



CONFIRE

STAFF REPORT

DATE: April 28, 2026

FROM: Nathan Cooke, Interim Executive Director

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

TO: CONFIRE Administrative Committee

SUBJECT: Amendment No.1 to Consultant Agreement– Viewpoint Advocacy

Recommendation

Approve Amendment No. 1 to the Independent Contractor Agreement for Viewpoint Advocacy to continue to provide Public Information Officer (PIO) services with the following changes:

1. Extend the term by one six-month period, new expiration date of November 30, 2026
2. Increase monthly rate by \$1,000 to \$6,000. To a total not-to-exceed amount of \$36,000

Background Information

On April 22 ,2025, the Administrative Committee approved a one-year renewal with Viewpoint Advocacy with an option to extend an additional six (6) months. Said term will expire April 30, 2026. CONFIRE still maintains a need for PIO services. Staff recommends approval of the amendment.

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.

Fiscal Impact

The cost will be \$36,000 for the extended term of six months. The cost of this contract will be included in the 2026-27 Budget - Operations Fund (5008).

Attachments

- 2024_04_Amendment No.1 – Viewpoint Advocacy