insurance	55,000	(18,323)	56,013	(1,013)	102%	
<b>Total 6130 · Insurance</b>	<b>55,000</b>	<b>(18,323)</b>	<b>56,013</b>	<b>(1,013)</b>	<b>102%</b>	
<b>6140 · Maintenance of Equipment</b>						
6141 · Tires	35,000	-	12,457	22,543	36%	
6142 · Parts & Supplies	20,000	269	29,025	(9,025)	145%	
6143 · Outside Work	130,000	2,120	91,252	38,749	70%	
6144 · Equipment Maintenance	41,753	6,123	29,602	12,151	71%	
6145 · Radio Maintenance	43,696	5,450	21,838	21,858	50%	
<b>Total 6140 · Maintenance of Equipment</b>	<b>270,449</b>	<b>13,962</b>	<b>184,172</b>	<b>86,276</b>	<b>68%</b>	Overall maintenance favorable to budget
6150 · Maintenance, Structures & Ground	103,859	16,414	87,627	16,232	84%	
<b>6160 · Medical Supplies</b>						
6161 · Medical Supplies	5,000	-	5,705	(705)	114%	
<b>Total 6160 · Medical Supplies</b>	<b>5,000</b>	<b>-</b>	<b>5,705</b>	<b>(705)</b>	<b>114%</b>	
6170 · Dues and Subscriptions	12,610	700	13,562	(951)	108%	
<b>6180 · Miscellaneous</b>						
6181 · Miscellaneous	3,500	(7,169)	12,298	(8,798)	351%	Reclassification of Feb Dinner from Prevention
6182 · Honor Guard	5,000	-	1,004	3,996	20%	
6183 · Explorer Program	2,000	-	290	1,710	14%	
6184 · Pipes and Drums	-	-	-	-	0%	
<b>Total 6180 · Miscellaneous</b>	<b>10,500</b>	<b>(7,169)</b>	<b>13,591</b>	<b>(3,091)</b>	<b>129%</b>	
6190 · Office Supplies	20,109	3,326	24,881	(4,773)	124%	Chief office furniture/supplies
<b>6200 · Professional Services</b>						
6201 · Audit	13,500	-	17,975	(4,475)	133%	
6202 · Legal/Human Resources	193,250	22,295	243,367	(50,117)	126%	Chief recruiting costs paid in Feb.; Strategic communications firm not budgeted

**El Dorado Hills Fire Department**  
**Revenue and Expense Summary - ALL FUNDS**  
For the Period Ending June 30, 2019



	FINAL Full Year Budget FY18/19	Actual June 2019	Actual YTD June 30, 2019	Variance YTD Actual to Full Year Budget	(Target 100%) YTD Actual % of Full Year Budget	Notes/Comments
6203 · Notices	2,500	-	741	1,759	30%	
6204 · Other Professional Services	94,653	2,069	89,425	5,228	94%	
6205 · Elections/Tax Administration	-	-	45	(45)	100%	
6206 · Public Relations	6,566	-	200	6,366	3%	
<b>Total 6200 · Professional Services</b>	<b>310,469</b>	<b>24,364</b>	<b>351,752</b>	<b>(41,283)</b>	<b>113%</b>	
<b>6210 · Information Technology</b>						
6211 · Software Licenses/Subscriptions	63,850	(9,847)	53,538	10,312	84%	
6212 · IT Support/Implementation	118,000	9,053	97,285	20,715	82%	
6213 · IT Equipment	36,978	12,263	31,699	5,279	86%	
<b>Total 6210 · Information Technology</b>	<b>218,828</b>	<b>11,469</b>	<b>182,522</b>	<b>36,306</b>	<b>83%</b>	
<b>6220 · Rents and Leases</b>						
6221 · Facilities/Equipment Lease	-	-	-	-	0%	
6222 · Solar Lease	67,224	5,602	67,034	190	100%	
<b>Total 6220 · Rents and Leases</b>	<b>67,224</b>	<b>5,602</b>	<b>67,034</b>	<b>190</b>	<b>100%</b>	
6230 · Small Tools and Supplies	77,625	13,920	59,704	17,921	77%	
<b>6240 · Special Expenses</b>						
6241 · Training	155,107	2,631	124,972	30,135	81%	
6242 · Fire Prevention	49,582	2,318	41,942	7,640	85%	
6243 · Licenses	-	-	84	(84)	100%	
<b>Total 6240 · Special Expenses</b>	<b>204,689</b>	<b>4,949</b>	<b>166,999</b>	<b>37,690</b>	<b>82%</b>	
<b>6250 · Transportation and Travel</b>						
6251 · Fuel and Oil	62,000	5,478	68,171	(6,171)	110%	
6252 · Travel	25,000	1,787	10,401	14,599	42%	Less travel associated with training than budgeted
6253 · Meals & Refreshments	23,000	1,781	18,555	4,445	81%	
<b>Total 6250 · Transportation and Travel</b>	<b>110,000</b>	<b>9,045</b>	<b>97,127</b>	<b>12,873</b>	<b>88%</b>	
<b>6260 · Utilities</b>						
6261 · Electricity	10,600	11,141	17,286	(6,686)	163%	Annual true-ups higher than anticipated
6262 · Natural Gas/Propane	20,000	751	21,248	(1,248)	106%	



**El Dorado Hills Fire Department**  
**Revenue and Expense Summary - ALL FUNDS**  
 For the Period Ending June 30, 2019



	FINAL Full Year Budget FY18/19	Actual June 2019	Actual YTD June 30, 2019	Variance YTD Actual to Full Year Budget	(Target 100%) YTD Actual % of Full Year Budget	Notes/Comments
6263 · Water/Sewer	20,000	2,410	15,565	4,435	78%	
Total 6260 · Utilities	50,600	14,302	54,098	(3,498)	107%	
<b>Total Operating Expenditures</b>	<b>\$ 17,259,430</b>	<b>\$ 1,408,870</b>	<b>\$ 17,155,501</b>	<b>\$ 103,929</b>	<b>99%</b>	Total Operating Expenditures on Target
<b>Operating Revenue - Operating Expenditures</b>	<b>\$ 3,018,833</b>	<b>\$ (1,149,266)</b>	<b>\$ 2,783,142</b>	<b>\$ 235,691</b>		
6560 · Pension UAL Lump Sum Payment	1,600,000	-	1,500,000	100,000	94%	\$1M transferred to PARS from 2017/18 excess; \$500k transfer based on board approved plan for 2018/19 excess \$600k transfer based on board approved plan for 2018/19 excess Timing of purchase of flashover simulator \$120k; CAD to CAD Integration (\$125k); Sta 91 WT structure (\$70k); savings on MDCs & Mapping (\$447k)
6570 · OPEB UAL Lump Sum Payment	500,000	-	600,000	(100,000)	120%	
6720 · Fixed Assets	1,981,460	96,656	1,192,684	788,776	60%	
<b>Total Expenditures</b>	<b>\$ 21,340,890</b>	<b>\$ 1,505,525</b>	<b>\$ 20,448,185</b>	<b>\$ 892,705</b>	<b>96%</b>	
<b>Total Revenue - Total Expense</b>	<b>\$ 937,373</b>	<b>\$ (1,089,854)</b>	<b>\$ 888,863</b>	<b>\$ (48,510)</b>		
Less: Development Fee Revenue	(2,000,000)		(1,392,661)			
Add: Development Fee Qualified Expenditures	1,200,425		315,797			
<b>Total Revenue - Total Expense Net of Dev Fees</b>	<b>\$ 137,798</b>		<b>\$ (188,001)</b>			

El Dorado Hills Fire Department

7/15/2019 9:07 AM

Register: 1000 · Bank of America  
 From 06/01/2019 through 06/30/2019  
 Sorted by: Date, Type, Number/Ref

Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
06/01/2019	EFT	De Lage Landen Fin...	6190 · Office Supplies	Account # 988...	230.59	X		198,041.22
06/01/2019	EFT	El Dorado Disposal S...	-split-	5/1/19 - 5/31/19	762.61	X		197,278.61
06/01/2019	EFT	Technology Credit C...	-split-	Jun-19	5,602.00	X		191,676.61
06/03/2019	EFT	P. G. & E.	-split-	MAY-19	106.98	X		191,569.63
06/04/2019		Transfer from LAIF	1074 · Local Agency I...	Confirm #1569...		X	500,000.00	691,569.63
06/04/2019		Deposit	3510 · Misc. Operating...	Deposit		X	1,167.11	692,736.74
06/05/2019	EFT	P.E.R.S. ING	-split-	PR19-6-1	3,378.52	X		689,358.22
06/05/2019	EFT	P.E.R.S. Retirement	-split-	PR19-6-1	86,655.96	X		602,702.26
06/06/2019	EFT	P. G. & E.	-split-	MAY-19	32.60	X		602,669.66
06/06/2019	EFT	ADP (FSA)	-split-		271.90	X		602,397.76
06/06/2019	PR19-6-1		-split-	Total Payroll T...	59,075.54	X		543,322.22
06/06/2019	PR19-6-1		1000 · Bank of Americ...	Direct Deposit	235,495.43	X		307,826.79
06/06/2019	PR19-6-1		1000 · Bank of Americ...	Payroll Checks		X		307,826.79
06/10/2019		Transfer from Paypal	1010 · Paypal			X	10,746.82	318,573.61
06/10/2019	EFT	Nationwide Retireme...	-split-	PR19-6-1	20,670.03	X		297,903.58
06/10/2019	EFT	U.S. Bank Telepay	2010 · Accounts Payable	Ref # 1711061...	27,126.52	X		270,777.06
06/10/2019	EFT	P. G. & E.	-split-	MAY-19	192.48	X		270,584.58
06/10/2019	EFT	P. G. & E.	-split-	MAY-19	9.53	X		270,575.05
06/10/2019	EFT	ADP (FSA)	-split-		8.13	X		270,566.92
06/10/2019	22327	David Merino	1110 · Accounts Recei...	Jun-19	2,548.00	X		268,018.92
06/11/2019		Deposit	-split-	Deposit		X	12,137.32	280,156.24
06/11/2019	EFT	ADP (FSA)	-split-		95.33	X		280,060.91
06/11/2019	22328	El Dorado Irrigation ...	6720 · Fixed Assets	Project Numbe...	7,500.00	X		272,560.91
06/13/2019	EFT	ADP (FSA)	-split-		968.14	X		271,592.77
06/14/2019	EFT	ADP	6204 · Other Professio...	PR19-5-1, PR1...	946.04	X		270,646.73
06/14/2019	EFT	ADP HCM	6204 · Other Professio...	Workforce No...	244.95	X		270,401.78
06/14/2019	EFT	P. G. & E.	-split-	MAY-19	145.21	X		270,256.57
06/14/2019	EFT	ADP (FSA)	-split-		5.00	X		270,251.57
06/15/2019			6204 · Other Professio...	Service Charge	187.24	X		270,064.33
06/15/2019	EFT	Verizon Wireless	-split-	May-19	70.20	X		269,994.13
06/15/2019	EFT	Verizon Wireless	-split-	May-19	848.75	X		269,145.38
06/15/2019	EFT	Verizon Wireless	-split-	May-19	1,368.36	X		267,777.02
06/15/2019	EFT	Verizon Wireless	-split-	May-19	119.14	X		267,657.88
06/17/2019	22329	7th Dimension, LLC	6213 · IT Equipment	Inv # 181638	8,848.79	X		258,809.09
06/17/2019	22330	A-CHECK	6202 · Legal/Human R...	Inv # 59-05858...	22.50	X		258,786.59
06/17/2019	22331	Acme Saw & Industr...	-split-		174.44	X		258,612.15
06/17/2019	22332	Aflac	2029 · Other Payable	Inv # 788047	499.30	X		258,112.85
06/17/2019	22333	Aramark	-split-	Acct. # 792270...	81.40	X		258,031.45
06/17/2019	22334	AT&T	-split-	May-19	197.75	X		257,833.70
06/17/2019	22335	Burton's Fire	6144 · Equipment Mai...	Inv # S 44709	1,904.89	X		255,928.81

El Dorado Hills Fire Department

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Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
06/17/2019	22336	California Family Fit...	6204 · Other Professio...	Inv # 5062019	174.98	X		255,753.83
06/17/2019	22337	Caltronics Business ...	6190 · Office Supplies		685.24	X		255,068.59
06/17/2019	22338	Capital Building Mai...	6120 · Housekeeping	Invoice # 11094	142.78	X		254,925.81
06/17/2019	22339	Cascade Fire Equipm...	6231 · Hose	Invoice # 099693	11,163.12	X		243,762.69
06/17/2019	22340	Colantuono, Highsmi...	6202 · Legal/Human R...	Invoice# 39202	1,610.00	X		242,152.69
06/17/2019	22341	Comcast Business	-split-	Inv # 83214055	368.52	X		241,784.17
06/17/2019	22342	Core Logic	6242 · Fire Prevention	Inv # 81965790	137.50	X		241,646.67
06/17/2019	22343	David Roberts	-split-	Dental Reimbu...	333.92	X		241,312.75
06/17/2019	22344	Deal Heating & Air, ...	-split-		2,436.54			238,876.21
06/17/2019	22345	El Dorado County E...	6112 · Dispatch Services	Invoice # 1202...	11,242.42	X		227,633.79
06/17/2019	22346	El Dorado Hills Busi...	-split-		3,426.47	X		224,207.32
06/17/2019	22347	Fred Russell (FDC)	6720 · Fixed Assets	Inv # 2019-02	2,340.00	X		221,867.32
06/17/2019	22348	Fire Districts Associa...	6170 · Dues and Subsc...		550.00			221,317.32
06/17/2019	22349	FireCom	6145 · Radio Maintena...	Invoice # INV3...	233.53	X		221,083.79
06/17/2019	22350	Fit Guard	-split-		240.00	X		220,843.79
06/17/2019	22351	Hefner, Stark & Mar...	-split-	Statement # 37...	5,070.00	X		215,773.79
06/17/2019	22352	Hunter Gold	-split-		65.00			215,708.79
06/17/2019	22353	InterState Oil Compa...	-split-		1,337.96	X		214,370.83
06/17/2019	22354	Interwest Consulting ...	-split-		516.25	X		213,854.58
06/17/2019	22355	Jorgensen Company	6144 · Equipment Mai...		266.29	X		213,588.29
06/17/2019	22356	Kronos	6212 · IT Support/Impl...	Invoice # 1145...	94.48	X		213,493.81
06/17/2019	22357	Larry R. Fry	6034 · Health Cost of ...		568.80	X		212,925.01
06/17/2019	22358	L.N. Curtis & Sons	6102 · Other Clothing ...		2,998.17	X		209,926.84
06/17/2019	22359	Longyear, O'Dea & ...	6202 · Legal/Human R...	Invoice # 19238	4,087.10	X		205,839.74
06/17/2019	22360	Motorola Solutions Inc	6145 · Radio Maintena...	Customer Acct...	619.39	X		205,220.35
06/17/2019	22361	Nick Sharples Produ...	-split-	Invoice # 1387	723.94	X		204,496.41
06/17/2019	22362	Public Safety Innovat...	-split-		7,315.56	X		197,180.85
06/17/2019	22363	Silverado Avionics	6145 · Radio Maintena...	Invoice # 9637	3,815.08	X		193,365.77
06/17/2019	22364	Suds Car Wash, Inc.	6143 · Outside Work	April 2019 Stat...	17.08	X		193,348.69
06/17/2019	22365	Triangle Well Drilling	6150 · Maintenance,Str...	Invoice # 12988	150.00	X		193,198.69
06/17/2019	22366	Connie Bair	-split-		150.00	X		193,048.69
06/17/2019	22367	Brian Bresnahan	-split-		150.00			192,898.69
06/17/2019	22368	David Kennedy	-split-		100.00			192,798.69
06/17/2019	22369	John Niehues	-split-		150.00	X		192,648.69
06/17/2019	22370	Dwight Piper	-split-		150.00			192,498.69
06/17/2019	22371	Frederick Russell	-split-		150.00	X		192,348.69
06/17/2019	22372	Sean Ward	-split-		150.00	X		192,198.69
06/17/2019	22373	Jon A. Zellhoefer	-split-		150.00	X		192,048.69
06/17/2019	22374	Bobbi Bennett	-split-	May-19	200.00	X		191,848.69
06/17/2019	22375	Greg F. Durante (Di...	-split-	May-19	200.00			191,648.69

El Dorado Hills Fire Department

7/15/2019 9:07 AM

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Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
06/17/2019	22376	Charles J. Hartley	-split-	May-19	200.00	X		191,448.69
06/17/2019	22377	John Giraud	-split-	May-19	200.00	X		191,248.69
06/17/2019	22378	Timothy J. White	-split-	May-19	200.00			191,048.69
06/17/2019	22379	Wells Fargo Bank	2026 · EDH Associate...	Deposit to Acct...	5,122.65	X		185,926.04
06/17/2019	22380	Chase Bank	2029 · Other Payable	May 9, 23	450.00	X		185,476.04
06/17/2019	22381	ESO Solutions, Inc.	1200 · Prepaid Expenses	Invoice # INV0...	5,003.00	X		180,473.04
06/18/2019	EFT	Transfer from LAIF	1074 · Local Agency I...	Confirm #1570...		X	560,000.00	740,473.04
06/19/2019	EFT	P.E.R.S. Retirement	-split-	Austerman Adj...	18,497.44	X		721,975.60
06/19/2019	EFT	ADP (FSA)	-split-		40.77	X		721,934.83
06/20/2019	EFT	P.E.R.S. Health	-split-	July 2019	188,530.23	X		533,404.60
06/20/2019	EFT	P.E.R.S. Retirement	-split-	PR19-6-2	90,095.94	X		443,308.66
06/20/2019	EFT	ADP (FSA)	-split-		377.44	X		442,931.22
06/20/2019	PR19-6-2		-split-	Total Payroll T...	62,884.61	X		380,046.61
06/20/2019	PR19-6-2		1000 · Bank of Americ...	Direct Deposit	243,384.09	X		136,662.52
06/20/2019	PR19-6-2		1000 · Bank of Americ...	Payroll Checks		X		136,662.52
06/21/2019	EFT	Nationwide Retireme...	-split-	PR19-6-2	20,670.03	X		115,992.49
06/23/2019	EFT	Verizon Wireless	-split-	May-19	3,629.39	X		112,363.10
06/23/2019	EFT	Verizon Wireless	-split-	May-19	40.01	X		112,323.09
06/24/2019	EFT	P.E.R.S. ING	-split-	PR19-6-2	3,378.52	X		108,944.57
06/24/2019	EFT	P. G. & E.	-split-	MAY-19	326.48	X		108,618.09
06/27/2019		Transfer from LAIF	1074 · Local Agency I...	Confirm #1571...		X	600,000.00	708,618.09
06/27/2019	22382	Aramark	-split-	Acct. # 792270...	85.90			708,532.19
06/27/2019	22383	ARI Investigations Inc.	-split-	Invoice # 19-1...	1,000.00			707,532.19
06/27/2019	22384	Best Best & Krieger	6202 · Legal/Human R...	Inv # 851670	2,837.12			704,695.07
06/27/2019	22385	Capital Building Mai...	6120 · Housekeeping	Invoice # 11129	723.06			703,972.01
06/27/2019	22386	Cascade Fire Equipm...	6232 · Apparatus Tools...	Invoice # 098751	180.18			703,791.83
06/27/2019	22387	Department of Finance	6204 · Other Professio...	Invoice # 4068	250.00			703,541.83
06/27/2019	22388	Divide Seamless Rai...	6150 · Maintenance,Str...	Invoice # 3996	1,570.00			701,971.83
06/27/2019	22389	Doug Veerkamp	6143 · Outside Work		2,056.10			699,915.73
06/27/2019	22390	FailSafe Testing	6144 · Equipment Mai...	Invoice # 10286	2,284.50			697,631.23
06/27/2019	22391	FireCom	-split-	Invoice # INV3...	414.74			697,216.49
06/27/2019	22392	Hunter Gold	-split-		260.00			696,956.49
06/27/2019	22393	InterState Oil Compa...	-split-		3,491.43			693,465.06
06/27/2019	22394	Interwest Consulting ...	-split-		936.25			692,528.81
06/27/2019	22395	Jeffords Roofing	6150 · Maintenance,Str...	Invoice # 1	1,750.00			690,778.81
06/27/2019	22396	Kronos	6212 · IT Support/Impl...	Invoice # 1146...	110.15			690,668.66
06/27/2019	22397	Lehr Auto Electric, Inc	6143 · Outside Work		30.00			690,638.66
06/27/2019	22398	National Garage Doo...	-split-	Invoice # 1025...	664.35			689,974.31
06/27/2019	22399	Nick Sharples Produ...	-split-	Invoice # 1386	429.00			689,545.31
06/27/2019	22400	Precision Hydro	6144 · Equipment Mai...	Invoice # 5-25-...	75.00			689,470.31

El Dorado Hills Fire Department

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Register: 1000 · Bank of America  
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<b>Date</b>	<b>Number</b>	<b>Payee</b>	<b>Account</b>	<b>Memo</b>	<b>Payment</b>	<b>C</b>	<b>Deposit</b>	<b>Balance</b>
06/27/2019	22401	Rotary	-split-	Jun 2019 Dues	150.00			689,320.31
06/27/2019	22402	Simtable LLC	6720 · Fixed Assets	Invoice # 1137	79,500.00			609,820.31
06/27/2019	22403	Simtable LLC	1200 · Prepaid Expenses	Invoice # 1138	12,995.00			596,825.31
06/27/2019	22404	Standard Insurance Co.	6031 · Life Insurance	Policy # 00 359...	501.60			596,323.71
06/27/2019	22405	Thoro KLeen	6150 · Maintenance,Str...	Inv # 10090	2,205.00			594,118.71
06/28/2019		Deposit	-split-	Deposit		X	6,459.60	600,578.31
06/28/2019		State Compensation ...	6030 · Workers Compe...	Policy # 11048...	43,010.58			557,567.73
06/28/2019		Transfer from Paypal	1010 · Paypal				5,455.45	563,023.18
06/28/2019		Transfer from Paypal	1010 · Paypal				249.78	563,272.96

# **EL DORADO HILLS FIRE DEPARTMENT**

*“YOUR SAFETY ... OUR COMMITMENT”*



## **MONTHLY OPERATIONS REPORT**

**JUNE 2019**

\*All times are collected using a combination of Active 911 and Crystal Reports. The times are provided with the best accuracy possible given the limitations of technology in our system. The current system does not allow for accurate data collection.

## 2019 vs. 2018 Statistics

Response District	Total Number of Responses JUNE 2019	Total Number of Responses YTD 2019	Total Number of Responses JUNE 2018	Total Number of Responses YTD 2018
84	84	400	72	376
85	78	416	66	390
86	40	241	46	288
87	125	537	108	545
91	8	43	5	19
92	6	15	4	12
Mutual Aid	74	378	72	399
Transfer	27	133	18	124
<b>TOTALS</b>	<b>442</b>	<b>2,163</b>	<b>391</b>	<b>1,762</b>

91.16% Medic Unit Response, < 10 Minutes (before exception reports)

93.02% Medic Unit Response, < 11 Minutes (before exception reports)

Report: Queries – Incident – NFIRS Incident – Incident By District (Summary) Note: Run all Districts on 1 page (manually add subdistricts)

Crystal: Emergency Response Summary-Medic Unit Response Time-El Dorado

## District Calls by Type – June 2019

RESPONSE DISTRICT	FIRE CALLS	EXPLOSIONS	EMS, RESCUE, ACCIDENT	HAZEROUS CONDITION	SERVICE CALLS	GOOD INTENT CALLS	FALSE ALARMS	SEVERE WEATHER CALLS	SPECIAL, OTHER CALLS
84	4	0	47	3	19	9	2	0	0
85	1	0	51	0	19	3	4	0	0
86	0	0	18	1	15	5	1	0	0
87	4	0	52	0	55	12	2	0	0
91	0	0	5	0	3	0	0	0	0
92	1	0	2	0	2	0	1	0	0
A/M	5	0	38	0	9	22	0	0	0
<b>TOTAL</b>	<b>15</b>	<b>0</b>	<b>213</b>	<b>4</b>	<b>122</b>	<b>51</b>	<b>10</b>	<b>0</b>	<b>0</b>

*(Totals exclude transfers by M85)*



INCIDENT TYPE #	INCIDENT DESCRIPTION	NUMBER OF INCIDENTS
116	Fuel burner/boiler malfunction, fire confined	1
131	Passenger vehicle fire	4
140	Natural vegetation fire, Other	1
142	Brush or brush-and-grass mixture fire	5
143	Grass fire	2
160	Special outside fire, Other	2
321	EMS call, excluding vehicle accident with injury	5
321C	EMS call, Cardiac	21
321G	EMS call, General Medical	101
321N	EMS call, Cancelled at Scene No Pt. Contact	8
321R	EMS call, Respiratory	10
321T	EMScall, Trauma,excluding veh accident with injury	45
321X	EMS call, Transfer	24
322	Motor vehicle accident with injuries	17
323	Motor vehicle/pedestrian accident (MV Ped)	1
324	Motor Vehicle Accident with no injuries	4
353	Removal of victim(s) from stalled elevator	1
412	Gas leak (natural gas or LPG)	3
444	Power line down	1
510	Person in distress, Other	2
511	Lock-out	1
521	Water evacuation	1
522	Water or steam leak	4
531	Smoke or odor removal	2
541	Animal problem	1
541S	Animal problem snake	80
542	Animal rescue	2
550	Public service assistance, Other	2
551	Assist police or other governmental agency	1
553	Public service	2
554	Assist invalid	15
561	Unauthorized burning	1
571	Cover assignment, standby, moveup	1
571E	ENGINE/TRUCK Cover assignment, standby, moveup	7
611	Dispatched & cancelled en route	7
611A	Dispatched & canceled en route Fire Alarm	4
611F	Dispatched & canceled en route to Fire	5
611M	Dispatched & canceled en route Medical	18
611S	Dispatched & canceled en route Special Duty	1
611T	Dispatched & canceled en routeTraffic Collision	2
622	No Incident found on arrival at dispatch address	15
631	Authorized controlled burning	2
714	Central station, malicious false alarm	1
730	System malfunction, Other	1
733	Smoke detector activation due to malfunction	1
735	Alarm system sounded due to malfunction	2
736	CO detector activation due to malfunction	1
743	Smoke detector activation, no fire - unintentional	4

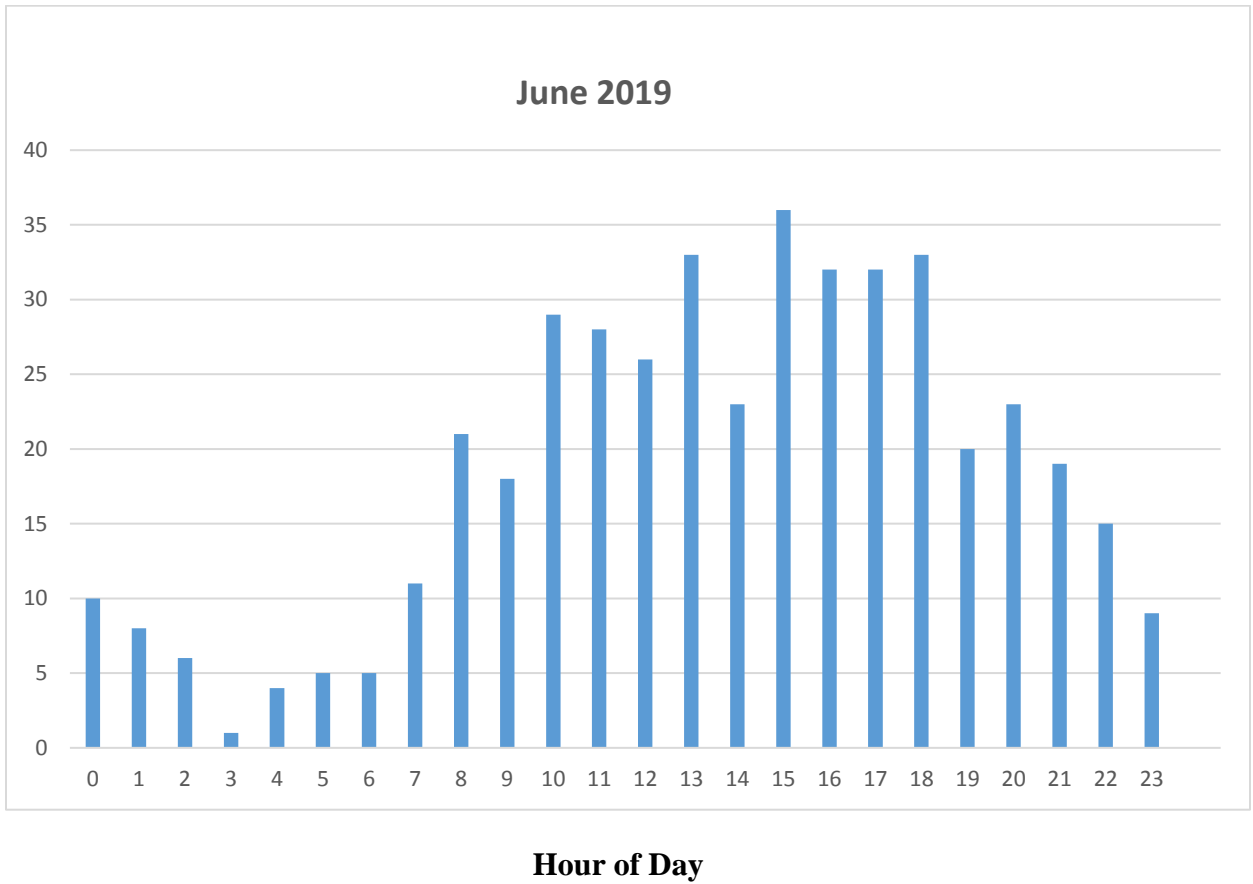
*Emergency Response Summary –  
Medic Units Response Time - El Dorado*

URBAN RESPONSE,

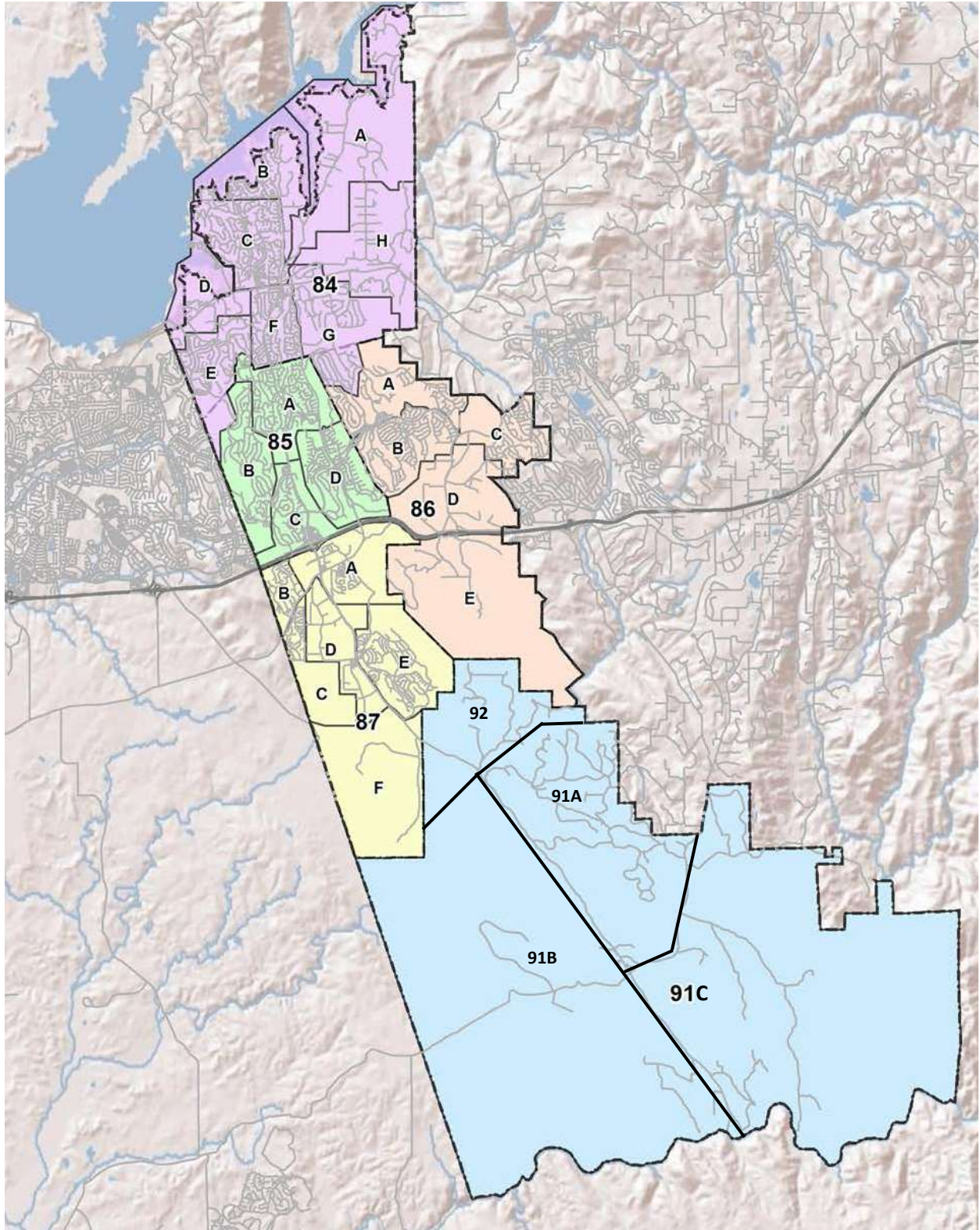
11-minutes, 90% of time

Response Time Between 00:00:00 - 00:00:59	2.79%
Response Time Between 00:01:00 - 00:01:59	4.19%
Response Time Between 00:02:00 - 00:02:59	12.09%
Response Time Between 00:03:00 - 00:03:59	24.65%
Response Time Between 00:04:00 - 00:04:59	38.14%
Response Time Between 00:05:00 - 00:05:59	57.67%
Response Time Between 00:06:00 - 00:06:59	68.37%
Response Time Between 00:07:00 - 00:07:59	79.53%
Response Time Between 00:08:00 - 00:08:59	86.51%
Response Time Between 00:09:00 - 00:09:59	91.16%
<b>Response Time Between 00:10:00 - 00:10:59</b>	<b>93.02%</b>

# Incidents by Hour of the Day



Tools – Queries – Incident Report – NFIRS – Count of Incidents by Alarm Hour





# EL DORADO HILLS FIRE DEPARTMENT

## QUARTERLY PREVENTION REPORT APRIL - JUNE 2019

*“YOUR SAFETY ... OUR COMMITMENT”*

### **Public Education Program**

The Public Education Program includes all activities performed by fire crews and Prevention staff that involve training, educating, and assisting the community, residents and organizations in the learning and training on fire & life safety topics.

- Fire station tours
  - 4 activities
- Public education activities
  - 7 activities
  - Community Events, Social Media
- This program runs year-round

### **Prevention Month (Schools)**

The Prevention Month Program includes all activities performed by fire crews and Prevention staff which take place at the schools in EDH. Each year, we provide a robust program that includes a Fire Prevention Safety Trailer (grades K-1), School assemblies (grades 2-5), fire & life safety education, prizes, poster contest, awards, & more.

- 0 activities
- This program runs August to November, or as needed

### **Juvenile Fire Setter Program**

The Juvenile Fire Setter Program works directly with families to provide valuable fire and burn prevention education including the consequences of playing with fire. The Juvenile Fire Setter Program consists of one 2-hour session held at the Burn Institute, requires the participation of the child and at least one parent or guardian, and is set in a casual setting where confidential interviews are conducted with the child and parent to determine the reason behind the fire setting behavior.

- 0 activities
- This program runs year-round

### **Fire Investigations**

The Fire Investigation Program includes all investigation activities relating to fires in EDH to determine fire cause & origin. Arson fires sometimes require the need for the County Arson Task Force and local investigators to investigate fire scenes for hours/days on end to gather all evidence & information necessary for full & detailed reports, and also may require extensive time away from the station for court hearings and expert testimony.

- 0 activities
- This program runs year-round

### **Buckle Up Baby Program**

The BUB Program was created to ensure the safety of our youngest citizens. Car seats are inspected for proper installation by a Certified Passenger Safety Technician for FREE. These inspections take place at Station 87.

- 1 activities
- This program runs year-round
- BUB staff in process of annual recertification, including front office staff

### **Vacant Lot Program**

The Vacant Lot Program is implemented each year to establish a defensible space of 100 feet around all homes, buildings, and combustible fences that abut to unimproved property. The defensible space improves the ability to survive a wildland fire and increases the safety margin and working room for Firefighters.

- This program runs February to August
- Vacant Lot Resolution passed by the Fire Board of Directors in March
- First clearance notices to over 2,100 lots have been sent out April 1<sup>st</sup>
- Second notices sent to approximately 500 lot owners informing them of their responsibility and potential forced abatement and liens
- Final Inspections have been completed and 62 non-compliant vacant lots have been assigned to contractors

### **Hazard Reduction (4291) Inspection Program**

The Hazard Reduction Program includes all activities performed by fire crews and Prevention staff which enforces Public Resources Code 4291 (PRC 4291). The enforcement of this law creates a 100-foot defensible space around all combustible dwelling structures on improved parcels, with a goal of protecting your home while providing a safe area for Firefighters.

- 7 activities
- This program runs May to July, or as needed

### **Hydrant Inspection Program**

The Hydrant Inspection Program in the El Dorado Hills area includes over 3,000 public fire hydrants. These hydrants are owned by El Dorado County Irrigation District, however you will see our Firefighters out doing inspections on the fire hydrants to ensure that each one is operational, ensuring that they can be relied upon in a moment's notice to provide fire flow for the protection of a business or home.

- 0 activities
- This program runs year-round. Hydrants that need repair are sent to EID for maintenance.

### **Business Inspection Program**

The Business Inspection Program includes all inspection activities performed by fire crews or Prevention staff. These activities involve all CA State Fire Marshal mandated inspections on Assemblies, Schools, Hazardous Occupancies, Hotels, RCFEs, Apartments, etc. Fire crews inspect the standard business occupancies on a semi-annual basis, as well as all gates annually in EDH to help ensure the functionality of those gates in the event of an emergency.

- 214 activities
- This program runs year-round
- Prevention pulled back non-mandatory inspections from the crews while we reset the inspection program with a focus on new data software and a Community Risk Reduction model.
- Prevention performs over 1,000 inspections annually, including all CA SFM mandated inspections - Assemblies, Schools, Hazardous Facilities, Hotels, RCFEs, Rural Water Tanks/Hydrants & more.

### **Life Jacket Program**

The Life Jacket Program participates in National Safe Boating Week in May each year. The El Dorado Hills Fire Department received a grant from the Life Jacket Loaner Program sponsored by the U.S. and California Boats and Waterways Association which allows our stations 84 & 85 to loan flotation devices to local boaters to help save lives on our local waterways.

- 0 activities
- This program runs from May to September, or as needed

### **Construction Plan Review Program**

The Construction Plan Review Program is responsible for all plan reviews & plan fees in EDH, whether they are for tenant improvements (TI), new construction, new structures, expansions, grading, civil improvements; both residential & commercial. This program ensures that buildings are built in compliance with all codes, providing needed/required safety to the community and Firefighters.

- 77 activities
- This program runs year-round

### **Planning & Development Program**

The Planning & Development Program involves residential and commercial planning activities including, but not limited to, Board of Supervisors Hearings, Planning Commission Hearings, Pre-applications, Fire Flows, Specific Plans, Tentative Maps, Time Extensions, Civil Improvements, Design Waivers, Final Maps, Conditions of Approval, Disaster Preparedness, Evacuation Planning, Fire Safety Planning, Wildland Fire Safe Plans, Reporting, and Prevention Division Planning & Development.

- 39 activities
- This program runs year-round

### **Smoke & CO Detector Giveaway Program**

This Community Event Program provides much needed public education about Smoke Detectors and Carbon Monoxide Detectors and their proper placement in your home. It covers education on battery replacement and proper functionality to help prevent loss of life due to fire. This event takes many hands to make happen, and involves the Rotary Club, Rotary Interact, EDH Fire personnel, and volunteers in support. One community is picked each year and teams canvas the selected area, providing detectors, batteries, and installation services to anyone who needs them.

- 0 activities
- This program runs August to October, or as needed

### **Fire Prevention Officers Program**

The Fire Prevention Officers Program includes any FPO activity in El Dorado Hills, El Dorado County, and Sacramento areas. This includes attended monthly meetings, Fire Code adoptions, Standards updates and creation, Building Department interaction, Code/Standards committees, etc.

- 3 activities
- This program runs year-round

### **Fire Safe Council Program**

The Fire Safe Council Program involves the Fire Departments interaction and collaboration with Fire Safe Councils and Fire Wise Communities of EDH and surrounding areas, to help create and implement the best fire safety programs, education, events, and other activities that promote fire & life safety in our community. The Fire Departments role is crucial to providing experience and Code related knowledge of fire and emergency information.

- 3 activities
- This program runs March to October, or as needed





# EL DORADO HILLS FIRE DEPARTMENT

## QUARTERLY TRAINING REPORT APRIL - JUNE 2019

*“YOUR SAFETY ... OUR COMMITMENT”*

### TRAINING HOURS

**TOTAL HOURS FOR ALL PERSONNEL = 6438**

### SIGNIFICANT TRAINING

- All suppression personnel completed familiarization on OES Engine-384. This included driving skills as well as pumping and equipment in-service training.
- Crews completed annual Wildland Refresher Training known as, “RT-130”. This was conducted in Rescue and included an intensive 3-hour training session. Skills included chainsaw use/brush clearance, drafting operations, progressive hose lay and mobile attack, and an arduous hike with fire shelter deployment.
- The Stryker “LUCAS” automated CPR device was placed into service on Engine-87. All crews were trained and tested on it’s use. The device has been used on several cardiac arrests in the short time it’s been deployed.
- Crews attended mandatory annual Hazardous Materials refresher training at Station 87. They were put through a realistic scenario of a leak of pool chemicals as well as updated on the set-up of “Decon-85”, the County HazMat mass decontamination trailer housed here at EDHFD.
- PATS training. Quarterly Paramedic Accreditation Training and Skills exposed crews to intense scenarios where they used their most invasive and technical skills (i.e. Orotracheal Intubation, Nasotracheal Intubation, Needle Chest Decompression, & ETCO2 Monitoring).
- Probationary FF Training and Evaluation: Our three Probationary Firefighters continue to progress well in their training and are routinely tested on their firefighting and EMS skills.





# EL DORADO HILLS FIRE DEPARTMENT

*"Serving the Communities of El Dorado Hills, Rescue and Latrobe"*

**DATE:** July 18, 2019  
**TO:** Board of Directors  
**AGENDA ITEM:** Item XII-A  
**SUBJECT:** Authorization to Piggyback – HASC

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Hermocillo-Azevedo Strategic Communications LLC (HASC) is an independent crisis and policy communications firm headquartered in Sacramento. The partners have 60 years of experience working on a wide range of state and local government issues. Their clients are corporations, coalitions, trade associations, nonprofits, universities and colleges, and state and local government agencies.

HASC provides strategic communications assistance to many local fire departments in the Sacramento region. They assist with crisis planning and response, issue management, media planning and provide many professional references on a wide variety of topics. Their website <http://hastrat.com/> provides much more information about the company.

El Dorado Hills Fire Department's Procurement Policy allows for the use of other agency's contracts to waive the RFP/Bid requirements. The policy specifically states:

#### UTILIZATION OF OTHER PUBLIC AGENCY CONTRACTS

The Board of Directors may waive the RFP/Bid requirements described above in cases where the contract or purchase is capable of being performed utilizing purchasing contracts negotiated by another governmental agency that employed acceptable bidding procedures under California Law. It is appropriate to piggyback onto another government contract when the requestor has developed a specification for which another governmental agency already has a bid developed for essentially the same product or service. The requestor must determine that the other governmental agency used an appropriate competitive process to secure its bid. Evidence of this determination shall be presented to the Board of Directors when approval to waive the RFP/Bid requirement is requested.

Recently, Cosumnes Fire Department went through the RFP/Bid process for strategic communications. After their process was completed, they selected HASC as their Strategic Communications firm. A copy of their documents are attached for reference.

**Fiscal Impact**

The preliminary budget includes \$60,000 for Strategic Communications. This is the cost of the contract with HASC.

**Recommendation**

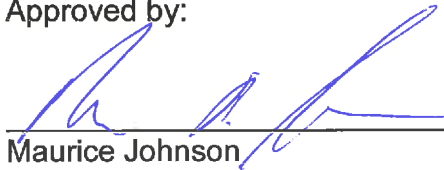
Staff recommends the Board of Directors authorize the Fire Chief to piggyback on the RFP/Bid process completed by Cosumnes Fire Department to utilize HASC for our Strategic Communications Firm.

Submitted by:



Michael Lienthal  
Deputy Chief Administration

Approved by:



Maurice Johnson  
Fire Chief

**REQUEST FOR PROPOSAL (RFP) # AD-19-001**

# **Strategic Communications**

**For the**



**Cosumnes Community Services District**

**Release Date: Monday, April 8, 2019**

**Proposal Deadline: Monday, April 29, 2019, 4:00 p.m.**

*Proposals must be received via email at the email address below by deadline.*

Mitzi Kies, Administrative Assistant  
Email: [MitziKies@csdparks.com](mailto:MitziKies@csdparks.com)  
Phone: 916-405-5300

Cosumnes Community Services District  
Parks & Recreation Department  
8820 Elk Grove Blvd.  
Elk Grove, CA 95624

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## 1 RFP Overview

### 1.1 Purpose of RFP

The Cosumnes Community Services District (District) has issued this Request for Proposals (RFP) to solicit responses from qualified consultants to provide strategic communication services for the District. Successful applicants will demonstrate an ability to provide support with strategic planning, crisis communication, public relations, media relations and training, website analysis, message development and materials development. The District seeks a consultant to work with its Marketing and Communications Supervisor and Executive Staff to complete these services.

### 1.2 Scope of Services

#### 1. Comprehensive Strategic Communications Plan

- a. Develop a communication and marketing plan that includes clear communication objectives and identifies the organization's key messages, target audiences, and potential communication actions.
- b. Include innovative communications methods to reach our diverse audiences as well as a mechanism for evaluating the success of communication activities.
- c. Prioritize strategies and tactics.
- d. Develop and use tools to measure efficacy of communications and provide quarterly reports to staff.

#### 2. Core Messaging and Message Guidance

- a. Develop a distinct set of core messages for the District's Fire Department, Parks & Recreation Department, and the District that communicate the vital role of each entity.
- b. Provide guidance for further message development including what types of messages should be coming from each Department.

#### 3. Crisis Support

- a. Provide crisis communication services and assist in maintaining effective communication throughout a crisis.
- b. A crisis could be any critical situation that may occur while managing, operating, maintaining for otherwise conducting District business. A crisis could result from a first responder incident, an incident at an event or District facility, or a natural disaster.
- c. Crisis communication services may be requested by the District at any time during the entire duration of this Agreement on an as-needed basis.

#### 4. Public Relations

- a. Produce press releases that support the District's mission, vision and goals.
- b. Proactively seek announcement opportunities that increase transparency regarding the District's community involvement.
- c. Research and suggest public appearance opportunities, such as community events.
- d. Support District staff by procuring assets and providing support as needed before, during and after District events.
- e. Develop tools to measure results and provide quarterly reports to staff.

**5. Media Relations**

- a. Establish contacts with local and regional press outlets to determine types of content they will accept from the District.
- b. Actively pitch District content for placement.
- c. Develop tools to measure results and provide quarterly reports to staff.

**6. Media Training**

- a. Provide no fewer than 8 hours of media training for up to 20 District employees, to be completed within one year of contract start and on an annual basis thereafter.
- b. Provide media training as needed to onboard new employees.
- c. Training must cover a variety of tips and resources for media pitching and media relations, as well as spokesperson preparation, key messages, effective delivery techniques, rules of engagement, and enhanced personal presence.

**7. Digital Presence**

- a. Analyze the District's current digital presence, including the District's website and social media sites.
- b. Develop a social media strategy considering key messages and target audience(s).
- c. Suggest improvements to website design and content.
- d. Research SEO and other rankings and suggest improvements to meet agreed upon goals regarding audience reach, traffic and other parameters.
- e. Suggest new tools and technologies to enhance community access to information.

**8. Materials Development**

- a. Assist in development of educational materials, news stories, and other documents related to Landscape and Lighting Maintenance District funding.
- b. Produce graphic design, videos, advertising and communication materials, as requested by the District at any time during the entire duration of this Agreement on an as-needed basis.

**1.3 Key Documents**

The District is providing various Key Documents to incorporate, not re-create, in the Strategic Communications scope of work. Key Documents include:

- [2018-2021 Fire Department Strategic Plan](#)
- [2019-2022 Parks and Recreation Strategic Plan](#)
- [Parks and Recreation Master Plan](#)

**1.4 RFP Timeline**

The District will endeavor to administer the proposal process in accordance with the terms and dates outlined below; however, the District reserves the right to modify the terms, activities, timeline, or any other aspect of the process at any time, as it deems necessary.



RFP EVENT	DATE/TIME
RFP for Strategic Communications	April 8, 2019
Deadline for Proposer Questions	April 12, 2019 / 4:00 PM
District Provides Responses to Questions	Ongoing
Deadline for Proposal Submission	April 29, 2019 / 4:00 PM
Committee Review; Rate; Discuss;	May 3, 2019
Presentations	Week of May 6, 2019
District Completes Evaluations	May 17, 2019
Finalist Notified	July 15, 2019

## 1.5 RFP Coordinator

All communications concerning this RFP must be submitted via email to the RFP Coordinator identified below. The RFP Coordinator will be the sole point of contact for this RFP.

Mitzi Kies, Administrative Assistant  
 Cosumnes CSD  
 8820 Elk Grove Blvd.  
 Elk Grove, CA 95624  
 Email: MitziKies@csdparks.com  
 Phone: 916-405-5300

***Proposer contact with any District employee other than the RFP Coordinator is expressly forbidden and may result in disqualification of the Proposer's bid.***

## 1.6 RFP Amendment and Cancellation

The District reserves the unilateral right to amend this RFP in writing at any time. The District also reserves the right to cancel or reissue the RFP in its sole discretion. If an amendment is issued, the District shall provide notice of the amendment to all Proposers complying with Section 1.8 of this RFP. In addition, the District shall post the amendment on its website at <http://www.yourcsd.com>. Proposers shall respond to the final written RFP and any exhibits, attachments, and amendments thereto.

## 1.7 RFP Questions

Specific questions concerning the RFP should be submitted via e-mail to the RFP Coordinator prior to the "Deadline for Proposer Questions." Proposer questions should clearly identify the relevant section of the RFP and page number(s) related to the question being asked. The questions submitted, and the District's responses, shall be posted on the District's website at <http://www.yourcsd.com>.

## 1.8 Intent to Propose

Each Proposer who plans to submit a proposal should notify the RFP Project Coordinator by email of the Proposer's intent to respond to this RFP. The email should include:

- Proposer name
- Name and title of Proposer main contact

- Address, telephone and facsimile number, and email address

The "Intent to Propose" email does not bind Proposers to submitting a proposal.

## **1.9 Proposal Submittal**

Proposals must be submitted no later than 4:00 p.m. on Friday, April 29, 2019. Proposals received after this time and date will not be considered. Proposers must submit an electronic copy (a single .pdf file containing all submitted material) to:

Mitzi Kies, Administrative Assistant  
Cosumnes Community Services District  
8820 Elk Grove Blvd.  
Elk Grove, CA 95624  
Email: [MitziKies@csdparks.com](mailto:MitziKies@csdparks.com)  
Phone: 916-405-5300

In addition to the electronic copy, a proposal may be mailed to the physical address above by deadline.

## 2 Cosumnes CSD Profile

### 2.1 Cosumnes Community Services District (District)

The District is a regional agency that provides essential quality of life services including fire protection, emergency medical services and parks and recreation services. The Fire Department serves the City of Elk Grove, the City of Galt and the surrounding unincorporated area, while the Parks & Recreation Department exclusively serves the City of Elk Grove. The District is located about 15 miles south of Sacramento and encompasses roughly 157 square miles with an estimated population of 201,000 residents as of September 2018. The City of Elk Grove continues to experience rapid residential growth despite being impacted by the housing slowdown of 2007-2012. The District employs 255 full-time staff and provides the following core services:

District Departments include:

- **Administrative Services** – Operations include execution and monitoring of the District budget, long-range planning, facility construction management and maintenance, information systems and the Human Resources section that provides services to over 500 full-time, part-time and seasonal employees.
- **Fire Department** – The Fire Department consists of two divisions, Operations and Administration & Support Services that work together to provide fire, rescue and emergency medical services. The area served covers over 157 square miles, including the cities of Elk Grove and Galt, and a population of about 201,000.
- **Parks & Recreation** – Parks & Recreation includes 81 staff managing 97 parks, 18 miles of off-street trails, two community centers, four recreation centers, three aquatics complexes, a nine-hole golf course and many recreation, sports and leisure programs.

### 3 Proposal Submission Requirements

#### 3.1 General Instructions

The District discourages lengthy and costly proposals. Proposals should be prepared simply and economically and provide a straightforward, concise description of the Proposer's company, qualifications, proposed solution, and capabilities to satisfy the requirements of this RFP. Emphasis should be on completeness and clarity of content. Glossy sales and marketing brochures are not necessary or desired.

Proposers must follow all formats and address all portions of the RFP set forth herein providing all information requested. Proposers may retype or duplicate any portion of this RFP for use in responding to the RFP, provided that the proposal clearly addresses all of the District's information requirements.

#### 3.2 Proposal Format and Content

Proposals must be structured and labeled in the following manner:

- Cover Letter
- Table of Contents
- Section 1 – Executive Summary
- Section 2 – Company Background
- Section 3 – Company Qualifications
- Section 4 – References
- Section 5 – Disclosure
- Section 6 – Insurance
- Section 7 – Scope of Services
- Section 8 – Work Plan and Schedule
- Section 9 – Cost Proposal

Proposals should be prepared on standard 8 1/2" x 11" paper and printed on two sides. All proposal pages should be numbered.

Failure to follow the specified format, to label the responses correctly, or to address all of the subsections may, at the District's sole discretion, result in the rejection of the proposal.

##### Cover Letter

The proposal must include a cover letter that provides the following:

- a) Proposer's legal name and corporate structure
- b) Proposer's primary contact information, including name, address, phone, website, and email

- c) Identification of use of subcontractors and scope of work to be performed by subcontractors
- d) Identification of any pending litigation against the Proposer
- e) Disclosure of any bankruptcy or insolvency proceedings in last ten (10) years
- f) Statement of the Proposer's credentials to deliver the services sought under the RFP
- g) Statement indicating the proposal will remain valid for at least 120 days
- h) Statement that the Proposer or any individual who will perform work for the Proposer is free of any conflict of interest (e.g., employment by the District)
- i) Signature of a company officer empowered to bind the Proposer to the provisions of this RFP and any contract awarded pursuant to it

The Proposal Cover Letter should be concise and brief and not exceed three (3) pages unless Proposer's exceptions to the District's legal documents require it.

### **Table of Contents**

All pages are to be numbered and identified in the Table of Contents.

### **Section 1 - Executive Summary**

This section of the proposal should provide a brief and concise synopsis of Proposer's proposal and a description of the Proposer's credentials to deliver the services sought under the RFP. The Executive Summary should not exceed three (3) pages.

### **Section 2 – Company Background**

This section of the proposal should identify the following:

- A brief description of the Proposer's background
- Identify the location of headquarters, technical support, and field offices and the location of office which would service the District

The Company Background section should not exceed three (3) pages.

### **Section 3 – Company Qualifications**

In this section of the proposal, the Proposer should identify company qualifications and experience in implementing solutions similar to what the District is seeking. The Company Qualifications section should not exceed three (3) pages.

### **Section 4 - References**

The Proposer must provide at least three (3) references with at least two (2) of the references related to services that have been completed in the last five years. The District prefers references from California agencies of similar size and complexity to the District. For each reference, proposer must provide the following information:

- Name and contact information (i.e. name, title, address, phone, and email)

- Brief project description
- Development date
- Development timeline and cost

### **Section 5 - Disclosure**

In this section of the proposal, the Proposer should identify any professional or personal financial or other interest which could be a possible conflict of interest in performing the services of the RFP. The Disclosure section should not exceed two (2) pages.

### **Section 6 – Insurance**

See Appendix B for District Insurance requirements. The Proposer must demonstrate ability to meet these requirements.

### **Section 7 – Scope of Services**

In this section of the proposal, the Proposer should provide a clear and concise response to the Scope of Service requirements set forth in this RFP. This response should demonstrate the Proposer's understanding of and suggested approach to the project. The Scope of Services section should not exceed ten (10) pages.

### **Section 8 – Work Plan and Schedule**

The Proposer should describe its proposed implementation approach by clearly identifying each phase, the timeline proposed, roles and responsibilities to be performed by the Proposer and those to be performed by the District. In particular, this section should include the following:

- Provide a project organization chart highlighting the key staff who will be assigned to the project. Provide biographies for the project manager and other key assigned staff and/or resources
- Describe your project management methodology and provide a detailed work plan based on your experience in implementing projects for similar sized agencies. The work plan should identify the timeline, major activities, tasks, deliverables, resources and assumptions.
- Describe your training methodology and how you ensure users are prepared to use the proposed solution

The Work Plan and Schedule section should not exceed ten (10) pages.

### **Section 9 – Cost Proposal**

The District seeks a clear and comprehensive understanding of all costs associated with the RFP. The Proposer must itemize all costs associated with the RFP. The District will evaluate proposals based on the "Total Cost to Implement (TCI)". TCI will include all costs required for successful development and implementation.

The Proposer's Price Sheet(s) must identify all costs required:

- Describe in detail fees to be charged, including hourly rates and an expected payment schedule

- Detail the costs by general category of work
- Provide an estimated total amount for the scope of services required
- Detail costs of any additional charges that are not included in the basic fee
- Travel (if necessary)

## 4 Proposal Evaluation

An Evaluation Committee shall review all proposals to determine which Proposers have qualified for consideration. The evaluation will include, at a minimum, an initial review and a detailed review. The initial review will evaluate all submissions for conformance to stated specifications to eliminate all responses that deviate substantially from the basic intent and/or fail to satisfy its mandatory requirements. Only those proposals that meet the intent of the mandatory requirements will be further evaluated.

Submitted proposals will be evaluated on the following criteria:

- Quality, clarity, and responsiveness of proposal
- Ability to meet the needs of the District
- Well thought out timeline and roadmap with an agreed upon phased approach negotiated during contract
- Proven technical ability to develop and implement scope of services
- Anticipated value and price
- Perceived risk or lack thereof
- Company financial stability
- References for each application proposed
- Results of interviews, demonstrations, and site visits
- Ability to prepare and execute a contract in a timely manner

The District reserves the right, at its sole discretion, to request clarifications of proposals or to conduct discussions for the purpose of clarification with any or all Proposers. The purpose of any such discussions shall be to ensure full understanding of the proposal. Discussions shall be limited to specific sections of the proposal identified by the District and, if held, shall be after initial evaluation of Proposals is complete. If clarifications are made as a result of such discussion, the Proposer shall submit such clarifications in writing to the District.



## **5 RFP Terms and Conditions**

### **5.1 Collusion**

By submitting a response to the RFP, each Proposer represents and warrants that its response is genuine and not made in the interest of or on behalf of any person not named therein; that the Proposer has not directly induced or solicited any other person to submit a sham response or encouraged any other person to refrain from submitting a response; and that the Proposer has not in any manner colluded to secure any improper advantage over any other person submitting a response.

### **5.2 Gratuities**

No person will offer, give or agree to give any District employee or its representatives any gratuity, discount or offer of employment in connection with the award of contract by the District. No District employee or representative will solicit, demand, accept, or agree to accept from any other person a gratuity, discount, or offer of employment in connection with a District contract.

### **5.3 Required Review and Waiver of Objections by Proposers**

Proposers should carefully review this RFP and all attachments and submit comments, questions, defects, objections, or any other matter requiring clarification or correction (collectively called "comments") in writing to the District no later than the "Deadline for Written Questions and Comments," as established in section 1.4 of this RFP. This will allow issuance of any necessary amendments and help prevent the opening of defective proposals upon which contract award could not be made.

Protests based on any alleged defect with the RFP will be considered waived and invalid unless the Proposer brings the alleged defect to the attention of the District, in writing, by the "Deadline for Written Questions and Comments," as established in section 1.4 of this RFP.

### **5.4 Nondiscrimination**

No person will be excluded from participation in, be denied benefits of, be discriminated against in the admission or access to, or be discriminated against in treatment or employment in the District's contracted programs or activities on the grounds of disability, age, race, color, religion, sex, national origin, or any other classification protected by federal or California State Constitutional or statutory law; nor will they be excluded from participation in, be denied benefits of, or be otherwise subjected to discrimination in the performance of contracts with the District or in the employment practices of the District's contractors. Accordingly, all Proposers entering into contracts with the District will, upon request, be required to show proof of such nondiscrimination and to post in conspicuous places, available to all employees and applicants, notices of nondiscrimination.

### **5.5 Proposal Preparation Costs**

The District will not pay any costs associated with the preparation, submittal, or presentation of any proposal made in response to this RFP.

## **5.6 Proposal Withdrawal**

To withdraw a proposal, the Proposer must submit a written notice of intent to withdraw, signed by an authorized representative, to the RFP Coordinator. After withdrawing a previously submitted proposal, the Proposer may submit another proposal at any time up to the deadline for submitting proposals.

## **5.7 Proposal Errors**

Proposers are liable for all errors or omissions contained in their proposals. Proposers will not be allowed to alter proposal documents after the deadline for submitting a proposal.

## **5.8 Incorrect Proposal Information**

If the District determines that a Proposer has provided, for consideration in the evaluation process or contract negotiations, incorrect information which the Proposer knew or should have known was materially incorrect, that proposal will be determined non-responsive and will be rejected.

## **5.9 Prohibition of Proposer Terms and Conditions**

A Proposer may not submit the Proposer's own contract terms and conditions in a response to this RFP. If a proposal contains such terms and conditions, the District, at its sole discretion, may determine the proposal to be a nonresponsive counter-offer, and the proposal may be rejected.

## **5.10 Assignment and Subcontracting**

The Contractor may not subcontract, transfer, or assign any portion of the contract without prior, written approval from the District. Each subcontractor must be approved in writing by the District. The substitution of one subcontractor for another may be made only at the discretion of the District and with prior, written approval from the District.

Notwithstanding the use of approved subcontractors, the Proposer, if awarded a contract under this RFP, will be the prime contractor and will be responsible for all work performed and will be responsible for all costs to subcontractors for services provided by the Proposer. The Proposer is prohibited from performing any work associated with this RFP or using contractors for any service associated with this RFP offshore (outside the United States).

## **5.11 Right to Refuse Personnel**

The District reserves the right to refuse, at its sole discretion; any subcontractors or any personnel provided by the Proposer or approved subcontractors. The District reserves the right to interview and approve all Proposer staff members in District's sole discretion. Proposer's staff may be subject to the District's background and drug testing processes at any time.

## **5.12 Proposal of Additional Services**

If Proposer offers services in addition to those required by and described in this RFP, those additional services may be added to the contract before contract signing at the sole discretion of the District.

### **5.13 Licensure**

Before a contract pursuant to this RFP is signed, the Proposer must hold all necessary business and professional licenses. The District may require any or all Proposers to submit evidence of proper licensure.

### **5.14 Conflict of Interest and Proposal Restrictions**

By submitting a response to the RFP, the Proposer certifies that no amount will be paid directly or indirectly to an employee or official of the District as wages, compensation, or gifts in exchange for acting as an officer, agent, employee, subcontractor, or consultant of the Proposer in connection with the procurement under this RFP.

Notwithstanding this restriction, nothing in this RFP will be construed to prohibit another governmental entity from making a proposal, being considered for award, or being awarded a contract under this RFP.

Any individual, company, or other entity involved in assisting the District in the development, formulation, or drafting of this RFP or its scope of services will be considered to have been given information that would afford an unfair advantage over other Proposers, and said individual, company, or other entity may not submit a proposal in response to this RFP.

### **5.15 Contract Negotiations**

After a review of the proposals and completion of the demonstration and proof of concept, the District intends to enter into contract negotiations with the selected Proposer. These negotiations could include all aspects of services and fees.

### **5.16 Execution of Contract**

If the selected Proposer does not execute a contract with the District within fifteen (15) business days after notification of selection, the District may give notice to that Proposer of the District's intent to select from the remaining Proposers or to call for new proposals, whichever the District deems appropriate.

### **5.17 Right of Rejection**

The District reserves the right, in its sole discretion, to reject any and all proposals or to cancel this RFP in its entirety at any time.

Any proposal received which does not meet the requirements of this RFP may be considered to be nonresponsive, and the proposal may be rejected. Proposers must comply with all of the terms of this RFP and all applicable State laws and regulations. The District may reject any proposal that does not comply with all of the terms, conditions, and performance requirements of this RFP.

Proposers may not restrict the rights of the District or otherwise qualify their proposals. If a Proposer does so, the District may determine the proposal to be a nonresponsive counter-offer, and the proposal may be rejected.

The District reserves the right, in its sole discretion, to waive variances in technical proposals provided such action is in the best interest of the District. Where the District waives minor variances in proposals,

such waiver does not modify the RFP requirements or excuse the Proposer from full compliance with the RFP. Notwithstanding any minor variance, the District may hold any Proposer to strict compliance with the RFP.

### **5.18 Disclosure of Proposal Contents**

All proposals and other materials submitted in response to this RFP procurement process become the property of the District. Selection or rejection of a proposal does not affect this right. All proposal information, including detailed price and cost information, will be held in confidence during the evaluation process. Upon the completion of the evaluation of proposals, the proposals and associated materials will be open for review by the public to the extent allowed by the California Public Records Act (Government Code Sections 6250-6270 and 6275-6276.48). By submitting a proposal, the Proposer acknowledges and accepts that the contents of the proposal and associated documents will become open to public inspection.

### **5.19 Proprietary Information**

The master copy of each proposal will be retained for official files and will become public record after the award of a contract unless the proposal or specific parts of the proposal can be shown to be exempt by law (Government Code §6276). Each Proposer may clearly label part of a proposal as "CONFIDENTIAL" if the Proposer thereby agrees to indemnify and defend the District for honoring such a designation. The failure to so label any information that is released by the District will constitute a complete waiver of all claims for damages caused by any release of the information.

### **5.20 Severability**

If any provision of this RFP is declared by a court to be illegal or in conflict with any law, the validity of the remaining terms and provisions will not be affected and, the rights and obligations of the District and Proposers will be construed and enforced as if the RFP did not contain the particular provision held to be invalid.

### **5.21 RFP and Proposal Incorporated into Final Contract**

This RFP and the successful proposal will be incorporated into the final contract.

### **5.22 Proposal Amendment**

The District will not accept any amendments, revisions, or alterations to proposals after the deadline for proposal submittal unless such is formally requested, in writing, by the District.

### **5.23 Consultant Participation**

The District reserves the right to share with any consultant of its choosing this RFP and proposal responses in order to secure a second opinion. The District may also invite said consultant to participate in the Proposal Evaluation process.

## 5.24 Rights of the District

The District reserves the right to:

- Make the selection based on its sole discretion
- Reject any and all proposals
- Issue subsequent Requests for Proposals
- Postpone opening proposals, if necessary, for any reason
- Remedy errors in the Request for Proposal process
- Approve or disapprove the use of particular subcontractors
- Negotiate with any, all, or none of the Proposers
- Accept other than the lowest offer
- Waive informalities and irregularities in the proposals
- Enter into an agreement with another Proposer in the event the originally selected Proposer defaults or fails to execute an agreement with the District

An agreement with the District will not be binding or valid unless and until it is approved by the District Board of Directors and executed by authorized representatives of the District and the Proposer.



**REQUEST FOR PROPOSAL (RFP) # AD-19-001**

**For Strategic Communications**

**For the Cosumnes Community Services District**

**Questions & Answers**

1. **Question:** Can companies from outside the USA apply for this? (like, India or Canada)
  - a. **Answer:** *Companies who have filed a Statement and Designation by Foreign Association with the State of California to transact business in California, and meet all of the requirements of the RFP, and agree to be governed by California law, may apply for the bid. Subcontractors must also meet these qualifications.*
2. **Question:** Do we need to come over there for meetings?
  - a. **Answer:** *Some remote meetings are acceptable, but the District desires the project kick-off and project wrap-up meetings to have local attendance.*
3. **Question:** Can we perform the tasks (related to the RFP) outside USA? (like, from India or Canada)
  - a. **Answer:** *Companies who have filed a Statement and Designation by Foreign Association with the State of California to transact business in California, and meet all of the requirements of the RFP, and agree to be governed by California law, may apply for the bid. Subcontractors must also meet these qualifications.*
4. **Question:** Can we submit the proposals via email?
  - a. **Answer:** *Proposers must submit an electronic copy (a single .pdf file containing all submitted material) to [MitziKies@cspdarks.com](mailto:MitziKies@cspdarks.com).*
5. **Question:** Are bidders required to create a CSD user account to access the Key Documents in Section 1.3? (Page 2)
  - a. **Answer:** *The link has been modified so guests can now view the Fire Department Strategic Plan without creating a user account.*
6. **Question:** Are proposers required to bid on all eight elements of the "Scope of Services" in Section 1.2 to be considered responsive to the RFP? (Pages 1-2)
  - a. **Answer:** *The District is seeking a full-service firm and the proposers will be graded on their ability to provide all eight elements of the "Scope of Services" in Section 1.2.*
7. **Question:** Does CSD desire the Scope of Services in Section 1.2 to be completed within a certain period of time (e.g., 1 year)? (Pages 1-2)
  - a. **Answer:** *The District desires the "Scope of Services" in Section 1.2 to be completed within one year of contract start.*
8. **Question:** Does CSD have existing opinion research, brand studies or customer surveys that will be shared with the selected bidder to inform the Strategic Communications Plan and Core Messaging in Section 1.2? (Pages 1-2)
  - a. **Answer:** *Research has not been conducted.*
9. **Question:** Does CSD currently have plans to conduct any opinion research, brand studies or customer surveys outside of this Scope of Services? (Pages 1-2)
  - a. **Answer:** *The District does not have plans for conducting formal or informal research outside of this Scope of Services. The District invites bidders to address this as a bid alternate.*

## Strategic Communications Bid Score Sheet

	Proposal Score	Presentation	Interview Questions	Total Score	%
HASC	61.60	37.00	34.00	132.60	83.00
Trippepi Smith	51.60	35.60	29.00	116.20	73.00



# STAFF REPORT

**DATE:** June 5, 2019  
**TO:** Board of Directors  
**FROM:** Joshua Green, General Manager  
**BY:** Kelly Gonzalez, Director of Business and Public Affairs  
Fred Bremerman, Project Manager  
Parks and Recreation Department



**SUBJECT: AWARD OF CONTRACT – STRATEGIC COMMUNICATIONS**

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## RECOMMENDATION

The Board of Directors:

- 1) Awards a one-year agreement (**Attachment A**) to Hermocillo Azevedo Strategic Communications, LLC, to provide strategic communications services not to exceed \$125,000; and
- 2) Authorizes the General Manager to execute the agreement.

## BACKGROUND/ANALYSIS

One of the District's initiatives is implementation of a strategic communications strategy which incorporates a variety of tools to reach multiple community audiences, ensure agency transparency, and train staff to communicate more effectively. Implementation requires the skills of an outside firm to work with District staff.

In March 2019, Fire and Parks and Recreation Department staff met to jointly develop a Strategic Communications RFP which identified a scope of services including eight items:

1. Comprehensive Strategic Communications Plan – identification of District-wide and department-specific communication objectives; establishment of metrics for determining progress toward objectives; messaging to reach diverse audiences.
2. Core Messaging and Guidance – creation of overarching and unifying messages for each department.
3. Crisis Support – pre-crisis risk assessment and scenario planning with protocols for media relations and stakeholder management during a crisis.
4. Public Relations – proactive communications to the community on District goals and objectives. Staff development for effective press releases and speaking points.
5. Media Relations – development of story ideas, media pitching, spokesperson preparation and media monitoring to improve media relations.
6. Media Training – staff training ranging from best-practice media relations techniques to intensive interview preparation for a controversial story; understanding your rights and responsibilities when the media calls; tip for controlling an interview; mock interviews.
7. Digital Presence – analysis of the District's online presence; uncovering key insights about the District's audiences to leverage online assets more efficiently and improve communication effectiveness; development of a social media strategic plan.

- 8. Materials Development – development of educational materials (i.e., Landscape and Lighting park maintenance funding) and communication materials (i.e., District videos and advertising) on an as-needed basis.

The Strategic Communications RFP was posted online. Additionally, staff reached out to nine firms. Two proposals were received; one from Hermocillo Azevedo Strategic Communications, LLC, and one from Tripepi Smith & Associates, Inc. Proposals were reviewed and rated by a panel of five staff representing the District departments. A scoring rubric was used to rate qualifications, industry knowledge, experience with similar government agencies, and cost. The cost provided by each firm varied from \$100,000 to \$151,000 for a one-year contract because the scope of services included various on-call/as-needed services.

Both firms were deemed qualified with responsive pricing and invited to interview with the District panel. The panel assigned an overall score of 83% to Hermocillo Azevedo and 73% to Tripepi Smith.

District staff is familiar with Hermocillo Azevedo, having previously worked with this firm on various individual projects including Fire Department crisis response and Park and Recreation Department Landscape and Lighting park maintenance funding.

The Hermocillo Azevedo proposal (included in **Attachment A**) provides a detailed approach to the District’s desired scope of services with an effective 12-month work schedule. Based on the proposal, interview, previous experience, cost, and work schedule, the panel is recommending award of contract to Hermocillo Azevedo.

**FINANCIAL ANALYSIS**

The FY 2018-19 District budget includes funding for these services. These funds will again be identified and allocated in the FY 2019-20 budget. The amount of the funds utilized is distributed across the three departments based on frequency and use of the contract. District staff and Hermocillo Azevedo had discussed this as a not-to-exceed amount and agree the scope of services can be accomplished with this funding.

**SUSTAINABILITY ANALYSIS**

This request has no environmental impact.

Should you have any questions, please contact me prior to the Board meeting.

Respectfully submitted,

Joshua Green  
General Manager

**Attachment A:** CCSD Agreement for Strategic Communications Services/Hermocillo Azevedo Proposal for Strategic Communications

**COSUMNES COMMUNITY SERVICES DISTRICT  
PROFESSIONAL SERVICES AGREEMENT  
FOR STRATEGIC COMMUNICATIONS**

This Agreement is made and entered into this 11th day of June 2019 (the “Agreement Date”) by and between:

**1. PARTIES**

1.1 District:

Name: Cosumnes Community Services District (“District”)  
Address: 8820 Elk Grove Boulevard, Elk Grove, CA 95624  
Phone: 916-405-7150 Fax: 916-685-6942  
Representatives: Joshua Green, General Manager

1.2 Contractor:

Name: Hermocillo Azevedo Strategic Communications LLC (HASC)  
Address: 2100 21<sup>st</sup> Street, Sacramento, CA 95818  
Phone: 916-277-9055  
Representative: Jose Hermocillo, Managing Partner

**2. PROJECT NAMES (THE “PROJECT”)**

2.1 **Strategic Communications**

2.2 District may bring forth additional Projects to Contractor as necessary. For each additional Project, a separate Attachment shall be prepared in accordance with the provisions of this Agreement and shall be incorporated in written amendments to this Agreement.

**3. DESCRIPTION OF WORK**

3.1 Contractor shall render the services described in **Attachment 1 – Hermocillo Azevedo Proposal to Provide Strategic Communications** (hereinafter, the “Services”) dated April 26, 2019. Services shall be in accordance with this

Agreement. Contractor may, with written approval of the District, and at any stage, engage subcontractors to perform all or any part of the Services. District and Contractor, by written amendment to this Agreement, may from time to time make changes to the description of the Services. All Services shall be performed pursuant to the terms and conditions of this Agreement. A timeline for completion of the Services as outlined in **Attachment 1** shall be mutually agreed upon by Contractor and District and appropriately documented in writing.

- 3.2 Time is of the essence in the performance of Services under this Agreement and the timing requirements set forth herein shall be strictly adhered to unless otherwise modified in writing in accordance with this Agreement. Contractor shall commence performance and shall complete all required services no later than the dates set forth in the Work Plan and Schedule in **Attachment 1**. Any services for which times for performance are not specified in this Agreement shall be commenced and completed by Contractor in a reasonably prompt and timely manner based upon the circumstances and direction communicated to the Contractor. Contractor shall submit all requests for extensions of time to the District in writing no later than ten (10) days after the start of the condition, which purportedly caused the delay, and not later than the date on which performance is due. Contractor shall not be responsible for any delays caused by reviews, approvals or revisions performed by the District, or any other governmental entity. If delays are caused by the District, or any other governmental entity, the proposed schedule in **Attachment 1** will be extended accordingly.
- 3.3 All attachments referred to in this Agreement are incorporated herein by that reference; however, in the event of any conflict between attachments and the terms and conditions of this Agreement, the terms and conditions of this Agreement shall take precedence.

#### **4. COMPENSATION**

- 4.1 Charges for the Services rendered will be made in accordance with – Hermocillo Revised Cost Proposal dated May 23, 2019 in **Attachment 2**. Payment is due within thirty (30) days of District’s receipt of an itemized invoice which indicates work completed and hours of Services rendered under this Agreement.
- 4.2 The compensation payable to Contractor for the Services shall not exceed \$125,000, unless by written amendment to this Agreement.

#### **5. REPRESENTATIVES**

Each party shall designate a representative in the space provided above who is authorized to act on behalf of that party and receive notices under this Agreement.

## 6. NOTICES

Any notices, consents and approvals as required to be given hereunder shall be given in writing by registered mail or certified mail, postage prepaid, return receipt requested. Notices shall be considered given when mailed. Notices shall be addressed as follows:

**District:** Cosumnes Community Services District  
8820 Elk Grove Blvd  
Elk Grove, CA 95624  
Tel: (916) 405-7150 Fax: (916) 685-6942  
Attention: Joshua Green, General Manager

**Contractor:** Hermocillo Azevedo Strategic Communications LLC (HASC)  
2100 21<sup>st</sup> Street  
Sacramento, CA 95818  
Tel: 916-277-9055  
Attention: Jose Hermocillo, Managing Partner

## 7. CONTRACTOR'S RESPONSIBILITIES

7.1. By this Agreement and through Services listed in **Attachment A**, Contractor acknowledges that it has gathered and examined information related to the requirements of this Project. No plea of ignorance relating to any data, conditions or requirements that exist, or that may be encountered in the performance of this Agreement will be accepted as a result of failure or omission on the part of Contractor to fulfill, in every respect, all of the requirements.

7.2. In the performance of the services under this Agreement, Contractor shall be, and acknowledges that Contractor is in fact and law, an independent contractor and not an agent or employee of District. Contractor has and retains the right to exercise full supervision and control over the manner and methods of providing services to District under this Agreement. All employees, agents, contractors, or subcontractors hired or retained by the Contractor are employees, agents, contractors, or subcontractors of the Contractor and not of the District. The District shall not be obligated in any way to pay any wage claims or other claims made against Contractor by any such employees, agents, contractors or subcontractors, or any other person resulting from the performance of this Agreement.

7.3 The Services performed by Contractor shall be subject to the inspection and the review of District at all times but such inspection and review shall not relieve Contractor from its responsibility for the proper performance of the Services.

- 7.4 Contractor shall perform the Services according to the professional standards of the industry and to the satisfaction of the District. All reports and documents produced and submitted by Contractor pursuant to this Agreement must meet with and shall be made to the District's satisfaction.

## **8. TERMINATION OF CONTRACT**

- 8.1 In the event of Contractor's failure to prosecute, deliver, or perform the Services, District may terminate this Agreement by notifying Contractor by certified mail, pursuant to Section 6 of this Agreement, of said termination. Thereupon, Contractor shall cease work and within five (5) working days: (a) assemble all documents owned by District and in Contractor's possession and deliver said documents to District; and (b) place all work in progress in a safe and protected condition. The General Manager of the District shall make a determination of the percentage of work which Contractor has performed which is usable and of worth to District. Based upon that finding, the District shall determine any final payment due to Contractor.

- 8.2 This Agreement may be terminated by either party, without cause, upon the giving of thirty (30) days' written notice to the other party. Prior to the thirtieth (30th) day following the giving of notice, Contractor shall: (a) assemble the completed work product to date, and put same in order for proper filing and closing, and deliver said product to District; and (b) place all work in progress in a safe and protected condition. The General Manager of the District shall make a determination of the percentage of work which Contractor has performed which is usable and of worth to District. Based upon that finding, the District shall determine any final payment due to Contractor.

## **9. PIGGYBACK CLAUSE**

It is intended that any other agency be permitted to purchase under the same terms submitted by Contractor in response to this procurement. Contractor acknowledges and agrees that, to the extent permitted by law, and during the period in which the contract is in effect (including, without limitation, any extensions thereto), other agencies shall be permitted to enter into a separate contract with Contractor and "piggyback" on the same terms and conditions set forth in this contract.

To the extent other agencies elect to "piggyback" on this contract, the District shall have no liability whatsoever in connection with any orders submitted to the Contractor by such other public agencies and, in each case, any and all liabilities associated with a piggyback order shall be the sole responsibility of the Contractor and the agency that submitted the order.

**10. EQUAL EMPLOYMENT OPPORTUNITY**

Contractor shall continue to provide equal employment opportunity to all qualified persons and to recruit, hire, train, promote and compensate persons in all jobs without regard to race, color, religion, sex, age, disability or national origin or any other basis prohibited by applicable laws

**11. INDEMNITY**

To the fullest extent permitted by law, Contractor shall defend, indemnify and hold the District, its officials, officers, employees, volunteers, and agents free and harmless from any and all claims, demands, causes of action, costs, expenses, liability, loss, damage or injury, in law or equity, to property or persons, including wrongful death, in any manner arising out of, pertaining to, or relating to any negligence, errors or omissions, recklessness, or willful misconduct of Contractor, its officials, officers, employees, agents, contractors, and contractors arising out of or in connection with the performance of the Contractor's Services, including without limitation the payment of all consequential damages, expert witness fees, and attorneys fees and other related costs and expenses. Contractor shall defend, at Contractor's own cost, expense and risk, any and all such aforesaid suits, actions or other legal proceedings of every kind that may be brought or instituted against District, its directors, officials, officers, employees, agents, or volunteers. Contractor shall pay and satisfy any judgment, award or decree that may be rendered against District or its directors, officials, officers, employees, agents, or volunteers, in any such suit, action or other legal proceeding. Contractor shall reimburse District and its directors, officials, officers, employees, agents, and/or volunteers, for any and all legal expenses and costs incurred by each of them in connection therewith or in enforcing the indemnity herein provided. Contractor's obligation to indemnify shall not be restricted to insurance proceeds, if any, received by the District, its directors, officials, officers, employees, agents, or volunteers. Contractor shall not be liable for defense costs caused by District's negligence, etc., as determined by a court of competent jurisdiction.

**12. DOCUMENTS**

The documents, drawings, specifications and estimates prepared by Contractor, or Contractor's subcontractors for this Project, shall be and remain the property of District. Such documents, drawings, specifications and estimates shall be the property of District whether or not the work for which they were made is executed, and notwithstanding any copyright. District reserves the right to reuse all or part of the documents at its sole discretion for the construction of all or part of this or another project constructed for District. District is not bound by this Agreement to employ the services of Contractor in the event such documents are reused. In the event that Contractor's documents are subsequently reused or modified in any material respect without prior written consent of Contractor, District agrees to indemnify Contractor from any claims advanced on account of said reuse or modification. All Documents & Data are confidential and Contractor

agrees that they shall not be made available to any individual or organization without the prior written approval of the District, except by court order.

**13. FORCE MAJEURE**

Any default in the performance of this Agreement caused by any of the following events and without fault or negligence on the part of the defaulting party shall not constitute a breach of contract: labor strikes, riots, war, acts of governmental authorities, unusually severe weather conditions or other natural catastrophe, or any other cause beyond the reasonable control or contemplation of either party.

**14. GOVERNING LAW AND VENUE**

This Agreement shall be governed, construed and enforced in accordance with the laws of California and venue shall be in Sacramento County.

**15. DISPUTES**

If a dispute should arise regarding the performance of this Agreement, the following procedures shall be used:

**15.1 Initial Resolution Effort**

- (a) The complaining party shall reduce its position to writing along with a recommended method for resolving the dispute, and forward a copy of the dispute document to the other party.
- (b) Within ten (10) working days of receipt of the dispute document, the other party shall reply to the dispute document with a written response that sets forth the other party's position and recommended method of resolving the dispute.
- (c) The Administrator of Parks and Recreation shall represent the District in this process.

**15.2** If the dispute is not resolved in accordance with Section 14.1, the aggrieved party shall send to the General Manager a copy of the dispute document and response. Within five (5) working days of receiving the dispute document and the response, the General Manager shall propose a resolution.

**15.3** If the dispute remains unresolved and the parties have exhausted the procedures of this Section, the parties may then seek remedies available to them at law.



**16. ATTORNEYS' FEES**

In the event of a dispute hereunder, the prevailing party is entitled to recover from the other party all costs incurred by the prevailing party in enforcing this Agreement and prosecuting the dispute, including reasonable attorney's fees and expert's fees, whether incurred through formal legal proceedings or otherwise.

**17. ASSIGNMENT AND SUCCESSORS**

Neither District nor Contractor shall, without the prior written consent of the other party, assign the benefit or in any way transfer the obligations of this Agreement or any party hereof. This Agreement shall inure to the benefit of and be binding upon the parties hereto, and except as otherwise provided herein, upon their executors, administrators, successors and assigns.

**18. ENTIRE AGREEMENT**

This Agreement constitutes the sole and entire agreement between District and Contractor relating to the Project and supersedes all prior agreements between them, whether written or oral, respecting the subject matter hereof and no other terms, conditions or warranties, whether express or implied, shall form a part hereof. This Agreement may be amended only by written instrument signed by both District and Contractor.

**19. SEVERABILITY**

If any term, condition or covenant of this Agreement is held by a court of competent jurisdiction to be invalid, void or unenforceable, the remaining provisions of this Agreement shall continue in full force and effect.

**20. SUBCONTRACTING**

Contractor shall not subcontract any portion of the work required by this Agreement, except as expressly stated herein, without prior written approval of District. Subcontracts, if any, shall contain a provision making them subject to all provisions stipulated in this Agreement.

**21. SIGNATURE AUTHORITY**

The individual executing this Agreement on behalf of Contractor warrants that he/she is authorized to execute the Agreement on behalf of Contractor and that Contractor will be bound by the terms and conditions contained herein.

**22. APPROVAL OF LEGISLATIVE BODY**

This Agreement shall not be binding upon District until District's Board of Director's, or its designee, has approved all the terms and conditions contained herein.

District shall implement this Agreement through its General Manager. The General Manager is hereby authorized by District to enter into agreements referenced in this Agreement or reasonably required to implement this Agreement on behalf of District, issue approvals, interpretations or waivers and enter into certain amendments to this Agreement on behalf of District to the extent that any such action(s) does/do not increase the monetary obligations of District by more than Fifty Thousand Dollars (\$50,000) in the aggregate. All other actions shall require the consideration and approval of the District Board of Directors, unless expressly provided otherwise by action of the District Board of Directors. Nothing in this Section 21 shall restrict the submission to the District Board of Directors of any matter within the General Manager's authorization under this Section 21, in the General Manager's sole and absolute discretion, to obtain the District Board of Director's express and specific authorization on such matter. The specific intent of this Section 21 is to authorize certain actions on behalf of District by the General Manager, but not to require that such actions be taken by the General Manager without consideration by the District Board of Directors.

**23. INSURANCE**

23.1 Contractor shall obtain, and during the term of this Agreement shall maintain, policies of commercial general liability and property damage insurance from an insurance company authorized to be in business in the State of California. Each such policy shall be in an amount of not less than One Million Dollars (\$1,000,000) for each occurrence, and shall be endorsed with the following language:

- (a) The District's officers, officials, employees, agents and volunteers are to be covered as additional insureds with respect to liability arising out of the acts and omissions by or on behalf of the Contractor.
- (b) The policy shall be considered primary insurance as respects the District and District's officers, officials, employees, agents and volunteers. Any insurance maintained by the District, including any self-insurance retention the District may have, shall be considered excess insurance only and shall not contribute with it.
- (c) The insurer shall act for each insured and additional insured as though a separate policy had been written for each, except with respect to the limits of liability of the insuring company.

- (d) The insured waives all rights of subrogation against the District and District's officers, officials, employees, agents and volunteers.
  - (e) Any failure to comply with report provisions of the policy shall not affect coverage provided to the District and District's officers, officials, employees, agents and volunteers.
  - (f) Provide that the policy shall remain in full force during the full term of this Contract and shall not be canceled, voided, terminated, reduced, or allowed to expire without prior written notice being received by the District.
- 23.2 Contractor shall obtain, and during the term of this Contract shall maintain, a policy of professional liability insurance that shall:
- (a) Be from an insurance company authorized to be in business in the State of California;
  - (b) Be in an insurable amount of not less than One Million Dollars (\$1,000,000) for each occurrence/aggregate; and
  - (c) Provide that the policy shall remain in full force during the full term of this Agreement and shall not be cancelled, terminated or allowed to expire without thirty (30) days prior written notice to the District from the insurance company.
- 23.3 Before Contractor shall employ any person or persons in the performance of this Agreement, Contractor shall procure a policy of Worker's Compensation Insurance as required by the Labor Code of the State of California.
- 23.4 Prior to the commencement of work under this Agreement, Contractor shall furnish to the District proof of the insurance required in this Section.
- 23.5 Any deductibles or self-insured retentions must be declared to and approved by the District. At the District's option, Contractor shall demonstrate financial capability for payment of such deductibles or self-insured retentions.
- 23.6 Contractor shall provide certificates of insurance with original endorsements to District, as evidence of the insurance coverage required herein. Certificates of such insurance shall be filed with the District on or before commencement of performance of this Agreement. Current certification of insurance shall be kept on file with the District at all times during the term of this Agreement.

**24. COMPLIANCE WITH FEDERAL AND STATE LABOR LAWS**

24.1 Contractor certifies that Contractor is aware of the requirements of the Immigration Reform and Control Act of 1986 (8 USC 1101-1525) and has complied, and will comply, with these requirements, including but not limited to verifying the eligibility for employment of all agents, employees, subcontractors and Contractor's that are included in this Agreement.

24.2 Contractor is hereby made aware of the requirements of Labor Code sections 1720 et seq. and 1770 et seq., as well as California Code of Regulations, Title 8, Section 16000 et seq. ("Prevailing Wage Laws"), which require the payment of prevailing wage rates and the performance of other requirements on certain "public works" and "maintenance" projects. Since this Contract involves an applicable "public works" or "maintenance" project, as defined by the Prevailing Wage Laws, and since the total compensation is \$1,000 or more, Proposer agrees to fully comply with such Prevailing Wage Laws. Contractor shall obtain a copy of the prevailing rates of per diem wages at the commencement of this Contract from the website of the Division of Labor Statistics and Research of the Department of Industrial Relations located at [www.dir.ca.gov](http://www.dir.ca.gov). The successful Contractor shall defend, indemnify and hold the District, its officials, officers, employees and authorized volunteers free and harmless from any claims, liabilities, costs, penalties or interest arising out of any failure or alleged failure to comply with the Prevailing Wage Laws.

Pursuant to Labor Code sections 1725.5 and 1771.1, Contractor and their respective subcontractors must be registered with the Department of Industrial Relations prior to bidding on or executing a contract to perform public works. By bidding on or entering into a contract with the District, Contractor represents that it is aware of the registration requirement and is currently registered with the DIR. Contractor shall maintain a current registration for the duration of the Project. Contractor shall further include the requirements of Labor Code sections 1725.5 and 1771.1 in any subcontract and ensure that all subcontractors are timely registered for the duration of the Contract.

24.3 By its signature hereunder, Contractor certifies that it is aware of the provisions of Section 3700 of the California Labor Code, which require every employer to be insured against liability for Worker's Compensation or to undertake self-insurance in accordance with the provisions of that Code, and agrees to comply with such provisions before commencing the performance of the Services.

**25. WAIVER**

Waiver of a breach or default under this Agreement shall not constitute a continuing waiver of a subsequent breach of the same or any other provision under this Agreement.

**26. CONFLICT OF INTEREST**

No person who is a director, officer, partner, trustee, (including its employees, agents, or and subcontractors) of the Contractor shall maintain or acquire any direct or indirect interest that conflicts with the performance of this Agreement. Contractor shall comply with all requirements of the Political Reform Act (California Government Code sections 81000, et seq.) and other laws relating to conflicts of interest, including: (a) Contractor shall not make or participate in a decision made by the District, or any board or commission thereof, if it is reasonably foreseeable that the decision will may have a material effect on Contractor’s economic interest, and (b) if required by law, any source of income, investment or interest in real property of that person or Contractor. Contractor agrees to file with the District in a timely manner, those financial disclosure forms as required by the Political Reform Act. Interpretation of this section shall be governed by the definitions and provisions used in the Political Reform Act and other laws relating to conflict of interest. Contractor shall file financial disclosure forms with the District. If Contractor maintains or acquires a conflicting interest, any contract with the District (including this Agreement) involving Contractor’s conflicting interest may be terminated by the District.

**27. INTERPRETATION**

Since the Parties or their agents have participated fully in the preparation of this Agreement, the language of this Agreement shall be construed simply, according to its fair and plain meaning, and not strictly for or against any Party.

**28. COUNTERPARTS**

This Agreement may be signed in counterparts, each of which shall constitute an original.

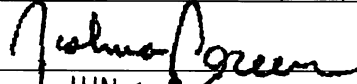
**The Parties, intending to be legally bound, have made, accepted and executed this Agreement as of the Agreement Date noted above:**


FOR THE COSUMNES COMMUNITY SERVICES DISTRICT

FOR HERMOCILLO-AZEVEDO STRATEGIC COMMUNICATIONS (HASC)

By: Joshua Green, General Manager

By: Jose Hermocillo, Managing Partner

Its:   
Date: JUN 13 2019

Its:   
Date: June 11, 2019

**TABLE 2: Cost Proposal by Category of Work**

Service	Cost Proposal	Comments
<b>1. Strategic Communications Plan</b>	\$12,500	One-time fee
<b>2. Core Messaging and Message Guidance</b>	\$4,000	One-time fee
<b>3. Crisis Support 4. Public Relations 5. Media Relations</b>	\$60,000 - \$86,000	Combined budget for Public Relations, Media Relations and Crisis Support. Since roles and responsibilities will be subject to planning and discussion, HASC is proposing a monthly retainer of \$5,000 against which hours will be billed at our usual and customary rates. Hours in excess of the retainer in any single month would be billed against a proposed "overage" budget of \$26,000. This arrangement will minimize costs if the District assumes more responsibility for tactical implementation and provide budget if HASC assumes more responsibility for tactical implementation.
<b>6. Media Training</b>	\$8,000	Cost for two trainings
<b>7. Social Media Audit</b>	\$7,500	One-time fee
<b>8. Materials Development</b>	\$5,000	Drafting and research would be included under other line items. Costs for graphic design and production would be billed at \$120/hour.
<b>Expenses</b>	\$2,000	Examples: printing, parking, local travel
<b>TOTAL COST TO IMPLEMENT</b>	<b>\$99,000 - \$125,000</b>	



# Proposal to Provide Strategic Communications for Cosumnes Community Services District

April 26, 2019



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## COVER LETTER

April 26, 2019



Mitzi Kies, Administrative Assistant  
Cosumnes Community Services District  
8820 Elk Grove Blvd.  
Elk Grove, CA 95624

RE: Request for Proposal (RFP) #AD-19-001

To Whom It May Concern:

On behalf of Hermocillo-Azevedo Strategic Communications (HASC), please accept this proposal in response to RFP #AD-19-001. This cover letter is intended to address the issues identified for this section of the RFP.

### Information about HASC

Our legal name is Hermocillo-Azevedo Strategic Communications LLC. The firm is a Limited Liability Company. Our office address is 2100 21<sup>st</sup> Street, Sacramento, CA 95818. Our website address is [www.hastrat.com](http://www.hastrat.com). HASC is a certified small business by the State of California.

The partners' contact information is as follows:

Jose Hermocillo	O: (916) 277-9055 C: (916) 952-0440	<a href="mailto:jhermocillo@hastrat.com">jhermocillo@hastrat.com</a>
Jerry Azevedo	O: (916) 277-9055 C: (916) 475-2437	<a href="mailto:jazevedo@hastrat.com">jazevedo@hastrat.com</a>

### Subcontractors

We would engage Digital Advocacy to perform the following services requested in the RFP:

- Digital Presence
- Graphic Design
- Video Production

### Legal Issues

There is no pending litigation against our firm, nor have we as individuals or as a firm been involved with any bankruptcy or insolvency proceeding in the last 10 years.

### Credentials

We are the right partner for the following reasons:

- We are very familiar with the issues and needs of Cosumnes Community Services District (CSD), having provided communications services for the General Manager, the fire department and the parks and recreation department at various times during the past several years. We also interact with CSD Fire leadership in our work for a regional Joint Powers Authority in which CSD is a member.
- Our area of specialization as professional communicators is issue management, policy advocacy, and crisis and litigation communications. Among our peers, we are a well-known and respected firm for these services.
- We have significant experience representing public sector agencies that provide public safety, public works, utility, recreation, education and other community services. HASC is a member of the California Special Districts Association.
- We have a deep knowledge of the unique communication needs and challenges facing fire agencies because of our extensive work for other local fire agencies in Northern California and the California Fire Chiefs Association. For this reason, we have a nuanced understanding of the issues that cities, fire protection districts and community service districts must manage.
- We are a partners-only firm that has at its disposal six experienced and respected practitioners who are associated with our firm. We also utilize outside services of firms that specialize in digital analytics, graphic design, video production, and media placement.

### Affirmative Statements

Our proposal will remain valid for at least 120 days. No individual in our firm – or individuals with the firms identified as subcontractors – is employed by the District or has (or would have) a conflict of interest as defined in Section 5.14 of the RFP.

We hope we will have an opportunity to discuss our proposal with you after May 3.

Respectfully yours,



Jose Hermocillo  
Managing Partner



Jerry Azevedo  
Partner

## SECTION 1 – EXECUTIVE SUMMARY

This proposal is responsive to Cosumnes CDS's Request for RFP #AD-19-001 and adheres to RFP's requested format, content areas and page limits. As requested, HASC has endeavored to make this proposal concise and present our qualifications in as straightforward a manner as possible.

Sections 2 and 3 of this proposal present HASC's background and qualifications. As noted, our firm specializes in issues management, strategic communications, crisis planning and response and media relations and training. We have significant experience providing communications counsel and services to public agencies and private organizations on a wide range of issues, including many that are directly relevant to issues faced by the CSD. We have engaged Digital Advocacy to provide added expertise in the area of digital communications and social media for the CSD.

Sections 4, 5 and 6 provide references for our firm, disclosures that we do not have any conflicts of interest and a certificate of our firm's insurance policy.

In Sections 7 and 8, we detail our firm's ability to provide each of the eight requested services and our recommended approach to partnering with the CSD. In addition, we provide a timeline showing how work in each service area would begin and be carried out over a 12-month term.

Finally, Section 9 provides our firm's cost proposal, including hourly rates, proposed costs by service category and a proposed payment schedule during the 12-month engagement period.

HASC appreciates the opportunity to submit this proposal and would be thrilled to serve as the CSD's strategic communications partner.



## SECTION 2 – COMPANY BACKGROUND

### Hermocillo-Azevedo Strategic Communications

HASC is an independent crisis and policy communications firm headquartered at 2100 21<sup>st</sup> Street in Sacramento. Combined, the two partners (Jose Hermocillo and Jerry Azevedo) have 60 years of experience working on a wide range of state and local government issues. During that time, they have developed expertise on issues dealing with public safety, public finance, public pensions, land use, labor and employment, education, energy, healthcare, property and casualty insurance, and natural resources.

Six senior practitioners are associated with our firm, each with decades of experience in communications, political campaigns and public policy.

Our clients are state and local government agencies, law firms, corporations, coalitions, trade associations, and nonprofits, as well as public and private universities and colleges.

We specialize in providing communications consulting services that are critical to influencing public policy debates and managing threats from litigation, media scrutiny, government investigations, and other disruptions to normal operations.

- **Issue Management.** We provide the full suite of communications support services to amplify the voices of clients and their allies on local issues or high-profile statewide legislative, regulatory or ballot measure issues. Our services include issue research, development of strategic communications plans, message development and collaterals development, coalition building, grassroots mobilization, and day-to-day campaign management.
- **Crisis Planning and Response.** We work with organizations at every stage in the crisis life-cycle to mitigate risks to their reputation. Our services include risk assessments and scenario planning to prepare for different crises, protocol development and communications management and counseling for senior executives and communications managers during a crisis.
- **Media Relations and Training.** We leverage *earned, owned* and *paid* media channels for clients to tell their story when the stakes are high and their reputations are at risk. Our services include writing press releases and pitching media outlets, managing social media platforms, and media training to help clients sharpen delivery of their key messages and prepare to answer tough questions from reporters and key stakeholders. We also serve as an on-the-record spokesperson for clients.

## Digital Advocacy

Digital Advocacy is a best-in-class team of digital experts that delivers outsourced digital strategy and execution. For years, the nation's largest local government and healthcare organizations have turned to them to create, reimagine, and advance digital marketing and advertising programs that deliver tangible results and connect with people.

Their team consists of seven digital practitioners. As executives, consultants, digital strategists, educators, MBAs, Certified Premier Google Partners and entrepreneurs, they have helped clients navigate challenges in the digital space and avoid the obstacles that they don't know exist.

Bringing their combined 50 years of focused expertise as seasoned digital professionals, they offer insights, strategy, marketing, advertising, research, analytics, detailed reporting, and operational expertise to deliver a competitive advantage for clients.

Their unique, hands-on approach begins with a collaborative partnership involving the client's core marketing team and other key executives and stakeholders.

Their comprehensive range of services, proprietary tools and collaborative approach are always customized to meet the client's specific goals and strategic objectives.

**Social Media** – They design visually compelling social media creative that aligns with the client's goals.

*Approach: Use emotional appeal and creativity to inspire action and engagement.*

**Digital Strategy** – They guide and tell the client how to win online.

*Approach: Consider them your strategic partner, not a digital partner.*

**Digital Advertising** – They maximize the client's digital budget and eliminate waste.

*Approach: Build opt-in campaigns that focus on the user, not the device.*

**Website Development** – We develop your digital environment with your goals in mind.

*Our approach: seek to delight the user and build with strategic digital goals in mind.*

**Audience Segmentation** – They communicate the client's message to the people who will make an impact.

*Approach: Deliver the right message, to the right person, at the right time.*



## SECTION 3 – COMPANY QUALIFICATIONS

### General Qualifications of Hermocillo-Azevedo Strategic Communications (HASC)

HASC assists state and local government agencies (including special districts) in managing high-profile and controversial issues among residents, ratepayers/taxpayers, business stakeholders, and the media. We have been engaged by public agencies on a broad range of issues:

- Ballot measures
- Budgeting and service delivery
- Collective bargaining
- Grand jury reports
- Personnel issues and actions
- Leadership transitions
- Litigation
- Media investigations
- Public works projects
- Ordinance adoption
- Revenue enhancement measures (e.g., bonds, business operations, property owner assessments, L&L districts, utility user taxes)
- State legislative matters

We are working (or have worked) for the following public agencies:

- California Department of Water Resources
- CalPERS
- California State University, Chancellor’s Office
- City of Brentwood
- City of Roseville
- City of Sacramento
- City of Tracy
- Cosumnes Community Services District
- CSU campuses (Channel Islands, Cal Poly Pomona, Dominguez Hills, Humboldt, Long Beach, Sacramento, San Jose)
- El Dorado Hills Fire Department
- Metropolitan Water District of Southern California
- Placer County Water Agency
- Sacramento Area Flood Control Agency
- Sacramento Metropolitan Fire District
- Sacramento Regional Fire/EMS Communications Center
- University of California Office of the President
- UC Davis Health

### Relevant Experience

We have significant experience working on complex matters on behalf of large, decentralized organizations. Below are some examples:

- **California State University (2003 – present):** Since 2003, we have provided policy and crisis communications support (and media and crisis training) for the CSU Chancellor’s

Office and almost a dozen individual campuses on a multitude of issues. The system-wide and campus-specific issues we have worked on include state budget funding, student tuition, major procurements, First Amendment issues, collective bargaining, senior leadership transitions, executive compensation, Title IX, program eliminations, personnel actions, sexual assault, immigration, auxiliary spending, and a statewide facilities bond for the March 2020 ballot.

- **Department of Water Resources (2018 – present):** HASC was the lead consulting agency that developed a communications and outreach approach for DWR's dam safety initiative, including message development for the department's dam inspection findings, spillway repair and replacement plans, dam failure inundation maps, and emergency plans. The planning effort required a coordinated approach among various DWR divisions (operations, dam safety, flood management and emergency response), Governor's Office of Emergency Services, Federal Emergency Management Agency, and county emergency agencies.
- **Sacramento Metropolitan Fire District (2010 – present):** Since 2010, HASC has provided communications counsel to the Fire Chief, command staff and Public Information Officer at Metro Fire on a wide range of issues, including budget, staffing, service delivery, collective bargaining, and personnel issues. We helped the district engage with community stakeholders around a potential revenue measure, assisted with the roll-out of major announcements and leadership transitions, provided media training and prepared a crisis communications plan to supplement its Emergency Operations Plan.
- **University of the Pacific (2016 – present):** HASC has provided communications counsel and support to UOP on numerous issues, including labor law compliance, budget planning, staff reductions, executive leadership transitions, technology planning and procurement, program eliminations, and shared governance issues. For example, HASC supported UOP leadership last year with communications planning and message development during its transition from twice-monthly to bi-weekly pay. We developed extensive briefing materials for employee meetings and communications and a comprehensive outreach and response program that university finance and human resources personnel implemented across UOP's three campuses.
- **UC Davis Health (2017):** HASC worked with UC Davis Health (in coordination with UCOP) to develop a communications plan for announcing UC's withdrawal from a health plan it co-founded (Western Health Advantage). We conducted a comprehensive risk assessment to determine potential reactions from internal and external audiences, which we utilized to develop a comprehensive communications plan and message platform that included proactive and contingency actions to support the different scenarios identified by the planning group.
- **University of California Office of the President (2016):** We worked with UCOP to develop key messaging and a roll-out plan regarding UC's Pension Choice and Savings



Choice options for new hires. Our messaging work contemplated several retirement options under consideration prior to action by the UC Board of Regents and delineated distinct messages for internal (faculty, staff, senior leadership and Regents) and external (governor's office, lawmakers, media and labor) audiences.

### General Qualifications of Digital Advocacy (DA)

DA assists public affairs firms, state and local government agencies, and healthcare organizations in managing and executing their digital communication strategies. We have been engaged on a wide range of projects for utilities and public agencies:

- Sacramento Municipal Utility District
- Westlands Water District
- Nevada Irrigation District
- Visit Sacramento
- Los Angeles Economic Development Corporation
- Greater Sacramento Economic Council

### Relevant Experience

They have significant experience working on digital strategies that require in-depth research and complex analysis of an online presence. Through the use of specialized tools and high-level access to Google Premier Partner support, they're able to gather data unique to the organization or industry that can offer powerful insights and inform their communication plan.

- **Sacramento Municipal Utility District - SMUD (2014 – present):** Since 2014, they have provided digital strategy and advertising support (and digital research) for SMUD and its various programs. Today, they manage SMUD's entire annual digital budget, which includes Google Ads, Social Cost-Per-Click advertising (Facebook/Instagram), and digital radio (Pandora). Because each SMUD program director has different goals for their digital campaigns, DA is well-versed in awareness, acquisition and multi-language strategic outreach. DA translates and advertises in 15 different languages for SMUD, geo-targeting Sacramento's diverse demographic population. In addition to advertising, DA has conducted four online presence audits in 2018 for various SMUD programs to inform their future communication plans.
- **Los Angeles Economic Development Corporation (2017):** The LAEDC required the support of a digital marketing and advertising agency to help drive brand affinity and create mind share in an effort to position Los Angeles as the national thought leader and authority within the Advanced Transportation space. DA was selected by the LAEDC to develop a social media strategy and train their team on social media best practices. DA's team delivered a two-phased approach that concluded with the delivery of a social media and content marketing strategy for three key audiences (legislative, business and consumer) and several training and webinar sessions to train LAEDC's team on execution and best practices.



## SECTION 4 – REFERENCES

NAME	ORGANIZATION	TITLE	CONTACT INFORMATION
<b>Todd Harms</b>	Sacramento Metropolitan Fire District	Fire Chief	Phone: 916.859.4501 Email: harms.todd@metrofire.ca.gov
<b>Gustavo Vina</b>	City of Brentwood	City Manager	Phone: 925.516.5440 Email: gvina@brentwoodca.gov
<b>Marge Grey</b>	University of the Pacific	Associate Vice President, Marketing and Communications	Phone: (209) 946-2746 Email: mgrey@pacific.edu

## SECTION 5 – DISCLOSURE

The members of the proposed project team are not aware of any existing or possible professional or personal conflicts of interest in performing the services of this RFP.

## SECTION 6 – INSURANCE



HERMO-1

OP ID: LM

### CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
01/04/2019

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Wright & Kimbrough Whitaker Davis Ins Svcs, DBA: 2150 Douglas Blvd., Suite 210 Roseville, CA 95661 Matthew McGoldrick	916-751-7685	CONTACT NAME Linda Madsen	PHONE (A/C, No, Ext): 916-751-7685	FAX (A/C, No):
INURED Hermocillo-Azevedo Strategic Communications LLC 2100 21st Street Sacramento, CA 95818		IN INSURER(S) AFFORDING COVERAGE IN INSURER A: Hiscox Insurance Company		NAIC # 10200
IN INSURER B:		IN INSURER C:		IN INSURER D:
IN INSURER E:		IN INSURER F:		IN INSURER G:

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INCL	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GENL AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJEC <input type="checkbox"/> LOC <input type="checkbox"/> OTHER			MPL240165219	01/04/2019	01/04/2020	EACH OCCURRENCE \$ 2,000,000 DAMAGE TO RENTED PREMISES (Per occurrence) \$ 50,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ INCL W/PL GENERAL AGGREGATE \$ 4,000,000 PRODUCTS - COMP/OP AGG \$ 4,000,000
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Per accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$
	WORKER'S COMPENSATION AND EMPLOYER'S LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/OWNER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below		Y/N	N/A			<input type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$
A	PROFESSIONAL LIAB CLAIMS MADE COV			MPL240165219 RETRO DATE: 11/1/2016	01/04/2019	01/04/2020	PER CLAIM \$ 1,000,000 AGGREGATE \$ 1,000,000

DESCRIPTION OF OPERATION(S) / LOCATION(S) / VEHICLE(S) (ACORD 101, Additional Remarks Schedule, may be attached if more space is required):  
 \*\*\*Proof of Insurance\*\*\*

CERTIFICATE HOLDER	CANCELLATION
PROOF-1	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.  AUTHORIZED REPRESENTATIVE 



## SECTION 7 – SCOPE OF SERVICES

The RFP outlines a comprehensive scope of services to enhance the CSD's communications program. Taken together, the eight (8) services provide the opportunity to gain insights about perceptions and expectations of the CSD, develop an over-arching strategic plan, establish foundational messaging, support current department strategic plans, prepare to communicate during unforeseen events, and develop protocols and tools for the district's future communications to residents, partners and the media.

This section affirms that HASC understands the requested scope of services and possesses the experience and capacity to provide the requested services to the CSD's Marketing and Communications Supervisor and Executive Staff.

### 1. Comprehensive Strategic Communications Plan

HASC understands that the CSD seeks to develop a plan to help guide its regular communications with key audiences.

HASC would work with the CSD team to establish a process for development of this plan and identify the optimal format for the final work product. At a minimum, the plan would accomplish and incorporate the following:

- Identify the primary and secondary communications objectives for the CSD, including a hierarchy of goals that are district-wide versus department-specific
- Establish a set of metrics for determining progress toward achieving the communications objectives and recommend qualitative and quantitative measurement tools
- Conduct an audit of existing district communications channels and tools to determine effectiveness and whether to incorporate into future planned activities
- Conduct benchmarking with other large special districts to identify best practices and the opportunity for innovative communications methods
- Create a matrix of the district's key audiences and what services or issues they care about the most
- Identify district spokespeople by issue or key audience
- Identify communication tactics and the frequency with which they should be utilized
- Develop a set of mission-driven key messages that transcend any particular service area or issue within the district and would be appropriate for all situations and venues

We would note here that opinion research can be an extremely valuable tool for identifying current perceptions of the district, the types of communications your audiences desire and the format they prefer for information. This research can be both qualitative (interviews and focus groups) and quantitative (internal and external surveys).

We understand that the CSD has not undertaken this type of research, but we would recommend its consideration to help inform communications planning and activities.

## **2. Core Messaging and Message Guidance**

The Strategic Communications Plan would establish foundational messaging that speaks to the CSD's core mission and its commitment to fulfilling that mission for residents. Using these messages as a starting point, HASC would work with the district to formulate core messaging for each of the service areas (parks and fire), as well as the administration function.

There is a multitude of formats and options to visually display key messages (message boxes, message houses, etc.). HASC is willing to work with the CSD's desired format. Our customary format for this type of exercise would be a document of no more than three pages that includes the following:

- One overarching and unifying message
- 3-5 key messages that address different substantive areas
- 2-3 supporting statements under each key message

## **3. Crisis Support**

HASC has extensive experience providing communications counsel at all stages in the life-cycle of a crisis. We have provided crisis communications counsel to the CSD on multiple issues and numerous other public agencies at the state and local level. Our services in this area include pre-crisis risk assessment and scenario planning, development of crisis response protocols and real-time message development, media relations, and stakeholder management during a crisis.

We understand this part of the scope of services will be largely an on-call service. As a starting point, however, we would work with the CSD to make sure there is a well-defined set of protocols for assembling the appropriate internal and external team members in a crisis and clearly-articulated processes for strategic decisions and approvals.

## **4. Public Relations**

As an output of the Strategic Communications Plan, HASC would work with the CSD team to develop a public relations program focused on proactive communications to the community. The tactics would be developed to support the Plan's objectives, and leverage communications tools and channels.

The HASC-CSD team would determine a method by which a calendar of events and speaking opportunities can be developed and how these can be leveraged with proactive communications from CSD leadership and staff. We would support these



opportunities with drafting of press releases, speaking points and other collateral materials.

During this process, we would also determine the most efficient and cost-effective working structure between HASC and the CSD team for planning, writing, logistical support and reporting. As noted in the budget, fees will be dependent on responsibilities allocated to HASC versus those retained by the CSD's communications team.

## **5. Media Relations**

HASC provides media relations support to many of our clients, including development of story ideas, media pitching, spokesperson preparation and media monitoring. We have worked with many journalists in the Sacramento and throughout the state. We would work with the CSD team to develop a media relations program that includes regular contact with local news media to determine interests and desired content, a calendar of potential news stories that could be pitched, and the use of preferred monitoring and measurement tools.

During this process, we would also determine the most efficient and cost-effective working structure between HASC and the CSD team for media outreach, story pitching, monitoring and reporting. As noted in the budget, fees will be dependent on responsibilities allocated to HASC versus those retained by the CSD's communications team.

## **6. Media Training**

HASC's partners have conducted media training for decades and we have a well-developed media training curriculum for senior executives, managers and communications personnel. We have delivered this curriculum for audiences ranging from 1 to 50 and can tailor the presentation to achieve the client's objectives ranging from a general overview of media relations techniques to intensive interview preparation for a controversial story. Our curriculum is also modular and can focus on media relations during times of crisis and for less controversial matters.

### **Our media training curriculum includes:**

- Understanding the communications environment
- Understanding the news media
- Tips for working with the media
- Your rights and responsibilities when the media calls
- How to develop and deliver key messages
- Tips for controlling an interview
- Mock interviews for participants and critique

Pursuant to the RFP, HASC would provide at least eight (8) hours of training for up to 20 CSD employees in the first year (and annually thereafter, if necessary).

## 7. Digital Presence

Digital Advocacy (DA) specializes in digital research, strategy and execution. By way of thorough analysis of your online presence, our team will uncover key insights about your audiences that will help you leverage your online assets to communicate more efficiently, achieve organizational and program goals, and boost digital marketing and communication plan effectiveness.

Through a collaborative approach, working closely with key stakeholders on your team, DA will create a customized social media strategy and conduct a thorough audit of your online assets and presence. Upon completion, DA will suggest improvements and provide recommendations for enhancing community access to information. The work product to be delivered for the Digital Presence scope of work is as follows:

### Social Media Strategic Plan

- Identify relevant social channels by target audience and key messages
- Identify content types by audience
- Define key performance indicators that reflect strategy and goals
- Define digital goals for social media and online advertising
- Identify CSD affiliates on digital efforts that align with message and strategy
- Connect the social strategy to CSD's organizational outcomes, seamlessly aligning all efforts with goals and directives
- Allow for flexibility to accommodate ongoing marketing changes, including messaging and positioning
- Emphasize CSD benefits and communicate key message to the community
- Evaluate and advise on potential digital investments
- Identify and suggest new tools and technologies to enhance community access to information

### Website & SEO Audit

The research project will be broken down into the following three phases:

- **Phase 1 (Discovery and Research):** Conduct primary and secondary research, such as keyword research, 'competitor' analysis, Google search query reports, Google search trends, and SERPs ranking data.
- **Phase 2 (Analysis):** Once the research has been completed and the data has been organized, we will analyze the data and identify any patterns within the industry. We'll seek to answer any questions provided by CSD at the beginning of the project and deliver in PowerPoint presentation format with supporting spreadsheets and raw data.

- **Phase 3 (Recommendations):** Come with recommendations for relevant keywords and search terms to inform the marketing and communication strategy.

## **8. Materials Development**

HASC is well-versed in the issues relating to L&L Park Maintenance District funding and has assisted in the drafting and review of several pieces of collateral material on this topic. We would continue to provide support to the CSD on this topic with conceptualizing and development new materials.

For on-call graphic design, video production and advertisements, HASC would engage DA to provide the full suite of creative services to supplement the CSD's internal design team.



## SECTION 8 – WORK PLAN AND SCHEDULE

In this section, we provide a proposed 12-month timeline for implementation of the scope of services. Many of the specific deliverables and HASC's approach to the scope of services have been identified in Section 7 and are not repeated here to avoid redundancy.

As illustrated in the timeline, HASC's proposed approach can be summarized as follows:

- The Strategic Communications Plan process is foundational and informative to several of the other services (Core Messaging, Public Relations, Media Relations and Media Training), since it will establish the objectives, audiences, spokespersons, messages and methods by which the CSD will engage in communications activities. As such, HASC would engage with the CSD to focus on this deliverable first, with other workstreams launched either during the planning process or upon completion of the plan.
- Although we anticipate work in each of the service areas in 2019, we foresee launching new or enhanced programs for Public Relations, Media Relations and Digital Presence closer to the end of 2019 or beginning of 2020 to ensure they are informed by the Strategic Communications Plan and recommendations from the Digital Presence analysis. We also propose conducting the first media training in November or December so the potential trainees can be identified during the strategic communications planning process.
- Several of the workstreams are either ongoing or to be conducted on an as-needed basis and have been identified as such in the timeline.

### **Methodology, Assumptions and Responsibilities**

HASC approaches every assignment as a partnership with our clients. We seek to merge the client's subject-matter expertise and institutional knowledge with our experience in communications planning and management. Our goal is to develop communications strategies, tactics and messaging that are authentic to the organization's culture and sensitive to other organizational priorities and initiatives, and that leverage existing communications channels and account for institutional roles and relationships.

This working relationship will be critical across the scope of services, but especially for development of the Strategic Communications Plan because the plan must reflect the CSD's objectives and culture, as well as the overall readiness of the organization to develop and implement such a plan. Our core assumption is that this project marks a "first" for the CSD. Although the CSD conducts regular and extensive communications to residents, partners and the media through a variety of channels, we are not aware of a prior initiative to comprehensively plan, monitor and measure communications activities on a long-term basis.

With this assumption in mind, HASC’s proposed timeline accounts for the time necessary to 1) engage the CSD’s internal stakeholders around communications plan, 2) ensure that all strategies and tactics reflect the consensus of the planning group, and 3) properly roll-out and socialize all plans and proposed activities throughout the organization.

The following visual represents our proposed working structure and assignment of responsibilities between HASC and Cosumnes CSD to successfully perform the services.

HASC Team Responsibilities	Cosumnes CSD Team Responsibilities
<ul style="list-style-type: none"><li>• Provide project management and updates on workplan</li><li>• Develop meeting/call agendas</li><li>• Facilitate meetings/calls</li><li>• Articulate action items and ensure follow-up</li><li>• Develop draft messaging/plans and process for CSD feedback</li><li>• Recommend optimal methods for implementing plans and tactics</li><li>• Implement media relations and public relations tactics, as identified to be conducted by HASC</li><li>• Conduct monitoring and measurement of activities</li><li>• Be available for on-call crisis services</li><li>• Conduct media training</li></ul>	<ul style="list-style-type: none"><li>• Identify participants for participation in planning, deliverables preparation and media training</li><li>• Provide CSD availability for meetings and calls</li><li>• Provide background material to inform planning and messaging</li><li>• Provide timely feedback to HASC on draft deliverables and a process for final approval from leadership</li><li>• Collaborate on implementation of communications activities</li><li>• Notify HASC of requests for assistance on issues or events as soon as feasible</li><li>• Alert HASC of crisis events ASAP</li></ul>



**Table 1: 12-Month Work Schedule**

Service	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
<b>Strategic Communications Plan</b>	Plan scoping and analyze Assets	Conduct planning with CSD staff	Draft and deliver plan	Receive CSD review/ approval								
<b>Digital Presence</b>	Project scoping and analyze assets	Draft and deliver social media plan and website/SEO recommendations	Receive CSD review/ approval	Assist with implementation, as requested								
<b>Core Messaging and Message Guidance</b>		As part of strategic planning effort, consult with staff and review materials	Draft and deliver core messaging	Receive CSD review/ approval								
<b>Public Relations + Media Relations</b>	Support CSD to respond to existing opportunities		Using framework of Strategic Communications Plan, develop tactics for ongoing, proactive program and assign roles	Implement proactive, ongoing program								
<b>Media Training</b>				Conduct training	Conduct second training (if applicable)							
<b>Crisis Support</b>	Protocols development	Crisis response (ongoing)										
<b>Materials Development</b>	Ongoing, as requested by CSD											

## Project Management

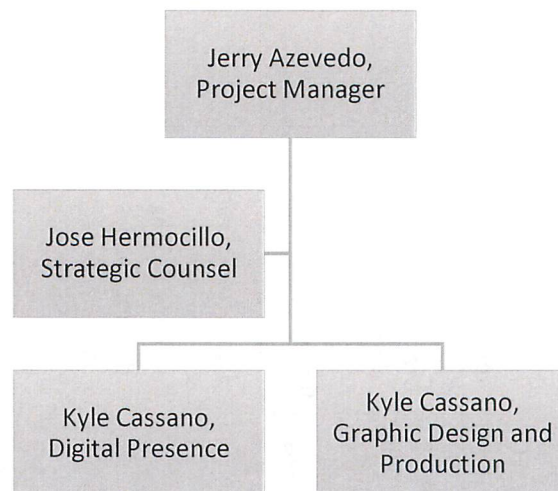
HASC partners Jose Hermocillo and Jerry Azevedo will be directly involved in all aspects of the project for the firm. Together, the partners have more than 60 years of experience developing and managing communications programs for clients. Both partners have been extensively involved in the work history featured in this proposal.

Jerry Azevedo will act as the firm's project manager and day-to-day contact for Cosumnes CSD. Jose Hermocillo will act as strategic counsel. Both partners will participate in meetings and calls and be jointly responsible for the firm's strategic recommendations, program implementation and work product.

For Digital Presence, Graphic Design and Video Production, HASC will manage the work of Digital Advocacy, which would be a subcontractor for this work.

Biographies for all team members are included in this section.

### ORGANIZATIONAL CHART



## TEAM BIOGRAPHIES

### Jerry Azevedo, HASC

A certified crisis communication manager with 20 years in the issue management business, Jerry is an expert in message development and communications planning.

Jerry has served as a trusted advisor to senior executives at corporations, industry groups and public agencies looking to advance a policy agenda or when facing heightened scrutiny from the

media or government officials. He is adept at using diverse communications platforms ranging from traditional media to digital advertising to help position clients with their key audiences.

Jerry manages the firm's media training and crisis communication training curriculum for clients. In this capacity, Jerry prepares clients to engage in public debates with both champions and critics through research and messaging that avoids "spin" and stands up to public scrutiny.

During his career, Jerry has worked with universities and colleges to protect their reputations; served as the grassroots director and on-the-record spokesperson for a statewide coalition on workers' compensation issues; helped cities and special districts build support for taxes, assessments and other revenue enhancing measures; and worked with a wide range of clients facing litigation, investigations and other reputational threats.

Jerry worked for APCO Worldwide's Sacramento office for 15 years. While at APCO, he helped to direct coalition building and media relations efforts on two successful statewide initiative campaigns, as well as legislative campaigns on dozens of policy issues, including workers' compensation, health care, tort reform, consumer privacy, water, financial services, recycling, environmental toxics, and transportation fuels. Jerry also helped to build the office's crisis and issue management practice on behalf of public sector clients, including universities, fire districts, cities, pension systems, and water agencies.

Prior to joining APCO, he worked for Burson-Marsteller as an account manager, working on legislative and ballot measure campaigns.

Jerry is certified in Crisis Communication Management by the Institute for Crisis Management. He graduated with honors from California State University, Sacramento, where he earned a Bachelor of Arts in English.

### **Jose Hermocillo, HASC**

A veteran communications strategist and attorney, Jose helps corporations, public agencies and nonprofits influence public policy outcomes and protect their reputations during times of crisis and transition.

With a career spanning four decades, Jose has been at the center of dozens of high-profile ballot measure, legislative and regulatory battles in California on workplace, natural resources, land use, energy, healthcare, insurance, and public finance issues. He has been an adviser to statewide office holders, government agencies, trade associations and coalitions, as well as foundations and nonprofit organizations.

Early in his consulting career, Jose was one of the pioneers who used coalitions and grassroots advocacy to support legislative advocacy campaigns and secure land use entitlements and permits for land development, waste disposal and energy companies. After serving as one of the lead negotiators for the business community on workers' compensation reform legislation,

he authored “The Employer’s Survival Guide to Workers’ Compensation” (four editions published by California Chamber of Commerce, 1989-94). Jose also led the organization that sponsored legislation allowing formation of property-based improvement districts in California. He then directed the first successful campaign in the state under this new law to form such a district.

Jose was an executive director of APCO Worldwide and for nearly two decades served as the managing director of its Sacramento’s office. Before joining APCO, he was a partner in one of the state’s top political consulting and public affairs firms for six years. In the 1980s, he was a lobbyist in the State Capitol and practiced law with a firm specializing in bankruptcy law and civil litigation. His career began in 1976 as a Senate Fellow assigned to the labor and employment committee, where he subsequently worked as a consultant.

Sacramento Magazine, which named Jose among the 100 most powerful and influential people in the region, described him as “the power behind state and local power for more than three decades.” He also was recognized as “Public Affairs Executive of the Year” by *PR News*, the industry’s leading national publication.

Jose earned his Bachelor of Arts from Pomona College, where he was recognized with distinction in the government department. He went on to obtain a Juris Doctor from the University of the Pacific's McGeorge School of Law, where he won top honors for Moot Court Competition. After being admitted to the State Bar of California, he received a certificate in trial and appellate advocacy from University of California, Hastings College of the Law.

Jose is a senior fellow of the Mt. Valley Chapter of the American Leadership Forum. He currently serves on the board of directors for Sierra Health Foundation. He also has served on numerous boards for such organizations as Valley Vision, Umpqua Bank/Holdings Corporation, Capital Public Radio, and United Way (California Capital Region).

### **Kyle Cassano, Digital Advocacy**

An experienced digital strategist, Kyle has been working in social media and digital communications since 2006. To provide some perspective on that period of time, this was prior to the existence of Facebook Business Pages, back when Facebook only allowed students with “.edu” email addresses access to the social media platform. MySpace was still relevant. It was right about the time when organizations were wondering how to leverage social media as a business tool to connect with their target audiences.

Kyle and members of his team were among the very first digital-only agencies in Sacramento, often working alongside traditional agencies and other government agencies to provide digital support for teams that lacked that expertise.

Fast forward to today: The media landscape is fragmented. People consume content on multiple devices and channels (TV, digital radio, social networks, forums, etc.), making it more difficult to reach and communicate your message effectively. Social media is a totally different space. It changes monthly, requiring constant adaptation to the way people interact with technology. Messages are consumed quickly and the tolerance for lengthy reports and white papers has evaporated.

Kyle and his team at Digital Advocacy, a specialty digital agency focused on local government, public policy and issue-based advocacy for the past six years, help their clients navigate these ever-changing digital waters. They keep up with the changing trends and stay current on Google, Facebook, Twitter certifications, allowing clients a competitive advantage in the digital communications space. Digital Advocacy helps clients communicate their message and execute strategy online.

Working closely with several government agencies and top public affairs firms in Sacramento, Kyle and his team have been tasked with delivering, managing and executing countless digital campaigns and grassroots strategies over the years. Each team member has a specific digital specialty – they are experts in their respective disciplines. This is what separates them from other agencies.



## SECTION 9 – COST PROPOSAL

In this section, HASC has provided a cost proposal in two formats, per the RFP. The first table details costs by general category of work. The second table provides a schedule of billings and proposed payment.

Due to the fact that some services requested in the RFP are one-time in nature and others are ongoing, HASC is proposing a combination of flat-fee and retainer-based payment.

Regardless of the payment method, all hours will be tracked at our usual and customary rates:

Team Member	Firm	Hourly Rate
Jerry Azevedo	HASC	\$275
Jose Hermocillo	HASC	\$300
Kyle Cassano	Digital Advocacy	\$160
Design/Production Staff	Digital Advocacy	\$120



**TABLE 2: Cost Proposal by Category of Work**

Service	Cost Proposal	Comments
<b>1. Strategic Communications Plan</b>	\$12,500	One-time fee
<b>2. Core Messaging and Message Guidance</b>	\$4,000	One-time fee
<b>3. Crisis Support 4. Public Relations 5. Media Relations</b>	\$60,000 - \$110,000	Combined budget for Public Relations, Media Relations and Crisis Support. Since roles and responsibilities will be subject to planning and discussion, HASC is proposing a monthly retainer of \$5,000 against which hours will be billed at our usual and customary rates. Hours in excess of the retainer in any single month would be billed against a proposed "overage" budget of \$50,000. This arrangement will minimize costs if the District assumes more responsibility for tactical implementation and provide budget if HASC assumes more responsibility for tactical implementation.
<b>6. Media Training</b>	\$8,000	Cost for two trainings
<b>7. Digital Presence</b>	\$14,000	One-time fee
<b>8. Materials Development</b>	TBD	Drafting and research would be included under other line items. Costs for graphic design and production would be billed at \$120/hour.
<b>Expenses</b>	\$2,500	Examples: printing, parking, local travel
<b>TOTAL COST TO IMPLEMENT</b>	<b>\$101,000 - \$151,000</b>	

**Table 3: Cost Proposal by Payment Schedule**

MONTH	PAYMENT	COMMENT
<b>Month 1</b>	\$18,250	Initial 50% for Strategic Communications Plan Initial 50% for Digital Presence Monthly fee for Public Relations, Media Relations and Crisis Support
<b>Month 2</b>	\$5,000	Monthly retainer for Public Relations, Media Relations and Crisis Support
<b>Month 3</b>	\$16,000	Remaining 50% of fee for Digital Presence Fee for Core Messaging Monthly retainer for Public Relations, Media Relations and Crisis Support
<b>Month 4</b>	\$11,250	Remaining 50% of fee for Strategic Communications Plan Monthly retainer for Public Relations, Media Relations and Crisis Support
<b>Month 5</b>	\$9,000	Monthly retainer for Public Relations, Media Relations and Crisis Support Media Training
<b>Month 6</b>	\$9,000	Monthly retainer for Public Relations, Media Relations and Crisis Support Media Training
<b>Month 7</b>	\$5,000	Monthly retainer for Public Relations, Media Relations and Crisis Support
<b>Month 8</b>	\$5,000	Monthly retainer for Public Relations, Media Relations and Crisis Support
<b>Month 9</b>	\$5,000	Monthly retainer for Public Relations, Media Relations and Crisis Support
<b>Month 10</b>	\$5,000	Monthly retainer for Public Relations, Media Relations and Crisis Support
<b>Month 11</b>	\$5,000	Monthly retainer for Public Relations, Media Relations and Crisis Support
<b>Month 12</b>	\$5,000	Monthly retainer for Public Relations, Media Relations and Crisis Support

- Invoices will be sent at the beginning of each month and due within 30 days
- Fees for hours over the monthly retainer will billed at the beginning of the following month
- Fees for graphic design and production will be billed monthly in arrears

**RESOLUTION NO. 2019-06**  
**EL DORADO HILLS COUNTY WATER DISTRICT**  
**RESOLUTION OF THE BOARD CONFIRMING THE REPORT OF**  
**THE FIRE MARSHAL RELATED TO COST OF WEED ABATEMENT AND**  
**IMPOSING SUCH COSTS UPON PROPERTIES UPON WHICH ABATEMENT**  
**HAS OCCURRED**

**WHEREAS**, the El Dorado Hills County Water District Board (Fire Department) has the authority pursuant to Section 13879 of the Health and Safety Code to declare weeds a public nuisance and abate said weeds; and

**WHEREAS**, pursuant to the terms of said weed abatement program, the El Dorado Hills County Water District (EDHCWD) has provided notice to individual property owners declaring that weeds existing upon the identified properties constitute a public nuisance and providing the property owner with notice to abate said weeds within a specified time period; and

**WHEREAS**, said notices to property owners informed the subject property owner(s) that in the event the subject weeds were not abated within the time frames set forth in said notices, the El Dorado Hills County Water District would, pursuant to the authority granted to it by the Health and Safety Code, contract for the abatement of said weeds with the cost thereof incurred by the Fire Department constituting a special assessment against the property from which removal occurs; and

**WHEREAS**, the required abatement did not occur on certain properties more fully described in "Exhibit A" attached hereto, and the District contracted for the abatement of said weeds as set forth in its weed abatement program and in the notices to property owners; and

**WHEREAS**, the cost of the District's abatement of individual lots, including a three-hundred and seventy dollar (\$370.00) charge per abated lot for investigation, inspection, boundary determination, contracting, measurement, clerical and related costs as authorized by Health and Safety Code Section 14912, is detailed in the Report attached hereto, which Report must be approved by the Board prior to transmittal to the County Auditor's Office for collection; and



**WHEREAS**, the Report has been prepared as required by the governing statutes and posted for the requisite period;

**NOW, THEREFORE**, the District resolves as follows:

The Report required by Health and Safety Code Sections 14910 and 14911, having been properly prepared and posted for the requisite period, is hereby approved. The Fire Marshal is hereby directed to transmit a copy of said Report to the Office of the County Auditor Controller for purposes of collection of the costs of abatement of the respective properties referenced therein. The District submits to the Auditor Controller the costs of abatement for the attached parcel numbers which shall be included as a separate item on each tax bill of each such parcel and shall be collected at the same time and manner as County property taxes are collected as set forth in the applicable provisions of the Revenue and Taxation Code, and shall be subject to the same penalties and the same procedure and sale in the case of delinquency as provided for such taxes. All laws applicable to the levy, collection, and enforcement of County property taxes shall be applicable to each tax.

**PASSED AND ADOPTED** by the Board of the El Dorado Hills County Water District this 19th day of July, 2018 by the following vote:

AYES:

NOES:

ABSENT:

\_\_\_\_\_  
Greg Durante, Board President

**ATTEST:**

\_\_\_\_\_  
Jessica Braddock, Board Secretary

## Leslie Hobert

---

**From:** Bill Peterson <webmaster@edhfire.com>  
**Sent:** Friday, June 21, 2019 9:51 AM  
**To:** Inquiries  
**Subject:** [EDHFD Inquiry] Bowmen Thank You

### Sender details:

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Name: Bill Peterson  
E-mail: bpeterson121@yahoo.com  
IP address: 71.193.48.73  
Browser: Mozilla/5.0 (Macintosh; Intel Mac OS X 10\_13\_6) AppleWebKit/605.1.15 (KHTML, like Gecko) Version/12.1.1 Safari/605.1.15  
COM\_ALFCONTACT\_DETAILS\_REFERERER <https://www.edhfire.com/contact-us/message>

---

Chief - Thank you for your support last night. I am very sure that it was your recommendation that led to the Board's unanimous vote to waive the fees for our building permit at the archery range. Thank You And let me repeat our invitation to host an archery day for your firemen and their families. Maybe later in the year when it is a bit cooler. Again Thank You Bill Peterson

June 27, 2019

**Dear Chief Lilienthal and the Rescue Fire/EDH Fire crews:**

You saved my life. Thank you for your rapid response and alert care on scene at my bike crash on Deer Valley one week ago on June 20, 2019. Many blessings were bestowed on me that day-of which your timing and attention to me were of the greatest. Arranging the life-flight and talking to my wife made this frightening incident seem "handled".

I ended up with three fractures in neck, two in my back, concussion, a very messed up pinkie finger that required surgery, facial lacerations, and several sets of sutures. No broken bones, no need for back surgery, no spinal injury, and no broken ribs.

Several MRIs, CT scans, and Xrays revealed that there was progressive improvement in the first two days. Although I have several follow ups with spine specialists and orthopedics along with PT-I consider myself a very lucky man. Sutter Roseville took such great care of me and sent me home on Sunday (3 days after the event) and my wife unexpectedly took me to a reunion at the Flower Farm on the way home that day of our fellow bike riders who we spent 10-days with in Spain on a bike trip (in May).

There I am....neck brace and almost all back together just on Sunday!



My sincere appreciation and respect for what you did for me and what you do for those you serve. Thank you so much.

Very respectfully,

Todd

\* Picture and last name removed for privacy.

	PARCEL # OLD	PARCEL # NEW	COST	ADMIN FEE	INSPECTION FEE	TOTAL COST
1	110 472 031	110472003	\$ 1,100.00	\$ 200.00	\$ 170.00	\$ 1,470.00
2	110 565 171	110565017	\$ 900.00	\$ 200.00	\$ 170.00	\$ 1,270.00
3	110 601 131	110601013	\$ 950.00	\$ 200.00	\$ 170.00	\$ 1,320.00
4	110 633 071	110633007	\$ 1,300.00	\$ 200.00	\$ 170.00	\$ 1,670.00
5	110 071 061	110071006	\$ 650.00	\$ 200.00	\$ 170.00	\$ 1,020.00
6	110 601 121	110601012	\$ 3,400.00	\$ 200.00	\$ 170.00	\$ 3,770.00
7	110 633 091	110633009	\$ 1,200.00	\$ 200.00	\$ 170.00	\$ 1,570.00
8	110 201 111	110201011	\$ 950.00	\$ 200.00	\$ 170.00	\$ 1,320.00
9	110 471 081	110471008	\$ 650.00	\$ 200.00	\$ 170.00	\$ 1,020.00
10	110 601 051	110601005	\$ 650.00	\$ 200.00	\$ 170.00	\$ 1,020.00
11	110 044 081	110044008	\$ 650.00	\$ 200.00	\$ 170.00	\$ 1,020.00
12	110 501 081	110501008	\$ 1,100.00	\$ 200.00	\$ 170.00	\$ 1,470.00
13	118 100 361	118100036	\$ 3,900.00	\$ 200.00	\$ 170.00	\$ 4,270.00
14	120 501 141	120501014	\$ 450.00	\$ 200.00	\$ 170.00	\$ 820.00
15	120 451 031	120451003	\$ 300.00	\$ 200.00	\$ 170.00	\$ 670.00
16	120 452 051	120452005	\$ 950.00	\$ 200.00	\$ 170.00	\$ 1,320.00
17	120 452 061	120452006	\$ 350.00	\$ 200.00	\$ 170.00	\$ 720.00
18	120 600 101	120600010	\$ 850.00	\$ 200.00	\$ 170.00	\$ 1,220.00
19	120 650 231	120650023	\$ 950.00	\$ 200.00	\$ 170.00	\$ 1,320.00
20	120 650 251	120650025	\$ 1,150.00	\$ 200.00	\$ 170.00	\$ 1,520.00
21	120 660 031	120660003	\$ 850.00	\$ 200.00	\$ 170.00	\$ 1,220.00
22	120 490 221	120490022	\$ 900.00	\$ 200.00	\$ 170.00	\$ 1,270.00
23	120 680 021	120680002	\$ 1,400.00	\$ 200.00	\$ 170.00	\$ 1,770.00
24	120 680 041	120680004	\$ 1,600.00	\$ 200.00	\$ 170.00	\$ 1,970.00
25	120 680 091	120680009	\$ 550.00	\$ 200.00	\$ 170.00	\$ 920.00
26	121 022 061	121022006	\$ 750.00	\$ 200.00	\$ 170.00	\$ 1,120.00
27	123 230 111	123230011	\$ 600.00	\$ 200.00	\$ 170.00	\$ 970.00
28	123 230 121	123230012	\$ 1,300.00	\$ 200.00	\$ 170.00	\$ 1,670.00
29	123 142 101	123142010	\$ 750.00	\$ 200.00	\$ 170.00	\$ 1,120.00
30	123 200 031	123200003	\$ 650.00	\$ 200.00	\$ 170.00	\$ 1,020.00
31	123 200 101	123200010	\$ 350.00	\$ 200.00	\$ 170.00	\$ 720.00
32	123 082 011	123082001	\$ 550.00	\$ 200.00	\$ 170.00	\$ 920.00
33	123 310 131	123310013	\$ 500.00	\$ 200.00	\$ 170.00	\$ 870.00
34	123 240 111	123240011	\$ 1,450.00	\$ 200.00	\$ 170.00	\$ 1,820.00
35	123 060 181	123060018	\$ 850.00	\$ 200.00	\$ 170.00	\$ 1,220.00
36	123 300 161	123300016	\$ 750.00	\$ 200.00	\$ 170.00	\$ 1,120.00
37	123 190 131	123190013	\$ 650.00	\$ 200.00	\$ 170.00	\$ 1,020.00
38	123 240 531	123240053	\$ 2,500.00	\$ 200.00	\$ 170.00	\$ 2,870.00
39	123 300 261	123300026	\$ 600.00	\$ 200.00	\$ 170.00	\$ 970.00
40	123 072 161	123072016	\$ 650.00	\$ 200.00	\$ 170.00	\$ 1,020.00
41	123 490 111	123490011	\$ 950.00	\$ 200.00	\$ 170.00	\$ 1,320.00
42	124 130 351	124130035	\$ 1,000.00	\$ 200.00	\$ 170.00	\$ 1,370.00
43	124 130 361	124130036	\$ 1,000.00	\$ 200.00	\$ 170.00	\$ 1,370.00
44	124 150 271	124150027	\$ 250.00	\$ 200.00	\$ 170.00	\$ 620.00
45	124 220 081	124220008	\$ 1,500.00	\$ 200.00	\$ 170.00	\$ 1,870.00
46	124 180 061	124180006	\$ 1,500.00	\$ 200.00	\$ 170.00	\$ 1,870.00

	<u>PARCEL # OLD</u>	<u>PARCEL # NEW</u>	<u>COST</u>	<u>ADMIN FEE</u>	<u>INSPECTION FEE</u>	<u>TOTAL COST</u>
47	124 220 191	124220019	\$ 750.00	\$ 200.00	\$ 170.00	\$ 1,120.00
48	125 281 061	125281006	\$ 950.00	\$ 200.00	\$ 170.00	\$ 1,320.00
49	125 281 091	125281009	\$ 950.00	\$ 200.00	\$ 170.00	\$ 1,320.00
50	126 470 021	126470002	\$ 950.00	\$ 200.00	\$ 170.00	\$ 1,320.00
51	126 470 031	126470003	\$ 580.00	\$ 200.00	\$ 170.00	\$ 950.00
52	126 470 041	126470004	\$ 950.00	\$ 200.00	\$ 170.00	\$ 1,320.00
53	126 470 051	126470005	\$ 990.00	\$ 200.00	\$ 170.00	\$ 1,360.00
54	126 470 061	126470006	\$ 990.00	\$ 200.00	\$ 170.00	\$ 1,360.00
55	126 271 211	126271021	\$ 900.00	\$ 200.00	\$ 170.00	\$ 1,270.00
56	126 330 041	126330004	\$ 850.00	\$ 200.00	\$ 170.00	\$ 1,220.00
57	126 470 071	126470007	\$ 780.00	\$ 200.00	\$ 170.00	\$ 1,150.00
58	126 470 081	126470008	\$ 850.00	\$ 200.00	\$ 170.00	\$ 1,220.00
59	126 470 091	126470009	\$ 850.00	\$ 200.00	\$ 170.00	\$ 1,220.00
60	126 470 101	126470010	\$ 650.00	\$ 200.00	\$ 170.00	\$ 1,020.00
			\$ 58,790.00	\$ 12,000.00	\$ 10,200.00	\$ 80,990.00