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October 9, 2018

Mr. Bryan Cleaver, Regional EMS Manager
Coastal Valleys EMS Agency
195 Concourse Blvd.
Santa Rosa, CA 95403

Letter of Support for Bell's Ambulance Service

Dear Mr. Cleaver:

I am writing on behalf of Bell's Ambulance Service. They are a small privately owned ambulance provider who has served Northern Sonoma County for over six decades. They are a long-time member of the California Ambulance Association (CAA). The CAA represents providers of emergency and non-emergency medically necessary transportation services throughout the State of California. Since its founding in 1948, the objectives of the CAA have been to promote better patient care, develop the highest level of ambulance services, cooperate with organizations providing medical care to the citizens of California, seek to improve standards for personnel and equipment, and encourage the highest standards of ethics and conduct. Bell's Ambulance Service exemplifies these standards.

It is our understanding that a tax-supported fire district in the Windsor area proposes to initiate a fire department-based ambulance service, which would be in direct competition with Bell's Ambulance Service. As you and I know, a system regulated by a local Emergency Service Agency can provide high quality patient care to all residents/people in a service area, without tax dollars when the service is provided by private companies. Typically, service areas are designed to allow populated areas to be fee-for-service-funding, which economically enables service to be provided to surrounding rural areas, thus extending high performance medical services across a broad geographic area. Initiation of a tax-funded fire district ambulance service in Windsor will destroy the economic feasibility of the broader service area now being provided by Bell's Ambulance Service. This will result in a large segment of the people in the existing ambulance service area being under-served with emergency medical response and service.

Bell's Ambulance Service has provided high level patient care in a professional manner, with no tax burden to the areas they serve. They have proven their dedication to their neighbors and excellence in patient care for decades. As you work to consider and modify the design of your EMS system, please honor Bell's Ambulance Service request to be grandfathered into its existing ambulance service area as the exclusive provider. They have proven their ability to serve this area. Allowing a public agency to initiate an ambulance service that destroys the economic balance of the service area, thereby leaving people without services they enjoy today, would not be advantageous to the health of the general public and will significantly increase the tax burden for all.

Sincerely,

Ross Elliott,
Executive Director