



Southern Marin Fire Protection District: Community Priorities Survey Highlights

Survey Conducted:
June 25-July 2, 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 the District's provision of services
- Gauge resident views on the District's fiscal management
- Determine resident priorities and support for a hypothetical local funding measure

Survey Methodology

-413 telephone and online interviews with voters in the Southern Marin Fire Protection District likely to cast a ballot in November 2018



Interviews conducted June 25-July 2, 2018



Interviews online, on landlines and cell phones



-Margin of sampling error of +/- 4.9% at the 95% confidence level



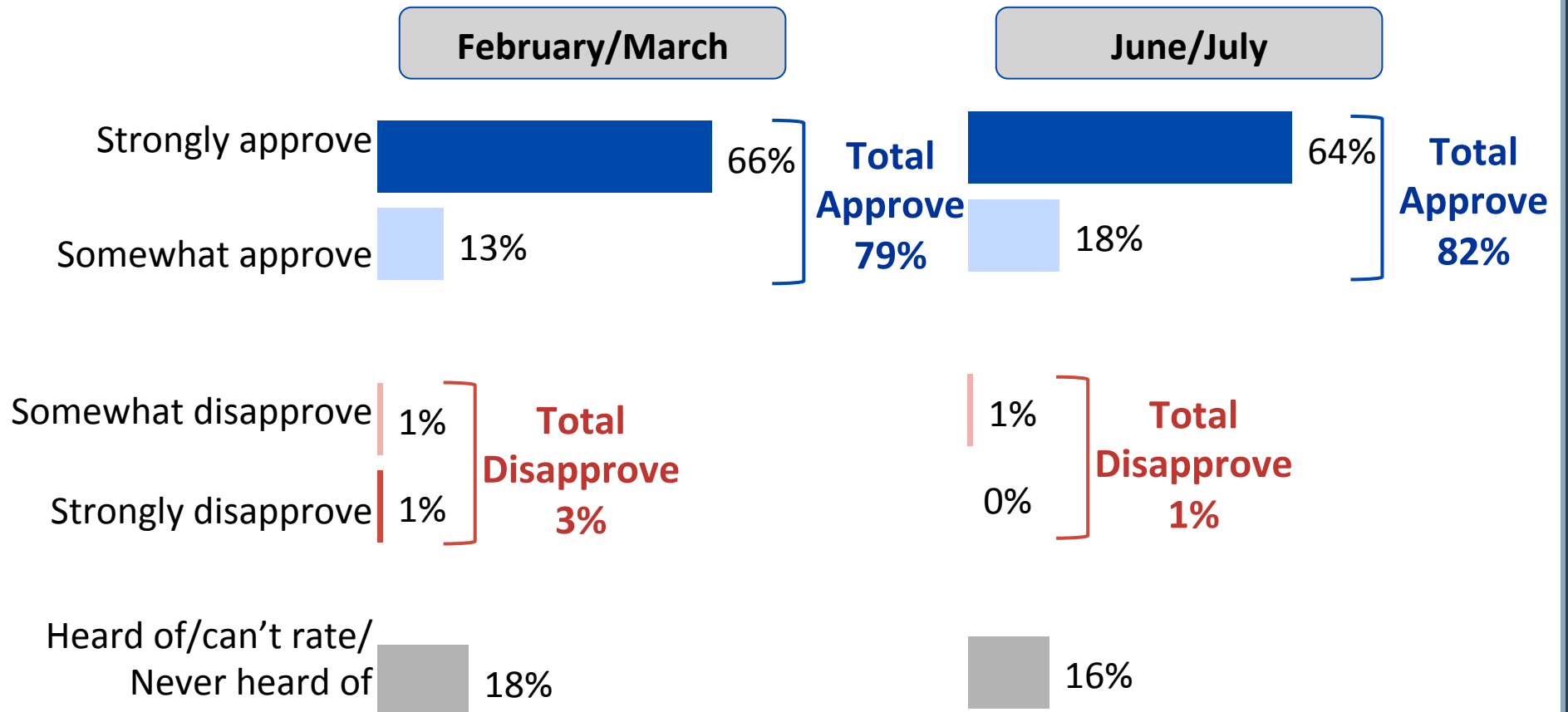
-Some percentages may not sum to 100% due to rounding



Attitudes Toward the District

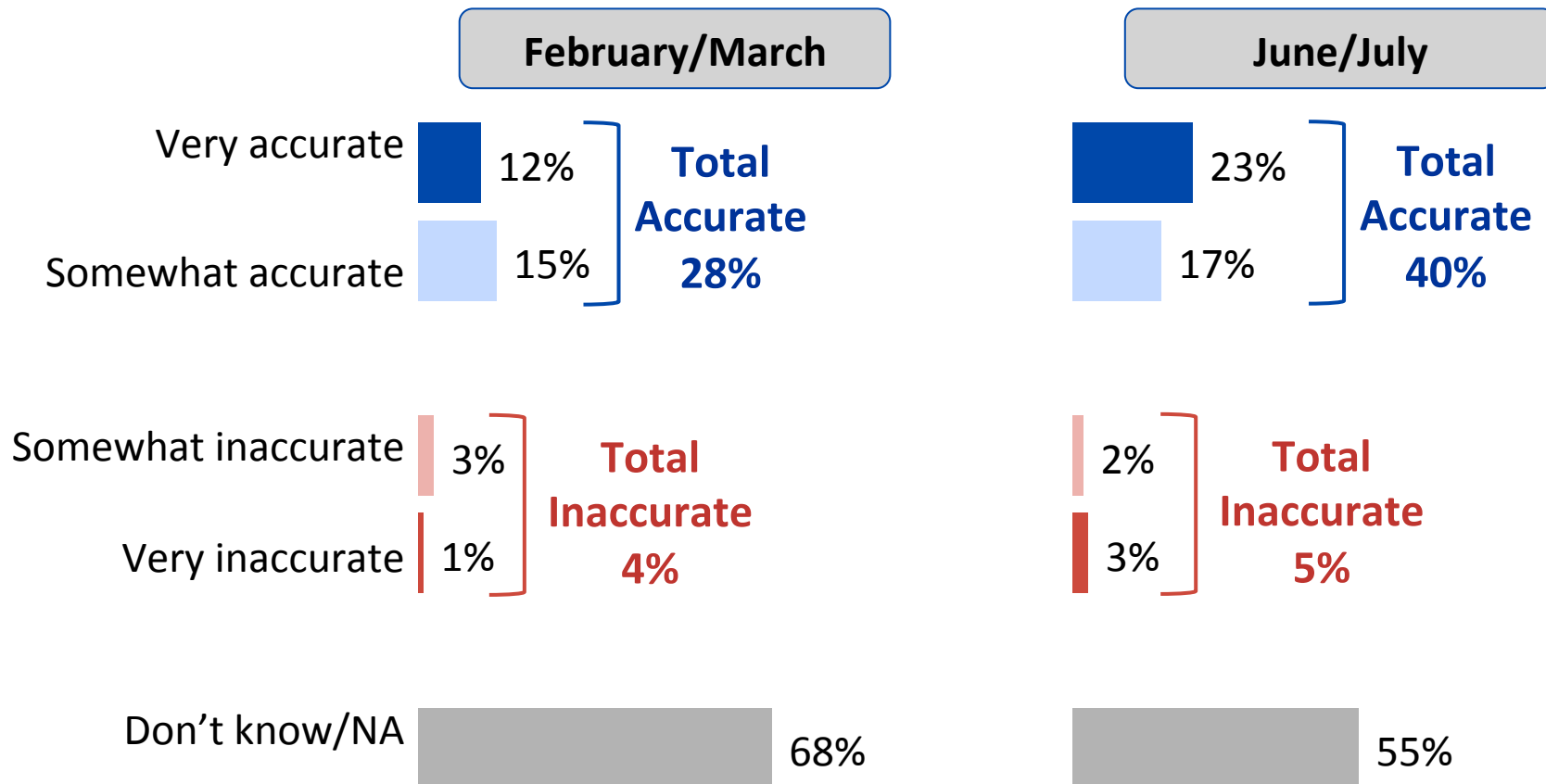
Views of the District continue to be positive.

Do you approve or disapprove of the job the Southern Marin Fire Protection District is doing?



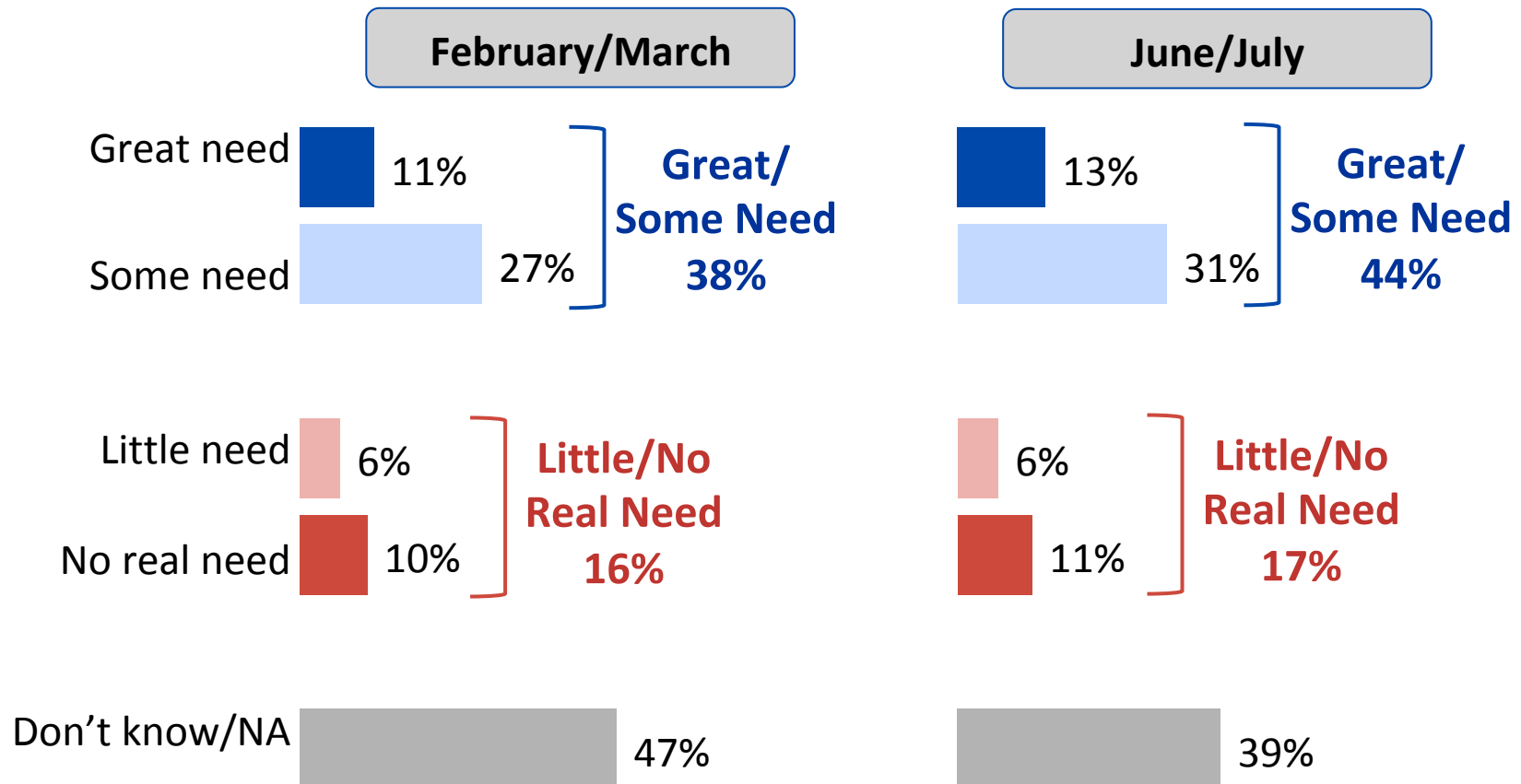
More residents now feel the District's finances are well-managed.

Some people have said that, "The Southern Marin Fire Protection District's finances are generally well managed." Do you think this statement is accurate or inaccurate?



There has also been a slight increase in the perception of need for 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 one conceptual local funding measure

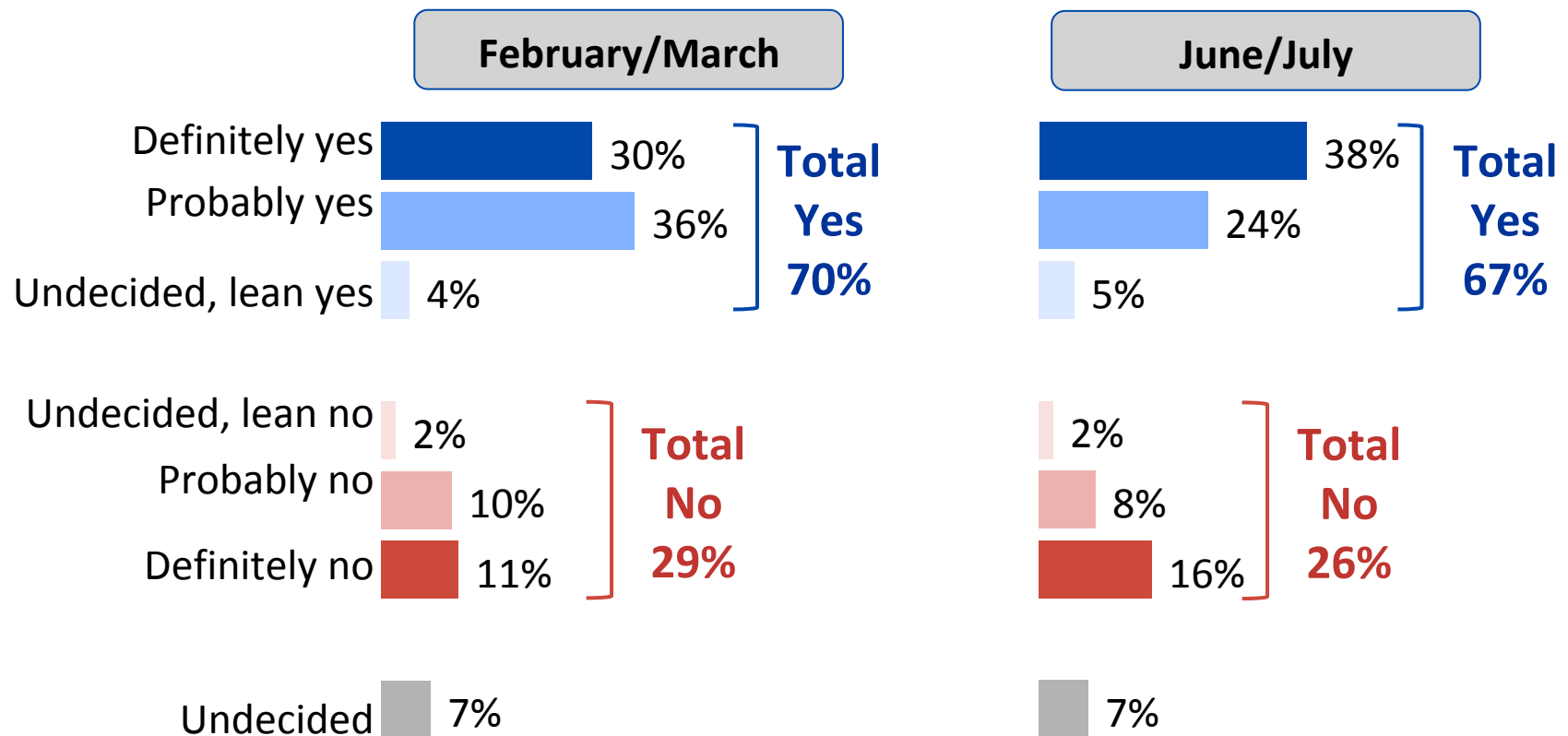
Conceptual Ballot Measure Tested

SOUTHERN MARIN FIRE PROTECTION DISTRICT LOCAL EMERGENCY MEDICAL RESPONSE AND FIRE PROTECTION MEASURE.

- Maintain local emergency medical/fire protection services;
- Improve the ability to react to and contain wildland fires;
- Attract and retain qualified professional paramedics and firefighters; and
- Maintain high cardiac and stroke survivability standards, and 911 fire response times;

Shall Southern Marin Fire Protection District establish a \$200 annual parcel tax to maintain local funding, providing three million dollars annually, until ended by voters, with citizen oversight, independent audits, all funds staying local?

Total support is slightly lower than in February, but the intensity of support has increased.





Conclusion

Conclusions

- General impressions of the District remain positive
- More residents perceive that the District has managed local finances in a responsible manner
- Slightly more residents perceive that the district needs additional funding
- Residents remain supportive of a potential local funding measure



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