

New Patrol Bike for MPD - For Immediate Release
May 24, 2017

Photo Caption: Representatives from the DDC and Hilltop Bicycles present the Madison Police Department with a new Patrol Bike. (Pictured L to R): Hilltop Co-Owner/Business Manager Sam Cooper, DDC Commissioner Sue Whitehorn, DDC Volunteer Michael Pellessier, Borough Council Member/DDC Liaison Maureen Byrne, Hilltop Co-Owner Tom Dunn, MPD Cpl. Luis Goncalves, DDC Commissioner Mark Fabyanski, MPD Ptl. Chris Burans, DDC Commissioner John Hoover, Hilltop Shop Manager/Technician Paul Milonas and Mayor Bob Conley.

Madison, NJ - Community partnerships are very much a part of the culture of Madison. In late April of this year a brand new state of the art Patrol Bike was donated to the Madison Police Department through a partnership between the Madison Downtown Development Commission (DDC) and Hilltop Bicycles (Hb).

On the first Saturday of October, the Madison Downtown Development Commission (DDC) holds its annual street festival, **Bottle Hill Day**. This event is organized by the DDC but supported by the Mayor and Council and Borough employees. The Department of Public Works takes care of the event clean-up and the Madison Police Department (MPD) provides security for the event. The security coverage includes deployment of the Bicycle Patrol Unit. Late last fall, through discussion with Lt. Joseph Longo, it came to the DDC's attention that MPD's Bicycle Patrol Unit would benefit by the purchase of an additional bike.

The Bicycle Patrol Unit is based on a Community-Partnership philosophy which focuses on a visible deterrent to crime, proactive in enforcement endeavors, and an approachable source of assistance and information for citizens and business owners in the downtown area. Chair Mike Kopas noted, "The DDC works extremely hard to bring people downtown through events like Bottle Hill Day and the Farmers Market. The purchase of this patrol bike is another example of how the DDC works to support the community. With this purchase, we can help to provide the MPD with another tool to improve their ability to cover these events and increase their visibility."

After learning about the need for an additional bicycle, the DDC approached Hilltop Bicycles. Founded in 2012, Hilltop Bicycles is a Summit, NJ based bicycle retailer with three locations including the flagship store in Madison located at 14 Kings Road. Hilltop provides sales and service of children's bikes to high performance bicycles and sell bicycle components and related products. Tom Dunn of Hilltop shared, "We believe that cycling changes people's lives and are here to assist all users in addressing their specific needs towards that ideal. So whether you're new to cycling or have logged thousands of miles under your belt, we are here for you."

The new Patrol Bike is a Giant Quick-E is a state-of-the-art urban mobility transit bike with a top speed of 28 mph. It is equipped with a powerful Yamaha motor that produces 80 Nm of torque making it easier to ride faster and farther. Hilltop equipped this bike with the Serfas TSL-Police 1400 lumens strobe emergency lights, a rear rack for much needed gear hauling, and a specialized helmet with customized Police lettering. The total package would retail for \$3,520.

After Mayor Conley had the opportunity to take the bike for a test spin, he said, "It made me think what a great way it will be to support community policing. It brings the police officer much closer to the residents they support and protect. And on events like May Day, Bottle Hill Day or our parades, there is not a better way to get around than a bicycle. It was great to see the DDC working with Hilltop to provide the bicycle to the Madison Police Department. Everyone can now look forward to seeing an officer bicycling through their neighborhood."

Madison Police Chief Dachisen added, "I would like to thank the generosity of the Madison Downtown Development Commission and Hilltop Bicycles for the donation of the police bicycle. Our bicycle unit makes it easier for our citizens to interact with our officers and affords us increased mobility along with our long history of foot patrol in the downtown area."

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