

TO: Noble Wray, Chief of Police
FROM: Lieutenant Stephanie Bradley Wilson
SUBJECT: Third Quarter Activity Report (July-September 2007)
DATE: November 20, 2007

Attached to this summary report is the Madison Police Department's Traffic Enforcement Quarterly Activity Report for the third quarter of 2007 and the Speeders Hotline report.

The Speeders Hotline received 493 calls during the third quarter. Approximately 43% of the calls contained adequate information for 212 warning letters to be mailed.

Total traffic citations issued for the third quarter were 4,771, which includes 3,435 hazardous violations and 1,336 non-hazardous violations. The three-year average (2005-2007) for the third quarter is 5,091.

The Madison Police Department concluded its 2007 participation in the WI-DOT alcohol and pedestrian grants, Safe Communities pedestrian grant and the Dane County Sheriff Office SMART grant (focused on Highways 12 & 18 (Beltline Hwy). Overtime enforcement funding for 2008 will be determined later this year.

As a continuation of the 2006 Aggressive Driving grant from WI DOT, Madison Police partnered with WI-AAA and Midwest Family Broadcasting to conduct a media campaign focus on changing driver behavior on the Beltline. WI-AAA sponsored a billboard with a golf theme message "Aggressive Driving belongs here... not on the Beltline. Midwest Family Broadcasting featured traffic radio spots with officers from Madison Police, Dane County Sheriff Office and Middleton Police encouraging motorists to slow down on the Beltline. The radio spots were also featured on La Movida radio.

WI-AAA invited MPD to participate in the announcement of their ICE (In Case of Emergency) Project. The project encourages drivers to place the ICE card in a conspicuous site within their vehicle. If their vehicle is involved in a crash or other type of incident and the driver is not available, officers will know to look for the card for emergency contact information.

TEST officers, along with patrol officers received media coverage for their pedestrian enforcement efforts in the Hilldale area as well as other areas of the City. The "Duck Project" received high praise from many residents in the Hilldale neighborhood and provoked a number of comments from citizens on the Channel 3000 website. In August, officers also participated in the national alcohol mobilization efforts and a local Stop on Red campaign conducted by Safe Communities.

Between July and August 2007, Traffic Specialists have investigated 13 serious or fatality crashes. Of the 13 crashes, 8 were fatal crashes that involved 2 motorcyclists, 2 pedestrians, 1 moped rider and the remainder motor vehicles. Alcohol impairment was involved in five of the fatality crashes.

Officers received video training on three changes of motor vehicle law relating to Hit & Run Owner Liability; Increased penalties for Operating Without A License, Operating After Suspension, Operating After Revocation and Failure to Yield-Causing Injury. The changes to Hit & Run-Owner Liability makes it possible for patrol officers to complete follow-up investigations and to send a citation by certified mail if after two documented attempts the owner can't be contacted. The changes regarding the other motor vehicle laws listed relate to enhance penalties for the violations.

Additional MPD traffic safety activities include continued traffic enforcement by the Community Policing Teams from citizen complaints, information disseminated in all the monthly District newsletters about the September Stop on Red Campaign and Back to School Safety Awareness, the quarterly staffing of Victim Impact Panel, and the Teen Driving class.

CC: A/Chief Davenport, A/Gaber, Captain McLay and District Captains