

PUBLIC SAFETY REFERENDUM

VOTE TUESDAY, APRIL 5



MARK YOUR CALENDAR

PUBLIC INFORMATION MEETINGS

Wednesday, February 23 | 6:00 p.m.

Wednesday, March 16 | 6:00 p.m.

Visit PleasantPrairieWi.gov/Referendum to register to join via Zoom.

WHAT IS THE PUBLIC SAFETY REFERENDUM?



The referendum will ask Pleasant Prairie voters to decide if they will support increasing the Village's annual tax levy by \$1.6 million to cover the costs for hiring and retaining four additional police officers and 12 additional fire and rescue staff, beginning in 2023.

WHY IS THE REFERENDUM NEEDED?



Over the last decade, the Pleasant Prairie
POPULATION GREW NEARLY 16%
3,147 NEW RESIDENTS
+ significant commercial and industrial growth



In 2021, Pleasant Prairie Fire & Rescue responded to
3,083 TOTAL CALLS FOR SERVICE
UP 83% SINCE 2010
+ 40% of calls overlap



Police have a low staffing-to-service area ratio
RESPONSIBLE FOR PROTECTING
33-SQUARE-MILES
+ some shifts only have 3 officers on duty



Growth, demand, & inflation outpaced revenues
BECAUSE OF STATE LEVY LIMIT
\$1.6M SAFETY NEED
+ better coverage and improve response times.

The Village of Pleasant Prairie identified that the current public safety funding is insufficient to meet the community's growing service demands and needs.

The Village needs additional public safety personnel in the Fire & Rescue and Police Departments to ensure residents, visitors, and businesses have continued access to high-quality public safety services.

A MAJORITY "YES" VOTE

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

+12
**FIREFIGHTER/
PARAMEDICS**

+4
**POLICE
OFFICERS**

\$1,600,000 tax levy increase beginning in 2023 Estimated Property Tax Impact		
Assessed Property Value	Year	Month
\$100,000	\$42.00	\$3.50

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 and insufficient coverage to patrol the community or respond to various situations at the same time.

LEARN MORE ONLINE

Make an informed decision by visiting:
PleasantPrairieWi.gov/Referendum

