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**CITY OF TEMPE  
REQUEST FOR COUNCIL ACTION****Council Meeting Date: 5/08/2014  
Agenda Item: 5B12**

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**ACTION:** Award a one-year contract to ORH Limited for a comprehensive Fire Station Location Study for the Fire Medical Rescue Department.

**FISCAL IMPACT:** Total cost of this contract will not exceed \$86,000. Sufficient funds have been appropriated in the Fire Protection Capital Improvement Project fund – cost center 5605939 (Fire Facility & Deployment) for the anticipated expenditures in the current fiscal year. This amount includes a 10% contingency.

**RECOMMENDATION:** Award the contract.

**BACKGROUND INFORMATION:** The City of Tempe issued a Request for Proposal (RFP) to establish a contract for a qualified firm to conduct a comprehensive Fire Station Location Study to assess response and workload for the Fire Medical Rescue Department. The objective of the study is to evaluate the City's distribution of fire stations; determine if the locations are adequate; determine if a fire station or stations should be relocated; and develop workload benchmarks for optimal service delivery coverage.

Scope of Work

The City outlined six tasks that will be performed by the Contractor:

1. Analyze historical data from the Tempe Fire Medical Rescue Department's Standard of Cover, Phoenix Fire Department's Regional Dispatch Center and automatic aid agreement, Firehouse Software, Tempe Geographic Information System (GIS), and Electronic Patient Care Reporting (ePCR) databases. The study will also incorporate the impacts of future development to include the General Plan 2040.
2. Review existing and anticipated development activity within the City covered by the Fire Medical Rescue Department response. The analysis will include an evaluation of response data, fire loss, risk, planned development, population density, population trending and demographics, and target hazards.
3. Submit a detailed written and electronic report of findings and recommendations over the next 1-5 years and 5-10 years to include:
  - a. Assessment of current service levels, including response times (dispatch time, turn-out time, and travel time) to geographical areas.
  - b. Identify gaps in service delivery.
  - c. Potential changes in services, to include, but not be limited to the impact of the Affordable Health Care Act.
  - d. Efficient and effective deployment alternatives for fire stations and apparatus to enhance service delivery.The report shall include all data, an explanation of the methodology used, data interpretation, and an outline of findings and recommendations. This report shall incorporate colored maps of responses areas analyzed.
4. Analyze the overall functional and operational viability of all fire stations. Identify optimal locations of new and existing fire stations, to include recommendations for workload triggers for fire station relocations or alternative service delivery options.
5. Develop an infrastructure replacement schedule for all fire stations.
6. Present findings and recommendations to stakeholders at no more than six meetings.

## Evaluation Process

Eight firms responded to the RFP. The proposals were evaluated by a committee comprised of Fire Medical Rescue Department and Procurement staff. The responses were scored using the following criteria:

| <b>Criteria</b>   | <b>Weight</b> |
|---|---------------|
| Cost  | 35%           |
| Qualifications, expertise, and reputation of the firm and key individuals   | 25%           |
| Financial viability of the firm   | 15%           |
| Project understanding and proposed methodology to complete the study to include total hours of involvement and proposed budget timeline | 10%           |
| Completeness of proposal; acceptance of terms and conditions; and reasonableness of any separate contractual agreement, if applicable   | 10%           |
| Customer references and general experience successfully conducting similar studies  | 5%            |

The results of the committee's initial scoring are shown below:

| <b>Firm</b>                                 | <b>Initial Score</b> | <b>Initial Cost</b> |
|---|----------------------|---------------------|
| ORH Ltd.                                    | 760                  | \$78,300            |
| Public Safety Solutions, Inc.               | 640                  | \$79,850            |
| Emergency Services Consulting International | 630                  | \$45,500            |
| MGT Of America, Inc.                        | 620                  | \$61,000            |
| Narva & Associates, Inc.                    | 605                  | \$74,460            |
| Citygate Associates, LLC                    | 505                  | \$61,272            |
| Matrix Consulting Group                     | 470                  | \$110,500           |
| The Buxton Company                          | 100                  | \$35,000            |

The committee determined that ORH's proposal was the most comprehensive and complete of the eight proposals submitted and was significantly more in alignment with the City's scope of services. As evidenced by the scoring, there is a substantial point difference between the ORH Ltd. offer and the remaining competitors. Therefore, it was determined that only ORH Ltd would be invited to the next step of the evaluation process.

## Best and Final Offer

A request for a best and final offer was sent to ORH Ltd. to clarify the firm's availability and project understanding and to ensure the best possible offer was submitted. ORH Ltd. responded with a best and final offer that kept the pricing the same and adequately addressed all of the City's questions. The committee reviewed the firm's initial offer and best and final offer in accordance with the criteria and weights in the RFP.

The final pricing and score is shown below:

| <b>Firm</b> | <b>Final Score</b> | <b>Final Cost</b> |
|-------------|--------------------|-------------------|
| ORH Ltd.    | 760                | \$78,300          |

It is the recommendation of the committee to award a contract to ORH Ltd. Although not the lowest priced proposal, ORH Ltd. clearly understands the scope of work requested by the City to conduct a detailed study of where fire station location will provide the most efficiency for service delivery. ORH Ltd. is partnering with two additional firms, Fire and Rescue Solutions and HDA Architects, to bring together a wealth of experience and expertise to this project. Fire and Rescue Solutions is a consulting firm that will provide expertise on fire policy and will assist in the development of appropriate and achievable recommendations. HDA Architects is a local firm who will provide infrastructure analysis for the City's six fire stations. The GIS software utilized by ORH Ltd. has been proven to be cutting edge technology based on its successful use on similar studies. The timeline for completion of this study is 15 weeks.

**ATTACHMENTS:** Proposal

**STAFF CONTACT(S):** Greg Ruiz, Fire Chief, (480) 858-7212

Department Director: Ken Jones, Finance & Technology Director

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