



MIAMI BEACH

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NO. LTC # 117-2007

LETTER TO COMMISSION

TO: Mayor David Dermer and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: May 14, 2007

SUBJECT: Black and White Police Vehicles

This Letter to the City Commission is to provide information on the Police Department's recent transition with regards to marked vehicle colors and graphics.

The color scheme has changed from the red, white, and blue to a more traditional, but trendy, black and white design. This new design change balances an appearance which is considered both professional and progressive. In making this change, it is also of significance to point out that the font being used for the new graphics is a futura font, which mirrors the City's current logo.

This change is intended to provide higher visibility by enhancing recognition of the Police Department's marked vehicle fleet through more identifiable means. The black and white police vehicles are in line with both local and national trends towards more easily recognizable law enforcement vehicles. This new color scheme has already been adopted by several local agencies including Surfside, Opa-Locka, Hollywood and Davie Police Departments. It should be noted that the Fraternal Order of Police and its membership have overwhelmingly endorsed this change and view it as having a positive impact on morale within the Department.

Findings from research conducted on this issue have revealed that support for black and white police vehicles has come from both law enforcement and independent sources. The benefits cited in all findings have been consistent with regards to increased visibility, professionalism, and morale. The research has also found that this traditional look is also credited with providing a general sense of security in communities, furthering the community policing philosophy, and reducing crime in general.

These changes are expected to have a positive impact as a deterrent to crime as well as a tool for community policing through a high visibility strategy. This high visibility effect combined with the increased professional appearance are in line with the City's public safety key intended outcomes of *increased resident ratings of public safety services and maintain crime rates at or below national trends.*

Please see the attached photo.

  
JMG:CN:tr



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