



AGENDA REPORT

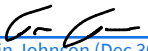
TO: Jestin D. Johnson
City Administrator

FROM: Damon Covington
Fire Chief

SUBJECT: IT PSA With Medical Priority
Consultants, Inc.

DATE: December 15, 2025

City Administrator Approval


[Jestin Johnson \(Dec 30, 2025 10:00:39 PST\)](#)

Date: 12/30/2025

RECOMMENDATION

Staff Recommends That The City Council Adopt A Resolution (1) Authorizing The City Administrator To Execute An Information Technology Professional Services Agreement With Medical Priority Consultants, Inc., Doing Business As Priority Dispatch Corp., For A Licensing And Hosting Software Suite To Support Fire And Medical Dispatching Operations, From October 1, 2025 Through September 30, 2028, In An Amount Not To Exceed One Hundred Fifty Thousand Dollars (\$150,000.00) With An Option To Extend The Agreement For Two Additional Years At A Total Amount Not To Exceed Two Hundred Fifty Thousand Dollars (\$250,000.00) And Without Returning To Council; (2) Authorizing A One-Time Payment Not To Exceed Two Hundred Thirty Three Thousand and Thirty Dollars (\$233,030) To Pay Outstanding Invoices From Fiscal Years 2022 –2025; (3) And Waiving The Competitive Multistep Solicitation Process For The Acquisition Of Information Technology Systems Requirement And Local/Small Business Program Enterprise (L/LSBE) Requirements.

EXECUTIVE SUMMARY

Approval of this proposed resolution will authorize the Fire Department Dispatch Center (FDC) to continue providing medical triage and now provide fire triage for 911 emergency calls. The Emergency Dispatch [PROQA dispatch software program](#) has been in place since 1995 and is required to maintain the Department's status of an Accredited Center of Excellence (ACE). Maintaining an ACE accreditation in Medical Dispatch demands adherence to software updates, as well as updates in medical triage cards as protocols change. It also requires an aggressive and continuous cycle of performance audits, individualized feedback, and focused training and monitoring, which is provided by Medical Priority Consultants, Inc. The Medical Priority Dispatch System (MPDS) module allows FDC to quickly triage medical calls and dispatch the right resource(s). The Fire Priority Dispatch System (FPDS) module will allow FDC dispatchers to quickly triage and dispatch the appropriate resources for all structure and vegetation fire call types.

Public Safety Committee
January 13, 2025

BACKGROUND / LEGISLATIVE HISTORY

The City of Oakland has provided medical triaging for 911 calls with the MPDS program since 1995. This triaging allows the Fire Department to send the appropriate resources to the caller based on the severity of the situation, which has become more important since the Fire Department began its paramedic program in 2000. This process allows dispatchers to rapidly dispatch the appropriate paramedic care to those in need of assistance. The FPDS module will be a new addition to FDC.

The Emergency Medical Services Retention Act (Measure M) was passed by the voters in 1997 ([Ordinance No. 12335 C.M.S.](#)) as an assessment to fund emergency services in the City of Oakland. Measure M provides funding through a parcel tax to directly support the Paramedic Program. Funding of the MPDS and FPDS programs are an allowable use of Measure M funds.

In 2015, the City Council passed Resolution number [85636 C.M.S.](#), which authorized the City to award the current contract to Priority Dispatch in an amount not to exceed one hundred fifty-seven thousand nine hundred ninety seven dollars and eighty cents (\$157,997.80) for the period July 1, 2015 through June 30, 2018 with two one-year options to extend in an amount not to exceed fifty two thousand six hundred sixty-six dollars (\$52,666) each year, for a total contract amount including the extensions, not to exceed two hundred sixty three thousand three hundred twenty nine dollars (\$263,329), and waived of the City's RFP/Q process for the agreement.

In June 2020, with the passage of Resolution number [88196 C.M.S.](#), the City Council approved a new one-year contract with the option for the City and vendor to extend the agreement for an additional year through 2023. The vendor has continued services with the City of Oakland, as a new agreement was negotiated.

ANALYSIS/POLICY ALTERNATIVES

Adoption of this proposed resolution and subsequent authorization of a new contract agreement with Priority Dispatch will ensure there is no interruption of critical emergency dispatch services.

The Oakland Fire Department Dispatch Center (FDC) staff of dispatchers provided emergency medical dispatch to approximately 65,000 emergency calls for service in 2023. The Medical Priority Dispatch System (MPDS) used by the FDC is the internationally recognized standard for providing medical instructions and dispatching services to 911 callers. The MPDS evaluates calls and allows for the rapid dispatch of appropriate first responders and County Transport Ambulances based on its internationally recognized standards of service to the public. The FPDS module is also an internationally recognized, comprehensive approach to emergency fire dispatch.

Adoption of the resolution aligns with the citywide priorities of **holistic community safety** and **responsive, transparent government**, as dispatching for emergency incidents is a key component of the city's overall safety efforts, and a high-level city service that residents and businesses deserve.

Oakland is the only city in Alameda County with a tiered response system that evaluates calls and allows for the rapid dispatch of appropriate first responders and County Transport Ambulances based on its internationally recognized standards of service to the public. Of the 63,081 medical calls (911) triaged with MPDS in 2022, the FDC was able to determine 14,314 (27%) were of a low acuity that did not require a Fire Department response or a lights and siren response from the County Transport Ambulance. This kept Fire Department resources available for high acuity emergencies - both medical and suppression related.

Medical calls (911) require the highest level of oversight and continuous audit and review. This contract will assist in meeting the requirements to maintain the Dispatch Center's ACE accreditation, as well as providing an unbiased, external, and consistent audit process for this critical community service.

Recommendation to Waive the Competitive Process for the Acquisition of Computerized and Information Technology Systems and Local Business Enterprise/Small Local Business Enterprise Requirements

Medical Priority Consultants, Inc., is the proprietary vendor of the MPDS and FPDS triaging system, which has been used by the Oakland Fire Department Dispatch Center since 1995. All existing computer software contained within the computer-aided dispatch (CAD) system is an MPDS product. Changing to any other method of triaging medical 911 calls would require extensive modifications to the CAD system. Additionally, costs would include retraining all fire dispatch personnel on the new programs. Most importantly, the Alameda County EMS Agency requires any communications center that provides triage of medical 911 calls to use the MPDS system.

Using existing staff (a Quality Assurance / Quality Improvement Officer and addition of Communications Supervisor) to perform in house Quality Assurance training (QA) would require at a minimum, approximately 108 hours of supervisor overtime with QA Officer oversight each month to maintain the Center's ACE accreditation, resulting in an approximate annual cost of at least \$74,243 and a minimum cost of \$222,729 over a three-year period. The QA review portion of the proposed contract with Priority Dispatch is \$38,400 annually. This represents an annual savings of approximately \$35,843 and \$108,729 in savings over the three-year contract period, when compared to having existing staff perform the required QA reviews.

Oakland Municipal Code (OMC) Section 2.04.042.A requires that the City Administrator conduct a competitive multiple-step solicitation process for the acquisition of any computerized or information technology systems. OMC Section 2.04.042.D provides that the City Council may waive the competitive process upon a recommendation of the City Administrator and a finding and determination by the City Council that it is in the best interests of the City to waive the solicitation processes. Staff recommends that it is in the best interests of the City to waive the competitive multiple-step solicitation process for the acquisition of any the proposed computerized or information technology systems based on the following considerations: (1) Medical Priority Consultants, Inc., is the proprietary vendor of the MPDS and FPDS triaging system, which has been used by the Oakland Fire Department Dispatch Center since 1995; (2) using a different system will require extensive modifications to the CAD system and additional

costs (include retraining all fire dispatch personnel); and (3) most importantly, the Alameda County EMS Agency requires any communications center that provides triage of medical 911 calls to use the MPDS system.

Regarding the Local Business Enterprise/Small Local Business Enterprise ("LBE/SLBE") Program requirements, Ordinance No. [13647 C.M.S.](#) requires a minimum 50-percent (50%) and participation for all professional service contracts valued at or over fifty thousand dollars (\$50,000) when there are at least three certified businesses listed in the industry, trade, or profession that constitutes a major category of work; and if at least three L/SLBEs are not certified, then the requirement is either waived, or the 50% requirement may be set at a percentage from 50 % to 0%, but not less than 20% if at least one LBE/SLBE is certified and available. The Council may waive the City's LBE/SLBE program requirements if it is in the best interests of the City to do so. City staff recommends that City Council waive the LBE/SLBE since Medical Priority Consultants, Inc. is in Utah, and for the same considerations for which waiver of the competitive process for the acquisition of computerized and IT systems is recommended.

FISCAL IMPACT

The total potential cost of the proposed ongoing contract will not exceed \$250,000, which includes a three-year contract in an amount not to exceed \$150,000 plus an optional two-year extension not to exceed \$100,000. A one-time payment in the amount of \$233,030 is also requested to pay outstanding invoices for services through September 2025.

Funds shall be drawn from the Measure M (Fund 2412), Communication Emergency Dispatch Organization (20251), Contract Account (54919), and Dispatch Communication Program (PS20), pending approval of carry-forward of unused FY 2025 Measure M funds for the Fire Department Budget. Funding for the future years of the contract is contingent upon funding availability in future budget cycles. There is no impact to the General-Purpose Fund.

PUBLIC OUTREACH/INTEREST

Staff coordinated with the Office of the City Attorney and the Budget Bureau in preparing this agenda report.

COORDINATION

Staff coordinated with the Office of the City Attorney and the Budget Bureau in preparing this agenda report.

SUSTAINABLE OPPORTUNITIES

Economic: Voter approved funds will be used for this contract, therefore no expense to the City's general fund will be incurred.

Environmental: There are no environmental opportunities related to this position.

Race and Social Equity: This contract for services will assist with improving the quality of services provided on medical dispatch calls, thereby benefiting Oakland residents who receive Oakland Fire Department medical services.

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That The City Council Adopt A Resolution (1) Authorizing The City Administrator To Execute An Information Technology Professional Services Agreement With Medical Priority Consultants, Inc., Doing Business As Priority Dispatch Corp., For A Licensing And Hosting Software Suite To Support Fire And Medical Dispatching Operations, From October 1, 2025 Through September 30, 2028, In An Amount Not To Exceed One Hundred Fifty Thousand Dollars (\$150,000.00) With An Option To Extend The Agreement For Two Additional Years At A Total Amount Not To Exceed Two Hundred Fifty Thousand Dollars (\$250,000.00) And Without Returning To Council; (2) Authorizing A One-Time Payment Not To Exceed Two Hundred Thirty Three Thousand and Thirty Dollars (\$233,030) To Pay Outstanding Invoices From Fiscal Years 2022 –2025; (3) And Waiving The Competitive Multistep Solicitation Process For The Acquisition Of Information Technology Systems Requirement And Local/Small Business Program Enterprise (L/LSBE) Requirements.

For questions regarding this report, please contact Deputy Chief Demond Simmons, Oakland Fire Department, at Dsimmons@oaklandca.gov.

Respectfully submitted,



Damon Covington
Fire Chief, Oakland Fire Department