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June 10, 2011

Dear Arvada Fire Protection District Resident:

Several members of the Blue Ribbon Advisory Panel have been contacted by citizens regarding the proposal that is being considered by the Arvada Fire Protection District to take over the ambulance transport services within the District.

When the Blue Ribbon Advisory Panel was convened and throughout the deliberations over the District's financial future, Pridemark Paramedics provided the transport services and no change in the provider was contemplated either by the Panel or by the Fire District. Pridemark had met all of its requirements and a sound relationship of trust had been built between the Fire District and Pridemark. The issue of whether the District or any other entity should provide ambulance transport service was never considered by the Panel, and would not have been under consideration by the Fire District today if the following had not taken place.

Pridemark Paramedics was sold to Rural Metro Ambulance after the Blue Ribbon Panel finalized its recommendations. While the sale alone is not enough to prompt a change in an ambulance service provider, promises made by the new owner at the time of the sale have not been kept. This fact has stimulated the Fire District to evaluate all avenues of providing this service.

Promises that were made included that Pridemark's CEO Mike Donner would remain the manager of the services for the Fire District for at least two years after the sale. The promise did not last much more than six months. Mike Donner, is now a part-time consultant. Mike was the primary contact for Arvada Fire and was a significant reason for the successful partnership that had been developed between the two agencies. His absence has affected the relationship between the District and its ambulance transport provider.

Rural Metro Ambulance was sold in March of 2011, which meant that for the second time in six months our ambulance service provider had been sold. Historically, the greatest success in the service level provided to the District has been when we were served by a small, locally based contractor whose primary concern is the provision of quality services, not profitability. In the past, when a national company has served the Fire District, poor services have been the result. The District's concern about quality of service, coupled with the fact that promises were not kept and the ambulance service has been sold twice in six

months has caused the Fire District to meet its obligations to its citizens by exploring all available options.

We want to be clear that no “bait and switch” tactics were deployed during the Blue Ribbon Advisory Panel’s process prior to the successful election in November of 2010. The Panel simply developed its recommendations based upon the facts and figures presented at that time. With Pridemark as our provider, the provision of ambulance transport service was not an issue at the time of the Blue Ribbon Advisory Panel’s work.

We hope this clears up any misconceptions as to the District’s or the Blue Ribbon Advisory Panel’s actions prior to the election in November 2010. Interested citizens should feel free to contact me to discuss their concerns about this or any other Fire District issue at any time.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jon Greer". The signature is written in a cursive style with a large initial "J" and a long, sweeping underline.

Jon Greer  
Fire Chief