CITY OF HAMILTON

- RECOMMENDATION -

DATE: February 13, 2001
(Author: Glen Peace ext. 3341)

REPORT TO: Mayor and Members
Committee of the Whole

FROM: Barry B. Coopersmith, General Manager
Community Services

SUBJECT: Identification for the new Emergency Services Division (CS01016)

RECOMMENDATION:

(a) That the logo for the new Hamilton Emergency Services Division and the
shoulder flashes for the new City of Hamilton Fire and Emergency Medical
Service E.M.S. (Ambulance) as per Attachment #1 be adopted; and

(b) That the cost to standardize the identification of the uniforms, vehicles and
stations of the previous six municipal Fire Departments and newly acquired
Ambulance Service into the new Hamilton Emergency Services (H.E.S.),
estimated to be $150,000 be approved and funded from Provincial transitional
Funds.

Barry B. Coopersmith, General Manager
Community Services

CORPORATE IMPLICATIONS:

Council is aware that staff requested $150K in transition funding to accommodate the
identification change through the Fire/Ambulance/Police Task Force. This one-time
expenditure is a direct result of the amalgamation process.

There are two recommended shoulder flashes, one for the E.M.S. and the other for the
Fire Service that makeup the new Hamilton Emergency Services.

The circular Division logo is to be used for the amalgamated Emergency Services fleet
and station identification and will appear on the doors of all H.E.S. apparatus.
On the round or circular crest there is the shaded maple leaf which depicts the former six municipalities. Located on the bottom of the maple leaf, the two shaded areas indicate the two distinct services of Fire and E.M.S. that now form the new Hamilton Emergency Services.

The shoulder flashes for both Fire and E.M.S. also display the shaded maple leaf. It is important to note that staff was consistent in their request to ensure the two services remain distinct in identification while sharing a common look and display.

On the Fire uniform flash, the Maltese cross, the traditional and international symbol for the Fire Service is prominent and lies in front of the maple leaf.

The centre of the cross displays a six-sectioned flame. Each section symbolizing one of the previous municipal fire departments. The flame is overlaid with a firefighter’s axe, which is intended to demonstrate the work of the new Fire Service.

The uniform shoulder flash for the E.M.S. also carries a strong tradition by displaying the “caduceus”.

The caduceus is the international symbol of medicine. It has been known as the magic rod of Hermes, the Greek messenger of the Gods. The caduceus is a rod entwined by a snake.

The staff of Hermes or caduceus was carried by Greek officials and became a Roman symbol for truce and neutrality. Since the 16th century it has served as a symbol of medicine.

The caduceus is overlaid on the medical star, which in turn fronts the shaded maple leaf.

<table>
<thead>
<tr>
<th>Description</th>
<th>Qty</th>
<th>Est. Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uniforms – Senior Officers</td>
<td>30</td>
<td>$18,000</td>
</tr>
<tr>
<td>Badges – Hat/Breast</td>
<td>700 sets</td>
<td>$38,500</td>
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<tr>
<td>Flashes</td>
<td>20,000</td>
<td>$50,000</td>
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<tr>
<td>Replacement of Flashes</td>
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<tr>
<td>Apparatus Decals</td>
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<tr>
<td>Station Window Decals</td>
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<td>Business Cards</td>
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<td>$6,000</td>
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<tr>
<td>Contingency – Station Identification</td>
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<td>$27,800</td>
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</table>

| Total Identification               |       | $150,000  |
ANALYSIS:

N/A

SUSTAINABLE DEVELOPMENT:

(Vision 2020, adopted by Regional Council as its vision for the future of Hamilton-Wentworth and endorsed by the Transition Board as the basis of a vision for the "New" City of Hamilton, embodies the concept of a sustainable community which is an equal balance of the economy, the environment, and social/health factors in all municipal decision-making.)

N/A

BACKGROUND:

With the amalgamation of six fire departments into a single fire service as well as the integration of the E.M.S. (Ambulance) with Fire, a new identification for uniforms, stations, and vehicles was required.

A committee was struck to include representatives from both the Fire and E.M.S. staff. Further, within the Emergency Services newsletter, staff from the various jurisdictions were encouraged to submit their ideas for our new identification logo and flashes.

The committee then reviewed all submissions after which the suggestions were compiled to ensure that a large percentage of ideas were utilized to create the attached shoulder flashes and identification logo.

CONCLUSION:

Management for the new Emergency Services is cognisant of the challenges of amalgamating six fire departments and an Ambulance Service that was delivered by four private service providers into a new entity.

These challenges include bringing together the diverse cultures of Fire and E.M.S., as well as career, part-time and volunteer staff.

The situation is compounded by staff being distributed across the 1,200 square kilometres of our new City, working out of 27 isolated sites, and rotating schedules to ensure 24/7 service delivery.

It is the position of Hamilton Emergency Services Management that the successful transition into a single cohesive emergency service is dependent on an esprit de corps, a sense of belonging and an understanding of common goals and objectives.

The adoption of a common identification for the uniforms, stations and apparatus of the Hamilton Emergency Services is an important step toward our objectives.

Attachment