

Campus Moped Rules and Parking Map

From Transportation Services

- ▶ In this brochure, "moped" refers to both mopeds and motor scooters.
- ▶ Mopeds must be registered to the current owner, display a valid license plate, and display a valid UW–Madison parking permit to park on campus.
- ▶ Moped parking permits must be displayed on the front fork, front fender, or other area visible from the front of the vehicle.
- ▶ Moped parking permits may be purchased online at www.wisc.edu/trans. The parking permit fee for September 1, 2007 through August 31, 2008 is \$60.
- ▶ Moped permits are valid in moped stalls only. If the designated moped stalls in an area are full, the permit-holder must go to another designated moped parking area.
- ▶ Mopeds may not park at or near bicycle racks or bike parking areas on the UW–Madison campus. Mopeds may not park in loading zones, sidewalks, disabled-access aisles, driveways, lawns, or areas used for special events. Mopeds may not be locked to or parked at utility poles, trees, bollards, railings, signposts, meter posts, or fences.
- ▶ Improperly parked or abandoned mopeds are subject to citing, towing, or impounding.
- ▶ The complete moped parking policy is available online at www.wisc.edu/trans.

Fines (subject to change)

- ▶ No-parking zone violation: \$40
- ▶ No parking permit: \$30
- ▶ Invalid/missing license plate: \$30
- ▶ Towing: \$75

From University Police Dept.

- ▶ Mopeds are motor vehicles and operators are expected to follow all Wisconsin uniform traffic laws. Mopeds must have all factory-installed equipment (headlights, signal lights, mirrors, etc.) in working order.
- ▶ Rules of the Road:
 - Mopeds may not be operated on any wheelchair ramp, sidewalk, service drive, bike path, off-road area, or other restricted areas.
 - No passenger may ride on a vehicle registered as a moped.
 - Mopeds must follow all traffic signs and signals.
 - Mopeds may not be operated in a bike lane.
 - Mopeds are not allowed in any classroom, lab, office, or building.
 - Mopeds must yield to pedestrians.



General Safety Tips

- ▶ Use eyewear, such as goggles, glasses, or a motorcycle helmet with a visor.
- ▶ Headlights must be on at all times.
- ▶ It is not advisable to operate a moped during winter conditions. Mopeds may not be stored (parked for more than 72 hours) without authorization from UW Transportation Services. The only exception to this rule is at moped parking areas assigned to and located next to university residence halls. Check with Transportation Services for winter storage options.

From Risk Management

Moped operators have more crashes than other motor vehicle operators. Mopeds are involved in 30 to 40 injury-producing accidents per year in the campus area. All moped owners/operators should follow safe practices and have insurance to cover their liability should they cause injury to persons or property.

Environmental Concerns

Despite high mpg ratings, mopeds with 2-stroke engines create a significant amount of pollution. In fact, a 2-stroke moped creates hydrocarbon emissions equivalent to several automobiles. Four-stroke engines must be regularly tuned and maintained to reduce emissions.

From Housing

Mopeds are not allowed in residence hall buildings or individual rooms.

From Physical Plant

Mopeds must be parked in designated moped parking stalls and must not be parked on landscaping or impede campus maintenance activities including, but not limited to, snow removal.

Campus Moped Committee

Transportation Services, University Police, Facilities Planning and Management, Physical Plant, Environmental Services, Risk Management, Offices of the Dean of Students, Orientation & New Student Programs, Athletics, Visitor & Information Programs, Housing, Legal Services, Student Representatives, and Safety Department.

General Policy Statement: Those who choose to operate mopeds are expected to comply with state laws and campus rules, including those designed to keep pedestrians and operators safe. As in the case of any motor vehicle, mopeds may not operate on sidewalks or use wheelchair ramps at corners. Legal parking on the campus is available only in individually marked moped stalls. Moped operators are expected to demonstrate responsibility in their driving habits and respect the university's goal of preserving the campus landscape and improving local air quality.

Mission Statement

The University of Wisconsin–Madison is committed to safe, responsible, and sustainable transportation. The university encourages the use of alternatives to motor vehicles on the campus, including alternatives to mopeds and scooters.

Moped Check List

Before bringing a moped to UW–Madison:

- ✓ Register and display a valid license plate
- ✓ Purchase a parking permit online at www.wisc.edu/trans starting August 1.
- ✓ Display permit on front

Operating a moped at UW–Madison:

- ✓ Park only in designated stalls
- ✓ Follow all traffic laws
- ✓ No passengers
- ✓ Never drive on sidewalks or bike paths



Transportation Services
124 WARF Office Building
610 Walnut Street
Madison, WI 53726-2336

Phone: 608/263-6666

Fax: 608/265-3424

Web site: www.wisc.edu/trans

Hours: 7:15 a.m.–4:30 p.m., Monday–Friday

For more information regarding moped/motor scooter policy visit www.wisc.edu/trans

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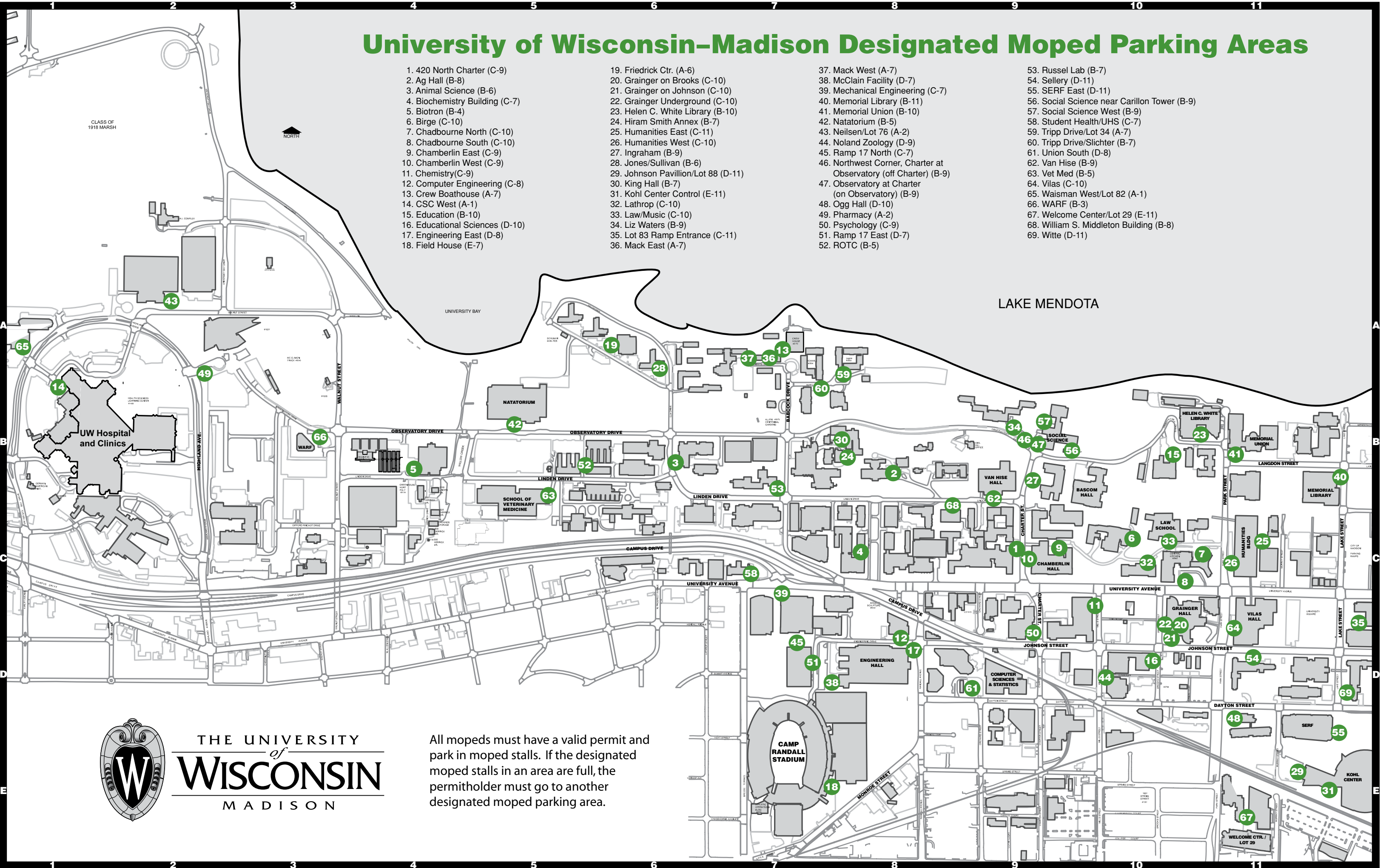
UW–Madison Moped Rules & Parking Map



THE UNIVERSITY
OF
WISCONSIN
MADISON

University of Wisconsin–Madison Designated Moped Parking Areas

- | | | | |
|---------------------------------|------------------------------------|--|--|
| 1. 420 North Charter (C-9) | 19. Friedrich Ctr. (A-6) | 37. Mack West (A-7) | 53. Russel Lab (B-7) |
| 2. Ag Hall (B-8) | 20. Grainger on Brooks (C-10) | 38. McClain Facility (D-7) | 54. Sellery (D-11) |
| 3. Animal Science (B-6) | 21. Grainger on Johnson (C-10) | 39. Mechanical Engineering (C-7) | 55. SERF East (D-11) |
| 4. Biochemistry Building (C-7) | 22. Grainger Underground (C-10) | 40. Memorial Library (B-11) | 56. Social Science near Carillon Tower (B-9) |
| 5. Biotron (B-4) | 23. Helen C. White Library (B-10) | 41. Memorial Union (B-10) | 57. Social Science West (B-9) |
| 6. Birge (C-10) | 24. Hiram Smith Annex (B-7) | 42. Natatorium (B-5) | 58. Student Health/UHS (C-7) |
| 7. Chadbourne North (C-10) | 25. Humanities East (C-11) | 43. Neilsen/Lot 76 (A-2) | 59. Tripp Drive/Lot 34 (A-7) |
| 8. Chadbourne South (C-10) | 26. Humanities West (C-10) | 44. Noland Zoology (D-9) | 60. Tripp Drive/Slichter (B-7) |
| 9. Chamberlin East (C-9) | 27. Ingraham (B-9) | 45. Ramp 17 North (C-7) | 61. Union South (D-8) |
| 10. Chamberlin West (C-9) | 28. Jones/Sullivan (B-6) | 46. Northwest Corner, Charter at Observatory (off Charter) (B-9) | 62. Van Hise (B-9) |
| 11. Chemistry (C-9) | 29. Johnson Pavilion/Lot 88 (D-11) | 47. Observatory at Charter (on Observatory) (B-9) | 63. Vet Med (B-5) |
| 12. Computer Engineering (C-8) | 30. King Hall (B-7) | 48. Ogg Hall (D-10) | 64. Vilas (C-10) |
| 13. Crew Boathouse (A-7) | 31. Kohl Center Control (E-11) | 49. Pharmacy (A-2) | 65. Waisman West/Lot 82 (A-1) |
| 14. CSC West (A-1) | 32. Lathrop (C-10) | 50. Psychology (C-9) | 66. WARF (B-3) |
| 15. Education (B-10) | 33. Law/Music (C-10) | 51. Ramp 17 East (D-7) | 67. Welcome Center/Lot 29 (E-11) |
| 16. Educational Sciences (D-10) | 34. Liz Waters (B-9) | 52. ROTC (B-5) | 68. William S. Middleton Building (B-8) |
| 17. Engineering East (D-8) | 35. Lot 83 Ramp Entrance (C-11) | | 69. Witte (D-11) |
| 18. Field House (E-7) | 36. Mack East (A-7) | | |



THE UNIVERSITY
of
WISCONSIN
MADISON

All mopeds must have a valid permit and park in moped stalls. If the designated moped stalls in an area are full, the permitholder must go to another designated moped parking area.

Project Moped Invasion

Presented by

The University of Wisconsin-Madison Police Department

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Summary

Project Moped Invasion is a multi-faceted/partnership project established in March 2006 to study and influence the operation of mopeds on the University of Wisconsin – Madison campus (UW). Over the last fifteen years there has been a steady increase in the number of mopeds operating on campus. Between 2004 and 2008 statistics reveal an increase of more than 150%. As the number of mopeds grows the behavior of the operators has become aggressively non-compliant with traffic laws and has subsequently endangered moped operators and the community. Moped operators will drive in any manner which is convenient and easiest for them. They will drive on sidewalks with pedestrians, in bike lanes, or use regular traffic lanes to maneuver recklessly around vehicles to reach their destination and park. After receiving numerous verbal and written complaints from the campus area the University of Wisconsin – Madison Police Department (UWPD) organized a group of stakeholders to address moped concerns. Only through this cooperative process could the University unify and address the issue of moped operator behavior in a complete, comprehensive, and consistent manner.

Analysis of the problem on many different levels has been conducted since 2005. Initially, stakeholders’ of the Moped POP Project Committee collected input at brainstorming sessions and group discussions. Then the UWPD conducted a nation-wide survey, which included 40 universities across the United States, about moped use on their campuses. UW Transportation Services added information about mopeds parking habits. Lastly, the Committee used data from previous UWPD education and enforcement efforts and moped crash data from both the UWPD and the City of Madison Police Department (MPD).

Through the Committee’s analysis of moped information from the survey, traffic crash data, and brainstorming the Committee concluded:

1. The University of Wisconsin - Madison has the highest number of mopeds per student population. This has resulted in the development of a behavioral sub-culture which has promoted a “follow by example” philosophy on campus.
2. Crash data from UWPD and the MPD revealed crashes occurred due to unsafe operating behavior.
3. UW students and faculty were receiving inconsistent information about mopeds.
4. Specified campus parking spaces and policies for mopeds needed to be developed.

Committee initiatives of creating parking permits and parking stalls, providing education, increasing enforcement, and establishing contacts with moped dealerships were met. Ongoing efforts continue as the Committee is focusing on future goals. The primary future goal is to enact change in Wisconsin laws relating to mopeds.

Description of Project

Objective:

The UW-Madison found no models to reflect upon during this project. The primary project objective is to promote safety for moped operators, pedestrians, and other vehicle operators. The Committee charged itself by creating a mission statement to further guide their efforts:

The UW-Madison is committed to safe, responsible, and sustainable transportation. The University encourages the use of alternatives to motor vehicles on the campus, including alternatives to mopeds and scooters.

Background

The UW was founded in 1848 and covers an expansive 935 acres of hills, trees, open space, and a mixture old and new architecture. The student population in 2007-2008 was 42,041 with 18,309 faculty and staff. The University is located in the city of Madison, Wisconsin, the State's capitol.

Scanning

Since 2004 police officer observations and citizen complaints indicated that the number of mopeds operating on the University campus had risen substantially. During the 1990's UWPD Officer Jean VanDenBogart conducted an informal study of mopeds, operator behavior, and the laws that govern them. In her findings, she learned that there were significant differences in the Wisconsin laws governing the operation of mopeds and

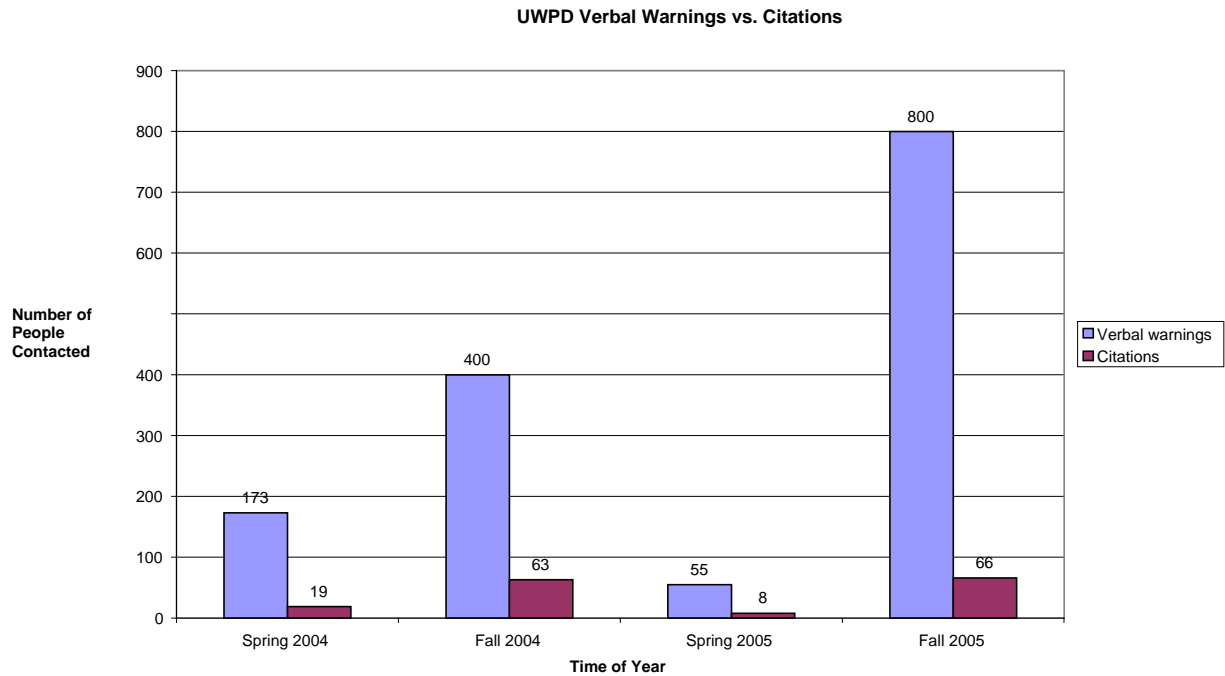
motorcycles. Early attempts by the UWPD to enforce traffic laws on moped operators were sporadic and generally unsuccessful. Moped enforcement was not considered a high priority by the UWPD or campus administration. The University had no idea how mopeds would affect traffic safety and future planning. As moped operator driving habits went unchecked violations increased. A “follow by example” and “everybody does it” attitude evolved. Mopeds began operating on sidewalks, operating with passengers, failing to stop at stop signs and signals, operating in bike lanes, passing on the right and left of traffic to gain lane advantage, and failed to yield to pedestrians. These reckless behaviors gave validation to the need for education and the promotion of safety.

In 2004, the moped population on the UW campus was estimated through manual counts conducted by building managers and their staff, at the request of Transportation Services. Counts were achieved by monitoring mopeds parked at or near various buildings, on a particular day and at peak daytime class hours (10AM-4PM). These counts estimated that 700 mopeds were operating on campus.

During the spring and fall semesters of 2004 the UWPD attempted to increase safety for mopeds and bicyclists by educating and citing operators for traffic violations. Since moped use on campus increased steadily, this joint effort became cumbersome, requiring a separate focus on mopeds. Mopeds and bicycles being different modes of transportation needed individual enforcement attention.

Traditional vehicle patrol methods limited the officer's ability to intercede with mopeds. Moped violators can, and do, move easily through heavy traffic and pedestrian areas making it difficult for squads to safely pursue the violator. During this effort additional officers were assigned for increased enforcement. The effort began with educational moped traffic stops during which educational pamphlets and warnings were issued for infractions. The next step required issuing citations for violations instead of warnings. After receiving a citation moped operators could attend court or participate in a 3 hour moped traffic safety class which would void the citation.

During September and October of 2005 this effort was repeated. Hundreds of moped operators were contacted for traffic infractions and provided with an educational pamphlet. During the two week enforcement period just two officers alone wrote 66 citations. The concentrated education period did not appear to affect the amount of violations being committed. This became evident when the same student was contacted three times in the same day during the education phase for the same violation. Results of these efforts are illustrated in the chart below. The chart shows that the number of verbal warnings issued to operators increased substantially; however, the number of citations issued in the fall of 2004 and 2005 remained virtually the same.



To further frustrate enforcement efforts, the University community changes as new students arrive each year requiring a constant need for education for new moped operators. Officers became dissuaded from citing mopeds because when one moped was stopped for a violation, another operator would commit the same violation right in front of the officer. This caused a feeling on the officers' part that enforcement was futile.

In addition to the UWPD experiencing moped problems, UW Transportation Services also experienced moped parking problems in part because mopeds were not required to purchase a parking permit to park on campus like other vehicles. Therefore, moped parking was not controlled. WI State Statutes prohibit operation of mopeds and other motor vehicles on sidewalks. However the law does allow mopeds to park on sidewalks and at bike racks. Moped operators hence began driving on sidewalks to reach parking areas near buildings. While operating on the sidewalk moped operators endanger the safety of pedestrians by weaving in and out at unnecessarily high speeds. If a pedestrian

was struck by a moped, in the majority of the cases the UWPD was not called about the incident. Police were called if an ambulance responded. Information on some of the crashes was relayed to the UWPD through citizen complaints and citizen contacts.

A congruent educational effort in the fall of 2005 was conducted by UW Transportation Services. During that effort they placed educational pamphlets on parked mopeds. These pamphlets explained moped parking regulations and offered moped safety hints. In response to this, moped operators threw the pamphlets on the ground and/or disregarded the information altogether. UW Transportation Services found mopeds which had been issued pamphlets parked illegally in other spots. Moped parking enforcement efforts were further limited by the constant need for other parking enforcement tasks, budgetary restrictions, and staffing constraints.

Moped operators in Wisconsin are not required to wear protective eyewear or to have a headlamp on at all times. Motorcycle laws do require both eyewear and headlamps on at all times. In 1967, a WI statutory provision was enacted requiring headlamp use for motor-driven cycles at all times. This law was enacted because motorists complained of an inability to see a motorcycle when operating in traffic. In 1977 the statute was amended exempting mopeds from this requirement; mopeds are required only to have headlamps on during hours of darkness. This lack of required lighting presents a significant safety problem for pedestrians and other traffic because mopeds are much smaller than motorcycles and are even harder to see.

Through the Wisconsin Department of Transportation (WIDOT), the UWPD learned that there is no comprehensive listing of moped makes or models currently on the market. Some brands of mopeds do not display the make, model or manufacturer name on the vehicle, and vehicle identification number locations vary. WI vehicle registration type is based on the manufacturers' ratings of the engine displacement, dealer classification, and owner testimony at time of registration. In many cases, State registration of mopeds and motorcycles is interchanged. Therefore, if two mopeds of exact make and model are registered differently, then the only discerning factor for officers to determine proper operator licensing is the type of license plate issued. If an individual drives a vehicle with a motorcycle registration they are required to have a motorcycle endorsement on their driver's license, wear eye wear at all times and operate the motorcycle with the headlamp on at all times. If an individual operates a vehicle registered as a moped their only requirement is to have a valid driver's license.

Other registration problems occurred and were witnessed on campus when a Yamaha 100cc trail bike motorcycle was issued a moped registration plate by WIDOT. According to the statutory definition, a moped has an engine displacement of only 50cc or less. To complicate identification of these mopeds further mopeds are designed with dual seats and rear foot pegs, making it possible to carry passengers. However, Wisconsin statutory moped language only allows a "seat for the operator" and prohibits passengers. Mopeds with rear foot pegs and passenger seating can be registered either as mopeds or motorcycles. With these variances in mind, it is necessary for the police officer to be

educated on how to ascertain what type of vehicle they are contacting and what kind of operating license is required.

Previous attempts at data collection, increased police officer and citizen complaints of moped operator behavior, perceived increases in moped use, and overall safety concerns lead UWPD Officer Jean VanDenBogart and Officer Kristin Radtke (Central Campus Community Officer) to realize that moped issues had to be addressed on a much larger scale using a multi-pronged approach. The City of Madison was included in this effort because UW students traverse Madison to get from their living quarters off-campus to classes on campus. There are also many streets on campus under City jurisdiction.

In 2006, the two UWPD Officers identified key University and City officials to collaborate for a plan of action. In 2007 the Moped POP Project Committee was expanded to include more officials from the City of Madison. This Committee was guided by University policies, the Campus Master Plan, and City and University ordinances. The purpose of this Committee is to address changes to Wisconsin moped laws and City ordinances. This task will become the focus of the Committee in the near future. Committee members are listed below:

University representatives included:

- UWPD
- Transportation Services
- Housing
- Physical Plant and Grounds
- Facilities, Planning, and Management (FP&M)
- Safety Department
- Office of the Dean of Students
- Visitor and Information Programs

- Center for First Year Experience
- Legal Services
- Risk Management
- Athletic Department
- Student Representatives

City of Madison representatives included:

- Madison Police Department (MPD)
- Local moped dealers
- Dane County District Attorney's Office
- City of Madison Attorney
- Alderpersons.
- Pedestrian/Bike Coordinator
- Parking

Analysis

Beginning in March of 2006, the Moped POP Project Committee's first meetings were dedicated to brainstorming the issues relevant to mopeds. This initial list of ideas was categorized and prioritized with safety as the overall focus. Safety as the main goal affects moped operators, pedestrians, bicyclists and other motorists. Each problem with moped use fits under the umbrella of safety. Four areas identified by the Committed as needing to be addressed were:

1. Lack of education for moped operators, increased enforcement efforts, and developing communications with moped dealers in Madison.
2. The development of a behavioral culture of moped operators specific to the UW-Madison campus.
3. Moped operation regulations that are incompatible with campus facilities and future plans.
4. Lack of campus moped parking and administrative policies.

Members of the Committee reviewed a survey conducted in April of 2006 of all twelve 4-year UW campuses, all the Big Ten Universities, and 18 other universities chosen to participate by the Committee. The survey requested information on campus moped use and operator behavior. Of the 40 surveys mailed 25 were returned. These surveys provided valuable information on moped use on those campuses. The Committee discovered that the number of mopeds per student at the UW is greater than at any other university in Wisconsin or elsewhere in the US.

TOP REASONS FOR MOPED USE

High gasoline prices
Limited parking spaces on campus for other types of vehicles
Parking spaces located too far from buildings
Campus is too large to get around during short class period breaks
Mopeds are "cool" and simply convenient
Few other convenient transportation alternatives

SAMPLE CAMPUS MOPED REGULATIONS

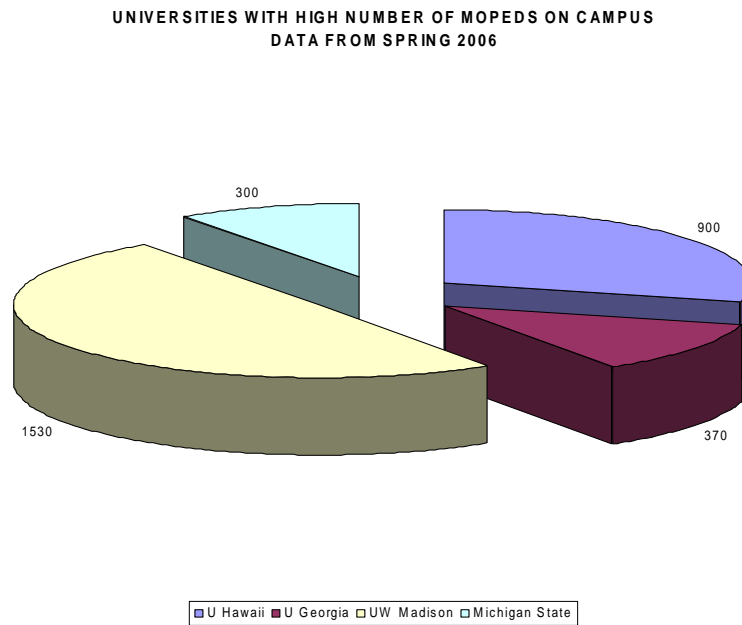
No operating on sidewalks
Moped registration
Driver license
Obey all traffic laws and signals
No passengers
Helmet use

ALLOWED PARKING LOCATIONS

Motorcycle parking stalls
Bicycle racks
Any motor vehicle parking stall
Designated moped parking stalls
Near bicycle racks
Anywhere not a safety hazard

Besides discovering that the UW has a greater number of mopeds operating on campus, the survey confirmed that the campus is unique with its moped culture. Only two other universities, University of Georgia and University of Hawaii, appear to share some of

UW's moped concerns. However, both of those universities are in states where warm weather is the norm and moped use is easier year-round. The UW, with its changing seasons, still leads the nation in the number of mopeds operating on its campus despite adverse weather conditions. The invasion of mopeds on campus and the development of a moped culture identify the UW as the leader in the nation regarding moped operations, safety, and regulation. With that distinction in mind, the UW takes its responsibility to other campuses and jurisdictions very seriously. Through this project new ideas presented here can hopefully guide others as they experience an increase in moped use.



Perhaps one of the most interesting observations taken from the survey was that each university identified different definitions for mopeds, reflecting both state statutes and local ordinances. The differences included engine size, maximum speed capabilities, and power source. Differences also extended to how mopeds are controlled on campus in

terms of parking, registration or license requirements, and operator safety equipment requirements.

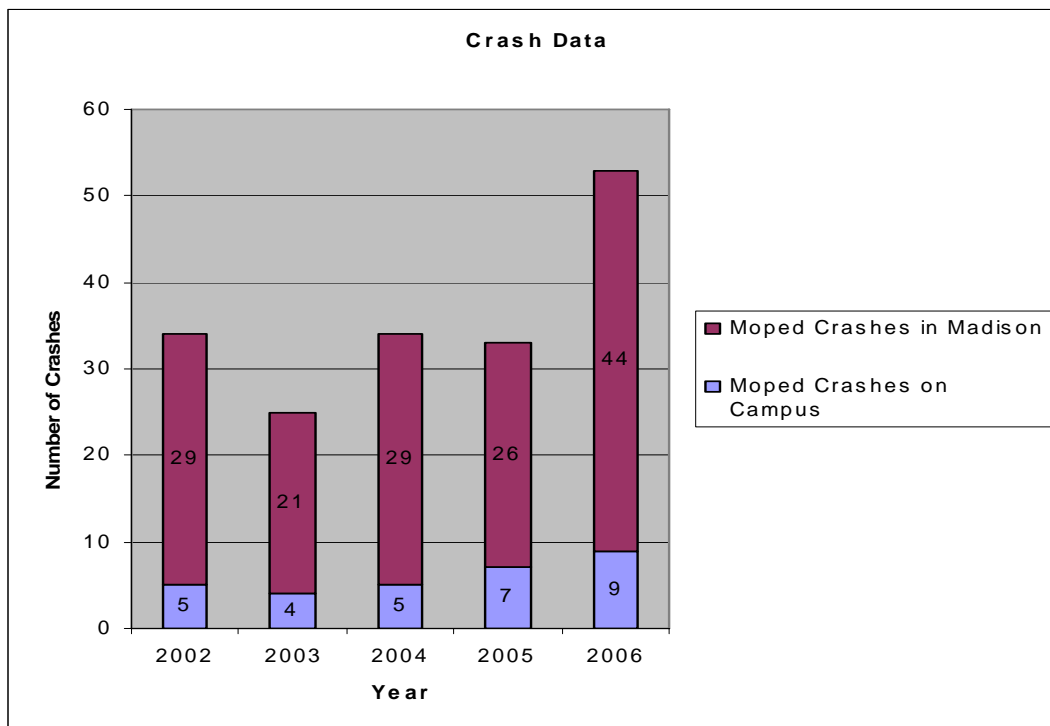
It appears the UW developed problems with mopeds partly because of the State's broad statutory definition of mopeds and the lack of moped-specific laws. Wisconsin laws are not consistent with changing moped designs. Mopeds and motorcycles are becoming indistinctive to one another. In Wisconsin, a moped is defined in ss.340.01(29m):

“‘Moped’ means any of the following motor vehicles capable of speeds of not more than 30 miles per hour with a 150-pound rider on a dry, level, hard surface with no wind, excluding a tractor, a power source as an integral part of the vehicle and a seat for the operator: (a) A bicycle-type vehicle with fully operative pedals for propulsion by human power and an engine certified by the manufacturer at not more than 130 cubic centimeters or an equivalent power unit; (b) A Type 1 motorcycle with an automatic transmission and an engine certified by the manufacturer at not more than 50 cubic centimeters or an equivalent power unit.” Key items that apply to motorcycles, but not mopeds include:

1. Headlamp lit at all times of operation
2. Eyewear on at all times of operation
3. Motorcycle endorsement on driver's license, which requires attending a special training course

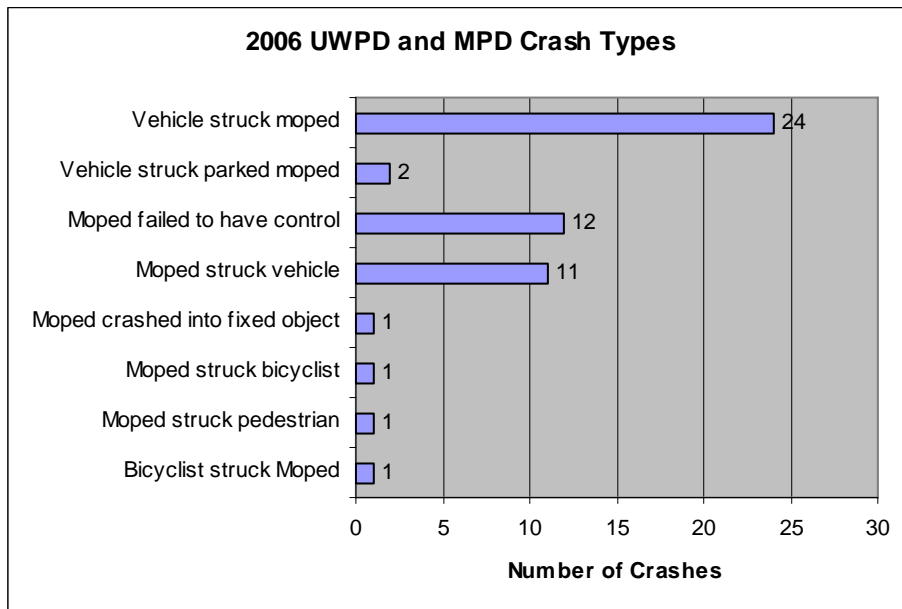
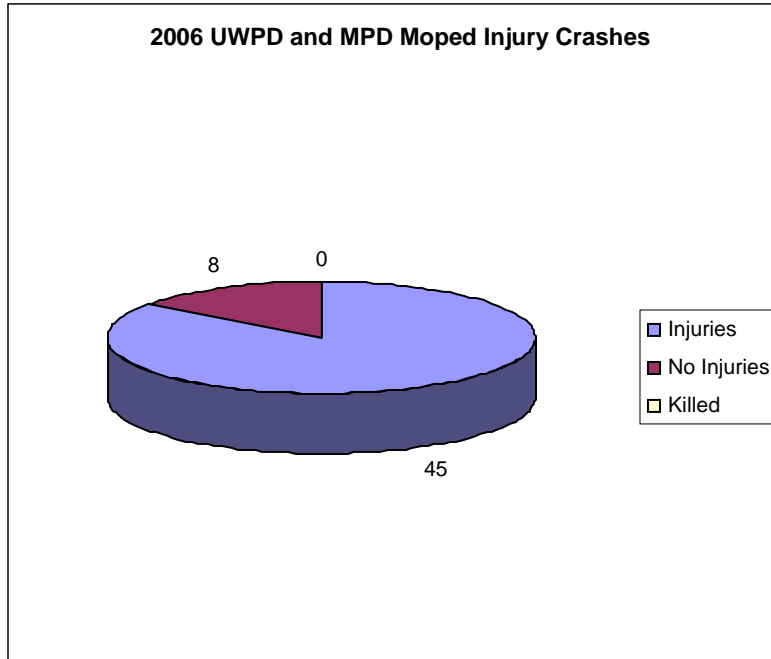
In order to exact change on campus the Committee felt that identifying initiatives related to moped operator behavior and campus policies would make an immediate positive effect on campus safety. The long term goal of promoting statutory change would be addressed as a goal of the project in the near future.

UWPD and MPD searched for moped crash and citation statistics. Gathering statistics proved to be a difficult task. Several factors interfered with obtaining accurate data: (1) Witnesses reported crashes but those involved left the scene; (2) UWPD statistics did not separate moped statistics from other motor vehicles; (3) Officers did not routinely enforce moped traffic violations; (4) Through community contacts we found crashes had happened, but if there was no injuries no one called the police. The chart below indicates that crashes involving mopeds increased substantially in 2006 on campus and in the City of Madison, due to the increase in the number of mopeds operated by students in the campus area.



Generally, the crash data showed mopeds were operated in an unsafe manner, such as losing control of their moped, colliding with bicyclists and pedestrians, or lack of

visibility by other vehicles. Of the 53 crashes in 2006 that involved mopeds 84.9% resulted in injuries (see charts below).



Analysis of all the information gathered during this project revealed the following facts:

1. The UW has the highest volume of mopeds per student population which has created a behavioral sub-culture (e.g. “a follow by example” philosophy).
2. Crash information from UWPD and MPD indicates crashes were a consequence of unsafe operating habits.
3. UW students and faculty complained about receiving inconsistent information about mopeds.
4. Specified campus parking spaces and policies for mopeds needed to be developed.

Response

Reflecting on the facts learned in the analysis phase four approach tactics were identified:

1. Establish a moped parking permit registration system, and identify and implement moped parking stalls and access ramps.
2. Develop a campus-wide moped educational brochure and a process for disseminating the information.
3. Develop a plan for consistent traffic and parking enforcement.
4. Enlist the assistance of campus departments and local moped dealers in educating moped customers about traffic laws, safety alternatives, and UW moped policies.

In response to these identified approach tactics, Transportation Services began creating a moped registration system and identifying moped parking areas. They were guided by the Campus Master Plan and Committee recommendations. A parking permit system was created by requiring moped operators to register mopeds on-line. To combat against mopeds being parked on the grass, on sidewalks, at bike racks, in front of buildings, and

at fire evacuation routes, specially marked moped parking stalls were designed. Mopeds that did not park in these areas or parked without a permit were subject to parking citations. To assist moped operators in gaining access to these stalls “curb cut-outs” (similar to handicap ramps) were put in to prevent mopeds from intermingling amongst pedestrian traffic. The “cut-out” curb was detailed with an iconic moped symbol instructing moped operators to use this ramp rather than using a handicap ramp.

The Committee created a campus-wide educational brochure, titled “UW-Madison Moped Rules and Parking Map” that provided consistent information on campus moped use. At the same time, the Committee created a mission statement and general policy statement to be incorporated into the brochure. The brochure was approved by the Committee and printed by Transportation Services. The brochure includes information about traffic laws and enforcement, safe moped operation, campus areas that do not allow moped use, registration and parking on campus, and general advice on safety equipment (see attachment for a copy of the brochure). All stakeholders represented on the Committee were provided with copies of the brochure to display and distribute to their respective audiences. They were distributed throughout the campus by all Committee members.

Special educational efforts were undertaken by the Athletic Department, Visitor and Information Programs, and local moped dealers, to name just a few:

- The Committee’s representative from the Athletic Department met with senior staff at the Athletic Department and the Student Athlete Advisory Council (SAAC) to discuss

different options which would support moped safety. The Athletic Department is implementing a mandatory moped safety program which student athletes would need to attend before getting a free moped parking permit. The Athletic Department will also encourage coaches to implement a moped helmet/eyewear policy for their teams.

- Visitor and Information Programs will utilize their new Parent Program to get information about mopeds disseminated to parents.
- The Center for First Year Experience, through the SOAR (Student Orientation Registration and Advising) office, holds a Resource Fair each day during the summer where educational information is provided to potential moped users. Parents are incorporated into the SOAR program as well.
- Officer Radtke worked with local moped dealers. To further encourage safety, dealers designed and printed helmet discount coupons and handed out pamphlets.

With parking permits, parking stalls, and the campus wide brochure in place, the Committee requested more strict enforcement of moped violations by UWPD and Transportation Services. In order for the UWPD to comprehensively approach moped enforcement it was necessary to enlist the support of UWPD leadership. Only through management support could the police department consistently conduct enforcement. UWPD leadership supported the campus wide moped effort and officers were asked to enforce more moped traffic violations. Transportation Services increased parking enforcement efforts by hiring two part-time officers who would focus on moped parking violations.

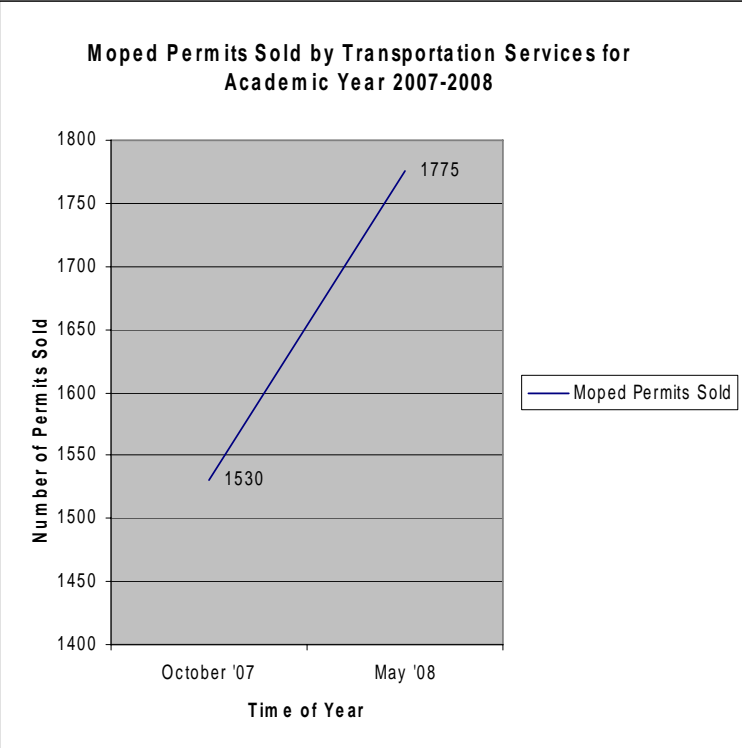
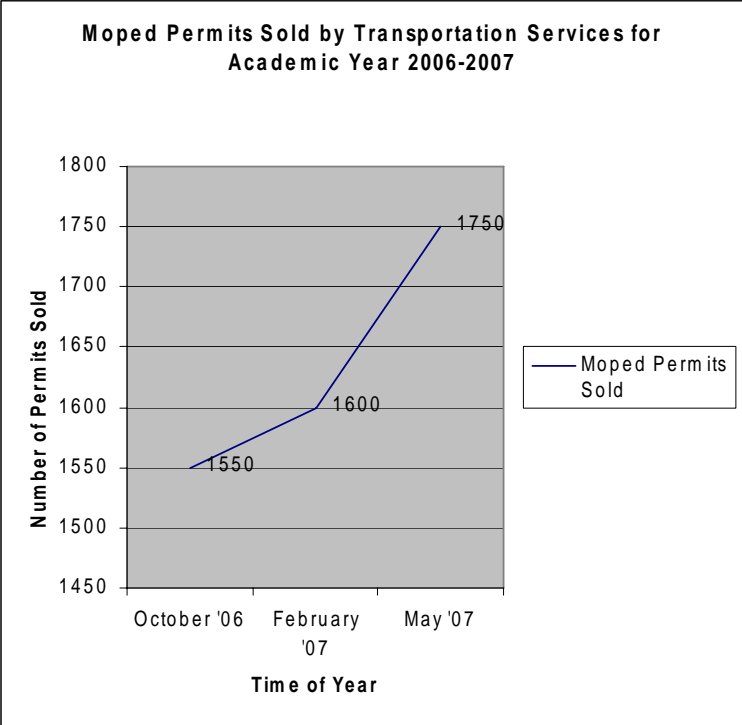
The volume of mopeds on campus was also influenced by bus routes and other available night-time transportation services. Bus routes and night-time services were changed to provide for quicker travel around campus to promote alternatives to mopeds.

To keep information regarding moped issues/concerns and complaints consistent, questions were directed primarily to UWPD Officers Radtke and VanDenBogart. The Committee would be consulted on these concerns when appropriate.

Assessment

Through scanning, analysis, and response, four major foci became easily identifiable and the Committee addressed them as four short-term initiatives. All of these initiatives have been met and continue to be monitored and modified.

Initiative1: A moped parking permit registration system was activated. Moped parking stall areas on campus were identified and implemented, moped parking stall access ramps were installed, and signage was placed in these areas. Permit sale results are shown in the graphs below:



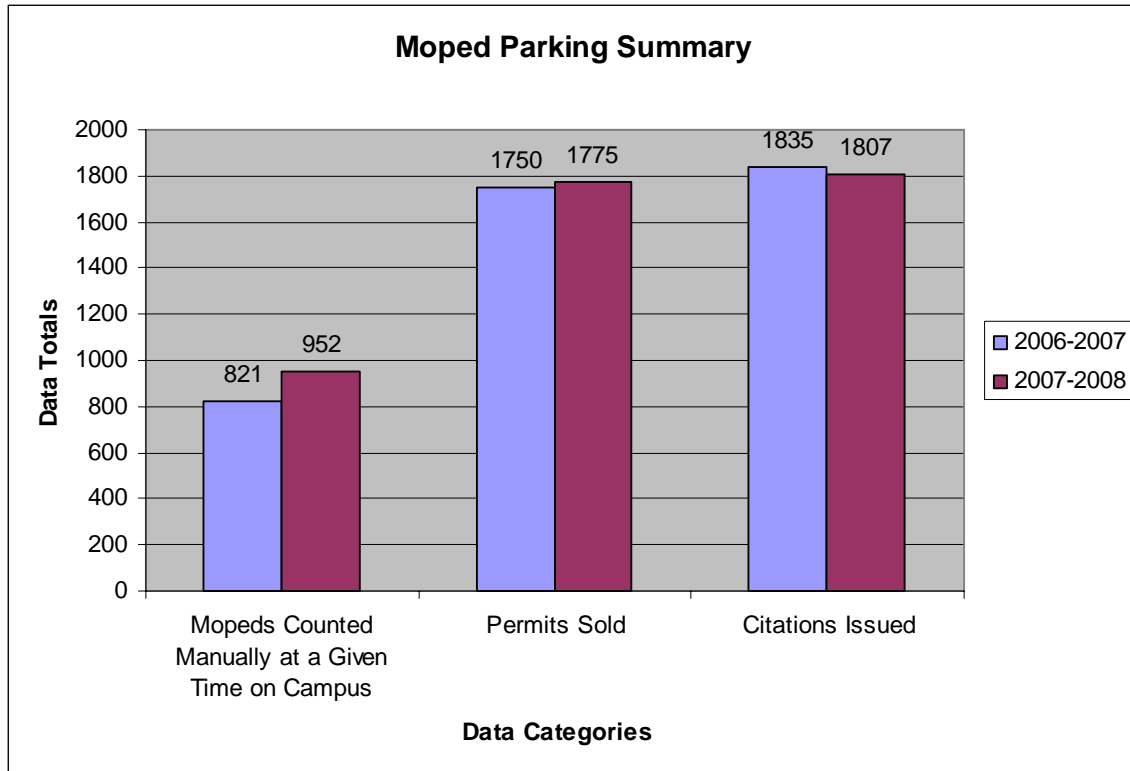
Result: The creation of parking stalls and curb cut-outs decreased moped/pedestrian conflict. It has succeeded in forcing moped operators to use parking stalls. It has also caused the UW to include moped parking into all new campus plans.

Initiative 2: The creation of a campus-wide educational moped brochure and a process disseminating the information was developed. The first brochure was developed for the 2006-2007 academic year and then modified for the 2007-2008 academic year. The 2008-2009 brochure had only few changes which were made to reflect the current status of mopeds on campus.

Result: This pamphlet has provided for a consistent educational message throughout campus. Parents have become more involved in how their student operates a moped and what safety equipment is utilized by them.

Initiative 3: UWPD and Transportation Services were asked to consistently enforce traffic and parking violations.

Result: Since UWPD officers have actively conducted moped traffic stops, fewer traffic violations are occurring. Transportation Services added two part-time parking officers specifically hired to focus on moped parking creating an avenue for more consistent enforcement. See charts below for parking statistics.



% increase in number of permits sold from 2006 - 2007 to 2007- 2008	1.4%
% decrease in number of citations issued from 2006- 2007 to 2007- 2008	1.5%

Initiative 4: UWPD continues to work with local moped dealers who help educate moped owners about traffic laws, safety equipment, and UW moped policies.

Result: Local dealers have consistently distributed brochures and offered coupons for helmets. This has resulted in more operators using helmets and/or eyewear.

The Committee completed its initiatives and is now focusing on the long-term. The Committee has identified two specific long term initiatives. The first is to change state statutes to mandate moped operator eyewear and require moped headlamp use at all times. This would make moped and motorcycle requirements the same under State law. The second initiative is to effect change in city parking ordinances through state statutes.

This type of legislative change would allow Madison to make its moped parking regulations similar to those of the UW. The Committee currently is in the process of preparing two draft proposals reference eyewear/headlamp use and parking. Both drafts will be presented to legislative lobbyists.

Safe moped operation efforts continue at the UW. Changes already completed include campus parking improvements, increased traffic and parking enforcement, enhanced cooperation with local authorities, and a new consistency in education regarding mopeds. The moped “culture” on campus has been allowed to grow over the last 15 years. The UW has been, by the sheer number of mopeds on its campus, thrust into the leadership role of learning about mopeds, operators and how best to accommodate their needs while ensuring overall campus safety. With current high gas prices the use of mopeds across the country will increase. Hopefully, the lessons learned at the University of Wisconsin-Madison can be shared with other campuses and local authorities to help guide them as they begin to experience increased moped use.

Agency and Officer Information

Project Moped Invasion was initiated by a UWPD patrol officer and UWPD community officer. A few UWPD managers have attended UW Law School Professor Michael Scott's two week course on Problem Oriented Policing (POP). In the summer of 2006 UWPD officers had a half-day of training by Professor Michael Scott during a UWPD in-service. Several POP Projects have been conducted at all levels of the UWPD. The POP Center website and past training were tools utilized in working on this on-going project. The two UWPD officers presenting this project have also engaged in other POP Projects including:

- UW Arboretum project
- Bar time disturbances in Parking Lots 3, 46, and 83
- Lower Campus Homeless Project
- Badger Watch

UWPD POP projects are completed with no expectation of additional compensation. Officers involved in projects manage their day to accomplish project objectives. Officers however are allowed overtime for meetings and project preparation. University personnel were utilized throughout the campus to make this project possible. Transportation Services and UWPD were the main financial contributors to the project. The UWPD awarded Chief's awards to all Committee members at the Annual Police Awards Ceremony in 2008 to show appreciation of all the hard work they put into this project.

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University of Wisconsin – Madison

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Associate Vice Chancellor

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Emergency 911

MEMO

Date: May 29, 2008

To: 2008 Herman Goldstein Award for Excellence in Problem Oriented Policing Selection Committee

From: Susan Riseling, Chief/Associate Vice Chancellor

Subject: Award Nomination

A handwritten signature in black ink, appearing to read "Susan Riseling", is written over the "From:" line of the memo.

Please accept this as a formal nomination of the "Moped Project Invasion" for the 2008 Herman Goldstein Award for Excellence in Problem Oriented Policing.

Police Officers Kristin Radtke and Jean VanDenBogart have coordinated and led a team to develop this project.

It is with great pleasure that I nominate this project.