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## Oakdale Fire Protection District: 2024 Revenue Measure Feasibility Survey

April 2024

The Oakdale Fire Protection District commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Gauge the public's perceptions of whether the District is providing quality fire protection and 9-1-1 emergency medical services, as well as effectively managing taxpayer funds;
- Assess potential support for a parcel tax measure to provide essential fire protection and emergency medical response with funding that cannot be taken by the State;
- Prioritize programs to be funded with the proceeds;
- Test the influence of informational and critical statements on potential voter support;
- Identify the rate at which voters will support the measure;
- Assess opinion on the future direction of the economy; and
- Use demographic and/or voter behavioral characteristics to assure the sample is representative of the respective voter universes.

# Methodology Overview

- Data Collection Landline (3), cell (94), text to online (121), and email to online (1) interviewing
- Universe 6,407 Likely November 2024 Voters
- Fielding Dates March 18 through March 24, 2024
- Interview Length 18 minutes
- Sample Size n=219
- Margin of Error  $\pm 6.51\%$



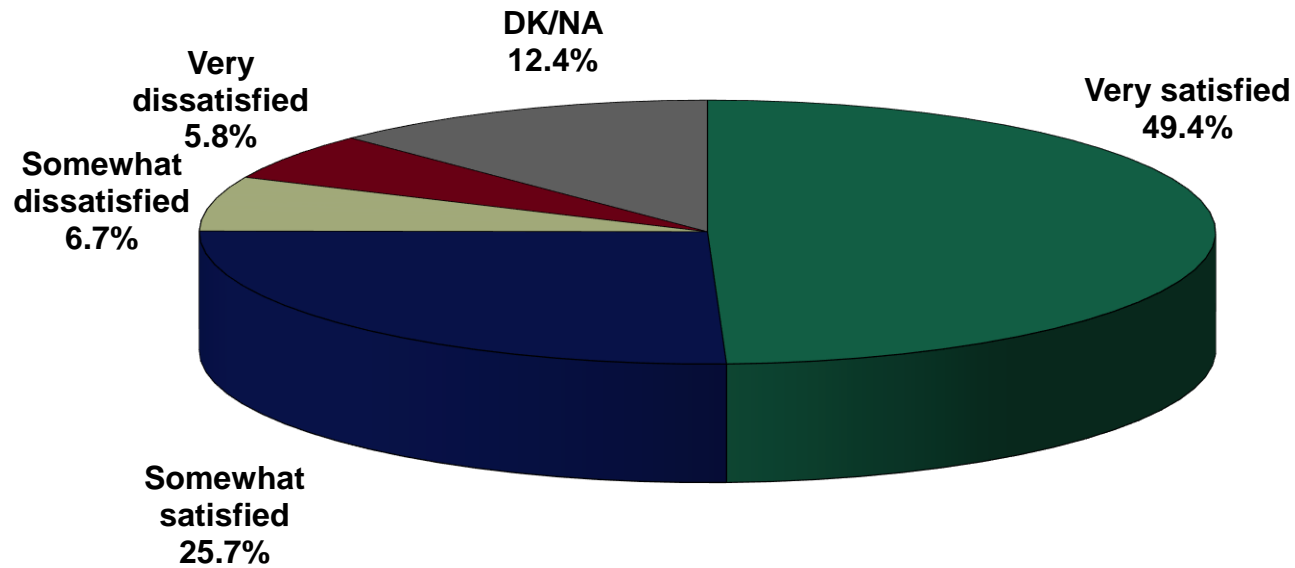
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## Key Findings

# Q1. Satisfaction With Job OFPD is Doing to Provide Services

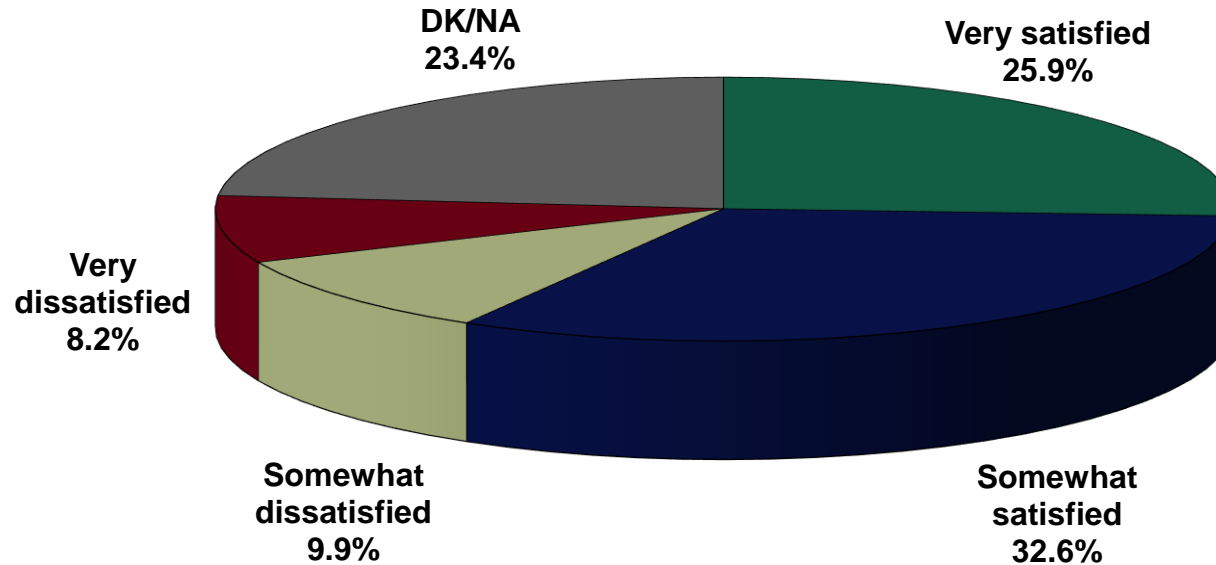
## Likely November 2024 Voters



	3/24 Survey 11/24 Voters
Total Satisfied	75.1%
Total Dissatisfied	12.5%
Ratio Sat to Dissat	5.99

# Q2. Satisfaction With the District's Management of Public Funds

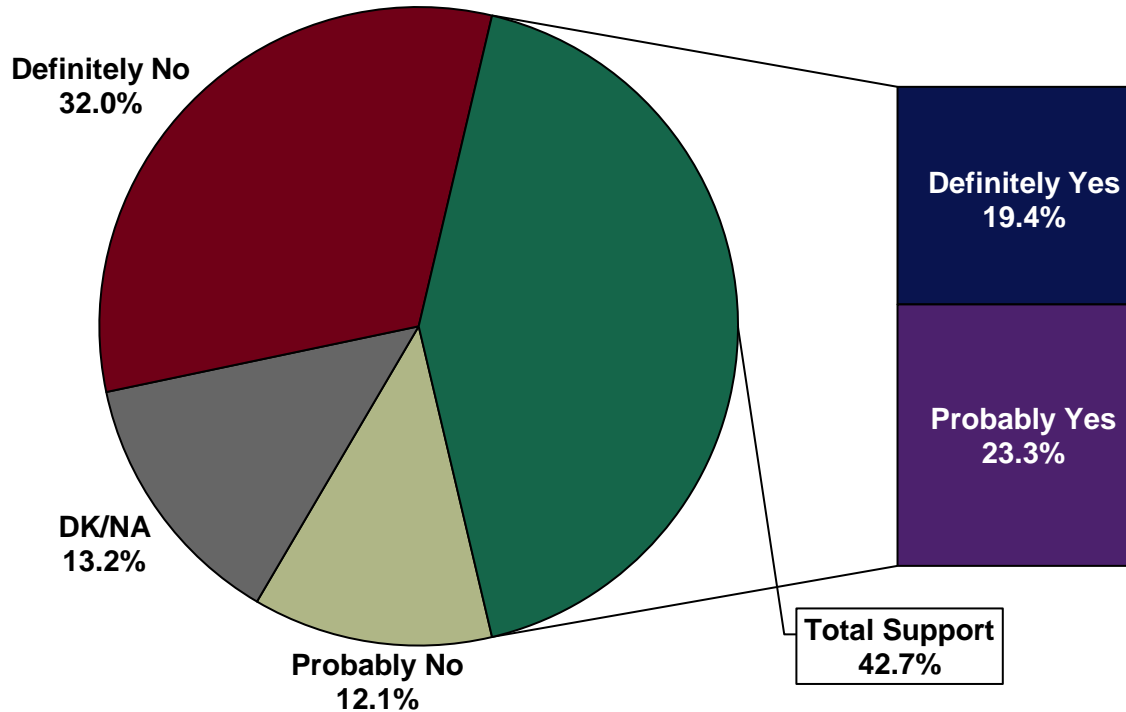
## Likely November 2024 Voters



	<u>3/24 Survey</u> <u>11/24 Voters</u>
Total Satisfied	58.4%
Total Dissatisfied	18.2%
Ratio Sat to Dissat	3.21

# Q3. Uninformed Support for Parcel Tax Measure

## Likely November 2024 Voters



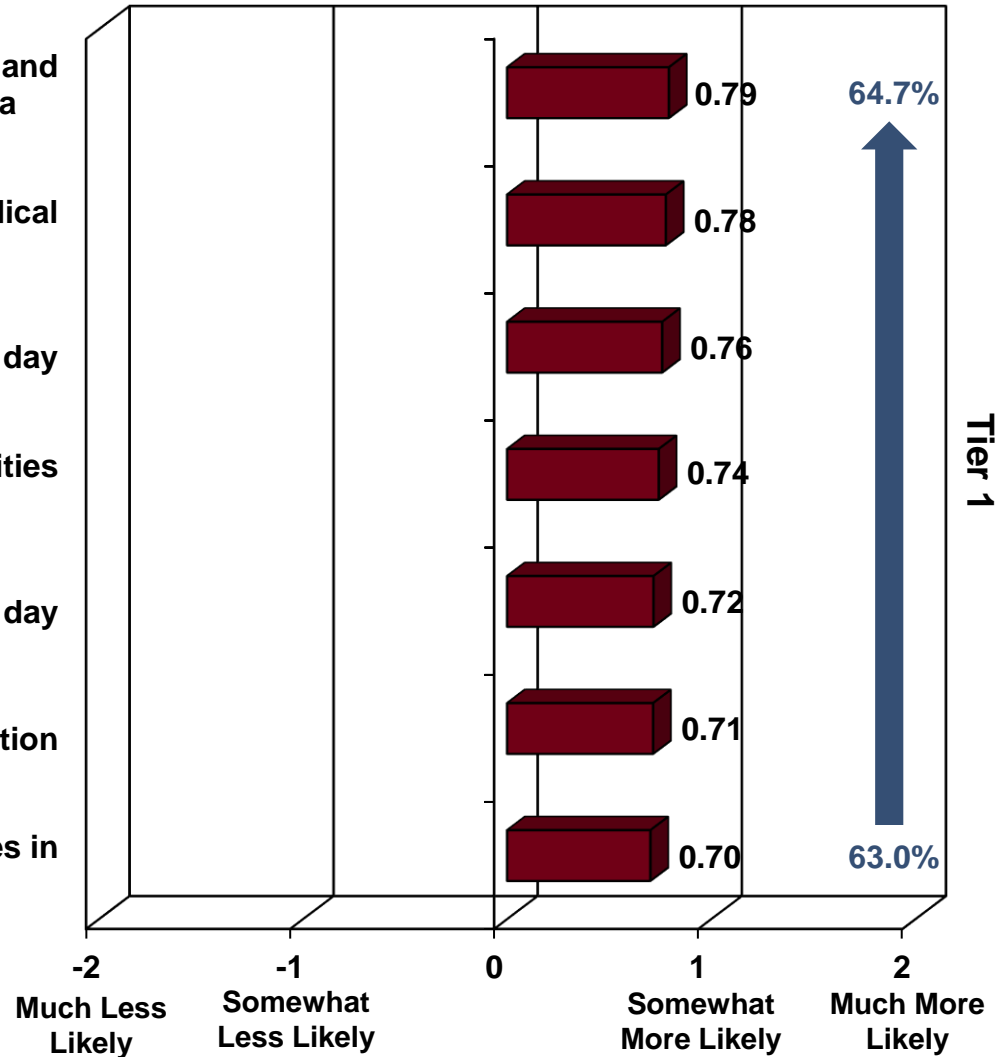
To continue providing essential fire protection/ emergency medical response including:

- improving rapid response times for fire protection/ 9-1-1 emergency medical by reopening a second fire station, and
- keeping firefighting/ lifesaving equipment/ facilities up-to-date,

shall the Oakdale Fire Protection District ordinance be adopted, levying \$330 per parcel plus 6¢ per square foot for residential parcels (other uses/ rates in the voter handbook), raising approximately \$1,950,000 annually, until ended by voters, with independent oversight and all money staying local?

# Q4. Features of the Measure I Likely November 2024 Voters

- A. Improve rapid response times for fire protection and 9-1-1 emergency medical services by reopening a second fire station
- C. Restore needed firefighter and emergency medical responder positions
- L. Maintain emergency rescue services 24 hours a day
- B. Keep firefighting, lifesaving equipment and facilities up-to-date
- K. Maintain fire prevention services 24 hours a day
- F. Reopen the Valley Home Fire Station
- E. Equip firefighters to better respond to wildfires in your area

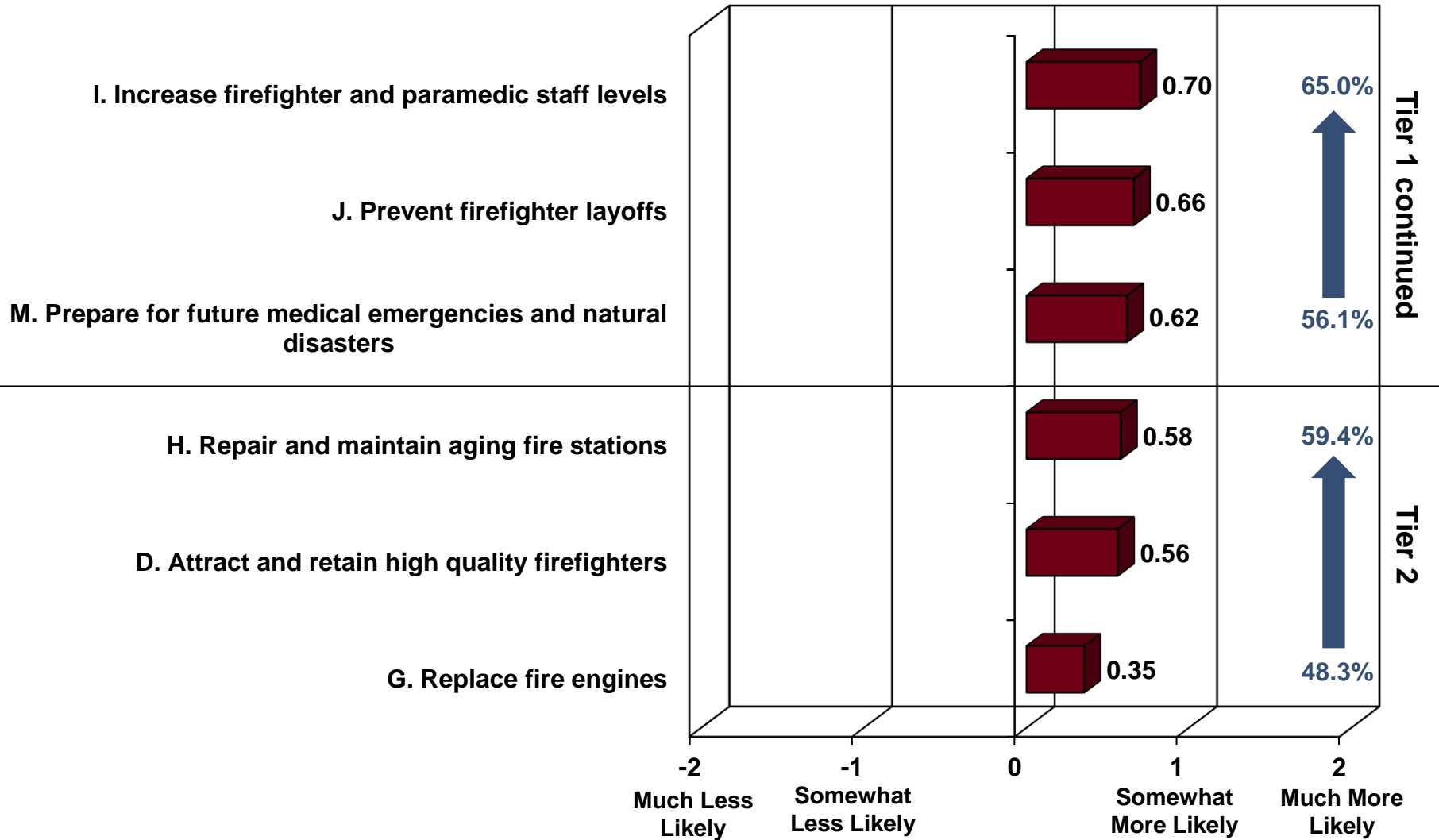


Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.



# Q4. Features of the Measure II

## Likely November 2024 Voters



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# Q5. Informational Statements I

## Likely November 2024 Voters

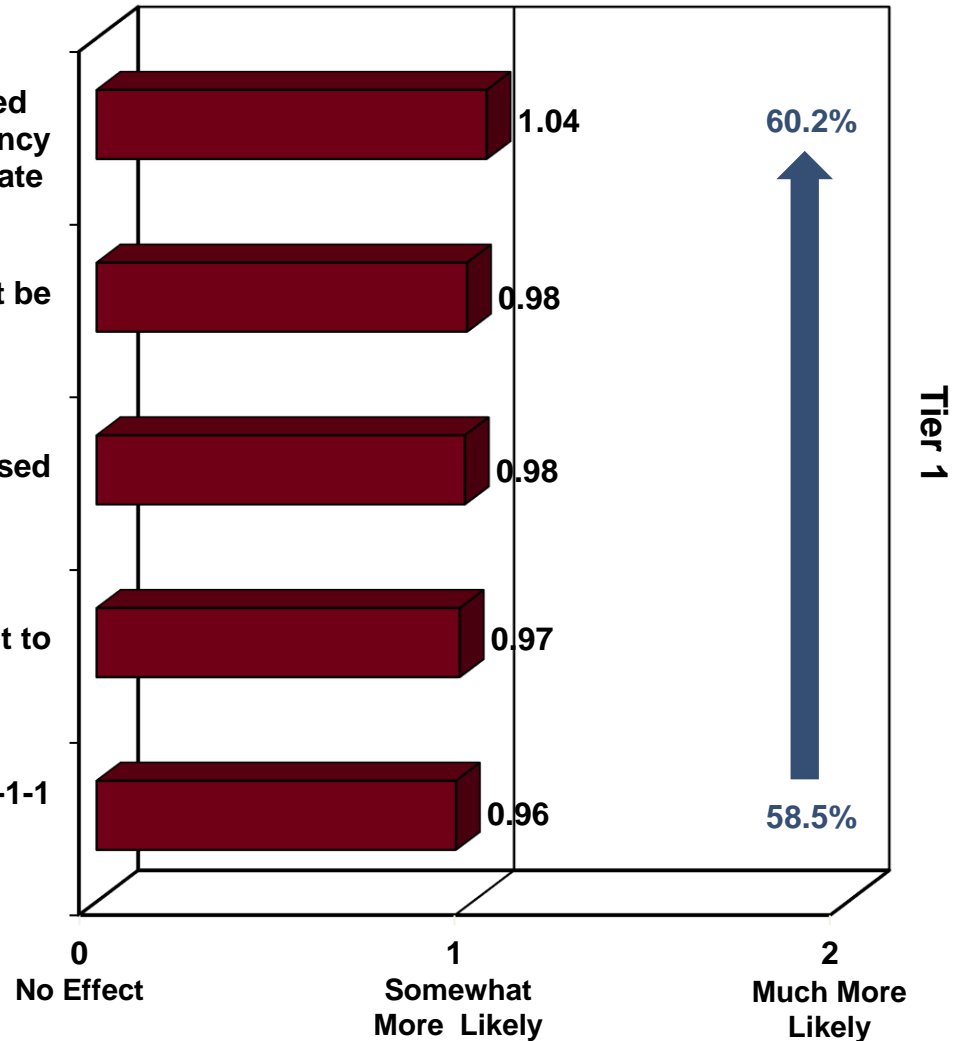
**B. All money raised by this measure will be controlled locally, will go to our fire protection and 9-1-1 emergency medical services and cannot be taken away by the State**

**G. The rate is set by the measure and cannot be increased without voter approval**

**A. None of the money raised by the measure will be used for administrators' salaries**

**D. The measure requires independent citizen oversight to ensure the money is spent as promised**

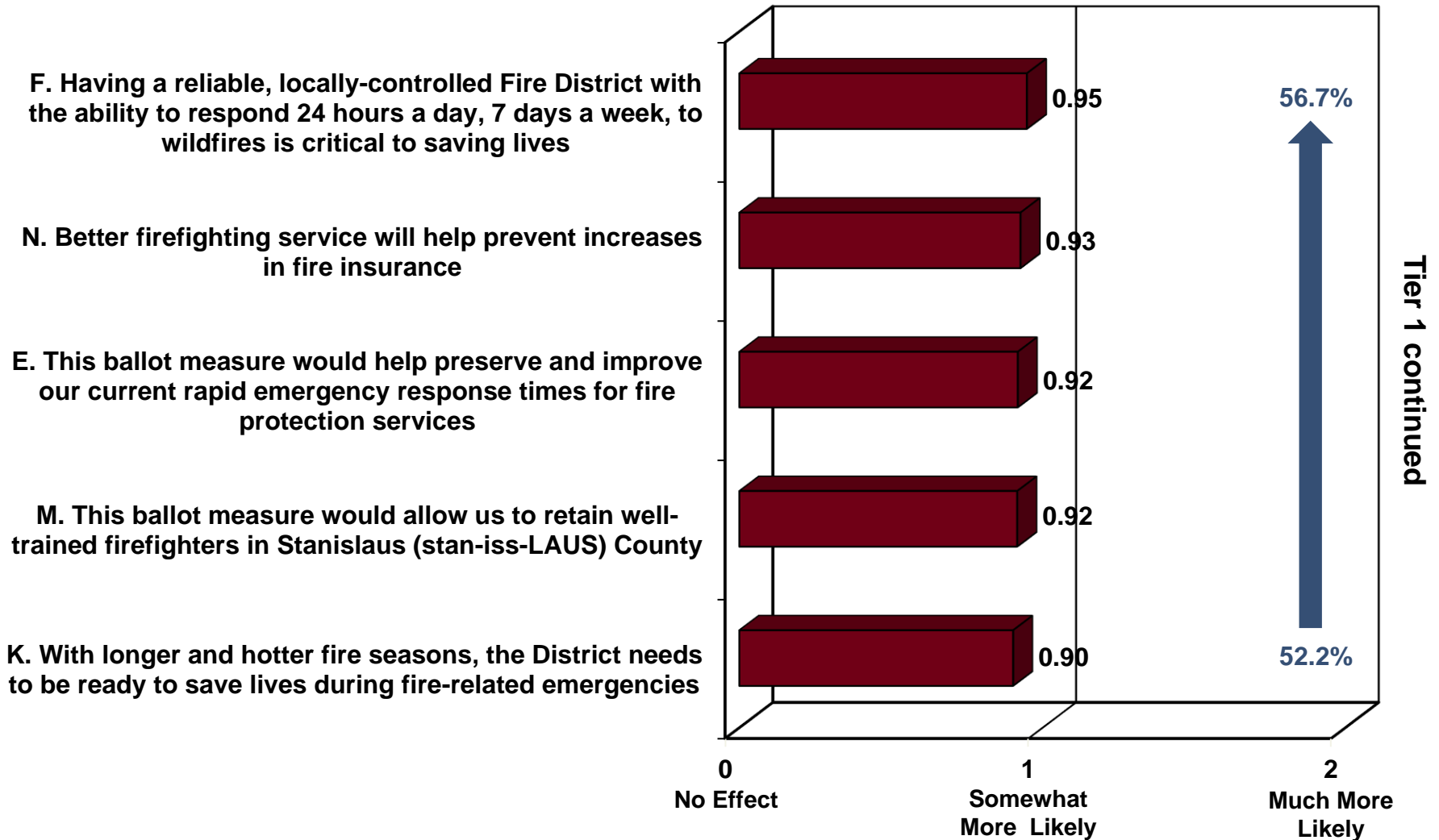
**L. This measure will ensure a rapid response to the 9-1-1 emergency medical and fire calls the Fire District receives every day**



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# Q5. Informational Statements II

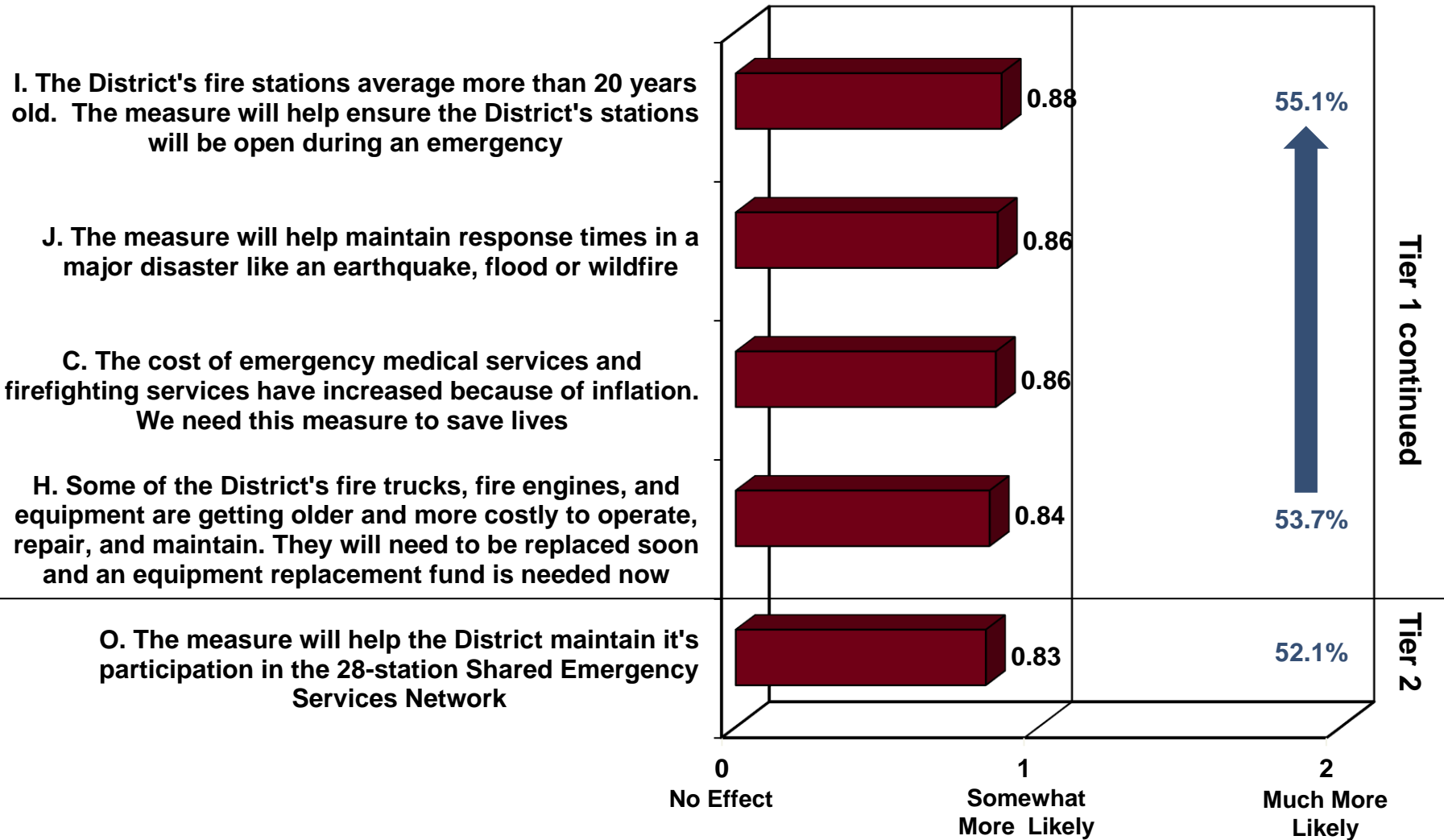
## Likely November 2024 Voters



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# Q5. Informational Statements III

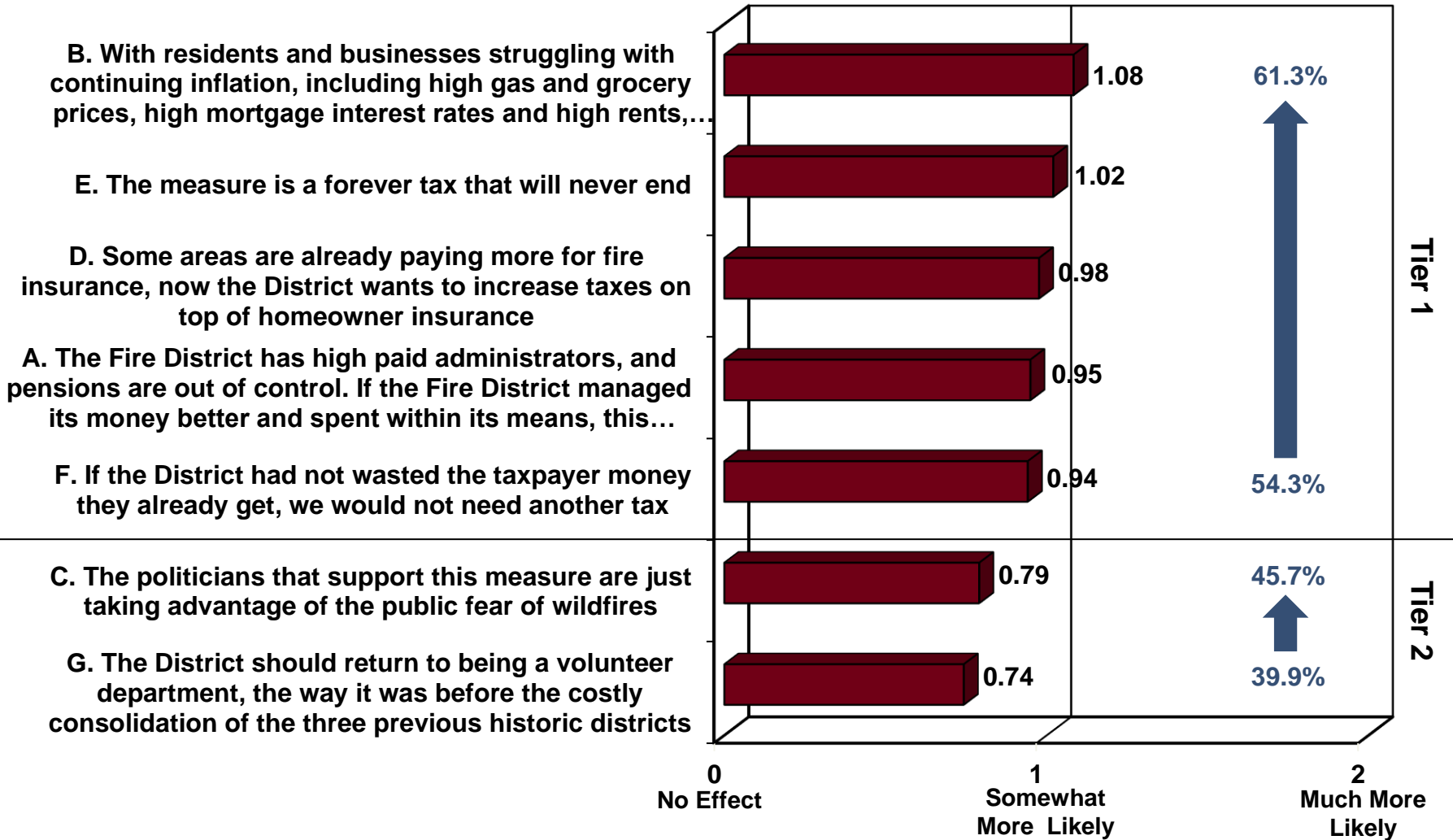
## Likely November 2024 Voters



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# Q6. Critical Statements

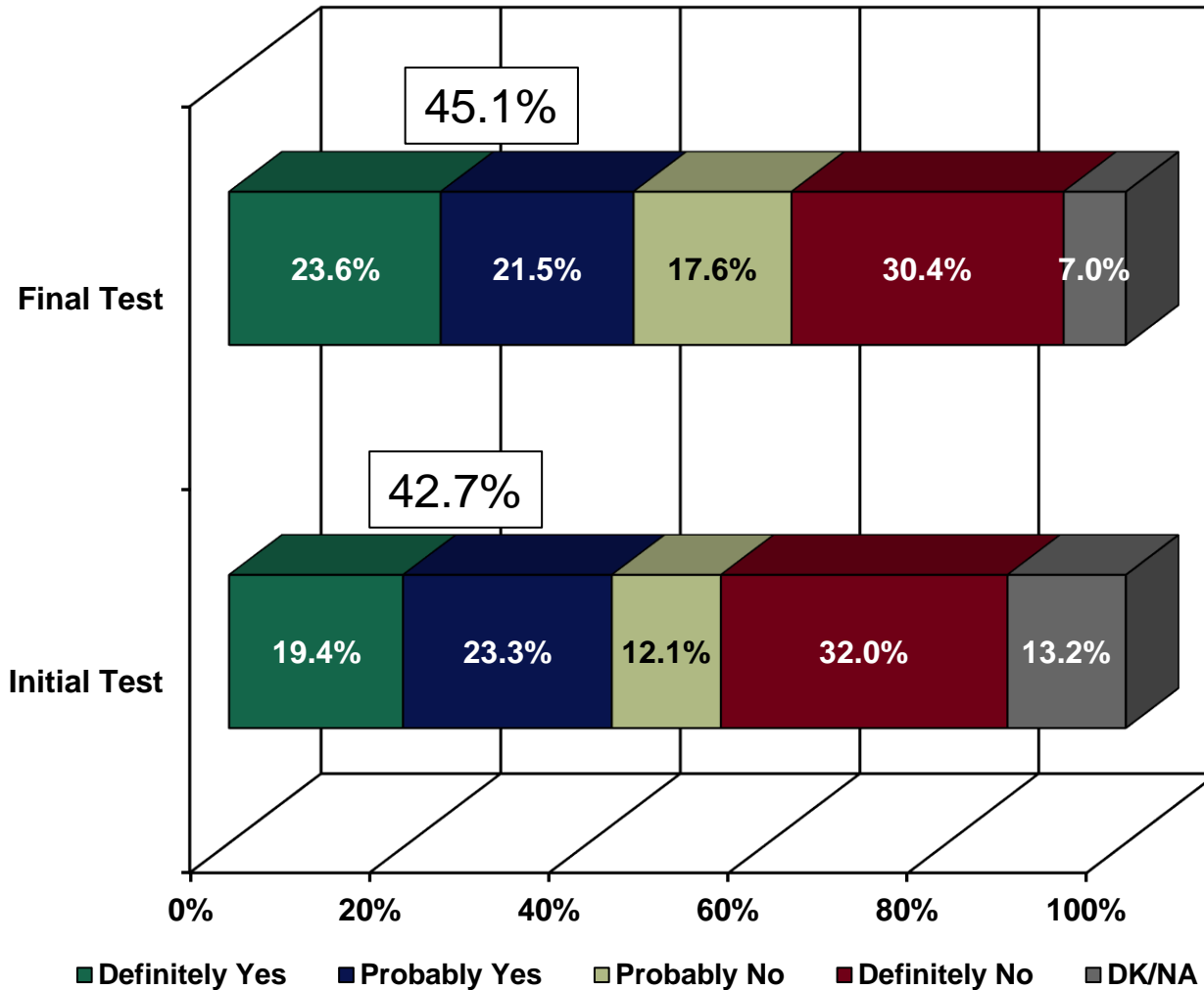
## Likely November 2024 Voters



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# Q7. Informed Support for Parcel Tax Measure

## Likely November 2024 Voters



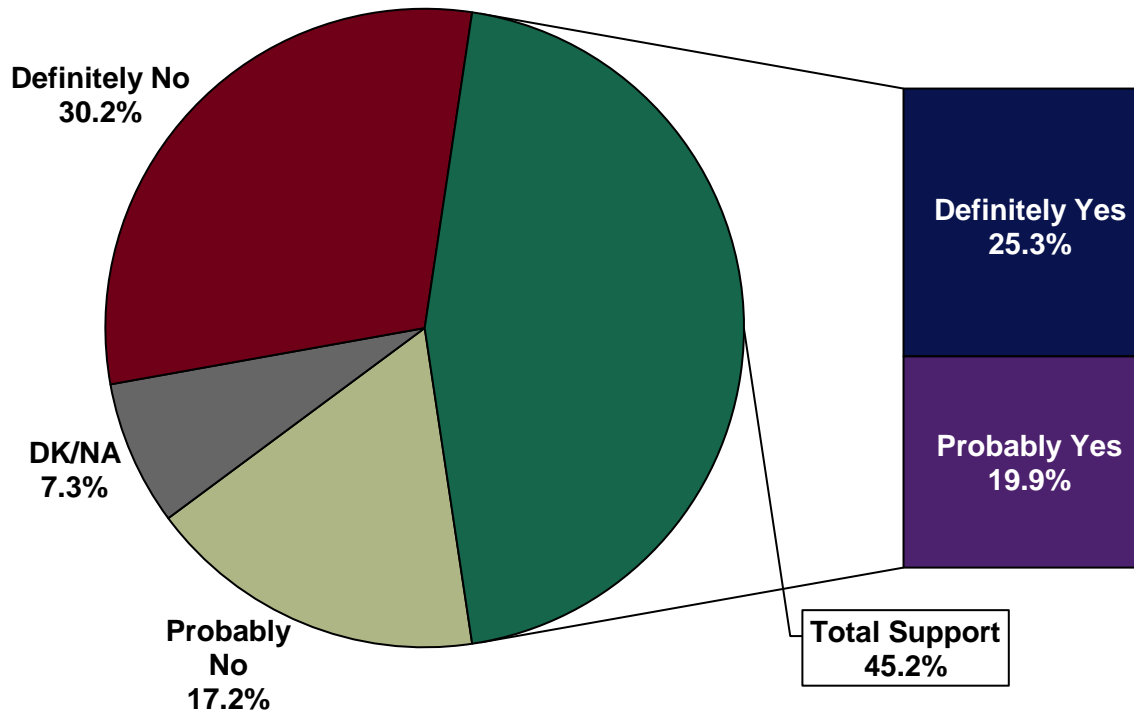
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# Q8. Support for Alternative \$248 Plus 4.5¢ Per Square Foot Measure

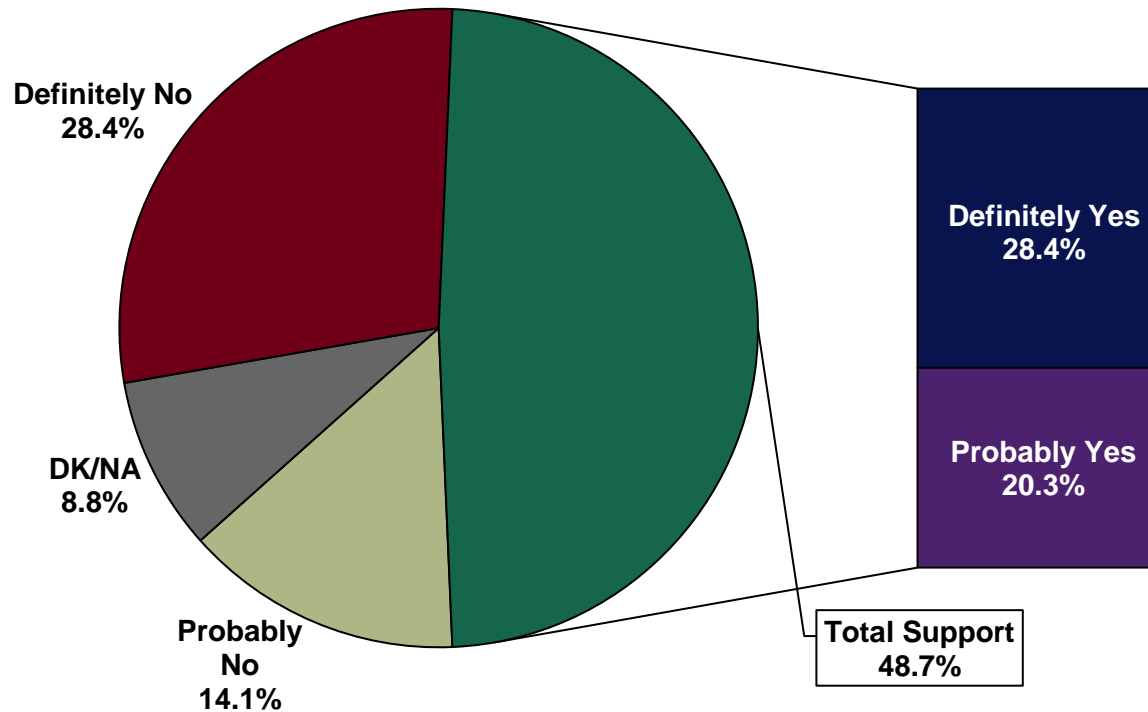
## Likely November 2024 Voters



**INSTEAD** of levying \$330 per residential parcel plus 6 cents per square foot to provide essential fire protection and emergency medical response including: improving rapid response times for fire protection and 9-1-1 emergency medical services by reopening a second fire station, and keep firefighting, lifesaving equipment and facilities up-to-date, another alternative would be to levy \$248 per residential parcel plus 4.5 cents per square foot.

# Q9. Support for Alternative \$198 Plus 3.6¢ Per Square Foot Measure

Likely November 2024 Voters

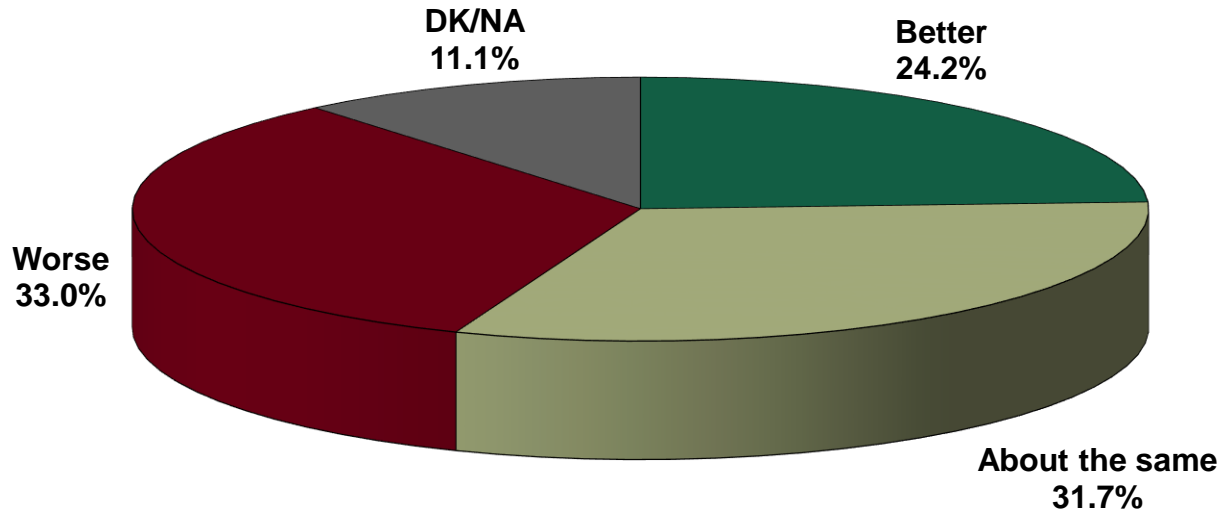


**INSTEAD** of levying \$248 per residential parcel plus 4.5 cents per square foot to provide essential fire protection and emergency medical response including: improving rapid response times for fire protection and 9-1-1 emergency medical services by reopening a second fire station, and keep firefighting, lifesaving equipment and facilities up-to-date, another alternative would be to levy \$198 per residential parcel plus 3.6 cents per square foot.



# Q10. Opinion on Future Direction of Economy

## Likely November 2024 Voters



3/24 Survey  
11/24 Voters

Better  
About the Same  
Worse

24.2%  
31.7%  
33.0%



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