

REGIONAL MUNICIPALITY OF OTTAWA-CARLETON
MUNICIPALITÉ RÉGIONALE D'OTTAWA-CARLETON

REPORT
RAPPORT

Our File/N/Réf. **25 97-01-0044**
Your File/V/Réf. 03 07-97-0018

DATE 24 November 1997

TO/DEST. Co-ordinator
Corporate Services and Economic Development Committee

FROM/EXP. Environment and Transportation Commissioner
Acting Director, Information and Public Affairs

SUBJECT/OBJET **INQUIRY NO. C&E-12(97): CORPORATE IDENTIFICATION
FOR INFRASTRUCTURE PROJECTS**

DEPARTMENTAL RECOMMENDATION

That the Corporate Services and Economic Development Committee and Council receive this report for information.

BACKGROUND

Further to Councillor Hume's inquiry of October 21, 1997 on Corporate Identification for Infrastructure Projects, this response is to confirm that the RMOC's general practice is to apply corporate identification to all assets and project information pieces visible by the public.

Corporate identification is currently applied through text wording (i.e. Ottawa-Carleton), placement of the Regional Crest, or placement of the RMOC corporate signature to:

- Advertisements and posters
- Apartment building large blue boxes
- Blue boxes (new ones being issued)
- Boundary signs
- Buildings and/or building signs
- Construction signs
- Counter cards
- Elevated water storage tanks
- Fire hydrant testing signs
- Garbage collection trucks (not on all trucks)
- Identification badges
- Information displays
- Printed information publications
- Public awareness signs

- Purification plants
- Regional trucks and vehicles
- Sewer “manholes” (through replacement)
- Traffic signal poles
- Wastewater pumping stations
- Water Meter Readers’ and Inspectors’ jackets/shirts

We have begun a review of all other areas where a corporate identifier could be applied, with a view to enhancing the Region’s recognition.

Please note that contractors and other levels of government conducting work on behalf of the RMOC are required to identify the work as RMOC sponsored. We have followed up with the City of Ottawa to correct the specific incident cited in the inquiry, and to ensure that they understand our corporate identification requirements. City of Ottawa and Regional staff are working together to formalise an agreement on shared corporate identification.

Approved by
M.J.E. Sheflin, P.Eng.

Approved by
L. Lavoie