



COUNTY OF DINWIDDIE
Division of Fire and EMS

Dennis Hale
Division Chief

13850 Courthouse Rd.
Dinwiddie, VA 23841

Denice Crowder
Communications Director

Nick Sheffield
Assistant Chief

Phone: (804) 469-5388
Fax: (804) 469-4040

Amanda Archer
Program Support Specialist

Dawn Titmus
EMS Manager

www.dinwiddieva.us

Ray Blake
Training Officer

MEMORANDUM

TO: Board of Supervisors
FROM: Nick Sheffield, Assistant Chief of Fire & EMS
DATE: February 15, 2022
SUBJECT: Contract Award, Public Safety Marketing Program

Background

The Division of Fire & EMS recognized a need during the strategic planning process to increase communication system-wide with apparatus repairs, daily staffing, training, and day-to-day tasks. We also have recognized a need to enhance our marketing and recruitment & retention campaigns. Both of these needs were included as goals within our adopted Strategic Plan document. Researching vendors capable of providing these services, First Arriving was selected as the vendor of choice, as an all-inclusive service provider with extensive knowledge as it specifically pertains to Fire & EMS. The contract with First Arriving would provide us with marketing materials, video production for recruitment events, dashboards in the stations for enhanced system-wide communication, and oversight and input on our marketing strategies. We feel as though the implementation of enhanced communication and recruitment efforts will lead to success as we progress as a department. Funding for this first year would be provided through vacancy savings and budgeted in the operational budget as we move forward in upcoming fiscal years.

Actions

The County requested a quote for services from First Arriving. We are using cooperative procurement through the company's contract with Orange County to procure services.

Recommendation

We recommend approval of the following resolution.



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BE IT RESOLVED, that the Board of Supervisors of Dinwiddie County, Virginia does hereby authorize and direct the County Administrator to execute the attached contract with First Arriving, LLC for marketing services for Dinwiddie Fire & EMS with any changes, substantive or otherwise, as may be approved by the County Administrator.