



County Council

Meeting Date: November 9, 2021

Submitted by: Kelly Dolbear, Commander of Logistics, Middlesex-London Paramedic Service

SUBJECT: MIDDLESEX-LONDON PARAMEDIC SERVICE VEHICLE DESIGN UPGRADE

BACKGROUND:

In 2011, Middlesex County approved the update for the Middlesex-London EMS vehicle fleet as we moved away from the previous Ministry of Health (orange and white) ambulance decals to a higher visibility look and materials. With the planned purchase of approximately 27 new ambulances projected over the next 3 years, a proposed design upgrade would provide an opportunity to keep with current trends within in the emergency sector in the most cost-effective way.

Middlesex-London Paramedic Service has been researching potential opportunities to revamp the look of our EMS fleet with a distinct look and branding while keeping the safety of staff at the utmost priority.

ANALYSIS:

The attached design is the latest design, which is being recommended for approval as the new Middlesex-London Paramedic Service fleet/vehicle design. The distinct "ML" represents the community of Middlesex-London and provides immediate branding that would be recognized by the public, while the use of reflective colours and decaling will promote higher visibility and continue to prioritize the utmost safety for paramedics.

This new proposed vehicle redesign will have several consistent, and enhanced benefits, which include:

- Increasing on road vehicle visibility by applying two colours of highly visible and reflective materials.

- Increasing the impact of rear chevron design by utilizing contrasting colours that are most noticeable during both daylight and nighttime hours.
- To create a distinctive and memorable look that allows the public to immediately recognize the Middlesex-London Paramedic Service brand.

Retro-fitting the vehicles will be achieved through a phased-in approach. Vehicles scheduled for replacement in 2021 and 2022 will have the new design. Vehicles that are scheduled to be replaced in the next year or two will not be re-branded, to achieve efficiencies and cost effectiveness of this program. Based on a replacement cycle for most vehicles, this rebranding would be completed no later than 2027. Funding for this project will be included within the approved capital replacement budget.

RECOMMENDATION:

That the prototype branding design for the Middlesex-London Paramedic Service fleet vehicles be approved; that the new design be included in the purchase and outfitting of all future vehicles; and that the re-branding of all vehicles (where practical) be completed no later than 2027.

OPTION B3

