

Community Survey Results

Village of Pleasant Prairie

Fall 2021



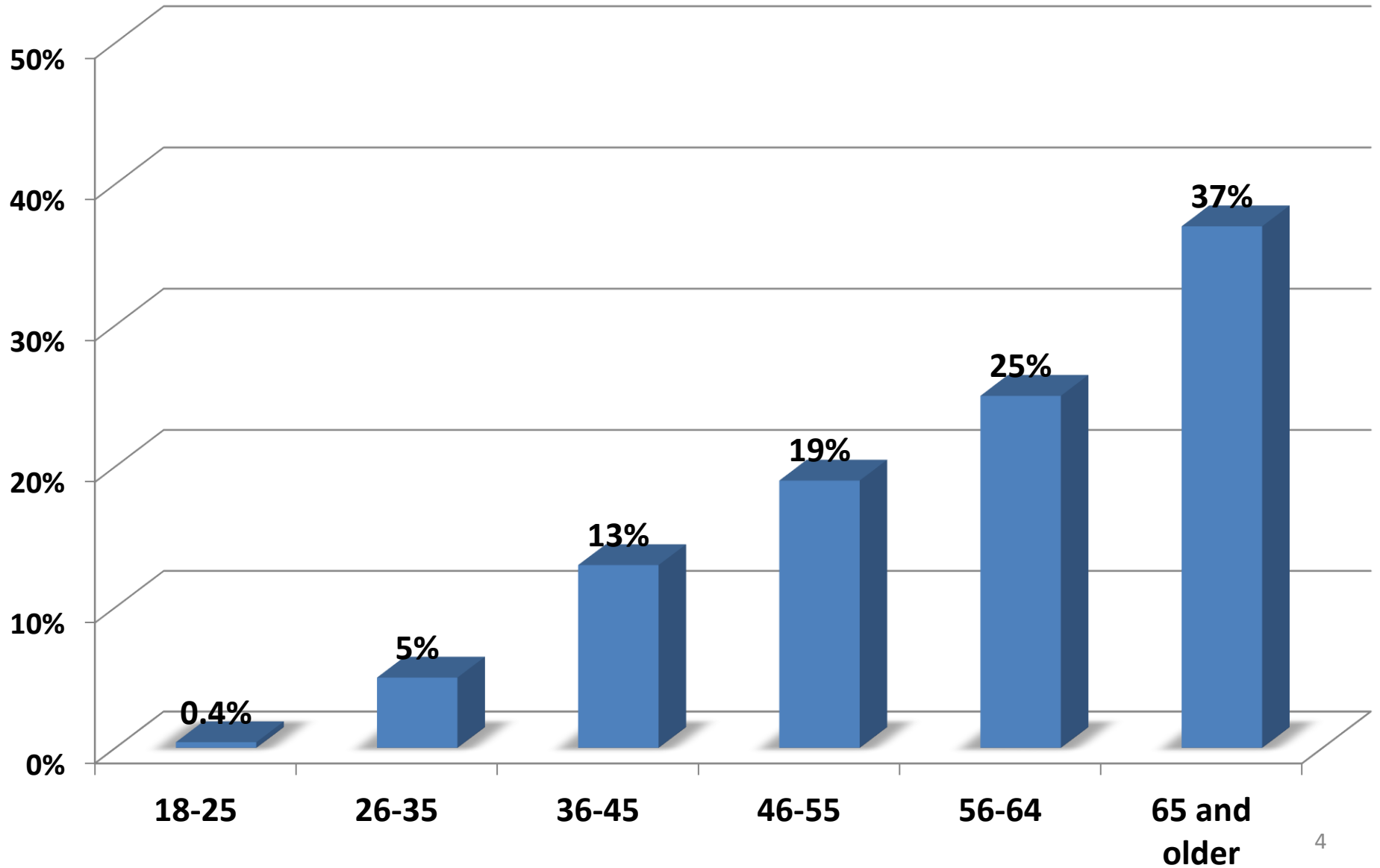
COMMUNITY PERCEPTIONS

Survey Summary

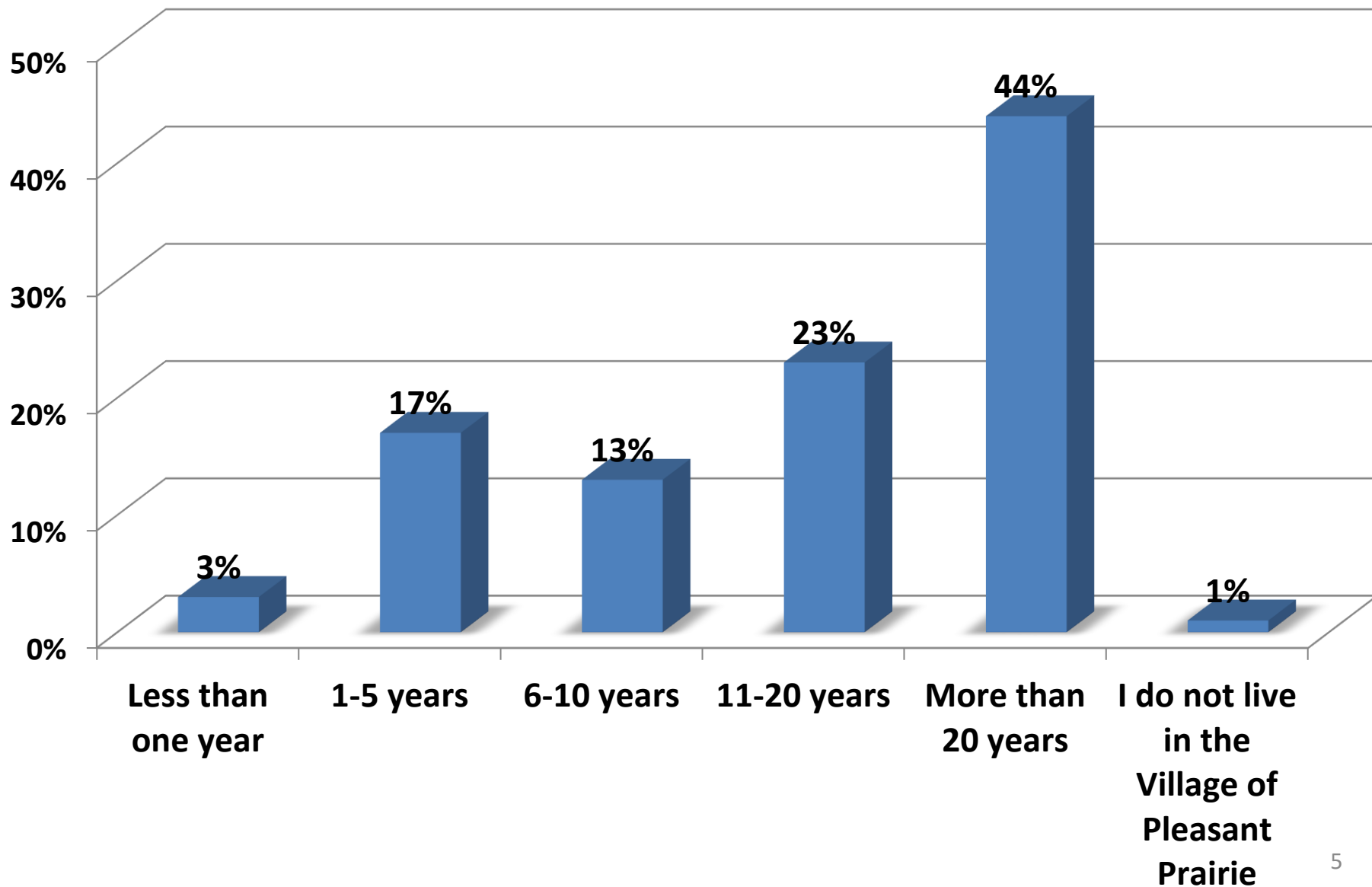
- The survey was conducted in November of 2021.
- Residents within the Village of Pleasant Prairie were mailed a paper survey.
 - Each survey included a unique survey access code for those who preferred to take the survey online.
- Total responses: 2,145 (698 paper)
- Response rate: 25%
- Margin of error: +/- 2.1%

Respondent Information

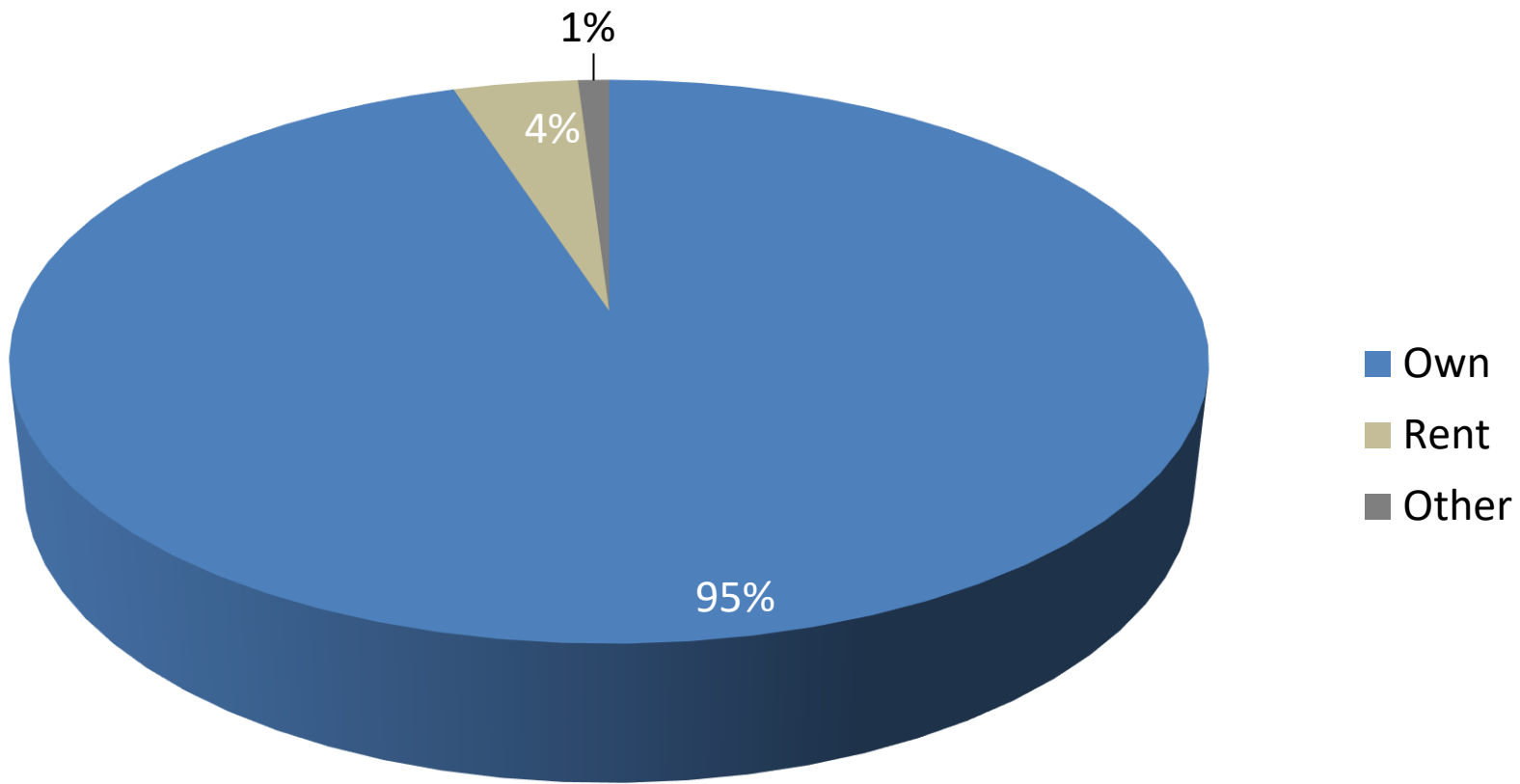
What is your age?



How long have you lived in the Village of Pleasant Prairie?



Which best describes your housing status?



Pleasant Prairie Fire & Rescue Department

The Pleasant Prairie Fire & Rescue Department (PPFR) provides:

- ✓ **Basic and advanced life support** (CPR, first aid, paramedic services, and invasive life-saving procedures).
- ✓ **Fire services** (fire emergencies, motor vehicle accidents, fire inspections, and public education).
- ✓ **Hazardous materials response and specialized response** (high-risk, technical rescues in the region).



Over the last decade, the Village population has grown by nearly eight percent, representing nearly 1,600 new residents. Additionally, the Village has experienced growth in both commercial and industrial properties, which have larger, more complex structures.

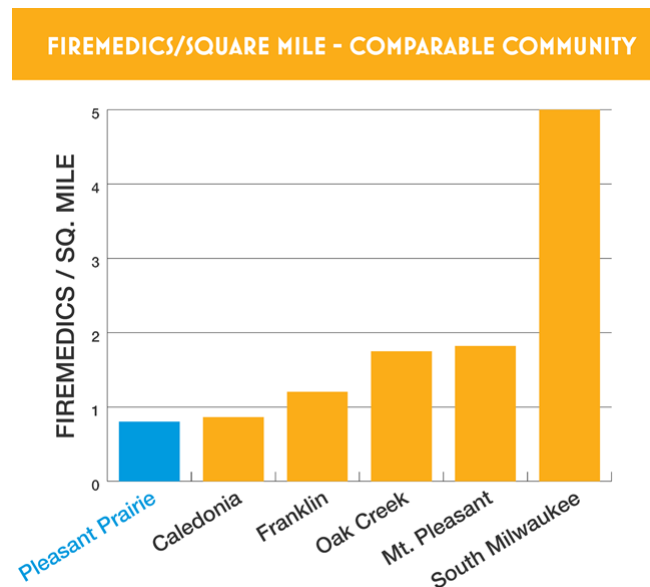
PPFR now serves 21,250 residents and 494 businesses within the nearly 34 square miles that make up the Village of Pleasant Prairie.

The Challenge

As population and commercial growth continue, the number of calls for fire and emergency medical services grows as well. PPRF received nearly 3,000 calls for service in 2019, a **60% increase in the last ten years**. As a result, response times have increased, challenging our ability to provide lifesaving care to residents.

It is important to note that nearly 40% of our increasing number of calls for service overlap with other calls, meaning that PPRF must respond to several emergencies at once. This is especially challenging because incidents are spread throughout the more than 33-square-mile area we serve.

Compared to similar-sized communities, we have the lowest staffing-to-service-area ratio in the region. This is shown in the graph below.



Pleasant Prairie Police Department

In addition to patrolling, officers respond to a variety of situations, including crime, theft, motor vehicle accidents, suspicious activities, disturbances, and trespassing. The Pleasant Prairie Police Department (PPPD) also has personnel trained in the following specialty areas:

- ✓ Accident investigation and reconstruction
- ✓ Crime scene, arson, and death investigation
- ✓ Domestic abuse and sexual assault
- ✓ Police canine unit
- ✓ Police honor guard
- ✓ Police firearms instruction
- ✓ Defensive and arrest training instruction
- ✓ Forensic analysis



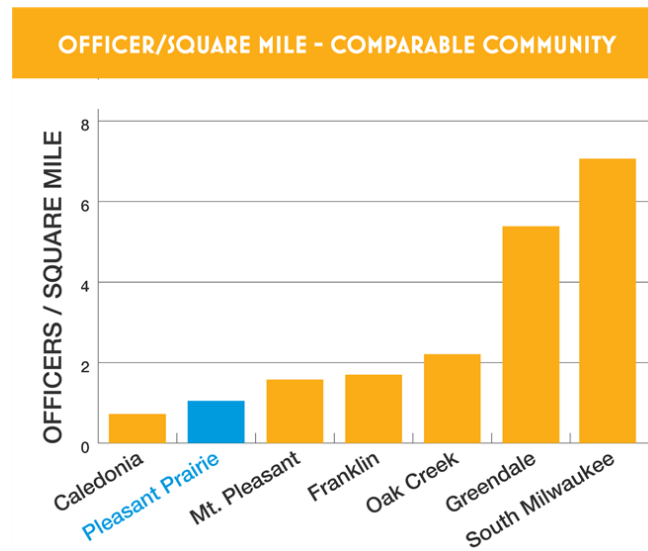
The Challenge

Calls for service to the Pleasant Prairie Police Department have increased. Without additional staff, it is becoming more difficult to patrol our community and respond to emergencies at the same time.

Between 2012 and 2019, we saw a **7.5% increase in calls from members of our community**. To make matters more challenging, **this increase is coupled with more than 8,600 additional calls that Pleasant Prairie Police Officers initiate**, on average, each year. Officer-initiated calls are critical to ensuring the safety of the community, especially when a person may not notice something is wrong, like when a garage door is found open at night, when suspicious activity is observed, or when a traffic stop is necessary.

Night shift staffing is also a concern. Three officers patrol the 33-square-mile area we serve. This can reduce response times when back up is needed.

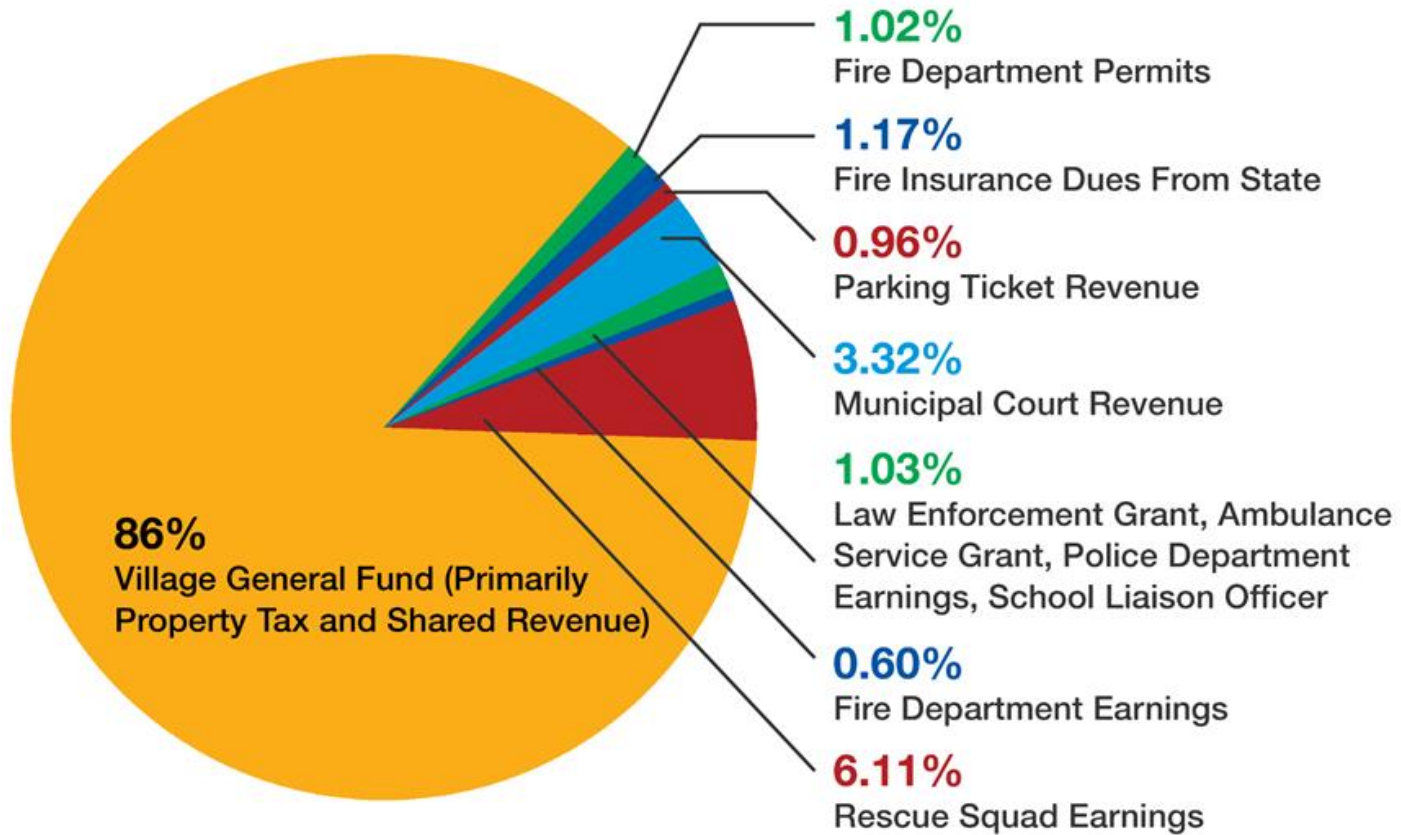
As you can see in the chart to the right, PPPD is staffed with just 1.05 officers per square mile of service area. This is one of the lowest staffing-to-service-area ratios in the region, as compared to communities with populations similar to ours.



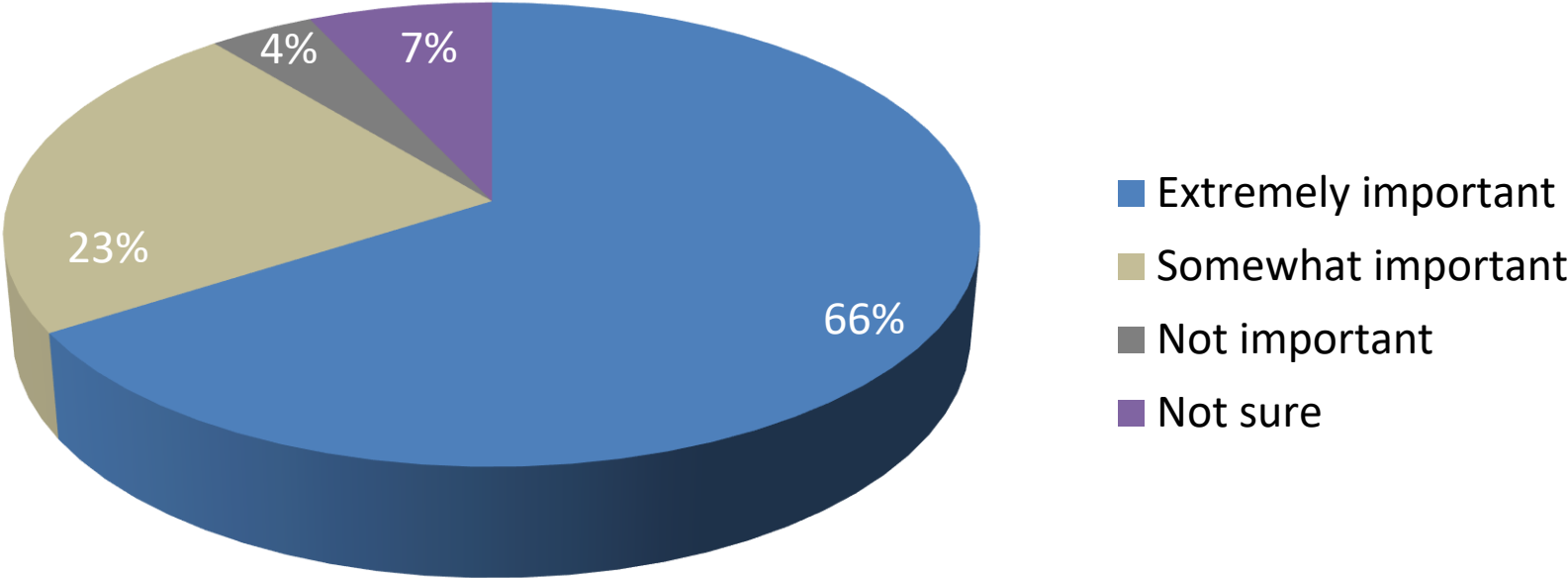
Funding Background

The Village of Pleasant Prairie's public safety departments are funded by a mix of revenue from local property taxes, fees, tickets, and grants. Operating budgets for public safety have remained flat over the last two years. Therefore, Pleasant Prairie has not been able to increase staffing levels to meet the challenges we face.

PLEASANT PRAIRIE REVENUE STREAMS



How important is it to you and your family for the Village of Pleasant Prairie to maintain the current level of emergency services?



What are the options?

To meet the growing needs of the community while providing high-quality fire, EMS, and police services, the Village administration recommends hiring the following positions at an estimated, ongoing cost of \$1.6 million.

- ✓ 12 additional fire/emergency medical staff.
- ✓ 4 additional police officers.

To pay for the additional staffing, we developed four options for community feedback:

OPTION 1: Pay for additional police and fire/emergency medical staff by cutting other expenses.

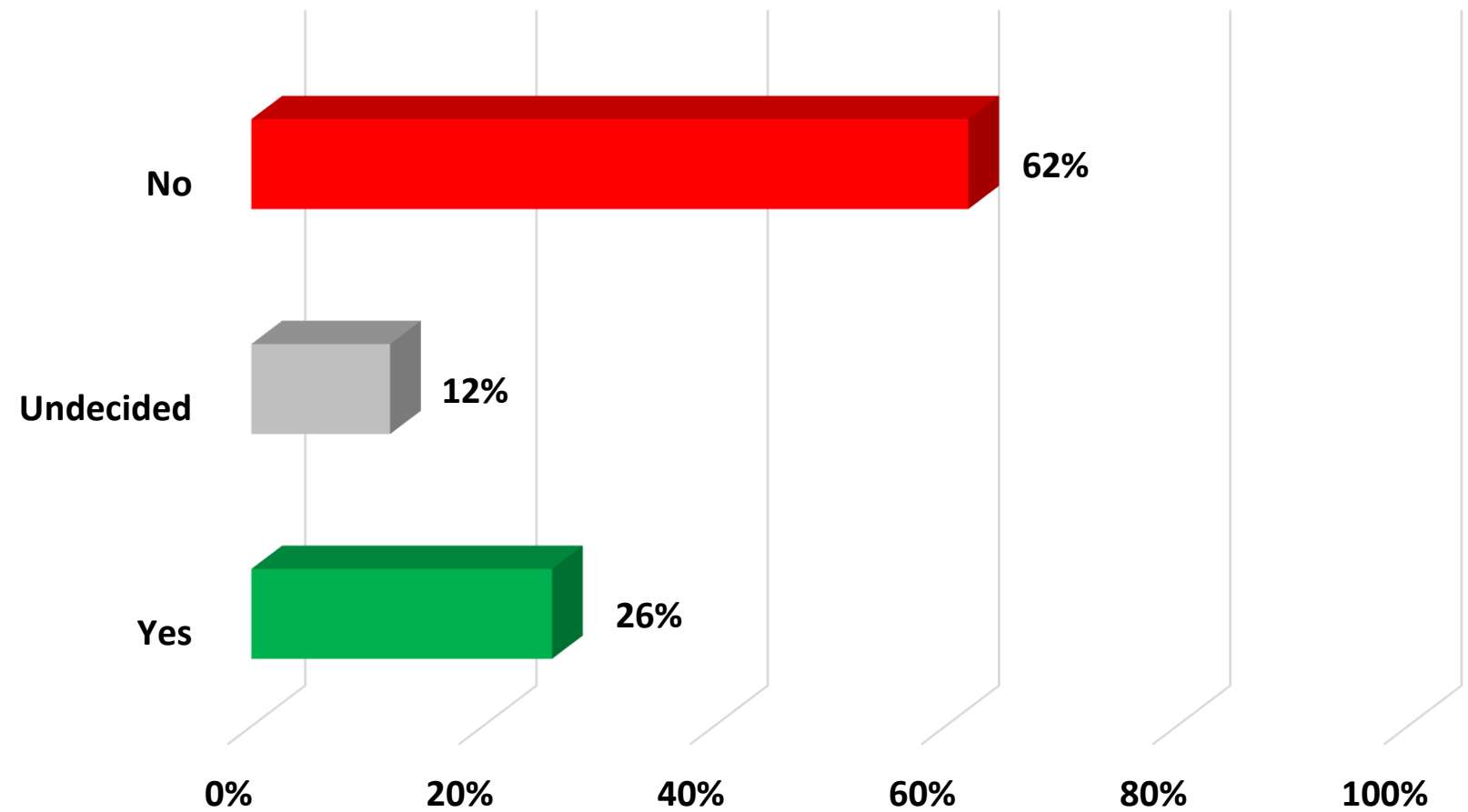
The Village currently spends approximately \$2 million each year for snow removal, street maintenance, and park maintenance. While it is not realistic to eliminate all these services, the Village could explore cutting a portion of the following on an ongoing basis:

- Street maintenance
- Snow removal and other public works services
- Park maintenance and mowing

Even if these cuts were made, it would only free up enough money to pay for approximately 30% of the funds needed to hire the additional PPPD and PPFR staff.

Would you support the Village making budget cuts as described above to add a portion of the police and fire/emergency medical staff?

(Residents Only)

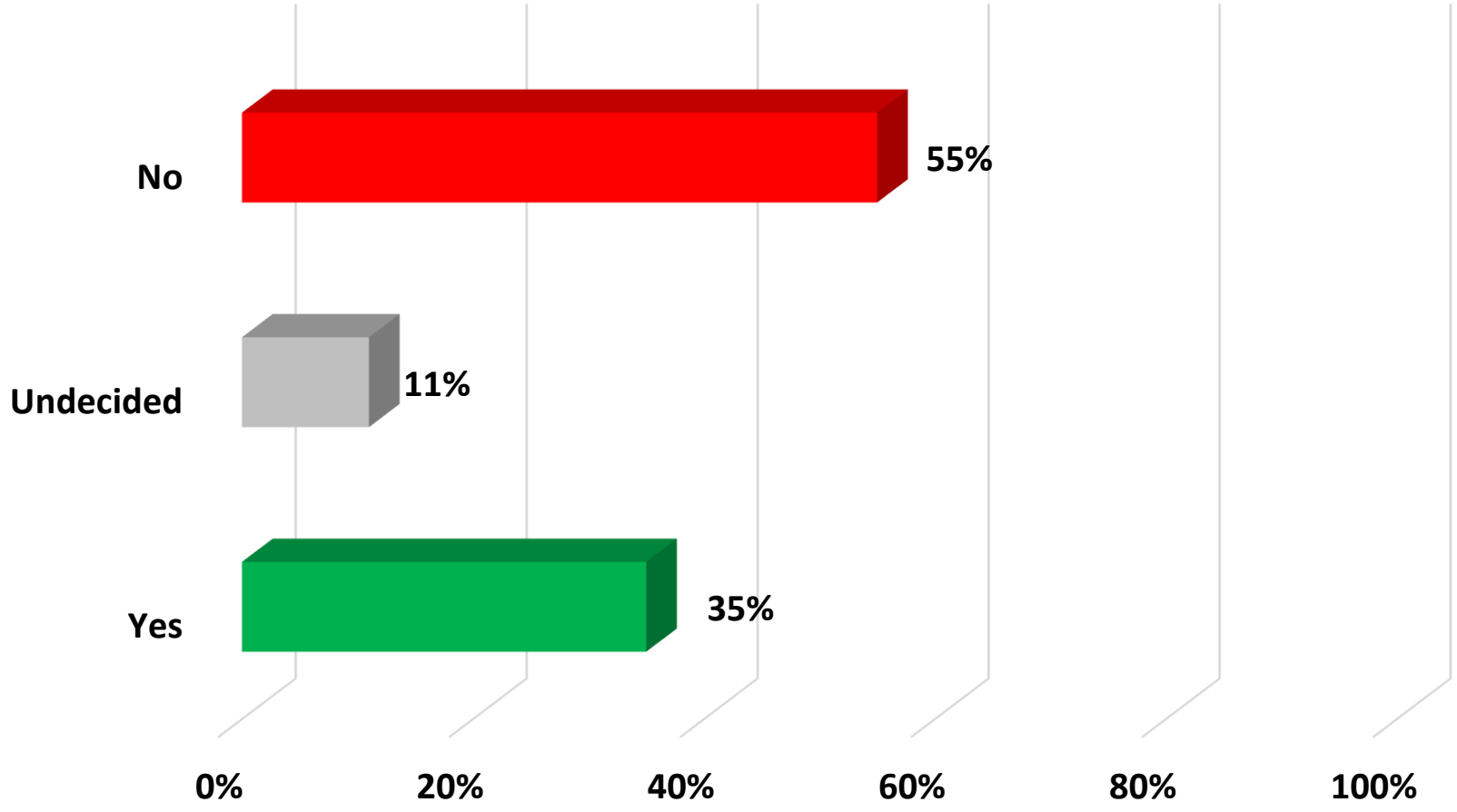


Option 2: Pay for additional police and fire/emergency medical staff with utility surcharges.

The Village could implement additional surcharges on utilities (such as water, sewage, electricity, etc.). This surcharge, which would not exceed \$24 per month (\$288 per year) per account, would be spread across all users, including both residential customers and businesses. Option 2 would not require cuts to other Village services.

Would you support the Village implementing a utility surcharge to add police and fire/emergency medical staff?

(Residents Only)

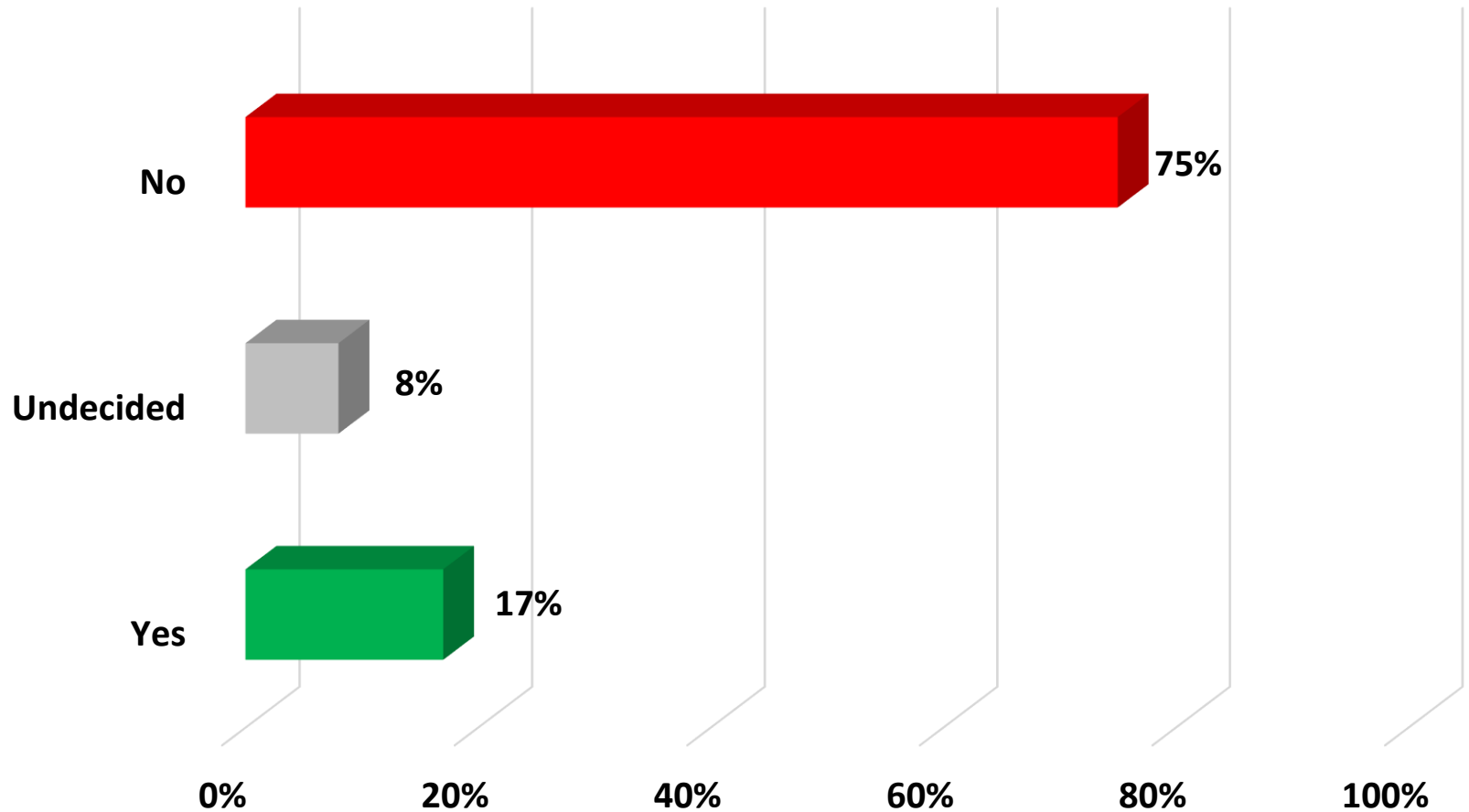


OPTION 3: Pay for additional police and fire/emergency medical staff by creating a wheel tax.

The Village could implement a vehicle registration fee, or “wheel tax.” With this option, an annual tax of \$97 would be imposed on each vehicle registered in the Village, bringing the total annual wheel tax to \$182 per vehicle. Option 3 would not require cuts to other services.

Would you support the Village implementing a wheel tax to add police and fire/emergency medical staff?

*Costing \$97 per vehicle, per year
(Residents Only)*

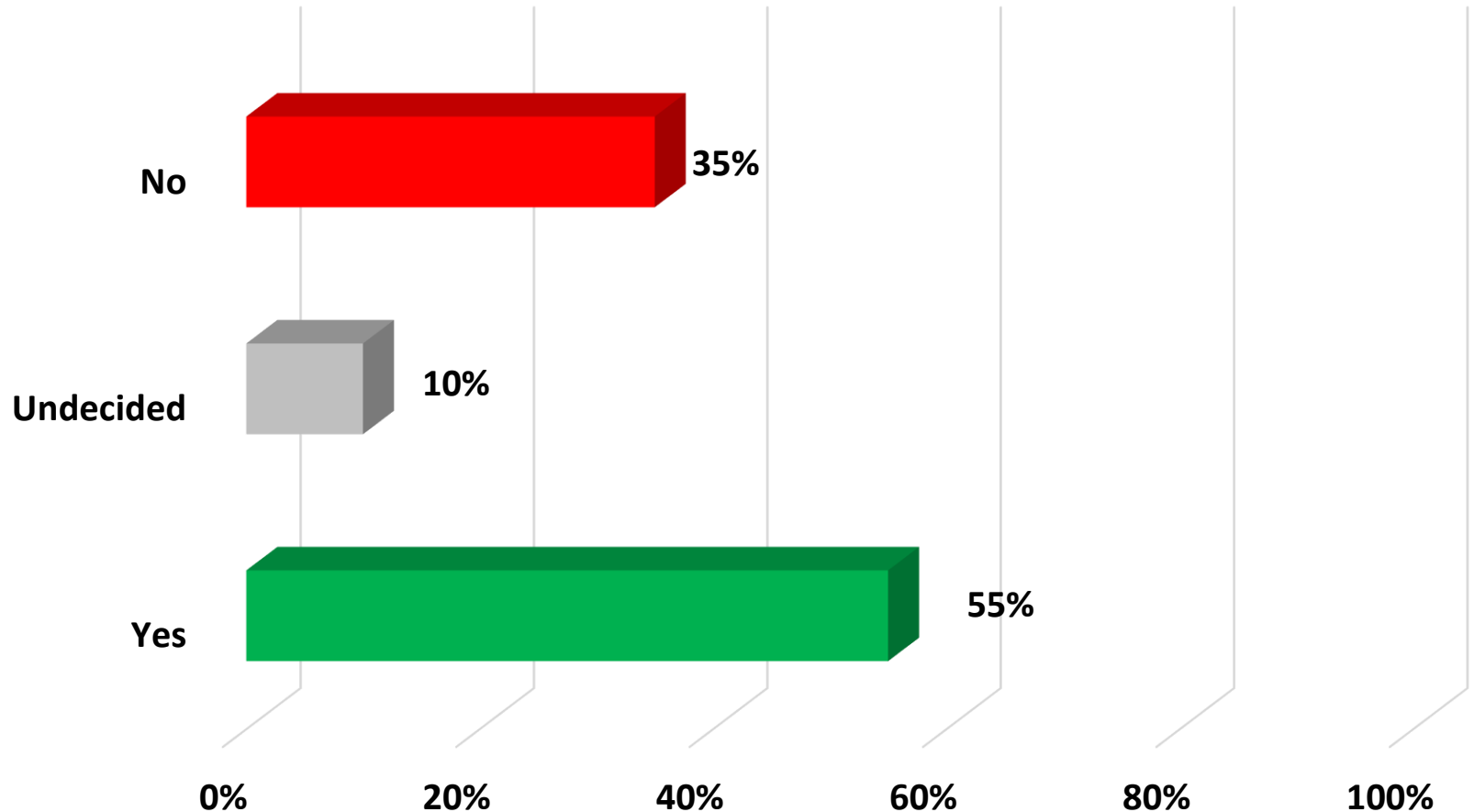


OPTION 4: Pay for additional police and fire/emergency medical staff through a voter-approved referendum.

The Village could pursue a \$1.6 million referendum. With this option, a majority of the Village of Pleasant Prairie voters would need to approve an annual increase to their property taxes of approximately \$42 per \$100,000 of assessed property value. Option 4 would not require cuts to other services.

Would you support a \$1.6 million operating referendum to add police and fire/emergency medical staff?

*Costing \$42 (\$3.50 per month) for each \$100,000 of property value.
(Residents Only)*



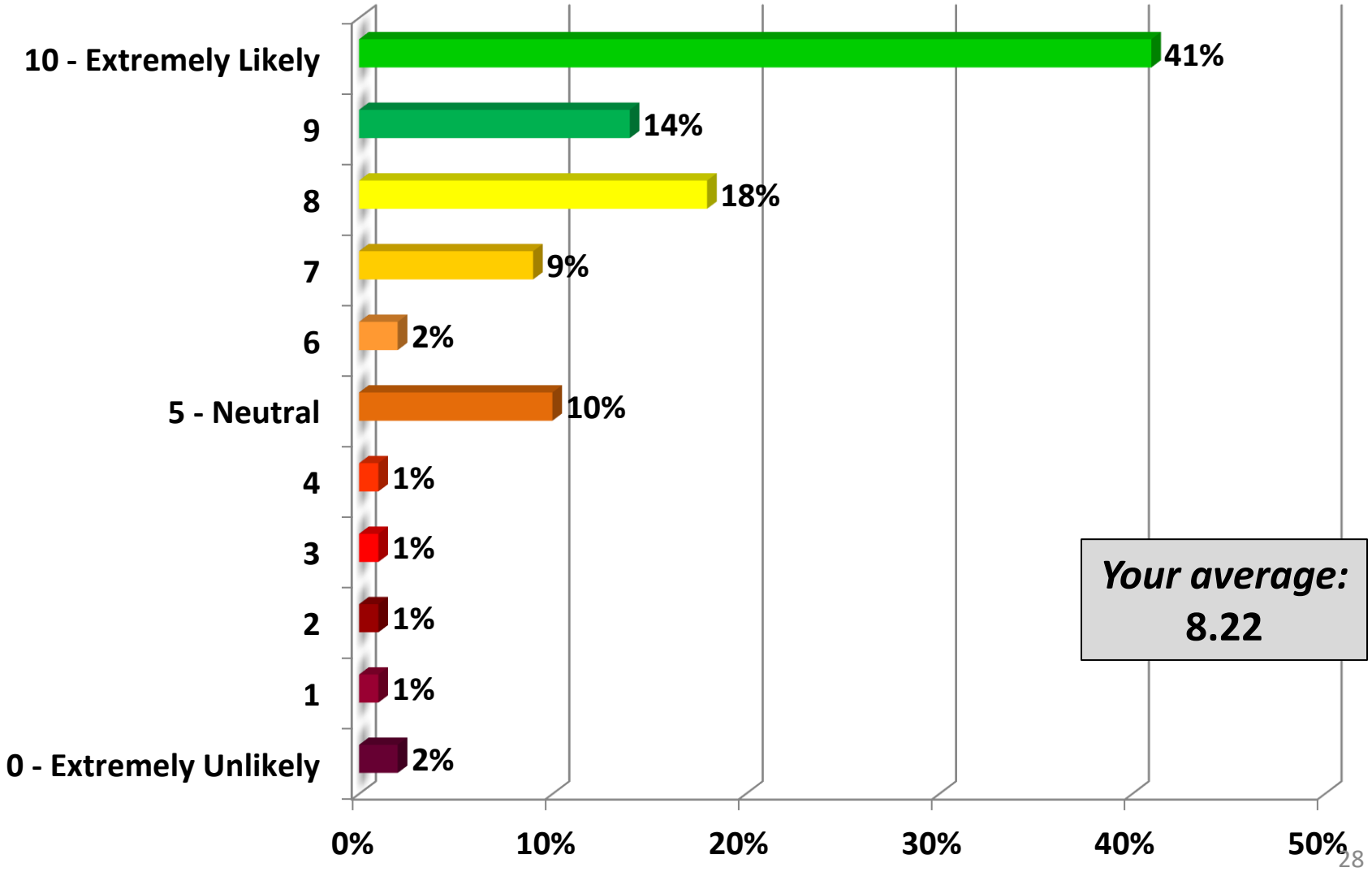
Would you support a \$1.6 million operating referendum to add police and fire/emergency medical staff?

Age	18-25	26-35	36-45	46-55	56-64	65 and older
Yes	100%	61%	54%	54%	54%	58%
No	0%	35%	39%	36%	35%	32%
Undecided	0%	4%	7%	10%	11%	10%

Overall Satisfaction

On a scale of 0 – 10, how likely would you be to recommend living in the Village to a friend or family member?

(All Respondents)



Questions or
Comments?



Thank you!

