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FOR INFORMATION CALL

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April 1, 2009

Ald. Bob Donovan  
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## Operation Impact to be Bigger, Bolder in Second Year

*Alderman Donovan Will Launch Year Two of Unique Public-Private Crime Fighting Initiative During News Conference Today With Mayor Barrett, Police Chief Edward Flynn, Students, Residents, Program Funders and Deputy District Attorney*

Building off momentum and successes achieved in its inaugural run in 2008, **Operation Impact** will be better and looking to expand this year, according to its founder, **Ald. Bob Donovan**.

Alderman Donovan will lay out the 2009 version of Operation Impact during a **news conference at 2 p.m. today (April 1) at the gym at Christ St. Peter Lutheran School, 2229 W. Greenfield Ave. Mayor Tom Barrett, Milwaukee Police Chief Edward Flynn, Milwaukee County Deputy District Attorney Jeff Altenburg**, and other supporters and stakeholders will also participate.

The Operation Impact target area is bounded by W. Pierce St. on the north, W. Lincoln Ave. on the south, S. 16<sup>th</sup> Street/S. Cesar Chavez Dr. on the east and S. 38<sup>th</sup> St. on the west – an area considered one of Milwaukee's most ethnically diverse and touching three aldermanic districts. The area is located within the 6<sup>th</sup> Police District.

Last year's first attempt at Operation Impact, which uses donated private resources to flood the target area with beat patrol officers and additional surveillance cameras, was "a big success that inspired people from all levels of society," Alderman Donovan said.

**-More-**

## **Operation Impact Comes Back Strong/ADD ONE**

Amazingly, 36 Block Watch groups have been formed in the target area since the program started in June 2008, he said. “People saw that it (adding additional beat patrols) was working and that the bad guys were put on ice. People will get involved if they think it will make a difference,” he said.

The success has also led to financial support, the alderman said. “Donations poured in and we surpassed our fundraising goal of \$176,000 as people decided they wanted to be a part of a new and innovative crime fighting program – and because they liked having safer and more peaceful neighborhoods,” the alderman said.

This year’s Operation Impact fundraising goal is \$250,000, and if a recent neighborhood fundraising event is any barometer, that goal is within reach, Alderman Donovan said. “That smaller event brought in \$6,800 and it was just regular folks giving \$20 donations – lots of \$20 donations,” he said.

Foundations, corporations and small business owners have also been very supportive, providing generous and steady funding support for Operation Impact, according to Alderman Donovan.

Expanding Operation Impact east of S. 16<sup>th</sup> St. and west into the Jackson Park neighborhood is something Alderman Donovan is looking to in 2009. “The basic recipe and approach is there and is proven to be successful, and I strongly believe it will work in those new areas as well,” he said.

Operation Impact has so far focused heavily on nuts and bolts “broken windows” law enforcement, with officers enforcing all laws and city ordinances, from littering, loud music and traffic violations to prostitution, theft and robbery. The effort was funded primarily with private donations from local businesses and corporations, and in June 2008 the Common Council formally began accepting private donations for police overtime costs that allowed Operation Impact beat patrol officers to scour the targeted area the entire summer of 2008.

Dozens of community agencies and programs have contributed personnel, volunteers and/or resources to Operation Impact, including UMOS, Southside Organizing Committee, Operation Payback, Community Partners, Weed and Seed, Journey House, Layton Boulevard West Neighbors, Weekend Warriors, Milwaukee Christian Center and many others.