



## COLUMBIA COUNTY BOARD OF COUNTY COMMISSIONERS AGENDA ITEM REQUEST FORM

The Board of County Commissioners meets the 1st and 3rd Thursday of each month at 5:30 p.m. in the Columbia County School Board Administrative Complex Auditorium, 372 West Duval Street, Lake City, Florida 32055. All agenda items are due in the Board's office one week prior to the meeting date.

Today's Date: 7/28/2016 Meeting Date: 8/4/2016

Name: RAY HILL Department: PURCHASING

Division Manager's Signature:

A handwritten signature in blue ink, appearing to be "Ray Hill", is written over a light blue circular stamp.

### 1. Nature and purpose of agenda item:

1) Approve ranking for RFP 2016-M County Wide Ambulance Service and to begin negotiations with the No. 1 ranked firm Century Ambulance

### 2. Recommended Motion/Action:

There is no recommended motion or action.

### 3. Fiscal impact on current budget.

BOARD OF COUNTY COMMISSIONERS ● COLUMBIA COUNTY

AGENDA ITEM REQUEST FORM

The Board of County Commissioners meets the 1st and 3rd Thursday of each month at 5:30 p.m. in the Columbia County School Board Administrative Complex Auditorium, 372 West Duval Street, Lake City, Florida 32055. All agenda items are due in the Board's office one week prior to the meeting date.

Today's Date: 7/28/16

Meeting Date: 8/4/16

Name: Ray Hill

Department: Purchasing

Division Manager's Signature: 

1. Nature and purpose of agenda item: Approve ranking for RFP 2016-M County Wide Ambulance Service and to begin negotiations with the No. 1 ranked firm Century Ambulance

Attach any correspondence information, documents and forms for action i.e., contract agreements, quotes, memorandums, etc.

2. Fiscal impact on current budget.

Is this a budgeted item?

☐ N/A

☐ Yes Account No. \_\_\_\_\_

☐ No Please list the proposed budget amendment to fund this request

Budget Amendment Number: \_\_\_\_\_

FROM

TO

AMOUNT

For Use of County Manager Only:

[ ] Consent Item [ ] Discussion Item

District No. 1 - Ronald Williams  
District No. 2 - Rusty DePratter  
District No. 3 - Bucky Nash  
District No. 4 - Everett Phillips  
District No. 5 - Scarlet P. Frisina

**BOARD OF COUNTY COMMISSIONERS • COLUMBIA COUNTY**



**Memo**

**Date:** 7/21/2016

**To:** Board of Commissioners

**From:** Ray Hill, Purchasing Director

**RE:** RFP 2016-M County Wide Ambulance Service

An Evaluation Committee consisting of members, David Kraus, David Boozer, and Scott Rooney met on July 13, 2016 for the purpose of ranking the proposals received by Columbia County for the above referenced service.

The ranking committee ranked the proposals as follows:

1. Century Ambulance
2. Lifeguard Ambulance Service
3. Excelsior Ambulance Service

I am requesting approval of the ranking and permission to begin negotiations with the number one (1) ranked firm.

I have attached copies of the Evaluation and Ranking Forms for your review.

Final Ranking  
County Wide Ambulance Services  
RFP 2016-M

Columbia County, Florida  
Board of County Commissioners

7/13/2016

Firm	David Kraus	David Boozer	Scott Rooney						
									Fianal /ranking
Century Ambulance	1	1	2						1
Excelsior Ambulance	3	3	3						3
Lifeguard Ambulance	2	2	1						2

*C Ray Hill*

EVALUATION SHEET  
FOR RANKING County Wide Ambulance Services  
RFP 2016-M

Columbia County, Florida  
Board of County Commissioners  
Criteria for Ranking:

Firm		Qualifications and Abilities of Personnel	Company's Experience with Scope of Services for RFP	Charges to Patients	Client References for Similar Projects	Ability to Provide Desired Level of And Quality of Service	Quality of Insurance Networks	Accreditation	
	Point Value	15	20	10	10	20	20	5	Total Score 0-100
Century Ambulance		15	12	7	10	14	10	10	68
Excelsior Ambulance		15	8	10	7	12	15		67
Lifeguard Ambulance		15	17	4	9	14	5	5	69

Signature of Rater: [Signature]

Print Name: Scott Rooney

**Columbia County, Florida  
Board of County Commissioners  
Criteria for Ranking:**

Print Name: Laura Craig



**EVALUATION SHEET**  
**FOR RANKING County Wide Ambulance Services**  
**RFP 2016-M**

Columbia County, Florida  
 Board of County Commissioners  
 Criteria for Ranking:

Firm		5	1.66	3.3	3.3 list				
		Qualifications and Abilities of Personnel	Company's Experience with Scope of Services for RFP	Charges to Patients	Client References for Similar Projects	Ability to Provide Desired Level of And Quality of Service	Quality of Insurance Networks	Accreditation	
				Compassion	Out of State .5 In State 1		6 company		
Point Value		15	20	10	10	20	20	5	Total Score 0-100
Century Ambulance	1	15	20	7	5+2=7	20	16.5	0	85.5
Excellsiior Ambulance	3	5	7	10	1	7	16.5	0	46.5
Lifeguard Ambulance	2	10	14	4	2.5 - 3.5	14	0	5	50.5

Signature of Rater: David L. Boozer

Print Name: DAVID L. BOOZER

District No. 1 - Ronald Williams  
District No. 2 - Rusty DePratter  
District No. 3 - Bucky Nash  
District No. 4 - Everett Phillips  
District No. 5 - Scarlet P. Frisina

**BOARD OF COUNTY COMMISSIONERS • COLUMBIA COUNTY**



July 26, 2016

Mr. Brett Jovanovich, President  
Lifeguard Ambulance Service  
216 Aquarius Drive, Ste. 306  
Birmingham, AL 35209

RE: Protest RFP 2016-M

Dear Mr. Jovanovich

I have reviewed the formal protest filed on July 22, 2016. Below are the points you raised followed by my response:

1. You contend that the County was without authority to re-solicit proposals for countywide ambulance service until the litigation related to the prior solicitation, RFP #2016-A, was resolved.

This issue is currently pending before the Circuit Court. The County's position on this matter is set forth in its Response to the Petition for Writ of Certiorari.

2. You contend that the specifications are contrary to competition, arbitrary or capricious. Specifically, you allege that the RFP specifications are vague, contains subjective criteria and are inherently arbitrary or capricious.

I find your assertions are without merit for the following reasons:

This is a RFP not a bid. The specifications and criteria to be applied in evaluating the RFP are very clear and each criterion is accompanied by a range of score to be applied. Each member of the RFP evaluation committee will each bring their own unique view, based on individual experience and knowledge, and apply a score that reflects his/her judgement of the proposal as it is reviewed. Such subjectivity is neither arbitrary nor capricious. The individual score sheet is used to determine a ranking order. The ranking order is then used to tabulate a final ranking. An individual's judgement of the material in the proposal is their judgement and is subjective. It would be equally appropriate to rank each of the criteria in a sequential order as it is to assign point values.

BOARD MEETS FIRST THURSDAY AT 5:30 P.M.  
AND THIRD THURSDAY AT 5:30 P.M.

P. O. BOX 1529 ▼

LAKE CITY, FLORIDA 32056-1529 ▼

PHONE (386) 755-4100



Mr. Brett Jovanovich, President  
July 26, 2016  
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Contrary to your assertions, the County's scoring process and criteria is based on logic and reason. The criteria for ranking the RFP were established using knowledge gained from our experience in our current contract, areas of concern expressed by our citizens, and were not developed to favor any particular vendor.

As stated in the RFP, the County desires to have county-wide ambulance services provided at no cost to the County and at a reasonable cost to consumers. To that end, "cost to county" was removed from the evaluation criteria and extra points were reallocated to "quality of insurance networks." Furthermore, the private insurance companies listed in the sample contract attached to the RFP are the primary insurance carriers most prevalent in Columbia County.

In your letter, you state that "Accreditation" was made the least important criterion in the RFP despite direction from the Board to have the RFP focus on quality of services and that such decision by the County is illogical. The criterion for "Accreditation" remained unchanged from the earlier RFP. However, additional points were allocated to the "Ability to provide desired level of and quality of service."

You further contend the County failed to involve the medical director in development of the RFP specifications despite clear direction from the Board to do so. Although a suggestion was made by one Commissioner that the Medical Director be involved in the process, there has been no direction from the Board, as a whole, to do so. However, County staff did reach out to the Medical Director while preparing the RFP, but he was unavailable to assist due to a scheduling conflict.

3. You contend the County's evaluation of the proposals was fundamentally flawed, rendering the proposed contract award arbitrary, capricious and contrary to completion and contrary to law. Specifically, you allege the evaluation committee members scored the proposals inconsistently and incorrectly.

I find your assertions are without merit. As has previously been discussed, evaluators assign scores based on their own individual review of each proposal. The research that each member of the committee performs may vary. References contacted may respond differently to the questions that are asked. Logically, each committee member will rank based on their own understanding and based on the information they are able to obtain. Further, you contend that Century overstated their experience and personnel, but provide no supporting information. I do not feel that Lifeguard is in a position to fairly rate the qualifications of any other respondent's personnel nor to render judgement on how much investigation was performed by the evaluation committee members.

Mr. Brett Jovanovich, President  
July 26, 2016  
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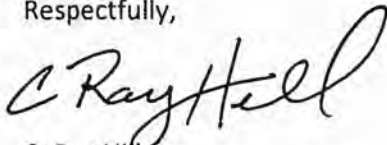
4. You contend that rejection of all proposals submitted in response to RFP 2016-M would be in the best interest of Columbia County and its residents.

Again, I find your statement to be without merit. The Board previously rejected all responses to RFP 2016-A and therefore, the County cannot rely on the terms of any proposals it received in response to RFP 2016-A. Further, because this is an RFP and not a bid, any dollar amounts included in a proposal are subject to negotiation and are not final.

For the foregoing reasons and to protect the health, safety, and welfare of Columbia County and its residents, I recommend that the County award the contract to Century Ambulance. Per our

purchasing policy, you have five (5) business days to appeal this decision. Should you wish to do so, please send that appeal to Ben Scott, County, Manager, 135 NE Hernando Ave., Lake City, FL 32055.

Respectfully,

A handwritten signature in black ink, appearing to read "C. Ray Hill". The signature is fluid and cursive, with the first letters of each word being capitalized and prominent.

C. Ray Hill  
Purchasing Director

CC: RFP 2016-M  
Commissioners

District No. 1 - Ronald Williams  
District No. 2 - Rusty DePratter  
District No. 3 - Bucky Nash  
District No. 4 - Everett Phillips  
District No. 5 - Scarlet P. Frisina



**BOARD OF COUNTY COMMISSIONERS • COLUMBIA COUNTY**

July 28, 2016

Lifeguard Ambulance Service  
Mr. Brett Jovanovich  
216 Aquarius Drive, Ste. 306  
Birmingham, AL 35209

RE: Protest RFP 2016-M

Dear Mr. Jovanovich:

Having reviewed Lifeguard's formal written protest, dated July 22, 2016, and the Purchasing Director's decision regarding same, I concur with the Purchasing Director's findings and hereby affirm his decision. Pursuant to section 304.8.6 of the County's Purchasing Policy, any respondent adversely affected by this final decision may appeal to Circuit Court for judicial relief within thirty (30) days after rendition of the final decision.

In order to ensure the protection of the health, safety, and welfare of Columbia County and its residents, the recommended award of RFP 2016-M for countywide ambulance services will be placed on the agenda for consideration by the Board of County Commissioners at its regularly scheduled meeting on August 4, 2016 at 5:30, to be held at the Columbia County School Board Administrative Complex.

Respectfully,

A handwritten signature in black ink that reads "Ben Scott".

Ben Scott  
County Manager

CC: RFP 2016-M  
Commissioners

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AND THIRD THURSDAY AT 5:30 P.M.

