



# **Whitewater**

## **2010 City Performance Plan**

### **Final Update**

#### **Introduction**

Accountability to the Whitewater Common Council and the citizens of Whitewater that we collectively serve is an important value to the management team leading the City of Whitewater. We need to be continually responsive and responsible to the Whitewater Community as well as seek to continually improve the services and programs that we provide.

In the 2010 City Management Plan, the various departments and agencies of the City set forward objectives to be accomplished during the coming year. These objectives were set in addressing the eight strategic points contained in the Whitewater Next! Strategic Plan adopted by the Common Council in December, 2005. These performance objectives were also the product of the City's 2010 budget-making process conducted in the Fall of 2009. Further, these objectives serve as a method of measuring how well our Whitewater City Government is performing.

This final report is intended to provide a report card of sorts on how well we achieved the objectives set in 2010. Of the 147 objectives set to be completed during 2010, a total of 87.1% were actually accomplished. This compares favorably with an 83% completion rate in 2009 and an 82.9% rate in 2008.

Kevin M. Brunner  
City Manager

# CITY VALUES, VISION AND MISSION STATEMENT

## 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 STATEMENT**



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 STATEMENT**

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

# Administration

## City Manager

1. Continue development of the Geographic Information System (GIS) into a more useful administrative tool utilizing the ESRI Return on Investment (ROI) model. **City GIS continues to be developed where time and resources allow.**
2. Complete all TIF and CIP projects on time and within budget. **All projects completed on time and within budget.**
3. Prepare 2011 budget forecast in spring and present revenue/expenditure recommendations to Common Council (including possible “Pay as You Throw” refuse program and debt plan for future street/sidewalk improvements). Continue pre-budget public involvement efforts in summer and fall. **Forecast completed/Late summer review conducted with Common Council...some changes made to City Refuse/Recycling Program that resulted in over \$50,000 savings in 2011 over 2010 costs but “Pay as You Throw” not adopted.**
4. Continue to develop collaborative community partnerships to foster community betterment/enhancement projects. Develop/execute new agreements with Downtown Whitewater, Inc. and Whitewater Arts Alliance (continued use of White Memorial Building) by March 1<sup>st</sup>. **Completed – Three year lease extended.**
5. Continue to grow/develop collaborative partnerships with UW-Whitewater. With UW-W complete all Whitewater University Technology Park projects, including construction of the Whitewater Innovation Center, funded through the EDA grant, by the end of the year. **Whitewater Innovation Center substantially completed on December 28<sup>th</sup>...Memorandums of Agreements (MOUs) with University Technology Park Board of Directors and UW-Whitewater drafted.**
6. Foster/negotiate at least two (2) Development Agreements (Targets-Whitewater Business Park and TID #6). **One agreement executed (Walmart expansion).**
7. Complete all scheduled Wastewater Treatment Plant improvements on time and within budget. **On schedule and within budget.**
8. Complete staff reorganization plan (as proposed in 2010 Budget) by January 1<sup>st</sup>. **Completed.**
9. With Downtown Whitewater Inc. complete at least four more façade improvement projects/grants during the year. **Four projects completed.**
10. Implement approved City Comprehensive Plan recommendations (as needed and directed by Common Council and Plan Commission). **Comprehensive Plan approved in February.**
11. With Downtown Whitewater Inc., reduce downtown commercial space vacancy rate (actively participate on Downtown Economic Restructuring Committee). **Current vacancy rate is 7%, down from 8.2% in 2009.**
12. With CDA, implement Business Park marketing plan during first quarter. **Not completed.**
13. Complete update of City Comprehensive Plan by end of year (Compliant with State Smart Growth). **Public participation amendment approved in August.**
14. Facilitate 25 X 25 Energy Independence Community Plan and implement grant-funded projects by July 1<sup>st</sup>. **Draft plan completed by December 15th; 12 projects either completed or begun by end of year.**

## City Clerk

1. Administer four elections (Spring Primary, Spring, Fall Primary and Gubernatorial). **Completed.**

2. Complete recertification of Chief and alternate Chief Election Inspectors by June 30<sup>th</sup>. **Completed.**
3. Reorganize election staff to accommodate additional polling station on UW-W campus by June 30<sup>th</sup>. **Completed.**
4. Assist with adoption of updated ordinance relating to special events by June 30<sup>th</sup>. **Pending – staff work complete – awaiting City Attorney opinion/ordinance.**
5. Complete continuing education hours to recertify for Election Administration by March 30<sup>th</sup>. **Completed.**
6. Facilitate cross-training of 2<sup>nd</sup> floor clerical staff-assume supervisory responsibility on January 1<sup>st</sup>. **Completed-cross training on-going.**
7. Update City Clerk website (property assessment database, key word/subject search) by November 1<sup>st</sup>. **Searchable database completed, other updates are on-going.**
8. Coordinate at least four Voter Registration training sessions prior to gubernatorial election (by October 30<sup>th</sup>). **Completed.**
9. Complete Chapter 2 review/recommendations to Common Council by April 1<sup>st</sup>. **Completed.**
10. Continue efforts to reduce legal notice costs wherever possible by 10%. **Condensed version of minutes for publication completed-cost savings of 10% plus received.**

### **Human Resources**

Complete update of nepotism and employee computer use policy by April 1<sup>st</sup>. **Completed in March.**

1. Complete employee total compensation reports and distribute by March 1<sup>st</sup>. **Completed in February.**
2. Complete transition of Assistant to City Manager position (responsibility for future Human Resource functions) by May 1<sup>st</sup>. **Completed hiring at end of May.**
3. Develop city management staff performance review system (with professional development plan) by November 1<sup>st</sup>. **Completed.**

### **Community TV/Media**

1. Initiate a digital storytellers group with the public by June 1<sup>st</sup>. **Not completed-2011 objective.**
2. Install lighting grid in TV studio for lighting in-house video productions by February 15<sup>th</sup>. **Completed.**
3. Wire semi-permanent receiver on top of city hall for events broadcast live from the Cravath Lakefront Conference Room by July 1<sup>st</sup>. **Postponed until Spring, 2011.**
4. Build video editor for exclusive use of government programming and Community Room programming for municipal building (if office space is available) by March 1<sup>st</sup>. **Editor is in place (not fast enough)-New unit scheduled for construction in 2011.**
5. Create a video booth for staff to record presentations for on-line posting and individual video conferencing by April 1<sup>st</sup>. **Reevaluating the need for this project.**
6. Install third camera in Community Room and facilitate back-up of City website with CIU. **Purchased but not installed.**
7. Wire room for advanced manual camera interface for special, non-meeting, TV programming by August 1<sup>st</sup>. **Reevaluating the need for this project.**

8. Sell Blu-Ray discs of programs (dependent on reduced media cost)-August 1<sup>st</sup>. **Media has been made available but no requests have been made.**
9. Equip and make operational converted mobile video production vehicle by June 1<sup>st</sup>. **Vehicle placed in operation in October.**
10. Develop/broadcast monthly City news program/Monthly Seniors in the Park program-begin by June 1<sup>st</sup>. **Began in April and has been occurring monthly.**
11. Produce Quarterly City Newsletters and distribute with utility bills. **Four newsletters published.**
12. Record and produce all required/requested programs. **220 separate programs televised and produced during 2010.**
13. Install new TV and sound monitoring system in Community Room control booth. **Completed.**

## Community Development Authority

1. Conduct two (2) First-Time Homebuyers education programs. **Conducted first in March; second was scheduled but was cancelled due to lack of registrations.**
2. Execute agreement with Keller for spec building construction (Approved in October 2009). **No progress... financing not available.**
3. Complete design/bid process for Technology Park development: (1) Starin Road extension; (2) Park infrastructure improvements; and (3) Innovation Center by June 10<sup>th</sup>. **Completed.**
4. Begin construction of all Technology Park projects by June 11<sup>th</sup> (completion dates will vary based on schedule). **On schedule for completion by June 1, 2011.**
5. With Tech Park Board, implement marketing plan for Innovation Center and Technology Park by July 1<sup>st</sup>. **With hiring of Innovation Manager by UW-Whitewater in early January 2011, Marketing Plan will be completed.**
6. Perform as lead agency and comply with all EDA grant requirements as contained in Grant Agreement. **On-going.**
7. Complete Dark Fiber extension to Technology Park and other municipal/school buildings as needed by year end. **Dark Fiber agreement executed with Wisconsin Independent Networks (WIN) in October...extension to Technology Park completed in November.**
8. Facilitate retail recruitment efforts with community business stakeholder groups. **Attended ICSC – Contacts made.**
9. Facilitate development of a Whitewater Shop Local Campaign with community business stakeholder groups. **Program began in April; “Show Me the Green”.**
10. Conduct 8-10 business retention visits (two-year cycle for program). **10 visits completed.**
11. Investigate/apply for outside funding to acquire/rehab foreclosed homes for single-family use (on-going). **WCEDA contacts made – on-going process.**



12. Facilitate with Chamber of Commerce quarterly meetings of Whitewater community groups to foster enhanced communication and cooperation. **On-going (4 meetings held during year).**
13. Continue to promote all three (3) CDA loan programs. **Quarterly City Newsletter/Website presence.**
14. Develop long-term funding plan/agreement for CDA continuance by May 1<sup>st</sup>. **TID #4/TID #6 funding included in 2011 Budget...long-term funding plan stills needs defining.**
15. Complete site assessment process/pursue redevelopment of Five Points and Eastgate areas. **Site assessment grants not awarded/Still working on Five Points redevelopment scheduled for 2011 & 2012.**

## Department of Public Works

### Streets Division

1. Complete street repair program (according to PASER Street Rating) by September 1<sup>st</sup>. **Completed all street repair projects scheduled.**
2. Complete major storm sewer repair on Starin Road by October 1<sup>st</sup>. **Completed.**
3. Repair 12 stormwater catch basins (throughout the city) by October 1<sup>st</sup>. **8 completed – others scheduled for Spring, 2011.**
4. Initiate update of sign replacements to meet the reflectivity standards required by 2013. **50% completed by end of year.**
5. Complete all scheduled capital improvements projects on time and within budget. **On target. Tratt Street sidewalk/pathway project was completed. Starin Road and Technology Park improvements suspended for winter and expected to be completed by June 1, 2011.**
6. Add soil boring and hydrant pressure flowage layers to GIS system by end of year. **Soil boring in progress/hydrant pressure scheduled for 2011. No further progress was made on soil boring layer. Progress to continue when 2011 intern is on staff.**



### Wastewater Division

1. Improve tracking of infrastructure needs and prioritization methods through development of new GIS layer by December 1<sup>st</sup>. **Benchmarking begun – progress on objective.**
2. Maintain 4.0 rating for WPDES (Wisconsin Pollution Discharge Elimination System) permit. **Achieved.**
3. Complete digester gas study with consultant. Take appropriate follow-up action by July 1<sup>st</sup>. **Completed study - recommendation to City Council and project is scheduled for 2011 construction.**
4. Manage Clean Water Fund Improvement Project (meet budgetary and timeline objectives). **Budgetary and timeline objectives are on target to be achieved in early, 2011.**
5. Initiate amalgam separator and grease trap inspection requirements of new City ordinances. **Both completed.**

6. Develop an online tour of the Wastewater Facility by October 1<sup>st</sup>. **Completed – online tour needs to be updated with the changes of equipment in the facility. Will be updated by June 2011.**

### **Water Division**

1. Inspect and renovate Well #8 after inspection is completed (August 1<sup>st</sup>). **Switched to Well #9 – Completed.**
2. Maintain residential meter testing rate of 5%. **Switched emphasis to commercial meter testing.**
3. Complete AMR (Automatic Meter Reading) recommendations-presentation to City Council by May 1<sup>st</sup>-Implementation to follow. **Completed/Recommendation made to Council in August...Project begun in December with June, 2011 targeted completion date.**
4. Complete all Federal/State sampling requirements by due dates. **Completed.**
5. Publish consumer confidence report and distribute by June 1<sup>st</sup>. **Completed.**

### **Stormwater Utility**

1. Complete annual permit reporting by March 31<sup>st</sup>. **Completed.**
2. Draft/approve Street Obstruction Ordinance by March 1<sup>st</sup>. **Completed.**
3. Develop 2013 compliance plan for 40% TSS (total suspended solids) removal. **Plan update (SLAMM Model) authorized by City Council in July. Update of stormwater management plan being done by Strand and Associates. NR 151 revision extends the 40% compliance date based on a plan that must be submitted to DNR by September 2012.**
4. Complete all street sweeping and stormwater inlet cleaning as scheduled in Stormwater Management Plan. **Completed.**
5. Update Pollution Prevention Plan for public works garage site by March 31<sup>st</sup>. **Completed.**
6. Construct stormwater detention facilities as part of Starin Road extension and Technology Park improvements. **All completed except Pond D (East Main Court). Pond D will be completed this spring.**

## **Finance**

1. Automate the City Payroll System. Phase in by department-Complete by August 1<sup>st</sup>. **Not completed.**
2. Complete all federal and state grant filings on a timely basis-**On-going.**
3. Complete study of bi-monthly utility billing with AMR evaluation by June 1<sup>st</sup>. **Completed.**
4. Complete City audit by May 1<sup>st</sup>-Presentation to Common Council in May. **Completed.**
5. Develop TIF use policy and guidelines by July 1<sup>st</sup>. **Not completed.**
6. Complete City Financial Management Plan by August 1<sup>st</sup> (to include City financial indicators and budget projections). **Presented to Common Council in August.**
7. Complete analysis/study of refuse/recycling financing options by September 1<sup>st</sup>. **Presented to Common Council in August and program changes/competitive bidding of service resulted in annual savings of \$50,000+ for next three year period.**
8. Complete debt refinancing as scheduled (January and September). **Completed – total savings of \$315,095 received (\$671,461 net present value savings).**

## Information Technology

1. Contract analysis/renewal for multifunction printers by June 1<sup>st</sup>. **Completed – June 21<sup>st</sup>.**
2. Analysis/research VOIP solution for 2010 budget. **Completed-based upon the analysis project will not be pursued in 2011.**
3. Install/utilize call monitoring software to gather accurate data of phone usage in municipal building by February 1<sup>st</sup>. **Installed January 2010, monitoring is on-going.**
4. Install/utilize print management software to gather accurate date on printer usage in all facilities by February 1st. **Installed January 2010, monitoring is on-going.**
5. Install BadgerTracs System in MDCs (PD) by July 30<sup>th</sup>. **Near completion, waiting on equipment to be fully operational in early 2011.**
6. Install mobile badge system in MDCs (PD) by July 30<sup>th</sup>. **Near completion, waiting on equipment to be fully operational in early 2011.**
7. Install redundant firewall solution in municipal center by June 30<sup>th</sup>. **Completed June 25<sup>th</sup>.**
8. Move existing firewall to wastewater and set up a remote solution of SCADA system by July 30<sup>th</sup>. **Project cancelled.**
9. Migrate/consolidate-antivirus/update/backup functions to one server and pull old server out of service by March 1<sup>st</sup>. **Completed February 26<sup>th</sup>..**
10. Obtain Fortinet Certified Network Security Administrator certification by December 31<sup>st</sup>. **On-going.**
11. Obtain Fortinet Certified Network Security Professional certification (Stretch Goal) by December 31st. **On-going.**
12. Obtain Microsoft Certified Systems Engineer certification (Stretch Goal) by December 31st. **Still a stretch goal at this point.**
13. Install New Technology Solutions in PD Briefing Room by May 1<sup>st</sup>. **Completed May 3<sup>rd</sup>.**
14. Rewrite Employee IT Usage Policy/create Social Media Use Policy. Present to Common Council in March. **Employee IT Policy Created/Approved February 10, 2010; Social Media Policy Created/Approved December 7<sup>th</sup>.**

## Library

### MISSION STATEMENT

The Irvin L. Young Memorial Library will:

- provide quality materials in all media
- provide quality services from trained information professionals
- serve as a cultural, educational, informational, and life-enriching resource center for the Whitewater area
- ensure that all members of the community have equal access to information, and
- Provide life-long educational opportunities for all people, regardless of age, background or means.

### GOALS

The Irvin L. Young Memorial Library seeks to:

- continue progress on the library addition building project
- increase community awareness and use of library resources

- provide a high-quality library staff
- provide and maintain a quality library facility
- increase Internet availability to the public

## 2010 ANNUAL OBJECTIVES

### Continue progress on library addition building project

- Increase community awareness of the project by inviting individual service clubs to the library for a presentation – **Cancelled this idea due to hiatus in building project.**

### Increase community awareness and use of library resources

- Collaborate with Culver's during National Library Week with their community fundraising program – **Completed.**
- Plan and implement an Adult Summer Reading Program – **Cancelled due to retirement of Adult Services Librarian.**
- Plan a Wii gaming night with equipment borrowed from Mid-Wisconsin Federated Library System – **Completed.**

### Provide a high-quality library staff

- Provide a basic computer knowledge and troubleshooting workshop for staff with Technology Assurance Corporation – **Failed to coordinate schedules with any of the IT personnel with whom we routinely work**

### Provide and maintain a quality library facility

- Replace the roof – **Bid accepted; work has begun and will be completed in early 2011.**

### Increase Internet availability to the public

- Change computer G3 to an Internet computer – **Completed.**
- Purchase two laptop computers for in-house wireless use by patrons when there are no public PCs available – **Completed.**

## Neighborhood Services

### City Building/Grounds Maintenance

1. Serve as Project Manager for Whitewater Depot restoration project-Complete by December 1<sup>st</sup>. **Project delayed to fall 2011 construction – Design process completed.**
2. Respond to all internal requests for service within 24 hours. **On-going.**
3. Manage energy efficiency projects:
  - Public Safety – Boiler replacement, hot water replacement, roof replacement, HVAC controls upgrades. **Completed.**
  - White Building – **Completed.**
  - Library – VAV installation. **Completed.** Roof replacement, city-owned street lighting-LEED conversion. **Delayed until spring 2011.**
  - City-owned street lighting LEED conversion. **Contracts awarded/2011 completion.**
  - City Hall roof replacement. **Contract awarded, March 31, 2011 completion.**
4. Serve as staff on Whitewater Energy Independence Committee. Produce 25 X 25 Plan by December 31<sup>st</sup>. **Draft plan completed.**

5. Complete 2010 sidewalk program by September 1<sup>st</sup> (targeted area – West of Franklin Street and Main Street South). **Program completed by June 30<sup>th</sup>.**

### **Planning**

1. Review/update zoning ordinance for changes-present to Plan Commission by July 1<sup>st</sup>. **Not begun (2011 Project).**
2. Present plan for City Installation of Future Subdivision Public Improvements by June 1<sup>st</sup>. **Delayed. Scheduled for 2011.**
3. Update Zoning Map on city GIS by September 1<sup>st</sup>. **Completed.**

### **Zoning/Code Enforcement**

1. Respond to all requests for service within 24 hours. **On-going.**
2. Continue to upgrade complaint/violation tracking system (work with Information Services to link with Fire House software). **On-going.**
3. Complete departmental survey/make available to customers by April 1<sup>st</sup>. **Completed.**
4. Complete spring cleanup code enforcement program by May 1<sup>st</sup>. **Completed.**
5. Update/distribute neighborhood information flyers through Foresee Committee and neighborhood association(s). **Completed.**

## **Parks and Recreation**

1. Review youth sports policies with Parks and Recreation Board and implement changes by April 1<sup>st</sup>. **Approved new policy on youth sports in August.**
2. Implement health and fitness related information to a minimum of four existing youth programs by July 1<sup>st</sup>. **Included in Sports Newsletter and integrating with programs and activities.**
3. Increase adult sports program offerings by adding new or revised programming by August 1<sup>st</sup>. **Not completed. Focus on non-sport adult programming.**
4. Identify a minimum of two sustainable projects or initiatives to implement by September 1<sup>st</sup>. **Rain garden at Trippe Lake Park and W3 Community Health Initiative.**
5. Identify and implement increased marketing efforts that will increase on-line facility reservations by 5% by October 1st. **Achieved. 20.6% of revenue generated on-line!**
6. Identify two park related (DOT Transportation Enhancement, DNR Stewardship) and two recreation related (Sticks for Kids, Tennis in the Parks) grant opportunities to apply for by November 1<sup>st</sup>. **Trail Planning Grant (TE Program), Effigy Mound Preserve (private foundation), Walmart Foundation, W3 Coalition Grant. Pepsi Refresh – Field of Dreams, Brewers Community Foundation.**
7. Review contractual program policies with Parks & Recreation Board and implement recommendations to future staffing by December 1<sup>st</sup>. **Completed. Policies updated.**



8. Complete all park improvement projects (Cravath electrical improvements, East Gate playground, park signs Phase II, Trippe Lake playground accessibility, trail development) on time and within budget. **All completed – Trippe Lake deferred to 2011.**
9. Obtain a minimum of \$2500 in increased community sponsorship for the hanging flower baskets. **Only raised \$ 1,100. Short of objective.**
10. Complete updated gift catalog and successfully complete one project within the catalog utilizing community sponsorship(s). **Completed – Targeting ice rink at Starin Park and scoreboard as projects.**
11. Develop a fitness focused event that attracts community residents as a stand-alone program or include as a part of an existing event. **5K Taste Trot & Fit Kid.**
12. Present completed Lakes Management Plan to Common Council and provide direction for implementation. **Draft plan completed. Need for direction from Park & Recreation Board and Common Council before finalization.**
13. Assist with the implementation of the Urban Forestry Commission and aide this group in policy development. **Urban Forestry Commission created in March. Significant progress on forestry issues.**

## **Police**

In recent years our officers have been very successful in applying these objectives in addressing such issues as the stability of the “central city” residential area adjacent to the east side of campus, clearing up a backlog of active arrest warrants, and controlling alcohol related violations at or near downtown taverns. Officers have also reduced traffic congestion and speed violations around school zones, and enforced speed limits on the Hwy 12 By-pass.

### **2010 ORGANIZATIONAL GOALS AND OBJECTIVES**

#### **1. To Develop Economical Training Alternatives**

In view of current budgetary constraints we are seeking to develop more economical training alternatives without sacrificing quality. One such approach is for us to develop a computerized tutorial program where on a daily basis our officers can access various training bulletins which include text, policy references, testing, as well as documentation and archival of the training. These daily training sessions will be scenario based and designed to expose every officer to “high risk, low frequency” events. Such training has been found to be very useful in reinforcing policies, procedures, and tactics.

**Our most significant accomplishment in the development of more economical training alternatives was the implementation of a program of daily training bulletins which are scenario-based and designed to expose every officer to “high risk, low frequency” events or situations. The training has been a very economical way of reinforcing policies, procedures, and tactics. We have also closely abided by the moratorium over the last year on out-of-state training and conferences. As a result, we have saved over \$6,000.00 in training costs this past year.**

#### **2. To Further Develop Our Patrol Accountability System**

In 2009 we developed a rudimentary patrol accountability system (PAS) that delineated areas or sectors of the City for assignment purposes. Although officers continue to answer calls and patrol throughout the entire City, the intent of this program is to ultimately add additional responsibilities for assigned areas. These responsibilities may include problem solving, targeted traffic and parking enforcement, crime prevention activities, special operations, and addressing quality of life issues. In 2010, we intend to fine tune this geo-policing system by formalizing assignments and responsibilities.

We continue to make considerable progress in further enhancing our efforts at building a patrol accountability system. For example, Officer Michele Martin was recently assigned as a liaison to the Historic Starin Park Neighborhood Association. Officer Martin has participated in one Association meeting already and will continue to seek to address issues of mutual concern. She will also keep the group informed of any alerts or safety issues affecting the neighborhood. We believe that Officer Martin will be a distinct asset to the Historic Starin Park Neighborhood Association. If other neighborhood associations are organized in the City we will assign officers to them as well. This concept has the potential to parallel what the Madison Police Department has accomplished with their Neighborhood Officer Program.

In addition, Lt. Otterbacher has been fine tuning our overall approach to patrol accountability and neighborhood policing. She wrote an article about geo-policing for the summer edition of our WPD Newsletter and has directed our Sergeants to index reports along district lines. Lt. Otterbacher also laid out a plan for routine assignments such as parking enforcement and targeted patrol by districts. We have used this concept to great advantage during and after storms and other events by better responding to heightened levels of calls for service and for the purpose of assessing damage.

### **3. To Further Strengthen Our Partnership with UW-Whitewater Police Services**

In recent years we have made great strides in strengthening the partnership that our Department has with the University of Wisconsin-Whitewater Police Services Department. Besides a formalized mutual aid agreement, our two departments routinely train together and are similarly equipped to confront and mitigate a variety of challenges, e.g. a large scale disturbance, an armed confrontation, a natural disaster, etc. There exists a very good working relationship at both the line and command staff levels. Our goal for 2010 is to further strengthen this partnership by conducting periodic joint patrol operations on campus or in the area of town adjacent to the UW-Whitewater campus.

During the course of the year we have conducted firearms training/qualifications with the Campus Police Department and engaged in a joint City-Campus Emergency Management Functional Exercise designed to help both agencies learn to cope with the possibility of a critical event that would have impact on both jurisdictions.

Of further note is our joint bicycle patrol team which was started last Spring and continued throughout the Fall Semester. This effort partnered City and Campus Police Bike Patrol Officers as they patrolled both jurisdictions. This effort has strengthened our level of cooperation with the Campus Police Department and enhanced our patrol efforts in the City and on Campus. We

also conducted joint alcohol abatement operations in conjunction with our bike patrol efforts. In one particular operation we made over 100 arrests of underage drinkers.

#### **4. To Enhance our Crime Prevention Efforts**

Our Detective Bureau has been very active in developing a variety of proactive tactics by which to deter criminal activity in our community, e.g. video surveillance of problem areas, using the VARDA portable alarm system to detect break-ins and other crimes in progress, an electronic system to quickly disseminate crime alerts to local businesses, etc. They have been very successful in many of these measures. In 2010, our detectives intend to use social networking sites such as “Facebook” and “Twitter” to enhance our crime prevention efforts by directly sharing information with our citizens and by encouraging people to come forward confidentially with information pertinent to particular crimes.

Over the past year our detectives have used Twitter/Facebook on three different occasions to post crime related notifications. We have used our surveillance system five times resulting in 2 felony arrests and 1 misdemeanor arrest. In addition, we used our “bait car” 3 times. Our officers also conducted a very successful Safety Fair in conjunction with the Taste of Whitewater on September 25<sup>th</sup>.

#### **5. To Accomplish Annual Team Goals**

Per policy, on an annual basis each shift or team of officers formulates and then seeks to accomplish certain specific goals and objectives. Our Sergeants will be submitting their annual team goals in the weeks ahead. Objectives generally fall into three categories, i.e. traffic enforcement/safety, anti-crime/problem solving, and community policing/crime prevention.

In recent years our officers have been very successful in applying these objectives in addressing such issues as the stability of the “central city” residential area adjacent to the east side of campus, clearing up a backlog of active arrest warrants, and controlling alcohol related violations at or near downtown taverns. Officers have also reduced traffic congestion and speed violations around school zones, and enforced speed limits on the Hwy 12 By-pass.

Patrol Sergeants and their teams of officers have this past year engaged in public relations efforts aimed at seat belt usage, property crimes, fraud, and personal protection. Officers also helped to form a Neighborhood Watch at an apartment complex on Tratt Street and participated in a neighborhood picnic in Skyway Park. In addition, officers intervened in underage alcohol parties, conducted tavern inspections, and engaged in targeted traffic enforcement of seat belt usage and drunk driving.

#### **V. CONCLUSION:**

The Whitewater Police Department is a highly professional law enforcement agency comprised of very dedicated, courageous, and compassionate men and women. We continue to make significant progress on a broad range of strategic issues, e.g. recruitment and selection of quality personnel, ensuring a high standard of training for all of our employees, maintaining policies and

practices in accord with national standards, ensuring quality command level training for all of our supervisors, providing state-of-the-art safety equipment, delivering quality safety service to our community, etc.

All of what we accomplish serves to reinforce and uphold our organizational philosophy and adage that “if you hire the right people, provide them with the right training, the right policies, the right equipment, and the right supervision then the right things are going to happen”.

We take great pride in our professional growth and development and in the knowledge that we are doing a very good job of protecting our community. We are very diligent in combating crime, recovering property, enforcing code violations, providing first-line emergency medical service, promoting traffic safety, effectively dealing with sensitive crimes, countering drug and alcohol violations, and in improving the quality of life in our community. We continue to make Whitewater an inhospitable place for those who would engage in criminal conduct. In doing so, we are living up to our motto of “Protecting Our Community”.

None of what we accomplish could be achieved without the dedication and concerted effort put forth by so many in our organization. As individuals, and as a law enforcement/public safety agency, we have the capacity to meet virtually any challenge.

## **Emergency Management**

1. Complete another Emergency Management “Laptop Exercise” by November 1<sup>st</sup>. **Completed.**
2. Research/Apply for State/Federal program equipment grants where applicable to enhance city department preparedness and emergency mitigation. **No grants were applied for...research will continue.**
3. Develop and stage City-UW-Whitewater second functional emergency exercise in August.- **Functional exercise with UW-Whitewater conducted on August 4<sup>th</sup>.**
4. Increase awareness of and education for CERT training in community. **Little interest shown by local citizens-objective has been tabled until such time as CERT becomes more popular in Wisconsin.**
5. Develop a neighborhood watch type of program with available federal funds. **Federal funding not available to develop program.**
6. Continue to encourage and develop city employee participation in emergency management roles and responsibilities. **Sgt. Brian Uhl has begun training to obtain EM certification; EOC laptop exercise included city manager, chief information officer, Police, Fire/EMS and DPW.**