



ORANGE COUNTY FIRE AUTHORITY

AGENDA

BOARD OF DIRECTORS REGULAR MEETING

Thursday, April 24, 2014

6:30 P.M.

Regional Fire Operations and Training Center

Board Room

1 Fire Authority Road

Irvine, CA 92602

Unless legally privileged, all supporting documentation and any writings or documents provided to a majority of the Board of Directors after the posting of this agenda, which relate to any item on this agenda will be made available for public review in the office of the Clerk of the Authority located on the 2nd floor of the OCFA Regional Fire Operations & Training Center, 1 Fire Authority Road, Irvine, CA 92602, during regular business hours, 8:00 a.m. - 5:00 p.m., Monday through Thursday, and every other Friday, (714) 573-6040. In addition, unless legally privileged, all supporting documentation and any such writings or documents will be available online at <http://www.ocfa.org>.

This Agenda contains a brief general description of each item to be considered. Except as otherwise provided by law, no action or discussion shall be taken on any item not appearing on the following Agenda. Unless legally privileged, supporting documents, including staff reports, are available for review at the Orange County Fire Authority Regional Fire Operations & Training Center, 1 Fire Authority Road, Irvine, CA 92602 or you may contact Sherry A.F. Wentz, Clerk of the Authority, at (714) 573-6040 Monday through Friday from 8 A.M. to 5 P.M.

If you wish to speak before the Fire Authority Board, please complete a Speaker Form identifying which item(s) you wish to address. Please return the completed form to the Clerk of the Authority prior to being heard before the Board. Speaker Forms are available at the counters of both entryways of the Board Room.



In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, you should contact the Clerk of the Authority at (714) 573-6040.

CALL TO ORDER

INVOCATION by OCFA Chaplain Jeff Hetschel

PLEDGE OF ALLEGIANCE by Director Barnett

ROLL CALL

PRESENTATIONS**1. Requests for Commendations and Proclamations**

Submitted by: Sherry Wentz, Clerk of the Authority

1. Length of Service Recognition
2. Presentation of Government Finance Officers Association of the United States and Canada Distinguished Budget Presentation Award

Recommended Action:

Approve requests as submitted and make presentations to those present.

2. Trauma Intervention Program Presentation

Recommended Action:

Receive oral presentation by Wayne Fortin, Founder & CEO, Trauma Intervention Programs, Inc.

PUBLIC COMMENTS

Resolution No. 97-024 established rules of decorum for public meetings held by the Orange County Fire Authority. Resolution No. 97-024 is available from the Clerk of the Authority.

Any member of the public may address the Board on items within the Board's subject matter jurisdiction but which are not listed on this agenda during PUBLIC COMMENTS. However, no action may be taken on matters that are not part of the posted agenda. We request comments made on the agenda be made at the time the item is considered and that comments be limited to three minutes per person. Please address your comments to the Board as a whole, and do not engage in dialogue with individual Board Members, Authority staff, or members of the audience.

The Agenda and Minutes are now available through the Internet at www.ocfa.org. You can access upcoming agendas on the Monday before the meeting. The minutes are the official record of the meeting and are scheduled for approval at the next regular Board of Directors meeting.

CLOSED SESSION**CS1. CONFERENCE WITH LEGAL COUNSEL-EXISTING LITIGATION**

Name of Case: Orange County Fire Authority and City of Irvine v All Persons Interested in the Matter of the Validity of that Second Amendment to Amended Joint Powers Authority

Case No.: OC Superior Court Case No. 30-2013-006945527

Authority: Government Code Section 54956.9(d)(1)

CS2. CONFERENCE WITH LEGAL COUNSEL-EXISTING LITIGATION

Name of Case: Orange County Fire Authority V. California Department of Industrial Relations, e.t. al.

Case No.: OC Superior Court Case No. 30-2013-00628178

Authority: Government Code Section 54956.9(a)

CS3. CONFERENCE WITH LABOR NEGOTIATOR

Agency Designated Representative: Peter Brown, Liebert Cassidy Whitmore
Employee Organizations: Orange County Professional Firefighters' Association,
Local 3631

Authority: Government Code Section 54957.6

CS4. CONFERENCE WITH LEGAL COUNSEL–ANTICIPATED LITIGATION

Authority: Government Code Section 54956.9(b) – Significant Exposure to
Litigation (2 cases)

CS5. PUBLIC EMPLOYEE PERFORMANCE EVALUATION

Position: Fire Chief

Authority: Government Code Section 54957

CLOSED SESSION REPORT

REPORT FROM THE BUDGET AND FINANCE COMMITTEE CHAIR

MINUTES

3. Minutes from March 27, 2014, Regular Board of Directors Meeting

Submitted by: Sherry Wentz, Clerk of the Authority

Recommended Action:

Approve as submitted.

CONSENT CALENDAR

No items.

DISCUSSION CALENDAR

4. Approval of Amendments to Personnel and Salary Resolution – Administrative Managers

Submitted by: Jeremy Hammond, Human Resources Director

Recommended Action:

Approve the proposed Personnel and Salary Resolution amendments.

5. Public Relations Consulting Services – Clarification of Scope of Work

Submitted by: Keith Richter, Fire Chief

Recommended Action:

Discuss and confirm the scope of work previously approved in the Professional Services Agreement for Public Relations Consulting Services with Communications LAB.

PUBLIC HEARING(S)

No items.

REPORTS

6. Chief's Report

BOARD MEMBER COMMENTS

CLOSED SESSION REPORT

ADJOURNMENT - The next regular meeting of the Orange County Fire Authority Board of Directors is scheduled for May 22, 2014, at 6:30 p.m.

AFFIDAVIT OF POSTING

I hereby certify under penalty of perjury under the laws of the State of California, that the foregoing Agenda was posted in the lobby and front gate public display case of the Orange County Fire Authority, Regional Training and Operations Center, 1 Fire Authority Road, Irvine, CA, not less than 72 hours prior to the meeting. Dated this 17th day of April 2014.

Sherry A.F. Wentz, CMC
Clerk of the Authority

UPCOMING MEETINGS:

Special Executive Committee Meeting	Thursday, May 8, 2014, 6:00 p.m.
Budget and Finance Committee Meeting	Wednesday, May 14, 2014, 12 noon
Claims Settlement Committee Meeting	Thursday, May 22, 2014, 5:00 p.m.
Executive Committee Meeting	Thursday, May 22, 2014, 5:30 p.m.
Board of Directors Meeting	Thursday, May 22, 2014, 6:30 p.m.

PRESENTATIONS - AGENDA ITEM NO. 1A
BOARD OF DIRECTORS MEETING
April 24, 2014

TO: Board of Directors, Orange County Fire Authority

FROM: Craig Kinoshita
Deputy Fire Chief

SUBJECT: **Length of Service Recognition**

Summary:

This is an opportunity to highlight our tenured employees and allow the Board an opportunity to meet and recognize them for their service to the Orange County Fire Authority.

Recommended Action:

Recognize the Length of Service recipient in attendance.

Background:

All employees including professional and suppression staff members that achieve five year milestone steps beginning with 30 years of service will be regularly invited for length of service recognition at regular meetings of the Board of Directors following the closest anniversary date.

The following OCFA employee has reached a milestone service anniversary and has been invited to attend tonight's Board meeting for recognition:

30 Years
Mark Sturdivant, Heavy Fire Equipment Operator

The following OCFA employee has confirmed his attendance at the time of the preparation of the agenda report:

30 Years
Mark Sturdivant, Heavy Fire Equipment Operator

Impact to Cities/County:

Not Applicable.

Fiscal Impact:

Not Applicable.

Staff Contact for Further Information:

Elizabeth Deacon, OSS
elizabethdeacon@ocfa.org
(949) 347-2240

Attachments:

None.

AGENDA ITEM NO. 1B

There are no supportive materials
for Presentation Item No. 1B

AGENDA ITEM NO. 2

There are no supportive materials
for Presentation Item No. 2

MINUTES ORANGE COUNTY FIRE AUTHORITY

**Board of Directors Regular Meeting
Thursday, March 27, 2014
6:30 P.M.**

**Regional Fire Operations and Training Center
Board Room
1 Fire Authority Road
Irvine, CA 92602-0125**

CALL TO ORDER

A regular meeting of the Orange County Fire Authority Board of Directors was called to order on March 27, 2014, at 7:07 p.m. by Chair Steven Weinberg.

INVOCATION

Chaplain Duncan McColl offered the invocation.

PLEDGE OF ALLEGIANCE

Vice Chair Murray led the assembly in the Pledge of Allegiance to our Flag.

ROLL CALL

Present: Joseph Aguirre, Alternate, Placentia
Bob Baker, San Clemente
Pat Bates, County of Orange
Carol Gamble, Rancho Santa Margarita
Noel Hatch, Laguna Woods
Trish Kelley, Mission Viejo
Jeffrey Lalloway, Irvine
Kathryn McCullough, Lake Forest
Roman Reyna, Santa Ana
David Sloan, Seal Beach
Elizabeth Swift, Buena Park
Phillip Tsunoda, Aliso Viejo

Sam Allevato, San Juan Capistrano
Rick Barnett, Villa Park
Randal Bressette, Laguna Hills
Gerard Goedhart, La Palma
Robert Johnson, Cypress
Warren Kusumoto, Los Alamitos
Jerry McCloskey, Laguna Niguel
Al Murray, Tustin
David Shawver, Stanton
Todd Spitzer, County of Orange
Tri Ta, Westminster
Steven Weinberg, Dana Point

Absent: Gene Hernandez, Yorba Linda

Chad Wanke, Placentia

Also present were:

Fire Chief Keith Richter
Deputy Chief Craig Kinoshita
Assistant Chief Dave Thomas
Int. Human Resources Director Janet Wells
Assistant Clerk Lydia Slivkoff

General Counsel Dave Kendig
Assistant Chief Brian Stephens
Assistant Chief Lori Zeller
Clerk of the Authority Sherry Wentz

PRESENTATIONS

No items.

PUBLIC COMMENTS (F: 11.11)

Chair Weinberg opened the Public Comments portion of the meeting.

Holly Veale, Orange County Health Care Agency, thanked OCFA staff for assisting with the Orange County Emergency Medical Services 911 Ambulance Transport Request for Proposal (RFP) process, and provided a copy of the draft RFP to Board members.

Chair Weinberg closed the Public Comments portion of the meeting.

REPORT FROM THE BUDGET AND FINANCE COMMITTEE CHAIR (F: 11.12)

Budget and Finance Committee (BFC) Chair Beth Swift reported at the March 12, 2014, meeting of the BFC, the Committee discussed and voted to send the OCERS' Direct Lending Policy, the Implementation of Audit Recommendations for Purchasing, and the FY 2013/14 Mid-year Budget Adjustment to the Executive Committee for review prior to the Board's review of the agenda items. The Executive Committee voted by a count of 8 in support and 1 opposed to recommend the Board of Directors direct staff to submit a letter to OCERS regarding concerns with its Direct Lending Policy. BFC Chair Swift reported the Executive Committee unanimously recommended the Board approve the Implementation of Audit Recommendations for Purchasing with the following modifications: 1.) The Executive Committee shall approve all Sole Source contracts over \$25,000, and 2.) Service contracts approved by Authority management shall be limited to \$100,000 for the life of the contract, instead of an annual aggregate.

MINUTES

1. Minutes from February 27, 2014, Regular Board of Directors Meeting (A), and Minutes from the March 13, 2014, Special Board of Directors Meeting (B) (F: 11.06)

On motion of Director Bressette and second by Director Swift, the Board voted to approve the Minutes from the February 27, 2014, Regular Board of Directors and March 13, 2014, Special Board of Directors meetings.

Directors Lalloway and Ta noted abstentions for the February 27, 2014, Regular Board of Directors meeting, and Directors Allevato, Bates, Kelley, McCloskey, Reyna, Swift, and Tsunoda noted abstentions for the March 13, 2014, Special Board of Directors meeting.

CONSENT CALENDAR

Agenda Item No. 5 was pulled from the Consent Calendar for separate consideration.

2. Requests for Commendations and Proclamations (F: 11.09A)

- A. Proclamation declaring May 4-10, 2014, as “Wildfire Awareness Week”
- B. Proclamation declaring participation in the “Drowning Prevention Awareness” Campaign from Memorial Day through Labor Day 2014

On motion of Director Bressette and second by Director Kelley, the Board voted unanimously to approve the requests as submitted.

3. FY 2013/14 Mid-year Budget Adjustments (F: 15.04)

On motion of Director Bressette and second by Director Kelley, the Board voted unanimously to:

- 1. Authorize the proposed mid-year budget adjustments
- 2. Approve the proposed Schedule of Fund Balance.

4. Orange County Employees’ Retirement System – Direct Lending (F: 17.06D)

On motion of Director Bressette and second by Director Kelley, the Board voted to support the Budget and Finance Committee’s recommendation to send a letter to OCERS expressing concern with the Direct Lending Program. Director Lalloway registered in opposition.

5. Implementation of Audit Recommendations - Purchasing (F: 15.02A1) (X11.03A)

Director Spitzer pulled this agenda item to recommend procurement limits on Sole Source and Service contracts, and clarified his motion to revise procurement limits will not affect emergency sole source contracts.

On motion of Director Spitzer and second by Director Lalloway, the Board voted unanimously to approve the submitted changes to the Roles/Responsibilities/Authorities Matrix effective July 1, 2014, along with the following amendments:

- 1. The Executive Committee shall approve all non-emergency sole source contracts over \$25,000.
- 2. Service contracts approved by Authority management shall be limited to \$100,000 for the life of the contract, instead of an annual aggregate.

6. Reserve Firefighter Program Status Update (F: 17.11A)

On motion of Director Bressette and second by Director Kelley, the Board voted unanimously to receive and file the report.

7. Secured Fire Protection Agreement for The Preserve at San Juan, LLC, for Entitlements in The Preserve at San Juan Development, Tract 17270 and 17269, in the Unincorporated County of Orange area off Ortega Highway (F: 18.14)

On motion of Director Bressette and second by Director Kelley, the Board voted to:

1. Approve and authorize the Fire Chief to enter into a Secured Fire Protection Agreement with The Preserve at San Juan, LLC, for Entitlements in the Preserve at San Juan Development, Tract 17270 and 17269, in the Unincorporated County of Orange area off Ortega Highway

2. Direct the Clerk of the Authority to record the Secured Fire Protection Agreement in the Official Records of the County of Orange and furnish to The Preserve at San Juan, LLC a copy of the conformed document within fifteen (15) days of recordation.

Director Bates registered an abstention.

8. Implementation of Audit Recommendations – Community Risk Reduction (F: 17.10E)

On motion of Director Bressette and second by Director Kelley, the Board voted unanimously to receive and file the report.

DISCUSSION CALENDAR

9. Director of Communications (F: 17.18) (F: 17.10C)

Interim Human Resources Director Janet Wells provided an overview on the Director of Communications agenda item and pointed out that this evening's action would include the minor revisions to the Class Specifications that had been provided to the Board.

A lengthy discussion ensued.

Director Barnett arrived at this point (7:37 p.m.)

John Latta, Business Agent, Orange County Professional Firefighters Association, Local 3631, provided public comments in opposition to recommended action Option 3 and endorsed Option 2, and shared his concerns with the current staffing leveling of the Training Section.

On motion of Director Spitzer and second by Director Ta, the Board voted to:

1. Approve the attached Job Class Specification for the Director of Communications position at a salary range of \$104,478.40 - \$166,046.40, and direct staff to add the position to the Master Position Control
2. Direct staff to begin recruiting for the new Director of Communications
3. Approve implementation of Option 2, as specified: Hire a full time civilian Director of Communications to manage the OCFA Corporate Communications Section. The Corporate Communications Battalion Chief and the Community Relations Supervisor would report to the new Director. The four Community Education Educators would be moved from the Community Risk Reduction Section and report to the Community Relations Supervisor. The current Captain Public Information Officer would continue to report to the Corporate Communications Battalion Chief, as would the Multimedia Specialists and the Office Services Specialist.

Director Barnett voted in opposition.

10. Board Stipends, Board Attendance, and Additional Standing Committees
(F: 11.04) (F: 12.02)

Assistant Chief Zeller provided an overview of the Board Stipends, Board Attendance, and Additional Standing Committees.

A brief discussion ensued.

On motion of Director Hatch and second by Director Swift, the Board voted unanimously to receive and file the report.

PUBLIC HEARING(S)

No items.

REPORTS

11. Chief's Report (F: 11.14)

Chief Richter thanked the City of Tustin for its partnership in building Fire Station 37, and reported that the City of Tustin and OCFA held the ribbon cutting ceremony that morning.

BOARD MEMBER COMMENTS (F: 11.13)

The Board had no comments.

CLOSED SESSION (F: 11.15)

General Counsel David Kendig reported the Board would be convening to Closed Session to consider the matter on the Agenda identified as CS2, Conference with Legal Counsel-Anticipated Litigation and CS3, Public Employee Performance Evaluation. He indicated CS1 would not be considered.

Chair Weinberg recessed the meeting to Closed Session at 8:03 p.m.

CS1. CONFERENCE WITH LEGAL COUNSEL-EXISTING LITIGATION

Name of Case: Orange County Fire Authority and City of Irvine v All Persons Interested in the Matter of the Validity of that Second Amendment to Amended Joint Powers Authority
Case No.: OC Superior Court Case No. 30-2013-006945527
Authority: Government Code Section 54956.9(d)(1)

CS2. CONFERENCE WITH LEGAL COUNSEL-ANTICIPATED LITIGATION

Authority: Government Code Section 54956.9(b) – Significant Exposure to Litigation (1 case)

CS3. PUBLIC EMPLOYEE PERFORMANCE EVALUATION

Position: Fire Chief
Authority: Government Code Section 54954.5

Chair Weinberg reconvened the meeting at 10:09 p.m.

CLOSED SESSION REPORT (F: 11.15)

General Counsel David Kendig indicated the Board had taken no reportable action.

ADJOURNMENT – Chair Weinberg adjourned the meeting at 10:10 p.m. The next regular meeting of the Orange County Fire Authority Board of Directors is scheduled for April 24, 2014, at 6:30 p.m.

Sherry A.F. Wentz, CMC
Clerk of the Authority

DISCUSSION CALENDAR - AGENDA ITEM NO. 4
BOARD OF DIRECTORS MEETING
April 24, 2014

TO: Board of Directors, Orange County Fire Authority

FROM: Jeremy Hammond, Human Resources Director

SUBJECT: **Approval of Amendments to Personnel and Salary Resolution – Administrative Managers**

Summary:

This item is a recommendation to amend the Personnel and Salary Resolution (PSR) Part 1, Article I, Section 13, At-Will Appointment and Appendix B. This change adds the newly approved “Director of Communications” position to the Administrative Management group and designates it as At-Will.

Recommended Action:

Approve the proposed Personnel and Salary Resolution amendments.

Background:

On March 27, 2014, the Board provided approval and adopted the recommendation made by SAE Communications in its report to the Board on February 27, 2014, to develop a Job Class Specification for a new civilian position titled “Director of Communications.” This job classification will be considered an At-will, Administrative Management position and will fall under the provisions of the Personnel and Salary Resolution.

Impact to Cities/County:

Not Applicable.

Fiscal Impact:

Not Applicable.

Staff Contacts for Further Information:

Jeremy Hammond Director of Human Resources

jeremyhammond@ocfa.org

(714) 573-6018

Keith Richter, Fire Chief

keithrichter@ocfa.org

(714) 573-6010

Attachments:

1. Amendments to the Personnel and Salary Resolution Part 1, Article I, Section 13, At-Will Appointment
2. Amendments to the Personnel and Salary Resolution Appendix B

Attachment 1

Section 13. At-Will Appointment

- A. Notwithstanding any other provision of this Personnel and Salary Resolution, an employee appointed to the positions of Human Resources Director or Director of Communications shall serve at the pleasure of the Fire Chief. Prior to such an appointment, the Deputy Fire Chief shall obtain written acknowledgement from the prospective appointee acknowledging his/her understanding of such At-Will status.

- B. The provisions of Part 3, Article I, Sections 2.B. and 2.C. also apply to the positions of Human Resources Director and Director of Communications.

Attachment 2

APPENDIX B

ADMINISTRATIVE MANAGEMENT CLASSIFICATIONS

Classes included in the Administrative Management Unit as of September 28, 2006:

0570 Accounting Manager
1810 Assistant Clerk of the Authority
1374 Assistant Information Technology Mgr - Customer Relations & Consulting
1371 Assistant Information Technology Mgr - GIS & Data Management
1373 Assistant Information Technology Mgr - Infrastructure & Workplace Support
1372 Assistant Information Technology Mgr - Portfolio & Procurement
1710 Assistant Treasurer
0750 Benefit Services Manager
1820 Clerk of the Authority
0440 Construction Manager
0190 Deputy Fire Marshal
1100 Director of Communications
1530 EMS Coordinator
0430 Facilities Maintenance Manager
0590 Finance Manager
0280 Fleet Services Manager
0770 Human Resources Director
1370 Information Technology Manager
1630 Legislative Analyst
1620 Management Analyst
1540 Medical Director
0760 Organizational and Development Training Program Manager
0560 Payroll/Accounts Payable Manager
0450 Property Manager
0330 Purchasing and Materials Manager
0860 Risk Management Analyst
0870 Risk Management Safety Officer
0880 Risk Manager
0550 Senior Accountant
0740 Senior Human Resources Analyst
1720 Treasurer

DISCUSSION CALENDAR – AGENDA ITEM NO. 5
BOARD OF DIRECTORS MEETING
April 24, 2014

TO: Board of Directors, Orange County Fire Authority

FROM: Keith Richter, Fire Chief

SUBJECT: **Public Relations Consulting Services – Clarification of Scope of Work**

Summary:

This agenda item is submitted to clarify the scope of work approved by the Executive Committee through a contract for Public Relations Consulting Services with Communications LAB.

Recommended Action:

Discuss and confirm the scope of work previously approved in the Professional Services Agreement for Public Relations Consulting Services with Communications LAB.

Background:

In our efforts to improve communications with a variety of audiences and consistent with the Fire Chief's Action Plan, staff recently issued an RFP seeking proposals from Public Relations consulting firms. The Scope of Work defined in the RFP included:

1. Assist OCFA in developing communication strategies and messages for key issues, proposals, policies and programs.
2. Work closely with the Fire Chief and OCFA staff to develop and implement outreach plans, targeted for various audiences, to achieve goals associated with key issues.
3. Communicate with and inform elected officials and other local stakeholder groups to gain public support for key issues, upcoming proposals, and ongoing programs that support and benefit OCFA's mission to provide fire and emergency response services to residents of Orange County.
4. As requested by the Fire Chief or his designee, attend OCFA Board of Directors meetings, City Council meetings, and other meetings as necessary in support of the key issues and current proposals that may be underway, throughout the year.

We received four responses to our RFP, and based on proposal evaluations, two of the four firms were interviewed by a committee consisting of Directors Weinberg, Murray, and Hernandez. The interview committee unanimously recommended award of contract to Communications LAB. The committee's recommendation was forwarded to the OCFA's Executive Committee on March 27, 2014, and the Executive Committee approved a contract with Communications LAB for an amount not-to-exceed \$100,000, billed at hourly rates as defined in the contract.

Communications LAB offers a diverse team of communications and public relations experts, and they demonstrated depth in the amount of research they performed of current OCFA issues. Following contract approval on March 27, 2014, representatives of Communications LAB have already begun working with the Executive Management team, and making contact with Board Members to assist OCFA with improved communication protocols at all levels, including communication and delivery of quality information from OCFA staff to the OCFA Board and subcommittees.

As Communications LAB has been making contact with Board Members, questions have been raised about the intended scope of work. Therefore, the Executive Committee was requested to review the documented scope outlined above and to reconfirm its approval, or alternatively, to provide direction to staff and Communications LAB if a change in scope is desired. This item was included on the Executive Committee agenda for the same date as this Board meeting; therefore, feedback from the Executive Committee will be provided to the Board verbally.

Impact to Cities/County:

None

Fiscal Impact:

As previously approved, the total cost associated with this contract and scope of work is not-to-exceed \$100,000 for a one-year term, to be billed at hourly rates as services are provided. If no changes are made to the scope, there will be no additional fiscal impact.

Staff Contact for Further Information:

Keith Richter, Fire Chief

keithrichter@ocfa.org

(714) 573-6010

Attachment:

Scope of Work from RFP for Public Relations Consulting Services

SECTION II: SCOPE OF WORK

The OCFA is seeking proposals from qualified full service public relations firms to serve as an extension of the OCFA's existing Corporate Communications Section. The selected firm will work directly with the OCFA to develop outreach plans for specific issues, targeted for various audiences, and will work side by side with the OCFA to implement plans. The selected firm will communicate with elected officials to support specified proposals, policies and programs that support and benefit OCFA's mission to provide fire and emergency response services to residents of Orange County.

MINIMUM QUALIFICATIONS

1. Consultant shall possess the proven ability to initiate, develop, and carry out effective communication strategies to influence support for specified proposals, policies, and programs and the ability to effectively communicate on behalf of the OCFA.
2. Consultant will have had successful local agency contract similar in nature with at least one (1) public agency in Orange County within the past two years.
3. Consultant's other clients should not pose conflict of interest issues for OCFA, nor should their interest be in direct conflict with the OCFA's mission to provide fire and emergency response services to residents of Orange County.

SPECIFIC REQUIREMENTS – GENERAL RESPONSIBILITIES

Under the direction of the OCFA Fire Chief, or his designee, the Consultant will provide the following services:

1. Assist OCFA in developing communication strategies and messages for key issues, proposals, policies, and programs.
2. Work closely with the Fire Chief and OCFA staff to develop and implement outreach plans, targeted for various audiences, to achieve goals associated with key issues.
3. Communicate with and inform elected officials and other local stakeholder groups to gain public support for key issues, upcoming proposals, and ongoing programs that support and benefit OCFA's mission to provide fire and emergency response services to residents of Orange County.
4. As requested by the Fire Chief or his designee, attend OCFA Board of Directors meetings, City Council meetings, and other meetings as necessary in support of the key issues and current proposals that may be underway, throughout the year.

INITIAL KEY AREAS OF IMPORTANCE

1. STANDARDS OF COVERAGE AND DEPLOYMENT STUDY

The Fire Chief is seeking the Board's approval to adopt response time goals recommended through an updated Standards of Coverage and Deployment Plan (SOC) study. An SOC is intended to assist OCFA in ensuring a safe and effective response force for fire suppression, emergency medical services, and specialty response situations, in addition to homeland security issues. An SOC should provide policy-makers, the organization, and the community with a body of information that will assist in making service delivery and risk mitigation decisions.

In recommending these response time goals, the Fire Chief has initiated discussion with the Board of Directors regarding new and innovative methods for future delivery of fire services. The OCFA firefighters'

union is opposed to the new concepts, and has prepared a report outlining the methods they propose for delivery of future fire services. A Board workshop is scheduled for April 17, 2014 to continue the discussions about response time goals and future deployment models.

This initial key area will require the successful consultant to immediately engage in strategic communication, marketing, and presentation planning with the Fire Chief, under an extremely tight timeline. We estimate that the Consultant will only have two weeks from award of contract to the date of the Fire Chief's presentation at the April 17th Board workshop.

Following the April 17th workshop, we anticipate that ongoing communication and marketing strategies will be necessary to gain support for new service deployment models from our member agencies and the public.

2. LABOR NEGOTIATIONS

The OCFA's represented employees are organized into three separate labor groups, as follows:

- Firefighters – Orange County Professional Firefighters Association (OCPFA)
- Fire Management – Orange County Chief Officers Association (COA)
- General and Supervisory Employees – Orange County Employees Association (OCEA)

The OCFA's Memorandum of Understanding (MOU) with the OCPFA is set to expire on June 30, 2014. Negotiations with the OCPFA are beginning, and the OCFA has engaged an independent professional negotiator to assist with the process. As the negotiation process moves forward, it will be important to have key messages developed and ready, in advance of public or media interest.

3. EQUITY STUDY. AMENDED JOINT POWERS AGREEMENT. VALIDATION ACTION

The OCFA recently completed deliberations with its member agencies regarding the equity of financing for fire services within OCFA. As a result of the deliberations, an amendment to the OCFA's Joint Powers Agreement was approved to address the equity concerns. In approving the Amendment, the OCFA Board also authorized General Counsel to file a Complaint in the Orange County Superior Court to seek validation of the Amendment. A judicial declaration is desired to confirm that the JPA Amendment is valid and enforceable, so that OCFA and its member agencies may properly plan and budget for the future provision of fire services.

On December 19, 2013, OCFA and the City of Irvine jointly filed a Complaint in the Orange County Superior Court to seek validation of the JPA Amendment. On January 28, 2014, the Orange County Board of Supervisors voted 4-to-1, with Supervisor Spitzer opposed, to file a formal response in opposition to the OCFA's validation action.

The validation action is underway, pending future briefing dates to be scheduled by the Court. As the action moves forward, it will be important to have key messages developed and ready, in advance of public or media interest.

REPORTS – AGENDA ITEM NO. 6
BOARD OF DIRECTORS MEETING
April 24, 2014

CHIEF'S REPORT

1. Customer Satisfaction Survey Results by City - March 2014
2. Chief's Monthly Report dated April 17, 2014

CUSTOMER SATISFACTION SURVEY

Attachment 1

Data by City for March 1 - 31, 2014

CITY/AREA	FORMS SENT	FORMS RETURNED *	PERCENT RETURNED *	AVERAGE RATING
Aliso Viejo	100	25	25.00%	97.98%
Buena Park	177	40	22.60%	96.67%
Coto de Caza	11	4	36.36%	98.21%
Cypress	102	28	27.45%	96.93%
Dana Point	107	24	22.43%	97.68%
El Modena	3	0		
Emerald Bay	0	0		
Irvine	505	97	19.21%	97.67%
La Palma	40	12	30.00%	93.29%
Ladera Ranch	30	12	40.00%	99.11%
Laguna Hills	116	17	14.66%	97.43%
Laguna Niguel	168	44	26.19%	97.19%
Laguna Woods	191	69	36.13%	96.52%
Lake Forest	165	32	19.39%	95.50%
Los Alamitos	57	9	15.79%	96.43%
Las Flores	0	0		
Midway City	22	3	13.64%	95.24%
Mission Viejo	320	66	20.63%	97.40%
Modjeska Canyon	1	1	100.00%	100.00%
Orange Park Acres	2	0		
Placentia	121	40	33.06%	98.10%
Portola Hills	0	0		
Rancho Santa Margarita	109	20	18.35%	99.64%
Rossmoor	32	7	21.88%	100.00%
San Clemente	154	39	25.32%	96.24%
San Juan Capistrano	130	35	26.92%	99.69%
Santa Ana	678	99	14.60%	95.03%
Santa Ana Heights	23	1	4.35%	100.00%
Santiago Canyon	6	0		
Seal Beach	147	44	29.93%	95.84%
Silverado Canyon	0	0		
Stanton	107	14	13.08%	95.88%
Trabuco Canyon	6	1	16.67%	100.00%
Tustin	273	66	24.18%	96.91%
Villa Park	13	5	38.46%	90.00%
Westminster	262	49	18.70%	94.70%
Yorba Linda	141	46	32.62%	98.25%
Non-OCFA cities	83	13	15.66%	96.89%
TOTALS/AVERAGE	4,402	962	21.85%	97.11%

* Forms Returned and Percent Returned include forms sent in prior months, received this month.

Orange County Fire Authority
Executive Management

MEMO

DATE: April 17, 2014
TO: OCFA Board of Directors
FROM: Keith Richter, Fire Chief
SUBJECT: **Chief's Monthly Report**

Communications

- Recruitment for a newly established Director of Communications is in progress. We anticipate that this position will begin work in July, 2014.
- Corporate Communications has completed a Major Incident Notification Directory that indicates each Director's preferences and method of notification for emergency incidents. The directory will be issued to each Chief Officer and the Emergency Command Center as a reference to ensure timely notification of incidents a Director has indicated interest in.
- Staff is working closely with Communications Lab on key messaging, communications strategy, and standardized processes for ensuring consistent messaging to our stakeholders.
- SharePoint upgrade is progressing with completion expected during 3rd quarter of 2014.
- External OCFA website rebuild also progressing with completion expected during 3rd quarter of 2014.

Awareness

- A draft procedure for standardizing daily routine activities at fire stations is complete and has been presented to the firefighter's union and Chief Officers Association for comment. Several changes in the policy were mutually agreed upon during our discussions with labor.
- Electronic calendar and station log application is progressing. Some delay is expected due to the resignation of a key IT programmer assigned to this project. When completed, this tool will be implemented throughout the OCFA.
- Unit CompStat reports continue to focus on the three core themes of "risk reduction," "readiness," and "response." All of our efforts should contribute to one or more of these core missions.

Chief's Monthly Report

April 17, 2014

Structure

- The revised organizational structure in the CRR Department will relocate our Community Educators to report to the Corporate Communications Section under the new Director of Communications.
- Fire Marshal recruitment flyer has been distributed and an executive recruitment firm is accepting applications. The new Fire Marshal will begin work during the 3rd quarter of 2014.
- Feedback from Management Partners has identified areas of concern in several areas, including communication, accountability, and agency capabilities to investigate issues such as harassment and retaliation. Staff is working to develop an action plan and timeline for addressing these areas.
- Our new Human Resources Director, Jeremy Hammond, has begun work and is already proving himself to be a great asset to the Executive Team.

Accountability

- The electronic dashboard for managers is operational and additional features are under development. The build out of the application will continue throughout 2014.
- The weekly Comparative Statistics (CompStat) report presented to Executive Management has afforded new opportunities to identify potential problems and make recommendations to staff.
- The RFP to purchase a new performance appraisal system has been released. Prospective vendors will be reviewed and recommendations made for the preferred vendor. Rollout of a new system is anticipated for January, 2015.

Change Management

Our communication consultants, Communications Lab, have been very engaged with staff in developing effective tools and practices that will provide consistent and timely information to our various stakeholders. Having a predictable and accurate system for communicating changes in the agency is one of the key objectives of the action plan.