

TO: Noble Wray, Chief of Police

FROM: Lieutenant Stephanie Bradley Wilson

SUBJECT: Traffic Enforcement 2005 Quarterly Activity Report- (2nd Quarter)

DATE: July 18, 2005

Attached to this summary letter is the Madison Police Department's Traffic Enforcement Quarterly Activity Report for the second quarter (April-June) of 2005, Speeders Hotline statistics* and a draft of the Speeders Hotline brochure. The activity report also includes year to date totals as of June 30, 2005.

Highlights from the MPD Traffic Enforcement Quarterly Activity Report:

1. The total number of citations issued for the second quarter of 2005 (5,385) is higher than first quarter of 2005 (5,177).
2. Compared to the same time period last year, about 1,605 fewer citations were issued.
3. The total number of non-hazardous violations for this quarter is higher (1,923) than the 1st quarter of 2005 (1,777).
4. Officers made 216 traffic additional contacts (verbal warnings) during May 2005.

MPD Traffic Safety Initiatives

The Traffic Enforcement Safety Team laid out the Department's Traffic Mission. The expectations were communicated that our commitment is toward increasing public safety and increasing the public's perception of safety. We will take a problem-solving approach to traffic issues, using a combination of education, enforcement and engineering to address identified Issues. We will by focus our enforcement efforts on hazardous moving violations. In order to guide our enforcement efforts, we will use:

1. Crash Data - from City Traffic Engineering and State Department of Transportation, taking a problem-solving approach by targeting the violations that are the underlying cause of the crashes at these sites.
2. Citizen Complaints – we will focus on areas where the public perceives their safety is compromised by unsafe driving.
3. School Zone Enforcement – due to obvious safety issues, we will make school zone enforcement a top priority for the TEST Unit in the mornings, and the District Community Policing Teams in the afternoons.
4. OMVWI – with the high correlation between this violation and serious crashes, OMVWI enforcement will be a priority.

In an effort to continue our focus on traffic issues at the District level, while providing consistency and direction city-wide, each District was required to put together a Traffic Management Plan that consisted of the following elements:

1. Formalized Plan - written plan that describes in detail how they will deal with traffic issues at the District level. The plan is multi-faceted and incorporates enforcement, education and engineering components.
2. Strong Communication Component - each plan/process has a strong communication component, both internally (within District, with TEST, with Traffic, etc) and externally (with citizens, Alders, community groups, etc)
3. Documentation - plans have a component where traffic initiatives/responses are documented.
4. Accountability - Traffic Management throughout the department is everyone's responsibility.

Overview of selected traffic safety initiatives

- Two patrol officers have conducted a program they named PACE Patrol. The officers drive side-by-side down the Beltline, from Yahara Hills Golf Course to South Towne Dr. and back, at about 55-60 mph. Officers use this technique during morning rush hour traffic to slow traffic and demonstrate what the legal and appropriate speed for the roadway.
- TEST Officers (and CPTs) have focused on No Right Turn Violations (i.e. Fairchild at W. Washington Ave, N. Lakeside Ave at John Nolen Ave) based on data provided by Traffic Engineering.
- Department participated in the “Click it or Ticket” national mobilization, May 23-June 5, 2005. TEST and patrol officers did several enforcement deployments during the 2-week period.
- Collaborative effort with WI State Patrol (WPS) on Beltline Highway. Enforcement focused on “Following Too Close, Speed, and other hazardous violations. Also used WSP airplane and Shadow Program to help with efforts.
- Officers participated in Safety Saturday event, promoting traffic safety in addition to continually participating bi-monthly with car seat checks.
- Amigos en Azul (Friends in Blue) help conduct driver’s safety classes for Central Hispano.

- TEST officer implemented a traffic safety classes for court ordered teens. The class will be offered in English and Spanish bi-monthly.
- North/East CPT has focused on cruising activities on E. Washington Ave. This team has also worked with Sun Prairie PD on enforcement efforts on Hwy 151/E. Washington Ave.
- Continued alcohol enforcement deployment on selected weeknights and weekend
 - * Speeders Hotline stats will be distributed at the meeting.

Conclusion – Internally, we are working to effect a positive culture change, where traffic safety is recognized as a top priority, and as an important part of every officer’s job. We will continue to seek input to assure that our Traffic Safety efforts meet the community’s needs.