

Sierra – Sacramento Valley Emergency Medical Services Agency



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Serving Butte, Colusa, Glenn, Nevada, Placer, Shasta, Siskiyou, Sutter, Tehama, & Yuba Counties

REQUEST FOR PROPOSALS

Consultant to perform an assessment of the Western Placer County EMS System

Proposal Number: 2025-001

Issued By: Sierra-Sacramento Valley Emergency Medical Services Agency

Release Date: February 18, 2025

Due Date: March 27, 2025

Send inquiries via e-mail to: John.Poland@ssvems.com

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Calendar of Key Events

ACTIVITY	DATE*
RFP release	February 18, 2025
Questions due no later than 4:00 pm on this date	February 25, 2025
Responses to questions posted to S-SV EMS website no later than 4:00 pm on this date	February 28, 2025
Proposals due no later than 4:00 pm on this date	March 27, 2025
Proposal review and selection	April 1, 2025
Notification of intent to award	April 2, 2025
Dispute/appeal from unsuccessful proposer(s) due no later than 4:00 pm on this date	April 7, 2025
S-SV EMS JPA Board approval to negotiate agreement with selected contractor	April 11, 2025
Commencement of selected contractor services	May 1, 2025
<p>*Dates are subject to change at the sole discretion of S-SV EMS, except for questions or proposal due dates. If either of these dates change, the change will be published via addendum attached to the RFP.</p>	

Services

S-SV EMS is soliciting proposals from a qualified consultant (Respondent) to perform a comprehensive assessment of the Western Placer County EMS System.

Background & Current Practices

S-SV EMS serves as the Local Emergency Medical Services Agency (LEMSA) for Butte, Colusa, Glenn, Nevada, Placer, Shasta, Siskiyou, Sutter, Tehama, and Yuba counties. S-SV EMS was established as a multi-county government Joint Powers Agency (JPA) in 1975, and functions pursuant to California Health and Safety Code (HSC) § 1797.200. The S-SV EMS region encompasses 22,000+ square miles and has a population of approx. 1,300,000.

The S-SV EMS JPA Governing Board is comprised of an elected supervisor from each of the S-SV EMS member counties, and is responsible for planning, development, implementation, and oversight of all EMS system components within the 10-county S-SV EMS jurisdictional region.

Placer County, California is 1,502 square miles in total, including 1,407 square miles of land and 95 square miles of water. It borders Sacramento and Sutter Counties to the west and the State of Nevada to the east. The current population of Placer County is approximately 423,561, of which the AMR EOA covers a significant portion of.

On December 16, 2003, the Placer County Board of Supervisors adopted Resolution 2003-324, recommending that S-SV EMS establish EOAs with qualifying ambulance providers. EOAs with several public and private emergency ground ambulance providers serving Placer County were subsequently established, without competitive processes, pursuant to the ‘grandfathering’ provisions of HSC § 1797.224.

On December 16, 2005, S-SV EMS executed an EOA agreement with AMR for applicable areas of Placer County, representing a significant portion of the emergency ground ambulance transport volume within the county. This EOA agreement has been renewed/revised several times since its initial execution, with the current agreement expiring on November 30, 2025.

S-SV EMS began preparing for the expiration of the AMR EOA agreement in early 2024, including the convening of meetings with applicable EMS system participants and Placer County administration representatives. Although the initial intent was to negotiate a long-term renewal of the grandfathered EOA agreement with AMR, it was subsequently determined that an alternative process would be in the best interest of Placer County for the following reasons:

- The Placer County population has grown approximately 45% and multiple additional statutes/regulations/policies impacting the EMS system have been implemented in the 20 years since the AMR EOA was initially established.

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- A comprehensive assessment of the Western Placer County EMS system has never been completed.
- Several grandfathered ground ambulance EOAs in California have been transitioned to competitive procurement processes over the past several years for various reasons.

In consultation with Placer County representatives, pursuant to HSC § 1797.85, S-SV EMS is proceeding with the following actions as it relates to this matter:

- With the assistance of an outside legal counsel consultant, S-SV EMS will negotiate with AMR to develop/execute a 24-month renewal of their grandfathered EOA agreement (12/1/2025 – 11/30/2027).
- During the February 14, 2025 S-SV EMS JPA Board meeting, agency staff received board approval to begin the process of selecting a qualified contractor to conduct a separate comprehensive assessment of the Western Placer County EMS system. The purpose of this assessment will be to evaluate strengths, weaknesses, opportunities, and threats to the current EMS system and help inform S-SV EMS of future EMS system contracting decisions/processes.

Scope of Work

S-SV EMS is seeking responses from a qualified consultant (“Respondent”) to facilitate and execute a comprehensive assessment of the Western Placer County EMS system, comprised of the following Placer County Ambulance Response Zones (as delineated in the most recent S-SV EMS Plan approved by the California EMS Authority):

- Placer County Zone 1 (Attachment 1) – Foresthill Fire Protection District EOA, established pursuant to the ‘grandfathering’ provisions of HSC 1797.224.
- Placer County Zone 2 (Attachment 2) – South Placer Fire Protection District, established pursuant to the ‘grandfathering’ provisions of HSC 1797.224.
- Placer County Zone 3 (Attachment 3) – American Medical Response (AMR) EOA, established pursuant to the ‘grandfathering’ provisions of HSC 1797.224.

This assessment will be conducted in mutual agreement with S-SV EMS and include a process for pertinent EMS system participant/stakeholder input. The assessment will address each of the following subject areas and document strengths, weaknesses, opportunities, and threats to the current EMS system and help to inform future decisions related to the system:

- Analysis of population demographics, including, but not limited to:
 - Population estimates and growth rates.
 - Median income and poverty levels.
 - Participation in labor force.
 - Health insurance coverage/payer mix.

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- Assessment of EMS agency, including but not limited to:
 - System organization and management.
 - Evaluation of current EOAs and EOA agreements.
 - EMS provider data and performance reporting requirements.
 - Clinical oversight and performance measures.
- Assessment of EMS system financials, including but not limited to:
 - Evaluation of emergency ground ambulance transport providers audited financials.
 - Payor mix.
 - Cost containment strategies.
- Assessment of EMS system deployment, including but not limited to:
 - Integration and use of Advance Life Support (ALS) and Basic Life Support (BLS) first responders.
 - Deployment of non-transport EMS provider response resources.
 - Deployment of ground ambulance response resources.
 - Deployment of air ambulance response resources.
 - EMS provider staffing and schedules.
- Assessment of EMS system communications, including but not limited to:
 - Use of communications system(s), including dispatch and communications practices and configuration.
 - Use of the Medical Priority Dispatch System (MPDS®) for prioritized and tiered response and non-response.
- Assessment of five (5) years of emergency ground ambulance transport provider data, including but not limited to:
 - Number of calls and unit responses by year for each applicable provider.
 - Average and 90th percentile total response times for each applicable provider.
 - Average EMS call duration for each applicable provider.
 - Overall population-based analysis of response times for existing urban, suburban, rural, and wilderness areas.
- Assesses feasibility for future community paramedicine and mobile healthcare demands, including, but not limited to:
 - Efficacy of on-scene treat and release.
 - Efficacy of alternate destinations within Placer County.
 - Efficacy of 911 triage for non-response.
- Assess any other areas of interest warranting discussion, including, but not limited to:
 - Receiving facility location and demand.
 - APOT delays.
 - Public/private ALS field provider patient care coordination.
 - Equipment deployment.

Compensation

Respondents shall provide a cost not to exceed for the services detailed in the “Scope of Work” section of this RFP, based on hourly rates and other costs. This RFP is for consultant services; therefore, proposed costs shall include all overhead, insurance, wages, and operating costs of the Contractor. Final terms of compensation will be negotiated at the conclusion of this RFP.

Deliverables

- Facilitate and aggregate information from:
 - A minimum of two (2) listening sessions within Western Placer County, open to EMS system participants/stakeholders and the public.
 - Individual interviews with applicable EMS system participants/stakeholders.
- Review and analyze the data items contained in the scope of work section of this RFP.
- Prepare a final comprehensive written report describing the strengths, weaknesses, opportunities, and threats to the current Western Placer County EMS system, including recommendations/options for future EMS system contracting decisions.
- Present a summary of the findings/recommendations contained in the final written report to the S-SV EMS JPA Board.

Proposal Process

All proposals become the property of S-SV EMS, who reserves the right to accept proposals, award proposals and/or not award proposals in response to this RFP; to request clarification of information submitted; to request additional information from Respondents; to waive any informality in the proposals; to waive any irregularity in the submission and review process; to reject any and all submittals; and to accept the proposal that appears from all considerations to be in the best interest of S-SV EMS.

S-SV EMS may reject the proposal of any Respondent who previously failed to perform properly, or complete on time, contracts of a similar nature, or to reject the proposal of a proposer who is not able to perform such a contract satisfactorily.

None of the materials submitted will be returned to the Respondent unless they are not submitted within the timelines of the RFP.

This RFP and related information can be found at the S-SV EMS website (www.ssvems.com) and does not guarantee the accuracy of information posted on or obtained from third party organizations.

Disputes Related to Proposal Process & Award

In the event a dispute arises concerning the proposal process and after denial of an award, prior to the award of a contract resulting from this RFP, the affected Respondent shall submit an appeal in writing to the S-SV EMS Regional Executive Director. An appeal of a denial of award can only be brought on the following grounds:

- Failure of S-SV EMS to follow the selection procedures and adhere to requirements specified in the RFP or any addenda or amendments;
- There has been a violation of conflict of interest as provided by California Government Code Section 87100 et seq.; or
- A violation of state, federal, or local law.

Respondents may appeal the recommended award or denial of award, provided the following conditions are met:

- Appeal must be in writing;
- Must be submitted within five (5) calendar days of the date of the letter of notification of recommended award or denial of award; and
- Appeals will not be accepted for any other reasons than those stated above.

The S-SV EMS JPA Governing Board will be the final decider of the acceptance of any appeal with the input of the S-SV EMS Regional Executive Director and/or S-SV EMS legal counsel. Pending action of the S-SV EMS JPA Governing Board, S-SV EMS will notify the appealing Respondent within a reasonable time prior to the tentatively scheduled date for awarding the contract.

All appeals must be sent to:

Sierra-Sacramento Valley Emergency Medical Services Agency
Attention: John Poland, Regional Executive Director
535 Menlo Drive, Suite A
Rocklin, CA 95765
E-mail: john.poland@ssevms.com

Questions Regarding the RFP

Questions regarding this RFP should be submitted by email no later than 4:00 pm on February 25, 2025 to:

Sierra-Sacramento Valley Emergency Medical Services Agency
Attention: John Poland, Regional Executive Director
535 Menlo Drive, Suite A
Rocklin, CA 95765
E-mail: john.poland@ssvems.com

Emailed queries will receive an email confirmation that the question(s) have been received. The answers to all questions submitted will be made by addendum and posted along with the original RFP on the S-SV EMS website (www.ssvems.com) no later than 4:00 pm on February 28, 2025.

Proposal Requirements

Proposals shall consist of technical proposals, Respondent qualifications and experience, and references. Proposals must fully address the RFP requirements, including the Scope of Work, and must include complete references and data to verify qualifications and experience. Proposals submitted without sufficient data to provide a complete evaluation will not be considered. The selected Respondent will be required to enter into a contract with S-SV EMS to provide the proposed services.

The proposal must include the following components, and must be in the following order:

1. A letter stating contact information, including mailing address and primary contact email.
2. A statement that the proposing party has no direct or indirect conflict of interest.
3. A statement detailing all prior and current relationships with emergency ambulance services in California.
4. A brief executive summary.
5. A statement detailing approach: provide detailed information on how you will provide the services discussed in the Scope of Work, any anticipated deliverables, and your role.
6. Proposed budget.
7. Qualifications and experience (see 'Respondent Qualifications & Experience' below).
8. References (see 'Respondent References' below).
9. Other information: Provide any other items or information that may assist us in evaluating your proposal (e.g., awards, letters of recommendation, or sample reports).
10. The proposal shall be limited to a maximum of 12 pages for items 1-4, above. Please do not use fonts smaller than 12-point.
11. Two (2) USB drives containing the proposal shall be submitted by US Mail, Courier Service, or In-Person.

Respondent Qualifications & Experience

Proposals must include definitive information regarding the experience and qualifications of the Respondent. A statement of the Respondent’s qualifications and a description of the Respondent’s history and financial capability are required. To be considered, Respondent must demonstrate a history and expertise in similar EMS system assessments in the state of California. Respondent shall not have a conflict of interest, financial interest, or a present incompatible activity involving any EMS service provider within Placer County. Respondent shall attest that any submitted proposal is without collusion, agreement, understanding or planned common course of action involving any EMS service provider within Placer County.

Respondent References

Provide a minimum of two (2) references for which Respondent has provided services similar to those described in this RFP. References shall include entity, contact name, address, title, phone number, and term of contract.

Evaluation of Proposals

A panel, composed of two (2) representatives from S-SV EMS, one (1) representative from Placer County (selected by the Placer County CAO’s Office), one (1) representative from the Western Placer County Fire Chief’s Association, and one (1) individual representing general acute care hospitals located within Placer County will review all proposals submitted pursuant to the terms of the RFP and select the highest ranked proposals for consideration based on the evaluation criteria noted below. After proposals have been received and reviewed, the highest ranked Respondent may be invited to meet with the evaluation panel remotely or in-person, at no cost to S-SV EMS, to discuss and clarify any questions concerning the Respondent’s proposal and the RFPs requirements. S-SV EMS may negotiate final pricing and a contract form with the successful Respondent.

Because this proposal is negotiable, all data shall remain confidential until after an award recommendation is made, and there shall be no public opening and reading of proposals. S-SV EMS reserves the right to award an agreement without further competition based on the responses received to this RFP.

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Evaluation Criteria - (Incomplete Proposals Will Be Rejected)

Qualifications and experience will be evaluated to determine the proposal that provides the best value to the S-SV EMS Agency, based on the following specific criteria:

Qualification	Standard	Max Score
Responsiveness	Overall responsiveness to the RFP. Proposals must be neat, complete, and fully address all technical requirements of the RFP, Respondent qualifications, and references	15
Methodology, experience, knowledge, and qualifications	Proposed methodology: the quality, viability, and suitability of the services offered, when compared with the requirements and specifications of the RFP	25
	The Respondent's technical capability, expertise and skill to provide the required services, including the Respondent's experience providing similar services to other California LEMSAs	20
	The Respondent's knowledge of California laws and regulations pertaining to EMS systems and emergency ambulance operations.	15
	Qualifications of the Respondent's workforce as verified by overall experience of the Respondent's personnel to be assigned to the contract.	15
Cost	Ability to stay within the proposed budget while meeting the scope of work. Are the work hours, or budget presented reasonable for the effort required for the project.	10
TOTAL		100

Provision of Information to Respondents

Any documents provided by Respondents are considered confidential until an award recommendation is made, negotiated and agreed upon. After that, the information is public record and will be provided to anyone who requests it. All proposals received shall be public records, except for those elements of any proposal which are identified by the Respondent as business trade secrets and are plainly marked “Trade Secret”, “Confidential” or “Proprietary”. If disclosure is required under the California Public Records Act or otherwise by law, S-SV EMS shall not be liable or responsible for the disclosure of any such records and the Respondent shall indemnify, defend, and hold S-SV EMS harmless for any such disclosure. After a contract is signed, S-SV EMS staff also may share with an unsuccessful respondent the reasons that the respondent’s proposal was not selected.

Proposal Submission, Due Date & Late Proposals

By submitting a proposal, the Respondent represents and warrants that the information provided is genuine and not a sham, collusive, or made in the interest or in behalf of any party not therein named, and that the Respondent has not directly or indirectly induced or solicited any other Respondent to put in a sham proposal, or any other Respondent to refrain from presenting information and that the prospective provider has not in any manner sought by collusion to secure an advantage.

Two (2) USB drives of the Proposals shall be submitted in a sealed envelope identified by proposal number RFP # 2025-001 and title on the outside of the sealed envelope. The deadline for submission of proposals in response to this RFP is 4:00 pm on March 27, 2025. Late proposals will not be accepted or considered.

Please mail proposals to the following address:
Sierra-Sacramento Valley Emergency Medical Services Agency
Attention: John Poland, Regional Executive Director
535 Menlo Drive, Suite A
Rocklin, CA 95765

Proposals may be hand delivered to the reception desk at the same address during regular business hours (Monday – Thursday 7:00 am – 4:00 pm, excluding legal holidays)

S-SV EMS reserves the right to request additional information not included in this RFP from any or all Respondents after March 27, 2025.

Any modification, amendment, addition or alteration to any submission must be presented, in writing, executed by an authorized person or persons, and submitted prior to the final date for submissions. No amendments, additions or alterations will be accepted after the time and date specified as the submission deadline unless requested by S-SV EMS.

Respondent Inquiries

For information concerning this RFP process, interested parties may contact:

Sierra-Sacramento Valley Emergency Medical Services Agency
Attention: John Poland, Regional Executive Director
535 Menlo Drive, Suite A
Rocklin, CA 95765
(916) 625-1719
E-mail: john.poland@ssvems.com

Except for the above named, potential Respondents should not contact other S-SV EMS staff regarding any aspect of this RFP. If such contact is made, S-SV EMS reserves the right to reject a proposal from that entity.

No prior, current or post award verbal conversations or agreements with any officer, agent, or employee of S-SV EMS or any other person or entity shall affect or modify any terms or obligations of this RFP or any agreement resulting from this process.

RFP Addenda

Any changes to the RFP requirements and the answers to questions submitted will be made by addendum and posted along with the original RFP on the S-SV EMS website (www.ssvems.com) and sent to all known interested parties. All addenda will include an acknowledgment of receipt that must be returned. The addenda must be signed and attached to the final response. Failure to attach any addendum will result in the rejection of the response.

Respondent Attachments

- Placer County Zone 1 (Attachment 1) – Foresthill Fire Protection District EOA, established pursuant to the 'grandfathering' provisions of HSC 1797.224.
- Placer County Zone 2 (Attachment 2) – South Placer Fire Protection District, established pursuant to the 'grandfathering' provisions of HSC 1797.224.
- Placer County Zone 3 (Attachment 3) – American Medical Response (AMR) EOA, established pursuant to the 'grandfathering' provisions of HSC 1797.224.

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Placer County Zone 1 (Attachment 1) – Foresthill Fire Protection District EOA

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AMBULANCE ZONE SUMMARY FORMS

Reporting Year: 2023

Local EMS Agency or County Name:

Sierra-Sacramento Valley EMS Agency

Name of Current Provider:

Foresthill Fire Protection District

Area or Subarea (Zone) Name or Title:

Placer County Zone 1

Area or Subarea (Zone) Geographic Description:

All areas within the geographic boundaries of the Foresthill Fire Protection District, including the town of Foresthill, Todd Valley Estates, and Baker Ranch.

Statement of Exclusivity, Exclusive or Non-Exclusive (HS 1797.6):

Exclusive

Type of Exclusivity, "Emergency Ambulance", "ALS", or "LALS" (HS 1797.85):

ALS Emergency/9-1-1 Ground Ambulance

Method to achieve Exclusivity, if applicable (HS 1797.224):

'Grandfathered' exclusive operating area (EOA), previously approved by EMSA, based on provider's delivery of uninterrupted ground ambulance transport service within the applicable area/subarea (zone) described above in the same manner and scope in which the services have been provided without interruption since January 1, 1981.

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Placer County Zone 2 (Attachment 2) – South Placer Fire Protection District

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AMBULANCE ZONE SUMMARY FORMS

Reporting Year: 2023

Local EMS Agency or County Name:

Sierra-Sacramento Valley EMS Agency

Name of Current Provider:

South Placer Fire Protection District

Area or Subarea (Zone) Name or Title:

Placer County Zone 2

Area or Subarea (Zone) Geographic Description:

All areas within the geographic boundaries of the South Placer Fire Protection District, excluding the town of Loomis.

Statement of Exclusivity, Exclusive or Non-Exclusive (HS 1797.6):

Exclusive

Type of Exclusivity, "Emergency Ambulance", "ALS", or "LALS" (HS 1797.85):

ALS Emergency/9-1-1 Ground Ambulance

Method to achieve Exclusivity, if applicable (HS 1797.224):

'Grandfathered' exclusive operating area (EOA), previously approved by EMSA, based on provider's delivery of uninterrupted ground ambulance transport service within the applicable area/subarea (zone) described above in the same manner and scope in which the services have been provided without interruption since January 1, 1981.

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Placer County Zone 3 (Attachment 3) – American Medical Response (AMR) EOA

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AMBULANCE ZONE SUMMARY FORMS

Reporting Year: 2023

Local EMS Agency or County Name:

Sierra-Sacramento Valley EMS Agency

Name of Current Provider:

American Medical Response West

Area or Subarea (Zone) Name or Title:

Placer County Zone 3

Area or Subarea (Zone) Geographic Description:

I-80 corridor from the Emigrant Gap area south/west to the Sacramento County Line (including the cities/towns/areas of Blue Canyon, Dutch Flat, Gold Run, Alta, Colfax, Meadow Vista, Applegate, Bowman, Auburn, North Auburn, Newcastle, Penryn, Loomis, Rocklin and Roseville, and immediate surrounding areas), Hwy 49 corridor from the El Dorado County Line to the Nevada County Line (and immediate surrounding areas outside the geographic boundaries of the Foresthill Fire Protections District), Hwy 65 corridor from the junction of I-80 to the Yuba County Line (including the cities/areas of Lincoln, Sheridan, and immediate surrounding areas).

Statement of Exclusivity, Exclusive or Non-Exclusive (HS 1797.6):

Exclusive

Type of Exclusivity, "Emergency Ambulance", "ALS", or "LALS" (HS 1797.85):

ALS Emergency/9-1-1 Ground Ambulance

Method to achieve Exclusivity, if applicable (HS 1797.224):

'Grandfathered' exclusive operating area (EOA), previously approved by EMSA, based on provider's delivery of uninterrupted ground ambulance transport service within the applicable area/subarea (zone) described above in the same manner and scope in which the services have been provided without interruption since January 1, 1981.