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Sheppard
FOR Deep River
First Selectman

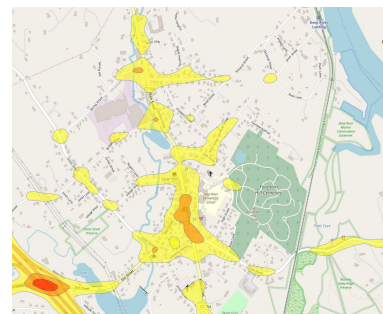
My Ideas For Deep River

My Priority: Fix Our Police Department

Did You Know?

- The First Selectman is also Chief Constable (Chief of Police), responsible for the entire police force.

- The police budget is under 5% of the town's total budget.



(Speeding Heat Map)

Policing is a common concern I hear from voters in Deep River. Many feel that speeding is not being effectively addressed; some have been victims of theft, and others believe the town's police department is performing poorly.

Here Are the Steps I Will Take to Fix Our Police Department:

- **24/7 Patrols**
Guarantee that at least one town officer is on patrol at all times.
- **Data-Driven Speed Enforcement**
Implement my proposed MyDR.gov portal to track speeding and share a public heatmap of trouble areas. Use this data to guide patrol assignments, improve road design, and prioritize the placement of speed flasher signs in the areas with the most severe speeding problems.
- **Community Feedback and Accountability**
Host quarterly public meetings collecting community feedback. Turn that information into concrete action plans that set measurable goals for improvement.
- **Enhanced Crisis Intervention Training**
Require all town officers to complete extended Crisis Intervention Team (CIT) training. This will ensure better responses to situations involving individuals with behavioral health needs.

Exiting the Resident Trooper Program for a Stronger Independent Department:

The Resident Trooper program is failing Deep River with high turnover, poor service, and high costs. I will end this program and use the funds to build a POST-certified town police department focused on residents, **while still getting state police support as needed at a much lower cost.**

If elected, I intend to be the **last** First Selectman to serve as Police Chief. **It is a conflict of interest.** Future police chiefs will be appointed by an elected police commission, giving residents more control and oversight.

I am committed to a competent, respectful, and cost-effective police department focused on serving Deep River.

Visit My Website: www.Sheppard4DeepRiver.com

My Approach To Budgeting:

I want to reorient our town's budget to focus on programs that provide meaningful value to the public.

Part of that means spending more on programs that provide services to residents and less on administrative overhead.

But that does not mean raising the budget.

For any program I propose, like MyDR.gov, or the improvements to our police department, I have identified offsets to pay for it without a budget increase, and I won't push it forward until those offsets have materialized.

"In no scenario will I push a program forward if we are not able to pay for it with our existing total budget."

— J Sheppard

Have Any Questions?

**Call or Text My Cell:
860-662-9343**

My Plan to: Reduce Taxes

Did you know that between 2015 and 2025 Deep River's budget increased 40.2%, the highest of any other municipality near us?

Even more concerning is that when the budgets are adjusted to factor CPI inflation (in real dollars), Essex, Clinton, and Durham each saw effective reductions to their budgets of between 2.1% and 14.3% (their budgets rose less than inflation during that period). **Deep River did not; you are paying more today for your town than you were in 2015.**

Additionally, when the real costs of education are compared (inflation-adjusted), our education costs actually went down 2.9%, meaning that education is not the driver of our increased cost.

What Am I Going to Do to Reduce Your Taxes?

First, my pledge to you, the taxpayer: I will not raise Deep River's taxes above their current rate for my entire term, under any circumstance. If I do, I will resign.

Because the mill rate is determined after the town's revenues are factored, my competitors say that we need to raise revenue. While that may work in part, **it is a solution that won't make much of a difference in the next few years and is not sustainable in the long term.** Part of my plan does include placing a priority on revenue-generating services, for example, extending our town facilities (police, transfer station, and equipment) to other towns on lease, but raising revenue is not a realistic solution to our high taxes **right now.** Additionally, increasing our grand list (bringing in more taxable assets to town) to boost revenues does not meaningfully impact the mill rate, even when the most optimistic figures are projected. **-These measures are not a complete plan and are not the tax cure-all that some may suggest they are.**

So What Can We Do?

Improve the efficiency of our town government so we can provide more and better-quality services with the same budget, or maintain the same level of services with a lower budget.

★★★ More On Next Page! ★★★

Paid for By Oswald Sheppard, PO 1132, Deep River, CT 06417.
Approved By Oswald Sheppard.

My Plan to Reduce Taxes: Continued

I am **not** suggesting a “mini DOGE” that cuts your services, all while **failing** to make a meaningful impact on the budget. **I am suggesting a three-prong approach:**

- **Drive Efficiency Through Technology**
Use modern technology like MyDR.gov to drive operational efficiency.
 - **Centralize Sourcing and Procurement**
Centralize all expenditures for goods and services across town departments, enabling stronger implementation of my policies for alternative sourcing and cost reduction through improved controls and vendor selection.
 - **Strong Hybrid Zero-Base Budgeting**
Require that the next budget start at zero, with each expense, even at the departmental level, be justified with no year-to-year carryovers, and require approval for budget overages.
 - **Expand Alternative Sourcing**
Begin sourcing services and equipment through state resources that offer municipalities substantially below-market rates. Begin bulk purchasing through the state DAS marketplace.
 - **Rewrite Our Bidding Ordinance**
Update the ordinance to consider the total cost of recurring services as a single expense over the contract or service life. Raise the threshold to \$10,000.00 to allow better sourcing for small projects that do not receive competitive bids. Increase the fine for violating the ordinance from \$100 to \$5,000.
- **Reduce Overhead**
Cut overhead from departments that do not provide direct citizen-impacting services.
 - **Improve Financial Controls**
Centralize procurement, target contract costs, require stronger zero-base budget justifications town-wide.

Long-Term: An All Department Effort

Once in office, I will begin a systematic review of our town government. **I will create KPIs (Key Performance Indicators) strategically for each department, so we can quantitatively measure the town’s progress in efficiency improvement.** During this review, I will also identify areas of high cost and waste and opportunities for operational efficiency gains through the use of MyDR.gov.

Once my review is complete, **I will generate a 2-year improvement plan for Deep River.** This will include eliminating repetitive administrative overhead with MyDR.gov, **tying department head yearly performance incentives to their department’s performance,** a review of our capital projects and their 1, 5, and 10-year costs and TCO, **a plan to target our excessive basic costs (utilities, insurance, contract services, etc.), and other hidden inefficiencies that are discovered during my review.**

Because our mill rate is **only determined after grants are deducted from our budget,** for immediate savings in my first year I will **aggressively pursue every available grant and funding opportunity to directly reduce the public’s tax burden.**

My commitment is simple: every dollar collected from taxpayers must be used as effectively as possible, and the priority must be on actually providing valuable services to our residents, not performing administrative work inefficiently.

A Better Experience With: MyDR.gov

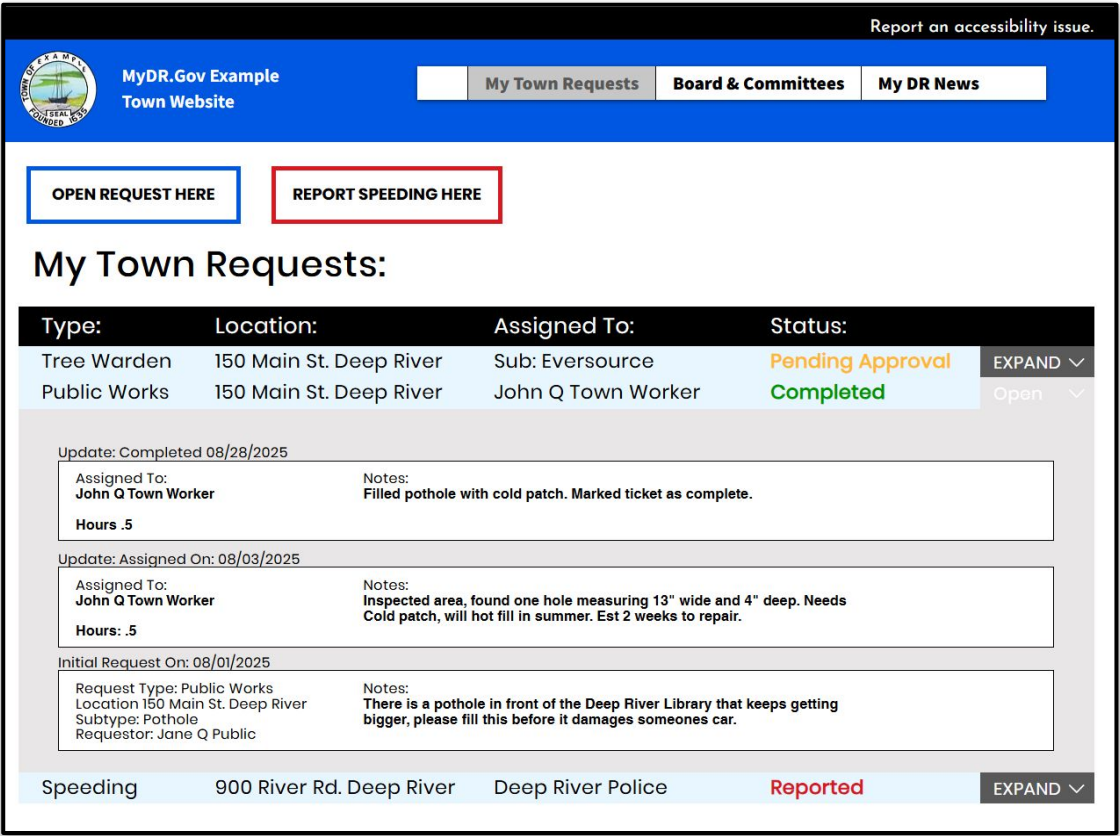
Our town government is disorganized and difficult to interact with. I want to fix that with a new system that tracks resident requests, keeps you updated in real time, and helps the First Selectman’s Office better manage the town.

My Notes:

I hold a degree in Computer Science and have experience designing systems like this.

I will personally implement this system if elected, using open-source software at no cost to Deep River taxpayers.

If needed, you will still be able to call in like always, but now town hall will have the tools to never forget your request!



(Example MyDR.gov Interface)

With MyDR.gov You Will Be Able to:

- Make public works requests
 - Report speeding and dangerous road conditions
 - Submit tree trimming requests
 - Report out streetlights
- Request new dump and park permits
 - Report drainage issues
 - Register for town events and submit facility use requests
- Request additional sanding during the winter months
 - Access your history of requests for easy reference
 - Help the town improve through post-request satisfaction surveys

The MyDR.gov Portal Opens Many Possibilities!

From **automatically escalating requests that aren’t completed within a set timeframe,** to assigning every request an “owner” in the town government, **the MyDR.gov portal will greatly improve customer service and responsiveness to residents’ needs.** It will give our town government access to the **efficiency, ease of use, and organization that other businesses, towns, and cities have enjoyed for the past 30 years.**

Let’s bring Deep River into the 21st century in a way that enhances the citizen experience, improves efficiency, and ensures every resident receives the best possible service from their town government.