
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

September 4, 2012

Ald. Bob Donovan
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Alderman Donovan to announce two crime prevention efforts on city's near south side

An effort on Milwaukee's near south side to provide alley lighting and to supply vehicle owners with a well-known anti-theft device will be discussed by **Alderman Bob Donovan** during a news conference tomorrow.

The news conference at **1 p.m. Wednesday, September 5** (in the bank parking lot at S. Layton Blvd. and W. National Ave.) will feature a joint venture between **Operation Impact** and **We Energies** to install and provide alley lighting in a subsection of the Operation Impact target area. The alderman will be joined at the news conference by representatives of the Milwaukee Police Department, We Energies, as well as neighborhood residents and area business owners.

The alley lighting will be provided in the Silver City neighborhood – from S. Layton Blvd. on the east to S. 39th St. on the west, between W. Pierce St. and W. Greenfield Ave. The Operation Impact area is bounded by W. Pierce on the north, W. Lincoln Ave. on the south, S. 16th Street/S. Cesar Chavez Dr. on the east and S. 39th St. on the west.

Alderman Donovan said he is grateful that We Energies is able to help boost public safety by installing significant lighting that can put much needed light in alleys after dark. "Criminals are cowards and don't like to be seen when they are up to no good, and taking away their ability to conceal themselves is critical," he said.

"We are hoping to expand the alley lighting effort to the entire Operation Impact area during the next few years, and I applaud We Energies for their role to step up and help make our community safer at night," Alderman Donovan said.

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New crime prevention efforts/ADD ONE

“We Energies is pleased to be a part of this important safety effort within our community,” said **Socorro Gonzales**, principal local affairs representative for We Energies.

The news conference will also announce **Operation Join the Club** – an initiative to provide a well-known steering column locking device to those who own vehicles that are most commonly targeted by thieves.

Alderman Donovan said the Milwaukee Police Department assisted with Operation Join the Club by identifying approximately 150 residents in the Silver City and Clarke Square neighborhoods who own vehicles that are most commonly stolen. “We will be announcing during the next several weeks how we will distribute these devices free of charge to the owners, who in turn must only make a commitment to use them,” the alderman said, noting that the idea for the initiative was “borrowed” from the West Allis Police Department.

“If an idea helps reduce crime in Milwaukee, then I say ‘why not take a page out of the West Allis PD’s book,’” Alderman Donovan said.

-30-

NOTE: Operation Impact is a unique public-private initiative that uses donated private resources to flood the target area with foot/bicycle patrol officers and additional surveillance cameras and lighting. Founded by Alderman Donovan, Operation Impact has been effective in quieting neighborhoods and reducing crime – thanks in large part to generous large and small donors.

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