



**RFP #10905 –  
AWARD OF THE AGREEMENT FOR THE  
PROVISION OF AMBULANCE SERVICES FOR THE  
EXCLUSIVE OPERATING AREA (EOA) OF THE COUNTY OF  
MONTEREY**

**Presented to the Board of Supervisors on July 8, 2025**



# Presentation Overview



RFP Process



Review of Local EMS System Challenges



RFP Development



Proposal Evaluation and Panel Recommendation



Highlights of the Proposed New Agreement



EMS Agency Recommendation



## Requested Board Action

- ▶ Approve and authorize the Director of Health or designee to execute the Agreement for Advanced Life Support and Basic Life Support Ambulance Services, Interfacility and Critical Care Transport, Standby, and Communication Services for the Exclusive Operating Area for the County of Monterey



# Procurement Priorities



01

Select a competent and reliable provider of emergency ambulance services

02

Meet other system needs  
(e.g. interfacility transports, CCT, standby services)

03

Provide the best possible value for patients utilizing the EMS System

04

Maintain the EOA

- Ensures consistent service levels throughout the county
- Efficiency
- Creates economies of scale
- Ensures rates are the same throughout the EOA

# Overview of the RFP Process



The EMS Agency is responsible for establishing an Exclusive Operating Area\* (EOA) **through a competitive process**



The competitive process is a strict process overseen by:

- County Counsel
- Contracts & Purchasing Division
- California EMS Authority (EMSA)

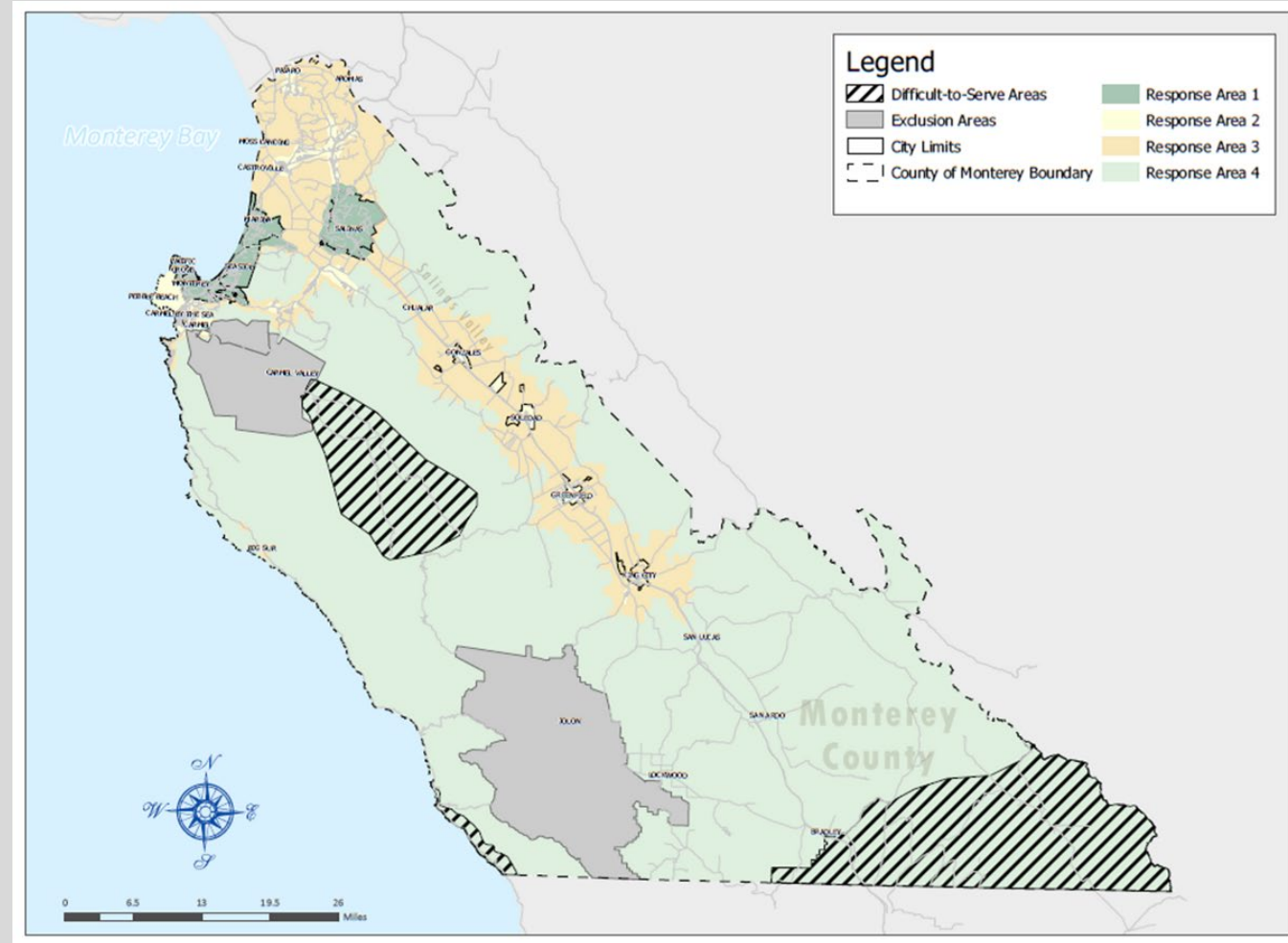


EMSA reviews and approves the RFP process and the RFP itself to ensure a fair process that is consistent with statutes & regulations

\*Excludes certain federal property and jurisdictions that claim 201 status (the City of Carmel-by-the-Sea and portions of the Monterey County Regional Fire District)

# Local System Challenges

- Balancing the sometimes-competing needs of stakeholders
- Fostering innovation in a tightly regulated process
- Large geographic area
  - Extensive sparsely populated regions
  - Pockets of density (e.g. Big Sur)
  - Challenging access to some areas
- Payor Mix
- Other added costs of providing services





# Development of the RFP



Approached with a focus on EMS System improvements

Lessons learned from administration of the current ambulance contract

Reviewed various sources of information on EMS System best practices

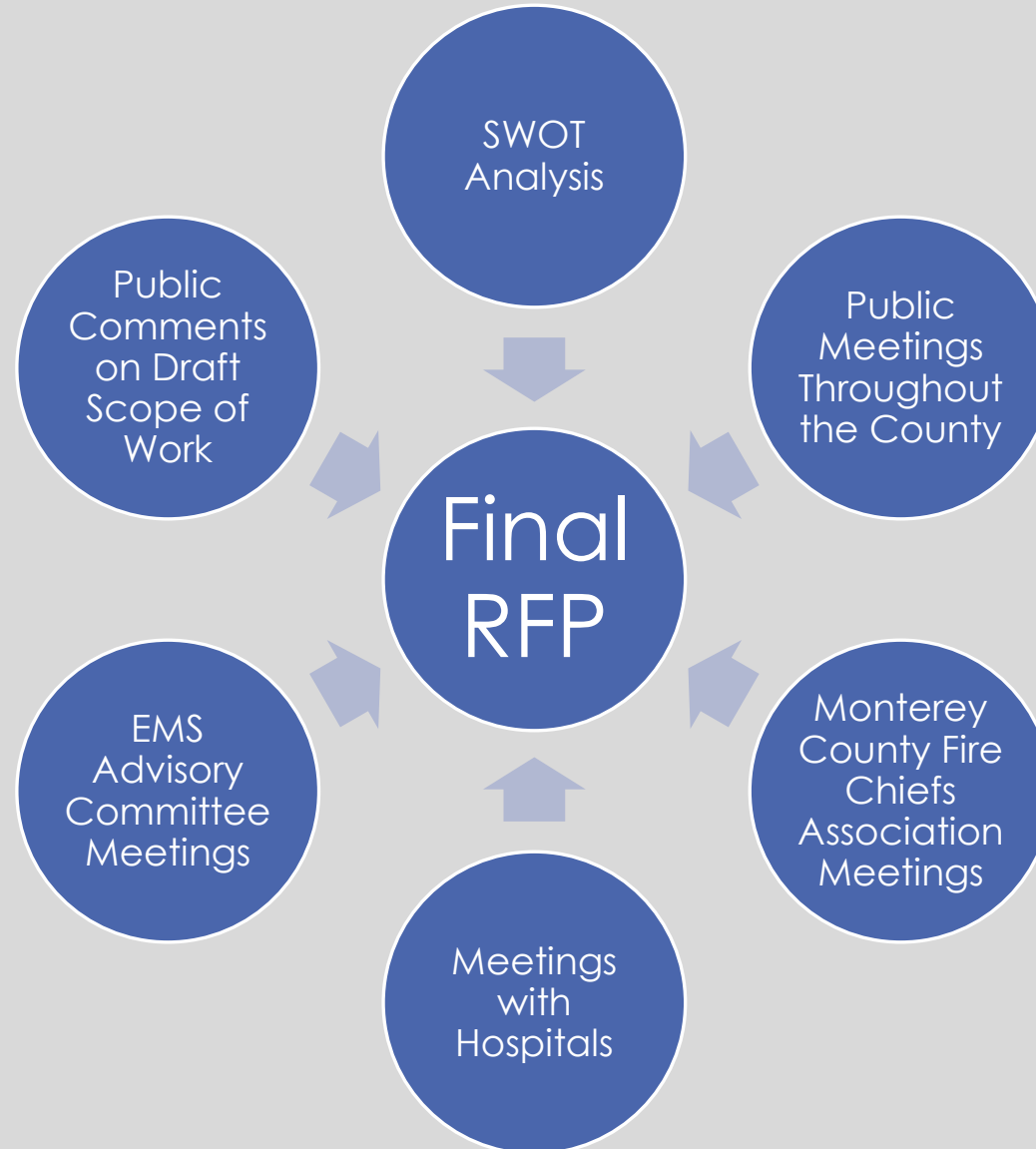
Reviewed RFPs conducted by EMS Agencies in other jurisdictions

Guidance from the EMS Authority

Guidance from a consultant contracted to provide technical assistance

Guidance from a financial consultant

# Opportunities for Stakeholder Input







# RFP Timeline



TASK	DATE
RFP Release	January 30, 2025
Mandatory Pre-Proposers' Conference	February 13, 2025
Public Question & Answer/Comment Period	From release date to March 25, 2025
Proposal Submittal Deadline	April 22, 2025
Oral Presentations	May 1, 2025
Intent to Award Announced & Negotiations Process Initiated	May 12, 2025
Board of Supervisors' Decision	July 8, 2025
Transition Period	From Agreement Execution through January 31, 2026
Operational Period Start Date	February 1, 2026

# Proposal Submissions



The EMS Agency received 2 proposals in response to the RFP



Both proposals were deemed responsive to the RFP requirements



The Proposal Review Panel recommended award to American Medical Response (AMR)

# Proposal Evaluation and Scoring Process

- Proposal Review Panel:
  - Members with expertise in various EMS disciplines
  - Members may not have a conflict of interest
- Goal = To select a provider based on clinical, operational, and dispatch quality of services while also constraining costs to the public and other payors
- Structured quantitative scoring methods

Evaluation Area	Max Points
Ambulance Services	225
EMS Dispatch and Communication	225
Response Time Performance	150
Ambulance Operations	200
Clinical Requirements	250
EMS Adaptability & Enhancements	100
Personnel	200
Training & Continuing Education	175
Mass Casualty Incidents & Medical Disasters	75
EMS System Participation	75
Commitment to Local Community	125
Financial Requirements/Condition	250
Transition Plan	200
Pricing	250
<b>Maximum Possible Points</b>	<b>2500</b>



# The New Agreement




# EMS System Base Rate

Service/Procedure/Supply*	Current Rate	Proposed Rate	Percent Difference
ALS Base Rate	\$4,310.15	\$5,387.69	25.0%
CCT Base Rate	\$6,817.52	\$8,521.90	25.0%
Mileage	\$92.97	\$116.21	25.0%

\* There are additional rates for various procedures, supplies, and medications

## **AB716 – “Ground Medical Transportation” Bill**

- Effective January 1, 2024
- Limits the amount patients owe for out-of-network ambulances services to their in-network cost sharing amount
- Insurance plans must pay non-contracting ambulance providers the difference between the in-network cost-sharing amount and a local established/approved rate
- Caps the amount uninsured or self-pay patients can be charged to the greater of the Medi-Cal or Medicare rate



## Maintains Key Features of the Current EMS System

- ▶ Provider with 17 years of continuous services to the County of Monterey
- ▶ Management team with extensive local experience
- ▶ Covers emergency, interfacility, and CCT transports
- ▶ Standby & Special Event Coverage – scheduled and incident/disaster-related
- ▶ Dispatch services – including EMD for first responders and other ambulance service providers
- ▶ Dedicated ambulance in Big Sur
- ▶ Response time standards
- ▶ Training for first responders
- ▶ Equipment/supply restock and purchasing programs
- ▶ Financial Hardship & Compassionate Care Programs



## EMS System Enhancements – Operational

Commitment to additional weekly ambulance unit hours

Maintains current response time standards for emergency calls while enhancing standards for interfacility transfers

Tiered response model – implementation of BLS ambulances


Phased-in transition to Type III ambulances

Bariatric ambulance

Additional supervisory position

Transportation Management Platform & RapidCall

Regional disaster resources – Mobile Command Vehicle, MCI Bus



## EMS System Enhancements – Clinical



Implementation of a Clinical Scorecard



Expansion of CCT services with Paramedic-level providers



911 Nurse Navigation




Implementation of a second Paramedic training program in the county



Advanced cardiac monitoring equipment & Power Cots





## EMS System Enhancements – Equity of Care

Monitor response  
times on  
community basis

Disaggregated  
clinical data

Patient satisfaction  
surveys and reports

Training for  
personnel

On scene  
language  
translation  
resources

Patient-facing  
documentation  
available in  
multiple languages

Public outreach  
and education

# EMS System Enhancements – Monitoring & Accreditation



Enhanced reporting requirements including an annual report to the EMCC



FirstWatch Clinical and Operational data monitoring



FirstWatch Live Workload Report – Crew fatigue



CAAS Accreditation within 2 years



ACE Accreditation within 2 years



American Heart Association Mission Lifeline EMS Recognition within 2 years



# Recommendation

The EMS Agency recommends that the Board of Supervisors award the Agreement for Advanced Life Support and Basic Life Support Ambulance Services, Interfacility and Critical Care Transport, Standby, and Communication Services for the Exclusive Operating Area for the County of Monterey to American Medical Response (AMR)

Questions

