



City Manager Report

The City of OKLAHOMA CITY

NO: 718

DATE: OCTOBER 27, 2015

TO: THE MAYOR AND MEMBERS OF THE CITY COUNCIL

SUBJECT: EMSACARE ANNUAL RENEWAL UPDATE

September was EMSAcare month in Oklahoma City. This is the month when residents can choose to opt in or out of the City's Medical Service Program. The Medical Service Program allows Oklahoma City residents to pay for EMSAcare benefits through their utility bill. The program costs \$3.65 per month for single family residences and \$3.65 per month for every other unit in a multi-family residence to account for vacancies.

This was the sixth open enrollment period since the program went into effect in October 2009. To ensure residents were aware of their choices, all City utility customers were mailed a postcard informing them that September was EMSAcare month and the utility bill newsletter highlighted the program as well. In addition, information on the program was prominently displayed on okc.gov and news stories and articles about the program have appeared in local media.

During September a total of 677 customers, who were out of the program, opted to join the program. Also during the month 409 customers who were enrolled in the program opted out for the coming year. This represents a net change of 268 customers or 0.1% of eligible utility customers. This is the third year in a row where the number of customers choosing to get back into the program exceeded the number opting out. The chart below shows the current participation rates among eligible Oklahoma City utility customers.

Participation in the Oklahoma City EMSA EMSAcare Program (As of 10/1/2015)

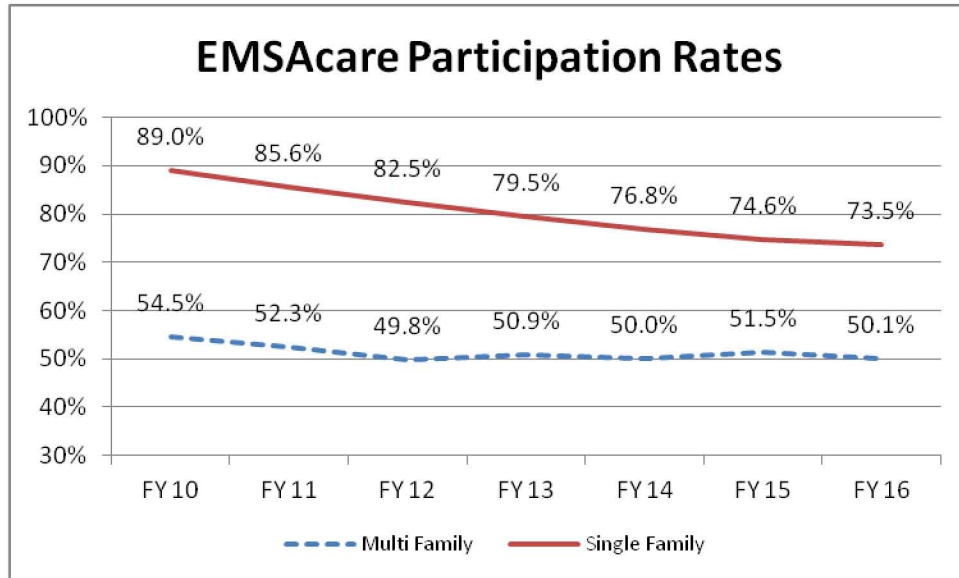
<u>Category</u>	<u># of Customers Opted In</u>	<u>% of Category</u>	<u># of Units Represented</u>
Apartment	736	47.1%	28,526
Single Family	139,411	73.5%	139,411
Duplex	1,235	61.0%	2,470
Other*	538	50.7%	4,154

*Other includes Triplexes, Mobile Home Parks and a few other very small categories of utility service.

The Future of the Program

The results of EMSA's new contract for a service operator last year resulted in a significant

decrease in costs that will mean the \$3.65 per month charge for EMSAcare coverage can stay at the same level through at least FY 2017. The longer term question facing City staff is improving participation rates. As shown in the chart below, participation rates from all multi-family customers (apartments, fourplex, triplex, duplex and mobile home parks) has remained fairly steady and currently stands at 50%. We have lost ground with single family households where participation has declined since the program began. Although the rate of decline has slowed in recent years, the participation rate now stands at 73.5%.



As the data from the open enrollment period show, the people who are in the program are not making significant changes during the open enrollment period. What appears to be happening is that new customers (whether new to the area or moving from one house to another and establishing service at the new home) are not signing up for EMSAcare at the same rate as current customers.

City staff will be working with Utilities to analyze customer data to get more information on the changes in customer participation. In addition, City staff will be working to better promote the program and ensure that customers have full information on the benefits of the program when they establish service.

Staff is available to answer questions or provide information.


James D. Couch
City Manager