

CITY OF MADISON
INTER-DEPARTMENTAL
CORRESPONDENCE

DATE: January 20, 2011

TO: Noble Wray, Chief of Police

FROM: Richard Bach, Captain of Police

SUBJECT: **2010 Fourth Quarter and Year End Traffic Enforcement Activity Report**

The information provided in this document represents the Madison Police Department's traffic enforcement activity for the fourth quarter of 2010 and the year.

In the fourth quarter of 2010, the Madison Police Department issued 5,108 traffic citations (3,385 citations for hazardous violations and 1,723 citations for non-hazardous violations). Of this total, 1,506 citations (1,084 hazardous and 422 non-hazardous) were issued by the Traffic Enforcement Safety Team (T.E.S.T.). These numbers reflect an 11% increase in the total number of citations issued department wide and a 25% increase in the issuance of overall citations by the Traffic Enforcement Safety Team, when compared to fourth quarter data from 2009. Included in the this data are 1,435 speeding citations issued department-wide during the fourth quarter of 2010, which reflects a 3% decrease when compared to 1,479 citations issued in the fourth quarter of 2009. For the year, 9,039 citations were issued for speeding, which represents a 5% decrease compared to the 9,476 speeding citations issued in 2009. Also represented in the yearly department-wide totals are citations issued to pedestrians and bicyclists for various violations, including 598 citations issued to motorists for failing to yield to pedestrians. In 2009, 258 citations were issued for failing to yield to pedestrians.

The total number of traffic citations issued by the Madison Police Department in 2010 was 25,624, as compared to 24,845 citations issued in 2009. This represents an increase of 3% over the total number of citations issued in 2009. The number of citations issued for hazardous violations in 2010 increased minimally from 2009 (18,004 from 17,965), but the number of citations issued for non-hazardous violations increased approximately 10% (7,620 from 6,880). The Traffic Enforcement Safety Team issued 8,192 citations in 2010, as compared to 6,737 in 2009. This represents an increase of 21% in the total number of citations issued over last year. The number of hazardous violation citations issued by the TEST unit increased by 14% on the year, to 6,490 from 5,659. The number of citations issued by the TEST unit for non-hazardous violations increased 58%, totaling 1,702, up from 1,078 in 2009. In addition, department wide, 1,220 traffic warnings were issued in the fourth quarter. A total number of 4,365 warnings were issued in 2010.

There are several factors which may have positively influenced the citation totals in 2010, as compared to previous years. One of these factors was the adoption of the mandatory insurance law in July of 2010, which has had a significant impact in the number of non-hazardous citations issued by the Madison Police Department. Another factor concerns the availability of additional grant monies that were extended to the Madison Police Department in the first half of the year, which allowed for the scheduling of additional traffic initiatives, specifically, bicycle and pedestrian initiatives. Factors which may have counterbalanced the general increase seen in citation totals on the year, and particularly the fourth quarter, include the closing of the 2010 grant cycle in September, and events impacting staffing, such as significant incidents and dignitary protection (Presidential and Vice-Presidential visits), as well as significant weather events. Despite these influences, members of the Madison Police Department remain cognizant of the overwhelming support traffic enforcement receives from the citizens of Madison, and of the vital role traffic enforcement plays in the safety of our community. The Madison Police Department remains committed to keeping traffic enforcement a priority in 2011.

The Traffic Complaint Hotline (previously known as the Speeders Hotline) received 255 citizen calls during the fourth quarter of 2010. 122 warning letters were sent as a result of these reported violations. For the year, 1,133

citizen calls were received, and 535 warning letters sent. For the fourth quarter, Crossing Guard observations resulted in 609 warning letters being mailed and 43 citations issued. For the year, Crossing Guard observations resulted in 2,387 warning letters being mailed and 140 citations issued. Complaints involving the Boom Car Ordinance resulted in the issuance of 1 citation and five warnings for the year.

Twelve traffic enforcement overtime grant initiatives were scheduled for the fourth quarter of 2010. The relatively small number of initiatives was largely due to the close of the 2010 grant cycle in September, and to the delay in waiting for approval for the funding of the 2011 grants. The twelve grant initiatives conducted were coordinated through the Department of Transportation, Bureau of Transportation Safety, and focused on impaired driver (OMVWI), excessive speed and pedestrian safety. These initiatives resulted in 193 citations being issued.

In the fourth quarter of 2010, Traffic Specialists investigated 5 significant traffic crashes resulting in death to five individuals. Four of these crashes involved pedestrians. Driver use of alcohol was not determined to be a factor in any of these crashes. For the year, Traffic Specialists investigated 19 significant traffic crashes. Ten fatalities resulted from these crashes. Nine people suffered serious injuries as a result of these crashes. Alcohol was determined to have been a factor in six crashes.

Please refer to the attachments for further details.

MADISON POLICE DEPARTMENT
TRAFFIC ENFORCEMENT ACTIVITY -- QUARTERLY REPORT -- (2008-2010)
FOURTH QUARTER

HAZARDOUS VIOLATIONS	1st QUARTER			2nd QUARTER			3rd QUARTER			4th QUARTER			END OF YEAR TOTALS		
	2008	2009	2010	2008	2009	2010	2008	2009	2010	2008	2009	2010	2008	2009	2010
OMVWI (A)	198	198	202	210	197	174	194	176	174	169	147	149	771	718	699
OMVWI (B)	161	158	138	152	146	121	142	134	125	123	104	110	578	542	494
RECKLESS	10	18	13	36	20	17	32	26	17	15	11	18	93	75	65
SPEEDING	1223	2114	2517	1779	3085	2862	2038	2798	2225	1684	1479	1435	6724	9476	9039
STOP & GO	349	397	332	312	355	325	370	336	281	356	261	258	1387	1349	1196
ARTERIAL	155	137	140	142	146	199	211	194	160	107	86	78	615	563	577
PASS/TURNING MVMT	168	167	160	144	183	172	174	135	173	161	143	141	647	628	646
DEVIATING	50	84	70	59	78	80	83	69	87	63	59	67	255	290	304
WRONG WAY	49	81	103	86	232	190	93	96	224	72	47	143	300	456	660
ALL OTHERS	52	74	51	77	82	77	90	72	63	42	46	32	261	274	223
RIGHT OF WAY (M.V.)	274	299	292	238	306	244	242	220	259	324	278	240	1078	1103	1035
RIGHT OF WAY (PED.)	13	26	79	30	63	193	92	128	236	32	41	90	167	258	598
FAILURE TO CONTROL	252	194	133	53	79	95	101	78	103	168	138	174	574	489	505
FOLLOW TOO CLOSE	167	169	177	137	201	214	175	231	252	212	260	220	691	861	863
INATTENTIVE	139	152	173	155	184	195	231	200	229	170	157	184	695	693	781
UNSAFE BACKING	31	32	35	19	21	32	33	30	25	26	25	22	109	108	114
DR. SIGNAL	0	0	2	0	1	0	1	1	0	1	0	0	2	2	2
BIKE/PED	8	12	47	15	19	81	74	28	51	14	21	24	111	80	203
TOTAL HAZARDOUS	3,299	4,312	4,664	3,644	5,398	5,271	4,376	4,952	4,684	3,739	3,303	3,385	15,058	17,965	18,004
NON-HAZARDOUS VIOLATIONS															
DL/VEH REG	1055	1424	1440	1248	1561	1307	1464	1517	1383	1017	1053	1090	4784	5555	5220
VEH EQUIP	97	206	317	141	281	351	142	297	224	126	181	157	506	965	1049
HIT AND RUN	64	81	87	79	84	84	80	75	93	67	48	76	290	288	340
ALL OTHERS	19	23	25	34	25	95	48	15	491	8	9	400	109	72	1011
TOTAL NON-HAZ	1,235	1,734	1,869	1,502	1,951	1,837	1,734	1,904	2,191	1,218	1,291	1,723	5,689	6,880	7,620
TOTAL VIOLATIONS	4,534	6,046	6,533	5,146	7,349	7,108	6,110	6,856	6,875	4,957	4,594	5,108	20,747	24,845	25,624

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MADISON POLICE DEPARTMENT
TRAFFIC ENFORCEMENT ACTIVITY -- TEST -- QUARTERLY REPORT -- (2008-2010)
FOURTH QUARTER

HAZARDOUS VIOLATIONS	1st QUARTER			2nd QUARTER			3rd QUARTER			4th QUARTER			END OF YEAR		
	2008	2009	2010	2008	2009	2010	2008	2009	2010	2008	2009	2010	TOTALS		
OMVWI (A)	0	1	0	1	0	1	0	1	0	0	1	1	1	3	2
OMVWI (B)	0	0	0	1	0	1	0	1	0	0	1	1	1	2	2
RECKLESS	0	0	0	0	1	1	0	0	0	0	0	0	0	1	1
SPEEDING	545	1193	1813	705	1582	1572	681	1293	1087	786	905	909	2717	4973	5381
STOP & GO	18	39	24	19	30	35	29	61	41	32	33	22	98	163	122
ARTERIAL	23	20	18	3	10	38	3	25	25	6	8	11	35	63	92
PASS/TURNING MVMT	10	18	14	6	20	9	11	14	6	9	4	5	36	56	34
DEVIATING	0	1	3	0	1	2	1	2	1	0	1	0	1	5	6
WRONG WAY	12	31	38	9	84	143	13	28	88	25	12	69	59	155	338
ALL OTHERS	0	5	0	0	1	2	0	2	0	0	1	1	0	9	3
RIGHT OF WAY (M.V.)	28	23	58	33	53	39	23	33	47	42	31	19	126	140	163
RIGHT OF WAY (PED.)	0	9	42	7	6	108	18	50	120	5	6	43	30	71	313
FAILURE TO CONTROL	6	1	3	3	1	2	2	2	2	3	2	2	14	6	9
FOLLOW TOO CLOSE	0	1	1	0	1	1	0	3	0	0	2	1	0	7	3
INATTENTIVE	0	0	1	3	1	0	0	0	1	0	2	0	3	3	2
UNSAFE BACKING	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0
DR. SIGNAL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
BIKE/PED	0	0	0	0	0	13	0	1	6	0	0	0	0	1	19
TOTAL HAZARDOUS	642	1,342	2,015	790	1,791	1,967	781	1,516	1,424	908	1,010	1,084	3,121	5,659	6,490
NON-HAZARDOUS VIOLATIONS															
DL/VEH REG	83	144	216	70	178	158	87	147	148	89	97	143	329	566	665
VEH EQUIP	28	118	196	35	141	181	49	139	102	52	92	81	164	490	560
HIT AND RUN	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0
ALL OTHERS	3	13	17	0	4	6	2	0	256	1	4	198	6	21	477
TOTAL NON-HAZ	114	275	429	105	324	345	138	286	506	142	193	422	499	1,078	1,702
TOTAL VIOLATIONS	756	1,617	2,444	895	2,115	2,312	919	1,802	1,930	1,050	1,203	1,506	3,620	6,737	8,192

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MADISON POLICE DEPARTMENT

2010 Alcohol (OWI) Enforcement Grant

	*Citations Issued	Warnings Issued	Total
Oct to Dec 2010	56	14	70

2010 Speed Enforcement Grant

	*Citations Issued	Warnings Issued	Total
Oct to Dec 2010	112	20	132

2010 Pedestrian Safety Enforcement Grant

	*Citations Issued	Warnings Issued	Total
Oct to Dec 2010	25	6	31

2010 Bicycle Safety Enforcement Grant

	*Citations and warnings issued (Reported together for bike grant)
Oct to Dec 2010	0

***Various offenses which are reflected in the Department quarterly totals.**

Madison Police Department

2010 Fourth Quarter - Warning Totals (Stop Card and Written)

	Central	East	North	South	West
Oct to Dec 2010	247	134	270	347	222

Madison Police Department

2010 Traffic Complaint Hotline Quarterly Totals - Fourth Quarter

	Citywide calls	Letters Sent	Recorded	Total Calls by District				
				West	East	South	North	Central
Oct to Dec 2010	255	122	133	127	26	33	22	47

Calls under "Recorded" are kept in a database for each district to view complaint areas. These calls are either general speeding complaints for certain streets or calls where there was not enough information available to send out a letter. General complaints are also forwarded to each district as they come in.

2010 Citizen Complaint Boom Car Ordinance Totals - Fourth Quarter

	Citations	Warnings	Total
Oct to Dec 2010	0	1	0

Warning letters/Violation letters sent: 10/1/2010 - 12/31/2010	West	East	South	North	Central
Failure to Stop for Crossing Guard – warning	43	3	18	0	0
Failure to Stop for Crossing Guard – citation	22	4	16	0	0
Failure to stop for school bus w/red lights-warning	3	0	0	0	0
Failure to stop for school bus w/red lights-citation	1	0	0	0	0
Failure to stop for emer vehicle at Fire Station-warning	0	0	0	0	0
Failure to stop for emer vehicle at Fire Station-citation	0	0	0	0	0
Driving against traffic	1	0	19	0	0
Drop off in “No Stopping, Standing, Parking” zone	9	58	11	4	5
Excessive speed in school zone	97	1	15	9	3
Excessive speed in school zone w/children present	14	4	6	8	10
Failure to observe posted “STOP” sign	18	3	45	12	0
Failure to stop for clearly marked red stop light	4	0	35	0	0
Failure to yield to pedestrian in a crosswalk	1	0	0	0	0
Mid-block or unsafe U-turn in a school zone	16	27	2	1	0
Parking in a “No Parking” zone	12	32	6	2	2
Parking too close to a crosswalk, less than 15 feet	1	0	0	0	0
Stopping on/blocking marked crosswalk	0	8	8	0	1
Unsafe drop off of a child in the middle of the street	4	2	0	1	0
Miscellaneous	1	0	15	0	0
Total Warnings / Violations by district*	247	142	196	37	21
Total Warning letters/Violation letters sent*	237	142	176	37	17
# of Adult School Xing Guard locations in the district	18	8	10	11	2
# of Schools served by Xing guards in the district	16	7	7	8	2

All letters sent are “warnings” as reported by Adult School Crossing Guards and/or ASCG Supervisors unless specifically listed as “citation” in which case a ticket was issued and mailed for the listed violation.

**SCHOOLS SERVED BY CROSSING GUARDS
WITHIN EACH DISTRICT:**

* Total warnings/violations may be higher than total letters sent if two or more violations are reported for the same driver/vehicle but one letter is sent showing both violations.

WEST	EAST	SOUTH	NORTH	CENTRA
Crestwood	Allis	Wingra	Emerson	Marquette
Falk	Elvehjm	Blssd	Gompers	OKeefe
Huegel	Glendale	Edgewoo	BlckhwkM	
Midvale	Hawthor	Randall	Lakeview	
Queen of	Kennedy	Lincoln	Lindberg	
Van Hise	Schenk	Franklin	Lowell	
Hamilton	Whitehor	Leopold	Mendota	
John Muir			Sandburg	
Jefferson				
Memorial				
Orchard				
Toki M.S.				
St. Maria				
GlenSteph				
Thoreau				
Chavez				