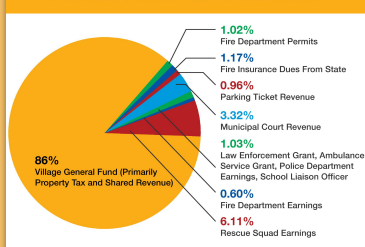
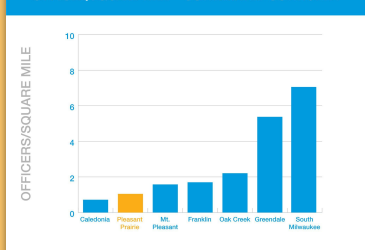


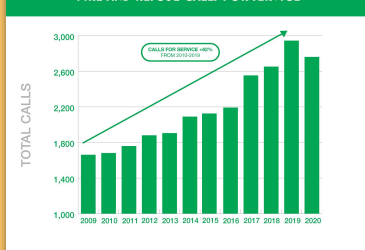
PLEASANT PRAIRIE REVENUE STREAMS



OFFICER/SQUARE MILE - COMPARABLE COMMUNITY



FIRE AND RESCUE CALLS FOR SERVICE



VILLAGE OF PLEASANT PRAIRIE - CASE STUDY



The Village of Pleasant Prairie is located in southeastern Wisconsin, just north of the Illinois state border. Pleasant Prairie is home to 21,250 residents and 494 businesses. As the Village continued to grow, public safety staffing models remained outdated and call complexity increased, Pleasant Prairie identified a need for alternative funding sources to continue to service the community.

With the understanding that comprehensive research, alternatives and community input lends itself to the success of a potential referendum. Once the need for additional public safety funding was identified, the Village of Pleasant Prairie engaged Mueller Communications as a strategic partner to develop a comprehensive options assessment and facilitate the creation, distribution and reporting of a community survey.

Mueller Communication's Three-Phased Approach:

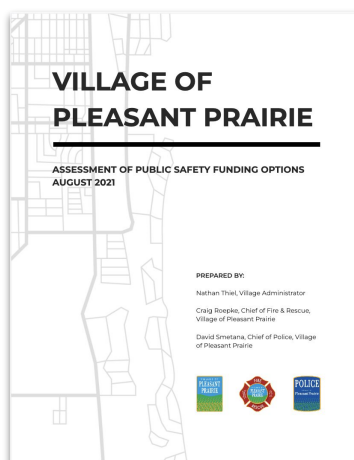
- Options Assessment
- Community Survey
- Public Education Campaign

In the summer of 2021, Mueller Communications was engaged by the Village of Pleasant Prairie to develop an Options Assessment to identify the potential solutions to the public safety funding challenges. Based on the findings of that assessment, Mueller worked with Community Perceptions to conduct a community survey to gather input on the community's preferred options.

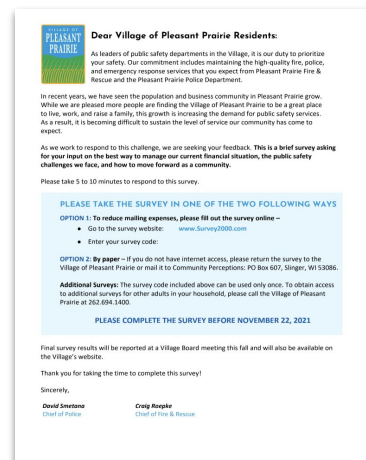
Following the community survey, the Village Board voted to place a public safety referendum on the on Spring 2022 ballot.

On April 5, 2022, the Village of Pleasant Prairie **ultimately voted to approve the increase in the property tax levy**, allowing the Village to **add 12 firefighter/paramedics and four police officers**.

CASE STUDIES



Options Assessment



Community Survey



PUBLIC SAFETY OPTIONS ASSESSMENT

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



BASIC AND ADVANCED
EMERGENCY MEDICAL SERVICES

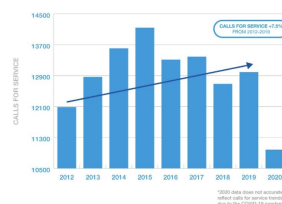


SPECIALIZED RESCUE
SERVICES



GROWTH IN CALLS FOR SERVICE AND INCREASED COMPLEXITY OF CALLS

PPPD COMMUNITY CALLS FOR SERVICE



Between 2012 and 2019, the department saw a
7.5% INCREASE
IN CALLS FOR SERVICE.

