



## CITY COUNCIL REPORT

April 25, 2007

TO: Phillip L. Nelson, City Manager  
FROM: Charles T. Craft, Chief of Police  
SUBJECT: "Keep Kids Alive Drive 25" Campaign

### Background:

- On April 2, 2007, Troy City Council passed a resolution proclaiming May 1, 2007, as "Keep Kids Alive Drive 25" Day ® in Troy.
- In support of the resolution the Troy Police Department undertook the following actions:
  - In conjunction with the Community Affairs Department prepared a cable television public service announcement, featuring Officer William Taylor, which explained the purpose of the "Keep Kids Alive Drive 25" ® campaign, and encouraged compliance with the law.
  - Issued a press release to all local newspapers detailing the campaign and it's intent.
  - Obtained "Keep Kids Alive Drive 25" brochures.
  - Enacted the following policy – "It will be the policy of the Officers assigned to the Traffic Safety Unit that when a speeding violation in a subdivision results in a written traffic violation or verbal warning, the driver will be given an informational brochure explaining the "Keep Kids Alive Drive 25" ® campaign. This policy will remain in effect during the month of May, and until our supply of informational brochures is exhausted."
  - Effective May 1, initiated strict enforcement of the 25 MPH speed limit in subdivisions.
  - Emailed all subdivision associations information regarding the campaign.
  - Upon request of a citizen or subdivision association, placed radar trailers within subdivisions.
  - Established a link to the "Keep Kids Alive Drive 25" ® website directly from the police department website; designated Officer William Taylor as the police department contact person.

### Financial Considerations:

- The cost for the registered trademark materials is \$1,100; the police department budget has sufficient funds to cover the cost.

### Legal Considerations:

- N/A

### Policy Considerations:

- City Goal #1 "Enhance the livability and safety of the community".