



Options In Ambulance Service Delivery

City Council Meeting
November 30, 2021

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Fire Chief

OVERVIEW

- Update on the current Request for Proposal (RFP) being managed by Sonoma County related to the contract award of Exclusive Operating Area (EOA) ambulance service.
- Provide the anticipated options for ambulance service, specifically a comparison of a private entity franchise and a public entity franchise.
- Options for City Council to consider.

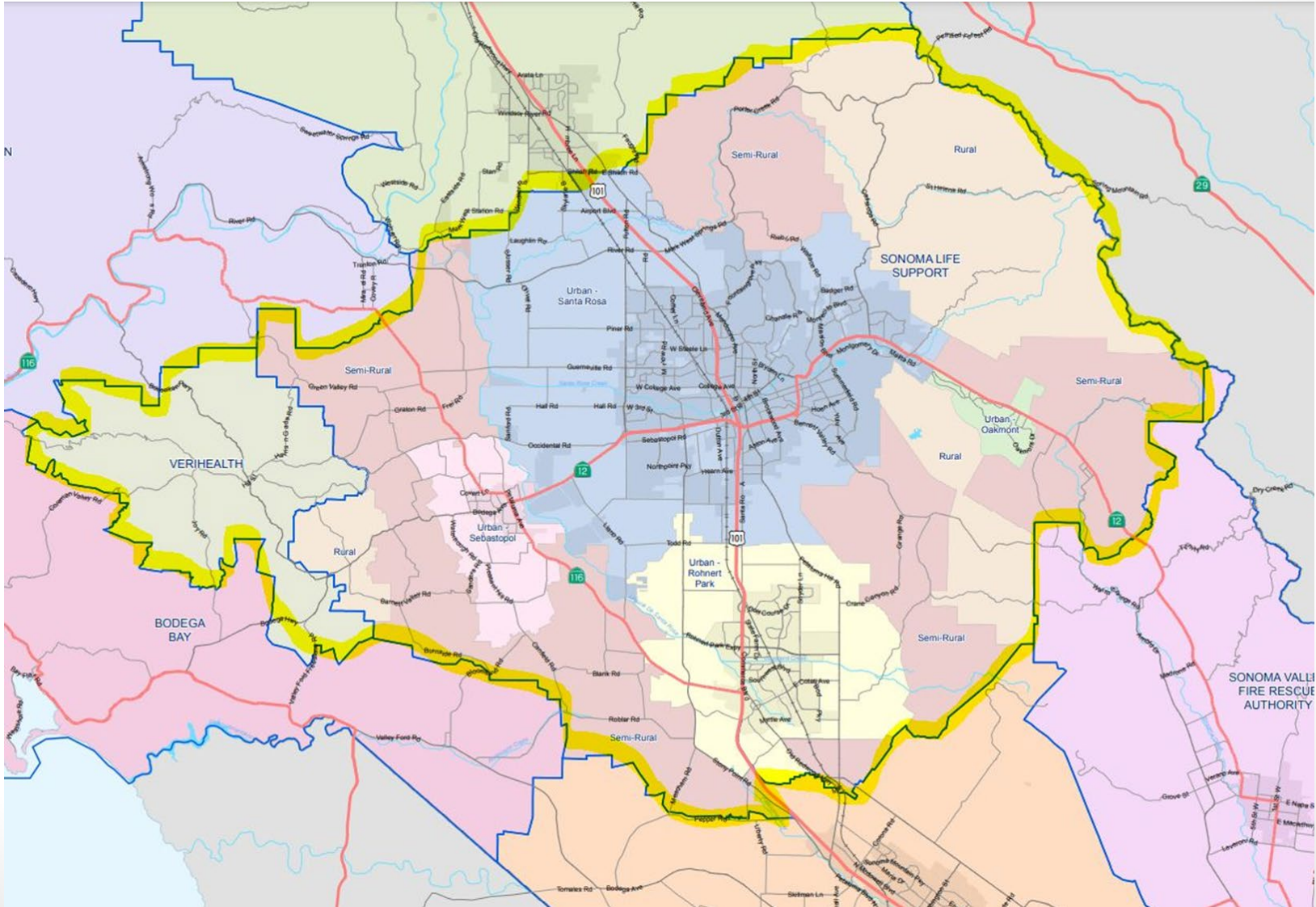
Update on RFP - Background

- In this Study Session, staff will provide an update on the current RFP being managed by Sonoma County related to the contract award of EOA ambulance service slated to be awarded April 5, 2022 and implemented October 1, 2022.
- This will be the emergency ambulance service that will serve Santa Rosa for the next five years, with the possible extension to 10 years.

Update on RFP - Background

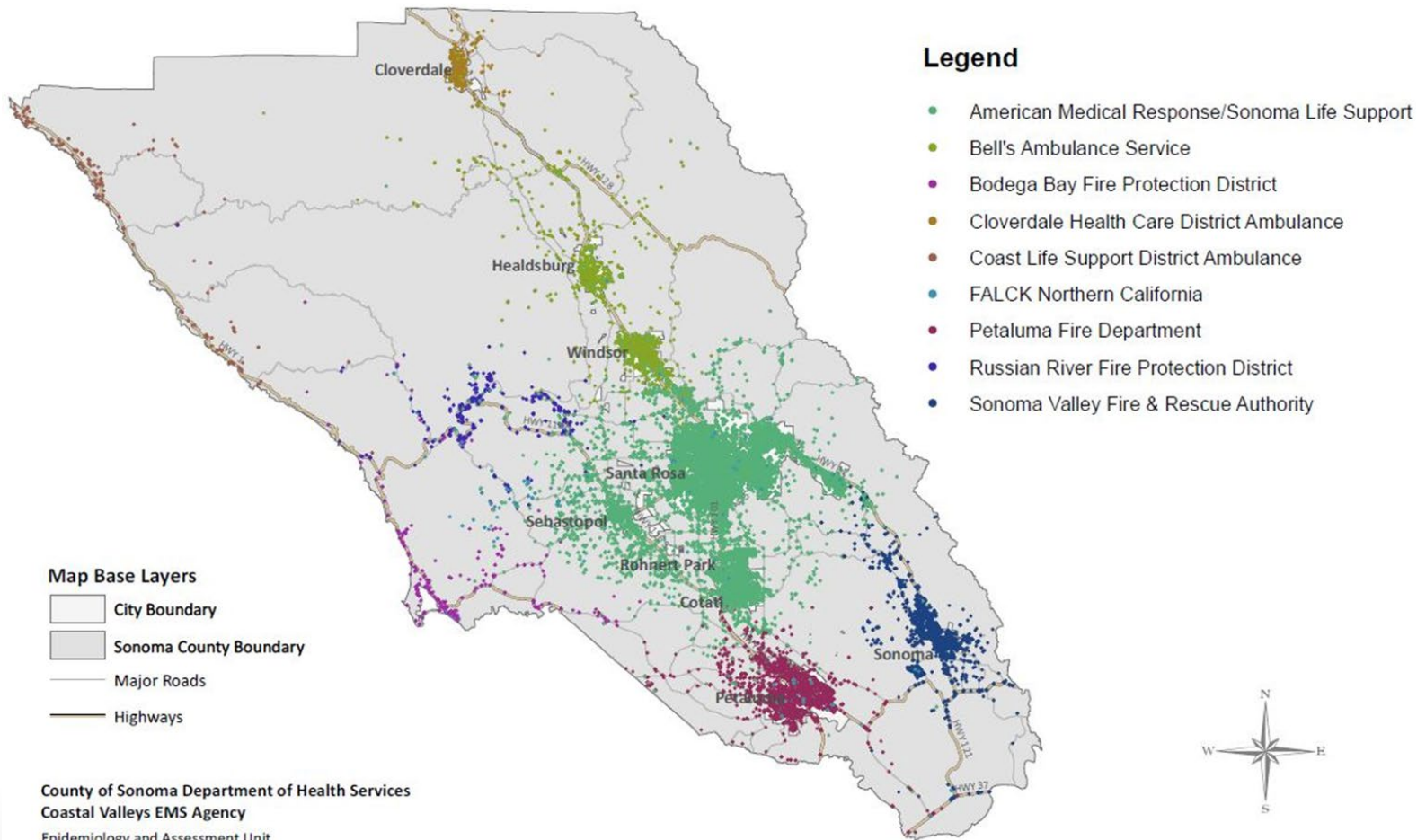
- On July 1, 2009, American Medical Response (AMR) was awarded the contract for emergency ambulance service to Sonoma County EOA-1. EOA-1 consists of Santa Rosa, Rohnert Park, Sebastopol, Kenwood, and the unincorporated areas within.
- On July 1, 2019, the contract with AMR was extended for another three years. Having reached the maximum number of legal extensions in the contract, Sonoma County contracted with EndPoint Consulting, LLC to assess the current emergency medical services (EMS) system and identify opportunities for improvement for the next 911 ambulance RFP with the goal to ensure the highest-quality emergency medical care to the residents and visitors of Sonoma County.

EOA - 1



Ambulance Service - County

911 Response by Sonoma County Transport EMS Agencies
Sonoma County, 2019



Map Base Layers

- City Boundary
- Sonoma County Boundary
- Major Roads
- Highways

County of Sonoma Department of Health Services
Coastal Valleys EMS Agency
Epidemiology and Assessment Unit



Updated 2.5.2020

Source: Imagetrend, Sonoma County, 911 Response

Update on RFP

- Stakeholder meetings began in December 2019 to take a holistic approach in the development of the RFP. Fire Department staff participated in nine RFP development listening sessions between December 16, 2019 and July 20, 2019 and participated in a survey used by EndPoint Consulting to obtain stakeholder data.
- After July 2020, the development of the RFP was taken back to internal development by Sonoma County and EndPoint Consulting.
- On March 16, 2021, the draft RFP was placed on the March 23, 2021 Sonoma County Board of Supervisors Agenda then delayed until the April 13, 2021 agenda. The draft RFP was accepted by the Board of Supervisors and sent to the State of California Emergency Medical Services Agency (EMSA) for approval.

Update on RFP

- It is not clear when the draft RFP was returned from the EMSA, however on October 26, 2021 it was placed on the on the November 2, 2021 Sonoma County Board of Supervisors Agenda. The updated draft RFP was accepted by the Board of Supervisors at this meeting and returned to EMSA for final authorization. The RFP was released to all potential bidders on November 9, 2021.
- While there are some concerns regarding the equity of the requirements for bidders on the contract, ultimately, both public and private entities can apply in the RFP accepted by Sonoma County.

Potential Options in Ambulance Service

Private Entity:

- Current system
- Ambulance franchise is operated by a private ambulance provider
- First Response Advanced Life Support (FRALS) service is subcontracted to the Santa Rosa Fire Department

Public Entity:

- Referred to as “Alliance Model” (Contra Costa County)
- Ambulance franchise is operated by a public entity who in turn contracts service delivery with a private ambulance provider
- First Response Advanced Life Support (FRALS) service would continue to be subcontracted to the Santa Rosa Fire Department

Potential Options in Ambulance Service

Service Delivery – Private:

- **Number of ambulances on duty** – unknown (estimated 6 to 8)
- **Response times** – contractually obligated, however unknown due to reporting standards and no PRA availability
- **Fire Department resource on scene times:**
 - CY 2020
 - YTD 2021

Service Delivery – Public:

- **Number of ambulances on duty** – proposed 12-13
- **Response times** – contractually obligated, PRA available information
- **Fire Department resource on scene times:**
 - Conceptually lower due to increased on-duty ambulances dedicated to the 911 system

Potential Options in Ambulance Service

System Control – Private:

- **Obtain and retain data** – not available due to no PRA availability
- **System design and management** – solid foundational relationship, however inequity in decision making and system control
- **Policy/procedure/oversight** – lack of equity in these elements

System Control – Public:

- **Obtain and retain data** – available due to PRA availability
- **System design and management** – complete equity in decision making and system control
- **Policy/procedure/oversight** – complete equity in these elements

Potential Options in Ambulance Service

Business Model – Private:

- **Financial obligations** – publicly traded corporation with shareholder obligations
- **Resource allocation** – resources are spread between 911 system and other contracts and obligations
- **GEMT/IGT Funds (Federal funding)** – private entities not eligible

Business Model – Public:

- **Financial obligations** – not allowed to realize profit, so all additional revenue reinvested in the local system
- **Resource allocation** – resources are dedicated to 911 system only
- **GEMT/IGT Funds (Federal funding)** – public entities are eligible to receive this funding that must be reinvested in the local system

Options for City Council

As a point of advisory in closing the analysis, Fire Department staff has analyzed the current state of the EMS system, the current RFP, and the anticipated options for ambulance service available in this contract time frame. Based on this broad analysis, the City Council may provide direction to staff to bring the item back if Council elects to take action. Those actions may include the following:

- Take no action and await the bid results from Sonoma County;
- Take a position of support for one model over another;
- Begin the process to withdraw the City of Santa Rosa from EOA-1 and seek a direct contract with a public provider of ambulance service.

QUESTIONS?