



# Town of Holland Fire Protection Referendum

## Public Information Session

Holland Town Hall

October 13, Thursday 6:30pm

October 25, Tuesday 6:30pm

# Meeting Overview

- Goal for Session: Explain the Need for Referendum for the Town
- Steps to the Goal
  - Explain the Current State of Fire Protection Needs
  - Share the Specifics of the Referendum and its Rationale
  - Education on the Impacts of Yes and No Votes
- Reminders of the Election Date and Polling Information
- Time for Questions and Answers



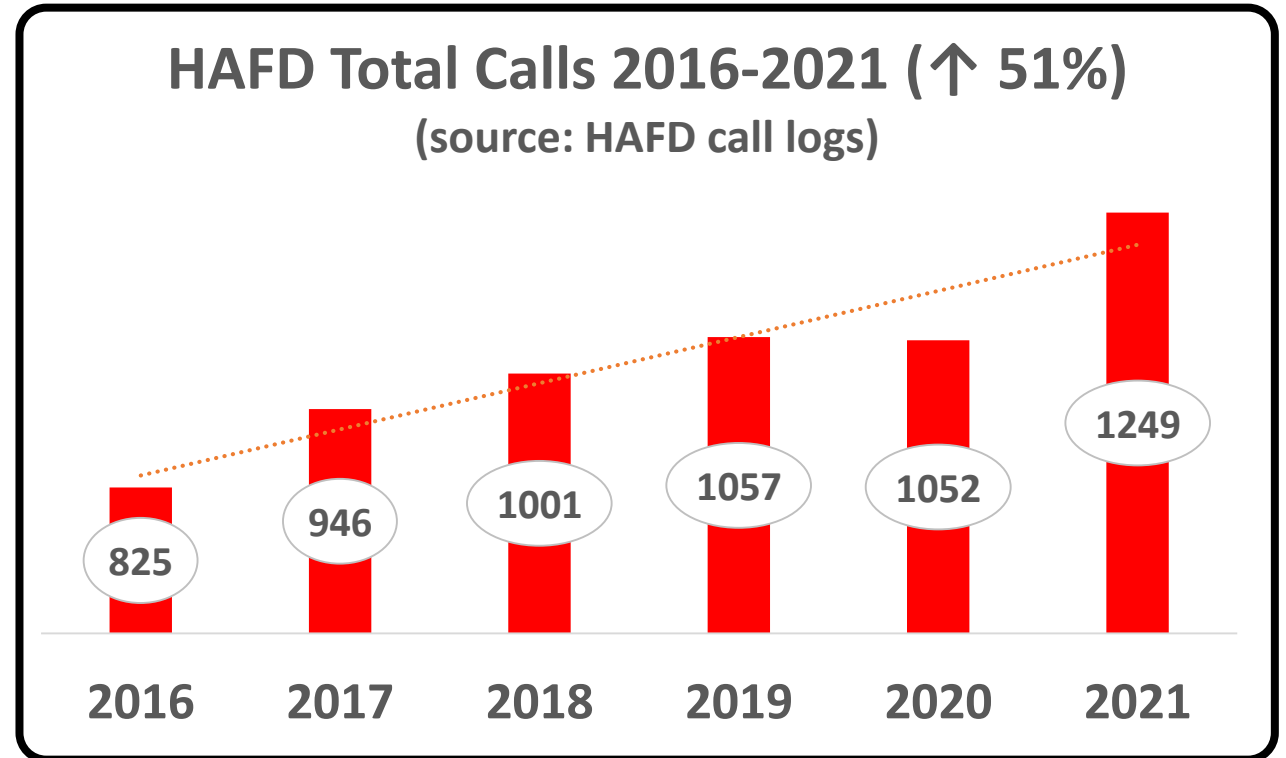
# Current Needs and Demands on Fire Safety

## Holmen Area Fire Department



### From 2016 to 2021:

- Fire Calls have increased 51%
- EMS calls have increased 55%

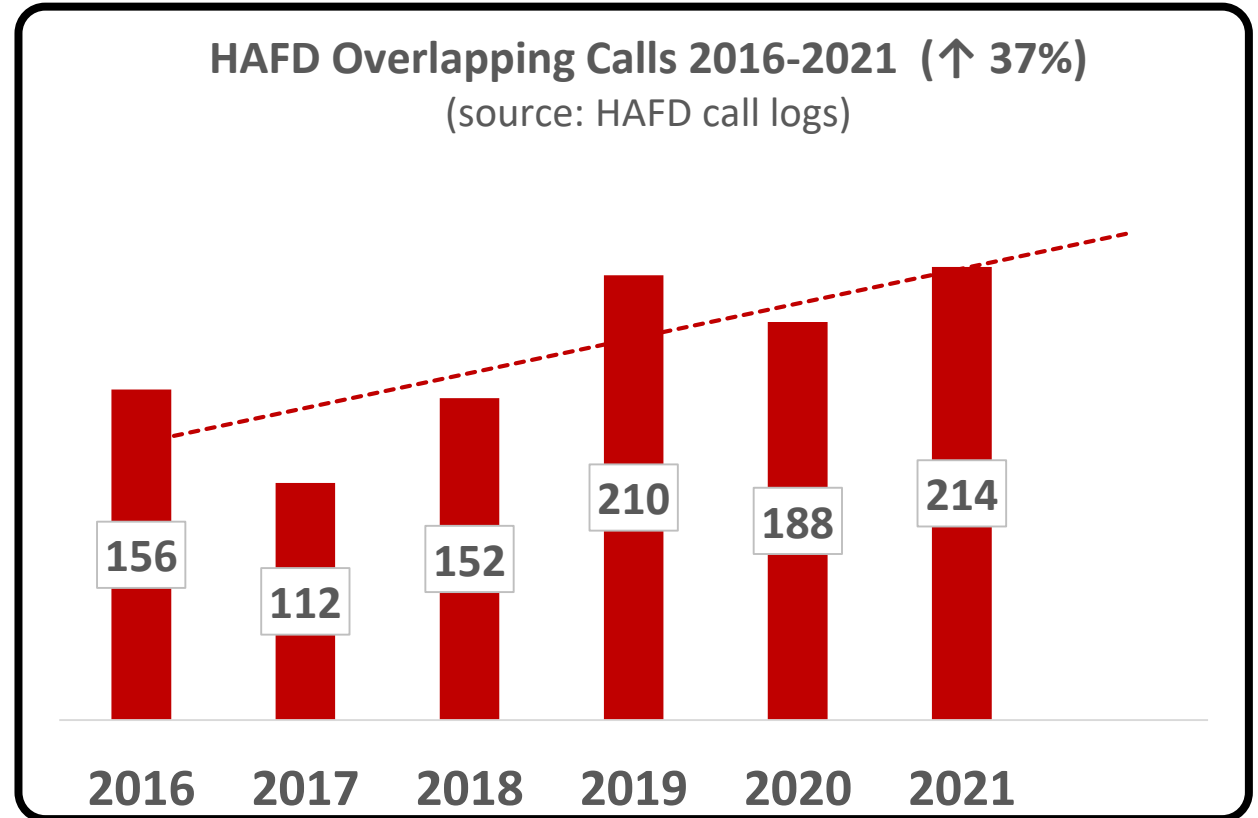


# Current Needs and Demands on Fire Safety

## Holmen Area Fire Department

### Overlapping Calls

- 2 or more calls coming in at same time
- 37% Increase 2016-2021
- Causing delayed response, most often for medical calls

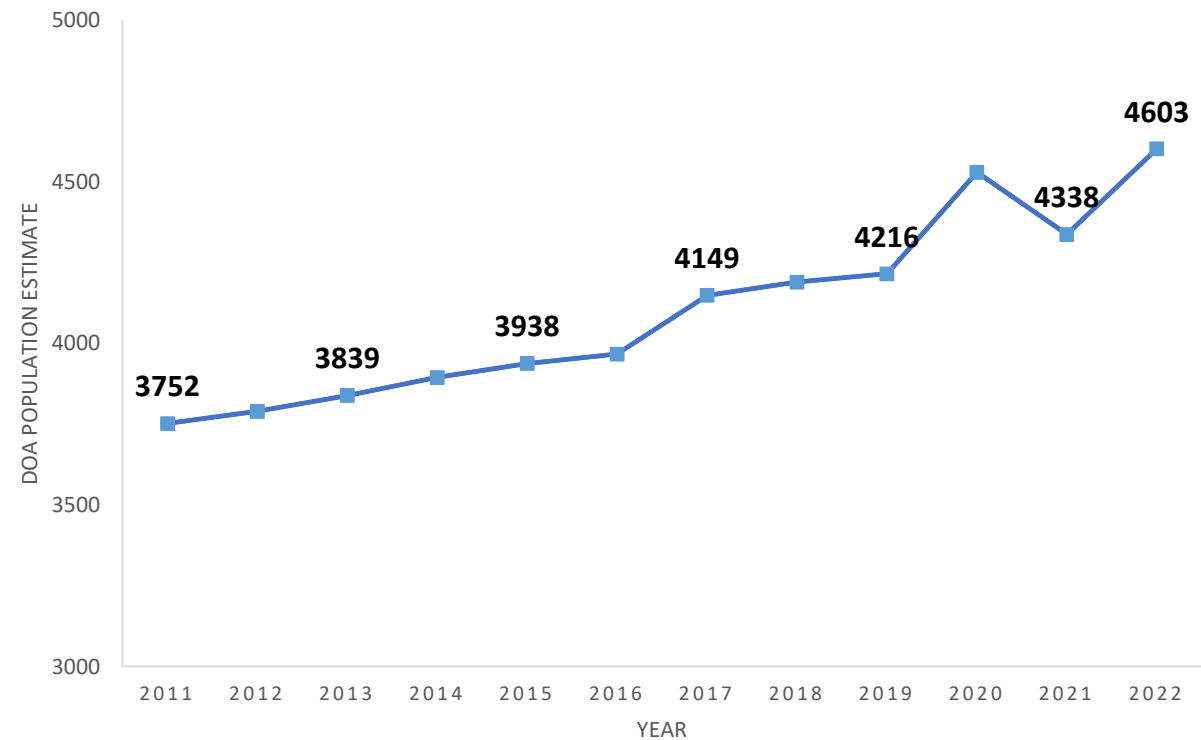




# Population Growth

- Town Population has increased 23% from 2011 to 2022, (4,603 residents)
- WI DOA projections: Holland grows past 4,985 by 2030.

POPULATION GROWTH 2011-2022: TOWN OF HOLLAND ↑ 23%



# Staffing Levels Comparisons

Fire Department Staffing HAFD Staffing – 6 FT			
Location	Population	Staffing-FT/FTE	
Onalaska, WI (City)	19276	17	
Germantown, WI	21040	16	
Pleasant Prairie, WI	21948	31	
<b>HAFD*</b>	<b>22038</b>	<b>6</b>	
Watertown, WI	23018	26	
Mequon, WI	25141	28	
De Pere, WI	25525	29	
*includes the Towns of Holland, Onalaska, and Village of Holmen			

- Levels remain lower than similar sized communities



# Impact of Tax Levy Limits

- **Why, with the growth, are taxes not taking care of services?**
- State mandated caps on tax levy strictly limit increases
- Increase in tax levy for Holland over 20 years averaged \$9,390/year
- Expenses funded by tax levy grow much faster, close to \$26,101/year
- Increase is not enough to cover increased needs for fire department



# Summary of Current Situation

1. Town is seeing strong population growth
2. Calls for Fire Protection services have grown dramatically.
3. Staffing at Holmen Area Fire Department has remained flat.
4. State mandated tax levy limits have blocked the Town's ability to fund services to meet these demands.
5. Referendum to increase the tax levy is proposed to help address these needs.







# How can we adjust Tax Levy Limits?

The State has imposed tax levy limits on municipalities, including the Town of Holland, limiting the annual amount of increase in the tax levy.

The law also permits the municipality to exceed the state limits if:

1. the unit of government approves a resolution for the increase

**And**

2. the resolution is approved by referendum by the residents in an election.

Town board voted in August to increase the tax levy and to ask the public to vote on the proposed increase in the Nov 8<sup>th</sup> election.

# What question will be on the ballot in Holland?

Under State law, the increase in the levy of the Town of Holland for the tax imposed for the next fiscal year, 2023, is limited to 2.479%, which results in a levy of \$738,997. Shall the Town of Holland be allowed to exceed this limit and increase the tax levy for the next fiscal year, 2023, for the purpose of enhancing fire protection, by a total of 78.823%, which results in a levy of \$1,321,497, and on an ongoing basis, include the increase of \$582,500 for each fiscal year going forward?

# How will this impact me?

- Please note: IT WILL NOT INCREASE YOUR TOTAL TAX BILL BY 78%

Home Value	Cost Per Year	Cost Per Month
\$100,000	\$135	\$11.25



# How will this impact Holmen Area Fire Dept Budget?

- The referendum will provide for additional funding of \$582,500:

Potential staffing 4 per shift up from 2 Firefighter/EMTs



# What are the impacts of Yes and No votes?

A “Yes” vote on the question is a vote in favor of increasing the levy limit for the cost of the Town’s portion of the cost of additional fire protection services in the amount of \$582,500.

A “No” vote on the question is a vote against exceeding the levy limit for the cost of additional fire protection services.



# What happens if the referendum fails?

Potential elimination of 2 full time firefighter positions.

Current level of protection cannot be maintained.

The Town, in collaboration with the Village of Holmen, will have to make difficult choices about where risk reduction and response services are modified, curtailed, or eliminated to meet the demands of increasing service demands.

# When is the election on the referendum?

- The election will be held Tuesday, November 8<sup>th</sup>, 2022.
- The polling place at the Town Hall will open at 7:00 a.m. and will close at 8:00 p.m.
- Additional voting information, including polling places and information about requesting an absentee ballot can be found online at [MyVote.Wi.gov](https://MyVote.Wi.gov).



# Impact of Town of Onalaska Leaving HAFD:

- Requires Holland and Holmen to cover the loss of Town of Onalaska's funding to keep EXISTING Fire/EMS services in place. These costs are fixed and not reduced by the change in partners, making the referendum essential to maintaining current service levels.
- 2022 T Onalaska contributed \$318,000
- Requires a practical change to our plan reducing the previously stated goals of the Firefighter/EMT staffing down to 4 per shift rather than 6.



# Onalaska leaving does NOT change the driving factors behind the referendum:

- The Fire District (Holmen and Holland) is still only staffed at 2 FT Firefighter/EMTs per shift which is not sustainable given a remaining growing population of approximately 17,000 covering 45 square miles that has experienced a 51% increase in calls the past 6 years.
- Strict levy limits that are obstacles to adding public safety staff which the Town must address through the referendum to increase funding for these critical services.

# HAFD Operating Budget Structure

2022 Budget Calculation					
	2022 Operating Payments Due	2022 Capital Payments Due	2022 Total Payments Due	2% Fire Dues from State	Total
<b>Holmen (45%)</b>	\$368,525.14	\$25,000.00	\$393,525.14		
<b>Holland (23%)</b>	\$194,131.22	\$25,000.00	\$219,131.22		
<b>Onalaska (32%)</b>	\$262,013.64	\$25,000.00	\$287,013.64		
<b>Total</b>	\$824,670.00	\$75,000.00	\$899,670.00	\$86,000	\$985,670

- A. Capital Funds restricted to capital uses (equipment, building repairs, vehicles)
- B. 2% Dues highly restricted to equipment, training on inspections, fire prevention.
- C. Operating costs cover salaries, utilities, supplies, insurance, accounting/legal fees.

# Draft Working 2023 HAFD Budgets

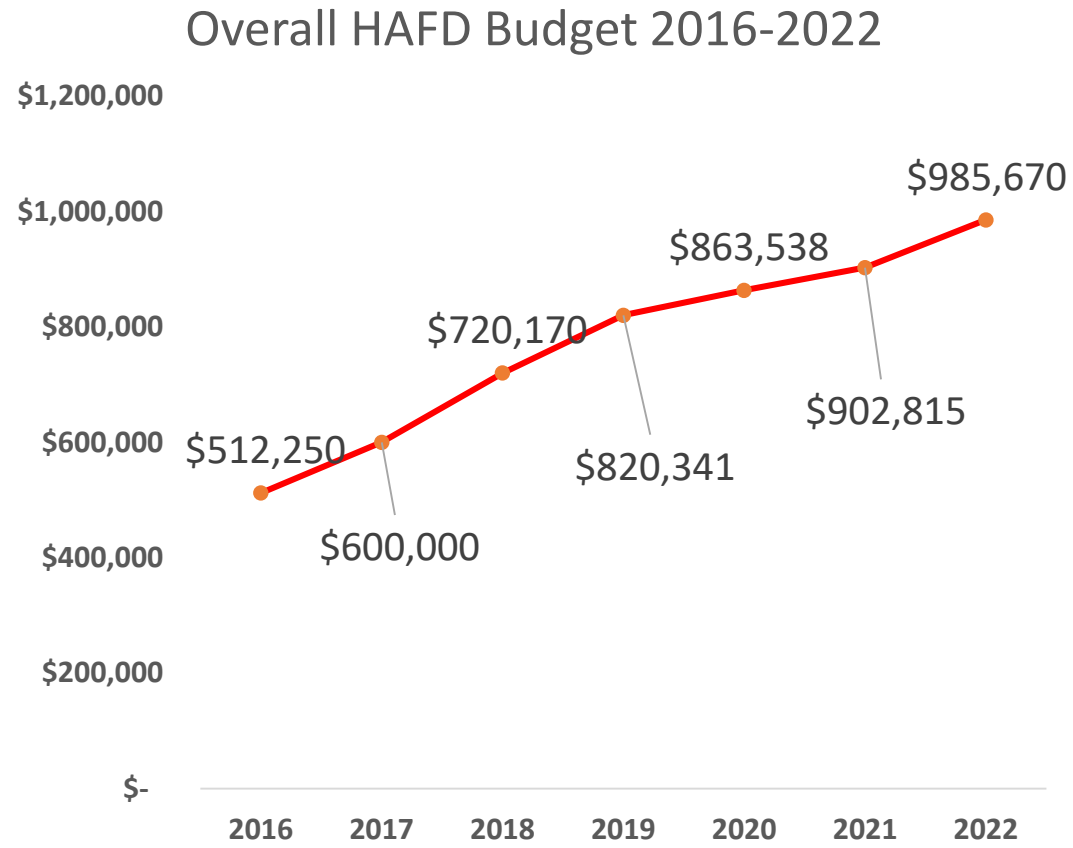
Referendum Passes Total Goal \$1.9 Million	Proposed 2023 costs	Increase From 2022 needed
Holmen	\$1,249,960	\$856,435
Holland	\$ 640,196	\$421,065

**Yes vote**

**No vote**

Referendum Fails Total goal \$667,795	Proposed 2023 costs	Increase From 2022 needed
Holmen	\$441,613	\$ 48,088
Holland	\$226,182	\$ 7,051

# Budget History Fire Department



Town of Holland increases to HAFD Budget  
2003-2022 were **233%**



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# Questions?



# Town Website Referendum Information Page

[www.townofhollandwi.gov](http://www.townofhollandwi.gov)

Top right corner “Referendum”

