

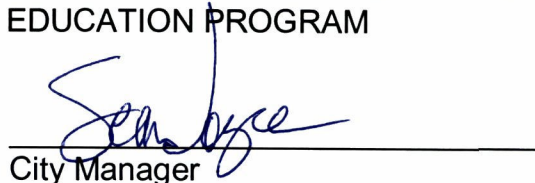


REQUEST FOR CITY COUNCIL ACTION

MEETING DATE: NOVEMBER 9, 2010

TITLE: ACCEPTANCE OF 2010 KIA SOUL FROM KIA MOTORS AMERICA FOR
THE DRUG ABUSE RESISTANCE EDUCATION PROGRAM


Director of Public Safety


City Manager

RECOMMENDED ACTION:

1. Accept the donation of a 2010 Kia Soul from Kia Motors America for the Irvine Police Department's Drug Abuse Resistance Education program.

EXECUTIVE SUMMARY:

Kia Motors Corporation maintains a state-of-the-art campus in the City of Irvine, employing a professional staff assigned to a wide variety of key operations in the United States. Kia Motors recently offered to donate a 2010 Kia Soul to the Irvine Police Department to replace a 1999 Kia Sportage used by the Drug Abuse Resistance Education (D.A.R.E.) Unit. Vehicles used by D.A.R.E. officers serve as a visible presence in the community and are an important tool in helping officers connect and build trust with young children and students. Moreover, the vehicles have been part of the D.A.R.E. program and tradition for many years.

COMMISSION ACTION:

At its meeting of November 1, 2010, the Finance Commission approved the recommended action by a vote of 3-0 (Commissioner Duong was absent).

STATEMENT OF THE ISSUE:

History:

The D.A.R.E. program is a recognized model of community policing benefiting communities and neighborhoods across the United States. Its goals reach beyond traditional drug abuse and violence prevention programs by providing children with important skills to recognize and resist the subtle and overt pressures that cause young people to experiment with drugs or become involved in gangs or violent activities.

The Irvine Police Department's D.A.R.E. vehicles have been recognized by D.A.R.E. America in the past and have been awarded "Best Design" and "Outstanding Graphics" designations. The vehicles are intended to foster positive awareness and immediate recognition by children and young adults.

Analysis/Discussion:

Kia Motors America has offered to donate to the Irvine Police Department a new 2010 Kia Soul to replace an aging 1999 Kia Sportage used by the D.A.R.E. program. The Department's D.A.R.E. vehicles are frequently displayed at community events and are synonymous with the D.A.R.E. program and its officers. A new D.A.R.E. vehicle would enhance the D.A.R.E. program by keeping Irvine's program exciting and current.

ALTERNATIVES CONSIDERED:

The City of Irvine may opt not to accept the donation of the Kia Soul and purchase a new D.A.R.E. vehicle. This alternative is not recommended due to the cost associated with purchasing a new vehicle.

FINANCIAL IMPACT:

Acceptance of the 2010 Kia Soul has been recommended to replace the Irvine Police Department's use of a 1999 Kia Sportage which will be returned to Fleet Services. The maintenance costs associated with the Kia Sportage will be reassigned and will support the maintenance costs for the 2010 Kia Soul. As a result, the Department will not be impacted as it relates to maintenance costs associated with the new vehicle.

CONCLUSION:

The donation of a 2010 Kia Soul from the Kia Motors Corporation will undoubtedly benefit the Irvine Police Department's D.A.R.E. program and the residents of Irvine. Acquiring a much-needed new D.A.R.E. vehicle from KIA Motors is a fiscally responsible approach to provide a significant enhancement to Irvine's D.A.R.E. program without impacting the Department's budget.

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