

# ALTIVŪ

MANAGEMENT / PR / MARKETING

## COVER LETTER

SECTION VI:A /RFP REQUIREMENTS

**KENSINGTON FIRE PROTECTION DISTRICT**

RFP 2021-01 EP COORDINATOR

SUBMISSION DATE: 5.20.2021

APPLICANT: ALTIVU / J.VALENZUELA

With a background in entertainment and media, marketing, project management, public relations, public information, and the fire service, I have built a unique skill set that efficiently transforms abstract ideas and information into effective campaigns and experiential events.

These skills are especially relevant for campaigns and events suited for emergency preparedness. I am accustomed to working through dynamic and challenging organizational cultures given the urgency and level of investment placed by stakeholders and clients.

ALTIVU is a Marketing, PR, and Management agency built from the inspiration and practices learned from working with the World's leading brands. I spent my formative professional years working for Hollywood's top talent agency. At Creative Artists Agency, I worked my way up from Switchboard Operator to being the Assistant to the Head of Television Talent. I moved on to joining Louis Vuitton Moet Hennessy, in luxury wine and spirits, which manages a portfolio for; Moet & Chandon, Dom Perignon, Veuve Clicquot, Hennessy and others. In my experience, the path to successful emergency preparedness is built with the fundamentals of Marketing and Management used in any campaign. Instead of managing a business of actors and writers, we are managing the human element in an emergency situation. Instead of a tangible product, our product is customer service (patient care), information, and training.

It is by chance that I found a passion in the Fire Service, specifically being an asset to the community for receiving critical life saving information. It is without a doubt, that you will see the passion and dedication ingrained in the work that I've done for the Mosquito community. It would be an honor to provide the same service for the residents of Kensington.

ALTIVU will perform an exploratory examination to identify the most relevant approach for the Kensington Fire Protection District. The following topics will serve as the foundation for both, familiarizing with the community's needs and developing the voice for district communications.

#### **Leadership:**

Establish rapport and familiarize with the district leadership. Gain an understanding with the array of diversity and identify common ground among individuals. Through this phase, knowledge transfer and relationship building takes place to increase efficacy as tasks and deliverables are completed.

#### **Risks:**

Identify the environmental and organizational risks that impact the district and the community. Conduct a risk analysis and rank the risks based on priority in coordination with the Emergency Preparedness Committee and the General Manager. The risk analysis will provide the framework for the priority in the scope of work.

#### **Resources and Tools:**

Identify which district resources, tools, and equipment is available for use to carry out tasks. (For example: office space office equipment, apparatus for video and photo content, personnel for interviews, documents, media, etc.)

#### **District History**

Identify the major local incidents which impacted the district and the community. Events such as; Oakland Hills Fire, Loma Prieta Earthquake, or any refinery incidents that may have had an impact on the community. Identify how these events have shaped the leadership and general state of district affairs.

**Goals**

Identify the districts goals for achieving its objective for the Kensington community. Align the goals with district challenges to navigate toward progress with consensus. Constantly be mindful of opportunities for communication and transparency with the community. Pursue value-added initiatives to provide justification for assessment increases to support the district's goals and objectives.

**Challenges**

Identify the challenges that face the district in pursuing its goals and objectives. Establish areas of process improvements or communication refinement to better serve the community.

**Community**

Become acquainted with active community members and familiarize with their perspective and knowledge. Obtain feedback from the greater population to stay aligned with the greater changing community. Provide this feedback to the fire district leadership to better guide their strategic approach for community-based initiatives.

**Values**

Identify a list of core values shared by the community and the fire district. Establish a program that aligns on the discovery of the above to be relevant with the needs of the fire district and the values of the ultimate stakeholders, the community members of Kensington Fire Protection District.

With this introduction and overview, you will find value in a methodology and approach that says “ Let’s hit the ground running!”. Every step taken in this process allows for increased awareness with the highest level of preparedness to achieve a successful outcome.

Thank you for your consideration.

Johnny Valenzuela  
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Brentwood CA 94513

# JOHNNY VALENZUELA

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## SKILLS

- Digital Marketing
- Drone Videography
- Event Planning
- Graphic Design
- Google Suite
- Information Technology
- Language; French, Spanish, Russian
- Meeting Planning and Management
- Merchandizing and Branding
- Photography
- Print and Digital Design
- Project Management
- Remote Conferencing; Webex/Zoom
- 5 years Remote Work Experience
- Social Media
- Adobe Creative Cloud Suite
- Illustrator
- InDesign
- Microsoft Suite
- Excel
- PowerPoint
- Word
- Video Editing

## CERTIFICATIONS

- ICS-100
- ICS-200
- ICS-700
- L-180 Human Factors in Wildland Fire
- NIMS ICS All-Hazards Safety Officer
- S-130 Wildland
- S-190 Introduction to Fire Behavior
- S-212 Wildland Fire Chainsaws

## ACADEMIC EXPERIENCE

### SAN DIEGO STATE UNIVERSITY

B.A. INTERNATIONAL BUSINESS MANAGEMENT/RUSSIAN LANGUAGE

### MOSCOW UNIVERSITY, RUSSIA

WORLD POLITICS/ INTERNATIONAL RELATIONS

### UNIVERSITY OF CALIFORNIA LOS ANGELES

PROJECT MANAGEMENT CERTIFICATION

### DIVIDE FIRE ACADEMY

STRUCTURAL AND WILDLAND FIREFIGHTING

## PROFESSIONAL EXPERIENCE

### JONES LANG LASALLE ASSOCIATE PROJECT MANAGER

Serving in the financial services industry on the Bank of America client account, I audit and approve project invoices which total on average \$60 million dollars per year.

### MOSQUITO FIRE PROTECTION DISTRICT PUBLIC INFORMATION OFFICER

Provided critical information, educational resources to the residents of the Mosquito Fire Protection District. Established social media accounts and a public persona of the district to convey an authoritative voice of the Mosquito Fire Department.

### MOET HENNESSY USA MARKETING COORDINATOR

Provided marketing and sales data analysis support for the National Accounts Sales team on portfolio of luxury wine and spirits; Dom Perignon, Moet & Chandon, Veuve Clicquot.

### CREATIVE ARTISTS AGENCY ASSISTANT

Provided administrative support to the Head of Television Steven Lafferty, and Head of Branded Entertainment David Freeman. Represented a wide range of top entertainment media and sports clients.

### AVALON COMEDIC TALENT MANAGEMENT INTERN

Provided administrative support for talent managers, production assistant on set for production of Special Delivery for Myspace TV/Fox 20th Century. Attended to talent Adam Devine, Anders Holm, and Blake Andersen- stars and creators of "Workaholics".

### AMEDIA PRODUCTION STUDIO LEGAL INTERN

Provided administrative support for the studio's Legal Department and General Counsel Viktor Khveseniya. Proofread bi-lingual contracts (Russian/British English).

## VOLUNTEER EXPERIENCE

### MOSQUITO FIREFIGHTERS ASSOCIATION SECRETARY

Conceptualized, planned, executed community events for the public benefit and raised funds to further promote the mission of the organization.

### MOSQUITO VOLUNTEER FIRE ASSOCIATION DIRECTOR

Instituted the HipCamp platform as a modernization initiative to increase property Awareness to a larger target market group.

# ALTIVŪ

MANAGEMENT / PR / MARKETING

## QUALIFICATIONS

SECTION VI:B /RFP REQUIREMENTS

**KENSINGTON FIRE PROTECTION DISTRICT**

RFP 2021-01 EP COORDINATOR

SUBMISSION DATE: 5.20.2021

APPLICANT: ALTIVU / J.VALENZUELA

Speaking specifically to my experience in the fire service, I started as a volunteer firefighter and quickly promoted to Public Information Officer when my skills and experience became apparent.

At this time, in 2018, the community did not have a modern social media platform for receiving instant communications from the Mosquito Fire Protect District. Much of the information that was shared came from outside the community which was delayed or inconsistent. In 2018 I was promoted to the role of Public Information Officer and established the Facebook Page and Nextdoor Agency account for the Mosquito Fire Protection District. I built the website for the Mosquito Firefighters Association ([mosquitofire.com](http://mosquitofire.com)), and an interim website for the MFPD which included migration of all archived files during a website overhaul initiative.

I provided monthly article submissions to the local newsletter "Mosquito Byte" which has a print distribution and an online presence. The distribution of the newsletter is estimated to be only 112 homes which is 17% of the target market. Through the development of implementing this new Public Information Officer Role, I tracked analytics and engagement to help guide how to increase registrants to the district platform. There were challenges such as; individuals that refused to use social media, individuals that refused to use specific platforms on social media, connectivity issues at home related to lack of internet signal, and residents that did not own a smartphone yet had wired home phones. I launched a campaign to have elderly residents that did not engage on social media to have their out-of-district children/grandchildren follow the district communications. This allowed someone connected to the household to be aware of any incidents that may impact the community, and allow for some level of notification.

I built relationships across the county with key personnel with different agencies and county departments. By making myself available to collaborate with content on their channels the Mosquito Fire Protection District began to gain greater visibility in the county.

The Mosquito Fire Protection District was relatively unknown across the broader county. Unbeknownst to me, I was embarking on an incidental rebranding effort by putting my own imprint via the Mosquito Fire Protection District's new Social media presence. Information that was relevant to the greater county was disseminated through multiple emergency information groups which boosted the views and relevant algorithms for content. The information began to be a source of pride for the community members which increased their confidence in their fire agency. This put them at ease knowing the information would be timely, relevant and reliable. This also helped increase the awareness of the district to attract talent for staffing roles at the department.

I worked directly with our equivalent of CERT coordinators. The MFPD Support Group was our on-scene community volunteer resource that assisted with road closures, communications, airport coordination for medical flights, and more. There were many opportunities to improve functional capabilities by having after incident reviews with all response personnel discussing areas of improvement and recognizing positive performance. This coordination between first responders and community volunteers is critical for special districts and the inclusivity of having all considerations of district nuances being brought to the table in preparation of an emergency plan. The Support Group maintains a list of residents with limited mobility or other special circumstances that should be considered during an incident. The latest initiative is developing a plan to have transportation resources for large animals to be evacuated.

The Mosquito community is challenged with poor internet connectivity, due to its remote location. Communication on cell signals is also a challenge. These pose their own problems in emergency situations and requires having to host timely and consistent public workshops and town hall meetings. I have organized meetings and campaigns centered around; vegetation management, burn permit renewals, house hardening tips, evacuation preparedness, chipping programs for seniors, assistance for disabled veterans, initiatives for engaging volunteers to assist with elderly neighbors, projects involving local organizations to promote responsible property management practices, developing campaigns ahead of the dry season to discourage procrastination, and communications that provide burn day status information to ensure vegetation abatement is being done in safe conditions.

I promoted mobile phone apps and resources that help residents stay informed of weather and incident conditions., The CalFire app, which provides information about defensible space standards and best practices was one example of such recommendations. There were separate occasions when I sat one-on-one with individuals that needed help with their smartphones to receive alerts and notifications from the Mosquito Fire Protection District, or download any of the recommended apps.

In support of the efforts undertaken by the Mosquito Fire Safe Council , I campaigned frequently for reporting to be done by home owners to capture in-kind defensible space work to secure grants for shaded fuel breaks along egress routes for community evacuations. I contributed to writing the marketing plan and budget for the SAFER Grant awarded to the Mosquito Fire Protection District for Recruitment & Retention of personnel. When the Recruitment & Retention grant was awarded I created a program framework called CODE-3, which helps integrate a cross-organizational (community-wide) approach to help the fire district and all other organizations achieve the goal of cooperation and safety by aligning all efforts for a common objective.

I was invited to be a board member of two community based nonprofits, where I developed many community-focused campaigns, and fundraisers centered around the needs of the Fire Protection District. This particular special district required many cross-organizational and interagency meetings for education, emergency preparedness initiatives, and strategic planning. As a result through our collective efforts, the Mosquito Fire Protection District was named an NFPA Fire Wise designation in 2020.

The experience of living and working in a community like Mosquito frames a perspective around safety and proactive planning. There is essentially two roads into the community of 3500 residents with heavy fuel loads in terrain with the highest fire-risk rating. This places emphasis on year-round initiatives and educational campaigns to maintain the community's level of defensible productivity.

The contributions I made to the Mosquito community allowed my past experiences to serve in a productive and relevant way for their needs. I used a broad range of skills from; presentation building, social media, event planning, public speaking, technology trouble shooting, requesting RFPs, graphic design, foreign language skills, virtual meeting hosting, photography, drone videography, marketing, project management, human resource management, technical writing, public information and communication, and more.

I have detailed additional certifications, experiences in my attached resume as well as my body of work in the Portfolio: Prior Examples.



PROJECT APPROACH  
SECTION VI:C /RFP REQUIREMENTS

**KENSINGTON FIRE PROTECTION DISTRICT**  
RFP 2021-01 EP COORDINATOR  
SUBMISSION DATE: 5.20.2021  
APPLICANT: ALTIVU / J.VALENZUELA

A site survey was conducted by ALTIVU on Kensington Fire Protection District. A densely populated residential neighborhood with few commercial properties that rests on the edge of the Wildland-Urban Interface atop the ridge overlooking the East SF Bay. Small narrow streets with “No Parking” signs on one side of the street provides little room to navigate large apparatus in a response and poses a risk for evacuations. Moeser Lane can act as a primary evacuation route for a high volume of traffic fed from Arlington Avenue which cuts through the entire upper district adjacent to Tilden Nature Area. This area has the most concern during Diablo Wind events .

By reviewing Kensington Fire Protection District Board meeting recordings/minutes, it is understood that KFPD and its residents place emphasis on the following issues:

**1. Emergency response and evacuation concerns related to egress;**

- a. Obstacles in path-of-travel due to narrow streets.

**RECOMMENDATION:**

- Continue the KFPD Parking Flyer Campaign.
- Redesign the flyer to be more ink-efficient (optimize for black/white print).
- Produce a mini-PSA campaign video that is geo-targeted to district residents on social media.
- Create signage in zones that are impacted by narrow streets to supplement the “No Parking Signs” which hi-lights the need for space for emergency response vehicles.
- Produce a campaign for households in impacted zones with expanded details about the width of response vehicle and required clearance, include photo examples and helpful information to improve community cooperation and education.

- b. Traffic congestion and uncoordinated response during an incident.

**RECOMMENDATION:**

- Create an e-mail or SMS distribution list based on resident streets or zones for evacuation orders to improve communication to better manage the flow of traffic.
- Run a campaign that details the possible scenarios in an evacuation, detailing the risk of not following an orderly plan, and the benefits of working in coordination with an overall safety and evacuation plan.
- Assign designated safety zones outside of the district to reduce congestion and increase efficiency in evacuation,
- Identify possible evacuation routes with clearly understood permanent signage to increase familiarity.
- Identify which roads can be used for inbound responders only, and which roads can be used only for evacuees.
- Run simulations based on historical and expected conditions to create worst-case scenarios for the Emergency Preparedness Committee to build plans.
- Conduct a series of Town Halls and invite local partnering emergency response agencies to discuss their objectives during an incident specific to Kensington Fire Protection District.

## **2. Wildfire preparedness; defensible space and home hardening.**

### RECOMMENDATION:

- Provide workshops on home hardening and clinics for defensible space and vegetation management. Invite vendors to showcase new materials, tools, and best practices to safely carry out home based work.
- Invite guest speakers (landscape architects, botanists) to conduct masterclasses on xeriscaping which reduces maintenance, improves water efficiency, and decreases fire risk.
- Implement programs to improve defensible space for; veterans, elderly, differently-abled persons.
- Increase volunteer efforts by collaborating with local organizations, and implementing volunteer programs through the district to accomplish defensible space goals.
- Identify the most vulnerable and in-need during an emergency and dedicate a task-force to maintain relationships with these households and understand their unique needs. Provide a series of articles that relate to specific dangers for immunocompromised individuals and how they can prepare, with a request to contact for “more information” in a district communication.

## **3. Access to community and public safety information.**

### RECOMMENDATION:

- Provide consistent information to the community to increase engagement and build trust with the audience by delivering reliable and relevant information.
- Develop content for social media platforms to reach and engage the residents with rich video and photo content.
- Collaborate with local faith-based communities, businesses, and other institutions to coordinate communications to their visitors and aide with registering for apps and other initiatives.

ALTIVU will take a community-based approach to leverage a network of community institutions and their interactions with residents. Improving the network of communication across the community’s institutions and to residents improves the performance for proactive initiatives and during an incident response.

This approach was best illustrated during the COVID-19 response. All institutions, businesses and agencies had a coordinated, consistent, and simple message to establish a safety protocol for everyone to practice.

Through increasing awareness and encouraging proactivity, this program has the ability to offset crippling fear and positively manage the human element during an incident. Community members should take a year-round approach to life in fire-prone areas. It is commonly said in sports, “There is no off season”, and this approach should also apply to special districts concerned about the threat of wildfire.

## SCOPE OF SERVICES

EDUCATION & COMMUNICATION						
DELIVERABLE	CAMPAIGN	PRODUCT	TASK	SUBTASKS	KFPD INVOLVEMENT	
<b>PUBLIC WORKSHOPS</b>	<b>Topic 1</b>	<b>House Hardening Vegetation Management</b>				
		Full schedule of content for the duration of contract, and topics for content development.	Present Topics for Development	Obtain buy-in and approval on topics from General Manager and Emergency Preparedness Committee on full slate of year's topics.		
		Establish archive for content and media to be used by KFPD for future use.	Content Development: Data and Key Concepts	Source relevant data and information related to the topic, provide key concepts for audience that are easily applicable in the household.		
		Images, videos, diagrams, infographics. Either stock or produced specifically for KFPD.	Content Development: visual illustrations and diagrams	Source multi-media, images, diagrams that help illustrate key concepts to accommodate different learning styles.		
		Meeting Presentation Stylized Deck and Templates	Content Development: Presentation Deck	Develop stylized templates for presentation, publication, social media platforms, etc.		
		Final Stylized Deck and Templates	Content Review Meetings	Engage KFPD Emergency Preparedness Committee for peer review of proposed content.		
		Supplemental materials for attendees	Printed Material Development	Select key concepts from overall content to be designated for printed material resources for workshop attendees. Determine style of material and quantity (one-pager 8.5x11, pamphlet, trifold, packet, PDF electronic version, etc.		
		Public Workshop presentation content, and materials, scheduled workshop approved by KFPD Board.	Workshop Planning Meetings	Schedule Workshop through KFPD to align with meeting space/ platform and availability. Present proposed materials and presentation prior to printing and announcement to community.		
Workshop attendees, social media engagement, community institutions/organization relationship development	Develop Marketing/Promotion Plan	Inform community members via social media, signage, publications, and develop new communication touch points through faith-based groups and other institutions.				
	<b>Topic 2</b>	<b>Evacuation &amp; Emergency Preparedness</b>				
		Content Development	Develop Content based on agreed topics from Committee.			
		Content Review Meetings	Follow up meeting with Emergency Preparedness Committee to review progress and obtain feedback on what has been developed to date. Discuss any scope changes.			
		Printed Material Development	Develop printed material on current campaign with QR code / website that leads to online document of previous topic on KFPD website.			
		Workshop Planning Meetings	Develop process improvements, scope changes if needed, and discuss feedback of prior and current campaign.			
		Develop Marketing/Promotion Plan	Expand community reach through social media, signage, publications, and continue developing community touchpoint through organizations and institutions in Kensington.			
	<b>Topic 3</b>	<b>Household Emergency Planning &amp; Getting Critical Information</b>				
		Develop Content	Maintain a cycle of continuous improvement based on the above previous campaigns.			
		Content Review Meetings				
		Printed Material Development				
		Workshop Planning Meetings				
		Develop Marketing/Promotion Plan				
<b>TARGETED PUBLICATIONS</b>	<b>Topic 1</b>	<b>Personal Safety While House Hardening</b>				
		Content Development	Select hi-lights from Public Workshop Topic 1 to incorporate into a publication regarding staying safe at home, wearing PPE, using proper tools for the job, etc.			
		Call To Action	Provide information for the next scheduled Public Workshop and the option to obtain additional information by subscribing to a newsletter, attending a virtual meeting or volunteering.			
			Channel Distribution	Identify best methods for mass communication with the least cost. Develop and strengthen working relationship with community organizations. Tie in with social media partners in the community to share relevant information. Identify other newsletters that are distributed in the community and provide content to editors.		
		<b>Topic 2</b>	<b>Evacuation &amp; Emergency Preparedness</b>			
			Content Development	Select hi-lights from Public Workshop Topic 2 to incorporate into a publication regarding evacuation and emergency preparedness.		
			Call To Action	Provide reference to the previous campaign, promote the upcoming Workshop Topic, develop an e-mail address for community members to request additional information or register as volunteers.		
			Channel Distribution	Continue developing community relationships to expand and improve channel distribution.		
		<b>Topic 3</b>	<b>Household Emergency Planning &amp; Getting Information You Need</b>			
Content Development			Maintain a cycle of continuous improvement based on the above previous campaigns.			
Call To Action						
Channel Distribution						
<b>OUTLOOK PUBLICATIONS</b>	<b>Article 1</b>	<b>House Hardening Materials &amp; Retrofitting: Home &amp; Garden</b>				
		Content Development				
		Call To Action				
			Channel Distribution			
		<b>Article 2</b>	<b>Evacuation &amp; Emergency Preparedness</b>			
			Content Development			
Call To Action						

EDUCATION & COMMUNICATION						
designated space provides consistency and reliability of information to the audience in contrast to ad hoc articles about the fire district that seem to be peppered throughout the outlook publications and sometimes make the front page.			Channel Distribution			KFPD involvement.
	Article 3		Household Emergency Planning & Getting Information You Need			
			Content Development			LOW: program fully implemented without increased KFPD involvement.
			Call To Action			
			Channel Distribution			
Supplemental Information			Share supplemental information that improves emergency preparedness and incident awareness for community.	Provide suggested apps, interesting articles, posts from other agencies, news stories, technology that improve emergency preparedness, etc.		LOW
Communication Plan			Implement a consolidated social media strategy for the KFPD.	Continue use of NextDoor for Public Agencies in conjunction with other platforms to reach community members and grow a local audience to have direct contact with residents. Propose establishing a branded Kensington Fire Protection District Facebook Page that can share posts from El Cerrito Kensington Fire Department and El/Cerrito Kensington CERT account.		MED
Website Resources			Build a library of content and resources for community members on the district website. Use the website as a platform to educate, and engage community members on and off-line.	Develop a landing page on the <a href="http://www.kensingtonfire.org">www.kensingtonfire.org</a> site to host and highlight archived content, increase volunteer and community engagement. Use social media and other publication streams to make this resource known, publish "things you can learn about or discover" about the KFPD.		MED: Requires KFPD Access to Website platform
Community Warning Notification Registration			Develop a consistent campaign to encourage registration for Nixle and other notifications.			LOW
			Explore opportunities to have volunteers conduct registration events throughout the community hosted by different organizations			HIGH: KFPD Volunteers

## SCOPE OF SERVICES

DELIVERABLE	AGENCY COORDINATION		KFPD INVOLVEMENT
	CATEGORY	SUBTASKS	
KPD/KFPD Objectives	Emergency Preparedness Committee	Attend regularly scheduled EPC meetings, exchange input, act on initiatives with consensus.	MED: requires coordination of Committee, General Manager and EP Coordinator.
	Evacuation Drills	Prepare communication templates for imminent evacuations, voluntary evacuations, red flag warnings, and other advisories. Develop a process of communication between CERT Volunteers, Incident Command, and associated Public Information Officers.	HIGH: Requires coordination of command staff, volunteers, CERT, and General Manager-communication requires coordinator efforts.
	Tabletop Exercises	Research historical information and incidents in other areas that can be used to develop tabletop exercises. Include community members as a recruitment opportunity to increase engagement while preparing for all-response scenarios.	MED: requires coordination of Committee, General Manager and EP Coordinator.
	Emergency Traffic Volunteer Training	Attend training to develop content for recruitment campaigns and publications centered around district objectives.	HIGH: Involves participation from volunteers, CERT coordinators, EP Committee.
<b>Establish Agency Relationships</b>	<b>Identify all neighboring agencies and regional jurisdictions and relevant staff.</b>		
	County of Alameda	Consolidate a single platform for Kensington Fire Protection District which can connect to all local agencies and major organizations that impact the district residents. Establish contact with individuals in local neighboring districts to develop a relationship for coordination and collaboration on content and resources for public service. Make contact with every agency PIO/ Communications Director to build a working relationship. Form a knowledge share forum with other agency contacts to stay informed of any developments, improvements, trends, methods, tools, that may improve service.	LOW: only requires effort of the Emergency Preparedness Coordinator
	County of Contra Costa		
	<b>El Cerrito- Kensington Fire</b>		
	<b>Berkeley Fire</b>		
	<b>Albany Fire</b>		
	<b>Richmond Fire</b>		
	<b>Berkeley Fire</b>		
	<b>Alameda County Fire</b>		
	<b>Orinda-Moraga Fire</b>		
	<b>San Pablo Fire</b>		
	Hercules Rodeo Fire		
	<b>Cal Fire</b>		
	<b>Sheriff Alameda</b>		
	Sheriff Contra Costa		
	CHP		
	Contra Costa County Fire		
	Oakland Fire		
	San Francisco Fire		
	CalOES		
	US Geological Survey		
	National Parks Service		
	US Coast Guard Pacific Area		
	<b>BART</b>		
	<b>CalTRANS</b>		
	East Bay Regional Parks		
	PG&E		
	<b>East Bay MUD</b>		

AGENCY COORDINATION			
	<b>National Weather System</b>		
	Bay Area Air Quality Management District		
	KTVU News		
	KRON4 News		
	ABC7 News		
	NBC Bay Area		
<b>Public Information Continuity</b>	<b>Align approaches for consistent public messaging.</b>	Through established connections by following the above agencies, and building relationships with counterparts in other agencies. Sharing information via social media directly from their accounts, or mirroring the content to echo from the district channels will maintain continuity in messaging.	LOW: only requires effort of the Emergency Preparedness Coordinator
<b>Relevant Regional Meetings</b>	<b>Attend relevant local meetings</b>	Provide feedback to KFPD and associated committees of updates and key developments from other agencies. Take the opportunity to meet other counterparts at relevant meetings. Report any findings relevant to the community in publications.	LOW: only requires effort of the Emergency Preparedness Coordinator

## SCOPE OF SERVICES

Community Preparedness				
DELIVERABLE/INITIATIVE	PRODUCT	TASKS	SUBTASKS	KFPD INVOLVEMENT
<b>Community Collaboration Meetings</b>	<b>Work with neighborhood leaders and CERT personnel to organize neighborhood meetings and build awareness of emergency preparedness.</b>			
	Prioritized list of items to develop and create content for building awareness of emergency preparedness in publications and campaigns.	Establish Neighborhood Emergency Preparedness Meetings	Set Agenda and Objectives with Committee	HIGH: requires collaboration of Committee CERT, Command Staff, Board aligned with KFPD objectives.
	Develop a universal presentation that can be held at any time or be publicized for general recruitment and information.	Assemble presentation based on the established aesthetic adopted by KFPD.	Develop Meeting Content and additional resources	LOW: compose presentation with content derived from meetings and established decks.
	Contact list of volunteers to engage.	Register volunteers and build roster of interested participants.	Identify recruitment points to capture individuals interested in participating in emergency preparedness and response. Establish qualifications and means of capturing inquiries-preferably via an established email account through KFPD.	MED: collaborate with Emergency Preparedness Committee on prospective strategies.
<b>CERT Logistics</b>	<b>Liaise with CERT area coordinators and block leaders to assist organizing their neighborhoods to be prepared for wildfire evacuation and earthquake recovery.</b>			
	Organizational Structure that matrixes to local agency resources / tasks.	Identify CERT Area Coordinators for all 6 areas.	Establish tasks, roles, training schedule, task book, back-up personnel for coordinators.	MED: collaborate with Emergency Preparedness Committee and volunteers to establish personnel.
	Increased skills and participation from coordinators.	Facilitate 2 Meetings annually with area and block coordinators.	Set meetings 6 months apart, coordinate timing with seasonal need for fire season.	MED: collaborate with Emergency Preparedness Committee, General Manager to facilitate meetings.
	Storage of emergency supplies and inventory list. Have a rotation process and donation drives where stored inventory goes to out of district incidents on mutual aid response and donations refill the back stock.	Work with Committee to establish emergency supply needs.	Assign volunteers to coordinate emergency supply inventory and distribution during an incident.	HIGH: coordinate resources and logistics with Emergency Preparedness Committee, volunteers, General Manager and KFPD Board.
	Map with designated safety zones for evacuees	Work with Committee to establish safety zones.	Research large areas within the area to feasibly receive high volume of evacuees.	MED: collaborate with Emergency Preparedness Committee, General Manager and KFPD command staff to designate zones.

Community Preparedness				
	Communication Plan involving local agencies, CERT coordinators, KFPD residents.	Coordinate with local agencies to establish communication plan for CERT.	Contact local agencies and inquire their procedures for coordinating information with their CERT leads, and best practices.	LOW: requires data entry and integrating with communication channel plan.
<b>CERT /Volunteer Recruitment</b>	<b>Encourage enrollment in CERT training and help organize emergency watch programs</b>			
	Recruitment Campaign	Establish emergency watch programs for neighbors in need.	Develop recruitment campaign based on focus areas established by CERT coordinators and EP Committee.	MED: collaborate with CERT coordinators to develop content and campaign.
	Increase number of individuals to assist residents that are not attached to property in the district.	Recruit non-residents that are often in district to volunteer.	Build relationships with local businesses to encourage employee participation. Communicate the benefits of skill development and service to the community.	MED: collaborate with CERT coordinators to develop recruitment strategy.
<b>Meeting Participation</b>	<b>Be a resource and attend block meetings as needed.</b>			
	Improved team resources and collaboration.	Provide additional resources to team based on collaboration from neighboring agencies.	Identify neighboring agencies with CERT teams and cross-collaborate to obtain best practices and resources that may be applicable to KFPD.	LOW: requires coordinator research only
<b>Content Development</b>	<b>Develop and provide materials for neighborhood preparedness.</b>			
	Recruitment Content	Develop campaign to recruit volunteers and encourage CERT participation.	Take photos at meetings, trainings, and events to build content library for recruitment campaigns.	MED: collaborate with CERT coordinators to develop content and campaign.
	Print & Publication Materials for fire preparedness and earthquake recovery.	Identify which topics will be printed for specific campaigns and meetings.	Design templates for print and publication materials for fire preparedness and earthquake recovery.	MED: collaborate with CERT coordinators to develop content and campaign.
	Supplemental materials / brochures, pamphlets.	Incorporate campaigns with Education & Communication initiatives.	Align content and provide as supplemental materials with Workshops and Campaigns.	LOW: requires coordinator efforts only.
<b>Emergency Drill Development</b>	<b>Assist with development of emergency response drills.</b>			
	Focused prioritized initiatives.	Collaborate with CERT coordinators, and Emergency Preparedness Committee on identified priorities.	Develop relationship with coordinators by participating in meetings and trainings drills.	HIGH: requires collaboration of Committee CERT, Command Staff, Board aligned with KFPD objectives.
	Expanded resources to build CERT and emergency response training for district volunteers and residents.	Provide additional resource to team sourced from agency partners.	Reach out to local agency counterparts to obtain additional resources, and the opportunity for cross-agency training out of district.	LOW: requires coordinator research only
<b>Community Information/Engagement</b>	<b>Work with K-groups. Schools, churches, child care programs, and other organizations to mobilize residents and spread information through established channels.</b>			

Community Preparedness				
	Contact list of volunteers to establish channels of information and coordination.	Develop a communication to recruit volunteers or contacts from each organization to list as a point of contact.	Build a database of all organizations in the district and adjacent areas bordering the community.	MED: collaborate with CERT coordinators to develop resource.
	Increased awareness and community interface	Attend community events and engagements.	Establish a team of volunteers and firefighters to attend community events with information pertaining to recruitment, emergency preparedness and other topics.	HIGH: requires involvement and participation from volunteers, personnel and greater community.
<b>Mobility-Impaired Resident Initiatives</b>	<b>Work with KPD to identify mobility-impaired residents.</b>			
	Articles to provide perspective and insight to assist preparation for evacuation of mobility-impaired residents and their households.	Source content related to go-bags, preparing for medication, arrangements for evacuation to suitable accommodations for mobility-impaired.	Collaborate with EP Committee to identify a list of needs and resources to assemble go-bags for mobility-impaired residents.	MED: collaborate with CERT coordinators to develop needs.
	Database of residents to aid in identification and mobilization for evacuations.	Establish a method of registering mobility-impaired residents to voluntarily provide information to allow accommodation for evacuation.	Create campaigns, and tagline that are attached to articles to capture and encourage registration of mobility-impaired residents.	MED: collaborate with CERT coordinators to develop campaign.
	Online campaign to register residents that are identified as mobility-impaired.	Register and identify mobility-impaired residents.	Establish a registration portal on the KFPD website.	LOW: requires coordinator efforts only.
			Run a campaign on social media for awareness of benefits to register.	LOW: requires coordinator efforts only.
	List of local organizations to coordinate efforts for emergency preparedness and evacuation.	Engage local organizations / institutions that interface with mobility-impaired residents.	Establish relationships with local hospice services, hospitals, clinics etc. to make this a consideration when developing home care treatments.	MED: collaborate with CERT coordinators to develop needs.





PORTFOLIO: PRIOR EXAMPLES  
SECTION VI:D /RFP REQUIREMENTS

**KENSINGTON FIRE PROTECTION DISTRICT**  
**RFP 2021-01 EP COORDINATOR**  
**SUBMISSION DATE: 5.20.2021**  
**APPLICANT: ALTIVU / J.VALENZUELA**

# PUBLIC INFORMATION / COMMUNICATION



## MOSQUITO FIRE PROTECTION DISTRICT

CONTACT: RYAN PURVES 530.409.5509



Role: As Public Information Officer, designed all the communications, wrote the copy accompanying or transcribed /edited Fire Chief's statements.

All tiles designed for and communicated via social-media across El Dorado County.

No Budget allocated from Mosquito Fire Protection District.

Schedule: Templates created in advance and turn around time 5-15 minutes to post, pending accompanying statement.

**ALTI VŪ**  
MANAGEMENT / PR / MARKETING  
RFP 2021-01 EP COORDINATOR

# COMMUNICATION PERFORMANCE METRICS



## MOSQUITO FIRE PROTECTION DISTRICT

CONTACT: RYAN PURVES 530.409.5509

**Post Details**

Mosquito Fire Protection District  
Published by mosquitofireprotectiondistrict 71 · May 14 · 🌐

We are living on borrowed time.

The coming change of weather should give us more than a breath of fresh air, it's an opportunity to reflect on the long list of things to consider during wildfire season.

-Is your space defensible?... See More

**Performance for Your Post**

3,789 People Reached

69 Reactions, Comments & Shares 🗨️

54 Like	15 On Post	39 On Shares
1 Love	0 On Post	1 On Shares
3 Comments	2 On Post	1 On Shares
11 Shares	11 On Post	0 On Shares

516 Post Clicks

45 Photo Views	0 Link Clicks 🗨️	471 Other Clicks 🗨️
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**NEGATIVE FEEDBACK**

4 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Mosquito Fire Protection District  
February 12 · 🌐

**Urgent Advisory from Chief Dwyer:**  
We are expected to be hit with a significant storm starting tonight, going into the overnight hours.

According to NOAA, we are in the path of an atmospheric river. We are expected to receive a minimum of 5 inches of rain. At times possible rain will be a 1/2" in 15-30 minutes. The rain associated with high winds will most likely wreak havoc on our electrical and communication infrastructure.

Also, because of the accumulated snow levels in the upper District that remains, with the snow levels above 4500 feet, it is possible the rain runoff will be exacerbated by the snow melt.

We are asking that people in the community prepare now. Ensure that they have enough propane, and fuel for their generators. We are asking that all residents with chronic medical history consider staying with family or friends. Obtain all needed prescription medications be obtained and that food and water has been purchased.

It is predicted that the storm will equal if not surpass the storm of February 2017. Depending on the weather we will close roads in case of flooding. Please heed these signs if there aren't FD Members standing by.

Also it is recommended that all residents with homes located on down slope, below natural drainages, those who live bowl type topography, please make efforts to protect your home.

The County is not distributing Sand and Sandbags to Fire Districts or residents. It's up to the individual-property owner to purchase their own. If the storm hits a specific criteria the County OES may make them available.

Residents can call the Sheriff's Office Dispatch, check the EDC S.O. website and social media releases to identify when and where Sandbag locations may be established.

We know this notification may seem like an extreme precaution, we are hoping that the storm does not manifest- but it is best to be prepared.

**Performance for Your Post**

13,782 People Reached

573 Reactions, Comments & Shares 🗨️

162 Like	39 On Post	123 On Shares
3 Haha	0 On Post	3 On Shares
98 Wow	17 On Post	81 On Shares
8 Sad	1 On Post	7 On Shares
3 Angry	0 On Post	3 On Shares

173 Comments

21 On Post	152 On Shares
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128 Shares

118 On Post	8 On Shares
-------------	-------------

3,584 Post Clicks

0 Photo Views	3 Link Clicks 🗨️	3,581 Other Clicks 🗨️
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**NEGATIVE FEEDBACK**

5 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

**Pages to Watch**  
Compare the performance of your Page and posts with similar Pages on Facebook.

Add Pages Engagement 🗨️

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1 City of Folsom Fire Dep...	4.8K	▲0.2%	2	1.2K
2 Contra Costa County Fir...	4.5K	0%	0	221
3 El Dorado County Fire P...	4.5K	▲1.3%	9	3.1K
4 Garden Valley Fire Prote...	692	▼0.1%	5	445
YOU 5 Mosquito Fire Protectio...	245	▲37.6%	6	1.7K
Keep up with the Pages you watch. <a href="#">Get More Likes</a>				
6 CAL FIRE Local 2881 AEU	30	▲7.1%	1	1

These performance metrics illustrate the effectiveness of PIO J. Valenzuela's campaigns for Mosquito Fire Protection District. The relevance and quality of the information for a district of 3,400 residents was being consumed by a greater audience across El Dorado County.

Despite having only 245 Total Page Likes at the time, the Mosquito Fire Protection District Facebook Account (created by Valenzuela) was ranked 5th overall in the area. However, considering the number of followers, had the most engagements/reactions proportional to other agencies with larger audience.

# PUBLIC INFORMATION NOTIFICATIONS



## MOSQUITO FIRE PROTECTION DISTRICT

CONTACT: RYAN PURVES 530.409.5509



### **BURN BAN IN EFFECT DESPITE EXPECTED RAIN**

11/19/2019

Residents of Mosquito/Swansboro,

Current weather reports are projecting precipitation within the district beginning Wednesday November 21 through the rest of the week.

Despite the amount of projected rain, the Burn Ban has **NOT** been lifted for the season.

Road conditions will also be impacted from rain water. Please exercise extra caution while driving to reduce risk of accidents/injuries. A few seconds gained is not worth the risk.

Fill this holiday season with gratitude and joy by acknowledging health and safety; for yourself, your family and your community.

**Make a Happy Thanksgiving!**  
Office of Public Information  
Mosquito Fire Protection District

A|8801 Rock Creek – Placerville CA 95667 P|530.626.9017 W| www.mfpd.us



### **WINTER STORM DAMAGE**

1/17/2019

Our District was hit with high winds during this storm which brought down numerous trees over the roads and powerlines.

In the event of a powerline and/or road impacted by a fallen tree,  
**PLEASE REPORT THE INCIDENT BY DIALING 911.**

**All powerlines are to be considered energized until PG&E deems otherwise.**

Please keep greater distance from downed lines during wet weather conditions.

Office of Public Information  
Mosquito Fire Protection District

A|8801 Rock Creek – Placerville CA 95667 P|530.626.9017 W| www.mfpd.us

## IS TODAY A BURN DAY?

### HERE ARE 4 WAYS TO FIND OUT:

1. Call the Hotline: 530-621-5897 (PRO TIP: Save the number in your phone)
2. Check The Website: Simply Google "El Dorado County Burn Day Information"
3. Follow on Facebook: [facebook.com/EDCAQMD](https://facebook.com/EDCAQMD)
4. Follow on Twitter: [www.twitter.com/EDCAQMD](https://www.twitter.com/EDCAQMD)



Information released to Mosquito Fire Protection District residents from PIO J. Valenzuela  
BUDGET : N/A. SCHEDULE: As needed - seasonal

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RFP 2021-01 EP COORDINATOR

# COMMUNITY NEWSLETTER PUBLICATIONS



## MOSQUITO FIRE PROTECTION DISTRICT

CONTACT: RYAN PURVES 530.409.5509

### MOSQUITO BYTE

PUBLISHED MONTHLY BY THE MOSQUITO VOLUNTEER FIRE ASSOCIATION



Volume 32, No. 8

May 2019

#### Mosquito Fire Protection District (MFPD) by Station 75 PIO

Summer is coming fast and our window of permissible burn days will soon be closing as well. It's time to get out and aggressively prepare our defensible spaces!

Creating defensible space is essential to improve your home's chance of surviving a wildfire. It's the buffer you create between a building on your property and the grass, trees, shrubs, or any wildland area that surround it. This space is needed to slow or stop the spread of wildfire and it protects your home from catching fire—either from direct flame contact or radiant heat. Defensible space is also important for the protection of the firefighters defending your home.

Two zones make up the required 100 feet of defensible space:

#### Zone 1 extends 30 feet out from buildings, structures, decks, etc.

- Remove all dead plants, grass and weeds (vegetation).
- Remove dead or dry leaves and pine needles from your yard, roof and rain gutters.
- Trim trees regularly to keep branches a minimum of 10 feet from other trees.
- Remove branches that hang over your roof and keep dead branches 10 feet away from your chimney.
- Relocate wood piles into Zone 2.
- Remove or prune flammable plants and shrubs near windows.
- Remove vegetation and items that could catch fire from around and under decks.
- Create a separation between trees, shrubs and items that could catch fire, such as patio furniture, wood piles, swing sets, etc.

#### Zone 2 extends 100 feet out from buildings, structures, decks, etc.

- Cut or mow annual grass down to a maximum height of 4 inches.
- Create horizontal spacing between shrubs and trees.
- Create vertical spacing between grass, shrubs and trees.
- Remove fallen leaves, needles, twigs, bark, cones, and small branches.

However, they may be permitted to a depth of 3 inches.

#### Plant and Tree Spacing

The spacing between grass, shrubs, and trees is crucial to reduce the spread of wildfires. The spacing needed is determined by the type and size of brush and trees, as well as the slope of the land. For example, a property on a steep slope with larger vegetation requires greater spacing between trees and shrubs than a level property that has small, sparse vegetation.

#### Vertical Spacing

Remove all tree branches at least 6 feet from the ground. Allow extra vertical space between shrubs and trees. Lack of vertical space can allow a fire to move from the ground to the brush to the tree tops like a ladder.

- 1 -

### MOSQUITO BYTE

PUBLISHED MONTHLY BY THE MOSQUITO VOLUNTEER FIRE ASSOCIATION



Volume 32, No. 9

June 2019

#### Mosquito Fire Protection District (MFPD) by Station 75 PIO

Firefighter Andrew Douglas successfully completed an intensive EMT course at Folsom Lake College. This satisfies the Standards Approved by the State of California. Congratulations, Andrew. Your experience will be a great asset to our community.

3 Mosquito Firefighters completed the Divide Fire Academy with a graduation held on May 10<sup>th</sup> in Georgetown. Firefighters Coleman Johns, Cole McCowan and Johnny Valenzuela attended the academy hosted by Garden Valley and Georgetown Fire from January until May.

#### Clarification on burn permits.

There were several headlines in recent weeks saying the CalFire permit is required as of May 1<sup>st</sup>. If you have a permit that was acquired from Mosquito Fire Protection District Station 75, it is the same permit issued at CalFire, and online. There is no additional permit needed. Please continue to call the burn hotline to ensure you are burning on a permissible day. How do we know if it's a burn day? Please follow these steps to find out:

#### Mosquito Volunteer Fire Association (MVFA)

by MVFA Board of Directors

June 8<sup>th</sup> is the date of the annual MVFA Yard Sale at the Fire Station parking lot from 8:00 am to 1:00 pm. This year, MVFA will not be taking donated items to sell at its own table, but the Fire Department may have items to sell. Booth space for vendors is available for rent for \$10. MVFA will provide a table, and you may bring your own items to sell. Booth fees and donations will benefit the MVFA Community Funds which includes the MVFA Station 75 Fund. Hot dogs, chips and a soft drink will be available for a donation of \$5.00 starting at 11:00 am. To reserve a booth or to obtain more information contact: Tom Harris at 642-2333 or Dave Angelo at 621-3688.

You may have noticed the blossoming flowers and groomed plants and trees in the Garden and Patio areas of Frank's Diner. All of it is due to the volunteer efforts of our resident landscape artists Jan Oumura and helper Ron Speake. MVFA thanks them and all the workers who volunteer their time maintaining the Campground and Day Use areas and the Disc Golf Course.

- 1 -

### MOSQUITO BYTE

PUBLISHED MONTHLY BY THE MOSQUITO VOLUNTEER FIRE ASSOCIATION



Volume 32, No. 10

July 2019

#### Mosquito Fire Protection District (MFPD) by Station 75 PIO

#### CALL 9-1-1 FOR EMERGENCIES

A number of recent occurrences have led to issuing this critical reminder: **WHEN THERE IS AN EMERGENCY, DIAL 9-1-1.**

**DO NOT ASSUME MOSQUITO STATION 75 IS OCCUPIED DURING ADMIN HOURS**  
Mosquito Station 75 is staffed ONLY from 8:00am-5:00pm, daily. This is NOT a guarantee that the staff is in the station to answer the station phone or receive your walk-in for request for assistance during these staffing hours.

All emergency responses are required to go through 9-1-1 Dispatch. Calling Mosquito Station 75 directly will delay response. Station admins will instruct you to hang up and dial 9-1-1. It happens VERY frequently. Too frequently. **DO NOT DELAY RESPONSE-DIAL 9-1-1**

#### THERE IS A 9-1-1 CALL BOX AT THE STATION FRONT DOOR

If you happen to come to the station, do not ring the doorbell for emergency assistance. Do not knock and yell for help expecting someone upstairs to come to the door. DIAL 9-1-1 directly from the Call Box at the station's front door. Press the call button to dial directly to a dispatcher for immediate assistance.

#### WE ARE STILL A VOLUNTEER DEPENDENT DISTRICT

The budget constraints of our district allow for staffing from 8:00am-5:00pm, daily. We are critically dependent on volunteers that reside in the district from 5:00pm-8:00am each night. Response resources are issued papers that activate an alert when a 9-1-1 dispatch is initiated.

We are very fortunate to have the in-district resources available to respond. We are making a conscious effort of ensuring our district has resources available at all hours of the day, every day. This is NOT always a guarantee given the limited numbers of qualified personnel that we have. Remember, your best chance at getting assistance is dialing 9-1-1.

#### DO NOT DELAY RESPONSE-DIAL 9-1-1

Next MFPD meeting will be the Second Thursday, July 13<sup>th</sup>, 7pm @ Fire House

#### Mosquito Volunteer Fire Association (MVFA)

by MVFA Board of Directors

Due to the July 4<sup>th</sup> holiday, MVFA will not conduct a July meeting. The next regular board meeting will be August 1<sup>st</sup>.

Frank's Diner is hosting a Fourth of July party. The MVFA Crafters will have a craft sale at this event and proceeds benefit the MVFA Station 75 fund. See other articles in this issue of the Byte as well as social media sites for more information. Don't forget Frank's Diner is open Wednesday thru Sunday

- 1 -

As PIO J. Valenzuela submitted monthly articles to the Mosquito Byte Editors for publication in the community newsletter.

BUDGET: N/A. SCHEDULE: On a monthly basis - 3 hour commitment per month

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MANAGEMENT / PR / MARKETING  
RFP 2021-01 EP COORDINATOR

# TRAINING AND DEVELOPMENT

## MOSQUITO FIRE PROTECTION DISTRICT

CONTACT: RYAN PURVES 530.409.5509



### PREPARATION FOR PUBLIC WORKSHOP SESSION 1 - JAN 26.2019

CONCERNED CITIZENS  
COMMITTEE



PARTNERS IN PROTECTION OF  
MOSQUITO FIRE PROTECTION DISTRICT



#### PROBLEM: INCREASED DISTRICT POPULATION & AGING COMMUNITY

We have a significant aging population with potential need for more emergency services. The increased number of younger families present different emergency problems concerning children.

#### HOW DOES THIS IMPACT US?

The increasing number of residents and the decrease in resident volunteer participation for emergency response has created a burden on the very few available and capable residents to respond to the calls that may take place in the 16 hours of every day that the station is not manned by full-time staff.

PLEASE PROVIDE YOUR OWN EXPERIENCES AND THOUGHTS THAT CONCERN YOU TO CONTRIBUTE TO SOLVING THIS PROBLEM.



### TASK BOOK

ENGINE 75/ 275

DRIVER  
ENGINEER

CANDIDATE

This Task Book has been developed for paid staff and volunteers drivers and/or pump operators of Engine 75 or Engine 275. Evaluate Candidate's performance of the tasks listed in this document. Evaluator and can occur on calls for service, simulations or other important that performance be critically evaluated and accurately tasks in this document relating to the certification sought. Candidate may be recommend for certification.

MOSQUITO FIRE PROTECTION DISTRICT TASK BOOK ENGINE 75/275

#### TASK A: APPARATUS FAMILIARITY - EXTERIOR

1. Compartments - state the contents of each compartment and identify the components within and their use:

- |  |   |  |   |
|--|---|--|---|
| <b>E75</b>   | <b>E275</b>   | <b>E75</b>   | <b>E275</b>   |
| <input type="checkbox"/> Brass box.                    | <input type="checkbox"/> Right forward top compartment. | <input type="checkbox"/> Right forward bottom compartment. | <input type="checkbox"/> Right middle compartment.      |
| <input type="checkbox"/> Left forward compartment.     | <input type="checkbox"/> Left middle compartment.       | <input type="checkbox"/> Right rear top compartment.       | <input type="checkbox"/> Right rear bottom compartment. |
| <input type="checkbox"/> Left rear top compartment.    | <input type="checkbox"/> Left rear bottom compartment.  | <input type="checkbox"/> Right rear top compartment.       | <input type="checkbox"/> Right rear bottom compartment. |
| <input type="checkbox"/> Left rear bottom compartment. | <input type="checkbox"/> Hose Compartment.              | <input type="checkbox"/> Bottle Compartments.              |   |
| <input type="checkbox"/> Rear and tail board tools.    |   |  |   |
| <input type="checkbox"/> Rear top compartment.         |   |  |   |
| <input type="checkbox"/> Rear bottom compartment.      |   |  |   |

TASK A1, E75 COMPLETED: \_\_\_\_\_

TASK A1, E275 COMPLETED: \_\_\_\_\_

2. Exterior - readiness check utilizing District safety checklist.

- E75** **E275**
- Perform brake test.
  - Identify location of emergency road triangles.
  - Identify hand tool locations.
  - Explain how to report mechanical problems.
  - Identify any vehicle safety problems or concerns.
  - All hose, appliances and equipment in proper location and in functional condition.

TASK A2, E75 COMPLETED: \_\_\_\_\_

TASK A2, E275 COMPLETED: \_\_\_\_\_

PAGE 3 OF 18

Facilitated a working session with a group of "Concerned Citizens" that formed a committee to discuss issues related to the districts fire preparedness initiatives. Logo and campaign developed by J. Valenzuela. BUDGET: N/A. SCHEDULE 20 hours

Task Book formatted and designed by J.Valenzuela with collaboration on content with Fire Captain. BUDGET: N/A SCHEDULE: 4 hours

**ALTIVÜ**  
MANAGEMENT / PR / MARKETING  
RFP 2021-01 EP COORDINATOR

# MARKETING VISUALS



CONTACT: KAREN PULLIN 209.765.8640

**MOSQUITO FUELS REDUCTION PROJECT**  
 RESCHEDULED TO TUESDAY NOV 5<sup>th</sup> 2019 6:00pm  
 OPEN MEETING FOR PROPERTY OWNERS AND GENERAL PUBLIC

November 5<sup>th</sup> 2019, 6:00pm  
 MOSQUITO FIRE STATION  
 8801 Rock Creek Rd, Placerville

The project will create shaded fuel breaks along segments of Rock Creek Road and sections just north of the Swansboro Country Airport adjacent to USFS lands. The meeting is open to all; parcel owners in the areas targeted for fuel reduction work are particularly invited.

In addition, property owners along Mosquito Road will discuss applying for a similar grant to carry out fuel reduction beginning in 2020.

DESIGN  
 MARKETING CAMPAIGN  
 AGENCY COLLABORATION

Schedule : 1 Month  
 Budget: N/A

**MOSQUITO fire safe council**  
**COMMUNITY TOWN HALL**  
 & FREE BBQ SOCIAL

**SAT 5/15 10:30 AM**  
**MOSQUITO FIRE STATION**

**FEATURING EXPERTS**  
**IN WILDFIRE PREPAREDNESS**

DESIGN  
 MARKETING CAMPAIGN  
 EVENT HOSTING ASSISTANCE

Schedule : 1 Month  
 Budget: N/A

*Mosquito's Fourth Annual*  
**WILDFIRE PREPAREDNESS DAY**

**SATURDAY JUNE 19TH**  
**4PM | DYER LAKE PARK**

**FREE COMMUNITY BBQ**

VENDORS    FIREFIGHTER DEMONSTRATIONS    GAMES  
 RAFFLE    SMOKEY BEAR    EVACUATION INFORMATION

DESIGN  
 MARKETING CAMPAIGN  
 AGENCY COLLABORATION  
 EVENT HOST COLLABORATION

Schedule : 3 Months  
 Budget: N/A

**VETERANS DAY SALUTE**  
 AT THE DYER LAKE FLAG POLE  
 11/11/2020 11:00AM

HOSTED BY  
**MOSQUITO**  
*fire safe council*

DESIGN  
 MARKETING CAMPAIGN  
 EVENT HOSTING ASSISTANCE

Schedule : 1 Month  
 Budget: N/A

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 MANAGEMENT / PR / MARKETING  
 RFP 2021-01 EP COORDINATOR

# PRESENTATIONS / PITCH DECKS



CONTACT: KAREN PULLIN 209.765.8640



## AGENCY ENGAGEMENT PITCH PRESENTATION

This presentation was used to in a meeting with CalFire, US Forest Service, CHP, El Dorado County Sheriffs Office, Mosquito Fire Safe Council and Mosquito Fire Protection District, to motivate participation from the other agencies to coordinate a Community Town Hall to discuss resources and expectations during a community evacuation. This Town Hall took place on Saturday May 15th with full participation of agencies involved with over 80 attendees.

ROLE: PRESENTATION DESIGN

Schedule to produce presentation: 3 days

Budget: N/A



SCAN THIS TO VIEW THE ENTIRE DECK

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MANAGEMENT / PR / MARKETING

RFP 2021-01 EP COORDINATOR

# EVENT MARKETING / EVENT PLANNING



FIREFIIGHTERS  
ASSOCIATION

CONTACT: CHRIS DILLENDER 530.409.5509

**MOSQUITO COLOR ART**  
*Virtual Showings*  
**FEBRUARY 2021**

Since we can't have a Color & Pizza Party this month, open your coloring books and dust off your art supplies.

Brighten up these gloomy winter days with your friends and family by adding some color.

Share your masterpieces on our online gallery!

If you need inspiration, stop by the Fire Station for complimentary coloring sheets starting Monday January 25th.

We will scan your art work!  
Contact [events@mosquitofire.com](mailto:events@mosquitofire.com)

[WWW.MOSQUITOFIRE.COM](http://WWW.MOSQUITOFIRE.COM)

FIREFIIGHTERS ASSOCIATION **THE MURPH**  
CHALLENGE OFFICIAL HOST

IN MEMORY OF  
LT. MICHAEL P. MURPHY

**MOSQUITO MURPH**  
MEMORIAL DAY 2021  
MONDAY MAY 31

8:30 FLAG CEREMONY // DYER LAKE  
9:30 THE MURPH CHALLENGE // FIRE STATION  
11:30 MEMORIAL DAY LAKE FEST // DYER LAKE

FOR ADDITIONAL INFO  
VENDOR INQUIRIES, VISIT:  
[WWW.MOSQUITOFIRE.COM/MURPH](http://WWW.MOSQUITOFIRE.COM/MURPH)

FIREFIIGHTERS ASSOCIATION

**HALLOWEEN**  
*Dyer Adds Dark*

OCTOBER 30 2020 5:30PM  
DYER LAKE PARK  
6770 SLOICE ST PLACERVILLE

SPOOKY SPECTACULAR DISPLAY  
JACK-O-LANTERN, BOOTH DECORATION, & COSTUME CONTESTS  
VENDOR BOOTHS - PRIZES - OUTDOOR COMMUNITY FUN!

INQUIRIES/RSVP: [EVENTS@MOSQUITOFIRE.COM](mailto:EVENTS@MOSQUITOFIRE.COM)

FIREFIIGHTERS ASSOCIATION

**Bunny Brunch**  
EASTER EGGS & BACON

**SATURDAY APRIL 3**  
DYER LAKE PARK  
10:00AM-1:00PM

FOOD GAMES RAFFLE  
KID'S FUN HUNT STARTS AT 12:00PM

BRUNCH SUGGESTED DONATION:  
\$10/ADULT \$5/CHILD (FREE 4 & UNDER)

RSVP FOR KIDS: [EVENTS@MOSQUITOFIRE.COM](mailto:EVENTS@MOSQUITOFIRE.COM)

All event themes, marketing, event planning and execution overseen by J.Valenzuela.  
Budget allocation for each event \$600 with schedule to plan and execute 6 week lead time

**ALTI VÙ**  
MANAGEMENT / PR / MARKETING  
RFP 2021-01 EP COORDINATOR

# PRINT & PUBLICATION



## FIREFIGHTERS ASSOCIATION

CONTACT: CHRIS DILLENDER 530.409.5509

COMMUNITY FORGED BY FIRE

# MOSQUITO

MAGAZINE

EDITION 2021

### Upcoming EVENTS

The following events are currently on the slate for the next few months. Take a look at the summary of the concepts and let us know if you'd like to be involved and are available to join in on the fun! There is a lot that can be done in the months in advance of the actual event day as well! We are looking for corporate sponsors and raffle donors to help bring money to our community, as well as raise the calibre of our events! This is not a published public newsletter, so you have privileged information for planning purposes!

#### MOSQUITO MURPH MEMORIAL DAY

HEROES SALUTE & COMMUNITY BBQ  
IN MEMORY OF LT. MICHAEL P. MURPHY

#### MOSQUITO FIRE PREPAREDNESS DAY

WILDFIRE EVACUATION DRILL & COMMUNITY FESTIVAL  
JUNE 19 2021

#### RETRO RADICAL 80'S NIGHT

to build on the success of Dyer After Dark, this Retro Radical 80's night is a nostalgic themed party and rock-balled infused night of fun for all ages. Attendees are encouraged to dress in 80's attire or in costumes of things reminiscent of the 80's (Michael Jackson, Paul Abdul or even movie characters or cartoons). Expect our event lights, fog machines and disco lasers to be working over time while the DJ plays Journey, Cindy Lauper, Kylie Minogue and more.

### EMERGENCY SUPPLY CHECKLIST

Stack up on enough supplies to last a week and refresh your kit once a year. Put your supplies in a waterproof container and store your kit in a place that is easy to reach. We suggest using the following items to start building your kit.

- Health and Personal Supplies**
  - Basic First Aid Kit**  
From antibiotic ointments and bandages to cold packs and more
  - Medication & Eyeglasses**  
Prescription and non-prescription
- Food and Water**
  - Drinking Water**  
1 gallon of water per person, per day, day.
  - Food**  
Include food for all members of your household, including pets, that is non-perishable and easy to prepare without water.
  - Tools & Utensils**  
Non-electric can opener, forks, spoons and knives
- Equipment**
  - Flashlights**  
Do not use candles
  - Mobile Phone & Charger**  
External USB Battery Packs are also helpful.

Visit: [mosquitofire.com/stayready](http://mosquitofire.com/stayready) for more information.

PREPARE NOW FOR WILDFIRE SEASON

VISIT OUR WEB PAGE: [MOSQUITOFIRE.COM](http://MOSQUITOFIRE.COM)

Mosquito Firefighters Association  
9570 Rock Creek Rd  
Placerville, CA 95667

\*\*\*\*\*ECLIPSE\*\*\*\*\*  
121575514641 P-146 P73  
OR Current Occupant  
9570 Rock Creek Rd  
Placerville, CA 95667-71428

## DO YOU HAVE A PLAN TO STAY SAFE DURING WILDFIRE SEASON?

Sample of print and publication templates that can be adapted for variety of purposes. All design and formatting by J. Valenzuela, including photo in magazine cover.

BUDGET: N/A. SCHEDULE: Time to complete each composition average 3 hours.

# ALTIVÙ

MANAGEMENT / PR / MARKETING

RFP 2021-01 EP COORDINATOR

# BRAND DEVELOPMENT / GRAPHIC DESIGN



FIREFIGHTERS  
ASSOCIATION

CONTACT: CHRIS DILLENDER 530.409.5509



ORIGINAL LOGO 2015



LOGO 2018 DESIGNED BY J.VALENZUELA



FIREFIGHTERS  
ASSOCIATION

PRIMARY LOGO 2020 DESIGNED BY J.VALENZUELA



SECONDARY LOGO  
2021 DESIGNED BY J.VALENZUELA

The original logo was redesigned to give the Mosquito community greater recognition across the county and to provide the Mosquito Firefighters Association the ability to capture more support from local business sponsors.

BUDGET: N/A. SCHEDULE: 2 week development process

**ALTIVÙ**  
MANAGEMENT / PR / MARKETING  
RFP 2021-01 EP COORDINATOR

# MERCHANDISING & PRODUCT MARKETING



FIREFIGHTERS  
ASSOCIATION

CONTACT: CHRIS DILLENDER 530.409.5509



Experience with product development and procurement, marketing and distribution.  
All shown items above designed by J.Valenzuela for Mosquito Firefighters Association.

BUDGET: Development budge \$500. SCHEDULE: 2 Months

**ALTIVŪ**  
MANAGEMENT / PR / MARKETING  
RFP 2021-01 EP COORDINATOR

# VIDEO PRODUCTION



DESOLATION WILDERNESS



DIABLO MOTOCROSS



MOSQUITO MEMORIES



ICELAND



HAWAII



MOSQUITO FOREST TAILGATER



MOSQUITO HOT COCOA



MOSQUITO 75 PROGRESSIVE



BRENTWOOD PARAMOTOR



ALASKA



SWANSBORO UNITED



MOSQUITO VOTES 2020

All video editing and video/drone work done by J. Valenzuela  
Scan QR codes with mobile device camera to view each.

BUDGET: N/A. SCHEDULE: Each video editing approximately 5 days.

# ALTIVŪ

MANAGEMENT / PR / MARKETING

[WWW.ALTIVUAGENCY.COM](http://WWW.ALTIVUAGENCY.COM)

CONTACT: [JVALENZUELA@ALTIVUAGENCY.COM](mailto:JVALENZUELA@ALTIVUAGENCY.COM)