



# REPORT TO COUNCIL

## City of Sacramento

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915 I Street, Sacramento, CA 95814-2604  
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Consent  
**August 1, 2006**

**Honorable Mayor and  
Members of the City Council**

**Title:** Agreement: Fire Department Master Plan Consulting Services

**Location/Council District:** Citywide

**Recommendation:** Adopt a **Resolution** authorizing the City Manager, or his designee, to execute a professional services agreement with Matrix Consulting Group for the preparation of a Fire Department Master Plan for an amount not to exceed \$137,000.

**Contact:** Michelle Basurto, Program Specialist, 433-1619; Julius J. Cherry, Fire Chief, 433-1601

**Presenters:** Not applicable

**Department:** Fire

**Division:** Office of the Chief

**Organization No:** 2511

### **Description/Analysis**

**Issue:** The current Fire Department Master Plan was approved by the City Council in 1993. The document has become obsolete and needs to be updated. A consulting firm is required to assist the Department in the preparation of an updated Master Plan.

**Policy Considerations:** The Request for Proposal and selection processes were conducted in accordance with City policy and procedures. This project is consistent with City Council's goal of improving public safety.

**Environmental Considerations:** This recommendation does not constitute a "project" and therefore is exempt from the California Environmental Quality Act CEQA according to Section 15061(b)(1) and 15378(b)(3) of the CEQA guidelines.

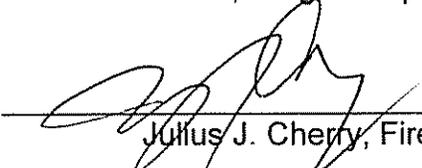
**Rationale for Recommendation:** After a review of the 1993 Fire Department Master Plan it was determined there was a need for an updated plan in order to improve response to the new challenges that have transpired since 1993. A Request for Proposal was released in April. Four consulting firms responded with proposals. A review committee screened the proposals and conducted client reference checks and interviews. Based on evaluation scores, the review committee is recommending award to Matrix Consulting Group to prepare the Fire Department Master Plan.



**Financial Considerations:** The estimated cost of the professional services agreement with Matrix Consulting Group is \$137,000 and will be funded in the Fire Department operating budget which has sufficient funding to award this agreement.

**Emerging Small Business Development (ESBD):** The RFP process complied with the City's policies regarding emerging and small businesses. This process included distribution to consulting firms certified with the City as emerging and small businesses. The firm was selected based upon their qualifications and proposal to best meet the City's requirements and needs for this project. Matrix Consulting Group is a certified Small Business Enterprise.

Respectfully Submitted by:   
Michelle Basurto, Program Specialist

Approved by:   
Julius J. Cherry, Fire Chief

Recommendation Approved:

  
for Ray Kerridge  
City Manager

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**Attachment 1**

**Background**

The current Fire Department Master Plan was approved by the City Council in 1993. Since that time the City and the Fire Department have been faced with challenges that have been particularly difficult due to rapid growth, budget constraints, and homeland security. After reviewing the master plan, it was determined that it has become obsolete and needs to be updated in order to improve response to the new challenges that have transpired since 1993 and to plan the direction and scope of fire protection and emergency medical services for the future.

The master plan will address many issues including departmental strengths and weaknesses; comparisons with comparable urban areas; gap analysis/risk assessment; resource allocation and prioritization; current and projected levels of service; facility, apparatus and staffing needs; and alternative funding sources to meet existing and future needs. The timeframe will consist of a five to ten year period.

A consulting firm is required to assist the Department in the preparation of an updated Master Plan. A Request for Proposal was released April 24, 2006, sent to eight consulting firms and posted on the City's Bid website. Four consulting firms responded with proposals: Citygate Associates, Matrix Consulting Group, Public Consulting Group, and Public Safety Research Group. A review committee screened the proposals, conducted client reference checks and selected three firms for the interview process. Based on their qualifications and by being the best proposer to meet the requirements and needs for this project as scored by the evaluation process, the review committee is recommending the award to Matrix Consulting Group to prepare the Fire Department Master Plan.

**RESOLUTION NO.**

Adopted by the Sacramento City Council

**PROFESSIONAL SERVICES AGREEMENT: FIRE DEPARTMENT MASTER PLAN**

**BACKGROUND**

- A. A Request for Proposal was released April 24, 2006. Four consulting firms responded with proposals by the deadline of May 19, 2006.
- B. Based on the results of a consultant selection process, City staff has selected Matrix Consulting Group based upon their qualifications and proposal that best meets the City's requirements and needs for this project.

**BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:**

- Section 1. The City Manager, or his designee, is authorized to execute a professional services agreement with Matrix Consulting Group for an amount not to exceed \$137,000 to prepare a Fire Department Master Plan.

