

# Coastal Valleys EMS Agency

Serving Mendocino, Napa and Sonoma Counties



## Meeting Minutes – Ambulance Franchise Planning Meeting – January 18, 2007

Meeting minutes prepared by Mike DuVall, Project Coordinator. Those in attendance:

Dean Anderson, REDCOM	John Baker, KSR	Paul Micheletti, SLS Emp. Assoc.
Gailand Chapman, SLS	Linda Anderson, SRJC	Gary Tennyson, veriHealth
Sean Grinnell, RR& Bbay,	Dawn Hassett, SLS	Mike Siegel, SRFD 1401
Steve Marler, FireMed	Bill Ballard, Graton FD	John Zanzi, Sebastopol FD
Bill Shubin, SRFD	Dave Welch, RPDPS	Chris Albertson, Petaluma FD
Paul Pigoni, Geyserville FD	Doug Williams, RVFPD	John Lantz, RVFPD
Scott Dunn, SCSD	Wayne Bell, Bells Amb.	Pam Bell Simmons, Bells Amb
Steve Busher, Bells	Steve Francis, EMS	Bonny Martignoni, EMS
Rene Bradford, veriHealth	Eric Polan, SLS	Stewart Slypiec, Piners Amb.
Tucker Bierbaum, SRMH	Sam Barnett, EMS	Joanne Chapman, EMS
Jeff Howard, SLS	Frank Treanor, RAFFD	Jim Adams, REACH
Mary Maddux-Gonzalez, PHO	Kent Coxon, EMS	Bryan Cleaver, EMS

Bryan Cleaver, CVEMS Regional Administrator, opened the meeting at 9:15 a.m. and thanked the group for attending the inaugural meeting for the franchise planning project and process. Bryan then turned over the meeting to Mike DuVall, Franchise Renewal Project Coordinator.

Mike lead introductions of the group and then launched the Power Point Presentation. (Note: The PPT presentation is posted on the EMS Agency's Website: [www.coastalvalleysems.org](http://www.coastalvalleysems.org) under "Franchise Planning Project").

Mike gave the group a brief overview of the history of ambulance franchising in Sonoma County, starting with the first franchise, which was instituted in 1990, and the reasons that lead to its implementation and lessons learned. He then described the process surrounding the design and implementation of the second, and current, franchise contract. (Note: the current franchise is entering its final two years, July 2007 ~ June 2009). The second franchise implementation process utilized grant funding, an Organizational Development (OD) consultant, outside subject matter experts and dedicated EMS staff. The EMS System Redesign Project conducted a "Future Search" workshop. This resulted in a task force of stakeholders who were dedicated to researching and recommending the best EMS system components for an EMS system of the future. These components were incorporated into the current franchise contract.

Mike than discussed the current project and planning process. The Agency will host several bi-monthly "town hall" meetings (schedule posted on Agency website). The meetings are open to community members, stakeholders and other interested parties. The project staff and ad hoc focus groups will research, compare and contrast the features contained in current franchise contracts. Additionally, suggestions for enhancements or modifications to our current franchise model from stakeholders will be diligently researched as well. E-mail will be used to disseminate research information as it is completed. Project activities, meeting minutes and other documents will be posted on the Agency's website for 24/7 access.

### Mendocino County Office

1120 South Dora Street  
Ukiah, CA 95482  
707-472-2785 Office  
707-472-2788 FAX

### Napa County Office

2344 Old Sonoma Rd., Bldg. G  
Napa, CA 94559  
707-253-4341 Office  
707-259-8112 FAX

### Sonoma County Office

475 Aviation Blvd, Suite 200  
Santa Rosa, CA 95403  
707-565-6501 Office  
707-565-6510 FAX

Mike showed the project time line (posted on website) and then proceeded to discuss the current features of the franchise contract, including response time requirements, mutual aid obligations, training role and other responsibilities. These features lead to questions from the group and suggestions for research.

Issues to research:

- Universal Blood Draw Contract/Service
- First Responder response reimbursement (from franchise provider)
- Level of Exclusivity for the franchise (e.g., All ALS, ALS Transport, Emergent BLS etc.)
- First Responder EMS Subscription Program
- Response time requirements for inter-facility transfers
- Honoring other subscription services
- Preceptor prioritization
- Continuation of service during work action
- Simplify response time zones/requirements
- REDCOM/franchise relationship (operational & financial)
- EMD cap (financial limitation of providing EMD)
- Improved CCT coverage
- Evaluate SSM plan –more 9-1-1 “dedicated” units needed?
- Consortium – public-private partnerships
- Area served by EOA/franchise

Mike said that project staff members would begin acquiring other more recent franchise contracts to see how these issues have been addressed or not addressed as the case may be. Mike did add the caveat that the ambulance franchise is not a golden goose and that desired enhancements or reimbursement/subsidy features will be examined against the need to ensure financial sustainability of the franchise – without having higher ambulance rates than comparable Bay Area counties. The goal is the greatest good for the greatest amount of people.

Next Meeting will be on March 15<sup>th</sup>, 10:00 a.m. – 12:00 p.m. @ Guild Hall –2<sup>nd</sup> floor lobby area of 475 Aviation Blvd. Remainder of meetings for 2007 will be held at DHS conference center (May 17, July 19, September 20, November 15).