



Council Agenda Item

Meeting Date: 11/07/2024

Agenda Item: Public Safety Referendum Decision

Staff Contact (name, email, phone): Dan Meyer
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BACKGROUND

(Enter the who, what when, where, why)

Staff is requesting direction from Council regarding whether or not to pursue a public safety referendum. The findings and recommendations of the organizational and workload study were presented by Fitch & Associates at the 10/15/2024 Council meeting. The recommendations and considerations have been further described in the memo included in the Council packet, as well as the PowerPoint included in the packet that will be presented by staff from the Police Department and Finance Department. The potential referendum options and financial implications of a referendum presented are not final, and are intended to provide estimated impacts of a variety of options. It is important to note that staff is not requesting that Council choose one of the listed options at this time, but is solely requesting Council to decide whether or not to pursue a referendum in some form.

If hired, a communications consultant would provide a recommended course of action based on Council's direction and community feedback, and would assist in finalizing a referendum question for the April 1, 2025 election ballot. If pursued, a referendum question would need to be filed no later than January 20, 2025 (70 days prior to the election per Wis. Stat. 8.37).

If Council decides not to move forward with pursuing a public safety referendum at this time, any proposals received pursuant to the RFP released for a communications consultant would cease to be considered.

If Council decides to pursue a public safety referendum, any proposals received in response to the communications consultant RFP will be scored by staff and brought before Council at the November 19, 2024 meeting for consideration.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

N/A

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

Recommended Motion: Move to pursue a public safety referendum on the April 1, 2025 ballot, with the referendum question to be finalized through further consultation with a communications consultant.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. Memo – WPD Organizational and Workload Study Overview
 2. PowerPoint – Study Overview and Next Steps
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