701 East Broadway, Columbia, Missouri 65201

Council Memo

Department Source: Fire
To: City Council
From: City Manager & Staff
Council Meeting Date: April 20, 2026
Re: First Due Contract Amendment Pulsara Integration
Impacted Ward: Citywide

Executive Summary

Fire is seeking approval for a contract amendment to the existing Locality Media, LLC dba First Due contract to add an integration between First Due and Pulsara.

Discussion

Pulsara is a secure, HIPAA-Compliant communication and logistics platform designed to unite healthcare teams during patient care. It replaces disparate communication methods like radio, phone calls, and faxes, with a single digital channel, connecting paramedics, nurses, and doctors to reduce treatment times and improve efficiency for emergencies and routine care.

Fire Department responders are using Pulsara to document patient information including assessments, treatments, and medications, which is then shared with responding paramedics, and ultimately doctors and nurses at the hospital. This shared platform increases efficiency and reduces errors in documentation of patient handoffs.

This integration between First Due and Pulsara, brings in the patient information documented on scene to the department's Record Management System (RMS) also increasing the efficiency and accuracy of the department's patient reports.

Fiscal Impact

Short-Term Impact: $1,600 first year cost, covered by existing funds from Fire.
Long-Term Impact: $300 yearly ongoing cost subject to price increases allowed within the First Due contract.

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:
Primary Impact: Safe Community, Secondary Impact: Organizational Excellence, Tertiary Impact: Not Applicable

Comprehensive Plan Impacts:

Primary Impact: Livable & Sustainable Communities, Secondary Impact: Not applicable, Tertiary Impact: Not Applicable

Legislative History

Date	Action
07/18/2022	B195-22 SaaS agreement with Locality Media, Inc for the First Due records management system.
10/02/2023	B233-23 First amendment to SaaS agreement with Locality Media, Inc.
12/16/2024	R235-24 Master service agreement with First Arriving, LLC.
05/05/2025	B76-25 Second amendment to SaaS agreement with Locality Media, Inc.

Suggested Council Action

Staff recommends authorizing the City Manager to execute contract amendment with Locality Media, LLC dba First Due.