



REQUEST FOR PROPOSALS (RFP) FOR
COST OF SERVICES USER FEE STUDY

Proposal Issue Date: May 28, 2026
Proposal Due Date: June 29, 2026, 5 PM (PST)

NORTH COUNTY FIRE PROTECTION DISTRICT
330 S MAIN AVE, FALLBROOK, CA 92028

Introduction and Purpose of the RFP

North County Fire Protection District (District) is requesting proposals for consulting services to conduct a Cost of Services User Fee Study, in accordance with CA Health & Safety Code § 13916 (2020). The purpose of a Cost of Services User Fee Study is to accurately, fairly, and reasonably determine the full cost for the District to provide services to the individuals and businesses in the community, such as plan check, inspection, permitting, public safety, ambulance services, and other regulatory or Fire Prevention related services.

The District wants assistance in reviewing the Fire District Fees, analyzing current fees assessed, determining the correct market rate for each fee, establishing the market fee, and providing a market analysis of the total fees related to fire district fire prevention activities. The consultant should make recommendations for adjustments to fees that may be needed. All prospective consultants will have the full opportunity to submit statements of qualifications in response to this request. This Request for Proposals (RFP) is an invitation by the District for consultants to submit an offer. Submittal of a proposal should not create any expectations for a contract with the District.

Background on the District

North County Fire Protection District is a special district providing general fire prevention, fire suppression, emergency medical, and emergency response services. The District currently has five fire stations, all of which are staffed with fulltime, paid personnel and Single Role Paramedics and EMTs that serve approximately 55,000 residents. The District's primary service area is almost 90 square miles and includes the communities of Fallbrook, Bonsall, and Rainbow.

Scope of Work

The District is requesting proposals from qualified professionals experienced in conducting Cost of Services User Fee studies for a contract. Consultant must provide a not-to-exceed cost. The District expects ongoing communications between the Consultant, and the Fire District's designated staff. All recommendations must comply with state and federal laws and will result in a recommended comprehensive updated Cost of Services User Fee Schedule for North County Fire Protection District. The recommended fees will recover the entire cost of providing the service and may not exceed the estimated reasonable cost of providing the service or regulatory act for which the fee is charged.

The successful respondent shall provide, but is not limited to, the following services:

1. Update the District's fee schedule consistent with all costs to provide service.
2. Work with District staff to gather and analyze all costs associated with providing service.
3. Give recommendations for any new fees for relevant services provided by the District.
4. Give recommendations and adjustments of District fees, if needed.
5. Provide any additional feedback regarding the District's current fee schedule and how it may be updated or improved.
6. Present the final findings to the District's Board of Directors.
7. Prepare a report with written recommendations, which will include discussion of methods, techniques, and data used to develop the updated Fee Schedule.

Format and Contents of the Submission

Submissions should be in a PDF format and include the following information:

1. Agents and Address

- a. Name, mailing address, email address, and telephone number of the Consultant.
- b. Description of the Consultant (corporation, partnership, other relevant descriptions) and year established.
- c. Name(s), title(s), and business address of the person(s) responsible for submitting the proposal.
- d. Identification by name of all key personnel working on the project, their experience, education, and the specific role everyone will fill.
- e. Description of the experience the Consultant has in conducting similar studies, please note any relevant work for other governmental entities.
- f. Listing of any subcontractors, if any, and the scope of work they will perform.
- g. A written description of the scope of involvement with District staff.

2. Statement of Methods and Procedures

- a. Provide a statement describing the Scope of Work for the project.
- b. Provide a narrative proposal on what approach and techniques the Consultant will use in identifying and evaluating the Scope of Work.

3. Work Schedule

- a. Provide an estimate of time to complete the project and a proposed timeline of work tasks, with the date of completion of the project. The District is requesting completion of the project within 90 days.

4. Fees

- a. Provide a breakdown of the Consultant's rates and charges for services, by phase and for total project, and a proposed invoice schedule. The fees should not exceed the amount for the work described under Scope of Work.

5. References

- a. Provide at least three references, including individual contact name, name of the organization, email address and telephone number from other municipalities or government agencies where similar work was performed.

Timetable for Submission

For consideration to be given to any proposal submitted for this RFP, Consultant must submit proposal via email only to: Lrocha@NCFire.org with "Fire District Fee Study-RFP" in the subject line of email, on or before June 29, 2026 by 5:00 pm (PST). Late responses will not be accepted, and faxed responses will not be considered.

Proposed Timeline

1. Issue RFP May 28, 2026
2. RFP Inquiries Due by June 11, 2026
3. Proposals Due June 29, 2026
4. Review of Proposals July 6, 2026
5. Check References July 8, 2026
6. Notify Selected Finalist July 13, 2026
7. Award and Sign Contract July 27, 2026
8. Consultant Submits Findings and Recommendations by October 27, 2026

Evaluation Criteria

All proposals will be reviewed by the Fire Chief, his designee and/or, Fire District Staff. Those deemed unresponsive will be removed from consideration and notified. Proposals will be assessed using the following criteria in its evaluation and comparison of submitted proposals. The criteria listed are not necessarily an all-inclusive list. The order in which they appear is not intended to indicate their relative importance.

1. Responder's compliance with specifications as outlined in the RFP.
2. Experience, training, and credentials.
3. Demonstration of the Consultant's ability to complete all requirements as specified in the Scope of Work, including what methods will be employed.
4. The Consultant's experience and performance in comparable studies.
5. Qualifications of project staff, which includes internal staff and staff that may be involved in duties being outsourced.
6. Recent references from similar clients.
7. Cost of Services.
8. Proposed project timeline & completion.

The District shall have absolute discretion in determining the applicability and weight or relative weight of some or all the criteria listed above.

Right to Reject Proposals:

The District reserves the right to reject any or all proposals. Any award made for this engagement will be made to the responder who, in the opinion of the District, is best qualified to conduct the study. The selection of the proposal will be made at the sole discretion of the District.

District Contact

For questions regarding the RFP, the Fire District Fee study or specifications, please contact Lorena Rocha at: LRocha@NCFire.org or (760)723-2052.

Public Records and Use of Submissions

All information included in this RFP and submissions received in response to this RFP are subject to disclosure pursuant to the California Public Records Act. All submissions become District property and will not be returned. The District reserves the right to retain all proposals, as well as any reports, data, or other material prepared or assembled by proposer and submitted to District in response to this RFP, and to use any idea in any proposal regardless of whether that proposal is selected, or to release the proposal in response to a Public Records Act request without notice to the proposer.

Failure to Execute the Agreement

If the Consultant to whom the award is made fails to enter into the Professional Services Agreement prepared by the District within twenty (20) days after award, the award will be annulled, and an award may be made to the next proposer who will fulfill every stipulation as if it were the party to whom the first award was made in the District's discretion.

Reservation of Rights

The District reserves the right to:

1. Accept or reject any proposals received in response to this RFP, and to readvertise for new submittals.
2. Waive or modify any irregularities in proposals received after prior notification to the Consultants.
3. Request the submission of proposal modifications at any time before the award is made, if such is in the best interest of the District.
4. Consider proposals or changes received at any time before the distinction is made, if such is in the best interest of the District.
5. Request clarification and additional information from the Consultant during the evaluation process.
6. Negotiate with the selected Consultant to include further services not identified in this RFP.
7. The District shall not be responsible for any costs incurred by the Consultant in preparing, submitting, or presenting its response to this RFP.

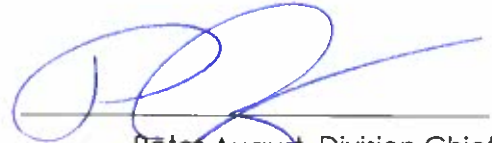
Confidentiality

All information included in this RFP is subject to disclosure according to the California Public Records Act contained in California Government Code §§ 7920.000 – 7931.000. If you provide trade secrets, production records, appraisals, bids, or proprietary information please mark clearly that such information is confidential business information.

Disclaimer

THIS IS A REQUEST FOR PROPOSALS (RFP) ONLY. It is intended to identify potential independent contractors who can conduct and provide a cost of services user fee study for North County Fire Protection District. The information provided in this RFP is subject to change and is not binding on the District. The District has not made a commitment to procure any of the items discussed, and release of this RFP should not be construed as such a commitment or as authorization to incur cost for which reimbursement would be required or sought. All submissions become District property and will not be returned.

May 28, 2026



Peter August, Division Chief
North County Fire Protection District