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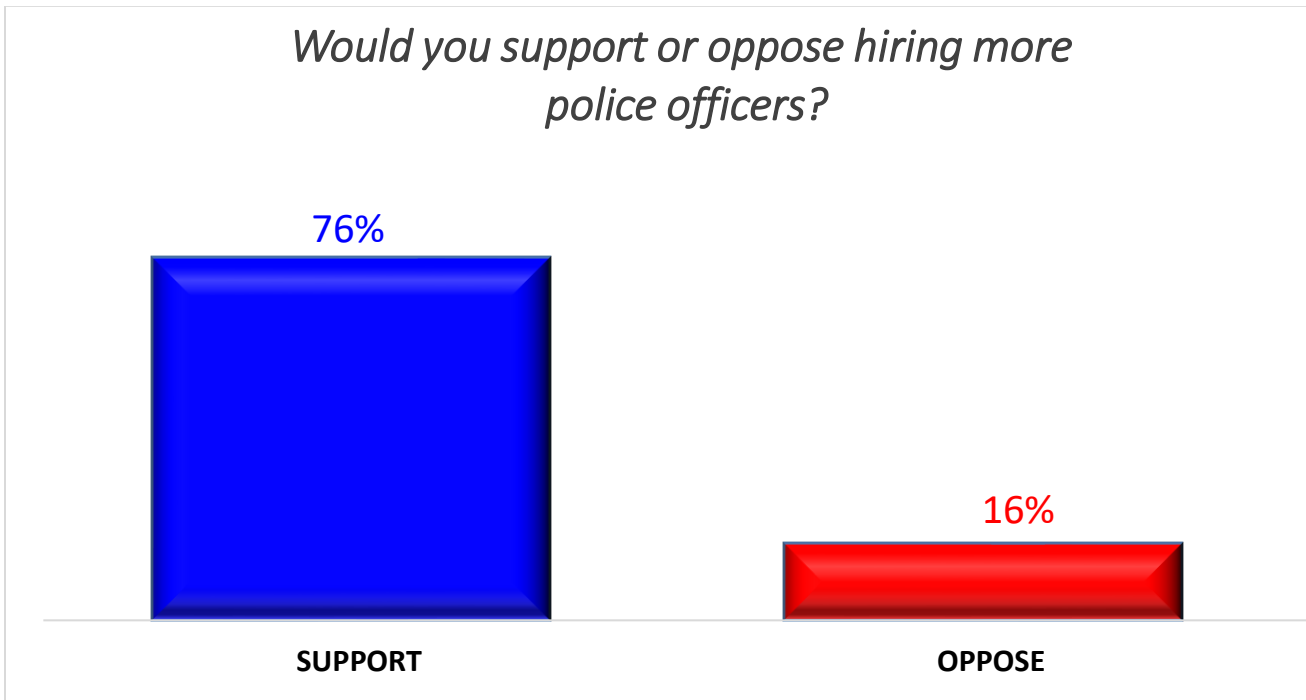
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**MEMPHIANS STRONGLY SUPPORT MORE POLICE OFFICERS
Strongly Favor Referendum on Change in Residency Requirement**

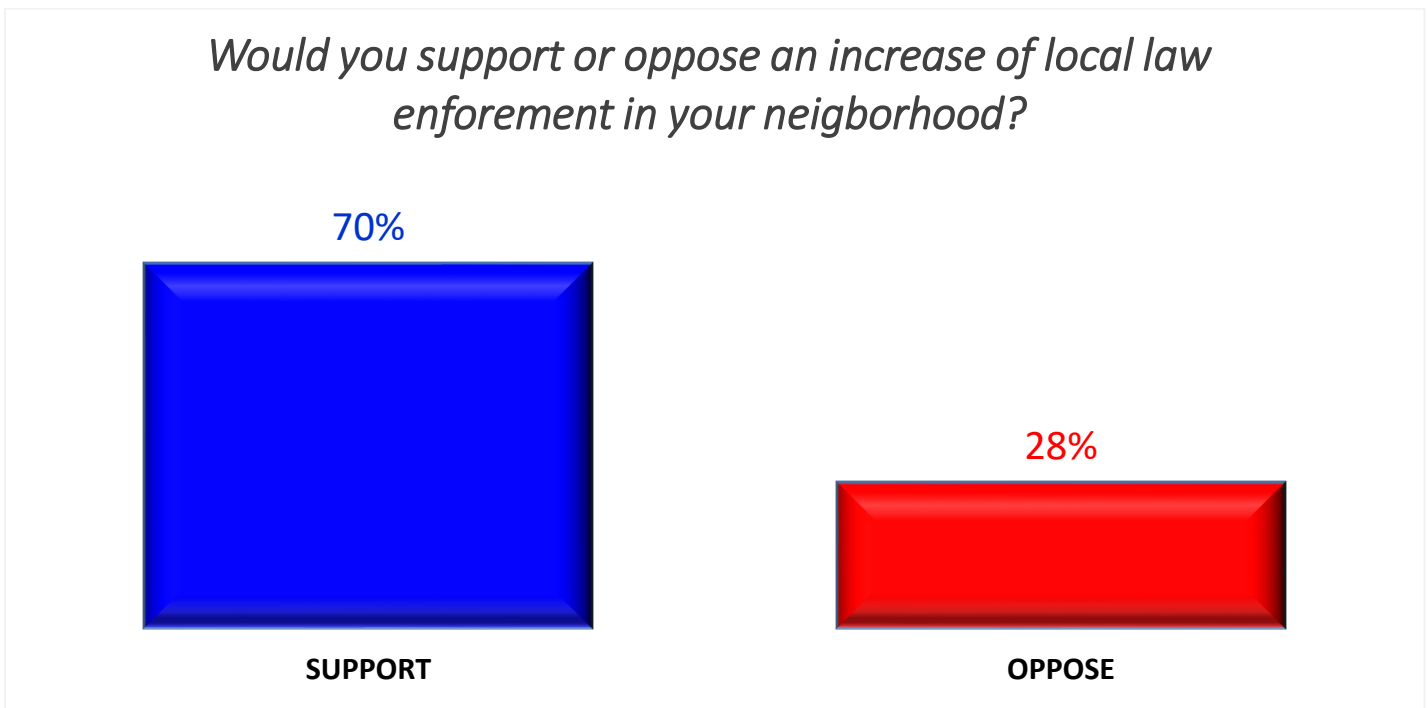
A poll conducted by Public Opinion Strategies for the Memphis Shelby Crime Commission reflects strong support for (1) more police officers and (2) letting voters decide by referendum whether Memphis police officers and firefighters should be able to live outside of Shelby County.

The poll of 294 registered voters in Memphis was conducted July 26-28. Among respondents, 53 % identified themselves as African-American or black, 40% as white, 2% as Hispanic or Latino American, and 5% as other or refused to answer the question.

When asked whether they support or oppose hiring more police officers, an overwhelming 76% said they support, and only 16% said they oppose.

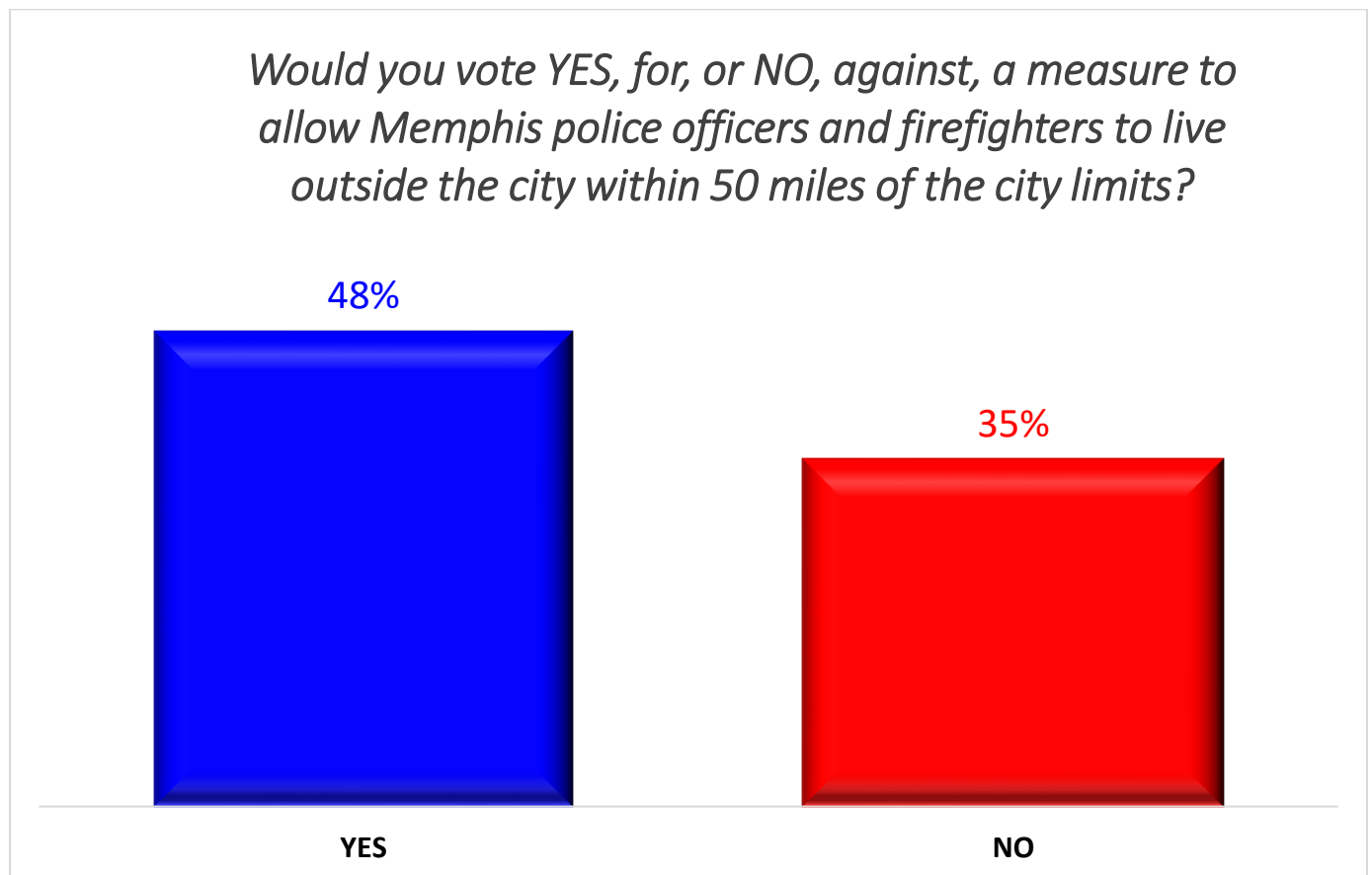


When asked whether they would like an increased law enforcement presence in their neighborhood, 70% supported an increase, and 28% did not.



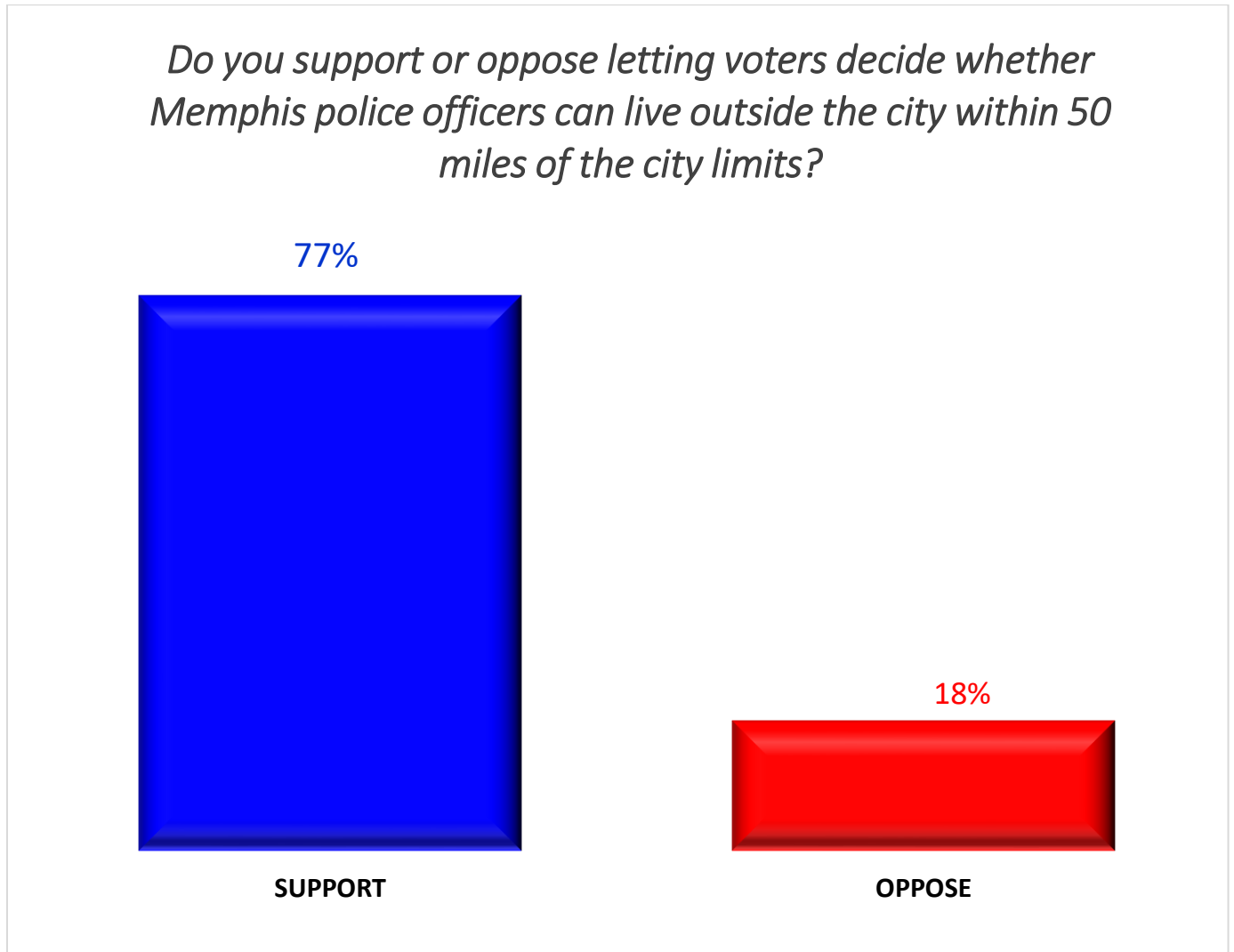
A referendum to amend the City of Memphis charter to allow Memphis police officers to live outside of the city within 50 miles of the city limits is currently on the ballot for the November 3 general election. (At present, newly hired Memphis police officers and firefighters must live within Shelby County.) The Memphis City Council is scheduled to vote tomorrow (Tuesday) on a proposal to remove the referendum from the ballot.

When asked whether they would vote for or against the proposed charter amendment, 48% indicated they would vote in favor, and 35% indicated they would vote against, with the rest undecided. Among African-American respondents, 43% indicated they favored the proposed amendment, and 39% indicated they were opposed, with 18% undecided. Among white respondents, 55% favored the proposed amendment, 29% opposed, and 16% were undecided.



However, when asked whether voters should be able to decide by referendum on the November ballot the issue of residency of police officers, an overwhelming 77%

supported a referendum, with only 18% opposed. Among African-Americans, 74% favored having the referendum on the November ballot, 19% opposed, and 7% were undecided. Among white respondents, 80% favored having the referendum on the ballot, only 17% opposed, and 3% were undecided.



“Every citizen of Memphis deserves to live in a safe neighborhood. Overwhelmingly, Memphians want more police officers as a way of helping insure all of our neighborhoods are safe, and they want the voters to decide whether one way of getting more police officers is by loosening the current residency requirement,” said Bill Gibbons, president of the Crime Commission.

A key objective of the local Safe Community Plan is to address the shortage of local law enforcement personnel.

Memphis is not the only major city dealing with a police shortage and considering a change in residency requirements. In July, the St. Louis Board of Aldermen (equivalent to the Memphis City Council) voted 22-4 to place a referendum on the November 3 ballot to remove the current residency requirement.

A survey of major cities by the Crime Commission indicates that most do not have residency requirements for police officers as restrictive as Memphis' current requirement.

Public Opinion Strategies is a national research firm headquartered in Alexandria, Virginia. Founded in 1991, it has conducted over ten million interviews with voters and consumers in all 50 states and over two dozen foreign countries.

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About the Memphis Shelby Crime Commission (www.memphiscrime.org): Memphis Shelby Crime Commission is an independent, non-profit 501(c) (3) organization that “quarterbacks” the work of the Safe Community Plan and its partners. It is funded through the generous contributions of many private sector donors. Ben Adams, chairman emeritus of Baker Donelson law firm, serves as chair of the board, and Bill Gibbons serves as president of the Commission.

About the Safe Community Plan (www.memphiscrime.org): Launched in 2007, the Safe Community Plan, an action plan spearheaded by the Memphis Shelby Crime Commission, is a community-based crime reduction initiative. Implementation of the Safe Community Plan is chaired by Shelby County District Attorney General Amy Weirich.