

## IN THIS ISSUE:

- Library Addition
- New Crime Prevention Specialists
- Future Sewer & Water Bill Increase
- Census Trends

**City of Whitewater Municipal Building**  
at 312 W. Whitewater St.  
Summer Hours are  
Monday through Friday  
8:00 a.m. to 4:30 p.m.

Rent a Paddleboat or Kayak  
At Cravath Lakefront Park  
Thursdays & Fridays 4-10 pm  
Saturdays & Sundays 2-8 pm  
Now thru August 21st

## U.S. Census Reveals Interesting Trends

In 2010, the U.S. Census Bureau completed the 23<sup>rd</sup> Census of the United States. The census was a huge success, and the Whitewater community did an excellent job providing accurate feedback to the bureau. The information our community provided allows the government and citizens to track our growth as we plan for the future.

The population of Whitewater, currently 14,390, has also increased by 956 residents since the year 2000. Between the years 2000 and 2010, Whitewater's demographics have shifted. The White/Caucasian population

decreased by 4.2% while nearly all other races in the community has experienced a percentage increase. In particular, the number of Black/African American, Hispanic, and Latino residents has expanded to make our community even more diverse.

In addition, Whitewater housing options have increased. Whitewater gained 773 new housing units since 2000 with 93.2% of all units being currently occupied. Renters in Whitewater now account for 66% of these occupied units, with homeowners making up the remaining 34%. The White-

water community has continued to grow since 2000. Whitewater has housing options available for both incoming college students and family households. The vacancy rate for homeowners is currently .5% and rentals are at 2.5%.

Our community is constantly changing. To find out more information about Whitewater's demographics, log on to:

<http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>. By choosing the year, dataset (2010 Demographic Profile SF), state, and city in the search menu you will be able to find additional information regarding the 2010 census bureau results.

## New Crime Prevention Specialists

The Whitewater Police Department Crime Prevention Specialist Team was formulated this year in an effort to proactively respond to victim and property based crimes occurring throughout the city. The Team's first crime reducing initiative is geared toward reducing the number of vehicle entries; a crime that has continually plagued Whitewater.

Theft, like many crimes, is a crime of opportunity. Typically offenders don't pre-plan the crime; they simply come across an open vehicle with valuables in plain view and take advantage of the opportunity. Whitewater is a safe community, but unfortunately we are not immune to crime. Public safety reminders to keep residences, vehicles, and

outlying properties secure is just one of many ways the police department can partner with the community to help deter crime.

As Team members patrol the streets of Whitewater and come across a "crime of opportunity" they will alert the owner of the identified risk by placing a blue placard on the vehicle to share with the owner what has been identified

as a potential risk. Officers will also alert community members when they find a vehicle in "top security shape." The community may not always see a squad car in their neighborhood, but will be confident in knowing there is officer presence 24 hours a day 7 days a week. The team plans to implement several new and proactive initiatives throughout 2011.



OLIVER  
First-shift



MEYER  
Second-shift



KLEINFELDT  
Third-shift



ELDER  
Power-shift



VALADEZ  
Juvenile Officer



VANDERSTEEG  
Detective

## Future Sewer and Water Bills to See Rate Increase

The City of Whitewater's Watewater Treatment Facility recently underwent \$6.5 million in improvements. These improvements to the sewer treatment system, coupled with on-going water system upgrades have necessitated an increase in municipal water and sewer rates. Effective June 25, 2011 the Common Council increased sewer rates by an average 12%. The Water Utility has requested that the Wisconsin Public Service Commission (WPSC) authorize an approximate 23% increase in water rates. Water rates have not been increased by the WPSC since 2004.

When considering these pending increases, it is important for residents to understand how Whitewater sewer and water bills compare with other Wisconsin communities. The following information was taken from the 2010 Wisconsin Sewer and Water Rate surveys conducted by the Waukesha engineering

firm of Ruekert and Mielke.

Whitewater residential average total sewer/water bill in 2010 was \$662.36. This was approximately \$125.00 less than the state-wide average of \$787.43. Our resident's average bill ranked 225th of the 337 Wisconsin utilities surveyed, and was in the bottom 33% of those utilities.

Whitewater's annual water rates had averaged at \$199.04 per household which was almost \$90 less than the state-wide average of \$290.91. This had ranked 273 out of 341 water utilities, and was in the bottom 20% of those utilities. Even with a much needed rate increase of 23%, Whitewater's water rates will still be considerably below that of the state-wide average.

Whitewater resident's average sewer bill in 2010 was \$463.32 which was ranked 184th of 341 Wisconsin sewer utilities. This was roughly \$40 be-

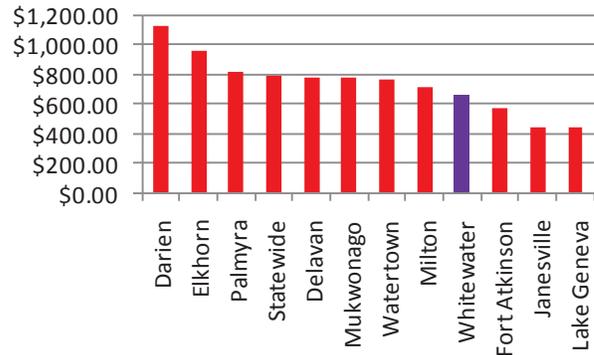
low the state wide annual average of \$501.08. With the new rate change, the annual sewer bill for the average residential customer will increase by roughly \$55.00.

Making these capital investments in our aging utility systems has been very prudent from a financial and operational perspective. Financially, we have been able to take advantage of grants and low interest loans as well as a very favorable public bidding climate these last several years. Operationally, the improvements that have and will be made will enable our water utility

systems to be more efficient (using less energy and less labor). With the recent automatic meter reading (AMR) installation, we have improved our customer service. The improvements will also allow for the future growth of our community.

Some Whitewater residents may question the need for and impact of these significant increases in utility rates; however, it is important that our rates be viewed in comparison to other local communities. Residential sewer/water bills remain below the statewide average, particularly for water services.

### 2010 Average Water & Sewer Bill



**FREE Concerts & Family Fun Nights**  
Thursday evenings at Cravath Lakefront, starting at 7:00pm.

- July 7th - Family Entertainment: Minneiska Ski Show
- July 14th - Music By: Avengers Assemble
- July 21st - Family Entertainment: The Big Rig Gig
- August 4th - Family Entertainment: David Stokes-Animals
- August 11th - Music By: Piper Road Spring Band

## Library Building Addition Project

In May 2010, the Library Board of Trustees decided to put the library building addition project on hiatus for one year. They wanted to see what changes there might be in the economy that would help or hinder the project and to consider one of the main concerns about the building plans being more extensive than the community needs. The Board will discuss decreasing the size of the project and making changes to

reflect the rapidly changing technologies that have evolved since the project was started in 2003 at their next meeting on August 15. One specific consideration would be to make the addition a one-story, rather than a two-story, addition. Another would be to increase the amount of seating and electrical outlets and adding docking stations for the various electronic devices that are part of nearly everyone's

daily lives. Anyone interested in the future of the library's building project is encouraged to attend the meeting on the 15<sup>th</sup> as the Library Board re-starts the project process.

**Visit the Irvin L. Young Memorial Library**  
431 W. Center St.  
Whitewater, WI 53190  
Phone: 262-473-0530  
[www.whitewater.lib.wi.us](http://www.whitewater.lib.wi.us)