



THE CITY OF
WATERTOWN

Opportunity runs through it.

Annual Report
2020





THE CITY OF WATERTOWN

2020 QUICK FACTS



19,172 calls responded to by Police & Fire departments



29 snow & ice control operations

\$2,172,000

invested in water & wastewater infrastructure & equipment



23,725 ballots cast in 4 elections



420+ participants in Recreation programs



33 families served through the TalkReadPlay program

\$459,925

received through CARES act



\$10,500,000+

invested in commercial property improvements

9,298

tons of curbside collection



A Word From Your Mayor



Greetings!

I am pleased to present the 2020 City of Watertown Annual Report. We hope this information is informative and displays what our city was busy accomplishing this

past year. Though there are numerous big and small projects that each department tackles throughout the year, we wish to showcase just a few of our accomplishments that we hope you feel are your accomplishments as well, as residents of Watertown.

Obviously 2020 was a year full of curveballs, surprises, and adaptations due to COVID-19. The City of Watertown took the challenges in stride and strived to provide a community that was both safe and yet still functioning. This adapting required a lot of out-of-the-box thinking and creativity to try to keep life as consistent as possible while also adhering to CDC recommendations. We worked to provide curbside delivery of library materials, access to a Wi-Fi patio, fun contests at home through the Park, Recreation, and Forestry Facebook page, and many other modifications.

The City of Watertown, like many other cities, worked diligently to develop a balanced and effective re-opening plan and safety recommendations in the midst of the Coronavirus. Our health department was busy

with consistent contact tracing and providing reliable information to the community. The Fire department opened an Emergency Operations Center to handle all the possible demands of COVID-19.

Yet, despite the unprecedented demands of the pandemic, the City of Watertown still grew and met many of 2020's original goals. The library began construction on the new addition. The Street and Solid Waste, Park, Recreation, and Forestry, and Engineering departments worked to transform the old site of the Marathon Gas Station into a beautiful green space. Our Water and Wastewater department passed Ordinance No. 20-27 which poises the city well for the removal of all lead pipes in the water distribution system in the foreseeable future.

I am pleased with both the responsiveness and resiliency of the community of Watertown, as well as the ability to continue to grow and advance during such trying times. Our city is strong. I look hopefully towards this new year of 2021 and am excited to continue to serve alongside you to bravely face the challenges and opportunities for growth in this coming year. Thank you for your investment in our community and perseverance shown throughout this past year.

-Mayor McFarland

Personnel

Alderpersons

Tom Pasch
District 1

Karen Wendt
District 2

Chris Ruetten
District 3

Dan Bartz
District 4

Jill Holthaus
District 5

Cassandra Wagner
District 6

Eric Schmid
District 7

Bob Wetzel
District 8

Linda Kilps
District 9

Department Heads

Carol Quest
Health

Jaynellen Holloway
Engineering/Building, Safety
& Zoning

Jason Timmers
Street/Solid Waste

Peter Hartz
Water/Wastewater

Rose Simon-Silva
City Attorney

Elissa Friedl
Clerk/Treasurer

Jourdan Westenberg*
Media Productions

Kraig Biefeld
Fire

Robert Kaminski
Police

Krys Brown**
Watertown Municipal Airport

Peg Checkai
Library

Randy Wojtasiak
Park, Recreation, & Forestry

* Acting Department Head

** Contracted Management Service

Development

- » Issued 31 building permits for new single-family homes
- » Over \$10,500,000 in commercial property improvements were made
- » Over \$12,000,000 in residential property improvements were made
- » 31 single family homes built, the most in 10 years
- » Passed ordinance modifications to make development more efficient
- » Enhanced the Developer's Checklist, an online tool for developers considering developing in the city
- » Created marketing materials around living, working, developing, and visiting the city
- » Conducted a market feasibility study for a 61 room hotel

Engineering

- » Successfully completed and reported to Wisconsin's Department of Transportation the City's Pavement Surface Evaluation & Ratings for all City streets. The average rating for asphalt roads is a 6 out of 10, and the average rating for concrete is 7 out of 10
- » Began implementing the newly formed Code Enforcement map which included districts that are methodically targeted for consistency
- » Evaluated and established a storm water utility rate that will aid the city in Department of Natural Resources compliance efforts
- » Managed the completion of the annual street reconstruction and maintenance projects for 2020

Health

- » Responded to the COVID-19 pandemic and served as the primary community contact for businesses, residents, and partners
- » Conducted contact tracing of COVID-19
- » Created a Phased Reopening Plan
- » Organized community COVID-19 testing
- » Prepared and planned for vaccine distribution



- » Organized and operated a drive-thru Influenza vaccine clinic for school aged children at the Watertown Street Department

Street & Solid Waste

- » Completed the demolition and clean up of Marathon gas station
- » Constructed kayak launch wall behind 7-Up along the River Walk
- » Reconstructed storm sewers on five streets
- » Completed 16 salting operations for snow & ice control
- » Completed 13 plowing operations for snow & ice control

Curbside
Collection
of...



1,055 tons of
leaves



3,010 tons of
recycling



5,232 tons of
garbage/solid
waste

Water & Wastewater

- » \$977,000 invested in water infrastructure and critical equipment replacement
- » Passed new Ordinance No. 20-27 and began the process of removing all lead pipes from the water distribution system
- » 5,340 feet of vintage watermain replaced
- » Completed cleaning and inspections of 30+ miles of sanitary sewer main



807,541,000

gallons of groundwater pumped into the distribution system

1,219,000,000

gallons of wastewater cleaned



Clerk/Treasurer

- » Issuance of over 4,400 licenses (pet, alcohol, transient merchant, tobacco, and secondhand dealer)
- » Issued over 15,700 absentee ballots
- » Implemented a new accounting software for the city for the first time in decades
- » Received and managed \$459,925 in CARES funding to assist in offsetting expenses incurred during the pandemic
- » Processed over 68,378 real estate, property, utility, and other payments



23,725

**Ballots cast in
4 elections**

Parks, Recreation, & Forestry

- » Partnered with the Street & Solid Waste department to recreate the dock area along the Riverwalk
- » Obtained grants and launched a kayak rental program
- » Installed a new baseball field at Brandt Baseball Complex specifically for younger levels
- » Partnered with other city departments to develop Sharp Corner Park at the intersection of College Avenue and Main Street
- » Operated "Kart Park," a free mobile program, to provide safe access to a park to those who do not have regular access
- » Removed 137 trees due to Emerald Ash Borer
- » Planted 143 trees supported by the Urban Forestry Grant
- » Hosted online programs such as puzzle contests, scavenger hunts, and "Deck the House"- a holiday home decorating contest



Library

- » Held ground breaking ceremony in August for the new addition
- » Created a Wi-Fi patio to provide 24-hour free access to Wi-Fi
- » Facilitated the check-out of nearly 228,000 library materials
- » Implemented curbside pick-up and printing services
- » Provided access to 74 databases for digital literature



Media Productions

- » Responded to changing needs and continued to air local community content such as church services and sporting events
- » Provided live streamed coverage of the Watertown High School graduation and the Drive-By 4th of July parade
- » Created a Fire Department virtual tour to demonstrate what services are provided
- » Implemented more online based content on the YouTube channel and live streaming
- » Organized and launched the city's new website with new features for the community
- » Increased production capabilities through studio equipment and drone usage



Police

- » Updated the records management system to meet state requirement of implementing NIBRS (National Incident Based Reporting System)
- » Hosted 4 “pop-up” ice cream events for children
- » Conducted 186 hours of K9 team training and 75 deployments of the team
- » Responded to 16,578 calls for service

- » Had the lowest number of domestic abuse arrests in five years



Fire

- » Conducted and completed an internal audit for HIPPA compliance for EMS calls
- » Worked with Jefferson county SWAT to send tactical EMS to their calls
- » Started providing EMS transport services to the township of Lebanon
- » Added a new ambulance to the department
- » Updated the Emergency Management Ordinance

- » Conducted a table top exercise for the city of Watertown’s emergency response
- » Opened the Emergency Operations Center for COVID-19 pandemic

	2020	2019
Fire Calls	493	501
EMS Calls	1989	2009
Haz-Mat Calls	40	59
Motor Vehicle Crashes	72	68

Municipal Airport

- » Completed an environmental study and traffic study for the preparation for realigning Boomer Street
- » Installed additional lighting on a taxiway to provide increased safety
- » Added avionics for the children to play with in the control tower at Darcey Park, located north of the parking lot
- » Flight student enrollees more than doubled in 2020
- » In response to the pandemic, Watertown Municipal Airport saw an increase in personal charters of private aircraft

This report was designed by Sierra John

