



**December 2009**

## **End of Year Performance Report – City Management Plan**

### **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 2009 City Management Plan, the various departments and agencies of the City set forward objectives to be accomplished during the course of the year. These objectives were set as part of the annual city budget process as well as in 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.

Of a total of 142 major departmental objectives set to be achieved in 2009, 118 were completed or significant progress was made on their achievement. This represents a success rate of approximately 83%. Last year's success rate was a little over 85%.

I would characterize the past year as one that found city staff increasingly evaluating and applying for possible federal and state grant opportunities. At the end of the year, slightly over \$11.13 million had been awarded to the City in competitive grant funding for projects either started in 2009 or slated for purchase/construction in 2010. These ranged from a \$13,000 grant to the Police Department for equipment purchases to a \$5.7 million grant/low interest loan Clean Water Fund financing package for Wastewater Treatment Facility improvements. Seven grant applications were still outstanding at the end of the year with awards scheduled during the first few months of 2010.

Even though our regional and state economies are slowly recovering at the beginning of 2010, the coming year will be an extremely ambitious one for the City as the Whitewater University Technology Park and Whitewater Innovation Center are developed, the Wastewater Treatment Plant is updated and a whole host of other smaller projects are carried out.

Kevin M. Brunner  
City Manager

# Administration

## City Manager

1. Develop a Technology Plan to Guide the City in the Development and Deployment of Technology Solutions by July 1. **Completed. Implementation with 2010 budget.**
2. Complete study of Emergency Medical Services/ Present Recommendations by September 1<sup>st</sup>. **Not Completed.**
3. Complete Planning/Financing Plan for Future Fire/EMS Expansion of Municipal Center by July 1. **Federal grant applied for. Schematic plans completed.**
4. Continue Development of the Geographic Information System (GIS) into a More Useful Administrative Tool Utilizing the ESRI Return on Investment (ROI) Model. **On-going.**
5. Complete all TIF and CIP Projects on time and within Budget. **Completed.**
6. Prepare 2010 Budget Forecast in Spring and Present Revenue/Expenditure Recommendations to Common Council (to include Solid Waste/Recycling Funding Options and Possible Annual Borrowing for CIP). **Presentation to Council in August.**
7. Continue to Develop Collaborative Partnerships with Community Groups to Foster Community Enhancement/Betterment Projects. **On-going.**
8. Complete Long-Range Wastewater Capital Improvement Plan/Begin Implementation of Plan per Common Council Direction. **Plan implemented. \$5.6 million Clean Water Fund grant/loan package awarded in October.**
9. Complete and Begin Implementation of Whitewater Technology Park Action Plan with Technology Park Board. **Completed. On target for construction in 2010.**
10. With Downtown Whitewater Inc., Reduce Downtown Commercial Space Vacancy Rate by 10% (Actively Participate in Downtown Recruitment Program). **On-going. Vacancy rate constant.**
11. With CDA, Implement Business Park Marketing Plan During First Quarter. **Completed.**
12. Complete Update of City Comprehensive Plan by End of Year (Compliant with State Smart Growth Requirements) and Incorporate. **Citizen's Survey completed in Summer (Plan adopted by Council in February, 2010)**



## City Clerk

1. Scan all permanent city real estate records into Laser Fiche, to allow employees to access electronic records such as easements and leases by June 30th. **75% complete-target to be fully operational by June 30, 2010.**
2. Complete training of 2 poll workers to serve as Chief Election Inspectors by May 1st. **Completed.**
3. Review Special Event licenses-Recommend Possible Changes by June 1st. **Not completed-2010 objective.**
4. Continue Evaluation of Meeting Agenda/Minutes/Ordinance Software Applications for Improved Public Access by September 1st-Possible Inclusion in 2010 Budget. **Not considered due to budget constraints.**

5. Complete Evaluation of Paperless Common Council Agenda Packets by March 1st. **Consent agenda now paperless.**
6. Complete Chapter 2 Review/Recommendations to Common Council by June 30th. **Not completed-2010 objective.**

## **Human Resources**

1. Negotiation and ratification of four union contracts (throughout year). **Completed. All contracts ratified by June 1<sup>st</sup>.**
2. Classification and Compensation Study completed within 6 months after finalization of AFSCME Library/Clerical Contract. **Delayed by Agreement with AFSCME to 2011.**
3. Dental plan benefit research and implementation of benefit no later than end of year. **Delta Dental selected. Program in place by January 1, 2010.**
4. Development of FMLA tracking spreadsheet and training for managers by June 1<sup>st</sup>. **Completed.**
5. Finalize employee personnel manual by June 30<sup>th</sup>. **Completed-Council Approval in December.**
6. Implementation of Performance Review Process by year end. **On-going. DPW and Police completed.**
7. Update of federal and state legal posters for employee and applicant viewing to include online access by year end. **Completed.**
8. Creation of Photo ID's for Fire and Rescue Department by June 1<sup>st</sup>. **Completed.**
9. Produce and distribute Employee Total Compensation reports by January 31<sup>st</sup>. **Completed.**

## **CATV (Station 13)**

1. Make High Definition programming available for purchase in 2009; after upgrading to new software and hardware. **Currently mastering in HD (High Definition) as well as SD (Standard Definition).**
2. Have operational an interactive **Whitewater TV** website that facilitates the distribution of local information and programming content, as well as facilitate the communication between **Whitewater TV** employees and volunteers, employees of the City of Whitewater, and members of the UW-Whitewater and Whitewater communities. **Website was operational in November.**
3. Implement remote channel access for emergency and non-emergency information posting and programming by June 30th. **Completed.**
4. Increase the quantity of in-house studio productions, with a particular emphasis on History, Local News and Children's Programming. Conduct video production classes at least twice during the year. **Recorded/produced 175 programs during year.**
5. Archive all taped programs into a digital format for historic preservation and have a catalog of all programs on-line for purchase with the development of the new website by September 1st. **Partially completed.**
6. Replacement and Upgrade of Cables and Cameras in the Community Room. **Completed in August.**
7. Update and make all policies and procedures regarding Whitewater TV available on-line by April 1st. **Completed, on website.**

8. Review and make recommendations to changes in the City's Cable TV Ordinance in order to be up-to-date with current State Laws by July 1st. **Not completed-2010 objective.**
9. Create inventory of active and retired equipment by January 15<sup>th</sup>. Sell/dispose of identified equipment to be retired. **Completed.**

During the summer of 2009, Alan Luckett received the Wisconsin Music Educator's Community Service Award. In addition, Whitewater TV was awarded the Wisconsin Association of PEG Channels "Award of Excellence" for the "Esterly Machine Company" documentary.

## Community Development Authority

1. Convene Sub-Committee to examine working relationship between City and CDA – report to Common Council and CDA by March 1. **Completed.**
2. Conduct housing needs analysis/housing authority role by July 1. **2010 Objective.**
3. Investigate and apply for applicable State and Federal Grant Funding Opportunities for Housing Rehab, Home Purchasing Assistance & Neighborhood Stabilization Programs for FY 2009. **Submitted Pre-Qualification Application for CDBG Housing Rehab Funding.**
4. Host up to four First-Time Homebuyer Education Programs by year end. **2009 classes scheduled but cancelled due to lack of registered participants.**
5. Develop & Implement a 12-month Action Plan, to include property acquisition with Technology Park Board by year end to include infrastructure engineering plans by April 1. **Completed.**
6. Execute two loans through The Economic Development Loan Program by year end. **None completed.**
7. Execute two loans through the Façade Loan Program by year end. **One loan closed in January, 2010. Four façade grants awarded through Downtown Whitewater.**
8. Conduct & Implement Marketing Campaign for the Whitewater Business Park. **Post card campaign completed May 2009. Business-to-Business completed in August. On-going.**
9. In conjunction with UW-W Center for Innovation & WCEDA, conduct Business Retention Visits with all major industries in Whitewater. **Seven visits completed.**
10. Facilitate at least one downtown Housing Redevelopment Project. **Met with representatives to evaluate project qualifiers.**
11. Recruit a minimum of two new retailers to the City as targeted by The Retail Coach. **Two national retailers announced plans to develop in Fall.**
12. Select Architect for Historic Train Depot Restoration Project by April 1. **Completed. Contracts with WisDOT pending at year-end.**
13. Continue to participate as an Ambassador for the Whitewater Area Chamber of Commerce, as a member of the DTW Organization Committee, and as an ex-officio member on the Whitewater Tourism Board. **Participating.**



# Department of Public Works

## Streets

1. Street Repair Fund monies (\$185K) will be committed to street maintenance and repair as identified by the PASER street rating program. Complete all projects by November 1. **Completed as scheduled.**
2. Update the street ratings in the PASER program by May 1. **Completed.**
3. Replace existing downtown streetlights with decorative light fixtures by November 1. **Not fully completed-spring, 2010 completion.**
4. Reduce salt/sand mixture from 20% to 7%. Calibrate the sanders to apply 250# per two lane mile of street to reduce the amount of sand applied to streets. **Completed.**
5. Implement Main Street corridor traffic improvements by July 1. **Grant awarded. Work to be completed by September 2010.**

## Forestry

1. Complete all requirements for continued Tree City USA designation by February 1<sup>st</sup>. **Completed-City received designation for 15<sup>th</sup> straight year.**
2. Plant at least 300 new street terrace and park trees including Cravath Lakefront Park during year. **316 total trees planted during 2009.**
3. Complete annual tree trimming program in the following area; Jefferson Street east to city limits and E. Milwaukee Street north to city limits. **Completed.**
4. Implement new Tree Management Zone (TMZ) program on all street improvement works projects. **Completed.**

## Stormwater Utility

1. Conduct developer education seminar in the spring. **Completed.**
2. Develop/conduct Illicit Discharge Inspection program. **Completed.**
3. Complete Clay Street detention basin by October 1. **Delayed to 2010.**
4. Complete Starin Road storm sewer repairs by October 1. **Completed.**

## Water Utility

5. Inspect and renovate Well # 8 after inspection by October 1. **Completed.**
6. Increase the number of residential ¾ inch meters either retired or tested from 4.5% to 5%. **Completed.**
7. Research and purchase hand held meter readers and purchase compatible billing system software to move toward bi-monthly billing to improve Utility cash flow by December 1. **RFP for system to be completed by April 1, 2010.**
8. Research, purchase, and implement a computerized software equipment maintenance system by November 1. **Not completed.**
9. Complete all DNR and EPA sampling as required. **Completed.**
10. Complete east side water tower exterior painting by July 1. **Completed.**



## Wastewater Utility

1. The Utility will work diligently in its infrastructure duties to attempt to identify sources of infiltration and inflow via sewer inspections and necessary replacements during reconstruction projects. **On-going. Will continue to be management priority (difficult to measure actual results).**
2. Operate and maintain the facility in a manner consistent with the requirements in the WPDES (Wisconsin Pollution Discharge Elimination System) permit and attempt to achieve a 4.0 rating. **Achieved 4.0 rating received in May from WDNR.**
3. Complete comprehensive facilities plan by April 1 and develop an implementation plan by September 1. **Clean Water Fund application submitted June 30<sup>th</sup>; grant award of \$5.6 million received in September; contracts awarded in November.**
4. Work with industries, dental offices, and schools to decrease mercury levels discharged in our community to meet WPDES permit requirements. **Mercury Reduction and Grease Trap Ordinances approved.**
5. Facilitate personnel cross training opportunities within the utility. **On-going. Year-End backlog of 4,000 man hours due to illness so cross-training extremely important.**

## Finance

1. Implement on-line payment of utility billing by October 1st. **Completed.**
2. Conversion/Update to CIVIC SQL finance/accounting package by April 1st. **Completed.**
3. Automate the entire City payroll system by August 1st. **Not completed-Phase in during 2010 (completion by August).**
4. Set up system for tracking Grants and Development Agreement compliancy by March 1<sup>st</sup>. **Completed.**
5. Parking Permits System-processed and maintained by Court Clerk by July 1st. **Further review needed.**
6. Continue to reduce the number of Audit Adjusting Journal Entries by 10% (target is 34). **Met target (only 16 entries made).**
7. Complete study/analysis of monthly/bi-monthly utility billing. **On-going (dependent on automatic meter reading (AMR) implementation).**
8. **Closed out TID #3 in September.**
9. **Automate server credit on utility bills-Completed in summer.**

## Information Technology

1. Setup of Fire Department on the City network- Including server access and email accounts (started in late 2008). **Completed April 1st.**
2. Setup and Install four new Mobil Data Centers in Police vehicles. (Hardware, connectivity, etc.). Completion by April 1. **Completed July 1<sup>st</sup>.**
3. Installation/Replacement of Payroll Server in preparation the Finance software upgrade. Completion by May 1. **Completed in April.**
4. Installation of TIPPS Tax Intercept Module. Completion by April 1. **Completed October 1<sup>st</sup>.**
5. Installation/Configuration of Finance Software Upgrade. **Completed May 1st.**

6. Installation/Configuration of Time & Attendance Software. **Waiting on vendor-2010 Objective.**
7. Installation/Configuration/Assistance with Neighborhood Services software solution. Completion by June 1 (dependent on UW-W Co-op Project). **Completed in June. Still some modifications needed as issues/needs change.**
8. Installation of UPS batteries in server room and network closet. Completion by April 1. **Completed in January.**
9. Replacement (and removal/reformatting of old) of eight older computers as well as cash registers in the Police Department and DPW. **Completed September 1st.**
10. Installation of new/replacement Police Department Server. Completion by September 1. **Completed in February.**
11. Installation of computers, projectors, and screens in both upstairs meeting rooms. Completion by October 1. **First quarter 2010 project.**
12. Installation of second LCD in lobby on main floor. Completion by October 1. **First quarter 2010 project.**
13. Installation/Configuration of tape backup "autoloader" device. **Completed in January.**
14. Website- Reconfigure backend to become more of a "Content Management System" with much more added functionality. **Completed in November.**

## **Library**

### **MISSION STATEMENT**

The Irvin L. Young Memorial Library will:

- provide quality materials and services
- serve as a cultural, educational, informational, and recreational resource center for the Whitewater area
- enable the community to have access to information, and
- support life-long learning for people of diverse backgrounds and abilities

### **GOALS**

The Irvin L. Young Memorial Library seeks to:

- increase community awareness and use of library resources
- provide a high-quality library staff
- provide and maintain a quality library facility
- provide and maintain a quality library collection in various formats
- continue to make progress toward building the library addition

### **2009 OBJECTIVES**

#### **Increase community awareness and use of library resources**

- Re-create the library website using WordPress blogging software.—**Completed in February.**
- Submit a summary of all board meetings each month to the Daily Jefferson County Union and the Whitewater Register.—**Sent info after March, April, May, June meetings –**

- Install an electronic sign in the lobby to highlight upcoming events and new materials—**Completed.**
- Send out a flyer highlighting our resources once a year with the city water bill-**Completed-included in 4<sup>th</sup> quarter utility bills.**
- Initiated a Twitter account to send out announcements.
- Received a grant to promote use of non-fiction resources by adolescents.

### **Provide a high-quality library staff**

- Send 2-4 support staff members to one of three conference workshop opportunities throughout the year :
  - Wisconsin Library Association Support Staff Section One-Day Workshop – **Two staff members attended – Completed.**
- Add an additional professional position to the library staff and secure funding from the City for the position in 2010 – **Funding unavailable.**
- Pursue a training opportunity in nonviolent intervention techniques for library staff – **Seven staff members attended Black Belt Librarian workshop sponsored by MWFLS – Completed.**
- Provide on-site refresher training in CPR and the use of the AED machine.—**Completed.**

### **Provide and maintain a quality library facility**

- Renovate the north entrance walkway – **Completed in August.**
- Meet the requirements of the new Gates Foundation grant for replacing old computers—**Scheduled for 1<sup>st</sup> quarter, 2010 completion.**

### **Continue to make progress toward building the library addition**

- Finalize the design plans for the expansion project— **Completed.**
- Send out a Request for Qualifications to fundraising consultants once we have a dollar amount for the cost of the project – **Completed report in December.**
- Completed fundraising study by consultant in December.

### **Additionally**

- Created a YA CD collection
- Significantly increased the number of YA and juvenile paperback series

## **Neighborhood Services**

### **City Building/Grounds Maintenance**

1. Serve as project manager for emergency communications upgrade/remodeling project. complete by April 1<sup>st</sup>. **Completed by July 1<sup>st</sup>. Vendor caused delays in getting project completed by target date.**

2. Serve as project manager for Whitewater Depot restoration project. Begin project by October 1<sup>st</sup> for July, 2010 completion. **Project architect hired. Contract delayed by State DOT-2010 project.**
3. Complete all city building/grounds maintenance projects on time and within budget. **Completed all projects and within budget. Submitted two (2) Energy Independence grant applications.**
4. Continue to manage City building cleaning contracts and make changes when necessary. **Contract changes implemented in March-\$5,000 cost savings realized.**
5. Respond to all internal requests for service within 24 hours. **On-going.**
6. Complete 2009 sidewalk repair/replacement program (remainder of Jefferson Street, Darcy Street, Wakely Street, Cravath Street and into southern part of City – South of Main Street and East of Franklin Street) by October 1<sup>st</sup>. **Completed.**



## Planning

1. Complete South Neighborhood Plan by April 15<sup>th</sup>. **Completed.**
2. Complete City Comprehensive Plan by December 30<sup>th</sup> to comply with State Smart Growth requirements. **Plan completed-final approval/public hearing before Council in January 2010.**
3. Conduct search for new city planner – Hire by April 1<sup>st</sup>. **Planner not hired.**
4. Produce draft minutes of all Plan Commission meetings within 20 days of meeting date. **Marked improvement-all minutes up to date.**

## Zoning/Code Enforcement

1. Respond to all requests for service within 24 hours. **On-going.**
2. Develop complaint/violation tracking system by September 1<sup>st</sup>. Begin use of standard complaint form (paper & on-line) by February 1<sup>st</sup>. **New system developed with UW-Whitewater implemented in June.**
3. Assist in development of neighborhood associations when requested (Housing Task Force recommendation). **On-going. Historic Starin Park Neighborhood Association formed in April.**
4. Complete customer survey by May 1st/Implement changes in operations identified in survey where warranted. **Comprehensive Plan survey completed-Department survey 2010 objective.**
5. Work with Downtown Whitewater, Inc. on amendment to Signage Code. Recommendations to Plan Commission by July 1<sup>st</sup>. **Completed. Council adoption in September.**

## Parks and Recreation

1. Complete a facility reservation policy that encompasses supervision of rentals by January 31<sup>st</sup>. **Policy presented. No Council action.**
2. Continue to work with WWUSD Facility Use Committee to ensure that facility reservation is in alignment with Whitewater School District by September 1<sup>st</sup>. **On-going.**

3. To improve staff efficiency through the new Active.net software with 50% of registrations moving to on-line by August 3<sup>rd</sup>. **Reached 34% in 2009. Continuing efforts to reach 50% in 2010.**
4. Pursue beautification and enhancement plans of Cravath Lakefront Park through the Whitewater Street Design project by November 1<sup>st</sup>. **Completed.**
5. Review parkland dedication ordinance and make proposed changes by July 1<sup>st</sup>. **Board review- No changes recommended.**
6. Have new equipment with a focus on increased accessibility installed at Starin Park playground by August 1<sup>st</sup>. **Completed on October 20<sup>th</sup> (Community Build Project).**
7. Complete all park improvement projects on time and within budget. **All projects on time and within budget.**
8. Work with the City Clerk and Police Department to create special event ordinance by May 1<sup>st</sup>. **Not completed-2010 objective.**



## Police

### MISSION STATEMENT

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 upholding the democratic values embodied in the Constitution of the United States.

### INTRODUCTION

Recent surveys of our citizens give high marks to Whitewater as a very safe place to live, with good schools, parks, city services, and rich cultural and recreational opportunities. Residents were especially satisfied with their police, fire, and emergency medical services, and feel that they receive good value for the City of Whitewater taxes that they pay.

What is perhaps most significant for us is that the majority of residents rate police service as very good to excellent. In addition, people generally feel safe from violent crime in Whitewater, feel safe in Whitewater parks, and feel safe in their neighborhoods after dark. A high percentage of respondents rated our crime prevention and traffic enforcement efforts as either excellent or very good.

There are a variety of quantitative and qualitative measurements by which to gauge the performance and effectiveness of a law enforcement agency. How people feel about their police and how safe they feel in their community are two such measures. Responses from the National Citizen Survey conducted here in Whitewater appear to confirm the results of our own periodic citizen opinion surveys, i.e. that our citizens have a high opinion of our agency's performance and that people feel safe living and working in Whitewater.

Although we are very pleased and proud of these results, we can ill afford to be complacent or overconfident. We must strive for excellence and we must continue to work hard to ensure the safety and stability of our community. We enjoy a very good reputation, but the expectations by the citizens we serve require that we not rest on our laurels. Now is the time for us to double our commitment to the highest traditions of policing and public safety.

## **GOALS AND OBJECTIVES**

Based on an assessment of departmental operations, supervisory and command staff discussions, budgetary considerations, accreditation standards, and a review of our current Strategic Plan, the following objectives were set for 2009.

### **1. Conduct a Police-Citizens Academy**

Citizen academies have played an important role in our community policing efforts and have served to enhance public awareness of safety related issues. Each ten-week academy provides members of our community with a highly interactive perspective of law enforcement and public safety operations. In recent years we have included Fire Suppression, Emergency Medical Service, and Emergency Government as subjects taught in our academy. In 2009, we intend to conduct our seventh such citizen academy. This year we also hope to begin to use Citizen Academy as a means of recruiting for our Community Emergency Response Teams (CERT). **Academy conducted during February-March (15 citizens graduated from program).**

### **2. Complete the Upgrade of Our Public Safety Communications Center and Enhancements to Our Communication Systems**

Perhaps the most significant technological improvement that we will undertake in 2009 is the completion of the upgrade to our radio communications center and systems. The upgrade will include completely new radio consoles for two dispatch positions, remodeling of the communications center, a Net Clock system which will synchronize all equipment within the communications center, better audio and visual monitoring of selected areas of the station and the Municipal Building, and the integrated upgrade of the emergency early warning system. The extensive nature of this project will call for several months of patience and cooperation by our communications personnel. In the end, the upgrade will be of significant benefit to our dispatchers as well as to all local public safety entities, i.e. the Whitewater Police Department, UW-Whitewater Police Services, Whitewater Volunteer Fire Department and Emergency Medical Service, and City/County Emergency Government. **\$300,000 Upgrade completed in June. Memorandum of Understanding (MOU) with UW-Whitewater amended in December to include an additional \$49,000 in payments for services provided.**

**The upgrade included new radio consoles for two dispatch positions, remodeling of the communications center, better audio and video monitoring of selected areas of the station, and integrated improvements to our emergency early warning system. These upgrades are of significant benefit to our dispatchers and to all of our local public safety entities, e.g. the Whitewater Police Department, UW-Whitewater Police Services, Whitewater Volunteer Fire Department and Emergency Medical Service, and City/County Emergency Government.**

### **3. Develop and Implement a New Patrol Accountability System**

In 2009, we intend to develop and implement a new patrol accountability system that will dedicate police officers to particular areas or sectors of the City. Officers will continue answering calls and patrolling throughout the entire City, but will have 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.

Our citizen surveys tell us that most of what residents are concerned about are not necessarily criminal matters, but quality of life issues such as speeding cars, loose dogs, and noise. Citizens also want to see the police more often. A new patrol accountability system aims to address these issues. A system such as this may also include more foot and bike patrol as well.

In 2009, the department developed a rudimentary patrol accountability system that dedicates officers to particular areas of the City. We intend to further define this geo-policing program in 2010. Our citizen opinion surveys tell us that most of what residents are concerned about are not necessarily criminal matters, but rather quality of life issues. Things like speeding cars, loose dogs, dilapidated buildings, and noise. Our new patrol accountability system aims to better address these issues.

### **4. Increase our Traffic Safety/Enforcement Efforts (particularly on West Main Street)**

In view of recent community concerns regarding pedestrian safety along Main Street in the “Campus Corridor” between Prairie and Prince Streets, we will periodically conduct targeted traffic safety/enforcement operations in that area. Violations targeted will include speeding, drunk driving, and seat belt usage.

At the same time, we will use our traffic speed board/trailer as a proactive measure, continue to work with City and Campus media in publicizing safety tips for both drivers and pedestrians, and coordinate our efforts with the UW-Whitewater Police Department. In the meantime, we await the results of the traffic engineering study which may provide additional recommendations for the City to undertake. Enforcement, education, and engineering are all factors in making for safer streets.

Throughout 2009 our Department worked with the UW-Whitewater Police Department in conducting high profile traffic safety operations along West Main Street in the “Campus Corridor” between Prairie and Prince Streets. Officers from both Departments ran radar in the area and both agencies periodically placed their speed boards near the intersection of Main and Whiton. Articles urging driver and pedestrian safety were placed in the University newspaper. Last year there were 2 less pedestrian related motor vehicle accidents than the year before (4 in 2009 versus 6 in 2008). Overall, there was a 17% reduction in motor vehicle accidents throughout the City last year (249 accidents in 2009 compared with 300 in 2008).

## 5. Accomplish Annual Team Objectives

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.

Every year our Sergeants and their assigned team of officers carry out certain goals and objectives. Last year our officers were successful in conducting tavern inspections, reducing active warrants, enforcing alcohol related violations, conducting speed enforcement, engaging in foot patrol, and deterring underage drinking parties. Our detectives joined the social networking sites of “Facebook” and “Twitter” in an effort to disseminate information on crimes and to solicit information from the public.

## 6. Emergency Preparedness

- 1) Complete Phase Two of the outdoor siren upgrade by September 1st. **Completed by June 1<sup>st</sup>. Testing of the system was conducted and will be fully operational for the 2010 severe weather season.**
- 2) Conduct a joint functional emergency planning exercise with UW-Whitewater, County and State representatives in August. **Completed.**
- 3) Conduct a second e-mail exercise/training program with support personnel by September 1<sup>st</sup>. **Not completed.**
- 4) Develop a neighborhood watch type program utilizing available federal funds by December 1st. **Not fully completed-progress has been made as noted in possible tie-in with geo-policing in 2010.**
- 5) Solicit city employee participation in emergency management roles and responsibilities. **Progress – on-going.**
- 6) Update/Upgrade Emergency Communications Equipment **Communications hardware was purchased to boost the capability to use cellular phone in the lower level of the municipal building. All key officials were provided with enhanced wireless telephone capabilities. City sector mapping was implemented which will allow for services and response to be easily dispatched and accounted for during emergencies. Digital maps were received from schools, businesses and industries within the City which will be incorporated into on-board computers in police, fire and EMS vehicles.**

Note: The following is a report on emergency training conducted in the city as well as what responses to emergency incidents occurred during 2009.

## **TRAINING**

In March, tornado spotters received training in response and damage assessment following severe weather events. Also in March, the EOC was activated in a simulation setting to demonstrate its use in emergency events. Department heads from the city were invited to attend. In April, the coordinator attended the State of Wisconsin Flood conference held in Madison. In June, Walworth County Emergency Management brought the mobile communications patching trailer to Whitewater training Whitewater Police dispatcher on its use in emergency events when communications continuity among responders is critical. Also in June, Walworth County replaced their "Code Red" telephone altering system with a product called "My State USA". This system will function very similar to the Code Red product and is activated at a municipality's request with the Walworth County Sheriff's Department. In August, the city, in cooperation with the UW-Whitewater and Wisconsin Emergency Management, conducted a functional exercise involving a simulated explosion on UWW property. An after-action report with several recommendations was completed and submitted to both City and University officials. In October, the coordinator attended the Wisconsin Emergency Management Conference held in Madison and successfully completed Rail Incident Response training during the conference. The Emergency Management portion of the City's website was updated to include pandemic flu planning and other FEMA brochures and links. Following the "laptop exercise" involving continuity of government following a simulated fire at the city municipal building in 2008, the city implemented a municipal building evacuation plan in 2009. This plan allows for the continuity of building operations, to include the police and fire departments in the event of a prolonged evacuation of the building. A drill of this plan is scheduled in 2010 to insure that the city will be able to continue operations should the municipal building be deemed uninhabitable for any reason. Throughout the last two years, requests for CERT participation among city residents failed to produce enough numbers to hold a training session. This concept has not taken hold in Wisconsin as anticipated.

## **INCIDENTS**

2009 was a safe year for extreme weather events which affected Whitewater. On June 8<sup>th</sup> a thunderstorm with high winds and heavy rain caused private property damage due to trees and limbs falling. On December 8<sup>th</sup>, a major snow storm blanketed the city with over a foot of snow. A snow emergency was put into effect which allowed roads to be cleared of snow in an efficient and timely manner. In April, cases of H1N1 (Swine Flu) were reported in the Whitewater area. Existing plans were put in place throughout the city to include monitoring of cases in all of the Whitewater schools to include UWW. Walworth County Department of Health and local, county and state emergency management agencies assisted in outreach programs to concerned residents providing literature and updates throughout the remainder of the year. A mass vaccination clinic was held on November 23<sup>rd</sup> at the Whitewater High School for anyone in attendance to receive H1N1 vaccine. Approximately 200 people took advantage receiving both the oral and injected vaccine. As the year progressed, fewer severe cases of H1N1 were reported regionally. Monitoring of cases will continue indefinitely.