



# MILWAUKEE POLICE DEPARTMENT

## STANDARD OPERATING INSTRUCTION

### TRAFFIC SAFETY UNIT

**ISSUED:** March 22, 2021

**EFFECTIVE:** March 22, 2021

**REVIEWED/APPROVED BY:**

Inspector Willie Murphy

**DATE:** February 23, 2021

**ACTION:** Creates SOI

**WILEAG STANDARD(S):** NONE

#### **I. PURPOSE / POLICY**

The Traffic Safety Unit is committed to a community partnership with the goal of creating a safer Milwaukee by enforcing traffic laws (Enforcement), educating and partnering with the community in solving traffic problems (Education), and recommending traffic-engineering changes (Engineering).

#### **II. OBJECTIVES**

- A. Deter and reduce aggressive driving and traffic accidents by enforcing traffic laws through the use of citations, arrests and vehicle towing when applicable.
- B. Deter and reduce aggressive driving through the use of high-visibility enforcement.
- C. Implement public media campaigns to stigmatize aggressive driving and alert the public on the dangers of reckless and aggressive driving.
- D. Educate the public on the dangers of reckless driving through community meetings, informing citizens of the dangers of reckless driving during traffic stops, and creating educational signs to deter aggressive driving.
- E. Partner with the Department of Public Works (DPW) to identify streets and intersections where engineering projects could be implemented to improve traffic safety (e.g., stop lights/signs, painted cross walks, speed limits).

#### **III. PERSONNEL ORGANIZATION**

- A. The Traffic Safety Unit is located within the Specialized Patrol Division (SPD) of the Milwaukee Police Department and will consist of police officers, police sergeants and a traffic analyst.
- B. The Traffic Safety Unit is broken down into the following positions and responsibilities:
  - 1. Traffic commander will be staffed by the on duty shift commander and will command and supervise all members assigned to the unit. They will be responsible for selecting the personnel, coordinating training, procuring equipment for the unit and developing applicable policies and procedures.

2. Traffic safety supervisors will be staffed by police sergeants, who will prepare and coordinate staffing, daily/weekly deployment plans, and all day-to-day unit operations. This position will also be responsible for conducting administrative and operational annual reviews. In the absence of a traffic safety supervisor, a Motorcycle Unit supervisor will assume the supervision duties.
3. Quality control supervisor, which will be staffed by a police sergeant (who is not assigned to the Traffic Safety Unit) to manage the audits of the Traffic Safety Unit's data and reports.
4. Traffic safety officers who will be responsible for enforcing traffic safety laws and providing education to the public to ensure the safety of the community.
5. Traffic safety community officer, which can be staffed by any member of the Traffic Safety Unit, to coordinate and communicate with stakeholders interested in traffic safety issues in and around the City of Milwaukee. The position will be responsible for participating in the Milwaukee County Safety Commission meetings, partnering with the MPD Safety Director and participating at district community meetings.
6. Training coordinator, which will be responsible for developing annual training goals and objectives for members, development and coordination of all training provided to members, and maintenance of all training records and related documents.
7. Traffic analyst, which will be staffed by a civilian crime analyst. The analyst will be responsible for providing analytical support, coordinating efforts with supervisors to make data-driven decisions, managing and operating the real-time Traffic Management Center, and maintaining proper licenses and updates to any analytical software.

#### **IV. EQUIPMENT**

- A. The Traffic Safety Unit will be assigned squad cars, a traffic management vehicle with FotoKite, and shall be responsible for the department's speed boards, stationary message boards portable message board, and traffic safety equipment assigned to each officer (e.g., traffic vests, traffic wands, Guardian Angel).
- B. Police squad cars shall be equipped with emergency lights, siren, camera, radio, traffic laser (LiDAR), and computer and printer. The squads shall be outfitted with other equipment and supplies necessary to conduct police business (e.g., First Aid-Kit, fire extinguisher).
- C. The traffic management vehicle shall be equipped with a FotoKite tethered camera. The traffic management vehicle will be used to show high visibility police presence and can also be deployed to stream live traffic video back to the Traffic Management Center.
- D. Speed boards that can be placed throughout the city to show speeds of passing vehicles, show enforcement zones, display public safety messages and help deter speeding and aggressive driving.

- E. Stationary and portable message boards that will be used to show high visibility police presence in an identified area. The boards will also be used to convey messages to citizens from public information campaigns.
- F. Each officer will be assigned equipment related to traffic safety including but not limited to Hi-Vis traffic vests, traffic wands, Guardian Angel, and other equipment that may be deemed necessary.

## **V. TRAINING**

- A. The training coordinator will be responsible for coordinating the proper training for all members assigned to the Traffic Safety Unit. The training coordinator shall develop annual training goals and objectives, and maintain all training records and related documents.
- B. Members of the Traffic Safety Unit will review and refer to SOP 085 Citizen Contacts, Field Interviews, Search and Seizure with a focus on SOP 085.30 Vehicle Contacts.
- C. The respective training sessions necessary for members shall include, but are not limited to:
  - 1. Proper use of TraCS
  - 2. Traffic Safety Unit Equipment (traffic wands, Guardian Angel lights, etc.)
  - 3. Traffic Safety Speed Boards
  - 4. Traffic Safety Message Boards
  - 5. Critical Response Vehicle Operation

## **VI. TRAFFIC MANAGEMENT CENTER**

The Traffic Management Center will provide real time intelligence and information and be located within SPD. It will contain a live video feed, CAD data, traffic deployment maps and internal dashboards. The Traffic Safety Unit will utilize the Traffic Safety Unit SharePoint site, analytical dashboards and any other information that can support situational awareness and data-driven decision-making.

## **VII. UNIT DEPLOYMENT PLAN**

- A. The Traffic Safety Unit sergeants will create weekly and strategic data-driven deployment plans based on a Data-Driven Approaches to Crime and Traffic Safety (DDACTS) analysis, aldermanic complaints, citizen complaints, police district complaints, and other information that may be available to identify problem areas.
- B. Traffic complaints taken by the respective district shall be entered by the member receiving the complaint into the Traffic Safety Unit's SharePoint site. Traffic Safety Unit sergeants will incorporate district-level complaints into their weekly deployments.

- C. Traffic Safety Unit deployments will work in conjunction with the current Reckless Driving Reduction Initiative (RDRI) deployments. Joint operations will be conducted to ensure that the department is maximizing its effort towards traffic safety.
- D. Traffic Safety Unit officers will monitor the talk groups for the district in which they are assigned for each deployment. Traffic officers are solely responsible for traffic enforcement and are not to be dispatched to any other calls for service except for reckless driving CAD calls.

## **VIII. WEEKLY DEPLOYMENT PLAN AND TACTICS**

- A. Weekly deployments will include a variety of tactics used to help reduce aggressive driving and traffic accidents.
- B. The respective tactics include, but are not limited to:
  - 1. Focused enforcement within and around a traffic safety hotspot through the use of traffic citations, arrests and vehicle towing when applicable.
  - 2. Centipede-style enforcement where multiple officers are strategically placed along a stretch of road to enforce traffic laws on drivers who increase their speed after passing the initial officer they encounter.
  - 3. High visibility enforcement through the use of the traffic management vehicle and the deployment of the FotoKite (tethered camera). The FotoKite will act as a high visibility deterrent while also providing an aerial view to officers, who can call out potential reckless vehicles approaching the area.
  - 4. Ghost vehicles, or unmanned marked squad cars, will be placed in specific areas to show police presence and deter aggressive driving without utilizing police officers. This will help increase police presence and enforcement without having to increase staffing levels.
  - 5. Deployment of speed boards to identify areas to act as a visible deterrent and to educate drivers on their current speed, which may encourage them to slow down. Speed boards will also capture data on a location for further analysis and review. Message board deployment will be strategic and will display messages similar to “You are entering a traffic enforcement zone” or “Slow Down, Pedestrians Ahead”.

## **IX. STRATEGIC DEPLOYMENT PLANS AND TACTICS**

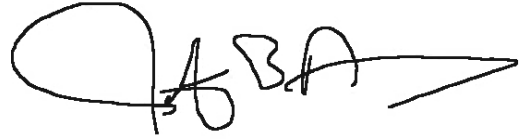
- A. The Traffic Safety Unit commander shall create traffic safety plans that involve recommendations to DPW to create engineering solutions to increase traffic safety (e.g., signs, lights, painted cross-walks). The plan will also include different public information campaign suggestions to educate and alert the public.
- B. The respective tactics include, but are not limited to:

1. Install and/or fix traffic lights and stop signs at identified intersections.
2. Create protected bike lanes to reduce speeding and protect people on bicycles. This includes repainting current bike lanes for increased visibility.
3. Paint or repaint crosswalks at identified intersections for increased visibility.
4. Installation of signs or message boards telling drivers they are entering a speed enforcement zone or congested traffic area.
5. Create and/or update pedestrian islands to provide safe harbors for people walking. This also includes clearing snow off of the pedestrian islands at identified locations during the winter months.
6. Signal retiming to a lower speed limit.
7. Reduce the width of travel lanes on identified streets. Wide lanes send a message to drivers to increase speed.
8. Recommendations for areas where traffic circles, roundabouts, speed humps, raised crosswalks, bikes lanes, and other traffic calming devices will be beneficial.
9. Ban right-on-red turns at dangerous intersections (drivers, busy watching for other cars, often do not see pedestrians and bicyclists crossing the street on green lights).
10. Set-up training programs about pedestrian safety for, police, city officials, citizens and children.
11. Local news media campaign to stigmatize and educate the public on the dangers of aggressive driving. This campaign will also increase the visibility of police enforcement of traffic laws.
12. Social media campaign to stigmatize and educate the public on the dangers of aggressive driving. This campaign will also increase the visibility of enforcement of traffic laws.
13. Community meetings to engage and work with the public on traffic safety issues within the City of Milwaukee. These meetings can be an opportunity for information gathering about problem areas and a brainstorming session about other techniques that can be implemented.

## **X. REVIEW**

The Traffic Safety Unit supervisor and the traffic commander will be responsible for conducting a quarterly review. This review will examine crime and traffic statistics to identify any positive or negative change. This change will help determine if traffic safety has improved within the city of Milwaukee. The review will also evaluate all policies, procedures and tactics used over the course of the year to determine if any changes or additions need to be made to improve the unit's effectiveness. In addition, all major events or incidents that

occurred over the year will also be examined and evaluated.

A handwritten signature in black ink, appearing to read 'JBN' with a stylized flourish extending to the right.

JEFFREY B. NORMAN  
ACTING CHIEF OF POLICE

JBN:mfk