

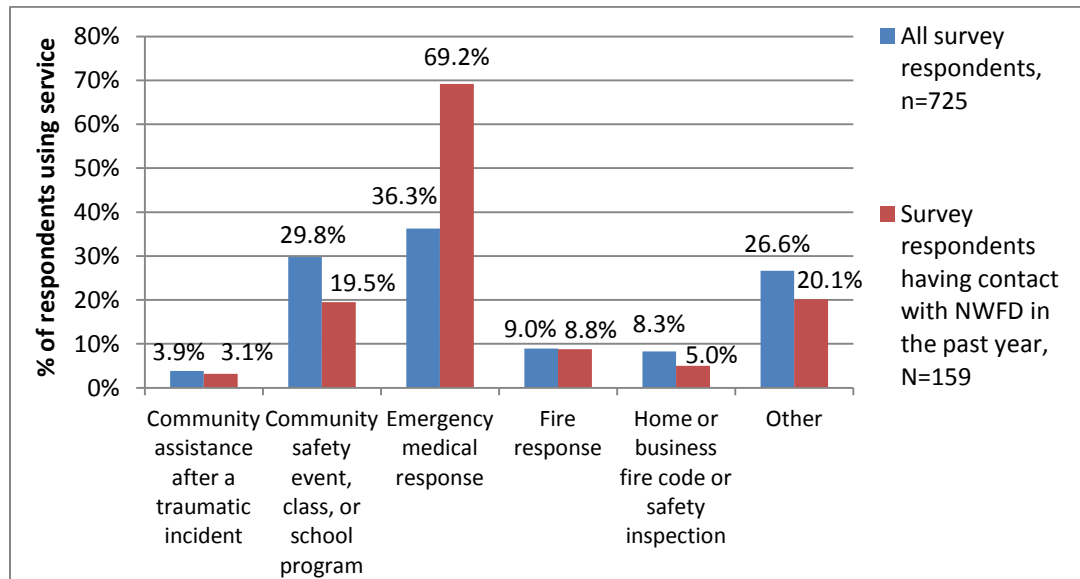
# HIGHLIGHTS FROM THE FALL 2011 NORTHWEST FIRE DISTRICT RESIDENTIAL SURVEY



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## SERVICE USAGE INFORMATION

- 52% of residents have used NWFD services at least once since living in the District.
- 22% of residents indicated they have used NWFD services during the past year.
- The service most used by residents is emergency medical assistance (shown below).



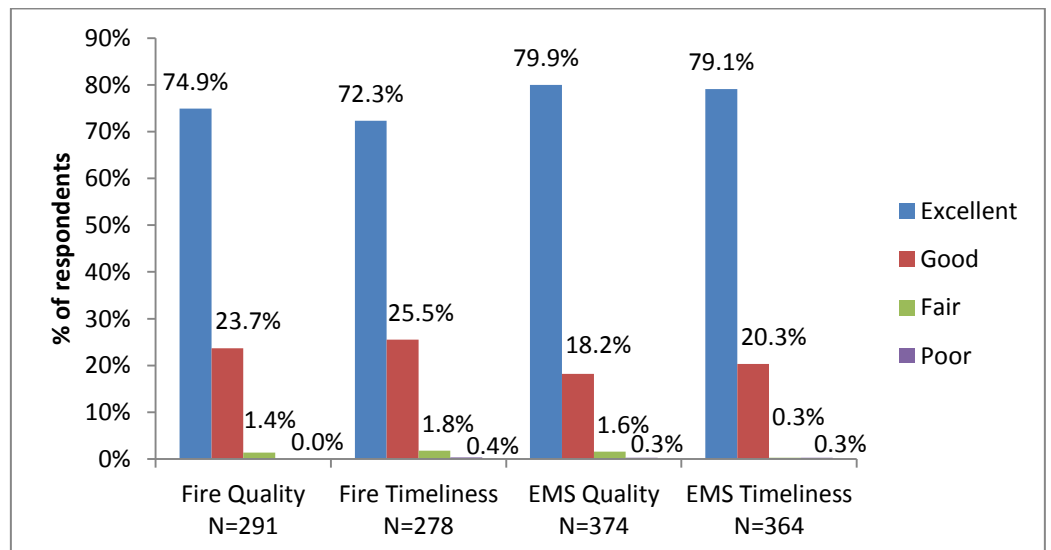
## Methods

- Survey questions and content designed through input from NWFD staff.
- Survey questions piloted twice for testing purposes.
- Sample size of 3202 selected to ensure 95% confidence in results.
- Paper survey with self-addressed stamped return envelop mailed to the random sample of residents.
- Returned surveys (n=725, 22.6% response rate) entered into SurveyMonkey template.
- Data analyzed through spreadsheet manipulation in Microsoft Excel and statistical software PSPP.

## QUALITY OF SERVICE

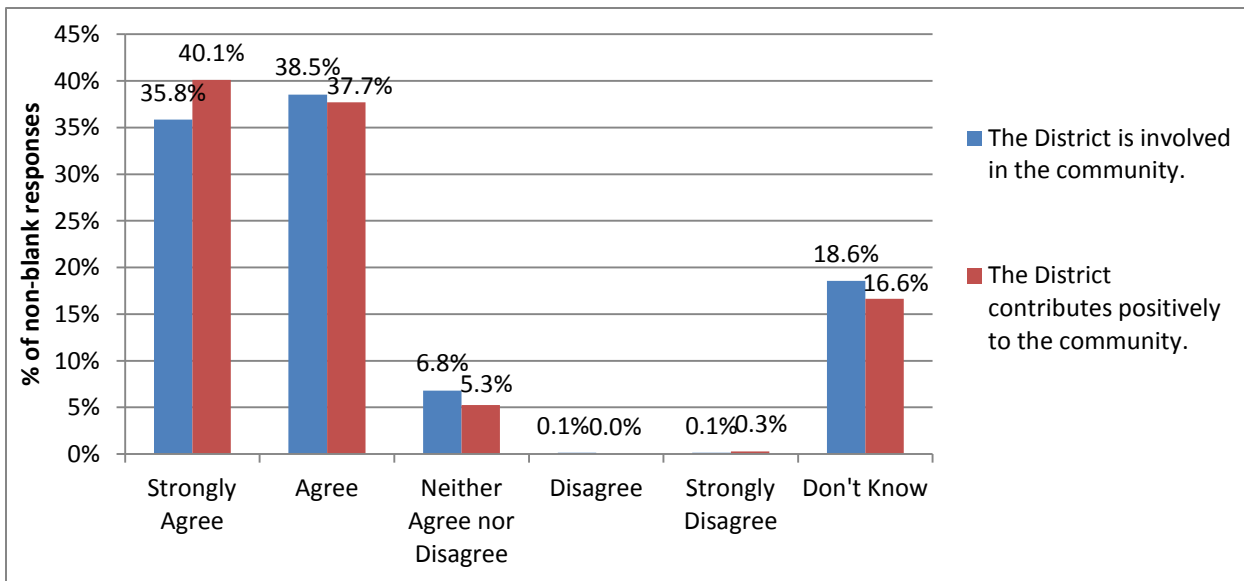
- Emergency responders and inspectors treat individuals with **care, and respect, answer questions and explain processes,** and conduct themselves with **professionalism.**
- CAP services are **beneficial** and staff and volunteers treat individuals with **compassion.**
- Safety classes and events are **positive experiences** and individuals would **recommend these programs to others.**

Those having contact with NWFD in the *past year* are more likely to rate the quality and timeliness of fire or EMS services positively compared to those who have not had contact with the District in the past year.



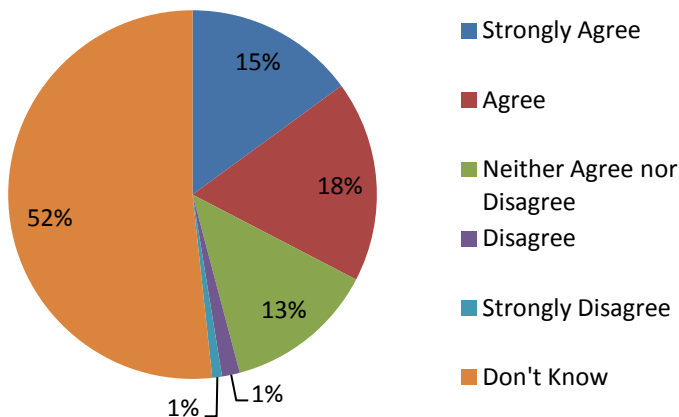
## COMMUNITY CONTRIBUTION AND INVOLVEMENT

- The District is both involved in the community and contributes positively to the community.
- Negative responses (“Disagree” or “Strongly Disagree”) were rare.
- Some respondents exhibited uncertainty regarding their perspectives on these statements (“Don’t Know”).



## FISCAL RESPONSIBILITY

- Residents indicated some agreement with the statement, “The District spends money responsibly.”
- Residents are largely uncertain (“Don’t Know”) about the District’s fiscal responsibility.



## MOST FREQUENT COMMENTS AND SUGGESTIONS

1. Hold open houses, especially for new stations.
2. The tax rate is high especially when compared to other providers like Rural Metro and Oro Valley.
3. Always be ready to respond.
4. Distribute information on classes/services offered.
5. Provide a fire extinguisher check service and class.
6. Provide snake removal service.

## KNOWLEDGE OF NORTHWEST FIRE DISTRICT

- 87% of residents know that NWFD provides their local emergency response.
- Residents are *most aware* of emergency medical response services.
- Residents are *least aware* of the juvenile fire setter intervention program.