



CONFIRE

STAFF REPORT

DATE: March 20, 2024

**FROM: Nathan Cooke
Interim Director**

TO: Admin Committee

SUBJECT: Ambulance and Fleet Branding - Livery

Background Information

On December 5, 2024, 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. The contract with the County and California Civil Code 3273 further outlines some mandatory requirements regarding ambulances.

SB 556 was approved by the legislature in 2014, adding Section 3273 to the California Civil Code. The law establishes specific signage and emblem requirements for non-publicly owned ambulances and uniforms. The law applies to all contracts that become effective on or after January 1, 2015.

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 contracts or agreements with Priority Ambulance.

Recommendation

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