



**CONFIRE**

## STAFF REPORT

**DATE: April 10, 2024**

**FROM: Joe Barna  
EMS Subcommittee Chair**

**TO: Admin Committee**

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**SUBJECT: Consultant Agreement – Viewpoint Advocacy**

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### **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 Public Information Officer (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.

Before the RFP award, CONFIRE utilized Kingsley Bogard for public affairs services to support the RFP process. Recently, CONFIRE staff structured a new contract directly with Kingsley Bogard's consultant, Viewpoint Advocacy, to closely integrate with CONFIRE's mission. Viewpoint Advocacy will support CONFIRE's operational objectives and uphold its commitment to transparency and accountability.

### **Fiscal Impact**

The fiscal impact will not exceed \$72,000 for the next 12 months and is offset by reduced legal expenses. The funding will be allocated from the EMS Fund (5020).

### **Recommendation**

It is recommended that the Administrative Committee receive this report as an advisement of action taken by the CONFIRE Board of Directors.