South Side launch of Operation Take It EZ
Milwaukee set for Saturday at Cesar Chavez & Greenfield/Muskego

The Operation Take it EZ Milwaukee anti-reckless driving initiative is set for its South Side launch this Saturday, August 10 at 11 a.m. at the intersection of S. Cesar Chavez Dr. (S. 16th St.) and W. Greenfield/W. Muskego Aves. There will be activities to mark the intersection by members of Boy Scout Troop 11, and community members and residents are invited to attend to support the initiative.

Media coverage is invited.

Operation Take it EZ Milwaukee is a pilot project that will leverage Milwaukee Police resources and private donations to target reckless driving at four city intersections: N. 60th St. and W. Capitol Dr.; N. 27th St. and W. Center St./W. Fond du Lac Ave.; S. Cesar Chavez Dr. and W. Greenfield Ave./W. Muskego Ave.; and S. 35th St. and W. National Ave.

Alderman Bob Donovan will be joined Saturday at the intersection by Mayor Tom Barrett, Alderman José G. Pérez, Alderman Mark A. Borkowski, Operation Impact representatives, as well as members of other neighborhood groups and neighborhood residents. Partners/funders from Hupy and Abraham, Kohn Law Firm, Lamar Advertising, and Clear Channel Outdoor are also expected to attend, and an invitation has also been extended to Alderman Michael J. Murphy, chair of the City-County Carjacking and Reckless Driving Task Force.

The pilot project will stretch over three months and will include increased monitoring by Milwaukee Police, a public information campaign and strong involvement by members of the community, including neighborhood groups, associations and youth organizations.

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