

**TO** Interested Parties

**FROM** Curt Below and Lucia Del Puppo  
FM3 Research

**RE:** Southern Marin Fire Protection District Survey Results

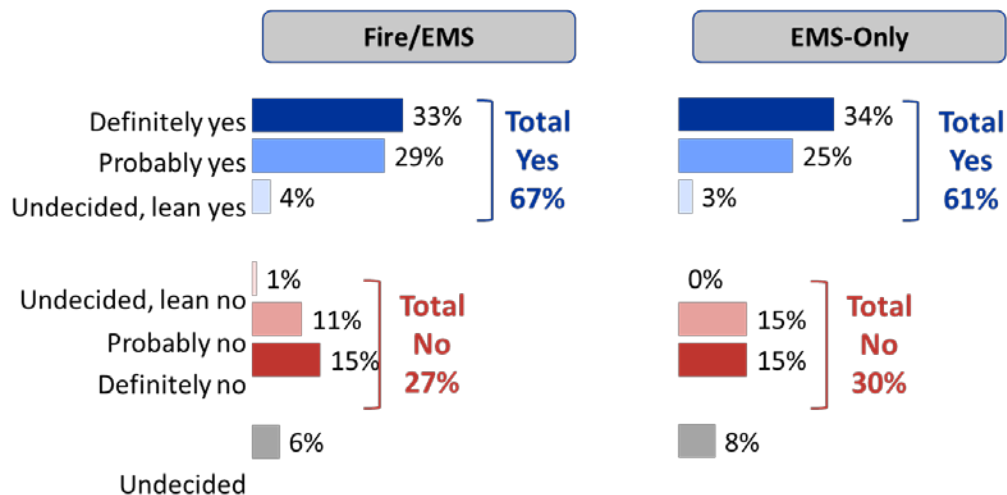
**DATE** March 23, 2018

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of 597 telephone and online interviews with respondents in the Southern Marin Fire Protection District.<sup>1</sup> The survey found that the District, firefighters and paramedics are viewed very favorably. While fewer than two-in five respondents were familiar with the District's financial need, two-thirds are willing to support a measure that funds fire protection and emergency medical response. However, support for a measure funding only emergency response services falls below the two-thirds level of support required for passage.

Key findings of the research include:

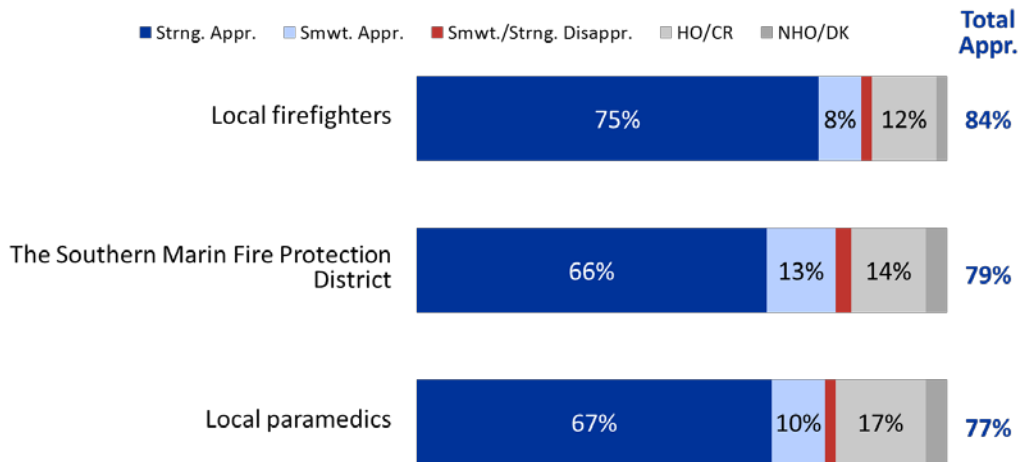
- Two-thirds of survey respondents offered support for a proposed funding measure for fire and emergency response services.** When asked about a potential \$200 parcel tax providing funding for fire and emergency response services, two-thirds (67%) said they would be willing to vote “yes.” A majority, though less than two-thirds (61%), indicated they would be willing to support a measure funding solely emergency response services.

**Figure 1: Support for Potential Funding Measures**



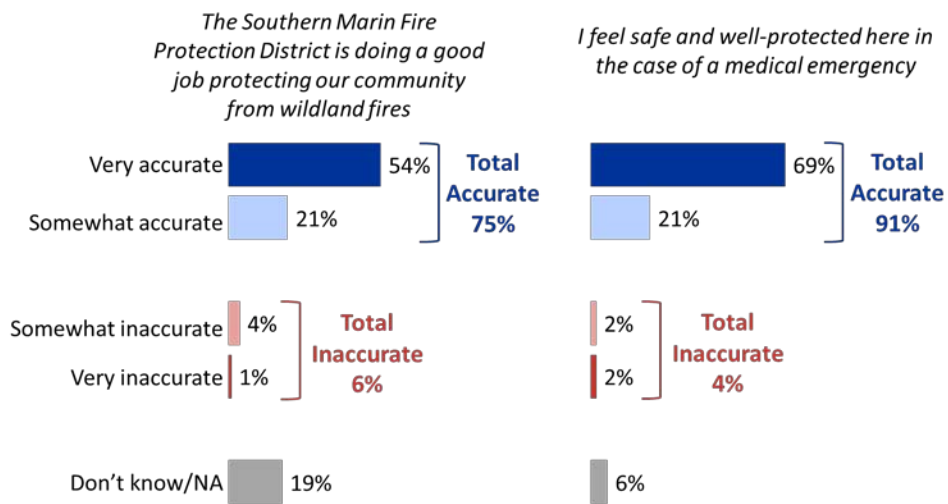
- **Views of the District, firefighters, and paramedics were uniformly positive.** As shown in **Figure 2**, respondents offered strongly positive opinions for the District, firefighters, and paramedics. When asked to offer an opinion on the job they are doing, two-thirds or more of respondents said they “strongly approve” of the job being done and more than three-quarters offered approval, overall.

**Figure 2: Job Rating**



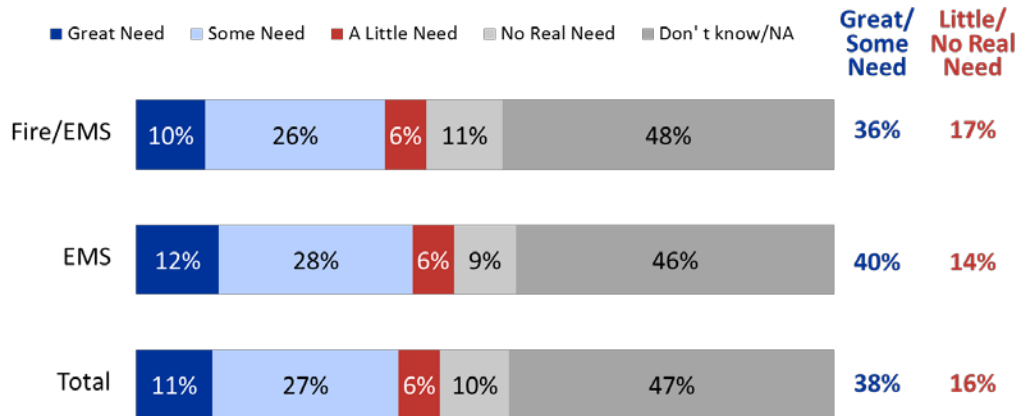
- **Majorities indicated that they feel safe from wildland fires and in medical emergencies.** Three-quarters of respondents agreed that “The Southern Marin Fire Protection District is doing a good job protecting our community from wildland fires.” More than nine in ten said that the statement “I feel safe and well-protected here in the case of medical emergency” is accurate.

**Figure 3: Perceptions of Quality of Services**



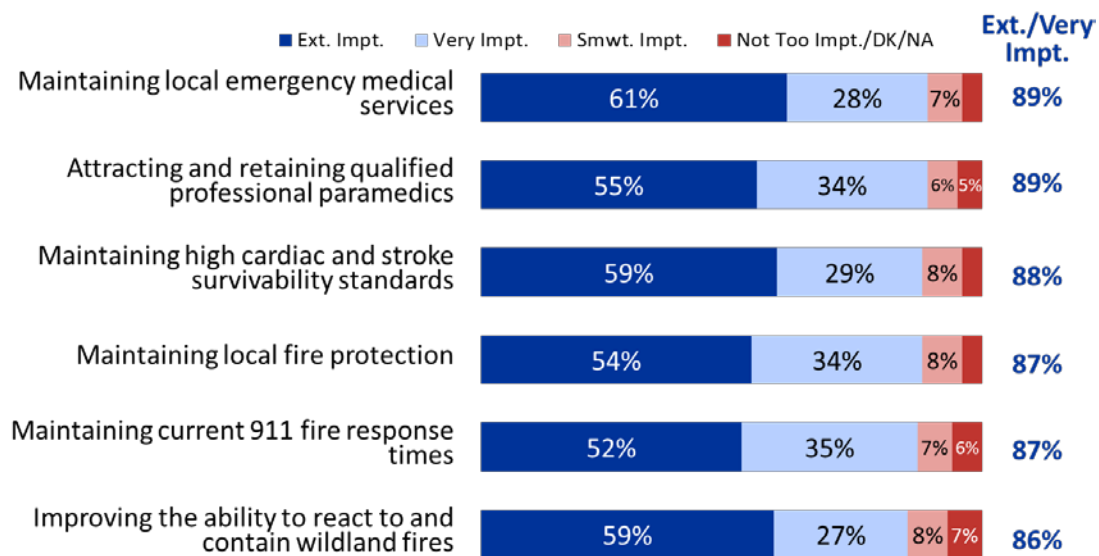
- Few respondents were familiar with the District’s need for additional funding.** When asked whether they thought the District needed additional funding to provide and maintain fire and/or emergency services, only about two-in-five indicated that there was at least “some need” (Figure 4).

**Figure 4: Need for Funding**



- Maintaining response times, fire protection, and medical services and personnel were the highest priorities for the proposed measure.** When asked to rank a series of potential spending areas for new revenue generated by a ballot measure, respondents placed the greatest emphasis on maintaining key services related to medical response and fire protection (Figure 5).

**Figure 5: Spending Priorities**



In conclusion, survey results suggest that while Southern Marin Fire Protection District voters are not aware of the District's need for funding, majorities hold the District in high regard, find a series of key priorities relating to protection and safety to be "extremely" or "very" important, and are likely to support a potential finance measure that would secure funding for both fire protection and emergency medical response services.

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<sup>i</sup> **Methodology:** From February 23- March 1, 2018, FM3 completed 597 online and telephone (on both landlines and cell phones) interviews with likely November 2018 voters in the Southern Marin Fire Protection District. The margin of sampling error for the study is +/-4.0% at the 95% confidence level; margins of error for population subgroups within the sample will be higher. Due to rounding, not all totals will sum to 100%.