



DEPARTMENT OF THE ARMY
U.S. ARMY CORPS OF ENGINEERS
441 G STREET NW
WASHINGTON, D.C. 20314-1000

REPLY TO
ATTENTION OF:

CECW-CO

JUN 28 2013

MEMORANDUM THRU

COMMANDERS, MAJOR SUBORDINATE COMMANDS
CHIEFS, OPERATIONS, MAJOR SUBORDINATE COMMANDS

FOR COMMANDERS, DISTRICT COMMANDS, CHIEFS, OPERATIONS DIVISIONS,
CHIEFS, LOGISTICS DIVISIONS

SUBJECT: GSA Civil Works Vehicle Public Safety Marking Guidance

1. References:

- a. DoD 4500.36-R, Management, Acquisition, and Use of Motor Vehicles.
- b. AR 58-1, Management, Acquisition, and Use of Motor Vehicles.
- c. ER 56-2-1, Administrative Vehicle Management-Civil Works.
- d. ER 1130-2-550, Chapter 2 - Recreation Management, Nov. 15, 1996.
- e. EP-310-1-6, Graphics Standards Manual, Chapter 7, Vehicles.
- f. CERM-F Memorandum, dated 27 November 2002, subject: Public Safety Promotional Materials Policy.
- g. Memorandum of Understanding (MOU) between Interagency Fleet Management System (IFMS), General Services Administration (GSA) and US Army Corps of Engineers, dated 23 January 1997.

2. The purpose of this memorandum is to provide clarification regarding the authority to place messages that support U.S. Army Corps of Engineers (USACE) authorized public safety campaigns on GSA civil works vehicles with transparent window, vehicle decals or wraps that are the removable vinyl non-sticky or static-cling type.

3. Reference a, Chapter 11, C11.1.4, Identification and Marking of Motor Vehicles, states "Additional decals may be affixed to the vehicles by the respective services as long as they can be removed without damaging the painted surfaces of the vehicle, subject to DoD component

CECW-CO

SUBJECT: GSA Civil Works Vehicle Public Safety Marking Guidance

approval or as delegated. For example, service recruiters shall be authorized to place advertising slogans on the side of windows of vehicles.”

4. Reference c, Chapter 5.2a, states “Do not affix to the window if it interferes with the driver’s vision and/or safety of the vehicle”. Therefore, authorized window decals must be transparent and not interfere with the driver’s visibility. Also, in 5-3c., it states “Special type markings on motor vehicles shall be restricted to a minimum. In the interest of economy, they shall be of a removable type to facilitate rotation of vehicles.” Therefore, vehicle markings will be easily removable and are recommended for only the rear of vehicles (e.g. tailgates, behind driver’s door). Only either static cling or non-sticky decals or wraps will be used to provide for the ease of removal.

5. Vehicle markings required in reference e, Chapter 7, will remain the same. Since this guidance authorizes vehicle markings only behind the driver’s door, this will not interfere with those requirements.

6. This guidance is consistent with reference g, because the MOU states in 5.B.2.b. that USACE is responsible to repair any possible damage to vehicles that exceed \$250.00 at the time of return. Nevertheless, USACE generally returns GSA vehicles in previous condition, minus normal wear and tear.

7. Promoting public safety is an authorized agency purpose for managing the USACE Recreation program as directed in reference d, which states as one of the objectives “To provide a quality outdoor recreation experience which includes an accessible, safe and healthful environment to a diverse population.” Furthermore, this regulation directs public education: “Project personnel will promote, develop, and maintain public interest in recreation safety through the establishment of water safety councils or by participation in other local water safety educational opportunities.” This initiative will enable us to promote public safety in an effective manner.

8. Costs for this initiative are estimated at \$15.00 per square foot. Therefore, the average cost of a tailgate decal is less than \$100.00

9. Not every expenditure must be expressly authorized to be permissible. However, if it is not expressly authorized, a proposed expenditure must be analyzed under the "necessary expense" test. This test provides that an agency expenditure, even if not specifically authorized by law, is still permissible if it is reasonably necessary in carrying out an authorized function or will contribute materially to the effective accomplishment of that function, and is not otherwise prohibited by law. As explained in reference f., USACE has considered it permissible to

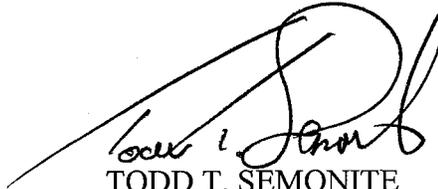
CECW-CO

SUBJECT: GSA Civil Works Vehicle Public Safety Marking Guidance

purchase and distribute to the public nominal value educational products for the purpose of educating the public about public safety programs.

10. It is determined that the purchase of transparent window, vehicle decals or wraps products conveying educational information pertaining to Corps authorized public safety campaigns, and to be placed on GSA civil works vehicles, directly supports the Corps's water safety mission. The use of these products will serve as a constant safety reminder to our customers, and possibly save lives on our Nation's waterways.

11. I approve and endorse promoting USACE public safety campaigns through the use of transparent window, vehicle decals or wraps that meet the requirements of this guidance.

A handwritten signature in black ink, appearing to read "Todd T. Semonite", written in a cursive style with a large, stylized initial "S".

TODD T. SEMONITE
Major General, USA
Deputy Commander