

Operation Polar Cops

Fact Sheet

- *Operation Polar Cops* is an ice cream truck operated by the Metropolitan Police Department, City of St. Louis Community Engagement/Organizational Development Division (CEODD). It provides free ice cream treats at various locations throughout the City of St. Louis.
- The mission of *Operation Polar Cops* is to provide a fun environment for citizens to have positive interactions with our officers. The truck will facilitate a critical conversation between the police and the community we serve.
- The ice cream truck will travel to predetermined locations, such as parks, recreation centers, churches and schools as well as attend community events.
- The St. Louis Police Foundation donated \$16,500 to *Operation Polar Cops*. The truck was purchased for \$16,000 and an additional \$500 was used for miscellaneous costs.
- The truck was officially purchased on June 16, 2016.
- The truck is a 1999 Ford E450 Super Duty Diesel truck. It is equipped with 4 bay sinks with hot and cold water, 2 holding tanks, a tank-less water heater, 3 deep freezers which can be plugged in when the vehicle is not in operation and a wireless temperature gauge on the coolers to monitor ice cream products.
- Switch, an experiential marketing and advertising agency headquartered in St. Louis, designed the exterior of the truck at no cost.
- Prairie Farms Dairy will donate over 6,000 ice cream treats and frozen novelties. After the initial donation, Schnuck Markets, Inc. has agreed to allow the department to purchase future products at a discounted rate.
- *Operation Polar Cops* was inspired by *Operation Hoodsie Cup*, an initiative created by the Boston Police Department in 2007.