



# Council Business Meeting

January 16, 2024

<b>Agenda Item</b>	Community Wildfire Protection Plan Contract Approval	
<b>From</b>	Chris Chambers	Forestry Officer
<b>Contact</b>	<a href="mailto:Chris.chambers@ashland.or.us">Chris.chambers@ashland.or.us</a> 541-552-2066	
<b>Item Type</b>	Requested by Council <input type="checkbox"/> Update <input type="checkbox"/> Request for Approval <input checked="" type="checkbox"/> Presentation <input type="checkbox"/> Consent <input type="checkbox"/> Public Hearing <input type="checkbox"/> New Business <input type="checkbox"/> Old Business <input type="checkbox"/>	

## **SUMMARY**

Approval is being requested to enter into a public contract for a Community Wildfire Protection Plan, which has not been updated since 2004. The Scope of Services and Evaluation Summary and Notice of Intent to Award are attached for your review.

## **POLICIES, PLANS & GOALS SUPPORTED**

- City Council Priority: Wildfire Risk Reduction
- Climate Energy Action Plan
- Ashland Forest Plan
- Natural Hazard Mitigation Plan
- Citizen Budget Priorities (top-ranked priority)
- 2022 Ashland Electric Utility Wildfire Mitigation Plan

## **BACKGROUND AND ADDITIONAL INFORMATION**

The sourcing method used to obtain proposals for a Community Wildfire Protection Plan is a formal Competitive Sealed Proposal (Request for Proposal). The City received five (5) proposals in response to this RFP. The proposals were evaluated in accordance with the evaluation process and criteria set forth in the RFP. A three-person evaluation committee evaluated the proposals, and the evaluation summary is attached for your review.

A current CWPP is a requirement for subsequent rounds of the Community Wildfire Defense Grant, offered annually through 2027. Ashland could qualify for millions of dollars in grants through CWDG for projects outlined in the CWPP.

## **FISCAL IMPACTS**

This contract is fully funded by the City's 2023 Community Wildfire Defense Grant from the U.S. Department of Agriculture Forest Service. In addition to Fire Department staff matching time already dedicated to this grant, a range of City staff input will be required to update this plan over the next year.

## **DISCUSSION QUESTIONS**

n/a

## **SUGGESTED NEXT STEPS**

Staff recommends the public contract for the community Wildfire Protection Plan be awarded to MC Fire, LLC.





# Council Business Meeting

## **REFERENCES & ATTACHMENTS**

- Scope of Services
- Evaluation Summary
- Notice of Intent to Award

## COMMUNITY WILDFIRE PROTECTION PLAN SCOPE OF SERVICES

The City of Ashland is requesting written proposals from qualified consultants for professional services to produce a **complete rewrite** of the City's **2004 Community Wildfire Protection Plan (CWPP)**.

**2004 Community Wildfire Protection Plan (CWPP).**  
[www.ashland.or.us/cwpp](http://www.ashland.or.us/cwpp)

### **OVERVIEW**

The following information is a general **description of the scope of services** for the City's **CWPP complete rewrite project**. The City is open to considering different proposed solutions and understands a more defined and inclusive scope of services may be developed with the successful proposer.

We anticipate the term of the agreement necessary to fully complete the project is estimated to be 14-16 months or thereabouts; however, the City is open to considering whatever timelines are being proposed.

The consultant will work closely with the **following stakeholders** to create, and assimilate plan components, produce a working draft of the CWPP for review by the stakeholders and then a final draft of the CWPP will be presented to the City Council for final approval.

- Ashland Fire & Rescue
- City of Ashland Staff
- CWPP Advisory Committee and Working Groups
- Partner Government Agencies
- Business Community
- Institutional Entities
- General Public (Local community members and residents)

### **STAKEHOLDER ENGAGEMENT REQUIREMENTS**

The successful consultant will facilitate **community and stakeholder engagement** via meetings, **preferably in-person direct conversations**, to solicit and integrate the stakeholders input in report findings and recommendations. **Hybrid/Zoom meetings are optional** for informal meetings only requiring a minimal number of people (3-5) to participate.

The successful consultant will support the development and facilitation of dialogues that will engage stakeholders in how to **incorporate and elevate diversity, equity, and inclusion** to support underserved populations.

The following **table provides an example** of the frequency and scheduling of **stakeholder meetings**; however, the City is open to considering alternate meeting schedules.

Stakeholders	Anticipated Meeting Frequency	Meeting Scheduling and Setup Options
<p><b>General Public</b>  (Any/all types of stakeholders are welcome to attend)</p>	<p>Minimum of <b>two (2) Public Meetings or Open Houses</b> are required.</p> <p>1<sup>st</sup> Open House – Introduction and information gathering.</p> <p>2<sup>nd</sup> Open House – Present and review working draft of CWPP.</p>	<p><b>In-person Public Meetings/Open Houses are required.</b></p> <p><b>Location;</b> City facility TBD</p> <p><b>Technology:</b> Internet and routine technology and equipment required for meetings can be provided.</p> <p><b>Scheduling:</b> Will be scheduled in the evening (6:00:00 PM or 7:00:00 PM (PST) on Tuesday, Wednesday or Thursday evenings</p>
<p><b>CWPP Advisory Committee</b></p>	<p>May meet <b>monthly</b> or less frequently as determined by membership, staff and/or as proposed by the consultant.</p>	<p><b>Prefer In-person meetings.</b></p> <p><b>Location:</b> City facility TBD</p> <p><b>Attendees:</b> 15-20</p> <p><b>Technology:</b> Internet and routine technology and equipment required for meetings can be provided.</p> <p><b>Scheduling:</b> During work hours - Tues/Wed/Thurs – between 9:00AM and 5:00 PM (PST)</p>
<p><b>Working Groups that report to the CWPP Advisory Committee</b></p> <ul style="list-style-type: none"> <li>▪ <b>Community Risk Reduction Working Group</b></li> <li>▪ <b>Watershed Working Group</b></li> <li>▪ <b>Public Health and Safety Working Group</b></li> <li>▪ <b>Post Fire Recovery Working Group</b></li> </ul> <p>Note: The number of working groups is subject to change.</p>	<p>Each working group will meet <b>individually</b> on a <b>monthly basis</b> and/or as proposed by the consultant.</p> <p>Note: Two additional working groups (<b>Risk Assessment</b> and <b>Economic Sustainability</b>) are ongoing and do not require coordination. Results from those groups will be delivered electronically or in hard copy to the consultant for inclusion in the CWPP. Meeting attendance is optional.</p>	<p><b>Prefer in-person meetings.</b> (Option: Hybrid Zoom)</p> <p><b>Location:</b> City facility TBD</p> <p><b>Technology:</b> Internet and routine technology and equipment required for meetings can be provided.</p> <p><b>Scheduling:</b> During work hours - Tues/Wed/Thurs – between 9:00AM and 5:00 PM (PST)</p>
<p>Note: For productivity and participation reasons, meetings should be scheduled on the middle three (3) days (Tuesday, Wednesday, Thursday) of the workweek. Ideally, two (2) meetings, for up to 2-hours per meeting, can be scheduled per day.</p>		

## GENERAL TASK LIST

Tasks and information to be incorporated in the production of the new CWPP include but are not limited to the following:

- Working with the **Community Risk Reduction Working Group**, summarize a suite of community-driven risk reduction initiatives and frame strategies for implementation and related topics.
- Working with the **Watershed Working Group**, incorporate the City's vision for mitigating landscape wildfire potential and watershed climate change adaptation and related topics.

<https://www.fs.usda.gov/recarea/rogue-siskiyou/recarea/?recid=82957>

- Working with the **Public Health and Safety Working Group**, summarize public health and safety concerns and identify opportunities to improve existing projects/programs and related topics.
- Working with the **Post-fire Working Group**, compile lessons learned from the **Almeda Fire** to support development of a Wildfire Recovery Plan and related topics.
- Work with stakeholders to draft a **strategy and identify tasks to prevent human-caused wildfires** with a focus on those caused by the unhoused population.
- Incorporate the results of updated **Wildfire Risk Assessment, Community Smoke Response Plan**, and a **Critical Infrastructure Engineering Study** to be provided by City.

### **Wildfire Risk Assessment**

(Will be made available to the successful proposer)

### **Critical Infrastructure Engineering Study**

(Will be made available to the successful proposer)

### **Community Smoke Response Plan**

(Will be made available to the successful proposer)

- In coordination with working groups, examine existing resources and tools in the **City of Ashland Emergency Preparedness and Response Toolkit** and **Ashland Chamber of Commerce Emergency Preparedness and Resilience Toolkit** to assess effectiveness and adoption and recommend updates and/or revisions.

### **City of Ashland Emergency Preparedness and Response Toolkit**

<https://www.ashland.or.us/SectionIndex.asp?SectionID=543>

### **Ashland Chamber's Emergency Preparedness and Resilience Toolkit**

<https://www.ashlandchamber.com/Page.asp?NavID=1531>

- Align the CWPP with City of Ashland's recently adopted biennium **2023-2025 Vision and Value Statements**.

[2023-2025 Vision and Value Statements](https://www.ashland.or.us/news.asp?newsid=5425)

<https://www.ashland.or.us/news.asp?newsid=5425>

### **ACTION PLAN**

- Propose a **plan of action** to implement the short and long-term recommendations and activities prescribed in the new CWPP.
- Propose a series of **performance metrics** that can be used to measure and/or track and evaluate performance in reaching the goals proposed in the new CWPP. For example, quantifiable indicators can include quality, efficiency, effectiveness, satisfaction or impact.
- Research and identify and provide any **potential funding sources and/or options** for any of the specific **action items**.
- Undertake an **analysis** of the existing **organization of stakeholders**, including the strengths and gaps and provide clear recommendations on how best to build on those strengths in ways that will support greater equity, diversity and inclusion in all areas of our organization. Explicitly identify opportunities that will likely **improve operations and effectively operationalize the new CWPP**.

### **TASKS TO FINALIZE NEW COMMUNITY WILDFIRE PROTECTION PLAN (CWPP)**

This phase of the project will verify that the new CWPP provides effective outcomes and stakeholder expectations have been met and there is a clear action plan for moving forward.

- Prepare working draft of the CWPP to present and review with the General Public at the 2<sup>nd</sup> Public Meeting/Open House and, if applicable, incorporate any applicable changes requested at this meeting.
- Prepare and email the final draft of CWPP to the project leader and Forestry Officer, Chris Chambers.
- Schedule and facilitate a meeting to review the CWPP with City staff and the CWPP Advisory Committee, and if applicable, incorporate any applicable changes requested at this meeting.
- Finalize the final draft of the Community Wildfire Protection Plan (CWPP).
- Present the final draft of the CWPP to the City Council, with City staff, for final approval, and if applicable, incorporate any applicable changes requested by the City Council.

**City of Ashland**  
**Request for Proposal**  
**COMMUNITY WILDFIRE PROTECTION PLAN**  
**Evaluation Summary**  
**December 14, 2023**

Evaluation Criteria	Points	BUREAU VERITAS NORTH AMERICA, INC.			HALEY & ALDRICH, INC.			JENSEN HUGHES, INC.			MC FIRE, LLC			SWCA, INC.		
		#1	#2	#3	#1	#2	#3	#1	#2	#3	#1	#2	#3	#1	#2	#3
Letter of Introduction, Table of Contents and Proposal Submission Form (Exhibit A)	5	3	4	4	5	5	5	3	4.5	5	2	4.75	4	4	4.75	5
Qualifications and Experience	25	10	18	6.5	20	23	21	21	23	14.5	21	20	12	22	22	21
Task List & Timeline	25	10	18	12	25	25	25	17	21	25	22	22	21	23	21	25
References	5	1	4	0	2	4.5	5	4	5	5	5	4.75	5	4	4.25	5
Contractual Terms and Conditions	5	5	4	3	5	5	5	5	4.5	5	5	5	5	5	4	5
<b>SUBTOTAL</b>	<b>65</b>	29	48	25.5	57	62.5	61	50	58	54.5	55	56.5	47	58	56	61
Cost Proposal	25	7.71	7.71	7.71	15.40	15.40	15.40	16.97	16.97	16.97	25	25	25	15.56	15.56	15.56
Interview (Optional)	10				10	10	10				7	7	7	5	5	5
<b>TOTAL</b>	<b>100</b>	<b>36.71</b>	<b>55.71</b>	<b>33.21</b>	<b>82.4</b>	<b>87.9</b>	<b>86.4</b>	<b>66.97</b>	<b>74.97</b>	<b>71.47</b>	<b>87</b>	<b>88.5</b>	<b>79</b>	<b>78.56</b>	<b>76.56</b>	<b>81.56</b>
<b>GRAND TOTAL</b>		<b>125.63</b>			<b>256.7</b>			<b>213.41</b>			<b>254.5</b>			<b>236.68</b>		

COST PROPOSALS				
Proposer	Cost Estimate	Formula	Percentage	Points
MC Fire, LLC	\$153,965.00	153,965.00	1.000	25.00
Jensen Hughes, Inc.	\$226,800.00	153,965.00 / 226,800.00	0.679	16.97
SWCA Environmental Consultants	\$247,443.00	153,965.00 / 247,443.00	0.622	15.56
Haley & Aldrich, Inc.	\$249,941.00	153,965.00 / 249,941.00	0.616	15.40
Bureau Veritas North America, Inc.	\$499,500.00	153,965.00 / 499,500.00	0.308	7.71

December 21, 2023



To Whom It May Concern:

Subject: **NOTICE OF INTENT TO AWARD A PUBLIC CONTRACT  
RFP – COMMUNITY WILDFIRE PROTECTION PLAN**

The City received five (5) proposals in response to the Request for Proposal for the Community Wildfire Protection Plan. The proposals were evaluated and scored by a three-person evaluation committee in accordance with the requirements and evaluation criteria established within the RFP.

As stated on page 17 of the RFP: The total points awarded to each proposal will be tabulated and the proposers shall be ranked accordingly. A contract with the proposer deemed to be the highest ranked proposer will then be negotiated. If negotiations with the highest ranked proposer are unsuccessful, the City of Ashland may proceed to the next highest ranked proposer, and so on until a contract is successfully negotiated.

Negotiations with the highest ranked proposer were unsuccessful, so the 2<sup>nd</sup> highest ranked proposer is now the highest ranked proposer. Upon the completion of the evaluation process, MC Fire, LLC has been declared the highest ranked proposer. A copy of the evaluation summary is attached for your review.

The City's intent is to award a contract to MC Fire, LLC. The contract recommendation is now subject to the final approval of the City's Local Contract Review Board. Under AMC 2.50.030, the City Council is the designated Local Contract Review Board, and the contract recommendation will be presented to the City Council on January 16, 2024.

In accordance with ORS 279B.135 and OAR 137-047-0610, this Notice of Intent to Award is being provided at least seven (7) days before the Award of the Contract to each proposer who submitted a proposal. A proposer may protest the Notice of Intent to Award a public contract in accordance with ORS 279B.410. The written protest must specify the grounds of the protest and be received by the City of Ashland within the seven (7) day protest period. The City of Ashland will promptly consider the protest and issue a decision in writing.

The contract award will be final upon the following:

- ✓ The protest period has expired.
- ✓ The City of Ashland has provided written responses to all timely filed written protests denying the protests and affirming the award.
- ✓ The City Council has approved the final contract.

On behalf of the City of Ashland, we would like to thank you for submitting a proposal. Your time and efforts are sincerely appreciated.

Thank you.

Respectfully,

A handwritten signature in blue ink that reads "Kari Olson".

Kari Olson  
Purchasing Representative  
[kari.olson@ashland.or.us](mailto:kari.olson@ashland.or.us)





## COMMUNITY WILDFIRE PROTECTION PLAN

<p><b>CITY OF ASHLAND</b> 20 East Main Street Ashland, Oregon 97520 Telephone: 541/488-5354</p>	<p>CONSULTANT: MC Fire, LLC CONTACT: Jerry McAdams ADDRESS: PO Box 50392, Boise, Idaho 83705 Home office: 3369 S Grenze Way, Meridian, Idaho 83642 TELEPHONE: 208-869-8107 EMAIL: <a href="mailto:jmcadams@mcfire.com">jmcadams@mcfire.com</a></p>
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This Personal Services Agreement (hereinafter "Agreement") is entered into by and between the City of Ashland, an Oregon municipal corporation (hereinafter "City") and **MC Fire, LLC**, ("hereinafter "Consultant"), for **COMMUNITY WILDFIRE PROTECTION PLAN**.

**NOW THEREFORE**, in consideration of the mutual covenants contained herein, the City and Consultant hereby agree as follows:

- 1. Effective Date and Duration:** This Agreement shall become effective on the date of execution on behalf of the City, as set forth below (the "Effective Date"), and unless sooner terminated as specifically provided herein, shall terminate upon the City's affirmative acceptance of Consultant's Work as complete and Consultant's acceptance of the City's final payment therefore, but not later than **March 31, 2025**.
- 2. Scope of Work:** Consultant will produce a **Community Wildfire Protection Plan** as more fully set forth in the City's RFP/Scope of Services and the Consultant's **Proposal** dated **November 11, 2023**, which is attached hereto as "Exhibit A" and incorporated herein by this reference. Consultant's services are collectively referred to in this Agreement as the "Work."
- 3. Compensation:** City shall pay Consultant the sum of **\$153,965.00 (one hundred fifty-three thousand nine hundred sixty-five dollars)** as full compensation for Consultant's performance of all Work under this Agreement. In no event shall Consultant's total of all compensation and reimbursement under this Agreement exceed the sum of **\$153,965.00 (one hundred fifty-three thousand nine hundred sixty-five dollars)** without the express, written approval from the City official whose signature appears below, or such official's successor in office. Payments shall be made within thirty (30) days of the date of receipt by the City of Consultant's invoice. Should this Agreement be terminated prior to completion of all Work, payments will be made for any phase of the Work completed and accepted as of the date of termination.
- 4. Supporting Documents/Conflicting Provisions:** This Agreement and any exhibits or other supporting documents shall be construed to be mutually complementary and supplementary wherever possible. In the event of a conflict which cannot be so resolved, the provisions of this

Agreement itself shall control over any conflicting provisions in any of the exhibits or supporting documents.

5. **All Costs Borne by Consultant:** Consultant shall, at its own risk, perform the Work described above and, unless otherwise specified in this Agreement, furnish all labor, equipment, and materials required for the proper performance of such Work.
6. **Qualified Work:** Consultant has represented, and by entering into this Agreement now represents, that all personnel assigned to the Work to be performed under this Agreement are fully qualified to perform the services to which they will be assigned in a skilled manner and, if required to be registered, licensed, or bonded by the State of Oregon, are so registered, licensed, or bonded.
7. **Ownership of Work/Documents:** All Work, work product, or other documents produced in furtherance of this Agreement belong to the City, and any copyright, patent, trademark proprietary or any other protected intellectual property right shall vest in and is hereby assigned to the City.
8. **Statutory Requirements:** The following laws of the State of Oregon are hereby incorporated by reference into this Agreement: ORS 279B.220, 279B.230 and 279B.235.
9. **Living Wage Requirements:** If the amount of this Agreement is \$25,335.05 or more, Consultant is required to comply with Chapter 3.12 of the Ashland Municipal Code by paying a living wage, as defined in that chapter, to all employees performing Work under this Agreement and to any Subcontractor who performs 50% or more of the Work under this Agreement. Consultant is also required to post the notice attached hereto as "Exhibit B" predominantly in areas where it will be seen by all employees.
10. **Indemnification:** Consultant hereby agrees to defend, indemnify, save, and hold City, its officers, employees, and agents harmless from any and all losses, claims, actions, costs, expenses, judgments, or other damages resulting from injury to any person (including injury resulting in death), or damage (including loss or destruction) to property, of whatsoever nature arising out of or incident to the performance of this Agreement by Consultant (including but not limited to, Consultant's employees, agents, and others designated by Consultant to perform Work or services attendant to this Agreement). However, Consultant shall not be held responsible for any losses, expenses, claims, costs, judgments, or other damages, caused solely by the gross negligence of City.
11. **Termination:**
  - a. Mutual Consent. This Agreement may be terminated at any time by the mutual consent of both parties.
  - b. City's Convenience. This Agreement may be terminated by City at any time upon not less than thirty (30) days' prior written notice delivered by certified mail or in person.
  - c. For Cause. City may terminate or modify this Agreement, in whole or in part, effective upon delivery of written notice to Consultant, or at such later date as may be established by City under any of the following conditions:
    - i. If City funding from federal, state, county or other sources is not obtained and

continued at levels sufficient to allow for the purchase of the indicated quantity of services;

- ii. If federal or state regulations or guidelines are modified, changed, or interpreted in such a way that the services are no longer allowable or appropriate for purchase under this Agreement or are no longer eligible for the funding proposed for payments authorized by this Agreement; or
  - iii. If any license or certificate required by law or regulation to be held by Consultant to provide the services required by this Agreement is for any reason denied, revoked, suspended, or not renewed.
- d. For Default or Breach.
- i. Either City or Consultant may terminate this Agreement in the event of a breach of the Agreement by the other. Prior to such termination the party seeking termination shall give to the other party written notice of the breach and its intent to terminate. If the party committing the breach has not entirely cured the breach within fifteen (15) days of the date of the notice, or within such other period as the party giving the notice may authorize in writing, then the Agreement may be terminated at any time thereafter by a written notice of termination by the party giving notice.
  - ii. Time is of the essence for Consultant's performance of each and every obligation and duty under this Agreement. City, by written notice to Consultant of default or breach, may at any time terminate the whole or any part of this Agreement if Consultant fails to provide the Work called for by this Agreement within the time specified herein or within any extension thereof.
  - iii. The rights and remedies of City provided in this subsection (d) are not exclusive and are in addition to any other rights and remedies provided by law or under this Agreement.
- e. Obligation/Liability of Parties. Termination or modification of this Agreement pursuant to subsections a, b, or c above shall be without prejudice to any obligations or liabilities of either party already accrued prior to such termination or modification. However, upon receiving a notice of termination (regardless whether such notice is given pursuant to Subsection a, b, c, or d of this section, Consultant shall immediately cease all activities under this Agreement, unless expressly directed otherwise by City in the notice of termination. Further, upon termination, Consultant shall deliver to City all documents, information, works-in-progress and other property that are or would be deliverables had the Agreement been completed. City shall pay Consultant for Work performed prior to the termination date if such Work was performed in accordance with this Agreement.

12. **Independent Contractor Status:** Consultant is an independent contractor and not an employee of the City for any purpose. Consultant shall have the complete responsibility for the performance of this Agreement. Consultant shall provide workers' compensation coverage as required in ORS Chapter 656 for all persons employed to perform Work pursuant to this Agreement. Consultant is a subject employer that will comply with ORS 656.017.

13. **Assignment:** Consultant shall not assign this Agreement or subcontract any portion of the Work without the written consent of City. Any attempted assignment or subcontract without written consent of City shall be void. Consultant shall be fully responsible for the acts or omissions of any assigns or subcontractors and of all persons employed by them, and the approval by City of any assignment or subcontract of the Work shall not create any contractual relation between the assignee or subcontractor and City.
14. **Default.** The Consultant shall be in default of this Agreement if Consultant: commits any material breach or default of any covenant, warranty, certification, or obligation under the Agreement; institutes an action for relief in bankruptcy or has instituted against it an action for insolvency; makes a general assignment for the benefit of creditors; or ceases doing business on a regular basis of the type identified in its obligations under the Agreement; or attempts to assign rights in, or delegate duties under, this Agreement.
15. **Insurance.** Consultant shall, at its own expense, maintain the following insurance:
- a. Worker's Compensation insurance in compliance with ORS 656.017, which requires subject employers to provide Oregon workers' compensation coverage for all their subject workers
  - b. Professional Liability insurance with a combined single limit, or the equivalent, of not less than \$2,000,000 (two million dollars) per occurrence. This is to cover any damages caused by error, omission or negligent acts related to the Work to be provided under this Agreement.
  - c. General Liability insurance with a combined single limit, or the equivalent, of not less than \$2,000,000 (two million dollars) per occurrence for Bodily Injury, Death, and Property Damage.
  - d. Automobile Liability insurance with a combined single limit, or the equivalent, of not less than \$1,000,000 (one million dollars) for each accident for Bodily Injury and Property Damage, including coverage for owned, hired or non-owned vehicles, as applicable.
  - e. Notice of cancellation or change. There shall be no cancellation, material change, reduction of limits or intent not to renew the insurance coverage(s) without thirty (30) days' prior written notice from the Consultant or its insurer(s) to the City.
  - f. Additional Insured/Certificates of Insurance. Consultant shall name the City of Ashland, Oregon, and its elected officials, officers and employees as Additional Insureds on any insurance policies, excluding Professional Liability and Workers' Compensation, required herein, but only with respect to Consultant's services to be provided under this Agreement. The consultant's insurance is primary and non-contributory. As evidence of the insurance coverages required by this Agreement, the Consultant shall furnish acceptable insurance certificates prior to commencing the Work under this Agreement. The certificate will specify all of the parties who are Additional Insureds. Insuring companies or entities are subject to the City's acceptance. If requested, complete copies of insurance policies; trust agreements, etc. shall be provided to the City. The Consultant shall be financially responsible for all pertinent deductibles, self-insured retentions, and/or self-insurance.

**16. Nondiscrimination:** Consultant agrees that no person shall, on the grounds of race, color, religion, creed, sex, marital status, familial status or domestic partnership, national origin, age, mental or physical disability, sexual orientation, gender identity or source of income, suffer discrimination in the performance of any Work under this Agreement when employed by Consultant. Consultant agrees to comply with all applicable requirements of federal and state civil rights and rehabilitation statutes, rules and regulations. Further, Consultant agrees not to discriminate against a disadvantaged business enterprise, minority-owned business, woman-owned business, a business that a service-disabled veteran owns or an emerging small business enterprise certified under ORS 200.055, in awarding subcontracts as required by ORS 279A.110.

**17. Consultant's Compliance with Tax Laws:**

17.1 Consultant represents and warrants to the City that:

17.1.1 Consultant shall, throughout the term of this Agreement, including any extensions hereof, comply with:

- (i) All tax laws of the State of Oregon, including but not limited to ORS 305.620 and ORS Chapters 316, 317, and 318;
- (ii) Any tax provisions imposed by a political subdivision of the State of Oregon applicable to Consultant; and
- (iii) Any rules, regulations, charter provisions, or ordinances that implement or enforce any of the foregoing tax laws or provisions.

17.1.2 Consultant, further certifies that consultant is not in violation of any Oregon tax laws referenced in ORS 305.380(4).

**18. Notice.** Whenever notice is required or permitted to be given under this Agreement, such notice shall be given in writing to the other party by personal delivery, by sending via a reputable commercial overnight courier, by mailing using registered or certified United States mail, return receipt requested, postage prepaid, or by electronically confirmed at the address or facsimile number set forth below:

**If to the City:** Ashland Fire & Rescue  
Attn: Chris Chambers  
455 Siskiyou Blvd.  
Ashland, Oregon 97520  
Telephone: 541-482-2770

**With a copy to:** City of Ashland – Legal Department  
20 E. Main Street  
Ashland, Oregon 97520  
Telephone: (541) 488-5350

**If to Consultant:** MC Fire, LLC  
Attn: Jerry McAdams  
PO Box 50392  
Boise, Idaho 83705  
Telephone: 208-869-8107

19. **Governing Law.** This Agreement shall be governed by the laws of the State of Oregon without regard to conflict of laws principles. Exclusive venue for litigation of any action arising under this Agreement shall be in the Circuit Court of the State of Oregon for Jackson County unless exclusive jurisdiction is in federal court, in which case exclusive venue shall be in the federal district court for the district of Oregon. Each party expressly waives any and all rights to maintain an action under this Agreement in any other venue, and expressly consents that, upon motion of the other party, any case may be dismissed or its venue transferred, as appropriate, so as to effectuate this choice of venue.
20. **Amendments.** This Agreement may be amended only by written instrument executed by both parties with the same formalities as this Agreement.
21. **Nonappropriations Clause.** Funds Available and Authorized: City has sufficient funds currently available and authorized for expenditure to finance the costs of this Agreement within the City's fiscal year budget. Consultant understands and agrees that City's payment of amounts under this Agreement attributable to Work performed after the last day of the current fiscal year is contingent on City appropriations, or other expenditure authority sufficient to allow City in the exercise of its reasonable administrative discretion, to continue to make payments under this Agreement. In the event City has insufficient appropriations, limitations or other expenditure authority, City may terminate this Agreement without penalty or liability to City, effective upon the delivery of written notice to Consultant, with no further liability to Consultant.
22. THIS AGREEMENT AND THE ATTACHED EXHIBITS CONSTITUTE THE ENTIRE UNDERSTANDING AND AGREEMENT BETWEEN THE PARTIES. NO WAIVER, CONSENT, MODIFICATION OR CHANGE OF TERMS OF THIS AGREEMENT SHALL BIND EITHER PARTY UNLESS IN WRITING AND SIGNED BY BOTH PARTIES. SUCH WAIVER, CONSENT, MODIFICATION OR CHANGE, IF MADE, SHALL BE EFFECTIVE ONLY IN THE SPECIFIC INSTANCE AND FOR THE SPECIFIC PURPOSE GIVEN. THERE ARE NO UNDERSTANDINGS, AGREEMENTS, OR REPRESENTATIONS, ORAL OR WRITTEN, NOT SPECIFIED HEREIN REGARDING THIS AGREEMENT. CONSULTANT, BY SIGNATURE OF ITS AUTHORIZED REPRESENTATIVE, HEREBY ACKNOWLEDGES THAT HE/SHE HAS READ THIS AGREEMENT, UNDERSTANDS IT, AND AGREES TO BE BOUND BY ITS TERMS AND CONDITIONS.
23. **Certification.** Consultant agrees to and shall sign the certification attached hereto as "Exhibit C" and incorporated herein by this reference.

IN WITNESS WHEREOF the parties have caused this Agreement to be signed in their respective names by their duly authorized representatives as of the dates set forth below.

**CITY OF ASHLAND:**

**MC FIRE, LLC**

By: \_\_\_\_\_  
Joseph L. Lessard, City Manager

By: \_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

Purchase Order No. \_\_\_\_\_

\_\_\_\_\_  
Date

(W-9 is to be submitted with this signed Agreement)

**APPROVED AS TO FORM:**

\_\_\_\_\_  
City Attorney

\_\_\_\_\_  
Date

## EXHIBIT B

CITY OF ASHLAND, OREGON

# City of Ashland LIVING WAGE

ALL employers described below must comply with City of Ashland laws regulating payment of a living wage.

**\$18.12** per hour, effective June 30, 2023.

The Living Wage is adjusted annually every June 30 by the Consumer Price Index.



### Employees must be paid a living wage:

- For all hours worked under a service contract between their employer and the City of Ashland if the contract exceeds \$25,335.05 or more.
- For all hours worked in a month, if the employee spends 50% or more of the employee's time in that month working on a project or

portion of the business of their employer, if the employer has ten or more employees, and has received financial assistance for the project or business from the City of Ashland over \$25,335.05;

- If their employer is the City of Ashland, including the Parks and Recreation Department.
- In calculating the living wage, employers may add the value

of health care, retirement, 401K, and IRS eligible cafeteria plans (including childcare) benefits to the employee's amount of wages.

- **Note:** For temporary and part-time employees, the Living Wage does not apply to the first 1040 hours worked in any calendar year. For more details, please see Ashland Municipal Code Section 3.12.020.

### For additional information:

Call the Ashland City Manager's office at 541-488-6002 or write to the City Manager, City Hall, 20 East Main Street, Ashland, OR 97520, or visit the City's website at [www.ashland.or.us](http://www.ashland.or.us).

Notice to Employers: This notice must be posted in areas where it can be seen by all employees.

CITY OF  
ASHLAND



**EXHIBIT C**

**CERTIFICATIONS/REPRESENTATIONS:** Consultant, by and through its authorized representative, under penalty of perjury, certifies that (a) the number shown on the attached W-9 form is its correct taxpayer ID (or is waiting for the number to be issued to it and (b) Consultant is not subject to backup withholding because: (i) it is exempt from backup withholding, or (ii) it has not been notified by the Internal Revenue Service (IRS) that it is subject to backup withholding as a result of a failure to report all interest or dividends, or (iii) the IRS has notified it that it is no longer subject to backup withholding. Consultant further represents and warrants to City that: (a) it has the power and authority to enter into this Agreement and perform the Work, (b) the Agreement, when executed and delivered, shall be a valid and binding obligation of Consultant enforceable in accordance with its terms, (c) the work under the Agreement shall be performed in accordance with the highest professional standards, and (d) Consultant is qualified, professionally competent, and duly licensed (if applicable) to perform the Work. Consultant also certifies under penalty of perjury that its business is not in violation of any Oregon tax laws, it is an independent contractor as defined in the Agreement, it is authorized to do business in the State of Oregon, and Consultant has checked four or more of the following criteria that apply to its business.

- \_\_\_\_\_ (1) Consultant carries out the work or services at a location separate from a private residence or is in a specific portion of a private residence, set aside as the location of the business.
- \_\_\_\_\_ (2) Commercial advertising or business cards or a trade association membership are purchased for the business.
- \_\_\_\_\_ (3) Telephone listing is used for the business separate from the personal residence listing.
- \_\_\_\_\_ (4) Labor or services are performed only pursuant to written contracts.
- \_\_\_\_\_ (5) Labor or services are performed for two or more different persons within a period of one year.
- \_\_\_\_\_ (6) Consultant assumes financial responsibility for defective workmanship or for service not provided as evidenced by the ownership of performance bonds, warranties, errors and omission (professional liability) insurance or liability insurance relating to the Work or services to be provided.

\_\_\_\_\_  
Consultant's signature

\_\_\_\_\_  
Date

*Exhibit A*



**WILDFIRE RISK CONSULTING**

**CITY OF ASHLAND  
COMMUNITY WILDFIRE PROTECTION PLAN  
TECHNICAL PROPOSAL**

Ashland, Oregon

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November 11, 2023

Fire Chief Ralph Sartain  
Ashland Fire & Rescue  
455 Siskiyou Boulevard  
Ashland, Oregon 97520

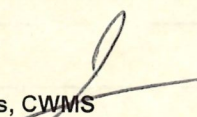
Chief Sartain,

I am reaching out regarding the opportunity to work with you and your team to put together a thorough rewrite of the City of Ashland Community Wildfire Protection Plan. As a Captain in the Boise Fire Department Wildfire Division, I have visited your wonderful community numerous times and have worked with your staff on various projects, including the popular IAFC Fire Department Exchange (FDX) program. I've also toured the City of Ashland watershed with your staff and members of the Fire Adapted Communities Learning Network (FAC Net).

As a consultant, I am very excited at the possibility of working with you and your stakeholders on the increased protection and resilience of your beautiful community. I have worked as a Steering Committee Member for two renditions of the Ada County CWPP, which has been integrated into the Ada County Multi-Hazard Mitigation Plan. I thoroughly understand the process and dynamics associated with this sort of undertaking. I am also a national expert in wildfire mitigation and look forward to this opportunity to work with Ashland's stakeholders to make this update meaningful and useful. A Spanish translation of the final CWPP will also be provided. As owner and Senior Wildfire Consultant for MC Fire, LLC, I contract instruct the NFPA 2-Day Assessing Structure Ignition Potential (ASIP) Course, as well as instruct my own 1-Day Fire Adapted Communities Education – Structure Assessment Course. As a firefighter, code official, fire inspector, fire investigator, and NFPA Certified Wildfire Mitigation Specialist (CWMS), with a 23-year career in the fire service, I am uniquely qualified to meet the City of Ashland's needs in this regard.

Aside from myself, our team will consist of Justice Jones, Wildfire Mitigation Officer, Austin Fire Department, and owner of Wildfire Justice, LLC, as well as Dustin Tetrault, Deputy Fire Chief of Risk Reduction and Wildfire, Big Sky Fire Department, and owner of Target Hazard Consulting, LLC, both of whom have excellent experience guiding and writing Community Wildfire Protection Plans. Additionally, Marya Washburn will provide Spanish translation services and Nate Casebeer will provide assistance with GIS products and outputs. We look forward to the opportunity to work with you and to serve your community with excellence.

Best Regards,

 (MEMBER)  
Jerry McAdams, CWMS  
Owner/Senior Consultant  
MC Fire, LLC  
PO Box 50392, Boise, ID 83705  
3369 S Grenze Way, Meridian, ID 83642  
Wireless #: 208-869-8107  
Fax #: N/A  
[jmcadams@mcfirellc.com](mailto:jmcadams@mcfirellc.com)  
[www.mcfirellc.com](http://www.mcfirellc.com)



**EXHIBIT A**

**Request for Proposals  
COMMUNITY WILDFIRE PROTECTION PLAN  
October 10, 2023**

**Proposal Submission Form**

The undersigned proposer submits this proposal in response to the City's Request for Proposals (RFP) for **Community Wildfire Protection Plan**, released on October 10, 2023. The proposer warrants that the proposer has carefully reviewed the RFP and that this proposal represents the proposer's full response to the requirements described in the RFP. The proposer further warrants that if this proposal is accepted, the proposer will contract with the City, agrees to the terms and conditions found in the attached contract and RFP or has submitted terms and conditions acceptable to the City, and will provide all necessary labor, materials, equipment, and other means required to complete the work in accordance with the requirements of the RFP and contract documents.

The proposer hereby acknowledges the requirement to carry or indicates the ability to obtain the insurance required in the contract. Indicate in the affirmative by initialing here: *jm*

The proposer hereby acknowledges receipt of Addendum Nos. 1, 2, 3, 4, 5, 6 to this RFP.

Full legal name of company:	MC Fire, LLC
Principle owner's name:	Jerry McAdams
Business Address:	PO Box 50392, Boise, Idaho 83705 Home Office: 3369 S Grenze Way, Meridian, Idaho 83642
State and location of company headquarters:	State of Idaho, Ada County, City of Meridian
Year business established:	2018
Telephone Number:	208-869-8107
Fax Number:	n/a
Email Address:	jmcadams@mcfirellc.com
Authorized Signature:	<i>Jerry McAdams</i> (MEMBER)
Printed/Typed Name:	Jerry McAdams (member)
Title:	Owner / Senior Consultant
Date:	November 11, 2023

**EXHIBIT B**

**Certificate of Compliance**

Compliance with Oregon Tax Laws:

In compliance with OAR 137-047-0260(2)(e), I hereby attest or affirm under penalty of perjury: That I am authorized to act on behalf of the proposer in this matter, that I have authority and knowledge regarding the payment of taxes, and that contractor is, to the best of my knowledge, not in violation of any Oregon Tax Laws, as defined in ORS 305.380.

Compliance with Nondiscrimination Laws:

In compliance with ORS 279A.110(4), OAR 137-046-0210(2) and OAR 137-047-0260(2)(a)(E), I hereby attest or affirm under penalty of perjury that I am authorized to act on behalf of proposer in this matter, and to the best of my knowledge the proposer has not discriminated and will not discriminate, in violation of ORS 279A.110(1), against a minority, women or emerging small business enterprise certified under ORS 200.055 or against a business enterprise that is owned or controlled by or that employs a disabled veteran as defined in ORS 408.225 in obtaining a required subcontract.

Corporate Officer:

By: J (MEMBER)  
Signature

Jerry McAdams

Print Name

Title: MC Fire, LLC - Owner/Senior Consultant

Date: 11/11/2023

## **QUALIFICATIONS AND EXPERIENCE**

MC Fire, LLC is pleased to submit this proposal for services to support the City of Ashland in making the community more resilient to the inherent threat of wildfire. We look forward to the opportunity to create a modern, updated Community Wildfire Protection Plan (CWPP) for the City of Ashland and its stakeholders. The City of Ashland CWPP will be written in the light of creating a living document, with actionable items and initiatives.

MC Fire, LLC is no ordinary consulting firm. Our focus is solely on protecting individuals, structures, communities, and other values at risk from the inherent and real threat that wildfire poses to communities. It is with this passion and science-based understanding of wildfire that we will make sure the City of Ashland, its constituents, and stakeholders are delivered a well-designed Community Wildfire Protection Plan (CWPP). It will be written by career firefighters and wildfire mitigation specialists, who truly understand the nature of wildfire and the science-based understanding of protecting communities from the threat of wildfire.

MC Fire, LLC has continually proven to be an industry leader in wildfire preparedness and mitigation, providing high-quality services and deliverables. My one-page bio speaks well of my education, training, and skillset regarding this request for proposals. MC Fire, LLC also has longstanding relationships with other professionals in the industry of wildfire preparedness and mitigation on a national and international scale. Please review my current bio and [www.mcfirellc.com](http://www.mcfirellc.com) for details of accomplishments. I have been involved with planning and implementing numerous wildfire preparedness projects, along with training, outreach, and education across the United States. I have also worked on wildfire-related issues worldwide during my tenure on the Board of Directors with the International Association of Wildland Fire (IAWF), and while on the Editorial Board for Wildfire Magazine.

As an avid outdoor recreationist, I thoroughly enjoy visiting Ashland, Oregon and the great people in Ashland who are engaged in wildfire mitigation work. I have hiked the Ashland watershed on two separate occasions and have seen some of the great landscape scale fuels reduction work that has taken place there. Ashland has a lot of great things going for it, from a wildfire preparedness standpoint, and MC Fire, LLC would appreciate the opportunity to assist in future efforts.

MC Fire, LLC is a Veteran-owned, small business with a strong consulting track record. We have an exceptionally strong project team, with extensive experience in wildfire preparedness and mitigation, including four (4) additional, high-caliber consultants, Justice Jones (Veteran), Dustin Tetrault, Marya Washburn, and Nate Casebeer. All members of our team have engaged in public service as a profession, and we aim to spread this theme of service in the consulting work we engage in. Our values are in serving communities with a passion for wildfire preparedness and safety, and in sharing our growing knowledge base. We appreciate your thoughtful consideration of our proposal and look forward to the opportunity to do business with, and serve, the City of Ashland and its citizens and visitors.

Our team of highly dedicated and passionate professionals stays up to date on literature in the industry, making use of new recommendations and research from groups such as the National Institute of Standards and Technology (NIST), Underwriters Laboratories (UL), Insurance Institute for Business and Home Safety (IBHS), CalFire, NFPA, etc. We incorporate best practices into our consulting work to provide the best possible solutions for the people we serve.

Collectively, our team has numerous years of experience in research and analysis, working specifically with codes, code updates, land-use planning, community risk reduction, emergency management, and collaborative partnership building. As leaders in the wildfire preparedness and mitigation industry, we have led coalitions, working groups, and other stakeholder initiatives, including Community Wildfire Protection Plan (CWPP) meetings and countywide Fire Adapted Communities working groups or collaboratives. We have also been involved in several countywide, multi-hazard mitigation plan update processes.

As strong collaborators, we have strong ties with local community groups in our own jurisdictions, and relationships with national and international organizations, and we will be able to provide excellent recommendations for collaborative partnerships to the City of Ashland and project manager(s). Our team will work diligently to help identify and connect the City of Ashland project manager(s) and staff with other area stakeholders.

Regarding previous work on similar types of plans, I was a key Steering Committee member on the Ada County Community Wildfire Protection Plan (CWPP), which has been successfully cross-walked and integrated into the 2022 Ada County Multi-Hazard Mitigation Plan <https://adacounty.id.gov/emergencymanagement/Mitigation/> . Justice Jones worked as key Steering Committee member on the 2014 Austin / Travis County Community Wildfire Protection Plan <https://www.traviscountytx.gov/emergency-services/community-wildfire-protection-plan> . In conjunction with another consulting firm, Justice Jones and I are currently working on the Jefferson County (WA) Community Wildfire Protection Plan, and implementation of the NIST Hazard Mitigation Methodology in Sanpete County (UT). Dustin Tetrault is currently working as lead consultant on the Madison County (MT) Community Wildfire Protection Plan. Examples of recent Wildfire Safety Plans completed by MC Fire, LLC are included on the submitted thumb drive, with project name, location, and dates included in the documents.

## **TASK LIST AND ESTIMATED TIMELINE/BENCHMARKS**

Our team is available and ready to tackle and accomplish the deliverables associated with this request for proposals. We propose a more compressed timeline for deliverables of approximately 12 months from the time the agreement/contract is signed, with completion on or before December 31, 2024. It is our aim to make the final living document as concise and user-friendly as possible. We will also work diligently with your project management team to put together a media release (both English and Spanish versions) and a community event at the culmination of this project.



We will work efficiently and diligently with City of Ashland personnel and project manager(s), along with other key stakeholders to clarify goals and gather information. We will work with attendees to create a more detailed and thorough stakeholder contact list, which will be updated as necessary throughout the project. This stakeholder contact list will be used for dissemination of information and meeting minutes. Detailed meeting minutes will be distributed after each meeting. It is intended that meetings will be recorded, so accurate meeting minutes can be compiled for each meeting, and individuals who can't attend, either in-person or virtually, will be able to watch proceedings.

After this first series of meetings, our team will then start the process of completing a needs assessment and gap analysis, along with working out future meeting logistics with project manager(s).

**Note:** *All CWPP Advisory Committee meetings will be held in-person, with a virtual component on Zoom for individuals who are not able to attend in-person. This will allow for increased participation and buy-in, which is a vital part of the CWPP process. After the first working group meetings, all future working group meetings will be held virtually through MC Fire, LLC's Zoom Pro account. Times and locations of in-person and virtual meetings will be coordinated with the project management team, and invitations sent to stakeholders. As with the initial in-person kick-off meeting and in-person working group meetings, detailed meeting minutes will be provided to all attendees.*

**Note:** *All meetings will be facilitated utilizing meeting agendas and a sense of order and respect, to maintain efficient and effective use of time. Norms or guidelines will be created, written, and agreed to, for the sake of efficiency and mutual respect. Our team will make a point to encourage all participants to engage in meaningful discussion. We take your time and our time seriously, and will focus on creating efficiency in our meetings, while at the same time providing ample time for creativity and discussion on relevant topics.*

The following tasks will be completed as part of the complete CWPP rewrite process. These tasks will be completed throughout the duration of the process and portions of each task will be included in relevant meetings, and in work completed during interim periods between meetings.

- Work with the Community Risk Reduction Working Group to summarize a suite of community-driven risk reduction initiatives and frame strategies for implementation, along with related topics.
- Work with the Watershed Working Group to incorporate the City of Ashland's vision for landscape-scale mitigation and watershed climate change, along with related topics.
- Work directly with the Public Health and Safety Working Group to summarize public health and safety concerns and identify opportunities to improve existing projects and programs, along with related topics.

- Work directly with the Post-Fire Working Group to compile lessons learned from the tragic Alameda Fire to help inform and support development of a Wildfire Recovery Plan, along with related topics.
- Work with various stakeholders to draft a strategy and identify tasks to prevent common human-caused wildfires, with a focus on those caused by homeless individuals.
- Incorporate results from several related studies into the updated CWPP. These documents, provided by the City of Ashland, will include an updated Wildfire Risk Assessment, Community Smoke Response Plan, and Critical Infrastructure Engineering Study.
- Work directly with working groups to review existing resources and tools in the City of Ashland Emergency Preparedness and Response Toolkit and Ashland Chamber of Commerce Emergency Preparedness and Resilience Toolkit, in order to assess effectiveness and adoption and recommend updates and/or revisions to these toolkits.
- Align the new City of Ashland Community Wildfire Protection Plan with the 2023 – 2025 Vision and Value Statements from the recently adopted biennium.
- Propose a plan to implement short- and long-term recommendations and activities prescribed in the updated CWPP.
- Propose performance measures to track and evaluate performance in reaching goals outlined in the updated CWPP. These should include both qualitative and quantitative measures (e.g., quality, efficiency, effectiveness, satisfaction, or impact).
- Research and identify potential funding sources for specific action items or initiatives in the updated CWPP.
- Undertake a thorough analysis of existing stakeholders, their strengths and limitations, identify gaps, and provide clear recommendations on how best to use those strengths in ways that will support greater diversity, equity, and inclusion in the organization. Specifically identify opportunities that will likely improve the operational effectiveness of the updated CWPP.
- Compile results from the Risk Assessment and Economic Sustainability working groups for inclusion in the CWPP.
- Prepare “working” draft of the CWPP to present in an Open House to the General Public, and incorporate any applicable changes requested at this meeting.
- Prepare and email the “final” draft of the CWPP to project manager(s) and Forestry Officer, Division Chief Chris Chambers.
- Schedule and facilitate a meeting to review the CWPP with City of Ashland Staff and the CWPP Advisory Committee, and incorporate any applicable changes requested at this meeting.
- Present the “final” draft of the CWPP to City of Ashland Mayor, Council, and staff, for final approval, and incorporate any applicable changes requested at this meeting.
- Finalize the 2024 City of Ashland Community Wildfire Protection Plan.

MC Fire, LLC recognizes that the entire City of Ashland has been specifically identified as being at risk from wildfire; this point was driven home during the Alameda Fire. With the goal of protecting

the entire community and its valuable resources from the threat of wildfire, MC Fire, LLC will work closely with City of Ashland project manager(s), community members, and other stakeholders to schedule and implement efficient meetings, facilitate dialogues and discussion to engage stakeholders in how to better incorporate diversity, equity, and inclusion to support underserved populations, and to solicit comments and integrate stakeholder input into report findings and recommendations.

Our team members have extensive experience in wildfire preparedness and mitigation, as exhibited by their introduction pages in Addendum 1 of this proposal (attached). We will have a distinct separation of duties as indicated in Table 1. Jerry McAdams will be the primary point of contact (POC), and will lead and facilitate Advisory Group meetings, with Justice Jones and Dustin Tetrault attending virtually, and poised as backup in efforts to gather information and create redundancy. Nate Casebeer will also virtually attend the Advisory Group meetings, for situational awareness. Marya Washburn and Nate Casebeer will have limited, but important, roles in the creation of the CWPP.

Team Members	Project Responsibilities
<b>Jerry McAdams</b>	Primary point of contract, primary writer and editor, lead and facilitate meetings.
<b>Justice Jones</b>	Research and review documents, virtually attend Advisory Group meetings, review & edit "working" draft and "final" draft.
<b>Dustin Tetrault</b>	Research and review documents, virtually attend Advisory Group meetings, review & edit "working" draft and "final" draft.
<b>Marya Washburn</b>	Review/edit "working" draft and "final" draft, create Spanish translation of final document.
<b>Nate Casebeer</b>	Incorporate GIS products and create an ArcGIS StoryMap to be turned over for hosting by the City of Ashland.

Table 1 – Individual Team Members and Project Responsibilities.

Our team is committed to finishing this project earlier than planned, if possible. However, given the importance of this project, we will take time to do this right. This Community Wildfire Protection Plan and associated deliverables will impact the safety and betterment of the community, and its overall resilience to the threat of wildfires in the short- and long-term.

Our team of highly skilled consultants will collaborate with stakeholders on all deliverables and will finish this project in a timely and professional manner, and within budget. Additionally, as a value-added service, MC Fire, LLC will provide follow-up consulting services, at no extra cost, for up to eight (8) hours, to be used for up to twelve (12) months, beyond the closeout of this project, in case the City of Ashland project management team has additional questions, needs clarification, or suggests a minor edit.

Key benchmarks and an estimated timeline are identified in the following table. These benchmarks and dates are not rigid and will be modified as needed. They are estimates, which will be firmed up with City of Ashland staff and the project manager(s) while working on a contract for services.

Benchmarks	Estimated Timelines
<b>Benchmark 1:</b> MC Fire, LLC will execute a contract for services with the City of Ashland.	December 2023
<b>Benchmark 2:</b> Our team will conduct a review of existing relevant documents (e.g., codes, land-use planning, 2004 CWPP, etc.), and have a team meeting to discuss findings and strategies. We will then work with the City of Ashland project manager(s) to put together logistics for the first in-person Public Meeting/Open House, first Advisory Group meeting, and first four (4) working group meetings.	January 2024
<b>Benchmark 3:</b> Our team will facilitate the first in-person Advisory Group meeting, as well as the first in-person Public Meeting/Open House. These meetings will also have a virtual component, on Zoom, for individuals who are not able to attend in-person. MC Fire, LLC will also host the first four (4) working group meetings in-person, with a virtual component. The intent would be to have the first Advisory Group meeting during the day on Tuesday, the Open House on Tuesday evening, and then follow up with two (2) working group meetings on Wednesday, and two (2) working group meetings on Thursday of the same week. Our team will provide detailed meeting minutes for all attendees and individuals on the stakeholders list.	February 2024
<b>Benchmark 4:</b> MC Fire, LLC will host an in-person Advisory Group meeting, and four (4) virtual working group meetings, spaced a couple of weeks apart, so meeting minutes and other information can be provided to all groups during the interim periods.	March 2024
<b>Benchmark 5:</b> MC Fire, LLC will host an in-person Advisory Group meeting, and four (4) virtual working group meetings, spaced a couple of weeks apart, so meeting minutes and other information can be provided to all groups during the interim periods.	April 2024
<b>Benchmark 6:</b> MC Fire, LLC will host an in-person Advisory Group meeting, and four (4) virtual working group meetings, spaced a couple of weeks apart, so meeting minutes and other information can be provided to all groups during the interim periods.	May 2024
<b>Benchmark 7:</b> MC Fire, LLC will host an in-person Advisory Group meeting, and four (4) virtual working group meetings, spaced a couple of weeks apart, so meeting minutes and other information can be provided to all groups during the interim periods.	June 2024
<b>Benchmark 8:</b> MC Fire, LLC will host an in-person Advisory Group meeting, and four (4) virtual working group meetings, spaced a couple of weeks apart, so meeting minutes and other information can be provided to all groups during the interim periods. We will also work with City of	July 2024

Ashland staff and project manager(s) to schedule a 2nd Public Meeting/Open House.	
<b>Benchmark 9:</b> A detailed “working” draft of the City of Ashland Community Wildfire Protection Plan will be completed and delivered to the Advisory Committee and project manager(s) for review and approval. This “working” draft document will also be presented to the General Public at the 2nd Public Meeting/Open House for review and comment, which will inform subsequent edits for the final version of the updated CWPP.	August 2024
<b>Benchmark 10:</b> MC Fire, LLC will provide a detailed “final” draft CWPP document to the project manager(s) and Forestry Officer, Division Chief Chris Chambers, for review and comment. MC Fire, LLC will host an in-person meeting with the Advisory Group and City of Ashland staff, to review the “final” draft CWPP. Our team will review comments, obtain clarification as necessary, and work on edits to finalize the CWPP. MC Fire, LLC will also present the “final” draft of the 2024 Ashland Community Wildfire Protect Plan to Mayor, Council, and staff for final approval. If applicable, MC Fire, LLC will incorporate any applicable changes requested by the Ashland Mayor and City Council.	September 2024
<b>Benchmark 11:</b> Our team will also create an Ashland CWPP ArcGIS StoryMap, which can be used as a tool for public involvement and outreach.	October 2024
<b>Benchmark 12:</b> MC Fire, LLC will conduct a final edit, and deliver a thorough 2024 City of Ashland Community Wildfire Protection Plan (English and Spanish versions).	November 2024

Table 2 – MC Fire, LLC Project Benchmarks and Timeline.

## **CONTRACTUAL TERMS AND CONDITIONS**

MC Fire, LLC accepts the City of Ashland’s contract provisions found in the **Personal Services Agreement** (Exhibit C) of the Request for Proposals. The **Proposal Submission Form** (Exhibit A) and **Certificate of Compliance** (Exhibit B) have been signed and are attached at the beginning of this proposal.

All printing, binding, and stationary work will be performed in the State of Oregon as required.

MC Fire, LLC recognizes the need for the sustainable use of materials and is committed to the use of recyclable products whenever possible.

MC Fire, LLC also recognizes that diversity, equity, and inclusion shall play an integral part in the CWPP rewrite process.

## CLIENT LIST

The following is a list of previous and current MC Fire, LLC clients. We would welcome the opportunity to add the City of Ashland to this list. MC Fire, LLC diligently serves its clients, as indicated by the letters of recommendation in Addendum 2 of this proposal (attached).

<b>NFPA (Nationwide)</b> <i>Instructor &amp; Subject Matter Expert</i>	<b>New Mexico FAC (NM)</b> <i>Presentation</i>	<b>GWC Capital (ID)</b> <i>Wildfire Safety Plan</i>
<b>Terra View, LLC (ID)</b> <i>Wildfire Safety Plan</i>	<b>Horace Mann Insurance (IL)</b> <i>Presentation</i>	<b>Matrix Engineering (ID)</b> <i>Wildfire Safety Plan</i>
<b>Element Building Company (ID)</b> <i>Wildfire Safety Plan</i>	<b>A-Team Land Consultants (ID)</b> <i>Wildfire Safety Plan</i>	<b>Blue Peak Engineering (ID)</b> <i>Wildfire Safety Plans</i>
<b>HalfMoon Education (Nationwide)</b> <i>Instructor</i>	<b>Cascadia Conservation District (WA)</b> <i>Structure Assessment Classes</i>	<b>Envista Forensics (CA)</b> <i>Private Fire Investigation</i>
<b>Douglas County Building Division (CO)</b> <i>Structure Assessment Classes</i>	<b>APLD California Chapter (CA)</b> <i>Presentation</i>	<b>Atova, Inc (ID)</b> <i>Wildfire Safety Plan</i>
<b>Provo Fire &amp; Rescue (UT)</b> <i>Structure Assessment Class</i>	<b>Sanpete County (UT)</b> <i>Structure Assessment Class</i>	<b>SWCA (UT)</b> <i>HMM Implementation and Code Review</i>
<b>SWCA (WA)</b> <i>CWPP Code Review</i>	<b>Avimor Stewardship Organization Inc (ID)</b> <i>Defensible Space Inspections for Compliance</i>	<b>National Association of Regional Councils</b> <i>Presentation for 2023 Executive Directors Conference</i>

Figure 1 – MC Fire, LLC Client List.

## SUMMARY

MC Fire, LLC and our team of consultants is unique and perfectly qualified to conduct a complete rewrite of the City of Ashland Community Wildfire Protection Plan. We will employ a collaborative and wholistic project approach to help the City of Ashland reduce wildfire risk by creating a thorough, concise, and useful living document; this will include a Spanish translation.

We will emphasize the importance of multiple values at risk, while prioritizing the reduction in loss of life and property. We will lead this collaborative effort to help the community identify and prioritize actionable items, with the goal of increased protection to the community and other values at risk from the real and ongoing threat of wildfire. Our dedicated and experienced Senior Wildfire Consultant will provide exceptional communication and follow-through on all deliverables associated with this request for proposals.

Our team will incorporate ideas from the new NIST Hazard Mitigation Methodology (HMM), and other recent studies, into committee and working group discussions, to foster outcomes which take into account best practices and current science-based information in the industry.

MC Fire, LLC is excited about this opportunity and looks forward to working with the City of Ashland to support its resiliency and improve the community's safety from the increased threat of wildfire, along with protecting other important values at risk (e.g., critical infrastructure, economic interests, watersheds, etc.). Thank you for your consideration.

## **REFERENCES**

**Paul Marusich, Deputy Director, Ada County Emergency Management and Community Resilience**, [pmarusich@adacounty.id.gov](mailto:pmarusich@adacounty.id.gov) , 208-577-4750. I worked with Paul on the Ada County Multi-Hazard Mitigation Plan and Ada County CWPP as a Steering Committee Member, representing a countywide partnership, the Ada Fire Adapted Working Group (ADAFAC) <https://adacounty.id.gov/emergencymanagement/Mitigation/> . I facilitate and lead the Ada Fire Adapted Working Group, which is a diverse group of stakeholders spanning various levels of government and including non-governmental organizations (NGOs).

**Michele Steinberg, Wildfire Division Manager, National Fire Protection Association (NFPA)**, [msteinberg@nfpa.org](mailto:msteinberg@nfpa.org) , 800-344-3555. I have worked with Michele as a contract instructor and subject matter expert for NFPA, helping develop online curriculum <https://www.nfpa.org/for-professionals/training-for-me/wildfire-training> . I have also co-presented with Michele. She knows my character, the quality of my work, and my ability to facilitate meetings and group discussions.

**Amber Wells, Assistant Director Wildland Fire, International Association of Fire Chiefs (IAFC)**, [awells@iafc.org](mailto:awells@iafc.org) , 703-273-0911. I worked on steering committees with Amber, putting together comprehensive Community Wildfire Readiness Education and presenting at two conferences, as well as putting together a successful Fire Department Exchange (FDX) program <https://www.iafc.org/topics-and-tools/wildland/fire-department-exchange> . Amber can speak about my leadership and facilitation abilities, as well as my presentation skills.

**Emily Troisi, Associate Director, Fire Adapted Communities Learning Network (FAC Net)**, [emily@thewatershedcenter.com](mailto:emily@thewatershedcenter.com) , 240-533-1856. Emily is a colleague and friend and can speak to my facilitation and mitigation skills. I have worked with Emily to develop an initial exchange program for the Austin and Boise Fire Department, and have written several blog posts for FAC Net as well as attending annual workshops <https://fireadaptednetwork.org/?s=Jerry+McAdams> .

**Jill Welle, Senior Wildfire Mitigation Specialist, Douglas County**, [jwelle@douglas.co.us](mailto:jwelle@douglas.co.us) , 720-733-6924. I worked with Jill on the Certification Advisory Group for the NFPA Certified Wildfire Mitigation Specialist (CWMS) Certification, providing subject matter expertise and writing test questions, <https://www.nfpa.org/for-professionals/certification/cwms?l=134> . I also served as a contract instructor for Douglas County, providing two 1-day classes on Fire Adapted Communities Education – Structure Assessments.

**Karin Aiello, Executive Assistant, C3 Civil Engineering, LLC**, [karin@c3civileng.com](mailto:karin@c3civileng.com) , 208-918-0928. I contracted with her team to produce two separate comprehensive Wildfire Safety Plans for new developments in high wildfire risk areas in Ada County and Elmore County (Idaho).

**Doug Unger, Owner/Principal Engineer, Matrix Engineering, Inc.**, [dunger@mat-eng.com](mailto:dunger@mat-eng.com) , 208-433-9395. I contracted with Doug and his team to produce a comprehensive Wildfire Safety Plan for a new development in a high wildfire risk area in Ada County (Idaho).

**Jeff Ostenson, Executive Producer, North Forty Productions, [jeff@north40productions.com](mailto:jeff@north40productions.com) , 509-888-2212.** I contracted with Jeff and his crew as a subject matter expert on the production of "Living With Wildfire" in Wenatchee (Washington) <https://eraofmegafires.com/> (scroll down to "Living with Wildfire").

**Cheryl Buckwalter, Advocacy Chair, Association of Professional Landscape Designers – California Chapter, [advocacy@apldca.org](mailto:advocacy@apldca.org) , 916-207-8787.** I contracted with Cheryl and the APLD California Chapter to provide subject matter expertise and a fire adapted communities presentation to kick off their "Slow the Burn" <https://bewatersmart.info/wp-content/uploads/2022/08/APLD-CA-Slow-the-Burn-Symposium-Flyer.pdf> .

## **PUBLISHED ARTICLES AND RESEARCH**

McAdams, Jerry (2023). Wildfire Practitioners Need You! Fire Protection Engineering (SFPE), Q2 2023 Issue #98, 12-13, [https://www.fireprotectionengineering-digital.com/fireprotectionengineering/library/item/q2\\_2023/4106561/](https://www.fireprotectionengineering-digital.com/fireprotectionengineering/library/item/q2_2023/4106561/) .

Landrum, R. E., Hood, J. T., & McAdams, J. M. (2001). Satisfaction with College by traditional and nontraditional college students. Psychological Reports, 89, 740-746.

Landrum, R. Eric; McAdams, Jerry M.; and Hood, J et'aime. (2000). "Motivational Differences among Traditional and Nontraditional Students Enrolled in Metropolitan Universities". Metropolitan Universities: An International Forum, 11(1), 87-92.



**ADDENDUM 1**

**PROJECT TEAM INTRODUCTIONS**

**See Pages 16 - 21**



## EDUCATION

- BS Psychology  
Boise State University, 1991 – 1996
- Master of Management/Law Candidate  
Willamette University, 1996 – 1997
- MBA Candidate  
Boise State University, 1997 – 1998

## CERTIFICATIONS

- NFPA Certified Wildfire Mitigation Specialist (CWMS)
- ICC Fire Inspector I
- ICC Fire Inspector II
- ICC Fire Plans Examiner
- IAAA Fire Investigation Technician
- NWCG Public Information Officer
- NWCG Wildland Fire Investigator

## COMMITTEES

- SFPE WUI Virtual Handbook Project Advisory Panel, 2021 – 2023
- NFPA, Reducing Wildfire Risk to Property Subject Matter Expert, 2021 – 2022
- IAFC, Fire Department Exchange (FDX) Steering Committee, 2015 – 2020
- IAWF Board of Directors, 2014 – 2018
- Wildfire Magazine Editorial Board, 2015 - 2018
- DOI-BLM, Boise District Resource Advisory Council (RAC) Member, 2015 – 2018

## CONTACT

Jerry McAdams  
MC Fire, LLC  
PO Box, 50392  
Boise, Idaho 83705  
[jmcdams@mcfirellc.com](mailto:jmcdams@mcfirellc.com)  
208-869-8107  
[www.mcfirellc.com](http://www.mcfirellc.com)

## JERRY MCADAMS, CWMS

Senior Wildfire Consultant

EXPERIENCE – 23+ YEARS

As an industry leading NFPA Certified Wildfire Mitigation Specialist (CWMS), I have a breadth and depth of experience that very few mitigation specialists have. I started my career in the fire service in 2000 with the Boise Fire Department and have held various roles, including Firefighter, Engineer, Captain Fire Inspector, Wildfire Mitigation Specialist, and Acting Deputy Chief Fire Marshal.

Having been deeply engaged in local and national wildfire mitigation programs and messaging since 2011, I have an extensive understanding of multiple nuances related to the protection of communities and other values at risk from the real threat of wildfire, including wildfire operations, public policy, land use planning, codes and standards, prevention, education, fire investigation, structural hardening, fire-resistant landscaping, and insurance for wildfire-prone areas.

Through direct working relationships, I have been involved in moving forward the Fire Adapted Communities programs and messaging of the National Fire Protection Association (NFPA), International Association of Fire Chiefs (IAFC), International Association of Wildland Fire (IAWF), International Code Council (ICC), and Fire Adapted Communities Learning Network (FAC Net).

## CAREER

**Senior Wildfire Consultant, MC Fire, LLC**  
(2017 – Present)

- Instruct classes nationwide for homeowners, business owners, fire officials, foresters, insurance personnel, architects, engineers, etc. on ignition vulnerabilities from wildfire, with appropriate mitigation measures such as structural hardening, fuel thinning, and fire-resistant landscaping.
- Write comprehensive Wildfire Safety Plans for new developments in wildfire-prone areas.

**Senior Captain Wildfire Mitigation Specialist, Boise Fire Department**  
(October 2000 – Present)

- Wildfire mitigation specialist leading a City of Boise Wildfire Mitigation Team in the completion of landscape-scale fuel reduction and revegetation projects, Firewise public outreach and education, grant proposal writing and reporting, and supervision of Wildland Fuels Technicians.

## Justice Jones

Wildfire Justice LLC

Consultant

### Summary of Qualifications



Justice Jones has over two decades of experience in the wildland fire service at all levels, within multiple agencies working to reduce the risk of losses of life, property and natural resources to wildland fire. Most recently he serves as the Wildfire Mitigation Officer for the City of Austin and Austin Fire Department. Justice has works with various cooperators and stakeholders to enhance the City of Austin's resiliency to the impacts of wildfire.

His primary areas of expertise include development Community Wildfire Plans and wildfire risk reduction strategies, assessment of wildfire risk, wildfire evacuation planning, fire service education, climate resiliency and various wildfire planning mechanisms.

### Educational Background and Certifications

- Bachelor's Degrees from the University of Texas at Austin in Environmental Resource Management and Cultural Anthropology
- Associates Degree Anthropology
- Arborist

### Professional Experience

- City of Austin / Austin Fire Department Wildfire Mitigation Officer
- State of Texas Wildland Urban Interface and Fire Prevention Coordinator
- Member of the Lonestar State Incident Management Team
- Texas Division of Emergency Management Hazard Mitigation Team
- U. S. Air Force with two tours during Operation Desert Storm

### Relevant Experience

- Serves on the International Association of Fire Chiefs Wildland Fire Policy Committee
- Presenter and Instructor at State and National conference for a variety of topics that include Wildland Urban Interface, Fire Department preparedness, and community risk reduction
- Served on the Southern Group of State Foresters, Cohesive Wildfire Strategy working group
- Technical Committee for NFPA 1141 and NFPA 1142, 1140
- Fire Service representative for the Federal Alliance of Safe Homes' Lonestar Chapter
- Texas representative for the Fire Adapted Communities Learning Network

### Associated Professional Accomplishments

- Co-Developer of the International Association of Fire Chiefs' Fire Department Exchange Program
- Member of the Texas and Southern Wildfire Risk Assessment Portal's development team
- Recipient of multiple national awards to include the Smokey Bear Award for excellence in fire prevention, IAFC Wildfire Leadership Award
- International Code Council Committee 605 on Residential Wildfire Development



• [Wildfirejustice@gmail.com](mailto:Wildfirejustice@gmail.com)

• 936 827 7190



# Dustin Tetrault

## Public Safety Consultant

### My Contact

- ✉ [dustin@targethazardllc.com](mailto:dustin@targethazardllc.com)
- ☎ 406-596-0020
- 📍 244 Tuke Ln, Twin Bridges, MT
- 🌐 [www.targethazardllc.com](http://www.targethazardllc.com)

### Certifications

- NFPA Certified Wildfire Mitigation Specialist
- ICC Fire Inspector I
- ICC Residential Building Code Inspector
- NWCG Incident Commander Type 4
- NWCG Planning Section Chief
- NWCG Task Force Leader
- NWCG Liaison Officer
- NWCG Prescribed Fire Burn Boss
- NWCG Engine Boss
- National Registered Paramedic
- CPSE Chief Fire Officer
- FEMA Homeland Security Exercise Planner
- ICS-100,200,300,400,700,800 +

### Education Background

- University of Montana  
*Masters in Public Administration (MPA)*  
Completed in 2023
- Franklin University  
*Bachelors in Public Safety Leadership & Administration*  
Completed in 2019
- Illinois Central College  
*Associates in Fire Science & Paramedicine*  
Completed in 2005

### About Me

An accomplished and versatile public safety professional with 20 years of experience. I have extensive experience managing diverse hazards and situations. My approach blends hands-on operational expertise with a strong foundation in administrative practices. My unwavering work ethic and dedication foster a transformative leadership style that centers on leading through personal example.

### Professional Experience

#### Target Hazards Consulting, LLC | Owner/Consultant 2021 – Present

Target Hazards is a consulting firm focusing on an extensive range of all-hazards planning. My firm provides consultancy services across various areas of expertise, encompassing strategic planning, community wildfire protection planning, prescribed fire planning, homeowner risk assessments, FEMA Incident Command courses, disaster exercises, geospatial analysis, and numerous other domains.

#### Big Sky Fire Department | Deputy Chief of Risk Reduction & Wildfire 2018 – Present

I play a pivotal role in a multifaceted, career all-hazard fire department. With a team of 34 full-time staff members, in my capacity, I hold comprehensive responsibility for managing various facets of community risk reduction. This encompasses overseeing code enforcement, prevention efforts, arson investigations, and life safety initiatives. Additionally, I serve as the chief administrator for our wildfire program, which includes the coordination of mitigation crews, Fire Adapted Big Sky Group, deployments, training programs, and the maintenance of essential apparatus. Furthermore, I collaborate closely with the Fire Chief in an array of administrative functions, ranging from budgeting and executive planning to human resources management.

#### 2015 – 2018

#### Madison County, MT | Emergency Manager / Fire Warden

I served as the lead of response, planning, mitigation, preparedness, and recovery. Managed six volunteer fire departments and coordinated wildfire response within the county. Successfully managed numerous grants and formulated county training, plans, and exercises.

### Committees

- Montana Fire Chiefs Wildland Fire Committee
- Southwest Montana Fire Chiefs – Vice President
- Madison County Local Emergency Planning Committee – Vice President
- SFPE WUI Virtual Handbook – Fire Service Working Group
- Fire Adapted Montana – Steering Committee
- Fire Adapted Big Sky – Chair

# NATE CASEBEER

GIS Specialist



## ABOUT ME

Howdy, I'm Nate. I live in Austin, Texas with my wife Christine, where we enjoy the local landscapes, live music and BBQ.

My interests are in Wildland Urban Interface (WUI) dynamics and using technology and planning to create lasting community resilience.

I'm proud to be recognized as a GEOINT Professional by the United States Geospatial Intelligence Foundation.

## EXPERTISE

- Geospatial Intelligence
- WUI Dynamics / Risk Analysis
- Fire Behavior Modeling
- Hazard Mitigation Planning
- Cartography

## CONTACT ME

📞 512-461-0619  
✉️ [sncasebeer@gmail.com](mailto:sncasebeer@gmail.com)  
📍 9101 La Cresada Dr.  
Austin, TX 78749



## EDUCATION

2020  
Northeastern University  
Boston, MA  
MPS - Geospatial Services  
Remote Sensing

2015  
Stephen F. Austin State University  
Nacogdoches, TX  
BS - Forestry

## EXPERIENCE

2016 - 2023  
CITY OF AUSTIN  
Harnessing the power of  
geospatial intelligence for  
public safety command, control,  
and communications.

2023  
AUSTIN OFFICE OF HOMELAND  
SECURITY AND EMERGENCY  
MANAGEMENT  
Business Process Consultant Sr.

2016 - 2023  
AUSTIN FIRE DEPARTMENT  
WILDFIRE DIVISION  
Geospatial Analyst Sr. | Forester



# MARYA WASHBURN

Bilingual Wildfire Consultant

📞 720-378-4587

✉️ maryawashburn@gmail.com

📍 PO Box 591, Lyons CO 80540

## EDUCATION

**Bachelor of Arts**  
Bowdoin College  
Spanish and Sociology

**Master of Science**  
Minnesota State University  
Experiential Education, thesis on  
Adult Educational Leadership

## EXPERTISE

Wildland Firefighter

Public Affairs

Bilingual Communications

Local Government

## LANGUAGES

English

Spanish

## About Me

○ I am an experienced wildland firefighter fluent in both English and Spanish, with extensive expertise in presenting wildfire information to the public. I have over twenty years of career background in education and community engagement, and considerable knowledge of local government communication, education, and operational needs. As a seasoned public affairs specialist and communications program manager, I am highly skilled at integrating firefighting strategies with community needs. I can deftly navigate the sometimes complex intersections of firefighting, community engagement, planning, and emergency management.

## Career

○ 2013- Present: Lyons Fire Protection District, Lyons CO

### Lieutenant, Firefighter and Public Information Officer

I currently serve as a Lieutenant and paid-shift Firefighter at an all-hazards combination fire department. I am trained and certified to respond to calls including wildland, structure, swiftwater, vehicle extrication, and hazardous materials incidents. I also serve as a Public Information Officer for our department and deploy as a Cooperator for the state of Colorado to work with Incident Management Teams across the country in response to wildfires.

○ 2014-Present: Boulder County and City of Boulder, CO

### Bilingual Program Manager, Facilitator and Public Affairs

For the past ten years I have served in various bilingual roles for the City of Boulder and Boulder County. This work has included implementing and managing new high-acuity case management programs, training new educators and facilitators, engaging community stakeholders, and working as a lead communications specialist for city and county emergency operation and public safety teams.

○ 2004-2014: Outward Bound and Eagle Rock Schools, Worldwide

### Educational Program Manager and Training Specialist

For the first ten years of my career I worked as an educator and guide in Colorado, the Southeastern U.S., and the Patagonia region of South America. I worked for both Spanish and English-speaking clients teaching safety, communication, and leadership skills.

## Certifications

- NWCG Public Information Officer
- NWCG Firefighter Type 2
- NREMT Emergency Medical Responder
- Colorado Spanish Teaching License K-12
- CDFPC Structure Firefighter Level I & II
- CDFPC Firefighter HazMat Awareness & Ops
- FEMA Public Information Officer
- Boulder County Type 3 IMT Lead PIO

**ADDENDUM 2**

**LETTERS OF RECOMMENDATION**

**See Pages 22 - 27**



## NATIONAL FIRE PROTECTION ASSOCIATION

The leading information and knowledge resource on fire, electrical and related hazards

March 22, 2023

RE: Consultant Jerry McAdams, MC Fire, LLC

To Whom It May Concern,

I am providing this letter of reference concerning the consulting services of Jerry McAdams with MC Fire, LLC.

Since 2018 NFPA has worked with Jerry McAdams as a contract instructor for numerous offerings of our 2-Day Assessing Structure Ignition Potential from Wildfire (ASIP) or Home Ignition Zone (HIZ) course, and as a subject matter expert (SME) for our "Reducing Wildfire Risk to People and Property" free online training. He is a wealth of knowledge and a pleasure to work with. Jerry McAdams is detail oriented, has a great understanding of multiple nuances related to the protection of homes and business from the threat of wildfire, and does a terrific job interacting with the public. What really stands out about my interactions with Jerry McAdams is his passion for wildfire mitigation and preparedness. He is not only a leader in the field, but also a student, and continues to strive to increase his knowledge base to provide better, more current information to those he serves in his profession.

As an industry-leading NFPA Certified Wildfire Mitigation Specialist (CWMS), I would highly recommend Jerry McAdams as a subject matter expert on future wildfire-related projects, as well as instruction and training in the field of wildfire mitigation and preparedness. Our team looks forward to our ongoing relationship with Jerry McAdams and MC Fire, LLC.

Please feel free to contact me with any questions.

Best Regards,

A handwritten signature in cursive script that reads "Michele Steinberg".

Michele Steinberg  
Wildfire Division Director  
National Fire Protection Association  
[msteinberg@nfpa.org](mailto:msteinberg@nfpa.org)  
617-590-9518





State of Utah

SPENCER J. COX  
Governor

DEIDRE M. HENDERSON  
Lieutenant Governor

Department of Natural Resources  
Division of Forestry, Fire & State Lands

JOEL FERRY  
Executive Director

JAMIE BARNES  
Director/State Forester

August 9, 2023

Jerry McAdams  
Certified Wildfire Mitigation Specialist  
Owner/Consultant MC Fire, LLC

Dear Jerry,

On behalf of the State of Utah, Division of Forestry, Fire and State Lands (FFSL), thank you for your services and the opportunity to offer specialized training to a variety of participants in Sanpete County, Utah. Please feel free to use this letter regarding future opportunities.

I would like to recommend Jerry McAdams for anyone seeking guidance on wildfire resiliency, preparedness efforts, education and training opportunities. Jerry's knowledge and experience as a firefighter, code official, fire inspector, fire investigator and NFPA Certified Wildfire Mitigation Specialist (CWMS) gives him a unique skillset to provide wildfire mitigation training to a variety of students. Jerry has a unique ability to provide insight and understanding of wildfire mitigation strategies to individuals, community members and agencies.

Jerry's knowledge and understanding of the built environment, defensible space, vegetation selection and management, structure hardening and building codes and ordinances provides the resources and tools necessary for WUI communities and agencies to be strategic with wildfire mitigation efforts and become more fire adapted.

Jerry taught a one-day class for FFSL staff across the state of Utah in various positions including, WUI Specialists, technicians, Fire Wardens, dispatchers, PIO's, foresters, Chief Investigator and others such as County Code Inspectors, Fire Department members and community residents. Jerry is articulate, thorough, well prepared, and tailors the training to the specific audience, local conditions and challenges.

As a nationally recognized SME, Jerry is well versed and dedicated to reducing losses from wildfire.

Sincerely,

Taylor Moosman  
WUI Specialist  
Utah Division of Forestry, Fire and State Lands





To Whom It May Concern,

I am writing to wholeheartedly recommend McFire LLC as a Certified Wildfire Mitigation Specialist. Our company, C3 Civil Engineering, has had the pleasure of working with Jerry McAdams at McFire LLC for several projects, and he has consistently demonstrated his expertise in wildfire safety and mitigation planning.

McFire LLC has been instrumental in helping us develop comprehensive wildfire safety and mitigation plans for our clients. Their knowledge and experience in the field are unparalleled, and their dedication to providing the highest quality service is evident in every project they undertake.

We have been particularly impressed with Mr. McAdam's ability to provide customized solutions for each of our clients. He takes the time to understand the unique needs and challenges of each property and develop plans that are tailored to those specific circumstances. His attention to detail is truly impressive, and he always ensures that every aspect of the plan is carefully considered.

In addition to their technical expertise, McFire LLC is also a pleasure to work with. Mr. McAdams is professional, responsive, and always willing to go the extra mile to ensure that our clients are satisfied with the work that is being done. He is an excellent communicator and keeps us informed every step of the way, which is invaluable in our line of work.

Overall, I cannot recommend McFire LLC highly enough. They are truly experts in their field, and we have been consistently impressed with their work. If you are in need of wildfire safety and mitigation planning services, I would not hesitate to recommend McFire LLC.

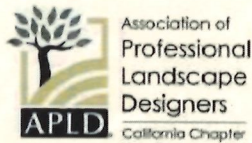
Sincerely,

A handwritten signature in black ink that reads "Karin Aiello".

**C3 CIVIL ENGINEERING, LLC**

Karin Aiello  
Executive Assistant

10870 W Fairview Ave  
Ste. 102-1187  
Boise, ID 83713  
(208) 284-1539



April 25, 2023

It is our sincere pleasure to provide this letter of recommendation for Jerry McAdams, Founder of McFire, LLC.

The ever-present threat of wildfires in California and other states has dramatically escalated the demand for ecology-based landscapes that address issues of biodiversity collapse, water scarcity, and wildfire threat. Creating landscapes to meet these challenges requires access to specialized knowledge that was not readily available. So, the Association of Professional Landscape Designers California Chapter (APLD CA) realized that we needed to take this on and create an educational program to meet the need.

A core curriculum developer attended one of Jerry's presentations and reported back saying, "We have got to have this guy help us develop our program." Jerry enthusiastically jumped on board and committed to helping us develop *The Slow the Burn Symposium* – a 24-hour virtual educational program.

Jerry set the stage, so to speak, for our entire Symposium. He provided the foundation and context, beginning with the larger story of the historical and ecological basis of wildfire, including consequences and misperceptions. He gave an overview about policies and their impact on our ecosystems, and what these ecosystems have become over the years due to the exclusion of fire on the landscape.

Jerry honed in on fire-adapted communities and the fact that wildfire is *everyone's fight*. That really hit home. Designers have an integral role in creating landscapes in our communities. Our members and other participating professionals gained an understanding of differences between combustible and non-combustible homes and plantings; the home ignition zone concept; fire science and behavior, and fuel topography; ignition basics of fuel, heat, and oxygen; fire transmission basics of radiation, convection, and conduction, and how all of this plays out in our landscapes.

This Symposium was geared towards all professionals involved in commercial and residential landscaping. Jerry understood the audience, and he artfully, methodically, and clearly presented content that could have been very technical. He provided participants with the knowledge and language needed to apply what was learned going forward in their communications with clients, colleagues, regulators, and others.

We believe the following quotes from two participants beautifully expresses the importance of Jerry's contributions and his commitment to education so we can do our part. Indeed, we are all in this together.

*ALPD CA, through its Slow the Burn Symposium, has identified the critical factor to understanding and implementing the fire-resilient strategies needed to ensure the future safety of all Californians is to have express communication and collaboration between stakeholders from all related communities as an existential mission!*

*The Slow the Burn Symposium provided very relevant information on all aspects of Landscaping (legal, design, maintenance) that apply to our current climatic environment. I think the information provided in the Symposium will make me a more knowledgeable designer; I feel more confident about designing gardens that have the best possible chance of surviving a fire and I can also educate my clients (which is an important part of my design process!). An outstanding Symposium. Well done!*

As two of the organizers of this Symposium, we especially want to share how much we appreciated Jerry's accessibility. While involved with projects and programs throughout the country, he was always responsive and made himself available from the initial planning stages all the way to delivering the program. His commitment to ensure that the highest level of relevant and practical best practices were delivered exceeded our expectations.

We want to express our highest praise and recommendation for Jerry McAdams and McFire, LLC.

*Martin J. Carrion van Rijn*

Martin Carrion van Rijn  
APLD CA Chapter President  
[president@apldca.org](mailto:president@apldca.org)

*Cheryl Buckwalter*

Cheryl Buckwalter  
APLD CA Chapter Advocacy Chair  
[advocacy@apldca.org](mailto:advocacy@apldca.org)

# THANK YOU



[www.mcfirellc.com](http://www.mcfirellc.com)



PREFERRED  
EDUCATION  
PROVIDER



**WILDFIRE RISK CONSULTING**

**CITY OF ASHLAND  
COMMUNITY WILDFIRE PROTECTION PLAN  
COST PROPOSAL**

Ashland, Oregon

## **BUDGET**

Our team will use time tracking tools (e.g., OfficeTime app) to keep track of our time on the project. Our hourly rate fee schedule is as follows:

<b>Team Members</b>	<b>Roles and Areas of Expertise</b>	<b>Hourly Rates</b>
<b>Jerry McAdams</b>	Project Manager – Collaboration, Wildfire Mitigation, Facilitation, Training/Instruction, and Community Wildfire Protection Plans	\$295
<b>Justice Jones</b>	Subcontractor – Collaboration, Wildfire Mitigation, Evacuation Planning, Forestry, and Community Wildfire Protection Plans	\$250
<b>Dustin Tetrault</b>	Subcontractor – Emergency Management, Community Risk Reduction, Wildfire Mitigation, and Community Wildfire Protection Plans	\$200
<b>Marya Washburn</b>	Subcontractor – Education, Public Affairs and Spanish Translation	\$75
<b>Nate Casebeer</b>	Subcontractor – GIS Specialist, Evacuation Planning, and Forestry	\$75

Table 1 – MC Fire, LLC Hourly Rate Schedule for Project Team.

This is a fixed price project for \$154,000 which will include completion of all requested project deliverables noted in the task list from the MC Fire, LLC Technical Proposal. This fixed price will be inclusive of all projected expenses, including travel costs.

This proposal is valid for a period of ninety (90) days from date of submission; full terms and conditions to be negotiated during the contract award process.

Invoicing and payment terms will be determined during the contract award process with the City of Ashland and MC Fire, LLC.

A more accurate representation of estimated costs can be ascertained through looking at individual responsibilities, deliverables, and benchmarks in the following table. Specific tasks and deliverables from the task list are encapsulated within these benchmarks and will be addressed throughout the Community Wildfire Protection Plan rewrite process.

Benchmarks	Estimated Timelines	Estimated Costs
<b>Benchmark 1:</b> MC Fire, LLC will execute a contract for services with the City of Ashland.	December 2023	\$11,915
<b>Benchmark 2:</b> Our team will conduct a review of existing relevant documents (e.g., codes, land-use planning, 2004 CWPP, etc.), and have a team meeting to discuss findings and strategies. We will then work with the City of Ashland project manager(s) to put together logistics for the first in-person Public Meeting/Open House, first Advisory Group meeting, and first four (4) working group meetings.	January 2024	\$10,100
<b>Benchmark 3:</b> Our team will facilitate the first in-person Advisory Group meeting, as well as the first in-person Public Meeting/Open House. These meetings will also have a virtual component, on Zoom, for individuals who are not able to attend in-person. MC Fire, LLC will also host the first four (4) working group meetings in-person, with a virtual component. The intent would be to have the first Advisory Group meeting during the day on Tuesday, the Open House on Tuesday evening, and then follow up with two (2) working group meetings on Wednesday, and two (2) working group meetings on Thursday of the same week. Our team will provide detailed meeting minutes for all attendees and individuals on the stakeholders list.	February 2024	\$21,665
<b>Benchmark 4:</b> MC Fire, LLC will host an in-person Advisory Group meeting, and four (4) virtual working group meetings, spaced a couple of weeks apart, so meeting minutes and other information can be provided to all groups during the interim periods.	March 2024	\$12,220
<b>Benchmark 5:</b> MC Fire, LLC will host an in-person Advisory Group meeting, and four (4) virtual working group meetings, spaced a couple of weeks apart, so meeting minutes and other information can be provided to all groups during the interim periods.	April 2024	\$12,220
<b>Benchmark 6:</b> MC Fire, LLC will host an in-person Advisory Group meeting, and four (4) virtual working group meetings, spaced a couple of weeks apart, so meeting minutes and other information can be provided to all groups during the interim periods.	May 2024	\$12,220
<b>Benchmark 7:</b> MC Fire, LLC will host an in-person Advisory Group meeting, and four (4) virtual working group meetings, spaced a couple of weeks apart, so meeting minutes and other information can be provided to all groups during the interim periods.	June 2024	\$12,220



<b>Benchmark 8:</b> MC Fire, LLC will host an in-person Advisory Group meeting, and four (4) virtual working group meetings, spaced a couple of weeks apart, so meeting minutes and other information can be provided to all groups during the interim	July 2024	\$12,220
<b>Benchmark 9:</b> A detailed “working” draft of the City of Ashland Community Wildfire Protection Plan will be completed and delivered to the Advisory Committee and project manager(s) for review and approval. This “working” draft document will also be presented to the General Public at the 2nd Public Meeting/Open House for review and comment, which will inform subsequent edits for the final version of the updated CWPP (*Cost is inclusive of writing and editing time).	August 2024	\$30,115
<b>Benchmark 10:</b> MC Fire, LLC will provide a detailed “final” draft CWPP document to the project manager(s) and Forestry Officer, Division Chief Chris Chambers, for review and comment. MC Fire, LLC will host an in-person meeting with the Advisory Group and City of Ashland staff, to review the “final” draft CWPP. Our team will review comments, obtain clarification as necessary, and work on edits to finalize the CWPP. MC Fire, LLC will also present the “final” draft of the 2024 Ashland Community Wildfire Protect Plan to Mayor, Council, and staff for final approval. If applicable, MC Fire, LLC will incorporate any applicable changes requested by the Ashland Mayor and City Council.	September 2024	\$12,445
<b>Benchmark 11:</b> Our team will also create an Ashland CWPP ArcGIS StoryMap, which can be used as a tool for public involvement and outreach.	October 2024	\$675
<b>Benchmark 12:</b> MC Fire, LLC will conduct a final edit, and deliver a thorough 2024 City of Ashland Community Wildfire Protection Plan (English and Spanish versions).	November 2024	\$5,950
	<b>TOTAL</b>	<b>\$153,965</b>

Table 2 – MC Fire, LLC Project Benchmarks and Timeline with Estimated Costs.

**Disclaimer:** The range of costs listed is an *estimate*. They are not a warranty of final costs. Estimates are subject to change depending upon the extent of deliverables to be determined through a separate or expanded contract for services.

Jerry McAdams, CWMS  
 Certified Wildfire Mitigation Specialist  
 Owner – Senior Wildfire Consultant  
 MC Fire, LLC  
[www.mcfirellc.com](http://www.mcfirellc.com)  
[jmcadams@mcfirellc.com](mailto:jmcadams@mcfirellc.com)  
 Wireless: 208-869-8107

