



# **Southern Marin Fire Protection District Community Priorities Survey Highlights**

Survey Conducted:  
February 23 – March 1, 2018



OPINION  
RESEARCH  
& STRATEGY

# Overview and Research Objectives

The Southern Marin Fire Protection District commissioned FM3 Research to conduct a survey of local voters with the following research objectives:

- Gauge satisfaction with District provision of services;
- Gauge resident views on the District's fiscal management;
- Determine resident priorities for city services in key policy areas;
- Assess interest, if any in a local funding solution.

# Survey Methodology

597 telephone and online interviews with voters in the Southern Marin Fire Protection District likely to cast a ballot in November 2018



Interviews conducted February 23-March 1, 2018



Interviews online, on landlines and cell phones



Margin of sampling error of +/- 4.0% at the 95% confidence level



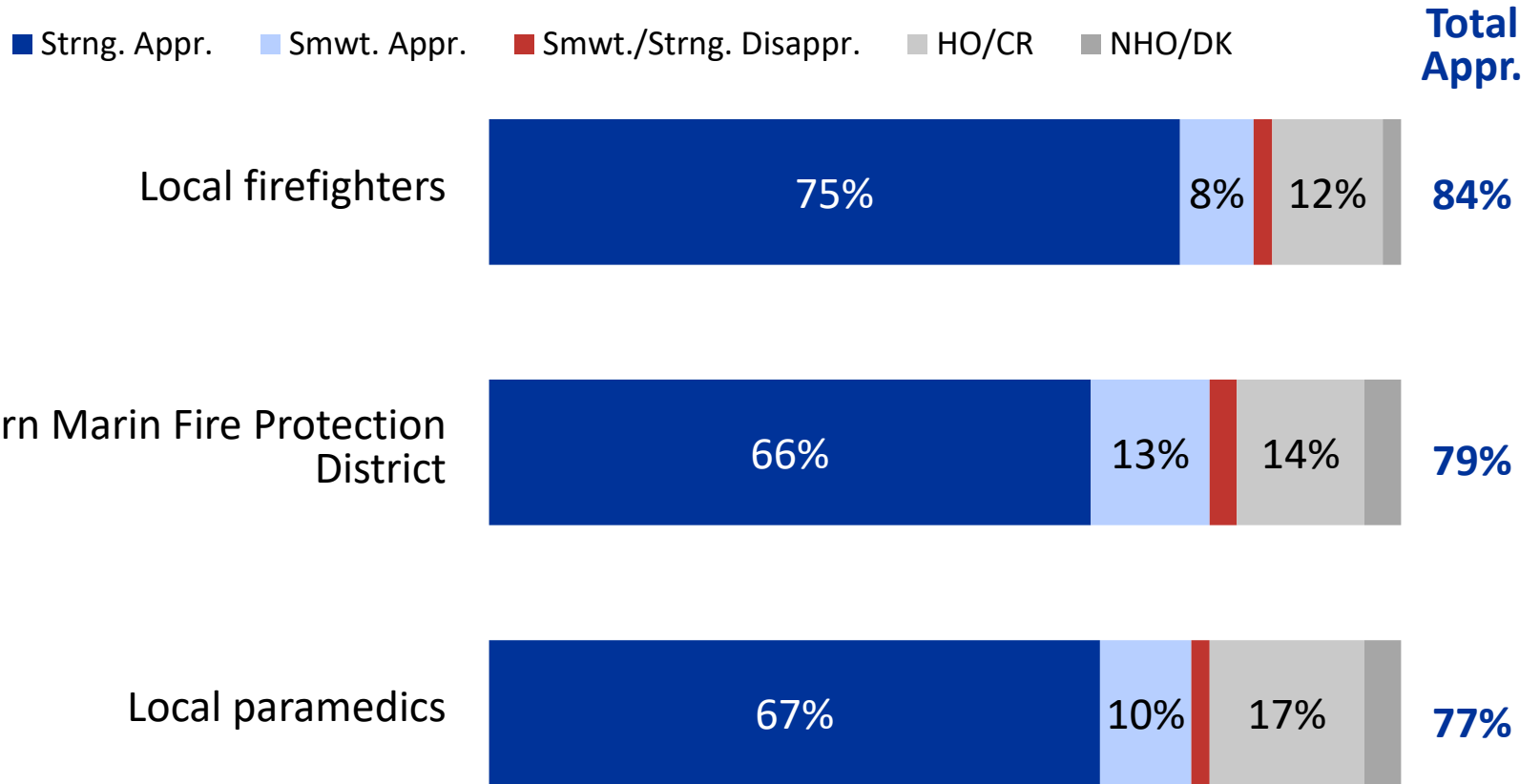
Some percentages may not sum to 100% due to rounding



# Attitudes Toward the District

# Views of the District, firefighters, and paramedics were uniformly positive.

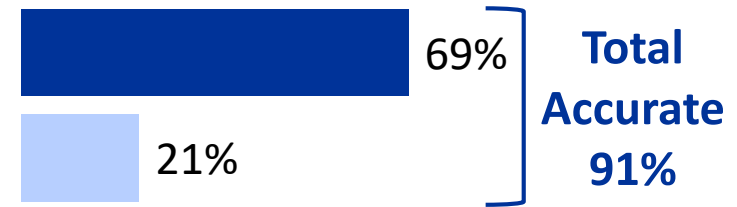
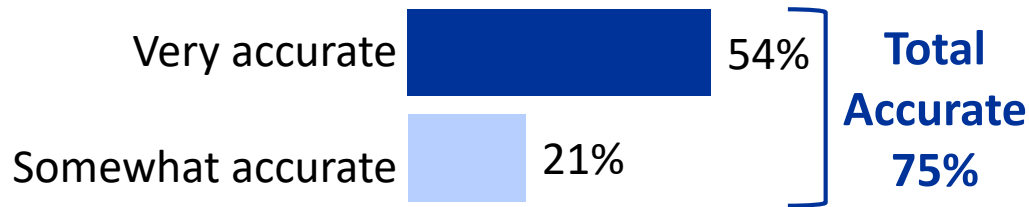
*I am going to mention a few people and organizations.  
Please tell me if you approve or disapprove of the job they are doing.*



# Majorities also indicated they feel safe from wildland fires and medical emergencies.

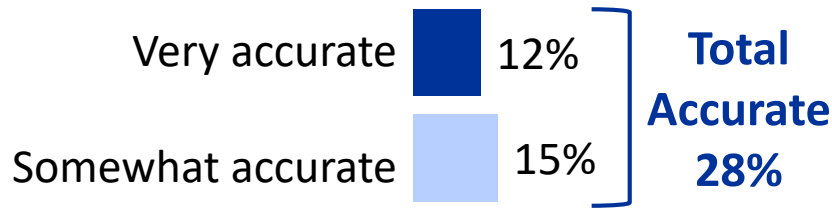
*The Southern Marin Fire Protection District is doing a good job protecting our community from wildland fires*

*I feel safe and well-protected here in the case of a medical emergency*

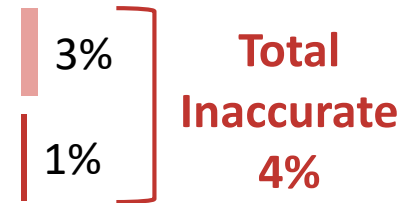
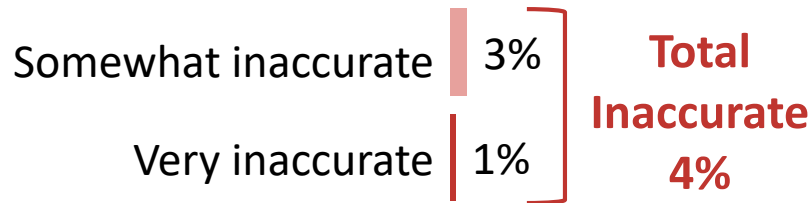
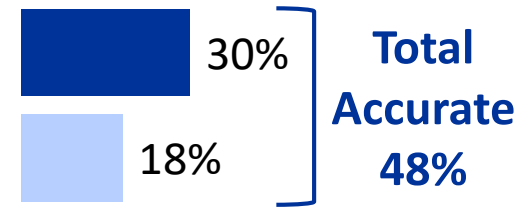


# Many respondents were unfamiliar with the District's financial management and mix of requests for service.

*The Southern Marin Fire Protection District's finances are generally well managed*



*The majority of 911 calls responded to by the Southern Marin Fire Protection District are related to medical emergencies*

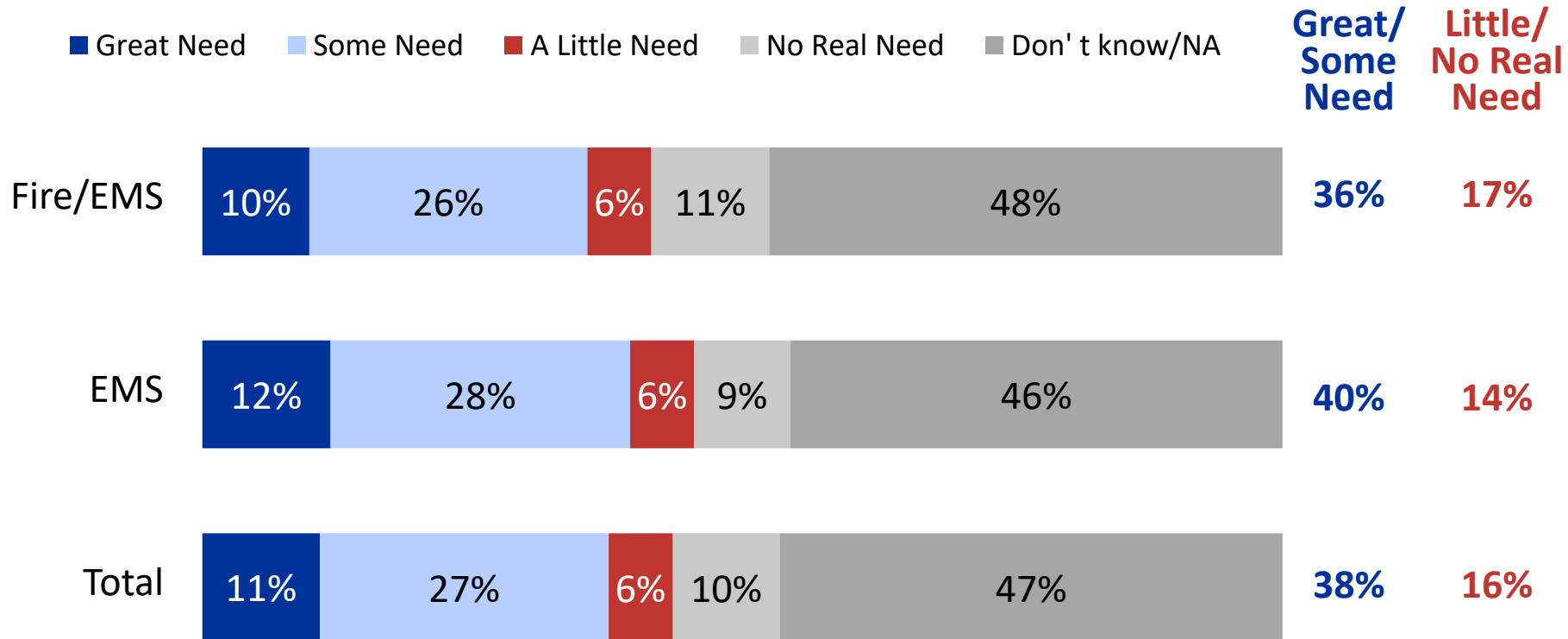


Don't know/NA 68%

48%

# Furthermore, few have any sense that the District is in need of additional funding.

*would you say that to provide and maintain fire and emergency medical services, the Southern Marin Fire Protection District has a great need for additional funding, some need, a little need, or no real need for additional funding?*







# Gauging Interest in Local Funding

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- The survey also gauged interest in local funding
- The survey tested two conceptual local funding measures

# Two versions of a measure were tested.

## Fire/EMS

### SOUTHERN MARIN FIRE PROTECTION DISTRICT FIRE/EMERGENCY MEDICAL RESPONSE MEASURE.

To maintain:

- Local fire protection/wildland fire prevention services;
- Rapid 911 emergency medical, cardiac and stroke response times;
- Adequate firefighter/paramedic staffing levels;
- Reliable fire prevention/lifesaving rescue equipment; and
- Local fire stations,

Shall Southern Marin Fire Protection District establish a \$200 annual parcel tax to maintain stable local funding that cannot be taken by the State, providing two million dollars annually, until ended by voters, with citizen oversight, independent audits, all funds staying local?

## EMS-Only

### SOUTHERN MARIN FIRE PROTECTION DISTRICT EMERGENCY MEDICAL RESPONSE MEASURE. To

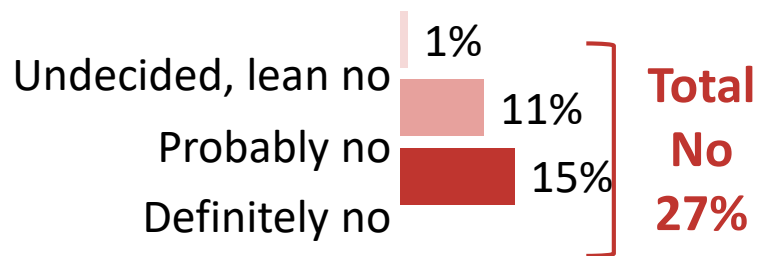
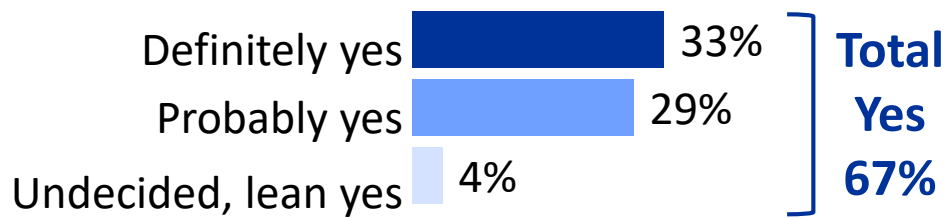
maintain:

- Local emergency medical services;
- Rapid 911 emergency medical, cardiac and stroke response times;
- Adequate, experienced paramedic staffing levels;
- Reliable lifesaving rescue equipment; and
- Specialized high-risk rescue services,

Shall the Southern Marin Fire Protection District establish a \$200 annual parcel tax to maintain stable local funding that cannot be taken by the State, providing two million dollars annually, until ended by voters, with citizen oversight, independent annual audits, and all funds staying local?

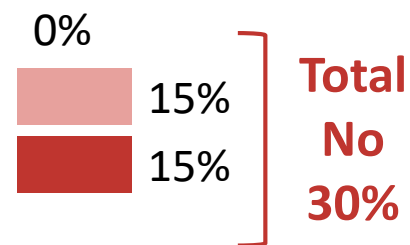
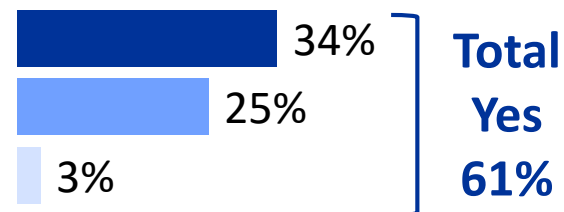
# Reactions to Conceptual Measures

## Fire/EMS



Undecided 6%

## EMS-Only



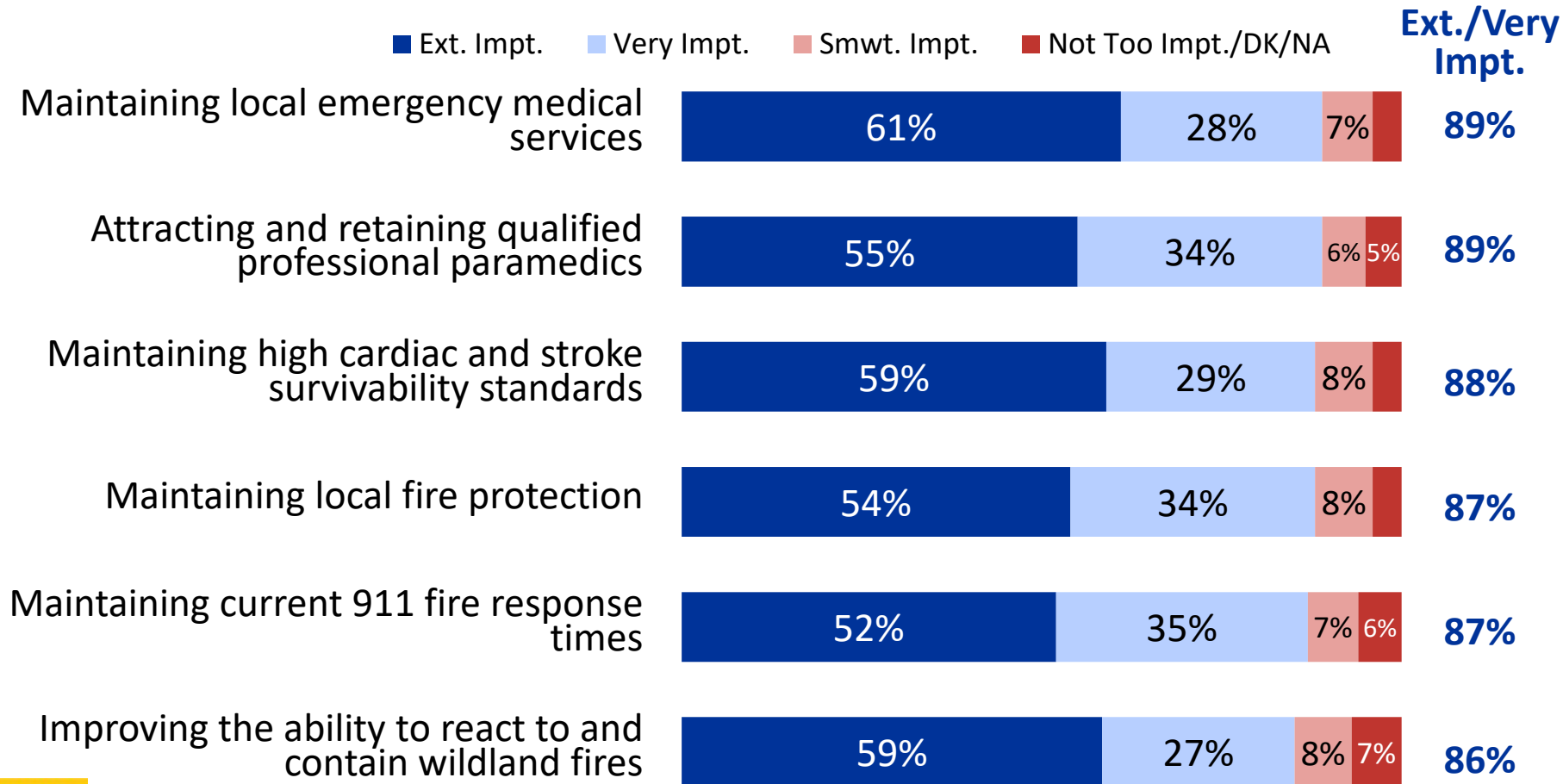
Undecided 8%



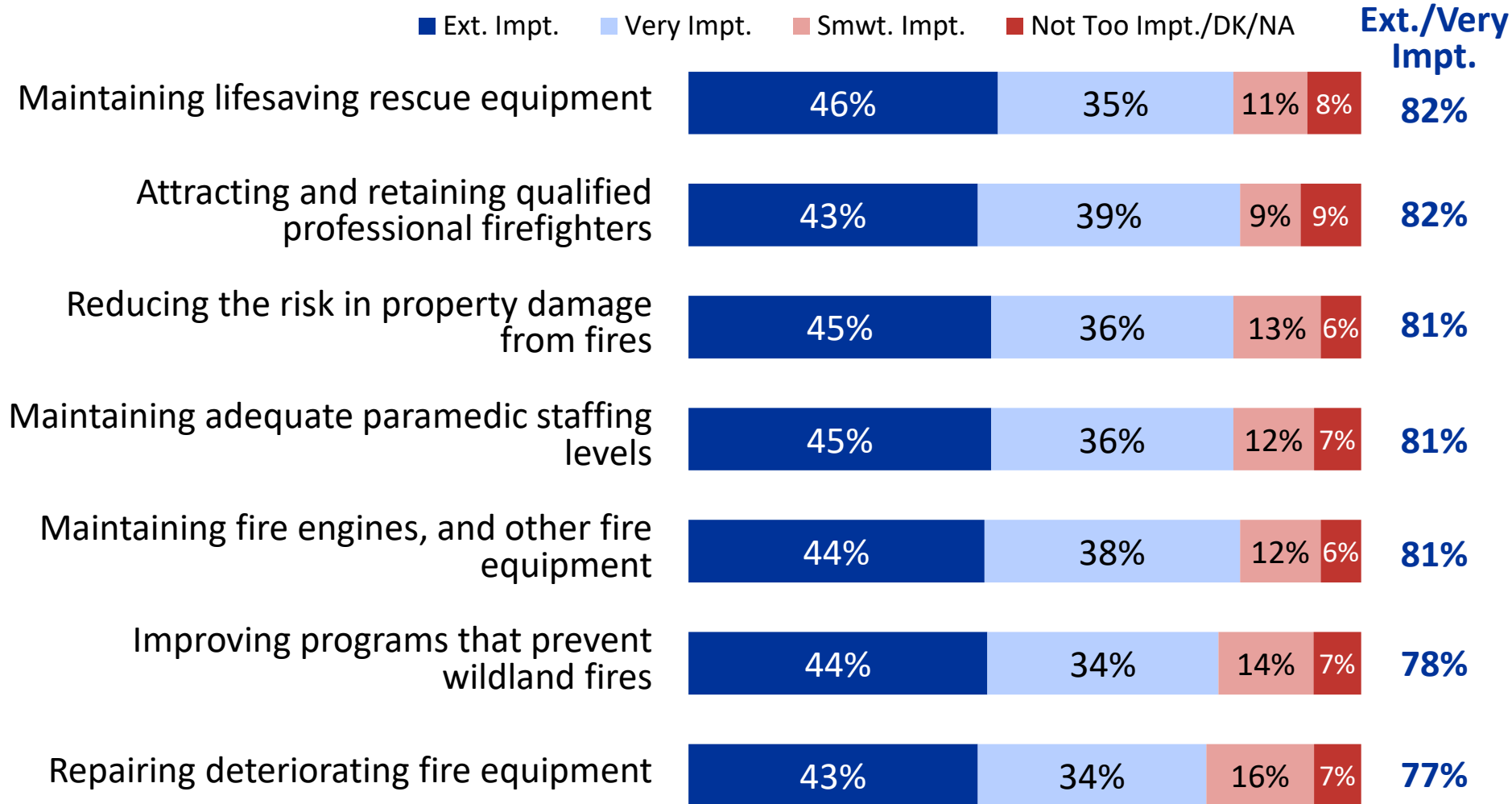
# Spending Priorities

# Maintaining response times, fire protection, and medical services and personnel are top priorities.

*I am going to read you a list of some specific projects or provisions that this measure might fund. Please tell me how important it is to you that that type of project be funded: extremely important, very important, somewhat important, or not too important.*



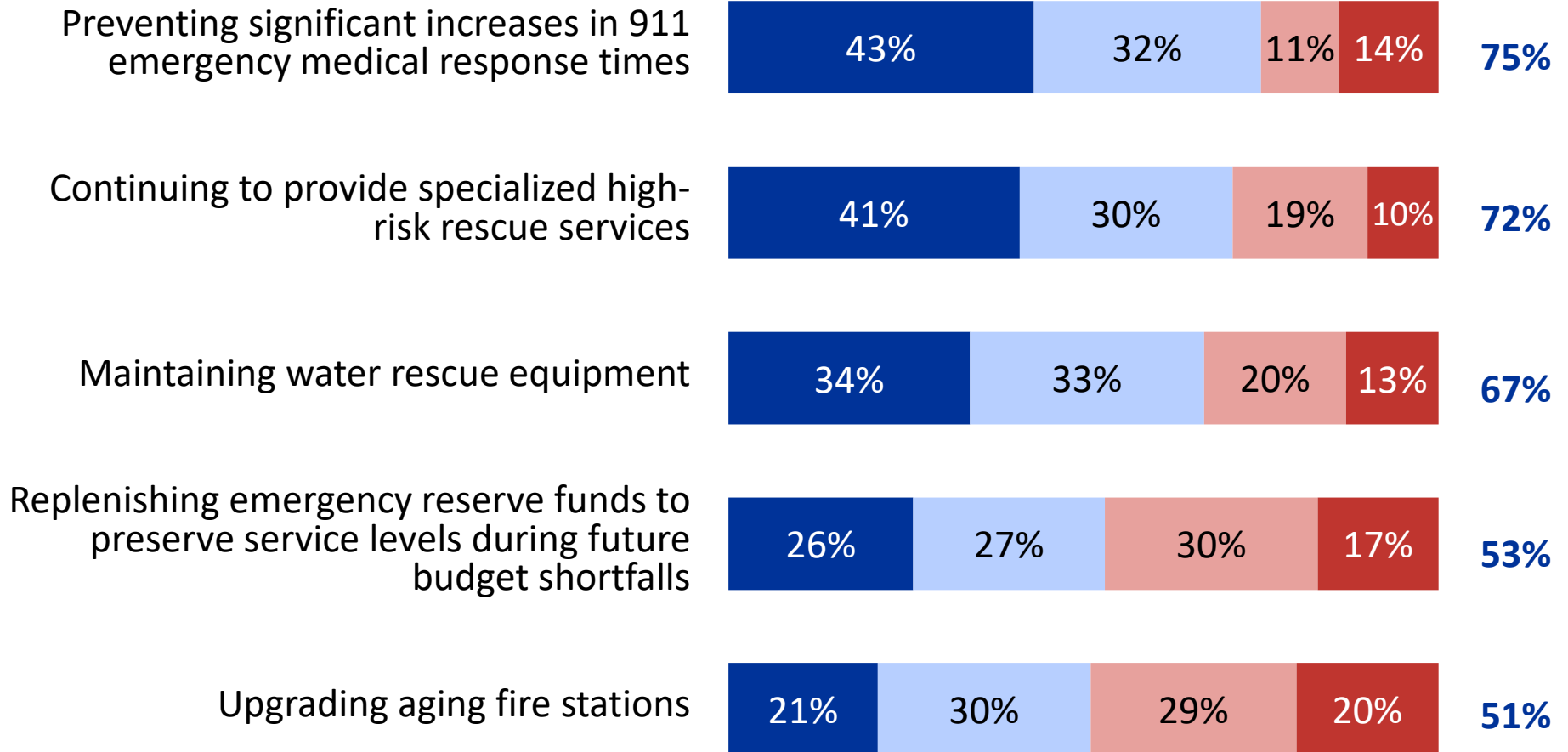
# Spending Priorities (continued)



# Spending Priorities (continued)

■ Ext. Impt.   ■ Very Impt.   ■ Smwt. Impt.   ■ Not Too Impt./DK/NA

**Ext./Very Impt.**







# Conclusions

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- General impressions of the District and its firefighters/paramedics are very positive.
- Most feel the District is doing a great job providing emergency fire and medical services.
- Residents prioritize key public safety services and wish to maintain the level of service currently available.
- Relatively few are aware of the District's financial needs.
- However, majorities appear willing to support a finance measure generating new revenue for the District.

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