



CONFIRE

STAFF REPORT

DATE: February 28, 2024

FROM: Nathan Cooke, Interim Director

TO: Administrative Committee

SUBJECT: EMS Division Logo

RECOMMENDATION

It is recommended that the CONFIRE Administrative Committee adopt and approve the attached logo for use for the CONFIRE EMS Division.

BACKGROUND

The County of San Bernardino awarded CONFIRE the ground ambulance contract on Dec 5, 2023. The award was based on CONFIRE's response to the County's Request for Proposal (RFP).

Prior to the submission of the RFP by CONFIRE, the CONFIRE RFP Team developed and selected a logo for the EMS Division. The logo's robust development process included input from stakeholders that included member and contract agencies, local city officials, labor groups, and Priority Ambulance. As a result, the EMS logo was used throughout the RFP response and likely played a role in the County awarding the ambulance contract to CONFIRE.

As such, the logo should become the official CONFIRE EMS Division logo.

FINANCIAL IMPACT

There is no fiscal impact.



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