

2016 Moorland

Neighborhood Assessment



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Introduction

In early 2016 the Captain of the South Police District, John Patterson, tasked the South District Community Policing Team (SCPT) with conducting a comprehensive assessment of the Moorland Road area. The purpose for the study was three fold:

- ◆ To identify current perceptions and beliefs of residents living in the study area
- ◆ Determine strengths and potential needs in the study area
- ◆ Make recommendations based on statistical analysis and resident perceptions and beliefs to address quality of life issues as identified.

Method

Community Policing Team supervisor, Sergeant Shawn Engel, assigned the liaison officer for the Moorland Road area, Amanda Analla, to lead the assessment. Officer Analla immediately reached out to stake holders in the Moorland Road area to solicit their involvement in this collaborative effort. A formal committee led by Officer Analla and supported by Sergeant Engel was subsequently formed in April 2016.

The committee met in May 2016 where the study area was defined. Given the large size of the study area the group determined it would be most effective to divide it into smaller, stand alone areas based on geographic boundaries. These areas are herein referred to as “neighborhoods.” This breakdown into neighborhoods resulted in a unique mix of multi unit apartment complexes, a mobile home community, and single family residences.

The specific neighborhoods identified in the study include:

Brighton Square Apartments

Highland Manor

Indian Springs Neighborhood

Kensington Pointe Apartments

Seven Oaks Apartments

Sunnyvale Lane

Each neighborhood was studied independently from the others so as to draw more accurate conclusions and recommendations specific to that neighborhood. A comparison of the different neighborhoods can be found at the end of the report. This allows the reader to easily see similarities and irregularities between the neighborhoods in terms of overall crime patterns and resident feedback. A recommendation section is included at the end of the comparison report where suggestions are made that would impact the whole Moorland Road corridor.

Assessment Format

The committee determined that a two part study would be the most effective way of obtaining needed information. The first part of the study would consist of a residential survey designed to provide information on current beliefs and perceptions of those living in the different neighborhoods. This information would then be compared to historical data from each neighborhood over a five-plus year period from January 01, 2011 through August 23, 2016. By utilizing this format, the committee believed accurate conclusions could be drawn on how best to move forward in improving quality of life for area residents in each neighborhood.

Residential Survey

A computer generated a random sample of 20% from the residents in each neighborhood. A door to door survey was then conducted with this sample group by the SCPT and Madison Police Department interns over the course of several weeks. A total of 232 surveys were completed utilizing Apple iPads; the results of which were transferred electronically for statistical analysis. Names and addresses of participants were not tracked and remain anonymous.

Survey Results

Each neighborhood studied includes a series of charts and graphs specific to that neighborhood. These charts and graphs display the questions asked of respondents and their corresponding responses. See specific neighborhood sections for details.

Historical Data Results

Raw data from the study area was extracted from Madison Police Department (MPD) records by MPD crime analysts. Once organized into the neighborhoods studied, the data was turned over to SCPT personnel who organized it further into discernible charts and graphs which was then used for statistical purposes. Once survey responses were obtained they were compared to the historical data so as to draw conclusions and recommendations moving forward.

Summary and Recommendations

This section highlights recommendations made by respondents to further improve their neighborhoods. These recommendations are focused at both the neighborhoods themselves and at the Madison Police Department.

Madison Police Department personnel also provide recommendations based on their analysis of the data. It is hoped that through partnership with the community, we can improve the quality of life for residents in each neighborhood. See specific neighborhoods for particulars.

Acknowledgements

Moorland Road Neighborhood Assessment Group

The Moorland Road Neighborhood Assessment Group consisted of the following community stakeholders:

Kris Stodola – Brighton Square Management

Fawn Schlomann - Brighton Square Management

Nancy Dexter – Highland Manor Management

Isaac Dorsch – Indian Springs Neighborhood Association – President

Ellen Hansen – Indian Springs Resident

Jason Niosi - Indian Springs Resident

Laurie Meulemans – Joining Forces for Families

Whitney Moore – Kensington Pointe Management

Officer Amanda Analla – Moorland Road Liaison Officer

Brandy Mortenson – Seven Oaks Management

Nate Pharmer-Eden – Seven Oaks Community Coordinator

Sergeant Shawn Engel – South District Community Policing Team Supervisor

Sally Balson – Sunnyvale Resident/Condominium Manager

Richard Brown – Sunnyvale Resident

Madison Police Department Personnel

This assessment could not have been completed had it not been for the tireless efforts of several members of the Madison Police Department, both civilian and commissioned. Below is a list of involved personnel with their respective assignments:

Sergeant Shawn Engel – overall study coordinator responsible for survey content, deadlines, quality control efforts through editing and formatting, and report content. In addition to interpreting and analyzing statistical data Sergeant Engel authored the Introduction, Kensington Pointe and Brighton Square segments of the report.

Officer Amanda Analla – responsible for generating survey content, conducting surveys, organizing and leading meetings with the assessment group and crime analysts and directing personnel while conducting surveys. Officer Analla authored the Glossary.

Officer Michael Barcheski – assisted in generating survey content, conducting surveys and furthering quality control efforts through editing.

Officer Scott Frasier – assisted in creating a computer program to randomize survey respondents, analyzing historical data through the creation of computer programs, generating survey content, conducting surveys, furthering quality control efforts through editing and formatting, and designing statistical charts and graphs. Officer Frasier authored the Highland Manor, Sunnyvale Lane and Combined Study Result segments of the report.

Officer Steve Magyera – assisted in generating survey content, conducting surveys, and furthering quality control efforts through editing and formatting. Officer Magyera also interpreted and analyzed statistical data and authored the Seven Oaks and Indian Springs segments of the report.

Officer Molly Thomson – assisted in generating survey content, conducting surveys, furthering quality control efforts through editing, and designing statistical charts and graphs. Officer Thomson had overall responsibility for creating survey files compatible with Apple iPADS, organizing, compiling and storing data files, data manipulation and overall report design and layout.

Crime Analyst Daniel Haueter – compiled raw historical data applicable to study area

Crime Analyst Thomas Scholten – Organized the raw historical data into useable data sets based on neighborhood breakdown.

Definition of Terms

All Other Offenses— a term used for any offense that isn't categorized as an IBR Group A or B offense. Typically these include city ordinances, traffic violations, probation/parole violations, warrant arrests, and enhancers.

Calls for Service (CFS)— are citizen generated or self-initiated activities. They are assigned a type and number by the dispatch center.

Discrepancies between CFS Types and Offense Types— call for service types do not necessarily match up with offense types. Possible reasons for this are dispatch assigns a call type based on limited information, officers on scene will assess if there is probable cause for an offense. For example officers may respond to a call for service type of a weapons offense and determine that a battery occurred and no weapon was used. This would get an offense of Simple Assault. Offenses can result from a call for service and there can be multiple offenses during a call for service.

Housing Reference— prior rental and/or mortgage history used to approve or deny a rental contract. Includes previous evictions, foreclosures, and landlord references. The timeline may vary for how many years may be looked at from prior history.

Incident Based Reporting (IBR)— a system used by law enforcement agencies in the United States for collecting and reporting data on crimes. Group A Offenses are more serious crimes and are mandatory reporting. The following are Group A offenses: Arson, Assault Offenses, Bribery, Burglary/Breaking and Entering, Counterfeiting/Forgery, Death Investigation, Destruction/Damage/Vandalism of Property, Drug/Narcotic Offenses, Embezzlement, Fraud Offenses, Gambling Offenses, Homicide Offenses, Kidnapping/Abduction, Larceny/Theft Offenses, Motor Vehicle Theft, Overdose resulting in death, Pornography/Obscene Material, Prostitution Offenses, Robbery, Sex Offenses (Forcible/Non-forcible), Stolen Property Offenses, and Weapon Offense. Group B offenses are optional reporting. The following are Group B offenses: Bad Checks, Curfew/Loitering/Vagrancy Violations, Disorderly Conduct (City Ordinance only), OMOVWI, Drunkenness, Family Offenses (Non-Violent), Liquor Law Violations, Peeping Tom, Runaway – Not a crime, Trespass of Real Property, All Other Offenses.

Income History— a mandatory check of proof of income used to approve or deny a rental contract. This can flag potential need for government assistance and includes household and gross monthly income (verifiable). Gross monthly income must meet an income/rent ratio.

Offenses— an act that is defined as criminal based on State Statutes.

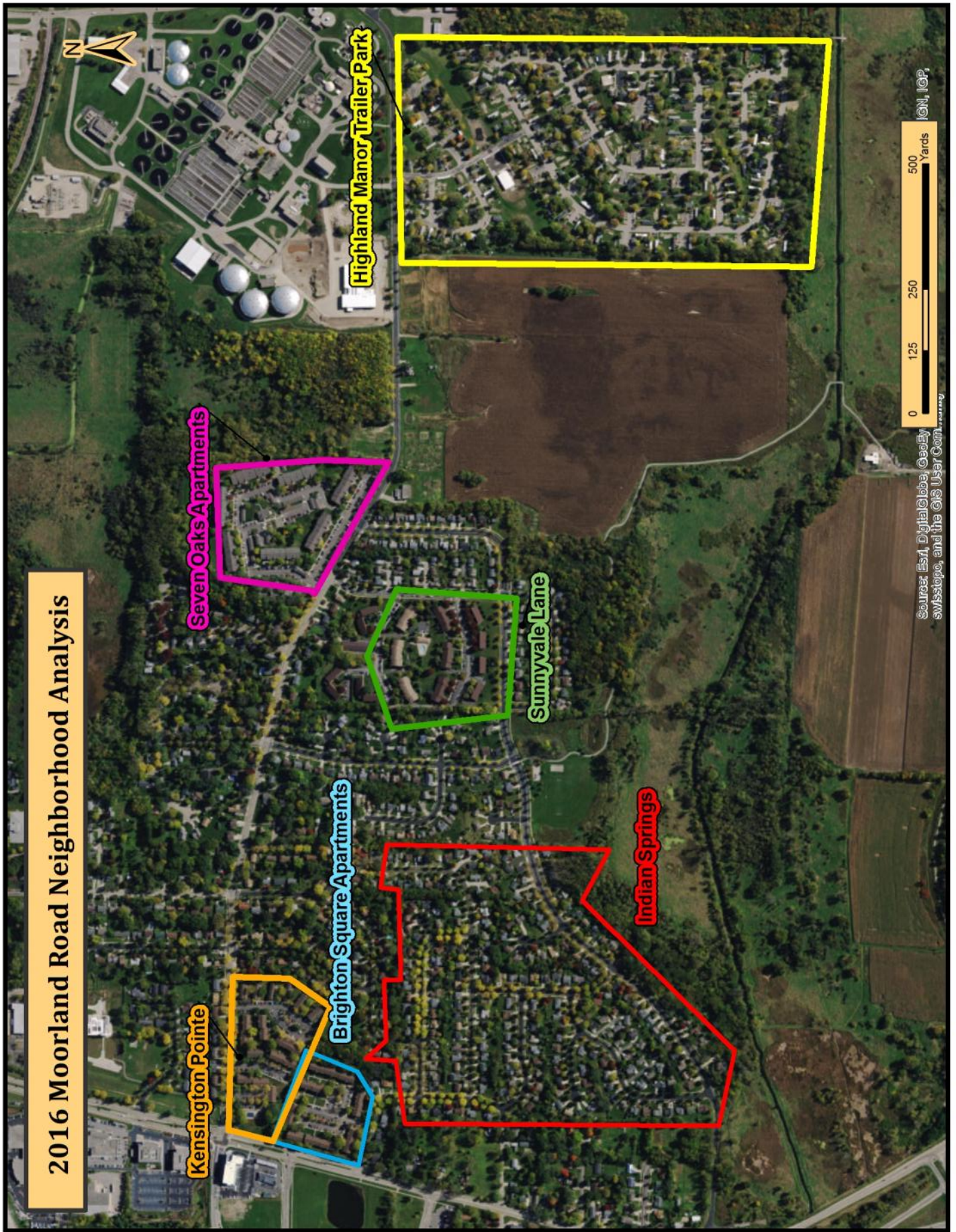
Weighted Average— When analyzing the average calls for service certain neighborhoods had many more than others. Looking at this alone does not take into account the population size of given neighborhood.

To take this into account the total calls for service for each area were divided by a weight. The most accurate weight is population size however this was not available. Because of this the number of unique addresses in a given area was used as the weight.

The following weights were used:

Neighborhoods	Total Addresses
Brighton Square	122
Highland Manor	231
Indian Springs	238
Kensington Pointe	127
Seven Oaks	254
Sunnyvale	149

2016 Moorland Road Neighborhood Analysis



Brighton Square



The Brighton Square apartments are located on the corner of Rimrock Road and Kent Lane. The complex consists of 122 units that are housed in 7 buildings. There are 68 one-bedroom apartments and 54 two-bedroom apartments on the property. It is currently managed by Ansonia Property and management staff is available at an on-site office . The Brighton Square apartments have a leasing office and outdoor grilling and gathering area.

Brighton Square is at 96% capacity. As of this report, there are three units where Section 8 Housing Choice Vouchers are being used.

The following practices are used when screening applicants:

- ◆ Complete housing history (3 years)
- ◆ Complete credit check (hard limit on the credit score, medical debt is removed from the equation for credit score)
- ◆ National and local criminal history check (3rd party vendor)
- ◆ Income History (income must be 2.5 times the rent (gross income))

2016 Moorland Road Neighborhood Analysis

Brighton Square Apartments

Kent Ln

Rimrock Rd

Source: Esri, DigitalGlobe, GeoEye, SwissTopo, and the GIS User Community

0 25 50 100 Yards

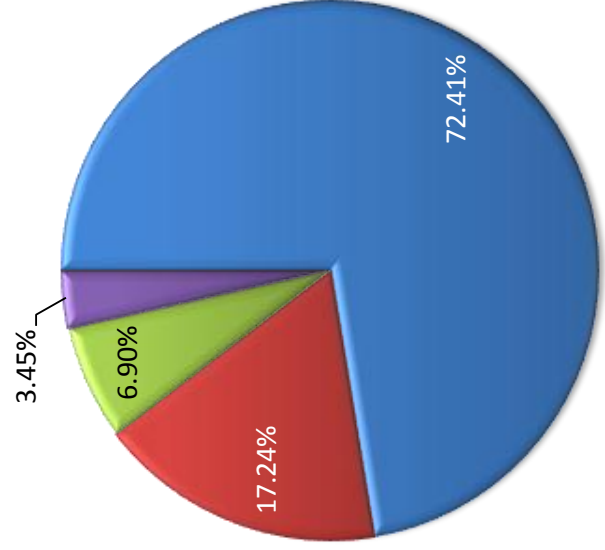
Survey Results

How long have you lived in the neighborhood?

Responses	Percent of Total
0-3 years	21 72.41%
4-6 years	5 17.24%
7-10 years	2 6.90%
10+ years	1 3.45%

Total Responses

29

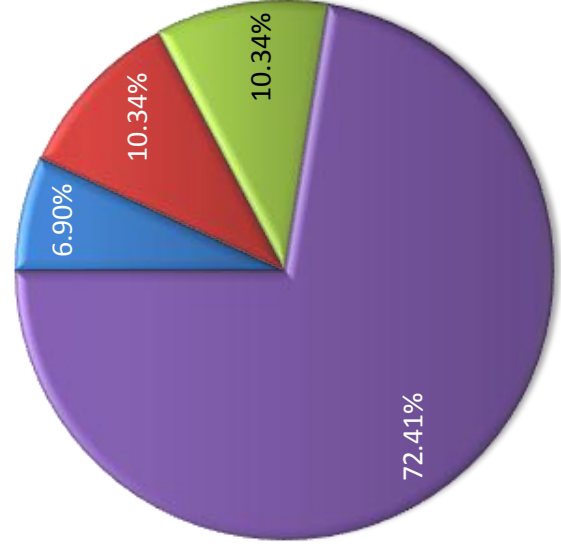


If you have resided in the neighborhood more than 4 years, how has the overall health of the neighborhood changed?

Responses	Percent of Total
It has improved	2 6.90%
It has stayed the same	3 10.34%
It has declined	3 10.34%
Not applicable	21 72.41%

Total Responses

29

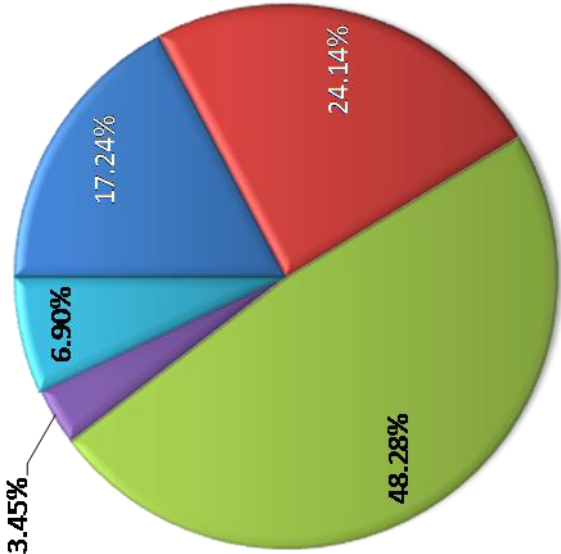


How would you rate the following attributes of your neighborhood?

Feeling of community

	Responses	Percent of Total
1 (Very Good)	5	17.24%
2	7	24.14%
3	14	48.28%
4	1	3.45%
5 (Not Good)	2	6.90%

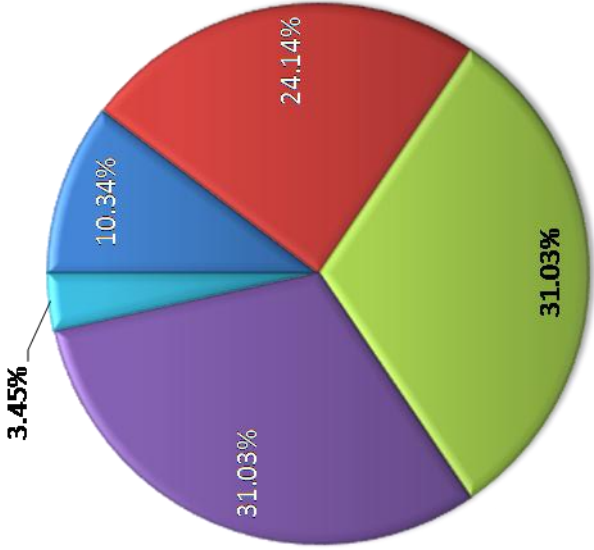
Total Responses 29



Safety

	Responses	Percent of Total
1 (Very Good)	3	10.34%
2	7	24.14%
3	9	31.03%
4	9	31.03%
5 (Not Good)	1	3.45%

Total Responses 29



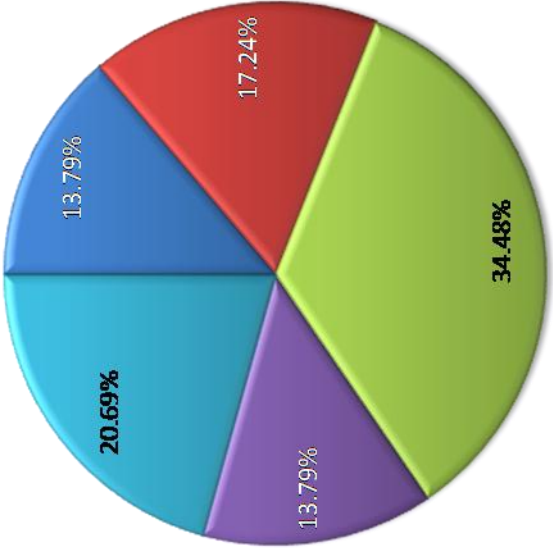
How would you rate the following attributes of your neighborhood?

Activities for adults

	Responses	Percent of Total
1 (Very Good)	4	13.79%
2	5	17.24%
3	10	34.48%
4	4	13.79%
5 (Not Good)	6	20.69%

Total Responses

29

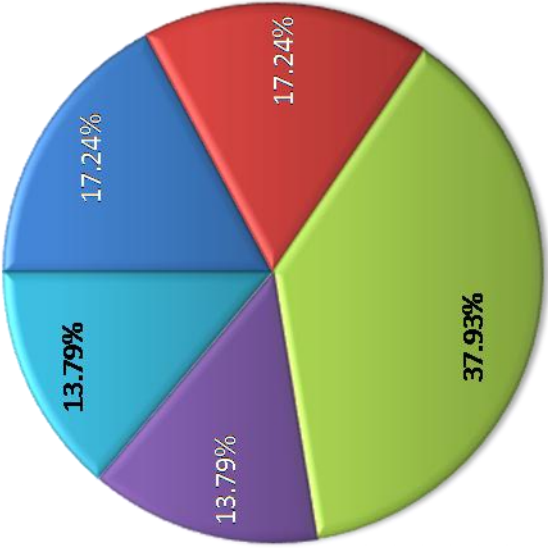


Activities for children

	Responses	Percent of Total
1 (Very Good)	5	17.24%
2	5	17.24%
3	11	37.93%
4	4	13.79%
5 (Not Good)	4	13.79%

Total Responses

29

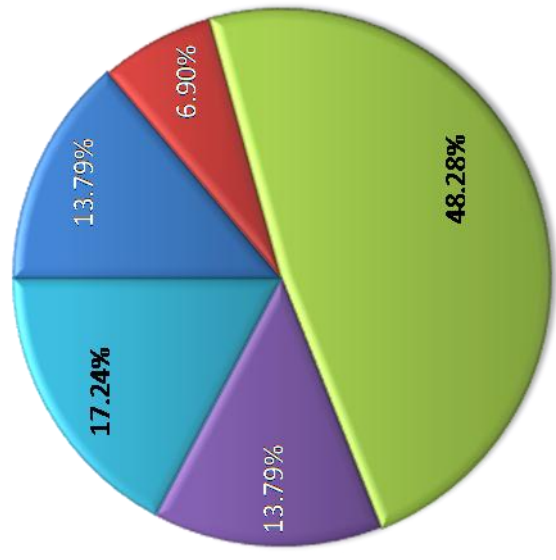


How would you rate the following attributes of your neighborhood?

Activities for seniors

	Responses	Percent of Total
1 (Very Good)	4	13.79%
2	2	6.90%
3	14	48.28%
4	4	13.79%
5 (Not Good)	5	17.24%

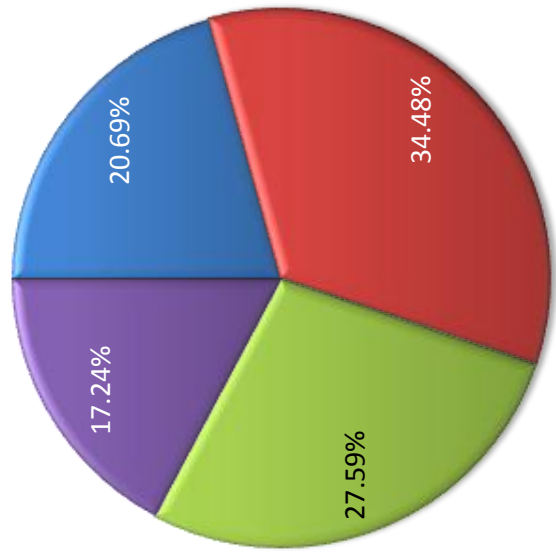
Total Responses 29



Cleanliness

	Responses	Percent of Total
1 (Very Good)	6	20.69%
2	10	34.48%
3	8	27.59%
4	5	17.24%
5 (Not Good)	0	0.00%

Total Responses 29



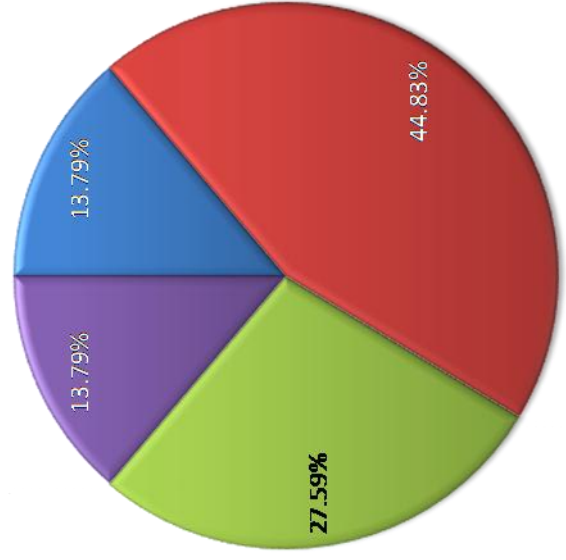
How would you rate the following attributes of your neighborhood?

General appeal

	Responses	Percent of Total
1 (Very Good)	4	13.79%
2	13	44.83%
3	8	27.59%
4	4	13.79%
5 (Not Good)	0	0.00%

Total Responses

29

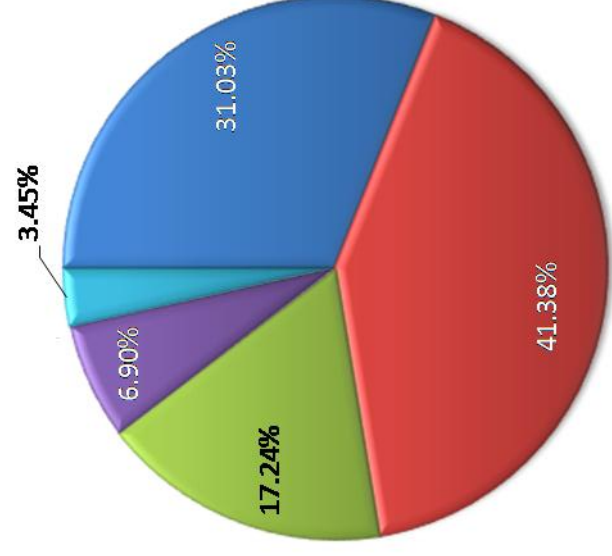


Proximity to jobs, services, stores

	Responses	Percent of Total
1 (Very Good)	9	31.03%
2	12	41.38%
3	5	17.24%
4	2	6.90%
5 (Not Good)	1	3.45%

Total Responses

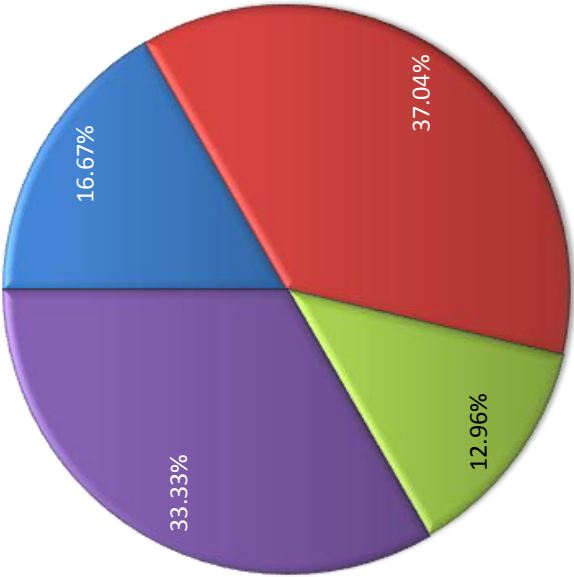
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What information or services could your Neighborhood Association, Condo Association or Apartment Complex provide that would be of interest to you? (Circle all that apply)

	Responses	Percent of Total
Organizing events	9	16.67%
Sending out newsletters	20	37.04%
Providing relevant seminars or information sessions	7	12.96%
Electronic crime updates	18	33.33%

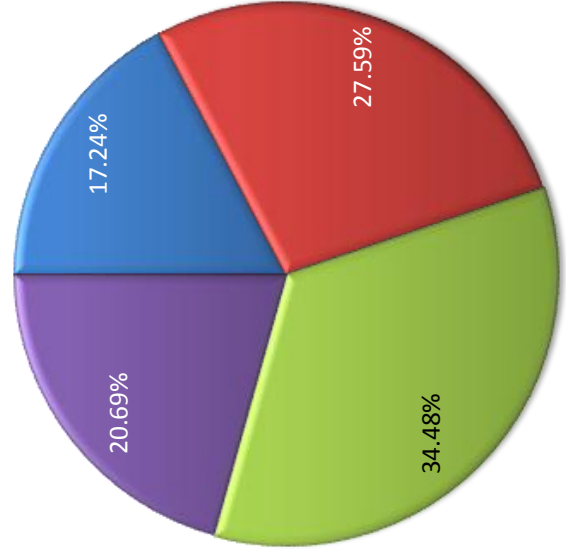
Total Responses 54



Rate the following concerns in relation to your neighborhood. (Circle One)

Crime

	Responses	Percent of Total
1 (Very Concerned)	5	17.24%
2	8	27.59%
3	10	34.48%
4	6	20.69%
5 (Not Concerned)	0	0.00%
Total Responses	29	



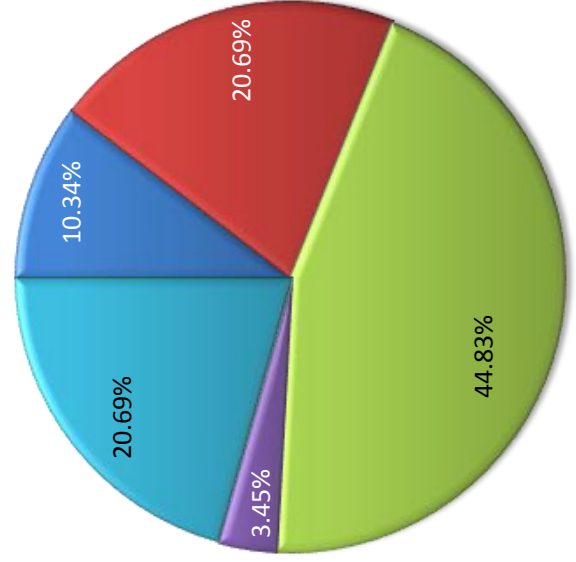
Crime is the number one concern for the residents living in the area with 45% feeling concerned. Since 2011, there has been a total of 228 calls for service with under a quarter of the calls resulting in charges.

Rate the following concerns in relation to your neighborhood. (Circle One)

Drugs

Responses	Percent of Total
1 (Very Concerned)	3 10.34%
2	6 20.69%
3	13 44.83%
4	1 3.45%
5 (Not Concerned)	6 20.69%

Total Responses 29



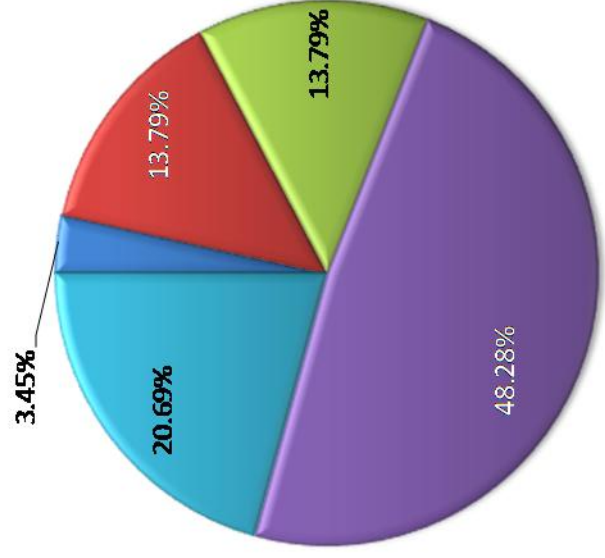
Drugs are the number two concern for the residents living in the area with 31% feeling concerned.

Rate the following concerns in relation to your neighborhood. (Circle One)

Noise Pollution

Responses	Percent of Total
1 (Very Concerned)	1 3.45%
2	4 13.79%
3	4 13.79%
4	14 48.28%
5 (Not Concerned)	6 20.69%

Total Responses 29



17% of residents are concerned about noise pollution. There was a total of 20 calls for service related to noise complaints during the total study period. Calls for service have been consistent at 3-4 per year.

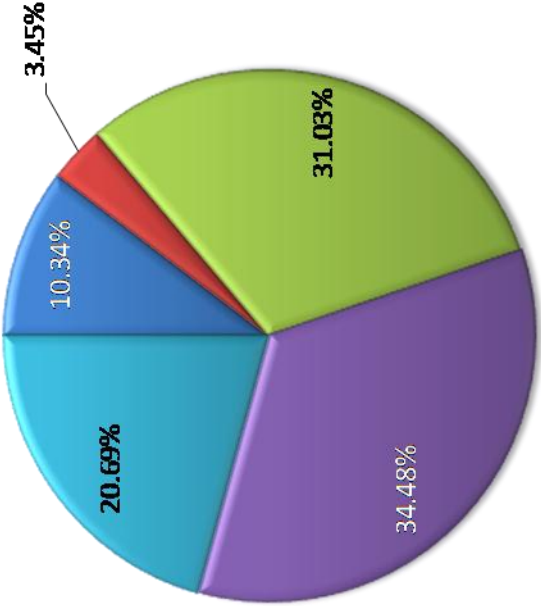
Rate the following concerns in relation to your neighborhood. (Circle One)

Racial Issues

Responses	Percent of Total
1 (Very Concerned)	3 10.34%
2	1 3.45%
3	9 31.03%
4	10 34.48%
5 (Not Concerned)	6 20.69%

Total Responses

29

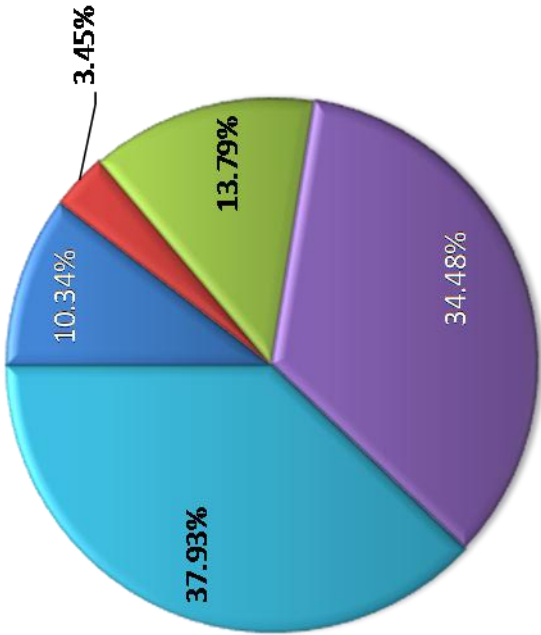


Vandalism

Responses	Percent of Total
1 (Very Concerned)	3 10.34%
2	1 3.45%
3	4 13.79%
4	10 34.48%
5 (Not Concerned)	11 37.93%

Total Responses

29



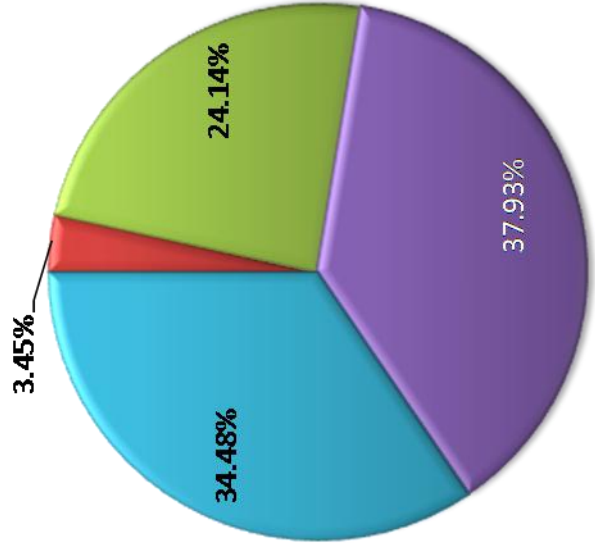
Rate the following concerns in relation to your neighborhood. (Circle One)

Unsupervised children

	Responses	Percent of Total
1 (Very Concerned)	2	0.00%
	1	3.45%
	3	24.14%
	4	37.93%
5 (Not Concerned)	10	34.48%

Total Responses

29

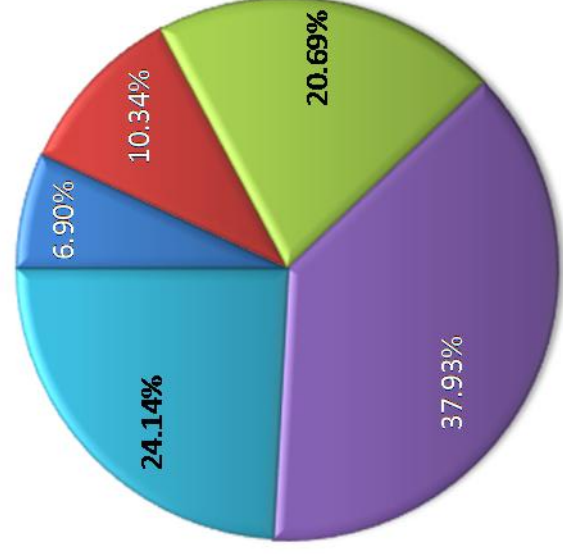


Loitering

	Responses	Percent of Total
1 (Very Concerned)	2	6.90%
	3	10.34%
	6	20.69%
	4	37.93%
5 (Not Concerned)	7	24.14%

Total Responses

29



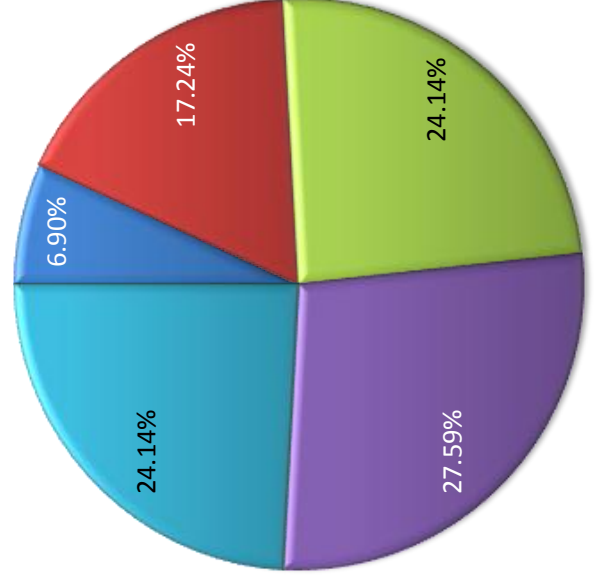
Rate the following concerns in relation to your neighborhood. (Circle One)

Littering

	Responses	Percent of Total
1 (Very Concerned)	2	6.90%
2	5	17.24%
3	7	24.14%
4	8	27.59%
5 (Not Concerned)	7	24.14%

Total Responses

29



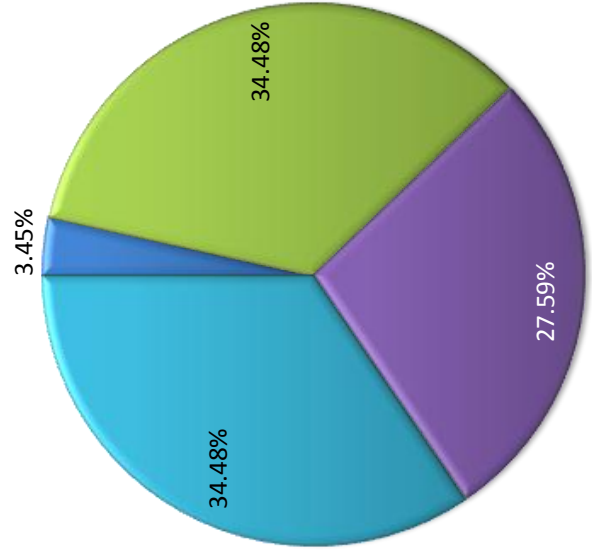
Littering is the third highest concern of residents with 24% expressing such. However, more than half of the residents surveyed thought that the cleanliness and general appeal of the neighborhood was good.

Rate the following concerns in relation to your neighborhood. (Circle One)

Traffic

Responses	Percent of Total
1 (Very Concerned)	1 3.45%
2	0 0.00%
3	10 34.48%
4	8 27.59%
5 (Not Concerned)	10 34.48%

Total Responses 29



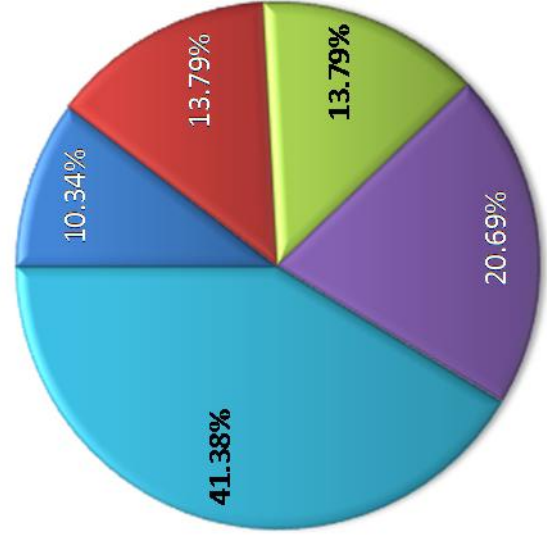
The residents are least concerned with traffic in the area.

Rate the following concerns in relation to your neighborhood. (Circle One)

Parking

	Responses	Percent of Total
1 (Very Concerned)	3	10.34%
2	4	13.79%
3	4	13.79%
4	6	20.69%
5 (Not Concerned)	12	41.38%

Total Responses 29

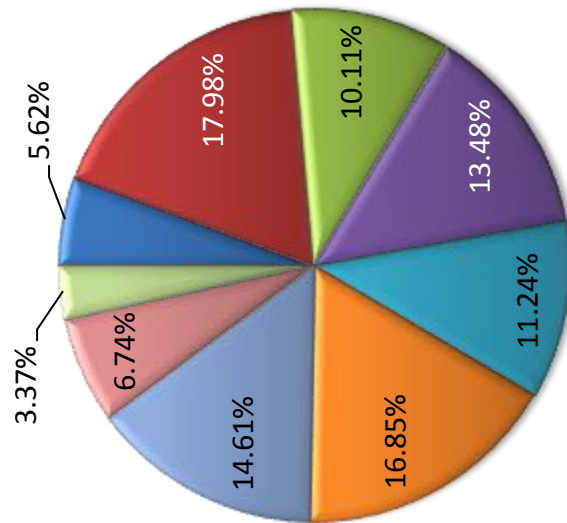


Parking tied as the third highest concern of residents living with 24% expressing concern. Although only a ¼ of the residents are concerned, parking remains in the top three calls for service each year, except in 2013.

What could be done to improve the safety of the neighborhood/community?

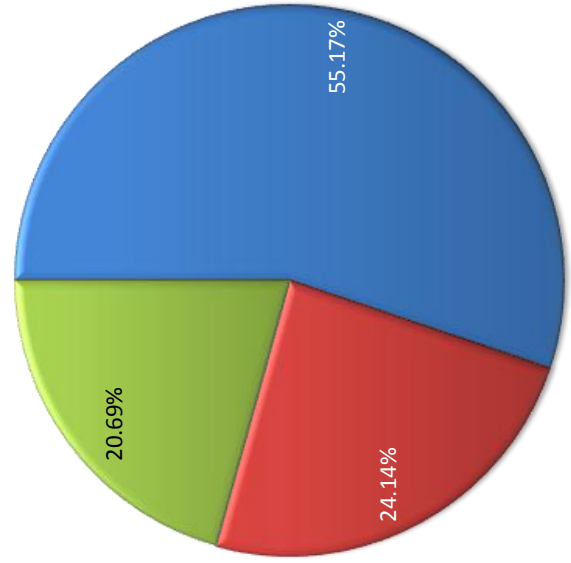
	Responses	Percent of Total
Increased parental supervision	5	5.62%
Neighborhood Watch Program	16	17.98%
Increased activities	9	10.11%
More parks/play structures	12	13.48%
Increased city services (patrol, traffic enforcement, etc.)	10	11.24%
Increased safety measures (streets, lights, cameras, private security patrols, etc.)	15	16.85%
Community programming (gardens, events, centers, etc.)	13	14.61%
Better management	6	6.74%
None	3	3.37%

Total Responses 89



What is your impression of the Madison Police Department?

	Responses	Percent of Total
1 (Highly Positive)	16	55.17%
2	7	24.14%
3	6	20.69%
4	0	0.00%
5 (Highly Negative)	0	0.00%
Total Responses	29	

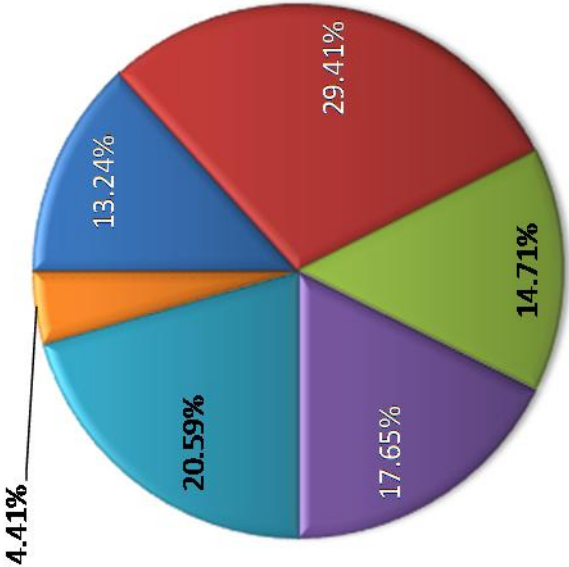


How can the Madison Police Department help improve your neighborhood? (Circle all that apply)

	Responses	Percent of Total
Better communication	9	13.24%
More community engagement (Chat with a Cop, neighborhood walks, crime prevention)	20	29.41%
Increased enforcements (traffic, drug, etc.)	10	14.71%
Increased foot/bike patrol	12	17.65%
Increased youth engagement (Shop with a Cop, Cops and Bobbers, after school programs - such as	14	20.59%
None	3	4.41%

Total Responses

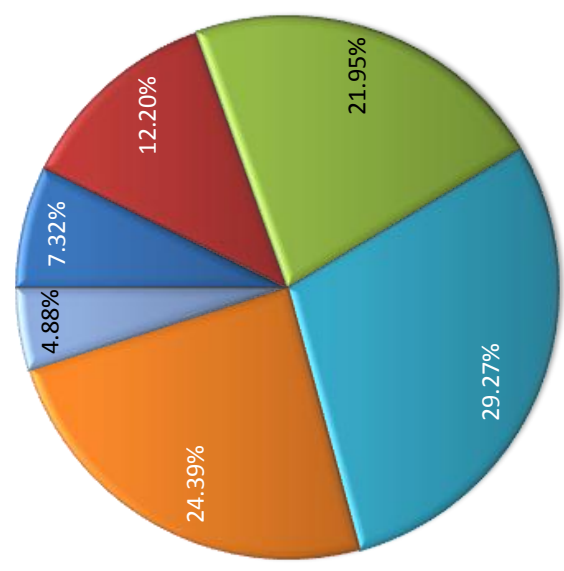
68



What prevents you from calling the police if an issue is occurring? (Circle all that apply)

Responses	Percent of Total
Don't trust police	3 7.32%
Fear of retribution	5 12.20%
Don't want to get involved	9 21.95%
Don't have access to a phone	0 0.00%
Never needed to call police	12 29.27%
Not applicable (I have called police)	10 24.39%
Not sure when to call police	2 4.88%

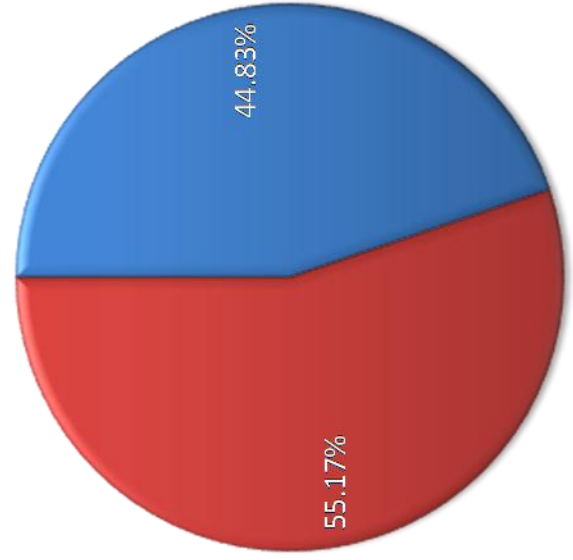
Total Responses 41



41% of residents will not call the police because of trust issues with police, fear of retribution from others, not wanting to get involved, or they are not sure when to call.

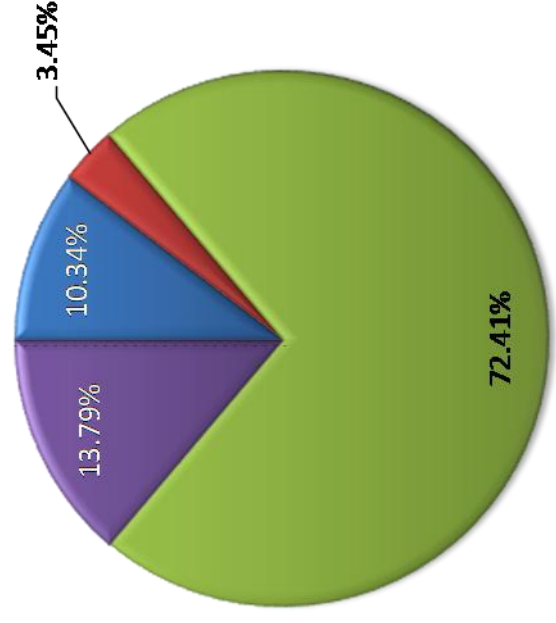
What is your gender?

Responses	Percent of Total
Male	44.83%
Female	55.17%
No response	0.00%
Total Responses	29



What is your race?

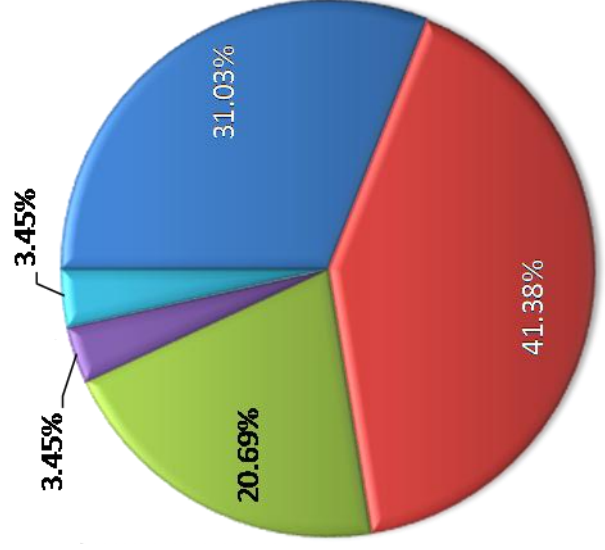
Responses	Percent of Total
African American	10.34%
Asian	3.45%
Caucasian	72.41%
Hispanic	13.79%
Indian	0.00%
Native American	0.00%
Other	0.00%
No response	0.00%
Total Responses	29



Number of people living in your household? (Circle all that apply)

Responses	Percent of Total
1	31.03%
2	41.38%
3	20.69%
4	3.45%
More than 4	3.45%

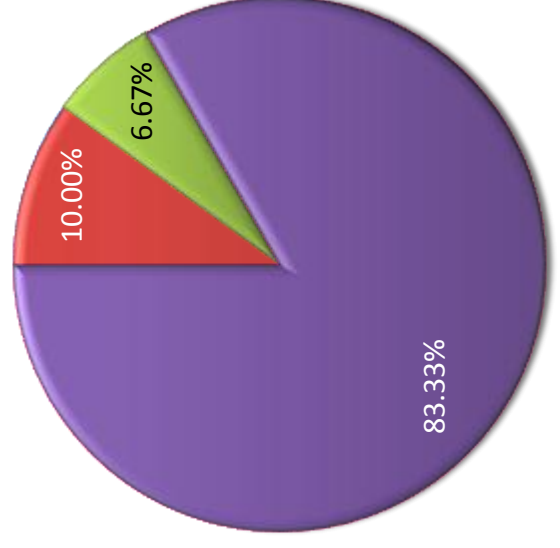
Total Responses 29



Age range of people living in your household? (Circle all that apply)

Responses	Percent of Total
0-5	10.00%
6-10	0.00%
11-17	6.67%
18-64	83.33%
65+	0.00%

Total Residents 60



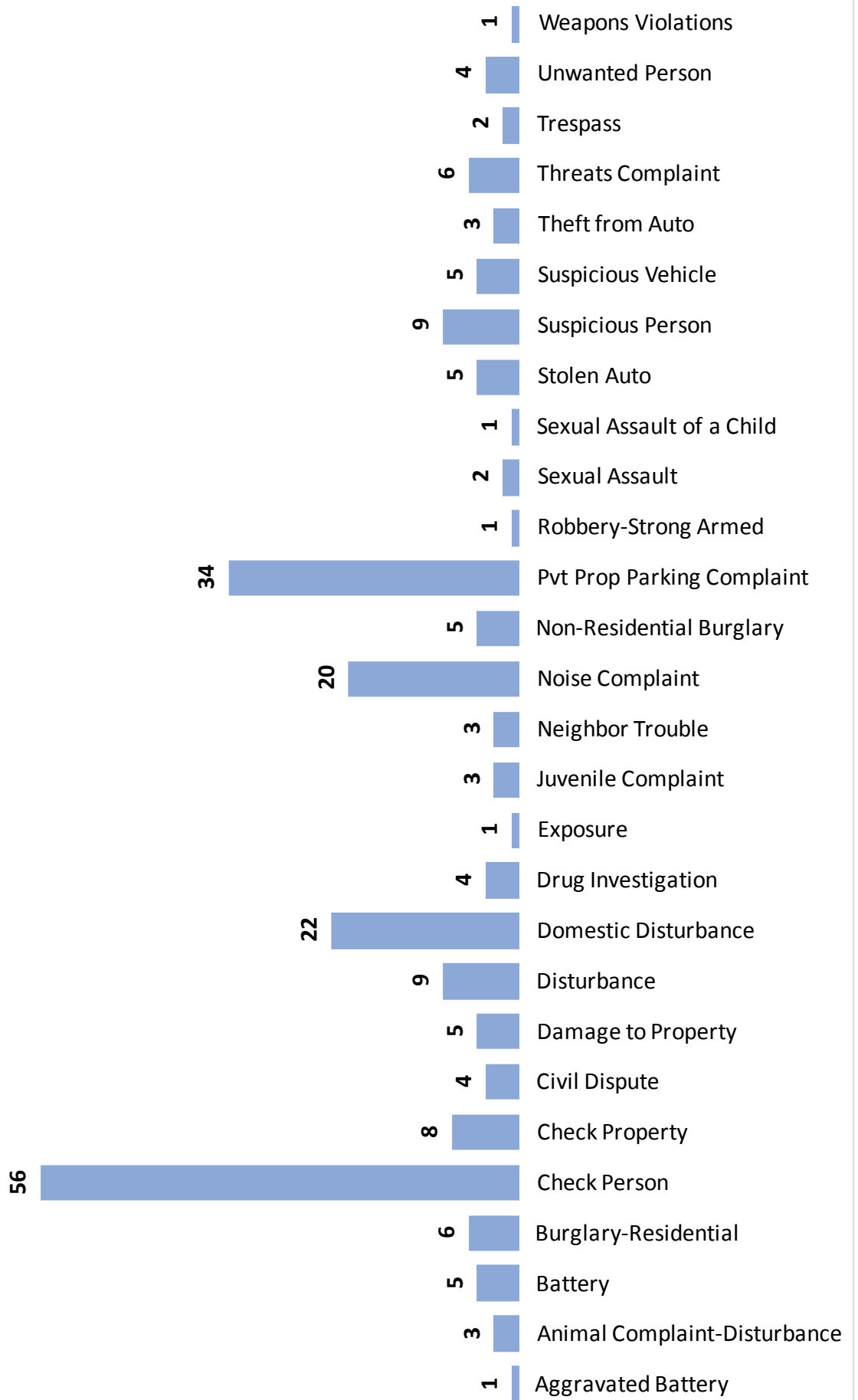
Historical Data Results

FIVE YEAR TOTAL CALLS FOR SERVICE BY CALL TYPE

Call for Service by Type	2011	2012	2013	2014	2015	2016	Total
Accident - Hit & Run	0	0	0	0	0	0	0
Aggravated Battery	0	1	0	0	0	0	1
Animal Complaint - Disturbance	0	0	2	1	0	0	3
Arson	0	0	0	0	0	0	0
Battery	1	1	0	0	2	1	5
Check Person	3	4	18	18	10	3	56
Check Property	2	0	0	2	0	4	8
Civil Dispute	1	1	0	0	0	2	4
Damaged Property Complaint	1	2	0	0	2	0	5
Disturbance Call	0	1	3	2	2	1	9
Domestic / Family Trouble	1	3	6	4	6	2	22
Drug Incident	0	2	0	1	1	0	4
Exposure	0	0	0	0	0	1	1
Fight Call	0	0	0	0	0	0	0
Graffiti Complaint	0	0	0	0	0	0	0
Juvenile Complaint	2	0	0	0	0	1	3
Landlord / Tenant Trouble	0	0	0	0	0	0	0
Liquor Law Violation	0	0	0	0	0	0	0
Neighbor Trouble	0	1	0	1	1	0	3
Noise Complaint	4	4	3	3	3	3	20
Non-Residential Burglary	0	0	0	0	5	0	5
OMVWI Arrest / Intoxicated Driver	0	0	0	0	0	0	0
Person Down	0	0	0	0	0	0	0
Person with a Gun	0	0	0	0	0	0	0
Prostitution / Soliciting	0	0	0	0	0	0	0
Prowler Complaint	0	0	0	0	0	0	0
Pvt Prop Parking Complaint	12	3	3	7	6	3	34
Residential Burglary	0	2	1	1	2	0	6
Robbery-Armed	0	0	0	0	0	0	0
Robbery-Strong Armed	0	0	0	0	1	0	1
Sexual Assault - Child	0	0	1	0	0	0	1
Sexual Assault 1-2-3-4 / Rape	0	0	1	1	0	0	2
Stolen Auto	0	1	1	1	1	1	5
Suspicious Person	0	1	3	0	3	2	9
Suspicious Vehicle	1	0	1	2	0	1	5
Theft from Auto	1	1	0	0	0	1	3
Threats Complaint	0	0	4	1	1	0	6
Trespassing Complaint	1	0	0	0	0	1	2
Unwanted Person	0	0	0	0	3	1	4
Weapons Offense	0	0	0	0	0	1	1
Grand Total	30	28	47	45	49	29	228

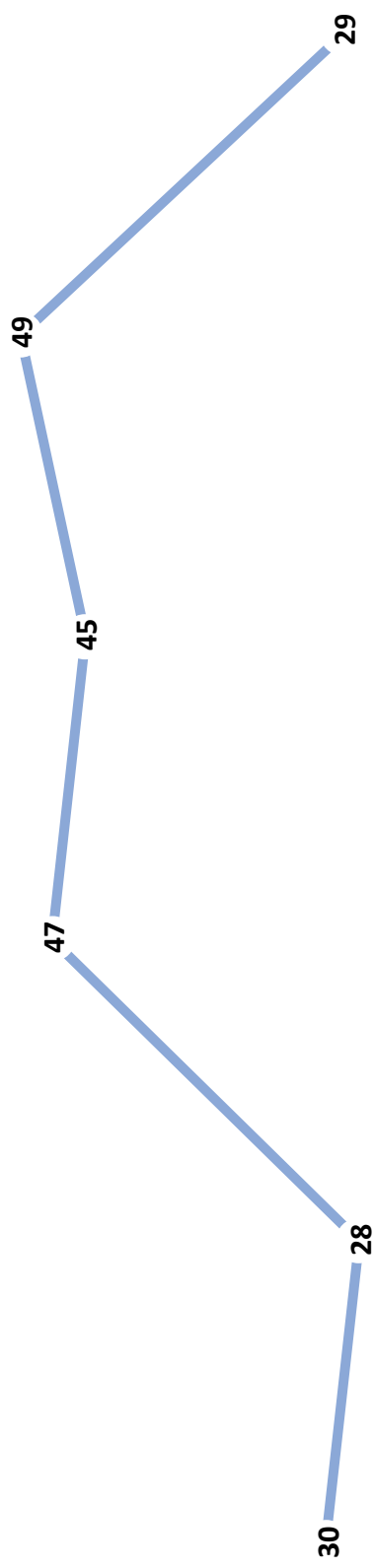
FIVE YEAR TOTAL CALLS FOR SERVICE BY TYPE

Data From: 01/01/2011 -
08/23/2016



Data From: 01/01/2011 - 08/23/2016

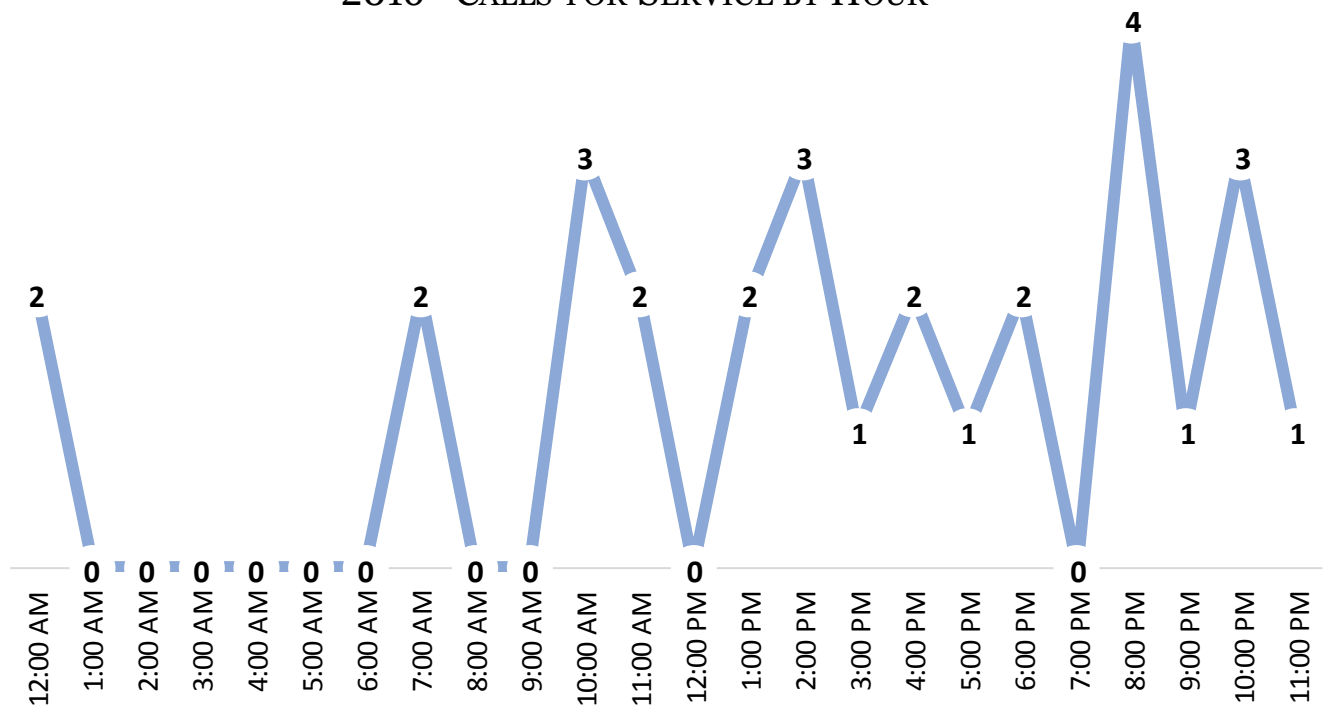
TOTAL CALLS FOR SERVICE BY YEAR



FIVE YEAR TOTAL CALLS FOR SERVICE BY HOUR

	2011	2012	2013	2014	2015	2016
12:00 AM	1	3	1	0	1	2
1:00 AM	1	2	1	0	1	0
2:00 AM	0	0	2	1	2	0
3:00 AM	0	1	1	2	2	0
4:00 AM	0	0	1	0	0	0
5:00 AM	1	0	1	1	0	0
6:00 AM	0	3	2	2	2	0
7:00 AM	0	0	1	1	1	2
8:00 AM	1	1	2	5	2	0
9:00 AM	2	1	2	1	4	0
10:00 AM	4	3	5	2	2	3
11:00 AM	0	0	1	1	2	2
12:00 PM	0	1	1	4	2	0
1:00 PM	3	0	2	4	1	2
2:00 PM	2	0	1	1	1	3
3:00 PM	2	1	6	1	7	1
4:00 PM	2	5	2	2	3	2
5:00 PM	2	2	2	0	1	1
6:00 PM	0	2	1	5	1	2
7:00 PM	3	1	2	3	3	0
8:00 PM	2	0	0	1	3	4
9:00 PM	2	0	4	6	4	1
10:00 PM	0	1	4	1	4	3
11:00 PM	2	1	2	1	0	1

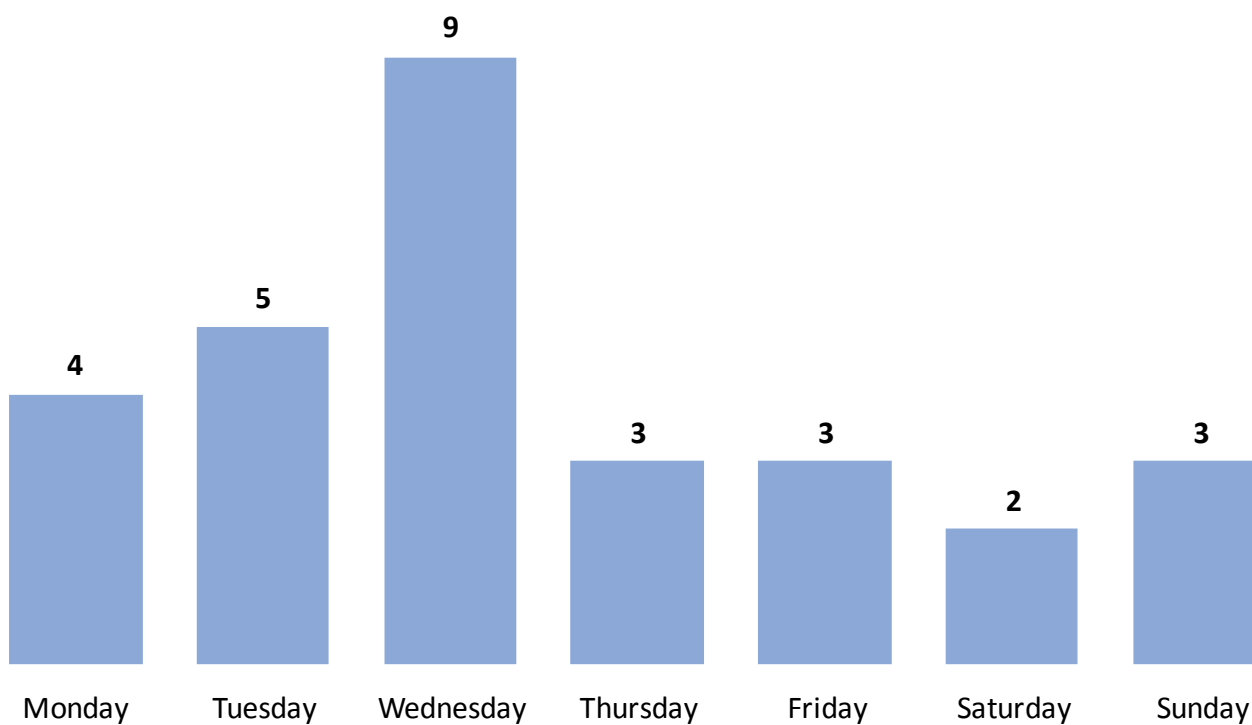
2016 - CALLS FOR SERVICE BY HOUR



FIVE YEAR TOTAL CALLS FOR SERVICE BY DAY OF WEEK

	2011	2012	2013	2014	2015	2016
Monday	6	5	4	10	8	4
Tuesday	4	7	3	5	4	5
Wednesday	5	0	10	9	3	9
Thursday	6	4	8	9	9	3
Friday	6	6	10	5	6	3
Saturday	2	5	4	4	6	2
Sunday	1	1	8	3	13	3

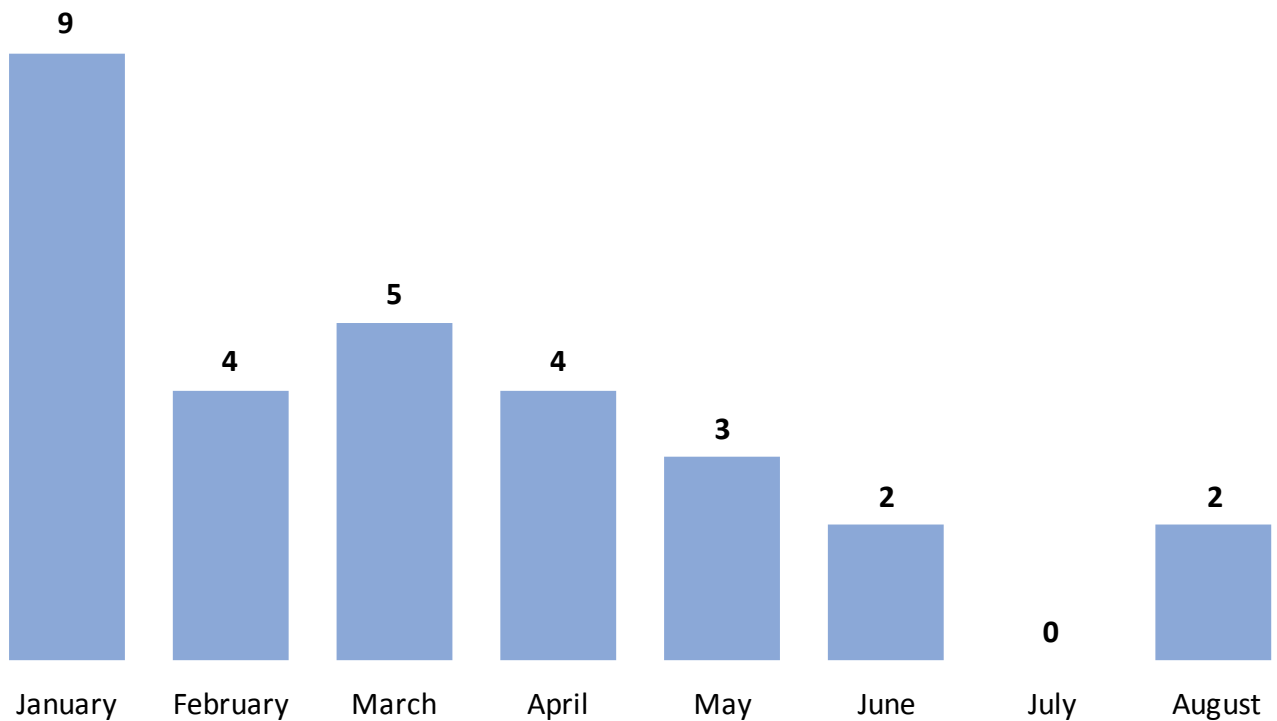
2016 - CALLS FOR SERVICE BY DAY OF WEEK



FIVE YEAR TOTAL CALLS FOR SERVICE BY MONTH

	2011	2012	2013	2014	2015	2016
January	2	3	0	6	5	9
February	0	4	2	8	5	4
March	2	2	3	7	4	5
April	1	2	2	1	7	4
May	2	3	6	0	3	3
June	7	1	4	8	2	2
July	6	3	7	2	3	0
August	2	2	5	3	1	2
September	4	3	4	3	4	0
October	1	2	3	2	3	0
November	1	0	5	0	8	0
December	2	3	6	5	4	0

2016 - Calls for Service by Month



FIVE YEAR TOTAL OFFENSES BY TYPE

Offense Type	Total Offenses
Disorderly Conduct	13
All Other Offenses	12
*Simple Assault	7
*Theft from Building	6
*Burglary/Breaking and Entering	5
*Theft from Motor Vehicle	4
*Aggravated Assault	4
*Family Offenses, Nonviolent	3
*Destruction/Damage/Vandalism of Property	3
*Motor Vehicle Theft	3
*Impersonation	2
*Forcible Fondling	1
Animal Cruelty	1
*Kidnapping/Abduction	1
*Theft from Coin-Operated Machine or Device	1
*All Other Larceny	1
Total	67

* Denotes a IBR Group A Offense

Historical and Survey Data Comparison and Discussion

When determining resource allocation in fighting fear, crime and disorder the police department relies heavily on crime trends generated through statistical analysis. It is also important to know public perception as it relates to crime as MPD has found perception can, at times, differ from what data supports.

In comparing the data it is important to note not all of the results from each individual survey question are listed herein. Instead the most significant areas of concern in each question are noted in more detail. By highlighting these areas stake holders will be able to understand and thus address the shortcomings more proactively. For complete survey results see specific charts and graphs as noted by page number in the citations. Finally, percentages noted herein are rounded to the nearest whole number.

Total Calls for Service

The Calls for Service (CFS) over the study period totaled 228^(34, 35, 36) with the breakdown as follows:

2011: 30

2012: 28

2013: 47

2014: 45

2015: 49

2016: 29

2016 Breakdown

The busiest month in 2016 from January 01 through August 23 was January with 9 CFS.⁽³⁹⁾ Of the total 29 CFS reported, Wednesday was the busiest day of the week with 9 CFS.⁽³⁸⁾ 8:00 PM was the most prevalent time frame with 4 CFS.⁽³⁷⁾ For more detailed information on calls for service by hour, day of week and by month see charts on pages 37—39.

Incident Based Reporting

Given the seriousness of IBR offenses, and the potential for lasting negative impacts on individuals and the neighborhood as a whole, it is important to highlight these offenses. Of the 67 total offenses, 38 are IBR Type A offenses representing 12 categories and accounting for 57% of all offenses.⁽⁴⁰⁾

The five most prevalent IBR offenses⁽⁴⁰⁾ are:

Simple Assault - 7

Theft from Building – 6

Burglary/Breaking and Entering – 5

Aggravated Assault - 4

Theft from Motor Vehicle - 4

For a further breakdown of offenses by offense type, see page 40.

Drug Related CFS

The survey asked numerous questions determined to gauge the level of concern residents have in a variety of areas. 13 people (45%) said they were concerned or very concerned about crime⁽¹⁹⁾ in the neighborhood with drug offenses⁽²⁰⁾ being the primary concern of nine respondents (31%). Historical data shows a total of four drug related calls for service over the study period with zero in 2016.^(34,35) Of the four CFS, zero resulted in drug related offenses.⁽⁴⁰⁾ The discrepancy between the level of concern and the low number of offenses could be due to a perception issue among residents as to the severity of the problem or to an under reporting of incidents to the police. Moreover, residents may be reporting suspicious behavior that is indicative of illegal drug activity but the CFS was coded something else. For example, call types including suspicious person, check property, and suspicious vehicle complaints can be drug related. If we consider these categories, there is a potential for 22 more CFS related to illegal drug activity.^(34,35) It is important to note however that there is no way to determine with certainty which of these CFS may have been drug related. If, by worst case scenario, all of these calls were drug related, there would have been a total of 26 drug related CFS (or 11% of the total CFS) over the study period for this neighborhood.

Littering/Unsupervised Children Related CFS

Of those surveyed seven subjects (24%) said they are concerned or highly concerned about littering.⁽²⁴⁾ Only one resident (3%) expressed concern about unsupervised children.⁽²³⁾ There is no data available specific to littering or unsupervised children as MPD does not have these CFS types. This is still valuable information for Brighton Square management however as it shows perceptions of residents. Management may want to monitor the complex to determine if these perceptions are accurate.

Loitering Related CFS

Five respondents (17%) said they are concerned or very concerned about loitering in the neighborhood.⁽²³⁾ Although MPD does not have a specific loitering call for service type, there are several call types that may involve loitering complaints. These include Check Person, Juvenile Complaint, Suspicious Person, Suspicious Vehicle, Unwanted Person and Trespassing complaints. Just as with drug incidents, there is no way to determine with certainty which of these CFS may have been related to loitering. Historical data shows a total of 79 CFS for the above call types making up just over 35% of all CFS in this neighborhood.^(34, 35)

Noise/Vandalism Related CFS

Noise pollution and vandalism are not big concerns for residents. Five respondents (17%) mentioned being concerned or very concerned about noise pollution⁽²¹⁾ while only four respondents (13%) mentioned vandalism as concerning or high concerning.⁽²²⁾

Data shows however that noise complaints (20) have been the fourth leading CFS type over the study period comprising 9% of total CFS in the neighborhood. Check Person (56), Private Property Parking Complaint (34) and Domestic/Family Trouble (22) round out the top four CFS for this neighborhood comprising 25%, 15% and 10% of total CFS respectively.^(34, 35)

Parking/Traffic Related CFS

Seven people (24%) said they were concerned or very concerned about parking issues within the complex.⁽²⁶⁾ Data shows a total of 34 CFS reference parking complaints over the study period. The worst year for parking complaints was in 2011 with 12. Only three complaints have been received in 2016 (through August 23). The data suggests that parking at the complex is not a problem for residents with an average of only six calls per year.

Only one respondent (3%) expressed being very concerned over traffic related issues in and around the complex.⁽²⁵⁾ There were zero reported accidents at the complex. There may very well be traffic related enforcement efforts in and around the neighborhood however this type of data was not queried as it is outside the scope of this study. Having said this, it does not appear that traffic is a major problem for this neighborhood.

Summary and Recommendations

A majority of respondents believe the Brighton Square Apartment complex has good or very good appeal.⁽¹⁷⁾ They appreciate the proximity to jobs, services, and stores⁽¹⁷⁾ while 12 (41%) enjoy a sense of community at the complex.⁽¹⁴⁾ For residents residing in the neighborhood for more than four years, five (63%) said the neighborhood has either stayed the same or improved⁽¹³⁾ (for demographic information, see graphs on pages 31 and 32). 10 subjects (34%) said safety is either good or very good at the complex.⁽¹⁴⁾ This is backed by data that shows the neighborhood

averaged just 3.35 CFS per month over the study period.^(34, 35)

While the above is positive, residents offered several suggestions for management to consider moving forward.⁽²⁷⁾ The top three include:

- 1) A Neighborhood Watch program
- 2) Increased safety measures to include more lighting, camera use and private security
- 3) Community programming to include things such as gardens, events, centers, etc.

If Brighton Square management is interested in learning more about a Neighborhood Watch program or crime prevention through environmental design (CPTED), the Madison Police Department can offer guidance through the coordinator of the Crime Stoppers program. The coordinator can be reached at 608-267-1984.

It was also suggested management could further communication through electronic crime updates.⁽¹⁸⁾ These updates would inform residents, in a timely manner, of crime patterns and safety information which would help them be more vigilant. These updates would need to be a collaborative effort between management and the MPD liaison officer. If electronic means prove unsuccessful, the updates could be part of a newsletter developed and overseen by management.

Management may want to consider increased programming for residents as 10 respondents (35%) feel programming for adults is poor to very poor. Eight (28%) believe programming is poor to very poor for children and 16 (55%) believe this to be true for seniors.^(15, 16)

Check Person CFS are the most prevalent call type for this neighborhood at 56 over the study period. It is important to understand this call type can encompass many different things. Some examples include:

- 1) Checking one's medical or mental health status
- 2) Checking on someone looking into locked vehicles
- 3) Checking someone drinking or passed out in a hallway
- 4) Checking someone being loud and boisterous
- 5) Checking someone who is loitering

Because this call type can encompass so many different things, it is difficult to find a strategy to lower this CFS. Having said this, it is recommended that management post the property for no trespass. This would allow police personnel to contact, arrest and cite violators as appropriate.

Of those surveyed, 23 respondents (79%) have a positive or highly positive impression of the Madison Police Department while no one registered a negative or highly negative impression.⁽²⁸⁾

Although three respondents (10%) stated they don't call police for assistance as they don't trust the police,⁽³⁰⁾ data shows overall support for MPD with room for improvement.

Residents offered input as to ways MPD could improve the neighborhood.⁽²⁹⁾ The top three most cited suggestions are:

- 1) More community engagement
- 2) Increased youth engagement
- 3) Increased foot/bike patrol

All three suggestions have proven beneficial in other neighborhoods and should be strongly considered by MPD. Currently a member of the SCPT is assigned as the liaison officer to the Moorland Road area to include all areas in the study. It is recommended this liaison assignment continue with the officer taking the initiative to work with management to organize events that lend themselves to building mutual trust and respect between the police and residents and between residents and other residents. Suggestions for consideration include Chat with a Cop, cookouts, Cops and Bobbers, flag football, Fireside Chats, etc. These or similar activities may, over time, reduce racial concerns expressed by four respondents (13%) as relationships form based on mutual respect.⁽²²⁾

Highland Manor



The Highland Manor mobile home community is located south of the 1600 block of Moorland Road. The complex consists of 360 home sites. There are 16 rental units with the rest of the sites being owner occupied. It is currently managed by Uniprop and management staff lives on site. The complex has a leasing office and community center. Highland Manor also includes a City of Madison park within its boundaries. The park has a playground and storm shelter that is available for the residents to reserve for events. Highland Manor has an active neighborhood association.

The complex is currently at 64% capacity. One or two times a year, Community Housing Coalition will assist some residents.

The following practices are used to screen applicants:

- ◆ Criminal Background Check
- ◆ Credit Bureau Report
- ◆ Landlord Reference Checks
- ◆ Economic Evaluation
- ◆ Credit Reference Information: e.g. credit cards, loans, personal bank account
- ◆ Two Personal References (excluding relatives or employers)
- ◆ Employment Check

2016 Moorland Road Neighborhood Analysis

Moorland Rd

Highland Manor Trailer Park



Source: Esri, DigitalGlobe, GeoEye, SwissTopo, and the GIS User Community

0 75 150 300 Yards

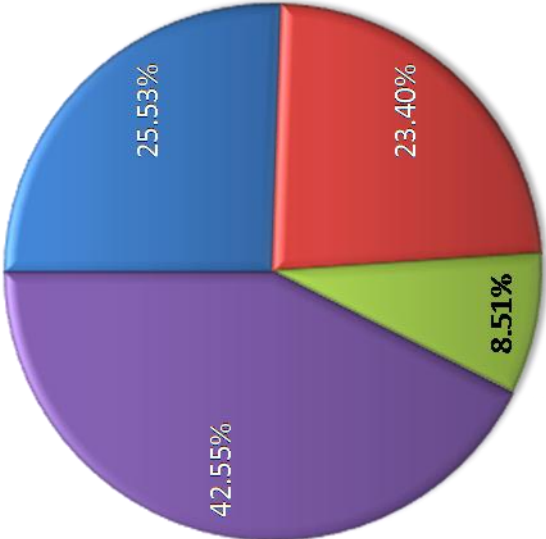
Survey Results

How long have you lived in the neighborhood?

Responses	Percent of Total
0-3 years	25.53%
4-6 years	23.40%
7-10 years	8.51%
10+ years	42.55%

Total Responses

47

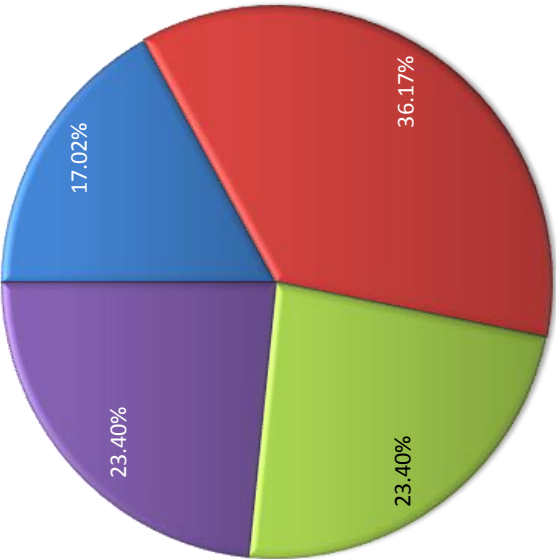


If you have resided in the neighborhood more than 4 years, how has the overall health of the neighborhood changed?

Responses	Percent of Total
It has improved	17.02%
It has stayed the same	36.17%
It has declined	23.40%
Not applicable	23.40%

Total Responses

47

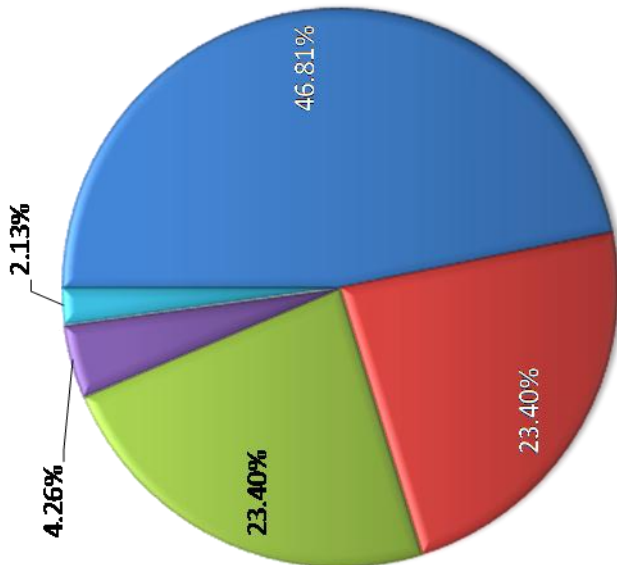


How would you rate the following attributes of your neighborhood?

Feeling of community

	Responses	Percent of Total
1 (Very Good)	22	46.81%
2	11	23.40%
3	11	23.40%
4	2	4.26%
5 (Not Good)	1	2.13%

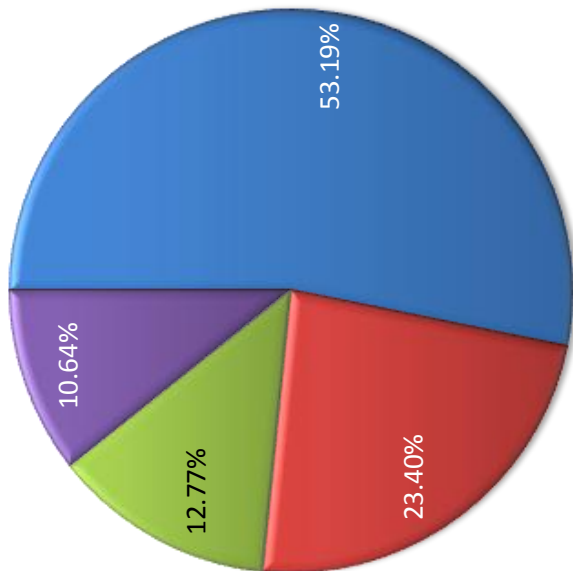
Total Responses 47



Safety

	Responses	Percent of Total
1 (Very Good)	25	53.19%
2	11	23.40%
3	6	12.77%
4	5	10.64%
5 (Not Good)	0	0.00%

Total Responses 47

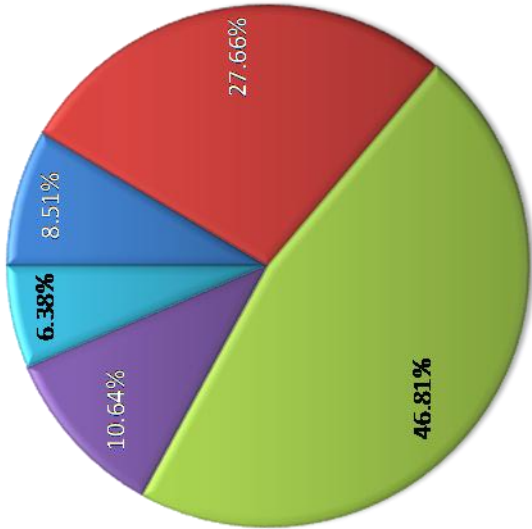


How would you rate the following attributes of your neighborhood?

Activities for adults

	Responses	Percent of Total
1 (Very Good)	4	8.51%
	2	27.66%
	3	46.81%
	4	10.64%
	5 (Not Good)	6.38%

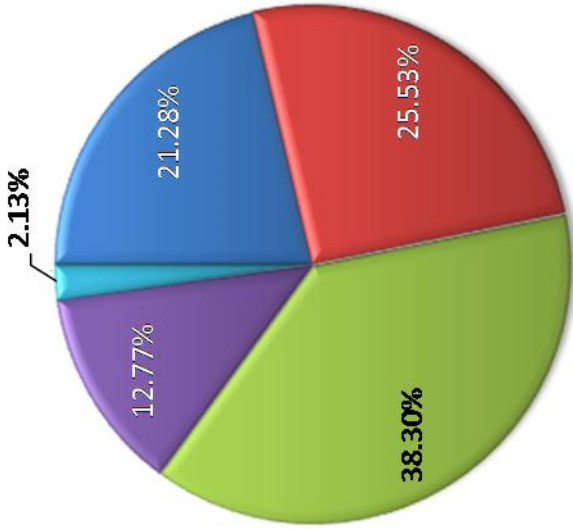
Total Responses 47



Activities for children

	Responses	Percent of Total
1 (Very Good)	10	21.28%
2	12	25.53%
3	18	38.30%
4	6	12.77%
5 (Not Good)	1	2.13%

Total Responses 47



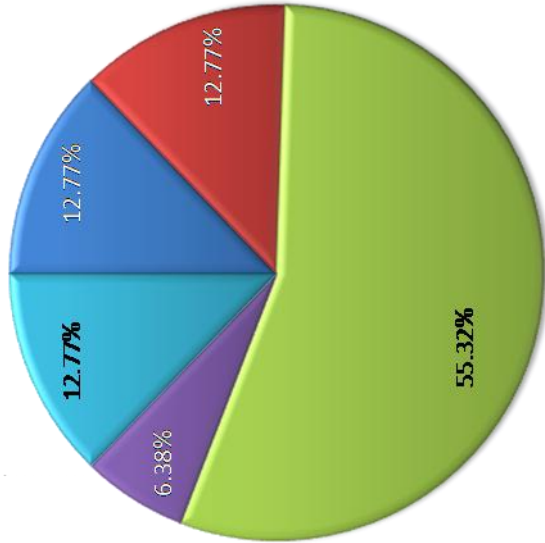
How would you rate the following attributes of your neighborhood?

Activities for seniors

	Responses	Percent of Total
1 (Very Good)	6	12.77%
2	6	12.77%
3	26	55.32%
4	3	6.38%
5 (Not Good)	6	12.77%

Total Responses

47

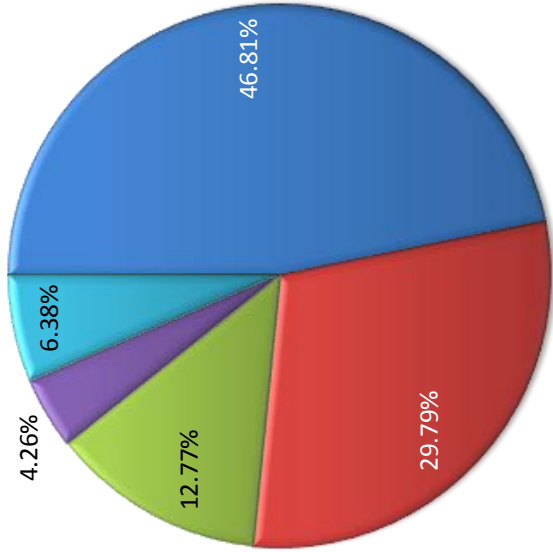


Cleanliness

	Responses	Percent of Total
1 (Very Good)	22	46.81%
2	14	29.79%
3	6	12.77%
4	2	4.26%
5 (Not Good)	3	6.38%

Total Responses

47

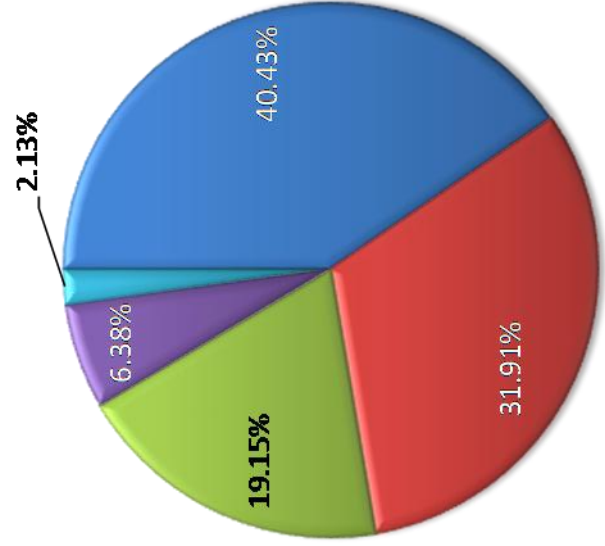


How would you rate the following attributes of your neighborhood?

General appeal

	Responses	Percent of Total
1 (Very Good)	19	40.43%
2	15	31.91%
3	9	19.15%
4	3	6.38%
5 (Not Good)	1	2.13%

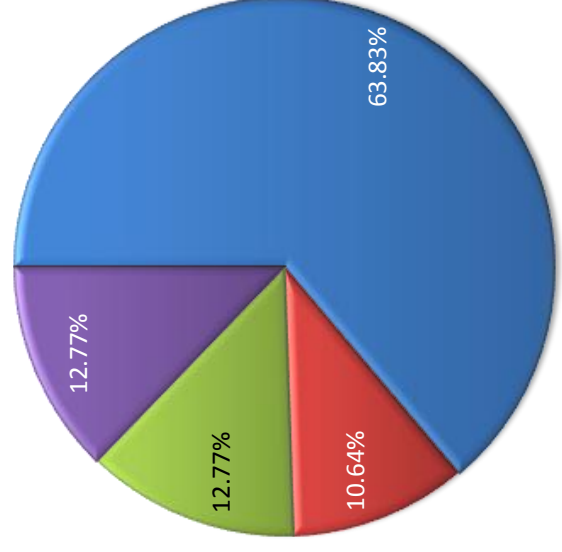
Total Responses 47



Proximity to jobs, services, stores

	Responses	Percent of Total
1 (Very Good)	30	63.83%
2	5	10.64%
3	6	12.77%
4	6	12.77%
5 (Not Good)	0	0.00%

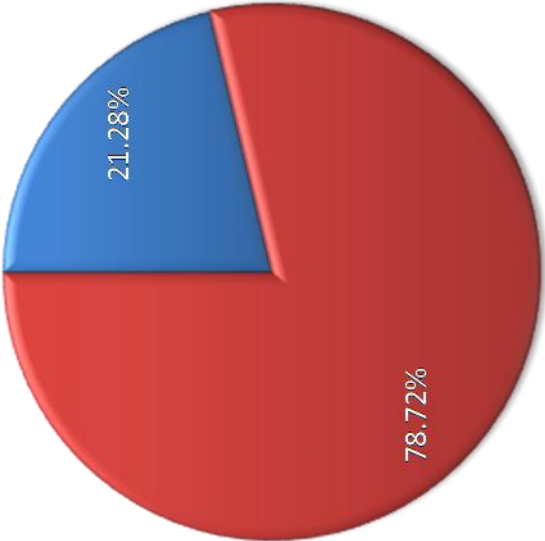
Total Responses 47



If you live in the Highland Manor Neighborhood Association, have you ever been involved in the Association?

Responses			Percent of Total
Yes	10	21.28%	
No	37	78.72%	

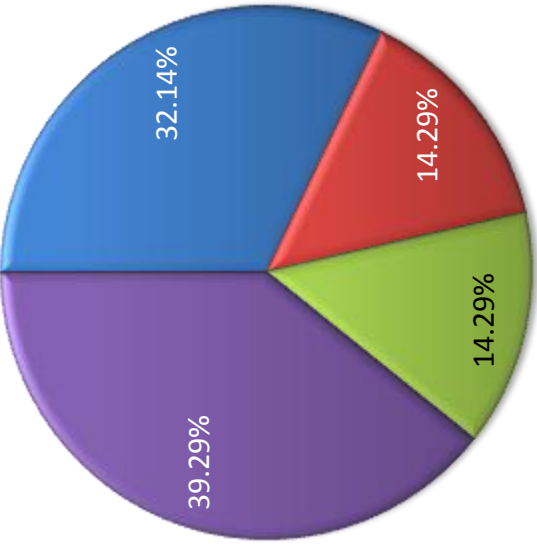
Total Responses 47



What, if anything, has prevented you from getting involved in your Neighborhood Association? (Circle all that apply)

Responses			Percent of Total
Time	18	32.14%	
No one asked	8	14.29%	
Did not know who to contact	8	14.29%	
Not interested	22	39.29%	

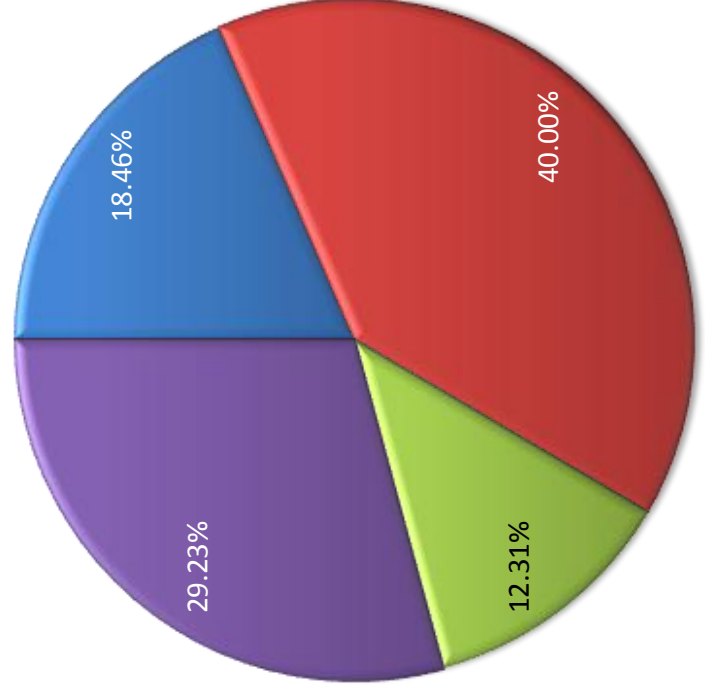
Total Responses 56



What information or services could your Neighborhood Association, Condo Association or Apartment Complex provide that would be of interest to you? (Circle all that apply)

	Responses	Percent of Total
Organizing events	12	18.46%
Sending out newsletters	26	40.00%
Providing relevant seminars or information sessions	8	12.31%
Electronic crime updates	19	29.23%

Total Responses 65

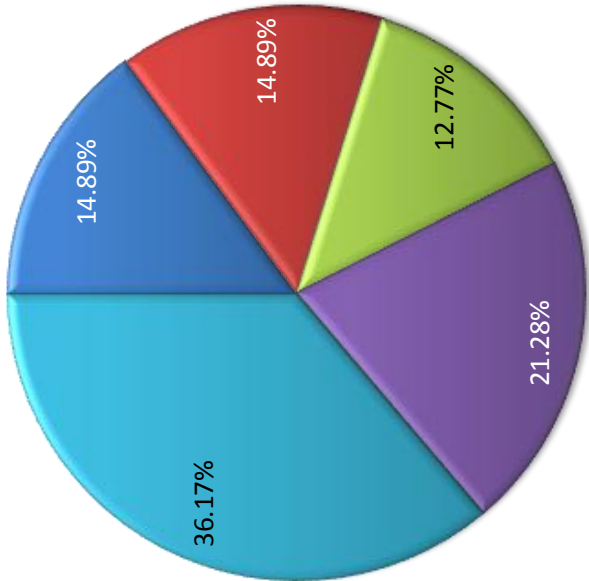


Rate the following concerns in relation to your neighborhood. (Circle One)

Crime

Responses	Percent of Total
1 (Very Concerned)	7 14.89%
2	7 14.89%
3	6 12.77%
4	10 21.28%
5 (Not Concerned)	17 36.17%

Total Responses 47



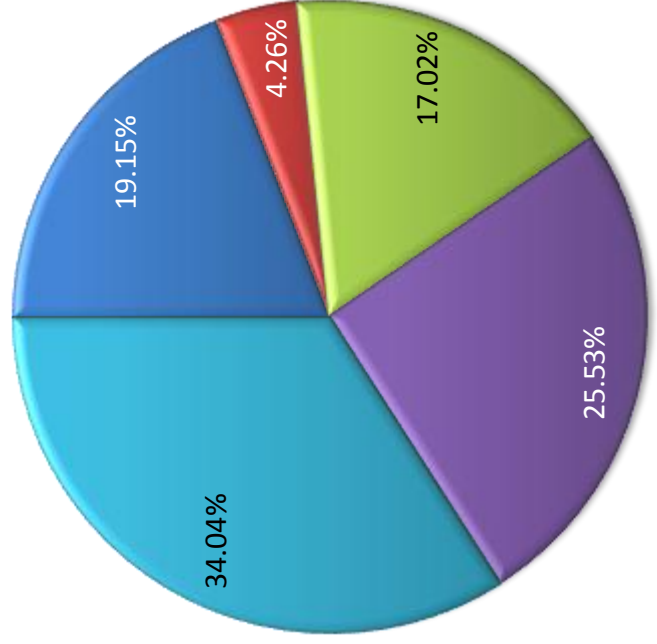
Crime is the number two concern of residents with 30% concerned. Over the past five years, there has been a total of 324 calls for service with a little more than a quarter of the calls resulting in a charge.

Rate the following concerns in relation to your neighborhood. (Circle One)

Drugs

Responses	Percent of Total
1 (Very Concerned)	9 19.15%
2	2 4.26%
3	8 17.02%
4	12 25.53%
5 (Not Concerned)	16 34.04%

Total Responses 47



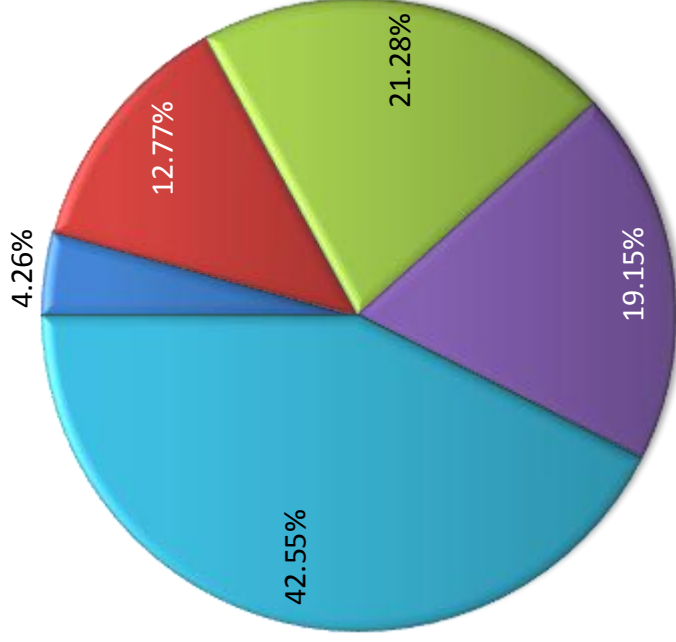
23% of residents are concerned about drugs. There has been a total of 17 calls for service related to drugs during the period studied.

Rate the following concerns in relation to your neighborhood. (Circle One)

Noise Pollution

Responses	Percent of Total
1 (Very Concerned)	2 4.26%
2	6 12.77%
3	10 21.28%
4	9 19.15%
5 (Not Concerned)	20 42.55%

Total Responses 47



17% of residents are concerned about noise pollution. There were 30 calls for service total during the study period related to noise complaints.

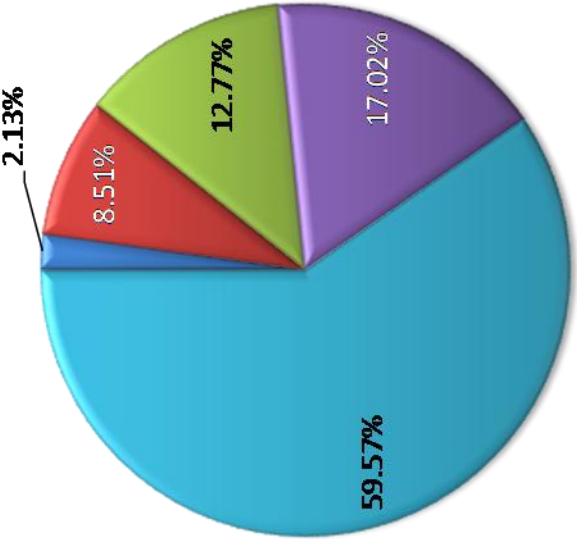
Rate the following concerns in relation to your neighborhood. (Circle One)

Racial Issues

	Responses	Percent of Total
1 (Very Concerned)	1	2.13%
	2	8.51%
	3	12.77%
	4	17.02%
5 (Not Concerned)	28	59.57%

Total Responses

47

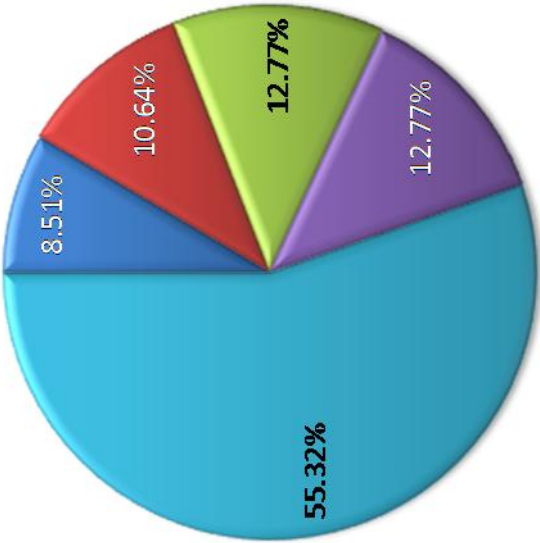


Vandalism

	Responses	Percent of Total
1 (Very Concerned)	4	8.51%
2	5	10.64%
3	6	12.77%
4	6	12.77%
5 (Not Concerned)	26	55.32%

Total Responses

47



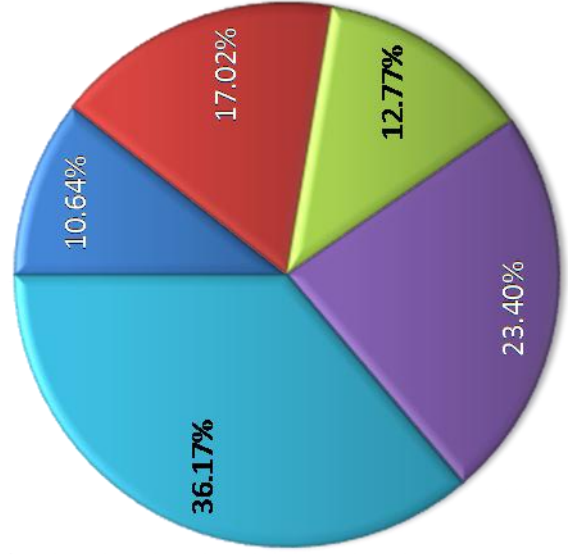
Rate the following concerns in relation to your neighborhood. (Circle One)

Unsupervised children

	Responses	Percent of Total
1 (Very Concerned)	5	10.64%
2	8	17.02%
3	6	12.77%
4	11	23.40%
5 (Not Concerned)	17	36.17%

Total Responses

47

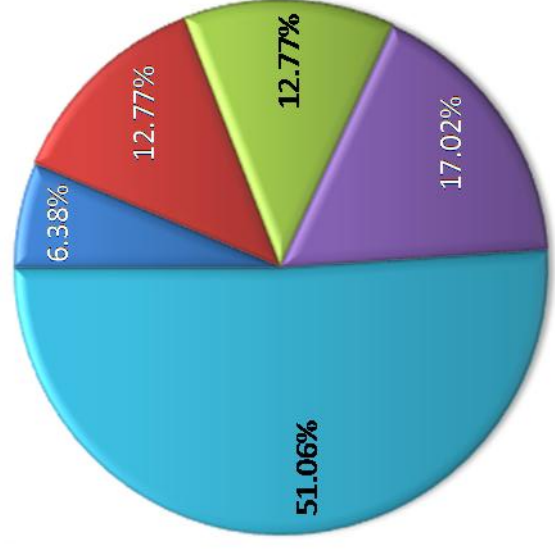


Loitering

	Responses	Percent of Total
1 (Very Concerned)	3	6.38%
2	6	12.77%
3	6	12.77%
4	8	17.02%
5 (Not Concerned)	24	51.06%

Total Responses

47



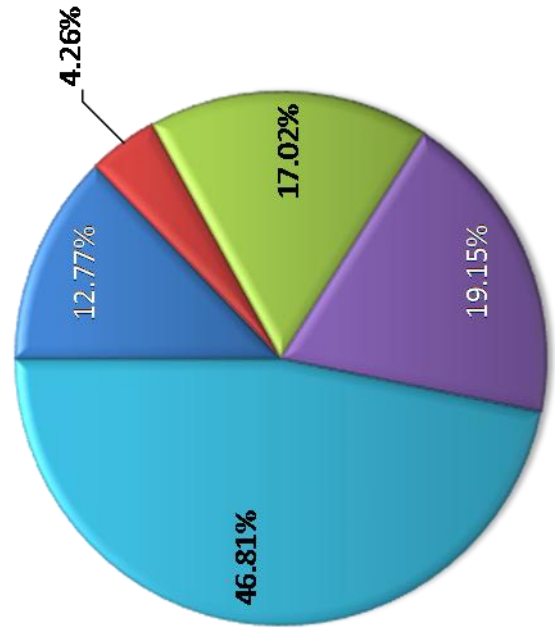
Rate the following concerns in relation to your neighborhood. (Circle One)

Littering

Responses	Percent of Total
1 (Very Concerned)	6 12.77%
2	2 4.26%
3	8 17.02%
4	9 19.15%
5 (Not Concerned)	22 46.81%

Total Responses

47

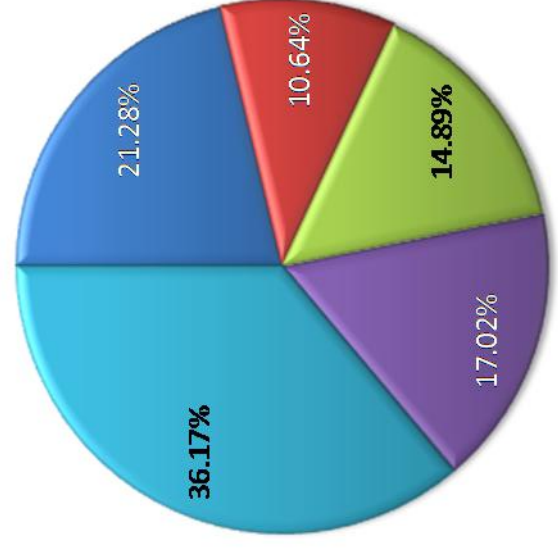


Traffic

Responses	Percent of Total
1 (Very Concerned)	10 21.28%
2	5 10.64%
3	7 14.89%
4	8 17.02%
5 (Not Concerned)	17 36.17%

Total Responses

47

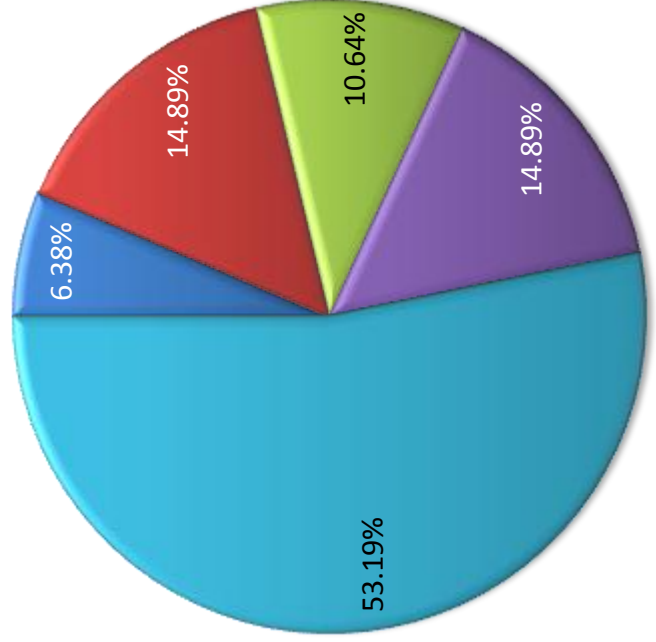


Rate the following concerns in relation to your neighborhood. (Circle One)

Parking

	Responses	Percent of Total
1 (Very Concerned)	3	6.38%
2	7	14.89%
3	5	10.64%
4	7	14.89%
5 (Not Concerned)	25	53.19%

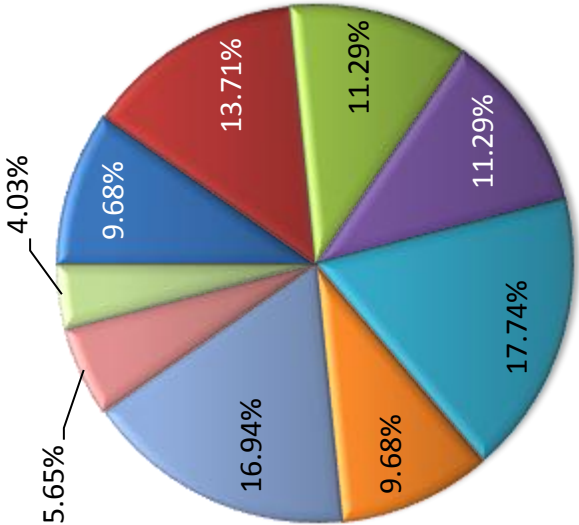
Total Responses 47



What could be done to improve the safety of the neighborhood/community?

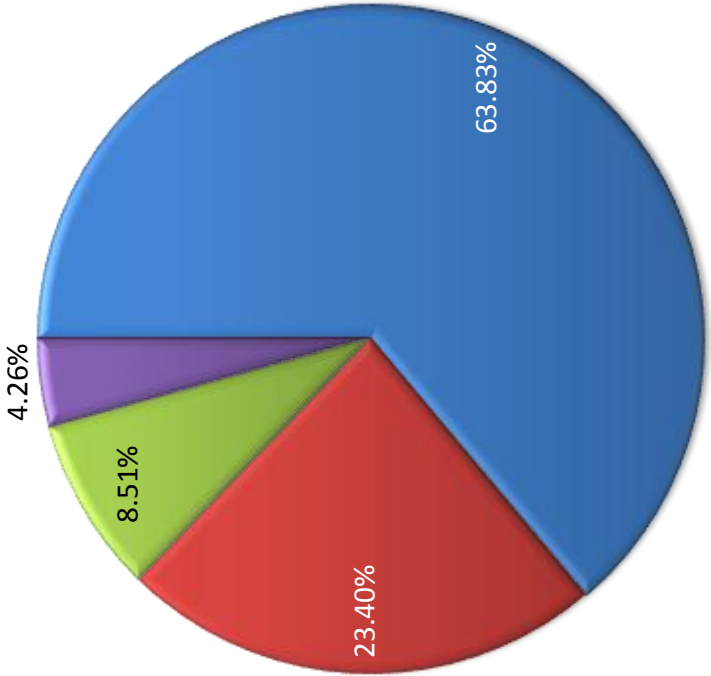
	Responses	Percent of Total
Increased parental supervision	12	9.68%
Neighborhood Watch Program	17	13.71%
Increased activities	14	11.29%
More parks/play structures	14	11.29%
Increased city services (patrol, traffic enforcement, etc.)	22	17.74%
Increased safety measures (streets, lights, cameras, private security patrols, etc.)	12	9.68%
Community programming (gardens, events, centers, etc.)	21	16.94%
Better management	7	5.65%
None	5	4.03%

Total Responses 124



What is your impression of the Madison Police Department?

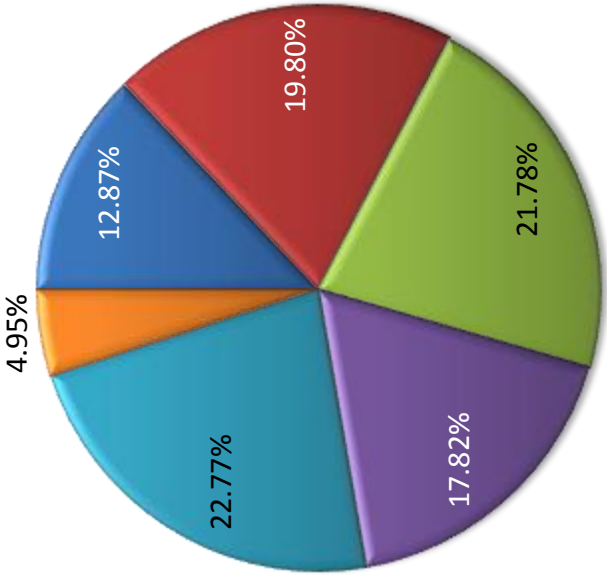
Responses	Percent of Total
1 (Highly Positive)	30 63.83%
2	11 23.40%
3	4 8.51%
4	2 4.26%
5 (Highly Negative)	0 0.00%
Total Responses	47



How can the Madison Police Department help improve your neighborhood? (Circle all that apply)

	Responses	Percent of Total
Better communication	13	12.87%
More community engagement (Chat with a Cop, neighborhood walks, crime prevention)	20	19.80%
Increased enforcements (traffic, drug, etc.)	22	21.78%
Increased foot/bike patrol	18	17.82%
Increased youth engagement (Shop with a Cop, Cops and Bobbers, after school programs - such as flag football, soccer, etc.)	23	22.77%
None	5	4.95%

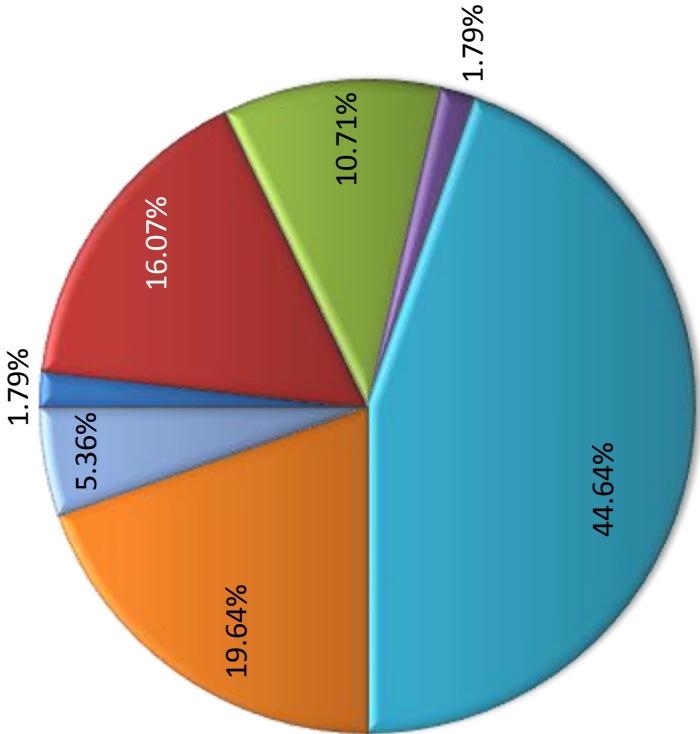
Total Responses 101



What prevents you from calling the police if an issue is occurring? (Circle all that apply)

Responses	Percent of Total
Don't trust police	1 1.79%
Fear of retribution	9 16.07%
Don't want to get involved	6 10.71%
Don't have access to a phone	1 1.79%
Never needed to call police	25 44.64%
Not applicable (I have called police)	11 19.64%
Not sure when to call police	3 5.36%

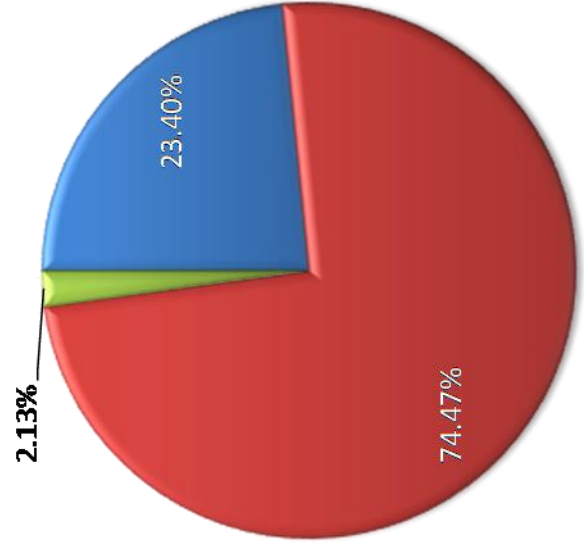
Total Responses 56



What is your gender?

Responses	Percent of Total
Male	23.40%
Female	74.47%
No response	2.13%

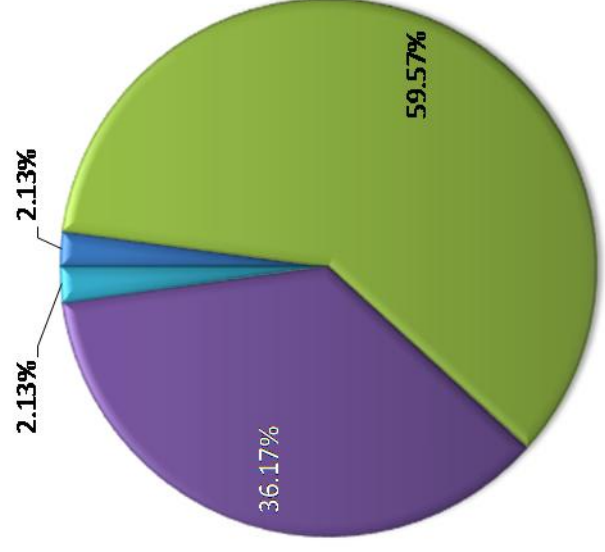
Total Responses 47



What is your race?

Responses	Percent of Total
African American	2.13%
Asian	0.00%
Caucasian	59.57%
Hispanic	36.17%
Indian	2.13%
Native American	0.00%
Other	0.00%
No response	0.00%

Total Responses 47

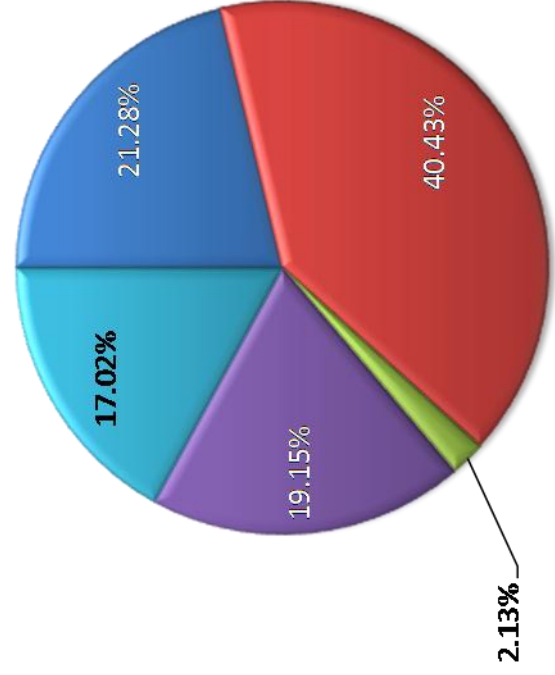


Number of people living in your household? (Circle all that apply)

Responses	Percent of Total
1	21.28%
2	40.43%
3	2.13%
4	19.15%
More than 4	17.02%

Total Responses

47

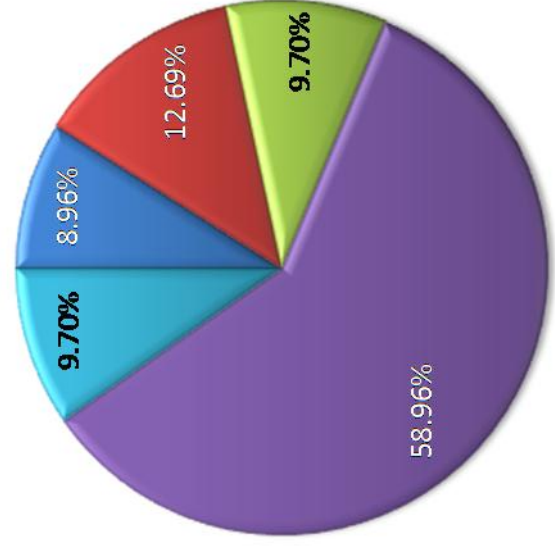


Age range of people living in your household? (Circle all that apply)

Responses	Percent of Total
0-5	8.96%
6-10	12.69%
11-17	9.70%
18-64	58.96%
65+	9.70%

Total Residents

134



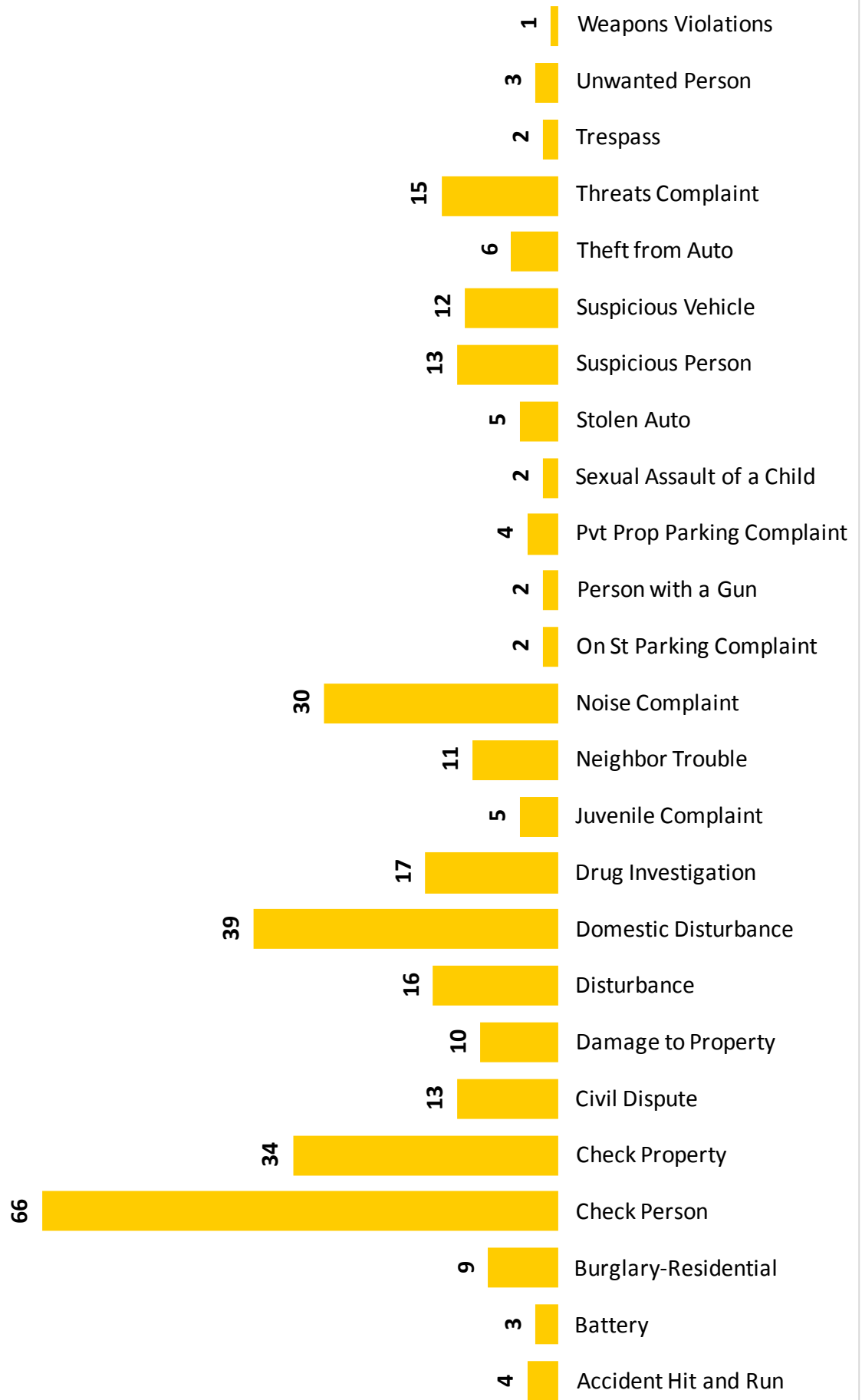
Historical Data Results

FIVE YEAR TOTAL CALLS FOR SERVICE BY CALL TYPE

Call for Service Type	2011	2012	2013	2014	2015	2016	Total
Accident - Hit & Run	2	0	0	1	1	0	4
Aggravated Battery	0	0	0	0	0	0	0
Animal Complaint - Disturbance	0	0	0	0	0	0	0
Arson	0	0	0	0	0	0	0
Battery	0	1	1	1	0	0	3
Check Person	10	14	9	9	16	8	66
Check Property	9	6	4	8	5	2	34
Civil Dispute	4	1	1	1	5	1	13
Damaged Property Complaint	2	1	4	1	1	1	10
Disturbance Call	6	1	4	2	1	2	16
Domestic / Family Trouble	6	7	6	9	11	0	39
Drug Incident	9	3	1	4	0	0	17
Exposure	0	0	0	0	0	0	0
Fight Call	0	0	0	0	0	0	0
Graffiti Complaint	0	0	0	0	0	0	0
Juvenile Complaint	1	0	0	0	3	1	5
Landlord / Tenant Trouble	0	0	0	0	0	0	0
Liquor Law Violation	0	0	0	0	0	0	0
Neighbor Trouble	5	0	0	1	2	3	11
Noise Complaint	8	3	3	6	6	4	30
Non-Residential Burglary	0	0	0	0	0	0	0
OMVWI Arrest / Intoxicated Driver	0	0	0	0	0	0	0
On Street Parking Complaint	0	0	0	0	1	1	2
Person Down	0	0	0	0	0	0	0
Person with a Gun	0	0	0	2	0	0	2
Prostitution / Soliciting	0	0	0	0	0	0	0
Prowler Complaint	0	0	0	0	0	0	0
Pvt Prop Parking Complaint	2	0	0	0	1	1	4
Residential Burglary	6	0	0	0	2	1	9
Robbery-Armed	0	0	0	0	0	0	0
Robbery-Strong Armed	0	0	0	0	0	0	0
Sexual Assault - Child	0	0	0	0	1	1	2
Sexual Assault 1-2-3-4 / Rape	0	0	0	0	0	0	0
Stolen Auto	2	0	1	0	2	0	5
Suspicious Person	3	2	1	2	2	3	13
Suspicious Vehicle	4	1	0	2	2	3	12
Theft from Auto	1	0	4	0	0	1	6
Threats Complaint	2	1	1	4	6	1	15
Trespassing Complaint	1	1	0	0	0	0	2
Unwanted Person	0	2	0	1	0	0	3
Weapons Offense	0	0	0	0	0	1	1
Grand Total	83	44	40	54	68	35	324

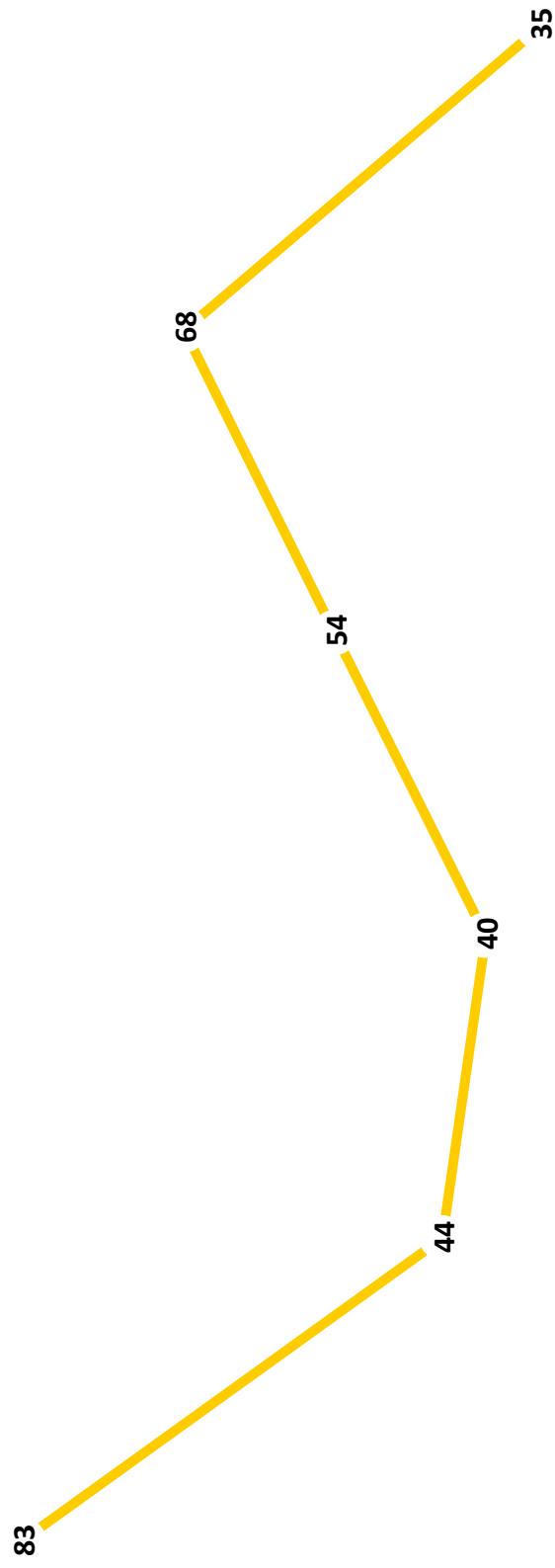
FIVE YEAR TOTAL CALLS FOR SERVICE BY TYPE

Data From: 01/01/2011 - 08/23/2016



Data From: 01/01/2011 - 08/23/2016

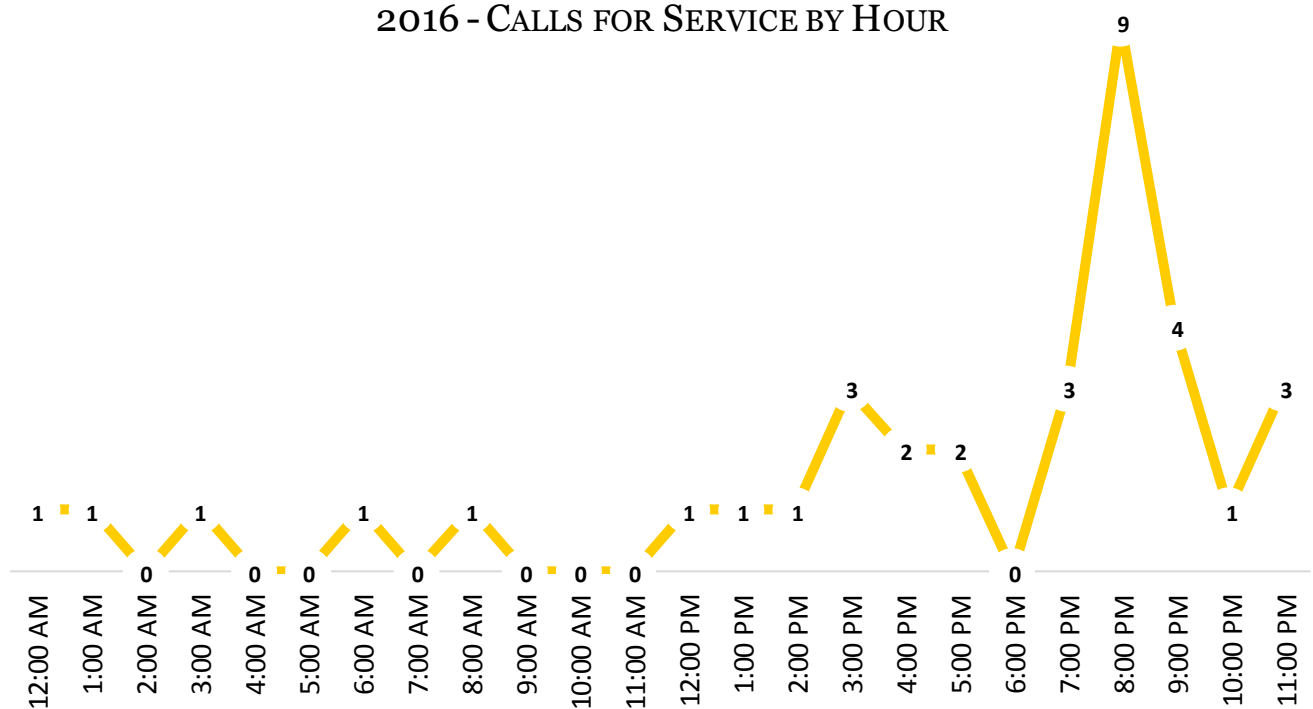
TOTAL CALLS FOR SERVICE BY YEAR



FIVE YEAR TOTAL CALLS FOR SERVICE BY HOUR

	2011	2012	2013	2014	2015	2016
12:00 AM	5	4	0	4	1	1
1:00 AM	4	0	2	1	2	1
2:00 AM	1	1	0	2	1	0
3:00 AM	0	0	0	0	0	1
4:00 AM	1	2	0	1	1	0
5:00 AM	1	0	0	1	0	0
6:00 AM	2	0	0	1	2	1
7:00 AM	5	1	1	0	0	0
8:00 AM	2	1	2	3	1	1
9:00 AM	2	3	1	3	1	0
10:00 AM	1	0	0	2	2	0
11:00 AM	3	1	2	4	3	0
12:00 PM	4	2	2	4	4	1
1:00 PM	1	2	5	0	3	1
2:00 PM	5	3	2	3	3	1
3:00 PM	4	1	3	2	7	3
4:00 PM	8	4	0	3	6	2
5:00 PM	1	3	4	4	8	2
6:00 PM	5	2	3	3	9	0
7:00 PM	6	4	2	2	2	3
8:00 PM	7	2	5	4	6	9
9:00 PM	6	6	3	3	3	4
10:00 PM	5	1	1	4	2	1
11:00 PM	4	1	2	0	1	3

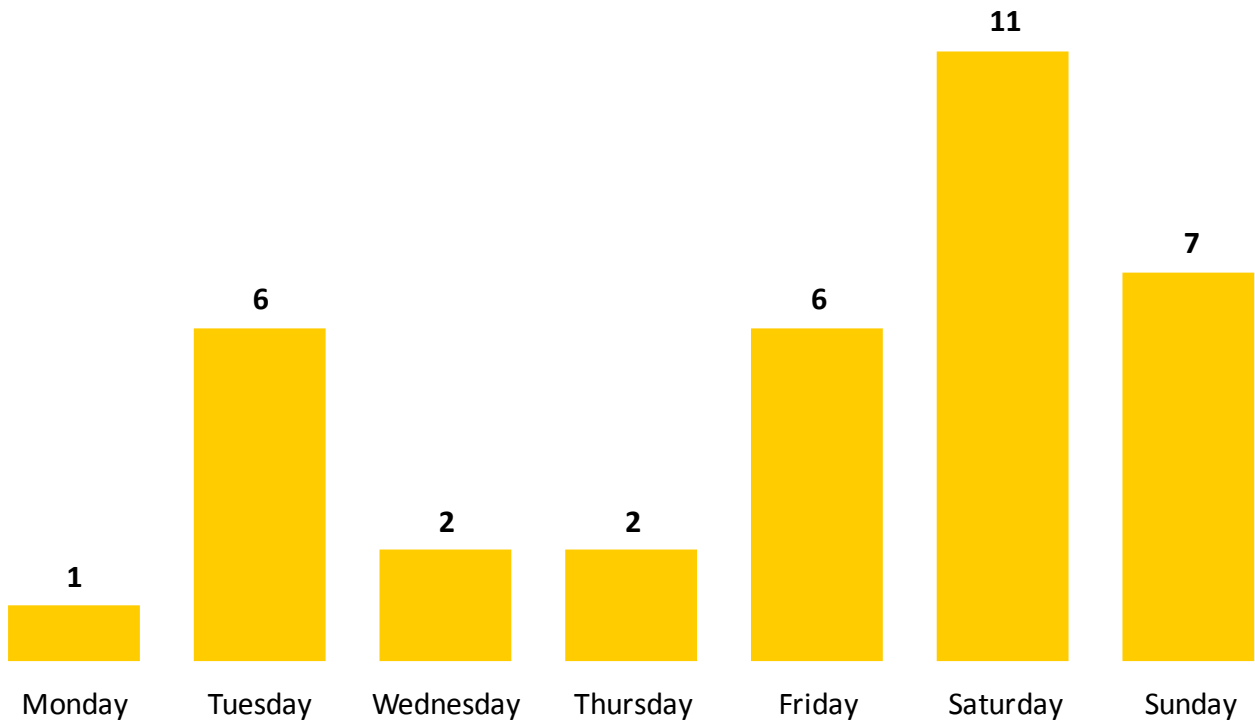
2016 - CALLS FOR SERVICE BY HOUR



FIVE YEAR TOTAL CALLS FOR SERVICE BY DAY OF WEEK

	2011	2012	2013	2014	2015	2016
Monday	11	8	1	8	8	1
Tuesday	15	2	6	4	11	6
Wednesday	8	6	5	7	13	2
Thursday	6	6	8	10	11	2
Friday	11	4	4	9	8	6
Saturday	19	7	8	9	7	11
Sunday	13	11	8	7	10	7

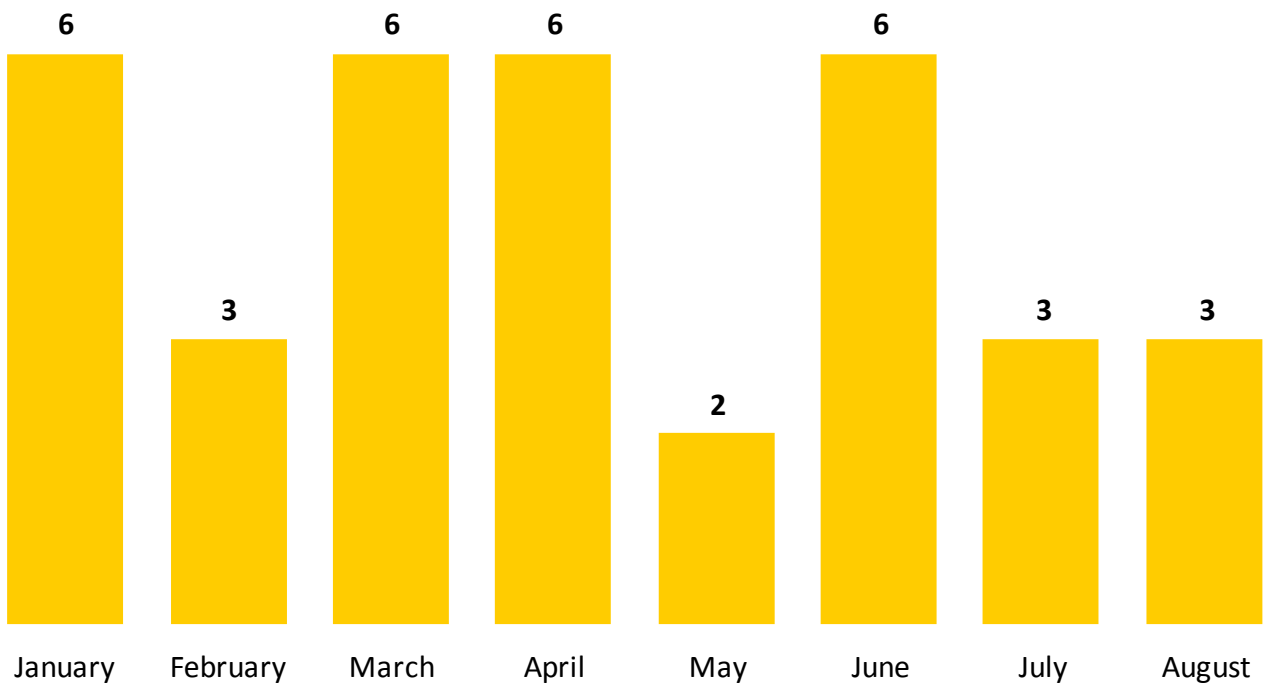
2016 - Calls for Service by Day of Week



FIVE YEAR TOTAL CALLS FOR SERVICE BY MONTH

	2011	2012	2013	2014	2015	2016
January	8	5	1	1	6	6
February	2	3	0	2	2	3
March	7	2	1	7	7	6
April	14	3	6	5	5	6
May	10	5	2	13	6	2
June	4	2	4	8	8	6
July	7	6	1	2	9	3
August	16	5	5	1	7	3
September	4	6	4	3	7	0
October	4	3	8	1	4	0
November	2	4	3	4	4	0
December	5	0	5	7	3	0

2016 - CALLS FOR SERVICE BY MONTH



FIVE YEAR TOTAL OFFENSES BY TYPE

Offense Type	Total Offenses
All Other Offenses	37
Disorderly Conduct	18
* Destruction/Damage/Vandalism of Property	12
* All Other Larceny	8
* Simple Assault	7
* Theft from Motor Vehicle	6
* Theft from Building	6
* Burglary/Breaking and Entering	6
* False Pretenses/Swindle/Confidence Game—Fraud	5
* Credit Card/Automatic Teller Machine Fraud	4
* Drug/Narcotic Violations	3
* Weapon Law Violations	2
* Drug Equipment Violations	2
* Aggravated Assault	2
Family Offenses, Nonviolent	1
* Motor Vehicle Theft	1
* Forcible Fondling	1
* Shoplifting—Theft Offense	1
* Kidnapping/Abduction	1
* Identity Theft	1
* Theft of Motor Vehicle Parts or Accessories	1
* Sexual Assault with an Object	1
Liquor Law Violations	1
Total	127

* Denotes a IBR Group A Offense

Historical and Survey Data Comparison and Discussion

Survey Results

Over half of Highland Manor residents have resided in the neighborhood for seven or more years. More than 70% of residents report feeling safe and a strong sense of community. One of 10 residents report racial issues as concerning within the neighborhood. More than 70% of residents indicated a high level of appeal in the neighborhood. Contributing to this is that a similar level of residents reported good proximity to jobs and a clean neighborhood.

Of people surveyed 70% are female, 60% are Caucasian, 36% are Hispanic, 2% are Indian or African American. Eight of 10 households have two or more residents. Four of 10 have four or more residents. The majority of residents are 18 or older. Children make up one third of residents while seniors account for 10%.

The majority believe that the activity level for children is adequate. When asked about activities for adults respondents were split about the adequacy. Shifting the focus to senior citizens a slight majority believed that the available activities level is inadequate.

Nearly 80% of residents have not been involved in the neighborhood association. The majority of respondents cited lack of interest and time. Respondents would like the neighborhood association to distribute a newsletter and electronic crime updates.

Although crime was the neighborhood's second highest concern, 57% of respondents indicate very little or no concern. In all the specific categories of crime the majority of residents indicate no or very little concern. Of most concern to respondents was drugs with 25% of residents reporting a high level of concern. Noise pollution, vandalism, loitering and littering all came in with fewer than 20% of residents finding them concerning.

One in four residents reported concern about unsupervised children. This, combined with one in three residents concerned about vehicular traffic, supported a commonly vocalized worry about the safety of children while playing near or in the streets. The majority of respondents reported no or little concern about parking issues.

Many residents believe that community safety could be improved through increased city services. Many indicated that increased community programming, activities and parks would

increase safety. The survey results also indicated an interest in a neighborhood watch program. Very few residents indicated that better management would increase safety.

Nearly half of respondents wanted increased engagement from the Madison Police Department. This was split between youth engagement and general community engagement. One of five residents indicated that increased police enforcement would improve the neighborhood.

Residents report a high impression of the Madison Police Department. Eight of 10 residents have a positive or highly positive view of the department. Only two respondents reported a slight negative impression and no one reported a highly negative impression. Along with this the majority of residents would or have called police if needed. The majority of those that would not call police cited fear of retribution as the main reason why.

Historical Data

This report reviewed historical data from 01/01/2011 through 08/23/2016. Over this period Highland Manor generated 324 calls for service. The top five calls for service were check person (66), domestic disturbance (39), check property (34), noise complaint (30), and drug investigation (17).

In 2011 Highland Manor generated their highest amount of calls for service at 83. Their lowest year was 2013 at 40 calls for service. This year (2016) they are on pace to generate 53 calls for service. Summer and spring months are busier than winter months and Saturday and Sunday are the busiest days. The busiest times are between 3 p.m. and 12 a.m. Using a weighted average, of the combined study area, Highland Manor came in under average for all reported call types.

The calls for service resulted in 127 criminal offenses being issued over the historical period. The top five offenses were all other offenses (37), disorderly conduct (18), vandalism/damage of property (12), larceny (8) and simple assault (7). In 2013 Highland Manor generated their highest amount of offenses at 34. The lowest year was 2012 with 15 offenses. In 2016 they are on pace to beat the low of 15 offenses. Using a weighted average, of the combined study area, Highland Manor is above average in fraud and theft from auto offenses.

So far in 2016 the busiest time of day is 8 p.m. The busiest days are Saturday and Sunday with no clear trend on the busiest months. There does not seem to be an upward trend of any particular call type. On a downward trend are domestic calls with zero reported in 2016.

When considering Type A calls for the historical period, no clear trends emerge. The top three Type A calls for Highland Manor are residential burglary (9), stolen auto (5) and battery (3). Of the nine residential burglaries, six were reported in 2011 and only one so far in 2016. Zero stolen auto and battery calls have been generated in 2016.

Data vs. Perception

As noted above, the majority of respondents did not report crime as being of concern. Of those that did, drugs were rated concerning the most. Over the historical period, 17 calls for service were generated for drug investigations. This resulted in four drug related offenses. This alone does not support the respondents concern. However, this alone does not paint the complete picture.

Certain other call types can be indicative of drug related behavior. These call types include check property (34), suspicious person (13), and suspicious vehicle (12). This means that a potential 76 calls for service were the result of suspected drug related activities. In other words, potentially one of four calls for services was drug related.

It is not possible to know with absolute accuracy if the other call types were drug related. Because of this, I think two conflicting pieces of information are important. The first is that the most common form of reported drug activity is short-term trafficking. This type of behavior is usually engaged in by non-residents and is pseudo random. This means that behavior is rarely caught and when caught addresses associated with resulting offenses may not correlate with the neighborhood that reported it. The second being that only four drug related offenses were issued.

Using the weighted average for the combined study area Highland Manor is about average for drug related calls for service and offenses. This supports the idea that the problem is not necessarily related to individual residents but comes from outside the neighborhood and is transient in nature.

Summary and Recommendations

Highland Manor has a strong sense of community. This could be utilized and bolstered by providing more community events and activities. Management and the neighborhood association should work towards organizing regularly scheduled events. Events such as bingo, movie nights

and cookouts give people the chance to meet their neighbors and stay engaged. The survey results suggest that it would be best to target adults and seniors as they seem to be lacking in services.

One common complaint was that a child might get hurt while playing in or near the street. Management should designate additional play areas for children. Adding traffic calming devices to the community would help address traffic concerns/perceptions. A community garden could serve as an area in which children and adults can participate in something together.

Management, Madison Police and the neighborhood association should work together in starting a neighborhood watch program. Residents indicated a strong interest in this type of program. It would serve to promote and foster safety in the neighborhood. At the same time it would provide management and police with quicker identification of problems or concerns.

The Madison Police Department should continue assigning a liaison officer to this neighborhood. This officer should work with management and the neighborhood association to organize outreach events. The neighborhood expressed a strong interest in getting to know the police department better. These events give residents a sense of trust and confidence in the police department and their neighborhood.

One problem with the current liaison officer positions is a lack of time and resources. Liaison officers are often used to fulfill other priority departmental needs. Departmental needs come up often and pull the liaison officer away from the neighborhood. This indicates that the Madison Police Department should look closer at a more permanent liaison, neighborhood officer or neighborhood resource officer position. This position could serve the greater study area rather than individual neighborhoods.

A secondary benefit would be the increased police presence of the liaison officer. The residents indicated that more police presence would improve the health of the neighborhood. A tertiary result would be increased police enforcements. The residents also deemed this as important and with the liaison officer frequently being in the neighborhood the chances for enforcement increase.

The neighborhood association should work on creating/promoting a newsletter. The newsletter could serve to advertise community events, programs or concerns. Working with the

liaison officer, it could include a crime update with educational prevention tips. This may also bolster participation and support of the association.

The above measures go a long way in addressing the concerns of crime in the neighborhood. To take it further, management could install a gate system. This would help curb transient behavior such as short term drug transactions. It may also help reduce other property crimes occurring in neighborhood.

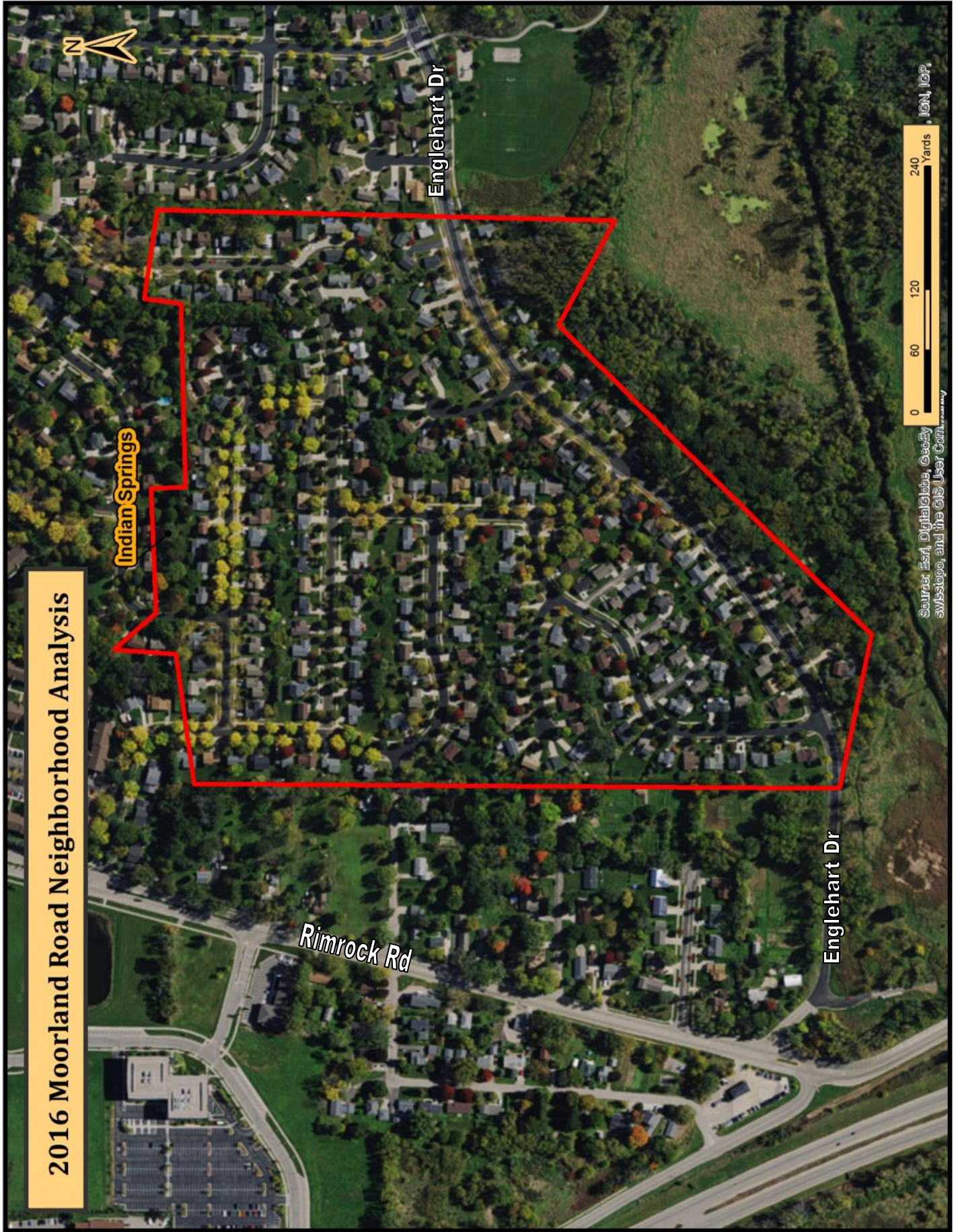
The Madison Police should use the opportunity to build relationships and encourage residents to report problems in the neighborhood. The historical data indicates that the concerns of residents don't always translate into calls for service. The police department should promote a relationship that encourages the sharing of concerns. Residents also need to fulfill their role of reporting activity that is not conducive to the neighborhood.

Indian Springs



The Indian Springs neighborhood is bordered by Rockwood Drive to the north, Wayland Drive to the east, Kent Lane and Artesian Lane to the west and Nine Springs Creek to the south. This residential area is primarily single-family homes with 235 units. Indian Springs has an active neighborhood association. There are four City of Madison parks located within the area.

2016 Moorland Road Neighborhood Analysis



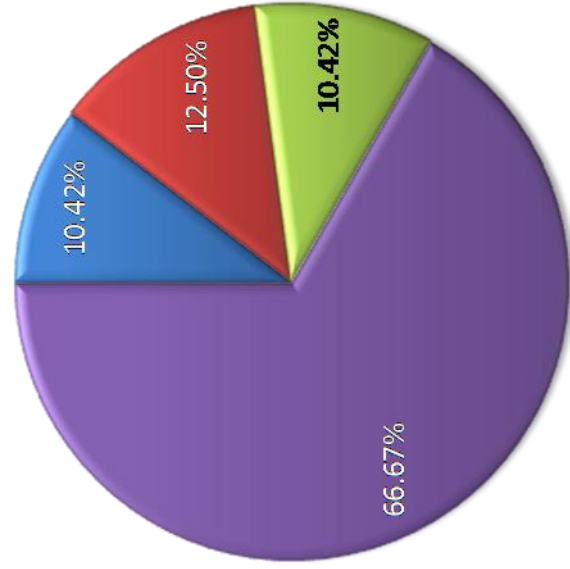
Survey Results

How long have you lived in the neighborhood?

Responses	Percent of Total
0-3 years	10.42%
4-6 years	12.50%
7-10 years	10.42%
10+ years	66.67%

Total Responses

48

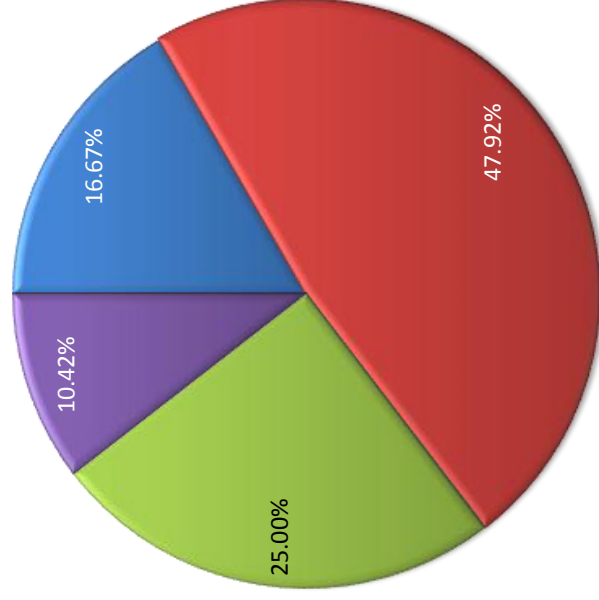


If you have resided in the neighborhood more than 4 years, how has the overall health of the neighborhood changed?

Responses	Percent of Total
It has improved	16.67%
It has stayed the same	47.92%
It has declined	25.00%
Not applicable	10.42%

Total Responses

48

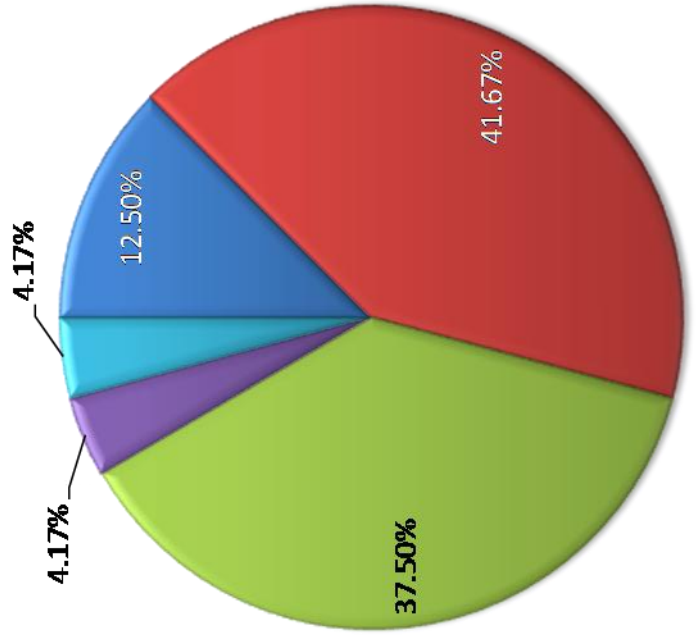


How would you rate the following attributes of your neighborhood?

Feeling of community

Responses	Percent of Total
1 (Very Good)	6 12.50%
2	20 41.67%
3	18 37.50%
4	2 4.17%
5 (Not Good)	2 4.17%

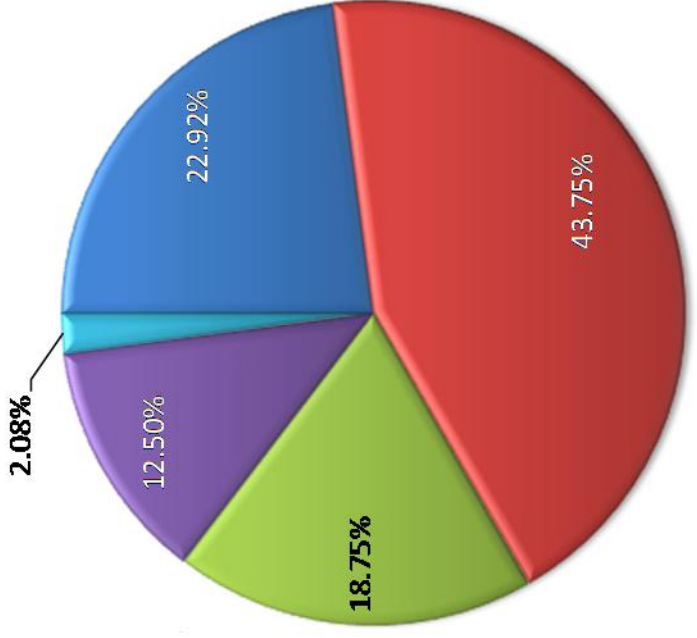
Total Responses 48



Safety

Responses	Percent of Total
1 (Very Good)	11 22.92%
2	21 43.75%
3	9 18.75%
4	6 12.50%
5 (Not Good)	1 2.08%

Total Responses 48

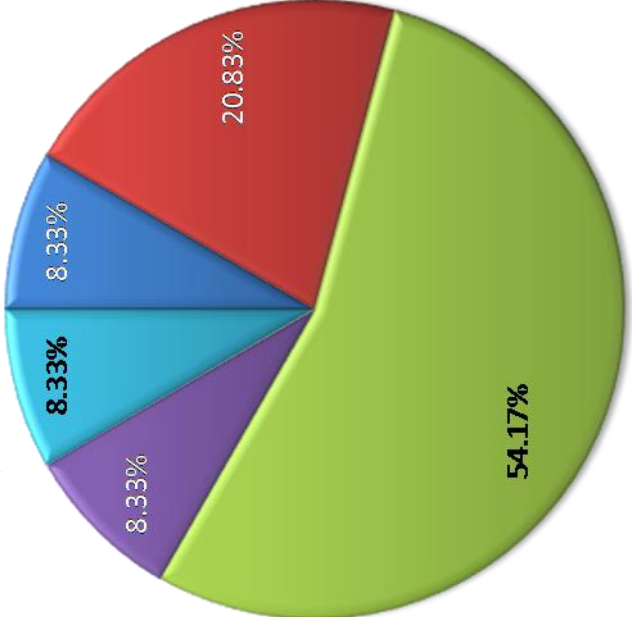


How would you rate the following attributes of your neighborhood?

Activities for adults

	Responses	Percent of Total
1 (Very Good)	4	8.33%
2	10	20.83%
3	26	54.17%
4	4	8.33%
5 (Not Good)	4	8.33%

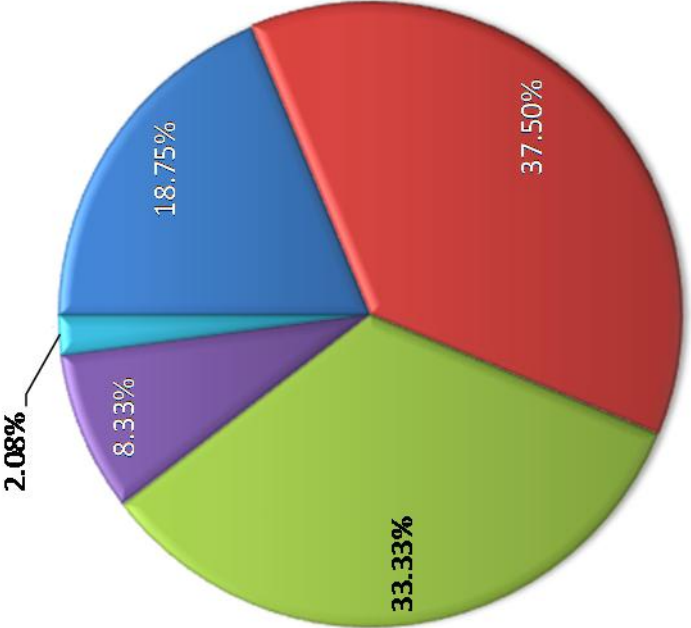
Total Responses 48



Activities for children

	Responses	Percent of Total
1 (Very Good)	9	18.75%
2	18	37.50%
3	16	33.33%
4	4	8.33%
5 (Not Good)	1	2.08%

Total Responses 48

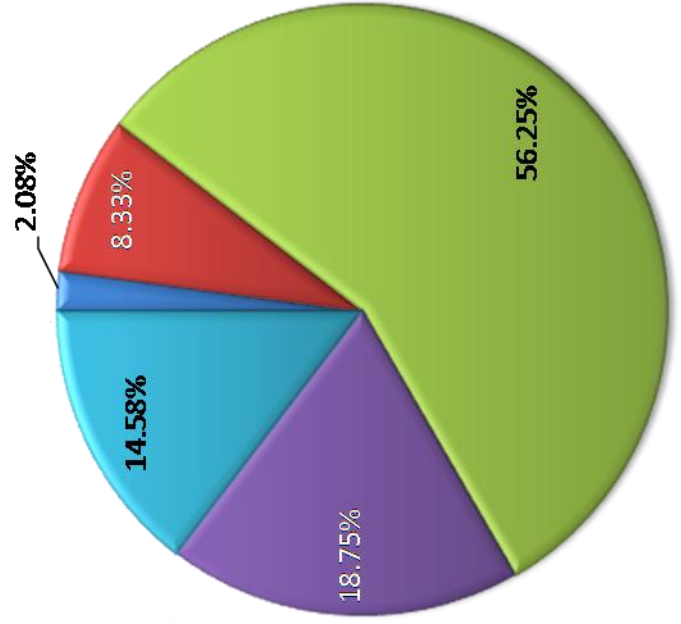


How would you rate the following attributes of your neighborhood?

Activities for seniors

Responses	Percent of Total
1 (Very Good)	2.08%
2	8.33%
3	56.25%
4	18.75%
5 (Not Good)	14.58%

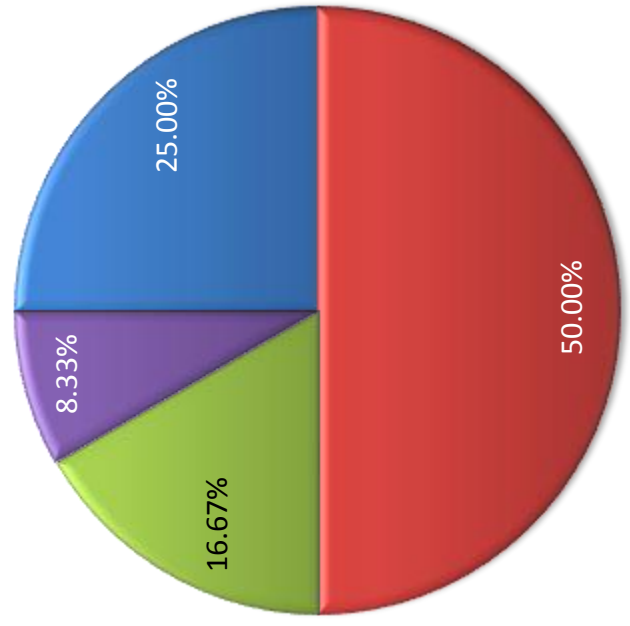
Total Responses 48



Cleanliness

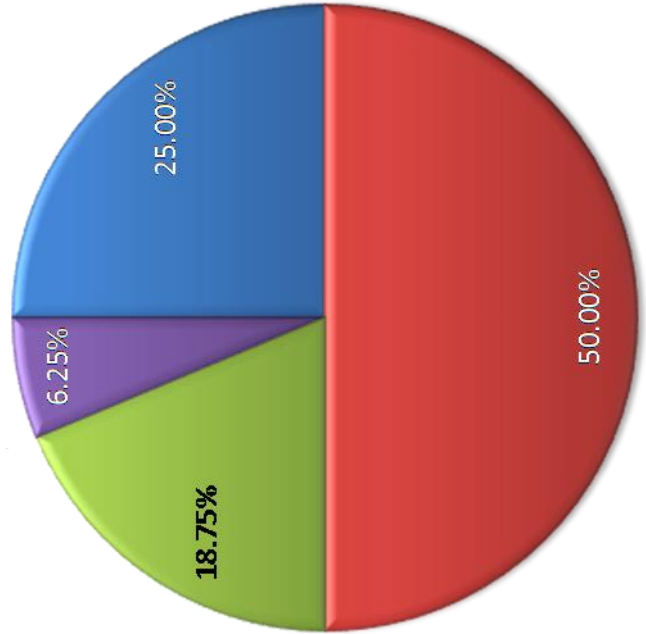
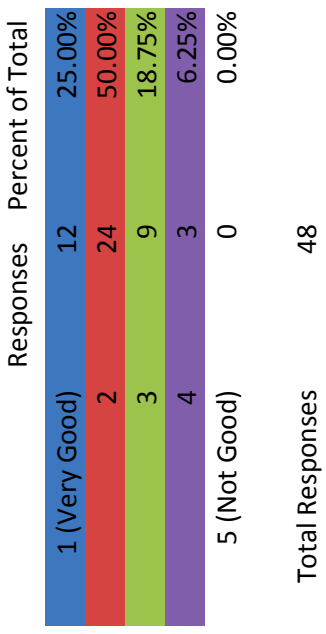
Responses	Percent of Total
1 (Very Good)	25.00%
2	50.00%
3	16.67%
4	8.33%
5 (Not Good)	0.00%

Total Responses 48

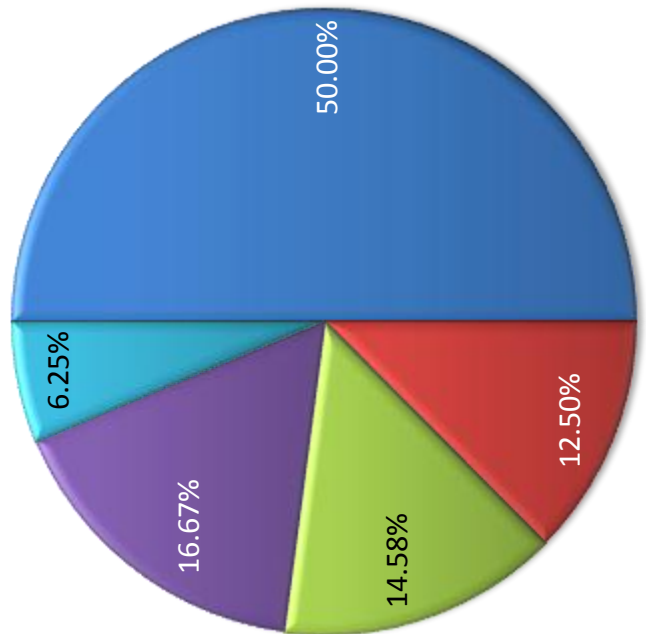
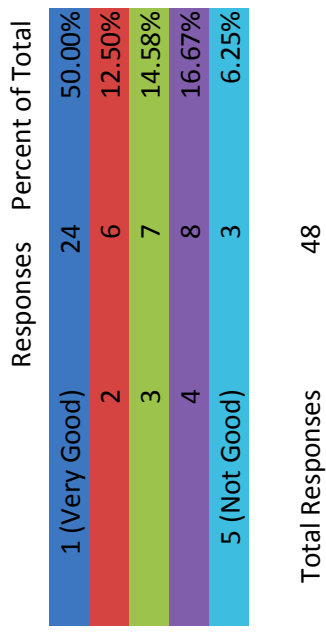


How would you rate the following attributes of your neighborhood?

General appeal



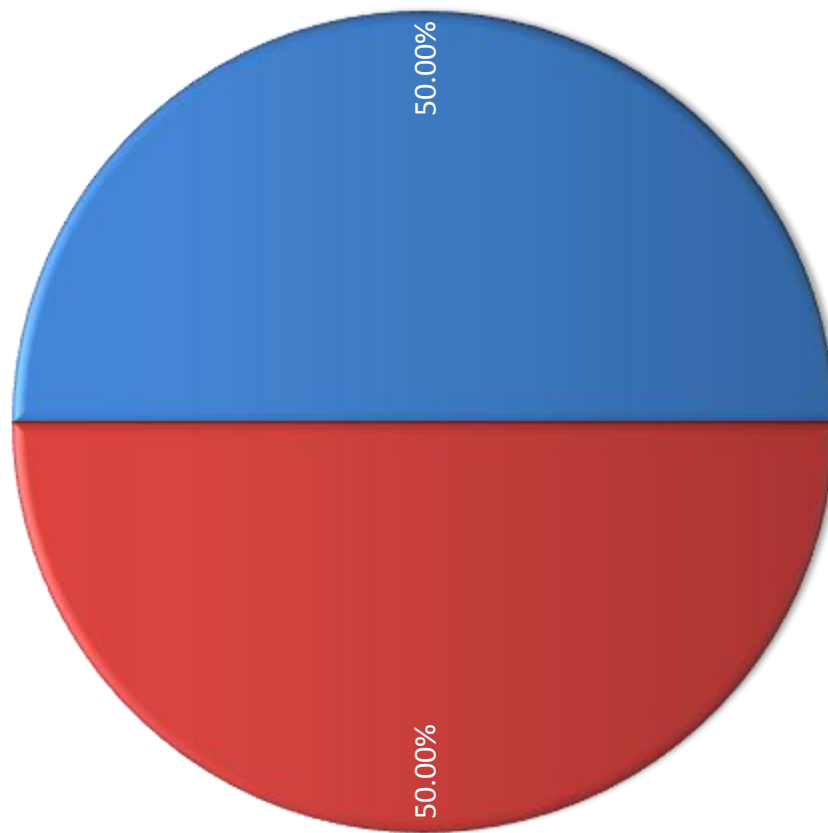
Proximity to jobs, services, stores



If you live in the Indian Springs Neighborhood Association, have you ever been involved in the Association?

Responses			Percent of Total
Yes	24	50.00%	
No	24	50.00%	

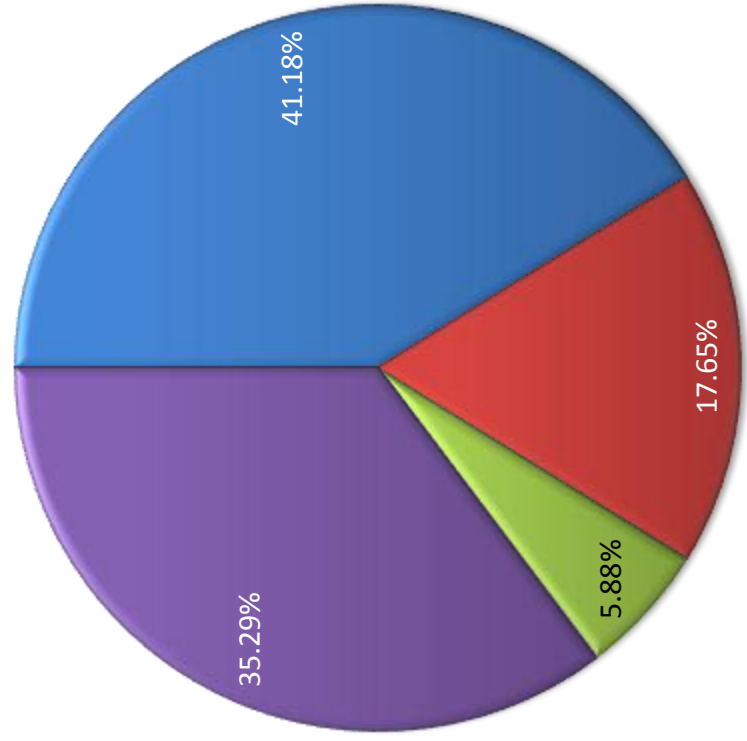
Total Responses 48



What, if anything, has prevented you from getting involved in your Neighborhood Association? (Circle all that apply)

Responses Percent of Total		
Time	14	41.18%
No one asked	6	17.65%
Did not know who to contact	2	5.88%
Not interested	12	35.29%

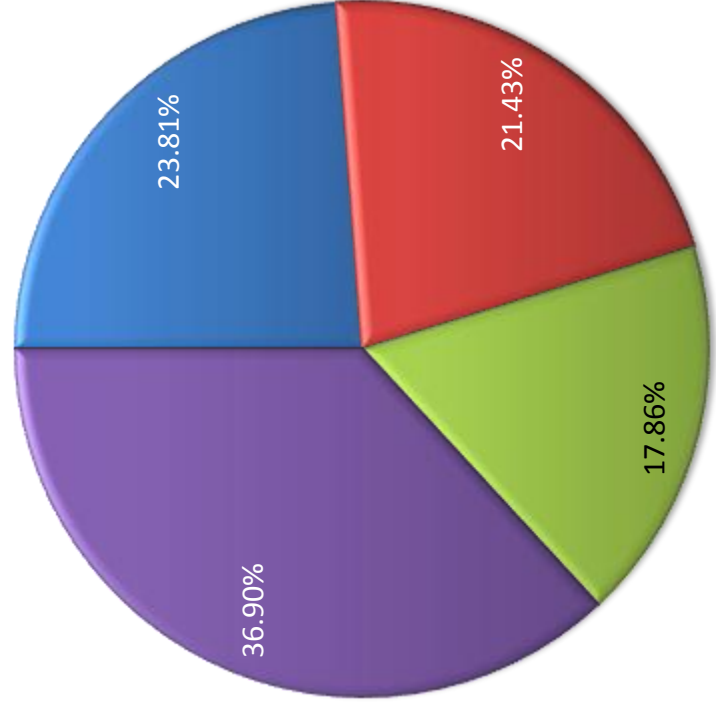
Total Responses 34



What information or services could your Neighborhood Association, Condo Association or Apartment Complex provide that would be of interest to you? (Circle all that apply)

	Responses	Percent of Total
Organizing events	20	23.81%
Sending out newsletters	18	21.43%
Providing relevant seminars or information sessions	15	17.86%
Electronic crime updates	31	36.90%

Total Responses 84

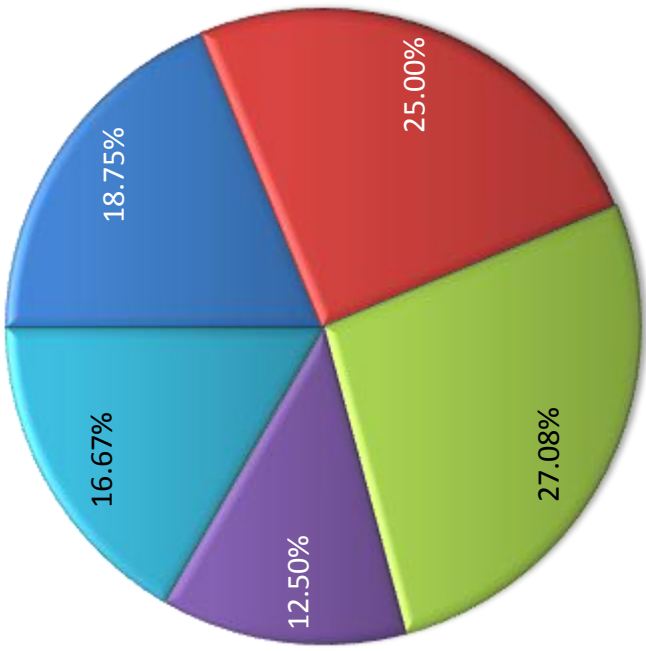


Rate the following concerns in relation to your neighborhood. (Circle One)

Crime

	Responses	Percent of Total
1 (Very Concerned)	9	18.75%
	2	25.00%
	3	27.08%
	4	12.50%
5 (Not Concerned)	8	16.67%

Total Responses 48



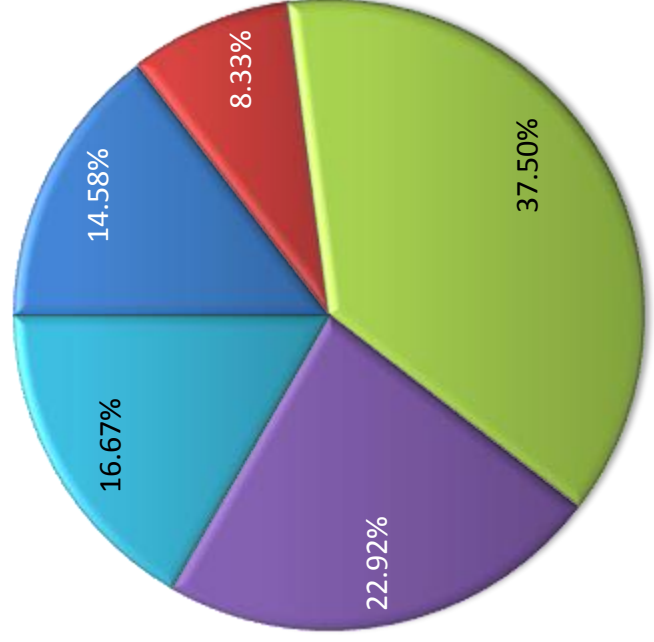
Crime is the number one concern of the residents living in the area with 44% feeling concerned. There has been a total of 227 calls for service with almost a third of the calls resulting in an offense.

Rate the following concerns in relation to your neighborhood. (Circle One)

Drugs

Responses	Percent of Total
1 (Very Concerned)	7 14.58%
2	4 8.33%
3	18 37.50%
4	11 22.92%
5 (Not Concerned)	8 16.67%

Total Responses 48



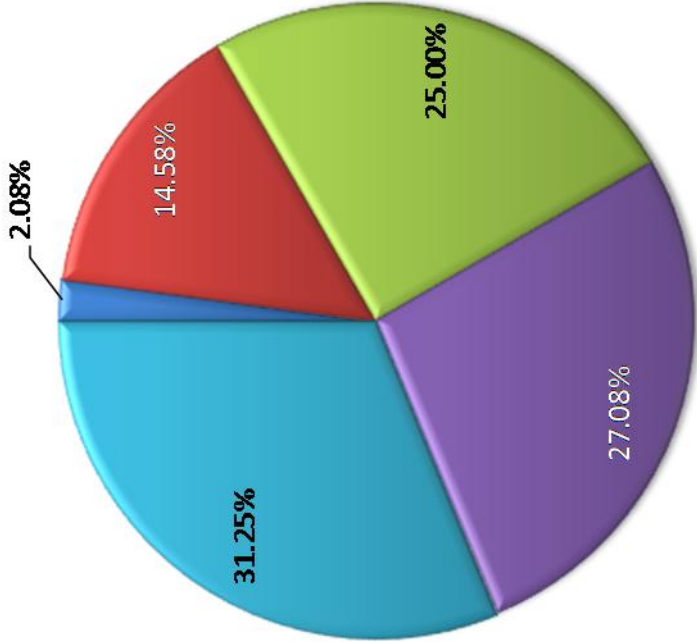
Drugs are the number three concern of residents living with 23% expressing concern.

Rate the following concerns in relation to your neighborhood. (Circle One)

Noise Pollution

	Responses	Percent of Total
1 (Very Concerned)	1	2.08%
	2	14.58%
	3	25.00%
	4	27.08%
5 (Not Concerned)	15	31.25%

Total Responses 48



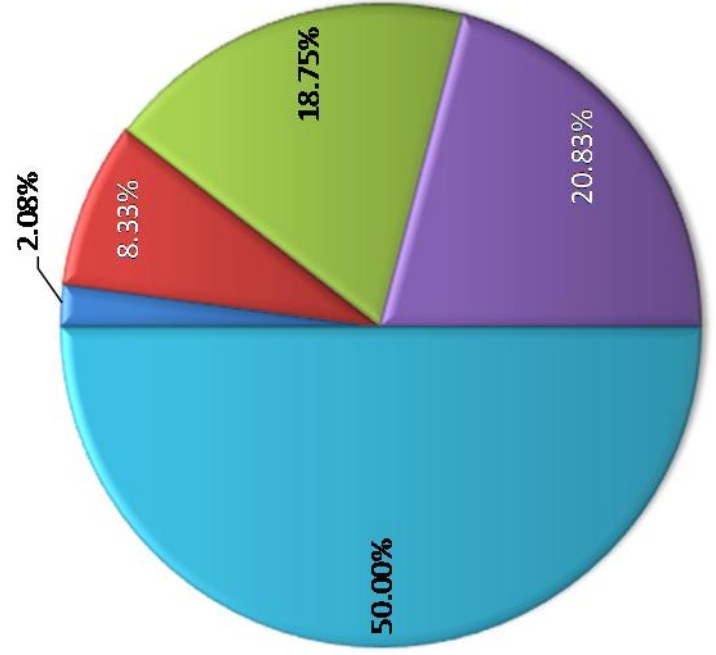
17% of residents are concerned about noise pollution. However, during the period reviewed, there were 20 noise complaints making it the third most call for service type.

Rate the following concerns in relation to your neighborhood. (Circle One)

Racial Issues

Responses	Percent of Total
1 (Very Concerned)	1 2.08%
2	4 8.33%
3	9 18.75%
4	10 20.83%
5 (Not Concerned)	24 50.00%

Total Responses 48

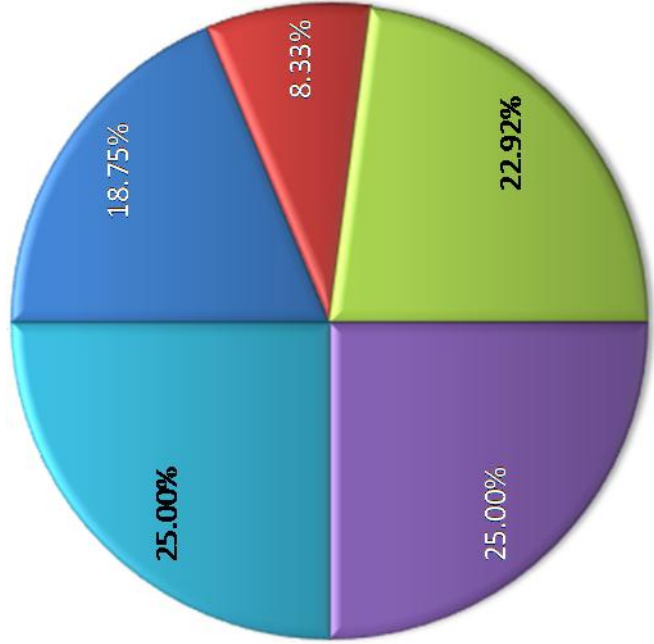


Rate the following concerns in relation to your neighborhood. (Circle One)

Vandalism

Responses	Percent of Total
1 (Very Concerned)	9 18.75%
2	4 8.33%
3	11 22.92%
4	12 25.00%
5 (Not Concerned)	12 25.00%

Total Responses 48



Vandalism is the number two concern for the residents living in the area with 27% concerned. Over the study period, there were 12 calls for service for vandalism.

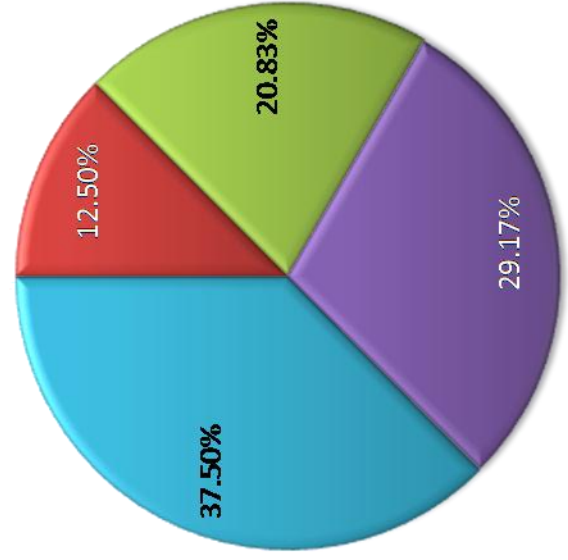
Rate the following concerns in relation to your neighborhood. (Circle One)

Unsupervised children

Responses	Percent of Total
1 (Very Concerned)	0
2	6
3	10
4	14
5 (Not Concerned)	18
	37.50%

Total Responses

48

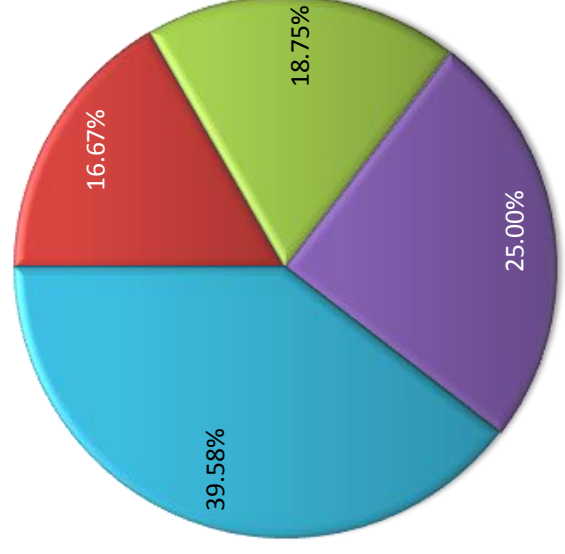


Loitering

Responses	Percent of Total
1 (Very Concerned)	0
2	8
3	9
4	12
5 (Not Concerned)	19
	39.58%

Total Responses

48



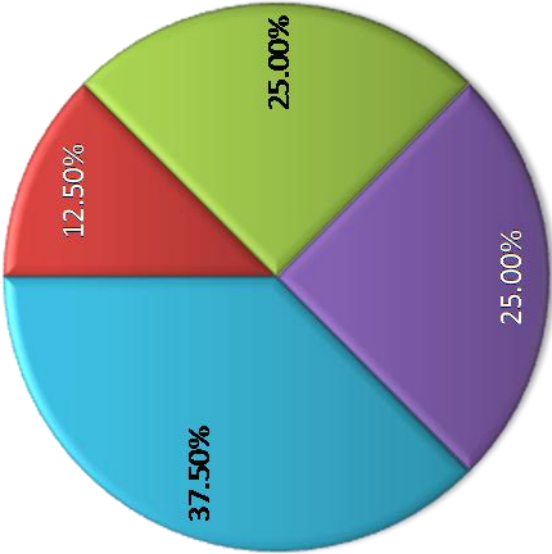
Rate the following concerns in relation to your neighborhood. (Circle One)

Littering

	Responses	Percent of Total
1 (Very Concerned)	0	0.00%
	2	12.50%
	3	25.00%
	4	25.00%
5 (Not Concerned)	18	37.50%

Total Responses

48

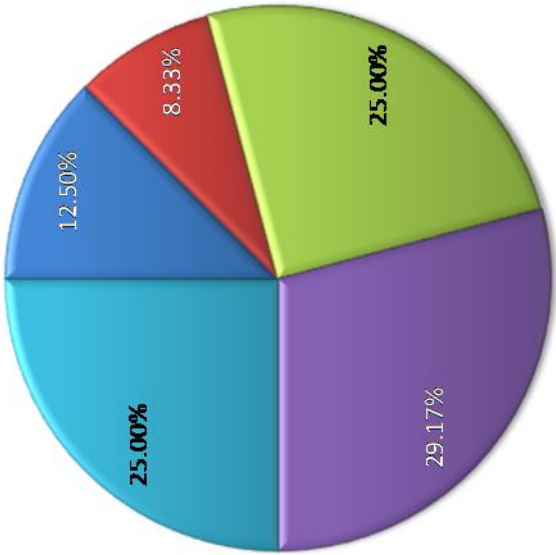


Traffic

	Responses	Percent of Total	
1 (Very Concerned)	6	12.50%	
	2	4	8.33%
	3	12	25.00%
4	14	29.17%	
	5 (Not Concerned)	12	25.00%

Total Responses

48

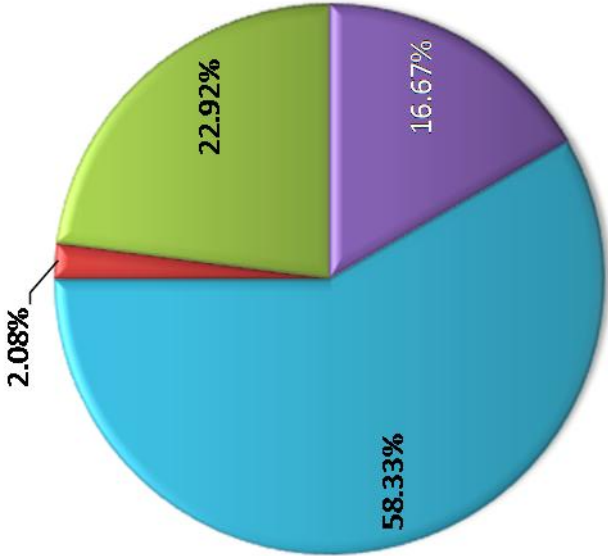


Rate the following concerns in relation to your neighborhood. (Circle One)

Parking

Responses	Percent of Total
1 (Very Concerned)	0
2	1
3	11
4	8
5 (Not Concerned)	28
	58.33%

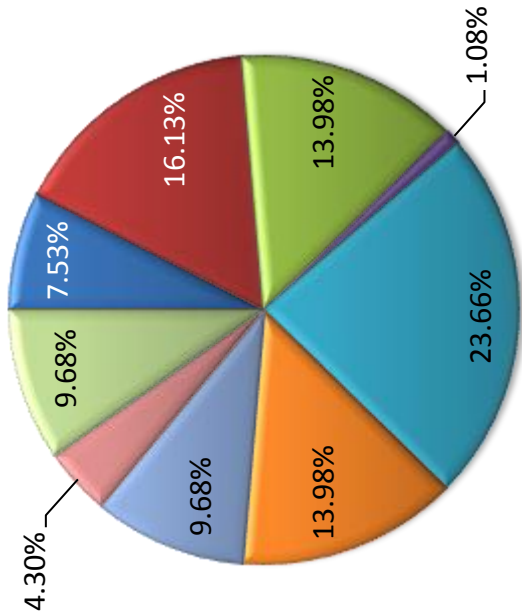
Total Responses 48



What could be done to improve the safety of the neighborhood/community?

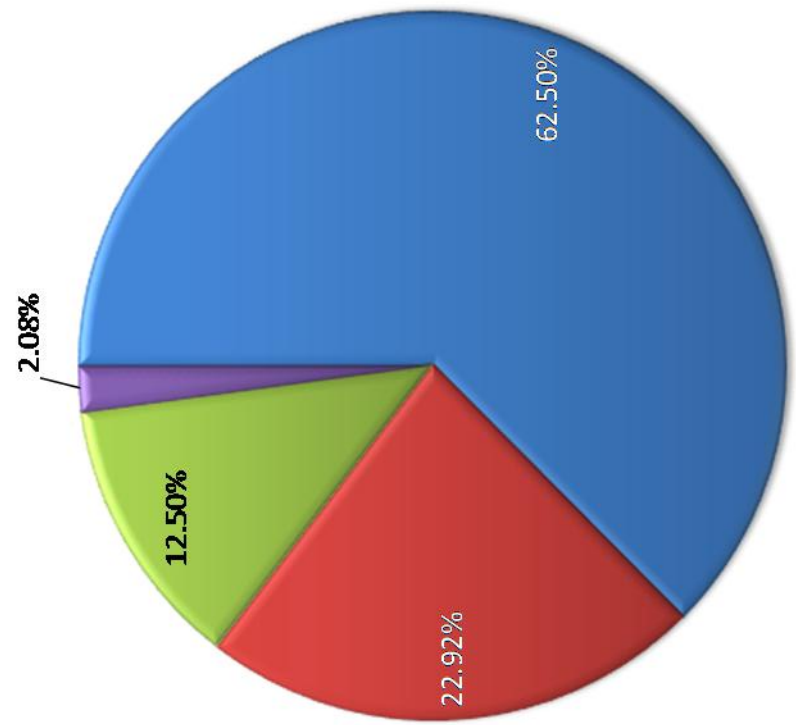
	Responses	Percent of Total
Increased parental supervision	7	7.53%
Neighborhood Watch Program	15	16.13%
Increased activities	13	13.98%
More parks/play structures	1	1.08%
Increased city services (patrol, traffic enforcement, etc.)	22	23.66%
Increased safety measures (streets, lights, cameras, private security patrols, etc.)	13	13.98%
Community programming (gardens, events, centers, etc.)	9	9.68%
Better management	4	4.30%
None	9	9.68%

Total Responses 93



What is your impression of the Madison Police Department?

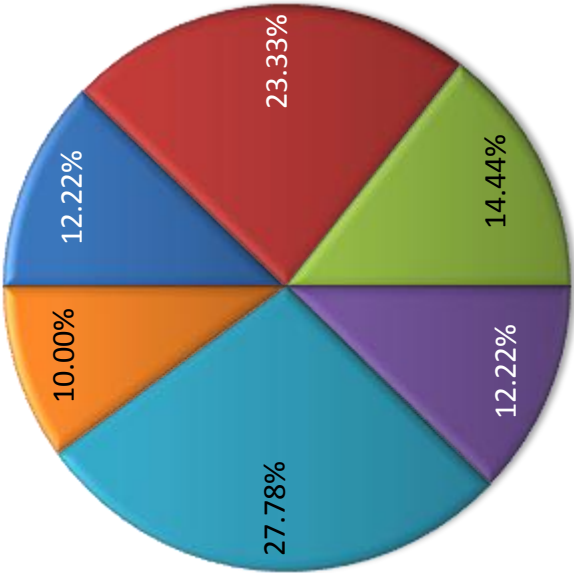
Responses	Percent of Total
1 (Highly Positive)	30
2	11
3	6
4	1
5 (Highly Negative)	0
Total Responses	48



How can the Madison Police Department help improve your neighborhood? (Circle all that apply)

	Responses	Percent of Total
Better communication	11	12.22%
More community engagement (Chat with a Cop, neighborhood walks, crime prevention)	21	23.33%
Increased enforcements (traffic, drug, etc.)	13	14.44%
Increased foot/bike patrol	11	12.22%
Increased youth engagement (Shop with a Cop, Cops and Bobbers, after school programs - such as flag football, soccer, etc.)	25	27.78%
None	9	10.00%

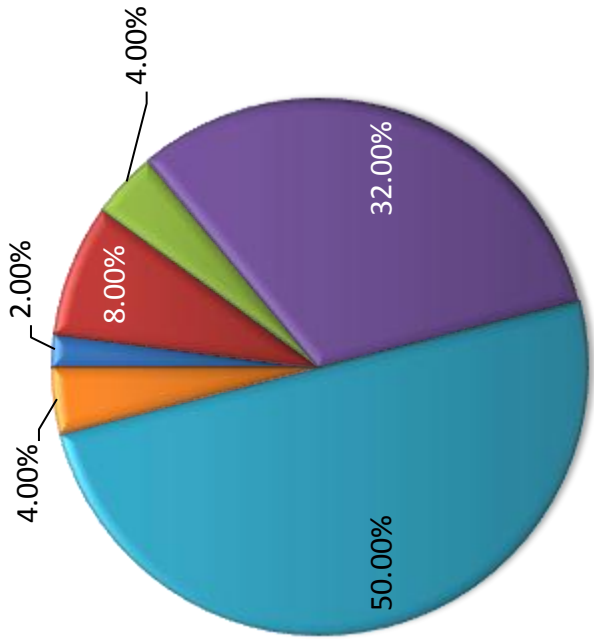
Total Responses 90



What prevents you from calling the police if an issue is occurring? (Circle all that apply)

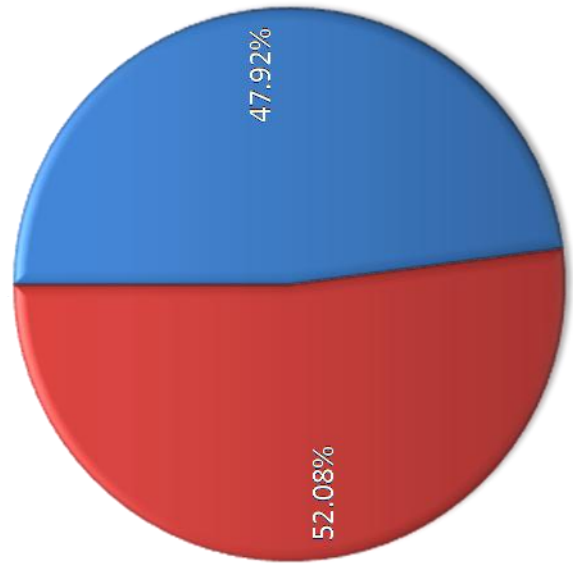
Responses	Percent of Total
Don't trust police	12.00%
Fear of retribution	8.00%
Don't want to get involved	4.00%
Don't have access to a phone	0.00%
Never needed to call police	32.00%
Not applicable (I have called police)	50.00%
Not sure when to call police	4.00%

Total Responses 50



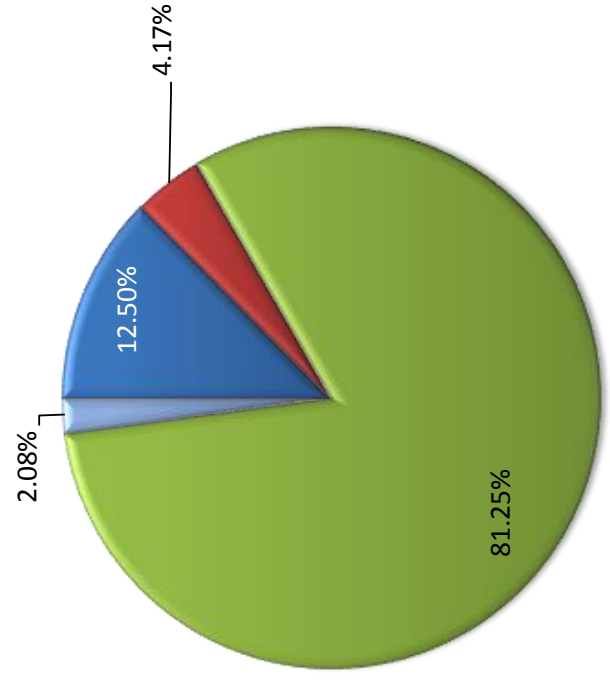
What is your gender?

Responses			Percent of Total
Male	23		47.92%
Female	25		52.08%
No response	0		0.00%
Total Responses			48

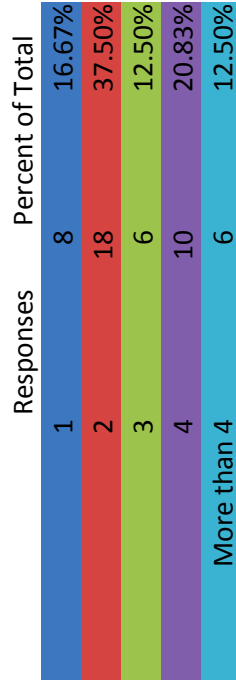


What is your race?

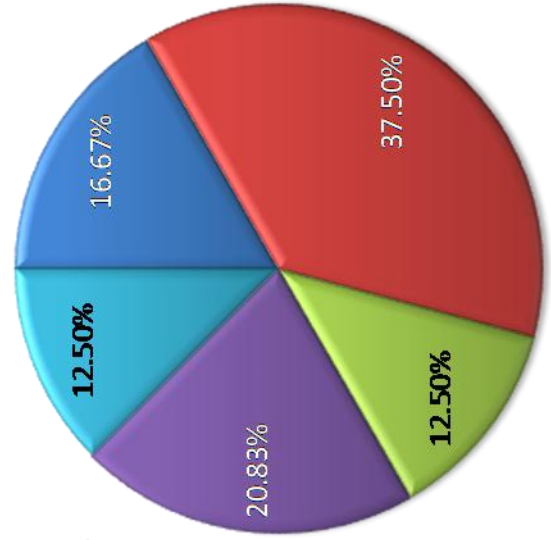
Responses			Percent of Total
African American	6		12.50%
Asian	2		4.17%
Caucasian	39		81.25%
Hispanic	0		0.00%
Indian	0		0.00%
Native American	0		0.00%
Other	1		2.08%
No response	0		0.00%
Total Responses			48



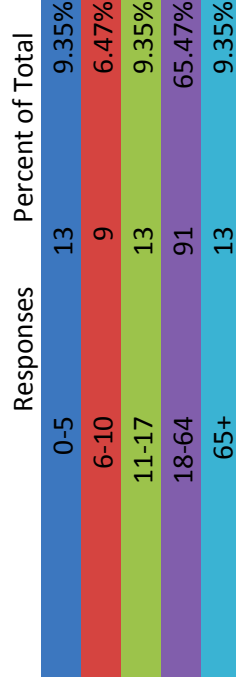
Number of people living in your household? (Circle all that apply)



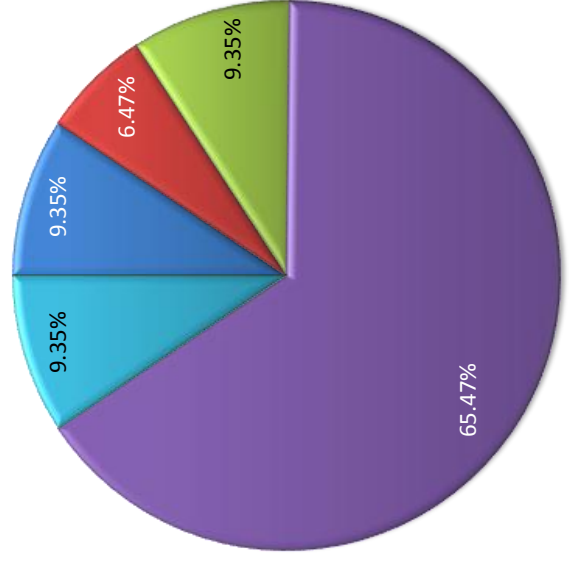
Total Responses 48



Age range of people living in your household? (Circle all that apply)



Total Residents 139



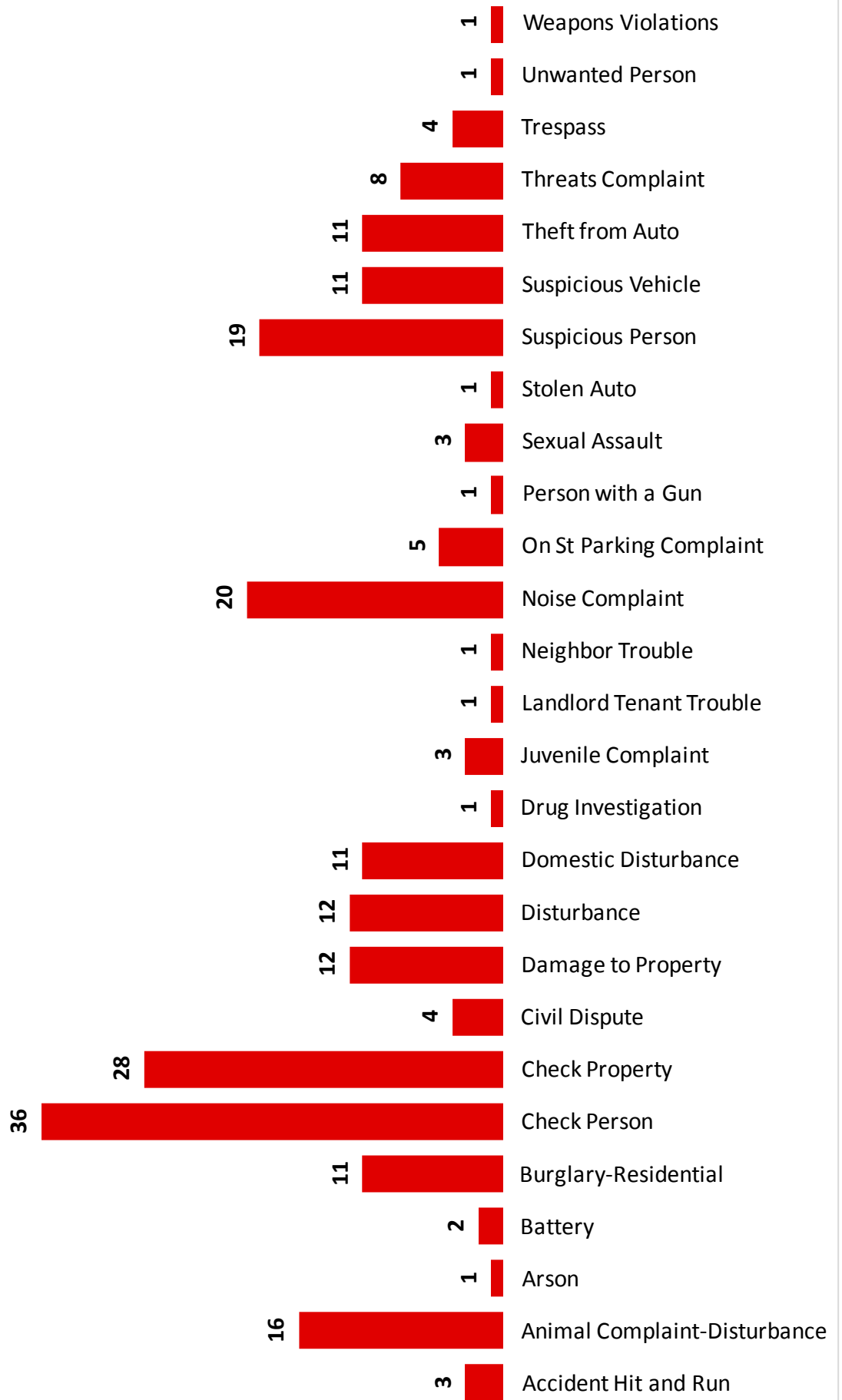
Historical Data Results

FIVE YEAR TOTAL CALLS FOR SERVICE BY CALL TYPE

Call for Service Type	2011	2012	2013	2014	2015	2016	Total
Accident - Hit & Run	1	0	2	0	0	0	3
Aggravated Battery	0	0	0	0	0	0	0
Animal Complaint - Disturbance	1	9	3	2	1	0	16
Arson	1	0	0	0	0	0	1
Battery	2	0	0	0	0	0	2
Check Person	4	10	9	3	6	4	36
Check Property	3	4	5	4	5	7	28
Civil Dispute	1	1	0	0	1	1	4
Damaged Property Complaint	2	4	0	2	2	2	12
Disturbance Call	3	3	0	0	5	1	12
Domestic / Family Trouble	4	1	3	3	0	0	11
Drug Incident	0	0	1	0	0	0	1
Exposure	0	0	0	0	0	0	0
Fight Call	0	0	0	0	0	0	0
Graffiti Complaint	0	0	0	0	0	0	0
Juvenile Complaint	2	1	0	0	0	0	3
Landlord / Tenant Trouble	0	0	0	0	0	1	1
Liquor Law Violation	0	0	0	0	0	0	0
Neighbor Trouble	0	1	0	0	0	0	1
Noise Complaint	4	5	1	1	3	6	20
Non-Residential Burglary	0	0	0	0	0	0	0
OMVWI Arrest / Intoxicated Driver	0	0	0	0	0	0	0
On Street Parking Complaint	1	1	2	1	0	0	5
Person Down	0	0	0	0	0	0	0
Person with a Gun	0	0	0	1	0	0	1
Prostitution / Soliciting	0	0	0	0	0	0	0
Prowler Complaint	0	0	0	0	0	0	0
Pvt Prop Parking Complaint	0	0	0	0	0	0	0
Residential Burglary	2	2	3	3	0	1	11
Robbery-Armed	0	0	0	0	0	0	0
Robbery-Strong Armed	0	0	0	0	0	0	0
Sexual Assault - Child	0	0	0	0	0	0	0
Sexual Assault 1-2-3-4 / Rape	1	0	0	1	1	0	3
Stolen Auto	0	0	0	1	0	0	1
Suspicious Person	3	3	2	6	1	4	19
Suspicious Vehicle	1	0	2	0	1	7	11
Theft from Auto	5	2	1	0	3	0	11
Threats Complaint	0	1	0	5	1	1	8
Trespassing Complaint	2	1	0	1	0	0	4
Unwanted Person	0	1	0	0	0	0	1
Weapons Offense	0	0	0	0	1	0	1
Grand Total	43	50	34	34	31	35	227

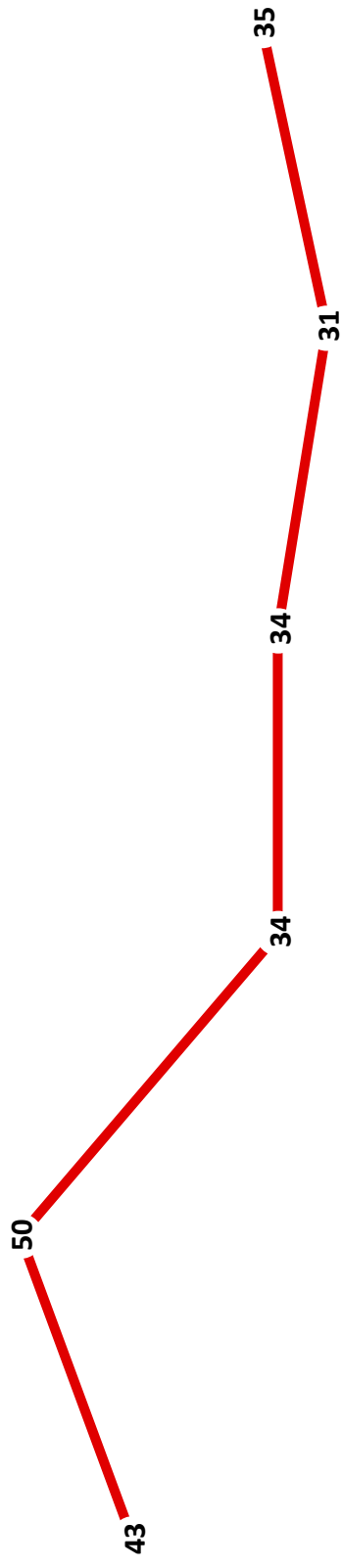
FIVE YEAR TOTAL CALLS FOR SERVICE BY TYPE

Data From: 01/01/2011 - 08/23/2016



Data From: 01/01/2011 - 08/23/2016

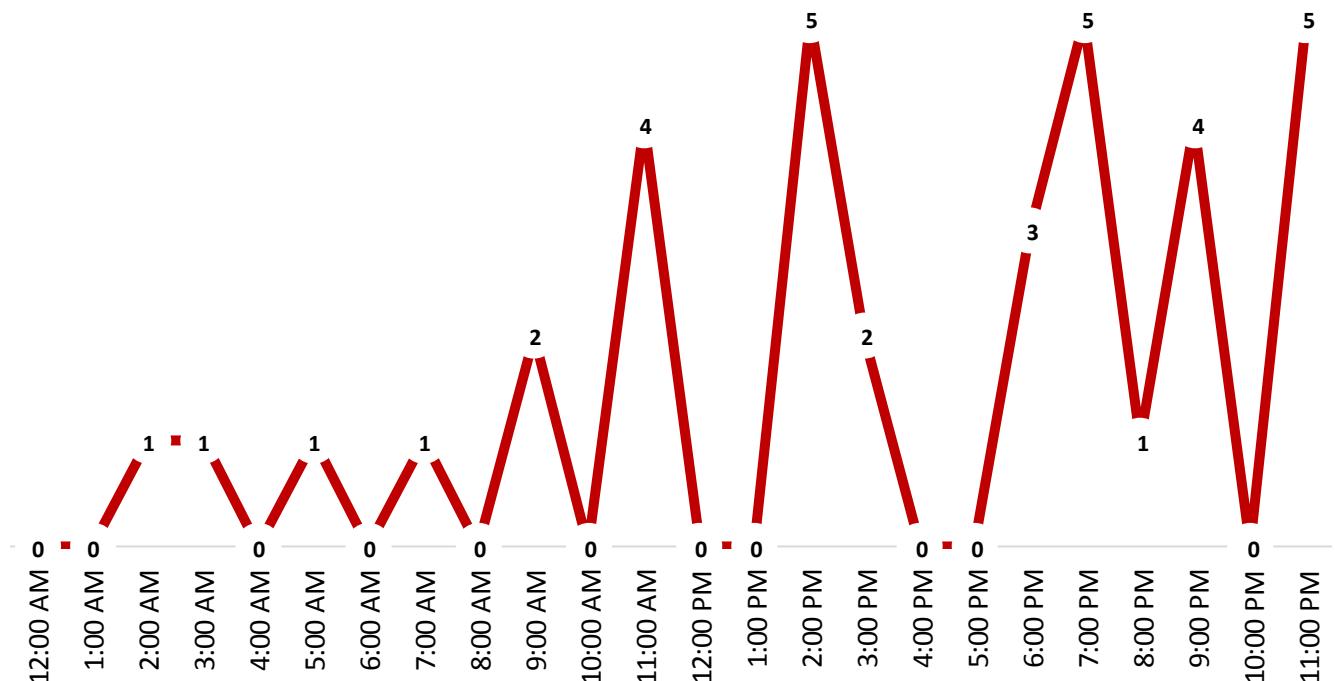
TOTAL CALLS FOR SERVICE BY YEAR



FIVE YEAR TOTAL CALLS FOR SERVICE BY HOUR

	2011	2012	2013	2014	2015	2016
12:00 AM	2	2	0	1	2	0
1:00 AM	0	2	0	0	0	0
2:00 AM	0	2	0	2	1	1
3:00 AM	1	1	0	0	0	1
4:00 AM	1	2	0	0	0	0
5:00 AM	0	1	0	0	1	1
6:00 AM	0	1	1	0	2	0
7:00 AM	0	0	1	0	1	1
8:00 AM	2	1	4	2	3	0
9:00 AM	4	2	1	1	1	2
10:00 AM	4	0	5	0	0	0
11:00 AM	0	5	1	2	0	4
12:00 PM	3	3	2	2	2	0
1:00 PM	1	5	4	0	0	0
2:00 PM	2	3	1	3	1	5
3:00 PM	7	5	1	3	1	2
4:00 PM	2	1	1	3	1	0
5:00 PM	1	1	1	7	2	0
6:00 PM	0	3	1	1	2	3
7:00 PM	4	3	0	1	1	5
8:00 PM	2	3	2	4	1	1
9:00 PM	5	2	3	1	4	4
10:00 PM	1	2	2	1	3	0
11:00 PM	1	0	3	0	2	5

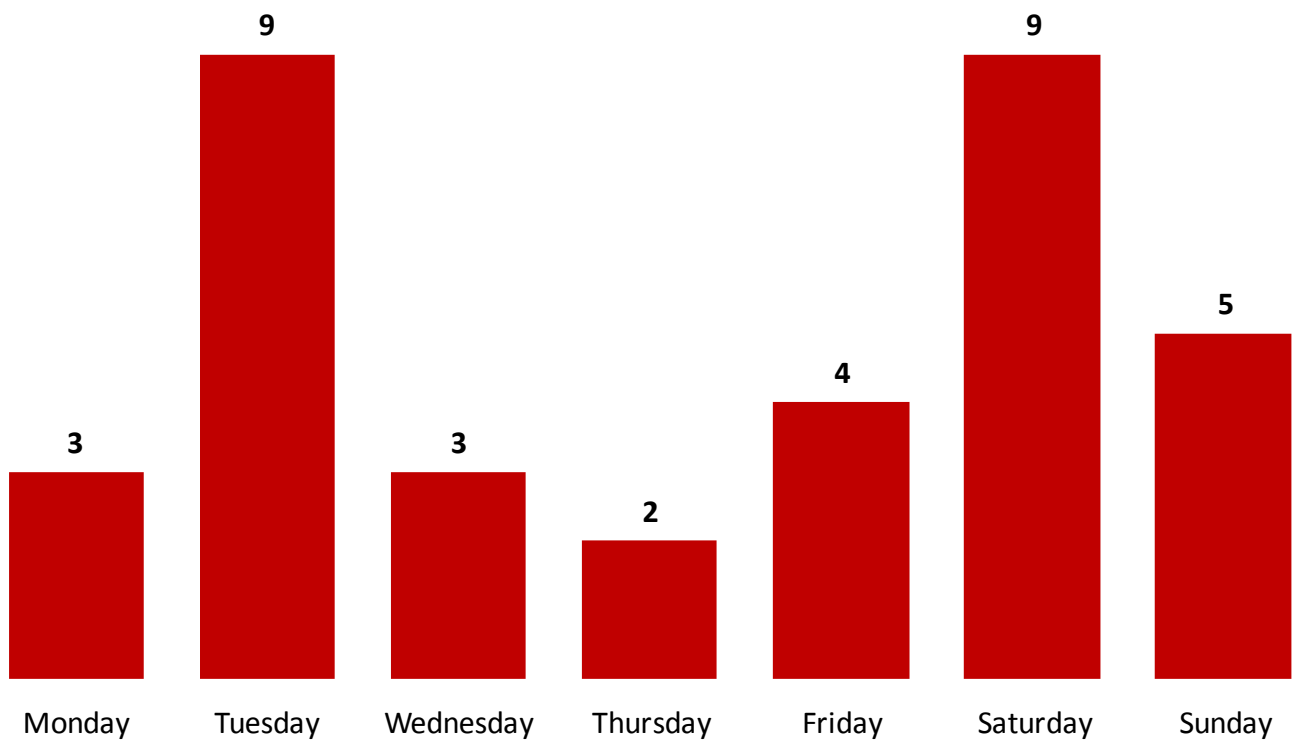
2016 - CALLS FOR SERVICE BY HOUR



FIVE YEAR TOTAL CALLS FOR SERVICE BY DAY OF WEEK

	2011	2012	2013	2014	2015	2016
Monday	3	10	3	4	5	3
Tuesday	6	3	9	4	2	9
Wednesday	8	9	5	6	2	3
Thursday	7	9	2	6	6	2
Friday	8	4	5	9	3	4
Saturday	5	9	3	1	7	9
Sunday	6	6	7	4	6	5

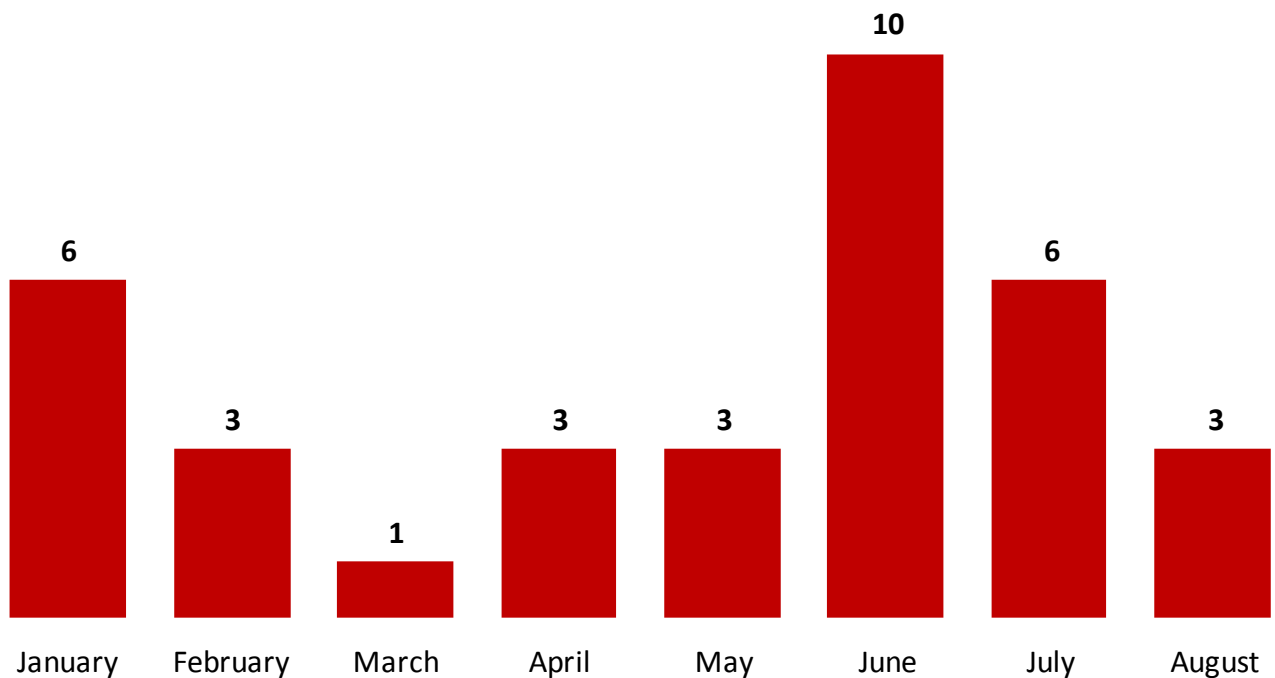
2016 - CALLS FOR SERVICE BY DAY OF WEEK



FIVE YEAR TOTAL CALLS FOR SERVICE BY MONTH

	2011	2012	2013	2014	2015	2016
January	1	4	1	2	1	6
February	1	1	3	1	3	3
March	2	5	3	2	7	1
April	8	5	1	3	2	3
May	2	1	2	0	4	3
June	6	6	3	5	6	10
July	2	10	8	7	1	6
August	14	4	5	4	1	3
September	0	1	2	1	3	0
October	2	4	2	5	0	0
November	4	6	1	1	3	0
December	1	3	3	3	0	0

2016 - CALLS FOR SERVICE BY MONTH



FIVE YEAR TOTAL OFFENSES BY TYPE

Offense Type	Total Offenses
*Burglary/Breaking and Entering	12
All Other Offenses	10
*Destruction/Damage/Vandalism of Property	9
*Theft from Building	9
Disorderly Conduct	8
*Theft from Motor Vehicle	5
*Credit Card/Automatic Teller Machine Fraud	3
*Simple Assault	3
*Drug/Narcotic Violations	2
Identity Theft	2
*Drug Equipment Violations	1
*Counterfeiting/Forgery	1
*Arson	1
*Impersonation	1
Driving Under the Influence	1
*Shoplifting—Theft Offense	1
Runaway	1
Total	70

* Denotes a IBR Group A Offense

Historical and Survey Data Comparison and Discussion

The survey data obtained from community stakeholders and our review of calls for service (CFS) dating back to 2011 reveal that the Indian Springs neighborhood benefits from several factors. Since the neighborhood is primarily comprised of single-family homes with a neighborhood association, there is active involvement by the majority of citizens in maintaining the aesthetic appeal of the homes and area. The “pride of ownership” feeling is apparent when one walks in the neighborhood. Approximately 75% of the residents surveyed feel good or very good about the cleanliness of their neighborhood and its general appeal. Indian Springs residents also appear to enjoy living in their community. Approximately 77% of the residents have lived in the neighborhood for seven years or longer and approximately 54% feel good or very good about their feeling of community. Approximately 71% of the respondents stated they had little to no concern about racial issues. The stability of neighborhoods greatly increases when resident turnover is low. Neighbors look out for each other and learn patterns of behavior when living close by over several years. Vigilant neighbors are often helpful when calling police as suspicious behaviors may be noticed and reported. Our survey results show that approximately 65% of the residents living in the neighborhood more than four years feel the health of the neighborhood has stayed the same or improved. Approximately 67% of the surveyed residents feel good or very good about their safety in the neighborhood.

The neighborhood association is an added benefit to the appeal of the neighborhood as any concerns that area residents have can be brought forward at meetings. 50% of surveyed individuals reported having been involved in the association. Approximately 41% of the surveyed individuals reported not getting involved due to lack of time. Only 35% reported not being interested.

The neighborhood also benefits from four City of Madison parks. Residents reported that the parks were often used by children. Only approximately 13% of respondents were concerned about unsupervised children. Approximately 56% of residents reported feeling good or very good about activities for children. In addition to having several parks to bolster the rural feel, approximately 63% of residents surveyed reported feeling good or very good about being located close to jobs, services and stores.

Besides looking at the feeling of community and health of the neighborhood, our surveys also focused on citizens’ concerns about crime. Our analysis reviewed police calls for service dating

back to 2011. There were 227 CFS from 2011 to August 23, 2016. This accounts for approximately 10% of the total CFS in the studied areas. Approximately 25% of these calls resulted in an offense. Approximately 44% of surveyed individuals reported feeling concerned or very concerned about crime in general. This appears to be a relatively high number given that CFS only accounted for 10% of the studied areas.

We found that approximately 23% of surveyed individuals were concerned or very concerned about drugs. CFS since 2011, however, only revealed one CFS labeled as “drug incident.” It should be noted that other CFS like “suspicious person” or “suspicious vehicle” could result in a drug offense. Regardless of how the initial CFS was coded, there were only three drug offenses since 2011.

Survey results indicated approximately 27% of respondents were concerned or very concerned about vandalism. Since 2011, there were twelve CFS for damage to property and one for arson resulting in ten offenses. Another property crime, residential burglary, had eleven CFS for the same time period resulting in twelve offenses. Although a relatively low CFS since 2011, residential burglaries can really impact the perceived feeling of safety in the community. Trends are positive in that no reported burglaries occurred in 2015 and only one was reported in 2016.

The top three CFS since 2011 were for “check person,” “check property” and “noise complaints.” These types of calls can be reported for a myriad of reasons such as police conducting a requested residential vacation watch for a homeowner to checking a suspiciously occupied vehicle loitering in the park. Approximately 17% of respondents were concerned about loitering in the neighborhood. Despite noise complaints being one of the top call types, only approximately 17% of surveyed individuals reported feeling concerned or very concerned about the issue. This anomaly may be caused by where people live in the neighborhood and if they have noisy neighbors or live by a noisy area (i.e. park). People in these specific situations may call police more frequently which results in high CFS yet still low community-wide concern.

Quality of life issues like traffic complaints have long been one of the major concerns for Madison citizens. In Indian Springs, approximately 21% of respondents felt concerned or very concerned about traffic. Concerns about speeding on Engelhart Drive were specifically mentioned. Parking issues were found to be almost non-existent with approximately 2% reporting feeling concerned.

Respondents were asked how the Madison Police Department could help improve the

neighborhood. Surprisingly, only approximately 27% of respondents asked for more police enforcement and foot / bike patrol. This can be seen as a positive result in that respondents were much more interested in our focusing time on community and youth engagement projects (51%). Another 10% of those surveyed did not request any additional services.

Another positive finding for the neighborhood was if people were willing to call the police if needed. This question was important as the Madison Police Department continues its long-standing goal of building trust and relationships with the community. We know that one challenge we face is the under-reporting of crimes. Some citizens, often in underserved communities, are hesitant to call the police due to the lack of trust in police or of fear of retaliation by the offender. This greatly hinders our ability to hold offenders accountable for the offenses they commit. The Indian Springs neighborhood reported 50% of people having called the police in the past and another 32% of people never needing to call. Only 2% reported not trusting the police. It is reasonable to believe given these results that the majority of known crimes committed in Indian Springs are being reported. Moreover, approximately 85% of respondents had positive or highly positive feelings about the Madison Police Department.

Summary and Recommendations

Despite having relatively low crime numbers and a positive sense of community health and quality of life, there is always room for improvement. As mentioned in the summary, the better the members of the community know each other, the stronger the community. The Indian Springs community may benefit from increased activities for adults and seniors. Approximately 70% of respondents reported feeling neutral to not good about activities for adults. Approximately 90% reported similar feelings for activities for seniors. Approximately 24% stated the neighborhood association could do a better job organizing events.

Numerous other communities in Madison hold get-togethers at community centers or parks on a regular basis. Police officers also often attend these events to engage with people in a positive environment. Police officers can also help develop these events when there is community support. The onus is really on the community to develop the event and the police will be active participants as well. As an example, a Madison police officer was instrumental in working with community stakeholders and landlords on Lake Point Dr. to create an annual picnic. This event has become so successful over the last several years that hundreds of people attend, music entertainment with games and face painting for kids are provided, police officers grill and serve

food, Madison Fire trucks and firefighters participate and local media report on the event. With the numerous parks in the Indian Springs community and presence of children, this could be a new positive and fun tradition to meet fellow Indian Springs residents and get positive attention for your area.

Officers also attended a residential backyard party approximately two years ago by invite. This was another great opportunity to meet residents in a comfortable environment. Those hosting parties for the neighborhood are encouraged to contact the neighborhood police liaison if our attendance is desired.

Another local and national trend is eating organically grown local foods. The Indian Springs community could invite local farmers to consider a farmers' market event. Anyone who has attended a similar event knows that it brings people to a common location for another positive reason where relationships can form. Plus we can all lose a few pounds by eating healthier and supporting local farmers! It is recommended that community members reach out to vendors at other local farmers' markets to "plant the seed" for this type of event in Indian Springs. Community members could also research starting their own community gardens. Approximately 10% of respondents stated they would like more community programming which included gardens.

Neighborhood Watch Programs are a popular way for neighbors to look out for each other. The Madison Police Department offers training as to how to form such a group. Approximately 16% of respondents were interested in this program and approximately 14% also expressed interest in proactively increasing safety measures with more lights, private security, etc.

Knowledge is power and more can be done to have all residents have easy access to the positive and negative events taking place in the community. Approximately 37% of respondents felt the neighborhood association sending electronic crime updates was of interest and approximately 21% also stated neighborhood association newsletters were important. When working in conjunction with a Neighborhood Watch Program, the neighborhood association would be able to provide very timely and relevant information to citizens. The Madison Police liaison would be happy to actively participate in any related Neighborhood Watch or neighborhood association meetings to also provide updates. We would also be happy to join you on community walks or bike rides.

Another recommendation is to encourage the on-going high standard upkeep of the homes.

Studies show that burglaries can be reduced when homeowners proactively take measures to discourage burglars. You can ask for a vacation watch request through the Madison Police Department. You should consider self-timer interior lights, motion-activated outdoor lights, trimmed hedges, home security programs, visible camera systems, Neighborhood Watch signs, notifying your trusted neighbors to be vigilant when you're gone, etc. Citizens are the best resource for providing timely information to police who are often not present the moment a crime is being committed.

Please continue to report all suspicious activity to the police department and do not rely on someone else to do it. This is imperative since your neighborhood already most frequently reports "check person" and "check property" calls to the Madison Police Department. You never know when your call may solve a crime.

Kensington Pointe



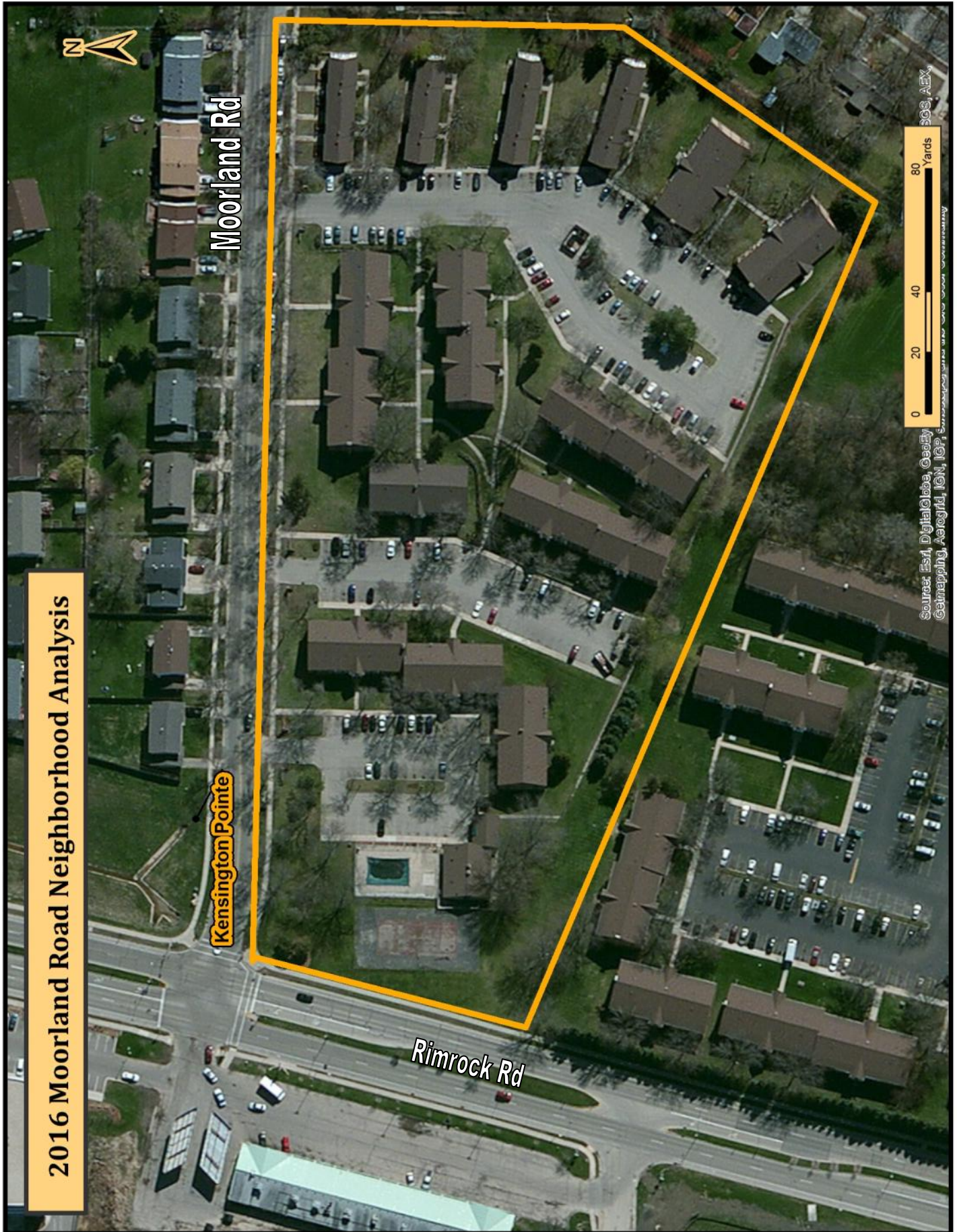
The Kensington Pointe apartments are located on the corner of Rimrock Road and Moorland Road. The complex consists of 140 units that are housed in 18 buildings. There are 40 one-bedroom apartments, 84 two-bedroom apartments, and 16 three-bedroom apartments on the property. It is currently managed by Axiom Properties Incorporated with management staff available on-site. In addition to the apartment buildings, the complex has a leasing office, fitness center, swimming pool, and a business center and lounge.

The complex is currently at 96% capacity. As of this report, there are three units where Section 8 Housing Choice Vouchers are accepted. In addition, management accepts federal assistance through the United States Department of Housing and Urban Development.

The following practices are used when screening applicants:

- ◆ Complete Housing Reference
- ◆ Complete Credit Check
- ◆ Criminal Background Check
- ◆ Income History

2016 Moorland Road Neighborhood Analysis

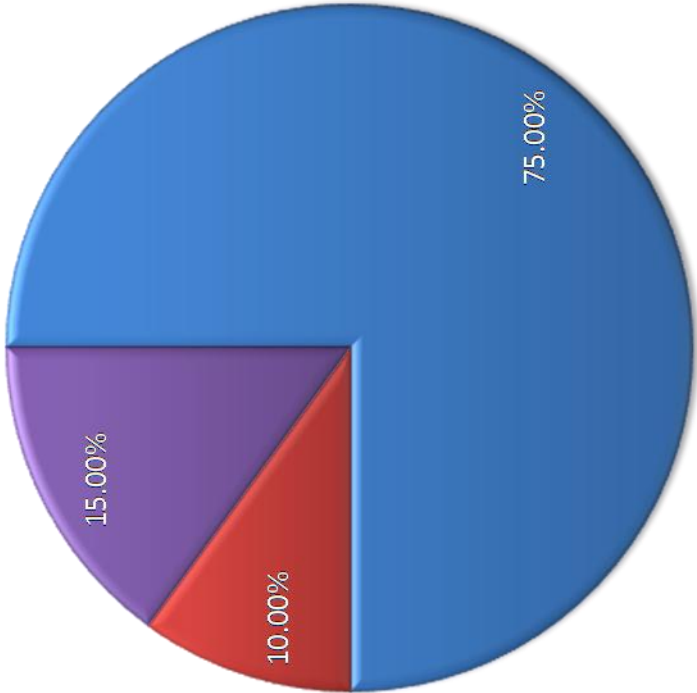


Survey Results

How long have you lived in the neighborhood?

Responses	Percent of Total
0-3 years	75.00%
4-6 years	10.00%
7-10 years	0.00%
10+ years	15.00%

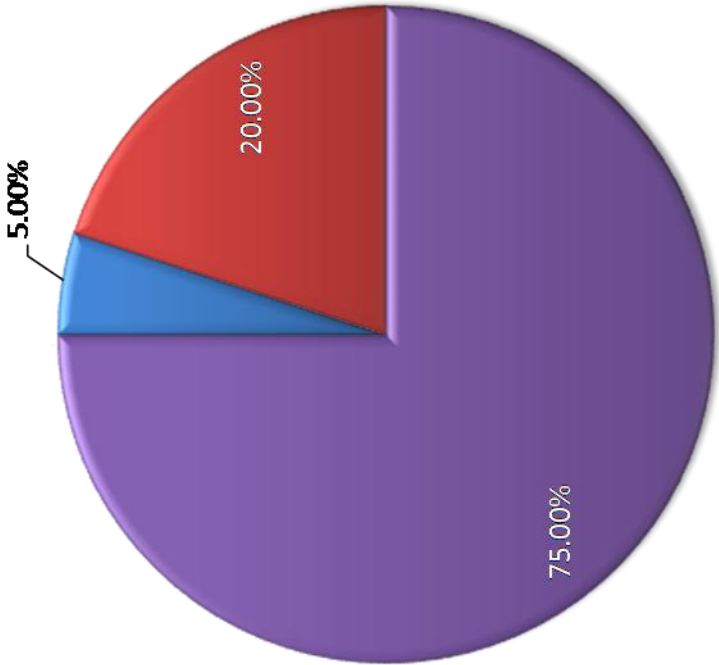
Total Responses 20



If you have resided in the neighborhood more than 4 years, how has the overall health of the neighborhood changed?

Responses	Percent of Total
It has improved	5.00%
It has stayed the same	20.00%
It has declined	0.00%
Not applicable	75.00%

Total Responses 20

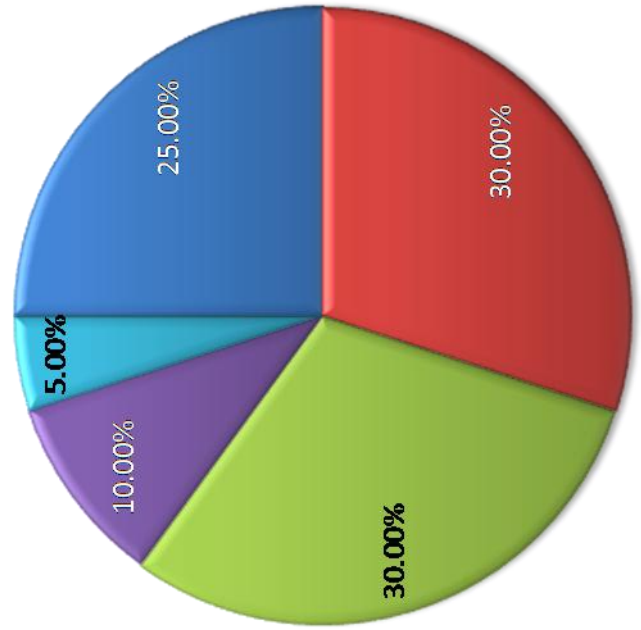


How would you rate the following attributes of your neighborhood?

Feeling of community

	Responses	Percent of Total
1 (Very Good)	5	25.00%
	2	30.00%
	3	30.00%
	4	10.00%
5 (Not Good)	1	5.00%

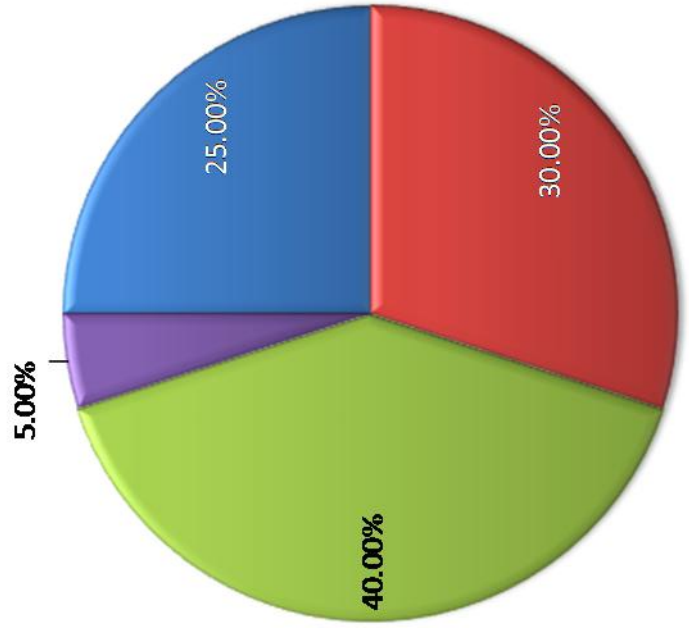
Total Responses 20



Safety

	Responses	Percent of Total
1 (Very Good)	5	25.00%
2	6	30.00%
3	8	40.00%
4	1	5.00%
5 (Not Good)	0	0.00%

Total Responses 20

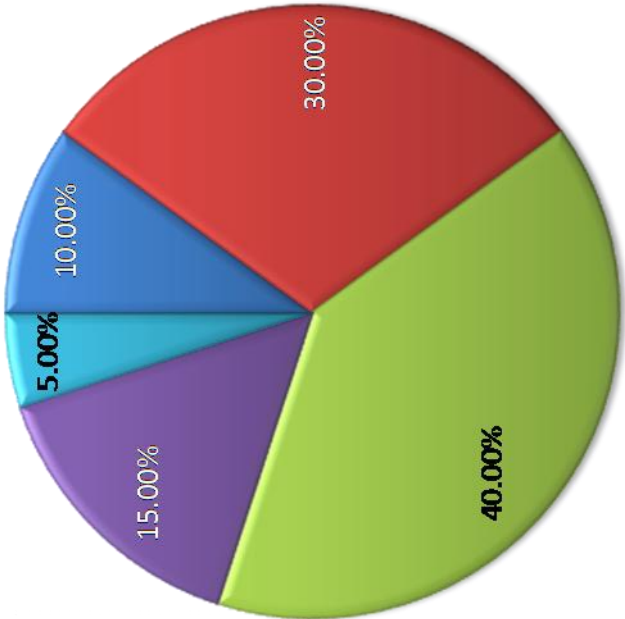


How would you rate the following attributes of your neighborhood?

Activities for adults

Responses	Percent of Total	
1 (Very Good)	2	10.00%
2	6	30.00%
3	8	40.00%
4	3	15.00%
5 (Not Good)	1	5.00%

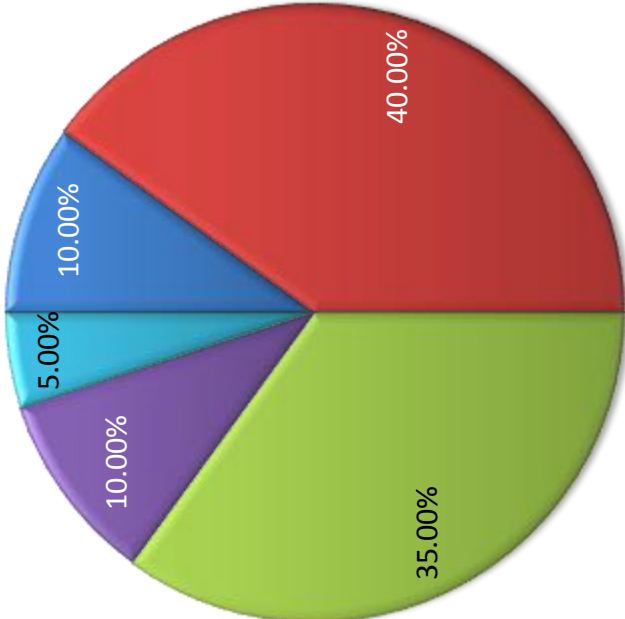
Total Responses 20



Activities for children

	Responses	Percent of Total
1 (Very Good)	2	10.00%
	2	40.00%
	3	35.00%
4	2	10.00%
	5 (Not Good)	1

Total Responses 20

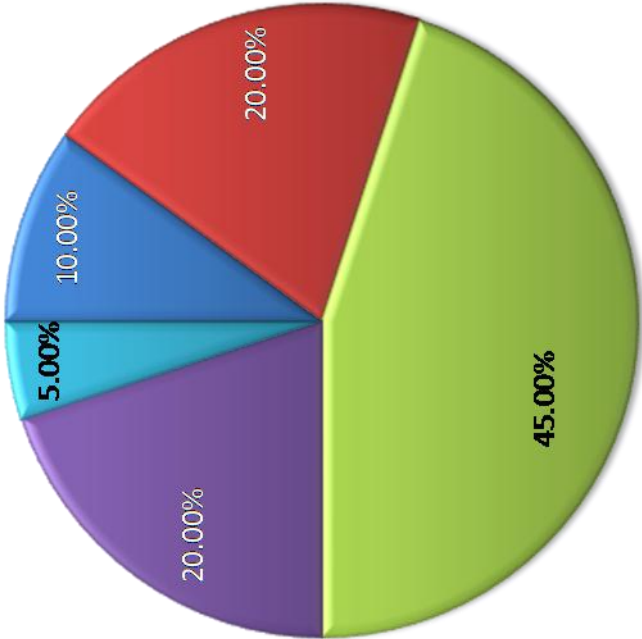


How would you rate the following attributes of your neighborhood?

Activities for seniors

	Responses	Percent of Total
1 (Very Good)	2	10.00%
	2	20.00%
	3	45.00%
	4	20.00%
	5 (Not Good)	1

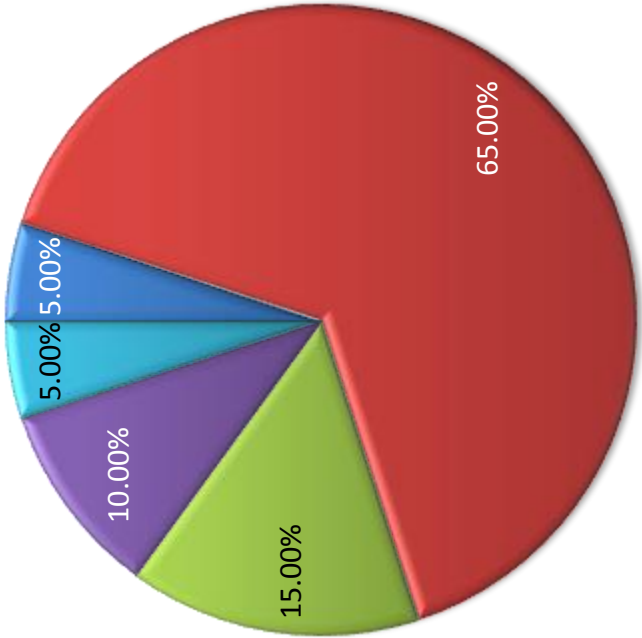
Total Responses 20



Cleanliness

	Responses	Percent of Total	
1 (Very Good)	1	5.00%	
	2	13	65.00%
	3	3	15.00%
	4	2	10.00%
5 (Not Good)	1	5.00%	

Total Responses 20

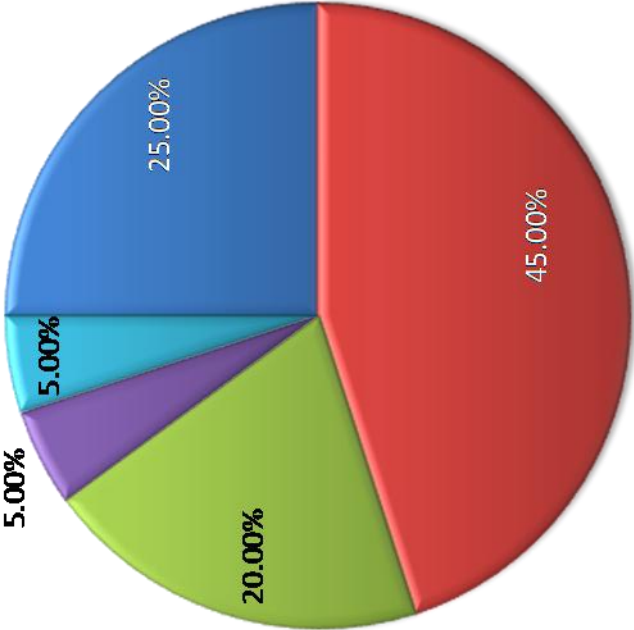


How would you rate the following attributes of your neighborhood?

General appeal

	Responses	Percent of Total	
1 (Very Good)	5	25.00%	
	2	9	45.00%
	3	4	20.00%
	4	1	5.00%
	5 (Not Good)	1	5.00%

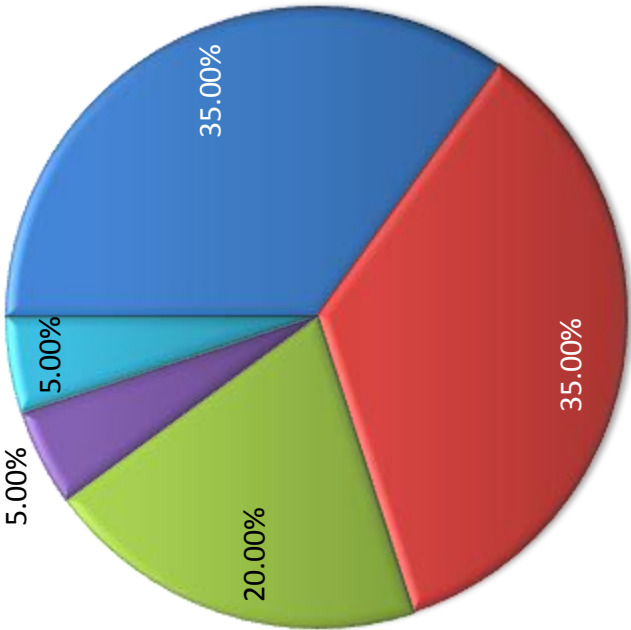
Total Responses 20



Proximity to jobs, services, stores

	Responses	Percent of Total	
1 (Very Good)	7	35.00%	
	2	7	35.00%
	3	4	20.00%
4	1	5.00%	
	5 (Not Good)	1	5.00%

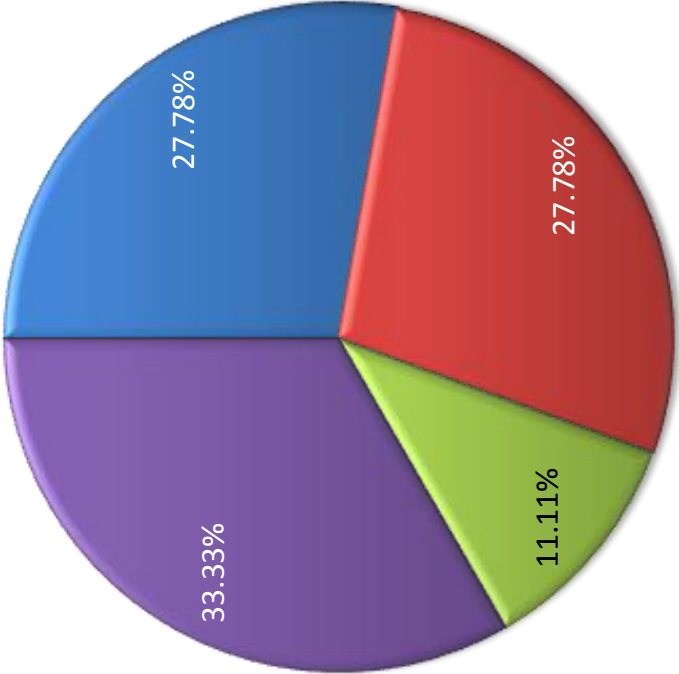
Total Responses 20



What information or services could your Neighborhood Association, Condo Association or Apartment Complex provide that would be of interest to you? (Circle all that apply)

	Responses	Percent of Total
Organizing events	10	27.78%
Sending out newsletters	10	27.78%
Providing relevant seminars or information sessions	4	11.11%
Electronic crime updates	12	33.33%

Total Responses 36

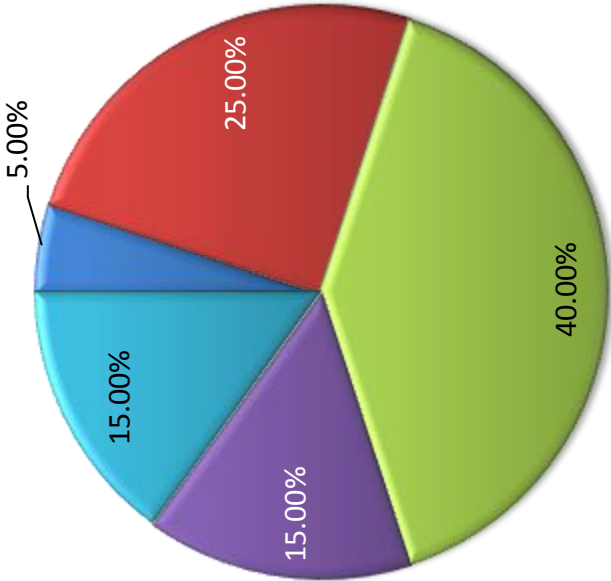


Rate the following concerns in relation to your neighborhood. (Circle One)

Crime

Responses	Percent of Total
1 (Very Concerned)	1 5.00%
2	5 25.00%
3	8 40.00%
4	3 15.00%
5 (Not Concerned)	3 15.00%

Total Responses 20



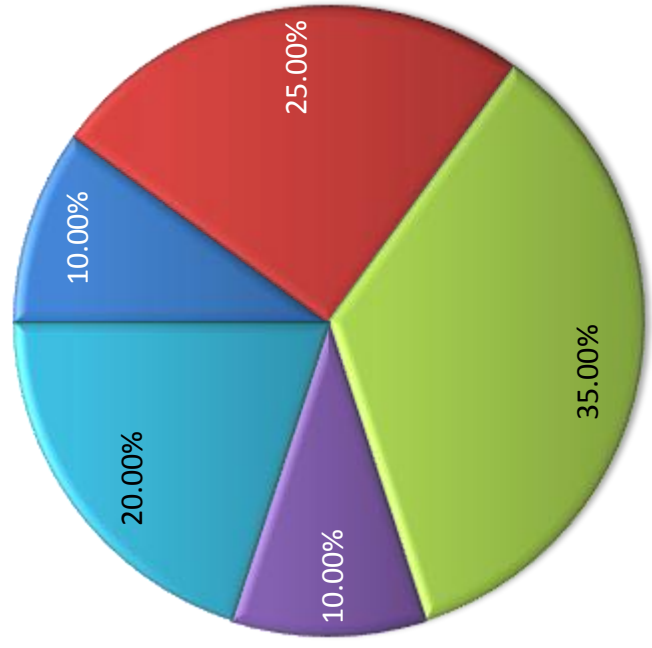
Crime is the number three concern of the residents living in the area with 27% feeling concerned. There has been a total of 421 calls for service with close to half of the calls resulting in an offense.

Rate the following concerns in relation to your neighborhood. (Circle One)

Drugs

	Responses	Percent of Total
1 (Very Concerned)	2	10.00%
	2	25.00%
	3	35.00%
4	2	10.00%
	5 (Not Concerned)	4

Total Responses 20



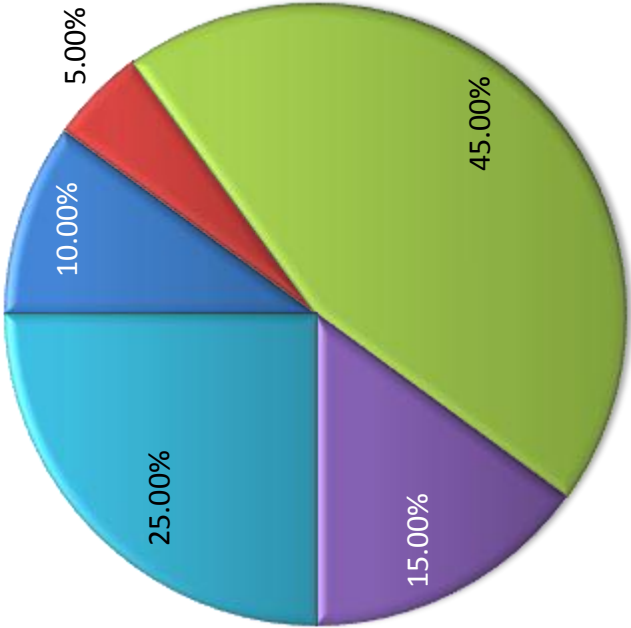
Drugs are the number one concern for residents with 35% feeling concerned.

Rate the following concerns in relation to your neighborhood. (Circle One)

Noise Pollution

	Responses	Percent of Total	
1 (Very Concerned)	2	10.00%	
	2	1	5.00%
	3	9	45.00%
	4	3	15.00%
	5 (Not Concerned)	5	25.00%

Total Responses 20



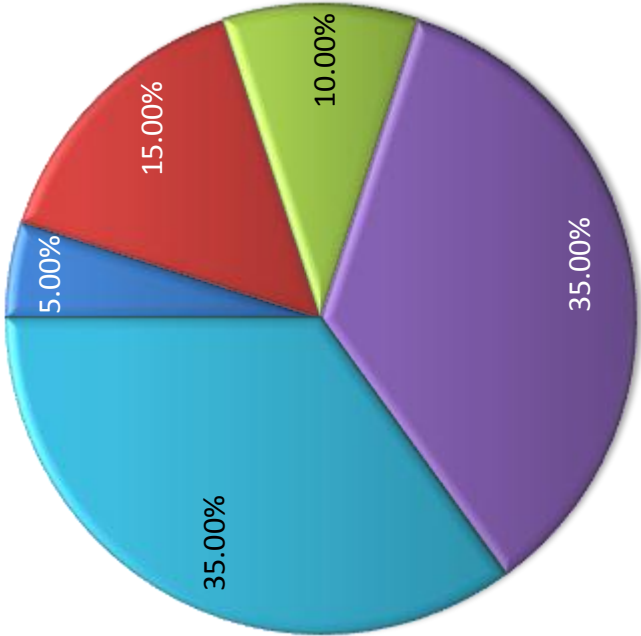
Only 15% of residents expressed concern about noise pollution. However, noise complaints have been in the top three calls for service over the past three years comprising 15% of total calls for service.

Rate the following concerns in relation to your neighborhood. (Circle One)

Racial Issues

Responses	Percent of Total
1 (Very Concerned)	5.00%
2	15.00%
3	10.00%
4	35.00%
5 (Not Concerned)	35.00%

Total Responses 20

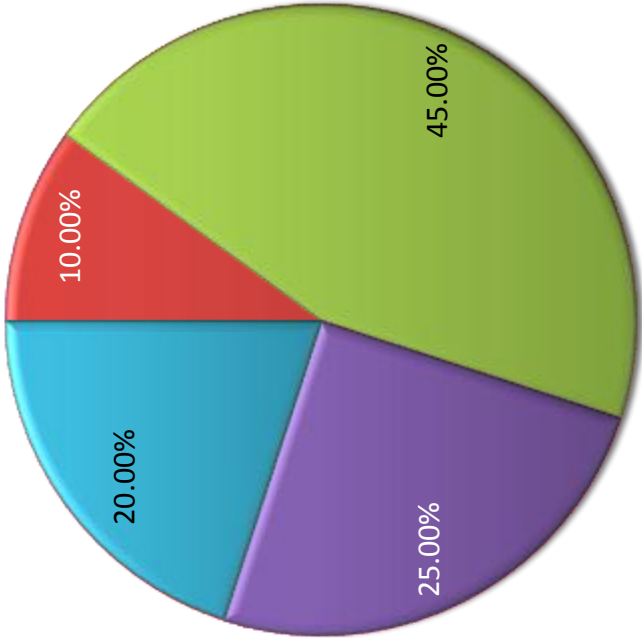


Rate the following concerns in relation to your neighborhood. (Circle One)

Vandalism

	Responses	Percent of Total	
1 (Very Concerned)	2	10.00%	
	2	0	0.00%
	3	9	45.00%
	4	5	25.00%
5 (Not Concerned)	4	20.00%	

Total Responses 20



Residents are the least concerned about vandalism in the area. Over the past five years, there have been 16 calls relating to vandalism.

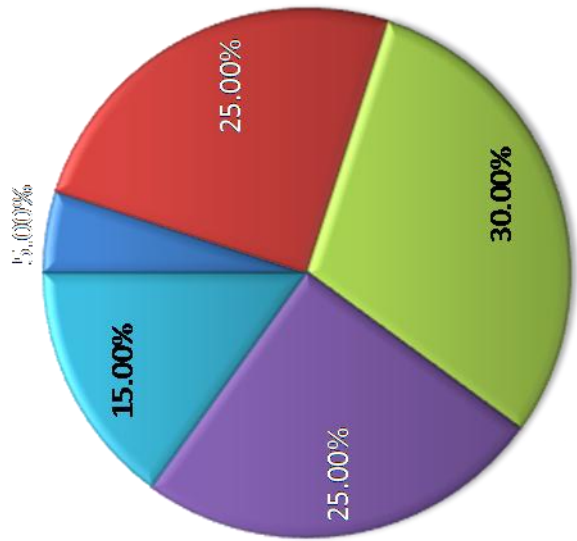
Rate the following concerns in relation to your neighborhood. (Circle One)

Unsupervised children

Responses	Percent of Total
1 (Very Concerned)	15.00%
2	5.00%
3	25.00%
4	30.00%
5 (Not Concerned)	25.00%

Total Responses

20

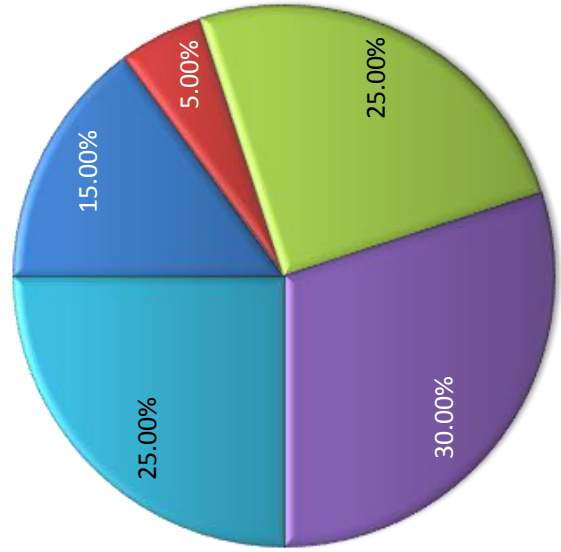


Loitering

Responses	Percent of Total
1 (Very Concerned)	15.00%
2	5.00%
3	25.00%
4	30.00%
5 (Not Concerned)	25.00%

Total Responses

20



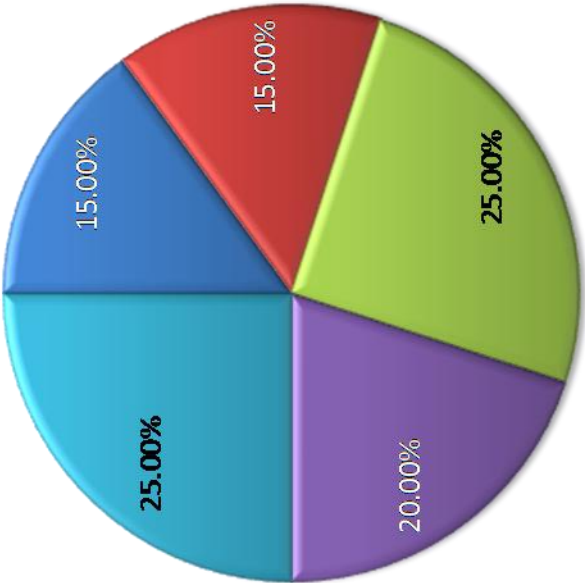
Rate the following concerns in relation to your neighborhood. (Circle One)

Littering

	Responses	Percent of Total
1 (Very Concerned)	3	15.00%
	2	15.00%
	3	25.00%
4	4	20.00%
	5 (Not Concerned)	5

Total Responses

20

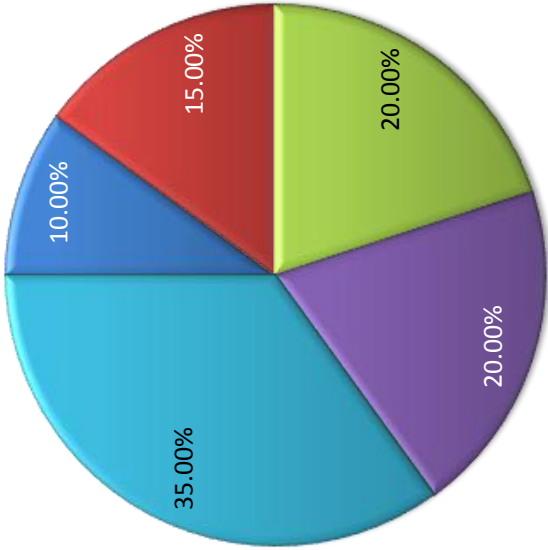


Traffic

	Responses	Percent of Total
1 (Very Concerned)	2	10.00%
	2	15.00%
	3	20.00%
4	4	20.00%
	5 (Not Concerned)	7

Total Responses

20

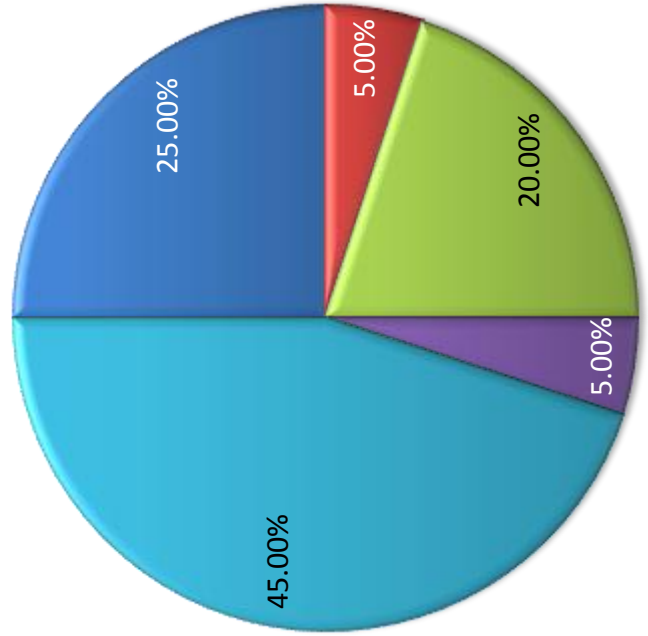


Rate the following concerns in relation to your neighborhood. (Circle One)

Parking

	Responses	Percent of Total
1 (Very Concerned)	5	25.00%
2	1	5.00%
3	4	20.00%
4	1	5.00%
5 (Not Concerned)	9	45.00%

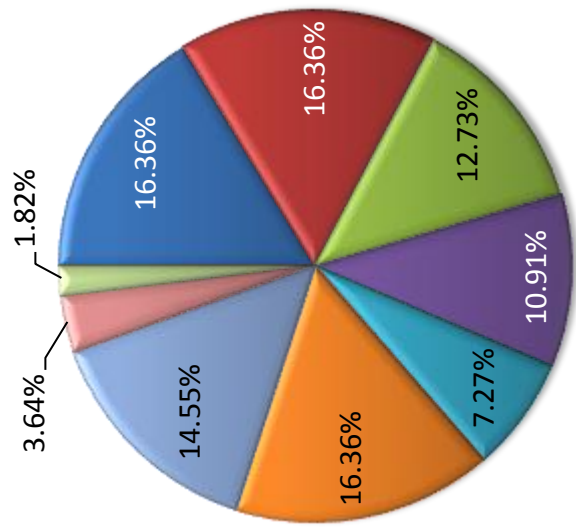
Total Responses 20



What could be done to improve the safety of the neighborhood/community?

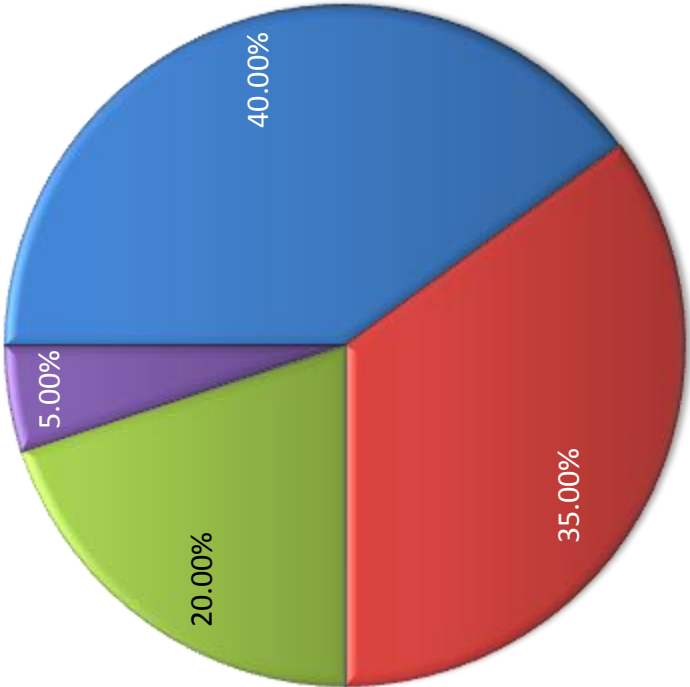
	Responses	Percent of Total
Increased parental supervision	9	16.36%
Neighborhood Watch Program	9	16.36%
Increased activities	7	12.73%
More parks/play structures	6	10.91%
Increased city services (patrol, traffic enforcement, etc.)	4	7.27%
Increased safety measures (streets, lights, cameras, private security patrols, etc.)	9	16.36%
Community programming (gardens, events, centers, etc.)	8	14.55%
Better management	2	3.64%
None	1	1.82%

Total Responses 55



What is your impression of the Madison Police Department?

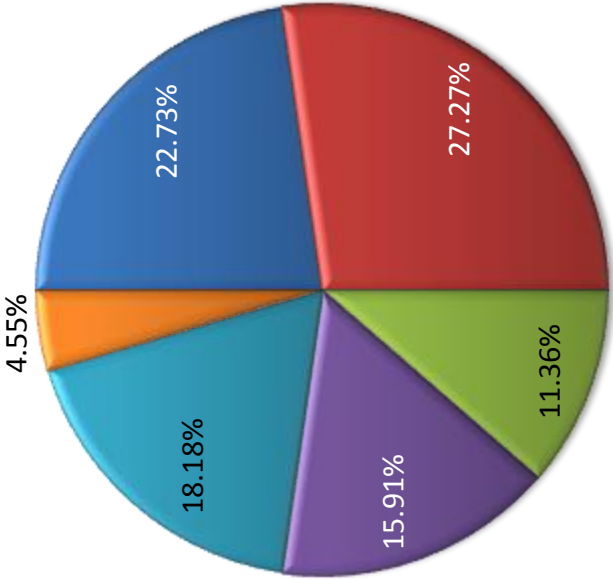
	Responses	Percent of Total
1 (Highly Positive)	8	40.00%
	2	35.00%
	3	20.00%
	4	5.00%
5 (Highly Negative)	0	0.00%
Total Responses		20



How can the Madison Police Department help improve your neighborhood? (Circle all that apply)

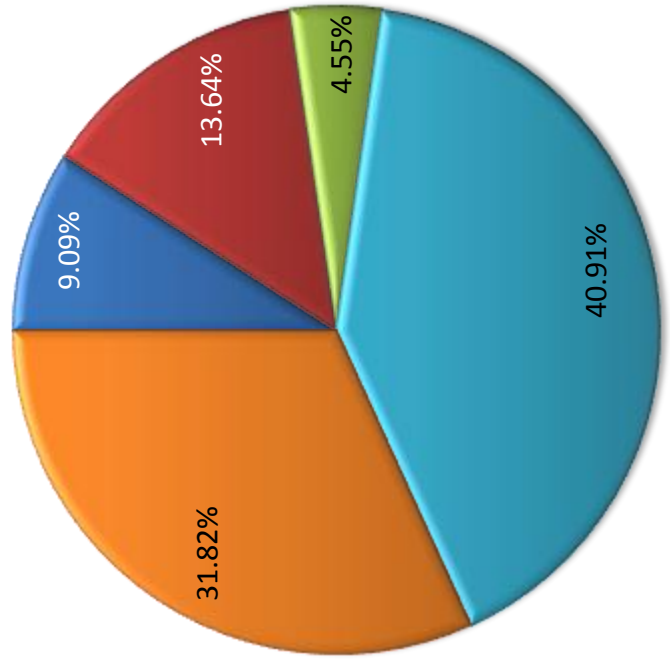
	Responses	Percent of Total
Better communication	10	22.73%
More community engagement (Chat with a Cop, neighborhood walks, crime prevention)	12	27.27%
Increased enforcements (traffic, drug, etc.)	5	11.36%
Increased foot/bike patrol	7	15.91%
Increased youth engagement (Shop with a Cop, Cops and Bobbers, after school programs - such as flag football, soccer, etc.)	8	18.18%
None	2	4.55%

Total Responses 44



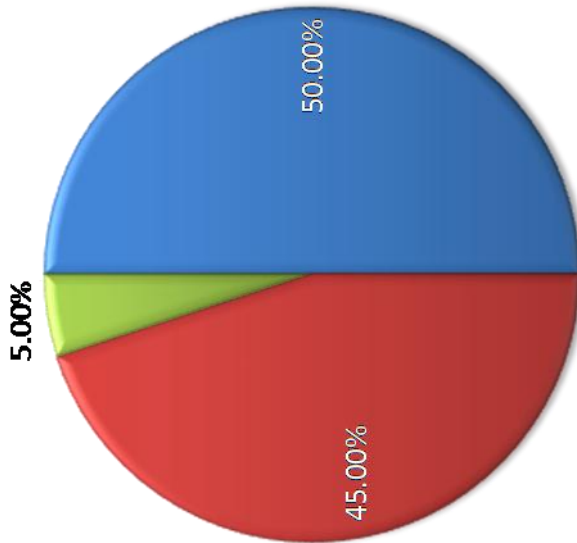
What prevents you from calling the police if an issue is occurring? (Circle all that apply)

	Responses	Percent of Total
Don't trust police	2	9.09%
Fear of retribution	3	13.64%
Don't want to get involved	1	4.55%
Don't have access to a phone	0	0.00%
Never needed to call police	9	40.91%
Not applicable (I have called police)	7	31.82%
Not sure when to call police	0	0.00%
Total Responses	22	



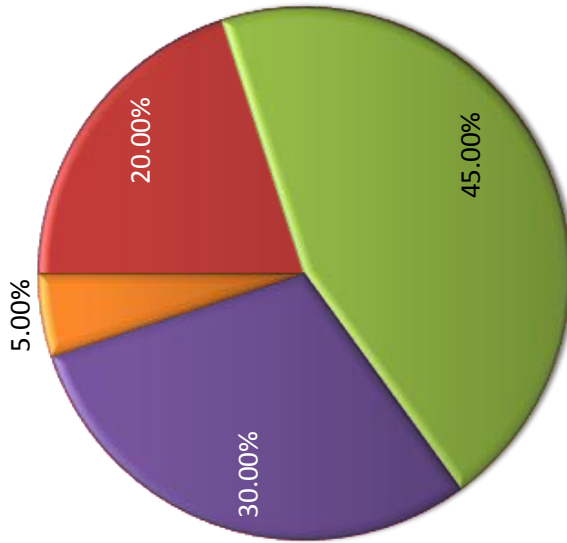
What is your gender?

	Responses	Percent of Total	
	Male	10	50.00%
	Female	9	45.00%
	No response	1	5.00%
Total Responses		20	



What is your race?

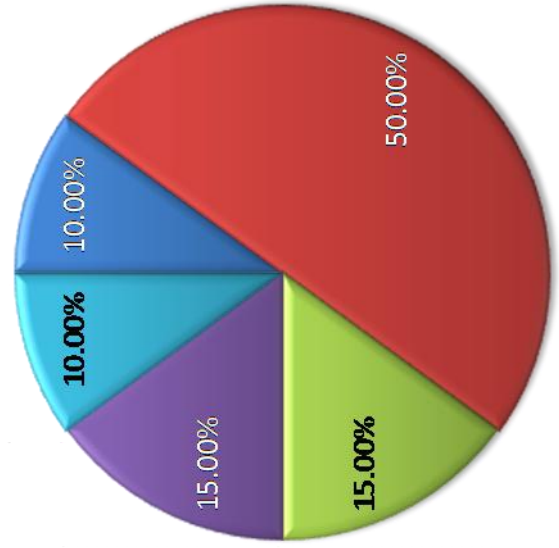
Responses	Percent of Total
African American	420.00%
Asian	00.00%
Caucasian	945.00%
Hispanic	630.00%
Indian	00.00%
Native American	15.00%
Other	00.00%
No response	00.00%
Total Responses	20



Number of people living in your household? (Circle all that apply)

Responses	Percent of Total
1	10.00%
2	50.00%
3	15.00%
4	15.00%
More than 4	10.00%

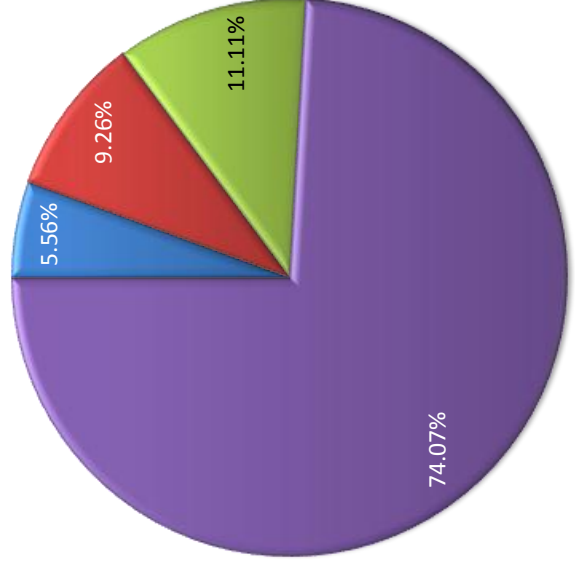
Total Responses 20



Age range of people living in your household? (Circle all that apply)

Responses	Percent of Total
0-5	5.56%
6-10	9.26%
11-17	11.11%
18-64	74.07%
65+	0.00%

Total Residents 54



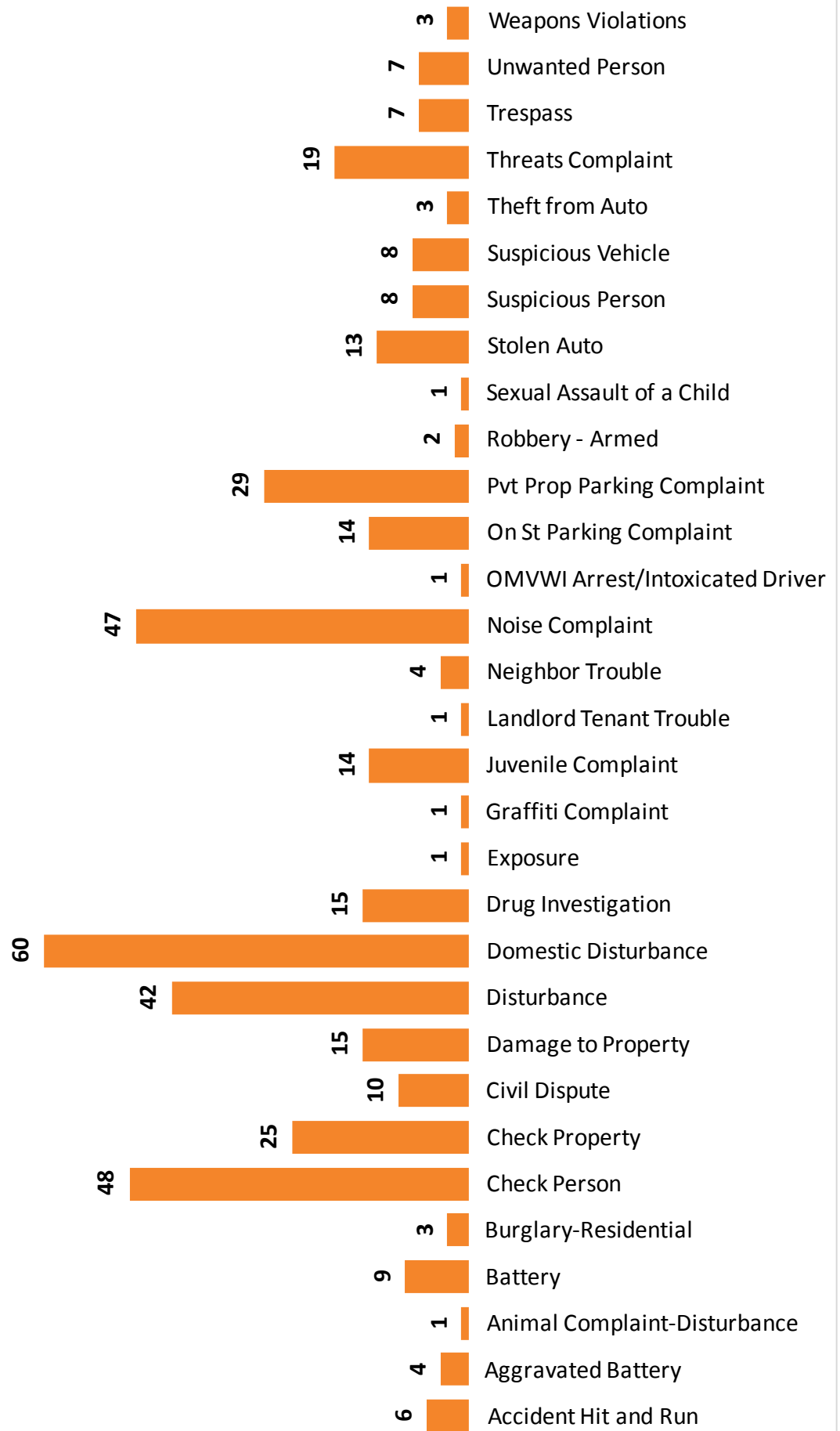
Historical Data Results

FIVE YEAR TOTAL CALLS FOR SERVICE BY CALL TYPE

Call for Service Type	2011	2012	2013	2014	2015	2016	Total
Accident - Hit & Run	0	0	0	2	4	0	6
Aggravated Battery	3	0	1	0	0	0	4
Animal Complaint - Disturbance	0	1	0	0	0	0	1
Arson	0	0	0	0	0	0	0
Battery	4	2	1	0	2	0	9
Check Person	13	7	3	6	10	9	48
Check Property	3	7	7	2	3	3	25
Civil Dispute	0	4	1	2	1	2	10
Damaged Property Complaint	3	3	2	3	2	2	15
Disturbance Call	17	4	10	3	6	2	42
Domestic / Family Trouble	16	11	15	6	6	6	60
Drug Incident	6	3	1	3	2	0	15
Exposure	0	0	1	0	0	0	1
Fight Call	0	0	0	0	0	0	0
Graffiti Complaint	1	0	0	0	0	0	1
Juvenile Complaint	6	2	0	0	3	3	14
Landlord / Tenant Trouble	0	1	0	0	0	0	1
Liquor Law Violation	0	0	0	0	0	0	0
Neighbor Trouble	2	1	0	0	0	1	4
Noise Complaint	10	10	3	7	8	9	47
Non-Residential Burglary	0	0	0	0	0	0	0
OMVWI Arrest / Intoxicated Driver	0	0	1	0	0	0	1
On Street Parking Complaint	2	2	1	2	1	6	14
Person Down	0	0	0	0	0	0	0
Person with a Gun	0	0	0	0	0	0	0
Prostitution / Soliciting	0	0	0	0	0	0	0
Prowler Complaint	0	0	0	0	0	0	0
Pvt Prop Parking Complaint	7	12	8	1	1	0	29
Residential Burglary	1	0	2	0	0	0	3
Robbery-Armed	2	0	0	0	0	0	2
Robbery-Strong Armed	0	0	0	0	0	0	0
Sexual Assault - Child	0	1	0	0	0	0	1
Sexual Assault 1-2-3-4 / Rape	0	0	0	0	0	0	0
Stolen Auto	5	2	1	0	0	5	13
Suspicious Person	1	1	3	1	2	0	8
Suspicious Vehicle	3	1	1	2	1	0	8
Theft from Auto	0	1	0	0	2	0	3
Threats Complaint	4	2	5	4	3	1	19
Trespassing Complaint	2	3	1	0	1	0	7
Unwanted Person	2	2	0	0	2	1	7
Weapons Offense	0	2	0	1	0	0	3
Grand Total	113	85	68	45	60	50	421

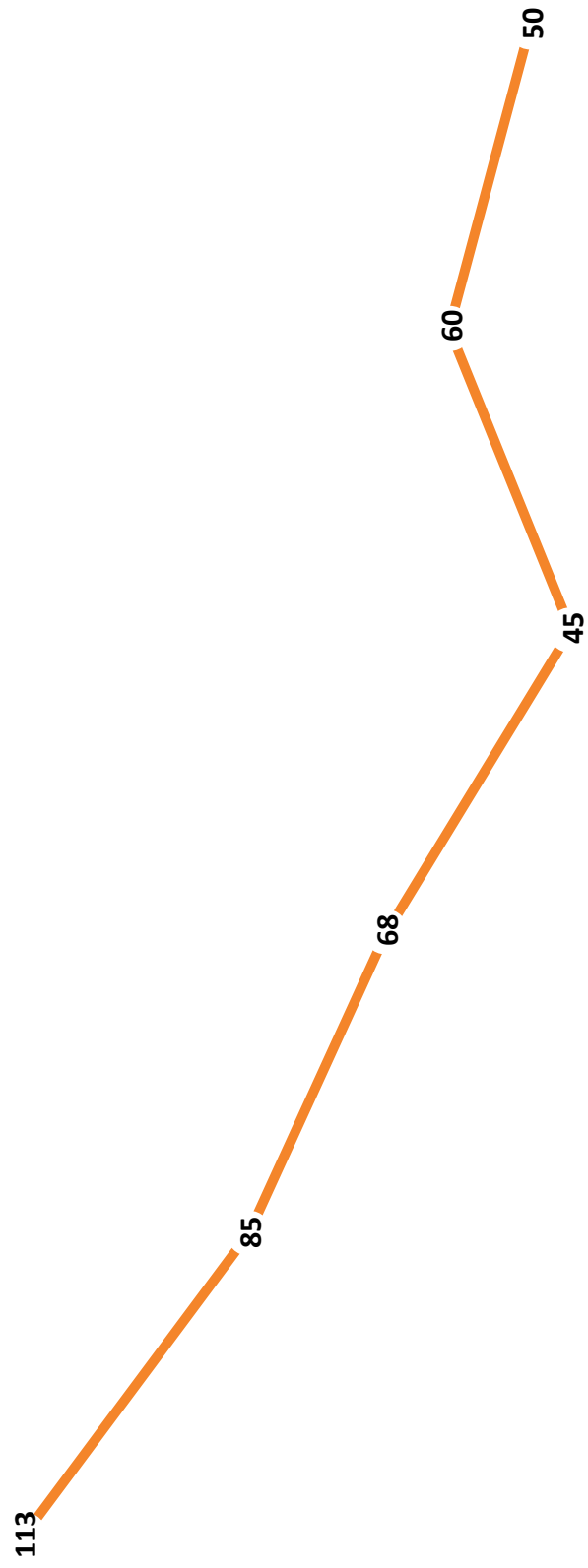
FIVE YEAR TOTAL CALLS FOR SERVICE BY TYPE

Data From: 01/01/2011 -
08/23/2016



Data From: 01/01/2011 - 08/23/2016

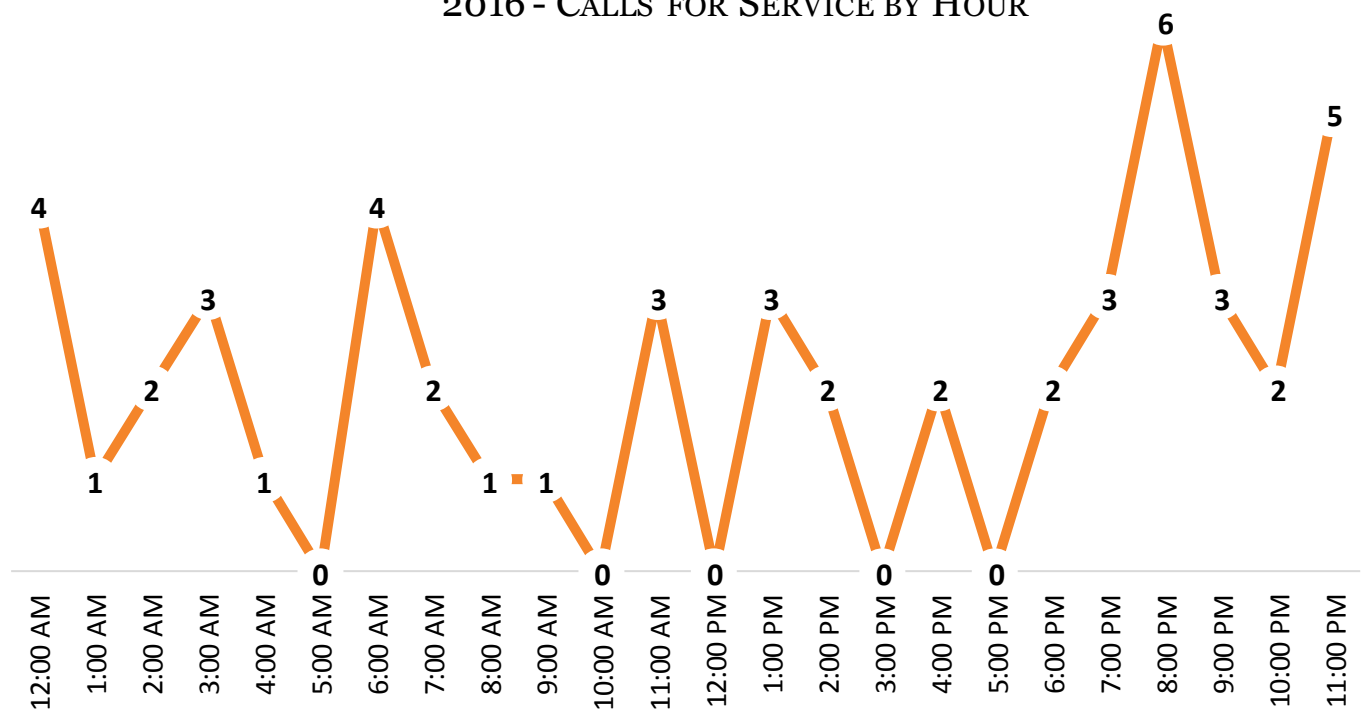
TOTAL CALLS FOR SERVICE BY YEAR



FIVE YEAR TOTAL CALLS FOR SERVICE BY HOUR

	2011	2012	2013	2014	2015	2016
12:00 AM	4	4	5	1	4	4
1:00 AM	5	4	0	7	1	1
2:00 AM	5	5	2	1	1	2
3:00 AM	4	1	3	0	3	3
4:00 AM	3	0	2	0	0	1
5:00 AM	1	0	1	0	0	0
6:00 AM	2	0	0	1	1	4
7:00 AM	1	6	1	0	2	2
8:00 AM	1	1	1	0	6	1
9:00 AM	5	4	4	0	4	1
10:00 AM	7	4	1	4	4	0
11:00 AM	7	4	3	4	1	3
12:00 PM	10	8	0	4	2	0
1:00 PM	3	8	3	1	1	3
2:00 PM	3	4	5	3	0	2
3:00 PM	2	7	2	3	2	0
4:00 PM	6	3	4	1	2	2
5:00 PM	6	5	2	2	4	0
6:00 PM	7	3	3	3	3	2
7:00 PM	5	3	6	1	3	3
8:00 PM	4	0	4	0	4	6
9:00 PM	11	5	5	3	4	3
10:00 PM	3	2	7	4	5	2
11:00 PM	8	4	4	2	3	5

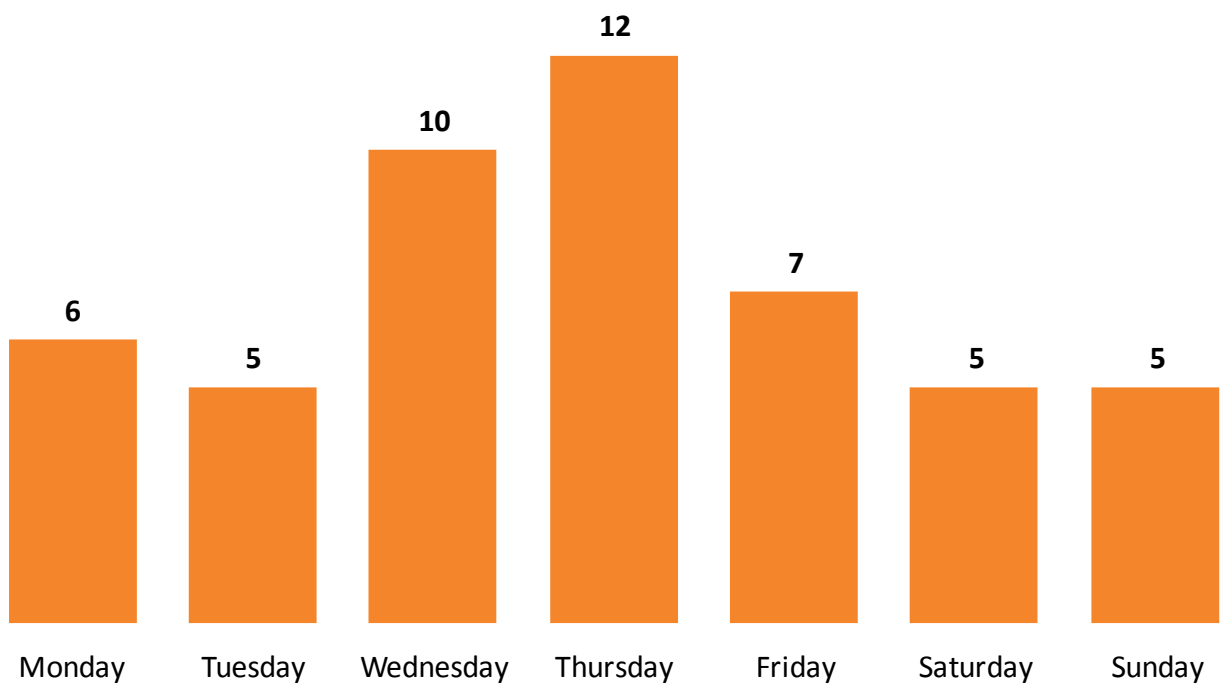
2016 - CALLS FOR SERVICE BY HOUR



FIVE YEAR TOTAL CALLS FOR SERVICE BY DAY OF WEEK

	2011	2012	2013	2014	2015	2016
Monday	17	7	9	5	9	6
Tuesday	14	12	8	5	4	5
Wednesday	15	15	13	7	11	10
Thursday	11	17	8	8	4	12
Friday	17	10	9	4	10	7
Saturday	13	15	6	10	12	5
Sunday	26	9	15	6	10	5

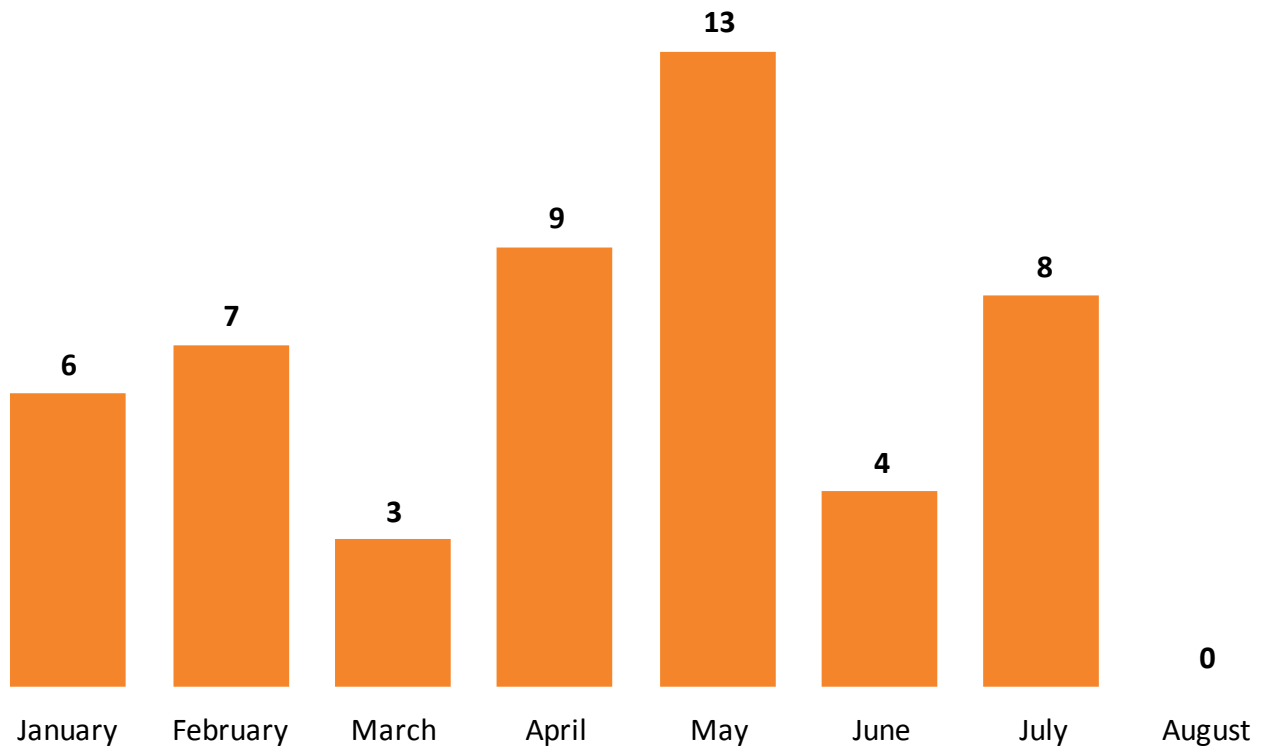
2016 - CALLS FOR SERVICE BY DAY OF WEEK



FIVE YEAR TOTAL CALLS FOR SERVICE BY MONTH

	2011	2012	2013	2014	2015	2016
January	9	3	4	6	4	6
February	8	3	8	5	7	7
March	2	15	4	3	5	3
April	9	13	8	2	3	9
May	19	5	6	2	3	13
June	21	13	10	2	4	4
July	16	6	7	10	6	8
August	8	3	2	3	4	0
September	7	4	5	1	8	0
October	3	11	6	5	4	0
November	7	3	4	4	3	0
December	4	6	4	2	9	0

2016 - CALLS FOR SERVICE BY MONTH



FIVE YEAR TOTAL OFFENSES BY TYPE

Offense Type	Total Offenses
All Other Offenses	45
Disorderly Conduct	35
*Destruction/Damage/Vandalism of Property	26
*Simple Assault	17
*Theft from Building	11
*Intimidation	7
*Aggravated Assault	6
*Motor Vehicle Theft	5
Driving Under the Influence	5
*All Other Larceny	5
*Weapon Law Violations	3
Trespass of Real Property	3
*Kidnapping/Abduction	3
*Robbery	2
*Drug/Narcotic Violations	2
*Drug Equipment Violations	2
*Theft from Motor Vehicle	1
*Assisting or Promoting Prostitution	1
*Shoplifting—Theft Offense	1
*Credit Card/Automatic Teller Machine Fraud	1
Identity Theft	1
*False Pretenses/Swindle/Confidence Game—Fraud	1
*Forcible Rape/Sex Offenses, Forcible	1
Total	184

* Denotes a IBR Group A Offense

Historical and Survey Data Comparison and Discussion

When determining resource allocation in fighting fear, crime and disorder the Madison Police Department (MPD) relies heavily on crime trends generated through statistical analysis. It is also important to know public perception as it relates to crime as MPD has found perception can, at times, differ from what data supports.

In comparing the data it is important to note not all of the results from each individual survey question are listed herein. Instead the most significant areas of concern in each question are noted in more detail. By highlighting these areas stake holders will be able to understand and thus address the shortcomings more proactively. For complete survey results see specific charts and graphs as noted by page number in the citations. Finally, percentages noted herein are rounded to the nearest whole number.

Of those surveyed, 15 respondents (75%) have a positive or highly positive impression of the Madison Police Department while one respondent (5%) has a highly negative impression.⁽¹³⁸⁾ For those who haven't called, two respondents (13%) stated they don't call police for assistance as they don't trust the police.⁽¹⁴⁰⁾ Overall Kensington Pointe residents support the Madison Police Department.

Total Calls for Service

Calls for Service (CFS) over the study period totaled 421^(144, 146, 146) with the yearly breakdown being:

2011: 113

2012: 85

2013: 68

2014: 45

2015: 60

2016: 50

2016 Breakdown

The busiest month in 2016 from January 01 through August 23 was May with 13 CFS.⁽¹⁴⁹⁾ Of the 50 total CFS reported, Thursday was the busiest day of the week with 12 CFS.⁽¹⁴⁸⁾ 8:00 PM was the most prevalent time frame with 6 CFS.⁽¹⁴⁷⁾ For detailed information on calls for service by hour, day of week and by month for the five year study period see charts on pages 147-149.

Incident Based Reporting

Given the seriousness of IBR offenses, and the potential for lasting negative impacts on individuals and the neighborhood as a whole, it is important to highlight these offenses. Of the 184 total offenses, 95 are IBR Type A offenses representing 18 categories and accounting for 52% of all offenses.⁽¹⁵⁰⁾

The five most prevalent IBR offense are:

Destruction/Damage/Vandalism of property - 26

Simple Assault - 17

Theft from Building - 11

Intimidation - 7

Aggravated Assault - 6

For a further breakdown of offenses by offense type, see page 150.

Drug Related CFS

The survey asked numerous questions determined to gauge the level of concern residents have in a variety of areas. Six people (30%) said they were concerned or very concerned about crime⁽¹²⁹⁾ in the neighborhood with drug offenses⁽¹³⁰⁾ being the primary concern of seven respondents (35%). Historical data shows a total of 15 drug related calls for service over the study period with only two CFS in the last two years.^(144, 145) Of the 15 CFS, four resulted in drug related offenses.⁽¹⁵⁰⁾ The discrepancy between the level of concern and the low number of offenses could be due to a perception issue among residents as to the severity of the problem or to an under reporting of incidents to the police. Moreover, residents may be reporting suspicious behavior that is indicative of illegal drug activity but the CFS was coded something else. For example, call types including suspicious person, check property, and suspicious vehicle complaints can be drug related. If we consider these categories, there is a potential for 41 more CFS related to illegal drug activity.^(144, 145) It is important to note however that there is no way to determine with certainty which of these CFS may have been drug related. If, by worst case scenario, all of these calls were drug related, there would have been a total of 56 drug related CFS (or 13% of the total CFS) over the study period for this neighborhood.

Littering/Unsupervised Children Related CFS

Of those surveyed six subjects (30%) said they are concerned or highly concerned about littering⁽¹³⁵⁾ and unsupervised children⁽¹³⁴⁾ in the neighborhood. There is no data available specific to littering or unsupervised children as MPD does not have these CFS types. This is still valuable

information for Kensington Pointe Management however as it shows perceptions of residents. Management may want to monitor the complex to determine if these perceptions are in fact an issue.

Loitering Related CFS

Four respondents (20%) said they are concerned or very concerned about loitering in the neighborhood.⁽¹³⁴⁾ Although MPD does not have a specific loitering call for service type, there are several call types that may involve loitering complaints. These include Check Person, Juvenile Complaint, Suspicious Person, Suspicious Vehicle, Unwanted Person and Trespassing complaints. Just as with drug incidents, there is no way to determine with certainty which of these CFS may have been related to loitering. Historical data shows a total of 92 CFS for the above call types making up just over 22% of all CFS in this neighborhood.^(144, 145)

Knowing that loitering and trespassing by non-residents can lead to a sense of insecurity through increased criminal activity, Kensington Pointe Management has posted the property for no trespassing. This allows police personnel to contact, arrest and cite violators as appropriate.

Noise/Vandalism Related CFS

Noise pollution⁽¹³¹⁾ and vandalism⁽¹³³⁾ are non-concerns for residents. Data shows however that noise complaints (47) have been the third leading CFS type over the past five years comprising 11% of total CFS in the neighborhood. Domestic disturbances (60) and check person calls (48) round out the top three CFS for this neighborhood comprising 14% and 11% of total CFS respectively.^(144, 145)

Parking/Traffic Related CFS

Historical data shows there were 29 private property parking complaints and 14 on-street parking complaints over the study period with the highest year being 2012 when 14 total complaints were received. In 2015 only two parking complaints were received while in 2016 there have been six total complaints (through August 23).^(144, 145) This data suggests that parking at the complex is not a problem for residents with an average of only 7 complaints per year. This may be due to the fact that Kensington Pointe Management requires residents to display parking permits on their vehicles. In addition, they have designated visitor parking so as to limit congestion for residents. Vehicles not properly parked or displaying the appropriate permit risk being towed by Management.

Five respondents (25%) expressed being concerned or very concerned over traffic related issues in and around the complex.⁽¹³⁵⁾ There were six reported hit and run accidents over the study period.^(144, 145) There may very well be traffic related enforcement efforts in and around the neighborhood however this type of data was not queried as it is outside the scope of this study.

Summary and Recommendations

The Kensington Pointe Apartment complex has many desirable attributes including its location, general appeal,⁽¹²⁷⁾ sense of community, and overall safety.⁽¹²⁴⁾ For residents residing in the neighborhood for more than four years, five (100%) said the neighborhood has either stayed the same or improved.⁽¹²³⁾ (for demographic information on respondents, see graphs on pages 41 and 42). While this is positive from a stability standpoint, residents offered suggestions management should consider moving forward. For example, residents believe an increase in parental supervision and safety measures (such as street lights, cameras, and private security) would help ensure a safe and secure neighborhood. In addition, some believe a Neighborhood watch program could benefit the neighborhood through increased awareness.⁽¹³⁷⁾ If Kensington Pointe management is interested in learning more about a Neighborhood watch program or crime prevention through environmental design (CPTED), the Madison Police Department can offer guidance through the coordinator of the Crime Stoppers program. The coordinator can be reached at 608-267-1984.

Kensington Pointe management may also want to consider hosting additional activities for adults⁽¹²⁵⁾ and seniors⁽¹²⁶⁾ as survey results showed a perceived lack of activities for these age groups. In addition, it is known that the stability of a neighborhood and a sense of community are impacted by the tenure of its residents. 75% of those surveyed have resided at Kensington Pointe less than four years.⁽¹²³⁾ Kensington Pointe management may want to look at and consider ways to encourage residents to stay long term. This could include such things as incentives and complex improvements.

Respondents also mentioned Kensington Pointe management could further communication through electronic crime updates.⁽¹²⁸⁾ These updates would inform residents, in a timely manner, of crime patterns and safety information which would help them be more vigilant. These updates would need to be a collaborative effort between management and the MPD liaison officer. If electronic means prove unsuccessful, the updates could be part of a newsletter developed and overseen by management.

While data suggests overall support for the Madison Police Department,⁽¹³⁸⁾ there is room for improvement. Respondents highlighted three primary means by which MPD could improve relationships and the neighborhood⁽¹³⁹⁾ to include:

- 1) More community engagement
- 2) Better communication
- 3) Increased youth engagement

All three suggestions have proven beneficial in other neighborhoods and should be strongly considered by MPD. Currently a member of the SCPT is assigned as the liaison officer to the Moorland Road area to include all areas in the study. It is recommended this liaison assignment continue with the officer taking the initiative to work with management to organize events that lend themselves to building mutual trust and respect between the police and residents. Suggestions for consideration include Chat with a Cop, cookouts, Fireside Chats, etc. These or similar activities may, over time, reduce racial concerns expressed by four respondents (20%) as relationships form based on mutual respect.⁽¹³²⁾ While CFS spiked in 2011, subsequent years show a monthly CFS average of 5.5. For a comparison with the other neighborhoods studied, see the combined study results at the end of the report.

Finally, 25% note traffic as a concern in and around the neighborhood.⁽¹³⁵⁾ Officers should consider implementing measures to educate and hold accountable motorists who violate traffic laws. This could be achieved through educational and enforcement efforts utilizing the speed and message boards. Physical design changes could also be considered as appropriate.

Seven Oaks



The Seven Oaks apartments are located in the 1000-1100 block of Moorland Road. It is the largest property within the study area, totaling 245 units that are housed between 7 buildings. It is currently managed by ACC Management Group and management staff is available at an onsite office. Seven Oaks has a leasing office, community center, basketball court and playground area. It also offers a community coordinator on-site who organizes events for residents.

The complex is currently at 98% capacity. Approximately 20% of the units are Section 8 Housing Choice Voucher Programs. 201 units (82%) are currently rented to residents receiving Section 42 tax credits.

The following practices are used when screening applicants:

- ◆ Complete landlord reference checks
- ◆ Complete credit check
- ◆ Complete criminal background check including State and Federal sex offender registries
- ◆ Complete household income

Seven Oaks Apartments



Golden Gate Way

Moorland Rd

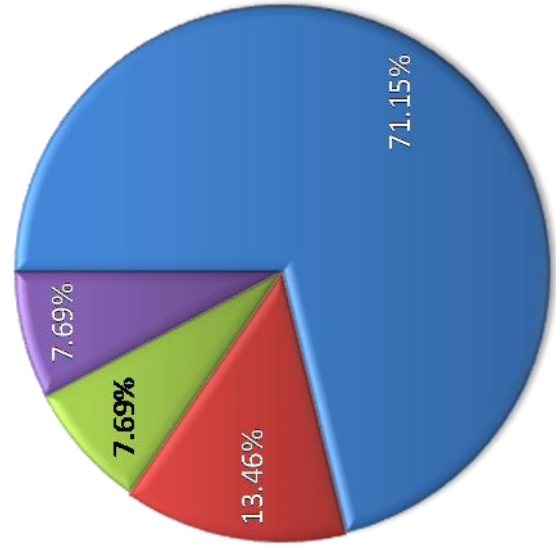


Survey Results

How long have you lived in the neighborhood?

Responses	Percent of Total
0-3 years	71.15%
4-6 years	13.46%
7-10 years	7.69%
10+ years	7.69%

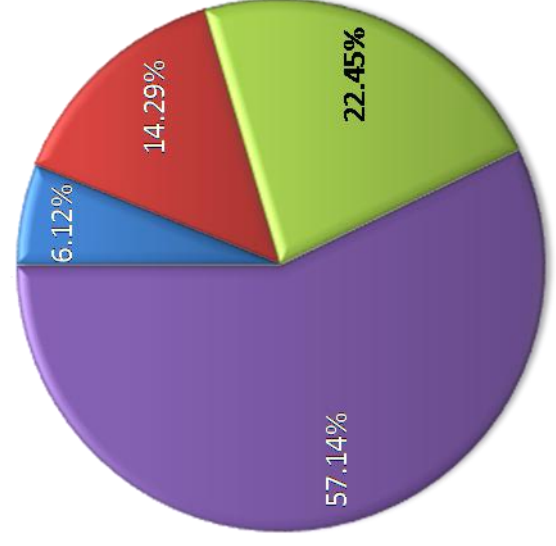
Total Responses 52



If you have resided in the neighborhood more than 4 years, how has the overall health of the neighborhood changed?

Responses	Percent of Total
It has improved	6.12%
It has stayed the same	14.29%
It has declined	22.45%
Not applicable	57.14%

Total Responses 49

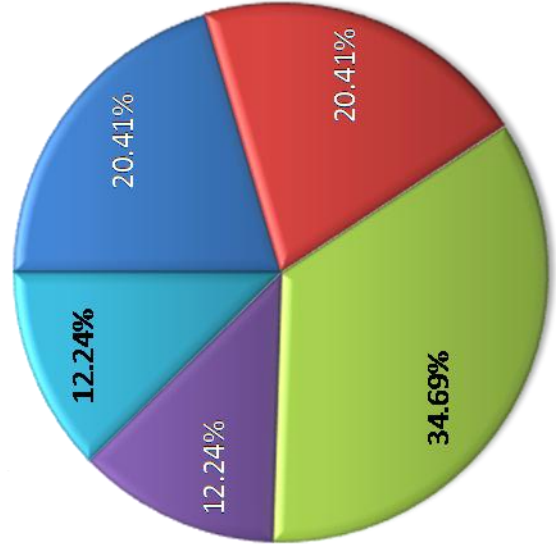


How would you rate the following attributes of your neighborhood?

Feeling of community

	Responses	Percent of Total
1 (Very Good)	10	20.41%
2	10	20.41%
3	17	34.69%
4	6	12.24%
5 (Not Good)	6	12.24%

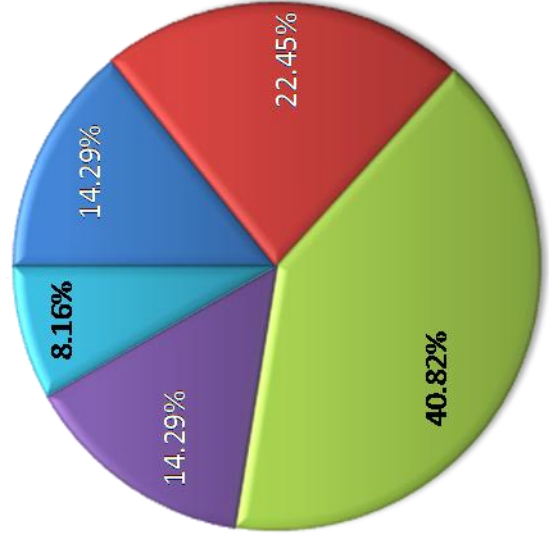
Total Responses 49



Safety

	Responses	Percent of Total
1 (Very Good)	7	14.29%
2	11	22.45%
3	20	40.82%
4	7	14.29%
5 (Not Good)	4	8.16%

Total Responses 49

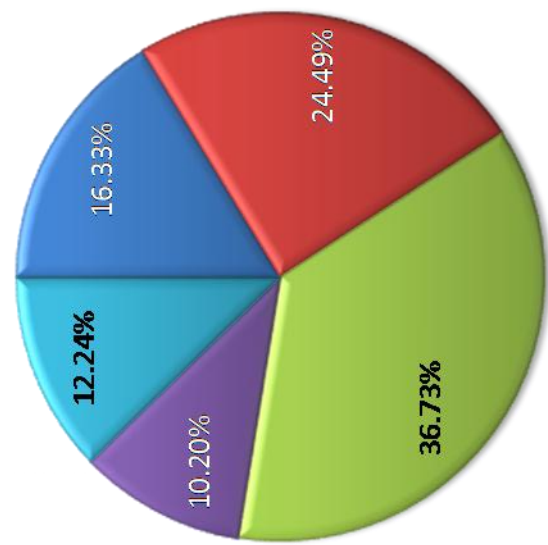


How would you rate the following attributes of your neighborhood?

Activities for adults

	Responses	Percent of Total
1 (Very Good)	8	16.33%
2	12	24.49%
3	18	36.73%
4	5	10.20%
5 (Not Good)	6	12.24%

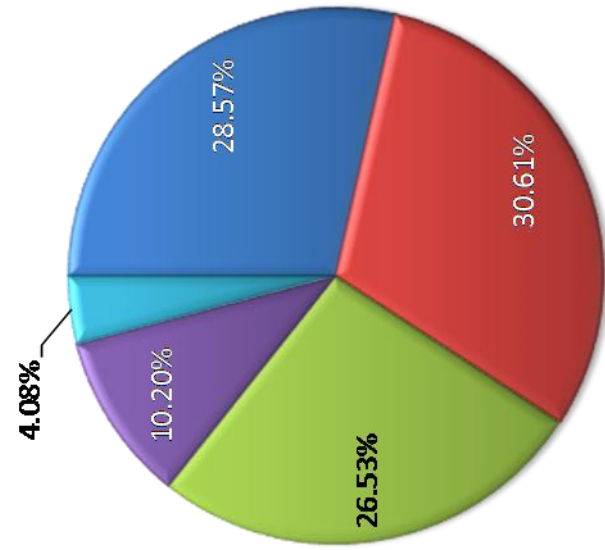
Total Responses 49



Activities for children

	Responses	Percent of Total
1 (Very Good)	14	28.57%
2	15	30.61%
3	13	26.53%
4	5	10.20%
5 (Not Good)	2	4.08%

Total Responses 49

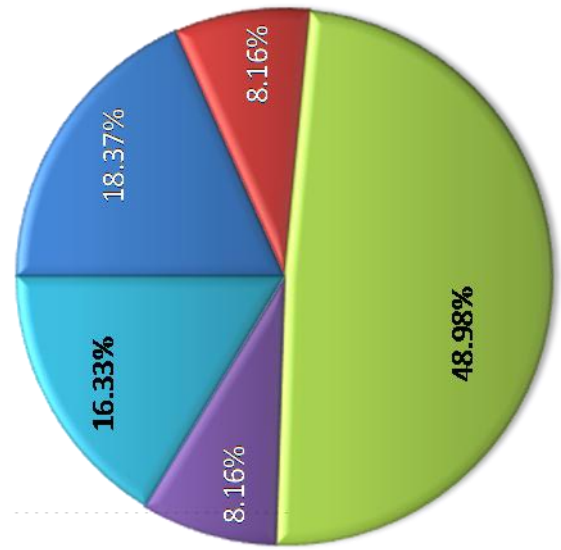


How would you rate the following attributes of your neighborhood?

Activities for seniors

	Responses	Percent of Total
1 (Very Good)	9	18.37%
2	4	8.16%
3	24	48.98%
4	4	8.16%
5 (Not Good)	8	16.33%

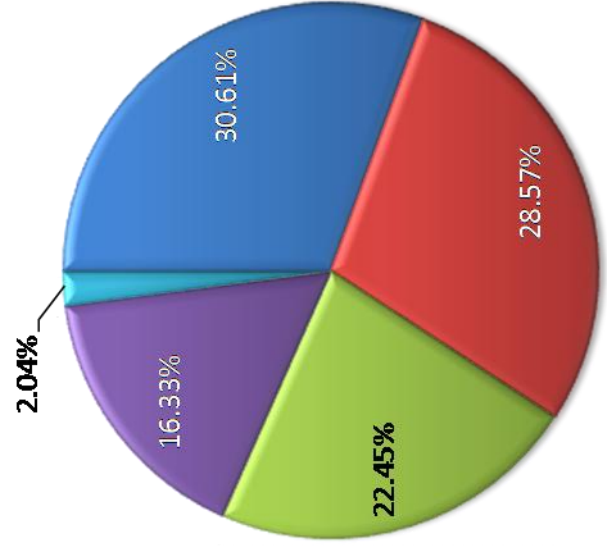
Total Responses 49



Cleanliness

	Responses	Percent of Total
1 (Very Good)	15	30.61%
2	14	28.57%
3	11	22.45%
4	8	16.33%
5 (Not Good)	1	2.04%

Total Responses 49

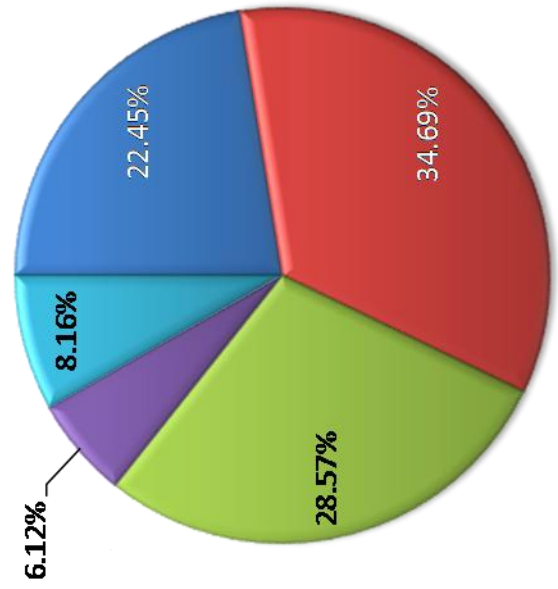


How would you rate the following attributes of your neighborhood?

General appeal

	Responses	Percent of Total
1 (Very Good)	11	22.45%
2	17	34.69%
3	14	28.57%
4	3	6.12%
5 (Not Good)	4	8.16%

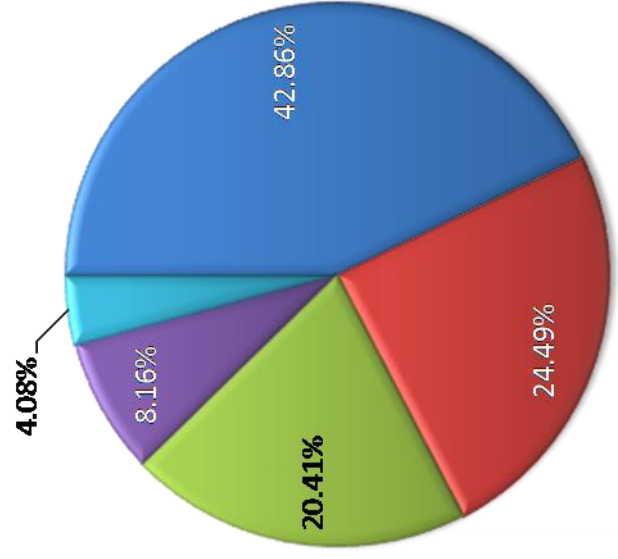
Total Responses 49



Proximity to jobs, services, stores

	Responses	Percent of Total
1 (Very Good)	21	42.86%
2	12	24.49%
3	10	20.41%
4	4	8.16%
5 (Not Good)	2	4.08%

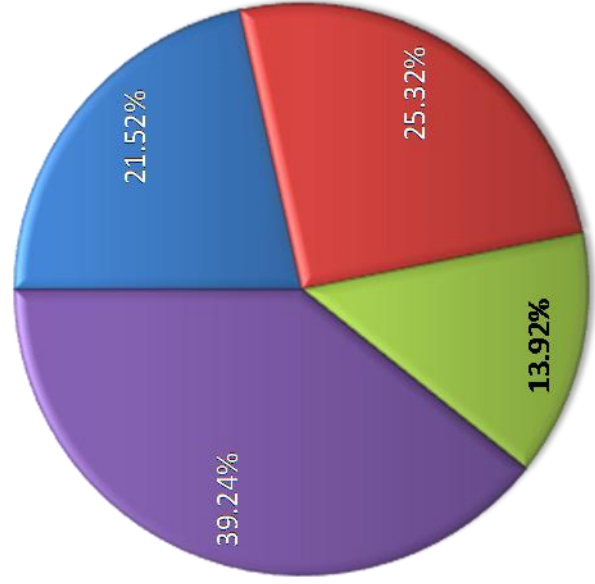
Total Responses 49



What information or services could your Neighborhood Association, Condo Association or Apartment Complex provide that would be of interest to you? (Circle all that apply)

	Responses	Percent of Total
Organizing events	17	21.52%
Sending out newsletters	20	25.32%
Providing relevant seminars or information sessions	11	13.92%
Electronic crime updates	31	39.24%

Total Responses 79

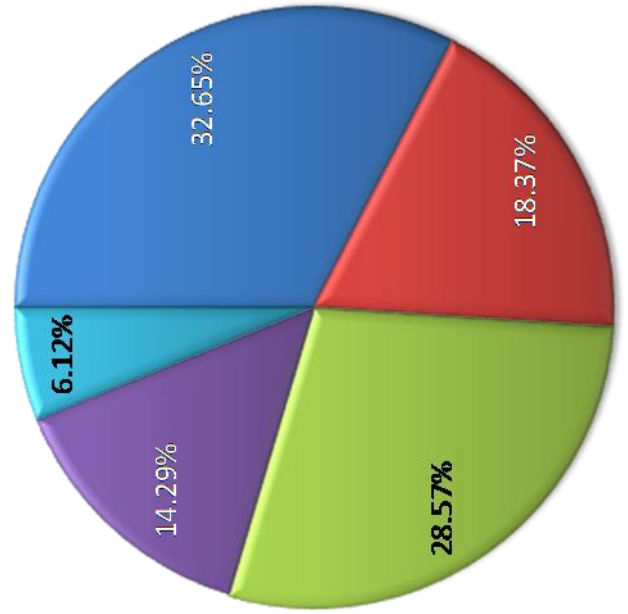


Rate the following concerns in relation to your neighborhood. (Circle One)

Crime

Responses	Percent of Total
1 (Very Concerned)	32.65%
2	18.37%
3	28.57%
4	14.29%
5 (Not Concerned)	6.12%

Total Responses 49

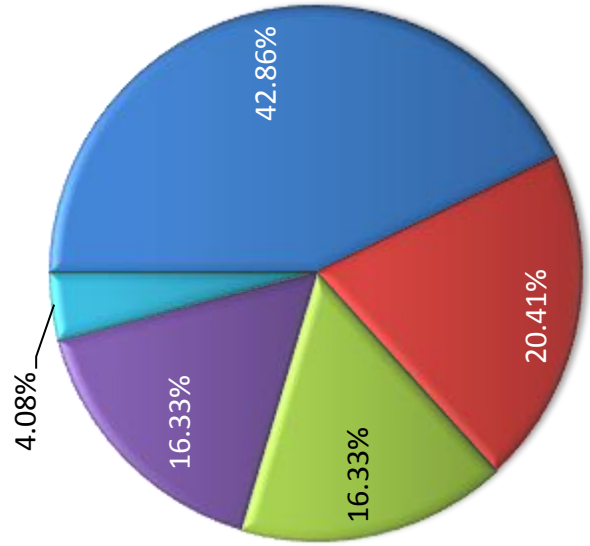


Rate the following concerns in relation to your neighborhood. (Circle One)

Drugs

Responses	Percent of Total
1 (Very Concerned)	21 42.86%
2	10 20.41%
3	8 16.33%
4	8 16.33%
5 (Not Concerned)	2 4.08%

Total Responses 49



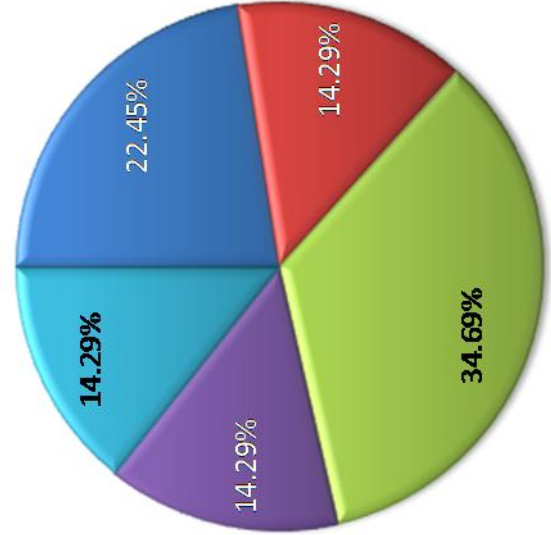
Drugs are the number one concern with 64% of residents expressing concern. There was a total of 26 calls for service during the study period. Although the number is low for calls for service there has been a steady increase of calls with 5 for this year.

Rate the following concerns in relation to your neighborhood. (Circle One)

Noise Pollution

	Responses	Percent of Total
1 (Very Concerned)	11	22.45%
2	7	14.29%
3	17	34.69%
4	7	14.29%
5 (Not Concerned)	7	14.29%

Total Responses 49



37% of residents are concerned about noise pollution. There was a total of 66 calls for service during the study period for that type of call. Since 2015 there has been an uptick in noise complaints with 20 for 2016.

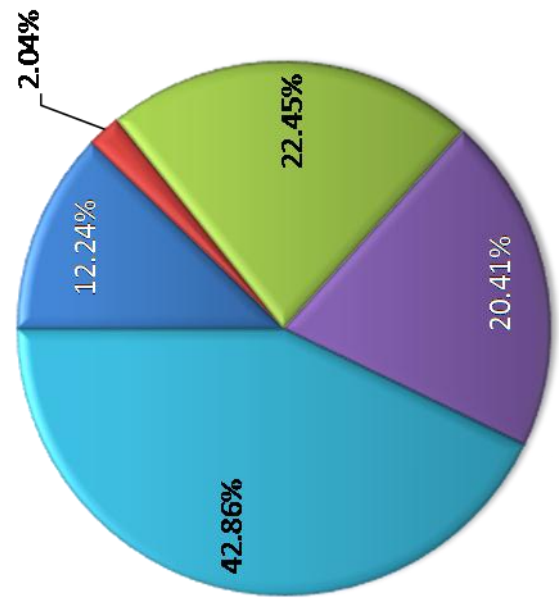
Rate the following concerns in relation to your neighborhood. (Circle One)

Racial Issues

Responses	Percent of Total
1 (Very Concerned)	6 12.24%
2	1 2.04%
3	11 22.45%
4	10 20.41%
5 (Not Concerned)	21 42.86%

Total Responses

49

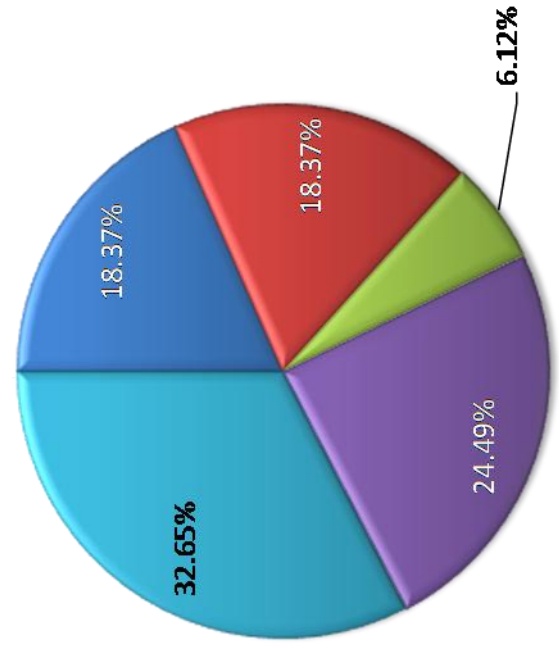


Vandalism

Responses	Percent of Total
1 (Very Concerned)	9 18.37%
2	9 18.37%
3	3 6.12%
4	12 24.49%
5 (Not Concerned)	16 32.65%

Total Responses

49



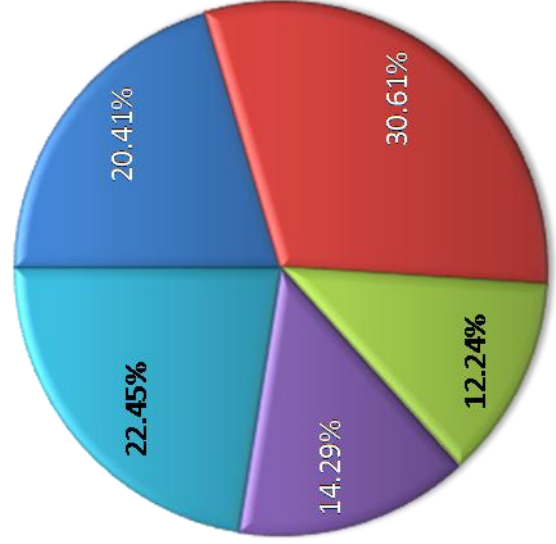
Rate the following concerns in relation to your neighborhood. (Circle One)

Unsupervised children

	Responses	Percent of Total
1 (Very Concerned)	10	20.41%
2	15	30.61%
3	6	12.24%
4	7	14.29%
5 (Not Concerned)	11	22.45%

Total Responses

49

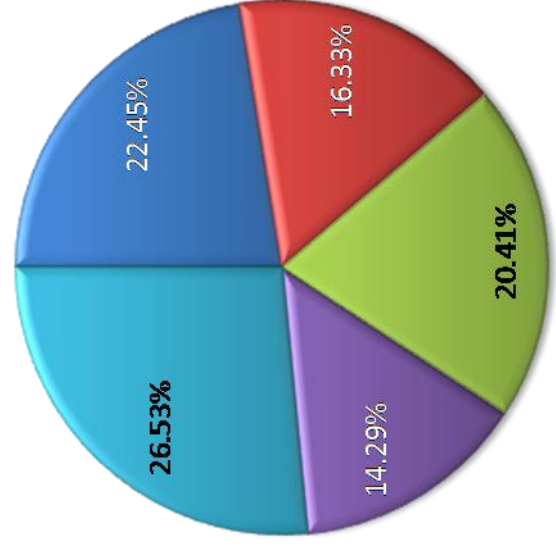


Loitering

	Responses	Percent of Total
1 (Very Concerned)	11	22.45%
2	8	16.33%
3	10	20.41%
4	7	14.29%
5 (Not Concerned)	13	26.53%

Total Responses

49

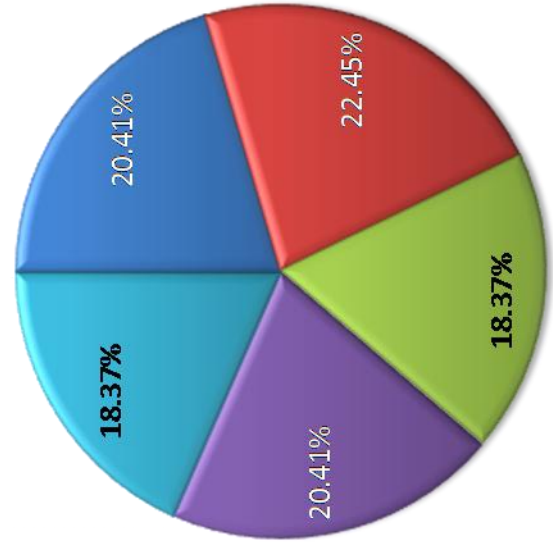


Rate the following concerns in relation to your neighborhood. (Circle One)

Littering

	Responses	Percent of Total
1 (Very Concerned)	10	20.41%
2	11	22.45%
3	9	18.37%
4	10	20.41%
5 (Not Concerned)	9	18.37%

Total Responses 49



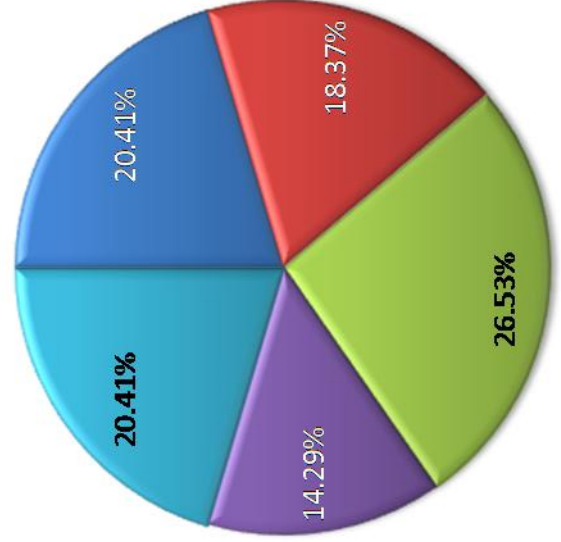
43% of residents are concerned about littering. A little over half the residents feel the general appeal and cleanliness of the area is good.

Rate the following concerns in relation to your neighborhood. (Circle One)

Traffic

	Responses	Percent of Total
1 (Very Concerned)	10	20.41%
2	9	18.37%
3	13	26.53%
4	7	14.29%
5 (Not Concerned)	10	20.41%

Total Responses 49

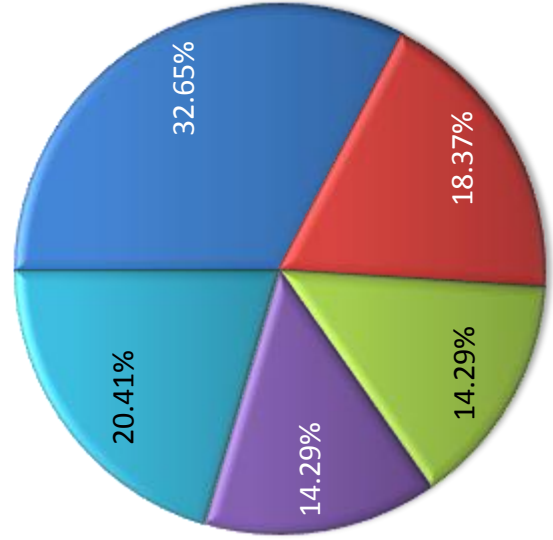


Rate the following concerns in relation to your neighborhood. (Circle One)

Parking

	Responses	Percent of Total
1 (Very Concerned)	16	32.65%
2	9	18.37%
3	7	14.29%
4	7	14.29%
5 (Not Concerned)	10	20.41%

Total Responses 49

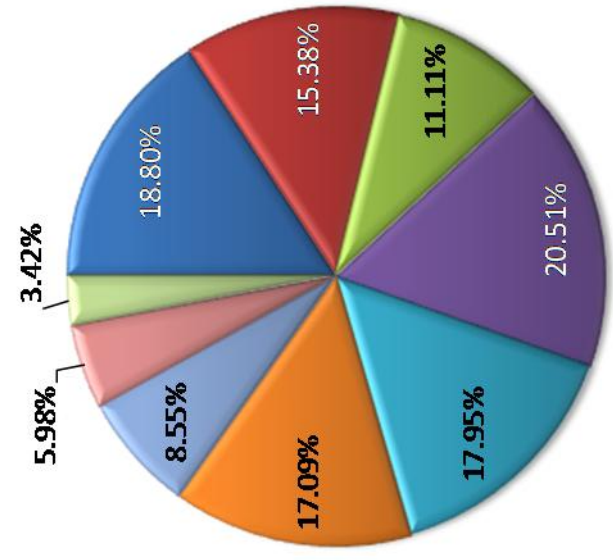


Parking is the second highest concern of residents with 51% expressing concern. There was a total of 101 calls for service related to private parking complaints during the study period.

What could be done to improve the safety of the neighborhood/community?

	Responses	Percent of Total
Increased parental supervision	22	18.80%
Neighborhood Watch Program	18	15.38%
Increased activities	13	11.11%
More parks/play structures	24	20.51%
Increased city services (patrol, traffic enforcement, etc.)	21	17.95%
Increased safety measures (streets, lights, cameras, private security patrols, etc.)	20	17.09%
Community programming (gardens, events, centers, etc.)	10	8.55%
Better management	7	5.98%
None	4	3.42%

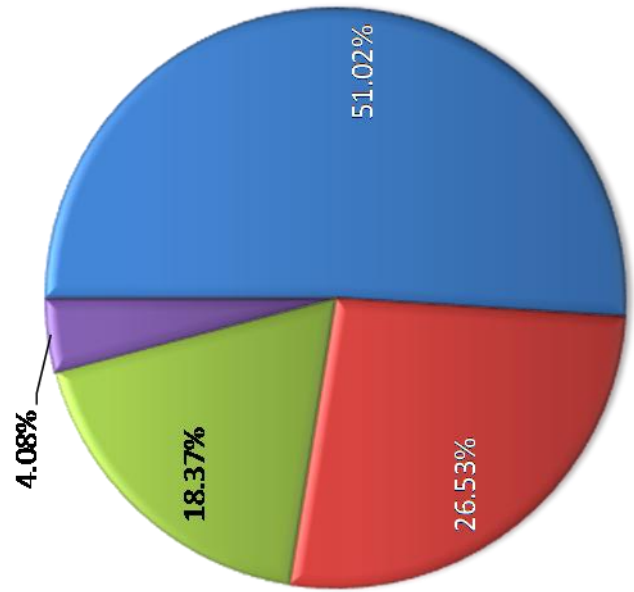
Total Responses 117



What is your impression of the Madison Police Department?

	Responses	Percent of Total
1 (Highly Positive)	25	51.02%
2	13	26.53%
3	9	18.37%
4	2	4.08%
5 (Highly Negative)	0	0.00%

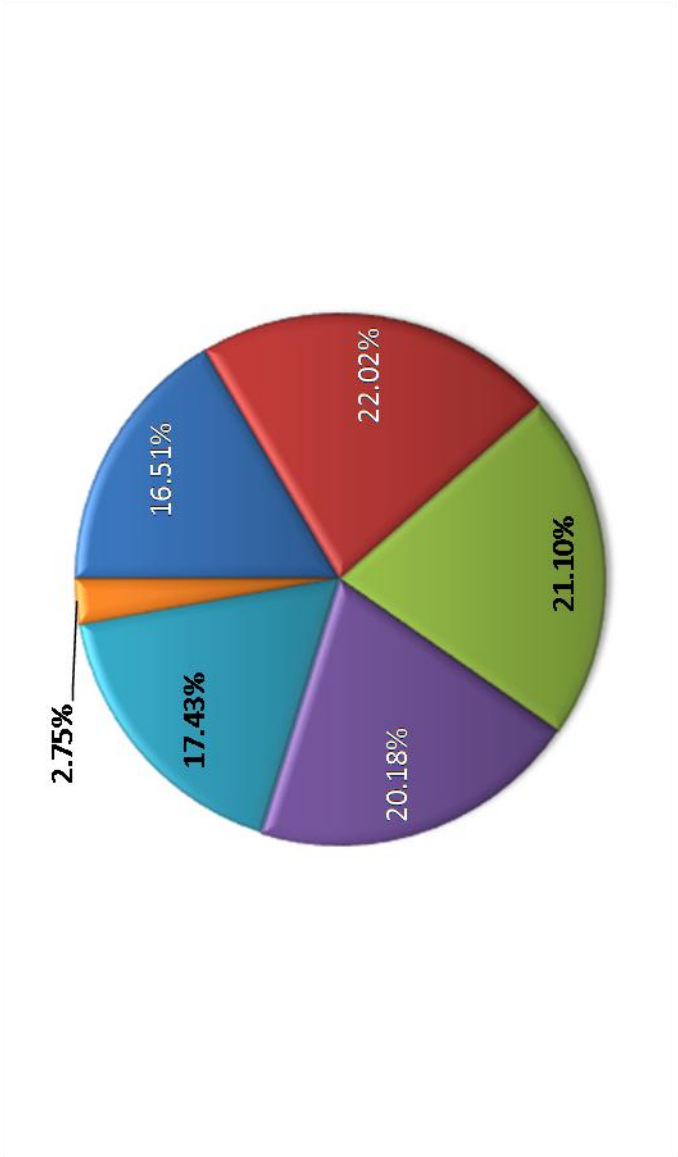
Total Responses 49



How can the Madison Police Department help improve your neighborhood? (Circle all that apply)

	Responses	Percent of Total
Better communication	18	16.51%
More community engagement (Chat with a Cop, neighborhood walks, crime prevention)	24	22.02%
Increased enforcements (traffic, drug, etc.)	23	21.10%
Increased foot/bike patrol	22	20.18%
Increased youth engagement (Shop with a Cop, Cops and Bobbers, after school programs - such as	19	17.43%
None	3	2.75%

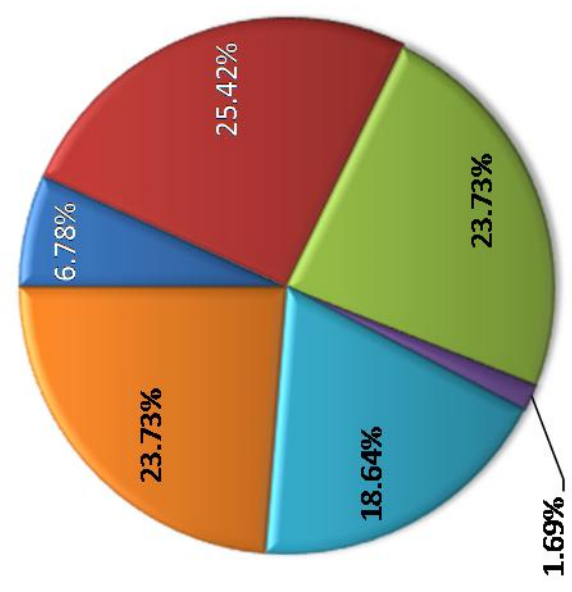
Total Responses 109



What prevents you from calling the police if an issue is occurring? (Circle all that apply)

	Responses	Percent of Total
Don't trust police	4	6.78%
Fear of retribution	15	25.42%
Don't want to get involved	14	23.73%
Don't have access to a phone	1	1.69%
Never needed to call police	11	18.64%
Not applicable (I have called police)	14	23.73%
Not sure when to call police	0	0.00%

Total Responses 59

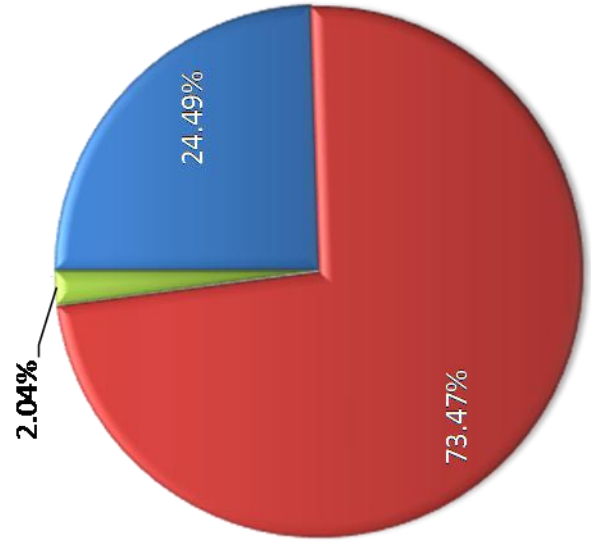


A little more than half of the residents don't call police because of trust issues with police, for fear of retribution from other people, or they don't want to get involved. This is a high percentage of people who are not calling.

What is your gender?

Responses	Percent of Total
Male	24.49%
Female	73.47%
No response	2.04%

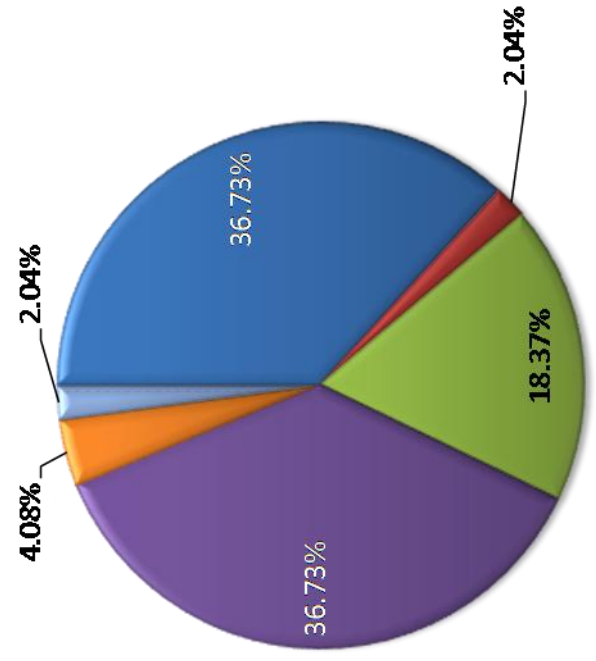
Total Responses 49



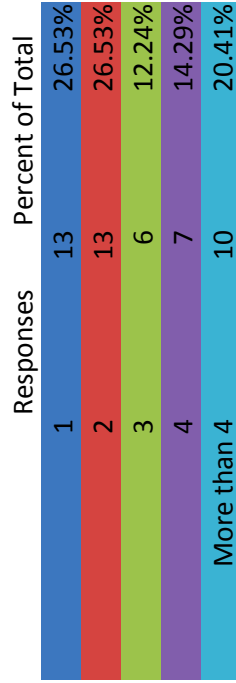
What is your race?

Responses	Percent of Total
African American	36.73%
Asian	2.04%
Caucasian	18.37%
Hispanic	36.73%
Indian	0.00%
Native American	4.08%
Other	2.04%
No response	0.00%

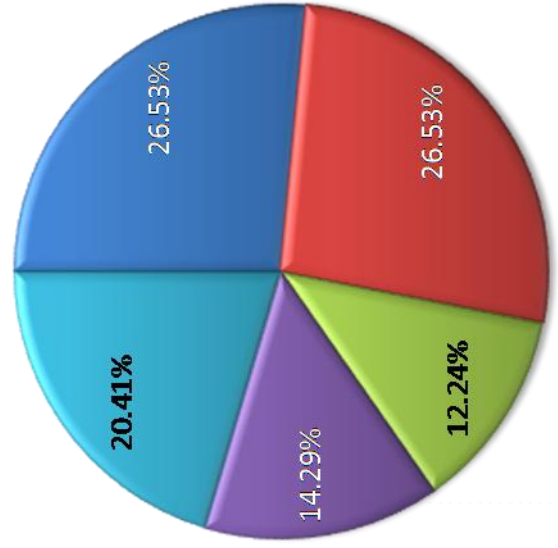
Total Responses 49



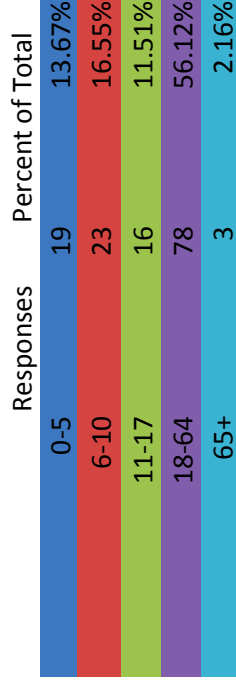
Number of people living in your household? (Circle all that apply)



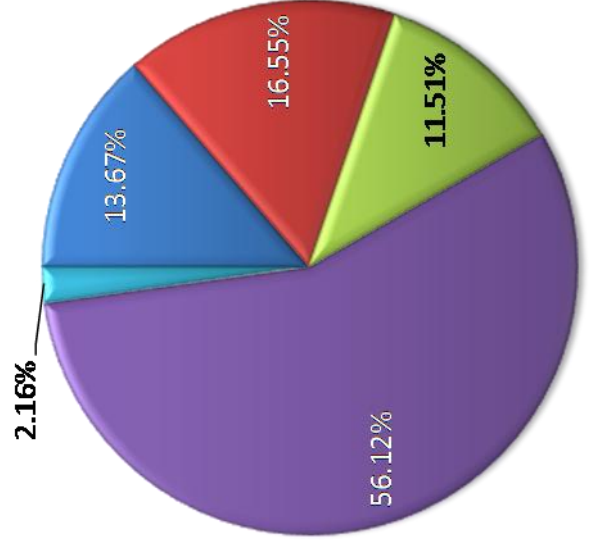
Total Responses 49



Age range of people living in your household? (Circle all that apply)



Total Residents 139



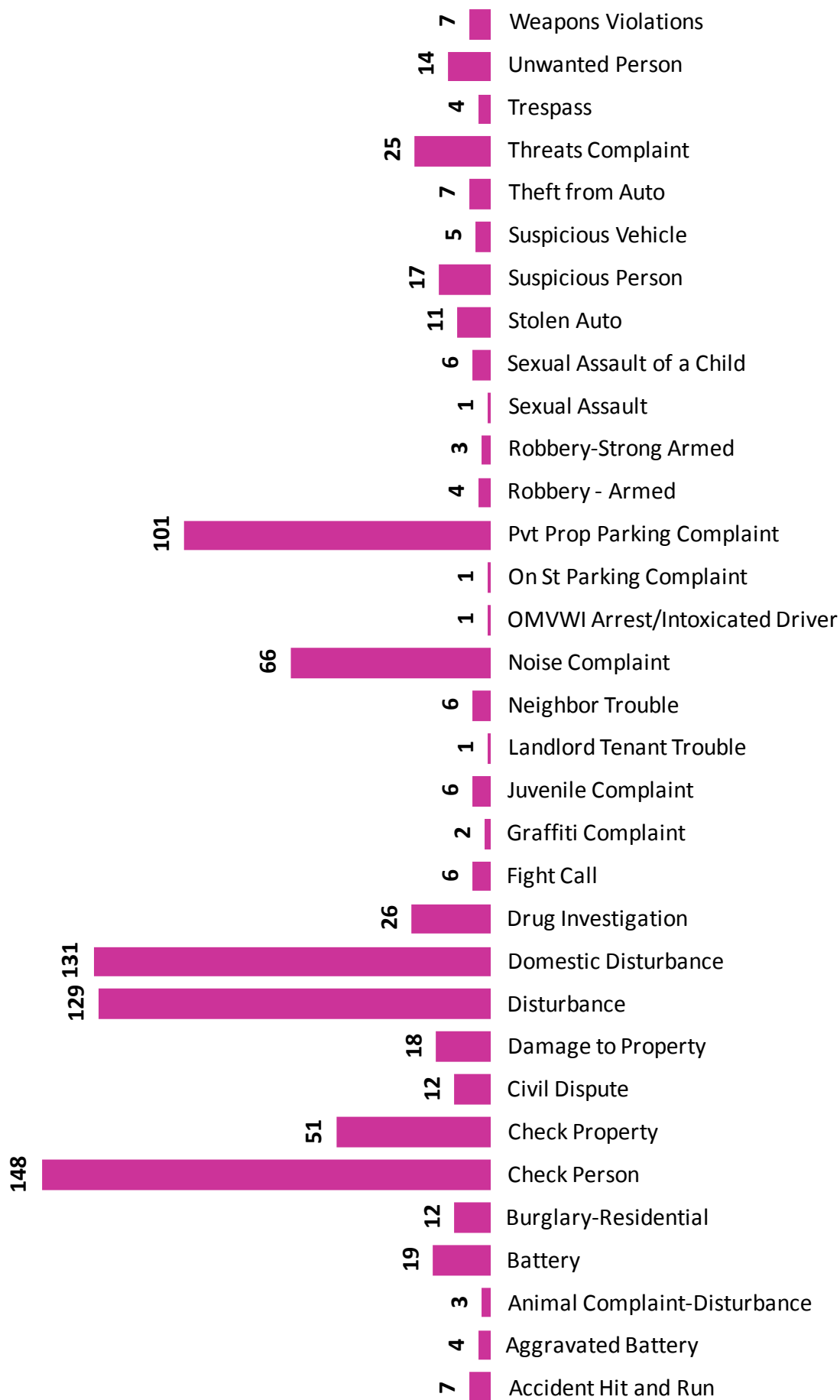
Historical Data Results

FIVE YEAR TOTAL CALLS BY CALL TYPE

Call for Service Type	2011	2012	2013	2014	2015	2016	Total
Accident - Hit & Run	1	1	0	2	2	1	7
Aggravated Battery	2	1	0	0	1	0	4
Animal Complaint - Disturbance	0	0	1	1	0	1	3
Arson	0	0	0	0	0	0	0
Battery	6	2	3	0	7	1	19
Check Person	19	13	9	21	73	13	148
Check Property	8	13	4	4	11	11	51
Civil Dispute	0	3	0	4	3	2	12
Damaged Property Complaint	1	3	2	3	5	4	18
Disturbance Call	19	17	8	27	33	25	129
Domestic / Family Trouble	7	18	14	27	36	29	131
Drug Incident	7	2	3	5	4	5	26
Exposure	0	0	0	0	0	0	0
Fight Call	1	0	0	0	4	1	6
Graffiti Complaint	0	1	0	1	0	0	2
Juvenile Complaint	1	1	1	1	1	1	6
Landlord / Tenant Trouble	1	0	0	0	0	0	1
Liquor Law Violation	0	0	0	0	0	0	0
Neighbor Trouble	2	1	0	1	1	1	6
Noise Complaint	8	11	6	8	13	20	66
Non-Residential Burglary	0	0	0	0	0	0	0
OMVWI Arrest / Intoxicated Driver	0	0	0	1	0	0	1
On Street Parking Complaint	0	0	0	0	1	0	1
Person Down	0	0	0	0	0	0	0
Person with a Gun	0	0	0	0	0	0	0
Prostitution / Soliciting	0	0	0	0	0	0	0
Prowler Complaint	0	0	0	0	0	0	0
Pvt Prop Parking Complaint	17	18	8	19	32	7	101
Residential Burglary	3	1	1	3	2	2	12
Robbery-Armed	0	1	1	0	0	2	4
Robbery-Strong Armed	1	1	0	1	0	0	3
Sexual Assault - Child	2	0	0	2	1	1	6
Sexual Assault 1-2-3-4 / Rape	0	1	0	0	0	0	1
Stolen Auto	2	0	1	1	3	4	11
Suspicious Person	8	2	2	3	2	0	17
Suspicious Vehicle	1	0	1	0	3	0	5
Theft from Auto	2	1	0	0	4	0	7
Threats Complaint	2	6	3	4	8	2	25
Trespassing Complaint	0	1	2	1	0	0	4
Unwanted Person	1	1	1	6	3	2	14
Weapons Offense	0	2	0	2	2	1	7
Grand Total	122	122	71	148	255	136	854

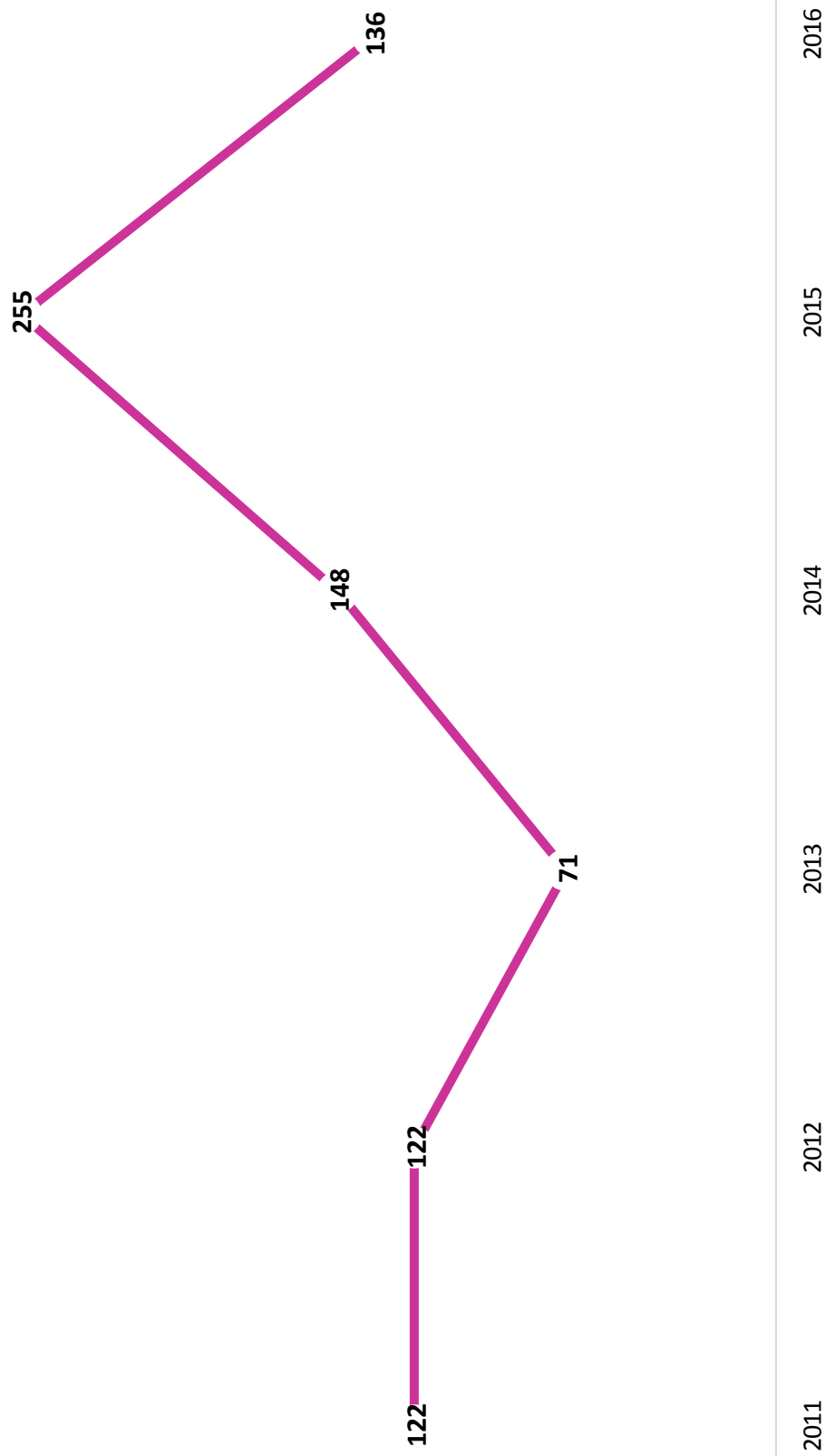
FIVE YEAR TOTAL CALLS FOR SERVICE BY TYPE

Data From: 01/01/2011 - 08/23/2016



Data From: 01/01/2011 - 08/23/2016

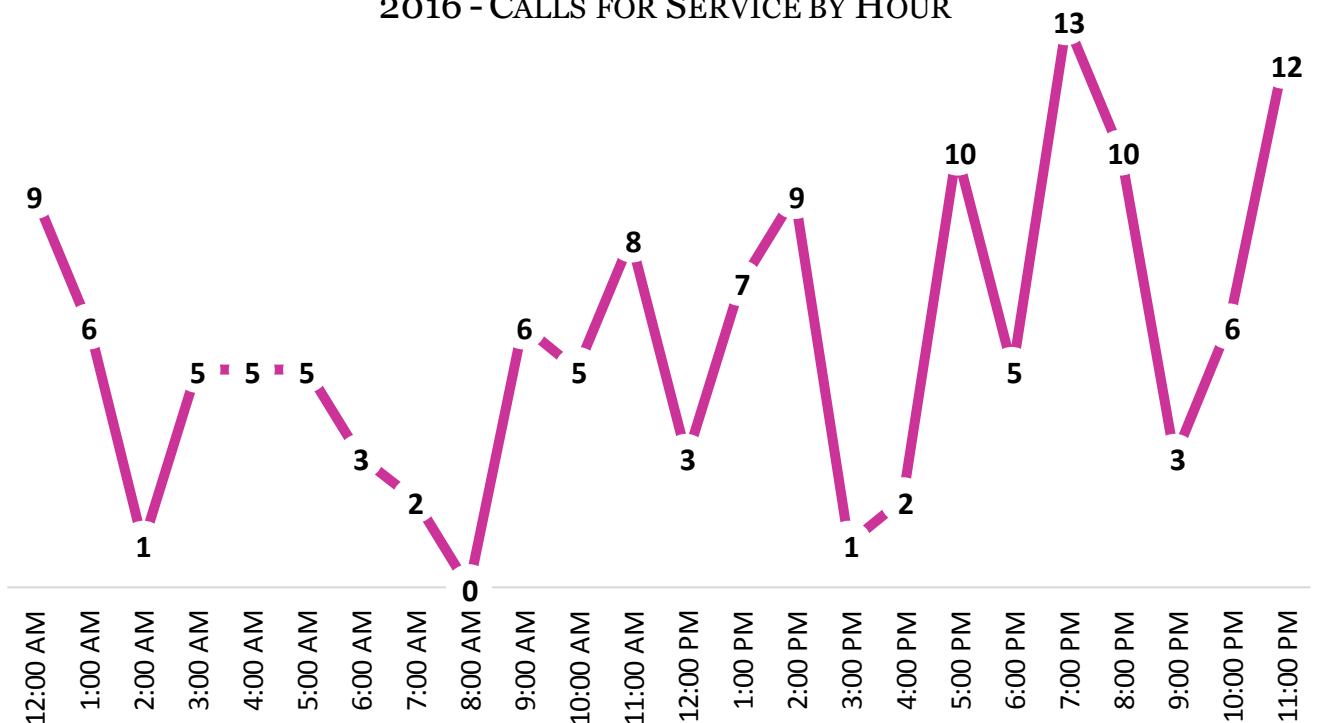
TOTAL CALLS FOR SERVICE BY YEAR



FIVE YEAR TOTAL CALLS FOR SERVICE BY HOUR

	2011	2012	2013	2014	2015	2016
12:00 AM	4	8	2	6	17	9
1:00 AM	7	2	1	5	7	6
2:00 AM	2	6	2	3	4	1
3:00 AM	6	3	2	2	5	5
4:00 AM	5	2	2	3	3	5
5:00 AM	4	0	0	2	2	5
6:00 AM	1	1	1	1	4	3
7:00 AM	2	3	2	2	4	2
8:00 AM	7	0	4	8	8	0
9:00 AM	8	7	2	8	13	6
10:00 AM	2	2	3	1	10	5
11:00 AM	5	3	5	3	16	8
12:00 PM	0	5	7	9	15	3
1:00 PM	3	3	3	4	14	7
2:00 PM	4	6	2	7	11	9
3:00 PM	1	7	4	4	14	1
4:00 PM	2	7	6	14	17	2
5:00 PM	15	11	2	10	11	10
6:00 PM	4	4	4	5	9	5
7:00 PM	9	12	4	7	20	13
8:00 PM	8	3	3	13	11	10
9:00 PM	11	12	3	11	12	3
10:00 PM	9	9	2	10	10	6
11:00 PM	3	6	5	10	18	12

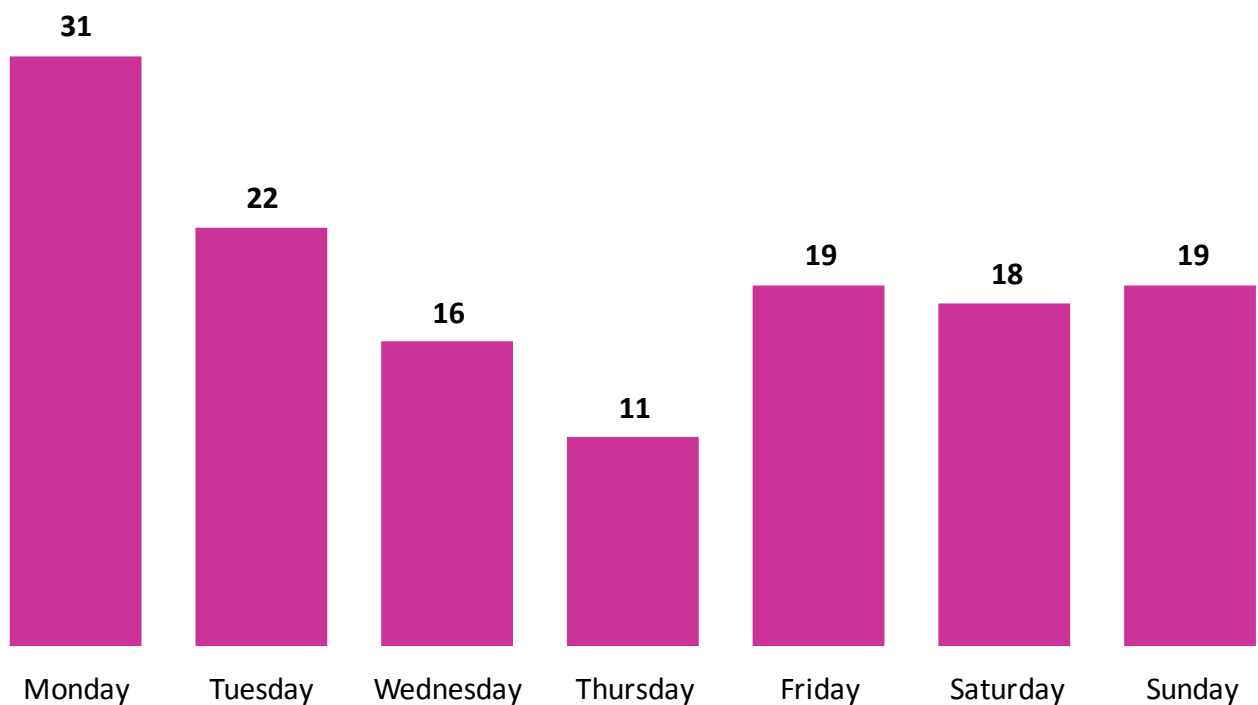
2016 - CALLS FOR SERVICE BY HOUR



FIVE YEAR TOTAL CALLS FOR SERVICE BY DAY OF WEEK

	2011	2012	2013	2014	2015	2016
Monday	19	16	10	18	38	31
Tuesday	21	12	4	22	37	22
Wednesday	9	18	15	31	33	16
Thursday	11	16	12	18	43	11
Friday	15	12	11	23	41	19
Saturday	27	21	15	20	37	18
Sunday	20	27	4	16	26	19

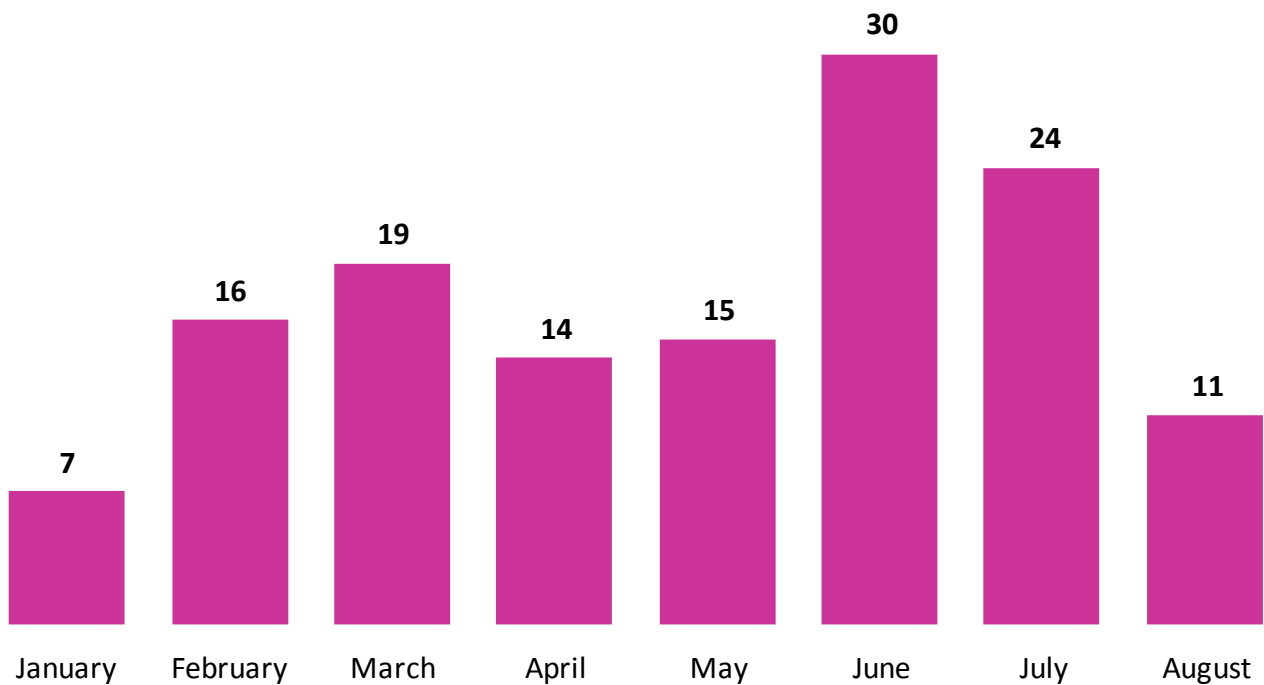
2016 - CALLS FOR SERVICE BY DAY OF WEEK



FIVE YEAR TOTAL CALLS FOR SERVICE BY MONTH

	2011	2012	2013	2014	2015	2016
January	6	14	8	9	21	7
February	11	13	8	5	18	16
March	7	17	4	8	41	19
April	6	12	3	10	28	14
May	9	15	3	8	20	15
June	13	11	12	12	22	30
July	8	7	10	12	17	24
August	15	4	3	21	24	11
September	13	9	7	14	26	0
October	10	8	2	20	10	0
November	9	7	1	14	16	0
December	15	5	10	15	12	0

2016 - CALLS FOR SERVICE BY MONTH



FIVE YEAR TOTAL OFFENSES BY TYPE

Offense Type	Total Offenses
All Other Offenses	105
Disorderly Conduct	74
*Destruction/Damage/Vandalism of Property	34
*Simple Assault	26
*Aggravated Assault	19
*Theft from Building	17
*Burglary/Breaking and Entering	9
*Drug/Narcotic Violations	9
Trespass of Real Property	9
*Intimidation	8
*Robbery	7
*All Other Larceny	6
*Motor Vehicle Theft	5
*Credit Card/Automatic Teller Machine Fraud	4
*Theft from Motor Vehicle	4
*Drug Equipment Violations	2
*False Pretenses/Swindle/Confidence Game—Fraud	2
Identity Theft	2
*Theft of Motor Vehicle Parts or Accessories	2
Driving Under the Influence	1
Family Offenses, Nonviolent	1
*Forcible Rape/Sex Offenses, Forcible	1
*Kidnapping/Abduction	1
Liquor Law Violations	1
*Murder and Non-negligent Manslaughter	1

* Denotes a IBR Group A Offense

Historical and Survey Data Comparison and Discussion

The survey data obtained from community stakeholders and our review of calls for service (CFS) dating back to 2011 reveal that the Seven Oaks apartment complex is facing a pivotal time in its history. The complex was the largest property studied with seven buildings and 245 units. Although there are challenges to overcome, the complex also has several positive attributes. Some of these positive attributes include an onsite leasing office with manager, community center with computers, basketball court, playground and community coordinator. The complex was also beautifully renovated within the last five years.

The complex is currently at about 98% capacity. Although none of the units is individually owned, it is important to review the average length of time residents have lived at the complex. More often than not, the stability of apartment complexes greatly increases when resident turnover is low. Apartment managers generally will develop relationships with their longer-term tenants and neighbors will look out for each other as there is more chance to get to know each other. Additionally, long-term tenants will have a vested interest in keeping the complex clean and safe as they have most likely enjoyed living at the location since they did not choose to move away. These tenants often help create a safer environment as they can be key sources of criminal information for the police. Information is shared with police in various ways to include when police are at the complex on routine patrol or when the person calls police with real-time reporting of suspicious behaviors.

At Seven Oaks, approximately 71% of the residents surveyed have lived there for three years or less. Only approximately 15% of the respondents have lived there for seven years or more. Of respondents who have resided at Seven Oaks more than four years, only approximately 6% felt the overall health of the residential complex improved. Approximately 59% of all respondents felt good or very good about the cleanliness and approximately 57% felt good or very good of the general appeal. Approximately 43% were concerned to very concerned about littering. Approximately 67% felt the neighborhood was close to jobs, services and stores.

Generally, the longer people live together, whether in an apartment complex or single family residential community, the more “feeling of community” presents itself. Despite the majority of the tenant population having lived at Seven Oaks for less than four years, approximately 41% of respondents felt good or very good feeling of community. A feeling of community can also be garnered by having events and activities for all ages. Approximately 41% of respondents felt activities for adults were good or very good. Approximately 59% felt activities for children were good or very good. Approximately 27% felt activities for seniors were good or very good. Activities can also bring together people of different races. Seven Oaks enjoys a diverse population with the three highest groups being African American (37%), Hispanic (37%) and Caucasian (18%). Approximately 14% of the respondents stated they were concerned or very concerned about racial issues.

Seven Oaks does benefit from a responsible and receptive apartment manager who does not live on site, but who works at the complex during normal business hours. The manager has been a trustworthy and diligent partner when police have provided or asked for information about tenants or incidents. The community coordinator also works in the office and has regularly invited police to attend the numerous positive functions held at the complex for all ages of people. This coordinator has been seen to be a very positive role model for the children who attend the events. Moreover, children are often seen engaging in healthy activities like playing basketball and using the playground. There is also a large green space on the north side of the complex where police and residents have played sports together. Unfortunately, the coordinator cannot always supervise all the children. Approximately 51% of respondents felt concerned or very concerned about unsupervised children.

Besides reviewing the feeling of community and health of the neighborhood, our surveys also focused on citizens' concerns about crime. Only approximately 37% of the surveyed residents felt good or very good about their safety in the neighborhood.

Our analysis reviewed police CFS dating back to 2011. There were 854 CFS from 2011 to August 23, 2016. This accounts for approximately 37% of the total CFS in the studied areas. Approximately 24% of these CFS resulted in an offense. Approximately 51% of surveyed individuals reported feeling concerned or very concerned about crime in general. This is a troubling statistic when compared to other nearby studied areas. Numerous egregious offenses incurred over the period studied to include: 19 aggravated assaults, nine burglaries, 34 damage to properties, one kidnapping, five vehicle thefts, one homicide, seven robberies, 26 simple assaults and one sexual assault. CFS drastically increased in 2015 to 255 where prior studied years ranged from 71 to 148. Calls for the 2016 period analyzed were 136, so they will exceed the individual years 2011 through 2014 as well.

We found that approximately 63% of surveyed individuals were concerned or very concerned about drugs. CFS since 2011, however, only revealed 26 CFS labeled as "drug incident." It should be noted that other CFS like "suspicious person" or "suspicious vehicle" could be related to drug involvement as well. Regardless of how the initial CFS was coded, there were only eleven drug offenses since 2011. These findings may mean that despite residents' concerns about drugs, they may hesitate calling police. Another reason for the low offenses may be that by the time police arrive to investigate a drug complaint the involved parties have left the scene.

Survey results indicated approximately 37% of respondents were concerned or very concerned about vandalism. Since 2011, there were 18 CFS for damage to property. Another property crime, residential burglary, had 12 CFS for the same time period. Although a relatively low CFS since 2011, residential burglaries can really impact the perceived feeling of safety in the community. Two such burglaries were reported in 2015 and two for the period studied in 2016. These results are consistent with previous years ranging from one to three.

The top three CFS since 2011 were for “check person,” “disturbance” and “domestic / family trouble.” Check person calls can be reported for a myriad of reasons such as police self-initiating contact with someone to checking a reported suspiciously occupied vehicle loitering in the lot. Police might also be sent to check the welfare of someone. There were 148 CFS for check person for the studied period. More alarming is the number of disturbance and domestic calls. There were 129 disturbance CFS and 131 domestic CFS. Many of these types of calls lead to persons offenses like assault. Moreover, the feeling of community and safety is eroded when there are active disturbances on the grounds that are witnessed by many others. Approximately 39% of respondents were concerned about loitering in the neighborhood, 37% about noise pollution and vandalism.

Quality of life issues like traffic complaints have long been one of the major concerns for Madison citizens. At Seven Oaks, approximately 39% of respondents felt concerned or very concerned about traffic. Concerns about speeding in the parking lot were specifically mentioned. Parking issues were found to be an issue with approximately 51% feeling concerned or very concerned. There were 101 parking complaint CFS in the period studied.

Respondents were asked how the Madison Police Department could help improve the neighborhood. Surprisingly, only approximately 21% of the responses asked for more police enforcement and 20% requested more foot / bike patrol. This can be seen as a positive result in that responses also showed about as interest in our focusing time on community engagement (22%) and youth engagement projects (17%).

A troubling finding for the complex was if people were willing to call the police if needed. This question was important as the Madison Police Department continues its long-standing goal of building trust and relationships with the community. We know that one challenge we face is the under-reporting of crimes. Some citizens, often in underserved communities, are hesitant to call the police due to the lack of trust in police or the fear of retaliation by the offender. This greatly hinders our ability to hold offenders accountable for the offenses they commit. Approximately 7% of respondents do not trust the police, 25% fear retribution and 24% do not want to get involved. These statistics show an underlying fear in the Seven Oaks community of negative consequences for assisting victims or the police.

It is reasonable to believe given these results that numerous crimes committed in Seven Oaks are not being reported. This is troubling due to Seven Oaks’ already high volume of CFS. Interestingly enough, approximately 78% of respondents had positive or highly positive feelings about the Madison Police Department. This again shows that police do not appear to be the main concern of residents; instead the consequences of getting involved to help in a situation are.

Summary and Recommendations

Despite having active property management and a recently renovated complex, additional improvements are needed to ensure Seven Oaks residents live in a safer environment. As mentioned in the summary, the better the members of the community know each other, the stronger the community. Seven Oaks needs to formulate a plan to retain its good tenants. It is recommended that good tenants, as determined by the property staff, be incentivized to continue living at the property. Since there are costs to acquiring new tenants, long-standing good tenants could be offered a discounted rent program determined by the occupied years. They could also be offered more desirable apartments too. Good tenants would then be financially incentivized to stay at Seven Oaks which would affect the desirability of the property.

Another recommendation is to have the property manager live on-site. This would have been helpful to police when serious calls were reported after hours. Property management could assist quickly with rental rosters, camera access, etc. Seven Oaks did implement a camera system for the parking lots including the entrances. At times, this system has not functioned and it is imperative that working cameras be a high priority for staff. There should be signs posted in numerous areas that clearly advise people they are being recorded.

Seven Oaks has been advised that a private security company providing uniformed patrol of the area would be very beneficial. Numerous businesses and properties use these security companies that serve as a form of deterrence to loitering and disturbances. It is believed that an active security presence could significantly reduce one of the leading call types (disturbances).

Parents also need to better supervise their children. Seven Oaks takes great strides in providing children activities, but the community coordinator cannot be present at all times. Unsupervised children also can cause disturbances and damage to property. Management should consider parental consequences in their lease terms if children routinely cause issues at the property.

The police liaison needs to continue meeting with property staff on a weekly basis to share information. The liaison should continue to attend community events with residents of all ages. The liaison should also organize enforcement operations for nuisance and criminal behaviors. The liaison should get to know as many residents as possible. Criminals often thrive on anonymity, but when police know information about as many residents as possible, it makes criminals less “comfortable” engaging in those behaviors where they live.

Management should continue to enforce illegal parking on the property. Management should work closely with a towing company and tow vehicles that routinely park on the property without permission. Parking permit stickers should be issued to authorized vehicles and a guest parking pass issued through the office with corresponding name and vehicle of the visitor logged. This strategy has been successful in the past with troubled properties where non-residents were often

causing problems. When their cars started getting towed, they were not as willing to loiter.

To reduce the number of unreported incidents, management should post information in the office of the various services provided in Dane County to include Joining Forces for Families and Domestic Abuse Intervention Services.

Neighborhood Watch Programs are a popular way for neighbors to look out for each other. The Madison Police Department offers training as to how to form such a group. Approximately 13% of respondents were interested in this program and approximately 14% also expressed interest in proactively increasing safety measures with more lights, private security, etc.

Knowledge is power and more can be done to have all residents have easy access to the positive and negative events taking place in the community. Approximately 39% of respondents felt Seven Oaks sending electronic crime updates was of interest and approximately 25% also stated newsletters were important. When working in conjunction with a Neighborhood Watch Program, management would be able to gather important information which could in turn be shared with police. The Madison Police liaison would be happy to actively participate in any related Neighborhood Watch or neighborhood association meetings to also provide updates. We would also be happy to join community walks or bike rides.

Another recommendation is to encourage the high standard of upkeep to the grounds and buildings. People tend to take more pride in their surroundings when management does too.

Citizens are the best resource for providing timely information to police who are often not present the moment a crime is being committed. Please continue to report all suspicious activity to the police department and do not rely on someone else to do it. This is imperative since your neighborhood already most frequently reports “check person” and “check property” calls to the Madison Police Department. You never know when your call may solve a crime.

Sunnyvale Lane



Sunnyvale Lane is located in the Town of Madison on North and South Sunnyvale Lanes. Due to the proximity to the rest of the study area this property was included in the assessment. This area consists of two separate condominium associations.

The Hunt Club Condominiums are comprised of 149 units that are housed in 11 buildings. There are 35 one-bedroom units and 114 two-bedroom units. They are currently managed by Prospect Management Company out of Milwaukee. Staff visits the property every other Wednesday. The complex is currently 100% occupied with 83% owner occupied and 17% rental properties. The Hunt Club Condominiums have an active condo association.

The management for Lincolnshire Condominiums did not provide information for this introduction.

2016 Moorland Road Neighborhood Analysis

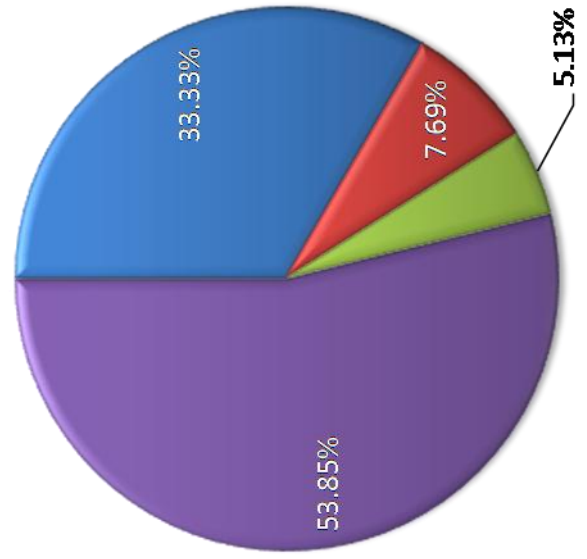


Survey Results

How long have you lived in the neighborhood?

Responses	Percent of Total
0-3 years	33.33%
4-6 years	7.69%
7-10 years	5.13%
10+ years	53.85%

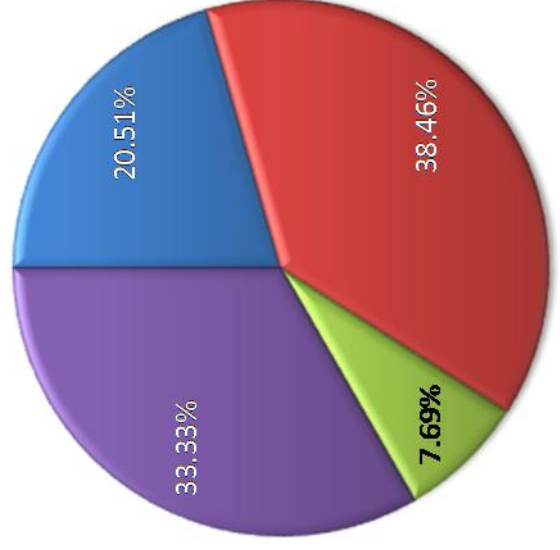
Total Responses 39



If you have resided in the neighborhood more than 4 years, how has the overall health of the neighborhood changed?

Responses	Percent of Total
It has improved	20.51%
It has stayed the same	38.46%
It has declined	7.69%
Not applicable	33.33%

Total Responses 39

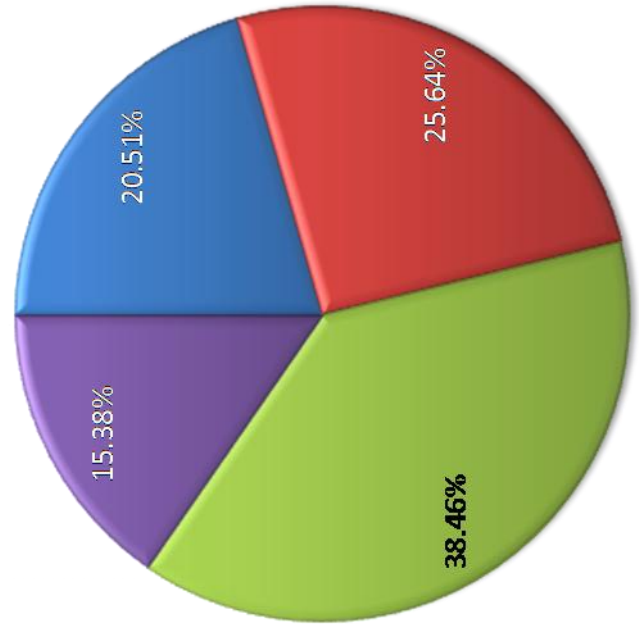


How would you rate the following attributes of your neighborhood?

Feeling of community

	Responses	Percent of Total
1 (Very Good)	8	20.51%
2	10	25.64%
3	15	38.46%
4	6	15.38%
5 (Not Good)	0	0.00%

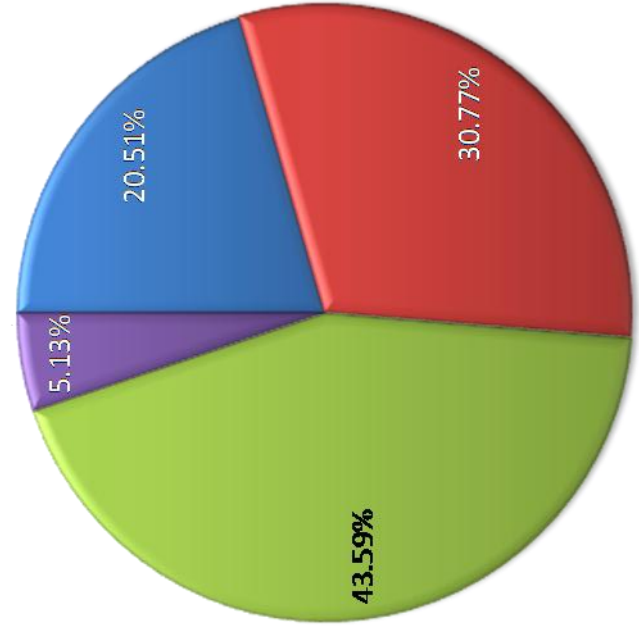
Total Responses 39



Safety

	Responses	Percent of Total
1 (Very Good)	8	20.51%
2	12	30.77%
3	17	43.59%
4	2	5.13%
5 (Not Good)	0	0.00%

Total Responses 39

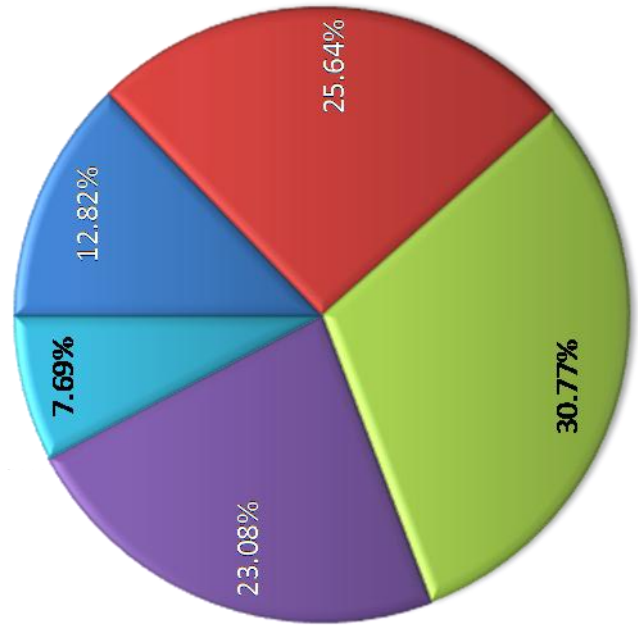


How would you rate the following attributes of your neighborhood?

Activities for adults

	Responses	Percent of Total
1 (Very Good)	5	12.82%
2	10	25.64%
3	12	30.77%
4	9	23.08%
5 (Not Good)	3	7.69%

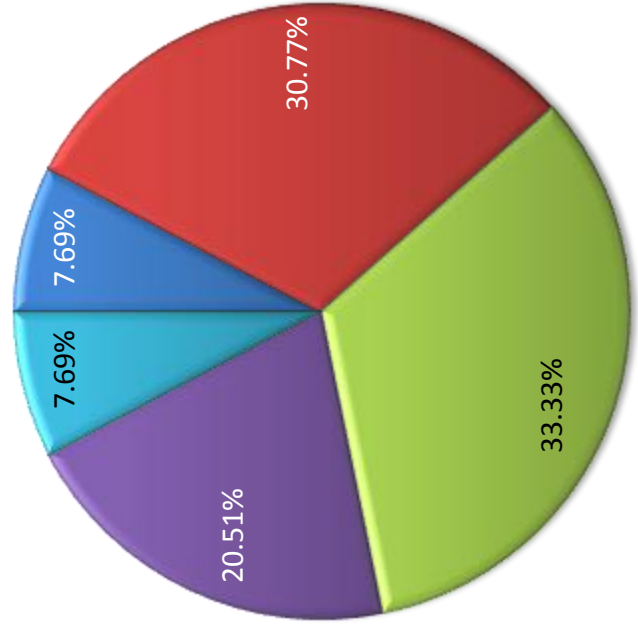
Total Responses 39



Activities for children

	Responses	Percent of Total
1 (Very Good)	3	7.69%
2	12	30.77%
3	13	33.33%
4	8	20.51%
5 (Not Good)	3	7.69%

Total Responses 39

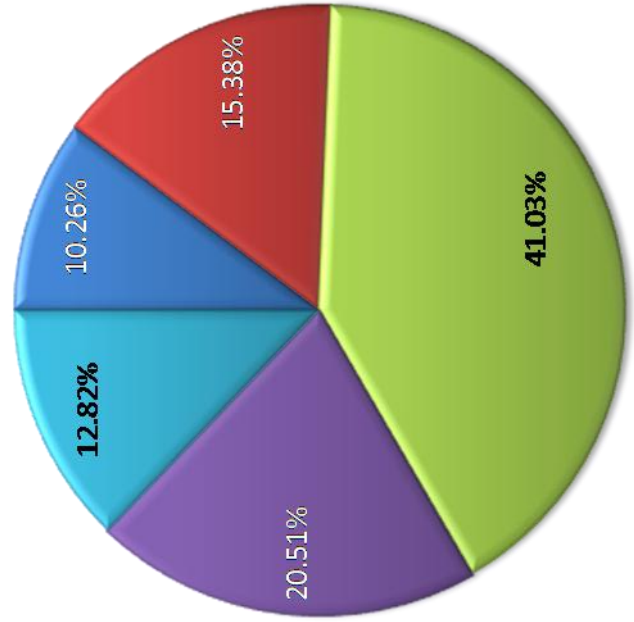


How would you rate the following attributes of your neighborhood?

Activities for seniors

	Responses	Percent of Total
1 (Very Good)	4	10.26%
2	6	15.38%
3	16	41.03%
4	8	20.51%
5 (Not Good)	5	12.82%

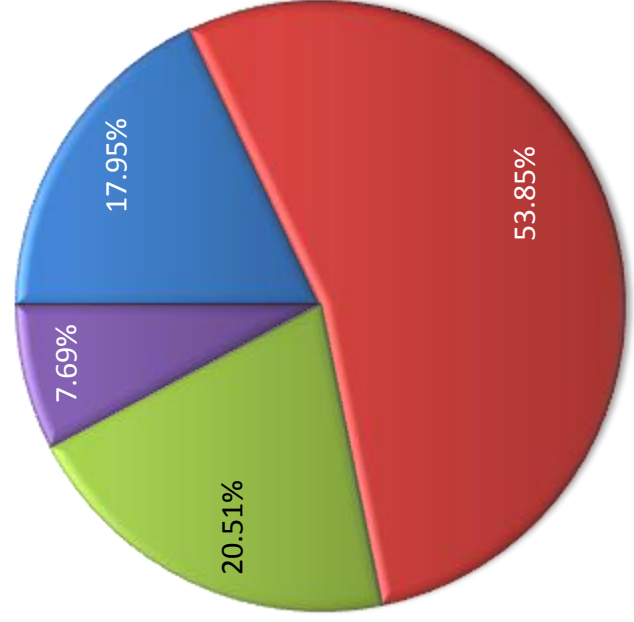
Total Responses 39



Cleanliness

	Responses	Percent of Total
1 (Very Good)	7	17.95%
2	21	53.85%
3	8	20.51%
4	3	7.69%
5 (Not Good)	0	0.00%

Total Responses 39

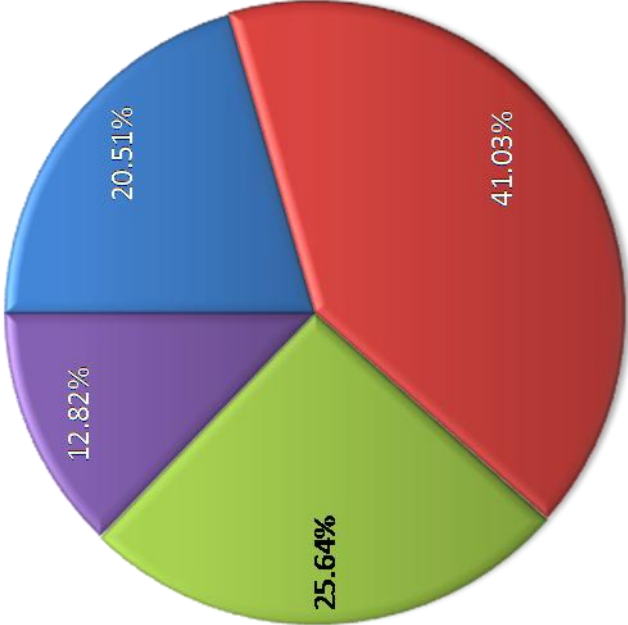


How would you rate the following attributes of your neighborhood?

General appeal

	Responses	Percent of Total
1 (Very Good)	8	20.51%
2	16	41.03%
3	10	25.64%
4	5	12.82%
5 (Not Good)	0	0.00%

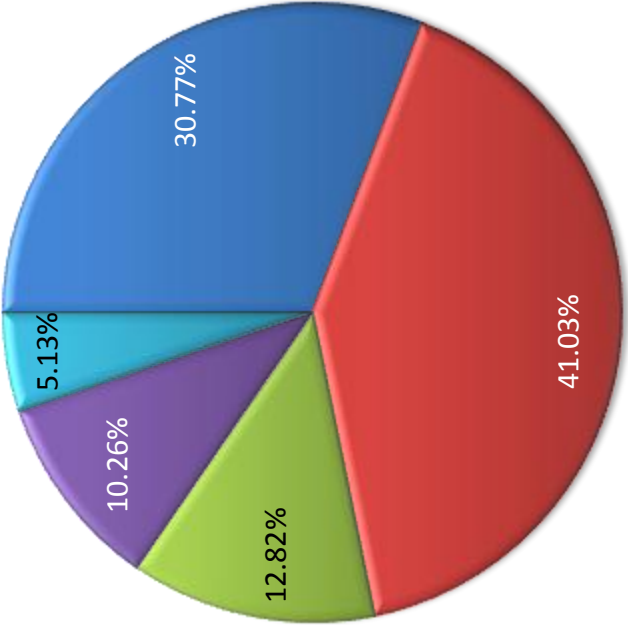
Total Responses 39



Proximity to jobs, services, stores

	Responses	Percent of Total
1 (Very Good)	12	30.77%
2	16	41.03%
3	5	12.82%
4	4	10.26%
5 (Not Good)	2	5.13%

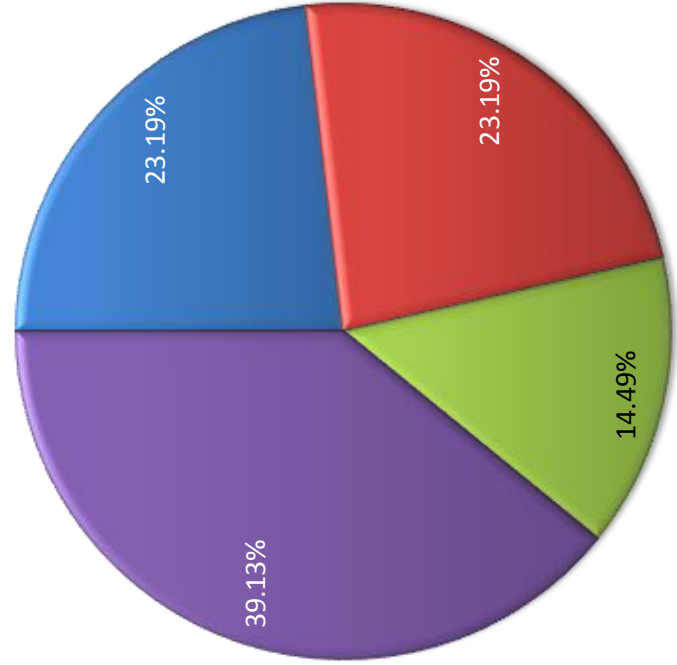
Total Responses 39



What information or services could your Neighborhood Association, Condo Association or Apartment Complex provide that would be of interest to you? (Circle all that apply)

	Responses	Percent of Total
Organizing events	16	23.19%
Sending out newsletters	16	23.19%
Providing relevant seminars or information sessions	10	14.49%
Electronic crime updates	27	39.13%

Total Responses 69

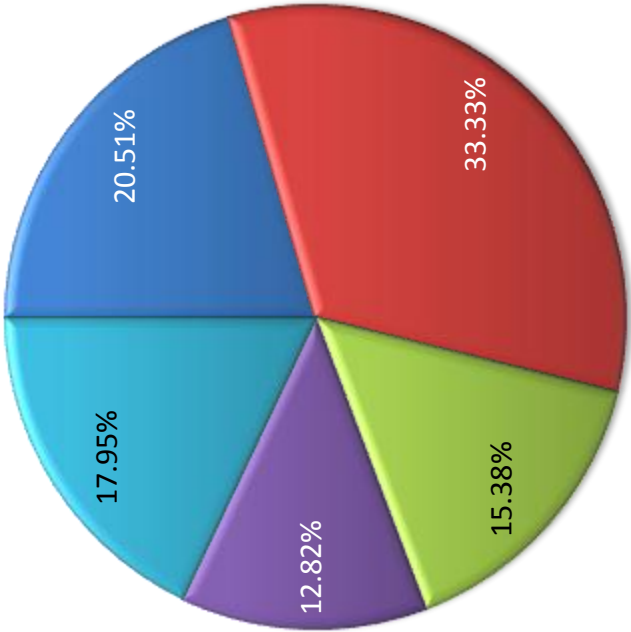


Rate the following concerns in relation to your neighborhood. (Circle One)

Crime

Responses	Percent of Total
1 (Very Concerned)	8 20.51%
2	13 33.33%
3	6 15.38%
4	5 12.82%
5 (Not Concerned)	7 17.95%

Total Responses 39



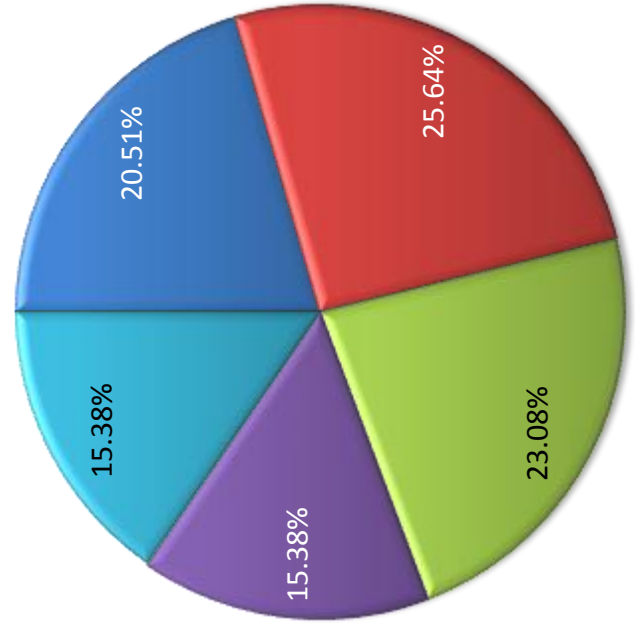
Crime is the number one concern of residents with 54% concerned. There has been a total of 248 calls for service with a little over a tenth of the calls resulting in an offense.

Rate the following concerns in relation to your neighborhood. (Circle One)

Drugs

	Responses	Percent of Total
1 (Very Concerned)	8	20.51%
	2	25.64%
	3	23.08%
	4	15.38%
5 (Not Concerned)	6	15.38%

Total Responses 39



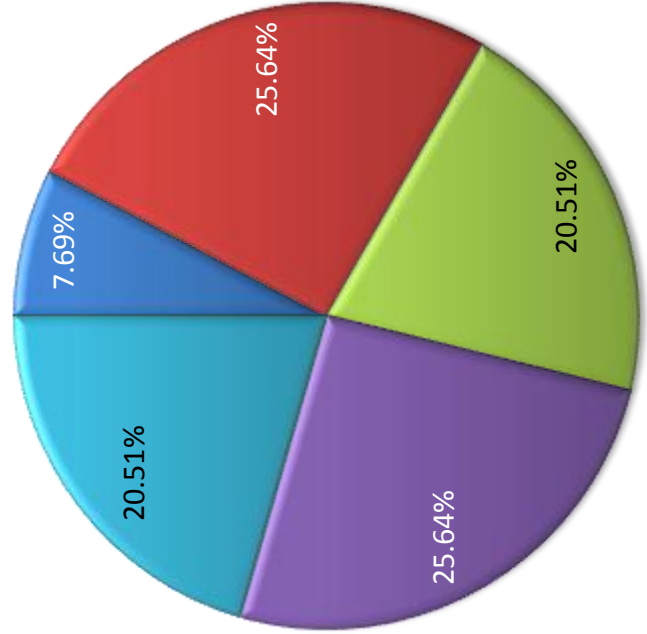
Drugs are the number two concern of residents living with 46.05% concerned. Of concern is that 7 of the 9 CFS have occurred in 2016.

Rate the following concerns in relation to your neighborhood. (Circle One)

Noise Pollution

Responses	Percent of Total
1 (Very Concerned)	3 7.69%
2	10 25.64%
3	8 20.51%
4	10 25.64%
5 (Not Concerned)	8 20.51%

Total Responses 39



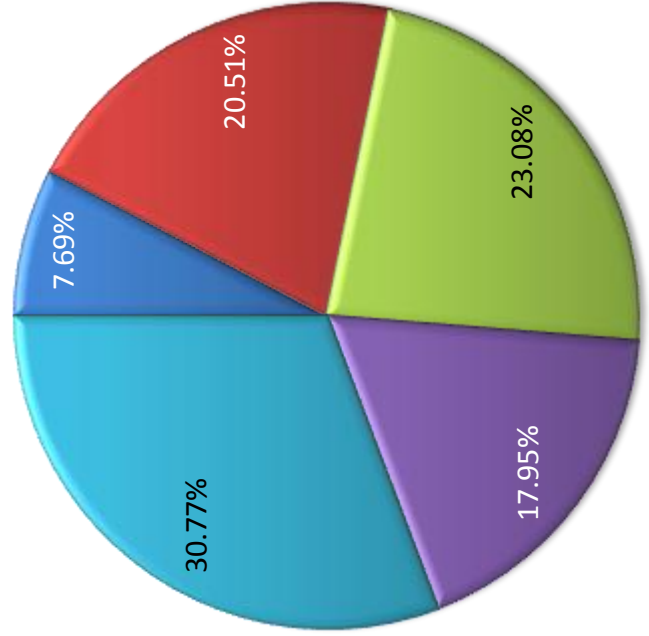
33% of residents are concerned about noise pollution. Noise complaints have been among the top CFS types for the past five years.

Rate the following concerns in relation to your neighborhood. (Circle One)

Racial Issues

	Responses	Percent of Total
1 (Very Concerned)	3	7.69%
2	8	20.51%
3	9	23.08%
4	7	17.95%
5 (Not Concerned)	12	30.77%

Total Responses 39

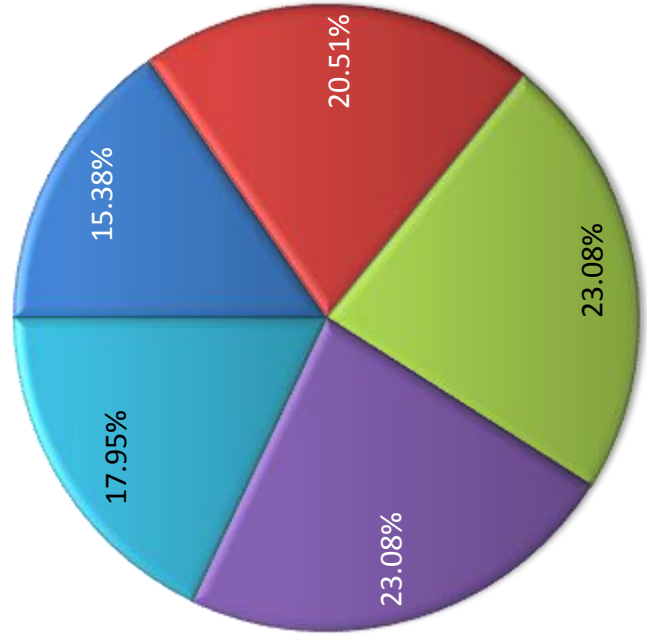


Rate the following concerns in relation to your neighborhood. (Circle One)

Vandalism

Responses	Percent of Total
1 (Very Concerned)	6 15.38%
2	8 20.51%
3	9 23.08%
4	9 23.08%
5 (Not Concerned)	7 17.95%

Total Responses 39



36% of residents are concerned about vandalism. 5 CFS for vandalism related issues have been generated in the past five years.

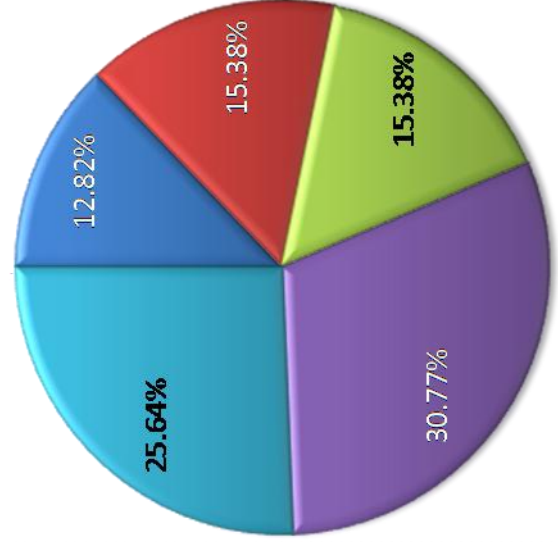
Rate the following concerns in relation to your neighborhood. (Circle One)

Unsupervised children

Responses	Percent of Total
1 (Very Concerned)	5 12.82%
2	6 15.38%
3	6 15.38%
4	12 30.77%
5 (Not Concerned)	10 25.64%

Total Responses

39

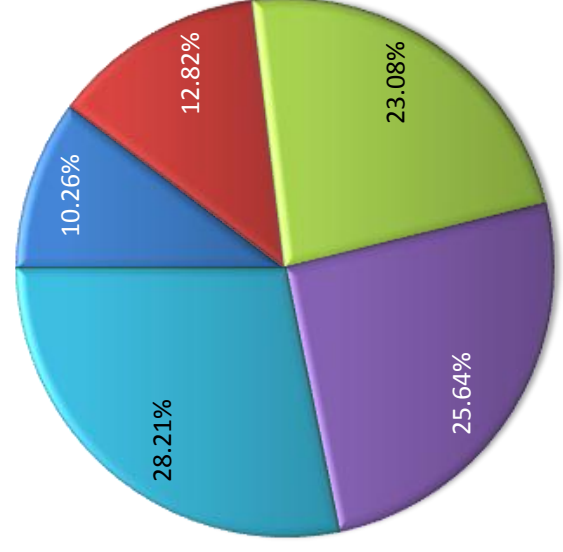


Loitering

Responses	Percent of Total
1 (Very Concerned)	4 10.26%
2	5 12.82%
3	9 23.08%
4	10 25.64%
5 (Not Concerned)	11 28.21%

Total Responses

39



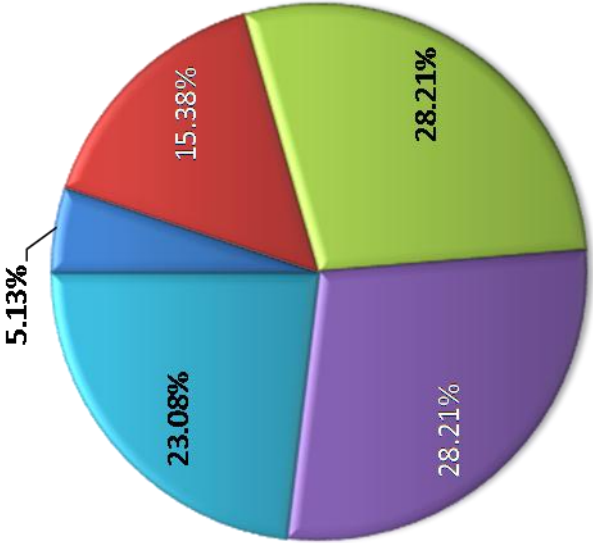
Rate the following concerns in relation to your neighborhood. (Circle One)

Littering

	Responses	Percent of Total
1 (Very Concerned)	2	5.13%
	2	15.38%
	3	28.21%
4	11	28.21%
	9	23.08%

Total Responses

39

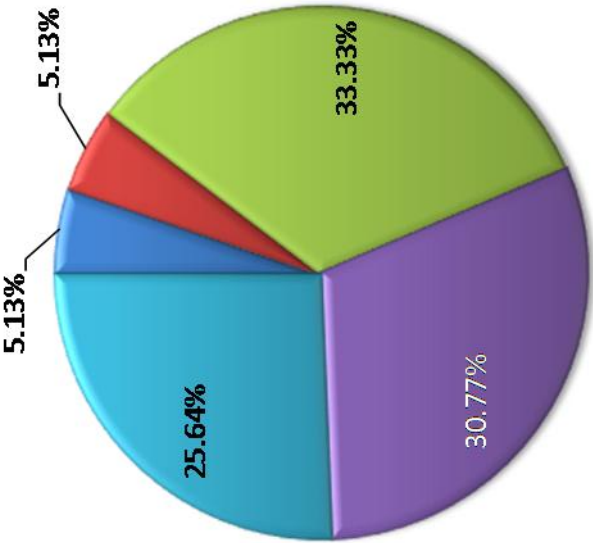


Traffic

	Responses	Percent of Total
1 (Very Concerned)	2	5.13%
	2	5.13%
	3	33.33%
4	12	30.77%
	10	25.64%

Total Responses

39

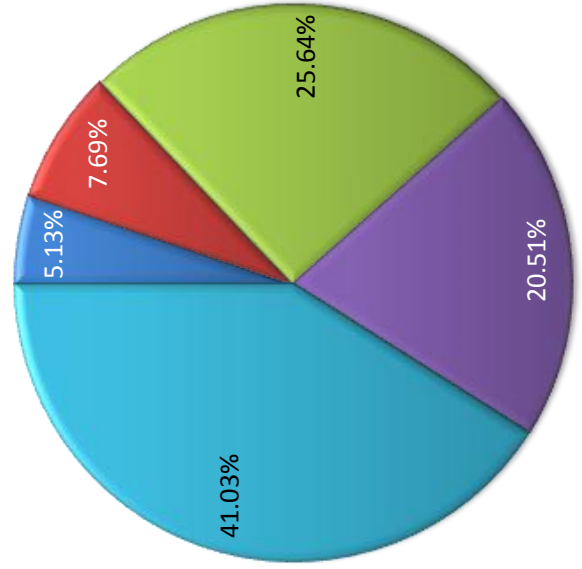


Rate the following concerns in relation to your neighborhood. (Circle One)

Parking

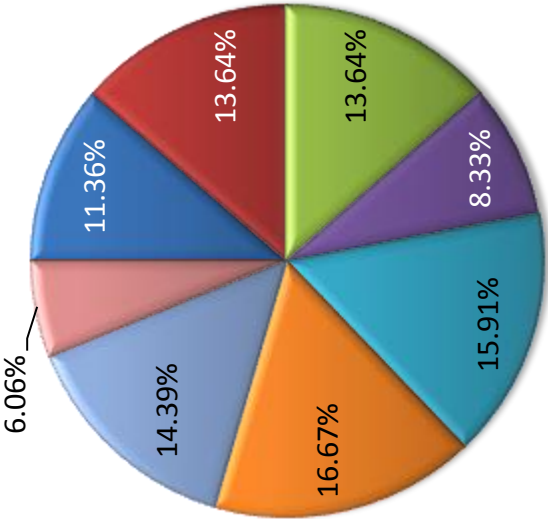
	Responses	Percent of Total
1 (Very Concerned)	2	5.13%
2	3	7.69%
3	10	25.64%
4	8	20.51%
5 (Not Concerned)	16	41.03%

Total Responses 39



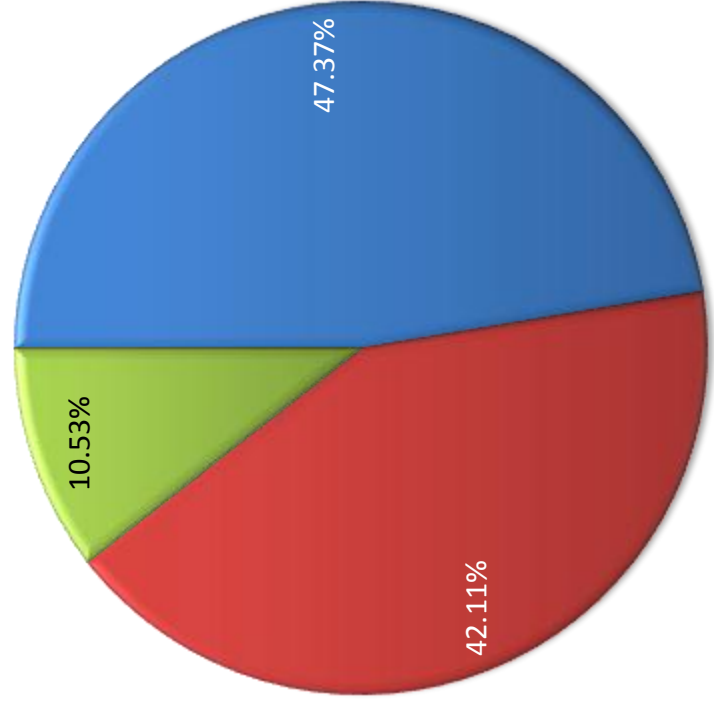
What could be done to improve the safety of the neighborhood/community?

	Responses	Percent of Total
Increased parental supervision	15	11.36%
Neighborhood Watch Program	18	13.64%
Increased activities	18	13.64%
More parks/play structures	11	8.33%
Increased city services (patrol, traffic enforcement, etc.)	21	15.91%
Increased safety measures (streets, lights, cameras, private security patrols, etc.)	22	16.67%
Community programming (gardens, events, centers, etc.)	19	14.39%
Better management	8	6.06%
None	0	0.00%
Total Responses	132	



What is your impression of the Madison Police Department?

	Responses	Percent of Total
1 (Highly Positive)	18	47.37%
2	16	42.11%
3	4	10.53%
4	0	0.00%
5 (Highly Negative)	0	0.00%
Total Responses	38	

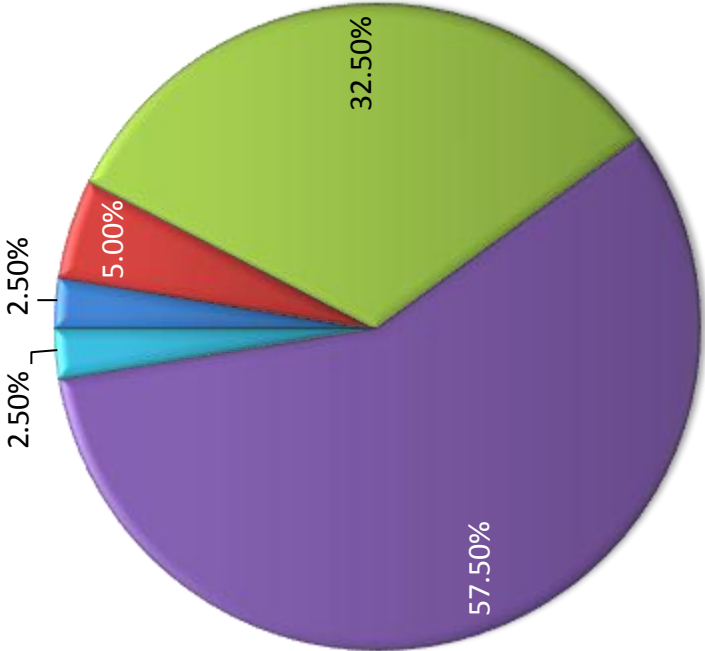


The residents of The Hunt Club Condominiums have a positive impression of the City of Madison Police Department. The Town of Madison provides police services so interactions with City of Madison Police may be under different circumstances.

What prevents you from calling the police if an issue is occurring? (Circle all that apply)

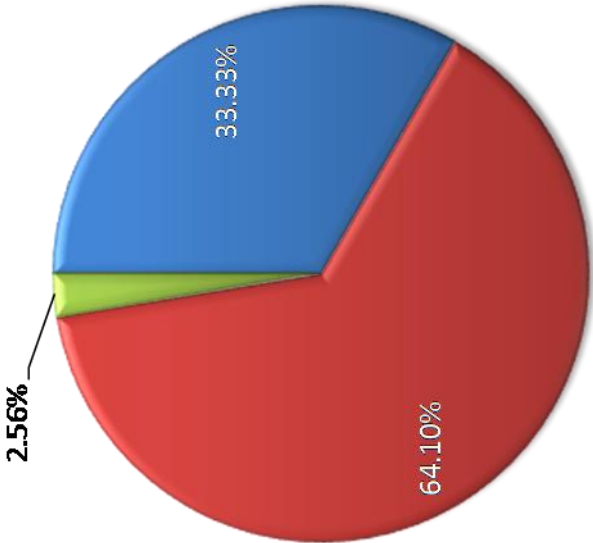
Responses		Percent of Total	
Don't trust police		0	0.00%
Fear of retribution	1	2.50%	
Don't want to get involved	2	5.00%	
Don't have access to a phone	0	0.00%	
Never needed to call police	13	32.50%	
Not applicable (I have called police)	23	57.50%	
Not sure when to call police	1	2.50%	

Total Responses 40



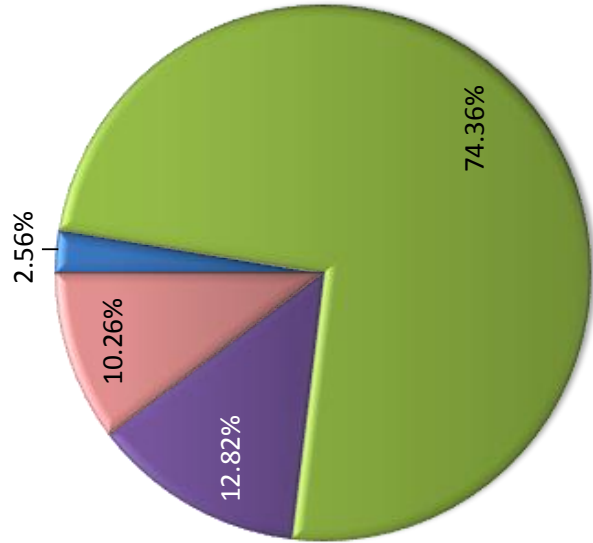
What is your gender?

Responses			Percent of Total
Male	13		33.33%
Female	25		64.10%
No response	1		2.56%
Total Responses			39



What is your race?

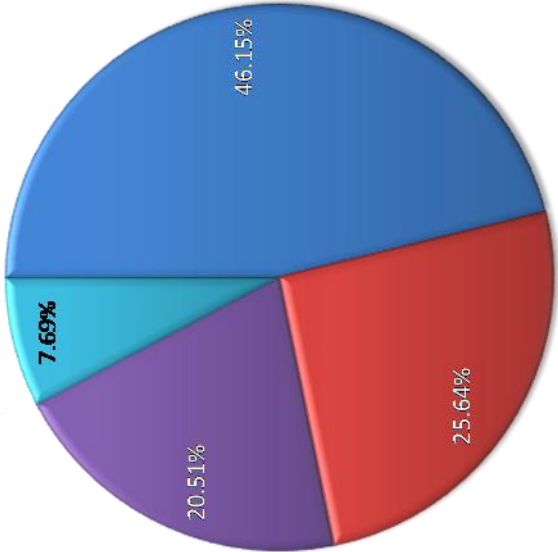
Responses			Percent of Total
African American	1		2.56%
Asian	0		0.00%
Caucasian	29		74.36%
Hispanic	5		12.82%
Indian	0		0.00%
Native American	0		0.00%
Other	0		0.00%
No response	4		10.26%
Total Responses			39



Number of people living in your household?
(Circle all that apply)

Responses	Percent of Total
1	46.15%
2	25.64%
3	0.00%
4	20.51%
More than 4	7.69%

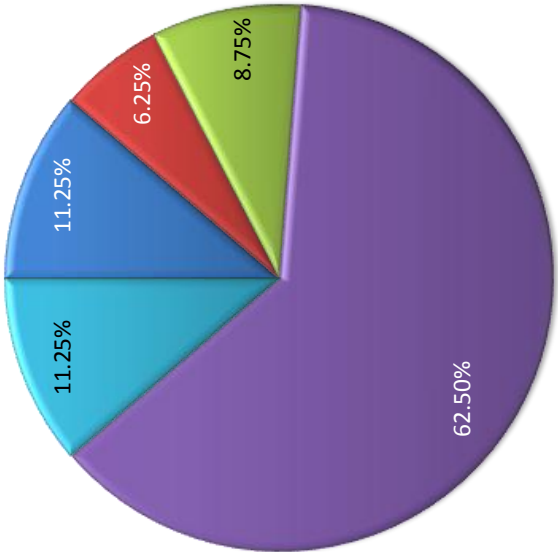
Total Responses 39



Age range of people living in your household? (Circle all that apply)

Responses	Percent of Total
0-5	11.25%
6-10	6.25%
11-17	8.75%
18-64	62.50%
65+	11.25%

Total Residents 80



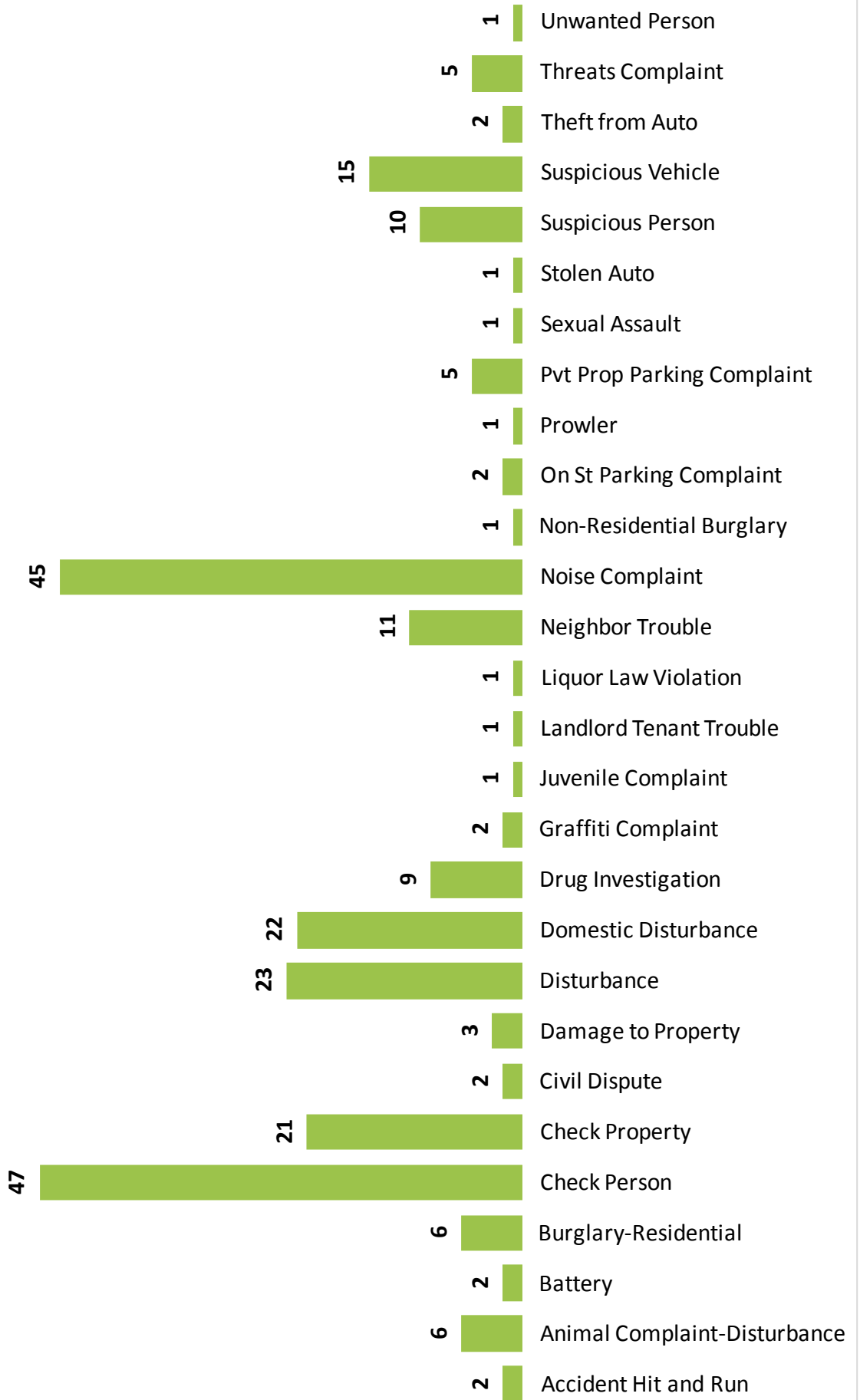
Historical Data Results

FIVE YEAR TOTAL CALLS FOR SERVICE BY CALL TYPE

Call for Service Type	2011	2012	2013	2014	2015	2016	Total
Accident - Hit & Run	0	1	0	1	0	0	2
Aggravated Battery	0	0	0	0	0	0	0
Animal Complaint - Disturbance	1	1	1	1	1	1	6
Arson	0	0	0	0	0	0	0
Battery	0	0	2	0	0	0	2
Check Person	4	2	3	9	15	14	47
Check Property	1	3	4	2	5	6	21
Civil Dispute	1	0	0	0	0	1	2
Damaged Property Complaint	0	2	0	1	0	0	3
Disturbance Call	5	3	3	1	10	1	23
Domestic / Family Trouble	2	3	3	9	3	2	22
Drug Incident	0	0	0	1	1	7	9
Exposure	0	0	0	0	0	0	0
Fight Call	0	0	0	0	0	0	0
Graffiti Complaint	0	0	0	1	1	0	2
Juvenile Complaint	0	0	0	0	0	1	1
Landlord / Tenant Trouble	0	1	0	0	0	0	1
Liquor Law Violation	1	0	0	0	0	0	1
Neighbor Trouble	2	0	1	0	4	4	11
Noise Complaint	9	11	7	8	6	4	45
Non-Residential Burglary	0	0	0	0	0	1	1
OMVWI Arrest / Intoxicated Driver	0	0	0	0	0	0	0
On Street Parking Complaint	0	0	1	1	0	0	2
Person Down	0	0	0	0	0	0	0
Person with a Gun	0	0	0	0	0	0	0
Prostitution / Soliciting	0	0	0	0	0	0	0
Prowler Complaint	0	1	0	0	0	0	1
Pvt Prop Parking Complaint	0	0	1	2	2	0	5
Residential Burglary	0	1	3	0	2	0	6
Robbery-Armed	0	0	0	0	0	0	0
Robbery-Strong Armed	0	0	0	0	0	0	0
Sexual Assault - Child	0	0	0	0	0	0	0
Sexual Assault 1-2-3-4 / Rape	0	0	1	0	0	0	1
Stolen Auto	0	0	0	0	0	1	1
Suspicious Person	1	0	4	2	2	1	10
Suspicious Vehicle	2	0	4	1	7	1	15
Theft from Auto	0	1	0	1	0	0	2
Threats Complaint	0	0	3	0	2	0	5
Trespassing Complaint	0	0	0	0	0	0	0
Unwanted Person	0	0	0	0	0	1	1
Weapons Offense	0	0	0	0	0	0	0
Grand Total	29	30	41	41	61	46	248

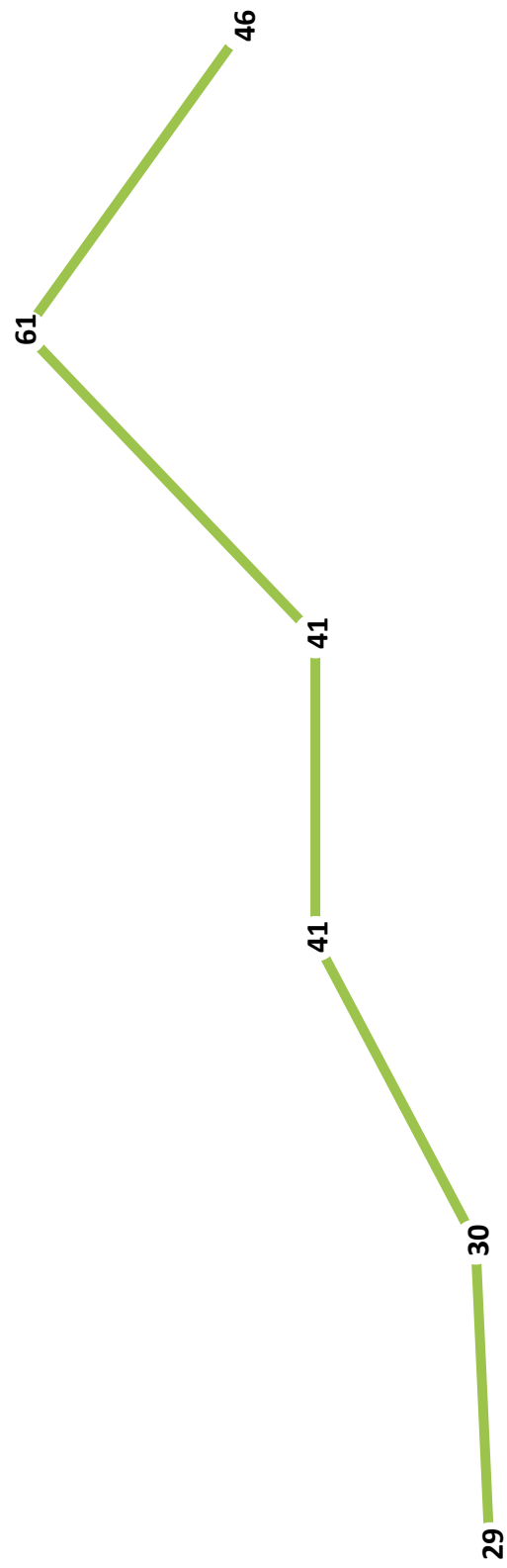
FIVE YEAR TOTAL CALLS FOR SERVICE BY TYPE

Data From: 01/01/2011 - 08/23/2016



Data From: 01/01/2011 - 08/23/2016

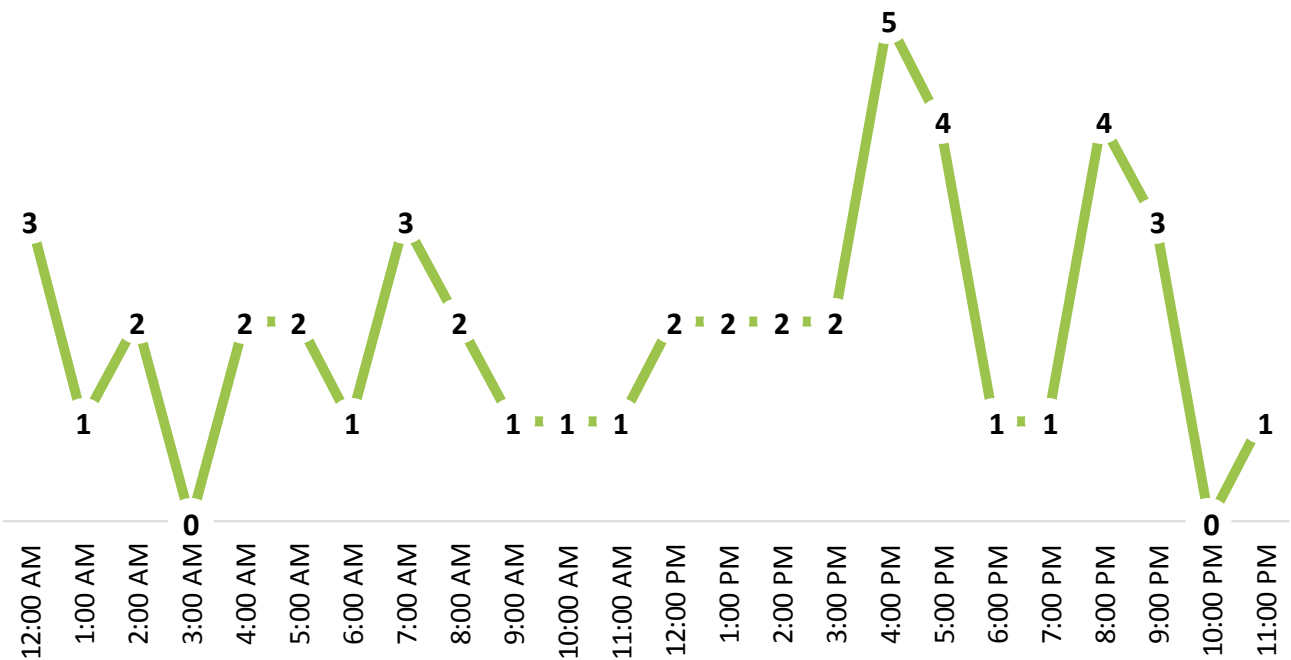
TOTAL CALLS FOR SERVICE BY YEAR



FIVE YEAR TOTAL CALLS FOR SERVICE BY HOUR

	2011	2012	2013	2014	2015	2016
12:00 AM	1	2	6	1	2	3
1:00 AM	1	1	0	0	0	1
2:00 AM	1	0	2	1	5	2
3:00 AM	0	0	1	2	1	0
4:00 AM	0	1	0	2	1	2
5:00 AM	0	0	0	0	1	2
6:00 AM	0	1	0	1	0	1
7:00 AM	0	0	1	1	0	3
8:00 AM	0	0	0	1	5	2
9:00 AM	0	2	2	0	2	1
10:00 AM	1	1	2	2	3	1
11:00 AM	1	1	3	1	3	1
12:00 PM	1	1	2	0	5	2
1:00 PM	2	1	1	3	1	2
2:00 PM	1	1	1	1	2	2
3:00 PM	1	2	1	4	4	2
4:00 PM	4	2	0	1	2	5
5:00 PM	1	3	7	5	5	4
6:00 PM	3	2	0	5	1	1
7:00 PM	2	3	1	5	4	1
8:00 PM	2	3	3	2	6	4
9:00 PM	3	1	2	3	3	3
10:00 PM	2	0	4	0	4	0
11:00 PM	2	2	2	0	1	1

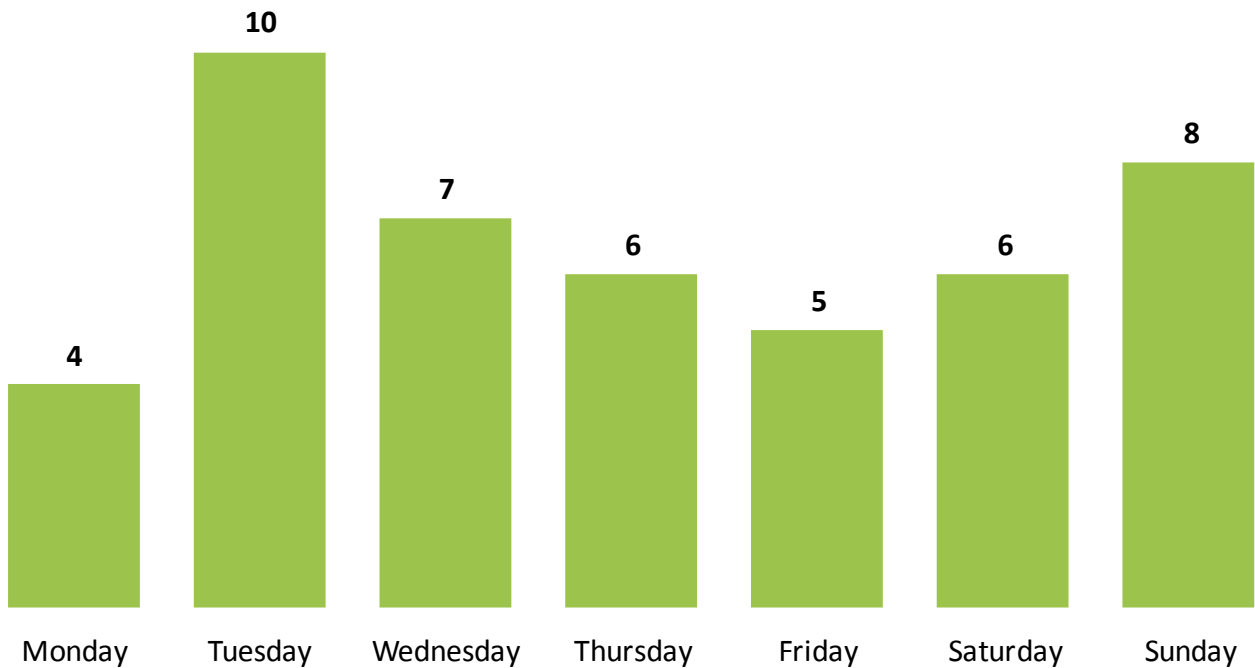
2016 - CALLS FOR SERVICE BY HOUR



FIVE YEAR TOTAL CALLS FOR SERVICE BY DAY OF WEEK

	2011	2012	2013	2014	2015	2016
Monday	3	6	3	6	12	4
Tuesday	6	7	7	7	10	10
Wednesday	5	2	8	6	10	7
Thursday	2	2	9	4	8	6
Friday	2	3	4	10	6	5
Saturday	5	5	4	2	8	6
Sunday	6	5	6	6	7	8

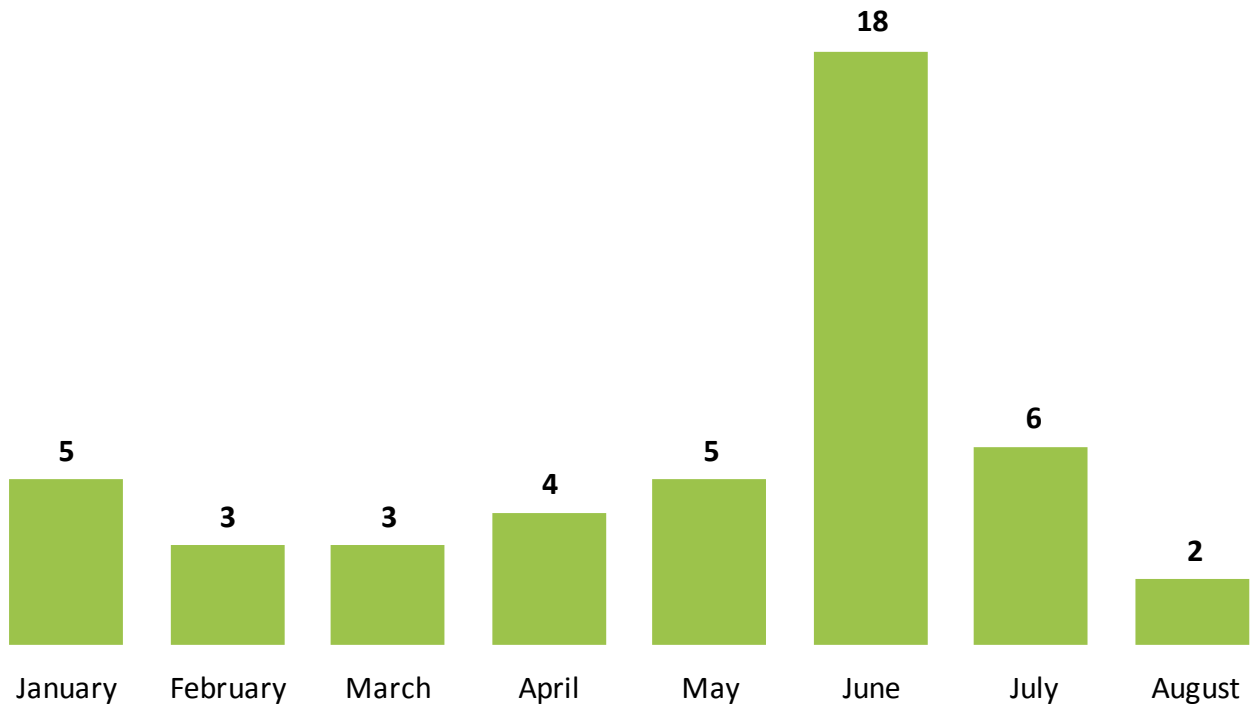
2016 - CALLS FOR SERVICE BY DAY OF WEEK



FIVE YEAR TOTAL CALLS FOR SERVICE BY MONTH

	2011	2012	2013	2014	2015	2016
January	0	2	1	4	8	5
February	1	2	4	2	9	3
March	0	2	5	2	9	3
April	4	2	4	6	1	4
May	1	2	5	2	8	5
June	3	5	5	4	7	18
July	1	4	3	1	2	6
August	5	3	0	2	4	2
September	4	2	8	5	3	0
October	2	4	2	4	6	0
November	4	2	2	3	1	0
December	4	0	2	6	3	0

2016 - Calls for Service by Month



FIVE YEAR TOTAL OFFENSES BY TYPE

Offense Type	Total Offenses
All Other Offenses	17
Disorderly Conduct	13
*Burglary/Breaking and Entering	7
*Theft from Building	4
*Simple Assault	4
*All Other Larceny	4
*Aggravated Assault	3
*Destruction/Damage/Vandalism of Property	2
*Theft from Motor Vehicle	1
*Motor Vehicle Theft	1
*Drug Equipment Violations	1
Trespass of Real Property	1
*Intimidation	1
*Robbery	1
*Kidnapping/Abduction	1
Total	61

* Denotes a IBR Group A Offense

Historical and Survey Data Comparison and Discussion

Survey Results

Over half of Sunnyvale Lane residents have resided in the neighborhood for 10 or more years. More than 50% of residents report feeling safe and a strong sense of community. One of 10 residents report racial issues as concerning within the neighborhood. More than 60% of residents indicated a high level of appeal in the neighborhood. Contributing to this is that 70% of residents reported good proximity to jobs and a clean neighborhood.

Of people surveyed 64% are female, 74% are Caucasian, 12% are Hispanic, and 2% African American. Almost half of surveyed households had a single resident. Three of 10 have four or more residents. The majority of residents are 18 or older. Children make up one quarter of residents while seniors account for 11%.

Respondents' opinions were split when asked about area activities for children, adults and seniors. The survey indicates that the majority of people responded in the middle of the road not indicating a strong opinion. A minority of respondents selected that the activity level was good or very good. An equal sized minority selected that activity level was poor or not good.

Respondents would like the condo association to send out a newsletter, organize events and send out electronic crime updates. While conducting the survey, many residents were not aware that an active condo association existed.

Crime is the number one concern in the Sunnyvale Lane neighborhood. Topping the list of concerns is drug related crime with 46% of respondents feeling concerned or very concerned. Vandalism is the next highest concern with 35% reporting feeling concerned or very concerned. Noise pollution came in with 33% feeling concerned or very concerned. Loitering and littering all came in with the majority of residents not finding them concerning.

Many residents believe that community safety could be improved through increased city services. Many indicated that increased community programming and activities would increase safety. The survey results also indicated an interest in a neighborhood watch program. Very few residents indicated that better management or more parks would increase safety.

Residents report a high impression of the Madison Police Department. Nine of 10 residents have a positive or highly positive view of the department. No residents reported a negative or highly negative view of the department. Along with this the vast majority of residents would or have called police if needed.

Historical Data

This report reviewed historical data from 01/01/2011 through 08/23/2016. Over this period, Sunnyvale Lane generated 248 calls for service. The top five calls for service were check person (47), noise disturbance (45), disturbance (23), domestic disturbance (22), and check property (21).

In 2015 Sunnyvale Lane generated their highest amount of calls for service at 61. Their lowest year was 2011 at 29 calls for service. This year (2016) they are on pace to generate their highest number of calls for service at 69. June is the busiest month with almost double the calls for service of any other month. No day of the week is significantly busier than others. The busiest times are between 4 p.m. and 12 a.m. Using a weighted average, of the combined study area, Sunnyvale Lane had an above average number of drug investigations (9), suspicious vehicle complaints (10) and animal complaints (6).

The calls for service resulted in 61 criminal offenses being issued over the historical period. The top five offenses were all other offenses (17), disorderly conduct (13), burglary (7), theft from building (4) and simple assault (4). In 2013 Sunnyvale Lane generated their highest amount of offenses at 20. The lowest year was 2011 with 2 offenses. In 2016 they are on pace to generate 3 offenses. Using a weighted average, of the combined study area, Sunnyvale Lane is above average in only one offense type (burglary).

So far in 2016 the busiest time of day is 4 p.m. The busiest days are Tuesday and Sunday. The busiest month is June tripling the calls for service of the next highest month. Check person, check property and drug incident calls for service are on an upward trend. While disturbance and noise complaint calls for service are on a downward trend.

Sunnyvale Lane has below average levels of IBR Type A offenses with the exception of burglary. In 2013 Sunnyvale Lane generated three burglary offenses, their highest. So far in 2016 they have generated zero burglary offenses.

Data vs. Perception

Respondents indicated that they were most concerned with crime in this neighborhood. The five-year historical data does not support this concern. Using a weighted average, of the combined study area, Sunnyvale Lane is below or near average in the volume of calls for service. Moreover, a Sunnyvale Lane call for service is least likely to generate an offense compared to the other study areas.

While conducting surveys residents often mentioned a high profile drug incident resulting in a death. A shooting at a neighborhood gas station was also often brought up in conversation. These high profile incidents may be the impetus for the high concern of crime.

Drug offenses are the second highest rated concern for residents. Using a weighted average, of the combined study area, Sunnyvale Lane is above average in the number of drug incident calls

for service. Just as concerning is that 2016 had the most drug incident calls for service over the historical period. Conflicting this data is that only one of these calls for service resulted in an offense. This conflicting data could be the result of the transient nature of the drug trade or an increased sensitivity given the high profile incident mentioned above.

Vandalism came in as the third highest rated concern of respondents. The historical data did not support this concern. Only 5 calls for service and 2 offenses were generated over the historical period. Zero calls for service or offenses have been generated in 2016.

Summary and Recommendations

The residents' concern about crime stood out in the Sunnyvale Lane neighborhood. The data did not support this concern. Because of this, any of the following recommendations should be implemented with an eye towards improving this perception.

One perception that data did support was the high concern for noise pollution. Management and condo associations should work on education. This should consider the expectations of the complainant and the violator. In the past both expectations have been proven unreasonable. Furthermore, management should work with police to see if the problems are isolated to a small subset of complainants/violators. If so, special attention should be given to this subset. Following this, complaints will need to be handled on an individual basis.

Management, police and the neighborhood association should work together in starting a neighborhood watch program. Residents indicated a strong interest in this type of program. It would serve to promote and foster safety in the neighborhood. At the same time it would provide management and police with quicker identification of problems or concerns.

If this neighborhood becomes part of the City of Madison, a liaison officer should be assigned. This officer should work with management and the neighborhood association to organize outreach events. The residents indicate a high level of confidence in the Madison Police Department. The liaison officer could build on this trust and curb the concerns of crime and promote a feeling of safety.

One problem with current liaison officer positions is a lack of time and resources. Liaison officers are often used to fulfill other priority departmental needs. Departmental needs come up often and pull the liaison officer away from the neighborhood. This indicates that the Madison Police Department should look closer at a more permanent liaison, neighborhood officer or neighborhood resource officer position. This position could serve the greater study area rather than individual neighborhoods.

The condo association should consider sending electronic crime updates. This was the most requested service from the respondents and may help to ease concerns of crime. Respondents were also interested in a newsletter and organized events. Police could participate in these events

building further trust and relationships with the neighborhood. Events such as bingo, movie nights and cookouts give people the chance to meet their neighbors and stay engaged. The survey results suggest that it would be best to target all age ranges.

The above measures go a long way in addressing the concerns of crime in the neighborhood. To take it further, management could install cameras in the parking area and install a gate system. This would help curb transient behavior such as short term drug transactions. It may also help reduce other property crimes occurring in the parking lot.

The police should use the opportunity to build relationships and encourage residents to report problems in the neighborhood. The historical data indicates that the concerns of residents don't always translate into calls for service. The police department should promote a relationship that encourages the sharing of concerns. Residents also need to fulfill their role of reporting activity that is not conducive to the neighborhood.

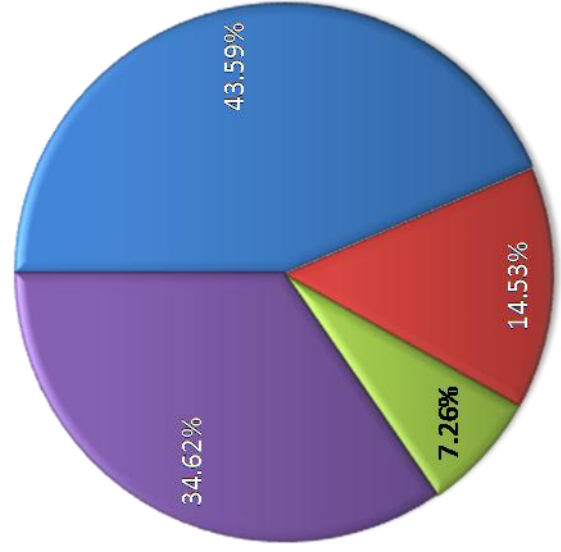
Combined Study Results

Survey Results

How long have you lived in the neighborhood?

Responses	Percent of Total
0-3 years	43.59%
4-6 years	14.53%
7-10 years	7.26%
10+ years	34.62%

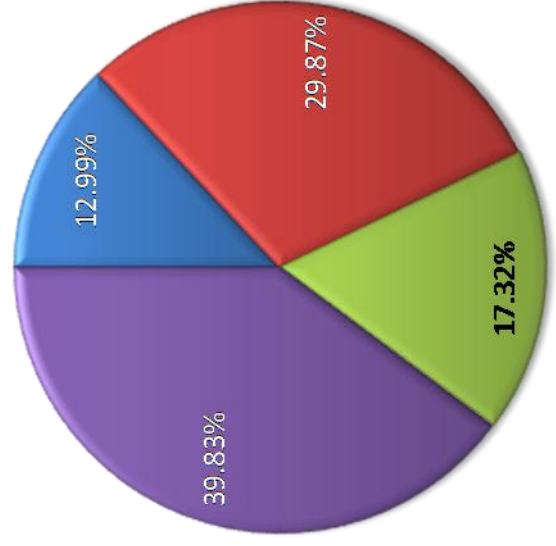
Total Responses 234



If you have resided in the neighborhood for more than 4 years, how has the overall health of the neighborhood changed?

Responses	Percent of Total
It has improved	12.99%
It has stayed the same	29.87%
It has declined	17.32%
Not applicable	39.83%

Total Responses 231

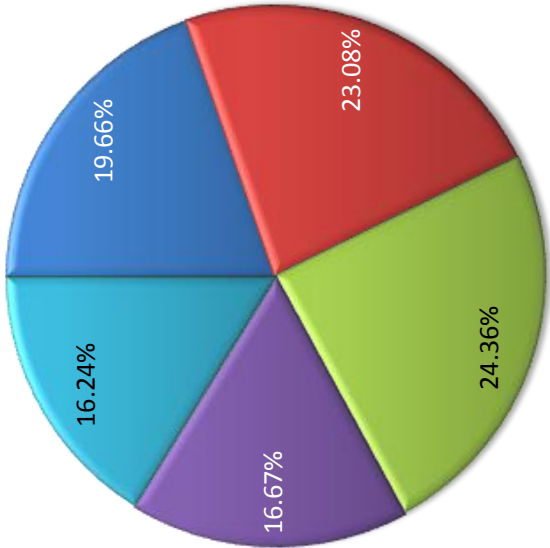


How would you rate the following concerns of your neighborhood?

Crime

Responses	Percent of Total
1 (Very Concerned)	46 19.66%
2	54 23.08%
3	57 24.36%
4	39 16.67%
5 (Not Concerned)	38 16.24%

Total Responses 234

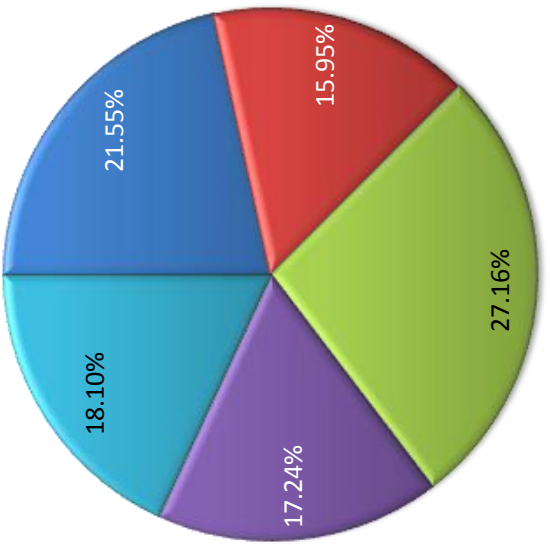


Crime is the number one concern with 43% of residents expressing concern. There has been a total of 2,302 calls for service during the study period. Of those calls, 551 resulted in some type of charges. This is less than half of the total calls for service.

Drugs

Responses	Percent of Total
1 (Very Concerned)	50 21.55%
2	37 15.95%
3	63 27.16%
4	40 17.24%
5 (Not Concerned)	42 18.10%

Total Responses 232



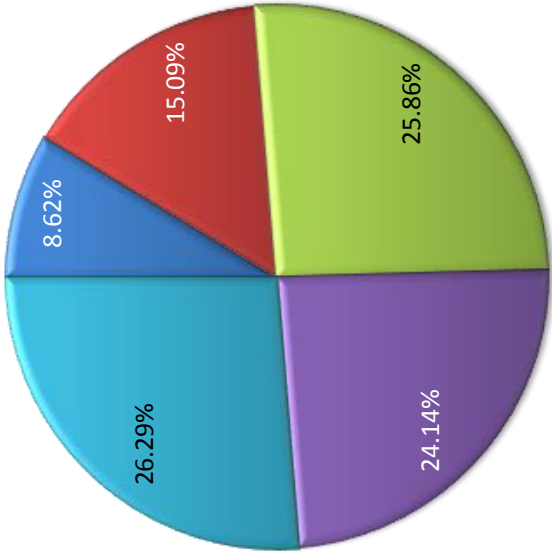
Drugs are the number two concern of all the areas totaled in the Moorland Road Study with 38% of residents expressing concern. There has been a total of 72 calls for service during the study period.

How would you rate the following concerns of your neighborhood?

Noise pollution

Responses	Percent of Total
1 (Very Concerned)	20 8.62%
2	35 15.09%
3	60 25.86%
4	56 24.14%
5 (Not Concerned)	61 26.29%

Total Responses 232

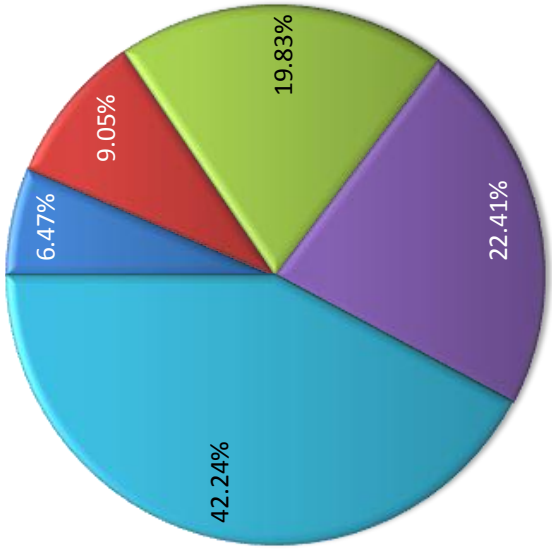


24% of all residents surveyed, were concerned about noise complaints. There has been a total of 228 calls for service during the study period. This makes up about 10% of the calls for service. Although it is a small number, it is a concern in several of the apartment complexes in the area.

Racial Issues

Responses	Percent of Total
1 (Very Concerned)	15 6.47%
2	21 9.05%
3	46 19.83%
4	52 22.41%
5 (Not Concerned)	98 42.24%

Total Responses 232

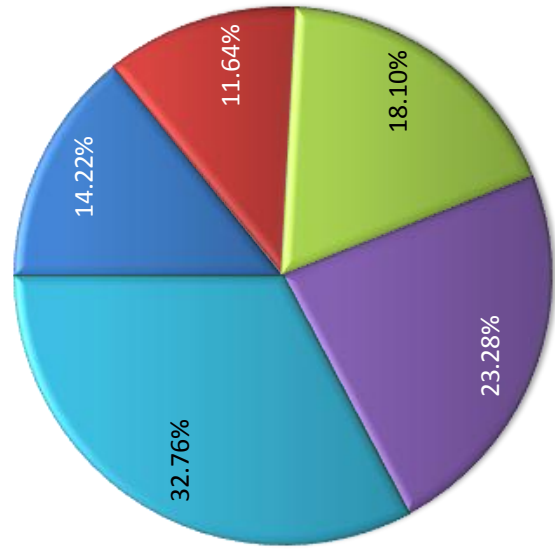


How would you rate the following concerns of your neighborhood?

Vandalism

	Responses	Percent of Total
1 (Very Concerned)	33	14.22%
2	27	11.64%
3	42	18.10%
4	54	23.28%
5 (Not Concerned)	76	32.76%

Total Responses 232

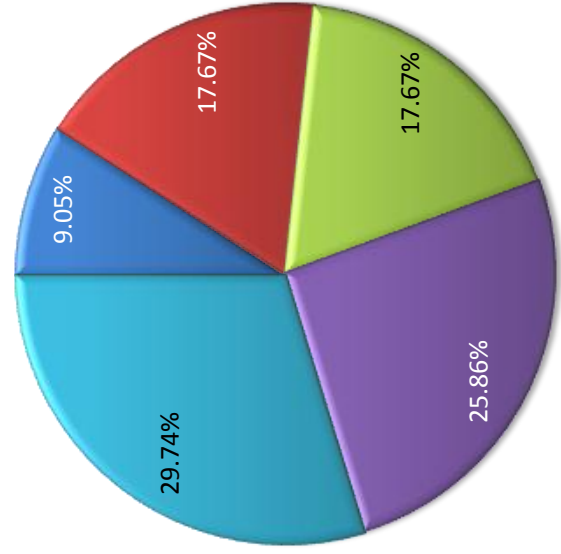


26% of residents surveyed were concerned about vandalism. There has been a total of 79 calls for service during the study period related to arson, damage to property, and graffiti complaints. This makes up about 5% of the calls for service.

Unsupervised Children

	Responses	Percent of Total
1 (Very Concerned)	21	9.05%
2	41	17.67%
3	41	17.67%
4	60	25.86%
5 (Not Concerned)	69	29.74%

Total Responses 232



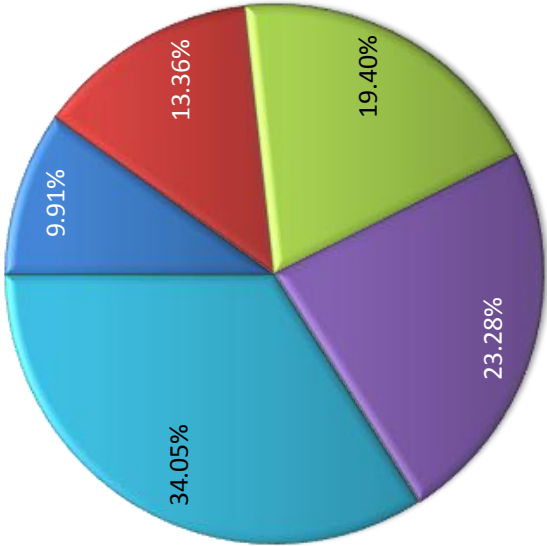
Unsupervised children are the third highest concern of those surveyed with 27% expressing concern. There has been a total of 32 calls for service during the study period related to juvenile complaints.

How would you rate the following concerns of your neighborhood?

Loitering

Responses	Percent of Total
1 (Very Concerned)	23 9.91%
2	31 13.36%
3	45 19.40%
4	54 23.28%
5 (Not Concerned)	79 34.05%

Total Responses 232

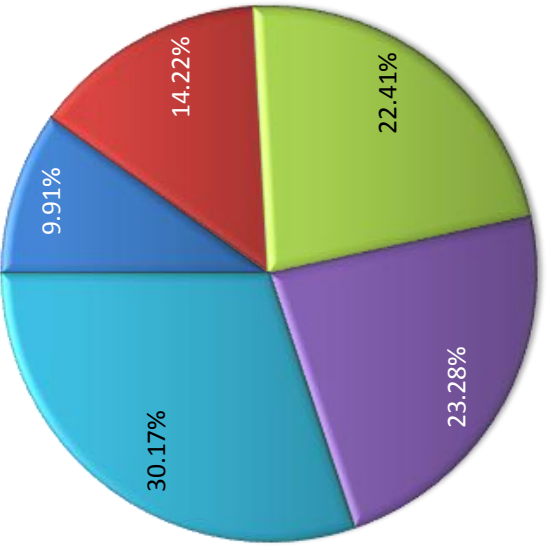


23% of those surveyed are concerned about loitering in the area. There have been 182 calls for service during the study period related to loitering complaints. This makes up about 10% of the calls for service.

Littering

Responses	Percent of Total
1 (Very Concerned)	23 9.91%
2	33 14.22%
3	52 22.41%
4	54 23.28%
5 (Not Concerned)	70 30.17%

Total Responses 232

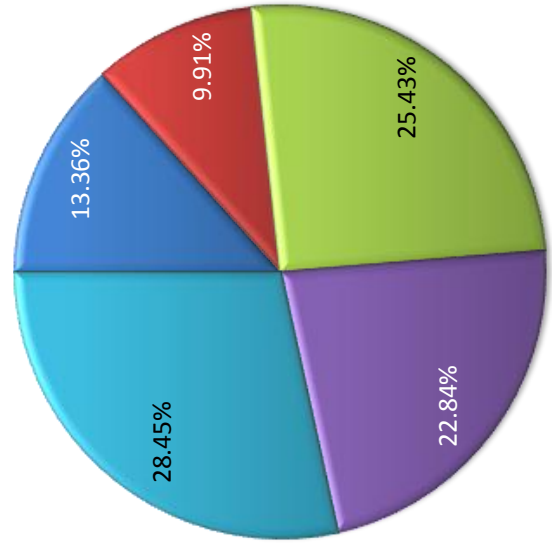


How would you rate the following concerns of your neighborhood?

Traffic

Responses	Percent of Total
1 (Very Concerned)	31 13.36%
2	23 9.91%
3	59 25.43%
4	53 22.84%
5 (Not Concerned)	66 28.45%

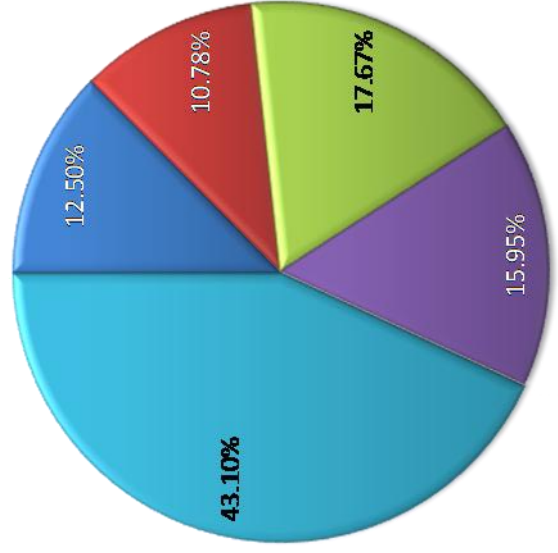
Total Responses 232



Parking

Responses	Percent of Total
1 (Very Concerned)	29 12.50%
2	25 10.78%
3	41 17.67%
4	37 15.95%
5 (Not Concerned)	100 43.10%

Total Responses 232



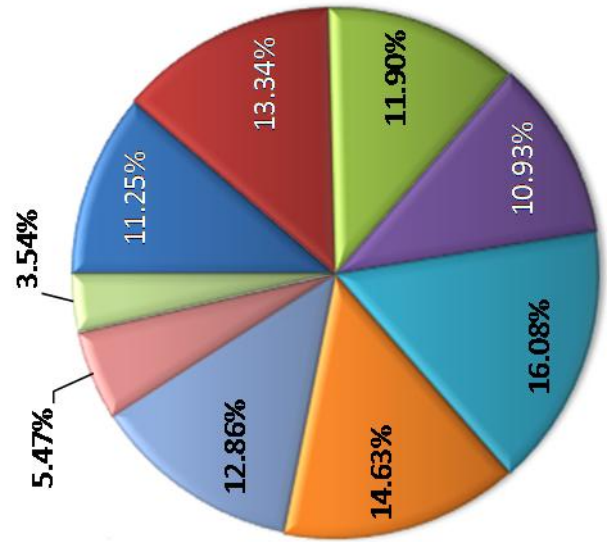
23% of residents surveyed expressed concern about parking. There has been 197 private parking and on street parking complaints during the study period. This makes up about 10% of the calls for service.

What could be done to improve the safety of the neighborhood/community? (Circle all that apply)

	Responses	Percent of Total
Increased parental supervision	70	11.25%
Neighborhood Watch Program	83	13.34%
Increased activities	74	11.90%
More parks/play structures	68	10.93%
Increased city services	100	16.08%
Increased safety measures	91	14.63%
Community programming	80	12.86%
Better management	34	5.47%
None	22	3.54%

Total responses

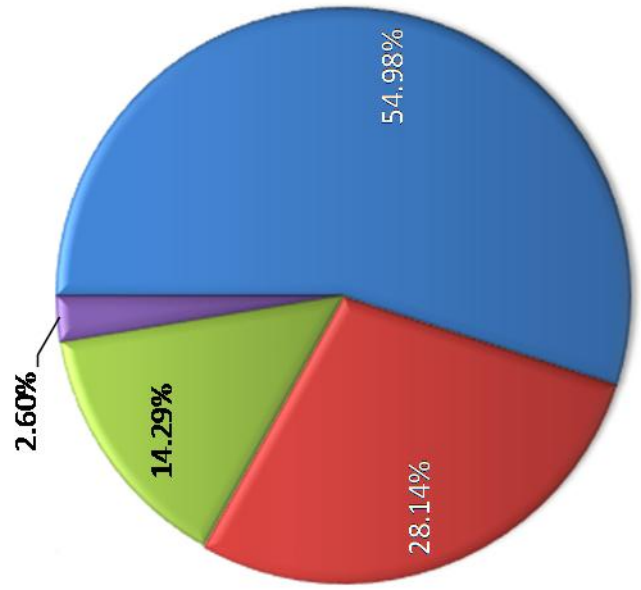
622



What is your impression of the Madison Police Department?

	Responses	Percent of Total
1 (Highly Positive)	127	54.98%
2	65	28.14%
3	33	14.29%
4	6	2.60%
5 (Highly Negative)	0	0.00%

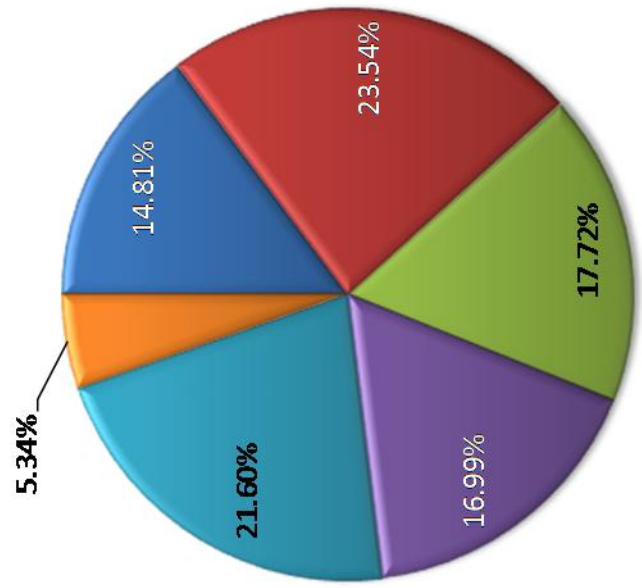
Total responses 231



How can the Madison Police Department help improve your neighborhood? (Circle all that apply)

	Responses	Percent of Total
Better communication	61	14.81%
More community engagement	97	23.54%
Increased enforcements	73	17.72%
Increased foot/bike patrol	70	16.99%
Increased youth engagement	89	21.60%
None	22	5.34%

Total Responses 412

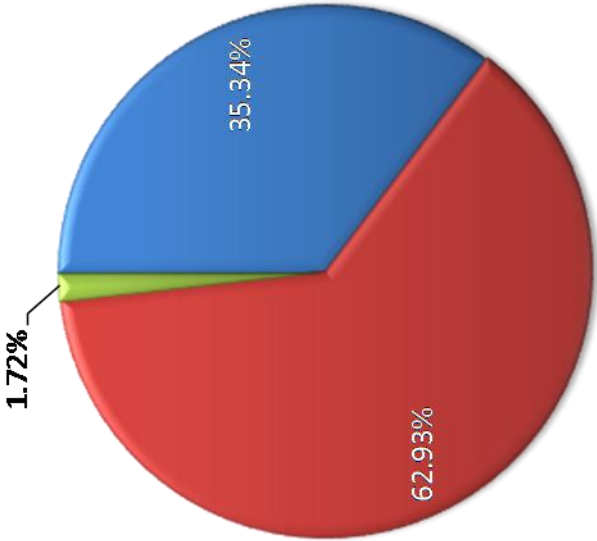


What is your gender?

	Responses	Percent of Total
Male	82	35.34%
Female	146	62.93%
No Response	4	1.72%

Total responses

232

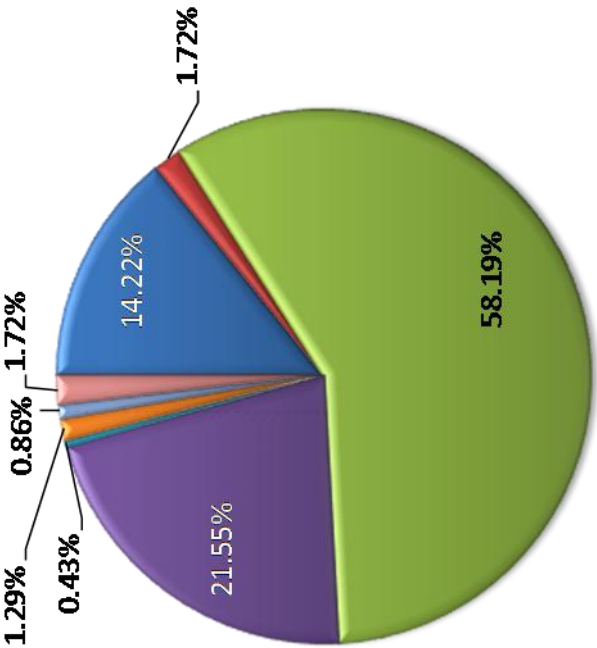


What is your race?

	Responses	Percent of Total
African American	33	14.22%
Asian	4	1.72%
Caucasian	135	58.19%
Hispanic	50	21.55%
Indian	1	0.43%
Native American	3	1.29%
Other	2	0.86%
No response	4	1.72%

Total responses

232



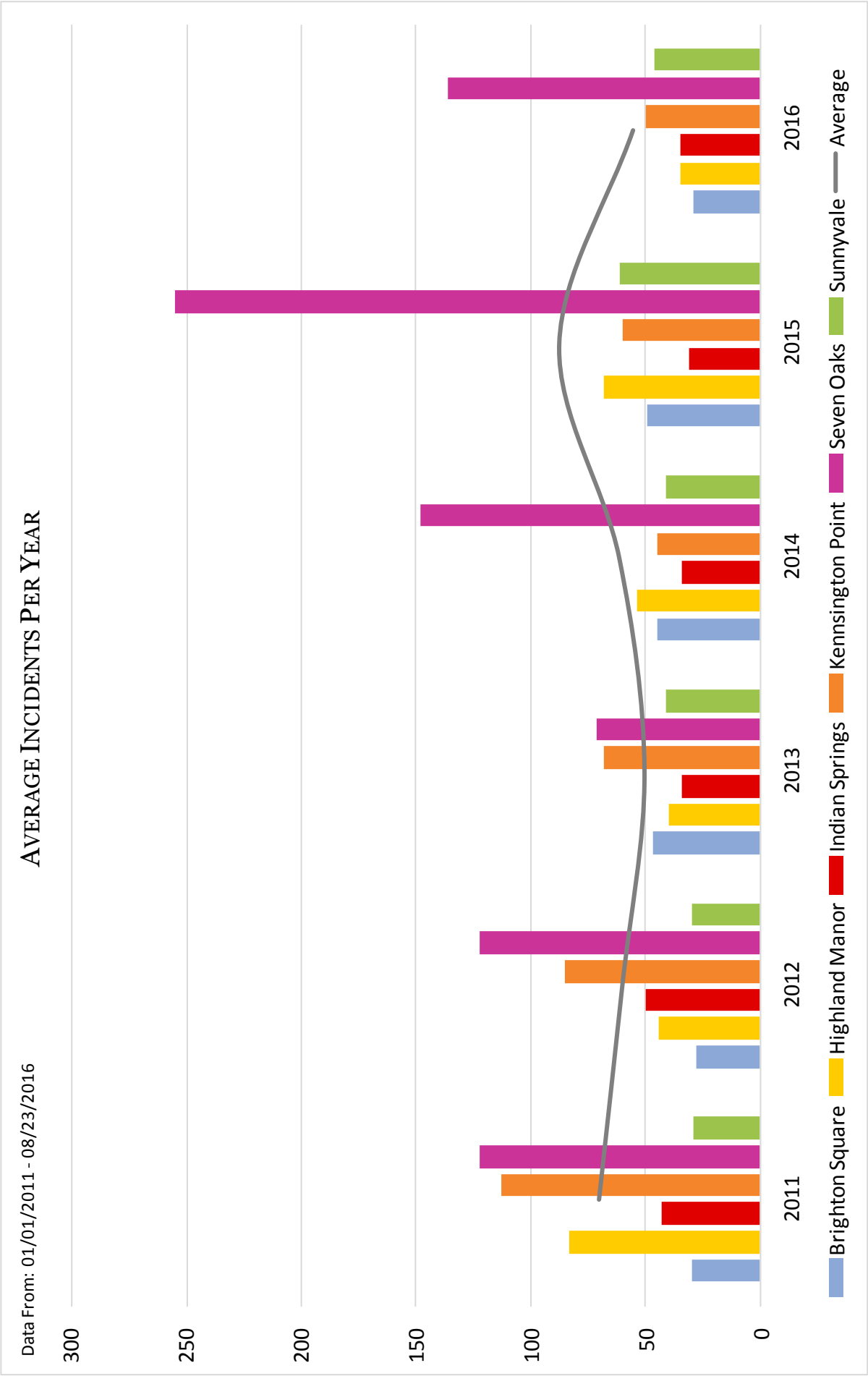
Historical Data Results

FIVE YEAR TOTAL CALLS FOR SERVICE BY CALL TYPE

Call for Service Type	Total
Check Person	401
Domestic Disturbance	285
Disturbance	231
Noise Complaint	228
Pvt Prop Parking Complaint	173
Check Property	167
Suspicious Person	76
Threats Complaint	75
Drug Investigation	72
Damage to Property	63
Suspicious Vehicle	56
Burglary-Residential	47
Civil Dispute	45
Battery	40
Neighbor Trouble	36
Stolen Auto	36
Juvenile Complaint	32
Theft from Auto	32
Unwanted Person	30
Animal Complaint-Disturbance	29
On St Parking Complaint	24
Accident Hit and Run	22
Trespass	19
Weapons Violations	13
Sexual Assault of a Child	10
Aggravated Battery	9
Sexual Assault	7
Fight Call	6
Robbery - Armed	6
Graffiti Complaint	5
Landlord Tenant Trouble	4
Robbery-Strong Armed	4
Person with a Gun	3
Exposure	2
OMVWI Arrest/Intoxicated Driver	2
Arson	1
Liquor Law Violation	1
Non-Residential Burglary	1
Prowler	1

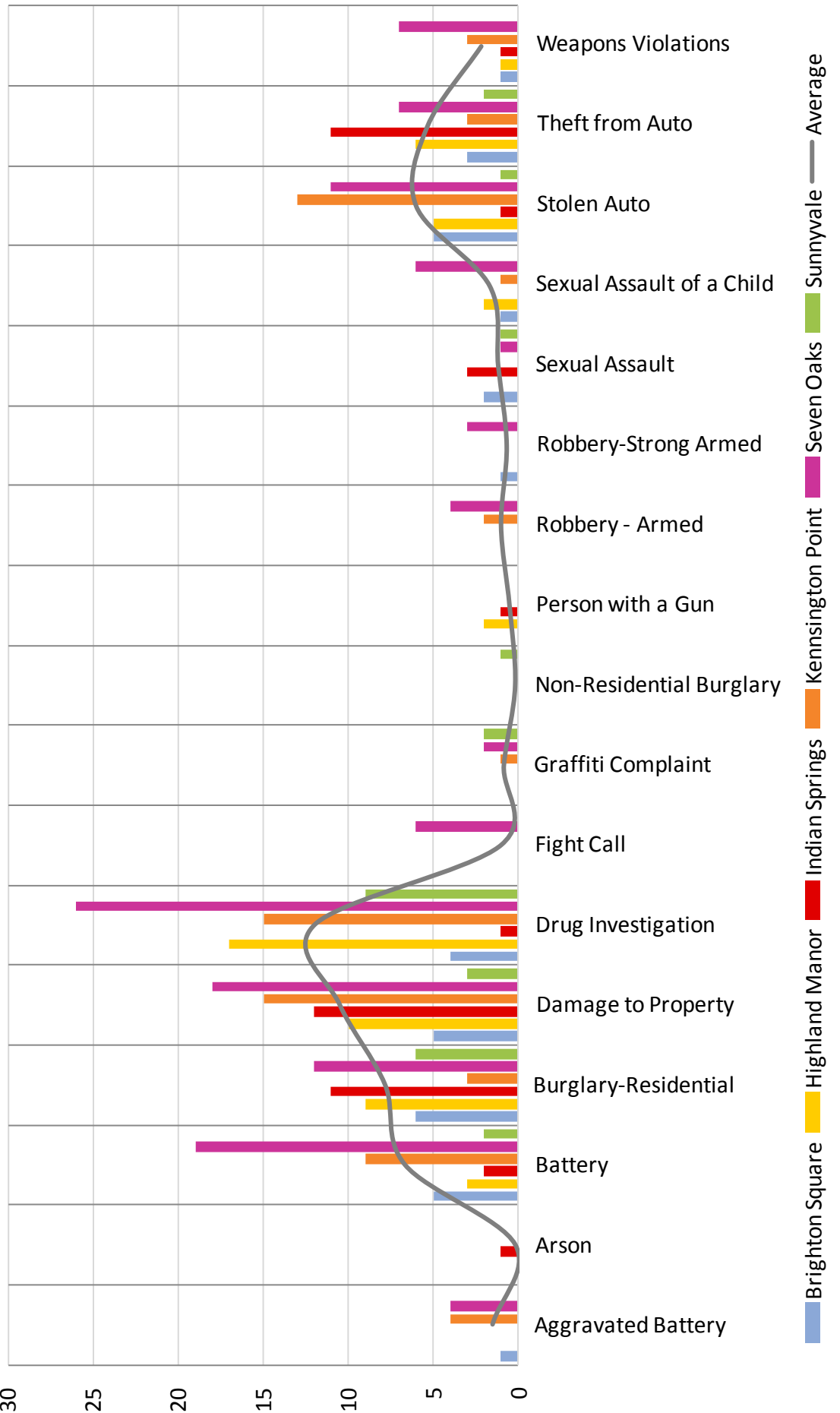
FIVE YEAR TOTAL OFFENSES BY TYPE

Type	Charge Per Type
All Other Offenses	226
Disorderly Conduct	161
Destruction/Damage/Vandalism of Property	86
Simple Assault	64
Theft from Building	53
Burglary/Breaking and Entering	39
Aggravated Assault	34
All Other Larceny	24
Theft from Motor Vehicle	21
Drug/Narcotic Violations	16
Intimidation	16
Motor Vehicle Theft	15
Trespass of Real Property	13
Credit Card/Automatic Tell Machine Fraud	12
Robbery	10
Drug Equipment Violations	8
False Pretenses/Swindle/Confidence Game—Fraud	8
Driving Under the Influence	7
Kidnapping/Abduction	7
Identity Theft	6
Family Offenses, Nonviolent	5
Weapon Law Violations	5
Impersonation	3
Shoplifting—Theft Offense	3
Theft of Motor Vehicle Parts or Accessories	3
Forcible Fondling	2
Forcible Rape/Sex Offense, forcible	2
Liquor Law Violations	2
Animal Cruelty	1
Arson	1
Assisting or Promoting Prostitution	1
Counterfeiting/Forgery	1
Murder and Nonnegligent Manslaughter	1
Runaway	1
Sexual Assault with an Object	1
Theft from Coin-Operated Machine or Device	1



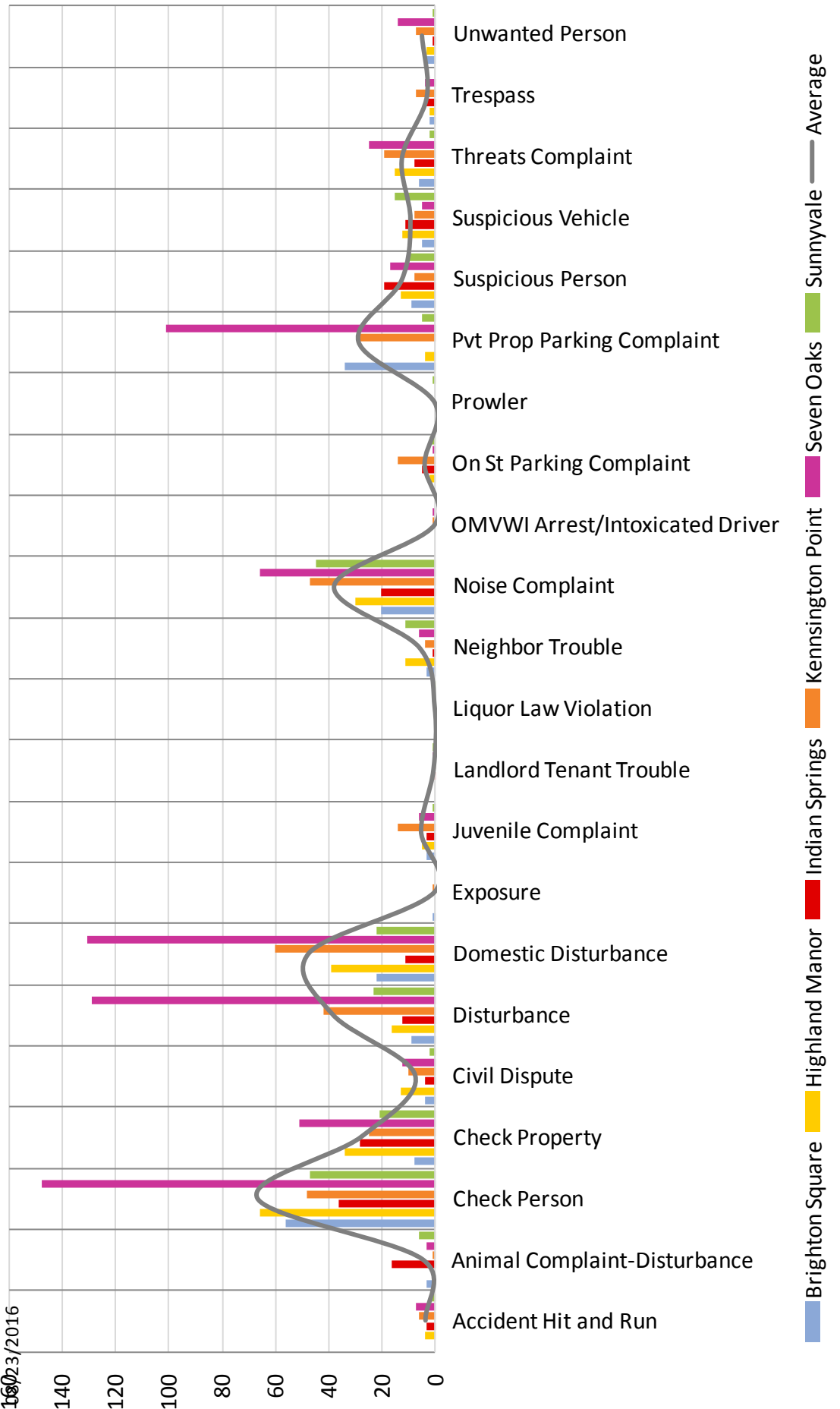
AVERAGE TYPE A INCIDENTS

Data From: 01/01/2011 - 08/23/2016
08/23/2016



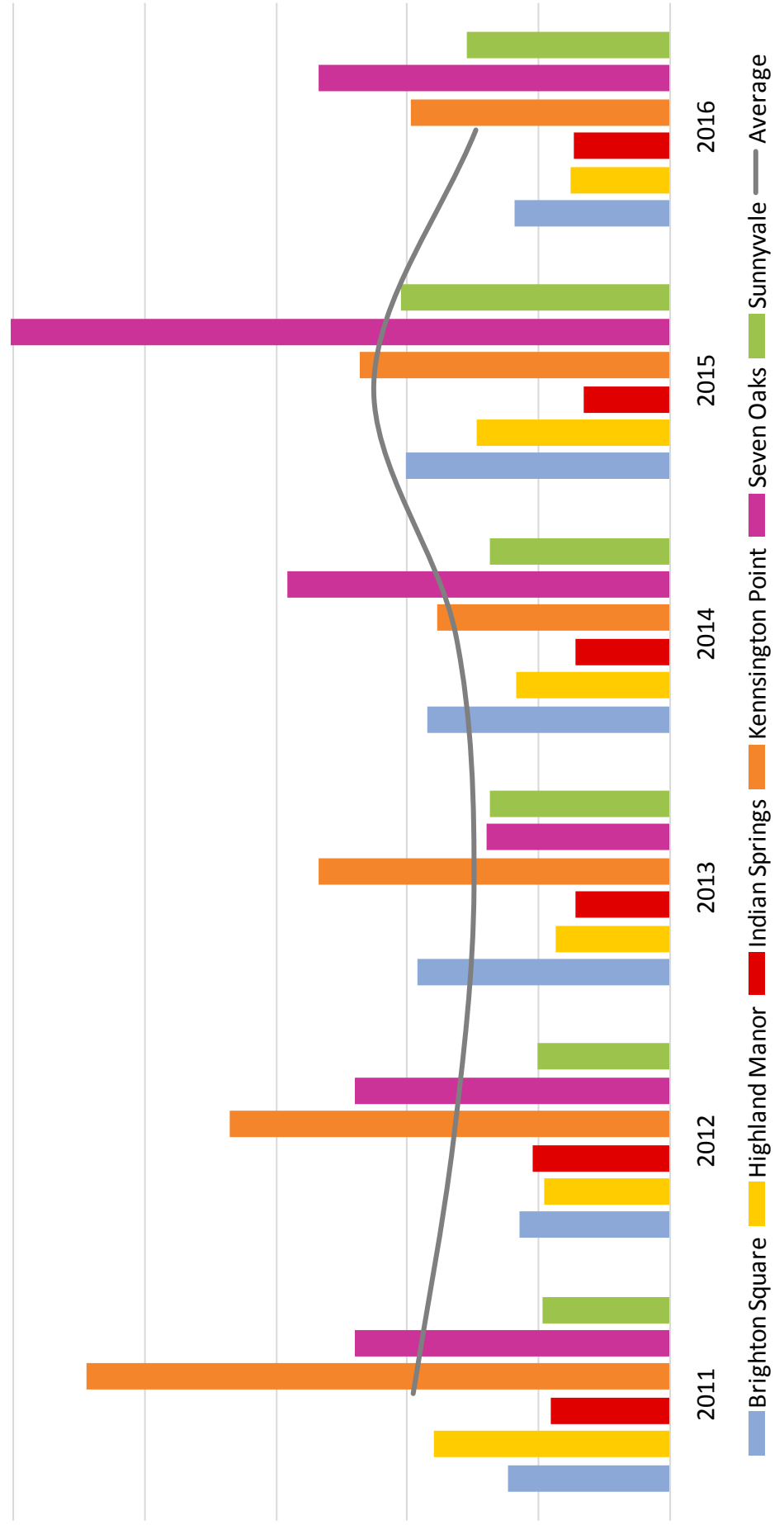
AVERAGE OTHER INCIDENTS

Data From:
01/01/2011 -
10/23/2016



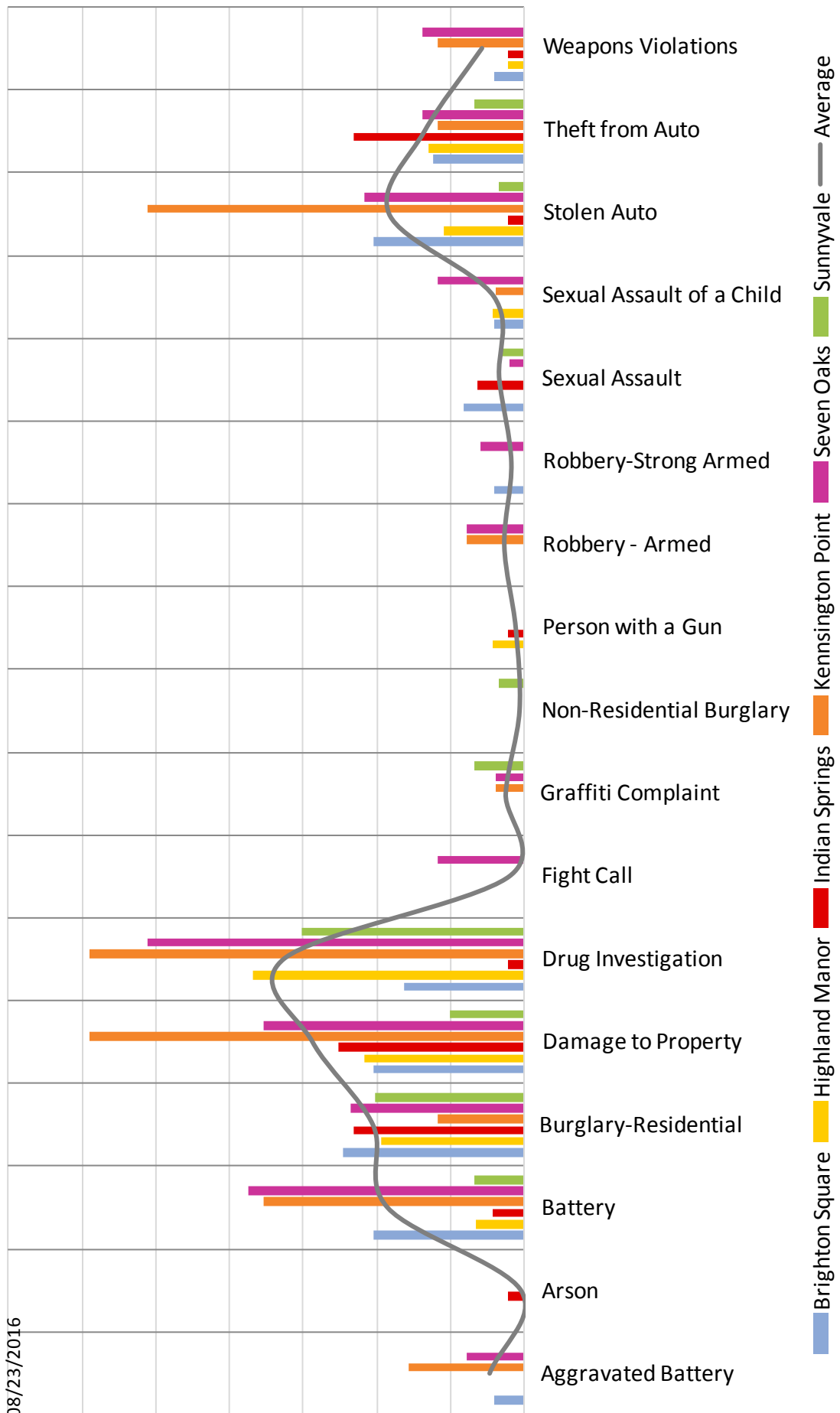
WEIGHTED AVERAGE INCIDENTS PER YEAR

Data From: 01/01/2011 - 08/23/2016



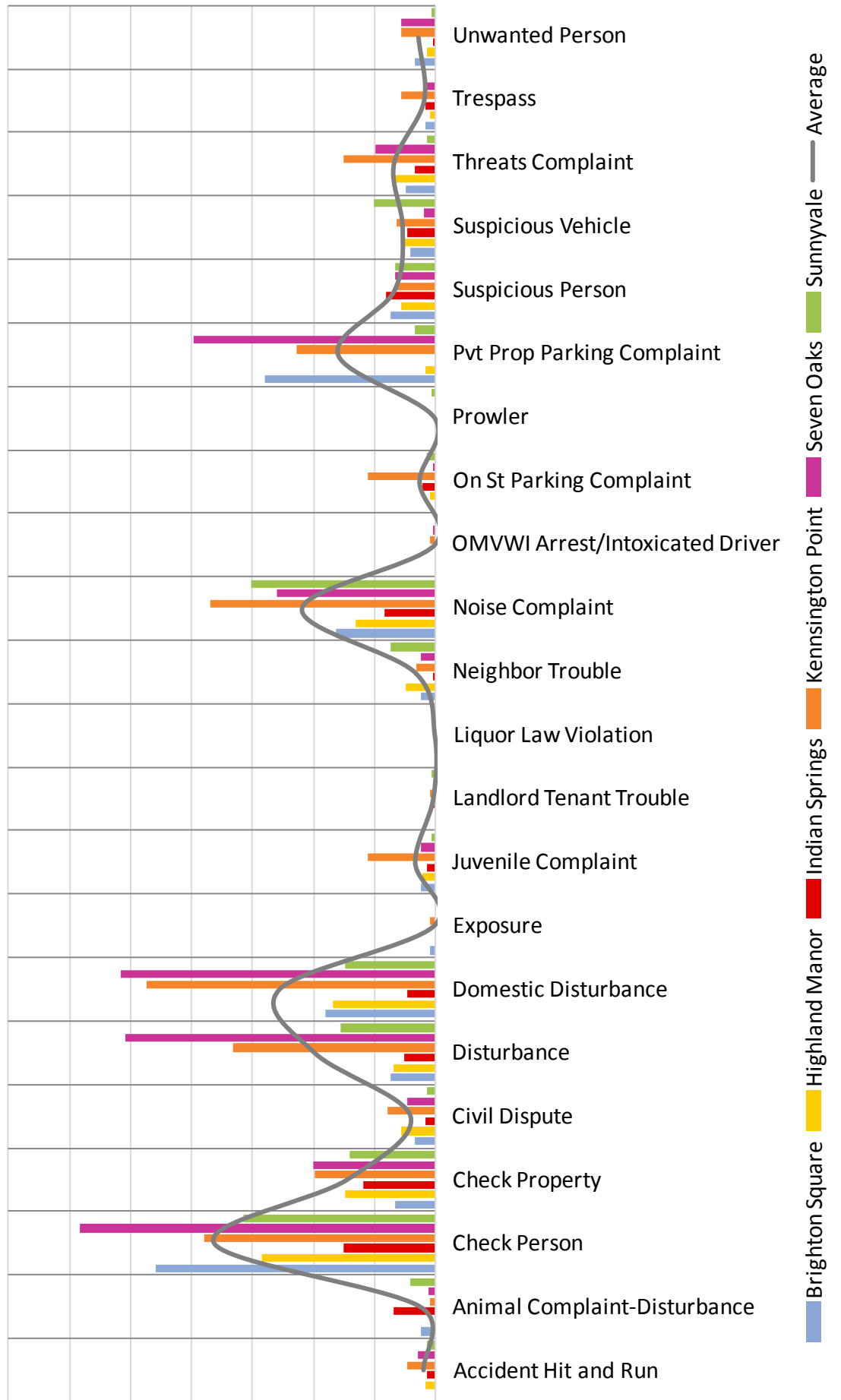
WEIGHTED AVERAGE TYPE A INCIDENTS

Data From:
01/01/2011 -
08/23/2016



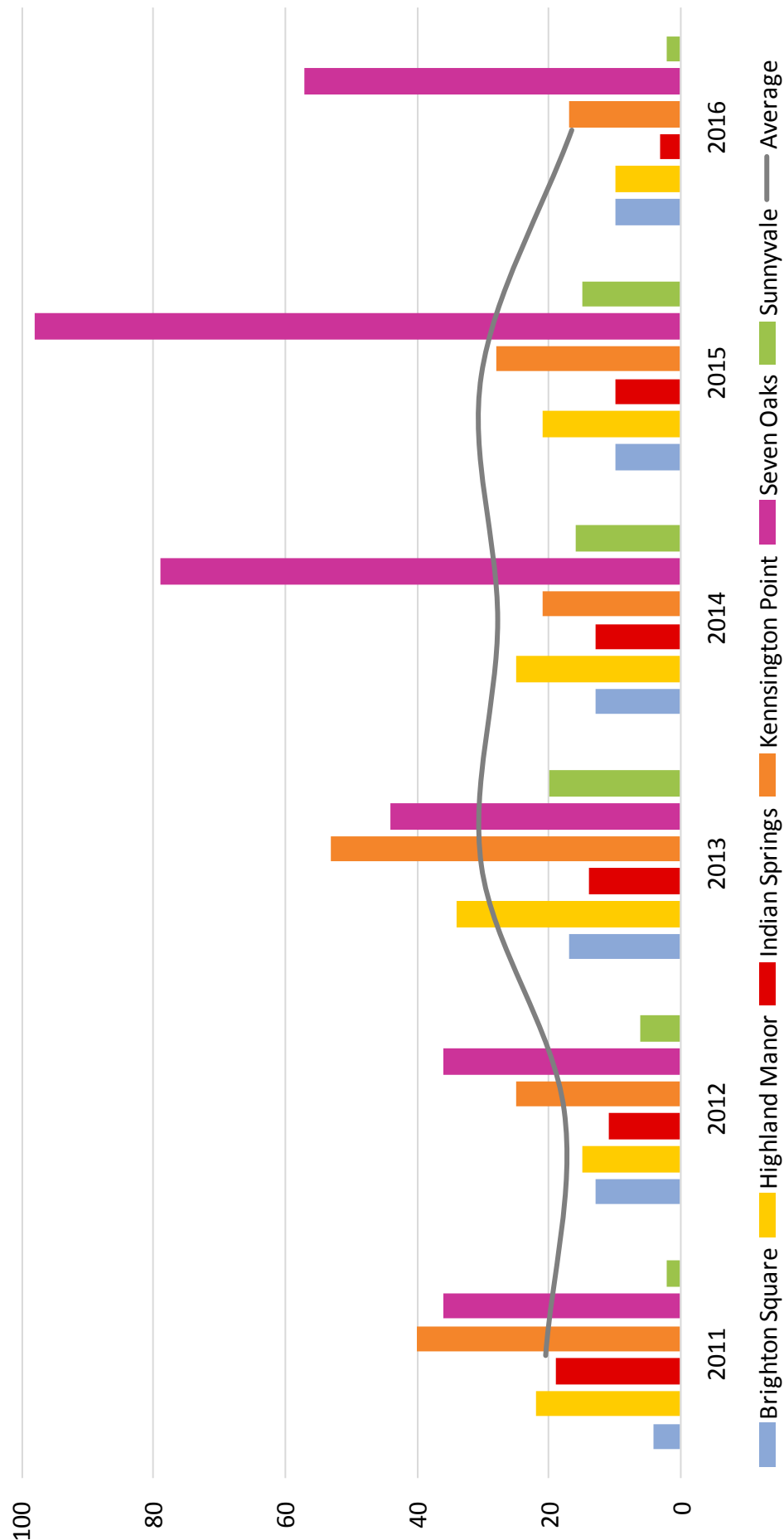
WEIGHTED AVERAGE OTHER INCIDENTS

Data From: 01/01/2011 - 08/23/2016



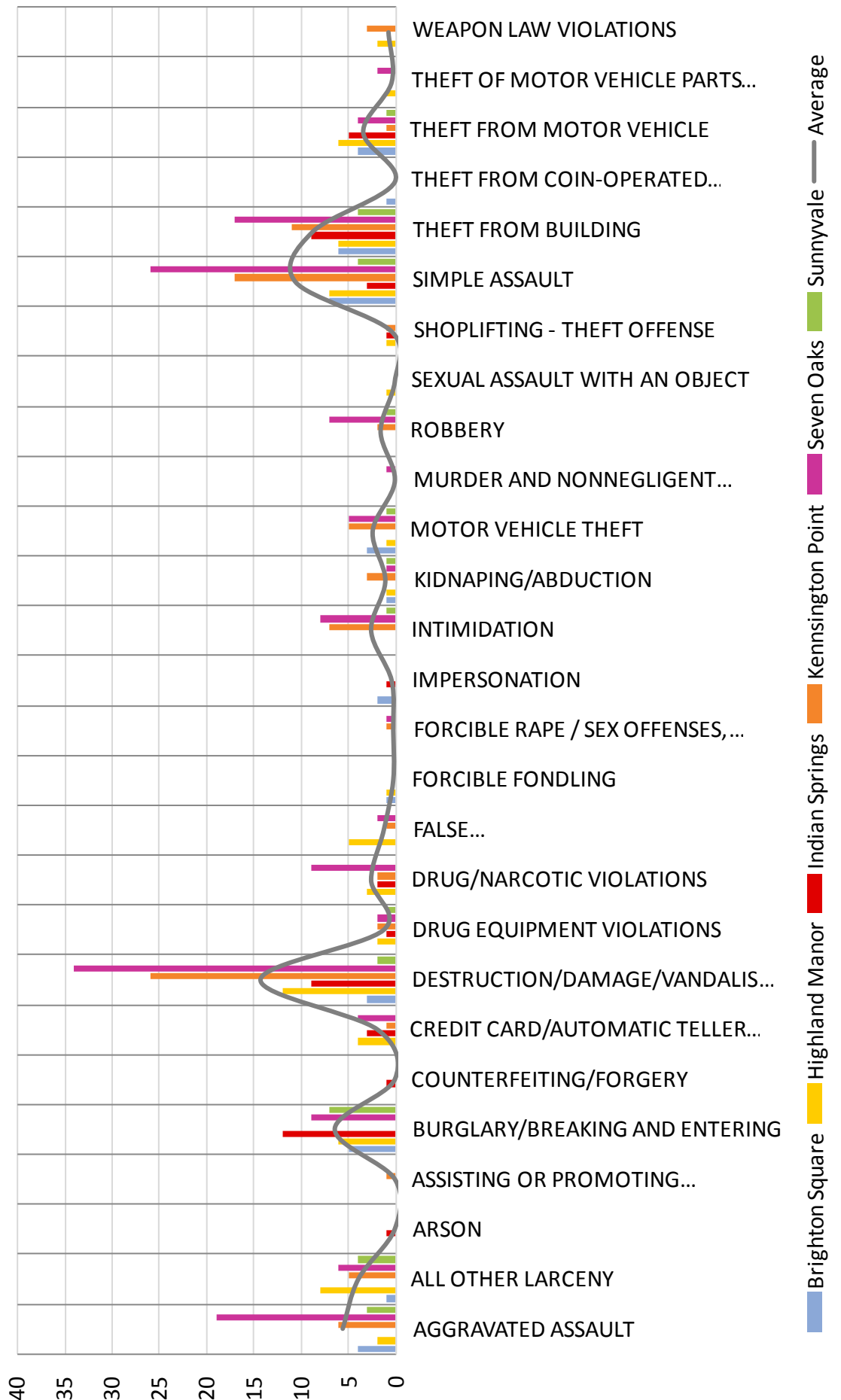
AVERAGE OFFENSES PER YEAR

Data From:
01/01/2011 -
12/31/2016



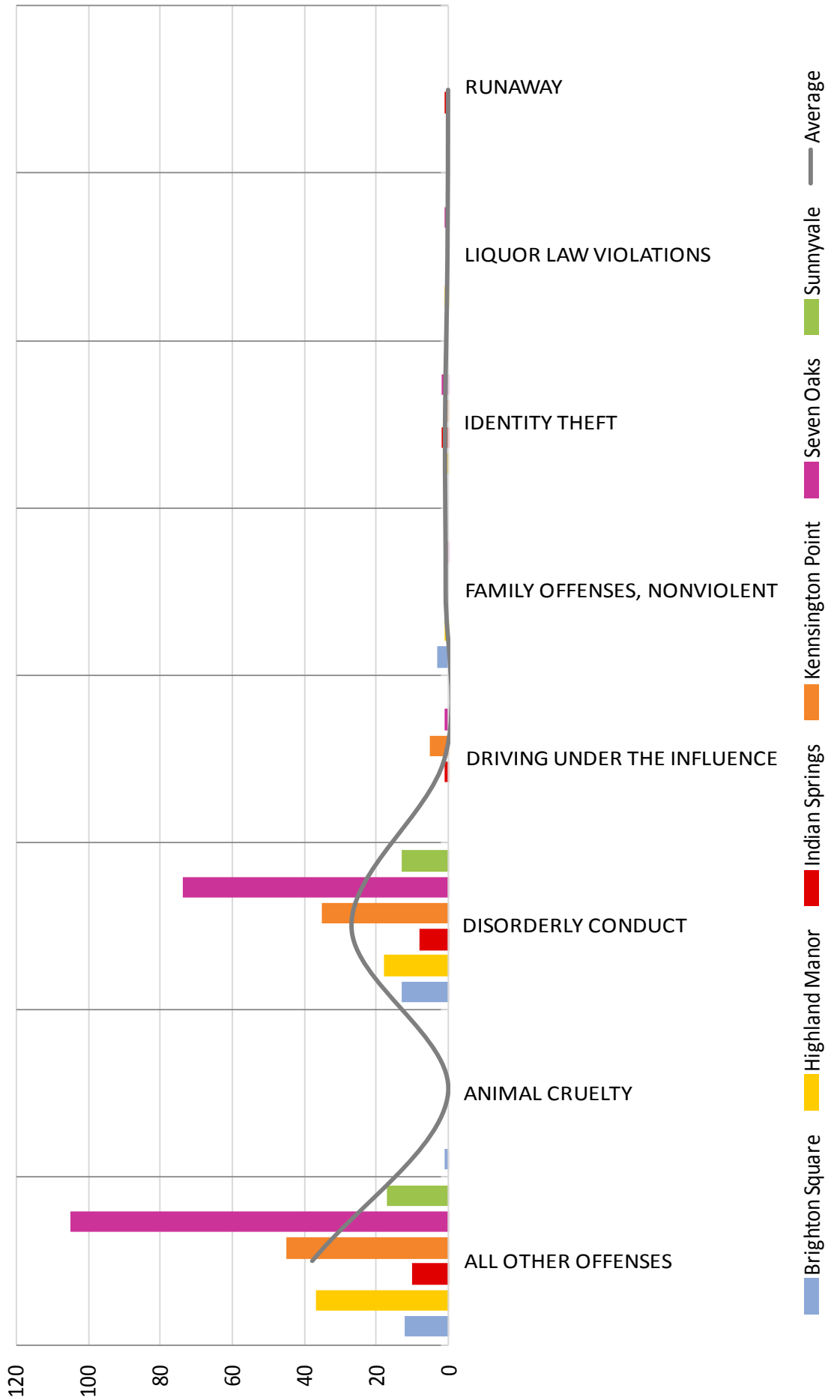
AVERAGE OFFENSES TYPE A

Data From: 01/01/2011 - 08/23/2016



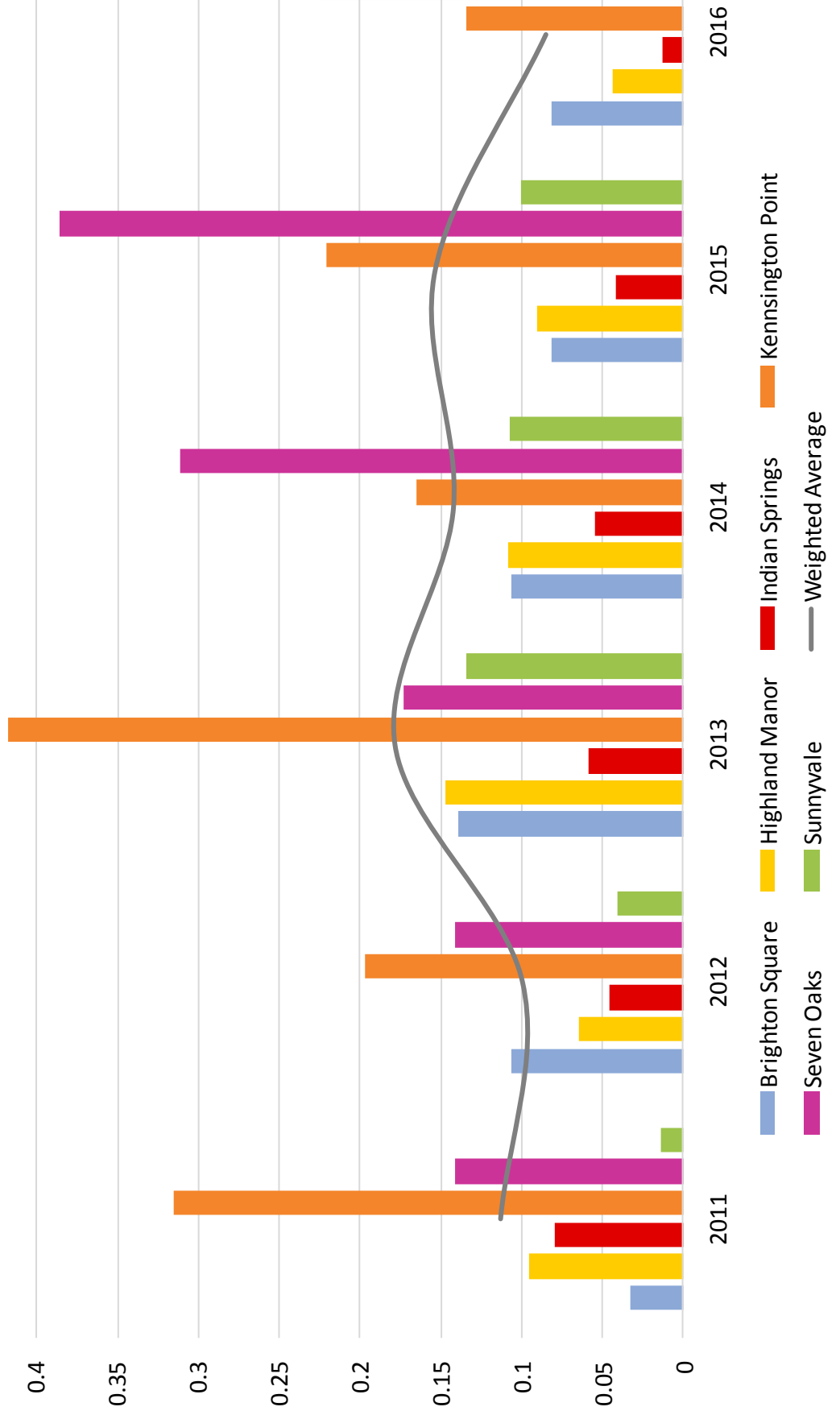
AVERAGE OFFENSES OTHER

Data From: 01/01/2011 - 08/23/2016



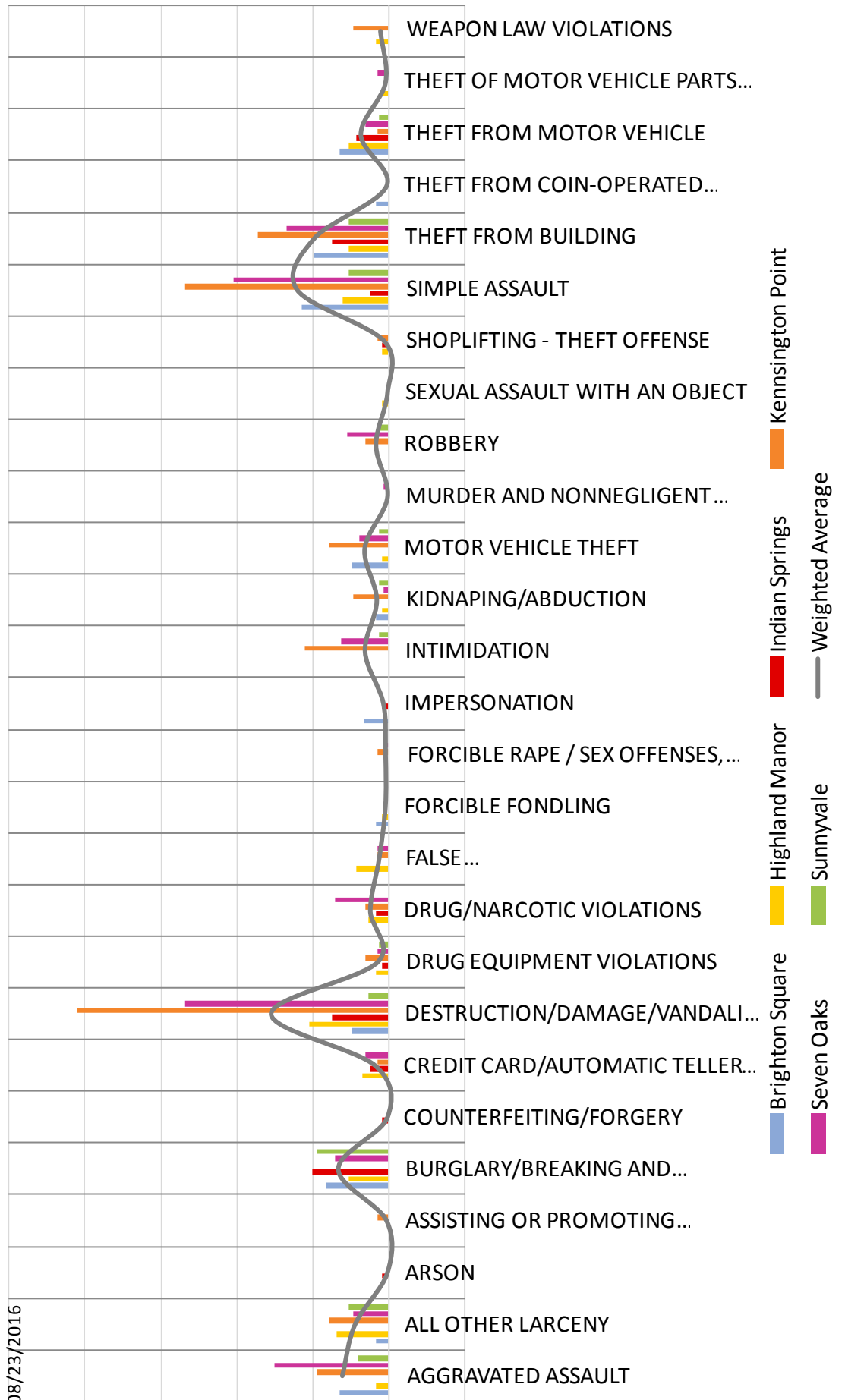
WEIGHTED AVERAGE OFFENSES PER YEAR

Data From:
01/01/2011 -
08/23/2016



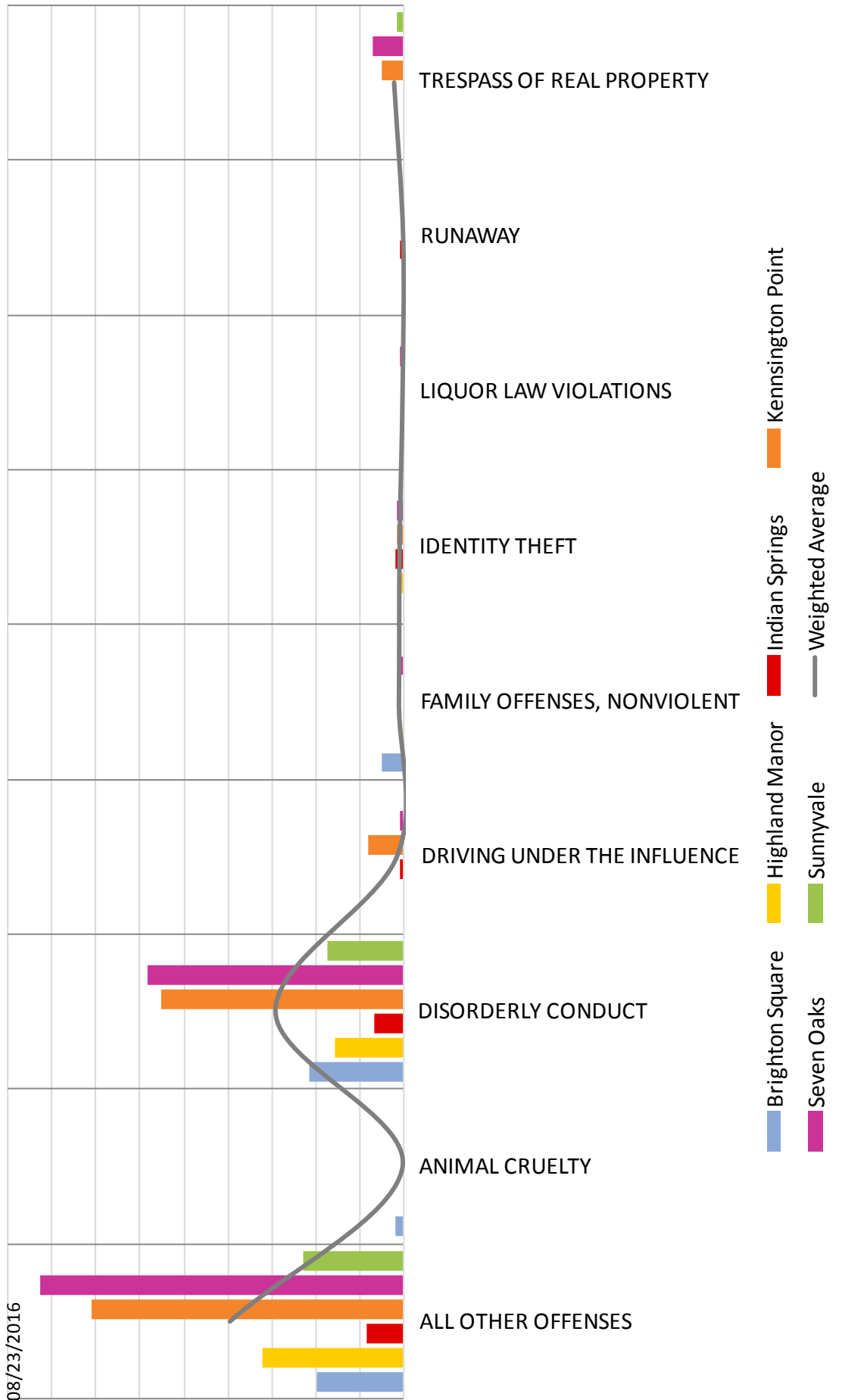
WEIGHTED AVERAGE TYPE A OFFENSES

Data From:
01/01/2011 -
08/23/2016



WEIGHTED AVERAGE OTHER OFFENSES

Data From:
01/01/2011 -
08/23/2016



Historical and Survey Data Comparison and Discussion

Postliminary project examination

This project presented many challenges and proved to be a difficult task. In the completion of this project several ideas came to mind regarding the benefits that this project had to the community, the officers completing it and the City of Madison Police Department.

The respondents of the survey were overwhelmingly welcoming and receptive. They were happy to provide feedback and grateful that the Madison Police Department took the time to collect their opinion. Many conversations were had outside the scope of the survey. These conversations were a chance to build relationships and left both sides with a better understanding of each other.

Taking a comprehensive dive into the historical data provided context to the feedback received. It helps separate perceptions from reality providing a deeper understanding of the neighborhoods' dynamics. It also gives stakeholders valuable insight into the health of their neighborhood while at the same time opening a dialog about what types of solutions would be best for the neighborhood.

Survey Results

More than half of the respondents have lived in the study area more than four years. Seven of 10 respondents report that the health of the neighborhood has not changed across their tenancy. One of 10 indicate that it has improved while two of 10 report that it has declined.

Of people surveyed 63% are female, 58% are Caucasian, 22% are Hispanic, 14% are African American and fewer than 2% are Asian, Native American, Indian or other. 65% of the respondents indicate very little or no concern about racial issues.

The highest ranking concern among respondents was crime with 44% feeling concerned or very concerned. Drug issues followed with 37% concerned or very concerned. Traffic, parking, littering, loitering, noise pollution, and vandalism all came in with about 25% feeling concerned or very concerned.

Residents have a positive impression of the Madison Police Department with 83% indicating a positive or highly positive impression. Residents want more community engagement from the department. 45% of respondents indicated that youth outreach and community engagement would improve the health of their neighborhoods. Residents indicated that increased city services, increased safety measures, neighborhood watch programs and community events would be the most beneficial in increasing community safety.

Data vs. Perception

At the time of this report the country is engaged in open and passionate debate on the role of police in our society. This debate has been widely covered by the media both nationally and locally. At this critical juncture it is important that both citizens and police work harder than ever to foster healthy relationships.

The survey showed overwhelming support for the Madison Police Department. Residents want us to be more present and take larger and more personal roles within their communities. This should be strongly considered when making decision about the Madison Police Department's role in this neighborhood.

Comparing Neighborhoods

*Please see the glossary for a definition of weighted average.

The Madison Police Department understands that it is very hard to compare neighborhoods with complete apples to apples methods. This was mitigated by looking at averages and weighted averages in several different categories of historical data. While we understand the data alone does not tell the complete story we can still pick out trends and standouts.

Seven Oaks stands out in that they are above average for the amount of incidents and charges generated. This holds true after the numbers are weighted. 2015 was their high year and 2016 looks to be on a similar track. Seven Oaks comes in above the weighted average for check person, disturbance and domestic disturbance incident types. This trend continues with charges where they are above the weighted average in assault and disorderly conduct type charges.

The second stand out is Kensington Point. This neighborhood has made great progress in reducing the volume of incidents and charges generated over the five year historical time frame. However, when we weight the averages we see that work needs to be done to keep the progress moving. Destruction of property, disorderly conduct, assault and theft from building charges all come in above the weighted average.

In the remaining neighborhoods nothing significant stands out. Specific stakeholders should review the data and make their own judgments of their neighborhoods. Of note is the Sunnyvale Lane neighborhood. Attention should be given as they transition into the City of Madison. Policing style, procedures and neighborhood attitudes might reflect in the data in the years to come.

Summary and Recommendations

One thread persisted throughout this study. Residents want the Madison Police Department to be more engaged in their neighborhoods. The Madison Police Department should take a closer look at a more permanent position that focuses on this geographic area with an eye towards engagement.

Another issue is the perception of high crime in the neighborhoods. Some of this perception could be alleviated through communication. The most effective types of communication are between people that have a relationship already established. The routine contact needed to foster these relationships is not feasible with current resource allocation. A neighborhood officer could foster these relationships and ease negative perceptions.

In the near future, this area will face the unique challenge of a municipality change. With the City incorporating the Town many people will have questions and concerns. Current Town residents may not understand the City of Madison's philosophy, methods and goals regarding policing. Current City residents may have misperceptions about Town residents and what they have to offer. A neighborhood officer would go a long way in easing this transition.

Currently a Community Policing officer is assigned as a liaison to this area. The members of this team are responsible for the whole of the South District. Because of this it is not uncommon for the team to be juggling multiple demands for their time. This is a hindrance to the liaison officer and greatly tempers the community engagement in the Moorland Rd neighborhood.

The Madison Police have seen neighborhoods with similar needs in the past. One solution, that has worked, is assigning a part time neighborhood officer. In the past this part time assignment has furthered the goals of neighborhood and kept the amount of incidents at a reasonable level. Just as important is that this position creates the conduit for bettering the relationship between the Madison Police and the Moorland Rd Neighborhood.

The recommendation of this report is to assign a part time neighborhood officer to the combined study area. Assigning a neighborhood officer would offer the most opportunity for increased engagement, while at the same time utilizing focused efforts to reduce incidents in the Seven Oaks Neighborhood. This position should be added to the South Community Policing team. The officer assigned would spend the time needed in the Moorland Rd Neighborhood and be available on a part time basis to the team.