



## Joint Media Release

### Midland and Penetanguishene launch joint RFP for Fire Services Feasibility Study

For Immediate Release

(May 23, 2024) The Towns of Midland and Penetanguishene are seeking an independent consultant to conduct a feasibility study for fire service delivery options through a joint request for proposals (RFP). An Executive Steering Committee, with representation from both municipalities' councils, senior leaders, and other stakeholders, will guide the process for the review.

In 2024, both municipal councils approved equal funding for this project. This study will examine the specific needs of each community, include a thorough evaluation of current fire services of both municipalities, and investigate different options for the delivery of safe, effective, and efficient fire services. The study will consider maintaining the current shared service model for Fire Chief services, partial or complete consolidation of fire services, or separate fire services.

The objective of the study is to support the following outcomes:

- Recommendations and business cases for each model.
- Costing strategies.
- Proposed approaches to service delivery.
- Implementation plans including timelines.
- Necessary steps for successful execution.

The joint RFP was issued through the [Bids&Tenders](#) bid opportunities website, with a closing date of June 18, 2024. Once the contract has been awarded to the successful proponent, the study is expected to take six months to complete. Upon conclusion of the study, the Executive Steering Committee will review the final findings. Following that, each municipal council will receive the final report and recommendations for consideration in early 2025.

Quotes:

"I want to express my gratitude to the Mayors and Councils of both Midland and Penetanguishene for their dedication to fire and life safety. This study will enable both municipal councils to make informed decisions about the most effective fire service in their communities. I look forward to collaborating with the selected consulting firm and sharing the results once the study is concluded."

- Richard Renaud, Director of Emergency Services/Fire Chief, Towns of Midland and Penetanguishene

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“The Town of Midland is pleased to partner with the Town of Penetanguishene on this extensive fire services study, recognizing this is an important step for both communities to explore options for effective delivery of these critical services. We’re optimistic the results of this study will help determine the best outcomes for continued public safety, identify potential cost savings and streamlined operations, and uphold our responsibilities under fire services legislation. Undertaking this study reinforces Midland’s commitment to our Council’s Strategic Priorities by seeking operational efficiencies and cost savings while enhancing Town safety.”

- Rhonda Bunn, Chief Administrative Officer, Town of Midland

“As we move forward with this comprehensive feasibility study, we are committed to ensuring that our communities receive the best possible fire service delivery options while maintaining fiscal responsibility. I am confident that this study will provide us with a range of options for consideration and enable us to make informed decisions that benefit our communities. Through this study, we will be able to ensure that our fire service delivery is aligned with our Community Based Strategic Plan, and that it continues to support the well-being and safety of our residents.”

- Jeff Lees, Chief Administrative Officer, Town of Penetanguishene

The Town of Midland is a picturesque and diverse community of over 18,000 people located on the beautiful shores of Georgian Bay. Midland is home to many parks, beaches and culturally significant areas, events, and landmarks. Many of the critical services for the North Simcoe area are located within Midland, making the town an important hub for health and well-being services, shopping, dining, transit, and recreational services.

The Town of Penetanguishene is a picturesque bilingual community located on the southeasterly tip of Georgian Bay in Simcoe County, Ontario, Canada. We are home to a diverse population of 10,000 residents. The name Penetanguishene, derived from the Ojibwa word that means “place of the white rolling sands”, pays homage to the area’s beautiful beaches. The town’s landscape is oriented towards the water, with rolling hills, woodlands, wetlands, and picturesque views.

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