

CENTRAL COUNTY FIRE DEPARTMENT
Serving the communities of Burlingame, Hillsborough, and Millbrae



Request for Proposals for Fire District Feasibility Study for the Central County Fire Department

Submit Proposal to:

Central County Fire Department
Attn: Jonathan Cox, Deputy Fire Chief
1399 Rollins Road
Burlingame, CA 94010

Email: jcox@ccfd.org
Phone: (650) 558-7603

Due by Email:

Friday November 7, 2025
Time: 5:00 p.m. PST
*Proposals will not be accepted after
this date & time*

Central County Fire Department Request for Proposals Fire District Feasibility Study

Introduction

The Central County Fire Department (CCFD) intends to retain a consultant for services described in the Scope of Services outlined below. The Consultant is expected to provide complete, professional, high-quality services and products; consult with CCFD personnel and others who are involved in the project; and to provide the expertise, guidance, advice and assistance in accomplishing the work.

CCFD is requesting proposals from qualified consultants to conduct a comprehensive feasibility study evaluating the potential transition of the Central County Fire Department to a dependent fire district. The study will provide the participating agencies with a thorough understanding of the operational, legal, financial, and governance implications of a transition to a fire district, including long term sustainability and if such a transition would offer improved financial and operational efficiency, sustainability, and service delivery.

Background

Central County Fire Department (CCFD) was established in April 2004 through a Joint Powers Agreement (JPA) between the City of Burlingame and the Town of Hillsborough with essential support services provided by the two cities. This partnership and JPA structure promote a more efficient administration and effective delivery of services without the additional overhead of a completely independent JPA agency.

CCFD is governed by a Board of Directors ("Board") consisting of two representatives from each city, representing the cities in determining the level of fire, emergency medical, and disaster preparedness services to be provided by the Department. All major decisions by the Board require ratification by the respective City Councils. In December 2014, the Board entered into a contract for services agreement with the City of Millbrae, including suppression, fire prevention, and administrative oversight and support.

CCFD is an all-risk emergency response and community service organization. The Department's core purpose is to make Burlingame, Hillsborough, and Millbrae safe for all citizens to live and work through the protection of life, property, and the environment. It seeks to minimize risk to people, property, and the environment by responding to all fire, medical, rescue, and hazardous materials incidents. Administrative and nonemergency safety services include fire prevention and hazardous materials regulations, emergency medical services system management, and emergency preparedness and training. CCFD's personnel (103 FTEs) serve the communities with six engine companies and one truck company, strategically located in seven fire stations, and administrative offices that include fire prevention, public education, training, and emergency preparedness. The total service area is 15.51 square miles with a population of 66,045. The value of property protected is in excess of \$16 billion. Legal counsel and accounting services are contracted out to further streamline costs. The City of Burlingame, Town of Hillsborough and City of Millbrae are located in San Mateo County on the western shore of the San Francisco Bay approximately 10 miles south of the City of San Francisco and 30 miles north of San Jose.

Please visit <https://ccfd.org/> to find out more about CCFD.

General RFP Information

CCFD's designated team will evaluate the proposals. During the review process, CCFD reserves the right to clarify information and allow for corrections or errors or omissions. All proposals are due no later than 5:00 p.m. PST on CCFD will not be responsible for proposals that are delinquent, lost, incorrectly sent to an email address other than those given herein, or for any technical issues outside of CCFD's control.

Proposals should be submitted by email to Deputy Fire Chief Jonathan Cox at jcox@ccfd.org. The cost proposal portion of the submittal must be emailed as a separate attachment from the main proposal or sent as a separate email. Files should be in PDF format and no larger than 25 megabytes.

RFP Questions

Please submit questions by email to jcox@ccfd.org by Friday September 19, 2025

Contact information for questions:

Jonathan Cox
Tel No. 650-558-7603
Email: jcox@ccfd.org

Answers will be shared with all known proposers.

Timeline

Central County Fire Department reserves the right to make changes to the schedule below, but plans for the RFP process are as follows:

RFP Issued	Monday September 8, 2025
Questions Due	Friday September 19, 2025
Answers to Questions Provided	Friday September 26, 2025
Proposals Due	Friday November 7, 2025
Consultant Selected	Friday November 21, 2025
Presentation to Fire Board	Wednesday December 10, 2025
Contract Executed	Friday December 12, 2025

Services Required

A. Scope of Work

- i. Conduct Data Review
 - a. Analyze budgets, staffing, response times, service delivery models, mutual aid agreements, and current JPA contract terms.
- ii. Compare Governance Models – CCFD would like consultant to evaluate various models as outlined below.
 - a. **Revised JPA with Millbrae as member** - Review existing JPA structure and provide a proposed JPA structure, including financial analysis, with Millbrae as a participating agency/member of the JPA.

- b. **Existing Model but with revised cost-sharing formula** - Provide revised JPA cost-sharing formula based on level of service provided to each entity (Burlingame/Hillsborough only, retain contract to Millbrae)
 - c. **District Formation** - Evaluate pros and cons of remaining a JPA versus forming a dependent fire district. Include options for forming a district with the existing three cities (Burlingame, Hillsborough, and Millbrae) and options for including surrounding unincorporated areas.
 - d. Review California legal and LAFCO requirements for district formation.
- iii. Perform Financial Analysis
 - a. Project operational and administrative costs under each model.
 - b. Examine possible funding sources and tax base implications.
- iv. Assess Stakeholder Impact
 - a. Identify how changes would affect personnel, labor agreements, community members, and each participating agency.
- v. Public and Stakeholder Engagement
 - a. Facilitate stakeholder meetings or public input sessions (2-3 sessions)
 - b. Present findings to governing bodies of each participating agency.
- vi. Deliverables
 - a. Draft report and executive summary
 - b. Final feasibility study report due by April 1, 2026
 - c. Presentation to councils and/or public (up to 4 presentations)

B. Proposal Requirements

The proposal should be prepared to include the following information:

- i. **Transmittal Letter.** A letter signed by an authorized representative clearly stating the firm's understanding of the work to be performed and its capabilities to meet CCFD's objectives. Mention recent certifications, recognitions or awards the firm has received.
- ii. **Qualifications and Experience.** Describe the qualifications of the firm, focusing particularly on experience in completing similar engagements for public agencies of similar scale and objectives. A minimum of three specific examples is preferred.
- iii. **Schedule.** Describe your plan/schedule for completing the work.
- iv. **Team Members.** Provide a professionally oriented bios of the team members to be assigned to this project. The bios should highlight experience most relevant to this engagement.
- v. **Proposed Methodology and Work Plan.** Describe the general approach if your firm is selected for this engagement, including key tasks, deliverables, anticipated level of effort and timelines consistent with the Scope of Work.
- vi. **References.** Provide three (3) comparable references, including name and contact information.
- vii. **Example Report.** Provide an example report from a similar engagement.
- viii. **Cost Proposal (submit as a separate email or attachment)** - A separate cost proposal shall include an estimate of hours and costs to complete the services as

described in this Request for Proposal. The estimate should be an itemized staffing breakdown in spreadsheet form, indicating personnel classification, hours and costs for each Consultant team member for each work task, and indicating the hourly rate for each personnel category used.

Evaluation of Proposals

Proposals will be evaluated using the criteria outlined in this document. Contract award is based on price and a combination of factors that are in the best interest of CCFD. CCFD reserves the right to make investigations, as it deems necessary to determine the ability of the proposer to provide the services meeting a satisfactory level of performance in accordance with CCFD's requirements. The adequacy, depth, and clarity of the written proposal will influence the evaluation. CCFD reserves the right to reject any and all proposals for any reason deemed appropriate by CCFD.

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

Criteria	Weight
Qualifications and Experience	30%
Understanding of the Project / Approach	30%
Cost Proposal / Value	20%
References	10%
Familiarity with CA Fire District Formation	10%

Services to be Provided by the Central County Fire Department (CCFD)

Deputy Fire Chief Jonathan Cox will be the RFP Manager for this study. Consultants should expect to work with other members of the Executive Team including City Managers for Burlingame, Hillsborough, and Millbrae, Fire Chief Dave Pucci, Finance Director Jan Cooke, General Counsel Jean Savaree, Administrative Services Manager, Rubina Ellam, and members of the Command Staff.

The services to be provided by CCFD include, but are not necessarily limited to the following:

1. Furnish all reasonably available information deemed necessary to complete the scope of work.
2. Provide staff support and assistance as required.

Submission Instructions

1. Five (5) printed copies of the Proposal must be received by 12:00 noon on Friday November 7, 2025.
2. One (1) electronic copy (PDF) of the Proposal must be sent to Deputy Fire Chief Jonathan Cox by 12:00 noon on Friday November 7, 2025.
Subject Line: "Proposal – Fire District Feasibility Study – CCFD"

Late submissions will not be considered.

Other Terms

The selected consultant must comply with all relevant CCFD requirements, such as providing proof of insurance for at least the minimum required amounts and executing CCFD's professional services agreement (PSA). No exceptions to the PSA will be accommodated.
(PSA- Attachment 1)

CCFD and its member agencies reserve the right to reject any or all proposals, cancel this RFP at any time, or waive minor irregularities.

All materials submitted become public record.