

Memorandum



Date: June 26, 2015

To: Honorable Chairman Jean Monestime
and Members, Board of County Commissioners

From: Carlos A. Gimenez 
Mayor

Subject: Miami-Dade Vehicle Branding - Directive No. 141688

At the September 16, 2014 Board of County Commissioners (Board) meeting, Commissioner Dennis C. Moss directed the Mayor or the Mayor's designee to explore creating a brand with a consistent theme for Miami-Dade County vehicles such as Metrorail cars, water and sewer trucks, and buses, and to provide a recommendation for the Board's consideration.

Miami-Dade County's current branding policy for County fleet vehicles requires the inclusion of the County logo. Our branding program is premised on the concept that our primary goal is to promote the many valuable programs and services provided by the County. Our County logo is one way to visually reinforce the County's presence and impact. For example, Miami-Dade Water and Sewer Department vehicles use only the County's logo.

However, because of the breadth of County services, it has been necessary on occasion to identify individual departments and, therefore, a standard identifier has been developed by the Department of Community Information and Outreach (CIAO) for those County departments to permit individual identification, when appropriate. Any alternations to this approved identifier must be requested and approved by CIAO.

A number of departments, such as Miami-Dade Transit (MDT), have been granted identifiers by CIAO. While MDT uses the County logo, it also includes the "M" identifier in order to stay up-to-date with national transit standards. Additional departments granted identifiers are Aviation, PortMiami, and Fire Rescue.

It is important to note that the Miami-Dade Police Department (MDPD) is governed by Florida State Statute 30.46 regarding vehicle colorations as follows:

30.46 Sheriffs; motor vehicles color combination; badges; simulation prohibited; penalties.—

(1) *The color combination of forest green and white is adopted as the official color for use on the motor vehicles and motorcycles used by the various sheriffs of Florida and their deputies.*

(2) *For purposes of uniformity and in aid of the recognition of their official identity by the public, a badge in the shape of a five-pointed star with a replica of the great*

seal of Florida with the map of Florida superimposed thereon inscribed in the center is designated as the official badge to be worn by the sheriffs and deputy sheriffs of all counties of the state.

These regulations are created to ensure uniformity across agencies and for higher visibility for the public in the event of an incident. MDPD vehicle branding is governed by state statutes and does allow for the inclusion of the official County brand.

Given the current County branding policy and Florida State Statute, it is recommended that no brand modifications be made to our County fleet at this time.

Per Ordinance 14-65, this memorandum will be placed on the next available Board of County Commissioners meeting agenda.

If additional information is needed, please contact Inson Kim, Director, Community Information and Outreach, at 305-375-2512.

c: Russell Benford, Deputy Mayor, Office of the Mayor
Alina T. Hudak, Deputy Mayor/Director, Public Works and Waste Management
Department
Ed Marquez, Deputy Mayor/Director, Finance Department
Jack Osterholt, Deputy Mayor/Director, Regulatory and Environmental Resources
Department
Michael Hernandez, Director of Communications, Office of the Mayor
David C. Downey, Fire Chief, Miami-Dade Fire Rescue
Inson Kim, Director, Community, Information and Outreach Department
Ysela Llort, Director, Miami-Dade Transit Department
J.D. Patterson, Director, Miami-Dade Police Department
Tara Smith, Director, Internal Services Department
Lester Sola, Director, Miami-Dade Water and Sewer Department
Christopher Agrippa, Director, Clerk of the Board
Eugene Love, Agenda Coordinator
Charles Anderson, Commission Auditor