



## Keep Kids Alive Drive 25



Dear Block Captain,

Thank you for your interest in our **Keep Kids Alive Drive 25® (KKAD25)** Program. Below are the instructions on making this program successful. If you have any questions do not hesitate to contact us.

- Target Area:** It is suggested that focus be placed on a highly visible area (1-2 streets or blocks in length) within the neighborhood or community. The Size of the area is negotiable and may need to be defined by the number of houses.
- Placement:** One sign per every 3 or 4 houses with sign placement is preferable in the parkway area to attain maximum visibility – no closer than five feet (5') from edge of paved area. Signs come with metal stakes for easy insertion to grass or dirt areas. Note: *Signs are not permitted to be nailed, stapled, taped, hung, or otherwise fastened to any street sign, bench, hydrant, tree, shrub, bridge, electric light, or power or telephone wire pole.*
- Time Frame:** To insure effectiveness as a speed deterrent, yard signs are to be used on a temporary basis only – 7 to 10 days.
- Sign Distribution:** The signs will be delivered to and picked up from your residence. Proper signage display instruction will be given at that time.
- Care & Maintenance:** Signs are to be placed indoors at night to prevent vandalism or theft. At the end of the program, the signs and stakes are to be wiped clean.
- Contact:** Costa Mesa Police- KKAD25 Hotline: (714) 754-4902 or e-mail: [kkad25@ci.costa-mesa.ca.us](mailto:kkad25@ci.costa-mesa.ca.us)

Each sign is numbered.

Due to the limited number of signs, it is vital that the signs are brought in every night to protect them from theft and vandalism.

If a sign is vandalized or stolen please contact us as soon as possible.

Attached you will find the following documents:

- Application
- Target area layout
- Program Survey

**Turn in your completed APPLICATION and SIGN LAYOUT at the FRONT DESK of the Costa Mesa Police Department.**

# Costa Mesa Police Department

## **Keep Kids Alive Drive 25® (KKAD25)**

### Application Request – Procedures & Guidelines

The **Keep Kids Alive Drive 25® (KKAD25) Program**, administered through the **Costa Mesa Police Department** with the assistance of our volunteers through the Citizens on Patrol Program (COPS). This program designed to assist residential neighborhoods in encouraging the motorist to slow down and observe the speed limit. To implement in your neighborhood, please see guidelines and procedures noted below:

**Target Area:** It is suggested that focus be placed on a highly visible area (1-2 streets or blocks in length) within the neighborhood or community. The Size of the area is negotiable and may need to be defined by the number of houses.

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<b>Neighborhood with Homeowners Association (HOA)</b>	
<i>Complete the following indicating "Block Captain" responsible for project coordination</i>	
HOA/Management Co.:	
Contact:	
Address:	
Telephone:	
E-Mail:	
Block Captain ( <b>Required</b> ):	
<b>Neighborhood without Homeowners Association (HOA)</b>	
<i>Complete the following indicating "Block Captain" responsible for project coordination</i>	
Name:	
<b>Block Captain (Required)</b>	
Address:	
Telephone:	
E-Mail:	
<b>Please describe below the target area (name of street(s) and/or boundaries) – ATTACH PROPOSED SKETCH</b>	
Block Captain Signature	Date
<i>Office Use Only:</i>	
# of Signs Checked Out:	Dates of Posting: to
Scheduled By:	Delivered By: Picked Up By:



# Keep Kids Alive Drive 25 Survey



Thank you for your participation in our **KEEP KIDS ALIVE DRIVE 25® (KKAD25)**.  
Your feedback will assist us in making this program a success.

How did you hear about the KKAD25 program? \_\_\_\_\_

Is this your first time using the KKAD25 program? \_\_\_\_\_

How many days were the signs displayed? \_\_\_\_\_

Do you think your display time was too long or too short? \_\_\_\_\_

Do you believe that the KKAD25 program assisted in reducing speed on your street? \_\_\_\_\_

Would you consider participating in the KKAD25 program again? \_\_\_\_\_

Would it be more convenient for you to pick up signs and return them, rather than have them delivered to you? \_\_\_\_\_

Would you recommend the KKAD25 to others? \_\_\_\_\_

Additional Comments:

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Name: \_\_\_\_\_ Dates Displayed: \_\_\_\_\_

Targeted Street Block: \_\_\_\_\_

Please have your survey completed and ready to submit at the time that the KKAD25 signs at the completion of the program. Thank you.

# "SAMPLE"



## Keep Kids Alive Drive 25 Sign Layout



STREET NAME: 1230-1242 MAIN STREET  
INCLUDE THE ADDRESSES AT EACH END OF THE ENFORCEMENT AREA

7 # OF SIGNS

DIRECTION OF STREET TRAFFIC: NORTH/SOUTH

DIRECTION: N <input checked="" type="radio"/> S E W CIRCLE ONE	<b>S T R E E T</b>	DIRECTION: <input checked="" type="radio"/> N S E W CIRCLE ONE
ADDRESS: 1242 EXAMPLE FOR: 1242 Main St.		
		ADDRESS: 1239
ADDRESS: 1238		
		ADDRESS: 1235
ADDRESS: 1234		
		ADDRESS: 1233
ADDRESS: 1230		

THE SIGNS SHOULD BE POSTED EVERY 2-3 HOMES, UNLESS YOU HAVE A LARGER TARGET AREA; THIS WOULD REQUIRE YOU TO POST THEM EVERY 4-5 HOMES.

**CIRCLE WHICH DIRECTION THE DRIVER IS TRAVELING AND VIEWING THE KKAD25 SIGNS.**  
**LIST THE NUMERICS OF THE ADDRESSES THAT WILL HAVE A SIGN POSTED.**  
**CIRCLE THE "BLOCK CAPTAIN'S" ADDRESS.**



# Keep Kids Alive Drive 25 Sign Layout



STREET NAME: \_\_\_\_\_  
 INCLUDE THE ADDRESSES AT EACH END OF THE ENFORCEMENT AREA

\_\_\_\_\_ # OF SIGNS

DIRECTION OF STREET TRAFFIC: \_\_\_\_\_

DIRECTION: N S E W <i>CIRCLE ONE</i>	S T R E E T	DIRECTION: N S E W <i>CIRCLE ONE</i>
	↑	
ADDRESS:		
		ADDRESS:
ADDRESS:	↓	
		ADDRESS:
ADDRESS:		
		ADDRESS:

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*Keep Kids Alive* DRIVE 25®



Date: \_\_\_\_\_

Greetings Neighbor,

My name is \_\_\_\_\_

and I reside at \_\_\_\_\_.

I have requested that our residential street be considered for the *Keep Kids Alive* DRIVE 25® program offered by the COSTA MESA POLICE DEPARTMENT FROM \_\_\_\_\_ to \_\_\_\_\_.

Please let me know by \_\_\_\_\_, if you are interested in participating in this program.

For more information visit the CITY OF COSTA MESA website at [www.ci.costa-mesa.ca.us/departments/police.htm](http://www.ci.costa-mesa.ca.us/departments/police.htm)

Sincerely,

*Keep Kids Alive* DRIVE 25®  
Block Captain

Telephone Number: \_\_\_\_\_ ( )Day ( ) Evenings

E-Mail: \_\_\_\_\_