



Emergency Medical Services Ambulance Service Request for Proposal Results and Recommendations

June 6, 2023



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Request for Proposal (RFP) Background

- 1991: Sonoma County established an Exclusive Operating Area (EOA) to serve the cities of Santa Rosa, Sebastopol, Rohnert Park, Cotati, and the surrounding unincorporated areas.
- October 2019: RFP development process commenced including extensive stakeholder engagement.
- November 2021: Final Board approval of RFP after incorporating recommendations from Cal Emergency Medical Services Authority (EMSA), Board Ad-Hoc, and stakeholders. RFP released to stakeholders.

Request for Proposal (RFP) Background

- February 2022: Prior to Final Filing Date, County rescinded the RFP due to worsening supply chain problems and labor shortages in the skilled medical staffing sector.
- February 2022 – October 2022: Staff continued to solicit stakeholder feedback and updated RFP.
- October 10, 2022: Sonoma County Board of Supervisors approved a final RFP and directed staff to submit it to the State Emergency Medical Services Authority.

Timeline since October 18, 2022, Board Approval

- November 1, 2022 – County sent Request for Proposal (RFP) to State Emergency Medical Services Authority (EMSA) for final approval. State EMSA approved with no modifications.
- November 3, 2022 – County Purchasing released the RFP on the County Supplier Portal.
- November 14-15, 2022 – County received two letters of intent to propose; one from American Medical Response West and one from Sonoma County Fire District.

Timeline since October 18, 2022, Board Approval

- December 16, 2022 – County responds to Proposer's submitted written questions.
- January 17, 2023 – County hosts a Proposers Pre-Bid Conference to allow potential Proposers to ask questions.
- March 1, 2023 – Proposal Due Date. County received two proposals; one from American Medical Response West and one from Sonoma County Fire District.

Timeline since October 18, 2022, Board Approval

- March 6, 2023 – First meeting of the Proposal Review Committee
 - Emergency Department Physician, Medical Director for a California Fire District and multiple Fire Departments
 - Local Emergency Medical Services (EMS) Agency Administrator
 - Fire Chief from an agency that provides Advanced Life Support transport services
 - Northern California County Administrative Officer
 - Certified Public Accountant with extensive EMS systems knowledge
- April 20, 2023 – Proposer Presentations, Final Review Committee Scoring, Recommendation to Department of Health Services (DHS) Director
- April 24, 2023 – Notice of Intent was released indicating highest scoring proposer
- May 26, 2023 – DHS Director recommends awarding contract for ambulance service in Exclusive Operating Area 1 (EOA-1) to Sonoma County Fire District

Sonoma County Ground Ambulance RFP Scoring Matrix - Final Scoring Comparison

Note: Numbers in the green and blue shaded columns represent the average scores awarded by the five RFP Review Committee Members. Green averages are Sonoma County Fire District scores and blue averages are American Medical Response West scores.

Scope of Work as outlined in the Request for Proposal. The sections and pages are provided as a guide.	SCFD AVERAGE POINTS SCORED PER CATEGORY	AMR AVERAGE POINTS SCORED PER CATEGORY	Maximum Points Possible per Item
4.1 Organizational Capacity and Experience - Pages 25-27	22.8	22.4	25
4.2 Performance Requirements - Pages 27-30	66	66.4	75
4.3 Ambulance Deployment and System Status Plan - Pages 30-31	27.6	27.8	30
4.4 Vehicles - Pages 31-33	18	19.2	20
4.5 Medical Supplies and Equipment - Page 33	4.6	4.8	5
4.6 Personnel - Pages 33-38	66.6	66.8	75
4.7 Hospital and Community Requirements - Pages 38-39	12.8	12.8	15
4.8 Disaster Preparedness and Response - Pages 40-41	18.8	19.6	20
4.9 Quality Management - Pages 41-43	45	47	50
4.10 Financial and Administrative Requirements - Pages 44-45 A. Patient Fees B. Budget and Fiscal Sustainability C. Billing and Collections	42 (18) (15.2) (8.8)	22 (6) (7.2) (8.8)	60
4.11 System Integration	8.4	9.6	10
4.12 System Innovation	8.8	9.6	10
Total Score	341.4	328	395
	SCFD	AMR	

Patient Fee Comparisons

Charge Category	SCFD	AMR	Percent Difference
Base ALS Rate	3,100.00	3,900.00	25.8%
Base BLS Rate	2,851.00	3,900.00	36.8%
Mileage	70.00	96.00	37.1%
Oxygen	225.00	395.00	75.5%

ALS – Advanced Life Support

BLS – Basic Life Support

Protest to the Notice of Intent to Award

- April 28, 2023 – American Medical Response West files a protest to the Notice of Intent to Award the contract to SCFD.
 - The protest alleged various legal and conflict of interest violations
- May 2023 – Sonoma County Public Infrastructure staff review protest and investigate allegations.
- May 26, 2023 – Sonoma County Public Infrastructure Director issues a response, denying American Medical Response West protest.

Committee Recommendation to the DHS Director

- Committee unanimously recommended to the DHS Director that Sonoma County Fire District (SCFD) be selected as the EOA-1 ambulance contractor.
 - All Committee Members stated that patient fees and the inability to assess American Medical Response West's (AMR) fiscal sustainability were the primary differentiating factor.
 - All Committee Members stated that AMR did not meet minimum qualifications requirements (Financial Conditions) by not submitting audited financial statements.
 - Committee Members unanimously agreed that SCFD provided better answers during the Proposer presentations.

DHS Director's Recommendation to the Board

- The DHS Director asks the Board for authorization to execute a 5-year contract for emergency ground ambulance service in Sonoma County Exclusive Operating Area 1 (EOA-1) with Sonoma County Fire District (SCFD) in a form approved by County Counsel that includes an option to extend for an additional 5 years.
 - Consistent with provisions in the Emergency Medical Services Ordinance, SCFD had the highest score among all Proposers in a fair and unbiased competitive process.
 - SCFD's proposal represents the best value to the residents of Sonoma County.
 - The Proposal Review Committee unanimously recommended that the County award the ground ambulance contract in EOA-1 to SCFD.
 - Awarding the ground ambulance contract to SCFD preserves exclusivity in EOA-1 and provides Sonoma County anti-trust immunity by the State.

Questions