

Request for Proposals (RFP)

Ambulance Services for the Town of Parma, New York

(Including the Incorporated Village of Hilton)

RFP Number: TBD

Issued By: Town of Parma, New York (In coordination with the Village of Hilton)

Issue Date: TBD

Proposal Due Date & Time: TBD

Submission Address: Town Supervisor Town of Parma 1300 Hilton-Parma Corners Road P.O. Box 728 Hilton, NY 14468

Contact: Town Supervisor **Email:** supervisor@parmany.gov

Phone: (585) 392-9461

Website for Updates: parmany.gov (Check for addenda or clarifications)

1. Introduction and Background

1.1 Purpose

The Town of Parma, Monroe County, New York, is soliciting proposals from qualified emergency medical services (EMS) providers to procure comprehensive ambulance services for the Town of Parma (Hilton Fire District within the Town borders), including the incorporated Village of Hilton and the portion of the Hilton Fire District that resides within the Town of Greece. This procurement aims to ensure reliable, high-quality Basic Life Support (BLS) and Advanced Life Support (ALS) ambulance response, transport, and related services. The selected provider will operate under a multi-year contract, delivering 24/7/365 coverage while integrating with local emergency systems and stakeholders.

Proposals must address the unique needs of the Town's suburban/rural character and the Village of Hilton's denser population core, emphasizing equitable service delivery, rapid response times, and fiscal responsibility to the entire area (District) with no exceptions.

1.2 Community Profile

- **Town of Parma:** Located in western Monroe County, approximately 16,000 residents across 42 square miles. Key features include residential areas, agricultural lands, Lake Ontario shoreline, and community facilities. Current EMS challenges include increasing call volumes (~1600 annually), volunteer shortages, and reliance on mutual aid.
- **Village of Hilton:** Incorporated within the Town, population ~5,975–6,000. Compact urban core with higher density (e.g., around Main Street, schools, and parks). Represents about 37% of the Town's population but may generate a disproportionate share of calls due to demographics and events.
- **Existing Services:** Currently provided through local fire districts (e.g., Hilton Fire Department for first response) and mutual aid from regional providers (e.g., Monroe Ambulance or CHS Mobile Integrated Healthcare). This RFP seeks to formalize and enhance services, potentially through a dedicated contract or in support of a proposed special taxing district.

1.3 Legal and Regulatory Context

This procurement is governed by New York State General Municipal Law §122-b (authorizing contracts for ambulance services) and Town procurement policies. If tied to a special taxing district (under Town Law Article 12-A Section 209), the contract will incorporate district-specific funding and oversight. Providers must comply with New York State Department of Health (DOH) Bureau of EMS regulations, including Article 30 of the Public Health Law. Recent state legislation (e.g., 2023–2025 bills recognizing EMS as essential) supports enhanced funding models.

The Town reserves the right to negotiate, reject proposals, or cancel this RFP at any time.

2. Scope of Services

The selected provider shall deliver comprehensive EMS and ambulance services district-wide, with specific metrics for the Village of Hilton to ensure accountability. Services include:

2.1 Core Emergency Services

- Provide BLS and ALS ambulance response for all 911-dispatched calls, including medical emergencies, trauma, cardiac events, and inter-facility transports.

- Maintain a minimum of one (1) fully staffed and equipped ambulance dedicated to the Town/Village 24/7/365, with surge capacity for high-demand periods (e.g., events or weather-related incidents).
- Integrate with Monroe County Emergency Communications (911 PSAP) for dispatch and coordinate with local first responders (e.g., Hilton Fire Department).

2.2 Staffing and Training Requirements

- Employ certified personnel: EMTs, Advanced EMTs, and Paramedics licensed by NY DOH.
- Minimum staffing per ambulance: One (1) EMT and one (1) Paramedic for ALS-capable units.
- Provide ongoing training programs compliant with DOH standards, including CPR, ACLS, PALS, trauma care, and opioid response.
- Demonstrate strategies for staff retention, recruitment (e.g., local hiring preferences in municipalities served), and handling shortages (e.g., backup staffing plans).

2.3 Response Time Standards

- **District-Wide Targets:** The proposal shall specify the Contractor's intended response time for Priority 1 (life-threatening) calls and Priority 2 (non-emergencies), measured from dispatch to on-scene arrival.
- **Village of Hilton-Specific Metrics:** Separate tracking and reporting for calls within Village boundaries. The proposal shall specify the Contractor's intended response times for Priority 1 calls, accounting for the Village's compact geography and potential traffic in core areas.

2.4 Equipment and Vehicles

- Supply DOH-certified ambulances equipped with:
 - Advanced monitoring (e.g., defibrillators, pulse oximeters).
 - Life-saving supplies (e.g., oxygen, IV kits, medications).
 - Communication systems compatible with Monroe County 911 and local agencies.

- Maintain vehicles to NY DOH standards, with regular inspections and replacement plans (e.g., no vehicle older than 7 years).
- Regarding Strategic Staging, the Hilton-Parma Fire District has offered staging space in the fire district facility at a no cost option to the contractor. Details regarding space utilization and facilities offered shall be negotiated with the Hilton-Parma Fire District.
- The EMS Ambulance provider is reminded that they will be expected to participate in the Monroe County Mutual Aid Ambulance Agreement. With this in mind, the responder should provide a “Backfill Plan” with their proposal discussing how they intend to handle this type of activity.

2.5 Billing, Revenue, and Financial Management

- Handle all patient billing, insurance claims (including Medicare/Medicaid), and collections.
- Cost proposal shall be structured to show the following:
 - Rate for an Ambulance stationed in the District providing BLS services, Rate for an Ambulance stationed in the District providing ALS services.

Regarding the above listed rates, the EMS ambulance provider should discuss in the proposal the differences in the between stationing a BLS or ALS ambulance at the Town/Village (Ambulance District) and the impact to services in the Ambulance District

2.6 Reporting and Compliance

- Submit monthly reports to the Town Board and Village Board representatives, including:
 - Call volumes (total + breakdown by Town vs. Village).
 - Response times (district-wide + Hilton-specific).
 - Patient outcomes, complaint resolutions, and quality metrics (e.g., survival rates for cardiac arrests).
 - Financial summaries (revenues, expenses, subsidy usage).
- Comply with all regulations: HIPAA for privacy, OSHA for safety, and federal/state EMS standards.
- Maintain insurance: See Section 2.9

2.7 Community Outreach and Integration

- Conduct public education programs (e.g., CPR/AED training, stop-the-bleed workshops) at least quarterly, tailored to Parma and Hilton (e.g., sessions at Village parks or Town recreation centers).
- Participate in the following local events:
 - Town of Parma
 - Summer Smash
 - Holiday on Main Street
 - 5K Color Run
 - Trunk-or-Treat Halloween Event
 - Hilton Parma Fire
 - HFD Carnival Day 1
 - HFD Carnival Day 2
 - HFD Carnival Day 3
 - HFD Carnival Day 4
 - Community Open House
 - Six (6) Days for Fire/Burn simulations located at North Greece Fire Training Facility
 - Village of Hilton
 - Classic Cars on Main Street
 - Hilton Apple Fest Day 1
 - Hilton Apple Fest Day 2
 - Hilton Central School District
 - Six (6) Days for Football Games
- Collaborate with stakeholders: Town Board, Village Board, fire districts, schools, and health organizations. These will be Quarterly Discussions.

The EMS Ambulance provider shall be responsible for the Hilton Parma fire departments annual CME program which includes the monthly required training of the associated members.

2.8 Contract Term and Transition

- Initial term: Three (3) years, starting January 1, 2027 (or upon contract execution).
- Renewal options: Two (2) one-year extensions, based on mutual agreement and performance.

Upon Mutual agreement, after the first year of the contract, the contracted amount (\$) can be annually adjusted to reflect inflation based on the Consumer Price Index (CPI)

- Transition plan: Seamless handover from current providers, including data transfer and training (within 60 days of award).

2.9 Insurance Requirements

The Contractor, at its own cost and expense, shall keep in force during the term of an agreement, with an insurance company or insurance companies authorized to do business in the State of New York, a policy, or policies of insurance for the following minimum coverage and amounts:

GENERAL LIABILITY:	\$1,000,000.00 per occurrence \$3,000,000.00 General Aggregate
MALPRACTICE LIABILITY:	\$1,000,000.00 per occurrence \$3,000,000.00 General Aggregate
CONTRACTUAL LIABILITY:	Included in the above shall be coverage for Contractor's liability under the indemnification provisions of this Agreement.
AUTOMOBILE LIABILITY:	To cover owned, hired, and non-owned automobiles. \$1,000,000.00 liability; \$ 1,000,000.00 personal injury protection.

CRIME COVERAGE/EMPLOYEE

THEFT: Including third party \$500,000.00.

UMBRELLA LIABILITY: \$10,000,000.00 above the foregoing limits.

WORKERS COMPENSATION: Statutory Coverage.

*All limits shown are combined single limits.

In all above policies, with the exception of the workers compensation policy, the Town and Village, and all of the Town's and Village's elected and appointed officers, employees, volunteers and / or agents (the "Town Parties") shall be named as an additional insured on a primary basis. The Contractor will furnish Certificates of Insurance for the foregoing coverage and amounts, with a directive to the insurance companies to give the Town thirty (30) days prior written notice if such policy or policies are to be canceled.

The Contractor shall indemnify and hold harmless the Town of Parma and the Village of Hilton for any and all liability in regard to any and all service provided by the Contractor, its employees, contractors, subcontractors or any other person and/or entity used by the Contractor for any action taken or not taken by the Contractor while providing service to the Town and Village.

3. Provider Qualifications and Proposal Requirements

3.1 Minimum Qualifications

- At least five (5) years of experience providing municipal EMS in New York or comparable settings.
- Valid NY DOH Ambulance Operating Certificate and Certificate of Need (CON) (or EON if applicable) for Hilton Parma Fire District.
- Demonstrated financial stability (audited statements for past 3 years).
- References from at least three (3) similar contracts (preference for town-village or suburban/rural models).

3.2 Proposal Content

Proposals must be organized as follows (maximum 50 pages, excluding appendices):

1. **Executive Summary:** Overview of provider and approach.
2. **Company Profile:** History, structure, experience, and certifications.
3. **Service Plan:** Detailed response to Scope (Section 2), including Hilton-specific strategies.
4. **Staffing and Training Plan:** Models, retention strategies, and compliance.
5. **Equipment and Operations:** Inventory, maintenance, and integration plans.
6. **Financial Proposal:** Fee schedule, revenue projections, subsidy requirements, and cost controls.
7. **Performance Metrics:** Approach to meeting response times and reporting.
8. **Implementation Timeline:** Startup plan and risks.
9. **Appendices:** Resumes, references, insurance certificates, financials.

4. Submission Instructions and Timeline

4.1 Submission Requirements

- Submit five (5) bound hard copies and one (1) electronic PDF via USB or email.
- Sealed envelope marked: "RFP: Parma Ambulance Services – Sealed Proposal."
- No late submissions accepted.

4.2 Pre-Proposal Process

- Site visits/tours: Optional, schedule via contact by **05/29/2026**.
- Questions: Submit via email by **05/22/2026**; responses posted on parmany.gov by **05/29/2026**

4.3 Timeline

- RFP Issued: **05/08/2026**
- Questions Due: **05/22/2026**
- Proposals Due: **06/22/2026**
- Proposal Review: **06/22/2026 – 07/10/2026**
- Interviews/Presentations (if needed): **TBD**
- Award Notification: **TBD**
- Contract Execution: **01/01/2027 (tentative)**

5. Evaluation Criteria (100 Points Total)

A committee (including Town, Village, and stakeholder representatives) will evaluate proposals based on:

Criterion	Weight	Sub-Criteria/Details
Experience & Qualifications	20%	Provider history, certifications, references, and town-village experience.
Service Plan & Innovation	25%	Quality of operations, response protocols, Hilton Fire District-specific metrics, and innovations including “Backfill Plan”
Staffing, Training & Operations	15%	Personnel plans, retention, equipment, and compliance.
Cost & Financial Proposal	20%	Value, subsidy needs, fee structure, revenue sharing, and sustainability.
Implementation & Transition	10%	Timeline feasibility, risks, and integration with current systems.
Community Participation	10%	Outreach plans, local hiring, and diversity commitments.

Top proposers may be invited for interviews (up to 20 additional points).

6. General Terms and Conditions

6.1 Authority

This Request for Proposals (“RFP”) is issued by the Town pursuant to the authority granted under **New York General Municipal Law §122-b**, which authorizes municipalities to provide or contract for ambulance and emergency medical services for the protection of persons and property within the municipality.

6.2 Purpose

The purpose of this RFP is to solicit proposals from qualified providers to furnish **ambulance and emergency medical services** to residents and visitors within the Town.

The Town intends to enter into a contract with a qualified provider capable of delivering reliable, timely, and professional emergency medical services consistent with applicable state laws and regulations.

6.3 Reservation of Rights

The Town reserves the right to:

- Reject any or all proposals.
- Waive informalities or minor irregularities in proposals.
- Request clarification or additional information from proposers.
- Conduct interviews with proposers.
- Negotiate terms and conditions with the selected proposer.
- Accept a proposal deemed to be in the best interests of the Town.

The issuance of this RFP does not obligate the Town to award a contract.

6.4 Compliance with Laws

The successful proposer shall comply with all applicable federal, state, and local laws, rules, and regulations, including but not limited to regulations promulgated by the New York State Department of Health and the New York State Bureau of Emergency Medical Services.

All personnel must be properly certified or licensed as required by the State of New York.

6.5 Licensing and Certification

The proposer must hold and maintain all licenses and certifications necessary to operate ambulance services in New York State, including but not limited to:

- A valid ambulance service operating certificate issued by the New York State Department of Health.
- Appropriate EMS provider certifications for all personnel.
- Compliance with all regional EMS council protocols.

Failure to maintain required certifications shall constitute grounds for contract termination.

6.6 Insurance Requirements

The successful proposer shall maintain insurance coverage as stated in Section 2.9

6.7 Indemnification

The successful proposer shall indemnify, defend, and hold harmless the Town, its officers, employees, and agents from any and all claims, damages, liabilities, or expenses arising out of the proposer's performance of services under the contract, except to the extent caused by the negligence of the Town.

6.8 Term of Contract

The contract term shall be as specified in the RFP documents. The Town reserves the right to include renewal options subject to approval by the Town Board.

6.9 Compensation and Billing

The proposal shall clearly state the compensation requested for providing services.

Unless otherwise provided in the contract:

- The provider may bill patients and/or insurance carriers for services rendered.
- The Town may provide a subsidy or service payment as outlined in the contract.

Billing practices must comply with all applicable laws and regulations.

6.10 Non-Collusion Certification

Proposers must submit a **Non-Collusion Bidding Certification** in compliance with **New York General Municipal Law §103-d.

6.11 Conflict of Interest

Proposers shall comply with all applicable conflict-of-interest provisions under New York law and shall disclose any potential conflicts involving Town officials or employees.

6.12 Equal Opportunity

The successful proposer shall comply with all applicable federal and state nondiscrimination laws and shall not discriminate based on race, color, religion, sex, national origin, disability, age, or other protected status.

6.13 MWBE Participation

Where applicable, proposers shall comply with Minority and Women-Owned Business Enterprise participation requirements established by the State of New York or any applicable funding source.

6.14 Proposal Costs

All costs incurred in the preparation and submission of proposals shall be borne by the proposer. The Town shall not be responsible for any such costs.

6.15 Withdrawal of Proposals

Proposals may be withdrawn by written request prior to the proposal submission deadline. After the deadline, proposals shall remain firm for a period specified in the RFP.

6.16 Contract Approval

Any contract resulting from this RFP shall be subject to approval by the Town Board and review by Town counsel.

6.17. Termination

The Town reserves the right to terminate any resulting contract:

7. Attachments (Provided Separately or Upon Request)

1. Map of Service/Coverage Area (Town of Parma(Hilton Fire District within Town borders, including Village of Hilton, Portion of Hilton Fire District within the Town of Greece border).
2. Sample Contract Template. (to be used as only a guideline, final contract will be negotiated with the successful provider)
3. Non-Collusive Bidding Certification Form.

This RFP promotes reliable, community-focused EMS. For inquiries, contact the Town Supervisor.

Contact: Town Supervisor **Email:** supervisor@parmany.gov

Phone: (585) 392-9461

End of RFP Document

NON-COLLUSION BIDDING CERTIFICATION

Pursuant to New York State General Municipal Law § 103-d

Instructions: Complete this form, print it, and sign it. Submit it with your bid or proposal. This is a required certification for bids subject to competitive bidding under New York law.

1. Bidder Information

Company / Bidder Name: _____

Address: _____

City, State, ZIP: _____

Phone: _____ **Email:** _____

Federal Tax ID / EIN: _____

2. Certification Statement

By submission of this bid or proposal, the undersigned certifies under penalty of perjury that to the best of his/her knowledge and belief:

(a) The prices in this bid have been arrived at independently without collusion, consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other bidder or with any competitor;

(b) Unless otherwise required by law, the prices which have been quoted in this bid have not been knowingly disclosed by the bidder and will not knowingly be disclosed by the bidder prior to opening, directly or indirectly, to any other bidder or to any competitor; and

(c) No attempt has been made or will be made by the bidder to induce any other person, partnership or corporation to submit or not to submit a bid for the purpose of restricting competition.

3. Signature

I, the undersigned, affirm under penalties of perjury that the statements made in this certification are true and correct.

Date: _____

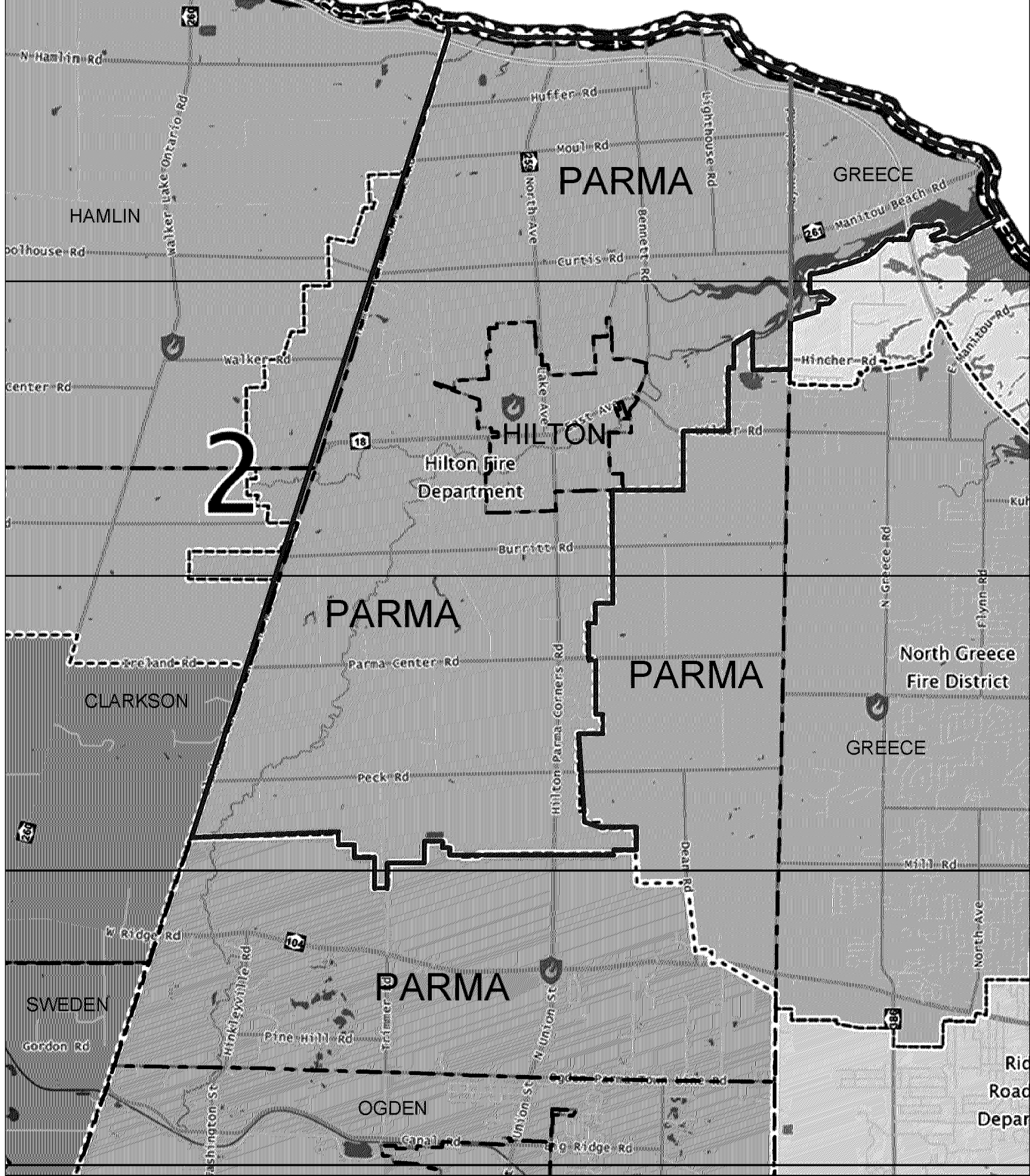
[Print Name of Company/Bidder]

By: _____

[Signature]

[Print Name]

[Print Title/Office]



NOT TO SCALE	<p>HILTON PARMA AMBULANCE DISTRICT</p> <p>TOWN OF PARMA, MONROE COUNTY, NEW YORK</p> <p>(Coverage Area within Blue Border)</p>	SHEET NO.
MARCH 2026	<p>(Total District defined within Blue Border)</p> <p>(Red Border Delineates Separation of District between Parma and Greece)</p>	1 of 1

AMBULANCE SERVICES AGREEMENT

This Agreement is made and entered into as of [Effective Date, e.g., January 1, 2027], by and between:

TOWN OF PARMA, a municipal corporation organized under the laws of the State of New York, with its principal offices at 1300 Hilton-Parma Corners Road, Hilton, NY 14468 (hereinafter the "Town"), acting for and on behalf of the Hilton Parma Ambulance Special Taxing District (if established) and in coordination with the Village of Hilton,

and

[Provider Name], a [corporation/non-profit/other entity] duly organized under the laws of [State], with its principal place of business at [Provider Address] (hereinafter the "Provider").

RECITALS

WHEREAS, the Town seeks to ensure reliable, high-quality emergency medical services (EMS) and ambulance transport for its residents, including those in the incorporated Village of Hilton; and

WHEREAS, the Provider is qualified and willing to provide such services in compliance with New York State Department of Health (DOH) standards and other applicable laws; and

WHEREAS, this Agreement is authorized under New York General Municipal Law §122-b and other relevant statutes;

NOW, THEREFORE, in consideration of the mutual promises and covenants herein, the parties agree as follows:

1. DEFINITIONS

1.1 "ALS" means Advanced Life Support services as defined by NY DOH Bureau of EMS.

1.2 "BLS" means Basic Life Support services as defined by NY DOH Bureau of EMS.

1.3 "District" means the Hilton Parma Ambulance Special Taxing District (if established), encompassing the entire Town of Parma, including the Village of Hilton.

1.4 "Priority 1" means life-threatening emergencies.

1.5 "Service Area" means the geographic boundaries of the Town of Parma, including the Village of Hilton within the confines of the Hilton Parma fire district and the Town of Greece within the confines of the Hilton Fire District.

2. SCOPE OF SERVICES

The Provider shall provide exclusive 24/7/365 ambulance and EMS services in the Service Area, including:

- Emergency response, treatment, and transport (BLS/ALS).
- Minimum one (1) fully equipped, DOH-certified ambulances on duty at all times. Staged at the Hilton fire department located in the Village of Hilton.
- Staffing: Minimum one (1) EMT and one (1) Paramedic per ALS unit; all personnel DOH-certified.
- Equipment: Full DOH-compliant inventory (defibrillators, oxygen, IV supplies, etc.).
- Dispatch integration with Monroe County 911 and coordination with Hilton Fire Department and other first responders.
- Billing: Provider handles all patient billing and collections.
- Reporting: Monthly reports including call volumes (Town vs. Village breakdown), response times (district-wide + Hilton-specific), outcomes, finances, and compliance.
- Community outreach: Quarterly CPR/first aid programs and participation in local events (e.g., Hilton festivals, Parma recreation).

3. TERM

The initial term is three (3) years, commencing on [Start Date, e.g., January 1, 2027] and ending [End Date]. The Town may renew for up to two (2) additional one-year terms upon mutual agreement and satisfactory performance.

4. COMPENSATION

4.1 The Town shall pay the Provider an annual subsidy of \$[Amount, e.g., \$100,000] in Year 1, payable [annually], adjusted annually based on inflation (CPI), and performance.

5. PERFORMANCE STANDARDS & REMEDIES

5.1 Provider shall maintain NY DOH Ambulance Operating Certificate and CON (EON if applicable)

5.3 Town may audit records with reasonable notice.

6. INSURANCE & INDEMNIFICATION

The Contractor, at its own cost and expense, shall keep in force during the term of an agreement, with an insurance company or insurance companies authorized to do business in the State of New York, a policy or policies of insurance for the following minimum coverage and amounts:

GENERAL LIABILITY:	\$1,000,000.00 per occurrence \$3,000,000.00 General Aggregate
MALPRACTICE LIABILITY:	\$1,000,000.00 per occurrence \$3,000,000.00 General Aggregate
CONTRACTUAL LIABILITY:	Included in the above shall be coverage for Contractor's liability under the indemnification provisions of this Agreement.
AUTOMOBILE LIABILITY:	To cover owned, hired and non-owned automobiles \$1,000,000.00 liability; \$ 1,000,000.00 personal injury protection
CRIME COVERAGE/EMPLOYEE THEFT:	Including third party \$500,000.00.
UMBRELLA LIABILITY:	\$10,000,000.00 above the foregoing limits.
WORKERS COMPENSATION:	Statutory Coverage.

*All limits shown are combined single limits.

In all above policies, with the exception of the workers compensation policy, the Town, and all of the Town's elected and appointed officers, employees, volunteers and / or agents (the "Town Parties") shall be named as an additional insured on a primary basis. The Contractor will furnish Certificates of Insurance for the foregoing coverage and amounts, with a directive to the insurance

companies to give the Town thirty (30) days prior written notice if such policy or policies are to be canceled.

The Contractor shall indemnify and hold harmless the Town for any and all liability in regard to any and all service provided by the Contractor, its employees, contractors, subcontractors or any other person and/or entity used by the Contractor for any action taken or not taken by the Contractor while providing service to the Town.

7. TERMINATION

7.1 For cause: Either party may terminate with 30 days' notice for material breach (e.g., non-compliance, loss of certification).

7.2 Without cause: Town may terminate with 90 days' notice after Year 3.

7.3 Transition: Provider shall cooperate in handover to successor.

8. COMPLIANCE WITH LAWS

Provider shall comply with all federal, state (including HIPAA, OSHA, NY Public Health Law Article 30), and local laws.

9. GOVERNING LAW & DISPUTE RESOLUTION

This Agreement is governed by New York law. Disputes shall be resolved through mediation, then arbitration in Monroe County, or litigation in Supreme Court, Monroe County.

10. MISCELLANEOUS

10.1 Entire Agreement: This document supersedes prior understandings.

10.2 Amendments: In writing, signed by both parties.

10.3 Assignment: Not assignable without Town consent.

10.4 Notices: To addresses above.

10.5 Severability: Invalid provisions do not affect remainder.

10.6 Force Majeure: Excused for uncontrollable events.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first above written.

TOWN OF PARMA By: _____ Name: [Supervisor Name]
Title: Town Supervisor

Date: _____

[PROVIDER NAME] By: _____ Name: [Authorized Signatory]
Title: [Title]

Date: _____

ATTACHMENTS / EXHIBITS (Incorporated by Reference)

Exhibit A: Service Area Map (Town of Parma, including Village of Hilton)

Exhibit B: Fee Schedule & Billing Guidelines

Exhibit C: Insurance Certificates

Exhibit D: Monthly Reporting Template

Exhibit E: Non-Collusion Certification (if applicable)