City partners with Yellow Cab to promote ‘Peace in the Streets’

INDIANAPOLIS – Mayor Greg Ballard today announced the City’s partnership with Yellow Cab and Crime Stoppers of Central Indiana to further the efforts of “Peace in the Streets” – an initiative that seeks to engage citizens in making Indianapolis a safer place to live.

The partnership is an outreach effort to increase awareness in reporting crime. Bumper stickers and window decals will be placed on more than 150 Yellow Cabs throughout Indianapolis and will display a message of Peace in the Streets as well as Crime Stoppers contact information. Cab drivers will interact with their riders to educate them on how they can get involved and help with crime prevention efforts.

“Anytime we can partner with local organizations to help spread the message of public safety, that is a true win for all of Indianapolis,” said Mayor Ballard. “This initiative will allow us to reach out to thousands of individuals who otherwise may have slipped through the cracks so we are all very excited about the opportunity to get even more citizens engaged in helping keep peace in our streets.”

The partnership will not only utilize the educational aspect for citizens, but will also allow Yellow Cab drivers to work closely with local police to deter and report possible crime in our neighborhoods.

“We’re excited that Yellow Cab is partnering with law enforcement on this initiative,” said Speedway Police Chief Jeffery Dine. “Those who do not prevent a crime when they can, encourage it.”

Scott Beauchamp, President and CEO of Yellow Cab, said he understands the vital role his employees can play in working together to keep criminals off city streets.
"Given the fact that cab drivers face the possibly of violence due to the hours they sometimes have to work, they understand the need for a program like this that will help them as it helps the community," Beauchamp said.

The Peace in the Streets/Crime Stoppers bumper stickers will also be made available to the public.