



ADMINISTRATIVE REPORT

To: Warden and Council Members of the County of Frontenac

From: Elizabeth Savill
CAO

Prepared by: Paul J. Charbonneau
Director of Emergency & Transportation Services/Chief of Paramedic Services

Date prepared: October 4, 2011

Date of meeting: October 19, 2011

Re: **Emergency and Transportation Services – Ambulance and
Emergency Response Vehicle Visual Identification Program**

Background

On December 12, 1997 the Ministry of Health and Long Term Care (MOHLTC), Emergency Health Services Branch (EHSB) revised the *Ontario Provincial Land Ambulance & Emergency Response Vehicle Standard* to remove the restrictive language regarding ambulances and emergency response vehicle (ERV) colours being white and orange only. The reasoning behind this change was to promote the innovative use of materials and designs to ensure the best practice in vehicle **conspicuity**.

Comment

Conspicuity is defined as:

The quality of being conspicuous; obviousness, the property of being clearly discernible and the state or quality of being clear or bright; brightness; conspicuousness.

In the most current version of the *Ontario Provincial Land Ambulance & Emergency Response Vehicle Standard* the objective states, "As the effectiveness of individual colours and materials used in the exterior identification package may vary in different lighting levels the operator shall ensure that the total effect is balanced in order to achieve the maximum **conspicuity** over a 24-hour operation."

A committee was formed consisting of paramedic and management staff that reviewed the latest research, discussed design options and worked with Stone and Associates to design a

vehicle visual identification package that incorporated the best practices in conspicuity design as well as a design that would showcase the County of Frontenac corporate branding scheme.

Sustainability Implications

There is a strong need and importance for infrastructure and equipment that is well maintained and managed in the delivery of services. Further, our land ambulance vehicles are one of our most visible tools to extend the branding of the County and communicate our sustainability.

Financial Implications

These costs associated with the necessary markings of the ambulance fleet have always been included in the County's capital and operating budgets. Therefore the costs associated with the new Vehicle Visual Identification Program are not new costs.

Recommendation

That the Council of the County of Frontenac accept this *Emergency and Transportation Services – Ambulance and Emergency Response Vehicle Visual Identification Program* report for information only.

Organizations, Departments and Individuals Consulted and/or Affected

Frontenac Paramedic Services Conspicuity Committee
Stone and Associates Designers
Ministry of Health and Long Term Care, Emergency Health Services Branch