

**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. 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 <u>and</u> 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.

Fire/EMS **EMS-Only** 33% 34% Definitely yes Total **Total** 29% 25% Probably yes Yes Yes 3% **67**% 61% Undecided, lean yes Undecided, lean no Total Total 15% No No 15% 30% Definitely no 8% Undecided

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

12100 Wilshire Boulevard, Suite 350 | Los Angeles, CA 90025 Phone: (310) 828-1183 | Fax: (310) 453-6562

1999 Harrison St., Suite 2020 | Oakland, CA 94612 Phone: (510) 451-9521 | Fax: (510) 451-0384



• 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 Total ■ Strng. Appr. ■ Smwt. Appr. ■ Smwt./Strng. Disappr. ■ HO/CR ■ NHO/DK Appr. Local firefighters 75% 84% 8% 12% The Southern Marin Fire Protection 66% 13% 14% 79% District Local paramedics 67%

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.

The Southern Marin Fire I feel safe and well-protected here in Protection District is doing a good the case of a medical emergency job protecting our community from wildland fires Very accurate **Total Total** Accurate Accurate 21% 21% Somewhat accurate 91% **75**% Somewhat inaccurate 4% **Total Total** Inaccurate Inaccurate Very inaccurate 1% 6% Don't know/NA 6%

Figure 3: Perceptions of Quality of Services

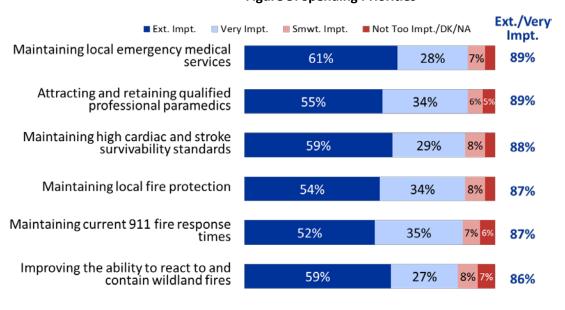


Few respondents were familiar with the District's need for additional funding. When asked whether they
thought the District needed additional funding to provide and maintain fire and/or emergency services, only
about two-in-five indicated that there was at least "some need" (Figure 4).

Great/ Little/ ■ Great Need ■ Some Need ■ A Little Need ■ No Real Need ■ Don' t know/NA No Real Some Need Need Fire/EMS 36% 17% 10% 26% 11% 48% **EMS** 28% 9% 46% 40% 14% Total 38% 16% 11% 27% 6% 10% 47%

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.

<sup>&</sup>lt;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%.