



May 20, 2021

**TO:** Emergency Services Advisory Committee

**FROM:** Paul Provence, Battalion Chief  
Ron Munds, General Manager

**SUBJECT: Agenda Item 5 – 05/20/2021 ESAC Meeting**  
Development of an Emergency Services Community Survey and Outreach Plan

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### **DESCRIPTION**

Discussion on developing an Emergency Services Community Survey and Outreach Plan.

### **STAFF RECOMMENDATION**

Discuss and provide direction to staff on survey content and preferred outreach opportunities.

### **Discussion**

#### **Survey Development**

One of the major tasks identified in the ESAC 2021 work plan is to develop a community survey to better understand the community's expectations for Station 15 regarding both current and future levels of service. To start the process, staff has identified some decision points for the Committee to discuss to better define the objectives of the survey which assist in refining the focus and content.

#### **Survey Objectives**

Before we begin writing questions for our community survey, we need to ask ourselves what our objectives are; mainly:

- What do we want to learn?
- How is this survey data going to help us?

The answer to these two questions will help us determine the direction of the survey and the appropriate questions to ask.

#### **Survey Questions**

Staff has researched other agency approaches to fire service-related surveys questions and has provided them as attachments to this report. These are meant to be for discussion purposes only and to help the Committee formulate the appropriate questions for our survey.

The Wording of the questions in the survey is very important. There are many different types of questions that can be used on a survey, like open questions, closed questions, matrix table questions, and single- or multi-response questions. Most people who take part in surveys prefer short multiple-

choice questions. When writing the questions, keep the language very simple and avoid ambiguity. Some rules of thumb are as follows:

- Avoid leading questions.
- Avoid asking questions that confine the responses to very narrow possibilities, e.g.: “What are the two or three services that you care about most?” And avoid asking participants to respond to a short list of issues or services that you think are important. By doing so, you will be suggesting answers to the participant instead of giving them the opportunity to tell you how they see things. (You may want to probe about some issues after you have some feedback from them.)
- Allow for open-ended responses (Why did you rate...?) so that you do not come to erroneous assumptions, and hence develop the wrong solutions for resolving poor ratings or curtail practices that resulted in good ratings.

In formulating the questions, we must keep in mind how to tabulate the results a way that will provide a representation of the community’s view of our emergency services and create a vision moving forward.

### **Survey Distribution & Outreach Plan**

A decision will need to be made on the best way to distribute the survey taking in mind that we are looking to get the best cross-section representation of our community members. Distribution methods can be one or more of the following methods:

- **Direct mail-** randomly select addresses from different areas of Los Osos and provide a postage paid return option.
- **Social Media-** use the District’s Facebook page as an option to advertise, view and fill out the survey.
- **District Website-** provide the survey on the District’s website and promote it through local media and community-based organizations.

Again, we are looking for the best way to gain feedback from the diversity within the community.

### **Next Steps**

Based on the feedback and decisions made by the Committee, staff will develop a draft survey and distribution plan for the Committee’s review and comments. Since the Committee meets quarterly, staff suggests that feedback be via email over the next couple of months with members so at the next ESAC meeting, the Committee can finalize the details of the survey process.

### **Attachment**

## Germantown Fire Department Community Survey

Dear Germantown Community Member:

The Germantown Fire Department strives to provide the best fire and life safety protection services for our community through many aggressive programs. However, we want to be sure that we are meeting the needs of our community and living up to your expectations. Many of you may already know that we send out a customer satisfaction questionnaire following any significant fire or emergency medical call. Those questionnaires show that about 99.3% of our customers rate our services as outstanding or above average (92% rate as outstanding). We are very proud of this accomplishment but want to make sure that we continue to meet the expectations and needs of all of our customers. The following survey is a simple way for us to gain information from you regarding your satisfaction, perception, and expectations of the Fire Department.

### 1. Do you own or rent your place of residence?

Own

Rent

### 2. Have you had an interaction with the Germantown Fire Department in regards to emergency needs in the past twelve months?

Yes

No

### 3. If yes, was this experience positive and please explain?

### 4. Please score from 1-3 in the column to the left as to how important it is TO YOU for the Fire Department to provide

these services, with 1 being very important, 2 being important, and 3 being not as important:

	1 - Very Important	2 - Important	3 - Not as Important
Fire Safety Education Trailer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vehicle Extrication (Jaws of Life)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smoke Detector Checks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Urban Search and Rescue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fire Safety Inspections of all Businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CPR Classes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fire Explorers for High School	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Media Engagement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courtesy Home Fire Safety Surveys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Citizens Fire Academy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Medical Standby for High School Football	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plans Review of New Developments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disaster Preparedness for City	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fire Station Tours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mass Casualty/Injury Response	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hazardous Materials Incident Response Team	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fire and Arson Investigations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1 - Very Important

2 - Important

3 - Not as Important

In-House Rookie  
School for Reserve  
Fire Fighters

Trench Rescue

Blood Pressure  
Checks

CERT Disaster  
Training

Fire Auxiliary Support  
Team

High Angle Rope  
Rescue

Response to  
Disasters in other  
Communities

Medical Standby for  
Special Events

Ambulance Transport  
at area Emergency  
Rooms

Response to  
Chemical Attacks

Smoke Detector  
Battery  
Check/Replacement

Attend Neighborhood  
Functions

Reserve (Volunteer)  
Fire Fighters

Fire Safety Education

Confined Space  
Rescue

Advanced Emergency  
Medical Care

Annual Fire Hydrant  
Testing

Swiftwater Rescue  
Team

Fire Suppression

	1 - Very Important	2 - Important	3 - Not as Important
Free Smoke Detectors and Installation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LAFS Clown Troupe Safety Education for Children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Can you identify any other services that you feel the Fire Department should be providing to the citizens of Germantown?

6. On a scale of 1 to 10 with 10 being Excellent, please rate how good you feel that the Germantown Fire Department engages and interacts with the community.

0 5 10

7. On a scale of 1 to 10 with 10 being Excellent, please rate how well you feel that the Germantown Fire Department is attentive to the needs of the community.

0 5 10

8. On a scale of 1 to 10 with 10 being Excellent, please rate how satisfied you are with the overall services provided by the Germantown Fire Department.



9. Please provide any additional comments and/or recommendations on how to improve your Fire Department's service to the community:

Done

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See how easy it is to [create a survey](#).

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MENU ▾

## ∞ FIRE/EMERGENCY RESPONSE CUSTOMER SATISFACTION SURVEY ∞

The Beverly Hills Fire Department takes pride in the service we provide to the community and we are constantly seeking ways to improve our performance. You may have dialed 911 because you, your family, or someone in the community required our assistance, or you may have conducted business with our Fire Administration or Fire Prevention Bureau. Please help us improve by completing the survey below regarding your experience with our fire/emergency response services.

### **Required fields \***

Please mark the type of service received:\*

Please Select ▾

Fire personnel were knowledgeable and respectful:\*

Please Select ▾

Fire personnel were dressed appropriately and professionally:\*

Please Select ▾

Fire personnel arrived promptly from when the 911 call was made:\*

Please Select ▾

Fire personnel kept you informed and responded to your question(s):\*

Please Select ▾



Fire personnel were compassionate and receptive to your needs:\*

 ▼

Fire personnel resolved your problems on scene:\*

 ▼

Fire personnel treated the injury/illness to your satisfaction:\*

 ▼

Please rate the overall level of competence of our Fire personnel:\*

 ▼

Please rate the overall customer service you received:\*

 ▼

Additional comments/feedback:

If you would like a Fire Department representative to contact you, please provide your name and either a contact email and/or phone number below:

Name:

Contact Email:

Contact Phone: