



# COUNTY OF HUMBOLDT

For the meeting of: 3/10/2026

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File #: 26-129

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**To:** Board of Supervisors

**From:** DHHS: Public Health

**Agenda Section:** Consent

**Vote Requirement:** Majority

**SUBJECT:**

Request to Increase Ambulance Fee for Service Areas 1 (Northwestern Humboldt County)

**RECOMMENDATION(S):**

That the Board of Supervisors:

1. Approve and authorize an increase in billing rates for ambulance services provided in Service 1 (Northwestern Humboldt County).

**STRATEGIC PLAN:**

This action supports the following areas of your Board's Strategic Plan.

Area of Focus: Core Services/Other

Strategic Plan Category: 1001 -Support and sustain partnerships between public safety and partner agencies to enhance public safety in our communities

**DISCUSSION:**

County Code Title V - Health and Safety Division 5, Emergency Medical Services System, Section 551-6 Ambulance Service Rates requires that all rates of the schedule shall remain effective until any rate changes are amended or approved by the Board of Supervisors.

On Oct. 8, 2025, Arcata-Mad River Ambulance, LLC. contacted Humboldt County Public Health requesting a rate adjustment to their current fee schedule for Service Area 1, which covers the northwestern portion of Humboldt County as defined in the County's Health and Safety Code, Title V, Emergency Medical Services System, Standards of Ambulance Equipment and Operations, Section 551-9 (c). The last request for a rate adjustment for this service area was approved by your Board on Oct. 8, 2024.

Arcata-Mad River Ambulance, LLC. is requesting the increase with the intention of offsetting significant increases in employee wages in the face of outside competition and to cover other increased operating costs. Arcata-Mad River Ambulance, LLC. does not receive tax subsidies for providing emergency and non-emergency ambulance services and relies fully on fee for service.

This request was reviewed by the County Health Officer and supporting financial documentation was provided to Public Health Fiscal for analysis. Public Health Fiscal reviewed the detailed financial records pertaining to the ambulance services provided by Arcata-Mad River Ambulance, LLC. and supports the proposed rate increase.

**SOURCE OF FUNDING:**

Private Revenues

**FINANCIAL IMPACT:**

**Narrative Explanation of Financial Impact:**

Arcata-Mad River Ambulance, LLC. Is seeking to raise rates for ambulance services in Humboldt County in three increments. The first would be effective immediately upon approval and the second and third increases effective Jan. 1, 2027 and Jan. 1, 2028 respectively. There is no impact to the county budget.

**STAFFING IMPACT:**

There is no staffing impact to approving this rate increase.

**OTHER AGENCY INVOLVEMENT:**

N/A

**ALTERNATIVES TO STAFF RECOMMENDATIONS:**

Your Board could choose not to authorize and approve this request, however this is not recommended. To do so would impact Arcata-Mad River Ambulance, Inc.'s ability to maintain highly trained ambulance crews and cover increased operating costs.

**ATTACHMENTS:**

1. Arcata-Mad River Ambulance rate increase request with current and proposed ambulance rate schedules, dated October 8, 2025
2. Arcata-Mad River Ambulance's consolidated statement of operations and comprehensive income (Loss)

**PREVIOUS ACTION/REFERRAL:**

Meeting of: 10/8/24

File No.: 24-1390