

LRB-FISCAL REVIEW SECTION ANALYSIS

JANUARY 22, 2001 AGENDA
PUBLIC SAFETY COMMITTEE

ITEM 9, FILE 001388
Dr. MICHAEL BONDS

This file authorizes the Milwaukee Police Department to renew its Operation Ceasefire Program Grant from the Department of the Treasury, Bureau of Alcohol, Tobacco, and Firearms in the amount of \$135,221 with a city share of \$57,221 and a grantor share of \$78,000.

Background

1. This project is modeled after a program titled Project Exile implemented in Richmond Virginia in 1997. Under Project Exile, armed criminals were referred to federal court for prosecution rather than to local court. In federal court, armed criminals were given swifter and harsher sentences than those provided at the local level. This program resulted in a decrease in the number of murders and violent crimes committed in Richmond.
2. The 2000 Budget created the Handgun Violence Media Campaign Special Purpose Account for a public education programming related to firearm violence. The intent of the program is to conduct a public education campaign through radio and television advertising, billboards or business cards, etc. on the consequences of using firearms in the commission of crimes.
3. Several other cities (Buffalo, New York, Oakland, etc.) have developed similar anti-firearm media campaigns and have witnessed decreases in their crime rates.
4. In December 1999, File 991369 was approved that authorized the Comptroller's Office to issue a check payable to the Safe and Sound Program: Ceasefire Education Fund for \$50,000. The Safe & Sound program has agreed to work with the Operation Ceasefire Project for the purpose of accepting donations for this public education program.
5. The City of Milwaukee developed a Handgun Violence Media Campaign called Project Ceasefire, beginning January 2000. The goal of the program is to make people aware via public education about the consequences of using firearms in the commission of crimes.
6. The City of Milwaukee has several partners: State of Wisconsin and the Safe & Sound Program involved with this antifirearm media campaign.
7. The State of Wisconsin appropriated \$150,000 for this initiative for 2000.

Discussion

1. This renewal grant is for \$135,221. It includes a city share of \$57,221 (42%) and a grantor share of \$78,000 (58%).

2. The grant period is from October 1, 2000 to September 30, 2001.
3. The funding will be used mostly to pay for the overtime expenses of personnel involved in this program.

Fiscal Impact

None, the City will be making an in-kind donation to this program.