



PUBLIC SAFETY REFERENDUM

PUBLIC SAFETY: OPTIONS ASSESSMENT

CURRENT PUBLIC SAFETY FUNDING IS INSUFFICIENT TO MEET THE GROWING SERVICE DEMANDS AND NEEDS OF THE COMMUNITY.

To better understand the resources necessary and the options **Pleasant Prairie has to ensure its residents, visitors and businesses have continued access to high quality public safety services**, the Village has developed an Options Assessment.

PLEASANT PRAIRIE FIRE & RESCUE DEPARTMENT OVERVIEW

THE PLEASANT PRAIRIE FIRE & RESCUE DEPARTMENT PROVIDES:



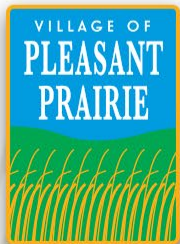
FIRE SUPPRESSION



SPECIALIZED RESCUE SERVICES



BASIC AND ADVANCED
EMERGENCY MEDICAL SERVICES

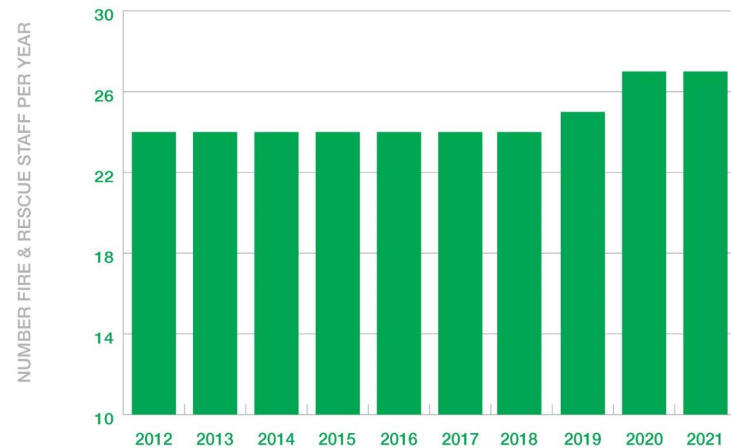


FIRE & RESCUE STAFFING LEVELS

OVER THE LAST DECADE,
STAFFING LEVELS HAVE
REMAINED STAGNANT

BEFORE RECEIVING A MODEST
INCREASE IN 2020

FIRE & RESCUE STAFFING LEVELS

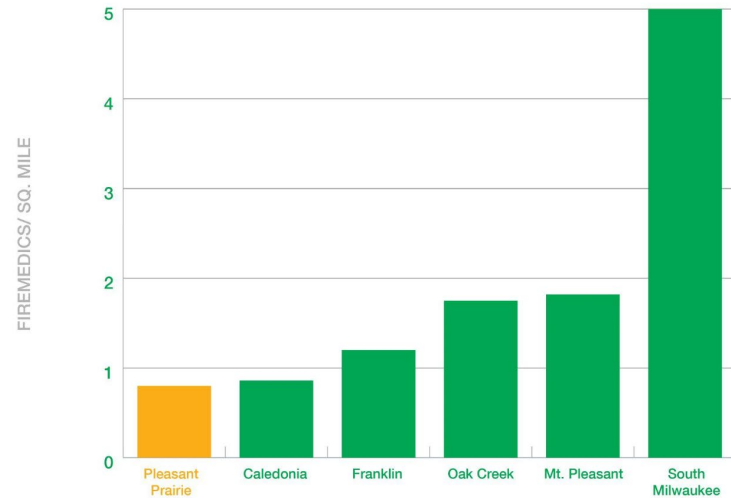


FIRE & RESCUE STAFFING LEVELS

With existing staffing, Pleasant Prairie has only 0.8 employees per square mile of service area,

**THE LOWEST
STAFFING-TO-SERVICE AREA RATIO
in the region and compared to peer communities.**

FIREMEDICS/SQUARE MILE - COMPARABLE COMMUNITY



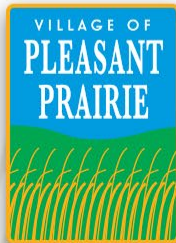
FIRE STATION SERVICE

Fire Station #1

3801 Springbrook Road

Fire Station #2

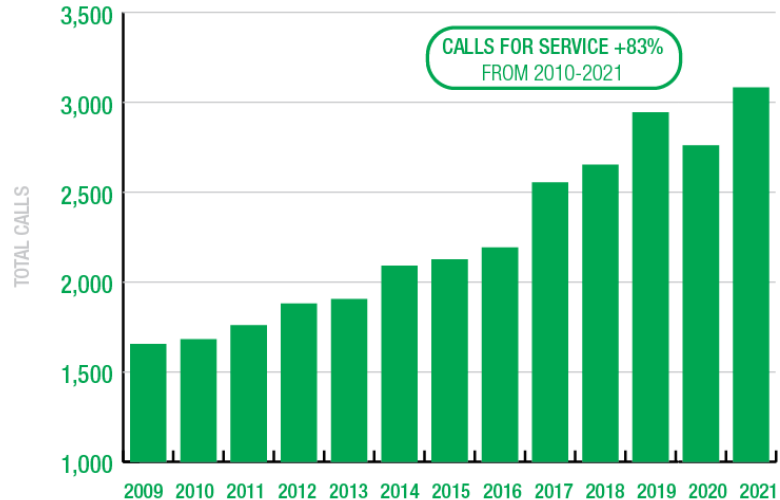
8044 88th Avenue



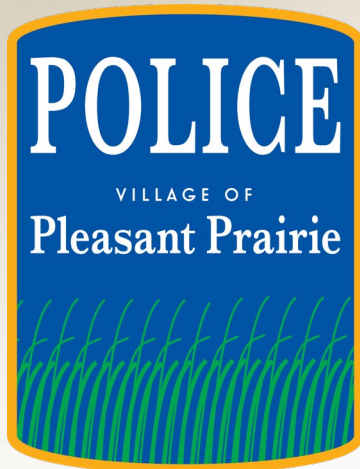
GROWTH IN CALLS FOR SERVICE AND INCREASED RESPONSE TIMES

In 2021, Pleasant Prairie Fire & Rescue responded to **3,083 TOTAL CALLS FOR SERVICE UP 83% SINCE 2010** and response times grew to 6 minutes and 9 seconds.

FIRE AND RESCUE CALLS FOR SERVICE

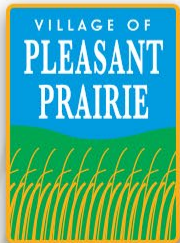


PLEASANT PRAIRIE POLICE DEPARTMENT OVERVIEW



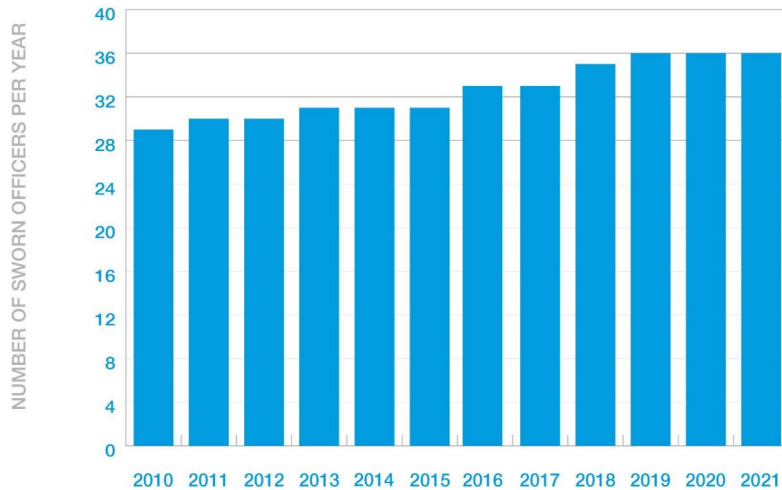
THE DEPARTMENT MAINTAINS PERSONNEL TRAINED IN THE FOLLOWING SPECIALTY AREAS:

- Accident Investigation and Reconstruction
- Crime Scene Investigation/Physical Evidence
- Latent Fingerprint Identification
- Arson Investigation
- Death Investigation
- Domestic Abuse and Sexual Assault
- Police Canine Unit
- Police Honor Guard
- Police Firearms Instructors
- Defensive & Arrest Training Instructors
- Forensic Computer Analysis

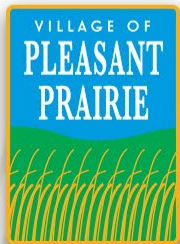


POLICE DEPARTMENT STAFFING MODEL

POLICE DEPARTMENT STAFFING LEVELS



OVER THE LAST DECADE,
STAFFING LEVELS HAVE
BEEN CONSISTENT



POLICE DEPARTMENT STAFFING LEVEL

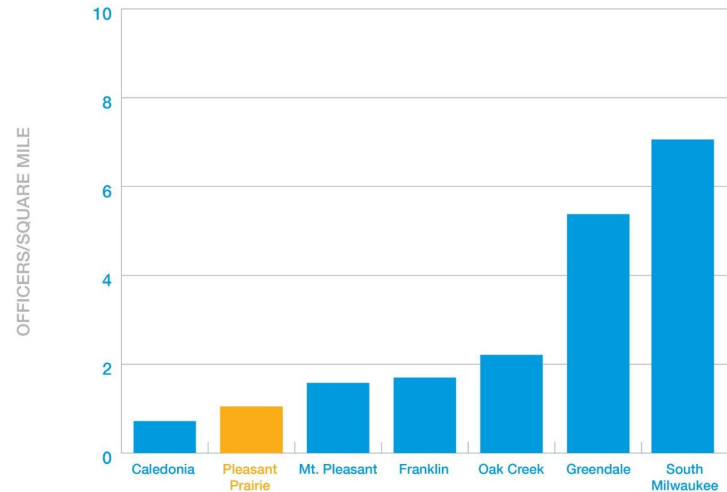
Police have a low staffing-to-service area ratio

RESPONSIBLE FOR PROTECTING

33-SQUARE MILES

some shifts only have 3 officers on duty

OFFICER/SQUARE MILE - COMPARABLE COMMUNITY

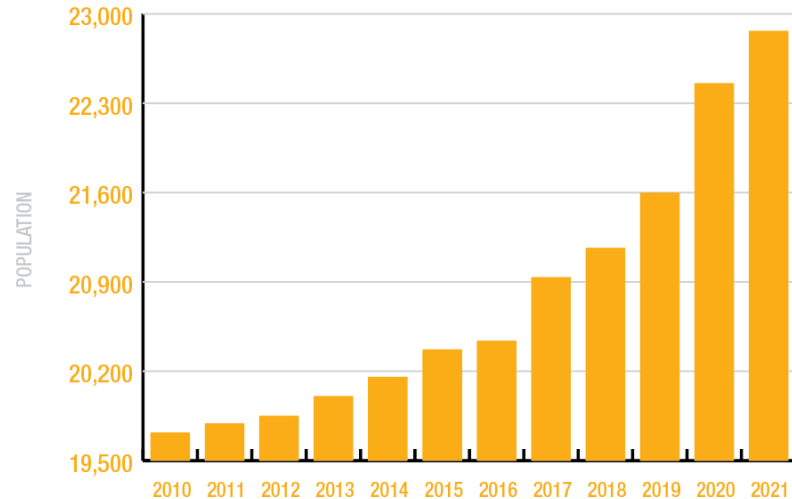


A CHANGING VILLAGE OF PLEASANT PRAIRIE

Since 2010 the Pleasant Prairie
POPULATION GREW NEARLY 16%
3,147 NEW RESIDENTS
with significant commercial & industrial growth

The strain on public safety services will
CONTINUE TO INCREASE AS OUR
VILLAGE CONTINUES TO GROW

VILLAGE OF PLEASANT PRAIRIE POPULATION



IDENTIFIED COMMUNITY NEED

TO MEET THE GROWING PUBLIC SAFETY NEEDS FOR THE VILLAGE
REQUIRES:



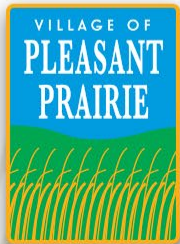
HIRING
12 ADDITIONAL
FIREMEDICS



ADDING A
THIRD FIRE
STATION



HIRING
4 ADDITIONAL
POLICE OFFICERS



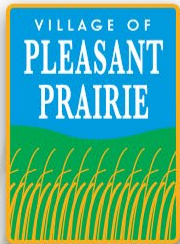
POTENTIAL SOLUTIONS

OPTION **1**: MAINTAIN THE STATUS QUO

OPTION **2**: BUDGET CUTS AND SERVICE REDUCTIONS

OPTION **3**: IDENTIFY ADDITIONAL SOURCES OF REVENUE

OPTION **4**: PARTNER WITH SURROUNDING COMMUNITIES



OPTION 3 SUBCATEGORIES

OPTION 3: IDENTIFY ADDITIONAL SOURCES OF REVENUE

If Pleasant Prairie wants to ensure that the level of fire, EMS, police and other village services continue to **uphold the standard** that Village residents are accustomed to, the Village will need to raise additional revenue.

As state law limits the ways municipalities can raise revenue, there are **only three options**:



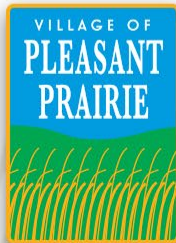
REFERENDUM



WHEEL TAX

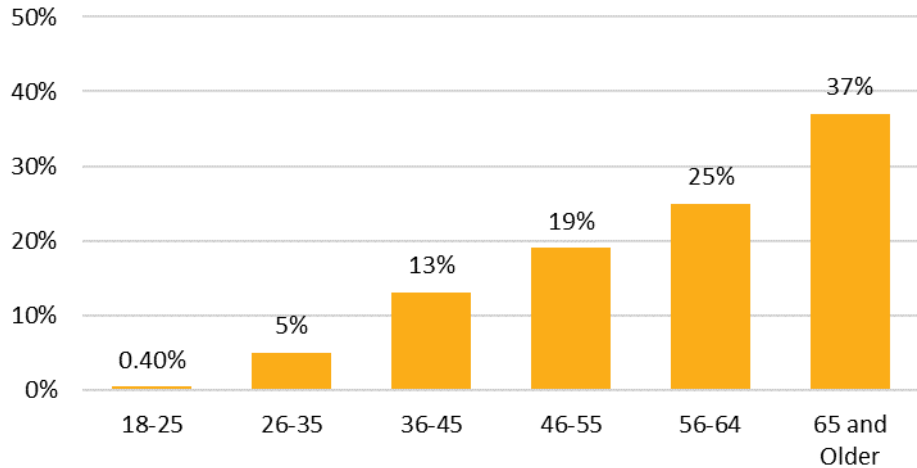


UTILITY CHARGE



PUBLIC SURVEY

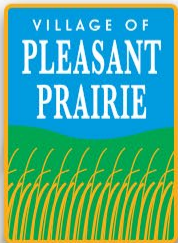
Age Distribution of Survey Participants



Community Perceptions mailed over 8,500 surveys

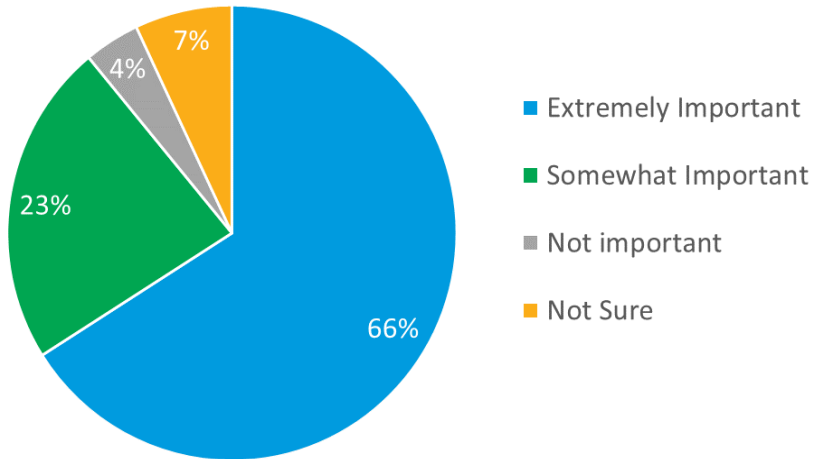
2,145 RESPONDED

A 25% RESPONSE RATE



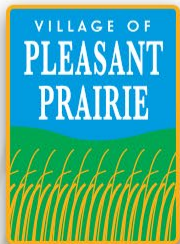
OPTION 1: MAINTAIN STAUS QUO

Importance of Public Safety Service Survey Response

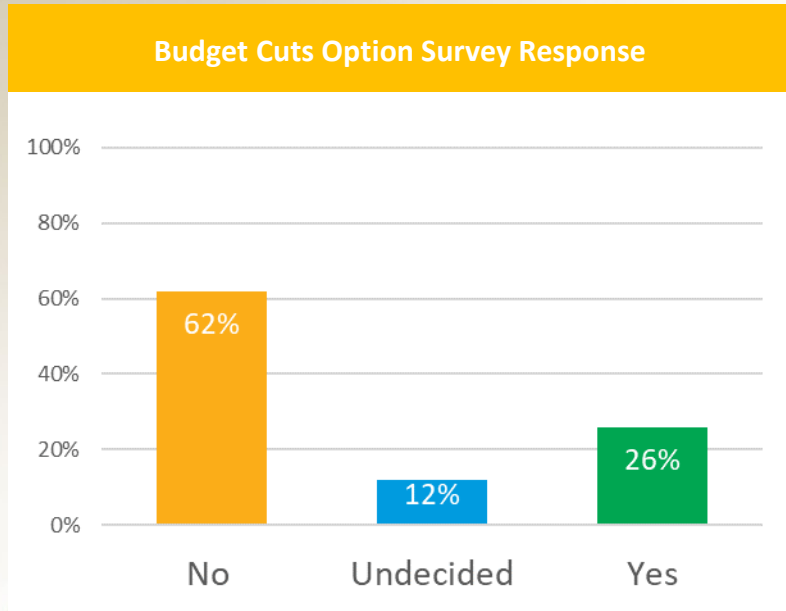


89% RESPONDED

maintaining current Emergency Service levels is
IMPORTANT TO THEM.

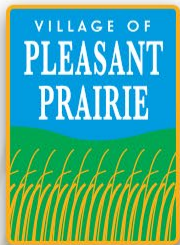


OPTION 2: BUDGET CUTS & SERVICE REDUCTIONS

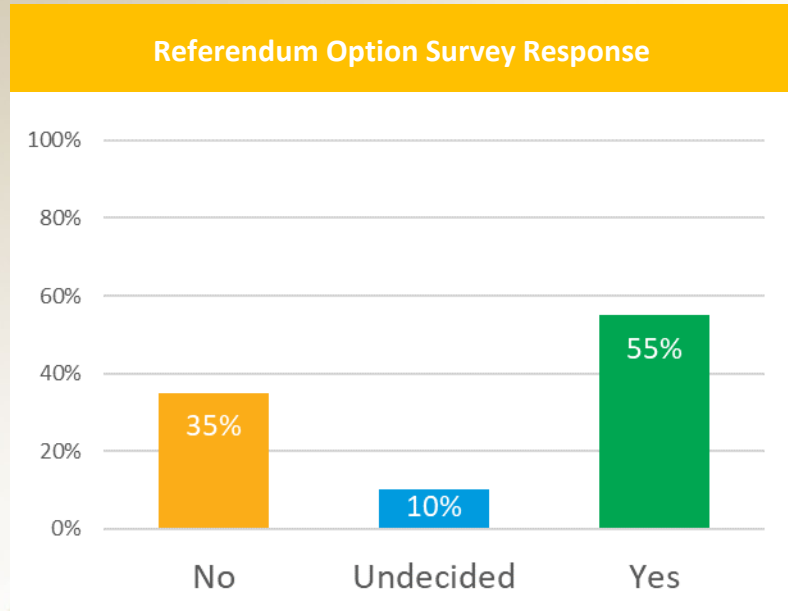


62% OPPOSED

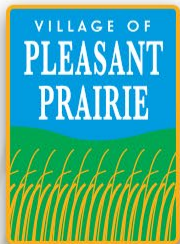
When asked about support for BUDGET CUTS &
SERVICE REDUCTIONS.



OPTION 3: IDENTIFY ADDITIONAL REVENUE SOURCES



Of the three revenue options presented in the survey the **Referendum RECEIVED A MAJORITY**
55% IN SUPPORT
Respondents opposed a Utility Surcharge and Wheel Tax.



REFERENDUM QUESTION

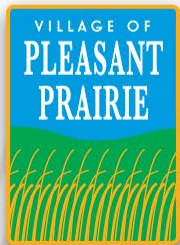
RESOLUTION 22-02 AUTHORIZES A REFERNDUM ON THE APRIL BALLOT ASKING VOTERS WHETHER TO INCREASE THE LEVY BY **\$1.6M** TO FUND:



HIRING
12 ADDITIONAL
FIREMEDICS

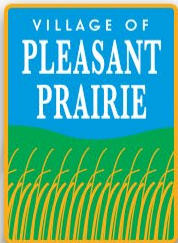


HIRING
4 ADDITIONAL
POLICE OFFICERS



REFERENDUM QUESTION

Under state law, the increase in the levy of the Village of Pleasant Prairie for the tax to be imposed for the next fiscal year, 2023, is limited to 2.57%, which results in a levy of \$14,619,727. Shall the Village of Pleasant Prairie be allowed to exceed this limit and increase the levy for the next fiscal year, 2023, for the purpose of hiring and retaining additional sworn police officers and fire and rescue personnel, by a total of 10.94%, which results in a levy of \$16,219,727, and on an ongoing basis, include the increase of \$1,600,000 for each fiscal year going forward?



REFERENDUM QUESTION

A MAJORITY “YES” Vote

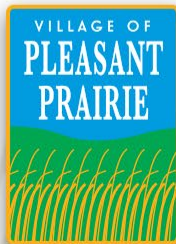
Approval of the referendum would enable Pleasant Prairie to hire the necessary staff to maintain quality public safety services in the future.



HIRING
12 ADDITIONAL
FIREMEDICS



HIRING
4 ADDITIONAL
POLICE OFFICERS

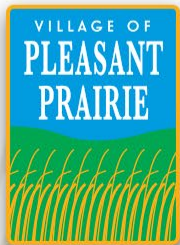


REFERENDUM QUESTION

A MAJORITY “NO” Vote

A failure to pass the public safety referendum would result in Pleasant Prairie not hiring the additional staff needed to meet the growing public safety needs of the community.

This may result in delayed emergency response times, further strains on public safety personnel, and insufficient coverage to patrol the community or respond to various situations at the same time.

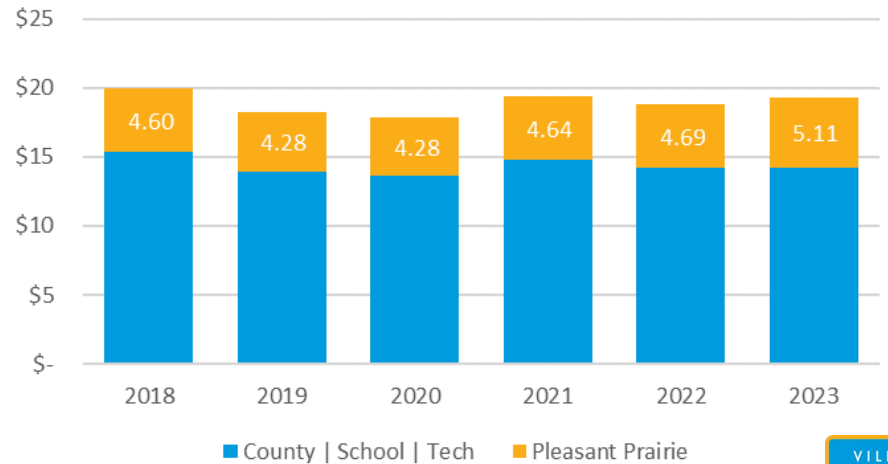


TAX IMPACT

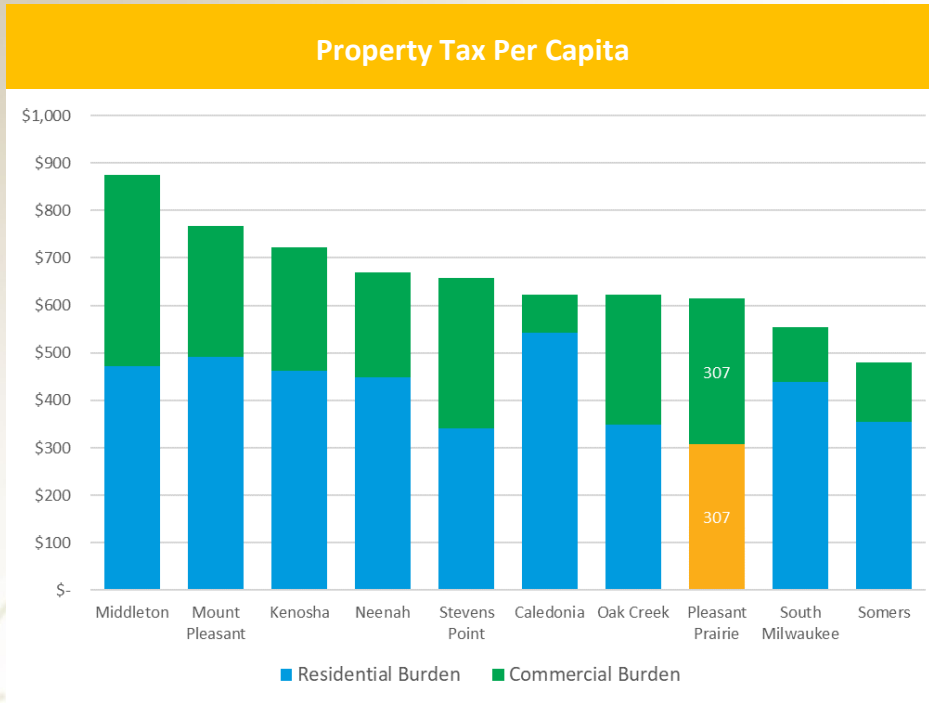
The Mill Rate for taxes would increase to \$5.11

\$42 per \$100,000
IN ASSESSED VALUE.

Age Distribution of Survey Participants

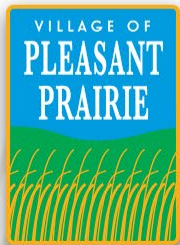


PROPERTY TAX PER CAPITA

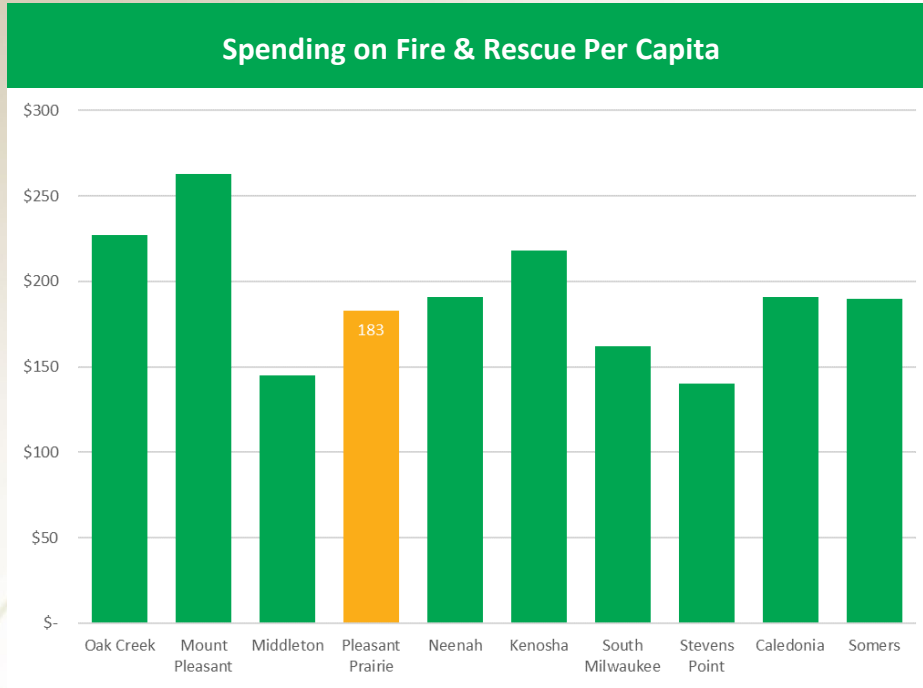


The residential property tax per capita for the Village

THE LOWEST
AMONG OUR PEERS.



PER CAPITA SPENDING

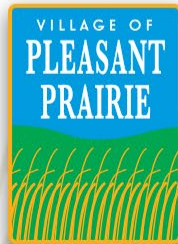


Currently, Pleasant Prairie spends on Fire & Rescue

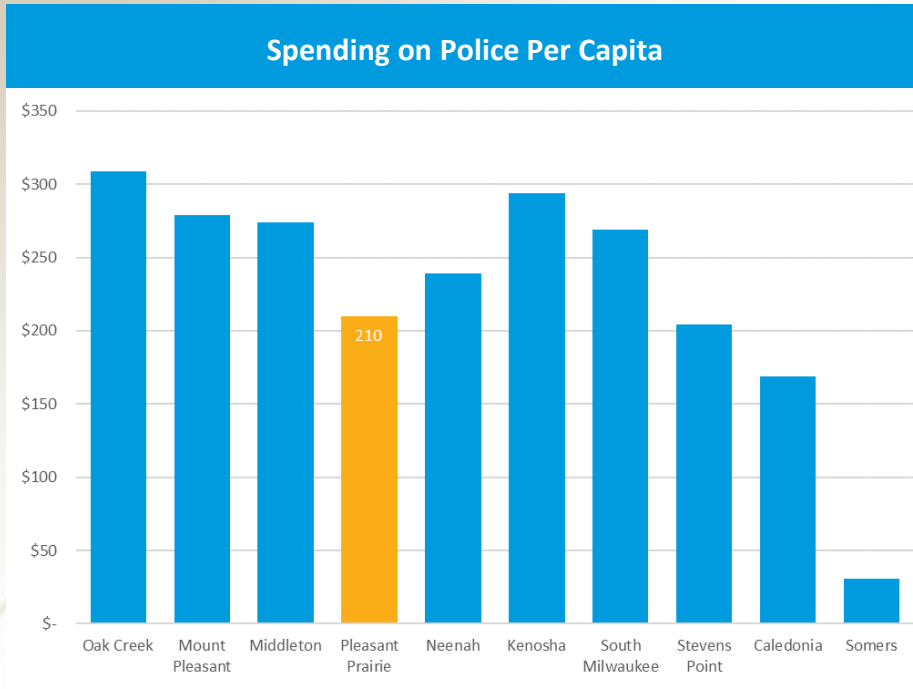
\$183 PER CAPITA

IN THE MIDDLE AMONG PEERS.

If approved spending would rise by approximately \$60.



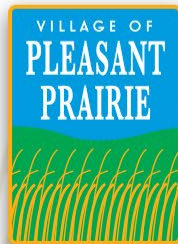
PER CAPITA SPENDING



Currently, Pleasant Prairie spends on Police

\$210 PER CAPITA

If approved spending would rise by approximately \$20.



NEXT STEPS

STEP 1: PASS RESOLUTION

STEP 2: CONTINUED PUBLIC EDUCATION

STEP 3: PUBLIC INFORMATION MEETINGS: FEB 23rd & MAR 16th

STEP 4: CONDUCT ELECTION: Apr 5th

