

CITY OF MADISON
INTRA-DEPARTMENTAL
CORRESPONDENCE

DATE: March 12, 2012

TO: Noble Wray, Chief of Police
FROM: Victor Wahl, Captain of Police
SUBJECT: 2012 Southwest Safety Initiative

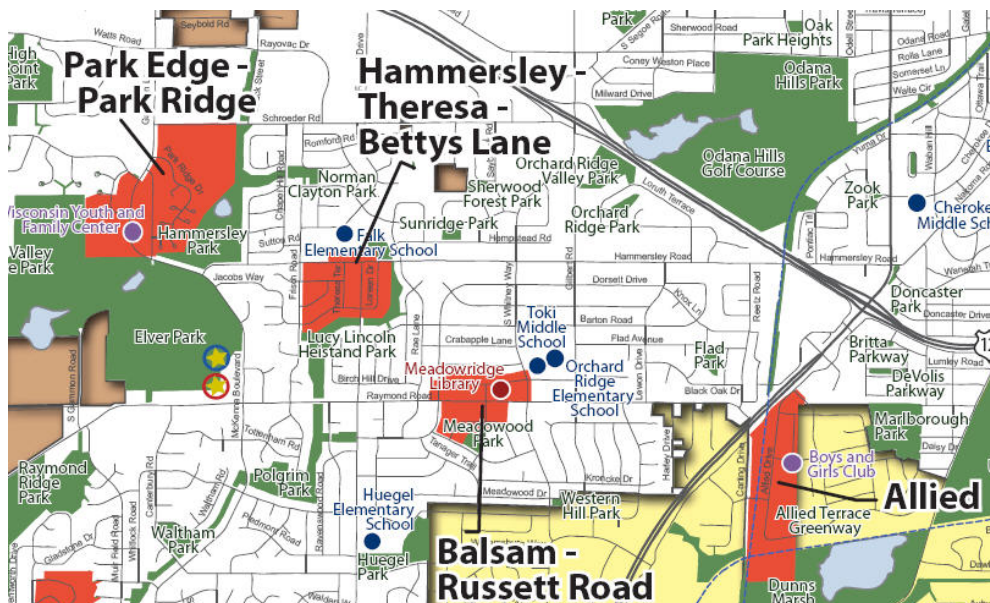
The Madison Police Department's 2012 operating budget was amended to include \$30,000 in funding for a Southwest Safety Initiative. The budget amendment outlined five specific uses for the additional funds:

1. A concentrated education and enforcement period during the latter part of the second quarter and throughout the third quarter of the year.
2. Targeted patrol in areas of high numbers of service calls.
3. Relationship building with residents in those areas.
4. Coordination with landlords and an emphasis on targeted properties with high numbers of calls over a sustained period of time.
5. Targeted intervention/prevention of gang and drug activity, especially as it pertains to youth.

The funding is intended to focus on the identified Neighborhood Resource Team (NRT) neighborhoods in the West District. There are three NRT's in the West District, covering four geographic areas:

- Park Ridge/Park Edge
- Hammersley Road/Theresa Terrace/Bettys Lane
- Balsam Road/Russett Road
- Allied Drive

These geographic areas focus on the Raymond Road corridor and are reflected below:



This effort will focus on improving citizens' perceptions of safety and quality of life in Madison's Southwest corridor. The efforts will be focused on the NRT neighborhoods identified above, with a focus on the Raymond Road corridor.

The West District NRT areas have remained fairly stable for the last few years. For example, calls for service in sectors 116 and 117 (reflecting much of the Raymond Road corridor) were virtually the same in 2011 as they were in 2008 (4,396 and 4,237, respectively). Similarly, calls for service in the Allied Drive neighborhood have remained fairly stable. Indeed, much of the citizen feedback at the West District's 2011 listening session demonstrated improved perceptions of residents. However, there continue to be issues in the West District NRT areas that need ongoing police attention. These include:

- Disturbances
- Youth gangs
- Noise problems
- Traffic safety
- Property crimes
- Other quality of life issues
- Citizen perceptions of safety

So, while the NRT areas remain generally safe and crime remains relatively infrequent, citizens' perceptions of safety and quality of life issues remain. And while citizen perceptions of crime and disorder in these areas sometimes exceed what is reflected in crime and incident data, challenges do exist. Causes of these problems are complex, and include many factors (poverty, population density, etc.) far outside the scope of what can be addressed by MPD through this initiative. However, there are a few specific areas that MPD (in some instances in conjunction with other agencies) can have a positive impact on:

- Police visibility in the NRT areas
- Youth disturbances and disorder related to specific Metro bus routes
- Nuisance properties
- Educating community members on gang issues
- Improved communication efforts between MPD and residents in the NRT areas
- Educating property owners on proper management techniques and CPTED (crime prevention through environmental design) strategies

The amount budgeted for the Southwest Safety Initiative is limited, but will allow for the use of some specific strategies to address the issues described above. These include:

1. A concentrated education and enforcement period during the latter part of the second quarter and throughout the third quarter of the year.

- Officer overtime from May 1 – Oct 15 to provide increased visibility and presence in the West District NRT areas (Park Edge/Park Ridge; Hammersley/Theresa/Bettys; Balsam/Russett; Allied). These efforts will include foot patrol, bike patrol, traffic enforcement and limited drug enforcement initiatives.
- Presentations from CPGU to neighborhood associations and other groups in the NRT neighborhoods and MMSD.
- Property Assessments in specific neighborhoods by MPD and building inspection personnel. Individual properties will be evaluated for both building inspection issues as well as for CPTED (crime prevention through environmental design) issues. Results of the evaluations and recommendations for improvement will be shared with property owners/managers.

2. Targeted patrol in areas of high numbers of service calls.

- Increased officer presence in specific response to crime trends or specific incidents creating neighborhood concerns.

3. Relationship building with residents in those areas.

- Continued MPD interaction with NRT’s for input on neighborhood priorities/issues. Issues/problems that call for a broader approach (beyond police/enforcement) will be brought to the appropriate NRT for action.
- More focused MPD communication efforts with residents and neighborhood associations encompassing the NRT areas (Allied; Meadowood; Prairie Hills; Park Ridge). These efforts will seek to provide timely information to residents and obtain feedback/input from citizens on neighborhood issues.
- Continued MPD outreach to NRT areas (Mounted Patrol; K9; etc.), including attending relevant neighborhood meetings and functions as appropriate.

4. Coordination with landlords and an emphasis on targeted properties with high numbers of calls over a sustained period of time.

- Focused building inspection efforts in NRT neighborhoods, including after-hours building inspection efforts.
- Offering landlord training through the Apartment Association of South Central Wisconsin (AASCW) to property owners from NRT neighborhoods. AASCW will provide the training, and Safety Initiative funds will be used for training materials.
- Use of nuisance abatement process to address specific properties if warranted.

5. Targeted intervention/prevention of gang and drug activity, especially as it pertains to youth.

- Home visits to gang members/leaders by CPGU, ERO and WPD personnel.
- Officer overtime to provide a uniformed presence on specific Madison Metro bus routes. The routes to be focused on will those taking students home after school. Many neighborhood disturbances begin on the buses, and providing early intervention on the bus routes may reduce subsequent levels of disorder.
- CPTED evaluations in NRT neighborhoods. MPD officers will evaluate certain areas to determine if physical changes to the environment (improved lighting, tree trimming, etc.) might reduce opportunities for crime and disorder. Specific requests and recommendations will be forwarded to the appropriate City agency.

Approximate breakdown for use of funds:

Category	Amount	Comments
Officer Overtime	\$28,000	Approximately 450 hours of officer overtime, projected use: High-visibility patrol: 324 hours CPGU Presentations: 8 hours Madison Metro Bus Routes: 70 hours CPGU Home Visits: 16 hours Outreach to NRT Neighborhoods: 16 hours CPTED in NRT Neighborhoods: 16 hours
Building Inspection Overtime	\$1,500	Overtime for building inspectors to provide targeted inspection efforts – including nighttime inspections – to NRT neighborhoods.
Landlord Training	\$500	Supplies for landlord training provided by AASCW

Note that these funding projections are approximate, and could change during the year based on operational needs.

In addition to the overtime efforts described above, MPD will continue to dedicate a full-time neighborhood officer to the Theresa/Hammersley/Bettys area, two full-time neighborhood officers to the Allied Drive area, and a part-time liaison officer to the Balsam/Russett area. Other district resources, including the West District Community Policing Team and the West District Crime Prevention/Gang Unit Officer will also assist in these efforts.

Note that some of the activities will take place outside the geographic NRT areas (home visits, Metro buses, etc.) but are expected to have a positive impact on activity within the NRT areas. Some of these efforts (such as CPGU home visits) have been done previously, and will be continued as part of this plan. Others (such as having officers ride Metro buses) have not been done previously.

Measuring success is always a challenge with this type of effort, given the complexity of the problems and the difficulties in quantifying improvement. However, we can establish some benchmarks to use in evaluating our efforts later in the year:

Area of Focus	Benchmark(s)
Police visibility in NRT areas	<ul style="list-style-type: none"> • Have we provided increased high-visibility patrol to the NRT areas? • Have we utilized other visibility strategies as well (bikes, Mounted Patrol, etc.)? • Have we engaged in specific enforcement efforts in the NRT areas? • Have we focused MPD resources in areas in specific response to crime trends/spikes (hot spots)?
Youth disturbances and disorder related to specific Metro bus routes	<ul style="list-style-type: none"> • Have we provided a visible police presence on specific Metro bus routes? • Have we seen a reduction in disturbances in/around the NRT areas?
Nuisance properties	<ul style="list-style-type: none"> • Have we monitored the NRT areas for nuisance properties and intervened when appropriate? • Have we utilized building inspectors to provide intensive inspections in NRT areas? • Have property owners responsible for problem locations improved their property management practices?
Educating community members on gang issues	<ul style="list-style-type: none"> • Has the CPGU provided training/presentations to community groups? • Have attendees found the training/presentations beneficial?
Improved communication efforts between MPD and residents in NRT areas	<ul style="list-style-type: none"> • Have MPD personnel regularly attended neighborhood association meetings? • Have WPD command staff appeared at neighborhood association meetings to solicit resident input/feedback? • Have WPD personnel improved the information provided to neighborhood associations/residents?
Educating property owners on proper management techniques and CPTED strategies	<ul style="list-style-type: none"> • Have we offered training to landlords in the NRT areas? • Have we evaluated properties in the NRT areas and communicated CPTED strategies to the owners/managers?

MPD personnel involved in overtime activities using Southwest Safety Initiative funds will complete logs documenting their activities. These will be maintained and compiled later in the year to provide an overview of efforts, which will be summarized in a report.