

The Regional Municipality of York Police Services Board

Public Board Meeting
April 26, 2023

Report of the Chief of Police

Proposed New Vehicle Design

1. Recommendation

That the Board approve the proposed new vehicle design subject to community consultation and feedback or other considerations that materially alter the proposed implementation of the new vehicle design.

2. Summary

York Regional Police (YRP) has embarked on a re-branding effort to modernize the look of our most prominent communications tool, our front-line vehicles. This report presents the new proposed front-line design to the Board, and seeks approval to continue with a community engagement effort to introduce the new branding design and solicit community feedback. Using the original Police colour (blue) and the traditional pattern (blue fenders / white doors), YRP wishes to usher in a new innovative and effective design that is safer and more visible for the public we serve.

Objectives:

- Increase buy-in from members for the new design and emergency light packages
- Introduce the design and the rationale to the public
- Increase acceptance and recognition in the public

3. Background

York Regional Police last reviewed and modified their vehicle graphics in 2010. The current graphics decals, although effective, are dated. YRP have an opportunity to re-brand and leverage a more modern and visible look to coincide with our new corporate communications strategy.

In consultation with our members, we concluded a review of over forty (40) possible designs. After short-listing the designs and building real-life mock ups for preview, a final design was selected. The final design focused on a simpler, yet bolder blue-on-white and white-on-blue combination to maximize visibility. The two-tone base design captures both a nostalgic feel, while maintaining a distinctive police look, which is common throughout police agencies within Ontario.

4. Analysis

VISIBILITY

The visibility of police vehicles is an important consideration and has many benefits, including officer safety and crime prevention. Furthermore, a police vehicle must be easily recognizable to its citizens, and the proposed design must have clear identification and enhance visibility.

See Private Appendix A for the proposed designs for consideration and approval by the Board. In consideration of the consultation process Appendix A is being considered in private under section 35(4) of the *Police Services Act*.

5. Financial

Initial costing has been provided by our existing contractor. Front-line wrap and reflective package without unit numbers will cost a total of \$3,771.62 plus applicable taxes. For a ghost package color matched reflective with unit numbers will cost \$1,192.13 plus applicable taxes. The vehicle graphics would be changed as vehicles were replaced on their regular replacement schedule once reaching end-of-service life. It is anticipated to take approximately four to five years to fully change the fleet of vehicles over to the new graphics design. The current cost of our graphics package is valued at approximately \$800 per vehicle.

6. Conclusion

With this report and the presentation of the new vehicle designs, YRP is seeking Board approval on the final design selected and further, to proceed with our community engagement stage of our new vehicles' communications plan.

Accessible formats or communication supports are available upon request

Alvaro Almeida, M.A., CMM III
Acting Chief of Police

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Attachments (1)
Appendix A