



2012 City Management Plan

Introduction

Accountability to both the Whitewater Common Council and the citizens of Whitewater is an important value to the management team leading the City of Whitewater. As city staff, we strive to be ever responsive and responsible to the Whitewater Community. The City as an organization is continually working to improve the services and programs that we provide.

In the 2012 Management Plan, the various departments and agencies of the City will set forward objectives to be accomplished during the course of the past year. These objectives are set as part of the annual budget-making process addressing the eight strategic points contained in the Whitewater Next! Strategic Plan adopted by the Common Council in December, 2005. Further, these objectives serve as a method of measuring how well our Whitewater City Government is performing.

Kevin M. Brunner
City Manager
March 20, 2012

City Values, Vision, and Mission

Values

Our City

- We value history and culture.
- We support the wise and creative use of our financial, human and natural resources.
- We promote a high quality of life and place – commerce, education, housing, safe environment and sustainable growth.
- We embrace a spirit of teamwork, cooperation, collaboration, open communication and citizen involvement.
- We are a friendly, caring, diverse community.

Our Organization

- We work as a team to accomplish our mission and goals through open and honest communication, close coordination and collaboration between departments and recognition of community needs and expectations.
- We promote pride and ownership in our municipal organization and in the Whitewater community.

Each Other

- We are committed to professionalism.
- We are fully accountable to the citizens we serve and to each other.
- We are committed to the highest level of professional standards by recruiting and developing highly trained, skilled, and motivated employees.
- We are positive in our relationships and promote a positive attitude.
- We truly believe that each member of the City staff and all elected and appointed members of the Common Council, Boards and Commissions can make significant contributions.

Vision

Building upon our rich history, we will continue to be a welcoming, safe, and dynamic community. We will embrace the cultural and educational opportunities that the presence of a thriving university and an increasingly diverse population offers.

We will seek to continually improve and make Whitewater strong by fostering public trust and confidence in our government. We will encourage a community characterized by a spirit of openness and fairness that encourages individuals to participate publicly and prosper personally. We will maintain a high quality of life through careful stewardship of all our many resources.

Mission

The City of Whitewater provides efficient and high quality services which support living, learning, playing and working in an exceptional community.

Whitewater's Performance & City Growth

As an organization, the City of Whitewater is continually working to improve the delivery of municipal services. Over time, this task has become increasingly difficult due to increases in service demand coupled with reductions in financial resources. Now more than ever, the need to more effectively measure the performance of City operations has become clear.

This year, in conjunction with the strategic plan update, the City will be identifying ways to more effectively measure performance within City departments and programs. To that end, the format of the 2012 Management Plan has been modified in order to include more statistical information. Each section highlights the objectives for a specific department in 2012 and includes information on the General Fund monies budgeted for department operations. Where possible, data on performance indicators is also provided.

| 15 Yr. Change in Whitewater's Full-Time Equivalent Positions | | | |
|---|-------------|-------------|-----------------|
| City Service Areas | 1996 | 2011 | % Change |
| General Services | 28.79 | 29.35 | 2% |
| Police | 33.85 | 36.00 | 6% |
| Public Works | 25.55 | 24.88 | -3% |
| Total FTEs | 88.19 | 90.23 | 2% |
| City Growth | | | |
| Population | 13,264 | 14,622 | 10% |
| Area in Square Miles | 5.80 | 9.03 | 56% |
| Property Value (in thousands) | \$246,044 | \$620,952 | 152% |

Staff levels increased by 2% over the last 15 years, while demand indicators have experienced greater increases.

Community Development Authority

| | |
|---------------------------------------|------------------|
| <i>General Fund Impact in 2012</i> | <i>\$126,493</i> |
| <i>Human Resources (FTE) for 2012</i> | <i>1.00</i> |

CDA Objectives

1. Recruit/Select new CDA Director by May 1st.
2. Develop long-term CDA financing plan by April 1st.
3. Develop/construct spec building in Whitewater Business Park with private partner(s) by November 1st.
4. Negotiate/implement long-term MOU between City, CDA and University Technology Park by February 1st.
5. Develop alternative development strategies for the East Towne Market site.
6. Complete reorganization of CDA (and possible move of CDA office) by May 1st (reflect changes in Chapter 2.48 of Municipal Code).
7. Conduct a minimum of 20 business retention visits during year.
8. Recruit at least one new firm to Business Park or Technology Park during year.
9. Complete community marketing plan with other community partners (including Technology Park Board) by May 1st.



Technology Park Innovation Center



Innovation Center Lobby

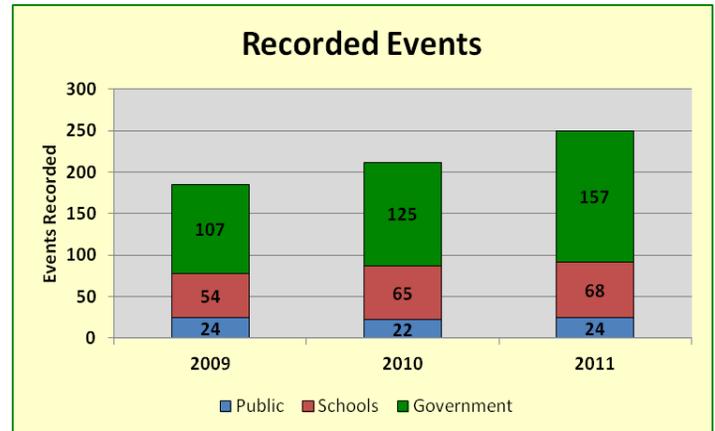
10. Complete Historic Train Depot restoration project by September 1st.
11. Assist with community retail recruitment/development where necessary and appropriate with other community partners.
12. Continue to assist with the development and promotion of the Whitewater Buy Local program.

Community TV & Media Services

| | |
|--------------------------------|--------|
| General Fund Impact in 2012 | \$0.00 |
| Human Resources (FTE) for 2012 | 1.75 |

Media Services Objectives

1. Teach Quarterly Digital Storytellers Classes with the public.
2. Create web-based interactive map of Whitewater linked to digital storytelling projects, and historic places.
3. Update video community information bulletins and public service announcements as they relate to city services.
4. Stream public meetings.
5. Maintain filmed community-wide events (target of 220 events).
6. Work on Whitewater branding project with University of Wisconsin-Whitewater and Whitewater Unified School District. Develop at least two videos during the year.
7. Based upon cable funding projections, produce strategic plan for Community TV/Media by June 30th.

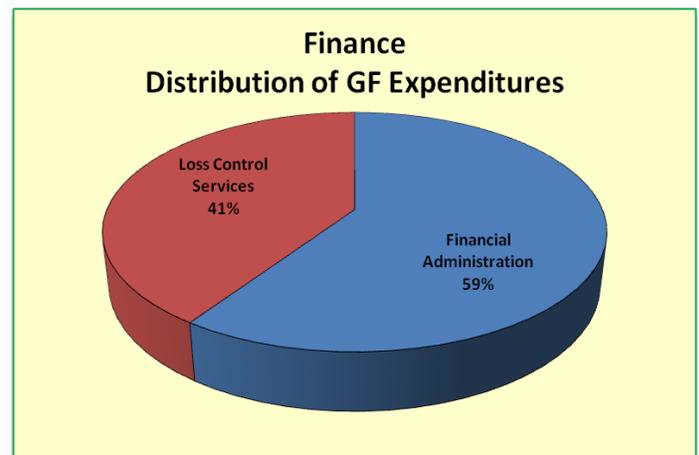


Finance

| | |
|--------------------------------|-----------|
| General Fund Impact in 2012 | \$292,484 |
| Human Resources (FTE) for 2012 | 4.50 |

Finance Objectives

1. Complete audit by April 15th. Implement GASB S4 (Fund Balance) as part of audit process. Presentation to Common Council in May.
2. Train and cross train employees within the finance function (Complete specialized CIVIC training for Finance personnel).
3. Streamline ambulance billing process.
4. Re-design/simplify the budget document for 2013
5. Complete simple audit for all federal money received in 2011.



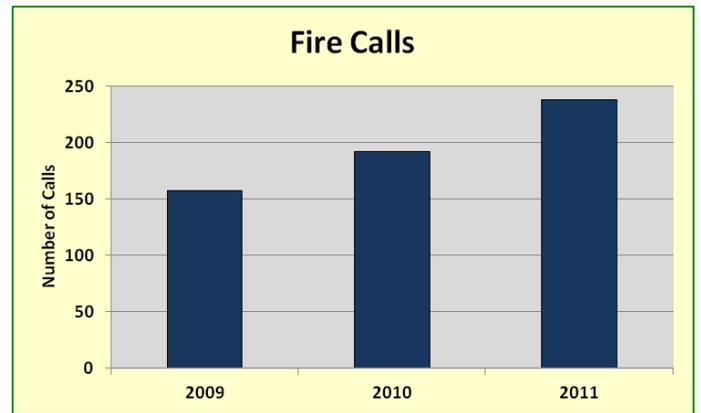
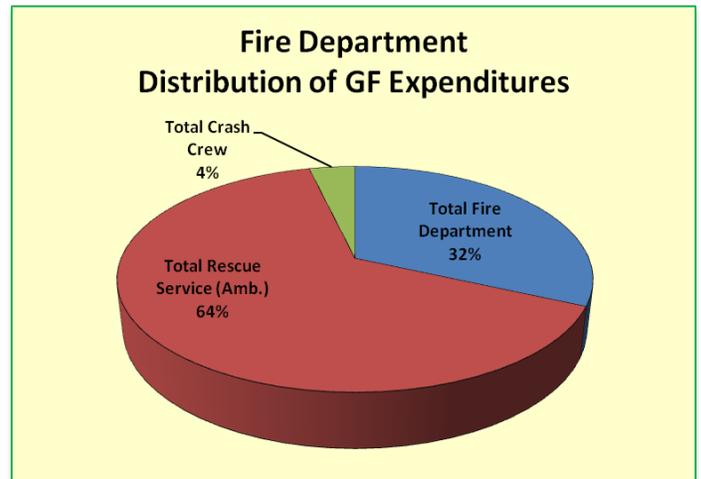
Fire/EMS

| | |
|---------------------------------|-----------|
| General Fund Impact in 2012 | \$555,368 |
| Human Resources (FTE) for 2012* | 0.00 |

*All Firefighters and EMTs are volunteer and Paid-on-Call.

Fire/EMS Objectives

1. The department continues to develop and implement safety and training policies and procedures in an effort to make 2012 as safe as possible with hopefully no injuries to any of our members.
2. Continued development and implementation of the (RIT) Rapid Intervention Team.
3. Continue to expand the KNOX Box program to all businesses and apartment buildings.
4. Study alternatives and begin planning for the expansion of the existing fire station or the construction of a new fire station by September 1st.
5. Retain existing members and recruit new members for Fire and Rescue.
6. Complete narrowbanding radio communications system upgrades by October 1st.



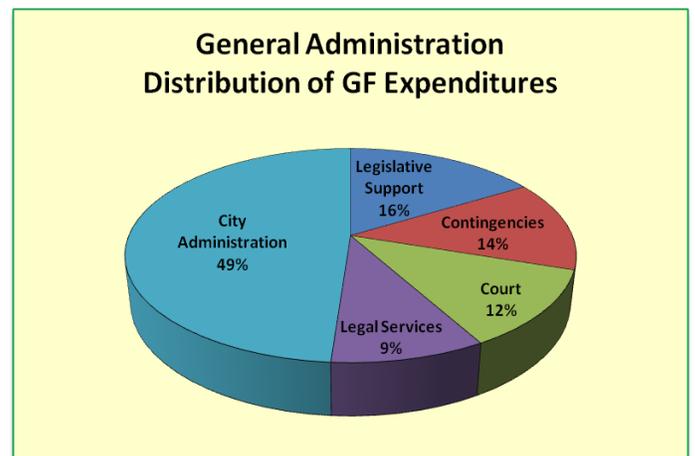
| 2011 Calls | |
|--------------|------|
| Fire Calls | 238 |
| Rescue Calls | 1326 |
| Crash Calls | 84 |

General Administration

| | |
|--------------------------------|-----------|
| General Fund Impact in 2012 | \$724,562 |
| Human Resources (FTE) for 2012 | 7.00 |

City Manager Objectives

1. Develop with City Council an update to the City of Whitewater Next! Strategic Plan by October 1.
2. Complete all TIF and CIP Projects on time and within budget.
3. Foster/Negotiate at least two Development Agreements (targets Whitewater Business Park and TID District #6).
4. With Downtown Whitewater Inc. Economic Restructuring Committee reduce downtown Whitewater commercial space vacancy rate by 10%.



5. With CDA and University Technology Park Board, develop Business Park/Technology Park Marketing materials during first quarter.
6. Continue to develop collaborative community partnerships to foster community betterment enhancement particularly with Downtown Whitewater Inc., Whitewater Arts Alliance and Whitewater Chamber of Commerce.
7. With Fire/EMS, finalize plans for firehouse expansion and/or relocation by September 1st.
8. With CDA, facilitate formation of housing sub-committee to address foreclosed and abandoned properties in the city as well as to develop long term housing strategies by July 1.
9. Continue work with Neighborhood Associations/Groups to improve city neighborhoods.
10. Develop and implement a practical performance measurement and management system for city departments, and draft a performance report to be published as a standalone document or as part of the 2013 budget.
11. Continue to develop Energy Independent Plan projects including LED street and parking lot lighting and municipal building improvements.

Assistant to the City Manager Objectives

1. Facilitate supervisory training opportunities for City staff to address new responsibilities resulting from labor law changes.
2. Establish an employee task force to evaluate potential health and wellness programs for City employees by April 30th.
3. Transition to CVMIC in early January; develop 3 year City safety training program by April 1st. Begin implementation.
4. Reestablish Cable TV as Media Services to better represent the broadening array of media used by the department to connect with the community. Develop strategic plan for Cable TV/Media Services for next 3–5 year period by June 30th.
5. Complete Depot Restoration Project by July 1st.
6. Implement fully on-line City employment application process by July 1st.

City Clerk Objectives

1. Ensure City compliance with all election laws and implement new Voter ID law by February.
2. Complete two training sessions for Special Registration Deputies for Presidential Primary and Presidential Election by April 1st and November 1st.
3. Complete at least two general elections by November 1st.
4. In light of new election districts and new Voter ID law, seek volunteers who will work at the polls and direct voters to their correct voting station by November 1st (applies to Presidential Election only).
5. Assuming approved by Council, implement paperless council agenda system for Council.
6. Update City Clerk webpage by June 1st.

Information Technology

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|---------------------------------------|------------------|
| <i>General Fund Impact in 2012</i> | <i>\$131,221</i> |
| <i>Human Resources (FTE) for 2012</i> | <i>1.00</i> |

IT Objectives

1. Install public information kiosk in City Hall. Citizens will be able to register for activities/events, and view city information. First quarter.
2. Implement digital agendas into PFC, Council, Park/Rec., Plan Commission and CDA meetings. First quarter.
3. Remove and shut down all ci.whitewater.wi.us external references (email, domains, etc.). First quarter.
4. Replace the 5 existing machines scheduled for replacement – Streets (x2), Neighborhood Services, City Engineer and Buildings. Second quarter.
5. Begin initial Windows 7 environment migrations into network. Second quarter.
6. Upgrade two-domain Controller to Server 2008 environment. Second quarter.
7. Implement/Support voting changes/modifications as needed by City Clerk (IE-small/mobile wireless network/LAN for voter registrations). Second quarter.
8. Migrate internal domain from ci.whitewater.wi.us to whitewater-wi.gov domain only. Third quarter.
9. Upgrade email Server to Server 2008 and Exchange 2010. Also, install new hard drives into Exchange Server. Third quarter.
10. Implement open source asset management system. Initially start with IT, and then evaluate other areas. Fourth quarter.
11. Upgrade/Replace all meeting room computers. Fourth quarter.
12. Hardware upgrades to Police Department, Administration, and Neighborhood Services computers. Fourth quarter.

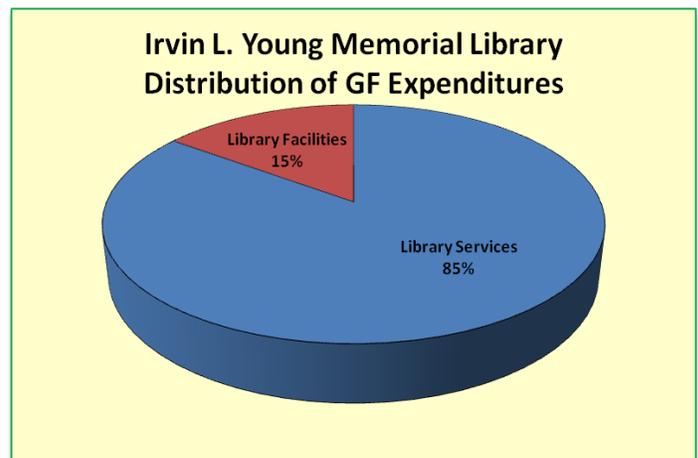


Irvin L. Young Memorial Library

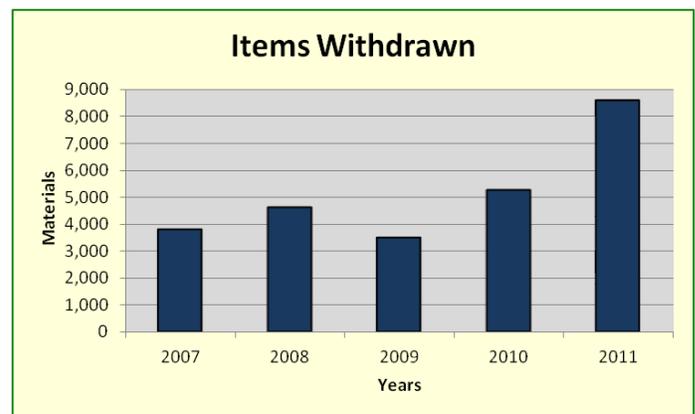
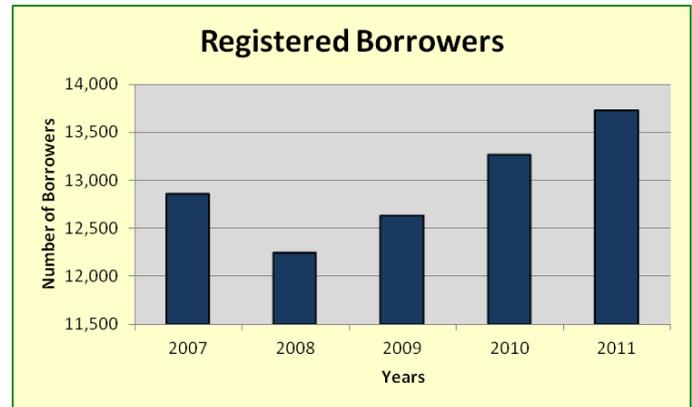
| | |
|---------------------------------------|-----------|
| <i>General Fund Impact in 2012</i> | \$552,508 |
| <i>Human Resources (FTE) for 2012</i> | 7.86 |

Library Objectives

1. Continue progress on library addition building project.
 - a. Complete a revised space needs assessment and building program by the end of the year.
2. Increase community awareness and use of library resources.
 - a. Assign Technical Assistant to create and maintain a public relations/marketing program for every library event at the beginning of the year.



- b. The Assistant Director and Youth Services Librarian will provide monthly reports on their activities to the Library Board of Trustees, which will be included in the official minutes for publication at the beginning of the year.
3. Provide a high-quality library staff.
 - a. A Technical Assistant will be enrolled in the online cataloging course through the UW-Madison School of Library and Information Science during the spring semester.
4. Increase library programming for all ages, particularly adults.
 - a. Have a Family Gaming Event ~ Scheduled for January 21, 2012.
 - b. Have a Host a Murder Party to kick off a new adult mystery book club~ Planned for February 29, 2012.
 - c. Solicit recipes from staff, community members, and authors for a library cookbook to be ready for sale in November, proceeds going toward the library building project ~ In progress. Letters to authors have been mailed and a few have been received.
 - d. Create podcasts of story time to post on the website by the end of the year
5. Increase usability of existing library space.
 - a. Research eliminating the use of Dewey in the library, replacing it with BISAC headings and shelving by the end of the year.
 - b. Rearrange the reference desk area to provide additional seating and move the reference desk closer to the circulation desk for increased patron support by the end of the year.

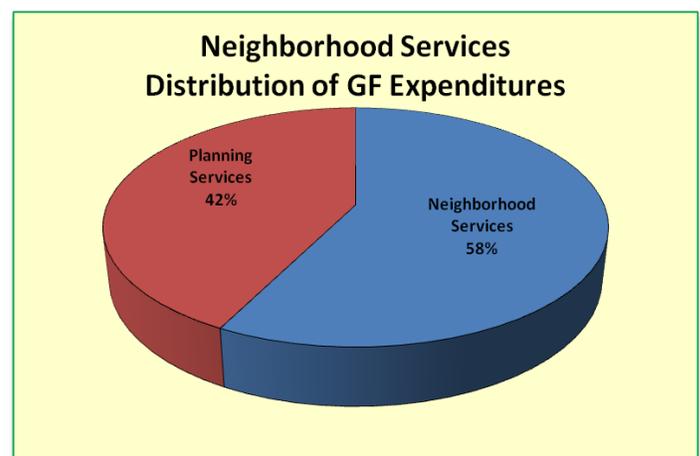


Neighborhood Services

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|--------------------------------|-----------|
| General Fund Impact in 2012 | \$238,927 |
| Human Resources (FTE) for 2012 | 2.50 |

Neighborhood Services Objectives

1. Make substantial progress on Zoning Rewrite Project and meet all established Public Participation objectives by end of year.
2. Transition more current planning from contract planning firm to City staff (measured by reduction in contract expenses).
3. Implement new contract for inspection services based upon results of RFP process by January 31st.



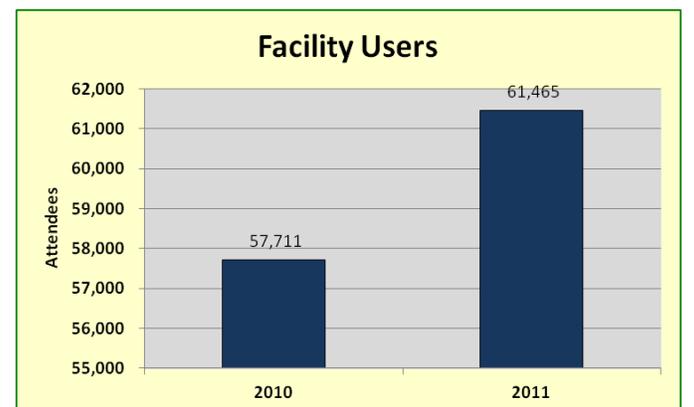
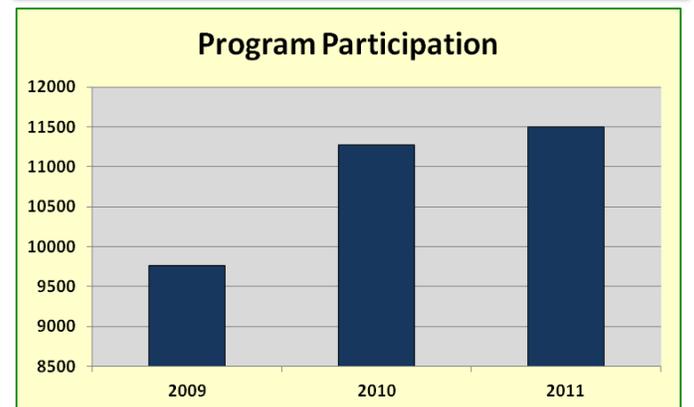
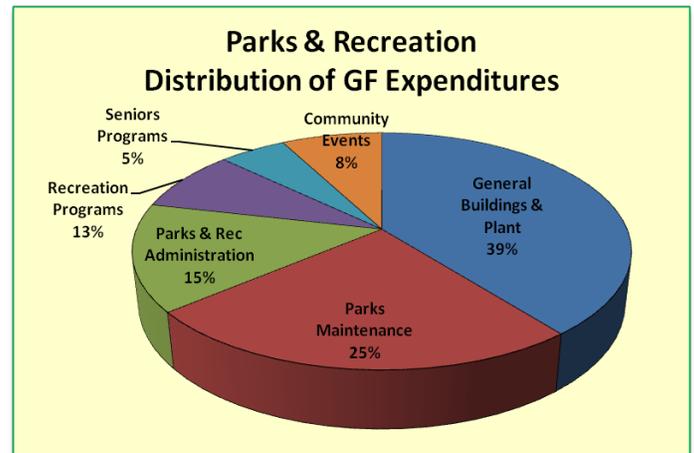
4. Complete interactive mapping and post on-line with all current base layers loaded by March 1st.
5. Develop GIS Implementation Plan (development of additional layers) by July 1st.
6. Assist Parks and Recreation Department with development of City Pedestrian and Bicycle Master Plan.
7. Continue necessary work on distressed housing initiative and take action where necessary.
8. Update searchable database of all Plan Commission cases/decisions by end of year.
9. Develop plan for scanning of all development as/built plans and then list to City GIS by April 1st.
10. Implement cross training of all CSO's and NSO to reduce duplication of code enforcement effects by Police and Neighborhood Services.

Parks & Recreation

| | |
|--------------------------------|-------------|
| General Fund Impact in 2012 | \$1,232,018 |
| Human Resources (FTE) for 2012 | 4.78 |

Parks & Recreation Objectives

1. Review implementation and capabilities of in-house facility maintenance through new work order system to determine janitorial contract needs by the 2013 budget discussions.
2. Expand wellness/fitness offerings through a combination of new recreation programs (minimum of 4) and through expanded involvement with W3 by December 1, 2012.
3. Continue to offer assistance to local youth sport organizations in a manner that is beneficial to the City and organizations.
4. Expand art programs offered to include expanded use of ceramics studio in Downtown Armory by all ages by October 1, 2012.
5. Develop and implement a contractual recreation program provider policy by June 1, 2012.
6. Complete bicycle and pedestrian master plan by September 1, 2012.
7. Complete all park improvement projects on time with within budget.
8. Increase usage of volunteers and attract boomers by developing key volunteer positions which tap into their wisdom and experience to enhance the offerings of Seniors in the Park or the City of Whitewater by August 1, 2012.
9. Continue to embrace and explore sustainable practices in all areas of operation and implement a minimum of 2 sustainable and/or energy efficiency projects by December 1, 2012.
10. Continue progress on Field of Dreams project with a 2012 ground breaking.

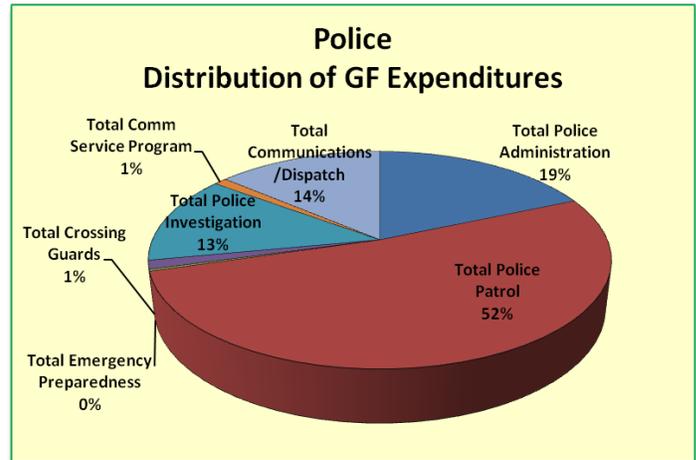


Police

| | |
|--------------------------------|-------------|
| General Fund Impact in 2012 | \$3,201,129 |
| Human Resources (FTE) for 2012 | 34.00 |

Police Goals & Objectives

1. To Ensure Our Status as an Accredited Law Enforcement Agency.
2. Transition to Narrowbanding.
3. Increase Agency Crime Prevention Initiatives.
4. Complete a Five Year Strategic Plan.
5. Update the Mission Statement and Values.
6. Collaborate with the University and Drug Units to Enhance Drug Awareness.
7. Reorganization of Agency.
8. Increase Bike Patrol Personnel.
9. Dedicate Personnel for Enforcement of Traffic, Alcohol and Drug Influenced Violations.
10. To Accomplish Annual Patrol/Team Objectives



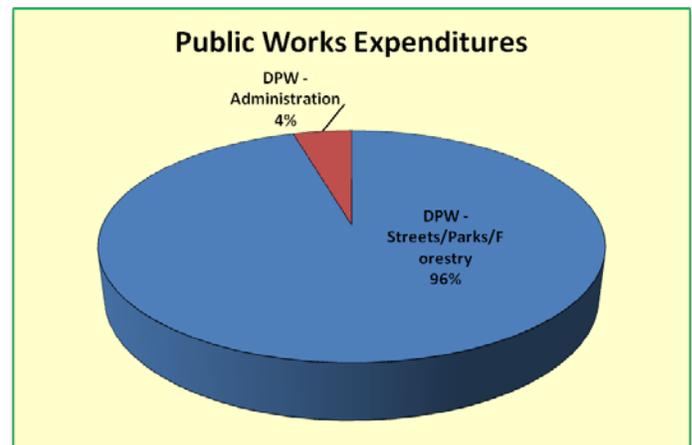
****See Police Department Report at the end of this document for further details.**

Public Works

| | |
|--------------------------------|-----------|
| General Fund Impact in 2012 | \$956,576 |
| Human Resources (FTE) for 2012 | 22.87 |

Streets, Parks & Forestry Division

1. Street Repair Fund monies (\$185,000) will be committed to street maintenance and repair as identified by the PASER street rating program plus the sidewalk program will be funded from the SRF. Targeted areas include street resurfacing (Main to Starin); crack filling of all PASER streets rated 7 through 10; sealcoating to be determined.
2. Implement a sidewalk repair and replacement program (part of street repair program).
3. Complete the update of all sign replacements to meet the reflectivity standards required to be completed by 2013.
4. Complete the replacement/updating of all City wayfinding signs by April 1st.
5. Complete major street-utility reconstruction projects on time and within budget. East Milwaukee Street to be completed by October 15th and Prince Street by September 1st.
6. Develop in collaboration with UW-Whitewater an on street parking fee system on Prince and Prairie Streets (Main Street to Starin Road) for implementation by September 1st.



*Expenditures for City Utilities are accounted for in utility funds.

Wastewater Division

1. Operate and maintain the Wastewater Treatment Plant facility in a manner consistent with the requirements in the WPDES (Wisconsin Pollution Discharge Elimination system) permit. Maintain 4.0 rating.
2. Continue to improve upon our tracking of infrastructure needs and prioritization methods via televising, manhole inspections, and use of GIS mapping (as measured by lineal feet of sanitary sewer mains cleaned, televised, inspected, etc. through GIS).
3. Complete the biogas boiler system project by April 30th.
4. Facilitate the acceptance of high strength waste at the utility to help offset natural gas costs at the utility (meet revenue targets contained in feasibility study for first year).
5. Complete the Compliance Maintenance Annual Report (CMAR) by March 31st.
6. Complete Wastewater Treatment Plant safety plan by December 31st and increase number of safety training programs provided to employees.

Water Division

1. Replace three chemical scales with digital scales and integrate into the SCADA system by June 1st.
2. Replace roof on Well 6 by September 1st.
3. Inspect and renovate Well 8 by September 1st.
4. Complete all Department of Natural Resources and Environmental Protection Agency mandated testing. On going.
5. Exercise 25% (25 percent) of all water main valves in the system by end of year.

WHITEWATER POLICE DEPARTMENT
INTEROFFICE MEMORANDUM

TO: City Manager, Police Commission, WPD Supervisory Staff

FROM: Chief Otterbacher

SUBJECT: 2012 Police Department Management Plan

DATE: February 3, 2012

I. MISSION:

The Mission of the Whitewater Police Department is to enhance the quality of life for those living in our community by providing quality law enforcement and public safety service. We are dedicated to carrying out our Mission with pride, courage, compassion, integrity, and professionalism. We are also committed to organizational excellence and to the equitable enforcement of the laws of the City of Whitewater within the framework of the Constitution of the United States.

II. INTRODUCTION:

I am very pleased to present our 2012 Management Plan. As outlined in the agency goals, the department will complete an updated Value and Mission Statement and a strategic plan for our department's future. Based on the timeline of my appointment as the Chief of Police, the command staff has not yet had the opportunity to meet with all the members of the department to collectively build our 2012 vision. Thus, many of the 2012 goals tend to be administratively focused; I look forward to presenting a solid and collective management plan for 2013, one that will be built by the members of the police department. However, the credit surrounding our 2012 achievements will be accomplished through the highly dedicated members of the Whitewater Police Department who will seek to successfully achieve the goals outlined in the management plan.

Through the years the men and women of the Whitewater Police Department have worked hard to maintain a progressive and professional law enforcement agency. There are a variety of quantitative and qualitative measurements that can help define the performance and effectiveness of a law enforcement agency. In 2011 the department had the opportunity to implement a number of new crime prevention initiatives, solved a number of high profile crimes, increased the number of drug arrests made and provided dedicated law enforcement services to the citizens of Whitewater. The year 2011 proved to be a year of hard work with many notable accomplishments. The Department calls for service increased from 7,501 to 7,888. Of notable significance for the Department was the increase in recovered property from 29% to 63% and an

increase in the area of dedicated traffic enforcement. Last year we were very successful in meeting many of our organizational goals and team objectives. Through the hard work and efforts surrounding traffic enforcement, there was a net gain of 800 traffic arrests which in turn resulted in a decrease of 21 traffic accidents in 2011. This provides just one example of how productive and useful well defined goals can result in notable public safety gains. Each shift successfully accomplished their goals specific to traffic and crime prevention initiatives. How people feel about their police and how safe they feel in their community are two important measures; we believe these are solid examples of the department's collective commitment to the city and citizens of Whitewater.

Our re-accreditation date was originally scheduled for June 2011. However, based on the previous Chief's retirement and the transition of the command staff member's duties, we requested an extension to seek reaccreditation in June 2012. The request was granted by the Wisconsin Law Enforcement Accreditation Group (WILEAG) governing board and the Department remains on track for a June 2012 re-accreditation. The Department experienced a few setbacks regarding the Badger TraCS software implementation specific to the various networks, hardware and scanners needed to operate the software and mobile data computers. We have worked closely with Chief Information Officer Nobling and in December all officers began the implementation of the program through the issuance of written warnings. The new equipment has been installed and we anticipate going live with the citation system no later than March 1, 2012. In April we will expand the use of the software to include the accident reporting system and eventually complete the implementation process with Badger TraCS populating the data into the in-house records management software.

We predict that 2012 will be another year of significant innovation, professional development, and continued progressive change for the organization. Based on an assessment of departmental operations, supervisory and command staff discussions, budgetary considerations, and a review of the City Strategic Plan, we propose the following organizational goals and objectives for 2012. Our goals represent direct and definitive objectives for us to accomplish over the course of the year. Other issues will be reviewed and projects developed as opportunities arise or as conditions change.

The following outlined goals will provide the vision for the professional development of our Department and a guide to what we intend to accomplish in the year ahead.

III. 2012 ORGANIZATIONAL GOALS AND OBJECTIVES:

1. To Ensure Our Status as an Accredited Law Enforcement Agency

Accreditation is a process by which a police department, such as ours, maintains compliance with a body of standards relating to every aspect of a law enforcement operation. Over the years we have sought to develop policies and practices in accord with state and national standards and have maintained our accreditation commitment since 2000. Accreditation is a prestigious honor bestowed on those relatively few law enforcement agencies in the state which have been successful in coming into compliance with comprehensive standards set forth by the Wisconsin Law Enforcement Accreditation Group (WILEAG). We are the only such agency in all of Walworth and Jefferson Counties to do so. Accreditation recognizes the quality of our

organization, the caliber of our personnel, and places our agency among the elite in Wisconsin law enforcement. In 2012, we will undergo an extensive reaccreditation process which is designed to ensure on-going compliance with accreditation standards.

2. Transition to Narrowbanding

In an effort to promote greater spectrum efficiency, the FCC is requiring all public safety and industrial/business licensees using 25 kHz VHF and UHF radios systems to migrate to minimum 12.5 kHz efficiency by January 1, 2013. The Department has already begun to work with Radicom Inc. to begin modifying the radio frequencies so we are ready to transition once the narrowbanding equipment is installed. The City Council approved the dedicated financial support that will be necessary to comprehensively enhance the portable and squad radios, towers, bay stations and voters to ensure the Department's communication capabilities remain strong as we transition towards the narrow banding mandate.

The pending upgrade will integrate current equipment and all newly purchased equipment will be narrowbanding compliant and have the ability to upgrade to a digital system when necessary. The system will support police, public works, fire and rescue's individual needs and is expected to be fully implemented by December 2012.

3. Increase Agency Crime Prevention Initiatives

Crime Prevention and creating community partnerships that foster open communication between the community and law enforcement personnel is critical to making Whitewater inhospitable to criminals and criminal activity. In 2011 the Whitewater Police Department formulated a Crime Prevention Team. The team worked hard to begin implementing crime prevention programs to partner with the community and decrease crime. In 2012 the team will seek to increase the Department's crime prevention initiatives by incorporating two new programs. The team will seek to begin building an atmosphere that will transition the Department from a program based mindset into a crime prevention culture throughout the Department and the community.

4. Complete a Five Year Strategic Plan

Members of the Whitewater Police Department will begin to compile an updated five year strategic plan in conjunction with the City of Whitewater. The completed five year strategic plan will cover 2012 through 2017.

5. Update the Mission Statement and Values

After eighteen years, members of the Whitewater Police Department will seek to reassess our Values and Mission Statement to determine if we can incorporate some of the recent challenges to counter crime, enhance public safety and better serve the community of Whitewater.

6. Collaborate with the University and Drug Units to Enhance Drug Awareness

Members of the Detective Bureau will collaborate with the University and the Walworth and Jefferson County drug units to enhance drug awareness and make proactive arrests as appropriate. The Department will seek to increase drug arrests and seized property assets associated with drug arrests by 10%.

7. Reorganization of Agency

Internal movement within the organization creates an opportune time to take a fresh look at the organizational structure. This is done to determine if changes can enhance the organization to better serve the Department and community's needs. In 2012 I added a Captain position and streamlined the chain of command to increase the number of patrol officers dedicated to road duties.

8. Increase Bike Patrol Personnel

The Whitewater Police Department has maintained a bike patrol initiative as a proactive measure to provide additional secondary transportation options for patrol officers beyond patrol squads. In conjunction with our increased crime prevention initiatives and the heightened cost of gasoline the Department is seeking to significantly increase the number of officers trained as bike patrol officers.

9. Dedicate Personnel for Enforcement of Traffic, Alcohol and Drug Influenced Violations

Risks and hazards created by motorists combining alcohol and other drugs are growing. This concern includes not only drugs such as ecstasy, cocaine, heroin, and marijuana, but also prescription medications and medications sold over the counter. All of these may affect a driver's ability operate a motor vehicle, sometimes in subtle ways that the operator may not realize that he or she is affected. The effects of these types of drugs could be exacerbated when they are taken with alcohol. Members of the Whitewater Police Department are dedicated to decreasing the number of alcohol related accidents by increasing crime prevention personnel to educate the community on the risks and dedicated patrol interdiction measures to arrest offenders who risk the community's safety.

10. To Accomplish Annual Patrol/Team Objectives

Per policy, on an annual basis each shift of officers formulates and then seeks to accomplish team goals and objectives. Objectives generally include attention to three areas (traffic enforcement and safety, anti-crime/problem solving, and community policing/crime prevention). In 2012, we intend to focus our resources on thwarting unlawful car entries, conducting underage alcohol abatement operations, preventing frauds against our elderly citizens, increase drug interdictions and enhance our traffic safety efforts (particularly on West Main Street). All of these goals include very specific objectives for each team (shift) of officers to accomplish over the next twelve months.

IV. CONCLUSION

The Whitewater Police Department is clearly a very progressive and professional law enforcement agency. As we look forward we need to begin seeking new and innovated ways to continue our high standard of professional policing on a reduced fiscal budget. Shrinking budgets seem to be a reoccurring trend; a trend that isn't expected to change soon.

As we navigate through the strategic plan we need to keep professional and tactical sound responses at the forefront while implementing new technology that may help lessen many of the costs. Annual firearms training is necessary, but using technology may provide the same high level tactical training but at a reduced cost of expensive ammunition and travel costs. Proactive patrol is a sound technique in reducing opportunity driven crime; enhancing bike patrol team members can dramatically reduce fuel costs and increase community interaction. Police reports are the foundation in documenting events that occur, but can be expensive in overtime costs to ensure they are completed in a timely fashion. Looking at utilizing dictation may prove to be the balance of timely and accurate reports with increased dedicated patrol initiatives. These are just some of the ways the Whitewater Police Department may successfully weather difficult financial challenges and still provide highly skilled and resourceful protective services to the community.

The most solid foundation of the Whitewater Police Department remains the valued, trusted and loyal personnel who have dedicated their careers to the law enforcement profession. A career in law enforcement, in every facet; support services, community service officers, patrol officers, dispatchers, detectives, and supervisory staff, is truly a calling. To serve the public is a challenging career in part because our customers and their needs can be vast. However, for law enforcement it can prove to be a more challenging undertaking in part because many of our traditional customers don't chose to be served for their benefit, but rather more often, for the benefit of the public safety. It takes an individual with strong character and a compassionate foundation to enter the doors of the police department prepared to tackle any task with professional wisdom, patience's and dedication. With the support of the police commission, city council, city management, and city support personnel, we will continue to collectively serve the city of Whitewater throughout 2012.