

Operation: Code R.E.D.

Responsible Entertainment Deployment

Ensuring Order and Public Safety in
District One's Entertainment Zones

MKE Stats

- 2010 Census showed +1.3% population increase between 2000-2009
 - First pop increase since 1960
- 20.9% of the population is between 20-35
 - HS Class of 2009 was the largest in US hist
- Unemployment in MKE metro area rose to 7.1% in May, 2011
- Tourism: Overnight person-visits est. at 36.1 million
 - Most tourism \$\$ spent in MKE

Crime Stats

- Disorder-related crimes in 2010:
 - 23% of robberies in District One were in or around the entertainment districts
 - 47% of assaults
- Disorder-related crimes of note in 2011:
 - St. Patrick's Day shooting
 - Shots reported fired and gun discarded last weekend

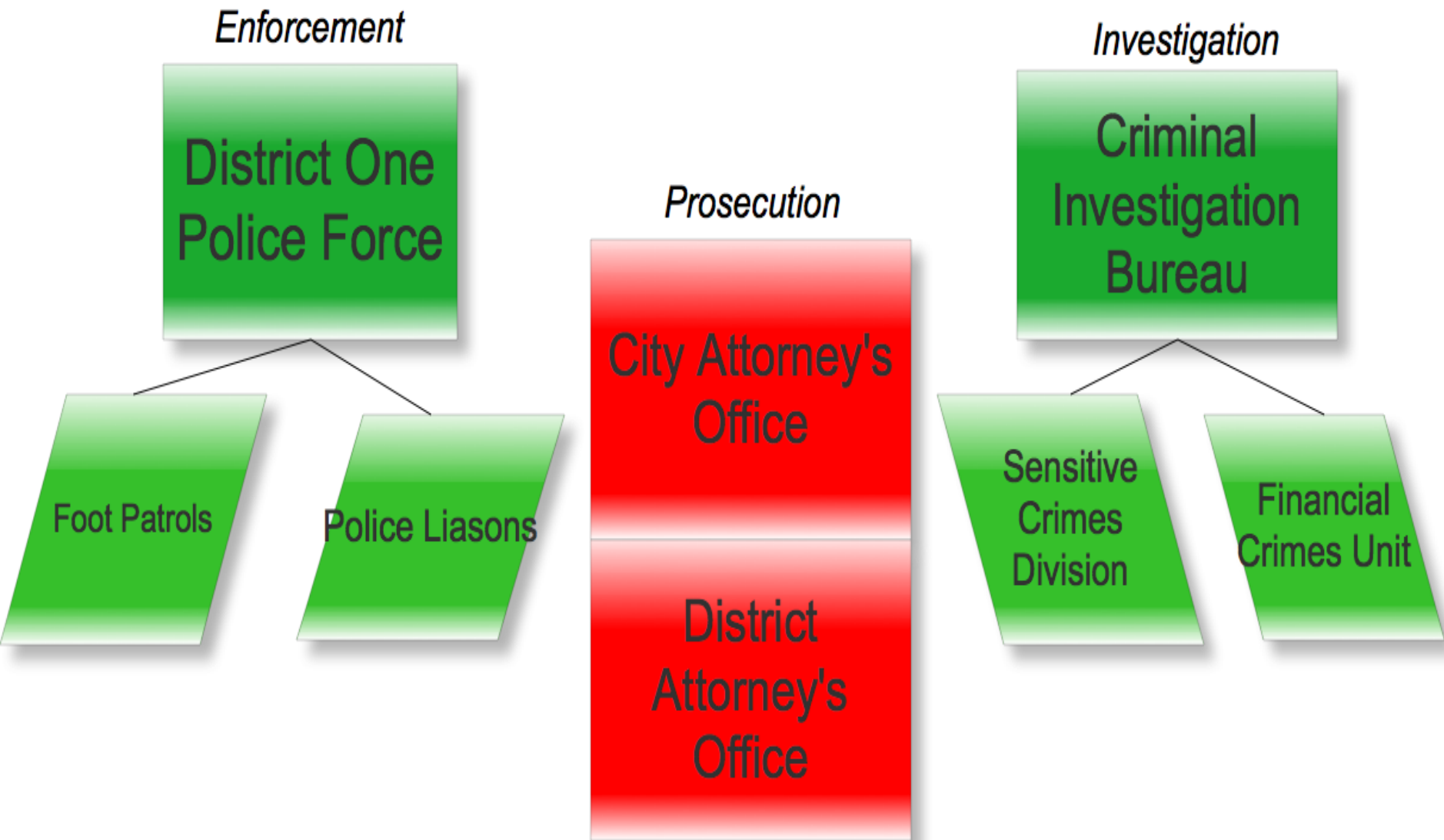
The Police Response

- Current response: “reactive, costly, time consuming, and risky” (RHI review)
- Disorder creates opportunity for violent crime, has serious cumulative effect
- Now, spillover from unmanaged taverns to harm legit participants in nightlife economy
- Victims: citizens and MKE business owners, nightly

RHI on Public Safety

- **Assessment:** to achieve functional entertainment zones and efficient police response, “[MKE] will need to adopt a *proactive* approach...with an new eye toward the nighttime economy”
- **Recommendation:** create a public safety roundtable to form a proactive, objective system
 - Utilize data to understand and solve problems
 - Prepare officers for entertainment zone partnership
 - Includes: assignment to entertainment zones, training on applicable regs
 - Expand late-night safety partnerships
 - Change licensing systems so enforcement is consistent

District One's Solution



the “market” for disorder in an effort to give macro-strategy, aimed at the underlying conditions, a greater opportunity for success.

Code RED: Increasing Risk and Effort for Disorder Causers

<u>Police Response</u>	<u>Result</u>
Increased police presence	Deflect potential offenders; make potential victims safer
Full enforcement of nuisance, loitering, and traffic laws	Set examples for other problem-causers; maintain order
Monitoring crowds and facilitating ped. traffic flow	Reduces anonymity of potential offenders
Intelligence and information gathering	Disrupt markets; create expertise in law enforcement

Next Steps: Reducing Rewards and Opportunity for Disorder

- Harden the targets
 - Create zone-customized crime prevention strategies
 - Generate specific requests to non-police helpers (e.G. Common council)
- Mobilize stakeholders
 - Share burden with non-law-enforcement actors
 - Extend guardianship
 - Facilitate self-monitoring and policing
- Set clear expectations
 - Posted signs
- Neutralize conditions for aggression
 - Work with bar owners to create cleaner, more comfortable conditions for patrons
 - Promote the flow of traffic
 - Immediate response to aggressive behavior on public streets and sidewalks
- Create formal and natural surveillance

Measures of Effectiveness

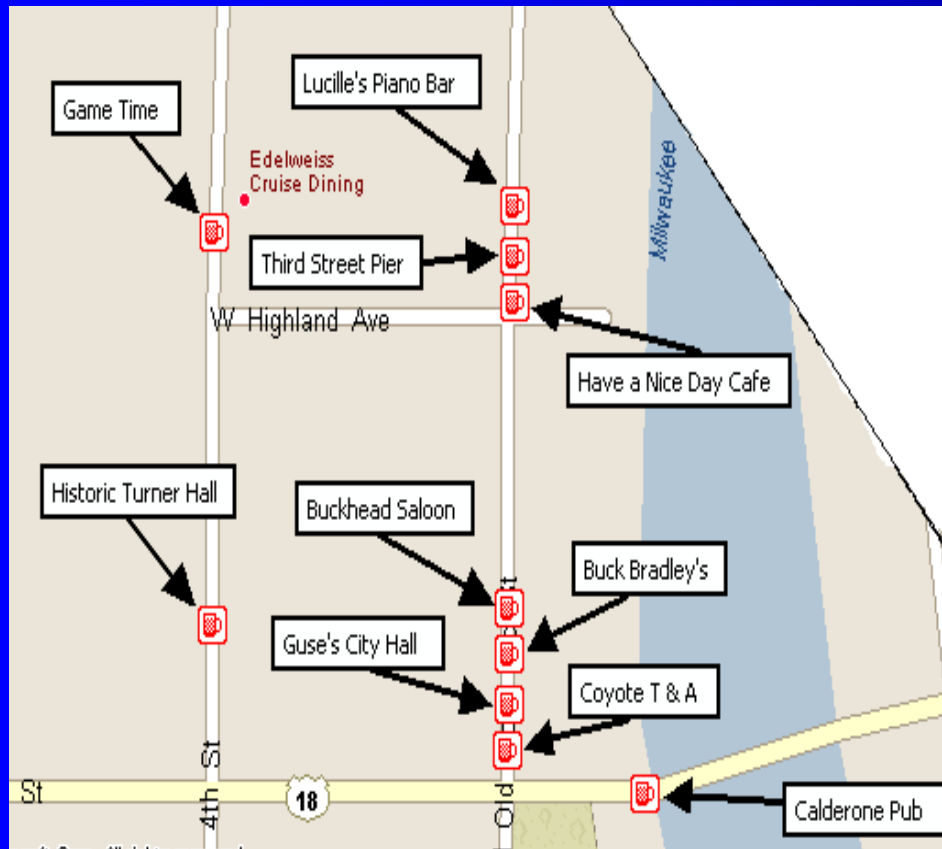
- Public and offender perception of safety
- Reduced real number of assaults, robberies, gun-related intimidation
- Increased calls for service and arrests for prostitution, cruising, loitering
- Increased profitability of bars in target areas, merchant perception of profitability
- Reduced number of problem locations

Code RED Staffing

- Patrol Officers
 - Selected nightly from a pool of 30+
 - Shift: 8:00pm-4:00am
- Motorcycle Officers
 - 6 roving patrols (2 on Thurs., 6 on Fri. and Sat.)
 - Shift: 5:00pm-1:00am Reg., 1:00am-4:00am OT (as needed)
- Horse Officers
 - 2-3 roving patrols
 - Shift: 4:00pm-12:00am Reg., 12:00am-4:00am OT (as needed)
- PPS
 - Used as extra, when needed

Zone 2

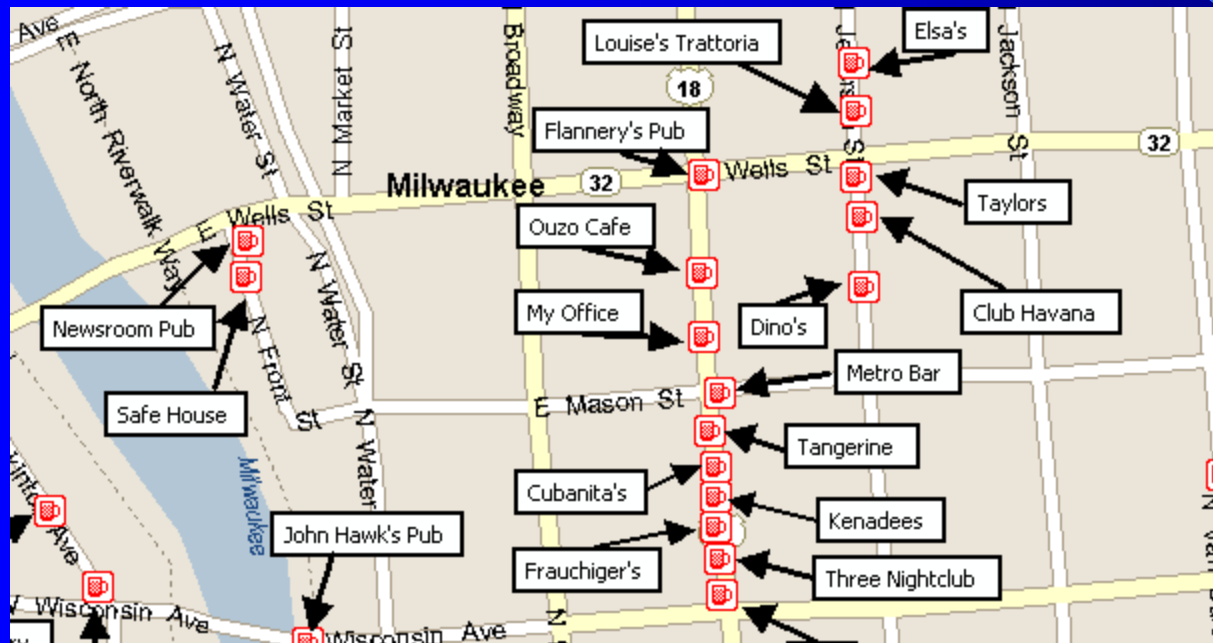
1200 N. Old World Third Street



- Shift Days: Friday and Saturday
- Zone capacity: 6,291
- 2 Officers
 - Foot patrol
 - OT Officers
- Supervised by Early Shift Lieutenant

Zone 3

600 N. Water Street—500-800 N.
Milwaukee Street



- 2 Foot Patrols on Duty

- One of experienced ambassadors:

- Bogust
- Helminiak

- One OT Officer

- Supervised by Late Shift Lt.

- Shift Days: Friday and Saturday

42 Tavern Licenses/43 Total Bev. Licenses

- Zone Capacity: 6,186

Zone 4

700-1400 E. Brady



- Shift Days: Thursday, Friday, and Saturday
- Zone Capacity: 2,020
- 2 Foot Patrols on Duty
 - Fjeld (exp. ambassador)
 - Ferrell (exp. ambassador)
 - OT Officer
- Supervised by Late Shift Lieutenant

Zone 5

1700-2000 E. North Ave.

- Shift Days: Thursday, Friday, and Saturday
- 3 OT Foot Patrols
- Supervised by Late Shift Lieutenant



Zone 6

Third Ward

- Shift Days: Friday and Saturday
- Zone Capacity: 5,939
- 2 Park and Walk Officers
 - 2 one-person cars
 - 2 OT Officers
- Supervised by Late Shift Lieutenant



25 Tavern Licenses/29 Alcohol Beverage Licenses

Special Investigative Support

- Placed-based, micro-level response to significant contributor and sustainer of disorder
- Est'd relationship b/t prostitution and violent crime
 - In D1, also lure for financial, property crimes
- Discrete, surgical operations
 - Good for stakeholder relationships
 - Offender information gathering

SIS: Enforcement Ops

- Intelligence gathering, target ID
- UC operations
 - Pimps, prostitute, Johns
- Relentless follow up of derivative crimes
- Public Messaging

Public Safety Roundtable

