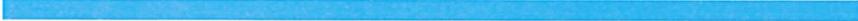




**New Berlin  
Police Department  
Community Programs**



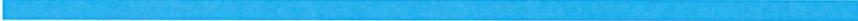
  


*Dear Citizen,*

*The New Berlin Police Department provides this booklet to you as an informational guide to various programs offered by our Community Services Division within the department. It is our mission to offer numerous programs that allow us to form relationships with citizens, neighborhoods, businesses and city services, that provide us the opportunity to come together as a community and prevent crime.*

*The needs of the community are ever-changing and we plan on offering new programs that meet those needs. Please keep in mind that we send out a monthly crime update and have a mapping platform available to the public through the New Berlin Police Department website, updated daily.*

*In conclusion, we need your assistance and partnership to reduce the reality and perception of crime in our community. We are asking you to get involved in your neighborhoods, schools and community, as your involvement is integral to maintaining our quality of life.*


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### **Mission Statement**

The mission of the New Berlin Police Department is to protect the lives and property of the people we serve and prevent crime through partnership with the community.

### **Vision Statement**

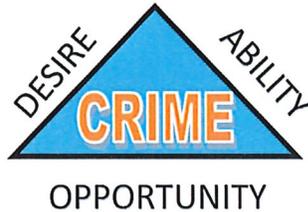
The vision of the New Berlin Police Department is to be regarded as a leader in law enforcement through the commitment to professionalism, training, and community-oriented policing.

### **Value Statement**

The members of the New Berlin Police Department are guided by a set of core values:

- **Human Dignity:** We acknowledge the value of all people, and carry out our duties with dignity, respect and professionalism.
- **Integrity:** We are committed to performing our work with the highest degree of honesty, integrity and professionalism.
- **Community Partnership:** We believe we are only as strong as the community that we serve. We are committed to strengthening our partnerships with the public to ensure a higher quality of life for our community.
- **Leadership:** We believe that all of our employees are leaders. We value the contributions, sacrifices, and talents of all of our employees.

## Crime Prevention Triangle



At the New Berlin Police Department we utilize the principle of the **Crime Prevention Triangle** in our prevention and outreach efforts. This is a concept that a crime needs three elements to exist in order to occur; the offender's **Desire, Ability & Opportunity** to commit a crime. If we can eliminate any one of these elements, a crime cannot occur!

**Desire:** The desire of an offender to commit a crime - Generally, we as citizens cannot impact or remove an offender's desire to commit a crime. If someone has intent on committing a crime, he/she will attempt to do so.

**Ability:** The ability of an offender to commit a crime - Generally, we as citizens cannot impact the ability of an offender to commit a crime. He/she will find a way. He/she can be thousands of miles away, use telephones, internet... Not even physical impairment will stop someone from committing a crime.

**Opportunity:** The offender's opportunity to commit a crime - This is where we **can** take action to prevent crime. By removing or reducing the opportunity for crime to occur we have broken the "Crime Prevention Triangle".

# PROGRAMS

## **Alcohol Compliance Checks**

Alcohol Compliance Checks look to educate liquor license holders and their employees on laws prohibiting the sale of alcoholic beverages to underage persons. Our goal is to reduce the accessibility of alcohol products to underage persons by canvassing taverns, restaurants, and beer/alcohol depots through the use of compliance checks (utilizing an underage person under the supervision of an officer). The New Berlin Police Department is dedicated to preventing underage persons from procuring alcoholic products by educating vendors about alcohol sales laws.

## **Auxiliary Police Officer Program**

In keeping with the mission of the New Berlin Police Department and the goal of providing high quality community-orientated police services, the NBPD has established a Police Auxiliary Unit. The Police Auxiliary Unit is intended to encourage the police and the citizens to blend together as a community in order to achieve the mission of the NBPD.

Auxiliary Officers are non-sworn personnel and are not intended to replace sworn police officers.

Auxiliary Officers are primarily assigned to law enforcement-related community service functions. They also may serve as a resource in emergencies and/or large-scale special events.



### **Bicycle and Pedestrian Safety**

The New Berlin Police Department routinely collaborates with schools, civic groups and other organizations to promote bicycle and pedestrian safety, through various programs such as:

- ◆ Pop-Up Bike Helmet Fitting/Distribution Events
- ◆ Bike Rodeos
- ◆ Safety/Wellness Events
- ◆ Child Development Enrichment Outreach

### **Chaplain Program**

The NBPD utilizes the professional, non-denominational, volunteer services of a Chaplain for its police officers, their families and citizens. The Chaplain may assist with death notifications, diffuse/debrief crisis situations and provide counsel in critical incidents to departmental personnel, their families and members of the community.

### **Child Development Center Safety Talks**

The New Berlin Police Department has been called upon by numerous centers within the City to provide topic-specific talks to their students and staff.

The NBPD routinely invites the center's students, staff and chaperons to the public safety building for a group tour.



### **Citizens' Academy Alumni Association**

Graduates of the New Berlin Citizens' Police Academy Program are invited to join the New Berlin Police Citizens' Academy Alumni Association (NBPCAAA), a 501(c)3 organization. The Mission of the NBPCAAA is to support the New Berlin Police Department and law enforcement.

The NBPCAAA provides graduates further training/ educational activities and opportunities such as a golf outing and bowl-a-thon, to support the NBPD.

### **Citizens' Police Academy Program**

This program is designed to provide citizens with a better understanding of the operations of the New Berlin Police Department. We host a spring and fall session annually. Each session consists of eleven consecutive 2.5 hour classes, held once a week. The program is open to citizens who live or work in New Berlin that are 18 or older. Applicants must not have any felony convictions and are subject to a background check.



## **Community Camera Program**

Video surveillance is one of the best methods for apprehending & convicting criminals. Installation of video surveillance systems is a great example of a community-police partnership working towards the common goal of public



safety. In order to further enhance this partnership, the Community Camera Program allows property owners the ability to register exterior surveillance cameras with the NBPD. Should a need arise, investigators will quickly be able to identify registered cameras in the area of reported criminal activity in order to determine if the system contains useful surveillance footage. Online registration is accessible via the department's homepage at [www.newberlin.org](http://www.newberlin.org).

## **Crime Alerts**

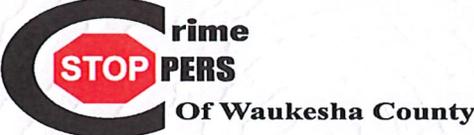
Should the need arise, the department will distribute a crime alert via social media and/or email distribution lists specific to a crime or patterns of crime so the community may stay informed and maintain a level of alertness.



### **Crime Stoppers Program**

The NBPD participates in the Waukesha County Crime Stoppers Program. This program is a local community effort, involving the public, the news media, and the police department in an organized fight against crime. It offers anonymity and cash rewards to those who furnish information leading to the arrest of offenders and/or the apprehension of fugitives. Crime Stoppers is a non-profit, civilian board of Waukesha County citizens and business persons. The board of directors meets monthly to discuss fundraising methods, reward payouts, and the daily operations of the organization. The police coordinator informs the board of incoming tips, dispositions, case reviews, and reward recommendations.

The Crime Stopper tip line is **NOT** designed for crimes in progress. Crime Stopper calls supply new information, along with naming suspects and/or addresses on crimes that have already occurred. These tips help police solve cases that had been "dead-ended", or closed because there were no suspects or clues. Crime Stoppers obtains crime information to assist the police department, and police investigators solve the crimes. The maximum award for each event is \$1,000.00:



**Help  
Fight  
Crime**

**REWARD up to \$1,000**

**You will remain anonymous.**

**1-888-441-5505**

### **Crime Updates**

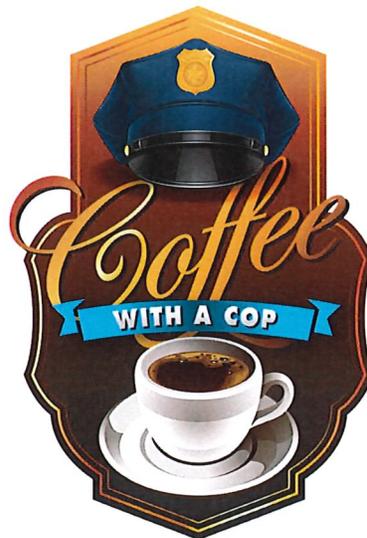
The department publishes a monthly update on crimes and other matters impacting the community. These updates are published on our homepage, [www.newberlin.org](http://www.newberlin.org).

### **Critical Incident Preparedness**

Presentations/training regarding prevention, mitigation and response strategies in situations involving disgruntled or threatening employees, students, residents, or visitors. This presentation also includes resources for policy development, threat assessment/management team development, target hardening, hemorrhage control considerations, and staff drills.

### **Coffee with a Cop**

This program is a collaboration with area restaurants in which officers make themselves available to the community at a predetermined time & place. There is no agenda or speeches, just a chance to ask questions, voice concerns and to get to know the men and women of the New Berlin Police Department.



# **D.A.R.E.** Program

The D.A.R.E. Program is a nationally recognized certified curriculum in which select New Berlin Police Officers receive training to present to 5th grade students in New Berlin public and private schools. This program focuses on education, prevention, and decision-making. Our program's collaboration with the South Eastern Wisconsin DARE Officers Association gives New Berlin's DARE students the opportunity to participate in the annual Milwaukee Brewer's DARE Tailgate Event.



### **Drug Seminars**

Presentations for civic groups, parents and organizations regarding the ongoing problem of Prescription Drug Abuse, Heroin and other drugs impacting our community.

### **Drug Take Back Initiative**

In collaboration with Froedtert and the Medical College of Wisconsin, the NBPD participates in biannual Drug Take Back Events. These events provide the community a safe manner in which to dispose of their unwanted Rx and OTC medications.



### **Elder Abuse Awareness**

A collaborative relationship with Waukesha County Health & Human Services for ongoing efforts in education and enforcement of crimes/scams impacting the elderly.

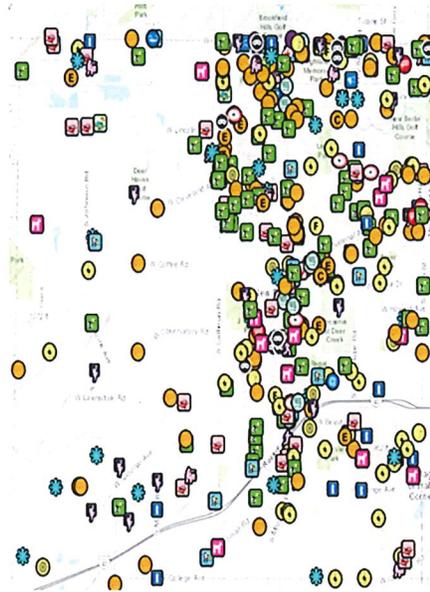


### **Financial Institution Liaison Program**

A collaboration with all Financial Institutions in New Berlin to provide training opportunities pertaining to best practices involving robberies, frauds and scams.

## **GIS Crime Statistics Public Dashboard**

This dashboard can be accessed via the department's homepage, [www.newberlin.org](http://www.newberlin.org). This interactive map serves as a platform in which the department publishes arrests and incidents occurring in the City of New Berlin on a daily basis. This tool allows the public to stay informed about matters that may have an impact on them.



## **High Interest Day**

A collaboration with New Berlin Elementary Schools to present information and practical exercises pertaining to police related careers.



## **Identity Theft Prevention Seminars**

A program designed to educate on current trends regarding fraud/scams and identify best practices in reducing exposure to victimization and what to do if victimized.

**AVOID THEFT**

### **Internship Program**

The NBPD partner's with area colleges & universities to afford students an inside perspective in a career field they are pursuing.

### **Internet Safety/Anti-Bullying/Conflict Resolution Programs**

These presentations are tailored to students, civic groups, and parents whom have concerns regarding this subject matter.

### **Landlord Liaison Program**

The purpose of the Landlord Liaison Program is to educate and inform landlords so as to reduce landlord-tenant problems, address tenant-neighborhood issues, inform of city code violations and explain police response.

### **Mediation & Restorative Justice Center**

The NBPD collaborates with the Mediation & Restorative Justice Center to offer citizens a resource to assist in resolving the following types of disputes:

- Landlord/Tenant Conflicts
- Neighborhood Problems
- Juvenile Issues
- Family Disputes
- Consumer/Merchant
- Small/Large Claims
- Workplace Disputes

### **Midnight Basketball & Volleyball Programs**

The Midnight Basketball (9:30 PM - 12:00 AM) and Midnight Volleyball (7:00 PM - 11:00 PM) diversion programs are open to all New Berlin high school-aged students. These programs consist of a double-elimination basketball tournament held each Friday night from January through March and a double-elimination volleyball tournament held each Monday night from June through August.



These programs, organized and supervised by police officers, provide students a safe venue to compete and socialize.

### **Neighborhood Watch Program**

The purpose of our Neighborhood Watch Program in New Berlin is to reduce crime through citizen involvement and police cooperation. Whether you are a member of a formal or informal Neighborhood Watch group, or not, residents are ultimately the eyes and ears of their neighborhood for each other, and the New Berlin PD, in a cooperative effort to keep it safe.



### **Operation Recovery**

This program recommends and promotes recording information about your property to aid our police department with the return of your property if items are ever stolen.

### **Residential & Commercial Security Surveys**

Officers trained in Crime Prevention through Environmental Design, Target Hardening and Best Practices provide security surveys to both residential and commercial community members at no cost.

### **Safety Saturday**

The New Berlin Safety Saturday Committee in cooperation with the New Berlin Public Safety Departments, host this annual free outdoor event. Safety Saturday occurs every third Saturday of May from 10 AM - 2PM, at the Children's Hospital of WI- New Berlin Campus, 4855 S Moorland Rd. This long-running educational event is enjoyed by thousands of citizens and families throughout our area. The continued success of this event wouldn't be possible without the support and participation of numerous local organizations.



### **Safety Town**

An educational event for preschool children coordinated by the New Berlin Recreation Department with our department participating in demonstration of police equipment and stranger danger awareness training for the children.



### **School Resource Officer Program**

The New Berlin Police Department has two designated School Resource Officers (SROs). These liaisons work closely with the school's administrative staff to help keep the everyday operations of the school running



### **School Safety Committee**

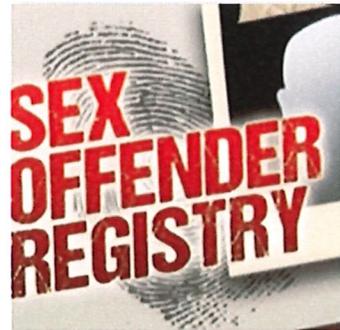
The New Berlin Police collaborates with local schools to offer input regarding best practices to keep our schools safe and secure.

### **Self-Defense Seminars**

Upon request, we offer presentations focused on developing situational awareness in an effort to avoid becoming a victim and guidance on techniques/tactics to mitigate risky situations.

### **Sex Offender Registry Program**

In collaboration with the WI Department of Corrections, the New Berlin Police Department completes biannual home verification visits with all registered sex offenders residing in the City of New Berlin.



### **Shop with a Cop**

This program provides economically less fortunate children with the opportunity to "shop with a cop" through a collaboration with community donors and local businesses.



### **Slow Down Signs**

The purpose of these signs is to send a message to motorists to watch their speed. This is an Anti-Speeding Campaign developed at the grass roots level. Using simple lawn signs to convey a more heartfelt message to speeders about the risks they create. These signs are provided at no cost to citizens.



### **Special Needs/At-Risk Alert Program**

In an effort to facilitate a positive & productive interaction between first responders and residents with special needs, the New Berlin Police Department utilizes a "Special Needs/At Risk Alert Form" to obtain person-specific information of both children and adults with special needs. The information requested on this form is for the sole purpose of assisting first responders with calls for service involving children/adults in the community with special needs or who are otherwise at-risk due to a diminished mental/physical capacity.

### **Sports Cards Program**

The New Berlin Police Department's Community Services Division, in an effort to interact with the community, will be involved in the purchase and distribution of Green Bay Packer trading cards. Officers hand out these cards at various events. Police Department clerical staff will also have cards available for distribution to visitors. Each pack of cards contains photos of various players and safety messages.

### **Station Tours**

The New Berlin Police Department conducts tours for various school-aged groups upon request.



### **Streetwise & Safe**

Upon request, the New Berlin Police Department engages in safety talks focused on stranger awareness with pre-school students.



### **Stuff the Trunk Events**

Upon request, we participate in area food and clothing drives, which entails the collection of donations in the "trunk" of a squad car.

## **Teen Distracted Driving Program**

This 3-hour course will expose participants to the different forms of distractions while driving and also the dangers of impaired driving. We cover material through a presentation and videos, then continue with a practical exercise which puts participants through simulations while driving a golf cart. Each participant will drive an obstacle course wearing goggles, simulating the different forms of impairment (drunk, high, and drowsy), and driving while distracted by passengers or technology.



## **Tobacco Compliance Checks**

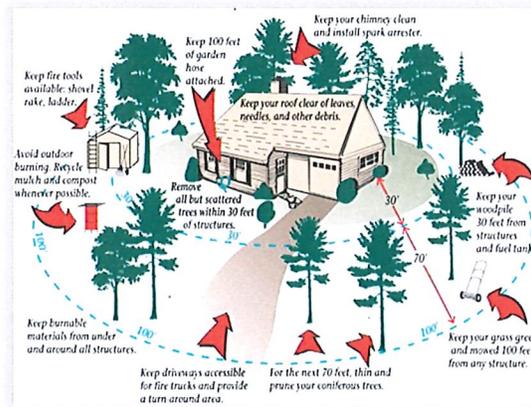
Tobacco Compliance Checks aim to educate cigarette dealers, their employees and children on the laws prohibiting the sale of cigarettes and tobacco products to underage youth. The goal is to reduce children's accessibility to tobacco products by canvassing cigarette dealers through compliance checks (utilizing an underage person under the supervision of an officer). The NBPD is dedicated to preventing children from using tobacco products through education & access control.

## **Vacation Notification Program**

The purpose of this program is to serve as a conduit between community members and the police department to facilitate the exchange of information. Community

members are able to make notifications to the police department in regards to their residence/property being vacant for an extended period

of time and provide emergency contact information should a need arise. The police department in turn will provide information on "best practices" prior to leaving for a vacation and tips on "target hardening" or measures that can be taken to further protect your residence.



### **Waukesha County Teen Court**

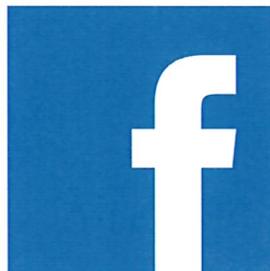
In collaboration with Waukesha County Health and Human Services, this program offers first-time offenders between 12-17, an opportunity to receive a meaningful sentence from a jury of their peers. This program provides an alternative to appearing in municipal court and paying a fine.



**Stay informed with what is happening in your community by visiting the City of New Berlin website, where you can access the interactive GIS Public Dashboard, the New Berlin Police Department page on Facebook and the New Berlin Police Department page on Twitter.**



**[www.newberlin.org](http://www.newberlin.org)**



**[www.facebook.com](http://www.facebook.com)**

**(Search for: New Berlin  
Police Department)**



**[www.twitter/](http://www.twitter/)**

**(Search for  
@NewBerlinPD)**

*Upon request, notice received 7 days prior to an event, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service pertaining to any programs/services coordinated by representatives of the New Berlin Police Department, please contact the Community Services Section at (262) 780-8149.*

## Telephone Quick Reference

### Emergency—Police, Fire, Rescue—911

- ◇ Police/Fire Non-Emergency 782-6640
- ◇ New Berlin City Hall 786-8610
- ◇ New Berlin Municipal Court 780-8154
- ◇ New Berlin Public Library 785-4980
- ◇ New Berlin Public Works 780-4609
- ◇ New Berlin Water Utilities 786-7086
- ◇ New Berlin School District 789-6200
- ◇ Health & Human Services 548-7212
- ◇ Waukesha County ADRC 548-7848
- ◇ Do Not Call Registry 1-888-382-1222

**For more information pertaining to the programs & services listed within this booklet, please contact us:**

**Community Services Section  
New Berlin Police Department  
16300 W National Avenue  
New Berlin, WI 53151  
(262) 780-8149**