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FOR INFORMATION CALL

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June 23, 2008

Ald. Bob Donovan  
(414) 286-3778

## Operation Impact Beat Cops Hit Streets Today

*Officer Influx Will be Felt Mainly During 4 p.m. to Midnight Shift*

Starting today a large area of the city's near south side will see an influx of beat patrol officers being deployed as part of the Operation Impact public-private partnership, Ald. Bob Donovan said this morning.

The additional beat cops – some on bicycles and some on foot – will be talking to residents and business owners and “generally making their presence known,” said Ald. Donovan, the author of Operation Impact.

“In my eight years as alderman people have been clamoring for more beat patrol officers because it makes them feel safer and because the crooks tend to deep six their activities almost completely,” he said. “There’s a real hope that the increased presence of these officers will make for a much quieter summer in the Operation Impact area.”

The multifaceted Operation Impact is designed to involve the community, businesses, churches, and police to address “quality of life” issues of crime and public safety. In a unique twist, private businesses, corporations, manufacturers, foundations and organizations are playing a key role by providing donations of money and resources to help the initiative achieve its goals.

And, Operation Impact is already making an impact, as Ald. Donovan mentioned the arrest of a man June 11 in the alley between 2200 S. 28<sup>th</sup> and S. 29<sup>th</sup> Streets after a newly-installed Operation Impact surveillance camera caught footage of the man trying to flee officers.

**-More-**

## **Cops Hit Beats Today/ADD ONE**

Greg Mertens, co-owner of Wildflour Bakery, 2800 W. Lincoln Ave., said he let officers immediately review the DVR footage from the camera. “They rolled back the video (footage) and saw that the suspect – who was in the car by himself – had made a point of jumping out the passenger side of the car so officers would think he wasn’t the driver,” said Mertens, who said he and his wife have committed to making a donation to Operation Impact.

Ald. Donovan said the added beat cops are being funded by private contributions and will work (in varying amounts) at all times during an average 24-hour day. However, by far the bulk of the officers will be seen during the 4 p.m. to midnight shift, he said.

Operation Impact, highlighted by the beat patrol officers, new alley lighting systems and the surveillance cameras, has been described by Ald. Donovan as “a unique, multifaceted, comprehensive approach to fighting crime, restoring order, and revitalizing that involves the community pulling itself up by the bootstraps.”

Operation Impact will cover the area 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 lies within MPD’s District Six

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