



ORANGE COUNTY FIRE AUTHORITY

AGENDA

Pursuant to the Brown Act, this meeting also constitutes a meeting of the Board of Directors.

EXECUTIVE COMMITTEE

REGULAR MEETING

Thursday, July 17, 2014

6:00 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 Executive Committee 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 Executive Committee, 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 Committee. 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 Shawver

ROLL CALL

PRESENTATIONS

No items.

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 Committee on items within the Committee'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 Committee as a whole, and do not engage in dialogue with individual Committee 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 Executive Committee meeting.

REPORT FROM THE BUDGET AND FINANCE COMMITTEE CHAIR**MINUTES**

- 1. Minutes from the June 26, 2014, Special Executive Committee Meeting**
Submitted by: Sherry Wentz, Clerk of the Authority

Recommended Action:
Approve as submitted.

CONSENT CALENDAR

All matters on the consent calendar are considered routine and are to be approved with one motion unless a Committee Member or a member of the public requests separate action on a specific item.

- 2. Monthly Investment Reports**
Submitted by: Patricia Jakubiak, Treasurer

Recommended Action:
Receive and file the reports.

- 3. Sole Source Blanket Order Extension and Increase– Air Exchange Incorporated**
Submitted by: Brian Stephens, Assistant Chief/Support Services Department

Recommended Action:
Approve and authorize the Purchasing Manager to renew and adjust the sole source blanket order (BO1416) with Air Exchange Incorporated for up to three years for an amount not to exceed \$150,000 annually.

4. Blanket Order Extensions – Firefighting Foam & Department Uniforms
Submitted by: Lori Zeller, Assistant Chief/Business Services Department

Recommended Actions:

1. Approve and authorize the Purchasing Manager to renew the blanket order (B01470) with LN Curtis & Sons for up to three years for an amount not to exceed \$40,000 annually.
2. Approve and authorize the Purchasing Manager to renew the blanket order (B01319) with Galls Inc. for one year for an amount not to exceed \$400,000.

5. Sole Source Blanket Order Extension and Increase – Vidacare Intraosseous Infusion System
Submitted by: Dave Thomas, Assistant Chief/Operations Department

Recommended Action:

Approve and authorize the Purchasing Manager to renew and adjust the sole source blanket order (BO1323) with Vidacare for up to three years for an amount not to exceed \$70,000 annually.

6. Blanket Order Extension and Increase – 6th Street Consulting
Submitted by: Brian Stephens, Assistant Chief/Support Services Department

Recommended Action:

Approve and authorize the Purchasing Manager to extend the blanket order (EO0262) with 6th Street Consulting for up to three months and increase it by \$24,050 for a new amount not to exceed \$402,019.

7. Blanket Order Extension and Increase – Motorola Solutions, Mobile Data Network
Submitted by: Brian Stephens, Assistant Chief/Support Services Department

Recommended Action:

Approve and authorize the Purchasing Manager to renew and adjust the blanket order (BO1367) on a quarterly basis for up to one year for an annual amount not to exceed \$51,303.

8. Blanket Order Increase – Special Litigation Counsel for Validation Proceedings
Submitted by: Lori Zeller, Assistant Chief/Business Services Department

Recommended Action:

Approve and authorize the Purchasing Manager to increase the blanket order (B01501) with Richards, Watson & Gershon by \$25,000 for a new amount not to exceed \$100,000.

9. **Request for Proposal No. DC1954 – Executive Search Services – Fire Chief**
Submitted by: Jeremy Hammond, Human Resources Director

Recommended Action:

Direct staff to recommend a final executive search firm to the Board of Directors at its meeting of July 24, 2014, based on the evaluation of proposals submitted in response to OCFA's RFP.

END OF CONSENT CALENDAR

DISCUSSION CALENDAR

No items.

REPORTS

10. **Chief's Report**

COMMITTEE MEMBER COMMENTS

CLOSED SESSION

CS1. PUBLIC EMPLOYEE APPOINTMENT/EMPLOYMENT

Title: Director of Communications

Authority: Government Code Section 54957(b)

ADJOURNMENT – The next regular meeting of the Executive Committee is scheduled for Thursday, August 21, 2014, at 6:00 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 Fire Operations and Training Center, 1 Fire Authority Road, Irvine, CA, not less than 72 hours prior to the meeting. Dated this 10th day of July 2014.

Lydia Slivkoff, CMC
Assistant Clerk of the Authority

UPCOMING MEETINGS

Board of Directors Meeting

Thursday, July 24, 2014, 6:00 p.m.

Budget and Finance Committee Meeting

Wednesday, August 13, 2014, 12:00 noon

MINUTES ORANGE COUNTY FIRE AUTHORITY

**Executive Committee Special Meeting
Thursday, June 26, 2014
4:30 P.M.**

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

CALL TO ORDER

The special meeting of the Orange County Fire Authority Executive Committee was called to order on June 26, 2014, at 4:30 p.m. by Chair Steven Weinberg.

INVOCATION

Chaplain Warren Johnson offered the invocation.

PLEDGE OF ALLEGIANCE

Director Spitzer led the assembly in the Pledge of Allegiance to our Flag.

ROLL CALL

Present: Randal Bressette, Laguna Hills
Gene Hernandez, Yorba Linda
Trish Kelley, Mission Viejo
Jeffrey Lalloway, Irvine
Al Murray, Tustin
David Shawver, Stanton
Todd Spitzer, County of Orange
Beth Swift, Buena Park
Steven Weinberg, Dana Point

Absent: None

Also present were:

Fire Chief Keith Richter
Deputy Chief Craig Kinoshita
Assistant Chief Brian Stephens
Assistant Chief Lori Zeller
Assistant Clerk Lydia Slivkoff

General Counsel David Kendig
Assistant Chief Lori Smith
Assistant Chief Dave Thomas
Clerk of the Authority Sherry Wentz

PUBLIC COMMENTS (F: 12.02A3)

Chair Weinberg opened the Public Comments portion of the meeting. Chair Weinberg closed the Public Comments portion of the meeting without any comments.

REPORT FROM THE BUDGET AND FINANCE COMMITTEE CHAIR (F: 12.02A6)

Budget and Finance Committee (BFC) Chair Beth Swift reported at the May 14, 2014, meeting of the Budget and Finance Committee, the Committee discussed and voted unanimously to recommend the Executive Committee approve the Monthly Investment Report. She indicated the Committee received a Monthly OCERS Update from staff, and a pre-audit briefing for the Fiscal Year 2013/14 Financial Audit from CPA Rich Kikuchi from Lance, Soll & Lunghard. In addition, Chair Swift noted the Committee spent most of the BFC meeting reviewing the City of Santa Ana's request for the release of escrow funds, and would provide a detailed report at the Board of Directors meeting.

MINUTES

1. Minutes from the May 22, 2014, Regular Executive Committee Meeting (F: 12.02A2)

On motion of Vice Chair Murray and second by Director Bressette, the Executive Committee voted unanimously to approve the Minutes from the May 22, 2014, Regular Executive Committee meeting. Director Kelley was absent for the vote.

CONSENT CALENDAR

Agenda Item Nos. 5, 6, 10, 13, 16, and 19 were pulled for separate consideration.

2. Monthly Investment Reports (F: 11.10D2)

On motion of Vice Chair Murray and second by Director Goedhart, the Executive Committee voted unanimously to receive and file the reports. Director Kelley was absent for the vote.

3. Annual Renewal of Aviation Insurance (F: 18.10A1)

On motion of Vice Chair Murray and second by Director Goedhart, the Executive Committee voted unanimously to approve and authorize the Fire Chief, or his designee, to bind the aviation insurance coverage with AIG for the policy period June 30, 2014, to June 30, 2015, for a premium amount of \$160,046. Director Kelley was absent for the vote.

Minutes

OCFA Executive Committee Special Meeting

June 26, 2014 Page - 2

4. Annual Renewal of General Liability Insurance Program With Fire Agencies Insurance Risk Authority (FAIRA) (F: 18.10A4)

On motion of Vice Chair Murray and second by Director Goedhart, the Executive Committee voted unanimously to approve and authorize the Fire Chief, or his designee, to approve renewal of the General Liability Program insurance coverage with FAIRA for the policy period July 1, 2014, to July 1, 2015, for a premium amount of \$933,072. Director Kelley was absent for the vote.

5. Annual Renewal of California State Association of Counties Excess Insurance Authority (CSAC-EIA) Workers' Compensation Program (F: 18.10A2b)

Vice Chair Murray pulled this item to ask if staff had considered other service providers.

Risk Manager Jonathan Wilby indicated while there are other providers available, this company has been used by similar agencies, and the OCFA has realized significant savings using its service.

On motion of Vice Chair Murray and second by Director Bressette, the Executive Committee voted unanimously to approve and authorize the Fire Chief, or his designee, to bind insurance coverage with the CSAC-EIA for workers' compensation excess insurance with an annual premium of \$247,515 for coverage with a \$2,000,000 self-insured retention (SIR). Director Kelley was absent for the vote.

6. Alternative Dispute Resolution (ADR) Carve-out Pilot Program (F: 18.10A2d)

Director Bressette pulled this item to commend Risk Management Analyst Rhonda Haynes, OCFA staff, and the Orange County Professional Firefighters' Association, Local 3631 for their collaborative efforts to develop the ADR Program.

On motion of Director Bressette and second by Vice Chair Murray, the Executive Committee voted unanimously to:

1. Approve and authorize the Fire Chief to sign Agreement for implementation of the Alternative Dispute Resolution Carve-out Pilot Workers' Compensation Program.
2. Approve and authorize the Fire Chief to execute the Memoranda of Understanding with OCPFA 3631; and authorize execution of the Physician, Mediator and Nurse Case Manager agreements.
3. Approve and authorize the Fire Chief, upon approval by the State of California Division of Industrial Relations, to implement the Alternative Dispute Resolution program as outlined in the Memorandum of Understanding.

Director Kelley was absent for the vote.

7. Request for Proposal No. DC1909 – Occupational and WEFIT Medical Services (F: 17.17A)

On motion of Vice Chair Murray and second by Director Goedhart, the Executive Committee voted unanimously to:

1. Approve and authorize the Fire Chief to execute the Professional Services Agreement with UCI COEH, for the initial one-year contract period not to exceed \$600,000.
2. Approve and authorize two (2) additional one-year extensions to the contract with pricing to remain the same in the second year, and a contract increase limited to 2% in the third year.

Director Kelley was absent for the vote.

8. Request for Proposal No. MD1903 – Emergency Medical Supplies (F: 18.05)

On motion of Vice Chair Murray and second by Director Goedhart, the Executive Committee voted unanimously to:

1. Approve and authorize the Purchasing Manager to issue the following three blanket order contracts for a combined annual expenditure not-to-exceed \$750,000.
 - a. Bound Tree Medical in the amount of \$240,000
 - b. Life Assist, Inc. in the amount of \$82,500
 - c. McKesson Medical-Surgical Inc. in the amount of \$427,500
2. Approve and authorize up to two (2) additional one-year extensions to these pricing contracts based on the pricing adjustments provided in the best and final offers (BAFO).

Director Kelley was absent for the vote.

9. Request for Temporary Three (3) Month Intterra Situation Analyst Service Extension Pending Initiation and Completion of Request for Proposal (F: 15.09) (X: 19.08A6)

On motion of Vice Chair Murray and second by Director Goedhart, the Executive Committee voted unanimously to approve and authorize the Purchasing Manager to extend the previous sole source blanket order (B01469) with Intterra Corporation through September 30, 2014, and provide an additional \$7,500. Director Kelley was absent for the vote.

10. Blanket Order Contract Extension – Santa Ana Plan Check Services (F: 15.09F) (X: 17.10E1)

Director Bressette pulled this item for questions regarding the service rate for Santa Ana plan check services and the reason for using this service, and not using OCFA staff.

Assistant Chief Smith indicated the rate is the industry standard and the OCFA is getting excellent service. She noted service is a one stop shop and the City of Santa Ana has been happy with service, and that a bilingual person is staffed at the City. Assistant Chief Smith also indicated Purchasing Manager Debbie Casper would be conducting a request for proposal for future services.

On motion of Director Bressette and second by Vice Chair Murray, the Executive Committee voted unanimously to:

1. Approve and authorize the Purchasing Manager to renew the blanket order (B01465) with CSG Consultants for one year for a not to exceed amount of \$69,000.
2. Approve and authorize up to two (2) additional one-year extensions to this agreement.

Director Kelley was absent for the vote.

11. Blanket Order Contract Extension – Janitorial Supplies (F: 15.09F) (X: 19.07B7)

On motion of Vice Chair Murray and second by Director Goedhart, the Executive Committee voted unanimously to approve and authorize the Purchasing Manager to renew the blanket order contract (B01383-2) with Waxie Sanitary Supply for a not to exceed amount of \$180,000 for one additional contract term through August 1, 2015. Director Kelley was absent for the vote.

12. Blanket Order Contract Increases and Extensions – Fuels Contracts (F: 15.09F) (X: 19.09H)

On motion of Vice Chair Murray and second by Director Goedhart, the Executive Committee voted unanimously to approve and authorize the Purchasing Manager to renew the annual blanket orders with vendors as proposed for OCFA gasoline, diesel, and jet fuel purchases as proposed. Director Kelley was absent for the vote.

13. Blanket Order Contract Extension – E911 and PBX Admin/Business Phone Systems (F: 15.09F)

Director Bressette pulled this item inquire into the state of the current phone system.

Assistant Chief Stephens reported that while the current system operates properly, the vendor reported the system is at the end of its life. He noted the next system will need to include the ability to report incidents by texting as the State will be requiring this reporting media. A future request for proposal would be forthcoming by the end of the year.

On motion of Director Bressette and second by Vice Chair Murray, the Executive Committee voted unanimously to approve and authorize the Purchasing Manager to renew and adjust annual Blanket Order BO1255-4 for Verizon, Inc. on a month-to-month basis for a period of time not to exceed one year, for time and materials support of OCFA's E911 and PBX Admin/Business phone systems. Director Kelley was absent for the vote.

14. Blanket Order Renewal – Microsoft Software Enterprise Agreements (F: 15.09F)

On motion of Vice Chair Murray and second by Director Goedhart, the Executive Committee voted unanimously to approve and authorize the Purchasing Manager to renew and adjust Blanket Order No. E00257-1 with Dell Computer, Inc. for \$312,590.78 to pay the third year Enterprise Agreement and annual true-up. This is the final year of this Microsoft Software Enterprise Agreement. Director Kelley was absent for the vote.

15. Blanket Order Renewals/Sole Source Approvals – Helmets and Defibrillator Supplies (F: 15.09F)

On motion of Vice Chair Murray and second by Director Goedhart, the Executive Committee voted unanimously to approve and authorize the Purchasing Manager to renew the sole source blanket orders with vendors as proposed. Director Kelley was absent for the vote.

Director Kelley arrived at this point (4:55 p.m.)

16. Sole Source Approval – Buxton (F: 19.08A10)

Director Spitzer pulled this item for questions regarding the use of data from Buxton and the safeguards for protecting the data.

Management Analyst Kristen Lee indicated OCFA does not actually collect individual's data, but sends requests for information to Buxton to receive profiles of high risk areas to assist the OCFA in concentrating its fire prevention efforts based upon the information.

A lengthy discussion ensued.

On motion of Director Bressette and second by Chair Weinberg, the Executive Committee voted unanimously to request additional information should OCFA staff wish to continue using these services.

17. Sole Source Approval – Optisource (F: 19.08A11)

On motion of Vice Chair Murray and second by Director Goedhart, the Executive Committee voted unanimously to approve and authorize the Purchasing Manager to issue a purchase order to Optisource for digital scanning of inactive paper files to CD ROM files at a cost not to exceed \$24,000 per year, for a three-year term effective July 1, 2014.

18. June Legislative Reports (F: 11.10F2)

On motion of Vice Chair Murray and second by Director Goedhart, the Executive Committee voted unanimously to receive and file the reports.

19. Short Term Communication Plan – Communications LAB (F: 17.10C2)

Director Bressette pulled this item for clarification on the Board communication strategy.

Fire Chief Richter indicated staff is working with Communications LAB on short and long-term communication plans. While tonight's item is regarding the short-term communications plan, a long-term communications plan will be scheduled for future consideration after the hiring of a Director of Communications and the meetings with Labor Groups have been completed.

Arianna Barrios, Communication LAB, indicated some communication strategies are still being developed and a comprehensive plan will be brought before the Board at a future meeting.

On motion of Director Bressette and second by Vice Chair Murray, the Executive Committee voted unanimously to receive and file the report.

20. OCFA Implementation Action Plan – Management Partners Study (F: 17.16)

On motion of Vice Chair Murray and second by Director Goedhart, the Executive Committee voted unanimously to receive and file the report.

END OF CONSENT CALENDAR

DISCUSSION CALENDAR

21. Executive Recruiting Firm - Fire Chief Recruitment (F: 17.10A1)

Fire Chief Richter provided a report on the proposed Fire Chief recruitment process.

It was the general consensus of the Committee that feedback from the Board will be a key element in the selection of a new Fire Chief.

On motion of Director Bressette and second by Director Lalloway, the Executive Committee voted unanimously to recommend that the Board of Directors approve the following actions:

1. Direct staff to pursue an open recruitment using the services of an external Executive Recruiting Firm for completion of the OCFA Fire Chief recruitment.
2. Direct staff to complete a Request for Proposals (RFP) process to facilitate selection of an Executive Recruiting Firm.
3. Direct the *Fire Chief Recruitment Ad Hoc Committee* to conduct interviews with the top firms, following evaluation of proposals by staff, and to make a recommendation to the Executive Committee and Board of Directors for final contract award.

22. Director of Communications Recruitment Process (F: 17.10C)

Fire Chief Richter provided a report on the Director of Communications recruitment process.

A lengthy discussion ensued.

On motion of Director Spitzer and second by Director Lalloway, the Executive Committee voted unanimously to recommend that the Board of Directors approve the delegation of responsibility to the Executive Committee to conduct closed session interviews with the top Director of Communications candidates and recommend final candidates to the Board of Directors, as proposed.

23. Executive Committee Meeting Date/Time Options (F: 12.02A)

Director Bressette indicated he requested this item be brought back to the Committee to revisit moving the regular Executive Committee meeting to another day to allow the Committee more time to consider items, while not impacting Board members.

On motion of Director Bressette and second by Director Lalloway, the Executive Committee voted unanimously to:

1. Change the regular meeting day of the Executive Committee from the fourth Thursday of the month to the third Thursday to begin at 6:00 p.m.
2. Report the revisions at the June 26, 2014, Board of Directors meeting in connection with the Board agenda item regarding the proposed amendments to the Board Rules of Procedure.

REPORTS

No items.

COMMITTEE MEMBER COMMENTS (F: 12.02A4)

The Committee had no comments.

CLOSED SESSION (F: 12.02A5)

No items.

ADJOURNMENT – Chair Weinberg adjourned the meeting at 6:28 p.m. The next regular meeting of the Executive Committee is scheduled for Thursday, July 17, 2014, at 6:00 p.m.

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

CONSENT CALENDAR - AGENDA ITEM NO. 2
EXECUTIVE COMMITTEE MEETING
July 17, 2014

TO: Executive Committee, Orange County Fire Authority

FROM: Patricia Jakubiak, Treasurer

SUBJECT: **Monthly Investment Reports**

Summary:

This agenda item is submitted to the Committee in compliance with the investment policy of the Orange County Fire Authority and with Government Code Section 53646.

Committee Action:

At its July 9, 2014, meeting, the Budget and Finance Committee reviewed and unanimously recommended approval of this item.

Recommended Action:

Receive and file the reports.

Background:

Attached is the final monthly investment report for the month ended May 31, 2014. A preliminary investment report as of June 17, 2014, is also provided as the most complete report that was available at the time this agenda item was prepared.

Impact to Cities/County:

Not Applicable.

Fiscal Impact:

Not Applicable.

Staff Contact for Further Information:

Patricia Jakubiak, Treasurer

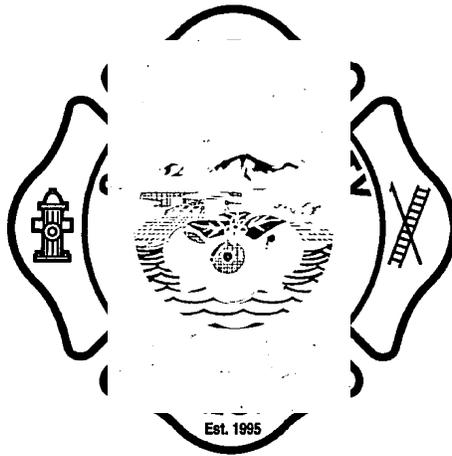
Triciajakubiak@ocfa.org

(714) 573-6301

Attachment:

Final Investment Report – May 2014 / Preliminary Report – June 2014

Orange County Fire Authority Monthly Investment Report



Final Report – May 2014

Preliminary Report – June 2014



Report

	<i>1</i>
	<i>2</i>
	<i>3</i>
	<i>3</i>
	<i>4</i>
	<i>5</i>
	<i>8</i>
	<i>9</i>
	<i>10</i>
	<i>14</i>	<i>12</i>
<i>Portfolio Summary</i>		<i>13</i>
<i>Portfolio Details</i>		<i>14</i>
<i>Aging Report</i>		<i>17</i>
<i>Notes to Portfolio Management Report</i>		<i>18</i>

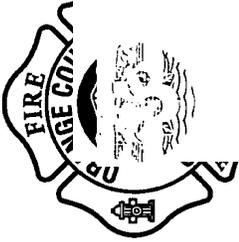


Orange County Fire Authority

Final Investment Report

May 31, 2014

Treasury & Financial Planning



EXECUTIVE

Portfolio

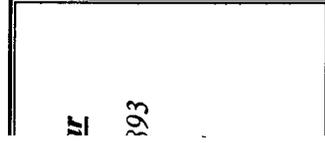
During the month of May 2014, the size of the portfolio decreased. The month included various apportionments of property taxes. Significant disbursements for the month included primarily bills in the following month as there are no major receipts scheduled.

In May, the portfolio's yield to maturity (365-day equivalent) decreased by 4 basis points to 0.24% for the month and the maturity of the portfolio shortened slightly by 4 days to 196 days.

Economic Views

In May 2014, U.S. economic activity continued to improve, but overall activity remained somewhat mixed. Employment conditions, although slightly weaker than the prior month, continued to show improvement in job growth. There were a total of 217,000 new jobs created in May, a slightly better number than expected for the month. The unemployment rate stayed unchanged at 6.3%, though still at an elevated level. Manufacturing and non-manufacturing activity continued to expand in May. Industrial production reversed and increased better than expected for the month. Retail sales also increased, but less than expected for the month, while consumer confidence measures continued to stay mixed in May. Inflation continued to pick up slightly due to rising food and energy prices. Both existing and new home sales increased more than expected, but the housing sector remained slow overall. On June 18, 2014, at the second day of the Federal Open Market Committee's scheduled meeting, the Committee voted to keep the federal funds rate unchanged at a target range of 0.25%. The Committee slightly upgraded its outlook on the economy and also decided to reduce its asset purchase program further to \$35 billion per month beginning in July.

Report





Orange County Fire Authority
 1 Fire Authority Road
 Irvine, Irvine, CA 92602
 (714)573-6301

ORANGE COUNTY FIRE AUTHORITY
Portfolio Management
Portfolio Summary
May 31, 2014

(See Note 1 on page 9) (See Note 2 on page 9)

Investments	Par Value	Market Value	Book Value	% of Portfolio	Term	Days to Maturity	YTM/C 360 Equiv.	YTM/C 365 Equiv.
Money Mkt Mutual Funds/Cash	11,621,464.27	11,621,464.27	11,621,464.27	7.29	1	1	0.001	0.001
Commercial Paper Disc. -Amortizing	15,000,000.00	14,997,470.00	14,998,856.94	9.41	102	38	0.091	0.093
Federal Agency Coupon Securities	36,833,333.33	36,779,535.00	36,851,168.78	23.11	1,439	771	0.670	0.679
Federal Agency Disc. -Amortizing	46,000,000.00	45,997,820.00	45,998,164.16	28.84	90	47	0.033	0.033
Local Agency Investment Funds	50,000,000.00	50,015,855.90	50,000,000.00	31.35	1	1	0.225	0.228
Investments	159,454,797.60	159,412,145.17	159,469,654.15	100.00%	368	196	0.243	0.247
Cash and Accrued Interest								
Passbook/Checking (not included in yield calculations)	796,980.76	796,980.76	796,980.76		1	1	0.000	0.000
Accrued Interest at Purchase		26,802.08	26,802.08					
Subtotal		823,782.84	823,782.84					
Total Cash and Investments	160,251,778.36	160,235,928.01	160,293,436.99		368	196	0.243	0.247

	May 31 Month Ending	Fiscal Year To Date
Total Earnings		
Current Year	33,609.73	379,912.32
Average Daily Balance	165,232,318.39	134,750,085.69
Effective Rate of Return	0.24%	0.31%

"I certify that this investment report accurately reflects all pooled investments and is in compliance with the investment policy adopted by the Board of Directors to be effective on January 1, 2014. A Sufficient investment liquidity and anticipated revenues are available to meet budgeted expenditure requirements for the next thirty

J. T. ... 661

Cash and Investments with GASB 31 Adjustment:

Book Value of Cash & Investments before GASB 31 (Above)	\$ 160,293,436.99
GASB 31 Adjustment to Books (See Note 3 on page 9)	\$ (480,699.41)
Total	\$ 159,812,737.58

ORANGE COUNTY FIRE AUTHORITY
Portfolio anagement
Portfolio Details - Cash
May 31, 2014

CUSIP	Investment #	Issuer	Average Balance	Purchase Date	Par Value	Market Value	Book Value	Stated Rate	YTM/C 365	Days to Maturity
Money Mkt Mutual Funds/Cash										
SYS10104	10104	American Benefit Plan Admin		07/01/2013	15,000.00	15,000.00	15,000.00		0.000	1
SYS10033	10033	Revolving Fund		07/01/2013	20,000.00	20,000.00	20,000.00		0.000	1
SYS4	4	Union Bank of California		07/01/2013	511,980.76	511,980.76	511,980.76		0.000	1
SYS361	361	YORK		07/01/2013	250,000.00	250,000.00	250,000.00		0.000	1
Average Balance			0.00	Accrued Interest at Purchase	26,802.08	26,802.08	26,802.08			1
				Subtotal	823,782.84	823,782.84	823,782.84			
Total Cash and Investments			165,232,318.39		160,251,778.36	160,235,928.01	160,293,436.99		0.247	196

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ORANGE COUNTY FIRE AUTHORITY

Aging Report By Maturity Date As of June 1, 2014

Orange County Fire Authority
1 Fire Authority Road
Irvine, CA 92602
(714)573-6301

Aging Interval:		Maturity Par Value	Percent of Portfolio	Current Book Value	Current Market Value
0 days	(06/01/2014 - 06/01/2014)	62,418,445.03	38.95%	62,418,445.03	62,434,300.93
1 - 30 days	(06/02/2014 - 07/01/2014)	25,000,000.00	15.60%	24,999,508.61	24,999,670.00
31 - 60 days	(07/02/2014 - 07/31/2014)	18,000,000.00	11.23%	17,999,407.50	17,999,370.00
61 - 91 days	(08/01/2014 - 08/31/2014)	13,000,000.00	8.11%	12,998,534.16	12,996,950.00
92 - 121 days	(09/01/2014 - 09/30/2014)	5,000,000.00	3.12%	4,999,570.83	4,999,300.00
122 - 152 days	(10/01/2014 - 10/31/2014)	0.00	0.00%	0.00	0.00
153 - 183 days	(11/01/2014 - 12/01/2014)	0.00	0.00%	0.00	0.00
184 - 274 days	(12/02/2014 - 03/02/2015)	0.00	0.00%	0.00	0.00
275 - 365 days	(03/03/2015 - 06/01/2015)	0.00	0.00%	0.00	0.00
366 - 1095 days	(06/02/2015 - 05/31/2017)	14,333,333.33	8.94%	14,328,716.92	14,321,880.00
1096 - 1825 days	(06/01/2017 - 05/31/2019)	22,500,000.00	14.05%	22,522,451.86	22,457,655.00
1826 days and after	(06/01/2019 -)	0.00	0.00%	0.00	0.00
Total for		19 Investments	0 Payments	160,266,634.91	160,209,125.93



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Fund (LAIF)

in LAIF. The fair value of
at fair value factor provided by
arch 31, 2014 is 1.000317118.
..... value is \$50,015,856 or \$15,856
above cost. Although the fair value of the LAIF investment is higher than cost, OCFA
can withdraw the actual amount invested at any time.

LAIF is included in the State Treasurer's Pooled Money Investment Account (PMIA) for
investment purposes. The PMIA market valuation at May 31, 2014 is included on the
following page.

**State of California
Pooled Money Investment Account
Market Valuation
5/31/2014**

Accrued Interest
NA
19,715,329.50
526,474.94
597,361.84
2,771,707.10
-
NA
-
114,931.00
-
242,333.33
5,070,548.59
NA
-
-
-
NA
NA
29,038,686.30

Repurchase Agreements, Time Deposits, AB 55 & General Fund loans, and Reverse Repurchase agreements are carried at portfolio book value (carrying cost).



Orange County Fire Authority
Preliminary Investment Report
June 20, 2014

ORANGE COUNTY FIRE AUTHORITY
Portfolio Management
Portfolio Summary
June 20, 2014

(See Note 1 on page 18) (See Note 2 on page 18)

Investments	Par Value	Market Value	Book Value	% of Portfolio	Term	Days to Maturity	YTM/C 360 Equiv.	YTM/C 365 Equiv.
Money Mkt Mutual Funds/Cash	15,125,693.71	15,125,693.71	15,125,693.71	9.76	1	1	0.001	0.001
Commercial Paper Disc. - Amortizing	7,000,000.00	6,998,530.00	6,999,251.39	4.52	113	55	0.070	0.071
Federal Agency Coupon Securities	36,833,333.33	36,692,818.33	36,846,966.69	23.78	1,439	751	0.670	0.679
Federal Agency Disc. - Amortizing	46,000,000.00	45,997,510.00	45,997,748.61	29.68	98	46	0.034	0.034
Local Agency Investment Funds	50,000,000.00	50,015,855.90	50,000,000.00	32.26	1	1	0.225	0.228
Investments	154,959,027.04	154,830,407.94	154,969,660.40	100.00%	377	195	0.245	0.248
Cash and Accrued Interest								
Passbook/Checking (not included in yield calculations)	725,451.52	725,451.52	725,451.52		1	1	0.000	0.000
Accrued Interest at Purchase		26,802.08	26,802.08					
Subtotal		752,253.60	752,253.60					
Total Cash and Investments	155,684,478.56	155,582,661.54	155,721,914.00		377	195	0.245	0.248

Total Earnings	June 20 Month Ending	Fiscal Year To Date
Current Year	21,454.63	401,366.95
Average Daily Balance	161,082,927.93	136,233,626.09
Effective Rate of Return	0.24%	0.30%

"I C ... reflects all pooled investments and is in compliance with the investment policy adopted by the Board of Directors to be effective on January 1, 2014. A day ... the Authority. Sufficient investment liquidity and anticipated revenues are available to meet budgeted expenditure requirements for the next thirty day ..."

271

GASB 31 Adjustment:

Book Value of Cash & Investments before GASB 31 (Above)	\$ 155,721,914.00
GASB 31 Adjustment to Books (See Note 3 on page 18)	\$ (480,699.41)
Total	\$ 155,241,214.59

ORANGE COUNTY FIRE AUTHORITY
Portfolio Management
Portfolio Details - Investments
June 20, 2014

(See Note 1 on page 18) (See Note 2 on page 18)

CUSIP	Investment #	Issuer	Average Balance	Purchase Date	Par Value	Market Value	Book Value	Stated Rate	YTM/C 365	Days to Maturity	Maturity Date
Money Mkt Mutual Funds/Cash											
SY528	528	High Mark 100% US Treasury MMF	15,125,693.71		15,125,693.71	15,125,693.71	15,125,693.71	0.001	0.001	1	
		Subtotal and Average	15,125,693.71		15,125,693.71	15,125,693.71			0.001	1	
Commercial Paper Disc. -Amortizing											
36959JHF3	825	GEN ELEC CAP CRP	7,000,000.00	04/24/2014	7,000,000.00	6,998,530.00	6,999,251.39	0.070	0.071	55	08/15/2014
		Subtotal and Average	7,000,000.00		7,000,000.00	6,998,530.00	6,999,251.39		0.071	55	
Federal Agency Coupon Securities											
3133ECM76	809	Federal Farm Credit Bank (callable anytime)	9,000,000.00	04/25/2013	9,000,000.00	8,983,080.00	8,996,133.43	0.400	0.424	671	04/22/2016
3134G4TC2	821	Fed Home Loan Mtg Corp (callable 7/30/14)	7,500,000.00	04/23/2014	7,500,000.00	7,510,725.00	7,508,141.75	1.550	0.545	39	01/30/2018
3133804V6	787	Fed Home Loan Bank (callable anytime)	6,000,000.00	08/09/2012	6,000,000.00	5,974,800.00	6,000,000.00	1.000	0.981	1145	08/09/2017
3133813R4	800	Fed Home Loan Bank (callable 7/9/14)	9,000,000.00	12/20/2012	9,000,000.00	8,900,640.00	9,009,971.12	1.000	0.966	1,237	11/09/2017
313382DC4	803	Fed Home Loan Bank (callable anytime)	5,333,333.33	03/15/2013	5,333,333.33	5,323,573.33	5,332,720.39	0.470	0.477	625	03/07/2016
		Subtotal and Average	36,833,333.33		36,833,333.33	36,602,018.33	36,602,018.33		0.679	751	
Federal Agency Disc. -Amortizing											
313397F55	827	Freddie Mac	5,000,000.00	04/24/2014	5,000,000.00	4,999,450.00	4,999,654.17	0.030	0.031	83	09/12/2014
313385YV0	820	Fed Home Loan Bank	9,000,000.00	03/31/2014	9,000,000.00	8,998,910.00	8,999,910.00	0.030	0.031	12	07/03/2014
313385YU4	823	Fed Home Loan Bank	8,000,000.00	04/24/2014	8,000,000.00	7,999,920.00	7,999,944.44	0.025	0.028	10	07/01/2014
313385ZM1	824	Fed Home Loan Bank	9,000,000.00	04/24/2014	9,000,000.00	8,999,820.00	8,999,797.50	0.030	0.031	27	07/18/2014
313385D78	826	Fed Home Loan Bank	6,000,000.00	04/24/2014	6,000,000.00	5,999,580.00	5,999,655.00	0.030	0.031	69	08/29/2014
313385H33	828	Fed Home Loan Bank	9,000,000.00	06/19/2014	9,000,000.00	8,998,830.00	8,998,787.50	0.050	0.051	97	09/26/2014
		Subtotal and Average	45,000,000.00		45,000,000.00	45,987,448.61	45,987,448.61		0.034	46	
Local Agency											
SY536	336	Local Agency Investmt Fund	50,000,000.00		50,000,000.00	50,015,855.90	50,000,000.00	0.228	0.228	1	
		Subtotal and Average	50,000,000.00		50,000,000.00	50,015,855.90	50,000,000.00		0.228	1	
		Total and Average	154,959,027.04		154,830,407.94	154,969,660.40			0.248	195	

ORANGE COUNTY FIRE AUTHORITY
Portfolio Management
Portfolio Details - Cash
June 20, 2014

CUSIP	Investment #	Issuer	Average Balance	Purchase Date	Par Value	Market Value	Book Value	Stated Rate	YTM/C 365	Days to Maturity
Money Mkt Mutual Funds/Cash										
SYS10104	10104	American Benefit Plan Admin		07/01/2013	15,000.00	15,000.00	15,000.00		0.000	1
SYS10033	10033	Revolving Fund		07/01/2013	20,000.00	20,000.00	20,000.00		0.000	1
SYS4	4	Union Bank of California		07/01/2013	440,451.52	440,451.52	440,451.52		0.000	1
SYS361	361	YORK		07/01/2013	250,000.00	250,000.00	250,000.00		0.000	1
Average Balance			0.00	Accrued Interest at Purchase	26,802.08	26,802.08	26,802.08			1
				Subtotal	752,253.60	752,253.60	752,253.60			
Total Cash and Investments			161,082,927.93		155,684,478.56	155,582,661.54	155,721,914.00		0.248	195

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ORANGE COUNTY FIRE AUTHORITY
Aging Report
By Maturity Date
As of June 21, 2014

Orange County Fire Authority
 1 Fire Authority Road
 Irvine, CA 92602
 (714)573-6301

Aging Interval:				Maturity Par Value	Percent of Portfolio	Current Book Value	Current Market Value
0 days	(06/21/2014 - 06/21/2014)	0 Payments	6 Maturities	66,851,145.23	42.29%	66,851,145.23	65,867,001.13
1 - 30 days	(06/22/2014 - 07/21/2014)	0 Payments	3 Maturities	26,000,000.00	16.70%	25,999,651.94	25,999,650.00
31 - 60 days	(07/22/2014 - 08/20/2014)	0 Payments	1 Maturities	7,000,000.00	4.50%	6,999,251.39	6,998,530.00
61 - 91 days	(08/21/2014 - 09/20/2014)	0 Payments	2 Maturities	11,000,000.00	7.06%	10,999,309.17	10,999,030.00
92 - 121 days	(09/21/2014 - 10/20/2014)	0 Payments	1 Maturities	9,000,000.00	5.78%	8,998,787.50	8,998,830.00
122 - 152 days	(10/21/2014 - 11/20/2014)	0 Payments	0 Maturities	0.00	0.00%	0.00	0.00
153 - 183 days	(11/21/2014 - 12/21/2014)	0 Payments	0 Maturities	0.00	0.00%	0.00	0.00
184 - 274 days	(12/22/2014 - 03/22/2015)	0 Payments	0 Maturities	0.00	0.00%	0.00	0.00
275 - 365 days	(03/23/2015 - 06/21/2015)	0 Payments	0 Maturities	0.00	0.00%	0.00	0.00
366 - 1095 days	(06/22/2015 - 06/20/2017)	0 Payments	2 Maturities	14,333,333.33	9.20%	14,328,853.82	14,306,653.33
1096 - 1825 days	(06/21/2017 - 06/20/2019)	0 Payments	3 Maturities	22,500,000.00	14.46%	22,518,112.87	22,386,165.00
1826 days and after	(06/21/2019 -)	0 Payments	0 Maturities	0.00	0.00%	0.00	0.00
Total for		0 Payments	18 Investments		100.00	155,695,111.92	155,555,859.46



NOTES TO PORTFOLIO MANAGEMENT REPORT

- Note 1: Market value of the LAIF investment is calculated using a fair value factor provided by LAIF. The Union Bank Trust Department provides market values of the remaining investments.
- Note 2: Book value reflects the cost or amortized cost before the GASB 31 accounting adjustment.
- Note 3: GASB 31 requires governmental entities to report investments at fair value in the financial statements and to reflect the corresponding unrealized gains/ (losses) as a component of investment income. The GASB 31 adjustment is recorded only at fiscal year end. The adjustment for June 30, 2013 includes an increase of \$13,660 to the LAIF investment and a decrease of \$(494,359) to the remaining investments.
- Note 4: The Highmark money market mutual fund functions as the Authority's sweep account. Funds are transferred to and from the sweep account to/from OCFA's checking account in order to maintain a target balance of \$1,000,000 in checking. Since this transfer occurs at the beginning of each banking day, the checking account sometimes reflects a negative balance at the close of the banking day. The negative closing balance is not considered an overdraft since funds are available in the money market mutual fund. The purpose of the sweep arrangement is to provide sufficient liquidity to cover outstanding checks, yet allow that liquidity to be invested while payment of the outstanding checks is pending.

CONSENT CALENDAR - AGENDA ITEM NO. 3
EXECUTIVE COMMITTEE MEETING
July 17, 2014

TO: Executive Committee, Orange County Fire Authority

FROM: Brian Stephens, Assistant Chief/Support Services Department

SUBJECT: **Sole Source Blanket Order Extension and Increase – Air Exchange Incorporated**

Summary:

Due to the changes in the Roles and Responsibilities Matrix effective July 1, 2014, this agenda item seeks Executive Committee approval to renew and adjust the sole source blanket order with Air Exchange Incorporated (AEI) for parts, maintenance, and service of the Plymovent exhaust systems to an amount not to exceed \$150,000.

Recommended Action:

Approve and authorize the Purchasing Manager to renew and adjust the sole source blanket order (BO1416) with Air Exchange Incorporated for up to three years for an amount not to exceed \$150,000 annually.

Background:

A formal bid for the installation and maintenance of exhaust systems at all OCFA fire stations was completed and the Plymovent product was selected. As a result, a sole source contract was issued to Air Cleaning Systems (ACS) as the only authorized Plymovent dealer in Orange County.

On April 5, 2012, Plymovent informed OCFA that ACS was removed as a Plymovent dealer and AEI was the only authorized Plymovent dealer for Orange County to sell, install, and service the systems. A sole source letter from Plymovent is attached.

The Plymovent system is highly dynamic with very high cycle 24/7 use. At over fifteen years of age, the system is approaching block obsolescence, and accelerated frequency of failure. Although an increase from \$50,000 a year to \$80,000 a year was approved by the Executive Committee on November 21, 2013, an additional increase of \$70,000 per year is requested to meet the increasing potential for repair and major components replacement. With new 2nd Generation Plymovent systems available, units requiring major repair or component replacement will be upgraded with the new systems. The new generation Plymovent systems/parts significantly extend system life and savings. Upgrade/retrofit of the entire inventory is in planning. The current blanket order expires August 31, 2014. Air Exchange has agreed to continue the current terms without change.

Impact to Cities/County:

None

Fiscal Impact:

Sufficient funds are authorized in the FY 2014/15 Budget.

Staff Contact for Further Information:

Steve Chambers

Property Manager

stevechambers@ocfa.org

714-573-6471

Attachments:

1. Plymovent Sole Source Letter
2. Air Exchange Continuing Terms



06-26-2014

To Mr. Steve Chambers,

The purpose of this letter is to confirm that Air Exchange is the exclusive dealer of Plymovent vehicle exhaust extraction systems in the states of Alaska (fire), Nevada (vex & fire), Oregon (fire), Washington (fire), for all the zip codes inclusive of 900-918; 923-935; 936-966 in California (vex & fire), and 835-838 in Idaho (fire). As the only Plymovent dealer in these territories, Air Exchange is in good standing and has the exclusive rights to sell, install and service our vehicle exhaust extraction systems.

Please be advised that effective April 5, 2012, Air Cleaning Systems of Pomona, CA is no longer a Plymovent dealer. As of April 5, 2012, Air Exchange will honor all current warranties on Plymovent systems and parts that were purchased from Air Cleaning Systems of Pomona, CA. Any work performed by Air Cleaning Systems of Pomona, CA after April 5, 2012 will not be warrantied by Air Exchange or Plymovent.

For over 35 years, Plymovent has created products that provide a safe and healthy work environment. Together with our nationwide dealer network, Plymovent continuously strives to design and engineer products that meet or exceed our customers' expectations and needs.

If you have any questions, please do not hesitate to contact me.

Kindest regards,
PLYMOVENT CORP.

A handwritten signature in black ink, appearing to read "Brad Pitzl".

Brad Pitzl
President/General Manager



495 Edison Court, Suite A, Fairfield, CA 94534
1494-B East Francis St., Ontario, CA 91761
Phone: 800-300-2945 Fax: 707-864-2700
E-Mail: info@airexchange.com

Attn: Steve Chambers

Thank you for the opportunity to continue to be your sole source provider for the Plymovent Diesel Exhaust Systems at all of your fire stations.

In consideration of the current economic climate, we would like to help do our part by controlling costs. We propose no changes to the pricing existing contract and will be honoring the rates from your 2012-2013 Maintenance Agreement for the 2014 – 2015 period.

The pricing is listed below:

Service Costs:

Total Annual Schedule Tune-up Cost	\$ 27,360.00
Total Annual Cost	\$ 9,360.00 plus tax
Labor Rate:	\$ 95.00 per hour
Prevailing Wage Rate:	\$ 125.00 per hour
Overtime Rate (Mon-Fri 5pm-6am, weekends and holidays)	\$ 125.00 per hour

Notes:

- No vehicle fuel surcharge
- Parts are discounted 10% off list price
- 1 hour minimum charge per call
- Response time to be within 24-48 hours

Thank you again for your continued confidence in our company.

Sincerely,

Stephen Harris

Operations Manager

CONSENT CALENDAR - AGENDA ITEM NO. 4
EXECUTIVE COMMITTEE MEETING
July 17, 2014

TO: Executive Committee, Orange County Fire Authority

FROM: Lori Zeller, Assistant Chief/Business Services Department

SUBJECT: **Blanket Order Extensions – Firefighting Foam & Department Uniforms**

Summary:

Due to the changes in the Roles and Responsibilities Matrix effective July 1, 2014, this agenda item seeks Executive Committee approval to renew the blanket orders used to purchase ansul firefighting foam and department uniforms. These contracts have not been presented to the Executive Committee for approval in the past as it was not required under the prior purchasing rules.

Recommended Actions:

1. Approve and authorize the Purchasing Manager to renew the blanket order (B01470) with LN Curtis & Sons for up to three years for an amount not to exceed \$40,000 annually.
2. Approve and authorize the Purchasing Manager to renew the blanket order (B01319) with Galls Inc. for one year for an amount not to exceed \$400,000.

Background:

LN Curtis & Sons – Firefighting Foam

In August 2013, the OCFA issued a bid to establish an annual contract for firefighting foam. This foam is used for both structural and wildland firefighting. The annual contract was awarded to LN Curtis & Sons, the lowest responsive responsible bidder, and the blanket order was issued for an amount not to exceed \$40,000 for the first contract year. This product is ordered on an as needed basis to replenish inventory. The Service Center is requesting approval of a blanket order for an additional three years for up to \$40,000 annually to cover anticipated department needs.

Galls – Uniforms

This request is submitted to renew the current blanket order with Galls for one year through June 30, 2015. There is no express or implied commitment to purchase a specific quantity during the contract extension. Orders will only be placed on an as needed basis and Galls has agreed to hold the current pricing for another year.

OCFA has an equipment committee that meets quarterly and represents Operations and support staff. This committee is responsible for making recommendations for uniforms and safety equipment for the OCFA. Extending the uniform contract will provide the time necessary for a cross-functional team to develop specifications and initiate and complete a solicitation process. The contract with Galls includes all uniform needs for suppression and uniformed support staff including standard uniforms, footwear, dress uniforms, and accessories. Staff wants to achieve best value in the uniform solicitation. Some of the considerations that will be considered as the specifications are developed include the quality of the products offered, customer service, added efficiencies, and logistical coordination in the ordering and delivery process.

A recent RFP for turnout clothing was issued and the bids received are currently under evaluation. The turnout evaluation process is thorough and it is expected to be completed before the end of the year for contract recommendation to Executive Committee. The uniform contract is expected to require a similar time commitment. The uniform and turnout clothing contracts are the largest that the Service Center manages.

The contract extension will provide the time needed to establish a better solution for the organizational uniform needs.

Impact to Cities/County:

None

Fiscal Impact:

The requested renewal has been anticipated and funding is available in the FY 2014/15 Budget.

Staff Contact for Further Information:

Debbie Casper
Purchasing & Materials Manager
debbiecasper@ocfa.org
714-573-6421

Attachments:

None.

CONSENT CALENDAR – AGENDA ITEM NO. 5
EXECUTIVE COMMITTEE MEETING
July 17, 2014

TO: Executive Committee, Orange County Fire Authority

FROM: Dave Thomas, Assistant Chief/Operations

SUBJECT: **Sole Source Blanket Order Extension and Increase – Vidacare Intraosseous Infusion System**

Summary:

Due to the changes in the Roles and Responsibilities Matrix, effective July 1, 2014, this item seeks Executive Committee approval to renew and modify the sole source blanket order agreement for the Vidacare Intraosseous Infusion System.

Recommended Action:

Approve and authorize the Purchasing Manager to renew and adjust the sole source blanket order (BO1323) with Vidacare for up to three years for an amount not to exceed \$70,000 annually.

Background:

What is an Intraosseous Infusion System?

Intraosseous (I.O.) infusion is an Orange County Emergency Medical Services approved alternative for medication and fluid administration during the delivery of advanced life support care when intravenous access isn't obtainable. I.O. provides a rapid, safe method of administration that is most commonly used in critical patients when immediate access is imperative. Unlike establishing an I.V., which requires finding an accessible vein and then successfully cannulating, intraosseous access is rapidly obtained using the specialized needle system, entering the medullary cavity (marrow space).

The Vidacare "EZ-IO" Intraosseous Infusion System

Vidacare provides the intraosseous infusion system that the Authority has used since the procedure was implemented and is the device used by every advanced life support provider in Orange County. Its familiarity, effectiveness, reliability and safety make it the solution of choice for the Orange County Fire Authority Emergency Medical Services Section. Components of this system include: EZ-IO battery operated needle driver, specialized needles, "EZ-Connect" access tubing, stabilization device, and pressure infusion appliance. In addition to these tools utilized on patients, the Authority uses Vidacare specific training kits that contain training "bones" and devices.

Sole Source and Blanket Order Modification Justification

The proposed contract renewal is a sole-source blanket order agreement, with requested modification to increase the blanket order limit from \$30,000 to \$70,000. The justification for the increase is to allow for flexibility in the timing of the purchase of adequate quantities of intraosseous equipment, which tend to expire cyclically. As a result, the EMS Section infrequently needs to obtain replacements for expiring EZ-IO's; however, on those occasions, the quantity necessary requires this requested increase in blanket order limit. OCFA's purchasing

ordinance authorizes sole-source purchases of supplies, services, and equipment when the Purchasing Manager, with the approval of the Fire Chief, determines the requested services, supplies and/or equipment, "...can feasibly be obtained from only one source." After researching the matter, staff has determined that the only entity that provides the "EZ-IO Intraosseous Infusion System" is Vidacare; therefore, no alternative suppliers exist for the system. This is the only such system in use in Orange County emergency medical services. Staff recommends renewal of the blanket order for three years for an amount not to exceed \$70,000 annually. The current blanket order expires December 31, 2014.

Impact to Cities/ County:

Not Applicable.

Fiscal Impact:

The requested renewal and adjustment of this sole source blanket order for \$70,000.00 annually have been anticipated and sufficient funds are available within the Emergency Medical Services Section's FY 2014/15 Budget.

Staff Contact for Further Information:

Bill Lockhart, Battalion Chief/Emergency Medical Services
Operations Department
billlockhart@ocfa.org
(714) 573-6071

Attachments:

None

CONSENT CALENDAR - AGENDA ITEM NO. 6
EXECUTIVE COMMITTEE MEETING
July 17, 2014

TO: Executive Committee, Orange County Fire Authority

FROM: Brian Stephens, Assistant Chief
Support Services Department

SUBJECT: **Blanket Order Extension and Increase – 6th Street Consulting**

Summary:

This agenda item seeks approval to extend and increase the blanket order to complete additional design elements and roll-out communications for the Fire Authority's Microsoft Sharepoint 2013 Intranet.

Recommended Action:

Approve and authorize the Purchasing Manager to extend the blanket order (EO0262) with 6th Street Consulting for up to three months and increase it by \$24,050 for a new amount not to exceed \$402,019.

Background:

The OCFA currently uses Microsoft SharePoint 2007 technology to host the Fire Authority's Intranet. Over the past seven years, the OCFA Intranet has become the primary communications and document sharing portal for staff, and is critically important to the Fire Authority to conduct daily business. On August 22, 2013, RFP DC1886 was released to upgrade the OCFA Intranet to SharePoint version 2013, and redesign and optimize the Graphic User Interface (GUI). On January 23, 2014, the Executive Committee approved a contract with 6th Street Consulting for \$377,969 for this project. The project length was estimated at six months and planned to end by July 31, 2014.

Progress-to-Date

The new Intranet software and hardware environment has been installed and configured. Much of the new GUI has been designed. Data transition from the old environment (SharePoint 2007) to the new environment (SharePoint 2013) has begun. Remaining steps are to complete the data-transition, finalize the GUI design, test, and begin user adoption and training for employees on the new OCFA SharePoint 2013 Intranet.

Request for Extension

Staff is requesting to extend this blanket order for three months until October 31, 2014, and to increase the amount by \$24,050 for a new total of \$402,019. Staff recognizes that the OCFA is in the process of recruiting a Director of Communications and anticipates that the new Director may desire to provide input on final design elements and employee outreach efforts for the rollout and user adoption of the new OCFA Intranet. The contract extension and increase will provide the time and additional funds needed to make up to three Design changes, create Help overlay files, and develop an e-mail user adoption campaign to employees. Maximizing user

adoption of the OCFA Intranet is critical to the success of this project. The design changes and new features will also incorporate feedback and direction that the implementation team has already received from members of the original RFP selection committee, and the Strategic Objective 3 – C Committee after previewing the prototype of the new SharePoint Intranet.

Vendors & Blanket Orders	Contract End Dates for Annual Renewal Options	Original BO Amount	Proposed Adjustment	New Annual Total
6 th Street Consulting <i>Microsoft SharePoint 2013 upgrade, and redesign.</i> EO0262	<u>10/31/2015</u>	\$377,969	\$24,050	\$402,019

Impact to Cities/County:
None

Fiscal Impact:
Sufficient funds are available in the FY 2014/15 budget for CIP Fund 124.

Staff Contact for Further Information:
Joel Brodowski, Information Technology Manager
Support Services Department
joelbrodowski@ocfa.org
714-573-6421

Attachments:
1. 6th Street Consulting Agreement Amendment
2. Statement of Work

**ORANGE COUNTY FIRE AUTHORITY
AMENDMENT NUMBER ONE
TO PROFESSIONAL SERVICES AGREEMENT**

THIS AMENDMENT NUMBER ONE TO PROFESSIONAL SERVICES ("Amendment") is made and entered into this 17th day of July, 2014, by and between the Orange County Fire Authority, a public agency, hereinafter referred to as "OCFA", and 6th Street Consulting, hereafter referred to as "Firm".

RECITALS

WHEREAS, OCFA and the Firm entered into that certain Professional Services Agreement on the 23rd day of January, 2014, to perform a Microsoft SharePoint Upgrade ("Agreement"), which is incorporated herein by this reference; and

WHEREAS, OCFA has asked the Firm to help develop and implement changes to the OCFA's Microsoft SharePoint Intranet to help promote ease of user adoption; and

WHEREAS, both parties desire to amend the Agreement to extend its term until October 31, 2014, and to increase the total contract value of \$377,969 by \$24,050, for a new not to exceed amount of \$402,019;

NOW, THEREFORE, OCFA and the Firm mutually agree as follows

1. Section 1.1 of the Agreement is hereby amended and restated in its entirety to read as follows:

1.1 Scope of Services.

In compliance with all terms and conditions of this Agreement, Firm shall provide those services specified in the "Proposal" attached hereto as Exhibit "A" and incorporated herein by reference. The Scope of Services includes by reference and by addendum: (1) OCFA's Request for Proposal, RFP #DC1886, dated August 22, 2013 ("RFP"), Addendum 1 dated September 9, 2013 and Addendum 2 dated September 12, 2013; (2) Firm's response to OCFA's RFP dated September 17, 2013 and its Best and Final Offer submitted to OCFA on October 24, 2013; (3) All terms and conditions as set forth in this Agreement; (4) the Mutual Confidentiality and Non-Disclosure Agreement attached hereto as Exhibit "B"; (5) Statement of Work (SOW) for Orange County Fire Authority (OCFA) User Adoption Strategy, attached hereto as Exhibit "D"; and (6) any amendments, addendums, change orders, or modifications mutually agreed upon by the parties hereto. In the event of any inconsistency between the terms contained in Exhibit "A" or the Scope of Services, and the terms set forth in the main body of the Agreement, the terms set forth in the main body of this Agreement shall govern. Firm warrants that all services shall be performed in a competent, professional and satisfactory manner in accordance with all standards prevalent in the industry.

2. Section 3.1 of the Agreement is hereby amended and restated in its entirety to read as follows:

3.1 Compensation of Firm.

For the services rendered pursuant to this Agreement, Firm shall be compensated and reimbursed: (1) in accordance with the terms set forth in Exhibit "A" in an amount not to exceed \$377,969.00, as described in Exhibit "A"; and (2) in accordance with the terms set forth in Exhibit "D" in an amount not to exceed \$24,050.00, as described in Exhibit "D". These services are proposed for a fixed cost, including all fees and expenses; therefore, an hourly rate is not applicable. Firm anticipates devoting 1,991 hours towards completing the work described in Exhibit "A" and 130 hours toward completing the work described in Exhibit "D".

3. Section 4.4 of the Agreement is hereby amended and restated in its entirety to read as follows:

4.4. Term.

Unless earlier terminated in accordance with Section 8.5 of this Agreement, this Agreement shall continue in full force and effect until satisfactory completion of the services, but in no event beyond October 31, 2014, unless extended by mutual written agreement of the parties.

4. Exhibit "D" – Statement of Work (SOW) for Orange County Fire Authority (OCFA) User Adoption Strategy, dated 7/1/2014, appended hereto as Attachment 1, is hereby added to and made a part of the Agreement.

5. Continuing Force and Effect. Except as otherwise expressly set forth herein, all terms and conditions contained in the original Agreement, including its renewals, amendments and modifications are hereby incorporated herein by this reference as if fully set forth herein and shall remain in full force and effect.

6. Corporate Authority. The persons executing this Amendment on behalf of the parties hereto warrant that they are duly authorized to execute this Amendment on behalf of said parties and that by so executing this Amendment the parties hereto are formally bound to the provisions of this Amendment.

ATTACHMENT "1"

Exhibit "D" to Professional Services Agreement

**Statement of Work (SOW) for
Orange County Fire Authority (OCFA)
User Adoption Strategy**

Statement of Work (SOW) for
Orange County Fire Authority (OCFA)
User Adoption Strategy

7/1/2014



Microsoft Partner
2013 Partner of the Year **Winner**
Collaboration and Content

CONFIDENTIALITY STATEMENT

This document contains 6th Street Consulting proprietary and confidential information. This document and all data submitted are provided in reliance upon the recipient's agreement not to use or disclose the information except in connection with its business dealings with 6th Street Consulting. The recipient of this document agrees to inform its present and future contractors who receive or have access to the information contained in this document of its confidential nature, and to instruct each contractee that they must not disclose any information concerning this document to others except to the extent that such matters are generally known to and are available for use by the public. The recipient of this document agrees that it will not duplicate or permit others to duplicate any material contained herein except for its own internal use.

SOW for User Adoption Strategy

1.0 DESCRIPTION OF SERVICES / SCOPE

Orange County Fire Authority (hereinafter "CLIENT") has enlisted **6th Street Consulting** (hereinafter "CONSULTANT") to help develop and implement changes to the CLIENT's intranet ("TheHive") to help promote ease of user adoption. In order to accomplish this, CLIENT has requested CONSULTANT to implement the following to the intranet:

1.1. In Scope

- **Implement New Logo and Tag Line**
 - *DESIGN*
 - CONSULTANT to create and present up to 3 options to the CLIENT
 - CONSULTANT to provide 2 rounds of changes/mitigation based on CLIENT's feedback
 - Additional round(s) can be provided at additional cost and are consider out of scope
 - *DEVELOPMENT*
 - CONSULTANT to update the appropriate master pages (*will delay the creation of the non-Publishing Master Page*)
 - CONSULTANT to work with CLIENT on testing and validating the changes
 - CONSULTANT to mitigate any changes as identified during testing
 - CONSULTANT to push changes to Production
- **Help Overlay**
 - *DESIGN*
 - CONSULTANT to work with CLIENT to define overlay call outs style and content
 - CONSULTANT to provide help overlay for up to 7 pages per CLIENT's request:
 - Home
 - OpsCentral
 - Division Portal Battalion Information Page
 - Employees Corner
 - Documents
 - Training
 - TeamWeb
 - Each page can have up to 6-7 call outs respectively
 - CONSULTANT to build out wireframes to match with CLIENT's requirements
 - CONSULTANT to provide 2 rounds of changes/mitigation for each page
 - Additional round(s) can be provided at additional cost and are consider out of scope
 - CONSULTANT to create appropriate Graphic Comps to per CLIENT's approval of the wireframes
 - CONSULTANT to provide 2 rounds of changes/mitigation for each page
 - Additional round(s) can be provided at additional cost and are consider out of scope
 - *DEVELOPMENT*
 - CONSULTANT to implement the help overlay system per the CLIENT's approval of requirements, wireframes and graphical comps during the design phase
 - CONSULTANT to add in the help toggle button

- CONSULTANT to implement the help overlay to the 7 pages
 - CONSULTANT to work with CLIENT to test the help pages
 - CONSULTANT to provide appropriate mitigation to issues found during testing
 - CONSULTANT to push all changes to PRODUCTION
- **E-mail Campaign (3 emails)**
 - *DESIGN*
 - CONSULTANT to meet with the CLIENT to define requirements for the email campaign
 - CONSULTANT to create one (1) wireframe for the email template based on CLIENT's requirements
 - CONSULTANT to provide Graphic Comp for the email template
 - CONSULTANT to work with CLIENT to define content for the email campaign
 - *DEVELOPMENT*
 - CONSULTANT to work with CLIENT to generate up to three (3) HTML E-mails campaign
 - CONSULTANT to assist the CLIENT in sending out the email campaign

1.2. Out of Scope

- This SOW does not include any cost for setting up, installation or configuring of SharePoint
- This SOW does not include any cost to setup any server(s) to support this effort
- This SOW does not include any cost to troubleshoot any SharePoint configuration issues
- This SOW does not include any cost for post go live support

2.0 FEES

Description	Rate	Hours	Cost
Implement New Logo and Tag Line	\$185	34	\$6,290
Help Overlay	\$185	56	\$10,360
E-mail Campaign (3 emails)	\$185	40	\$7,400
Total		130	24,050

2.1. Fee Schedule

For performing the services specified in this SOW, CLIENT agrees to pay CONSULTANT fees as outlined below, exclusive of expenses and subject to any adjustments for specified changes which will be documented in writing and presented as a Change Request Form.

Milestone	Service Description	Due Upon
1	Down Payment (25%)	Acceptance of this agreement
2	Final Payment (75 %)	End of Project

*Does not include any applicable taxes or travel expenses. Please see section 2.4.

CLIENT should consider the following risks when evaluating this or any other estimate:

- The Time and Material (T&M) is based on information CLIENT has provided CONSULTANT when the estimate was made. The value of the estimate is directly related to the accuracy and completeness of that information. As CONSULTANT discovers issues with that information, CONSULTANT will notify CLIENT of any discrepancies and the impact on CONSULTANT estimated fees, expenses, and project schedule.
- CONSULTANT often identifies elements of functionality that are necessary, but for which information is not available to properly estimate the associated work effort. This functionality will therefore generate

additional costs that are not known at the time of this fixed price. CONSULTANT will identify each of these elements in the Assumptions & Exclusions of this SOW, and identify the information CONSULTANT needs to provide an estimate for each element.

- Communication failures or changes in the Scope & Objectives, Project Plan, or Deliverables may result in unknown, more complex, or more interdependent requirements with external dependencies that were not revealed during the estimation. In this situation, CONSULTANT will notify CLIENT as we find new requirements that impact the success of your project, and CONSULTANT will provide you with cost and schedule estimates (if possible at that time).
- CLIENT personnel available as required. Any project /schedule delays due to CLIENT availability may result in additional costs to the project. CONSULTANT shall allow a one (1) week grace period. Any delays beyond the grace period will result in a fee of 15% of the total budget per week to commit CONSULTANT resources to the project.

2.2. Period of Performance

- CONSULTANT anticipates approximately 3-4 weeks to execute the SOW
- CLIENT must be available for meetings and approval during this timeline to help with this effort
- Any delays due to CLIENT availability will most likely extend the above stated period of performance

2.3. Assumptions & Exclusions

- CLIENT personnel available as required
- CLIENT to provide requested documentation within 48 hours of request
- Out of Scope items will be billed separately

2.4. Travel & Expenses

CLIENT shall reimburse CONSULTANT for the actual travel costs incurred by CONSULTANT in connection with performing the Services. Travel and Expenses (T&E) is defined as all expenses, including but not limited to: travel to and from the CLIENT sites, meals, necessary office supplies, car service, lodging, parking, tolls, and other reasonable and actual direct expenses. Mileage and other T&E charges will be based upon CONSULTANT's policy. Round trip travel time from CONSULTANT's location to CLIENT's location will be billed at ½ time.

2.5. Work Hours

Regular Work Hours – Monday through Friday, 8:30AM – 5:30PM, excluding CONSULTANT observed holidays. On an exception basis, CONSULTANT staff may work alternate work hours pending approval of the CONSULTANT project manager. The following Holidays will be observed:

- New Year's Day
- Memorial Day
- Independence Day
- Labor Day
- Thanksgiving Day
- Day After Thanksgiving
- Christmas Day

Generally, if a holiday falls on a Sunday, it will be observed on the next Monday. If a holiday falls on a Saturday, it will be observed on the previous Friday.

2.6. Work Location(s)

Work shall be performed at the either of the location(s) noted below:

- 1 Fire Authority Road, Irvine, CA 92602
- 250 N. Harbor Drive, suite 321, Redondo Beach, CA 90277

2.7. Payment Terms

- CLIENT will pay CONSULTANT within 30 days of CLIENT's receipt of the applicable invoice
- Billing and Payments will occur in US Dollars

2.8. Project Authorization

By signing in the spaces provided below, the parties hereto have AGREED to all the terms and conditions of this Agreement as of the effective date as set forth above.

Each person signing this Agreement represents and warrants that he or she is duly authorized and has legal capacity to execute and deliver this Agreement. Each party represents and warrants to the other that the execution and delivery of the Agreement and the performance of such party's obligations hereunder have been duly authorized and that the Agreement is a valid and legal agreement binding on such party and enforceable in accordance with its terms.

Accepted on behalf of		Accepted on behalf of	
CONSULTANT		CLIENT	
Signature: 		Signature:	
Name: Huy Nguyen		Name: Dave McVey	
Title: Partner/Engagement Manager		Title:	
Date: 7/1/2014		Date:	

This SOW expires on 08/1/2014

**CONSENT CALENDAR - AGENDA ITEM NO. 7
EXECUTIVE COMMITTEE MEETING
July 17, 2014**

TO: Executive Committee, Orange County Fire Authority

FROM: Brian Stephens, Assistant Chief
Support Services Department

SUBJECT: **Blanket Order Extension and Increase – Motorola Solutions, Mobile Data Network**

Summary:

This agenda item seeks approval to renew and adjust the blanket order with Motorola Solutions for support of the OCFA Mobile Data Network for up to one year.

Recommended Action:

Approve and authorize the Purchasing Manager to renew and adjust the blanket order (BO1367) with Motorola Solutions on a quarterly basis for up to one year for an annual amount not to exceed \$51,303.

Background:

The OCFA is in the final stages of replacing the 27 year-old Computer Aided Dispatch (CAD) system with the new TriTech CAD. The old CAD uses the Motorola Mobile Data Network, which uses 800MHz radio frequencies to communicate with the Mobile Data Computers (MDC) in OCFA apparatus and emergency vehicles. The new CAD system will use public Broadband 4g wireless communications. It is necessary to continue maintaining and operating the 800MHz Mobile Data Network until after the new CAD goes live on the public Broadband wireless communications network, and until the new system is stable and functioning without significant problems. The new CAD system is scheduled to go-live the second week of September, 2014. The 800MHz Mobile Data Network is projected to be retired and turned off approximately 30 days after the new CAD go-live date.

Vendors & Blanket Orders	Contract End Dates for Annual Renewal Options	Original BO Amount	Proposed Adjustment	New Annual Total
Motorola Solutions <i>800MHz Mobile Data Network support</i> BO1367-2 \$49,808	<u>7/31/2015</u>	\$49,808	\$1,495	\$51,303

Impact to Cities/County:

None

Fiscal Impact:

Sufficient funds are available in the FY 2014/15 budget, General Fund 121.

Consent Calendar – Agenda Item No. 7
Executive Committee Meeting
July 17, 2014 Page 2

Staff Contact for Further Information:

Joel Brodowski
Information Technology Manager
joelbrodowski@ocfa.org
(714) 573-6421

Attachment:

Motorola Services Agreement Quote



SERVICES AGREEMENT

Attn: National Service Support/4th fl
1301 East Algonquin Road
(800) 247-2346

Contract Number: S00001001855
Contract Modifier: RN18-FEB-14 19:19:56

Date: 02/18/2014

BUDGETARY PURPOSES ONLY

Company Name:	Orange County Fire Authority
Attn:	
Billing Address:	Po Box 53008
City, State, Zip:	Irvine, CA, 92619
Customer Contact:	
Phone:	(714)573-6422

Required P.O.: Yes
Customer #: 1000415522
Bill to Tag #: 0007
Contract Start Date: 08/01/2014
Contract End Date: 07/31/2015
Anniversary Day: Jul 31st
Payment Cycle: QUARTERLY
PO #: TBD

QTY	MODEL/OPTION	SERVICES DESCRIPTION	MONTHLY EXT	EXTENDED AMT	
		***** Recurring Services *****			
1	SVC01SVC1102C SVC248AA	DISPATCH SERVICE ENH: DATATAC 2.02 SITE	\$45.34	\$544.08	
1	SVC01SVC1101C SVC265AA	INFRASTRUCTURE REPAIR WITH ADV REPL ENH: DATATAC 2.02 SITE	\$791.18	\$9,494.16	
26	SVC703AB	MODEM			
	SVC01SVC1410C SVC218AA	ONSITE INFRASTRUCTURE RESPONSE ENH: ONSITE INFRASTRUCTURE RESPONSE-SITE	\$1,063.64	\$12,763.68	
1	SVC225AD	RNC3000			
2	SVC232AD	MODEMS			
26	SVC01SVC2007C	SP - ONSITE INFRASTRUCTURE RESPONSE A/B SWITCH	\$63.68	\$764.16	
2	SVC01SVC2010C	SP - TECHNICAL SUPPORT SERVICE	\$269.40	\$3,232.80	
1	SVC01SVC2012C	SP - Radio IP service	\$1,975.71	\$23,708.52	
1	SVC02SVC0029C	SP - INFRASTRUCTURE REPAIR/ADVANCED REPLACEMENT	\$66.28	\$795.36	
2		A/B SWITCH			
SPECIAL INSTRUCTIONS - ATTACH STATEMENT OF WORK FOR PERFORMANCE DESCRIPTIONS			Subtotal - Recurring Services	\$4,275.23	\$51,302.76
			Subtotal - One-Time Event Services	\$.00	\$.00
			Total	\$4,275.23	\$51,302.76
			Taxes	-	-
			Grand Total	\$4,275.23	\$51,302.76
The equipment on this agreement is offered for maintenance on a commercially reasonable/ best effort basis. Repair of the equipment will be attempted. If the equipment cannot be repaired the unit will be removed from the agreement at the time it is deemed unrepairable.			THIS SERVICE AMOUNT IS SUBJECT TO STATE AND LOCAL TAXING JURISDICTIONS WHERE APPLICABLE, TO BE VERIFIED BY MOTOROLA.		
Subcontractor(s)			City	State	
MOTOROLA - WEST SERVICE MGMT CL411			SAN DIEGO	CA	

CONSENT CALENDAR – AGENDA ITEM NO. 8
EXECUTIVE COMMITTEE MEETING
July 17, 2014

TO: Executive Committee, Orange County Fire Authority

FROM: Lori Zeller, Assistant Chief
Business Services Department

SUBJECT: **Blanket Order Increase - Special Litigation Counsel for Validation Proceedings**

Summary:

This item is submitted for approval to increase the blanket order for special litigation counsel representing the OCFA in the validation proceedings related to the Second Amendment to the Amended Joint Powers Agreement (the "Validation Action").

Recommended Action:

Approve and authorize the Purchasing Manager to increase the blanket order (B01501) with Richards, Watson & Gershon by \$25,000 for a new amount not to exceed \$100,000.

Background:

At its February 27, 2014 meeting, the Board of Directors appointed T. Peter Pierce of Richards, Watson & Gershon to serve as special litigation counsel representing the OCFA in the validation proceedings related to the Second Amendment to the Amended JPA. At the time of the Board's approval to appoint Mr. Pierce, staff reported the fiscal impact as follows in the agenda staff report:

Fiscal Impact: Unknown - The duration and cost of the Validation Action will depend on how the case is litigated, and on whether the trial court's decision is appealed by the non-prevailing party.

Given the uncertainty in time and duration of the validation proceedings, staff processed the initial blanket order in the amount of \$75,000. Since the Court has requested that legal counsel for each party prepare supplemental briefs and appear for an additional hearing on July 31, 2014, staff anticipates that additional funding is required to cover the expenses. Staff has obtained input from counsel regarding funding needed through the end of August 2014, and is requesting an increase of \$25,000. This amount is estimated to cover costs through the point of the Court's decision in the validation matter. Any additional actions that might occur with an appeal process would be subject to future discussions with the Board, and subject to additional time and cost estimates that will be provided at that time.

Impact to Cities/County:

None.

Consent Calendar – Agenda Item No. 8
Executive Committee Meeting
July 17, 2014 Page 2

Fiscal Impact:

The additional cost of \$25,000 is not included in the FY 2014/15 Adopted Budget and will be included in the mid-year budget adjustment request.

Staff Contact for Further Information:

Lori Zeller, Assistant Chief/Business Services Department
lorizeller@ocfa.org
(714) 573-6020

Attachment:

None.

**CONSENT CALENDAR - AGENDA ITEM NO. 9
EXECUTIVE COMMITTEE MEETING
July 17, 2014**

TO: Executive Committee, Orange County Fire Authority

FROM: Jeremy Hammond
Human Resources Director

SUBJECT: **Request for Proposal No. DC1954 – Executive Search Services – Fire Chief**

Summary:

This agenda item is submitted to provide an update on the RFP and selection of an executive search firm for the upcoming Fire Chief recruitment.

Recommended Action:

Direct staff to recommend a final executive search firm to the Board of Directors at its meeting of July 24, 2014, based on the evaluation of proposals submitted in response to OCFA's RFP.

Background:

At the June 26, 2014 meeting, the Board directed staff to complete a Request for Proposal (RFP) process for selecting an executive search firm for the upcoming Fire Chief recruitment.

RFP Preparation

On June 19, 2014, an RFP was issued to solicit competitive proposals from executive search firms for the upcoming Fire Chief recruitment. A non-mandatory pre-proposal meeting was held at the RFOTC on July 1, 2014. Two firms participated in the non-mandatory meeting.

RFP Facts & Figures

Department/Section:	Human Resources		
Date RFP Issued:	06/19/14	Number Vendors Notified:	385
Pre-Proposal Date:	07/01/14	Number of Firms Attending Pre-Bid:	2
Proposal Due Date:	07/09/14	Total Number of Proposals Received:	3

Proposal Evaluations

A committee was formed to evaluate the proposals based upon the grading/selection criteria set forth in the RFP. The committee was comprised of the following members, and signed Committee Member Statements were received from all.

Assistant Chief/Business Services, OCFA
Assistant Chief/Support Services, OCFA
Human Resources Director, OCFA

On July 9, 2014, proposals were received from the following firms:

- CPS HR Consulting
- GVP Ventures Inc.
- Ralph Andersen & Associates

The results of the evaluation process were not yet determined as of the writing of this agenda. In addition, the Ad Hoc Committee is scheduled to conduct interviews with the top ranked firms on July 15, 2014. An updated report will be provided to the Committee upon completion of the evaluations and interviews of the top ranked firms.

Impact to Cities/County:

Not Applicable.

Fiscal Impact:

The costs for an Executive Recruiting Firm were not anticipated in the FY 2014/15 Adopted Budget; therefore, a budget adjustment will be requested at the time Board approval is requested for award of contract.

Staff Contacts for Further Information:

Jeremy Hammond
Director of Human Resources
jeremyhammond@ocfa.org
(714) 573-6018

Lori Zeller, Assistant Chief
Business Services Department
lorizeller@ocfa.org
(714) 573-6020

Attachments:

None



ORANGE COUNTY FIRE AUTHORITY

SUPPLEMENTAL AGENDA

EXECUTIVE COMMITTEE REGULAR MEETING

Thursday, July 17, 2014

6:00 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.

The following item is added to the above stated agenda in the location noted below. This item is posted in conformance with the Brown Act and is to be considered as part of the regular agenda.

DISCUSSION CALENDAR

S1. **Communications LAB – Short & Long Term Communication Plans and Contract Scope of Work**

Submitted by: Keith Richter, Fire Chief

Recommended Actions:

1. Receive and file the submitted Short & Long Term Communication Plans and direct staff to submit the Plans to the Board of Directors at the July 24, 2014, reflecting adjustments made to the assigned “person responsible”, as needed, depending on the following actions taken with Communication LAB’s scope of work and contract value.

2. Direct staff to provide monthly progress reports to the Executive Committee and Board of Directors identifying the steps taken each month to address the recommendations.
3. Discuss the potential changes in scope of work for the Communications LAB contract, and the associated increases to the contract value, and direct staff to:
 - a. Retain the contract value unchanged at an amount not to exceed \$100,000.
 - b. Work with Communications LAB to identify top priority projects which can be completed within the remaining-unspent contract value, placing primary focus on completion of the Visioning Session, and discontinuing work on other elements of the scope of work that cannot be completed within the \$100,000 budget.
 - c. Submit all future monthly invoices from Communications LAB to the Executive Committee, for awareness of the costs associated with additional tasks that may be requested of Communications LAB.

AFFIDAVIT OF POSTING

I hereby certify under penalty of perjury under the laws of the State of California, that the foregoing Supplemental 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 14th day of July 2014.

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

**SUPPLEMENTAL
DISCUSSION CALENDAR - AGENDA ITEM NO. S1
EXECUTIVE COMMITTEE
July 17, 2014**

TO: Executive Committee, Orange County Fire Authority

FROM: Keith Richter, Fire Chief

SUBJECT: **Communications LAB – Short & Long Term Communication Plans and Contract Scope of Work**

Summary:

This item is submitted to provide the OCFA Short & Long Term Communication Plans developed by Communications LAB, and to request discussion of potential changes in the contractual scope of work and contract value with Communications LAB.

Recommended Actions:

1. Receive and file the submitted Short & Long Term Communication Plans and direct staff to submit the Plans to the Board of Directors at the July 24, 2014, reflecting adjustments made to the assigned “person responsible”, as needed, depending on the following actions taken with Communication LAB’s scope of work and contract value.
2. Direct staff to provide monthly progress reports to the Executive Committee and Board of Directors identifying the steps taken each month to address the recommendations.
3. Discuss the potential changes in scope of work for the Communications LAB contract, and the associated increases to the contract value, and direct staff to:
 - a. Retain the contract value unchanged at an amount not to exceed \$100,000.
 - b. Work with Communications LAB to identify top priority projects which can be completed within the remaining-unspent contract value, placing primary focus on completion of the Visioning Session, and discontinuing work on other elements of the scope of work that cannot be completed within the \$100,000 budget.
 - c. Submit all future monthly invoices from Communications LAB to the Executive Committee, for awareness of the costs associated with additional tasks that may be requested of Communications LAB.

Background:

In our efforts to improve communications with a variety of audiences, Communications LAB was awarded a contract in March 2014 following a competitive RFP process. The original scope of work for the contract, as outlined in the RFP, is provided in Attachment 1. At the April 24, 2014, meeting of the Board of Directors, a revised scope of work was approved by the Board and is provided as Attachment 2. Part of the revised scope was to assist in restructuring the Corporate Communications Section, developing written policies and procedures, and standardizing notification protocols.

Short & Long Term Communication Plans

Based on their preliminary assessment of the OCFA Corporate Communications Section and communications practices and protocols throughout the agency, Communications LAB developed the attached Short Term & Long Term Communication Plans. The Short Term Plan (Attachment 3) is intended to ensure that the Corporate Communications Section has the fundamental components it needs to be successful. This Plan is meant to be implemented concurrently with the recommendations outlined in the Management Partners Study. As currently drafted, the Plan assumes that Communications LAB would serve as project managers and work in partnership with OCFA staff to complete the outlined tasks.

Completion of the Short Term Communications Plan would then be followed by work on the Long Term Communications Plan (Attachment 4), which is designed to conduct strategic communications and public affairs/relations activities with key audiences and stakeholders. Many of the items outlined in the Long Term Plan are based upon the initial strategy called for by OCFA's previous consultant, SAE, and directly referenced in the recommendations that were contained in the Management Partners Study.

Review with Labor Groups

The attached Communication Plan documents were shared with OCFA's labor groups in order to be transparent and consider their input, prior to presenting final recommendations and implementation steps to the Board. An initial meeting was held with all three labor groups on June 25, 2014, and feedback was received resulting in the addition of another recommendation to the Short Term Plan to conduct a survey of our employees to determine communication preferences. A second meeting was held on July 8, 2014, for review of the revised plan and to obtain any additional input. The labor groups had no additional questions at this second meeting.

Potential Contract Amendments

When the Board of Directors approved the contract with Communications LAB in March 2014, a contract amount was authorized at \$100,000, billed at hourly rates as defined in the contract. When the scope of work was amended by the Board at its April 2014 meeting, as recommended by Communications LAB, there were no corresponding changes requested to the contact value. Furthermore, the Fire Chief Recruitment Ad Hoc Committee recently tasked Communications LAB to prepare a strategy/script for the upcoming Visioning Session, and to serve as facilitators for that Session.

Costs incurred through June 2014 have amounted to \$69,951. With almost 70% of the contract value spent after three months, and considering the tasks outlined in the Short & Long Term Communications Plans, plus the newly tasked Visioning Session, staff requested Communications LAB to provide an estimate of costs for completion of this remaining work. Staff also requested consideration of alternative billing methods that might yield savings to OCFA over the current straight-hourly billing rates. Communications LAB submitted the attached summary of Communications Projects & Budget Overview (Attachment 5).

Staff has reviewed the Communications Projects & Budget Overview, considered the tasks outlined in the Short & Long Term Communication Plans, and evaluated the timing for the upcoming hiring of a new Director of Communications. Based on this evaluation, staff is prepared to work with the new Director of Communications upon hire to complete the tasks outlined in the Communication Plans. This would enable OCFA to work with Communications LAB to close-out remaining work, narrow the focus of its work to completion of the Visioning Session, and discontinue its work on other elements of the scope of work that cannot be completed within the \$100,000 budget.

Impact to Cities/County:

Not Applicable.

Fiscal Impact

Any increase in the contract value has not been anticipated in the FY 2014/15 Adopted Budget; therefore, an increase would need to be included in the mid-year budget adjustments.

Staff Contacts for Further Information:

Keith Richter, Fire Chief

keithrichter@ocfa.org

(714) 573-6010

Craig Kinoshita, Deputy Fire Chief

craigkinoshita@ocfa.org

(714) 573-6014

Lori Zeller, Assistant Chief/Business Services

lorigeller@ocfa.org

(714) 573-6020

Mike Petro, Corporate Communications

mikepetro@ocfa.org

(714) 573-6028

Attachments:

1. Original Scope of Work – March 2014
2. Revised Scope of Work – April 2014
3. OCFA Short Term Communications Plan
4. OCFA Long Term Communications Plan
5. Communications LAB – Communications Projects & Budget Overview

**Orange County Fire Authority
Communications LAB**

**Original Scope of Work
March 27, 2014**

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 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 firefighter's 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 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.

**ORANGE COUNTY FIRE AUTHORITY
AMENDMENT NUMBER ONE
TO PROFESSIONAL SERVICES AGREEMENT**

THIS AMENDMENT ONE TO PROFESSIONAL SERVICES ("Agreement") is made and entered into this 24th day of April, 2014, by and between the Orange County Fire Authority, a public agency, hereinafter referred to as "OCFA", and Communications LAB, a California LLC, hereafter referred to as "Firm".

RECITALS

WHEREAS, OCFA and the Firm entered into an original agreement on the 27th day of March, 2014, for public relations services; and

WHEREAS, OCFA Board of Directors and Executive Committee have provided further direction and clarification to the scope of work at both the Executive Committee and the Board of Directors meetings on April 24, 2014; and

NOW, THEREFORE, OCFA and the Firm agree to amend the Agreement to reflect the revised scope of work per Attachment A.

Except as modified above, all terms and conditions of the agreement shall remain unchanged and in full force and effect.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the dates stated below.

"OCFA"

ORANGE COUNTY FIRE AUTHORITY

Date: 5/14/14

By: Keith Richter

Keith Richter, Fire Chief

APPROVED AS TO FORM.

ATTEST:

By: David E. Kendig
DAVID E. KENDIG
GENERAL COUNSEL

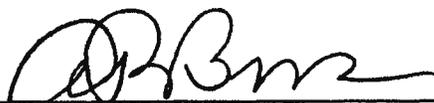
Sherry A. F. Wentz
Sherry A. F. Wentz
Clerk of the Board

Date: 5/14/14

"FIRM"

COMMUNICATIONS LAB

Date: 5/14/14

By: 

Arianna Barrios
Chief Executive Officer

ATTACHMENT A

Revised Scope of Work

REVISED SCOPE OF WORK (4-24-14)
COMMUNICATIONS LAB

SPECIFIC REQUIREMENTS-GENERAL RESPONSIBILITIES

At the Direction of the Fire Chief, or his designee, the Consultant will provide the following services to support OCFA Executive Management:

- 1. Assist OCFA Executive Management, Executive Committee and Board of Directors in developing internal and external communication strategies and messages for key issues, proposals, policies, and programs.**
- 2. Work closely with the Fire Chief and OCFA staff to develop, implement and manage internal and external outreach plans, targeted for various audiences, to achieve goals associated with key issues and Executive Committee directives.**
- 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.**
- 5. Assist OCFA Executive Management in restructuring the Corporate Communications department. Including, but not limited to, assisting with the hiring of a new Director, developing written policies and procedures, standardizing notification protocols, media training and department oversight.**
- 6. Assist the Fire Chief and OCFA Executive Management with implementation of recommendations from upcoming management report. Including development of a one-year (overall) operations plan to address organizational issues with recommended actions. Issues to include, but not limited to communications, management, employee relations.**

7. Assist the Fire Chief and OCFA Executive Management to provide detailed progress reports with metrics to OCFA Executive Committee for monitoring and oversight purposes.
8. Directors not serving on the Executive Committee with a need to utilize the services of Consultant should make a request through the Board Chair, or in the absence of the Chair, the Board Vice Chair.
9. This scope of work will specifically exclude the Executive Management, the Executive Committee and the Board of Directors from utilizing the services of the Consultant for personnel evaluations.

INITIAL KEY AREAS OF IMPORTANCE

(Removed - Standards of Coverage and Deployment Study)

1. 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.

2. 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.

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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.



Orange County Fire Authority Short Term Communications Plan

Developed and Presented by



OCFA Short Term Communications Plan– Draft

Based on our preliminary assessment of the OCFA Corporate Communications department and communications practices and protocols throughout the agency, Communications LAB and Thomas Communications Group have developed the following Short Term Communications Plan to ensure that the department has the fundamental components it needs to be successful. This plan is meant to be implemented concurrently with the recommendations outlined in the Management Partners Study, several of which the Communications Lab team will play an active role.

Several assumptions were made in building this plan. These include:

- Communications Lab team will serve as project managers;
- Communications Lab team will work in partnership with OCFA staff to achieve the outlined tasks;
- All necessary resources will be made available to the Communications Lab team;
- Plan will be governed under a phased approach with iterative cycles to allow for periodic reviews and course corrections;
- A project timeline with an interactive Gantt chart will be created with objectives, milestones, deliverables and deadlines to effectively monitor progress and measure success.

The implementation steps identify actionable items or deliverables necessary to establish an effective communications department or program. The plan is divided into a Short Term Communications Plan outlined below designed to organize the department with necessary personnel, tools, policies, procedures and governance; and followed up by a Long Term Communications plan designed to conduct strategic communications and public affairs/relations activities with key audiences and stakeholders.

Organization

Priority	Category	Recommendation	Implementation Steps	Planned Completion	Person Responsible	Comments
1	Internal	Reorganize Corp Communications Office	<ul style="list-style-type: none"> • Assist agency with recruitment and hiring of civilian communications professional (Dir. Of Comm.) • Assist with training Corp Comm. support staffs • Assist with transitioning all communications functions and personnel into single office • Support new Dir. of Comm. as needed/requested 	September 2014	A. Barrios B. Thomas M. Petro	In Progress
2	Internal	Conduct a full communications audit for OCFA	<ul style="list-style-type: none"> • Explore/Assess all current OCFA Communications tools, policies, procedures, protocols • Define what is working and what is not • Define what is missing • Create comprehensive Communications Matrix for review, assessment, consolidation and further action as needed 	June-July 2014	M. Murphy J. Glover M. Petro	

Priority	Category	Recommendation	Implementation Steps	Planned Completion	Person Responsible	Comments
3	Internal	Conduct Employee Survey on Communications Preferences	<ul style="list-style-type: none"> • Provide sample questions to JLM for review • Send survey to all staff members • Compile results • Publish results internally with stakeholder groups • Utilize results and preferences to guide communications activities and strategy. 	July 2014	A. Barrios J. Hammond	
4	Internal	Establish Departmental Roles and Responsibilities	<ul style="list-style-type: none"> • Director of Communications • Battalion Chief • PIO • Education and Outreach • Multimedia/AV Staff • Revise Department Org Chart • Present Recommendation(s) to OCFA Board 	July 2014	A. Barrios M. Murphy J. Glover M. Petro	
5	Internal	Refresh OCFA Identity & Style Guides	<ul style="list-style-type: none"> • Revise OCFA Standard Format Guideline • Review Processes and Procedures for use of OCFA Identity • Comm. Templates: Develop new or update existing • Promote revised Guide, provide Intranet for access 	August 2014	M. Murphy J. Glover M. Petro Dir. Of Comm.	
6	Internal/External	Review / Assess new OCFA Website	<ul style="list-style-type: none"> • Ensure consistency of branding and identity • Meet with OCFA IT / Test for Functionality • Provide content edits as needed • Develop content policies and procedures and Editorial Calendar specifically for website • Launch to public with appropriate media support 	August 2014	A. Barrios M. Petro M. Murphy Dir. Of Comm.	
7	Internal	Review / Assess new OCFA Intranet	<ul style="list-style-type: none"> • Ensure consistency of branding and identity • Meet with OCFA IT / Test for Functionality • Provide content edits as needed • Launch internally with support & training 	September 2014	A. Barrios M. Petro Dir. Of Comm.	
8	Internal/External	Establish Social Media Standards	<ul style="list-style-type: none"> • Review Social Media Use/Strategy • Ensure consistency of branding and identity • Meet with current admins to determine roles • Provide content edits as needed • Develop Web/Social Media Editorial Calendar • Provide training to designated admins • Dev. Policies & Protocols for ongoing use 	August 2014	A. Barrios M. Petro J. Glover Dir. Of Comm.	

Priority	Category	Recommendation	Implementation Steps	Planned Completion	Person Responsible	Comments
9	Internal	Develop OCFA Communications Outreach Calendar	<ul style="list-style-type: none"> Establish best practice method for implementation Create event/editorial calendar Train staff & board on use and protocols Monitor for effectiveness Assess development of smartphone app to better communicate with directly with Board Members 	August 2014	J. Glover M. Petro Dir. Of Comm.	
10	All	Create Comprehensive Agency Communications Manual	<ul style="list-style-type: none"> Establish "look and feel" for OCFA Establish library of logos and common images for use in all hard copy and electronic mediums Standardized common "look and feel" of all documents, website, social media, flyers, brochures, posters, educational materials, etc. Create OCFA marketing and presentation materials Communicate role & function of public relations/public affairs and its impact Educate leadership and Board of Directors about importance of showing a common, unified front Educate groups on reputation management Educate groups on the importance of crisis communications 	August 2014	A. Barrios B. Thomas M. Murphy J. Glover M. Petro Dir. Of Comm. Corp Comm. Staff	Manual to include: Format Guideline Incident Guide Crisis/Issue Comm. Templates Brand Identity Policies & Procedures
11	Board of Directors and Key OCFA Leadership	Media training	<ul style="list-style-type: none"> Establish spokesperson criteria Establish chain of command for information release Conduct individual media training Hold workshop for group training to include mock interviews, crisis communications, role play 	September 2014	PIOs A. Barrios M. Murphy M. Petro Dir. Of Comm.	May include DCs/BCs
12	Internal	Visioning Session (BOD & Exec Team)	<ul style="list-style-type: none"> Facilitate workshop for BOD Prepare Exec Team to present Assist group in setting short term goals/priorities for Agency Facilitate development of search criteria for future Fire Chief 	August 2014	A. Barrios B. Thomas	



Orange County Fire Authority Long Term Communications Plan

Developed and Presented by



OCFA Long Term Communications Plan – Draft

Based on our preliminary assessment of the OCFA Corporate Communications department and communications practices and protocols throughout the agency, Communications LAB and Thomas Communications Group have developed the following Strategic Communications Plan as a complementary document to the SHORT TERM COMMUNICATIONS PLAN we have presented. This plan is meant to be implemented following the completion of the tasks outlined in the SHORT TERM COMMUNICATIONS PLAN. Until that foundation work is completed, many of the items outlined here will not be successful.

Many of the items outlined in this document are based upon the initial strategy called for by the agency's previous consultant, SAE, and directly referenced in the recommendations put forth in the Management Partners Study. The Communications LAB team has determined these to be more strategic in nature and under the purview of the Agency's yet-to-be-named Director of Communications.

Several assumptions were made in building this plan. These include:

- Following recommendations are Strategic Communications goals and should be addressed following completion of the SHORT TERM COMMUNICATIONS PLAN;
- Communications Lab team will work in partnership with the new Director of Communications to achieve the outlined tasks;
- Plan will be governed under a phased approach with iterative cycles to allow for periodic reviews and course corrections;
- A project timeline with an interactive Gantt chart will be created with objectives, milestones, deliverables and deadlines to effectively monitor progress and measure success.

As stated in the SHORT TERM COMMUNICATIONS PLAN, the implementation steps identify actionable items or deliverables necessary to establish an effective communications department or program. The plan submitted in two, distinct phases: 1) Organize the department with necessary personnel, tools, policies, procedures and governance; 2) Conduct strategic communications and public affairs/relations activities with key audiences and stakeholders.

Strategic Goals

Communications Lab team will work closely with OCFA personnel to strategize, plan, and execute the following activities. Additional or alternate OFCA personnel may be assigned to each activity following the communications audit and with the input of the new Director of Communications.

Priority	Category	Recommendation	Implementation Steps	Planned Completion	Person Responsible	Comments
1.	Internal	Institutionalize role and importance of key messages throughout organization.	<ul style="list-style-type: none"> • Conduct key message development/delivery training • Build key message development into every project/issue • Conduct strategic communications processes training for management staff 		Comm. Lab and TCG M. Petro OCFA Comm. Dir	
2.	Internal Communications	Involve labor representatives in communications efforts as possible.	<ul style="list-style-type: none"> • Partner with labor to deliver consistent and credible messages about the work of the entire OCFA. 		Comm. Lab and TCG M. Petro OCFA Com. Dir	
3.	Board of Directors	Ensure Board members and member agencies are fully informed of management/organizational issues as well as breaking incident and business information	<ul style="list-style-type: none"> • Provide new Board member orientation; recognition • Develop criteria for each type of Board communication and frequency. • Conduct ride-alongs on rigs, Communications Center sit-alongs, as well as facility tours 		Comm. Lab and TCG M. Petro OCFA Comm. Dir	
4.	Board of Directors	Generate broader understanding between OCFA and member cities via increased face-to-face interaction.	<ul style="list-style-type: none"> • Conduct annual chief presentation to Board of Supervisors and each member city • Conduct annual chief meeting with each member agency, including board member, city manager, and key departmental staff • Ensure division chiefs and direct reports participate in their city's council and department meetings. • Speakers bureau to place division chiefs and above into community gatherings. 		Comm. Lab and TCG M. Petro OCFA Comm. Dir	
5.	External Communications	Formalize Agency Partner City Outreach	<ul style="list-style-type: none"> • Schedule annual, formal appearances at all Agency Partner City Council meetings – "State of OCFA" appearances • Prepare tailored communications that can be presented to, and in turned used by partner. 		Comm. Lab and TCG M. Petro OCFA Comm. Dir	

Priority	Category	Recommendation	Implementation Steps	Planned Completion	Person Responsible	Comments
6.	Board of Directors	Establish set criteria, schedule, and tools for communicating Board of Directors	<ul style="list-style-type: none"> • Prepare summary of Board agenda items and actions. 		Comm. Lab and TCG M. Petro OCFA Comm. Dir	
7.	Electronic Communications	Increase awareness of the OCFA and take advantage of interest in public safety by creating a robust electronic community based on the Authority's website.	<ul style="list-style-type: none"> • Conduct user survey of website. • Ensure current website redesign project represents the views of end users. • Frequently update the website to include new initiatives and other stories that convey key messages. • Update the website regularly with new and different content. • Create an "electronic community relations" program. • Drive traffic to redesigned website. 		Comm. Lab and TCG M. Petro OCFA Comm. Dir	
8.	Media Relations	Adopt a disciplined, strategic media relations orientation for all OCFA efforts.	<ul style="list-style-type: none"> • Establish a closer working relationship with local media representatives • Conduct a Media Fracture session to match story ideas with key media targets • Implement a media pitching program • Build a more positive atmosphere within the OCFA for the needs of the news media • Conduct editorial board meetings with media decision makers • Brief all reporters on major projects • Aggressively correct inaccurate coverage • Create direct communications tools to correct media inaccuracies • Prepare guest opinion stories • Use news releases appropriately • Implement a written media policy 		Comm. Lab and TCG M. Petro OCFA Comm. Dir	

SAE Recommendations Not Included

The following SAE recommendations were not included in the current plan, but may be added if necessary or desired at a later date once they are better defined and provide a clear benefit to the OCFA. A brief explanation as to why they were not included is in the comments section below.

Priority	Category	Recommendation	Implementation Steps	Planned Completion	Person Responsible	Comments
	Board of Directors	Establish set criteria, schedule, and tools for communicating Board of Director's decisions/information to the media and to opinion leaders.	<ul style="list-style-type: none"> • Develop main news value/angles of Board decisions/actions. • Ensure all communications tools include reference to key Board decisions 			Incorporated into other points: Action Plan #1 Action Plan #2 Strategic Comm. #1
	Electronic Communications	Generate greater awareness of all OCFA initiatives and stories by driving traffic to expanded information on the newly-built website.	<ul style="list-style-type: none"> • Make use of shorter videos to match shortened attention span of residents. • Make use of blogs prepared by a variety of individuals to delve into complex subjects. 			Unnecessary and extremely high risk
	Internal Communications	Implement an internal communications program focused on OCFA goals and program progress/successes that relies heavily on face-to-face interaction with the fire chief as well as appropriate technology.	<ul style="list-style-type: none"> • Schedule regular visits by the fire chief to all stations. • Stream video to each station with messages from the chief. • Arm troops with messages on a consistent basis by ensuring all message documents and Board Advisories are distributed to each station. 			With the exception of Fire Chiefs visits which is already included above, these recommendations are delivered by other means such as Intranet
	Community Relation	Ensure the various communities served are aware of the extremely high level of service provided by the OCFA and the benefits of a regional fire authority.	<ul style="list-style-type: none"> • Large employer targeted outreach. 			Needs clarity



Orange County Fire Authority

Communications Projects & Budget Overview

July 14, 2014

Developed by



In Partnership with



OCFA Communications Projects & Budget Overview

July 14, 2014

Overview

Since our engagement began with OCFA in March 2014 the initial Scope of Work has been widened to encompass the wide variety of issues and needs at the agency. Some of these items were anticipated (i.e., Implementation of the Management Partners Action Plan,) in the broader Scope of Work that was adopted in May, some were not (i.e., OCFA Board Visioning Session.)

The Scope expansion in May coupled with additional tasks assigned in June necessitates a frank look at the budget originally assigned to this engagement in March. The initial budget is simply inadequate for the current level of service being provided and the additional assigned tasks assigned to the consultant(s).

In an effort to provide OCFA management and the Board of Directors a succinct overview the following document has been created to do the following:

- Provide both the Agency and Board a high level Project Overview & Task Management Tool;
- Provide both the Agency and Board a high level Budget Overview & Budget Tracking Tool;
- Provide both the Agency and Board documentation for an immediate budget increase.

This document is intended to be a dynamic overview that is updated and reported upon regularly to both Executive Management and the Board of Directors.

Current Project Overview (As of July 2014)

Priority	Project	Corresponding SOW (04-24-14)/ Associated Tasks	Assigned By	Responsible	Comments
1	Serve as Acting Director of Communications	<p>SOW Item #1, 2, 3, 4</p> <ul style="list-style-type: none"> • Assist agency with recruitment and hiring of civilian communications professional (Dir. Of Comm.) • Attend/Advise at Executive Management Mtgs. • Provide BOD/Exec Comm./Ad Hoc Comm. Strategic Advice • Provide oversight to Corp. Communications Dept. • Issues management 	May 2014 SOW BOD Exec Comm. BOD	A. Barrios B. Thomas	
2	Reorganization & Standardization of Corporate Communications Department	<p>SOW Item #1, 5, 7,</p> <ul style="list-style-type: none"> • Conduct a full communications audit for OCFA • Establish Departmental Roles and Responsibilities • Refresh OCFA Identity & Style Guides • Review /Assess new OCFA Website & Intranet • Establish Social Media Standards • Create Comprehensive Agency Communications Manual • Develop OCFA Communications Outreach Calendar • Support new Dir. of Comm. as needed/requested 	May 2014 SOW BOD Exec Comm. BOD	Thomas Comm. M. Petro	<p>This item is a roll-up of all items presented in Short Term Comm. Plan</p> <p>See full Comm. Plan for detailed outline of Tasks in this project.</p>
3	Management Partners' Study & Action Plan	<p>SOW Item #3, 6, 7</p> <ul style="list-style-type: none"> • Facilitate Board & Stakeholders Briefings • Support staff in finalizing Action Plan • Assist staff in roll-out of Action Plan • Assist where called upon in Action Plan • Provide strategic advice and support in lieu of Director of Communications – transition as needed • Monitor implementation and ensure targets are achieved • Attend Monthly / Quarterly JLM mtgs. • Provide regular reports to Board as called upon • Provide metrics 	May 2014 SOW BOD Exec Comm. BOD	B. Thomas	Does current SOW (as expanded in May) call for Consultant to take on role as overall manager of implementation until action items are complete?

Priority	Project	Corresponding SOW (04-24-14)/ Associated Tasks	Assigned By	Responsible	Comments
4	Media Training	<p>SOW Item #5, 8</p> <ul style="list-style-type: none"> • Conduct four (4) intensive media training sessions • Board, agency, BC, DC, PIOs training groups • Provide collateral materials • Tips & techniques in variety of situations • Videotape each participants mock interviews • Critique mock interviews • Provide each participant with copy of mock interview 	May 2014 SOW BOD Exec Comm. BOD		

Current Project Overview (As of July 2014)

Project(s) below were newly added since last adopted Scope of Work in May 2014 – These items are covered under the revised Scope of Work but currently unbudgeted.

Priority	Project	Associated Tasks	Assigned By	Person Responsible	Comments
5	OCFA Visioning Session (Board/Agency)	<p>SOW Item #1, 3, 4, 7</p> <ul style="list-style-type: none"> • Facilitate goal setting mtg. for Board/ Agency/ Stakeholders • Conduct pre-meeting survey with Board & Stakeholders to provide benchmark to attendees • Prepare event flow, speakers, activities, timeline for review & approval by Ad Hoc comm. • Assist OCFA staff with event logistics. • Prepare Exec Mgmt. to make event presentations • Assist participants in prioritizing OCFA vision, goals for agency, for future fire chief, for board. • Consolidate outcomes into a Visioning Document for distribution throughout Agency and beyond. 	Ad Hoc Comm.	A. Barrios S. Wentz L. Zeller Ad Hoc Comm.	Various members of the Communications LAB Team will assist on the day of the event

Year-to-Date Budget Overview (Burn Rate)

As of June 30, 2014

Month	Project Areas	Budget	Hours	Billing	Remainder
April 2014		\$100,00.00	220	\$34,850.00	\$65,150.00
May 2014		\$65,150.00	95.25	\$15,804.00	\$49,346.00
June 2014		\$49,346.00	124	\$19,297.00	\$30,049.00
July 2014	Anticipated	\$30,049.00	90	\$15,000.00	\$15,049.00
Aug 2014	Anticipated	\$15,049.00	90	\$15,000.00	\$ 49.00
	TOTAL	\$99,951.00			\$ 49.00

Calendar Year Budget Overview (Burn Rate)

Assumes moving to retainer billing covering all outlined projects under May revised SOW. Monthly allocation of hours to various projects to be determined.

Month	Project Areas	Budget	Hours	Billing	Remainder
April 2014		\$100,00.00	220	\$34,850.00	\$65,150.00
May 2014		\$65,150.00	95.25	\$15,804.00	\$49,346.00
June 2014		\$49,346.00	124	\$19,297.00	\$30,049.00
July 2014	Anticipated	\$30,049.00	90	\$15,000.00	\$15,049.00
Aug 2014	Anticipated	\$15,049.00	90	\$15,000.00	\$ 49.00
Sept 2014		\$ 49.00	TBD	\$15,000.00	-\$ 14,951.00
Oct 2014			TBD	\$15,000.00	-\$ 29,951.00
Nov 2014			TBD	\$15,000.00	-\$ 44,951.00
Dec 2014			TBD	\$15,000.00	-\$ 59,951.00
Jan 2015			TBD	\$15,000.00	-\$ 74,951.00
Feb 2015			TBD	\$15,000.00	-\$89,951.00
March 2015			TBD	\$15,000.00	-\$104,951.00
Total Budget					\$204,951.00
Starting Budget					\$100,000.00
(By Retainer Scenario) Requested Budget Increase					\$104,951.00

A la Carte Project Fees

Assumes continued hourly billing by project. Fixed pricing by project as outlined based on May 2014 Revised SOW and added communications projects.

Project	Title	Hours/Rate	Cost
1	Serve as Acting Director of Communications	69 – A. Barrios	\$12,500.00
2	Reorganization & Standardization of Corporate Communications Department	646 - @\$150.00 (Flat hourly team rate)	\$97,016.00
3	Management Partners' Study & Action Plan	116 – B. Thomas	\$19,366.00
4	Media Training	4 Sessions @ \$6,000 ea.	\$24,000.00
5	OCFA Visioning Session (Board/Agency)	20 – A. Barrios 20 – B. Thomas 10 – M. Murphy 10 – J. Glover	\$10,000.00
		Total Budget	\$162,882.00
		Remaining Starting Budget	\$30,049.00
		(By Project Scenario) Requested Budget Increase	\$132,833.00
		Difference from Retainer (Retainer option receives 26.5% Discount)	\$27,932.00