

2011 COMMUNITY & VOTER SURVEY

Conducted for:



Data collected
October 2011



INTRODUCTION

This survey provides Tualatin Valley Fire & Rescue (TVF&R) with current information on public attitudes toward TVF&R and its mission. The survey also explores how well the community is prepared for emergencies and assesses their knowledge in the area of fire safety.

The report is divided into the following sections:

- ▶ ***Executive Summary***, highlighting key findings of the research.
- ▶ ***Research Results***, outlining the findings from the research.
- ▶ ***Conclusions and Recommendations***, providing the next steps we believe should be taken based on the research and our past experience.
- ▶ ***Appendix***, containing a review of the survey methodology as well as a copy of the survey questionnaire.

If you have questions or comments about this research, contact *Martha DeLong* or *John Campbell* at Campbell DeLong Resources, Inc. by phone at (503) 221-2005 or email Marthad@cdri.com or John@cdri.com.

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EXECUTIVE SUMMARY

The following summarizes key points from the research. To understand the full depth of the research, however, the reader is urged to review the entire report.

OBJECTIVES

The goal of the research is to provide TVF&R with current information to evaluate overall public attitudes toward TVF&R and its mission.

METHODS

In October 2011, Campbell DeLong Resources, Inc. (CDRI) conducted a telephone survey with a random sample of 500 residents of the TVF&R service district. For full detail on the survey methods, see page 37 in the Appendix. The questionnaire is also included in the Appendix.

RESEARCH RESULTS

- ▶ **Awareness for preparedness and prevention roles.** For the first time, awareness of agencies that are responsible for emergency preparedness and for preventing fire, medical, and rescue emergencies was tested. TVF&R is by far the most frequently mentioned agency on both questions, earning 47% awareness for preparedness and 65% awareness for prevention.
- ▶ **Awareness for fire and medical response.** Awareness that TVF&R is their fire department holds steady at 75%. Awareness of TVF&R as a first medical responder continues to drop (from 63% in 2006, to 58% in 2008, to 53% today).
- ▶ **TVF&R performance.** As we have seen in past research, fast medical and fire emergency response (average importance rating 9.6), followed by making efficient use of tax dollars (9.0) are considered the two most important characteristics of a fire and rescue services provider.

TVF&R performs well in all areas, particularly on fast response (9.0), having personnel known for professionalism (8.7), and demonstrating the values of good public service (8.7). Ratings are less strong — but still good compared to many public agencies — for keeping promises to voters (8.0) and efficient use of tax dollars (7.9). The performance versus importance map illustrates TVF&R's generally very positive public image, although efficient use of tax dollars and keeping promises continue to be relatively weak points. The public does not perceive TVF&R as performing as well on workforce diversity, nor does the public value the attribute as highly as others tested.

- ▶ **Value of having had contact with TVF&R.** As in past surveys, about one-quarter of residents have had contact with TVF&R in the last year, most commonly through a response to a medical emergency or seeing TVF&R at a community or school event. Respondents who recall having had contact with TVF&R (including contact by another family member) give TVF&R higher performance ratings than those who have not had contact.
- ▶ **Usefulness of key facts.** Of the key facts tested, the most valued information is contained in statements about specially-trained rescue and hazardous materials teams as well as the

concept that TVF&R's job includes not just emergency response but also preventing, preparing for, *and* responding to fire and life-safety emergencies.

- ▶ **Sources of information.** About half recall seeing or hearing information about TVF&R in the last year, with most of that recall coming from various traditional news outlet (whether hard copy, TV, or online) and very few coming from social media destinations on the web.
- ▶ **Emergency preparedness.** Of the preparedness steps tested, the steps that respondents are least likely to have taken are having a 3-day supply of water and having made a plan to reunite separated family members in the event of a disaster. When asked how quickly first responders could be expected to arrive after a major disaster, 41% believe they would do so in less than an hour.
- ▶ **Fire safety awareness.** Nearly everyone (99%) says they have a working smoke alarm, and about 6 in 10 say they have tested their alarm. Consistent with the 2008 results, the vast majority of residents (84%) know that smoke is the major cause of death in a fire. However, only 39% of residents have talked with their household about what to do in case of fire at night, down from 53% in 2008.

CONCLUSIONS & RECOMMENDATIONS

1. TVF&R's reputation continues to be excellent, but the declining awareness for medical response may pose challenges.
2. Do not underestimate the public's willingness to believe that all governmental agencies, including TVF&R, use tax revenues inefficiently. In other words, ongoing efforts to communicate about TVF&R efficiency measures should not stop.
3. Make sure everyone at TVF&R is aware of the positive difference quality contacts with the public can make.
4. The community will understand the "prevent, prepare, respond" message.
5. Fine tune prevention and preparedness messages based on the research results.

More detailed Conclusions and Recommendations may be reviewed starting on page 31 of this report.

RESEARCH RESULTS

I. Demographic Profile

RESPONDENTS ARE DRAWN FROM ALL PARTS OF THE DISTRICT, SIMILAR TO 2008 SAMPLE.

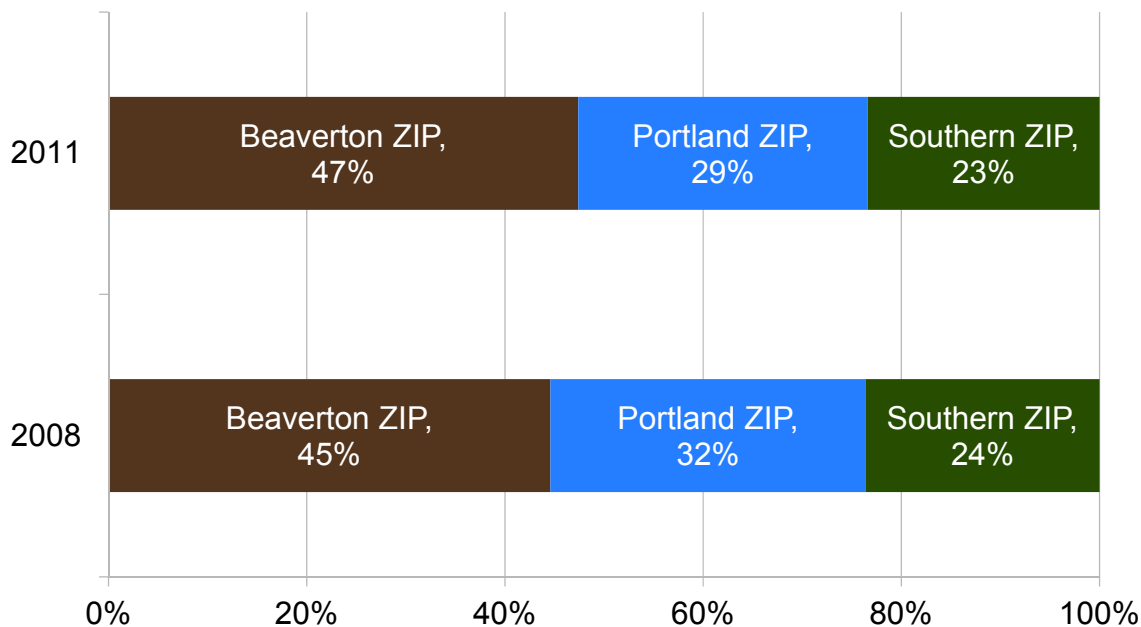
As part of the screening process, to ensure they live within the TVF&R service district, respondents were asked their county and their ZIP Code. Although quotas were not set by area, the random sample provides a good cross-section of District residents.

The chart below shows the distribution of respondents across three main geographic areas within the TVF&R service district:¹ Beaverton ZIP Codes (47%), eastern Washington County/Portland ZIP Codes (29%), and ZIP Codes from the southern portion of the District, including parts of Clackamas County (23%).

Location within district

Q: What is your ZIP Code?

Residents, n=500 in both years



¹ ZIP codes were grouped as follows: Beaverton: 97007, 97006, 97008, and 97005. Portland: 97229, 97225, 97223, 97221, and 97231. Southern: 97062, 97140, 97070, 97224.

RESPONDENTS TEND TO BE LONG-TIME RESIDENTS AND HOMEOWNERS.

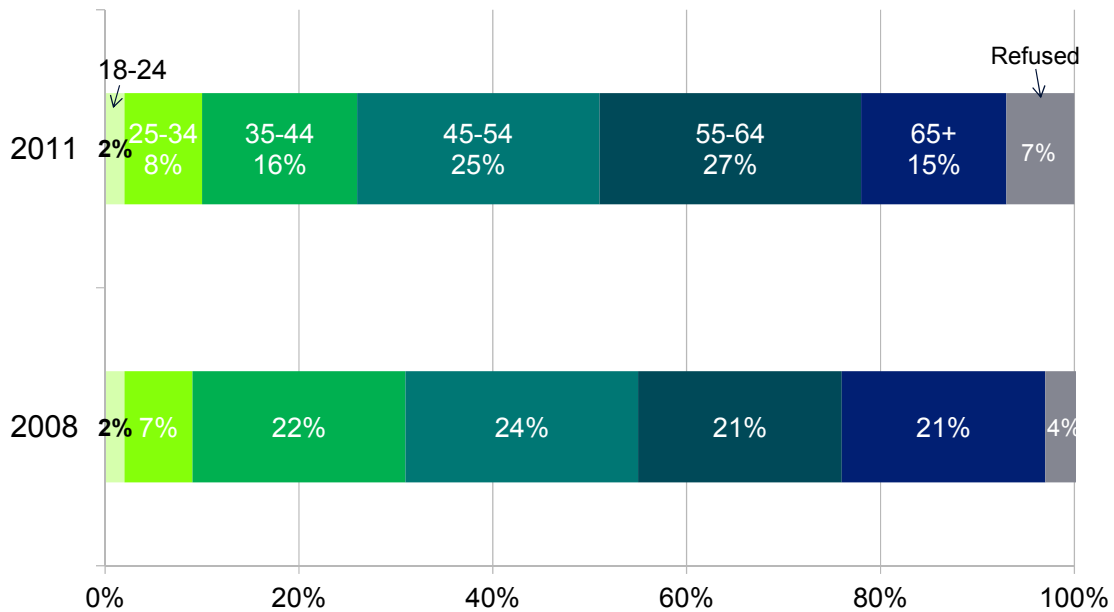
As in past surveys, respondents are typically long-time residents and homeowners who are middle-aged or older, and well-educated. The following graphics show responses for the series of basic demographic questions. Results are very similar to those in the 2008 survey.

- ▶ **Average age is 52 years in both years.** The age result shown below should be interpreted only for the purpose of comparing the samples between years. Unlike 2008, when age results were a direct reflection of random sampling results, in 2011 age findings are partially a result of a quota maintained to ensure that cell-phone-only respondents (who tend to be younger) were not underrepresented in the sample.

Age

Q: *What is your age, please?*

n=500 in both years

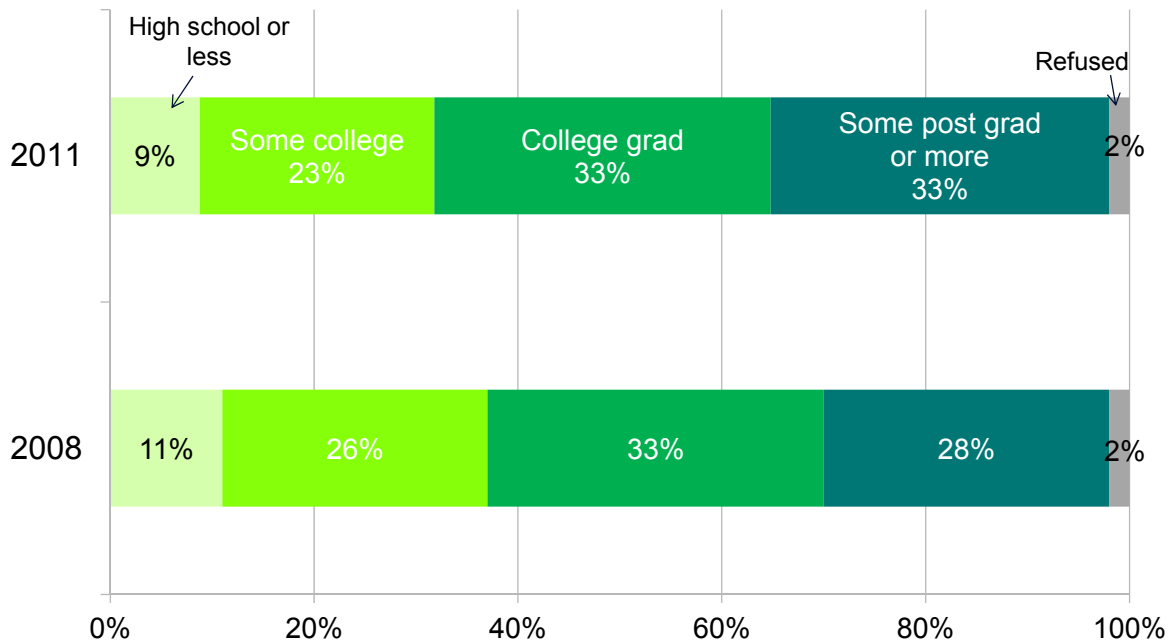


- ▶ **Majority are college graduates.** As we have seen in previous research, residents of the District are very well-educated: More than 6 in 10 are college graduates or above and only 1 in 10 are high school graduates or less.

Education

Q: And what is the last year of education you had the opportunity to complete?

n=500 in both years



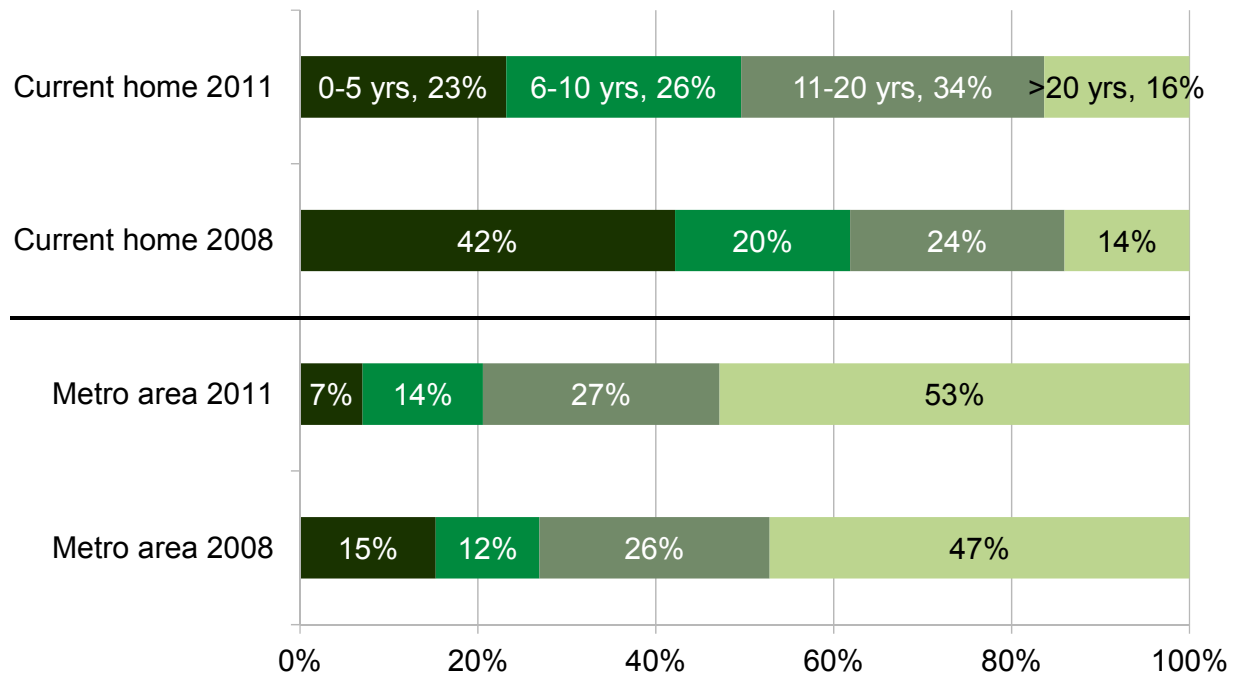
- ▶ **Compared to 2008, fewer are new to the metro area.** On the one hand, it is always important to remember that the area is constantly welcoming newcomers who have not heard past messages from TVF&R. For example, 21% (7% 0-5 years and 14% 6-10 years) have been in the metro area for no more than 10 years. On the other hand, these results indicate greater stability than was seen in 2008 when a higher portion of the population was new to the area and their homes.

Length of residence

Q: How long have you lived in your current home?

Q: How long have you lived in the metropolitan area?

Residents, n=500



- ▶ **The vast majority are homeowners.** As is typical for surveys conducted in the TVF&R district, 84% of respondents say they own their own home, which is the same percentage seen in the 2008 survey. Keep in mind, however, that the small segment of renters (15%) is often quite distinct, particularly around issues such as emergency preparedness, where levels of preparedness skew lower in many categories.

- ▶ **Nearly all are registered to vote.** In the 2011 sample, 95% are registered to vote, compared to 93% in the 2008 sample. A difference in sampling technique (meeting final quotas by supplementing landline phone numbers with cell phone numbers found on voter registration lists) is likely contributory to any difference between the two samples on this factor.

- ▶ **The great majority are white.** The format for the race and ethnicity question was revised to parallel the Census approach. On the race question, 87% indicate they are white, 2% African-American, with all other races each at 1% or less. On the question regarding Hispanic or Latino origin, which the U.S. Census treats as a different question from race, 3% indicate being of Hispanic or Latino origin. The question was not asked in the 2008 survey.

II. Awareness of Tualatin Valley Fire & Rescue

TVF&R LEADS IN AWARENESS FOR BOTH PREPAREDNESS & PREVENTION

For the first time, residents were asked about their awareness of the agencies that assist with emergency preparedness and prevention — two parts of TVF&R’s overall purpose (along with fire and medical response) that were not measured in previous surveys.

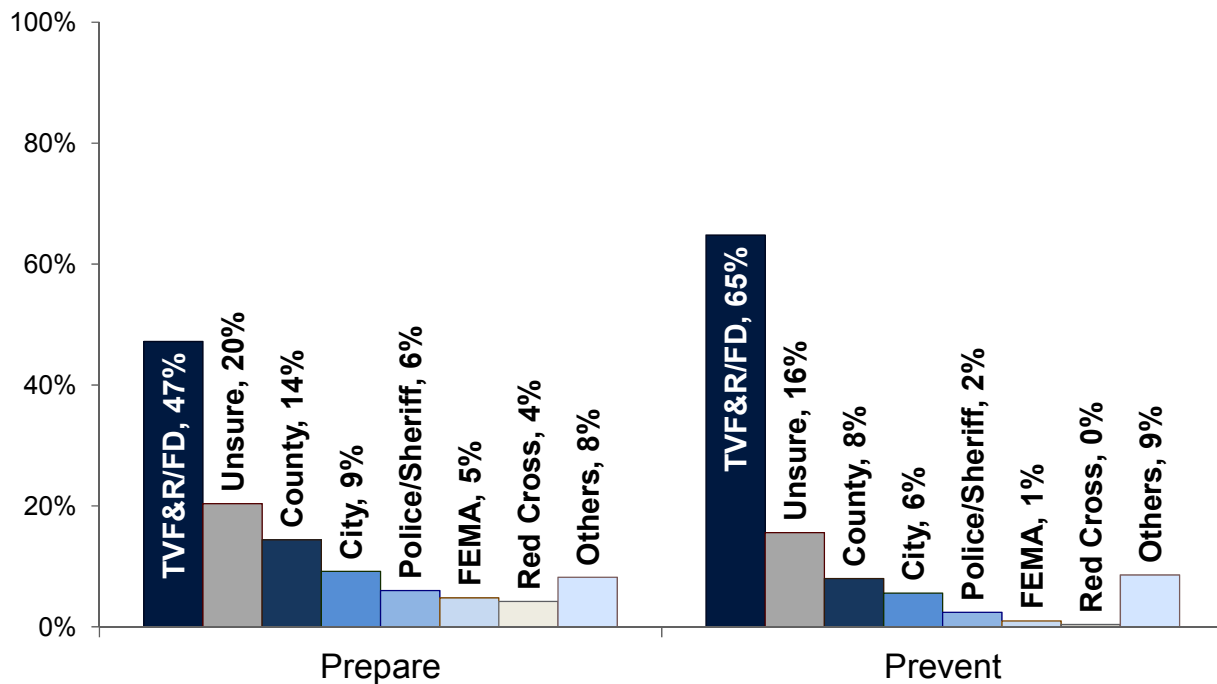
Respondents were permitted to name more than one agency for the two questions, though most named just one. The most frequent responses in both categories was a variation on TVF&R (including both the acronym and the full name as well as such variations as “Tualatin Valley,” and “Tualatin Valley Fire Department”¹), followed by those who said they were not sure. Other, less common mentions include Washington County and the name of the City presumably serving the respondent’s neighborhood. (Note that the question was asked early in the survey which had been described to respondents as being on the topic of “local government services” up to that point, with no mention of TVF&R or of fire or medical response by the interviewer prior to asking the question.)

Awareness for emergency preparedness and prevention

New question in 2011, n=500

Q: To the best of your knowledge, which agencies are most responsible for emergency preparedness in your area — that is being ready to respond should a major natural or manmade disaster occur?

Q: To the best of your knowledge, which agencies are most responsible for preventing fire, medical, and rescue emergencies in your area?



¹ Note that generic statements of “the fire department” were also included in TVF&R’s total for these two questions only. If those mentions were left out, TVF&R’s numbers would decline by 8% for preparedness and 9% for prevention.

AWARENESS OF TVF&R HOLDS STEADY FOR FIRE RESPONSE.

Residents were asked on an unaided basis to name the agency that responds to fire calls in their area. Responses from this year’s community survey are a close match to the results found for a very similar question in 2008, 2006, and 2004.¹ At 75%, the combined response for all variations on the TVF&R name is the same as in 2008 and 2006, indicating public awareness of TVF&R is holding steady despite the District’s constant influx of new residents. Mentions specifically of the full name “Tualatin Valley Fire & Rescue” is 45%, which is identical to the proportion of mentions in 2008.

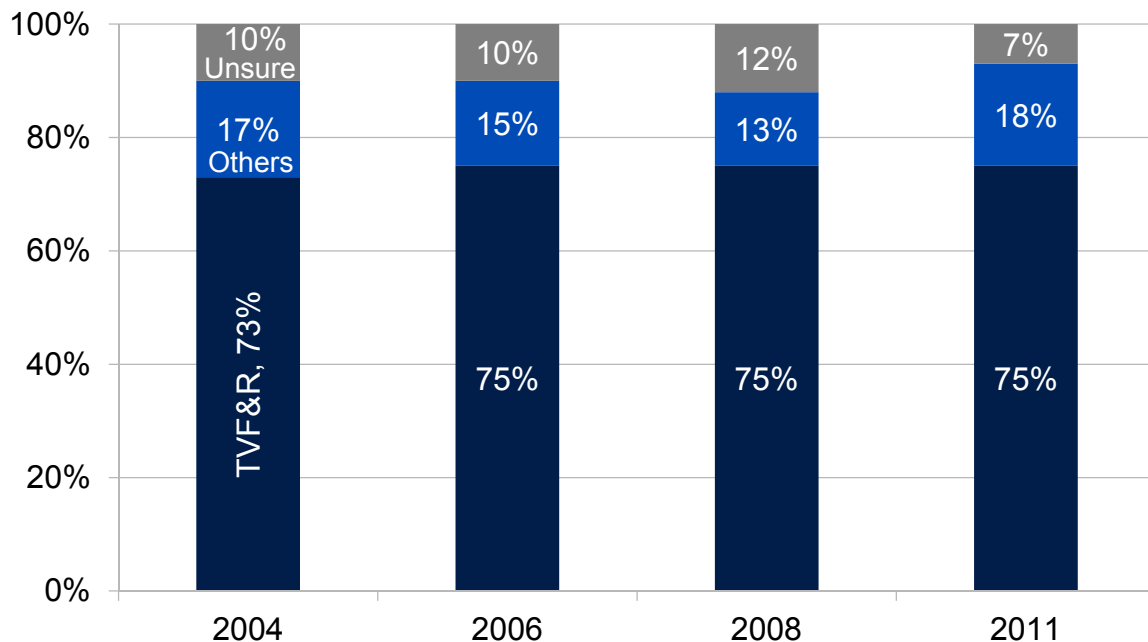
Among those who have had contact with TVF&R, awareness for fire is 83%, compared to a still respectable 72% among those who have not had contact. As we have seen before, longtime residents are more aware than newer residents (77% awareness for those who have been in the metro area for 10 years or more compared to 62% for those who moved to the area more recently). Also, as seen in previous surveys, those living in the southern portion of the District (82%) are more likely than those living in the Beaverton area ZIP codes (75%) or Portland area ZIP codes (69%) to be aware that TVF&R is their fire department.

As in the past, respondents generate a long list of mentions including many variations on TVF&R’s name, while another 18% mention local governments ranging from Portland to Wilsonville. Combined mentions for TVF&R and for all other governments are shown on the chart.

Awareness of TVF&R for fire response — trend over time

Q: *To the best of your knowledge, please tell me the name of the agency that responds to fire calls in your area? (NOTE: In previous years, the language was “...the name of the Fire Department that serves your area?”)*

Sample sizes: 2004 Presidential voters, n=400; 2006 primary & general election voters, n=300; 2008 Presidential voters, n=455; 2011 residential survey (95% of whom are voters), n=500



¹ Previous surveys evaluated the question based on the opinions of voters. The results in 2011 are the same whether the data is shown for all respondents or for voters only.

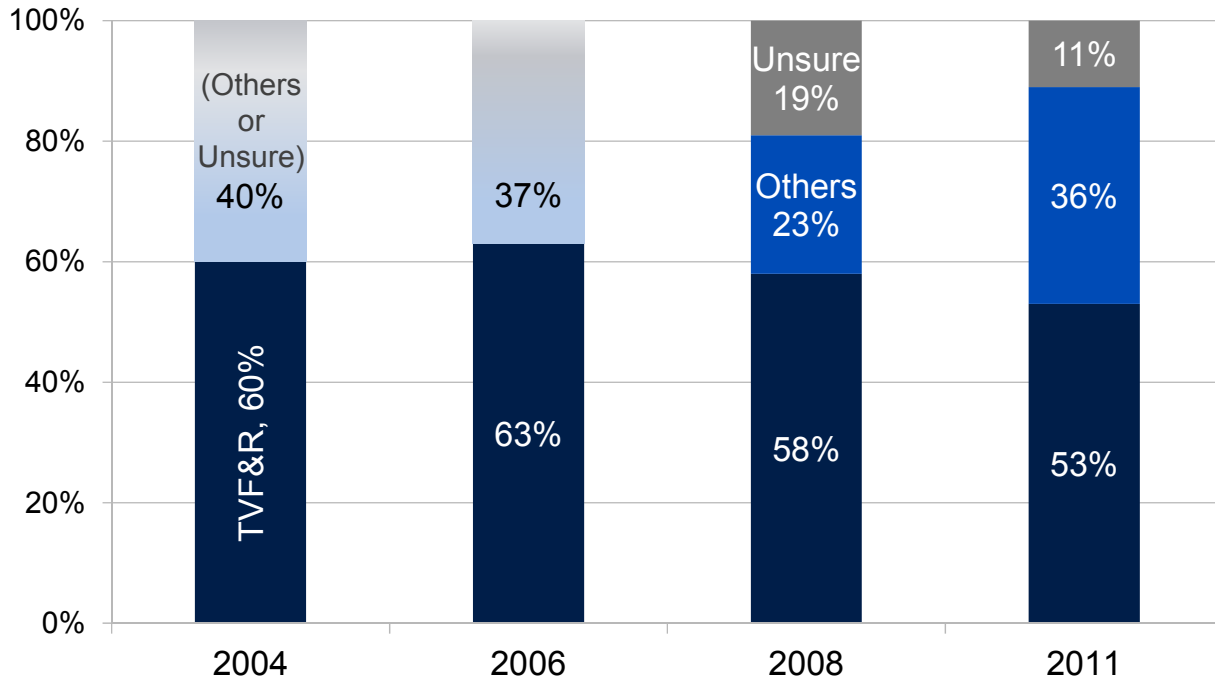
AWARENESS OF TV&R FOR MEDICAL RESPONSE DROPS.

Residents were asked on an unaided basis to name the agency responsible for responding to medical emergencies. The results indicate that the declining awareness suggested by the 2008 survey results was not a statistical fluke. Though there are some methodological differences in the way the data were collected and analyzed across the four surveys shown in the chart, even when those variations are controlled for, the basic finding suggested by the chart below remains valid: That awareness of TVF&R as a first responder for medical emergencies has declined.

Awareness of TVF&R for medical response — trend over time

Q: *To the best of your knowledge, which agency is responsible for responding to medical emergencies such as heart attacks, injury accidents, and rescues in your area?*

Sample sizes: 2004 Presidential voters, n=400; 2006 primary & general election voters, n=300; 2008 Presidential voters, n=455; 2011 residential survey (95% of whom are voters), n=500



III. TVF&R Performance

FAST RESPONSE AND EFFICIENT SPENDING REMAIN MOST IMPORTANT TO RESIDENTS.

All residents were asked to rate the importance of a list of characteristics that might be used to describe a fire and rescue service. On the rating scale, a “0” means the characteristic is of no importance at all and a “10” means it is of very high importance. The full wording of the characteristics, in order of importance among residents, is as follows (with the 2008 language, when different, shown in parentheses):

- ▶ *Provides fast medical and fire emergency response*
- ▶ *Makes efficient use of tax dollars*
- ▶ *Has personnel who are known for their professionalism*
- ▶ *Ensures emergency personnel are trained as both medical responders and firefighters* (2008 language: Ensures that all emergency personnel are fully trained both as emergency medical responders and as firefighters)
- ▶ *Demonstrates the values of good public service*
- ▶ *Keeps its promises to voters*
- ▶ *Emphasizes prevention efforts that reduce the number and severity of medical emergencies and fires* (2008 language: “Provides fire and injury prevention through inspections and public education programs”)
- ▶ *Has a workforce that reflects the ethnic diversity of the community* (not asked in 2008)

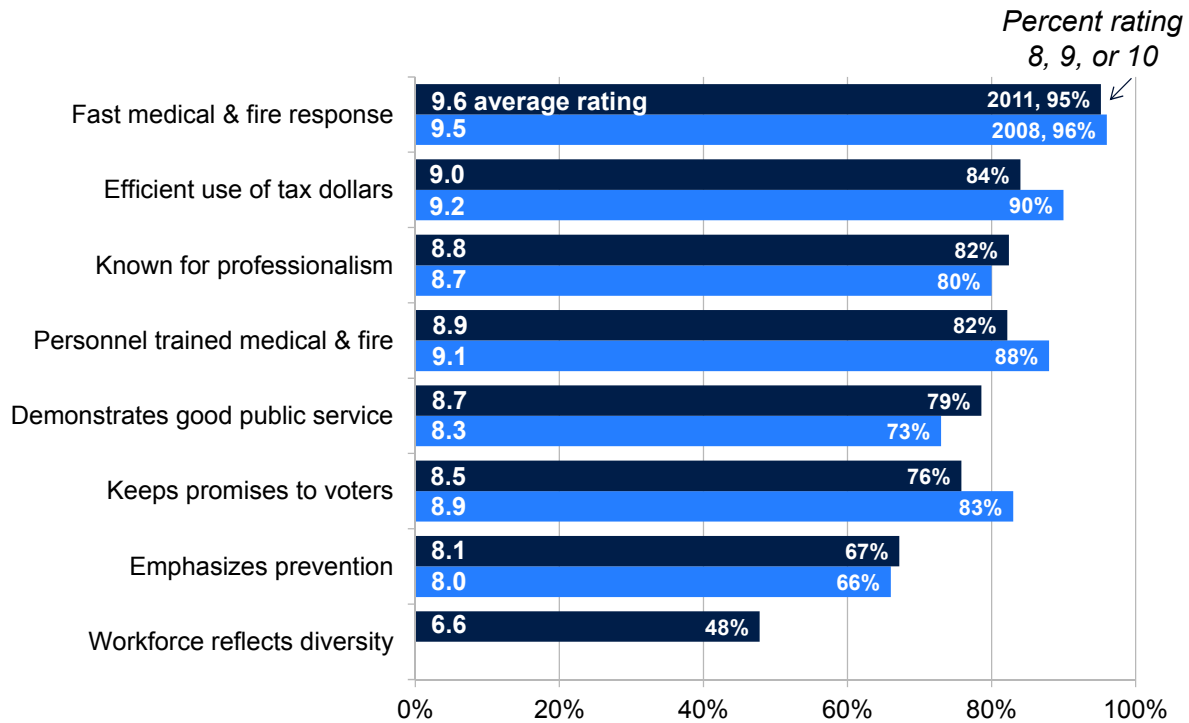
Details include:

- ▶ **Fast response remains the most important.** With a 9.6 average rating, fast fire and medical response tops the list. This is a similar result to 2008, when an average rating of 9.5 was recorded.
- ▶ **There have been slight declines in the perceived importance for efficient use of tax dollars, keeping promises to voters, and personnel trained for both fire and medical response.** However, keep in mind that the overall finding remains that these elements are important to voters. We speculate that small declines in the importance of tax efficiency and promise-keeping to voters may be function of survey design — in 2008 respondents had already been asked their opinions about their likelihood to vote on an upcoming levy renewal prior to being asked to rate the performance values. No levy or bond measure opinions were asked in this survey.

Importance of characteristics

Q: First, I want you to rate the importance of a number of characteristics that might be used to describe an organization responsible for providing fire, medical, and rescue services. Please use a zero to ten scale. On the scale, a zero is of no importance at all and a ten is of very high importance. How important is it to you that the organization responsible for providing fire and rescue services in your area . . .

Residents, n=500 in both years



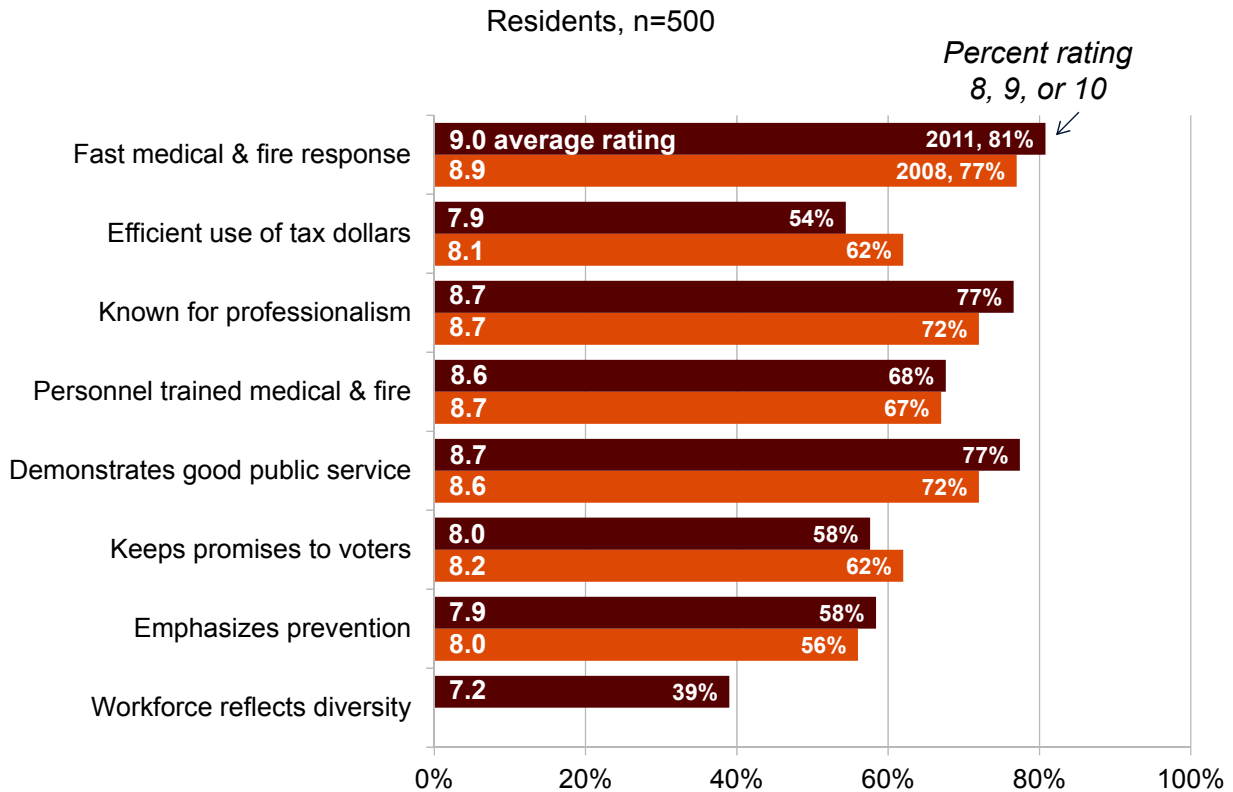
TVF&R PERFORMANCE RATINGS STAY STRONG WITH A SLIP IN EFFICIENT TAX USE.

Residents were asked to rate how well the same list of characteristics fit TVF&R. On the ten-point scale, a “0” means “does not describe at all” and a “10” means “an excellent description.” The characteristics are listed on the graphic in order of the importance rankings shown on the previous page.

As with any organization, performance ratings tend to be lower than importance ratings. Overall, however, TVF&R does quite well, with average performance ratings as high as 9.0 — extremely good for a public agency — and none going lower than 7.2. Ratings are similar to those given by respondents in 2008, with the exception of a decline in perceived performance on *efficient use of tax dollars* (Those who tend to give lower ratings on *efficient use of tax dollars* scores are more likely to be male, younger in age, a newer resident, or a person who has had no contact with TVF&R in the past year.) The data also show small increases in perceived performance for *demonstrating the values of good public service* and having *personnel who are known for professionalism*.

TVF&R’s perceived performance

Q: Now I want you to rate how well you believe each of the same characteristics fits your understanding of Tualatin Valley Fire & Rescue, which provides your fire and rescue services. Again, use a zero to ten scale. On this scale, a zero is “does not describe at all” and a ten is “an excellent description.” Based on what you have experienced or heard, how well can Tualatin Valley Fire & Rescue be described by . . .



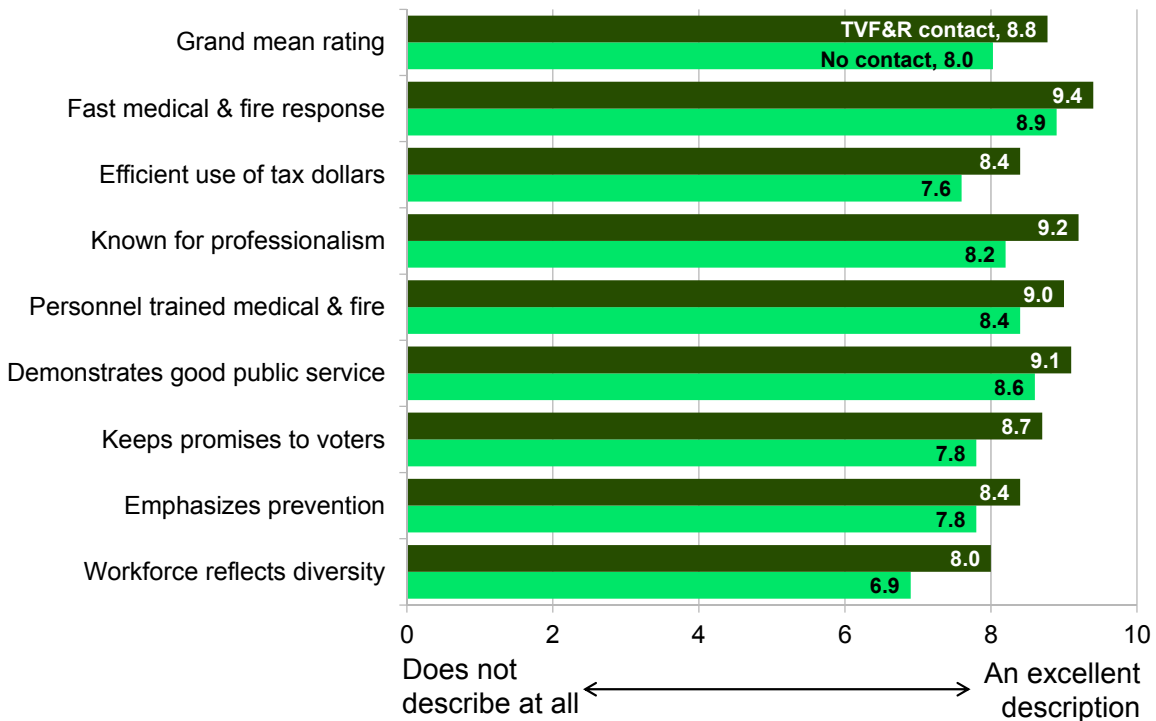
CONTACT WITH TVF&R MAKES A POSITIVE DIFFERENCE TO PERCEIVED PERFORMANCE.

The same data discussed on the previous page can be analyzed in such a way as to compare the ratings of those who have had no contact with TVF&R in the last year and those who have had contact (or, in some cases, a family member has had contact). The chart below shows average perceived performance separated by those who have had contact and those who have not. As the graphic plainly indicates, TVF&R personnel are improving the image of the agency through contacts they have with the public — not a statement we make for all governmental agencies for whom we conduct similar analyses.

TVF&R’s performance ratings comparison: As rated by those with recent contact with TVF&R and those without

Q: Now I want you to rate how well you believe each of the same characteristics fits your understanding of Tualatin Valley Fire & Rescue, which provides your fire and rescue services. Again, use a zero to ten scale. On this scale, a zero is “does not describe at all” and a ten is “an excellent description.” Based on what you have experienced or heard, how well can Tualatin Valley Fire & Rescue be described by . . .

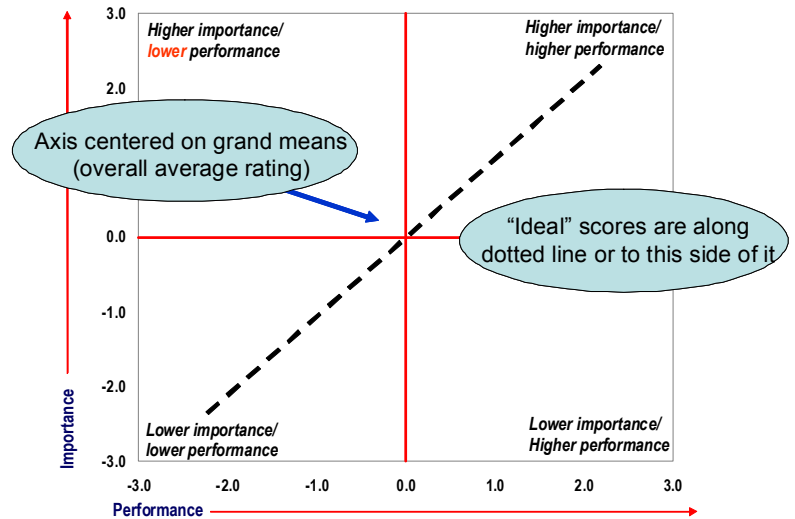
Residents with contact, n=122; residents without contact, n=371



PERFORMANCE MAP ILLUSTRATES TVF&R'S VERY POSITIVE PUBLIC IMAGE.

To give further insight into TVF&R's image among residents, the overall average importance and performance scores were plotted on a "performance versus importance" graph, shown on the next page. For this analysis we used a "z-score" to normalize the data and create a similar scale for both importance and performance. The z-score tells how many standard deviations a rating is from the average rating for all characteristics. A positive z-score means the rating is above average and a negative z-score means a rating that is below average. Of course, a larger z-score signifies a larger distance above or below the average.

On the example "performance versus importance" map to the right, the horizontal axis represents the performance ratings, with the center representing a "0" z-score — the average rating, since it is "0" standard deviations from the mean. The vertical axis represents the importance ratings with the center again representing the average importance rating. The two lines cross at the "0" z-score for both importance and performance ratings. Each attribute is then mapped on the graph using its importance rating and the performance rating for TVF&R.



Here is how to interpret the graph:

- ▶ **The upper-right quadrant is the ideal zone**, the place organizations want the attributes of greatest importance to those they serve to be located. This quadrant contains characteristics that have positive z-scores (above-average) for both importance and performance.
- ▶ **The upper-left quadrant is the "danger zone."** This includes characteristics that have a positive z-score for importance but on which performance scores fall short of average and as a result generate a negative z-score for performance. Generally, organizations should concentrate resources on improving performance (or improving communication regarding performance) for characteristics that fall in this area.
- ▶ **The lower-left quadrant is a neutral zone**, containing characteristics that have negative z-scores for both importance and performance. Since these items are of comparatively less importance to residents, their comparatively lower performance ratings are not as much of a concern from an overall public support standpoint.
- ▶ **Finally, the lower-right quadrant indicates characteristics for which, if anything, more than enough effort has been made.** This quadrant contains items that generate a negative z-score for importance, but on which an organization receives a positive (above-average) z-score for performance. Spending additional resources to enhance these issues further may squander resources that could be better spent alleviating any problems in the "danger zone."

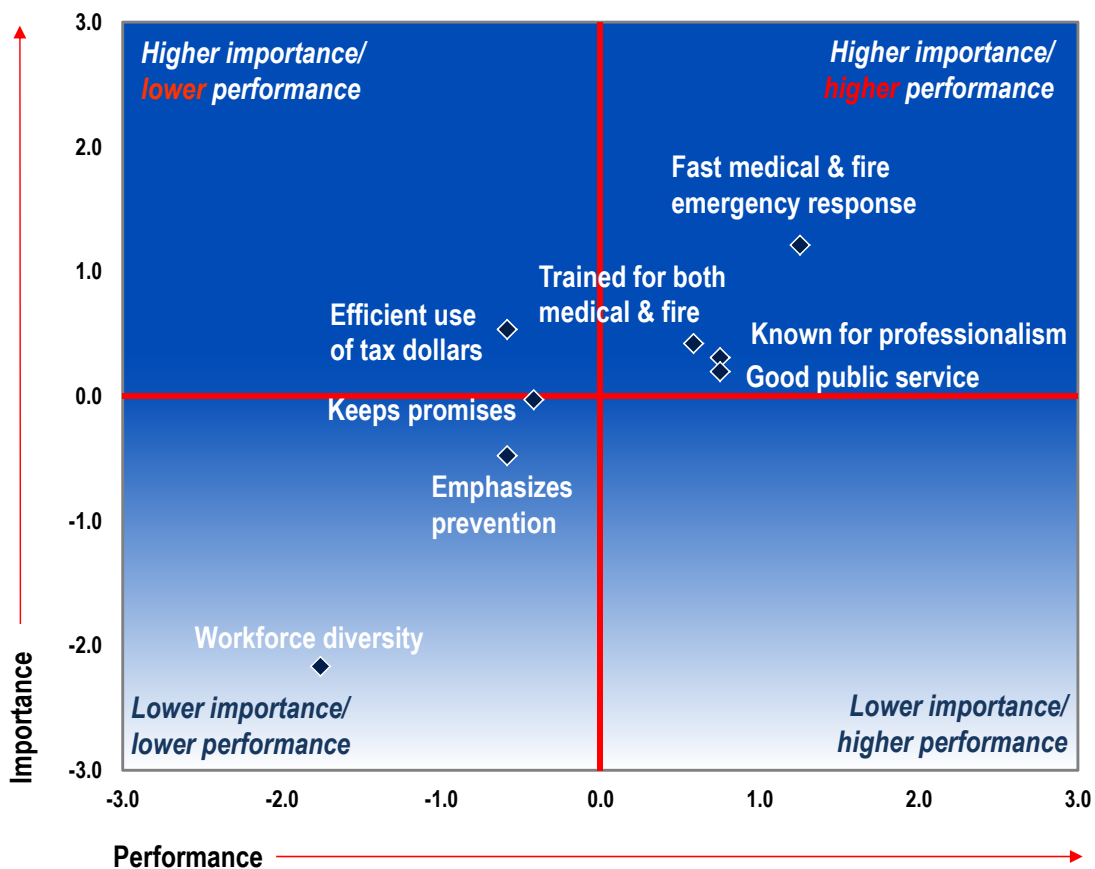
Analysis of TVF&R's performance versus importance map shows:

- ▶ **TVF&R continues to excel on the most important characteristic.** The most important attribute, fast response, is in the desired upper-right quadrant. Also in that quadrant are

three other attributes that cover the values of professionalism, good public service, and having personnel trained in both fire and medical rescue.

- ▶ **Efficient use of dollars continues to be a (relatively) weaker point.** As we have seen in previous surveys, efficient use of tax dollars is in the upper-left danger zone, indicating that residents continue to see this as an area of relatively weak performance. This negative perception underscores the need to continually educate residents about how TVF&R uses its funding and fulfills promises it has made to voters. (Note that we characterize this as a *relative* weakness because, though it is plainly a weakness, TVF&R tends to do better on this attribute than most governmental agencies we evaluate.)
- ▶ **Prevention programs are, again, a lower priority as is the new attribute regarding workforce diversity.** Located in the lower-left quadrant, “Emphasizes prevention efforts that reduce the number and severity of medical emergencies and fires” is of relatively low importance to residents, so its lower performance is not as much of a concern from a public perception standpoint. In addition, the attribute, “Has a workforce that reflects the ethnic diversity of the community” appears deep in the lower left quadrant, indicating a perception of low performance that roughly matches the lower value that respondents put on the attribute.

TVF&R performance map



IV. Usefulness of Key Facts

THE MOST USEFUL FACTS TESTED ABOUT TVF&R ARE INFORMATION ABOUT THE “PREVENT, PREPARE, RESPOND” MISSION AND THE FACT THAT THE ORGANIZATION HAS VARIOUS SPECIAL RESPONSE TEAMS.

Respondents were read a list of facts about TVF&R and asked to rate the overall impact of each statement on their impression of TVF&R from a “1” indicating “very negative” to a “5” indicating “very positive.” The list of facts, in order of positive ratings, includes:

- ▶ *TVF&R has teams of firefighters and paramedics specially trained to respond to infrequent yet high-risk situations such as hazardous material spills, car entrapment, building collapses, and water rescue.*
- ▶ *TVF&R does more than respond to emergencies. The full job includes preventing, preparing for, and responding to fire and life-safety emergencies.*
- ▶ *TVF&R’s preparedness work includes making sure its facilities and personnel will be able to respond to area-wide disasters such as major earthquakes and helping to promote preparedness by all members of the community.*
- ▶ *TVF&R works to prevent the next emergency by identifying and reducing conditions in the community that are known to raise the risk of fire and medical emergencies.*
- ▶ *In spite of the economy, TVF&R has maintained its Moody’s Triple-A credit rating due to its prudent management of existing resources.*
- ▶ *In the past five years the local population has increased, yet 9-1-1 calls for emergency medical incidents and fires have not increased — a result that is due, in part, to TVF&R prevention efforts.*
- ▶ *TVF&R recently started sending a single responder in a car to traffic collisions and other calls when information about the call indicates a four-person response with a fire engine is not necessary.*

The following graphic shows the percentage who gave each fact a positive rating of four or five — the top of the scale. Details include:

- ▶ **Tied for most impactful are information about specially trained teams and the “prevent, prepare, respond” message** that came out of earlier focus group work. In our view, the attraction of the specially-trained teams statement is that it is clear, specific, relates to a readily understandable public need, and likely, provides information for which there is low public awareness. The prevent, prepare, respond message ties for first place and accomplishes the intended purpose of expanding the public’s awareness of what TVF&R does beyond that of call-response.
- ▶ **The concept of calls remaining flat for the past five years does not resonate well.** Based on other research we have conducted, our guess is that this result is a function of phrasing, rather than the idea that the public doesn’t value a governmental agency getting results. Our hypotheses is that the rating would be higher if the phrasing were more specific (e.g. relating to a specific type of emergency that had been reduced or held constant over time), or the phrasing defined the issue in some manner other than calls-for-service (which conjures thoughts of resource issues more than thoughts of the personal impact that a specific call description — such as a heart attack, slip and fall, residential fire, or traffic collision — might).

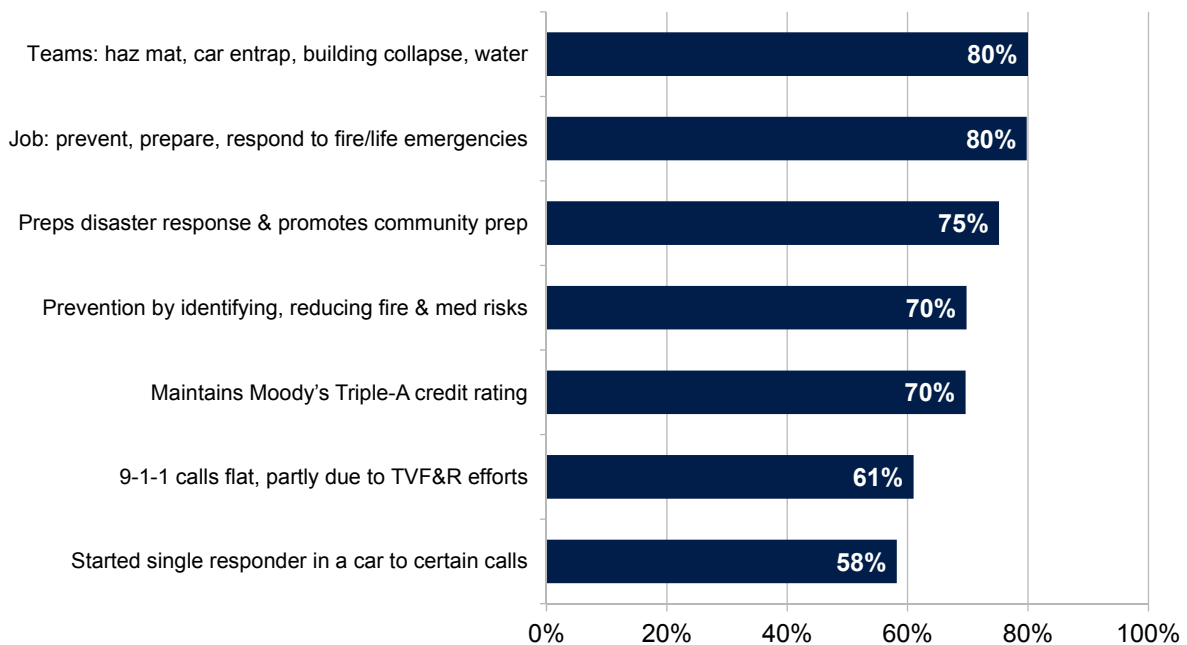
- ▶ **The message about the single responder in a car also does not resonate well.** In our view, this result may be a good example of the difference between how well a message will resonate with leadership at other governmental agencies (as well as with internal staff) versus how well it will resonate with the general public. Again, part of the low rating may be a function of phrasing. As phrased, the concept that a single responder in a car is sent “when information about the call indicates a four-person response with a fire engine is not necessary” may sound, to the average member of the public, like a no-brainer of an idea and not the sort of thing one should earn extra points for deciding to implement.

Percieved value of key TVF&R facts

Q: Now I am going to read you a series of factual statements that may help community members better understand the work that TVF&R does. Please rate each statement’s impact on your overall impression of TVF&R using a scale from 1 to 5, where 1 means very negative, 5 means very positive and 3 would be neutral, neither positive nor negative. The first statement is...

Percent of respondents providing ratings of 4 or 5

(n=500)



NORMALIZED DATA ANALYSIS SHOWS WHICH FACTS ARE MOST EFFECTIVE FOR KEY MESSAGING.

The usefulness data were “normalized” in order to eliminate the impact of the tendency for some voters to rate all items on a list higher or lower. The grand mean, or average of averages, was identified and then the difference from the grand mean was calculated for each statement.

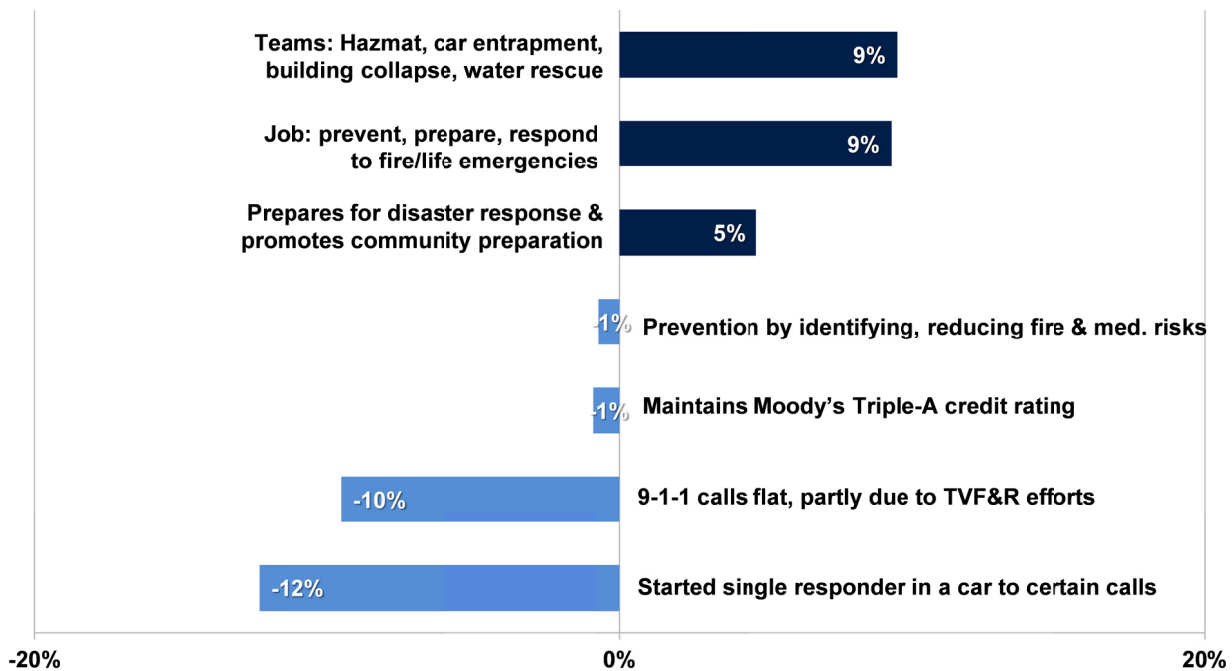
The most effective statements are those that generate very useful ratings at least five percentage points above the grand mean. All of the facts are considered very useful by at least some respondents. But since only a limited number of messages can be easily retained, emphasis should not be placed on statements whose very useful percentages are five or more percentage points below the grand mean. Findings include:

- ▶ **Specially-trained teams; that the full job includes preventing, preparing, and responding; and the description of TVF&R’s preparedness work are the most powerful messages.**
- ▶ **As discussed, the issue of calls remaining flat and the single responder in a car do not resonate with their current phrasing.**

Information usefulness ratings analysis

n=500

Variance from average percentage giving 4 or 5 rating shown



V. Contact and Information

ABOUT A QUARTER OF ALL ADULT RESIDENTS HAVE HAD SOME CONTACT WITH TVF&R IN THE PAST YEAR.

Respondents were asked whether they, or a family member, have come into contact with TVF&R in the past year. Although the question wording was expanded in 2008 from “have you personally had contact” to “have you or a family member had contact,” the results are essentially consistent with previous surveys: one-quarter of residents have had contact with TVF&R.

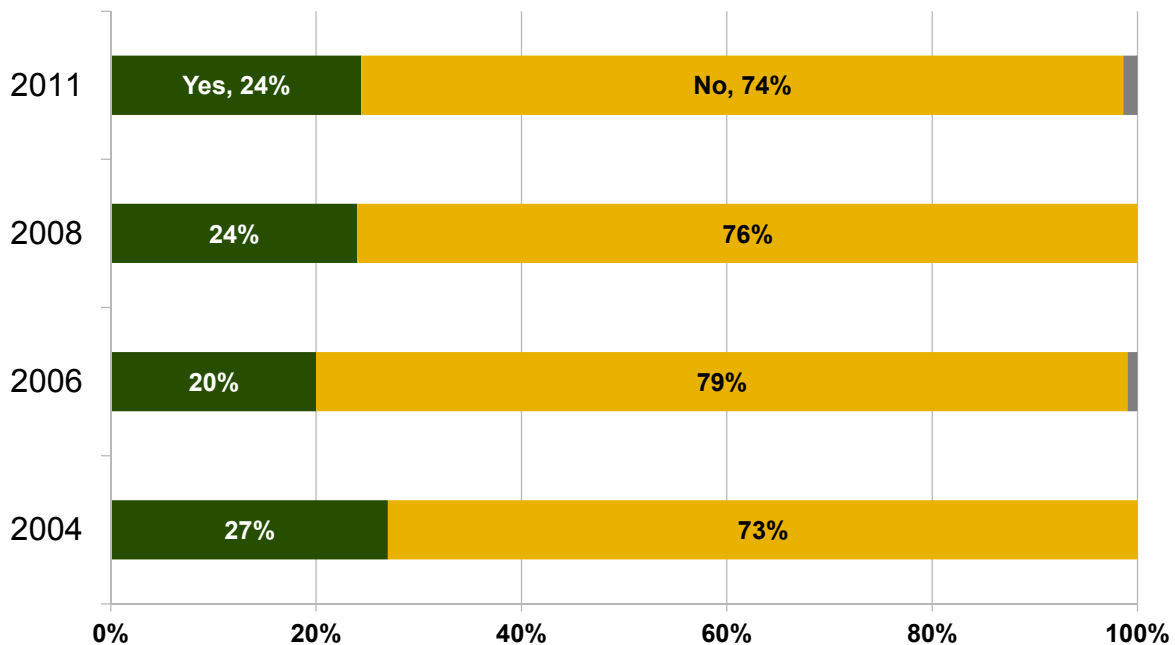
As noted earlier, those who have had contact with TVF&R have particularly positive attitudes toward the District, reinforcing the importance of TVF&R’s continual efforts to ensure that exemplary service is provided to the community.

TVF&R contact

Q: (2011 & 2008) *In the past year, have you or a family member had contact with Tualatin Valley Fire & Rescue for any reason?*

(2006 & 2004) *In the past year, have you personally had contact with Tualatin Valley Fire & Rescue for any reason?*

2004 Presidential election voters, n=400; 2006 primary & general election voters, n=300;
2008 & 2011 residents, n=500



Those who have had contact were asked to describe the reason for the contact. Very similar to responses from previous surveys, the most common mention is that TVF&R responded to a medical emergency (46%), followed by seeing TVF&R at a community or school event (19%). (Note that “Have seen in grocery store” was a new category added for the 2011 survey.)

Reason for contact

Q: *What was the reason for the contact?* (Answer fields were *not* read to respondents)

Note: Multiple responses allowed

Reason for contact	2008 n=119	2011 n=122
Responded to med emergency, home or office	42%	46%
Attended community/school event	29%	19%
Responded to fire at home or office	10%	9%
Seen at scene of emergency	4%	7%
Attended class or training	7%	6%
Have seen in grocery store	N/A	5%
Business/fire inspection	3%	2%
Other	11%	11%

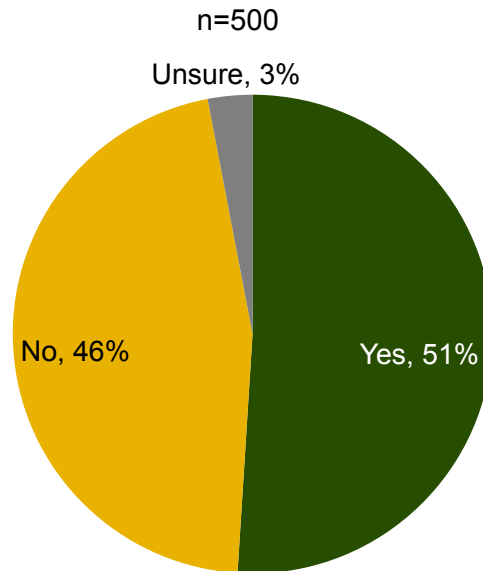
ABOUT HALF RECALL SEEING OR HEARING INFORMATION ABOUT TVF&R.

Using phrasing simplified from past surveys, respondents were asked if they recall seeing or hearing any information about TVF&R. Overall, 51% recall seeing or hearing TVF&R information in the 12 months prior to the survey date.

The answers to the question (at 51% yes) is roughly the midpoint between the answers collected in 2008 for two separate questions, one pertaining to news stories about TVF&R (65% in 2008) and one pertaining to communications *from* TVF&R (43%).

Recall of news & communications

Q: *In the last 12 months, do you recall seeing or hearing any information about Tualatin Valley Fire & Rescue?*



THE COMMUNITY ISN'T GETTING TVF&R INFORMATION THROUGH SOCIAL MEDIA.

Those who recall seeing or hearing information about TVF&R were also asked where they saw or heard it. In short, traditional news sources, whether in hardcopy, television, or online, are the most common sources. In contrast, non-news websites such as social media, or even TVF&R's website, received very few mentions. These findings suggest that, while social media may be a useful tool to stay in touch with various key groups (such as all staff, or perhaps a particularly active, concerned external group), it is not the information source of choice, at least when it comes to learning about one's local fire department, for the great majority of the public.

(Note that research we have conducted recently for other governmental clients indicates the public's response for where they seek information about levies, bonds, or other ballot-related information can yield a different list. For example, while the voter's pamphlet will appear at or near the top of such lists, we are also seeing growing mentions of the relevant governmental organization's website.)

Sources of information on TVF&R

Q: *Can you recall where you saw or heard this information [about TVF&R]?*

Based over those who report seeing or hearing information, n=254

Source of information	2011 n=254
Newspaper	26%
Newsletter or other mailed information	24%
TV	23%
School, community, or work event	13%
Radio	7%
Saw in community or at scene	6%
Billboard	5%
All mentions of web sites, social media, or Twitter	4%
Other	11%

VI. Emergency Preparedness

RESIDENTS ARE MOST LIKELY TO LACK EMERGENCY WATER, HEAT-SOURCES, AND A PLAN TO REUNITE WITH FAMILY.

Residents were read the following list of emergency preparedness steps and asked whether they *definitely have it*, *probably have it*, or *do not have it* in their homes. A similar list was read to respondents in 2008 with a simple yes/no response collected. The answers to the steps that were also measured in the 2008 are shown in parentheses after each relevant statement. The percentage of “yes” responses is, in most cases, roughly comparable to the combined “definitely” and “probably” responses from the 2011 survey.

- ▶ *3-day food supply (93% yes in 2008)*
- ▶ *7-day supply of critical medications for all family members (88% yes in 2008)*
- ▶ *Means of cooking if no gas or electricity (75% yes in 2008)*
- ▶ *Copies of critical documents (79% yes in 2008)*
- ▶ *Means of heating your home (Not asked in 2008)*
- ▶ *3-day supply of water (58% yes in 2008)*
- ▶ *A plan for how to reunite your family if separated (Not asked in 2008)*

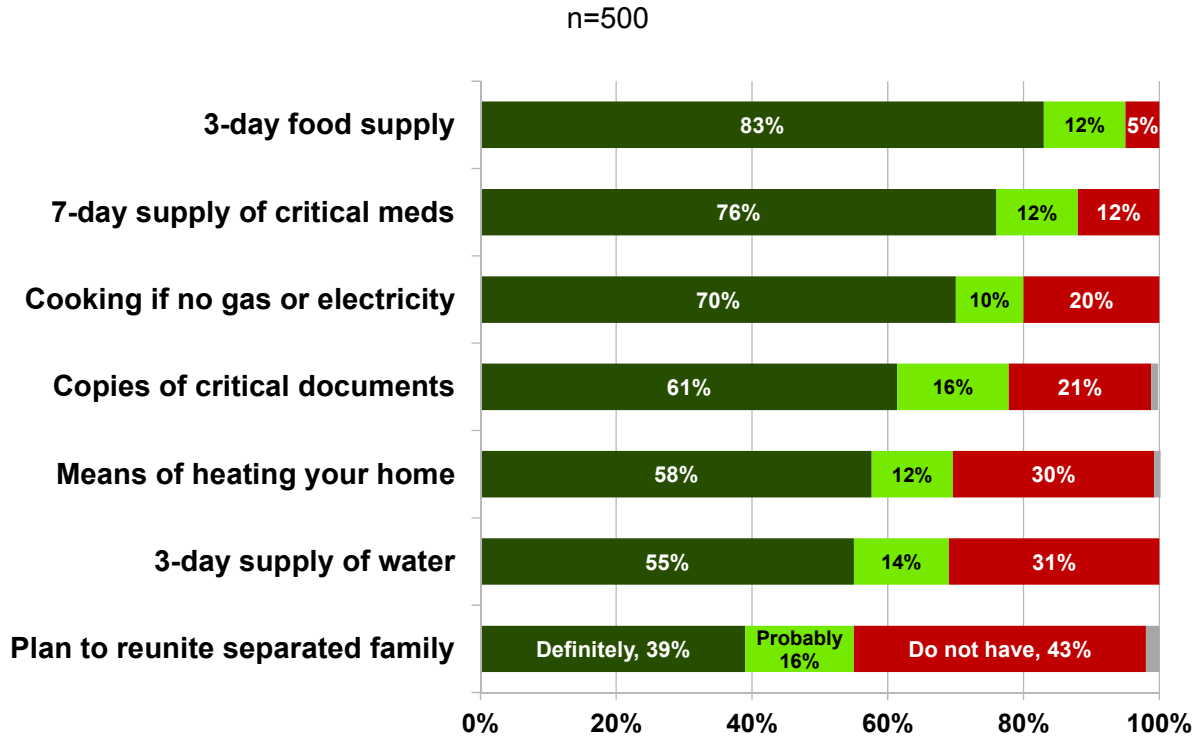
Once again, residents give a positive depiction of their preparedness, with a majority claiming to have a full array of needed items in place. The items on which a substantial number of residents admit they are not well-prepared are the 3-day supply of water, a means of heating one’s home, and a plan to reunite one’s family after an emergency. Keep in mind that two factors influence how these responses compare to the average firefighter’s perception of public preparedness.

First, it is reasonable to assume that at least some members of the public will overstate their level of preparedness — for questions like this, change-over-time in response percentages is a better indicator of public performance trends than is the raw number who indicate preparedness at any given point in time.

Second, firefighters are likely to spend far more time responding to calls at locations where preparedness is particularly low and thus can develop a skewed view of the greater public at large. In other words, the public really is more prepared than the average firefighter might believe based on experience during call-response work. For example, previous research we have conducted for TVF&R indicates that fire deaths in multi-family property are more likely to occur in locations that are poorly managed, poorly maintained, and generally less ready for one of the most preventable disasters — fire deaths due to lack of working smoke alarms — than are other properties. If firefighters respond to such properties more often than others, just as is commonly seen with police officers in analogous situations, a skewed view of the greater community can develop over time.

Emergency preparedness steps taken at home

Q: Which of the following disaster-preparedness measures does your household have in place? For each one, please tell if you definitely have it, probably have it, or do not have it in your home.



MANY HAVE UNREASONABLE POST-DISASTER RESPONSE TIME EXPECTATIONS.

During the survey design phase of this research it was pointed out that the National Center for Disaster Preparedness’ 2011 Survey reported as follows:

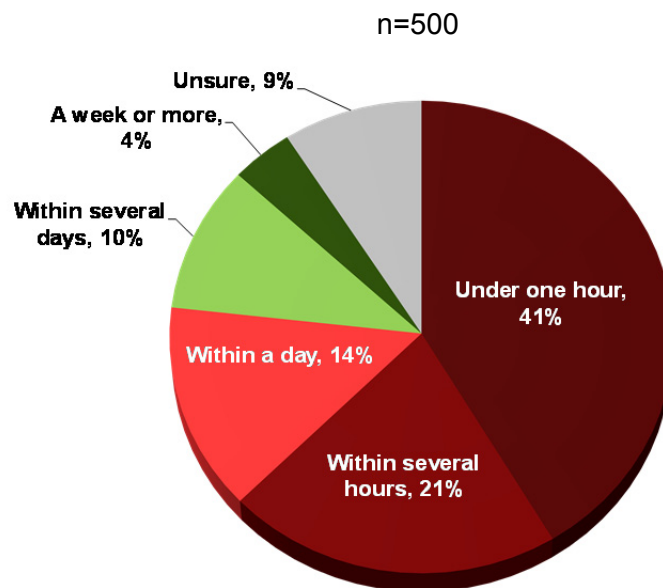
Nationally, [62%] expect that in the event of a terrorist attack, catastrophic natural or other major disaster, first responders would arrive to help them within several hours. Nearly one in three think it would take an hour or less.

In an effort to develop a similar question with somewhat more direct relevancy to TVF&R, phrasing was developed to measure such perceptions locally.

Overall, the results indicate that 41% believe response times will remain below an hour, with another 21% expecting a response within several hours — which combines to 62%, comparable to the percentages revealed in the national survey cited above (though keep in mind that a conclusion of exact comparability would not be valid because the question phrasing is different). Those who are more likely than others to predict a response within one hour include younger people (18-34 at 60% under one hour), renters (53% under one hour) and the less educated (no college degree: 47% under one hour).

Expected post-disaster response times

Q: *In the event of a major disaster in your community, such as a catastrophic earthquake, how long do you believe it will take first responders, such as fire and paramedics to arrive and assist you if you have an urgent need?*¹



¹ For comparison, the National Center for Disaster Preparedness 2011 survey used this phrasing: “In the event of a major disaster in your community, such as a terrorist attack or a catastrophic natural disaster, how long do you believe it will take first responders, such as fire, police, paramedics, or others such as the National Guard to arrive and assist you if needed?” Response fields were also different and were listed as: Under one hour, within several hours, within a day, within several days, never, and unsure or refused.

VII. Fire Safety Awareness

VIRTUALLY ALL SAY THEY HAVE A WORKING SMOKE ALARM IN THEIR HOME.

When asked if they have a working smoke alarm in their home, 99% of residents say “yes” (the number was 98% in 2008). Out of the sample of 500 respondents, 100% of women report having a working smoke alarm at home and 98% of men do.

Residents with a smoke alarm — nearly the entire sample — were then asked how they know their smoke alarm is working. As shown on the table below, a strong majority (66%) say they tested it. Another 15% say it goes off when they cook, and about 2 in 10 give various answers indicating they change the battery on a regular or as-needed basis, most commonly at the seasonal time change (19%).

How know smoke alarm is working

Q: *How do you know it is working?*

How know alarm works	2008 n=490	2011 n=493
Tested it	63%	66%
Goes off when cooking	15%	15%
Change battery at time change	12%	19%
Green/blinking light	3%	4%
Beeps when battery is low	4%	2%
Hardwired, just installed, others	9%	3%

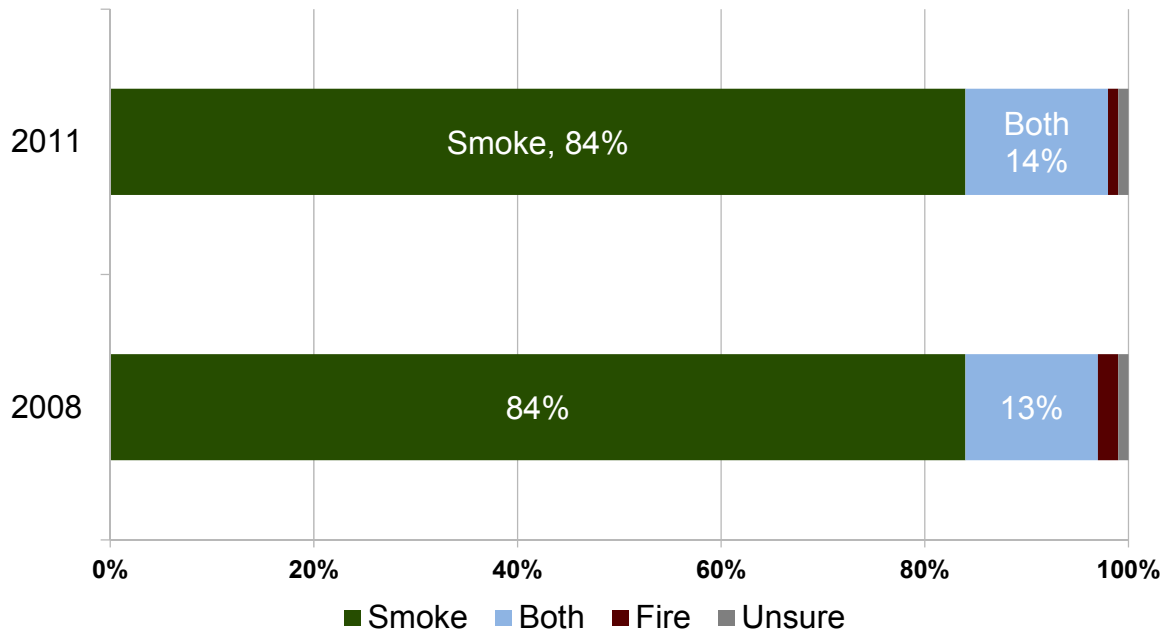
MOST RESIDENTS UNDERSTAND THAT SMOKE IS THE LIKELIEST CAUSE OF DEATH IN A FIRE.

Residents were asked which they believe is the more likely cause of fire-related deaths: the smoke, the fire, or both about the same. As shown on the chart, the same overwhelming majority of residents know that smoke is the major cause of death in a fire, essentially the same as measured in 2008.

Peceived cause of fire-related deaths

Q: *Based on your current understanding of the impact of a house or apartment fire, which would you say is the more likely cause of fire-related deaths: the smoke, the fire, or both about the same?*

n=500 in both years



FEWER HAVE DISCUSSED MIDDLE-OF-THE-NIGHT SMOKE ALARM RESPONSE THAN HAD DONE SO IN 2008.

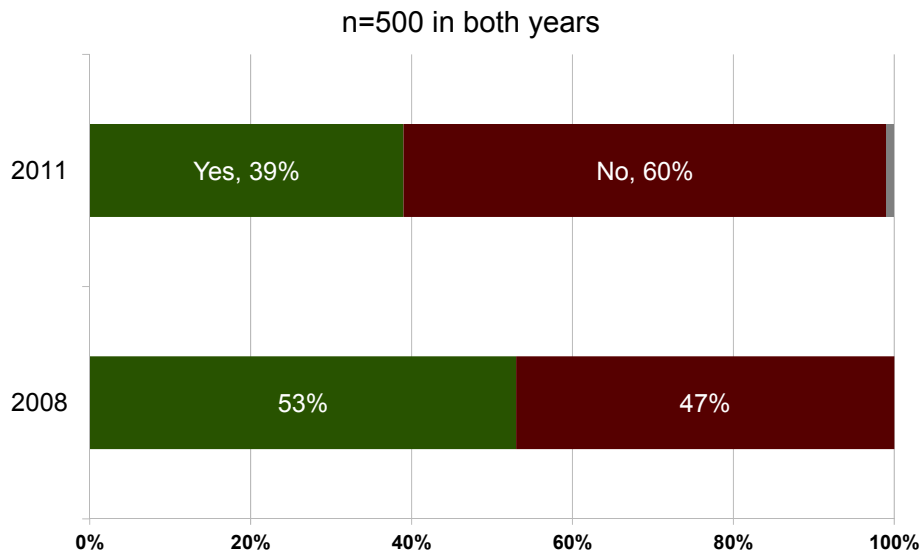
Residents were asked if their household has talked in the last year about what to do if a smoke alarm goes off in the middle of the night. While in 2008 just over half (53%) said they had done so, in the 2011 that percentage has declined to 39%.

Those who have had an emergency discussion were then asked whether they have specifically discussed four key issues: where to meet outside the home; two ways to get out of any room; what to do if unable to leave a room in case of fire; and, new in 2011, knowing to crawl low where the air is better. The least likely conversation topic is what to do if a person is unable to leave a room.

As with the other questions on fire safety issues, there is a direct correlation with awareness of TVF&R and talking about how to escape from a fire. Those who have had contact with TVF&R are far more likely to have talked with their household about what to do in case of fire (50% vs. 35% among those without contact).

Talking about home fire safety

Q: In the last year, have you and other members of your household talked specifically about what to do if your smoke alarm goes off in the middle of the night?

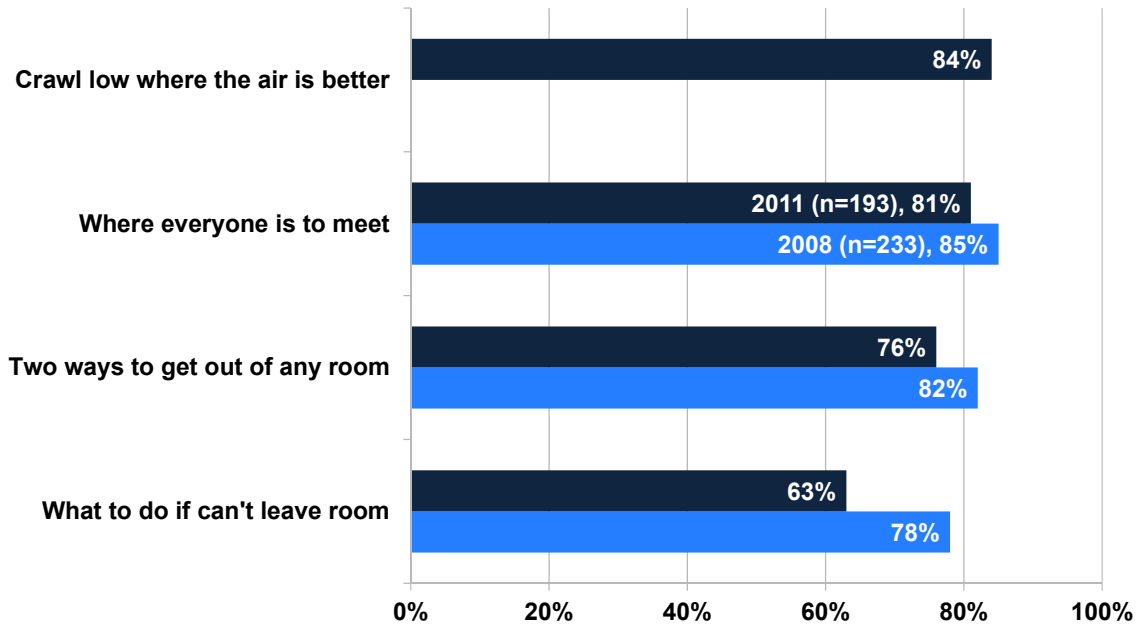


Topics discussed

Q (If yes to having spoken with household members about middle-of-the-night smoke alarms:)
During that discussion, which, if any, of the following did you talk about?

(n=233 in 2008, n=193 in 2011)

Based over those who have talked about what to do, not the entire sample base. For example, the 84% of those who talked about crawling-low-where-the-air-is-better comprise 32% of the whole sample population.



CONCLUSIONS & RECOMMENDATIONS

The following provides Campbell DeLong Resources' conclusions and recommendations based on the current research as well as past experiences. This section is intended to provide both a summary of the key recommendations that grow directly from the research and to introduce our further judgments and recommendations based on a comparison of these findings with previous research.

1. TVF&R'S REPUTATION CONTINUES TO BE EXCELLENT, BUT THE DECLINING AWARENESS FOR MEDICAL RESPONSE MAY POSE CHALLENGES.

This year's survey again demonstrates TVF&R's positive public image among the residents it serves. The District continues to receive some of the highest performance ratings that we have seen among public organizations in the Portland metro area. As we have seen in earlier surveys as well, residents continue to give high marks in particular for fast response, training employees as both firefighters and emergency medical responders, professionalism, and for demonstrating the values of good public service. Those who have had any type of contact with TVF&R are likely to come away with a still more positive impression, which may be a good indicator of the willingness of the public to appropriately support the District.

However, it is always important to remember that, as with all efforts at public perceptions and education, the work TVF&R does to maintain its reputation and educate its citizens is never-ending. Residents are continually moving into the District and as residents move through different stages in their lives, they are receptive to different messages. In particular, the dip in awareness that TVF&R is responsible for medical response, first discussed in the 2008 survey results and confirmed again in 2011, indicates that there is a need for improved efforts to raise awareness of TVF&R's role during medical emergencies. With the great majority of TVF&R calls-for-service being medical in nature, declining public awareness of the District's role in this work will only undermine the ability of the public to understand and appreciate all that TVF&R does.

2. DO NOT UNDERESTIMATE THE PUBLIC'S WILLINGNESS TO BELIEVE THAT ALL GOVERNMENTAL AGENCIES, INCLUDING TVF&R, USE TAX REVENUES INEFFICIENTLY.

TVF&R needs to continue work to overcome the ingrained assumption among residents that any public agency, even one as well-liked and respected as TVF&R, is probably not spending tax dollars as efficiently as it should. As we have discussed in previous reports, communications should include discussion of the positive benefits residents receive and the efficient way in which TVF&R professionals are using public dollars to provide these benefits. Yes, TVF&R does comparatively well on measures associated with fiscal and management integrity (*efficient use of tax dollars and keeps its promises to voters*), but both issues show weaknesses compared to TVF&R's other earned ratings that should be watched with care.

3. MAKE SURE EVERYONE AT TVF&R IS AWARE OF THE POSITIVE DIFFERENCE QUALITY CONTACTS WITH THE PUBLIC CAN MAKE.

As discussed in the report, it is apparent that TVF&R earns higher perceived performance ratings from those who had contact (or at least a family member had contact) with TVF&R during the preceding 12 months. Efforts to encourage behavior that exemplifies the values of good public service can begin to sound stale to an employee who perhaps doesn't

consistently experience a like amount of respect from some members of the public in return. The hard evidence provided by this survey (that those with recent contact with TVF&R look more favorably on the agency) and past surveys (that those with recent contact are more likely to support TVF&R on the ballot) should be valuable added incentive to encourage all to remain fully committed to the values of good public service for which TVF&R has become known.

4. THE COMMUNITY WILL UNDERSTAND THE “PREVENT, PREPARE, RESPOND” MESSAGE.

For the first time, residents were asked to name not just agencies that provide fire and medical response, but also to name agencies that are most responsible for *preventing fire, medical and rescue emergencies* and for *emergency preparedness* in the area. On both counts, mentions of TVF&R (by one name variant or another) were the most common mentions by a very wide margin. *In fact, more respondents name TVF&R for prevention work than they do for responding to medical emergency calls.* Put another way, the public seems entirely ready to understand that TVF&R’s mission encompasses a lot more than call response. While phrasing may have played a substantial role, it is nevertheless interesting to note that two facts about TVF&R that most directly focused on call-response (the discussion of 9-1-1 calls remaining flat and the point about a single responder in a car) also earned the lowest usefulness ratings. For all of the above reasons, as well as the rating each statement earned, we make the following messaging recommendations:

- ▶ ***TVF&R does more than respond to emergencies. The full job includes preventing, preparing for, and responding to fire and life-safety emergencies.*** This is a version of the “prevent, prepare, respond” messaging that came out of the earlier focus group work. This statement tied for first place for positive impact and, based on the answers to the awareness questions, seems to resonate well with the public and, as intended, likely broadens their understanding of the scope of what TVF&R does. This research confirms what past qualitative work indicated: That “prevent, prepare, respond” is a better messaging approach than the previously-tested “safer communities,” “community risk reduction,” or other tested message approaches.
- ▶ ***TVF&R has teams of firefighters and paramedics specially trained to respond to infrequent yet high-risk situations such as hazardous material spills, car entrapment, building collapses, and water rescue.*** We suspect that this statement tied for first place for two reasons: 1) It provides clearly understandable information that many members of the public may not know; and 2) Unlike the challenge of explaining medical response (which can raise questions about overlapping roles with ambulance companies), the purpose of the described teams is plainly necessary and unambiguously unique to the “rescue” part of the agency’s mission.
- ▶ ***TVF&R’s preparedness work includes making sure its facilities and personnel will be able to respond to area-wide disasters such as major earthquakes and helping to promote preparedness by all members of the community.*** This message still earned high marks for impact and is certainly beneficial. We would emphasize that the second part of the message (promoting preparedness by all members of the community) is probably at least as important to the community’s high rating as the first part. While it is the case that many have an unreasonable expectation of post-disaster response times, the data also show that at least 50% expect it to take longer than an hour (including those who said within a day, several days, or a week or more). In other words, while we can stare in wonder at the fact that so many expect a surprisingly rapid post-disaster response, it is also perhaps just as important to remember that an even larger portion of the community knows that they may be on their own after a disaster and

therefore may take encouragement knowing that a local agency is acknowledging that truth and speaking to that need.

- ▶ **The *prevention* message and the *credit rating* message have their roles to play.** While they score close to the average rating in the survey, two other messages also can be of use:
 - ✓ ***TVF&R works to prevent the next emergency by identifying and reducing conditions in the community that are known to raise the risk of fire and medical emergencies.*** We think this message works to convey the concept to the public and can be used to elaborate on the “prevention” part of the three-part mission phrase. We suspect that the reason the phrase earns somewhat lower ratings is not necessarily a flaw in the phrasing, but that prevention simply doesn’t sound as exciting as rescue response or disaster preparedness.
 - ✓ ***In spite of the economy, TVF&R has maintained its Moody’s Triple-A credit rating due to its prudent management of existing resources.*** Frankly, we were surprised to see how well this statement did (earning a “4” or “5” rating from 70% of the respondents, just as the prevention message did). Historically, such inside-the-ballpark details of financial stability have been understood and appreciated by other governmental administrators, but rarely found to be of compelling interest to the average member of the public. Our best guess for why it did as well as it did: Recent downgrading of governmental agencies (perhaps most notably the S&P downgrading of the debt of the United States of America) may be giving credit rating data an unusual boost in public interest. In other words, particularly while ongoing debt crises remain in the news, the information may have more value than usual.
- ▶ **Continue to work on better ways to describe responsibility for improving safety indicators.** As discussed in the analysis section of this report, taking responsibility for calls-for-service remaining flat while the population rose didn’t find resonance with the public. It is possible that two factors are playing a role here. First, the phrasing may lack specificity, describing how calls for emergency medical and fire incidents, generically, have declined. If it is possible to more precisely describe specific types of incidents (not calls, but events or incidents) that show a downward trend for which TVF&R can take some credit, better resonance with the public may be possible. Second, we didn’t notice it at the time the phrasing was discussed, but the concept of “calls for service” is a step removed from the concept of a specific emergency event in the community. What impacts TVF&R is a call for service. What impacts the community is the specific event or incident that triggered the call.
- ▶ **Consider better ways to say “innovation” and “efficiency.”** On the one hand, when we tested the phrase, “*TVF&R recently started sending a single responder in a car to traffic collisions and other calls when information about the call indicates a four-person response with a fire engine is not necessary,*” almost 60% of the respondents gave the statement a “4” or “5” out of 5 possible points for impact. On the other hand, this is the lowest score earned by any of the seven facts that were tested. We see this as a classic example of the difference between the “inside” communications list and the “outside” list. We suspect that, to a firefighter, city manager, mayor, or county administrator, the above statement sounds like something that is almost revolutionary in its innovation and representative of a willingness to change that is uncommon in many governmental agencies. (In other words, it is likely a very useful message for those audiences still.) However for those who don’t specialize in governmental administrative issues, or firefighting specifically, the message is less inspiring. We suspect that, to the general

public, the particular phrasing used seems to raise the question of why-on-earth anyone would have ever sent a four-person fire engine response when “information about the call indicates [it] is not necessary.” In other words, it may not sound innovative to the general public, but just obvious.

5. FINE TUNE PREVENTION AND PREPAREDNESS MESSAGES AS WELL.

The percentage of respondents who have talked as a family about what to do if their smoke alarm goes off in the middle of the night has declined since the last survey, an indicator that public education efforts that boost awareness of the need to have such discussions remain important. Taking additional steps to get out more of this messaging overall, as well fine tuning the specifics of what to speak about, is certainly supported by the research results.

For disaster preparedness, the most important emphasis appears to be the need to encourage more people to have a 3-day supply of water and to hold a discussion immediately with family members about how, and where, to reunite in the event of a fire or natural disaster. We would also recommend developing strategies for another preparedness issues — having a means of heating one’s home — in a way that takes into account that the responses on this issue are different based on whether one is an owner-occupant or a renter. Only 45% of renters say they “definitely” have this preparedness step in place, while 60% of owner-occupants say they have it.

Finally, we wish to make a general observation about preparedness messaging. In our experience we too often see messages about disaster preparedness that focus on encouraging the individual to know how to take of him/herself and the immediate household only — in other words, a basic survival motivator. We know from the training side of our business that the messaging that causes people to behave differently can be enhanced by appealing to a broader range of motivators. While we certainly endorse letting people know that their family’s survival may depend on their good preparedness, we endorse adding messages that appeal also to the desire to make a difference to others as well. In other words, additional phrasing that suggests that good preparedness will help each resident be better able to *help neighbors as well* is based on the honest truth that response times may be very long indeed and it would also appeal to a motivator that many in the fire service know well — that the desire to work on a mission that is bigger than oneself can be a satisfying, and motivating, reason to take action.

APPENDIX

Methods

RESEARCH GOAL AND OBJECTIVES

The goal of the research is to provide TVF&R with current information to understand resident attitudes. Specific objectives include:

- ▶ Determine awareness of TVF&R among residents and voters in its service district.
- ▶ Assess the opinions and attitudes of residents toward TVF&R.
- ▶ Use a methodology for the survey that provides accurate results, building upon and comparing to the 2008 survey conducted by CDRI for TVF&R as well as prior voter-only surveys conducted in 2004 and 2006.
- ▶ Evaluate the level of emergency preparedness and fire-safety steps taken among residents in the TVF&R service district.

STUDY DESIGN

A telephone survey methodology was used to interview a random sample of 500 residents of the TVF&R service district. The most recent previous study, conducted in 2008, was used as a starting point for an updated survey questionnaire. The entire survey was reviewed, updated or streamlined where appropriate for the 2011 survey. In addition, various survey elements were fine-tuned based on prior qualitative research conducted with internal staff members and with a random selection of community members recruited to participate in focus groups. The qualitative research was conducted by Campbell DeLong Resources, Inc. in the late spring of 2011.

INTERVIEWING

All interviewing took place using a computer-aided telephone system (CATI) at Campbell DeLong Resources, Inc.'s strategic partner, Pacific Market Research, a data collection firm. All interviewing was conducted in October of 2011.

SAMPLE FRAME

CDRI designed the sample by taking the following steps:

- ▶ First, we selected ZIP Codes located in the TVF&R service district and then identified residential phone prefixes associated with these ZIP Codes. Once the appropriate residential prefixes were identified, a sample of residential household phone numbers was created by randomly generating the final four numbers and these households were contacted to participate in the survey.
- ▶ Second, quotas based on age were maintained to assist with the increasing bias prevalent if a survey is done using landlines alone.
- ▶ Third, age quotas for younger adults were filled in using cell phone numbers provided on voter registration forms — a rare example of a data source that can provide sufficiently geographically-targeted cell phone numbers to allow for reasonable cost efficiency in calling.

As a result of this methodology, 348 interviews were conducted over landline phones and 152 were completed over cell phones.

RESPONDENT CRITERIA

The screening criteria were very simple:

- ▶ All respondents are adult residents of TVF&R's service district.
- ▶ A 50/50 male/female quota was maintained and an age quota, as described above, to assist with cell phone calling sampling was also maintained.

Although being a voter was not a requirement for participation, questions were asked to determine whether or not the respondent is registered to vote. Similar to the results seen in previous, similarly-designed surveys, the result was that 473 respondents out of 500 (95% of the sample) are registered voters.

SAMPLE SIZE/RELIABILITY

Interviews were completed with a random sample of 500 residents of the TVF&R service district. The worst-case theoretic reliability for a sample of 500 is $\pm 4.4\%$. This "*worst-case reliability*" figure is based on the following assumptions:

- ▶ **The sample is drawn from a large population universe**, which is the case for the district.
- ▶ **The reliability is calculated at the 95% confidence level.** This means that if a large number of samples of 500 were taken, in 95% of the samples the survey results will not vary from the mean sample results by more than $\pm 4.4\%$.
- ▶ **The calculation applies to a dichotomous variable with results distributed 50/50.** An example of this would be a question with two possible answers — yes or no — where half say "yes" and half say "no." As the distribution moves away from 50/50, the reliability improves.
- ▶ **Reliability for subsamples will depend on the sample size and the distribution of the response.** As could be expected, as the sample size decreases, the worst-case reliability figure increases. For example, the worst-case reliability of the sample of 250 women is $\pm 6.2\%$.

QUESTIONNAIRE DESIGN

The questionnaire was designed by Campbell DeLong Resources, Inc. based on input from TVF&R staff. Many questions were retained from previous surveys conducted by CDRI for the District in 2004, 2006, or 2008. New questions were added to meet TVF&R's current information needs. A copy of the questionnaire is included in this Appendix.

COMPUTER PROCESSING

A cross-tabulation was used to sort the data into two printouts with a total of 23 unique segments. The following is a list of the segments provided in the printout, along with the number of respondents in each segment.

Printout 1:

- ▶ Total 500
- ▶ Awareness of TVF&R

✓ Names TVF&R for prevention	276
✓ Names TVF&R for fire response	375
✓ Names TVF&R for medical response.....	255
▶ Gender	
✓ Male	250
✓ Female	250
▶ Age	
✓ 18 to 34	48
✓ 35 to 54	206
✓ 55 and older	210
▶ Length of residence in metro area	
✓ Under 10 years.....	77
✓ 10 years or more	419
▶ Length of residence in current home	
✓ Under five years	86
✓ Five years or more	410
▶ Homeownership	
✓ Own.....	418
✓ Rent.....	77
▶ Education	
✓ No college degree	160
✓ College graduate.....	332
▶ Contact with TVF&R	
✓ Has had contact	122
✓ No contact.....	371
Printout 2:	
▶ Total	500
▶ Area by ZIP Code	
✓ South.....	117
✓ Portland area.....	146
✓ Beaverton area.....	237

Questionnaire

**2011 TUALATIN VALLEY FIRE & RESCUE
COMMUNITY SURVEY**

September 2011

807

DATE _____

PHONE NUMBER _____

RESPONDENT NAME _____

INTERVIEWER'S INITIALS _____

INTRODUCTION

(TO RANDOM HOUSEHOLD RESPONDENT:) Hello, I'm **(FIRST AND LAST NAME)** from Campbell DeLong Resources. We are conducting a brief study on *local* government services. May I please speak with a (male/female) adult household member? **(IF NECESSARY: The survey will take no more than 15 minutes to complete.) IF NOT AVAILABLE, MAKE CALLBACK APPOINTMENT FOR FIRST POSSIBLE TIME.**

AS NECESSARY: This is strictly research. We are not selling anything and your name will not be associated with your comments.

(TO NEW HOUSEHOLD RESPONDENT:) Hello, I'm **(FIRST AND LAST NAME)** from Campbell DeLong Resources. We are conducting a brief study on *local* government services. **(IF NECESSARY: The survey will take no more than 15 minutes to complete.)**

AS NECESSARY: This is strictly research. We are not selling anything and your name will not be associated with your comments.

SCREENING

First, I have just a couple of questions to determine if you are the appropriate person to talk with.

1. GENDER. RECORD. DO NOT ASK. CHECK QUOTAS.

- | | | |
|---------------|---|-----------------------------|
| Male | 1 | CONTINUE |
| Female | 2 | CONTINUE |
| Unknown | 3 | POLITELY DISCONTINUE |

50/50 MALE/FEMALE QUOTA

2a. In what county do you live? RECORD ONE ONLY.

- | | | |
|------------------|---|-----------------------------|
| Multnomah..... | 1 | ASK Q2B |
| Washington | 2 | ASK Q2C |
| Clackamas..... | 3 | ASK Q2C |
| All others..... | 9 | POLITELY DISCONTINUE |

2b. **IF MULTNOMAH IN 2A:** Do you live within the city limits of Portland? **RECORD ONE ONLY.**

- Yes1 *POLITELY DISCONTINUE*
- No.....2 *CONTINUE*
- Don't know3 *POLITELY DISCONTINUE*

2c. What is your zip code? **RECORD ONE ONLY.**

IF CLACKAMAS COUNTY IN Q2A:

- 9706201 *CONTINUE*
- 9706802 *CONTINUE*
- 9707003 *CONTINUE*
- 9714004 *CONTINUE*
- All others97 *POLITELY DISCONTINUE*
- Refused.....98 *SAY Q2D*
- Don't know99 *POLITELY DISCONTINUE*

IF WASHINGTON COUNTY IN Q2A:

- 9700505 *CONTINUE*
- 9700606 *CONTINUE*
- 9700707 *CONTINUE*
- 9700808 *CONTINUE*
- 9706209 *CONTINUE*
- 9707010 *CONTINUE*
- 9714011 *CONTINUE*
- 9722312 *CONTINUE*
- 9722413 *CONTINUE*
- 9722514 *CONTINUE*
- 9722915 *CONTINUE*
- All others97 *POLITELY DISCONTINUE*
- Refused.....98 *SAY Q2D*
- Don't know99 *POLITELY DISCONTINUE*

IF MULTNOMAH COUNTY IN Q2A:

- 9721016 *CONTINUE*
- 9722117 *CONTINUE*
- 9722918 *CONTINUE*
- 9723119 *CONTINUE*
- All others97 *POLITELY DISCONTINUE*
- Refused.....98 *SAY Q2D*
- Don't know99 *POLITELY DISCONTINUE*

IF REFUSED SAY: We need this information just to confirm that you live in a specific area. This information is strictly confidential and will not be associated with your name or provided to other organizations. *IF CONTINUES TO REFUSE, POLITELY DISCONTINUE.*

AWARENESS

3. a. To the best of your knowledge, which agencies are most responsible for *emergency preparedness* in your area — that is being ready to respond should a major natural or manmade disaster occur? (CLARIFY AND RECORD SPECIFIC RESPONSE. DO NOT READ LIST. UNPROMPTED MULTIPLES OKAY.)
- b. To the best of your knowledge, which agencies are most responsible for *preventing* fire, medical, and rescue emergencies in your area? (CLARIFY AND RECORD SPECIFIC RESPONSE. DO NOT READ LIST. UNPROMPTED MULTIPLES OKAY.)

ROTATE C & D.

- c. To the best of your knowledge, please tell me the name of the agency that *responds to fire calls* in your area? (RECORD ONE ONLY. DO NOT READ LIST. CLARIFY AND RECORD SPECIFIC RESPONSE.)
- d. To the best of your knowledge, which agency is responsible for *responding to medical emergency calls* such as heart attacks, injury accidents, and rescues in your area? (RECORD ONE ONLY. DO NOT READ LIST. CLARIFY AND RECORD SPECIFIC RESPONSE.)

FOR 5A OR 5B, IF RESPONDENT SAYS “CITY” OR “COUNTY” BUT DOES NOT SPECIFY, PROBE WITH: Specifically which city/county are you referring to?

	<u>PREP</u>	<u>PREV</u>	<u>FIRE</u>	<u>MED</u>		<u>PREP</u>	<u>PREV</u>	<u>FIRE</u>	<u>MED</u>
City of Aloha.....	01	01	01	01	“Tualatin Valley Fire				
City of Beaverton	02	02	02	02	& Rescue”	23	23	23	23
City of Durham.....	03	03	03	03	“TVF&R”	25	25	25	25
City of King City	04	04	04	04	Washington County.....	12	12	12	12
City of Sherwood.....	05	05	05	05	Metro West (ambulance).....	13	13	13	13
City of Tigard.....	06	06	06	06	AMR (ambulance)	14	14	14	14
City of Tualatin	07	07	07	07	FEMA	15	15	15	15
City of West Linn.....	08	08	08	08	Red Cross	16	16	16	16
City of Wilsonville.....	09	09	09	09	Office of Consolidated				
City of Portland	10	10	10	10	Emergency Management				
Clackamas County.....	11	11	11	11	(OCEM).....	17	17	17	17
“Tualatin Valley”	21	21	21	21	Other, specify	_____	_____	_____	_____
“Tualatin Valley Fire”	22	22	22	22	Don't know	99	99	99	99

SAY: Now I am going to ask some questions about *Tualatin Valley Fire and Rescue* or TVF&R [say: “T. V. F. and R.”] who, according to our information, provides the fire and emergency medical response and prevention services in your area and is also one of the agencies that provides preparedness services.

TVF&R IMAGE

The next questions are designed to help determine the type of fire, medical, and rescue services you want.

4. First, I want you to rate the importance of a number of characteristics that might be used to describe an organization responsible for providing fire, medical, and rescue services.

Please use a *zero* to *ten* scale. On the scale, a *zero* is of no importance at all and a *ten* is of very high importance. How important is it to you that the organization responsible for providing fire and rescue services in your area . . . **RATE "A" FIRST, THEN READ AND RANDOMIZE REMAINDER OF LIST.**

IMPORTANCE RATING

- a) Provides fast medical and fire emergency response _____dk
- b) Makes efficient use of tax dollars..... _____dk
- c) Emphasizes prevention efforts that reduce the number and severity of medical emergencies and fires _____dk
- d) Has personnel who are known for their professionalism..... _____dk
- e) Keeps its promises to voters..... _____dk
- f) Ensures emergency personnel are trained as *both* medical responders and firefighters _____dk
- g) Demonstrates the values of good public service..... _____dk
- h) Has a workforce that reflects the ethnic diversity of the community..... _____dk

5. Now I want you to rate how well you believe each of the same characteristics fits your understanding of Tualatin Valley Fire & Rescue, which provides your fire and rescue services.

Again, use a zero to ten scale. On this scale, a *zero* is "*does not describe at all*" and a *ten* is "*an excellent description.*" Based on what you have experienced or heard, how well can Tualatin Valley Fire & Rescue be described by . . . **READ LIST IN SAME ORDER AS Q4.**

FITS TVF&R

- a) Provides fast medical and fire emergency response _____dk
- b) Makes efficient use of tax dollars..... _____dk
- c) Emphasizes prevention efforts that reduce the number and severity of medical emergencies and fires _____dk
- d) Has personnel who are known for their professionalism..... _____dk
- e) Keeps its promises to voters..... _____dk
- f) Ensures emergency personnel are trained as *both* medical responders and firefighters _____dk
- g) Demonstrates the values of good public service..... _____dk
- h) Has a workforce that reflects the ethnic diversity of the community..... _____dk

6. Now I am going to read you a series of factual statements that may help community members better understand the work that TVF&R does. Please rate each statement's impact on your overall impression of TVF&R using a scale from 1 to 5, where 1 means very negative, 5 means very positive and 3 would be neutral, neither positive nor negative. The first statement is... **RANDOMIZE ORDER.**

- | | <u>RATING</u> |
|---|----------------------|
| a) TVF&R does more than respond to emergencies. The full job includes preventing, preparing for, and responding to fire and life-safety emergencies | _____dk |
| b) In spite of the economy, TVF&R has maintained its Moody's Triple-A credit rating due to its prudent management of existing resources..... | _____dk |
| c) TVF&R works to prevent the <i>next</i> emergency by identifying and reducing conditions in the community that are known to raise the risk of fire and medical emergencies | _____dk |
| d) TVF&R has teams of firefighters and paramedics specially trained to respond to infrequent yet high-risk situations such as hazardous material spills, car entrapment, building collapses, and water rescue..... | _____dk |
| e) In the past five years the local population has increased, yet 9-1-1 calls for emergency medical incidents and fires have <i>not increased</i> — a result that is due, in part, to TVF&R prevention efforts..... | _____dk |
| f) TVF&R recently started sending a single responder in a car to traffic collisions and other calls when information about the call indicates a four-person response with a fire engine is not necessary | _____dk |
| g) TVF&R's <i>preparedness</i> work includes making sure its facilities and personnel will be able to respond to area-wide disasters such as major earthquakes <i>and</i> helping to promote preparedness by all members of the community | _____dk |

EMERGENCY PREPAREDNESS

Now I have a series of questions designed to help Tualatin Valley Fire & Rescue determine how prepared residents are in case of a disaster, for example a major earthquake or flood.

7. In the event of a major disaster in your community, such as a catastrophic earthquake, how long do you believe it will take first responders, such as fire and paramedics to arrive and assist you if you have an urgent need? (**RECORD. READ CATEGORIES ONLY AS NECESSARY.** E.G. RESPONDENT SAYS: "IT COULD BE 8 HOURS OR MORE" INTERVIEWER RESPONDS, "WOULD YOU CALL THAT 'WITHIN SEVERAL HOURS' OR 'WITHIN A DAY?'"")

- Under one hour 1
- Within several hours 2
- Within a day 3
- Within several days 4
- A week or more 5
- Unsure/Refuse 9

8. Which of the following disaster-preparedness measures does your household have in place? For each one, please tell if you definitely have it, probably have it, or do not have it in your home. **READ AND RANDOMIZE LIST.**

	<u>DEFINITELY</u>	<u>PROBABLY</u>	<u>DO NOT HAVE</u>	DK
3-day food supply	1	2	3	9
3-day supply of water	1	2	3	9
7-day supply of critical medications for all family members	1	2	3	9
Means of cooking if no gas or electricity.....	1	2	3	9
Copies of critical documents.....	1	2	3	9
A plan for how to reunite your family if separated.....	1	2	3	9
Means of heating your home	1	2	3	9

9. a. Do you have a working smoke alarm in your home? **RECORD.**

- Yes 1 **ASK QB**
- No.....2 **SKIP QB**
- Don't know9 **SKIP QB**

- b. How do you know it is working? **DO NOT READ LIST. MULTIPLES ACCEPTED.**

- Tested it using the test button 1
- Goes off when cooking 2
- Always change battery when change clocks in spring and/or fall..... 3
- OTHER, SPECIFY** _____
- Don't know/refused 9

10. Based on your current understanding of the impact of a house or apartment fire, which would you say is the more likely cause of fire-related deaths: the smoke, the fire, or both about the same? **RECORD.**

- Smoke1
- Fire2
- Both about the same3
- Don't know9

11. a. In the last year, have you and other members of your household talked specifically about what to do if your smoke alarm goes off in the middle of the night? **RECORD.**

- Yes1 **ASK QB**
- No.....2 **SKIP QB**
- Don't know9 **SKIP QB**

b. During that discussion, which, if any, of the following did you talk about? **READ. RANDOMIZE ORDER.**

	YES	NO	DK
Where everyone is to meet once you leave your home	1	2	9
Two ways to get out of any room in your home	1	2	9
What to do if you are unable to leave a room because of the fire	1	2	9
Knowing to crawl low where the air is better.....	1	2	9

CONTACT

Now I have a few questions about any contact you may have had with Tualatin Valley Fire & Rescue.

12. a. In the past year, have you or a family member had contact with Tualatin Valley Fire & Rescue for any reason? **RECORD.**

- Yes, had contact1 **ASK QB**
- No, have not had contact2 **SKIP QB**
- Don't know/don't remember9 **SKIP QB**

b. IF YES IN QA: What was the reason for the contact? DO NOT READ LIST. MULTIPLES OKAY.

- Responded to fire at a home/office 1
- Responded to a medical emergency in a home/office 2
- Attended a community or school event 3
- Attended class or training workshop 4
- Have seen at the scene of an emergency..... 5
- Business inspection 6
- Have seen in a grocery store 7
- OTHER, SPECIFY _____
- Don't know/don't remember 9

13. a. In the last 12 months, do you recall seeing or hearing any information about Tualatin Valley Fire and Rescue?

- Yes 1 **ASK QB**
- No..... 2 **SKIP QB**
- Don't know/don't remember 9 **SKIP QB**

b. IF YES: Can you recall *where* you saw or heard this information? DO NOT READ LIST. RECORD ALL THAT APPLY.

- Billboard..... 01
- Bus/transit message sign 02
- Newsletter or other information in the mail 03
- Newspaper 04
- Radio 05
- Television 06
- TVF&R website..... 07
- Social media such as Facebook or Twitter 08
- Other website 09
- OTHER, SPECIFY _____
- Don't remember/don't know 99

DEMOGRAPHICS

Now I have just a few last questions to help classify your responses.

14. a. How long have you lived in the metropolitan area? RECORD IN YEARS. (IF LESS THAN ONE YEAR, RECORD AS "LESS THAN ONE YEAR.")

- _____ YEARS
- LESS THAN ONE YEAR 98
- DO NOT READ: Don't remember/don't know/refused 99

b. And how long have you lived in your current home? **RECORD IN YEARS. (IF LESS THAN ONE YEAR, RECORD AS "LESS THAN ONE YEAR.")**

_____ **YEARS**
LESS THAN ONE YEAR 98
DO NOT READ: Don't remember/don't know/refused 99

c. Do you own or rent your current home?

Own 1
Rent 2
Refused 9

15. What is your age, please? **RECORD.**

_____ **YEARS**

16. And what is the last year of education you had the opportunity to complete? **RECORD. READ LIST ONLY IF NECESSARY.**

Less than 12th grade (not a high school graduate).. 1
High school graduate 2
Some college or other post-secondary education 3
College graduate 4
Some post-graduate..... 5
Master's degree or higher 6
Refused 9

17. Are you registered to vote in Oregon?

Yes 1
No 2
Don't know..... 9

SAY: Finally, I have two classification questions that are similar to what is asked on the U.S. Census form...

18. First, regardless of your race, are you of Hispanic, Latino, or Spanish origin?

YES, of Hispanic, Latino, or Spanish origin 1
NO, not of Hispanic, Latino, or Spanish origin 2
REFUSED..... 9

19. And with what racial group, or groups, do you identify? MULTIPLES OKAY: RECORD UP TO 5 RESPONSES. READ LIST ONLY IF NECESSARY.

White-Caucasian.....	01
African-American or Black.....	02
Native American Indian or Alaska Native.....	03
<i>Asian classifications:</i>	
Asian-Indian (that is, from India)	04
Japanese.....	05
Chinese	06
Korean.....	07
Filipino.....	08
Vietnamese	09
Other Asian (e.g., Hmong, Laotian, Thai, Pakistani, Cambodian, and so on).....	10
<i>Pacific Islander classifications:</i>	
Native Hawaiian	11
Guamanian or Chamorro.....	12
Samoan.....	13
Other Pacific Islander (e.g. Fijian, Tongan, and so on).....	14
Other race (SPECIFY, MULTIPLES OKAY) _____	
REFUSED.....	99

VERIFY AND RECORD RESPONDENT FIRST NAME AND PHONE NUMBER. Thank you very much for participating in this survey.