


# Isthmus Safety Initiative

Public Health Madison &  
Dane County | City of Madison  
July 21, 2022

# Grant Overview

- Isthmus Safety Initiative is a grant from the Byrne Criminal Justice Innovation (BCJI) Program
- MPD applied 2019 + Awarded 2020 + CDD administers the program
- Award: \$1,000,000
- **RFP Budget activities: \$380,000**
- **CPTED Budget: \$50,000**
- **Grant Period: 10/01/2020 – 09/30/2023\***

# BCJI Model – Four Elements

- 1. Place-based strategy:** Target where crime is concentrated and enhance the impact of crime control efforts with locally driven neighborhood revitalization strategies
  - 2. Community Engagement:** Increase community and resident engagement in shaping and sustaining crime prevention and revitalization efforts
  - 3. Data and evidence driven:** Improve the use of data and research to problem solve and guide program strategy
  - 4. Build Partnerships and Enhance Trust:** Build capacity to promote sustainable collaborations that tackle problems from multiple angles
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# A Two Phase Process

- **Community Driven Action Plan Development**

- The ISI's Advisory Council -- composed of stakeholders, residents, business-owners, and community representatives – chose:
  - Crime Priority – Gun Crime and Sexual Violence
  - Crime hotspots – State Street Area
  - Crime drivers – Alcohol, High-density (i.e. people gathering in the area)
  - Crime prevention and reduction strategies to pursue for implementation

- **Implementation**

- Implement activities in the Action Plan approved by BJA
- Ongoing and regular meetings of Advisory Council to oversee implementation and develop a sustainability strategy

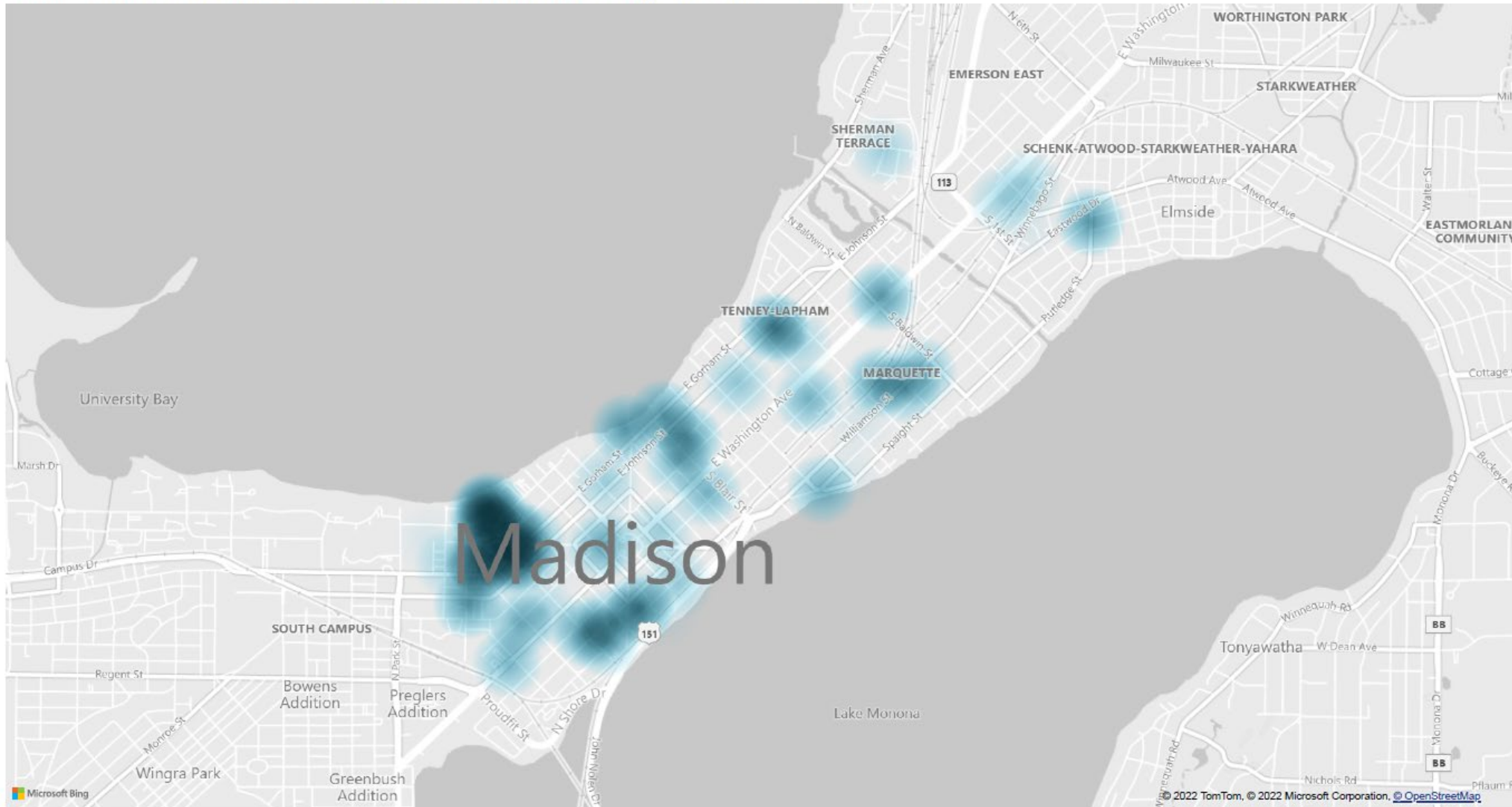
# Timeline

- MPD Applied in 2019
- Awarded in 2020
- **Grant Period: 10/01/2020 – 09/30/2023**
- 1st Steering Committee Meeting: 11/24/20
- Research Partner UWPHI contract: 1/1/21
- 1st Advisory Council Meeting: 10/21/21
- Specialist hired: 1/10/2022

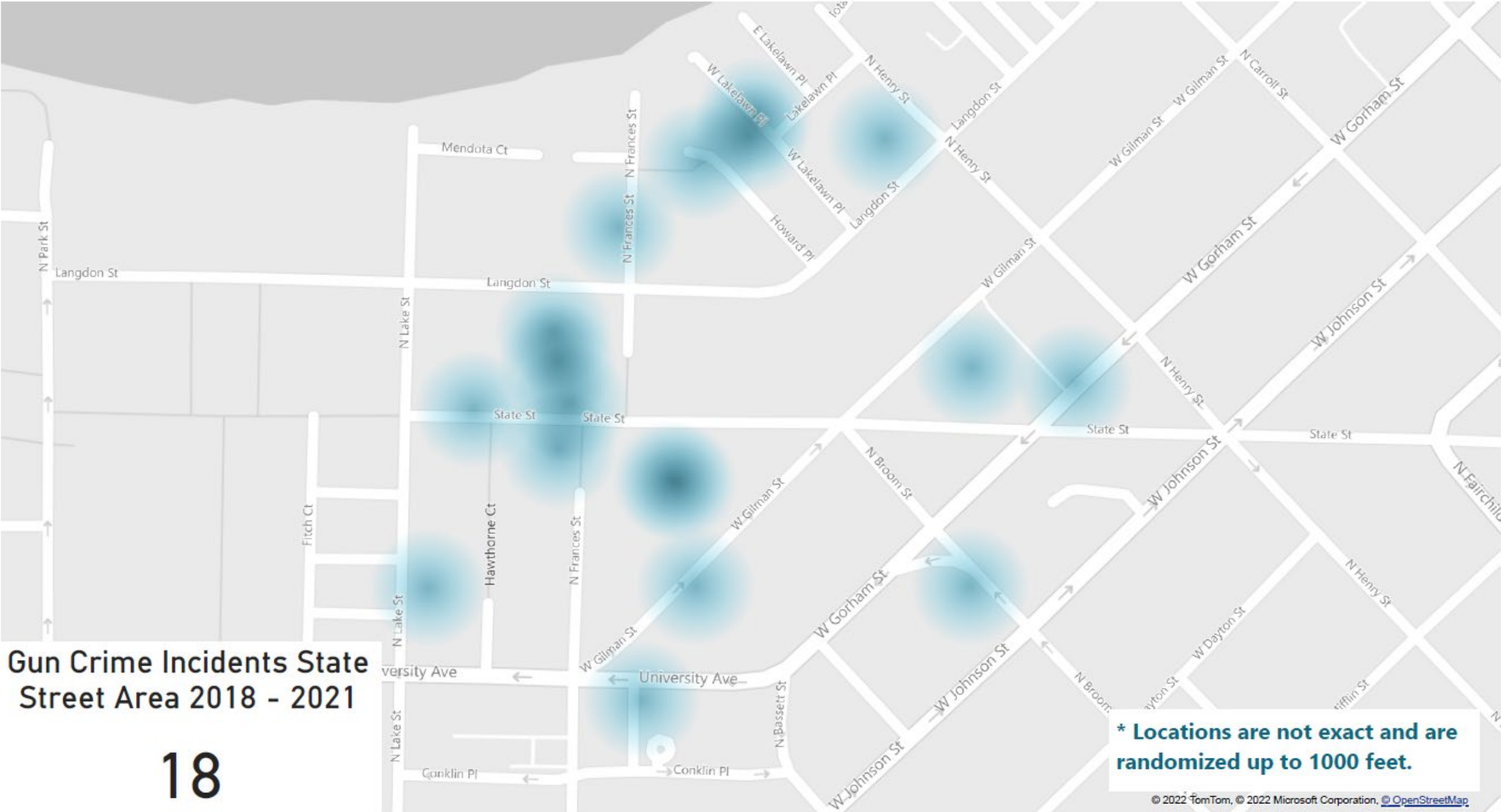
- Jan - April:
  - Advisory Council Identified crime drivers, hotspot, and strategies for implementation for Action Plan
- April:
  - Draft Action Plan
- May – June:
  - TA & TA academic partner review
  - TA feedback and Update of Action Plan with Advisory Council input
- July- August
  - BJA Action Plan Approval
- July – September:
  - CDD RFP process
- October:
  - GAM approval for release of funds (2 weeks minimum)
  - Begin Implementation

# Gun Crime Overview

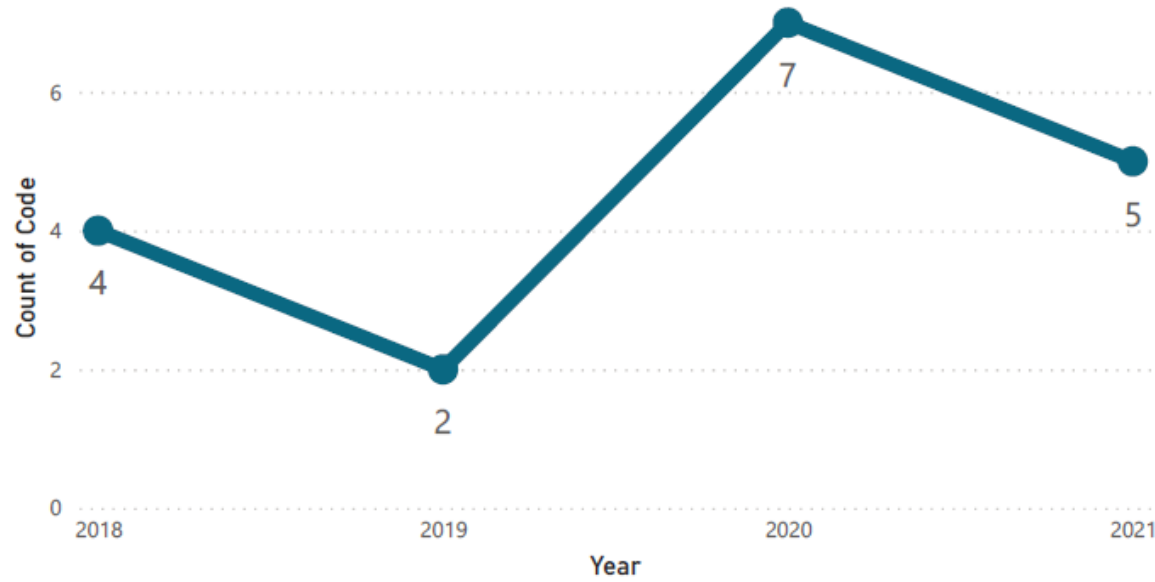
Gun Crime Incidents Downtown Heat Map (2018 - 2021)\*



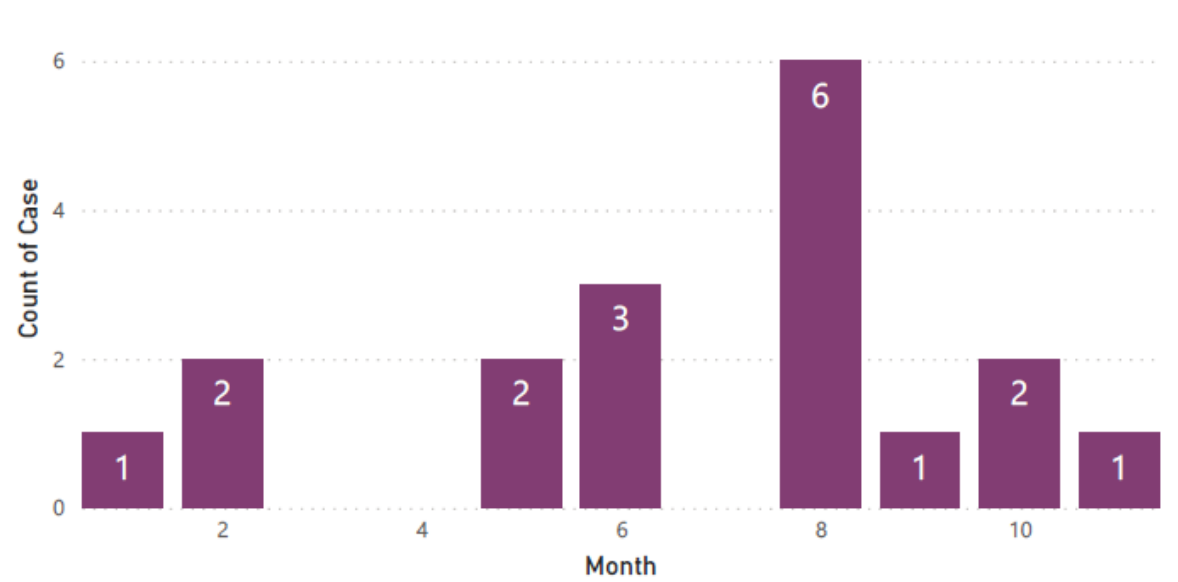
# Gun Crime State Street Area\* (2018 - 2021)



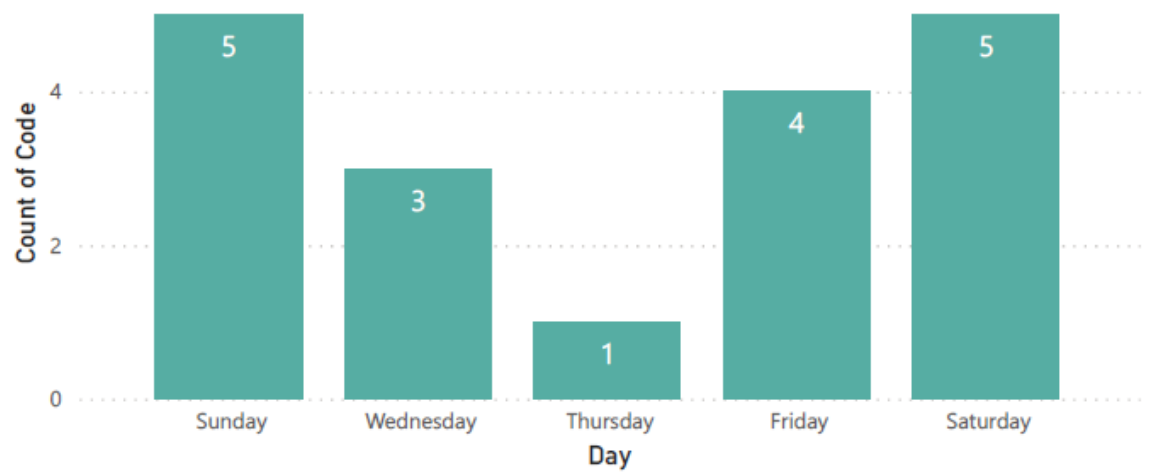
### 2020 had the most Gun Crime in State Street Area



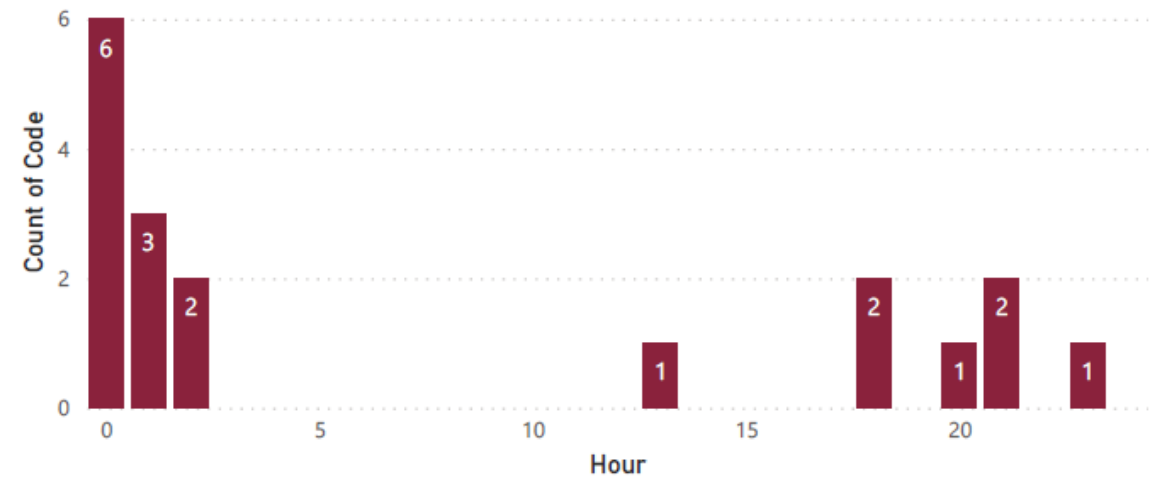
### August has the most Gun Crime in the State Street Area



### Saturday and Sunday have the most Gun Crime in the State Street Area



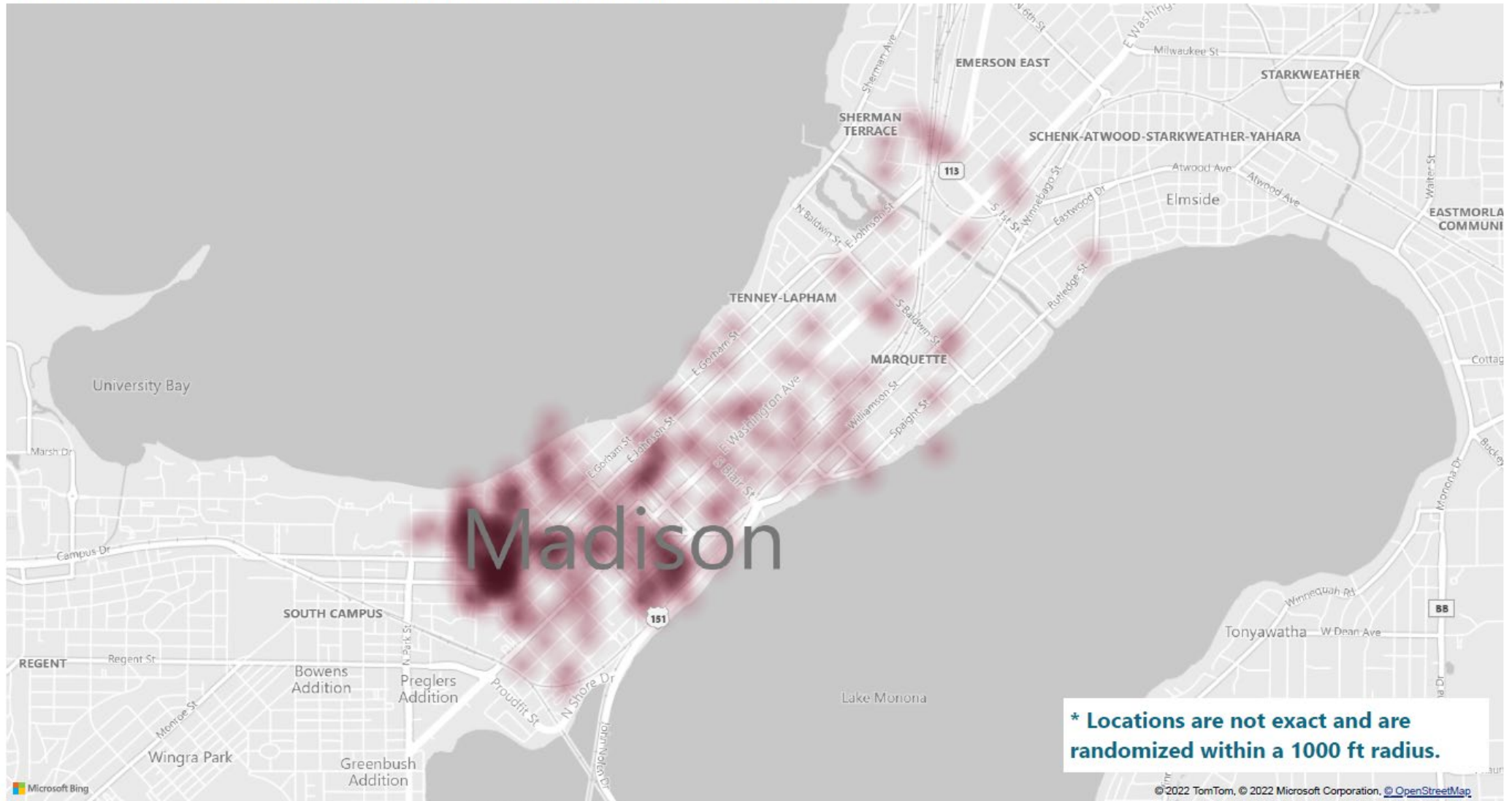
### Midnight is when the most Gun Crime State Street Area occurs



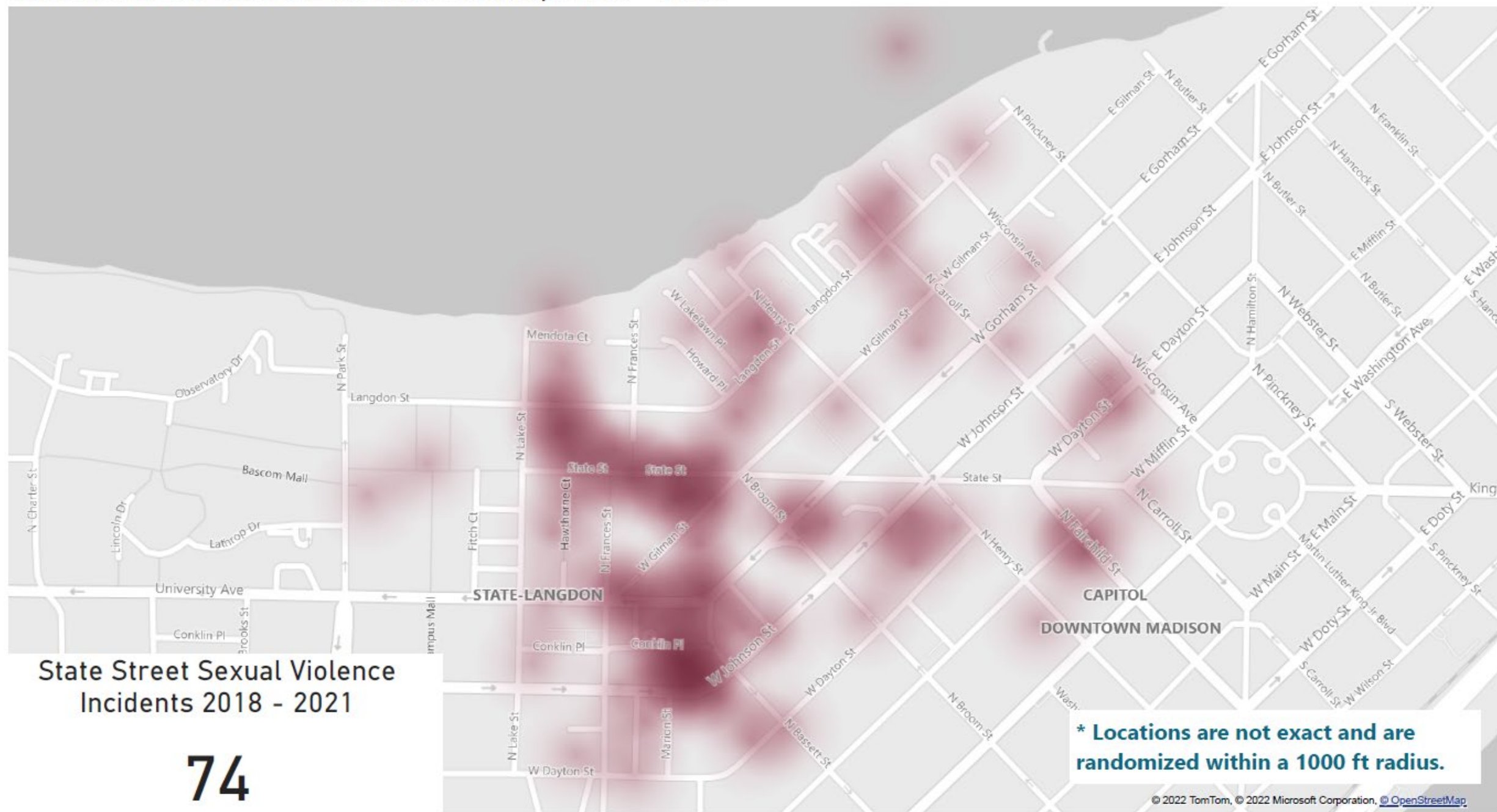


# Sexual Violence Overview

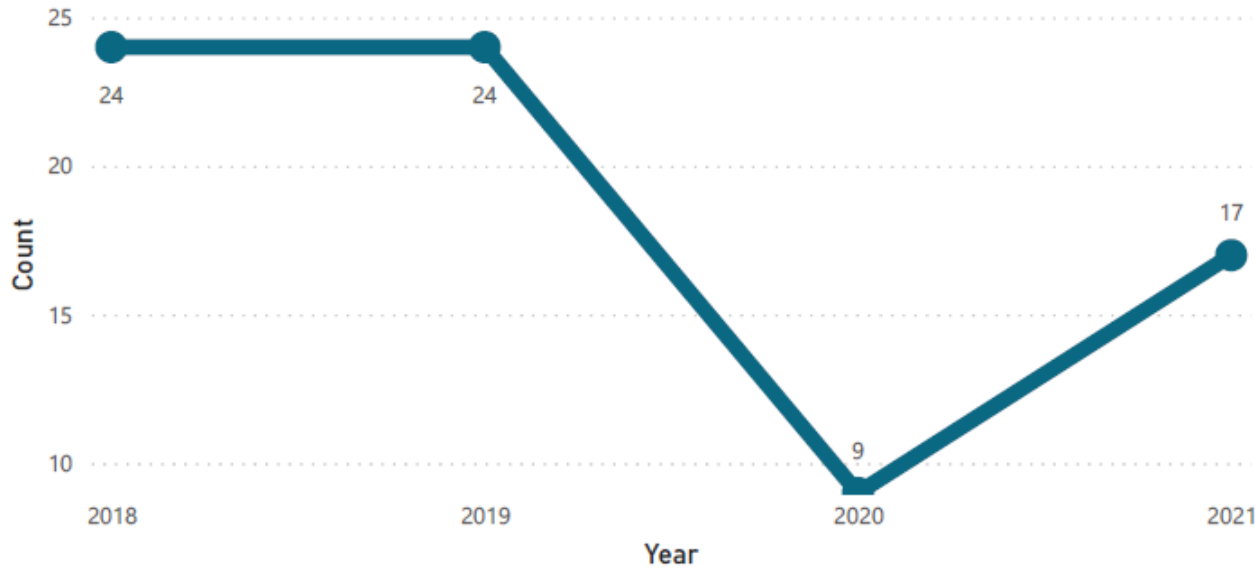
Sexual Violence Downtown Heat Map (2018 - 2019)\*



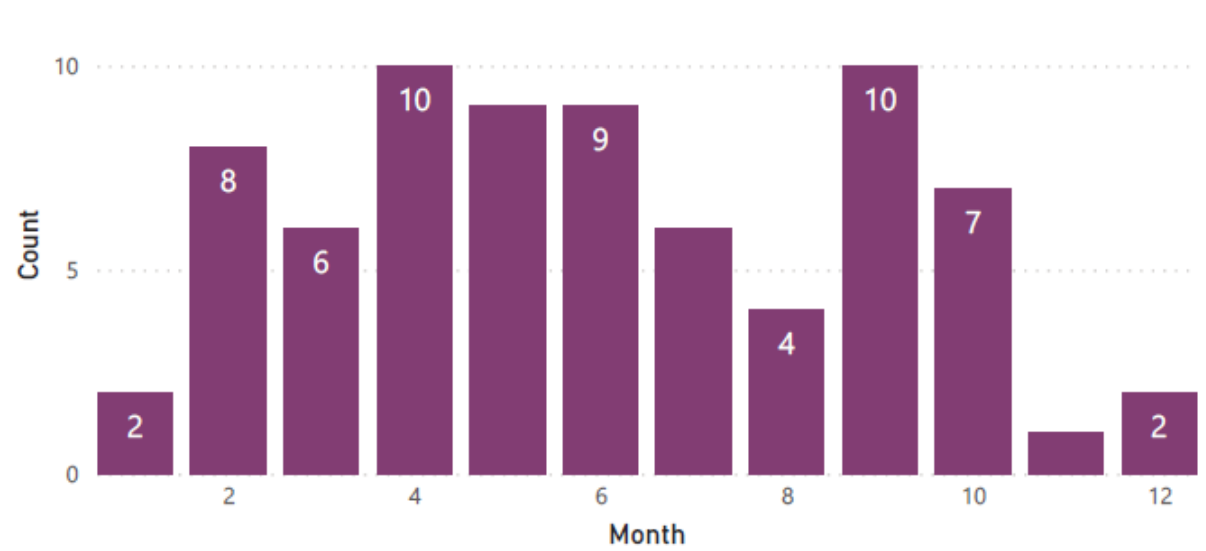
# Sexual Violence State Street Area Heatmap (2018 - 2021)\*



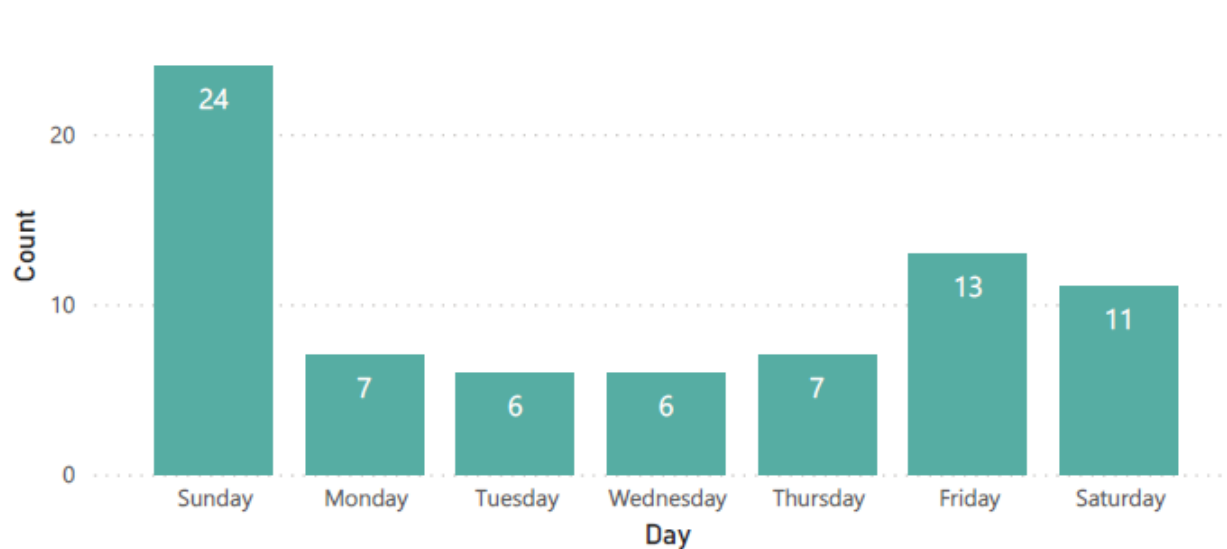
### 2018 and 2019 had the most incidents of Sexual Violence in the State Street Area



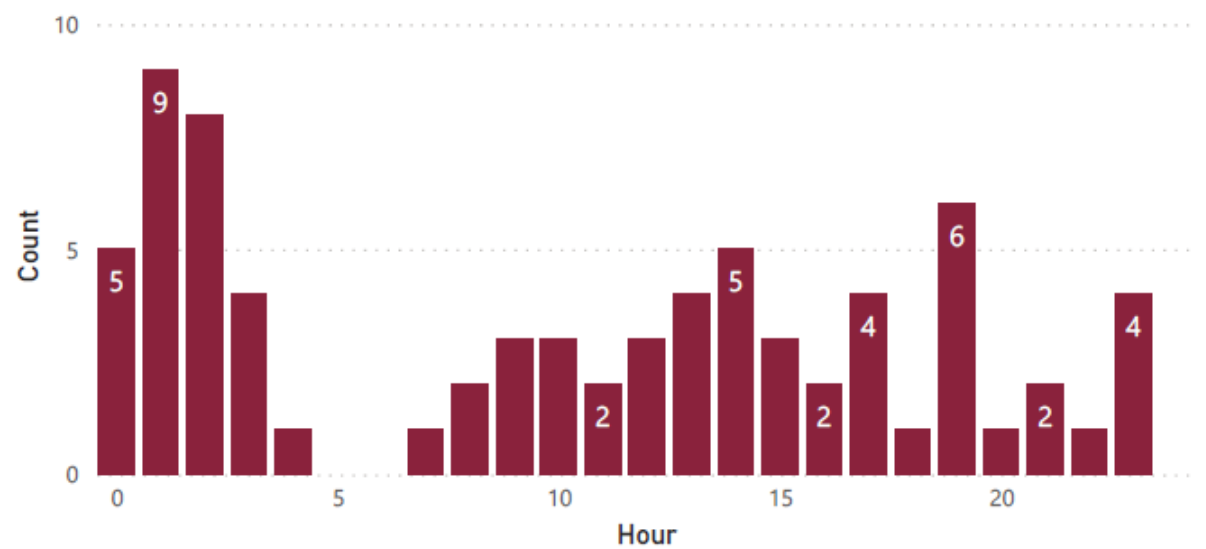
### April and September had the most incidents of Sexual Violence in the State Street Area



### Sunday has the most Sexual Violence in the State Street Area



### Midnight is when the most incidents of Sexual Violence occur in the State Street Area




# Selected Strategies

- Street Ambassadors -- RFP
- Bartender Awareness Training – RFP
- Crime Prevention Through Environmental Design (CPTED) –  
City Depts


# Street Ambassadors

- **Location:** General State Street Area
- **Description:** Safety Ambassadors will be stationed in the downtown entertainment district in pairs and focus on increasing safety, being good “hosts”, but not to enforce laws. Safety Ambassadors will identify and safely intervene in situations that put the community at risk (i.e., intoxicated individuals acting aggressively, a woman being followed, etc.) before the situation can escalate. Safety Ambassadors will not enforce laws/ordinances or break up potentially hazardous conflicts. Serving as additional “eyes and ears” they will be trained to identify the situational risk and when/how to coordinate with Public Health Madison and Dane County’s (PHMDC) Violence Intervention and Outreach program and MPD.
- **Current Status:** Part of RFP in process; developing training curriculum to be overseen by PHMDC


# Crime Prevention Through Environmental Design (CPTED)

- **Location:** Buckeye Parking Lot
  - **Description:** Changing the physical environment to reduce the likelihood of crimes.
  - **Status:** Working with Parking Utilities, Traffic Engineering, and MPD on making lightning improvements and foliage trimming to improve visibility within the parking lot.
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# Bartender Awareness Training

- **Location:** Bars and Restaurants in the State Street Area
  - **Description:** Training empowers individuals to be able to notice, identify, and intervene safely in situations. Training is expected to include sexual violence and gun violence awareness and is extended to the entire staff, including bouncers, managers, owners, etc.
  - **Current Status:** Part of the RFP in process
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# Violence Interrupters\*

- **Location:** General State Street Area
  - **Description:** Violence Interrupters (VI) are trained to identify conflicts within their community and to help resolve disputes before they spiral into gun violence.
  - **Current Status:** Duplicative with PHMDC's Violence Intervention & Outreach program; ISI will not implement this strategy, but the Safety Ambassadors will coordinate closely with PHDMC program. This change allows more funds for other interventions.
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# Intervention Chain

- **CPTED** – Mitigate/prevent “pre-gaming” in Buckeye Parking Lot
- **Bartender Awareness Training** – Mitigate/prevent incidents at the bars/restaurants
- **Safety Ambassadors** – Mitigate/de-escalate incidents between bars (i.e. help keep the “temperature” cool) & Coordinate with PHMDC & MPD
- **PHMDC’s Violence Intervention & Outreach** – There to convince people committed to violence to not make that choice before they commit violence
- **MPD** – Break-up violence when it is occurring

# Next Steps

- **Action Plan**

- Action Plan was shared for BJA review/approval on 7/1

- **Request For Proposal**

- RFP is going through the City approval process. If approved on 7/2, RFP will be released on 7/3.

# Steering Committee

- Captain Harrison Zanders (CPD)
- Lt. Ed Marshall (CPD)
- Jim Powell (MPD)
- Yolanda Shelton-Morris (CDD)
- Jason Isltrup (DMI)
- Scott Thompson (Capital Neighborhoods Association)
- Abra Vignae (UWPHI)
- Janae Goodrich (UWPHI)
- Cindy Grady (PHMDC)
- Caleb Odorfer (CDD/PHMDC)

# Advisory Council

- Adrian Lampron (ASM Student Government Chair)
- Ald. Mike Verveer (Madison Common Council)
- Ald. Patrick Heck (Madison Common Council)
- Amaya Boman (ACLU Student Alliance)
- Anthony Cooper (Nehemiah)
- Brad Schlag (Friends of State Street Family)
- Chris Kolakowski (Veteran's Museum)
- Christina Olstad (UW Dean's Office)
- Clark Brunner (Dayshift Patrol Lieutenant for UWPD)
- Cleo Yothsackdale (CANA)
- Dana Pellebon (Rape Crisis Center)
- Ellie Westman Chin (GMVCB)
- Gloria Reyes (Briarpatch, Inc.)
- Heather Crowley (Supervisor at the Neighborhood Intervention Program)
- Hiro Ura Castro (Student in FSL)
- Jim Powell (MPD)
- Jonathan Zarov (Madison Children's Museum)
- Kimberly Tesch (Program Director - Beacon)
- Maggie Hayes (Fraternity & Sorority Life - UW)
- Major Andrew Shiels (Salvation Army)
- Malanie VonHaden (Capitol Police)
- Mary Lauby (UW Health)
- Matt Mikolajewski (City of Madison Economic Development Director)
- Reuben Sanon (Deputy Mayor, City of Madison)
- Scott Thompson (Capital Neighborhoods)