



Committee Report

Report EMSR-TAPS-09-14

To: Chairman Al Barfoot and Members of the Transportation and Public Safety Committee
From: Mike Muir, Director of EMS
Meeting Date: April 17, 2014
Subject: Re-Branding of Grey County EMS to Grey County Paramedic Services
Status: Recommendation adopted by Committee as presented per Resolution TAPS60-14; Endorsed by County Council May 6, 2014 per Resolution CC60-14;

Recommendation(s)

WHEREAS Grey County has completed a re-branding exercise in an effort to remain current;

AND WHEREAS Grey County Emergency Medical Services wishes to re-brand its name to more accurately reflect the nature of the services provided by the department;

AND WHEREAS the term Paramedic has become synonymous with the nature of the services provided;

NOW THEREFORE BE IT RESOLVED THAT report EMSR-TAPS-09-14 be received;

AND THAT Grey County Emergency Medical Services be renamed to Grey County Paramedic Services.

Background

Grey County Emergency Medical Services (GCEMS) is seeking approval to re-brand its name to Grey County Paramedic Services. The timing of this request coincides with the 10th anniversary of GCEMS becoming a direct delivery department within the County of Grey organizational structure. Utilizing Grey County Paramedic Services as the department name will provide a more accurate reflection of the nature of the services provided in both the immediate and future environments.

Although EMS continues to be used throughout Ontario in land ambulance service names, there are a number of services that have already adopted this naming convention including Frontenac Paramedics Services, Hamilton Paramedic Services, Ottawa Paramedic Service, Peel Regional Paramedic Services, County of Renfrew Paramedic Services and County of Simcoe Paramedic Services. It is anticipated that many services will be adopting Paramedic Services in their names over the next few years. Incidentally, the previous celebration of EMS week held annually in May has been renamed to Paramedic Services Week for 2014's addition.

Re-branding exercises are important for all organizations. Grey County recently completed its own re-branding exercise under its economic development and renewal strategy. The result of the exercise was the adoption of the new county logo and tagline, "Colour It Your Way". To coincide with county adoption of the new logo, Grey County Paramedic Services would adopt a new uniform shoulder crest with the new logo embedded in the design of the crest. The proposed new crest developed by Grey County paramedic Rick Trombley is included below:



GCEMS is not a legal entity and is not subject to any statutory or legal name change requirements. In an effort to minimize cost, all efforts will be made to ensure that the re-branding will be for go forward purchases. The service will be purchasing new winter outerwear in 2015 and if approved, the new crest will be placed on the outerwear. Existing jackets will not be re-crested.

Financial / Staffing / Legal / Information Technology

Considerations

There are financial implications that will need to be addressed. The initial set up costs for the new uniform crests are approximately \$200.00 however, once the art work has been set up, there are no additional costs. New uniform crests are purchased annually with costs already included in annual budgets. There are seven stations that will have their exterior signs updated. The current signs are approximately 10 years old except for the Craighleith station which was completed in 2012. It is anticipated that the replacement costs will be approximately \$2,000.00 in total. Funding for exterior sign changes will be sought in the 2015 budget process.

Link to Strategic Goals / Priorities

Goal #6 Achieving Excellence in Governance and Service

6.6 Review and update the county's corporate branding (e.g., tagline, logo, etc.).

Re-branding of GCEMS to Grey County Paramedic Services follows the county's philosophy of reviewing and updating branding of county services and allows the service to remain current.

Attachments

None

Respectfully submitted by,

Mike Muir
Director of Emergency Medical Services