



BIG BEAR FIRE DEPARTMENT

Jeff Willis, Fire Chief

Administration – P. O. Box 2830, 41090 Big Bear Boulevard
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CONSULTANT SERVICES REQUEST FOR PROPOSAL SPECIAL TAX BALLOT MEASURE, JUNE 2019

The Big Bear Fire Authority, hereafter referred to as the "Fire Authority" is inviting proposals to provide consulting services to assist the Fire Authority in preparing for a ballot measure to go before the voters in June 2019. The Fire Authority is looking for services to include:

1. Fire Department Structure/Tax Base
2. Public Opinion Research Polling
3. Communications/Public Education Strategy
4. Function as the Project Technical Specialist and advisor in support of the Fire Authority's revenue measure planning from start to finish

The Fire Authority

The Fire Authority is in Southern California in an area locally referred to as the Big Bear Valley. The Big Bear Valley is located 100 miles east of Los Angeles in the San Bernardino mountains at an elevation of approximately 7,000 ft. It consists of the City of Big Bear Lake and several unincorporated communities in the County of San Bernardino that reside within Big Bear Valley

The Fire Authority is a Joint Powers Authority between Big Bear Lake Fire Protection District and Big Bear City Community Services District and serves the City of Big Bear Lake and surrounding unincorporated County areas of Big Bear City, Sugarloaf, Baldwin Lake Erwin Lake and Lake Williams This geographic region covers 256 square miles which covers the State Highway transportation corridors and the ambulance operating area. The community covered has a population of over 25,000 residents. The Fire Authority is governed by a ten-member appointed Board of Directors. The Fire Authority is an all risk department providing fire suppression, rescue, ambulance service, emergency medical paramedic services and community risk reduction through four full-time staffed fire stations who respond to about 5,000 incidents annually.

Ballot Measure

The Fire Authority has recently completed a Fire Protection Master Plan. The Fire Protection Master Plan identified a high occurrence of concurrent emergency call

volume affecting system reliability, along with emergency vehicle travel time exceeding 11 minutes to high priority calls. The Fire Protection Master Plan also identified fire demand zone that are underserved in combination with a recommendation to increase daily staffing on (2) Type I fire engines.

The Fire Authority is seeking to increase revenue to offset current operating deficit as well as additional revenue to make system improvement as recommended within the Fire Protection Master Plan

The Fire Authority is ready to move forward and bring a tax measure before the voters and is seeking to receive professional consultant services to improve our chance of success.

Please bid on the following tasks and include the range of fees associated with each.

Fire Department Structure/Tax Base

Big Bear Fire Authority currently receives 100% of its operating revenue as a pass through from its member agencies. The primary sources of revenue come from three sources: ad valorem property tax, 65%; fire protection parcel tax, 17%; and ambulance transport revenue, 18%.

Public Opinion Research and Survey

Recommend wording and conduct **mail** and/or phone **survey to** registered voters to accurately identify voter support to improve emergency response system reliability and acceptable tax increase threshold to support the desired system improvements

Interpret and report results to the Fire Authority along with recommendations for next steps.

Assistance with Special Tax Election

Assist with the preparation of the draft resolution, ballot question, full ballot text and election materials. Function as project technical specialist and advisor in support of the Fire Authority's efforts to gain voter support for a ballot measure.

Information Outreach

Assist the Fire Authority with public informational outreach strategies and voter informational services, including question and answer documents, informational handouts, and other materials.

Guide Fire Authority staff in contacting or responding to voters on the proposed tax measure.

Other Provisions to be Specified

Incidental costs incurred for the purchase of voter and property data, maps, travel, and other out-of-pocket expenses.

Please submit your proposal no later than March 01, 2018 at 5:00 p.m. to:

Big Bear Fire Authority
PO Box 2830
Big Bear Lake, CA 92315
Attn: Fire Chief Jeff Willis

After review by the Fire Authority Board of Directors we may ask the top candidates to make presentations to the Board outlining their background and professional services so that the Board may make the final decision.

If you have any questions, please feel free to call me at 909-866-7566.

Sincerely,

A handwritten signature in cursive script that reads "Jeff Willis".

Jeff Willis
Fire Chief