

IMPACT STATEMENT

Legislation title: Adopt Administrative Rule ADM 10.01 Visual Markings for City Vehicles (Resolution)

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Purpose of proposed legislation and background information:

The legislation would adopt an updated vehicle design standard for City vehicles and equipment, ADM 10.01 Vehicle Markings for City Vehicles. The goal of the standard is to improve the appearance and consistency of the identification and markings of City vehicles and equipment to enhance the overall image of the City.

The updated vehicle design standard will require all City bureaus to comply with the use of a standard decal for placement on vehicle doors which will have a "City section" and, in most cases, a "bureau section".

On the "City section", the decal will include the words "City of Portland", the City's rose logo, the City's website and information and referral phone number, and the relevant vehicle identification number.

On the "bureau section", the decal will include the bureau's logo and name, and slogan, if applicable. If a bureau does not have a logo, the City of Portland flag will be used along with the bureau's name (or its identification as a shared CityFleet vehicle). The Vehicle Marking Guide provides guidance to bureaus for adapting the standard format for different vehicle types and sizes.

Financial and budgetary impacts:

Adoption of the policy will not have any direct financial impact on the City. New decals will be attached as vehicles and equipment are replaced or added.

Community impacts and community involvement:

OMF did not seek community input for the development of the vehicle design standard, ADM 10.01. The goal of the standard is to enhance the identification and consistency of vehicles and equipment belonging to the City and provide useful contact information to the public.

Budgetary Impact Worksheet

Does this action change appropriations?

- YES: Please complete the information below.
 NO: Skip this section

| Fund | Fund Center | Commitment Item | Functional Area | Funded Program | Grant | Sponsored Program | Amount |
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