

**CONFIRE**

STAFF REPORT

DATE: April 22, 2025

FROM: Nathan Cooke, Interim Director

BY: Damian Parsons, Finance/Administrative Director
Erika Torres-Murillo, Staff Analyst II

TO: CONFIRE Administrative Committee

SUBJECT: Consultant Agreement – Viewpoint Advocacy

Recommendation

Approve agreement with Viewpoint Advocacy to serve as Public Information Officer (PIO) for CONFIRE.

Background Information

On December 5, 2023, the County of San Bernardino awarded the contract to CONFIRE for the Advanced Life Support and Basic Life Support Ground Ambulance Services, Interfacility, and Critical Care Transport Services for Exclusive Operating Areas in San Bernardino County.

It is crucial for CONFIRE to engage in robust public affairs and (PIO) activities to ensure effective communication with stakeholders, including the public, media outlets, and relevant governmental bodies. The contract with Viewpoint Advocacy will enable CONFIRE to navigate complex public relations scenarios, disseminate timely and accurate information, and ensure alignment with regulatory requirements and community expectations.

Viewpoint Advocacy will support CONFIRE's operational objectives and uphold its commitment to transparency and accountability.

On March 2024, CONFIRE entered into an agreement with Viewpoint Advocacy for the term of one (1) year with an option to extend an additional six (6) months. Said term will expire May 1, 2025. CONFIRE still maintains a need for a PIO, as such staff is recommending approval of a new agreement.

Fiscal Impact

The fiscal impact will not exceed \$60,000 for the next 12 months (the initial one-year term) and the funding will be allocated from the EMS Fund (5020)