



**MEMORANDUM**

DATE: August 16, 2024

TO: All Alameda County EMS System Partners

FROM: Alameda County EMS Agency

SUBJECT: Proposals Received for Future 9-1-1 Ambulance Services

---

We are pleased to announce the entities that have submitted proposals in response to the Alameda County Request for Proposal (RFP) for 9-1-1 Emergency Ambulance Transport Services. The following organizations, in alphabetic order, have provided submissions:

- Alameda County Fire Department in conjunction with Priority Ambulance
- American Medical Response
- Falck

The next steps in the process involve a thorough validation of all submissions to ensure that the required documents are complete and that all minimum requirements have been met. Following this validation, the proposals will be forwarded to a selection committee for detailed review.

During the review process, a selection committee composed of subject matter experts will evaluate the proposals based on a comprehensive set of criteria. Additionally, each proposing organization will be invited to present their proposal and participate in an interview with the selection committee. These presentations and interviews are an essential part of the evaluation, allowing the committee to gain deeper insights into each proposal and ask relevant questions.

It is important to note that the Alameda County EMS Agency is not a part of the selection committee and does not have influence over the recommendations they ultimately make. The committee's recommendation will be based solely on the content of the submitted proposals, the quality of the presentations and interviews, and a determination of which organization is best equipped to serve the needs of our community. The goal is to ensure that the selected provider aligns with our vision for the future of EMS in Alameda County.

For background, the RFP issued for 9-1-1 Emergency Ambulance Services is the result of extensive collaboration among our system stakeholders and partners. Together, we have worked to re-imagine and redesign our EMS system, moving away from a "one size fits all" response model towards a more dynamic approach that aims to deploy the right resources at the right time, effectively meeting the diverse needs of our community.

We are committed to ensuring a fair and transparent procurement process and look forward to the continued evolution of our EMS system to better serve the residents of Alameda County.

**Colleen Chawla**  
Alameda County Health  
Director

**Lauri McFadden**  
EMS Director

**Zita Konik, MD**  
EMS Medical Director

1000 San Leandro Boulevard  
Suite 200  
San Leandro, CA 94577

TEL (510) 618-2050  
FAX (510) 618-2099

[Health.AlamedaCountyCA.gov](http://Health.AlamedaCountyCA.gov)