



COUNTY OF SONOMA

Emergency Advanced Life Support Ground Ambulance Services
for an Exclusive Operating Area

Request for Proposal

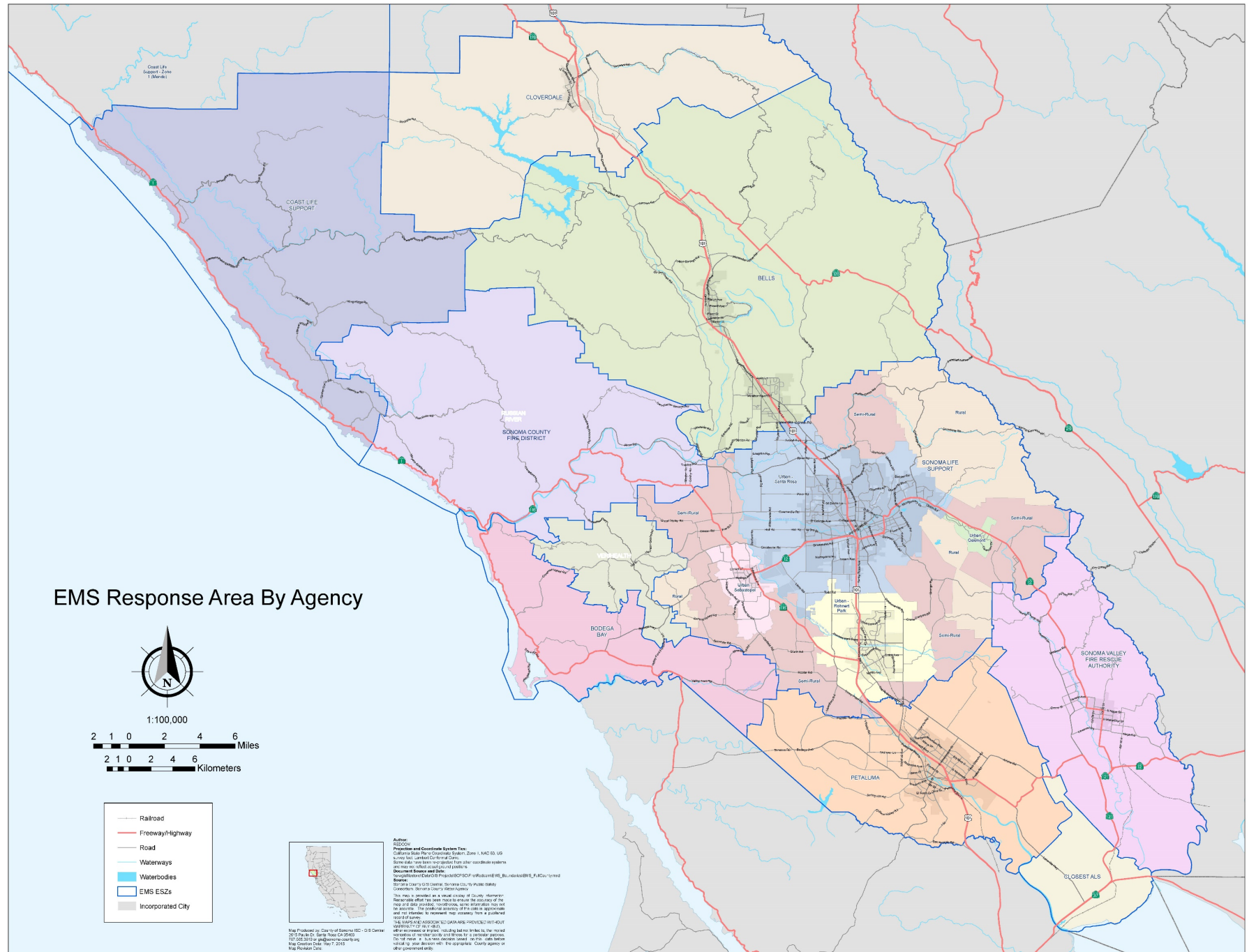




Ambulance Exclusive Operating Areas

- Health and Safety Code 1797.224 & Sonoma County EMS Ordinance
- First competitive EOA was established in 1991
- Stakeholder process initiated 2018
- EndPoint EMS Consulting
 - EMS System Assessment
 - Ambulance RFP Process

Ambulance Response Zones



EMS Assessment & Stakeholder Input Process

The following topics were identified as important considerations in an ambulance RFP from the stakeholder group kick-off session, December 16, 2019.



All Risk Response



Community Paramedicine



EMT & Paramedic Student Internships & Ride-along



Interfacility Transport



Clinical Performance Measures for all EMS providers



Response Time Requirements/Ambulance Requirements



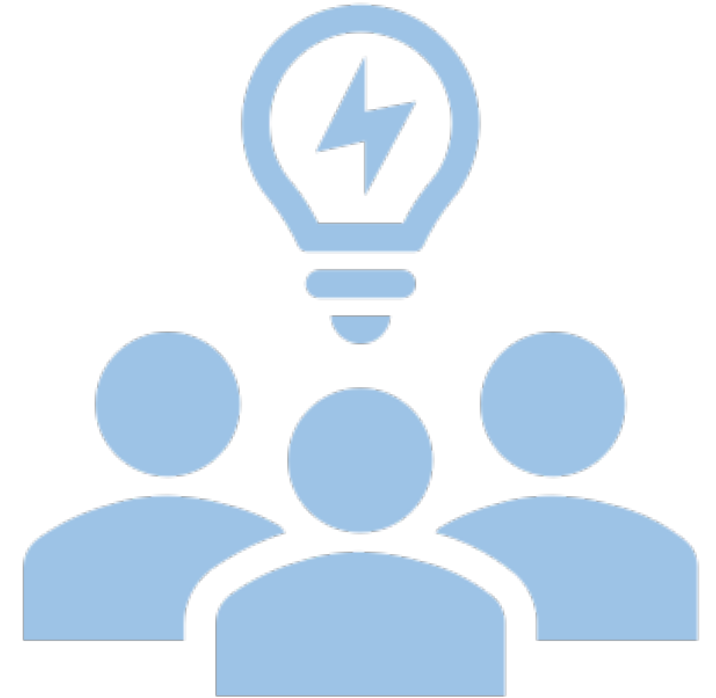
EOA Boundaries



Length of Ambulance Contract

EMS Ad Hoc Policy Direction & Stakeholder Input

- EndPoint received input from multiple organizations including periodic check-ins with the EMS Ad Hoc committee.
 - EMS Ad Hoc Policy Direction
 - Met with City Managers
 - On-line survey
 - Video Conferencing
- Information received is the foundation for the ambulance RFP.



RFP Highlights

1. Contract for exclusive market rights for 9-1-1 emergency ALS ambulance transport services (5 years with an additional 5 years based on performance)
2. Evaluation process follows EMS Ordinance
3. Most advantageous and the best value to the County
4. EOA includes Occidental, Healdsburg, Windsor, Geyserville, Alexander Valley and Knights Valley communities
5. Maintains open market for Critical Care & IFT ambulance transports
6. Allows for future development of a Behavioral Health program utilizing contractor paramedics
7. Provides additional evaluation points for advanced clinical and all risk training for ambulance staff



Qualifications

1. Five years providing 9-1-1 ALS transport services similar the size and geographic nature of Sonoma County
 - Proposer may demonstrate capability in lieu of this experience.
2. Proven strong financial history with the ability to finance a high-performance EMS system from start-up.
3. Provide 5 years audited financial statements
 - Public entity must provide year-end financial statements for the last three years.
4. Documentation of ability to meet minimum response times standards.
 - Public Proposer must submit documentation demonstrating it has the knowledge and expertise to comply with mandated response times.
5. Documented proof of availability to measure and achieve compliance with Clinical Performance Standards.
6. Excellent references and performance in of integrated EMS systems

Provisions in RFP

- Allows subcontracting for ALS ambulance transport services
- Standard Insurance minimums with allowance for public providers self insurance programs
- Performance guarantee of 6 months operating expenses, ability to waive this requirement for public providers

Scope of Work

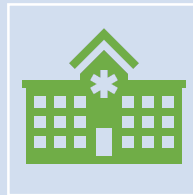


- Maintains current response time standards
- Programs to monitor and analyze patient care data
- Reimburse the County for County's expenses
 - Oversight, monitoring and managing the Agreement and for Medical Direction.
- Enhanced Clinical Performance Standards.
- Continues City of Santa Rosa for First Response ALS (FRALS) services.
- No cost restock to fire departments for medical supplies used on a patient.
- Requires Ambulance surge during peak periods or unexpected periods of unusually high call volume including disasters.
- Ambulances must be configured to meet the safety and ergonomic needs of employees.
- Power lift gurneys with additional bariatric capability for patients up to 1,000 lbs.
- Proposer encouraged to preferentially hire the incumbent paramedic and EMT workforce.
- Monitors the use of Mutual Aid

Financial Reporting



Contractor to provide quarterly system reports to include revenue and system expenses and year-end audited financial reports.



Provide Financial Hardship Policy for patients without medical insurance and who have limited financial capacity.

Timeline



Solicitation Number	County of Sonoma....	Time
Draft RFP to Board of Supervisors	March 23, 2021	9:00 AM
Draft RFP submitted to EMSA	March 26, 2021	
Proposal Document Available	May 10, 2021	1:00 PM
Deadline for Written Questions	May 17, 2021	1:00 PM
Proposers Conference, Response to Questions, Amendments to RFP Released (if any)	May 24, 2021	10:00 AM
Letter of Intent Due (via email)	May 27, 2021	5:00 PM
Proposals Due	September 1, 2021	11:30 AM
Time and Place of Response Opening	September 1, 2021	1:00 PM
Oral Presentations, Proposal Review, and Selection	September 22, 2021	9:00 AM
Notice of Intent to Negotiate	September 24, 2021	10:00 AM
Last Day to Protest	October 1, 2021	10:00 AM
Notice of Award to Provider	October 8, 2021	1:00 PM
Implementation of Service	July 1, 2022	00:01 AM



EOA Expansion Recommendations

Expand the EOA to include the Occidental area formerly supported by Falck and the northern area serviced by Bells

1. Creates consistent service delivery between these areas and has the largest economy of scale effect
2. Ensures the area is under a performance-based contract that does not rely upon separate non-public negotiations

Alternatively, the Board can direct staff to create a second EOA that grants exclusivity that is lost upon sale or provide additional direction regarding terms



Recommended Actions

- A) Approve the expansion of the Exclusive Operating Area to incorporate the West County community of Occidental and adjacent areas formerly supported by Falck Ambulance and the Northern County areas currently support by Bell's Ambulance Services (Bells).
- B) Approve the RFP for submission to California Emergency Medical Services Authority (EMSA).