

**VASHON-MAURY FIRE AND RESCUE**  
**Community Needs Survey**  
**Executive Summary**  
**March 2000**

**Table of Contents**

<a href="#">RESEARCH OBJECTIVES</a> .....	2
<a href="#">METHODOLOGY</a> .....	3
<a href="#">EXPLANATION OF MULTIVARIATE ANALYSIS</a> .....	4
<a href="#">SERVICES UTILIZED</a> .....	5
<a href="#">INFORMATION SOURCES ONE WOULD UTILIZE</a> .....	6
<a href="#">SATISFACTION OF PROVIDED SERVICES</a> .....	7
<a href="#">SERVICES THAT NEED IMPROVEMENTS</a> .....	8
<a href="#">IMPORTANCE OF RESPONSE TIMES MEETING THE DISTRICT'S OBJECTIVES</a> .....	9
<a href="#">IMPORTANCE OF PUBLIC EDUCATION</a> .....	10
<a href="#">IMPORTANCE OF CONTINUING TO OPERATE THE DISPATCH CENTER</a> .....	11
<a href="#">IMPORTANCE OF DEVELOPING ADEQUATE MARINE FIREFIGHTING CAPABILITIES</a> .....	12
<a href="#">LEVEL OF CONFIDENCE OF BEING ADEQUATELY PROTECTED FROM FIRES</a> .....	13
<a href="#">LEVEL OF CONFIDENCE THAT SUFFICIENT MEDICAL EMERGENCY SERVICE IS PROVIDED</a> .....	14
<a href="#">LIKELIHOOD TO SUPPORT REVENUE INCREASES TO IMPROVE EMERGENCY RESPONSE</a> .....	15
<a href="#">LIMITATION ON OPEN BURNING</a> .....	17
<a href="#">TYPE OF HOME</a> .....	20
<a href="#">CONCLUSIONS</a> .....	22
<a href="#">QUESTIONNAIRE</a> .....	24

## ***RESEARCH OBJECTIVES***

---

The following objectives were achieved in the research conducted for Vashon-Maury Fire Department:

1. Examine respondents' attitudes and value perceptions regarding specific areas of service of the fire department.
2. Determine respondents' general level of satisfaction with the service provided by the fire department.
3. Identify areas in which respondents think the fire department needs improvement.
4. Ascertain how much respondents are willing to pay to fund fire departments improvements.

## ***METHODOLOGY***

---

A sample of 182 respondents was randomly selected from list of Vashon Island residents. Research assistants at Hebert Research interviewed respondents during the month of February in 2000.

The interviews were conducted via telephone. Up to five attempts were made to contact the individuals. The response rate, which represents the proportion of individuals who agreed to participate in the research, was 66.4%. The overall incidence rate, which represents people qualified to participate in the research, was 96.0%.

The data was analyzed using generally accepted univariate measures of central tendency and dispersion. For some questions multiple responses were accepted, therefore, the totals on graphs and tables for these questions may be greater than 100%. Questions for which multiple responses were accepted are identified throughout the summary.

Hebert Research has made every effort to produce the highest quality research product within the agreed specifications, budget, and schedule. The customer understands that Hebert Research uses those statistical techniques that, in its opinion, are the most accurate as possible. However, inherent in any statistical process is a possibility of error, which must be taken into account in evaluating the results. Statistical research can predict consumer reaction and market conditions only as of the time of the sampling, within the parameters of the project, and within the margin of error inherent in the techniques used.

Evaluations, interpretations, and recommendations of statistical research findings and decisions based on them are solely the responsibility of the customer and not Hebert Research. The conclusions, summaries, interpretations, and recommendations provided by Hebert Research are based strictly on the analysis of the data gathered. Hebert Research neither warrants their viability nor assumes responsibility for the success or failure of any customer actions subsequently taken.

## ***EXPLANATION OF MULTIVARIATE ANALYSIS***

---

Multivariate analysis is a set of advanced statistical techniques used in testing hypotheses and measuring the degree of association between variables (independent and dependent). Multivariate analysis was conducted using the following variables in order to examine differences among respondents according to specific pre- and post-classified segments, or groupings:

- 1. All questions by Q3: Satisfaction of services provided*
- 2. All questions by Q5: Importance of response times meeting district's objectives*
- 3. All questions by Q7: Importance of continuing to operate dispatch center*

Interpretations and inferences set forth in the analysis are intended to provide an independent statistical perspective. The statistical procedures utilized were applied with a 0.95 confidence level for estimating values and/or providing significant inferences. A 0.05 significance level was used as the criterion to test hypotheses, which means that if the survey was redone, there is a 95% confidence level that the same findings would be found.

In addition to measures of significance in which differences have been determined at the 0.05 level, a measurement of association will also be reported. These measurements vary between 0 and 1. A measurement of 0 indicates that the variable in question does not explain (or is not associated with) the dependent variable, and a measurement of 1 indicates that the variable explains all of the dependent variable. These measurements are indicated by Cramer's V or Eta Squared at the end of each section.

*Note: Multivariate findings, when they are significant and meaningful, are included at the end of each section.*

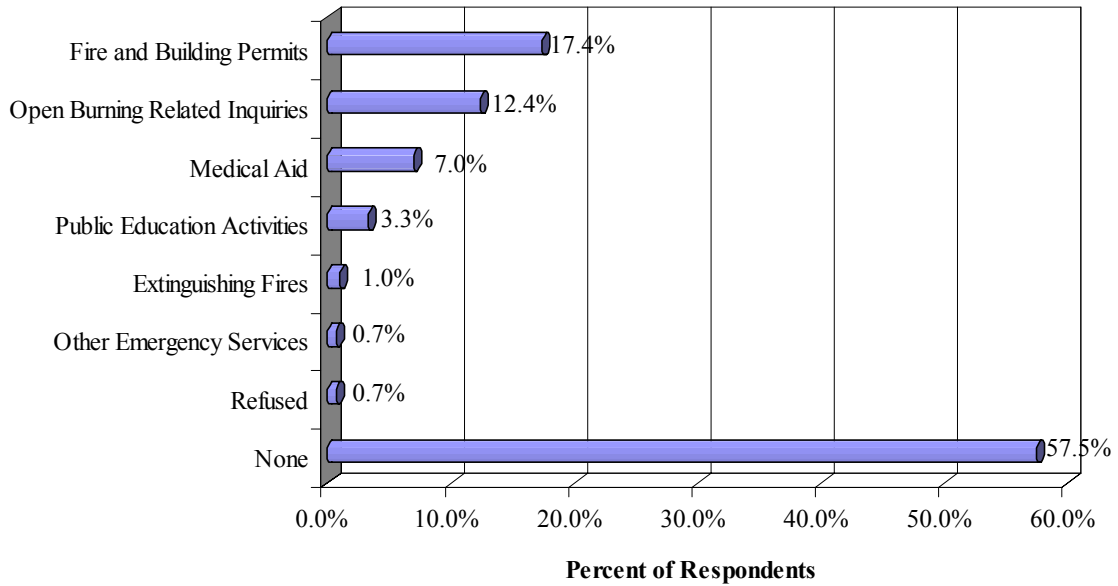
# SERVICES UTILIZED

**Objective:**

Determine which Vashon-Maury Fire and Rescue services respondents have utilized within the last 12 months.

**Analysis:**

**Services Utilized In The Last 12 Months**



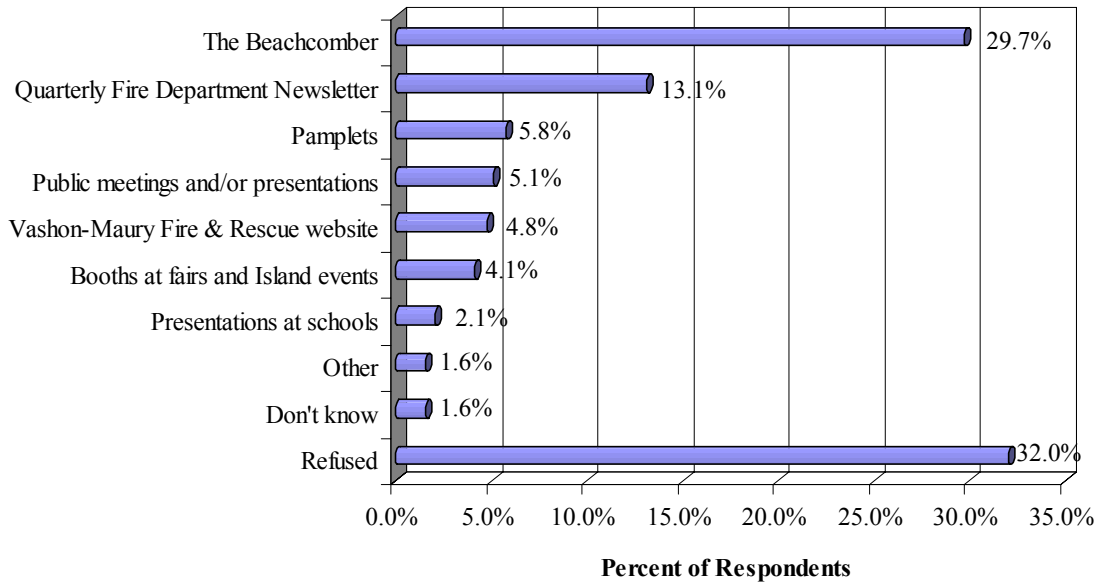
# INFORMATION SOURCES ONE WOULD UTILIZE

**Objective:**

Identify which information sources respondents would most likely utilize to find information regarding fire prevention and emergency preparedness.

**Analysis:**

**Information Sources One Would Utilize**



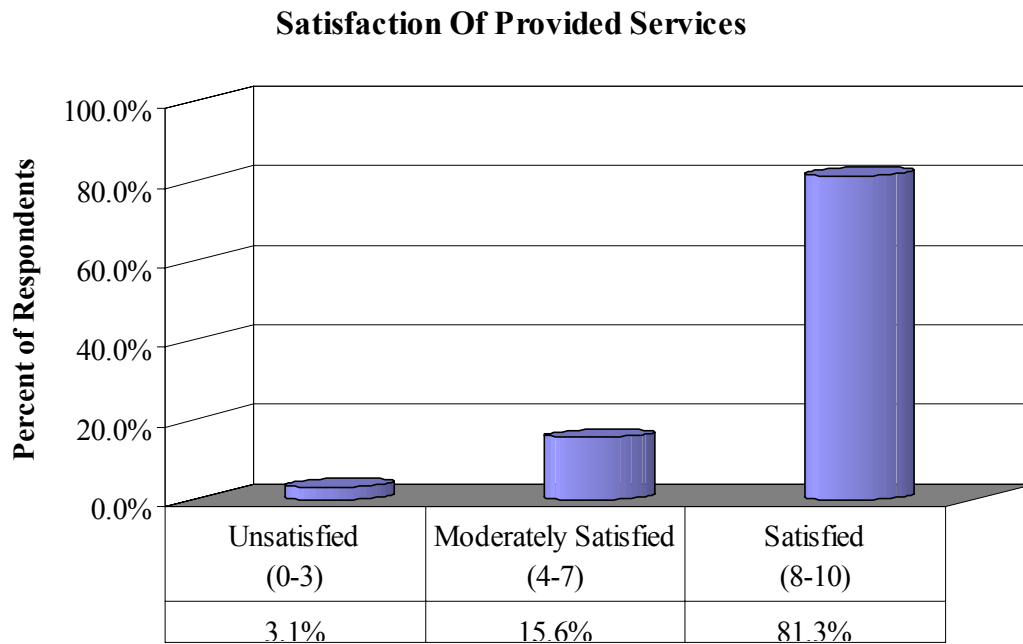
# SATISFACTION OF PROVIDED SERVICES

**Objective:**

Determine to what extent respondents were satisfied with the services that the Vashon-Maury Fire and Rescue Department offer.

**Analysis:**

The average (mean) rating was 9.05.



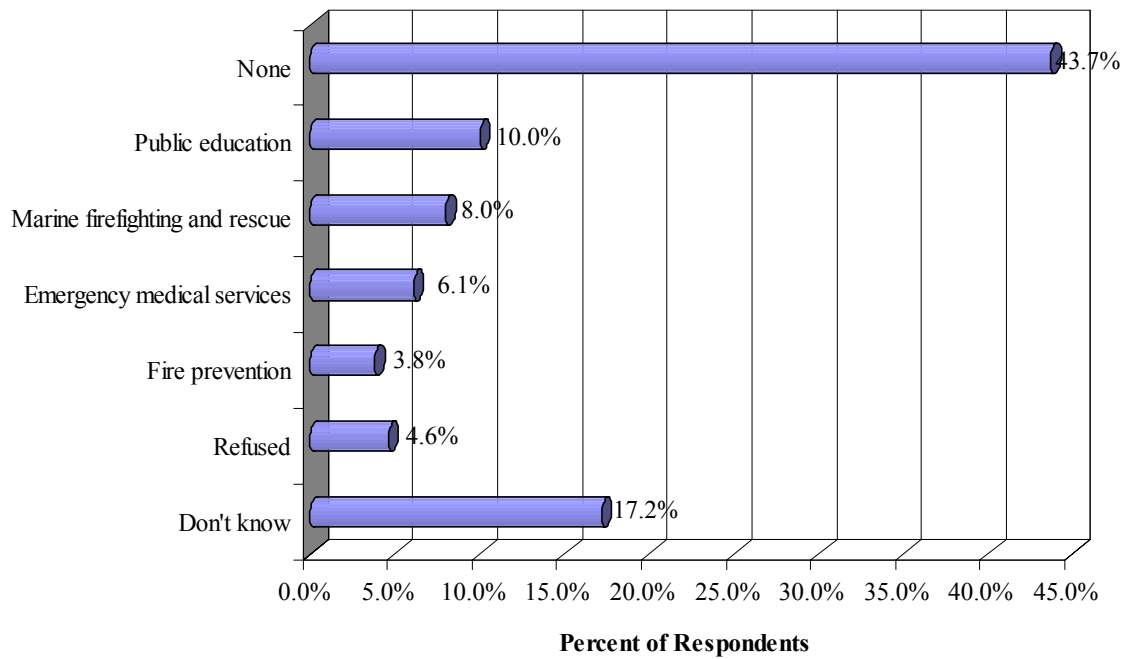
# SERVICES THAT NEED IMPROVEMENTS

**Objective:**

Identify which Vashon-Maury Fire and Rescue services need improvements.

**Analysis:**

**Services That Need Improvements**



# ***IMPORTANCE OF RESPONSE TIMES MEETING THE DISTRICT'S OBJECTIVES***

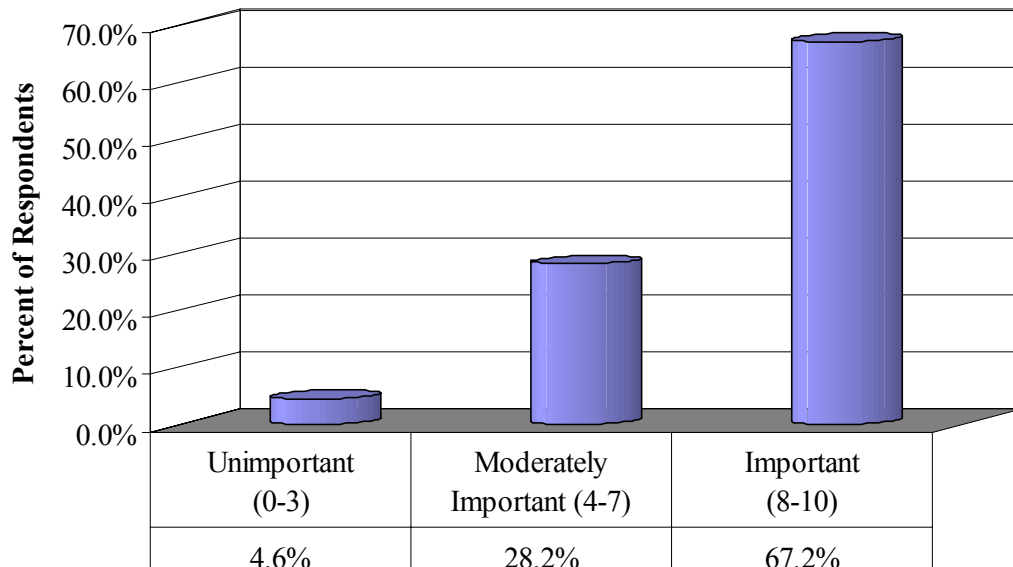
**Objective:**

Determine the level of importance respondents place on having the Vashon-Maury Fire and Rescue Department have response times that match the District's objectives.

**Analysis:**

The average (mean) rating was 7.93.

**Importance Of Response Times Meeting District's Objectives**



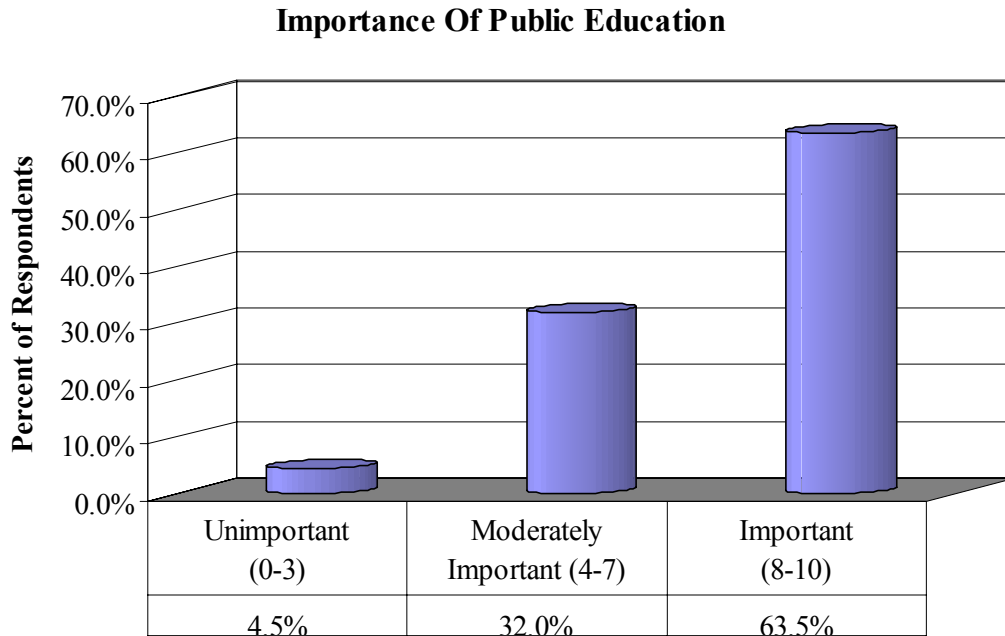
# IMPORTANCE OF PUBLIC EDUCATION

**Objective:**

Measure the degree to which respondents find it important that the Vashon-Maury Fire and Rescue Department offer public education about fire prevention, disaster planning, and injury prevention important.

**Analysis:**

The average (mean) rating was 7.84.



# ***IMPORTANCE OF CONTINUING TO OPERATE THE DISPATCH CENTER***

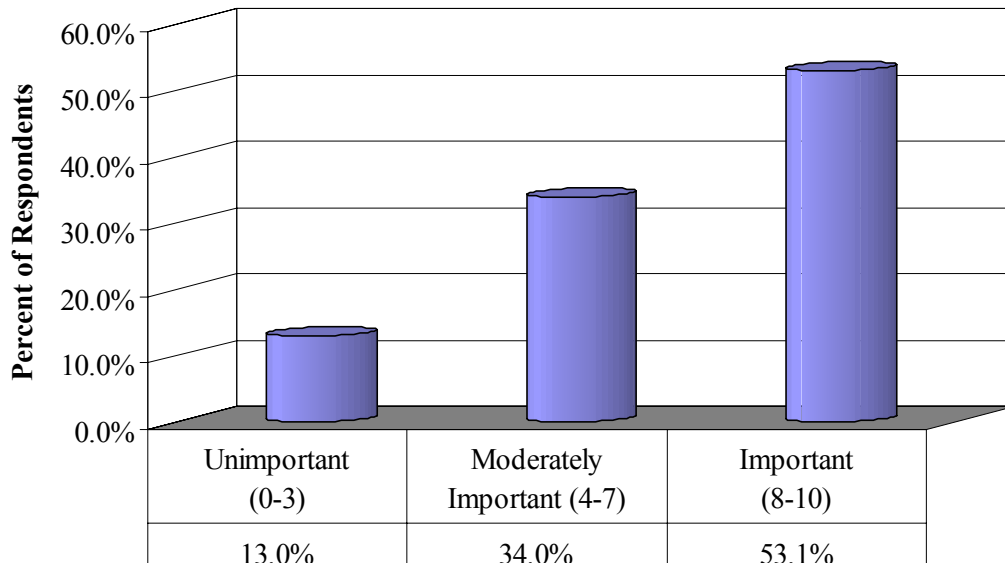
**Objective:**

Establish the importance respondents place on having the Vashon-Maury Fire and Rescue Department continue to operate the dispatch center.

**Analysis:**

The average (mean) rating was 7.48.

**Importance Of Continuing To Operate The Dispatch Center**



# ***IMPORTANCE OF DEVELOPING ADEQUATE MARINE FIREFIGHTING CAPABILITIES***

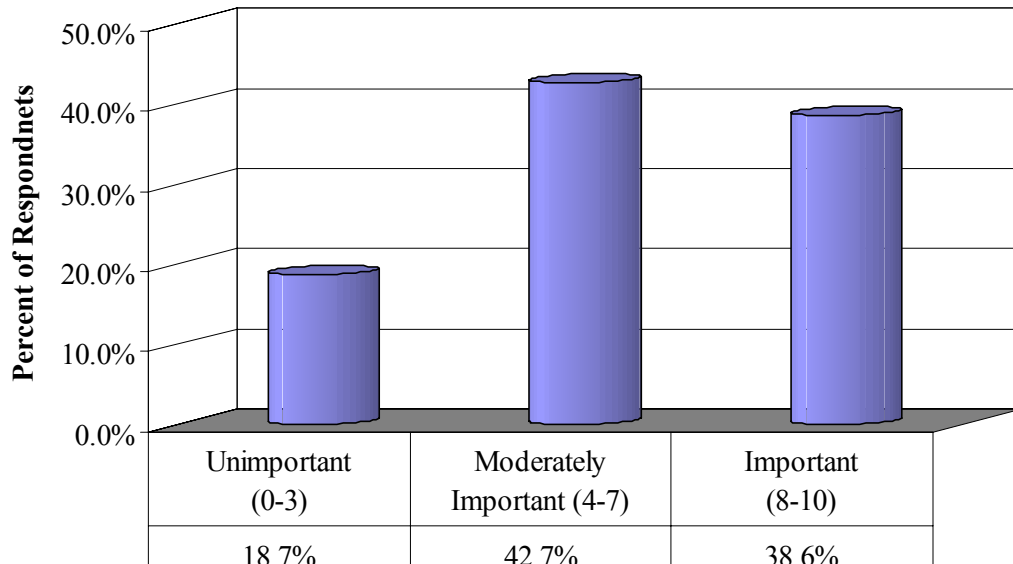
**Objective:**

Determine to what extent respondents find it important that Vashon-Maury Fire and Rescue Department develop adequate marine firefighting capabilities.

**Analysis:**

The average (mean) rating was 6.73.

**Importance Of Developing Adequate Marine Firefighting  
Capabilities**



# ***LEVEL OF CONFIDENCE OF BEING ADEQUATELY PROTECTED FROM FIRES***

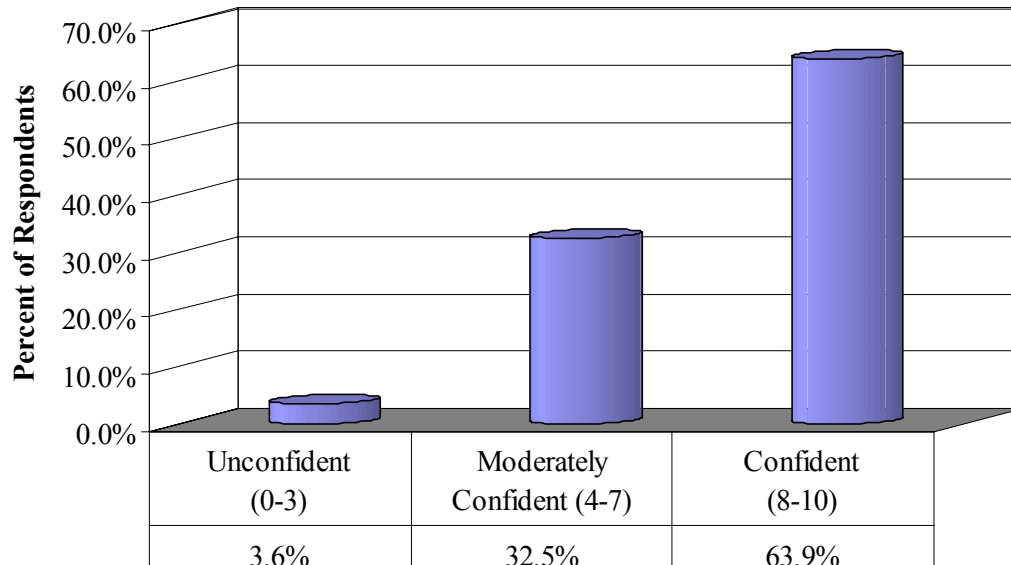
**Objective:**

Identify how confident respondents are that the Vashon-Maury Fire and Rescue Department adequately protects homes and businesses from fires.

**Analysis:**

The average (mean) rating was 7.67.

**Level Of Confidence Of Being Adequately Protected From Fires**



# ***LEVEL OF CONFIDENCE THAT SUFFICIENT MEDICAL EMERGENCY SERVICE IS PROVIDED***

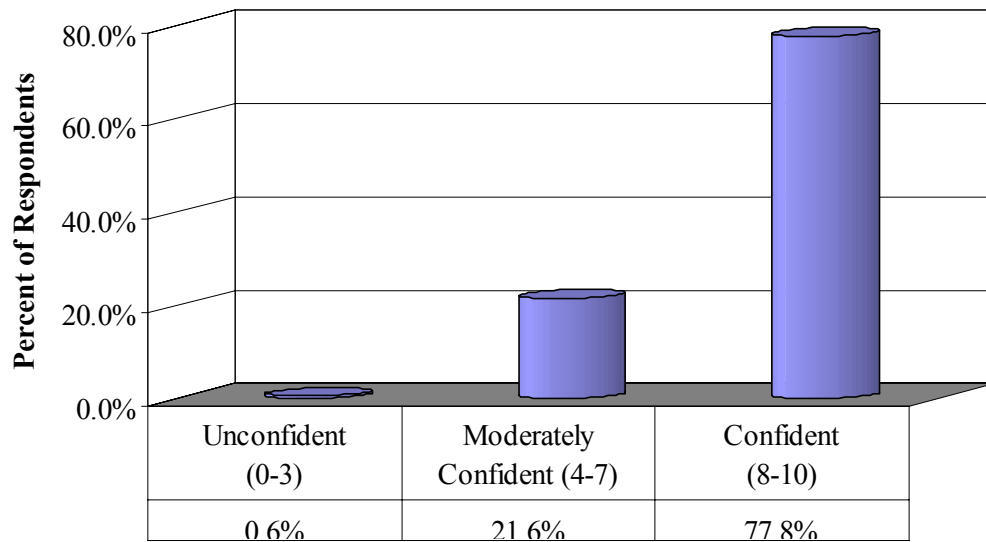
**Objective:**

Determine how confident respondents are that the Vashon-Maury Fire and Rescue Department provides sufficient medical emergency service.

**Analysis:**

The average (mean) rating was 8.40.

**Level Of Confidence Of VMFR Providing Sufficient Medical Emergency Service**



# ***LIKELIHOOD TO SUPPORT REVENUE INCREASES TO IMPROVE EMERGENCY RESPONSE***

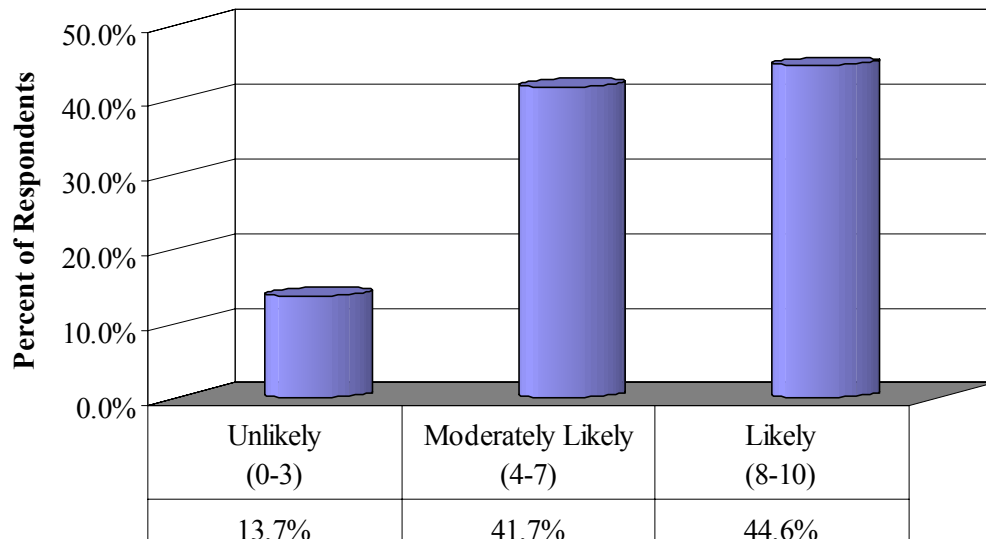
**Objective:**

Identify to what extent respondents are likely to support fire department revenue increases in order to improve emergency response.

**Analysis:**

The average (mean) rating was 6.65.

**Likelihood To Support Revenue Increases To Improve  
Emergency Response**



# ***AMOUNT WILLING TO PAY FOR EMERGENCY RESPONSE IMPROVEMENTS***

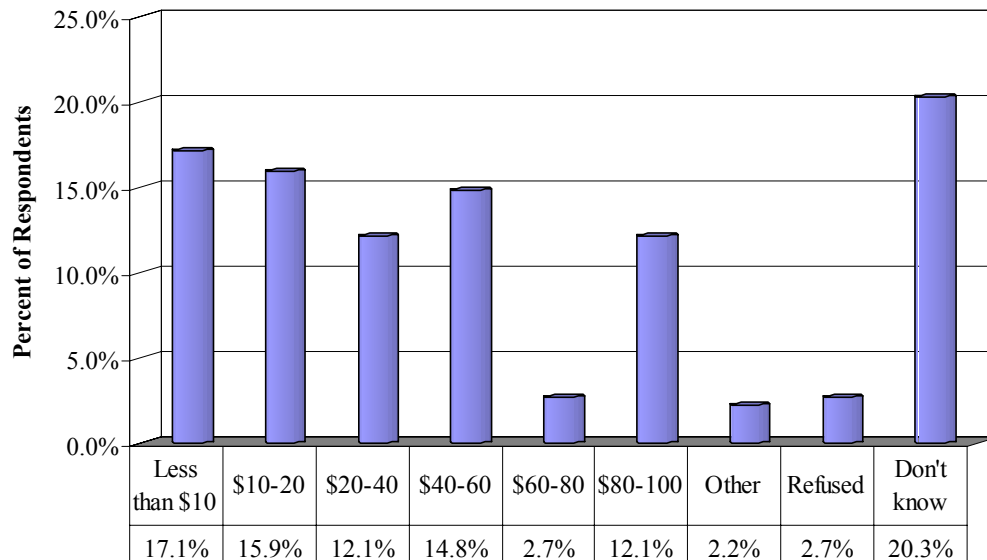
**Objective:**

Determine how much respondents are willing to pay for emergency response improvements.

**Analysis:**

The average (mean) rating was 4.51.

**Amount Willing To Pay Per Year To Improve Emergency Response**



# LIMITATION ON OPEN BURNING

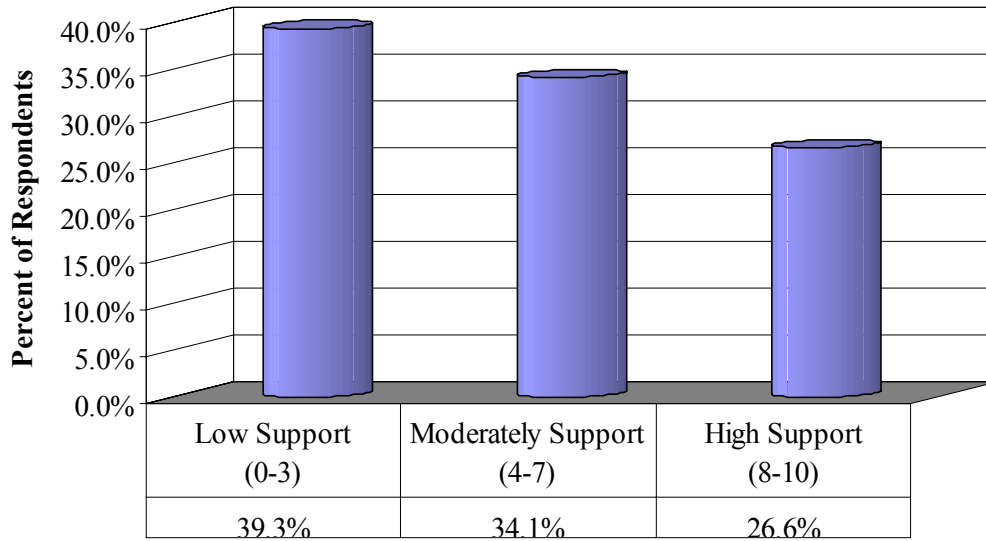
**Objective:**

Determine to what extent respondents support having some limitation on open burning.

**Analysis:**

The average (mean) rating was 6.65.

**Level Of Support For Some Limitation On Open Burning**



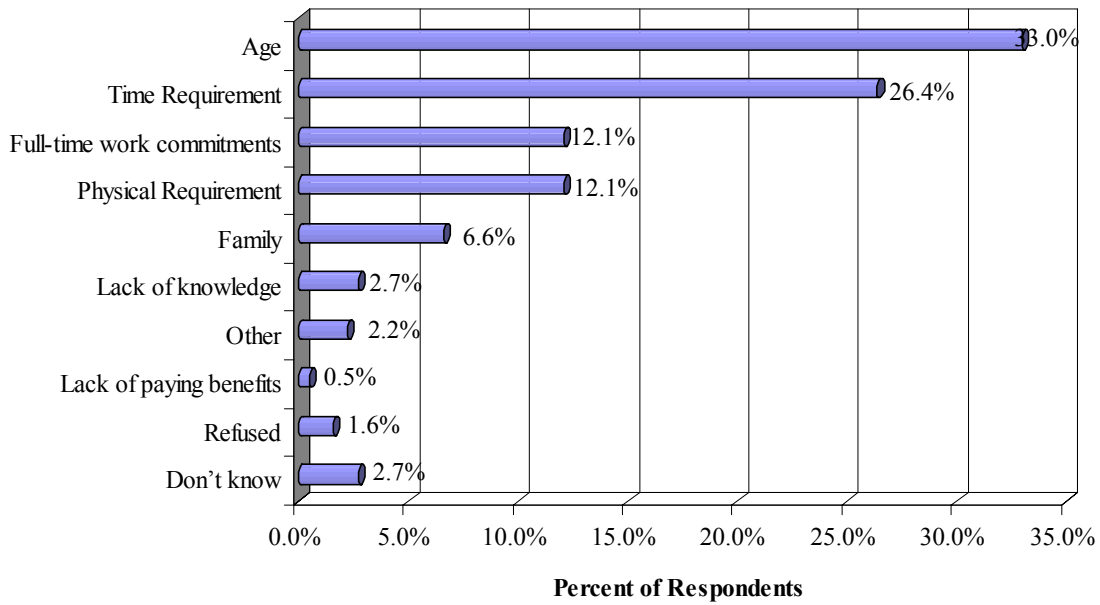
# REASONS FOR NOT BECOMING A VOLUNTEER

**Objective:**

Identify the reasons why respondents would not want to become a Fire and Rescue volunteer.

**Analysis:**

**Reasons For Not Becoming A Volunteer**



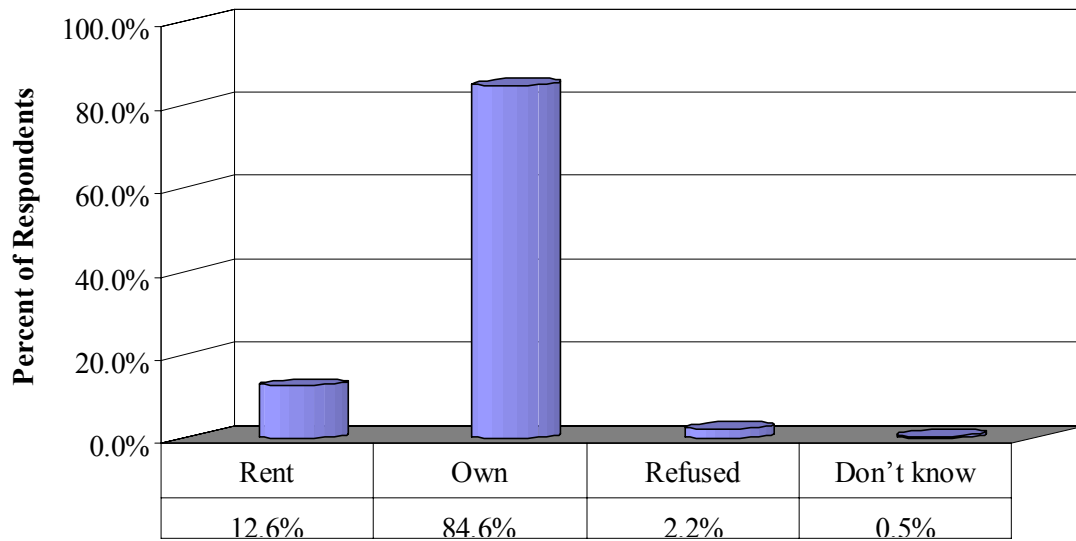
# RENT VERSUS OWN HOME

**Objective:**

Determine whether respondents rent or own their homes.

**Analysis:**

**Rent Versus Own Home**

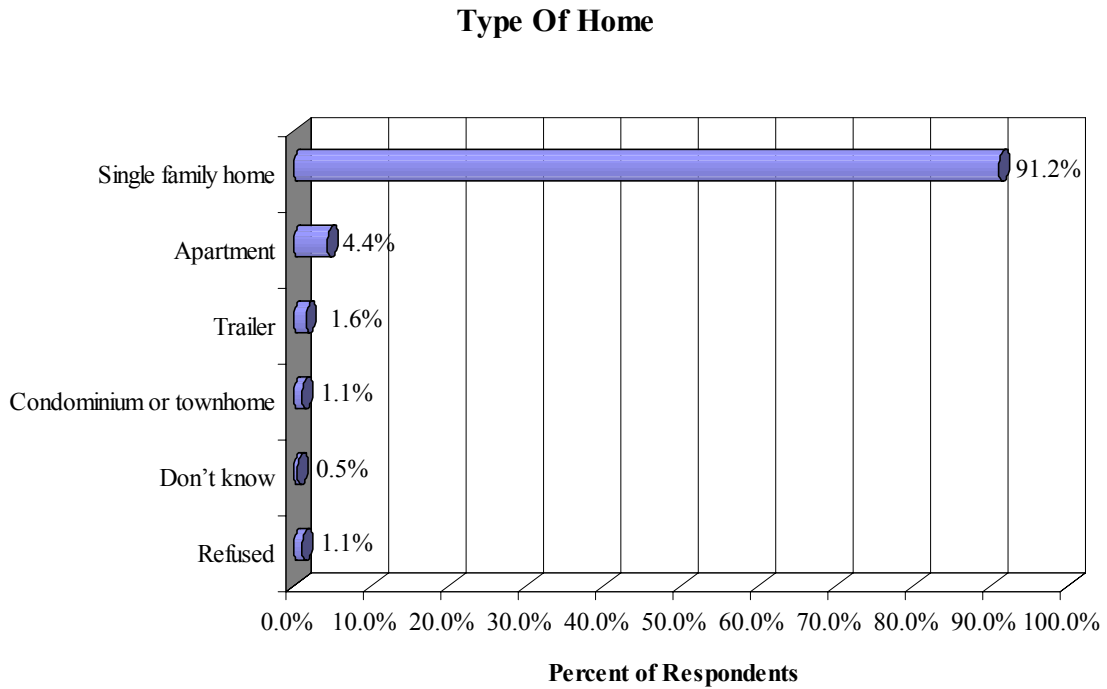


# ***TYPE OF HOME***

**Objective:**

Determine what type of homes respondents reside in.

**Analysis:**



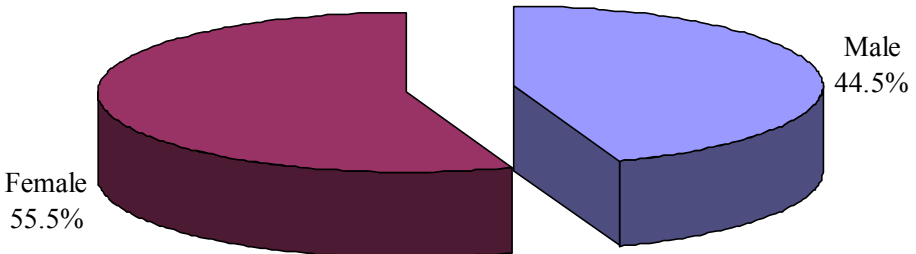
# GENDER

**Objective:**

Determine the gender of the respondents.

**Analysis:**

**Gender**



## *CONCLUSIONS*

The research had several key research findings and conclusions:

1. Nearly 60 percent (57.5%) of respondents surveyed had not used a service offered by the Vashon-Maury Fire and Rescue Department within the last 12 months. Of those respondents who had utilized services, the most common responses were fire and building permits (17.4%), open burning related inquires (12.4%), and medical aid (7.0%).
2. Thirty percent (29.7%) of respondents indicated that they would most likely utilize The Beachcomber in order to retrieve information regarding fire prevention and emergency preparedness. The Quarterly Fire Department Newsletter (13.1%), pamphlets (5.8%), and public meetings and/or presentations (5.1%) were also indicated as information sources respondents would utilize.
3. Over 80 percent (81.3%) of respondents reported they were ‘satisfied’ (8-10) with the services that the Vashon-Maury Fire and Rescue Department provides.
4. Over 40 percent of respondents indicated that none of the services offered by the Vashon-Maury Fire and Rescue Department needed improvement. However, 10 percent of respondents reported that public education could use improvements, while 8.0% of respondents felt that marine firefighting and rescue needed improvements.
5. Sixty-seven percent (67.2%) of respondents reported that it was ‘important’ (8-10) that the response times meet the District’s objectives.
6. Over 60 percent (63.5%) of respondents indicated that it was ‘important’ (8-10) to them that the Vashon-Maury Fire and Rescue Department offer public education regarding fire prevention, disaster planning, and injury prevention.
7. Over one-half (53.1%) of respondents indicated that it was ‘important’ (8-10) that the Vashon-Maury Fire and Rescue Department continue to operate the dispatch center. Of the 53.1 percent who reported it was ‘important’ (8-10), 24.5% of those respondents rated it ‘extremely important’ (10).
8. Over 80 percent (81.3%) of respondents reported that it was ‘moderately important’ (4-7) to ‘important’ (8-10) that the Vashon-Maury Fire and Rescue Department develop adequate marine firefighting capabilities.
9. Sixty-four percent (63.9%) of respondents indicated that they were ‘confident’ (8-10) that the Vashon-Maury Fire and Rescue Department adequately protects their homes and businesses from fires.
10. Over three quarters (77.8%) of the respondents reported that they were ‘confident’ (8-10) that the Vashon-Maury Fire and Rescue Department provides sufficient medical emergency services. None of the respondents indicated a rating lower than 3, while 27.8% of the respondents gave 10 ratings.

11. Nearly 90 percent (86.3%) of respondents indicated they were 'moderately likely' (4-7) to 'likely' (8-10) to support fire department revenue increases in order to improve emergency response.
12. Forty-five percent (45.1%) of respondents reported they were willing to pay \$40 or less toward the emergency response improvements.
13. Sixty-one percent (61.7%) of respondents supported having some limitation on open burning.
14. The top reasons why respondents did not become volunteers at the Vashon-Maury Fire and Rescue Department were their age (33.0%), the time requirements (26.4%), their full-time work commitments (12.1%), and the physical requirements (12.1%).
15. Eighty-five percent (84.6%) of respondents own their current home. Over 90 percent of respondents live in a single family home, while 4.4% live in an apartment.
16. Forty-five percent (44.5%) of respondents were male, while 55.5% were female.

# QUESTIONNAIRE

Hello, may I please speak to \_\_\_\_\_? **[Name from list]** My name is \_\_\_\_\_ and I'm a Research Assistant from Hebert Research, an independent research company in Bellevue, WA. We are currently conducting research on behalf of the Vashon-Maury Fire and Rescue, regarding the services they offer. This call is for research purposes only and does not involve sales of any kind. Am I speaking with a head of the household? (If no, ask to speak with a household head). Do you have a few minutes to answer some questions? Thank you.

SI) Do you or anyone in your household either work for or volunteer for the Vashon-Maury Fire & Rescue Department? **[If yes, thank and terminate.]**

1. Which of the following Vashon-Maury Fire and Rescue services have you used in the last twelve months? **[ACCEPT UP TO 3 RESPONSES – PROMPT IF NECESSARY]**

1. Medical aid
2. Extinguishing fires
3. Other emergency service
4. Fire or building permits
5. Open burning related inquiries
6. Public education activities
7. None
8. Refused
9. Don't know

2. The Fire Department is responsible for providing the community with information about fire prevention and emergency preparedness. Which of the following sources would you most likely use to find information regarding fire prevention and emergency preparedness? **[ACCEPT UP TO 3 RESPONSES]**

1. Quarterly Fire Department Newsletter
2. Vashon-Maury Fire & Rescue web site
3. The Beachcomber
4. Public meetings and/or presentations
5. Pamphlets
6. Booths at fairs and Island events
7. Presentations at schools
8. Other
9. Refused
10. Don't know

3. Using a 0 to 10 scale, where 10 means, "extremely satisfied" and 0 means "not at all satisfied," rate how satisfied you are with the services provided by Vashon-Maury Fire and Rescue?

4. Which of the following services provided by Vashon-Maury Fire and Rescue do you feel need improvement? ***[ACCEPT UP TO 3 RESPONSES]***

1. Putting out fires
2. Emergency Medical Services
3. Marine firefighting and rescue
4. Public Education
5. Fire Prevention
6. None
7. Refused
8. Don't know

Faster response times for fire and emergency medical aid result in reduced structure loss due to fire and increased survival rates among victims of cardiac arrest and other medical emergencies: **The district's established response time goal is 5 minutes, which is based on nationally recognized standards. The actual response time for Vashon-Maury Fire & Rescue is averaging 8 minutes per incidence. Using a 0 to 10 scale, where 10 means "extremely important" and 0 means "not at all important", rate the level of importance you place on having the actual response times meet the District's objective of five (5) minutes.**

5. Using a 0 to 10 scale, please rate how important it is to you that Vashon-Maury Fire and Rescue educates the public on such issues as fire prevention, disaster planning, and injury prevention.
6. Vashon-Maury Fire and Rescue currently operates its own 24-hour dispatch center. Estimates indicate that the fire department will need to make a one-time expenditure of \$250,000 in order to improve technology in the center. As an alternative, Vashon-Maury Fire & Rescue could contract with a regional dispatch center. This would reduce annual cost of dispatching from approximately \$168,000 to less than \$20,000 and avoid the above stated one-time expenditure \$250,000 to improve technology. Using a 0 to 10 scale, please rate how important it is to you that Vashon-Maury Fire and Rescue continues to operate its own dispatch center.
7. Using a 0 to 10 scale, please rate the level of importance you place on having the Vashon-Maury Fire and Rescue develop adequate marine firefighting capabilities to fight fires on boats, at marinas and docks and waterfront property.
8. Using a 0 to 10 scale, where 10 means "extremely confident" and 0 means "not at all confident," rate how confident you are that that the Vashon-Maury Fire and Rescue Department adequately protects homes and businesses from fires.
9. Using a 0 to 10 scale, please rate the level of confidence you have that the VMFR can provide sufficient medical emergency service.
10. Using a 0 to 10 scale, where 10 means "extremely likely" and 0 means very "not at all likely," to what extent would you support increasing fire district revenues to improve the emergency response of the fire department?

11. How much more would you be willing to pay per year to improve the fire department's emergency response?
1. Less than \$10
  2. \$10 - \$20
  3. \$20 - \$40
  4. \$40 - \$60
  5. \$60 - \$80
  6. \$80 - \$100
  7. Other
  8. Refused
  9. Don't know
12. The ability to conduct open burning is decided by the fire department. Vashon-Maury Fire & Rescue Department currently allows residents to burn yard waste 365 days a year, subject only the Puget Sound Air Pollution Control Authority's declared no-burn days. Using a 0 to 10 scale, please rate to what extent would you support some degree of limitation for open burning on the Island.
13. Adding more volunteer firefighters to the Vashon-Maury Fire & Rescue Department would improve the department's ability to handle larger fires and other emergencies. Which of the following best describes why you would not want to be a Fire & Rescue Department volunteer?
1. Time requirement
  2. Physical requirements
  3. Full-time work commitments
  4. Family
  5. Lack of pay and benefits
  6. Lack of knowledge
  7. Age
  8. Other
  9. Refused
  10. Don't know

**The following questions are for demographic purposes only:**

14. Do you rent or own your home?

1. Rent
2. Own
3. Refused
4. Don't know

15. Do you live in a(n) \_\_\_\_\_?

1. Apartment
2. Condominium or Town home
3. Single Family Home
4. Trailer
5. Other
6. Refused

7. Don't know

**Verification Information**

First Name

Last name

Phone Number

*Thank you very much for your participation in our survey!*

Gender: *[Observation]*

1. Male

2. Female

Interviewer: \_\_\_\_\_

Date: \_\_\_\_\_