



West Placer County Emergency Ground Ambulance Exclusive Operating Area (EOA) Competitive Request for Proposal (RFP) Procurement Process Overview



BACKGROUND:

The Sierra – Sacramento Valley Emergency Medical Services Agency (S-SV EMS) is the designated local EMS agency (LEMSA) for Placer County, pursuant to California Health and Safety Code (HSC) § 1797.200.

- Pursuant to HSC § 1797.85: *“Exclusive operating area means an EMS area or subarea defined by the emergency medical services plan for which a local EMS agency, upon the recommendation of a county, restricts operations to one or more emergency ambulance services or providers of limited advanced life support or advanced life support.”*
- Pursuant to HSC § 1797.224 (as relevant): *“A local EMS agency may create one or more exclusive operating areas in the development of a local plan, if a competitive process is utilized to select the provider or providers of the services pursuant to the plan. No competitive process is required if the local EMS agency develops or implements a local plan that continues the use of existing providers operating within a local EMS area in the manner and scope in which the services have been provided without interruption since January 1, 1981. A local EMS agency which elects to create one or more exclusive operating areas in the development of a local plan shall develop and submit for approval to the authority, as part of the local EMS plan, its competitive process for selecting providers and determining the scope of their operations. This plan shall include provisions for a competitive process held at periodic intervals.”*

In December 2003, the Placer County Board of Supervisors passed a resolution recommending that S-SV EMS establish EOAs with qualifying ambulance providers. EOAs with four (4) emergency ground ambulance providers serving Placer County (1 - private & 3 - public) were subsequently established pursuant to the non-competitive provisions of HSC § 1797.224. In December 2005, S-SV EMS executed an initial 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 most recent short-term agreement expiring on November 30, 2027.

During preparations for the expiration of the previous emergency ground ambulance EOA agreement with AMR, it was determined that an alternative process for this area 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 non-competitive EOA with AMR was initially established.
- A comprehensive assessment of the West Placer County EMS system had never been completed.
- Several non-competitive emergency ground ambulance EOAs throughout California have been transitioned to competitive procurement processes over the past several years for various reasons.

An EMS system consultant, Healthcare Strategists, was selected with the assistance of relevant EMS system stakeholders to complete a West Placer County EMS system assessment. A short-term (2-year) EOA agreement with AMR for applicable areas of Placer County was also recently negotiated/executed to allow sufficient time for completion of the West Placer County EMS system assessment and expected subsequent competitive RFP procurement processes. This EMS system assessment was completed and presented to the S-SV EMS JPA Board, Placer County representatives, and relevant EMS system stakeholders in December 2025. S-SV EMS subsequently received direction from Placer County representatives to proceed with a competitive RFP procurement process for applicable areas of Placer County to replace the non-competitive EOA currently serviced by AMR. S-SV EMS contracted with Healthcare Strategists in December 2025 to assist the Agency with this competitive RFP procurement process, which is currently in progress.



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PLACER COUNTY ZONE 3 EOA COMPETATIVE RFP PROCUREMENT DOCUMENT OVERVIEW:

- The EOA boundaries were slightly modified from the non-competitive EOA boundaries serviced by AMR to exclude the current South Placer Fire Protection District boundaries (established during the 2017 LAFCO approved consolidation with the Loomis Fire Protection District). The South Placer Fire Protection District will provide emergency ground ambulance services within their entire fire district boundaries. Additional 'Zone-Assist' and back-up requirement language was also included in the RFP.
 - The EOA agreement will have an industry standard 5-year initial term with an optional 5-year extension.
 - The EOA agreement will maintain the requirement for the contractor to contribute \$150,000 annually to a West Placer County EMS System Improvement Fund made available to first responder organizations within the EOA for EMS system equipment/supply/training purchases.
 - The EOA agreement will include an increased monitoring/oversight fee, still significantly lower than similar EMS areas, which will allow S-SV EMS to hire an additional full-time licensed paramedic EMS Specialist to specifically monitor, oversee, and manage the West Placer County EOA agreement and increase regulatory visibility.
 - Emergency ground ambulance deployment requirements were modified from a minimum unit hour deployment model to an ongoing minimum unit hour utilization (UHU) model to allow the EMS system to adequately expand as the EOA population increases/shifts.
 - The current Code-3 minimum response time requirements were maintained, and the Code-2 minimum response time requirements for the cities of Rocklin and Roseville were reduced to 16-minutes.
 - Response time exception language was further refined to additionally reduce the expected frequency of response time exemptions. This includes an increase in the surge event minimum threshold from the current 175% to 200% of volume over the previous year.
 - Additional response time and operational non-compliance penalties were included.
 - All contractor ambulances used to service the EOA will be required to be labeled with the word 'Placer' to ensure stakeholders they are not getting an out of county ambulance on a non-mutual aid basis.
 - The contractor will be required to have/maintain a minimum of four (4) four-wheel-drive ambulances due to rural terrain and winter weather conditions of certain areas within the EOA.
 - The contractor will be required to always have two (2) paramedic field supervisors on duty and be strategically deployed throughout the EOA to respond to incidents and provide EMS system support.
 - Clinical performance measures compliance standards and non-compliance penalties were expanded.
 - The contractor will be required to have hardware/software in each ambulance that is compatible with Tablet Command to ensure greater transparency to other West Placer County EMS system stakeholders of the location of the contractor's ambulances.
 - The contractor's annual pre-tax profit shall not exceed 10.0% of net revenue. If revenue exceeds 10.0%, ambulance transport rate adjustments or other EMS system changes will be made accordingly.
 - Several other additional requirements were added, based on the results of the recently conducted West Placer County EMS System Assessment and a review of other recent similar emergency ground ambulance competitive RFP procurement processes.
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