



City of Arts & Innovation

Public Safety Committee

TO: PUBLIC SAFETY COMMITTEE MEMBERS **DATE: JULY 18, 2018**
FROM: FIRE DEPARTMENT **WARDS: ALL**
**SUBJECT: REVIEW OF APPLICATION FOR EMERGENCY MEDICAL TRANSPORT
FRANCHISE (AMERICAN MEDICAL RESPONSE AMBULANCE SERVICE) –
DIRECT SUBMITTAL**

ISSUE:

Recommend that the City Council approve the granting of a franchise to American Medical Response Ambulance Service, Inc. (AMR) for a medical transport franchise to perform Advanced Life Support (ALS) and Basic Life Support (BLS) transport services (ambulance services) within the City of Riverside.

RECOMMENDATIONS:

That the Committee:

1. Consider the information contained in this report regarding the renewal application for Medical Transport Franchise submitted by AMR; and
2. Recommend that the City Council approve the granting of an additional medical transport franchise to American Medical Response.

LEGISLATIVE HISTORY:

Applications for a Medical Transport Franchise are covered under Chapter 5.66 of the Riverside Municipal Code (RMC) which identifies the rules, laws and processes that the City Council have identified for ambulances to operate within the City such as franchise/permit fees, application process, service requirements, mutual aid requirements, personnel and rates. Section 5.66.050 specifically requires that upon receipt of an application, the Medical Transport Franchise administrator shall conduct an investigation to determine if the applicant meets all requirements of the governing RMC chapter.

The Fire Chief, or designee, is the controller of the ambulance franchise and has the responsibility under the RMC to act as the ambulance franchise "Administrator". The Administrator's investigation is to include consulting with and, if possible, obtaining the assessment of the application by the Health Officer or the Local EMS Agency. (RMC Section 5.66.050)

The Administrator is required to prepare and issue a report to the Public Safety Committee, present a copy to the applicant, and request that a meeting of the Committee be called to consider

the report and other testimony. (RMC Section 5.66.050)

Ultimately, the City Council will hold a public hearing and determine whether the applicant has demonstrated that applicant meets all municipal code requirements. In making its determination, the Council shall consider the following: the financial responsibility of the applicant; the number, kind and type of equipment proposed for use; the schedule of rates proposed to be charged; and such other factors as the Council considers relevant. At the hearing, the applicant shall have the burden of proof to present facts necessary to support the Council's findings. (RMC Section 5.66.060)

BACKGROUND:

The County of Riverside's Department of Public Health is the local Emergency Medical Services Agency (REMSA) for an area that includes the City of Riverside. Working with the County, the City entered into a Master Agreement with American Medical Response (AMR) and designated AMR as the exclusive provider of emergency ambulance transport services on September 1, 2006.

DISCUSSION:

Current AMR Ambulance Services

AMR is currently the only 9-1-1 Originated Call Franchise provider within the City of Riverside.

Franchise Applicant

AMR, based in the City of Riverside, has submitted a renewal application for a Medical Transport Franchise for 9-1-1 Originated Calls for service within the city. A copy of the application is included as Attachment 1 to this report, including AMR Ambulance's supporting documentation requesting a Medical Transport Franchise.

Medical Transport Franchise Administrator's Findings

The Administrator has thoroughly reviewed AMR Ambulance's franchise application and has conducted an investigation in accordance with the Riverside Municipal Code with the following conclusions:

1. Consulted with Riverside County EMS Agency (REMSA) to determine whether it had any evidence or data indicating that there was an unmet public health or safety concerns. The consultations with REMSA failed to yield any evidence to demonstrate that there were any significant gaps or unmet needs related to ambulance services within the City of Riverside.
2. Reviewed AMR's response time and overall performance and found them to be within standards. It was found that during calendar year 2017, there were no substantial complaints regarding AMRs 9-1-1 transport services. Fire Department staff meets with representatives of AMR on a quarterly basis to review response time performance standards, and have determined that AMR is in compliance with all terms of the existing agreement.
3. Conducted a Customer Satisfaction Surveys with representatives from the three main area hospitals and eight additional convalescent hospitals within the city. In all cases, the hospitals were satisfied with the services of AMR.
4. Ensure AMR maintains a valid Certificate of Accreditation by the Commission on Accreditation of Ambulance Services (CAAS).

FISCAL IMPACT:

Per RMC Section 5.66.030, a franchise application fee of \$1,858 will be imposed for the granting or extension of a franchise.

Prepared by: Michael D. Moore, Fire Chief
Certified as to
availability of funds: Adam Raymond, Chief Financial Officer/City Treasurer
Approved by: Lea Deesing, Assistant City Manager
Approved as to form: Gary G. Geuss, City Attorney

Attachments:

1. Application for Ambulance Franchise from AMR
2. Customer Satisfaction Survey
3. Presentation