TO: Chair and Members  
Public Works Committee

WARD(S) AFFECTED: CITY WIDE

COMMITTEE DATE: March 22, 2010

SUBJECT/REPORT NO:  
Civic Messaging on Fleet Vehicles (PW10025) - (City Wide)  
(Outstanding Business List Item)

SUBMITTED BY:  
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General Manager  
Public Works Department

PREPARED BY:  
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Council Direction:

Direction in Public Works Committee Report PW09-009 (May 25, 2009) identified a request for information about our policy on placing messages that serve the civic interest on City vehicles.

Information:

The City operates over 1,570 vehicles including transit buses, police, fire and emergency services vehicles. The Central Fleet is the largest component with over 800 vehicles.

The policy for identification of Central Fleet vehicles is included in the Central Fleet Policy Manual, section CF-07 Vehicle and Equipment Standards. The policy is as follows:

1. PURPOSE

To describe the standards for identification of a fleet vehicle or equipment unit.

2. POLICY

2.1 Colour Selection

To readily identify City fleet vehicles, the City’s standard chassis is manufacturer’s white with City approved vehicle decals and colours in a pattern to complement the particular vehicle/equipment type and departmental use. Fire, Ambulance, HSR and DARTS vehicles/equipment decals and colours will be specified by those departments.
2.2 Vehicle Lettering/Numbering

All vehicles and equipment, with the exception of some special purpose vehicles (i.e. Police, Fire, Mayor), will be identified with a number and City approved crest/decals and colours. Vehicles/equipment that are primarily assigned to a specific department, such as Public Works, will be identified with lettering.

Exceptions and additions to the above will be considered on an individual basis. These requests will be submitted to the Manager, Central Fleet for a decision by the Central Fleet Advisory Committee.

There is no prohibition on using City vehicles to carry messages that serve the civic interest.