



CONFIRE

STAFF REPORT

DATE: April 10, 2024

**FROM: Joe Barna
EMS Subcommittee Chair**

TO: Admin Committee

SUBJECT: Public-Based Ambulance - Livery

Background Information

On December 5, 2023, the Board of Supervisors awarded CONFIRE EMS and Mobile Health the contract for ground ambulance services for eleven exclusive operating areas in the county, known as the comprehensive service area. Within CONFIRE's proposal during the RFP process, the submittal of the fleet livery was required and, therefore, submitted as part of our comprehensive proposal.

Seventeen of our ambulances will be provided by our member and contract public-based fire departments and fire districts. These ambulances will follow their home agency look and badging while displaying the contract-compliant phrase "Emergency Medical Services of San Bernardino County." In addition, these units will display the confire EMS and Moibile Health moniker with an accompanying phrase, "In Coordination with CONFIRE EMS – Mobile Health."

The staff report being brought before you today for your consideration meets all contractual requirements and conforms to legal requirements. ICEMA has tentatively approved the fleet branding to conform with contractual requirements.

Fiscal Impact

This proposal has no direct cost to CONFIRE EMS and Mobile Health or CONFIRE. All expenses related to painting, wrapping, and labeling the fleet are part and parcel of agreements with those entities providing public-based ambulances.

Recommendation

It is recommended that the Administrative Committee approve the proposed branding and livery as presented.