



VILLAGE OF SHOREWOOD

2024 ANNUAL REPORT 2025 PROJECTS AND FUTURE INITIATIVES

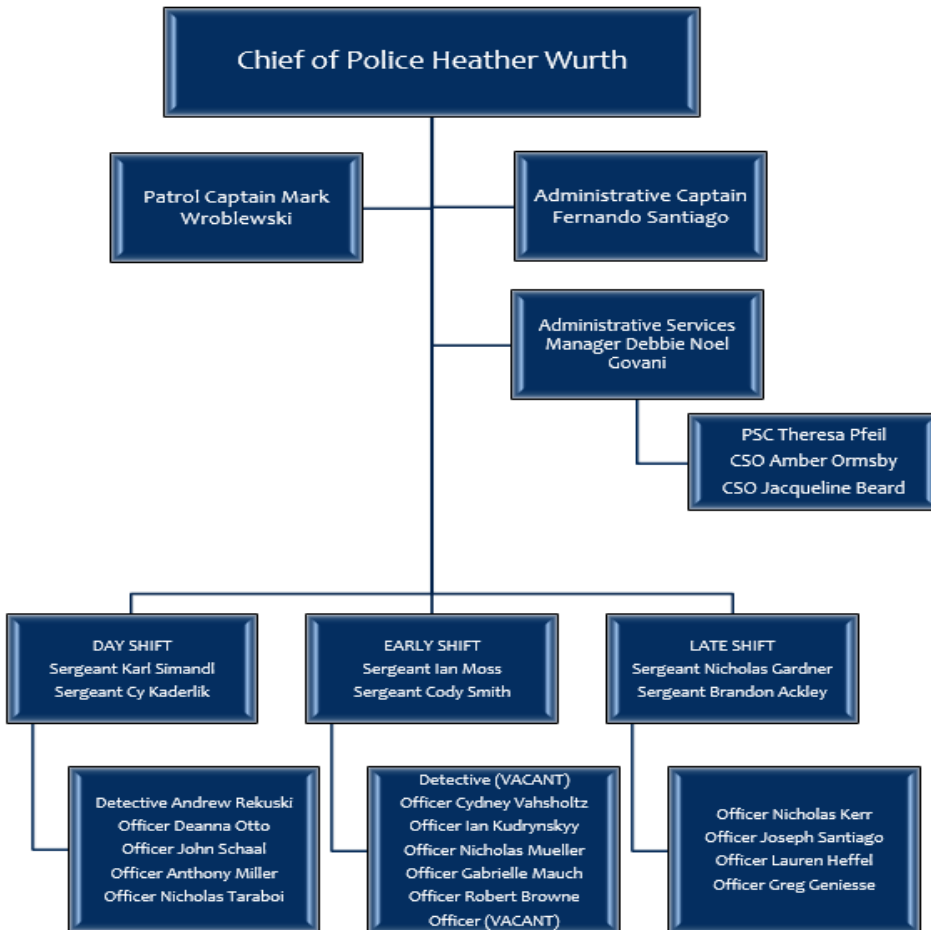
Department: Police Department

Department Head: Heather Wurth, Chief of Police

Summary of Department Services

Shorewood Police Department services include:

- 24-hour /7-day patrol services;
- Detection, apprehension, and prosecution of violators and offenders of local, state and federal laws;
- Conduct criminal investigation;
- Directed patrol on pedestrian and speed issues;
- Crash Investigation;
- Crime Prevention;
- Community Engagement;
- Collaborate with other departments to make Shorewood a safer community;
- Special events safety;
- Provide alerts for major crimes or other issues



Current Personnel and Organization Structure

Police Chief Heather Wurth is the chief executive of the Shorewood Police Department. Captain Fernando Santiago oversees administrative operations, and Captain Mark Wroblewski directs patrol operations. Six (6) sergeants, two on each shift, are assigned to patrol supervision. There are four (4) officers assigned to day shift (6:45a-3p), six (6) officers assigned to early shift (2:45p-11p) with one position vacant, and four (4) assigned to late shift (10:45p-7a). One (1) detective is assigned to day shift while the early shift detective position remains vacant. Administrative Services Manager Noel Govani oversees the civilian staff of one Public Safety Clerk and two Community Service Officers and the evidence room, payroll, and accounts payable.

2024 Work Accomplishments & Service Delivery

On behalf of the executive team, Chief Heather Wurth, Captains Fernando Santiago and Mark Wroblewski, we extend our deepest gratitude to the dedicated men and women of the Shorewood Police Department. Their professionalism, unwavering commitment, and tireless efforts in ensuring the safety and well-being of our community are truly commendable.

Since Chief Wurth's appointment, the department has successfully transitioned operations while simultaneously enhancing community engagement. Our officers diligently respond to a wide range of calls for service, from emergencies to non-emergency situations. When not actively responding, they proactively engage with the community through various initiatives.

The department's primary focus remains on enhancing public safety, improving the quality of life for our residents, and preventing crime through problem-solving approaches and collaborative partnerships. We strive to cultivate community relationships, which promotes the strong bond we have with our residents, businesses, and guests. The Shorewood Police Department acknowledges that our effectiveness depends upon the community's support, acceptance of our authority, and approval of our actions. Therefore, we endeavor to provide quality customer service to the citizens and residents we serve.

We believe strongly that working alongside our residents is the best way to keep our community safe. This commitment is reflected in our revised Mission, Vision, and Core Values, developed collaboratively by Chief Wurth and all members of the Police Department.



Mission, Vision, and Core Values. Under the guidance of Chief Wurth, the Shorewood Police Department embarked on a collaborative effort to redefine its mission, vision, and core values. These foundational statements serve as a compass, guiding the department's direction and inspiring all members towards shared goals. They articulate the department's aspirations, outlining the desired future and the principles that underpin every interaction and decision.

Mission Statement: To protect and serve our community.

Vision Statement: To be recognized as the standard of excellence in law enforcement.

Core Values:

- *Service: We strive for excellence, accountability, and effectiveness in our performance. We dedicate ourselves to continual knowledge building and training to guarantee our practices and procedures meet and exceed the community's evolving needs.*
- *Honesty: Honesty and truthfulness are fundamental elements of integrity. Our behavior, words, and deeds shall earn and sustain the confidence of our community.*
- *Professionalism: We discharge our duties with composure and determination. We put the needs of the community and the goals of our department first. We mentor, promote, train, and improve standards through advice and guidance. We assume responsibility to treat each other considerately and support their professional development.*
- *Duty: We render service to the community promptly and efficiently. We empower our employees to be leaders, take responsible risks, pursue excellence, and make a difference in the Village of Shorewood. We accept our moral responsibility to act against injustice and wrongdoing.*
- *Collaboration: We strive to work with other agencies, organizations, and the community to achieve shared goals. We focus on building relationships, improving communication, and*

understanding community perspectives.

- *Objectivity: We exercise discretion worthy of public trust and remain balanced and unbiased when making decisions. We are committed to sensitivity and impartiality in our interactions with the people we serve.*
- *Pride: We are all responsible for the department's performance, reputation, and morale. We hold honor in the nobility of law enforcement and will guard against behavior that discredits our profession, department, and ourselves.*

Discipline Matrix. In concert with the adaptation of new Mission, Vision, and Core Values, Chief Wurth created the Shorewood Police Department discipline matrix. Police officers are accountable to the people for their decisions and the subsequent consequences. Public confidence in the criminal justice system depends primarily on the trust that the people have in their police. An effective discipline system supports the success of the Department and the officers in carrying out the mission by promoting public trust through accountability, individual responsibility, and high standards of professionalism. The purpose of this matrix is to achieve transparency, consistency, fairness, and objectivity in discipline decision-making.

Community Engagement. The Shorewood Police Department focuses on building strong relationships within the community. Officers actively interact with residents and visitors through events like National Night Out, Coffee with a Cop, and attending local events like the Criterium bike race and Shorewood Feast. The Shorewood Police Department actively collaborates with local



businesses, schools, and community organizations to ensure the success of these initiatives. The Shorewood Police Department's "Santa at the Station" event this year offered families a chance to have their children's photos taken with Santa, receive a small gift, meet police officers, and donate a toy to Toys for Tots. The department aims to foster trust through initiatives like the Citizen's Academy, which provides an inside look at police operations. The department plans to expand the Citizen's Academy to include more diverse community members and explore new avenues for community feedback. Citizen Academy participants reported increased understanding of police procedures and a higher level of

trust in the department. Officers strive to maintain a visible presence in the community to both deter crime and provide a sense of safety and security.

Team and Individual Development. Chief Wurth prioritizes employee development and well-being. To this end, she has implemented several initiatives:

- **Regular Check-ins:** Biannual check-ins are conducted by all supervisors with their assigned personnel, fostering open communication and employee growth. These meetings allow for:
 - **Goal Alignment:** Discussion of employee goals and interests, ensuring they align with departmental objectives.
 - **Performance Feedback:** Transparent and candid feedback on job performance, including areas of strength and areas for improvement.
 - **Mentorship Opportunities:** Identification and exploration of mentorship opportunities within the department.
- **Comprehensive Evaluations:** The department utilizes a revised evaluation system that includes metrics such as commitment to departmental goals, job understanding, productivity, communication, problem-solving, and interpersonal skills. Employees are also encouraged to participate in self-evaluations.
- **Focus on Employee Well-being:**

Village of Shorewood | 2024 Annual Report | 2025 Projects and Future Initiatives
Department: Police Department

- Mandatory Wellness Checks: Continued support for employee mental health through mandatory wellness checks with First Responder Psychological Services.
- Incentivized Fitness Program: An incentive-based fitness program encourages physical well-being and rewards officers who successfully complete fitness standards set by the Wisconsin Law Enforcement Standards Board with an additional day of paid leave. This program has been extended to all Village employees.

Employee Training. To uphold the department's vision of excellence in law enforcement, Chief Wurth emphasizes the importance of continuous professional development beyond the mandated training requirements.

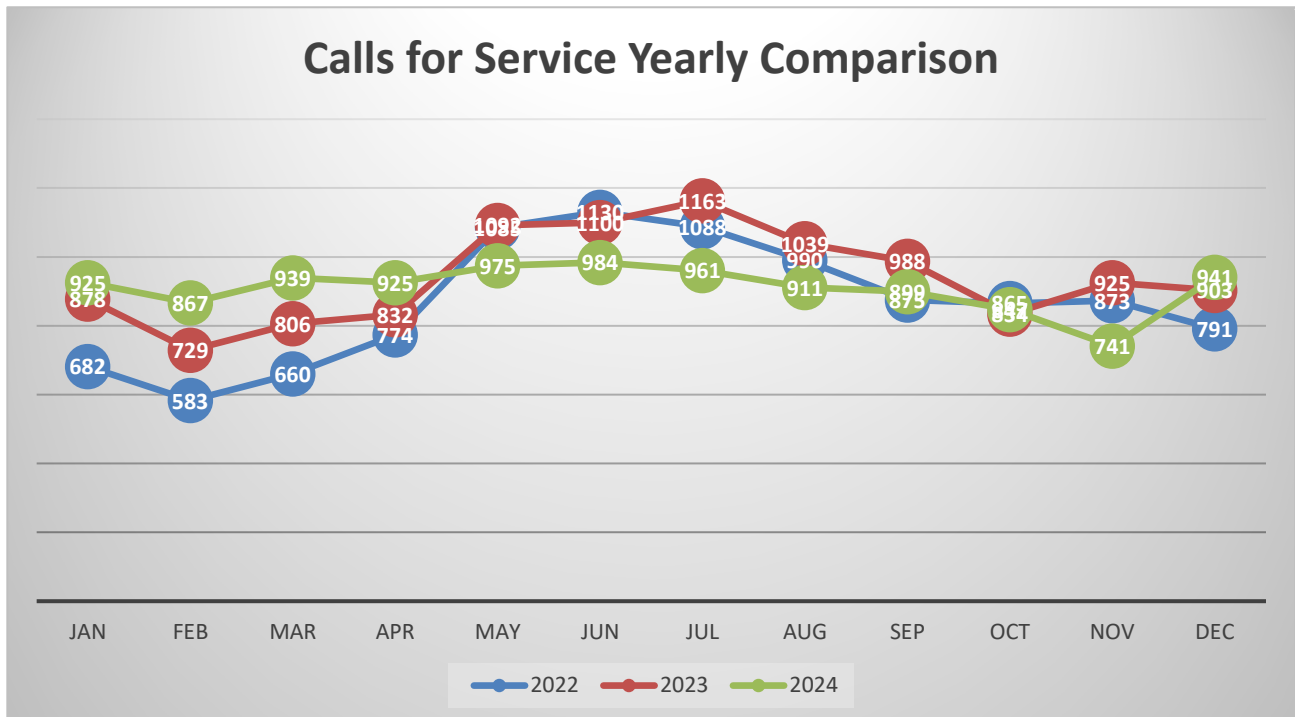
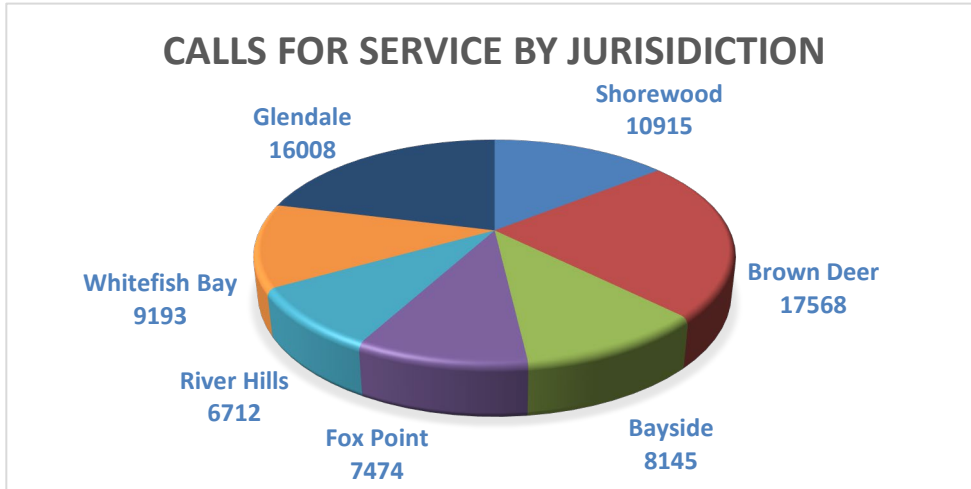
- Leadership Training: Chief Wurth actively participates in professional development opportunities, including the National Association of Women Law Enforcement Executives (NAWLEE) training conference, the Law Enforcement Mental Health Symposium, the Peer Support Conference, and has achieved certification in Critical Incident Stress Debriefing.
- Leadership Development: Captain Fernando Santiago attended the Wisconsin Law Enforcement Executive Training Conference, and Captain Wroblewski attended the International Association of Chiefs of Police Conference.
- Officer Training: Officers have engaged in a wide range of training courses, including:
 - Tactical Skills: Biennial Vehicle Pursuit, Active Shooter Response, Field Force Operations, Tactical Response/Tactical Medical Training.
 - Investigative Skills: Financial Exploitation Investigations, Patrol Response to Sexual Assault, New Investigator School, Crime Scene Processing.
 - Specialized Skills: Officer Level Leadership, Instructor Development, Autism and the Law Enforcement Response, Crisis Intervention, Safer Together Frontline Officer Workshop.
 - Leadership and Professionalism: Leadership Lessons from Columbine and Beyond, Performance Standards and Measurements.

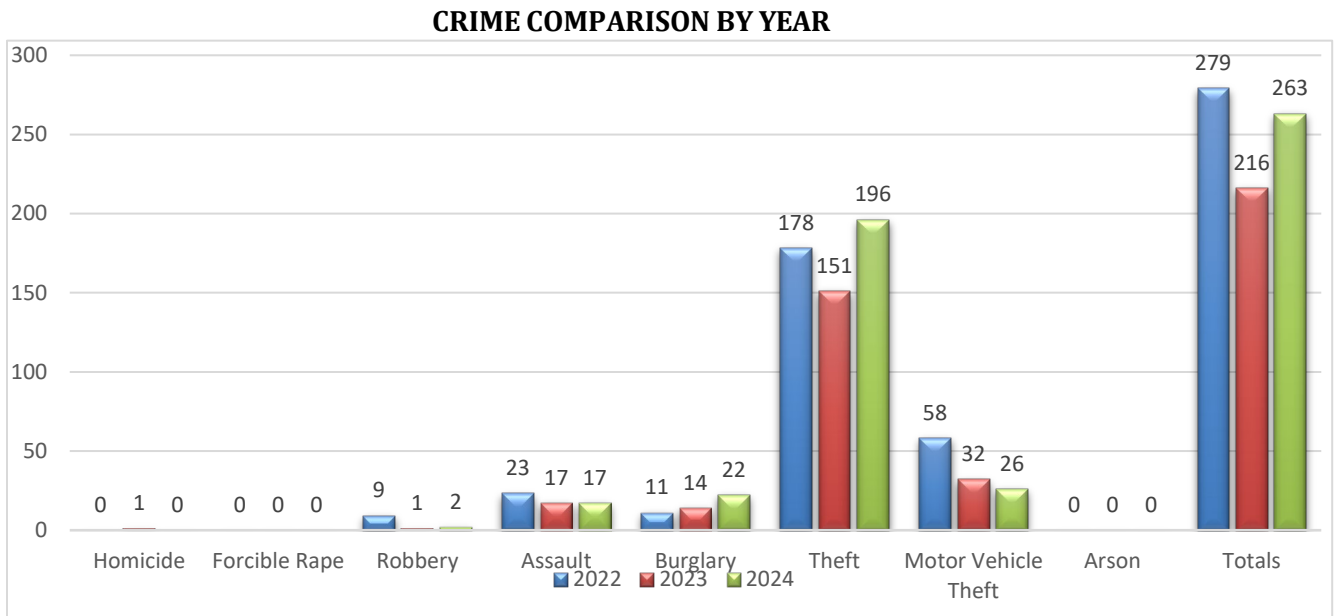
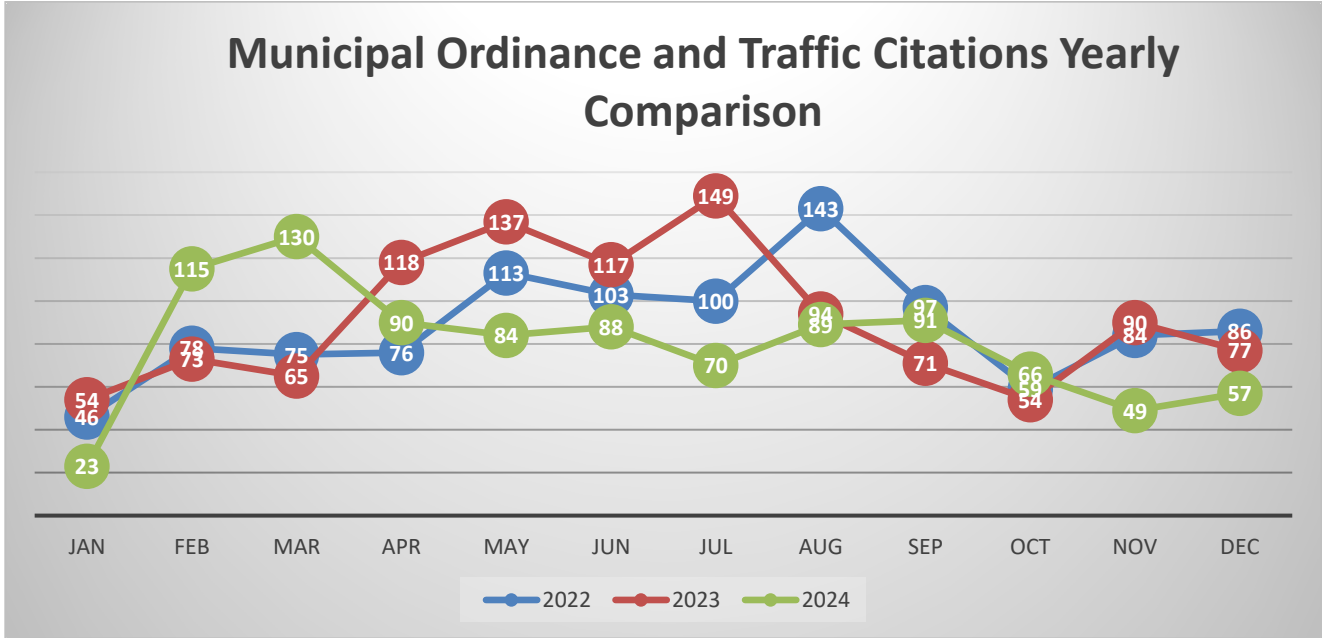
Collaboration. To enhance public safety, the Shorewood Police Department (SPD) actively collaborates with other agencies:

- Intelligence Sharing: Daily crime summaries from the Milwaukee Police Department are shared with SPD personnel to help identify emerging crime trends and potential suspects.
- Regional Collaboration: Chief Wurth or a designee participates in monthly meetings with the North Shore Police Chiefs and the Milwaukee County Law Enforcement Executives, fostering regional cooperation and information exchange.
- School Safety Initiatives:
 - In 2024, SPD conducted safety walk-throughs at all local schools (Shorewood High School, Shorewood Intermediate School, Atwater Elementary School, Lake Bluff Elementary School, and St. Roberts School), providing valuable recommendations for enhancing school safety. These walk-throughs will be conducted annually.
- Preparedness for Critical Incidents: Ongoing planning and training exercises with North Shore Police and Fire Agencies are conducted to ensure effective response to active shooter situations and other critical incidents.

2024 Yearly Report and Statistics

In 2024, the Shorewood Police Department responded to 10,915 calls for service, issued 14,708 parking citations, and issued 259 non-traffic related citations.





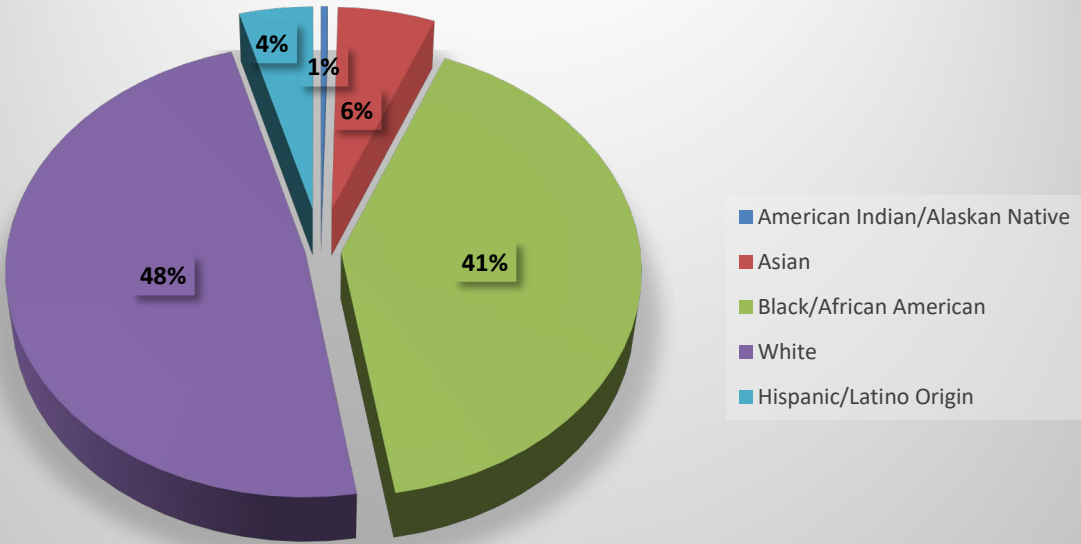
UCR Data: The Shorewood Police Department reported 263 uniform crimes, including an 18% reduction in motor vehicle thefts. Thefts overall increased by 33%, primarily driven by an increase in retail thefts.

PARKING CITATIONS ISSUED BY VIOLATION TYPE

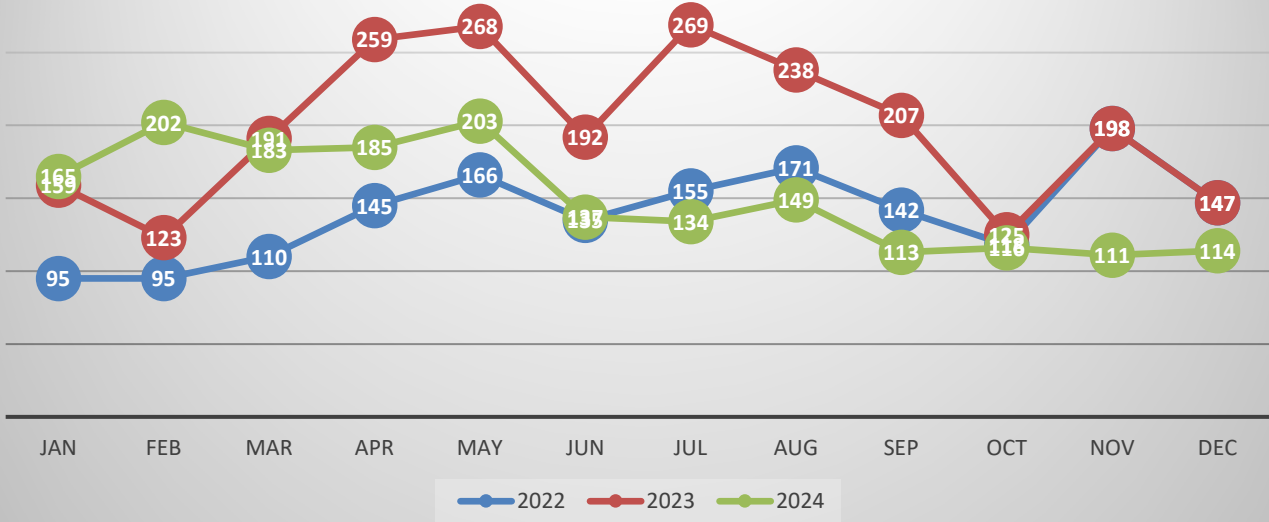
		2022	2023	2024
PK01	Parking Where Prohibited by Official Sign	818	832	684
PK02	Parking Past Posted Time Limits	1691	1,061	1041
PK03	Parking on Posted Private Property	84	122	70
PK04	Parked Too Close to Crosswalk	199	176	165
PK05	Other Parking	119	151	133
PK06	Night Parking	11893	12,038	9955
PK07	Parked Too Close to Hydrant	38	59	46
PK08	Parked Too Close to Drive	248	199	169
PK09	Parked on Street During Snow Emergency	0	0	0
PK10	Winter Restrictions 12/1 Thru 2/28	174	280	209
PK11	Parking on Public Lot W/O Permit	539	619	539
PK12	Parked Left Wheels to Curb	16	17	14
PK13	Parked in Handicapped Space	44	25	27
PK14	Parked in Alley	14	7	2
PK15	Parked on Odd Side of the Street	1058	805	663
PK16	Parked on Even Side of the Street	1035	857	763
	Totals	19,992	17,248	14,480

Per ordinance passed in May 2023, 22 Vehicles were towed – related to registration, covered VIN, and excessive unpaid parking citations.

Traffic Stops by Race



Traffic Stops Comparison

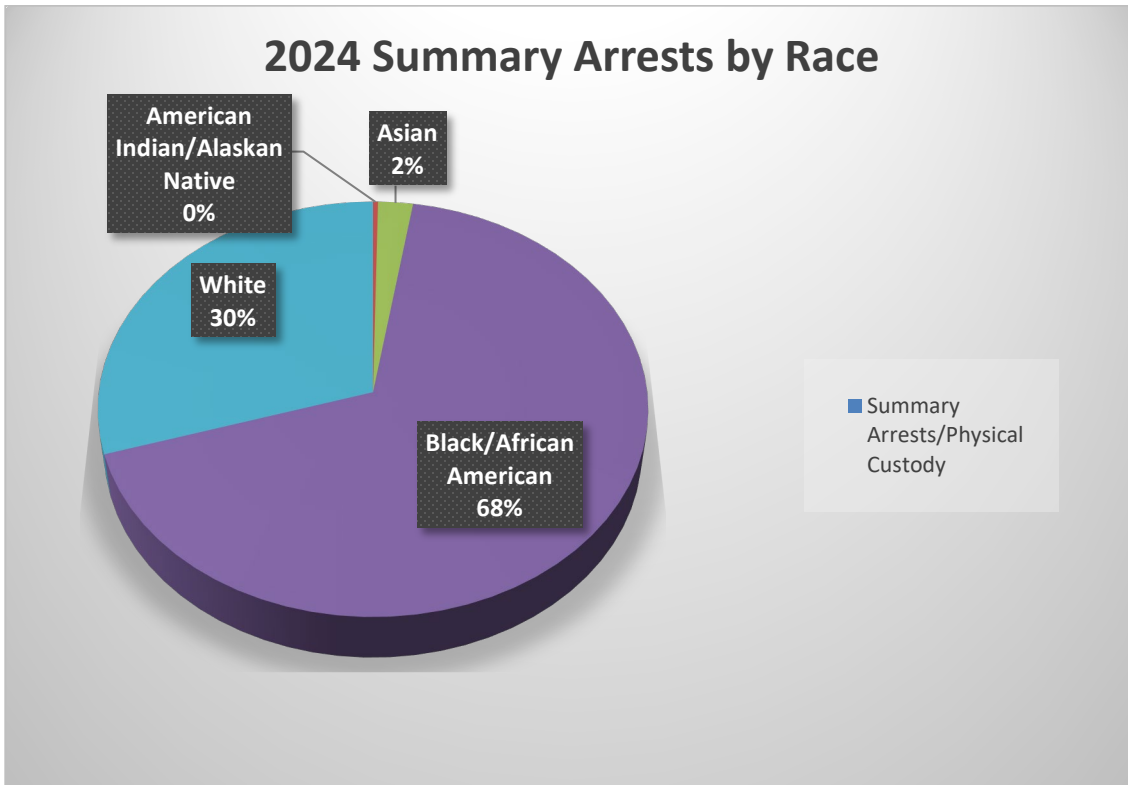


Village of Shorewood | 2024 Annual Report | 2025 Projects and Future Initiatives
 Department: Police Department

Summary Arrests/Physical Custody	
American Indian/Alaskan Native	1
Asian	7
Black/African American	214
White	94
Total	316

Warrants	
American Indian/Alaskan Native	0
Asian	0
Black/African American	52
White	5
Total	57

Common Charges by Race		Amer.Ind/Alaskan	Asian	Black	White
Carrying a Concealed Weapon	7	0	0	5	2
Drug Possession/Distribution	34	0	0	24	10
Resisting/Obstructing an Officer	36	0	0	30	6
Trespassing	18	0	0	13	5
Operating while Intoxicated	25	0	0	7	18
Retail Theft/Theft	89	0	0	82	7
Total	209	0	0	161	48



Use of Force Incidents

	2022	2023	2024
Jan	0	3	1
Feb	2	2	0
Mar	2	2	0
Apr	0	3	1
May	2	3	1
Jun	1	2	1
Jul	1	0	1
Aug	3	3	3
Sep	1	0	1
Oct	0	0	1
Nov	2	0	2
Dec	1	3	1
Total	15	21	13

	2022	2023	2024
Total Calls For Service	8732	11289	10915
Use of Force Incidents	15	21	13
% of Calls Resulting in a Use of Force	0.002%	0.002%	0.001%

Complaints Received

	2022	2023	2024
Jan	0	0	0
Feb	1	0	0
Mar	0	0	0
Apr	0	0	0
May	1	0	0
Jun	0	0	1
Jul	0	0	0
Aug	1	1	0
Sep	0	0	0
Oct	2	0	1
Nov	0	0	0
Dec	1	0	0
Total	6	1	2

	2022	2023	2024
Total Calls For Service	10396	11289	10915
Citizen Complaints	6	1	1
% of Calls Resulting in a Complaint	0.0006%	0.0001%	0.0001%

Future Initiatives, Budget Impacts & Fee Updates

Citizens Academy. The Police Department will once again host its Citizens' Police Academy. This program consists of a series of classes, discussions, and hands-on training sessions held weekly on designated weekday evenings from 5:30 PM to 8:00 PM. With a limited class size of 12 students and no enrollment fee, the Academy offers citizens an in-depth look into various aspects of law enforcement, including traffic enforcement, criminal investigations, court procedures, charging processes, and firearms use. This educational program aims to enhance citizen understanding of police procedures and regulations, foster a stronger partnership between the community and the police department to create a safer environment, and improve communication channels between the community and law enforcement.

Officer Wellness. The Shorewood Police Department will actively be seeking donations within the framework of Village policy to invest in fitness equipment. By prioritizing fitness, we can improve officer safety, enhance job performance, and promote a healthier and more resilient workforce. Increased strength and endurance and improved agility and coordination allow officers to be more skilled in their physical job duties, while also reducing the risk of injury by building muscles and joints. Better physical preparedness increases officer confidence, relieves stress, reduces the risk of chronic disease, improves overall mood and sleep, and fosters a sense of discipline of accomplishment.

National Night Out. The Shorewood Police Department is proud to host this year's North Shore National Night Out on August 5th, 2025. This nationwide event, celebrated annually on the first Tuesday in August, fosters stronger relationships between residents and law enforcement. By bringing together neighbors, community members, business leaders, and organizations across the North Shore, National Night Out promotes a sense of community and builds safer, more caring neighborhoods.



Wage Adjustments. After the Village of Shorewood's 2024/2025 wage adjustments, the Shorewood Police Department will collaborate with Assistant Village Manager Chris Anderson and Village Manager Rebecca Ewald to determine fair market value for the Chief of Police, Captain, and Administrative Services Manager positions.