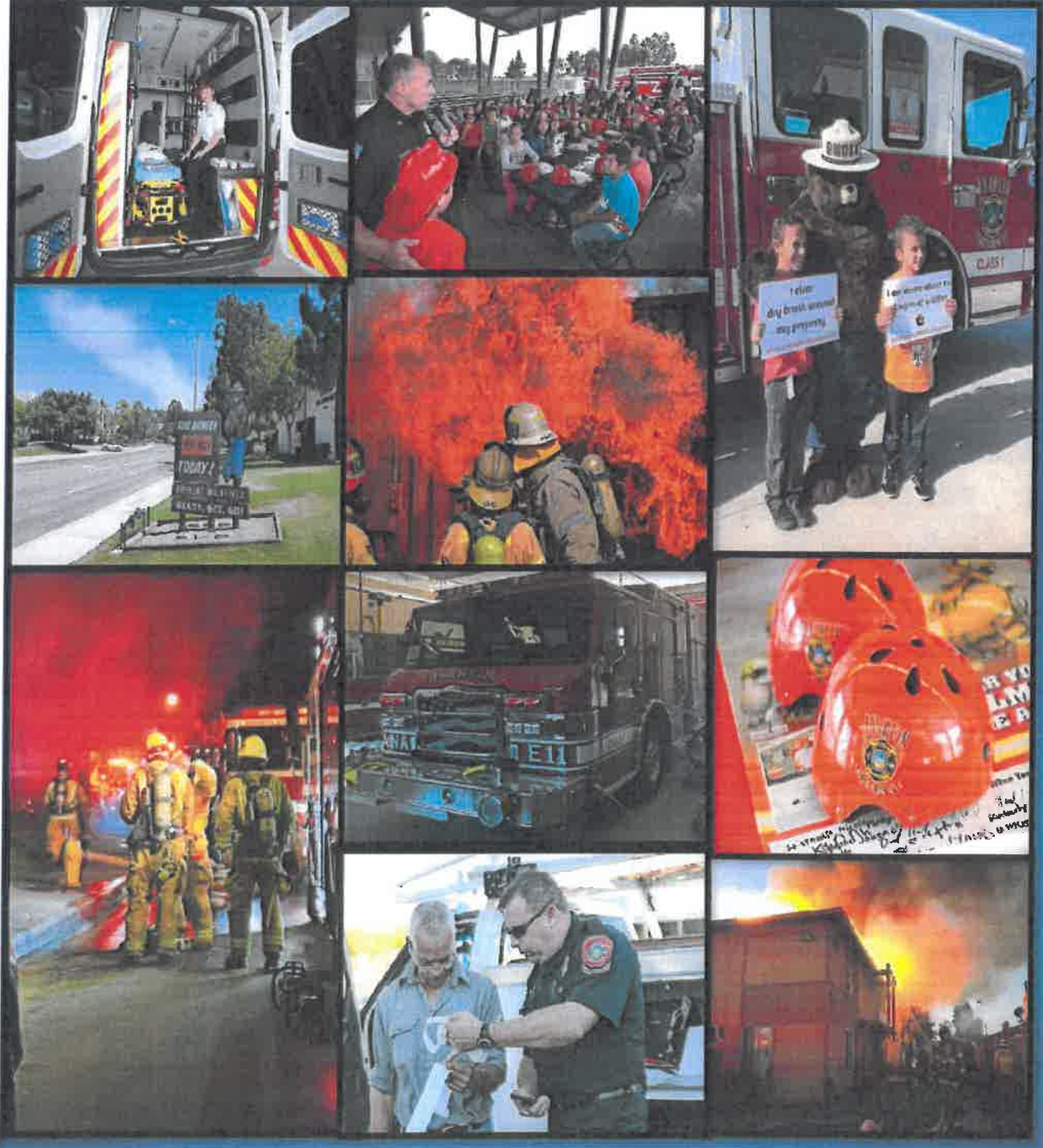


ANAHEIM FIRE & RESCUE



Placentia Proposal for Fire Services

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Foreword

Anaheim Fire and Rescue (AF&R) appreciates the opportunity to evaluate and propose contract fire services to the City of Placentia. AF&R delivers high quality service to the residents and millions of visitors of Anaheim.

Our Mission, Vision, and Values statement has led to developing a Strategic Plan and Standards of Cover that are paramount in delivering a standard of excellence through the services we provide. I am proud of the men and women who represent AF&R and the services we provide. I can say, without equivocation, the City of Placentia will feel the same way.

AF&R's Mission, Vision, and Values Statement provides a summary of what makes up AF&R:

Mission – We the members of the Anaheim Fire Department are dedicated, above all else, to ensuring the safety and welfare of the public we serve, through the services we provide.

Vision – Through commitment to service and our values, we are recognized as a leader of excellence in the delivery of Fire and Emergency services.

Values – Accountability, Excellence, Integrity, Leadership, Professionalism, Trust, Relationships, Respect, and Teamwork.



Pat Russell
Interim Fire Chief

Summary of Proposal

Anaheim Fire and Rescue (AF&R) is recognized as a leader of excellence in the delivery of fire and emergency services. AF&R has been classified as an ISO Class 1 fire agency and is an accredited fire agency through the Center for Public Safety Excellence (CPSE).

Anaheim Fire & Rescue proposes two service options that enhance Placentia’s current level of service per day. These options have been developed based on countywide response standards, Placentia’s current deployment, mutual/automatic aid with AF&R and AF&R’s Standards of Cover.

The options provided allow the City of Placentia two choices to enhance their current delivery service. To ensure the highest level of service for the City of Placentia, each option includes Paramedics on all units. Each proposal is for Fire Personnel and administrative costs. Facilities, leases, and maintenance will be charged for actual cost. Options are subject to discussion to allow flexibility of configurations so the best option, or combination of options, will best serve the needs of the community.

	Placentia Current Deployment	AF&R Option #1	AF&R Option #2
Station 1 1530 N. Valencia	PM Engine (3) Truck (3) BC (1) SWR	PM Engine (4) PM Truck (4)	PM Truck (4) PM Squad (2)
Station 2 1530 S. Bradford	PAU Engine (3)	PM Engine (4)	PM Engine (4)
Fire Personnel	10	12	10
Personnel Cost		*\$2,999,166	*\$2,499,305

Placentia Proposal for Fire Services

In addition to the annual personnel cost, a onetime start-up cost will be charged to facilitate the hiring and training of personnel, standardization of equipment, and facilities upgrades. To assist the City of Placentia in offsetting the start-up costs, AF&R is open to discussing purchasing/leasing additional surplus fire department vehicles and applying the agreed upon purchase/lease price to the start-up costs. In addition, AF&R is willing to discuss amortizing the start-up costs over multiple years rather than incurring a large cash outlay in a single budget year. Thereafter, actual cost for leases and maintenance will be actual cost.

Start-Up Cost	
Communication	\$50,000
Facility	\$250,000-300,000
Personnel	\$85,000
Services	\$80,000
Admin	72,000
Total	\$537,000-\$587,000

Training and Dispatch services will be offered as a “pay for use.” Dispatch services will at the rate of \$52.00 per call. Training may be provided by North Net Regional Training Center and will be charged according to ATTACHMENT A. There may be an option of joining North Net Regional Training Center JPA, however, it would be subject to the JPA Board’s approval.

Urban Search and Rescue would be on an as needed per service rendered basis.

Overview of AF&R

The foundation of the Department's strategic effort is found in the Mission, Vision and Values of the organization. The actions outlined in the Department's Strategic Plan must support the mission and vision, and be in alignment with the values identified by our personnel as critical to organizational success.

ANAHEIM FIRE & RESCUE

MISSION

By the actions of our members, the Department will be focused upon all efforts to protect the health and welfare of the public, to serve without discrimination or prejudice.

VISION

Through persistence, determination, and a commitment to excellence, we will continue to be the delivery of the most exceptional services.

VALUES

Accountability • Excellence • Integrity
 Knowledge • Professionalism • Trust
 Collaboration • Respect • Teamwork

Founded in 1857 as a farming community by German settlers, the City of Anaheim has grown to be one of the nation's premier municipalities and is California's tenth most populated City and the largest in Orange County. Over the 158 year history of the City, it has experienced significant fires and an evolution in how fire protection has been provided. The City's fire protection has evolved to meet the changing needs of the community; from the purchase of axes, and leather water buckets in the late 1850's and first hose cart and horse drawn steam pumper, to the modern equipment of today.

Anaheim covers 50 square miles with more than 357,084 residents and more than 2,900 City employees. The municipal corporation's annual budget is \$1.6 billion. Anaheim supports a thriving business community with companies such as: Carl Karcher Enterprises, Inc.; L-3 Communications; Pacific Sunwear; and Disneyland Resort. Successful sports franchises call Anaheim home, including: Angels Baseball; Anaheim Ducks; the U.S. Men's National Volleyball Team, and the 2012 Olympic Games Silver Medal winning U.S. Women's National Volleyball Team. Anaheim also boasts world-class meeting and entertainment venues with: Anaheim Convention Center, LEED-certified and the largest on the west coast; Honda Center; City National Grove of Anaheim; Anaheim Garden Walk; Angel Stadium of Anaheim; and ARTIC (Anaheim Regional Transportation Intermodal Center). In addition, Anaheim embraces its vibrant cultural arts community, including the world-renowned Anaheim Ballet. Annually, Anaheim welcomes more than 25 million visitors to the City, truly making it where the world comes to live, work and play.

Anaheim Fire Operations Division is the largest division within AF&R. Under the direction of the Operations Deputy Chief, the Division manages 11 fire stations staffed by seven (7) Battalion Chiefs, approximately 200 Suppression Personnel on 10 Fire Engines, six (6) Truck companies, two (2) squads, and one (1) Community Care Response Unit. Field Operations handles approximately 40,000 emergency incidents a year to include fire, rescue, medical aid, and other calls for service. Operation Division manages all major emergency responses and has 11 fire stations:

- Downtown Fire Station #1
- Brookhurst Fire Station #2
- Resort Fire Station #3
- Orange Fire Station #4
- Kraemer Fire Station #5
- Euclid Fire Station #6
- Stadium Fire Station #7
- Riverdale Fire Station #8

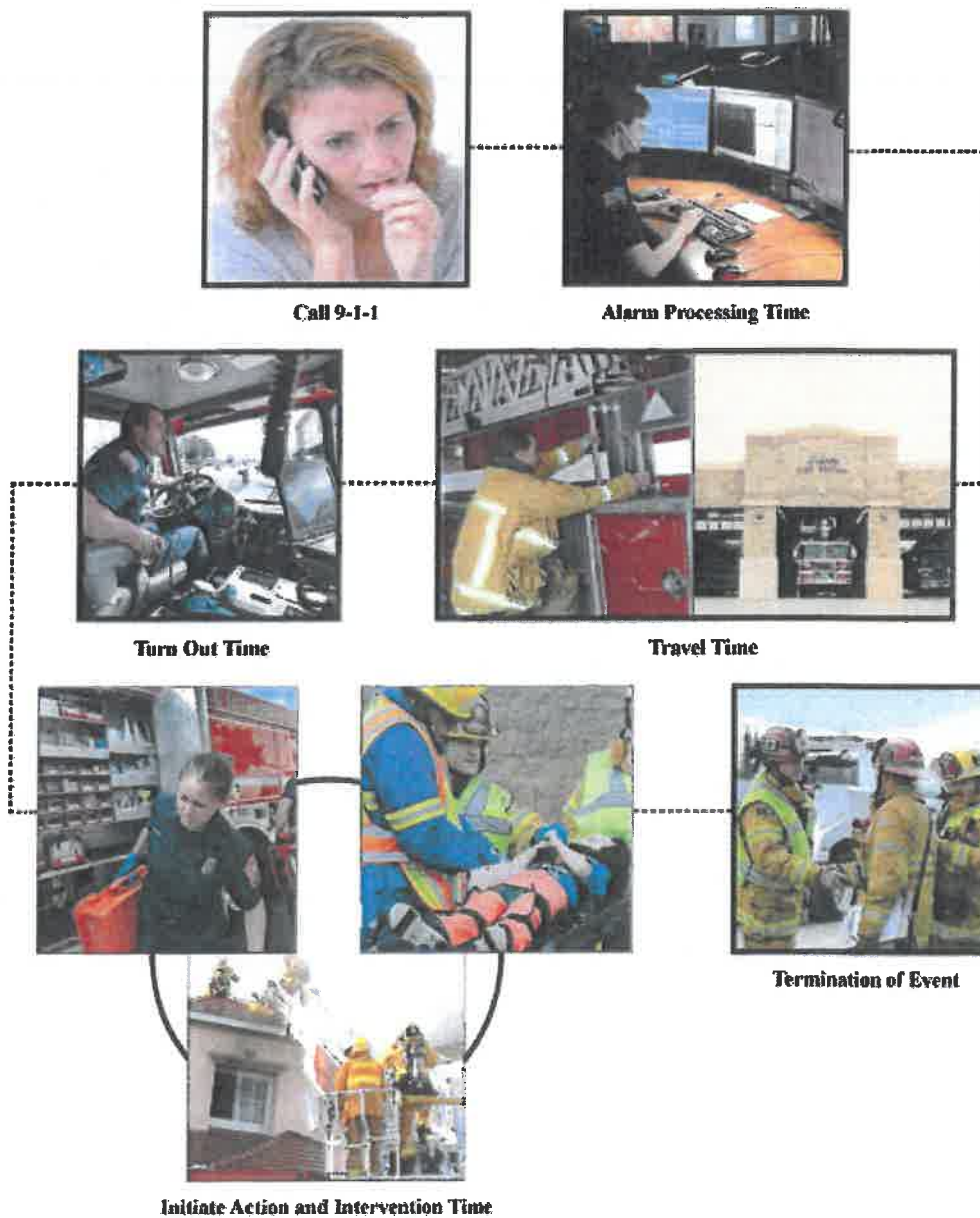
- Anaheim Hills Fire Station #9
- Weir Canyon Fire Station #10
- Twila Reid Fire Station #11

A critical factor in developing a Standards of Cover is to look at the overall system to see if it is meeting the established service level objectives. This approach allows the fire department to analyze the workload and measure the performance of those stations based upon the identified service level objectives. By doing so it will assist the department to identify any areas of weakness, where additional stations may be warranted, or additional companies should be placed in service based upon the workload.

As we plan for the future, strategic planning is critical element as Anaheim Fire & Rescue prepares for the needs of the community, and properly assesses the type, level, and ability to provide exceptional customer services.

Core Service Level Objectives

There has been substantive research done on the appropriate benchmarks for evaluating performance of Fire Department services, from emergency response, to educating the public, fire inspections and the effectiveness of community outreach. From receipt of a 911 call to arrival at the emergency, a key objective is to place Firefighters/Paramedics on the scene of an emergency in the shortest period of time in sufficient numbers, with the skills needed to provide the services required to make a difference for our customers. In every emergency there is a sequence of events that are critical elements with respect to time and evaluation of the response system, known as the Cascade of Events and it occurs on every emergency call.



CASCADE OF EVENTS ASSOCIATED WITH EMERGENCY OPERATIONS

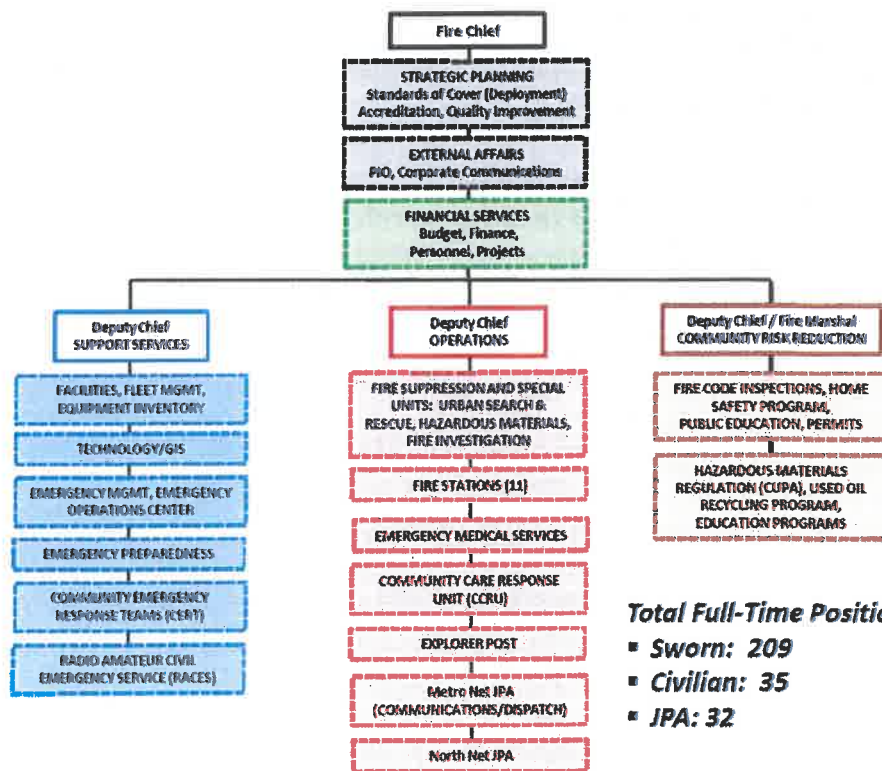
STATE OF NORMALCY		
SOFT DATA	<p>Event Initiation Call 911</p> <p>The point at which a condition exists requiring activation of the emergency response team</p>	<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">Alarm Handling (1)</div> <div style="border: 1px solid black; padding: 5px;">Total Response Time (2)</div>
	<p>Alarm Received at 911 PSAP and transferred to the Fire/EMS Communications Center Performance Indicator: 95% in 15 seconds</p> <p>The point at which a call is received and answered at the 911 Public Safety Answering Point (PSAP), Police Department Dispatch and is transmitted to Metro Net</p>	
	<p>Alarm Answering Time at Fire/EMS Communications Center Performance Indicator: 95% in 15 Seconds</p> <p>The point at which the alarm is transmitted from PSAP, Police Department Dispatch and answered at the Metro Net</p>	
<p>Alarm Processing Time 90% in 105 Seconds Performance Indicator 100% in 135 Seconds</p> <p>A process by which an alarm answered at the Metro Net is retransmitted to emergency response facilities and response units.</p>		
<p>Turnout Time EMS Performance Indicator: 90% in 60 Seconds Special Operations Performance Indicator: 90% in 80 Seconds</p> <p>The interval between the activation of station/company alerting devices and the time the crew is aboard the apparatus and en route (wheels rolling)</p>		
<p>Travel Time First Unit on Scene Performance Indicator: 90% in 4 Minutes Effective Response Force Performance Indicator: 90% in 8 Minutes</p> <p>The time interval that begins when a unit is en route to the emergency incident and ends when the unit arrives at the scene. Placement of 15 fire fighters on scene</p>		
<p>Initiate Action Time/Intervention</p> <p>The point at which operations to mitigate the event begin and may include size-up, investigation, resource deployment, and/or patient contact/intervention</p>		
<p>Termination of Event</p> <p>The point at which units have completed the assignment and are available to respond to another request for service or return to their station</p>		
<p>1. Alarm Handling: The time interval from the receipt of the alarm at the primary PSAP until the beginning of the transmittal of the response information via voice or electronic means to emergency response facilities (ERFs) or the emergency response units (ERUs) in the field.</p> <p>2. Total Response Time: The time from the call being received at the 911 PSAP and the point at which crews arrive and intervention begins</p>		

Governance Structure

Anaheim is a municipal charter city with a council-manager form of government. Up until 2014, all 5 seats on the council were elected at large. However, in 2014 Anaheim voters passed Measure L and Measure M. These measures changed the city council seats from at-large to geographic districts and increased the number of council seats from 4 to 6 with the Mayor elected at large, resulting in a governing body of a 7 member council. The city council has the statutory responsibility to authorize the Fire Chief to administer AF&R. With 270 trained fire professionals, AF&R serves its residents, a transient population and is comprised of 4 divisions; Administration, Community Risk Reduction, Operations, and Support Services.

Under this proposal, Placentia station personnel would be included in one of AF&R's battalions. Administration would be handled by the current structure in place.

Anaheim Fire & Rescue Fiscal Year 2018/19



Total Full-Time Positions: 276

- Sworn: 209
- Civilian: 35
- JPA: 32

Service Option Overview

Contract estimates provided reflect the cost of personnel. Other cost for services such as dispatch, training, and maintenance will be charged for the actual cost. The added benefit to Placentia utilizing AF&R as their fire service is that it enables the use of existing administrative resources such as Fire. In addition, by contracting with AF&R the administrative functions for the fire department will be supported by AF&R. These administrative functions include Human Resources, Finance/Payroll, Information Technology and Purchasing. All options assume that all equipment, supplies, furnishings and items necessary for emergency response, station operations and maintenance are transferred to AF&R.

Fire Protection Options

All Options include two paramedics on each unit. Not included in the option cost is the one-time start-up costs listed on page 4, dispatch and training fees.

Option 1 - \$ 2,999,166 (Personnel cost only)

In Option 1, a PM/ Engine and PM/Truck are located at Station 1 and a PM/Engine is located at Station 2. A total of 12 firefighters are assigned to the City of Placentia. 1 Captain, 1 Engineer, and 2 Firefighters will be assigned to each unit. Supervision of each unit and station will be rolled into one of two (2) AF&R Battalions.

Option 2 - \$ 2,499,305 (Personnel cost only)

In Option 2, a PM/ Engine and PM/Squad are located at Station 1 and a PM/Engine is located at Station 2. A total of 10 firefighters are assigned to the City of Placentia. 1 Captain, 1 Engineer, and 2 Firefighters will be assigned to each unit. Supervision of each unit and station will be rolled into one of two (2) AF&R Battalions.

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