Gainesville Fire Rescue: 2014 Citizen Survey

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Florida Survey Research Center – University of Florida
Tracy L. Johns, Ph.D.

FSRC
Florida Survey Research Center

Table of Contents

Introduction 4
Format of the Report 4
Procedure & Methodology 5
Executive Summary 7
Survey Results 13
Familiarity with GFR 13
Awareness of GFR Services 14
Additional GFR Services 17
Additional Services of Interest 17
Estimate of Total Calls for Service 17
Estimate of Percentage of Emergency Calls that are Medical 18
Overall Rating of GFR Services 20
Rating of GFR Response Time 21
Source of Information about GFR 22
Received GFR Services 23
Number of Contacts with GFR in Past Three Years 24
Type of Contact with GFR 25
Emergency Medical Assistance Ratings: Response Time 26
Emergency Medical Assistance Ratings: Courteousness & Professionalism 27
Emergency Medical Assistance Ratings: Explanation of Treatment 28
Emergency Medical Assistance Ratings: Medical Skills 29
Emergency Medical Assistance Ratings: Overall Response 30
Fire Rescue Ratings: Response Time 31
Fire Rescue Ratings: Courteousness & Professionalism 32
Fire Rescue Ratings: Explanations / Question Responses 33
Fire Rescue Ratings: Competency 34
Fire Rescue Ratings: Overall Response 35
Fire Safety Education Ratings: Courteousness & Professionalism 35
Fire Safety Education Ratings: Knowledge 37
Fire Safety Education Ratings: Quality of Information 38
Fire Safety Education Ratings: Usefulness of Information 39

Fire Safety Education: Implemented in Home 40
CPR Class/Instruction Ratings: Courteousness & Professionalism 41
CPR Class/Instruction Ratings: Knowledge 42
CPR Class/Instruction Ratings: Clarity of Instruction 43
CPR Class/Instruction Ratings: Overall Class 44
CPR Class/Instruction: Use of Skills 45
Called 911 46
Rating of 911 Dispatcher 47
Understanding of GFR Services and Funding 48
Ambulance Services 48
Funding Sources 49
Response by Alachua County Fire Rescue 50
GFR Responder Training 51
Special Assessment Revenues 52
Understanding of GFR Services and Funding Summary 53
Rating of GFR Services for Fees/Taxes Paid 53
Support for Increasing/Decreasing GFR Funding 55
Demographics 57
Appendix A: Survey Instrument 62
Appendix B: Open-ended Responses 68

Introduction

Researchers at the Florida Survey Research Center at the University of Florida (FSRC) worked with Gainesville Fire Rescue (GFR) to conduct a citywide survey of citizens about their perceptions of and satisfaction with the services provided by GFR. The survey collected information about Gainesville residents' general awareness of GFR services, their level of satisfaction with specific services received, and their general understanding of GFR funding and services.

The survey targeted residents of the City of Gainesville who are 18 years of age or older utilizing a listed sample of households in the city provided by GFR. This report details the responses of the 601 Gainesville residents who completed surveys by telephone with the FSRC.

The survey instrument included a variety of questions about awareness of and satisfaction with GFR services and community functions. The specific categories of questions are as follows:

- Familiarity with GFR
- Awareness of GFR services and functions
- Estimation of number of calls for service
- Overall rating of GFR services
- Rating of GFR response times
- Source of information about GFR
- Use of GFR services
    - Number of times services received in past three years
    - Most recent type of contact with GFR
    - Level of satisfaction with services received during most recent contact
- Use of 911
    - Rating of 911 operator
- Understanding of GFR services and funding
- Rating of level of services for fees paid
- Support for increasing/decreasing GFR funding
- Demographic questions

The results of this study provide GFR with a substantial amount of information about Gainesville residents' perceptions of and satisfaction with the services provided by GFR .

Format of the Report

This report is divided into several sections that first present background on the research process and then present the results of the completed surveys. The report includes an Executive Summary, an overview of the results of the combined data from all respondents. The sections that follow provide the detailed results, including comprehensive information on the findings with tables and figures (where appropriate) summarizing responses to each question. For survey results, please note that each Table or Figure indicates the total number of respondents who answered the question. For questions which

were asked in both the 2011 and 2014 iterations of the survey, data for both years are presented for comparison.

Procedure & Methodology

The surveys of Gainesville residents were conducted by telephone from the survey facilities of the FSRC at the University of Florida in Gainesville, Florida. The population under study in the survey was residents of the City of Gainesville who were 18 years of age or older at the time of the survey and who have working telephone numbers.

Sampling

The listed sample of Gainesville residents was drawn from a provided file of current residents with working telephone numbers compiled by Gainesville Regional Utilities (the City utilities provider). The list was first randomized to insure that all listed residents in the population had an equal likeliness of being selected for the survey sample.

The sample size for the survey is 601 completed surveys. Based on the number of households in the City of Gainesville (47,060)[1], a sample of 601 completions will provide a margin of error of +/- 3.97% at a 95% confidence level. This means that 95 percent of the time the true responses will be about four percentage points above or below the response from the survey. (For example, if 75% of the respondents indicate that their favorite color is blue, the true percentage of individuals whose favorite color is blue will be between 71% and 79%.)

Telephone Survey Procedure

The Florida Survey Research Center makes substantial efforts to reduce error from non-responses. Non-response error may result in a bias because those individuals who either refuse to participate or cannot be reached to participate may be systematically different from those individuals who do complete the survey. Our efforts to reduce non-response begin with thoughtful preparation of both the introductory statement and the survey instrument in a format that promotes participation and full response to all questions. In addition, we train our interviewers extensively to ensure that they understand the survey instrument and the material content of the questions it poses, and to ensure proper completion of the form itself.

Pretest

Pretesting is used to identify any problems with questionnaire design, including question wording, transitions between sections of the survey, and clarity of language and concepts. Following construction and approval of the survey instrument by GFR, the surveys were coded and loaded into the FSRC CATI system, an interactive front-end computer system that aids interviewers in asking questions over the phone. The FSRC pretesting process began by repeated testing of the CATI programming language to insure that the questionnaires were working properly and that all responses were properly coded.

After the programs were completely tested and found to be operating soundly, the FSRC conducted a pretest of the survey instruments with respondents from the sample group. The interviewers who

[1] US Census Bureau Quick Facts, based on American Community Survey data, updated July 8, 2014

conducted the pretest surveys are experienced members of the FSRC staff who were carefully trained in the use of the survey instrument. Supervisors monitored implementation of the pretest surveys via a telephone and computer monitoring system that permits listening to interviewers and watching computer data entry of responses as surveys are being completed. Supervisors and interviewers then noted any issues that arose with the use of the instrument in the field. Revisions were made as needed, and implementation began.

Implementation

The first step of the implementation process is loading the final version of the survey instrument into the FSRC Computer-Aided Telephone Interviewing (CATI) system. The FSRC CATI system is an interactive front-end computer system that aids interviewers in asking questions over the telephone. As surveys are completed, respondents' answers are keyed into the computer system immediately by the interviewer. The CATI system helps prevent errors as it prompts the researcher to ask correct questions based on built-in skip patterns and eliminates out-of-range responses. This supports extremely complicated questioning patterns, branching, and multiple survey designs for the same project. Data are automatically and instantaneously recorded into an ASCII database.

Interviewers were trained by a supervisor in the implementation of the survey instruments. Test survey instruments were loaded in the CATI system for the interviewers to practice before making calls to potential respondents. The FSRC supervisor reviewed each question in the instruments with the interviewers and then resolved any difficulties that interviewers experienced before they began live calls.

The survey of Gainesville residents was conducted on weekday evenings, Monday through Friday, from 5:30 p.m. until 9:30 p.m., on Saturdays from 1:00 p.m. until 5:00 p.m., and on Sundays from 1:00 p.m. until 5:00 p.m. A total of 601 interviews were completed between September 2, 2014 and September 19, 2014.

An experienced supervisor was assigned to each work shift to monitor interviewers and answer any questions that may have arisen. The FSRC supervisors have the ability to both listen to interviewers as they conduct surveys as well as watch, on the supervisor's computer monitor, the data input by the interviewers into the CATI system. Each interviewer is evaluated for performance and accuracy at least once each shift.

Data sets were downloaded at regular intervals and analyzed. Each question option and branching set was checked to be certain that everything was working correctly and that accurate data were being recorded.

Analysis

At the conclusion of the data collection, the final data files were again analyzed using the SAS® data analysis system to provide the necessary output for the report. The detailed results of this analysis are presented in the remainder of this report.

Executive Summary

Familiarity with GFR

Two in three (66.6%) respondents reported at least some familiarity with Gainesville Fire Rescue. About one in five (18.3%) of those surveyed reported being "very familiar" with GFR and about one-half (48.3%) reported being "somewhat familiar" with GFR. About one in three (33.1%) respondents indicated they are "not at all familiar" with Gainesville Fire Rescue.

Awareness of GFR Services

Without prompting, the most frequently cited GFR services that respondents were aware of include responding to building fires (82.5%) and responding to calls for emergency medical assistance (78.7%). More than three in four respondents named these as GFR services without assistance. In addition, more than half of the 2014 respondents noted responding to vehicle crashes (54.6%) or responding to brush fires (51.2%) as a GFR services.

About one in eight of those surveyed said, without prompting, that GFR provides community fire safety education (14.8%); conducts CPR and first aid classes (13.8%); provides home fire safety inspections (13.3%); or, responds to hazardous materials incidents (13.0%). About one in ten of those surveyed in 2014 said, without prompting, that GFR inspects existing buildings for fire codes (9.3%); responds following natural disasters (9.3%); or, responds to aircraft rescues (9.0%).

The respondents were next prompted for whether or not GFR provides each of the services that they did not name without prompting; these responses were combined with unprompted responses for an overall assessment of awareness. As we would expect, nearly all (98.3%) of the respondents were aware that GFR responds to building fires. Similarly, at least nine in ten 2014 respondents were aware that Gainesville Fire Rescue responds to calls for emergency medical assistance (96.7%); responds to vehicle crashes (95.2%); responds following natural disasters (91.0%); and, responds to brush fires (90.0%). Similarly, at least eight in ten respondents were aware that GFR provides fire safety education (88.7%); inspects buildings for fire codes (84.7%); conducts CPR and first aid classes (80.9%); and responds to hazardous materials incidents (80.0%).

About three in four respondents were aware that GFR responds to aircraft rescues (77.4%) and provides home fire safety inspections (77.2%).

Additional GFR Services

Only about four percent of the respondents feel that there are additional services that GFR does not currently offer that they believe they should.

Estimate of Total Calls for Service

Very few respondents were able to accurately estimate the total number of calls for emergency service that GFR handles each year (approximately 16,000 calls). Nearly three in five (56.8%) respondents believe that GFR receives less than 10,000 calls for emergency service each year – well below their actual total. About one in ten (9.7%) of those surveyed greatly over-estimated GFR's calls for service,

guessing a total of 30,000 calls or more. One in five (20.5%) respondents indicated that they were unsure about the total number of calls for service that GFR receives.

Estimate of Percentage of Emergency Calls that are Medic al

One in four (25.2%) respondents estimated that less than 50 percent of the emergency calls that GFR responds to each year are for emergency medical service. One in three (33.8%) respondents estimated that 50 to 74 percent of the calls were for medical service. One in four (25.1%) of those surveyed estimated the percentage of GFR calls for medical services at 75 percent or higher (which includes the true average of 78%).

Overall Rating of GFR Services

More than one-half (54.0%) of those surveyed rated the services provided by Gainesville Fire Rescue as "excellent." More than one in four (27.8%) respondents rated GFR services as "good." Only four percent of the respondents rated GFR services as "fair" and just three respondents (0.5%) rated them as "poor."

Rating of GFR Response Time

Nearly half (46.8%) of those surveyed rated the average response time for Gainesville Fire Rescue to arrive at emergencies as "excellent." One in four (25.8%) respondents rated GFR response time as "good." Only five percent of the respondents rated GFR response time as "fair" and just five respondents (0.8%) rated it as "poor." Notably, more than one in five (21.6%) of those surveyed did not know how they would rate GFR response time, likely because they have not received services or information about these times.

Source of Information about GFR

One in four (25.1%) respondents cited the TV news as their primary source of information about Gainesville Fire Rescue. About one in five (21.1%) respondents cited the local newspaper as their primary source of information about GFR. About one in six (16.1%) respondents said friends or family members are their primary source of information about GFR. Only about five percent of those surveyed get most of their information about GFR from the GFR website, and just three percent get most of their information on GFR from the City of Gainesville website.

Received GFR Services

About three in ten (29.6%) of those surveyed indicated they have received services from Gainesville Fire Rescue, while seven in ten (70.1%) have not.

Number of Contacts with GFR in Past Three Years

One in five (20.8%) of those who indicated they have received GFR services have not had contact with GFR in the past three years, meaning they received GFR services more than three years ago. Nearly one in three (30.3%) of those who have received GFR services have only had one contact with GFR in the past three years, and more than one in four (28.1%) have had two to three contacts with GFR in this time frame. About one in five (18.6%) of those who have received GFR services have had four or more contacts with GFR in the past three years. The average number of contacts was 2.8.

Type of Contact with GFR

Nearly three in five (56.2%) respondents who indicated they have received GFR services in the past three years indicated that their most recent contact with GFR involved emergency medical assistance – by far the highest percentage of responses. About one in six (16.8%) of these respondents made contact with GFR for an inspection. Fewer than one in ten of these respondents contacted GFR for fire rescue services (8.0%); fire safety education (7.3%); or, a CPR class/instruction (5.1%) in their most recent contact with GFR.

Emergency Medical Assistance Ratings: Response Time

More than four in five (84.4%) respondents who indicated they have received GFR emergency medical assistance services rated the response time for the crew to arrive as "excellent." Fewer than one in ten of these respondents rated the response time for the crew to arrive as "good" (6.5%), "fair" (5.2%), or "poor" (2.6%).

Emergency Medical Assistance Ratings: Courteousness & Professionalism

Nearly nine in ten (88.3%) respondents who indicated they have received GFR emergency medical assistance services rated the courteousness and professionalism of the crew as "excellent." Fewer than one in ten of these respondents rated the courteousness and professionalism of the crew as "good" (5.2%), "fair" (2.6%), or "poor" (1.3%).

Emergency Medical Assistance Ratings: Explanation of Treatment

More than four in five (84.4%) respondents who indicated they have received GFR emergency medical assistance services rated the explanation of treatment from the crew as "excellent." Fewer than one in ten of these respondents rated the explanation of treatment from the crew as "good" (3.9%) or "fair" (3.9%), and none rated it as "poor."

Emergency Medical Assistance Ratings: Medical Skills

Four in five (80.5%) respondents who indicated they have received GFR emergency medical assistance services rated the medical skills of the crew as "excellent." One in ten (10.4%) of these respondents rated the medical skills of the crew as "good." Fewer than one in ten of these respondents rated the medical skills of the crew as "fair" (1.3%) or "poor" (1.3%).

Emergency Medical Assistance Ratings: Overall Response

More than four in five (83.1%) respondents who indicated they have received GFR emergency medical assistance services rated the overall response to their medical emergency as "excellent." Fewer than one in ten of these respondents rated the overall response to their medical emergency as "good" (9.1%), "fair" (1.3%), or "poor" (3.9%).

Fire Rescue Ratings: Response Time

About four in five (81.8%) respondents who indicated they have received GFR fire rescue services rated the response time for the fire crew to arrive as "excellent," and nearly one in five (18.2%) rated the response time as "good." None of these respondents rated the response time for the fire crew to arrive as "fair" or "poor."

Fire Rescue Ratings: Courteousness & Professionalism

Nine in ten (90.9%) respondents who indicated they have received GFR fire rescue services rated the courteousness and professionalism of the crew as "excellent," and one in ten (9.1%) rated the courteousness and professionalism as "good." None of these respondents rated the courteousness and professionalism of the crew as "fair" or "poor."

Fire Rescue Ratings: Explanations / Question Responses

Nine in ten (90.9%) respondents who indicated they have received GFR fire rescue services rated the explanations and question responses from the crew as "excellent," and one in ten (9.1%) rated the explanations/responses as "good." None of these respondents rated the explanations/responses from the crew as "fair" or "poor."

Fire Rescue Ratings: Competency

More than four in five (81.8%) respondents who indicated they have received GFR fire rescue services rated the competency of the crew as "excellent," and about one in five (18.2%) rated the crew's competency as "good." None of these respondents rated the competency of the crew as "fair" or "poor."

Fire Rescue Ratings: Overall Response

All (100.0%) of the respondents who indicated they have received GFR fire rescue services rated the overall response to their fire emergency as "excellent."

Fire Safety Education Ratings: Courteousness & Professionalism

Nine in ten (90.0%) respondents who indicated they have received GFR fire safety education services rated the courteousness and professionalism of the presenter as "excellent," and one in ten (10.0%) rated the courteousness and professionalism as "good." None of these respondents rated the courteousness and professionalism of the presenter as "fair" or "poor."

Fire Safety Education Ratings: Knowledge

All (100.0%) of the respondents who indicated they have received GFR fire safety education services rated the knowledge of the presenter as "excellent."

Fire Safety Education Ratings: Quality of Information

Four in five (80.0%) respondents who indicated they have received GFR fire safety education services rated the quality of fire safety information they received as "excellent," and one in five (20.0%) rated the quality of information as "good." None of these respondents rated the quality of fire safety information as "fair" or "poor."

Fire Safety Education Ratings: Usefulness of Information

Four in five (80.0%) respondents who indicated they have received GFR fire safety education services rated the usefulness of the fire safety information they received as "excellent," and one in ten (10.0%) rated the usefulness as "good." None of these respondents rated the usefulness of the fire safety information as "fair" or "poor."

Fire Safety Education: Implemented in Home

Three in five (60.0%) respondents who indicated they have received GFR fire safety education services said that they did make improvements to the fire safety in their homes after receiving fire safety information from GFR.

CPR Class/Instruction Ratings: Courteousness & Professionalism

Nearly three in four (71.4%) respondents who indicated they have received GFR CPR class/instruction services rated the courteousness and professionalism of the instructor as "excellent," and more than one in four (28.6%) rated the courteousness and professionalism as "good." None of these respondents rated the courteousness and professionalism of the instructor as "fair" or "poor."

CPR Class/Instruction Ratings: Knowledge

All (100.0%) of the respondents who indicated they have received GFR CPR class/instruction services rated the knowledge of the instructor as "excellent."

CPR Class/Instruction Ratings: Clarity of Instruction

Nearly three in five (57.1%) respondents who indicated they have received GFR CPR class/instruction services rated the clarity of the instruction they received as "excellent," and more than two in five (42.9%) rated the clarity of instruction as "good." None of these respondents rated the clarity of instruction as "fair" or "poor."

CPR Class/Instruction Ratings: Overall Class

Nearly three in four (71.4%) respondents who indicated they have received GFR CPR class/instruction services rated the overall class as "excellent," and more than one in four (28.6%) rated the overall class as "good." None of these respondents rated the overall class as "fair" or "poor."

CPR Class/Instruction: Use of Skills

More than two in five (42.9%) respondents who indicated they have received GFR CPR class/instruction services reported that they have used the CPR skills they learned from GFR in an emergency situation.

Called 911

More than two in five (44.3%) respondents in 2014 reported that they have called 911 in Gainesville.

Rating of 911 Dispatcher

Nearly two in three (65.0%) respondents who have called 911 in Gainesville rated the dispatcher who handled their call as "excellent," and about one in four (24.8%) rated their dispatcher as "good." Only about four percent of these respondents rated their 911 dispatcher as "fair," and just two percent rated him or her as "poor."

Understanding of GFR Services and Funding

Ambulance Services

Only about one in six (17.5%) respondents correctly identified the statement "Gainesville Fire Rescue is responsible for ambulance services that transport people in need of medical assistance to hospitals within the city limits of Gainesville" as false.

Funding Sources

Only about one in four (26.1%) of respondents correctly identify the statement "The only sources of funding for Gainesville Fire Rescue programs and services are local property taxes and the "Special Assessment for Fire Services" as false.

Response by Alachua County Fire Rescue

Nine in ten (90.2%) respondents correctly identify the statement "Even within the city limits of Gainesville, Alachua County Fire Rescue may respond to emergency calls if they are the closest to the scene" as true.

GFR Responder Training

About nine in ten (91.9%) respondents correctly identify the statement "All Gainesville Fire Rescue responders are trained as emergency medical technicians or paramedics, so GFR fire trucks may respond to car accident scenes that do not pose a fire threat to provide emergency medical assistance" as true.

Special Assessment Revenues

Fewer than one in three (30.0%) respondents correctly identify the statement "Revenues from the "Special Assessment for Fire Services" paid by homeowners in Gainesville are used to fully fund fire rescue services and emergency medical services" as false.

Rating of GFR Services for Fees/Taxes Paid

More than two in five (44.4%) respondents rated the level of services they receive from GFR for the amount of fees and taxes they pay as "excellent," and one in four (24.6%) rated the services for fees paid as "good." About one in eight (13.0%) respondents rated the level of GFR services for the amount of fees and taxes paid as "fair" and two percent rated them as "poor."

Support for Increasing/Decreasing GFR Funding

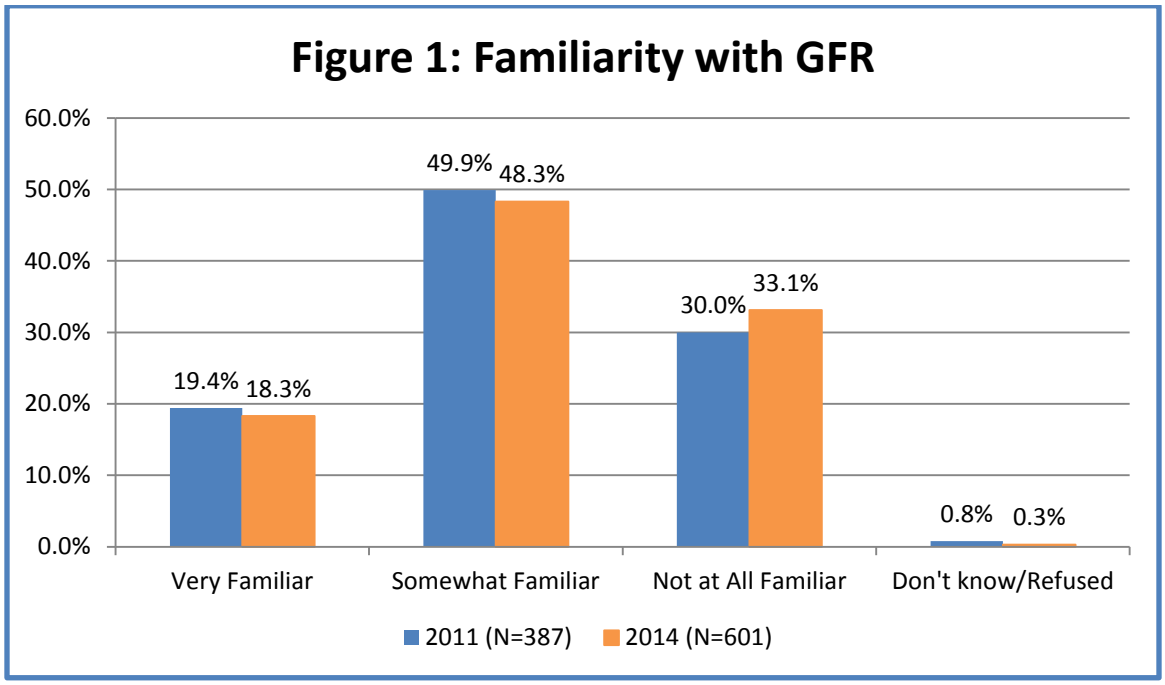
About three in five (62.4%) respondents indicated that they would support increasing fees for funding GFR given that lowering the Public Classification Rating may reduce fire damages and home insurance rates. One in four (25.3%) respondents would not support increasing funding for GFR given these circumstances, and about one in eight (12.3%) are unsure.

About one in five (19.6%) respondents indicated that they would support decreasing fees for funding GFR given that increasing the Public Classification Rating may increase fire damages and home insurance rates. About two in three (68.7%) respondents would not support decreasing funding for GFR given these circumstances, and about one in nine (11.7%) are unsure.

Survey Results

Familiarity with GFR

The first question asked respondents: "How familiar would you say you are with the services provided by Gainesville Fire Rescue? Would you say you're very familiar, somewhat familiar, or not at all familiar with the services provided by GFR?" The results are presented in Figure 1.

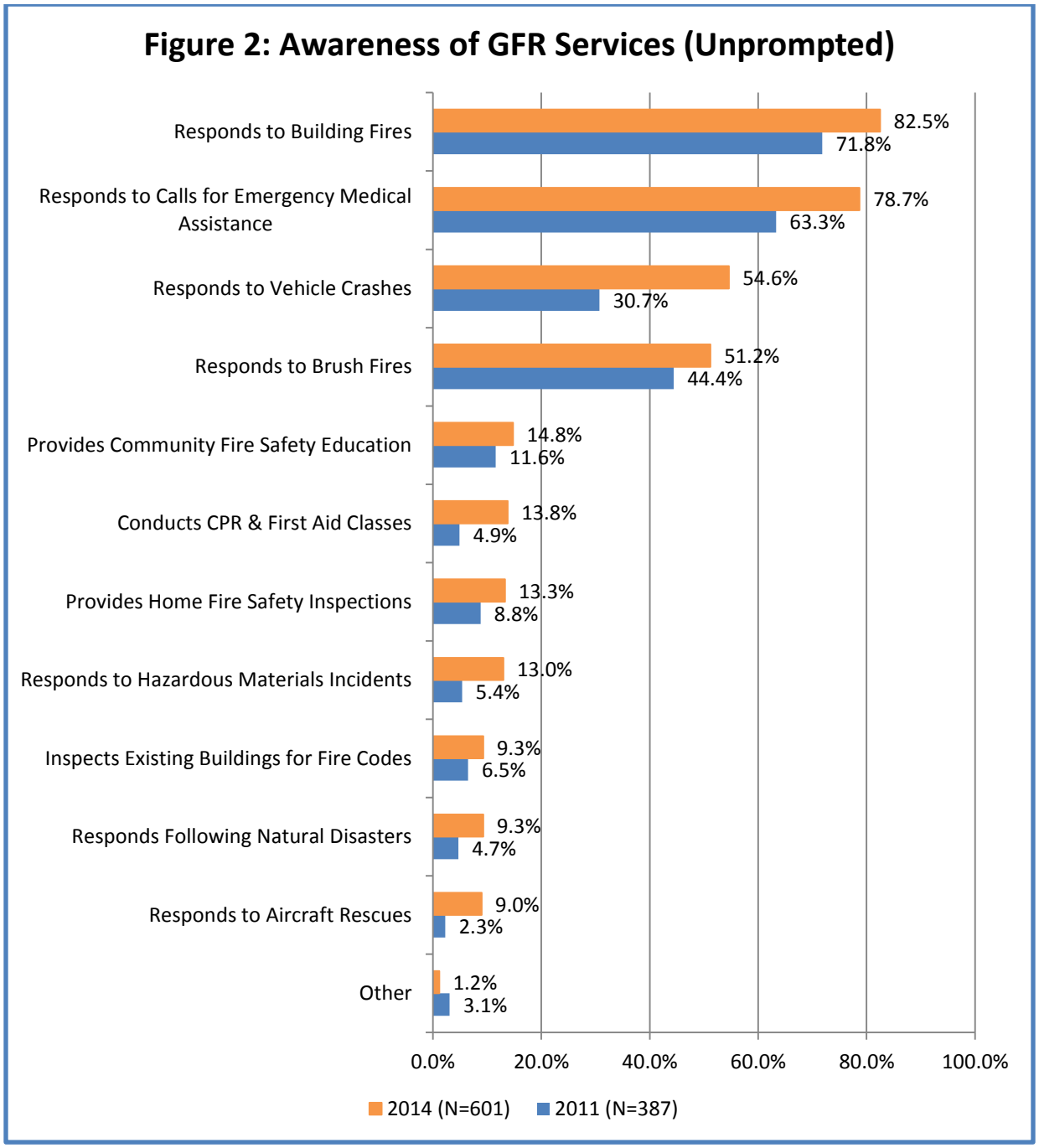


In 2014, two in three (66.6%) respondents reported at least some familiarity with Gainesville Fire Rescue. About one in five (18.3%) of those surveyed reported being "very familiar" with GFR and about one-half (48.3%) reported being "somewhat familiar" with GFR. About one in three (33.1%) respondents indicated they are "not at all familiar" with Gainesville Fire Rescue.

There are few differences between the 2011 and 2014 results.

Awareness of GFR Services

The next series of questions in the survey was designed to assess respondents' awareness of the services GFR provides. Respondents were first asked: "What types of services does Gainesville Fire Rescue provide for residents of the City?" After recording their unprompted answers, interviewers next prompted for any services not named by asking: "What about [service]? Is that a service provided by GFR for residents of Gainesville?" The results are presented in Figure 2 and Table 1.



Without prompting, the most frequently cited GFR services that respondents were aware of include responding to building fires (82.5%) and responding to calls for emergency medical assistance (78.7%). In 2014, more than three in four respondents named these as GFR services without assistance.

In addition, more than half of the 2014 respondents noted responding to vehicle crashes (54.6%) or responding to brush fires (51.2%) as a GFR services.

About one in eight of those surveyed in 2014 said, without prompting, that GFR provides community fire safety education (14.8%); conducts CPR and first aid classes (13.8%); provides home fire safety inspections (13.3%); or, responds to hazardous materials incidents (13.0%). About one in ten of those surveyed in 2014 said, without prompting, that GFR inspects existing buildings for fire codes (9.3%); responds following natural disasters (9.3%); or, responds to aircraft rescues (9.0%).

In addition, seven respondents named some other type of service that they believe GFR provides. A full list of these responses is provided in the Appendix.

A higher percentage of respondents were able to name each of the GFR services without prompting in 2014 than in 2011. The largest change was for awareness of responding to vehicle crashes. While fewer than one in three (30.7%) respondents noted this service unprompted in 2011, more than half (54.6%) did so in 2014, an increase of about 24 percent.

The respondents were next prompted for whether or not GFR provides each of the services that they did not name without prompting. Table 1 shows the number of respondents who cited each service without prompting; who replied "yes" when prompted for whether GFR provides the service; and, the total number and percentage of respondents who are aware of the service (unprompted plus prompted responses).

Table 1: Awareness of GFR Services (2014) – Number of Unprompted, Prompted, & Total Responses

Service	Unprompted	Prompted	Total Awareness
Responds to Building Fires	496	95	591 (98.3%)
Responds to Calls for Emergency Medical Assistance	473	108	581 (96.7%)
Responds to Vehicle Crashes	328	244	572 (95.2%)
Responds Following Natural Disasters	56	491	547 (91.0%)
Responds to Brush Fires	308	233	541 (90.0%)
Provides Community Fire Safety Education	89	444	533 (88.7%)
Inspects Existing Buildings for Fire Codes	56	453	509 (84.7%)
Conducts CPR & First Aid Classes	83	403	486 (80.9%)
Responds to Hazardous Materials Incidents	78	403	481 (80.0%)
Responds to Aircraft Rescues	54	411	465 (77.4%)
Provides Home Fire Safety Inspections	80	384	464 (77.2%)
Other	7	N/A	7 (1.2%)
Don't know	37	N/A	37 (6.2%)

As we would expect, nearly all (98.3%) of the 2014 respondents were aware that GFR responds to building fires. Similarly, at least nine in ten 2014 respondents were aware that Gainesville Fire Rescue responds to calls for emergency medical assistance (96.7%); responds to vehicle crashes (95.2%); responds following natural disasters (91.0%); and, responds to brush fires (90.0%). Similarly, at least eight in ten 2014 respondents were aware that GFR provides fire safety education (88.7%); inspects buildings for fire codes (84.7%); conducts CPR and first aid classes (80.9%); and responds to hazardous materials incidents (80.0%).

About three in four 2014 respondents were aware that GFR responds to aircraft rescues (77.4%) and provides home fire safety inspections (77.2%).

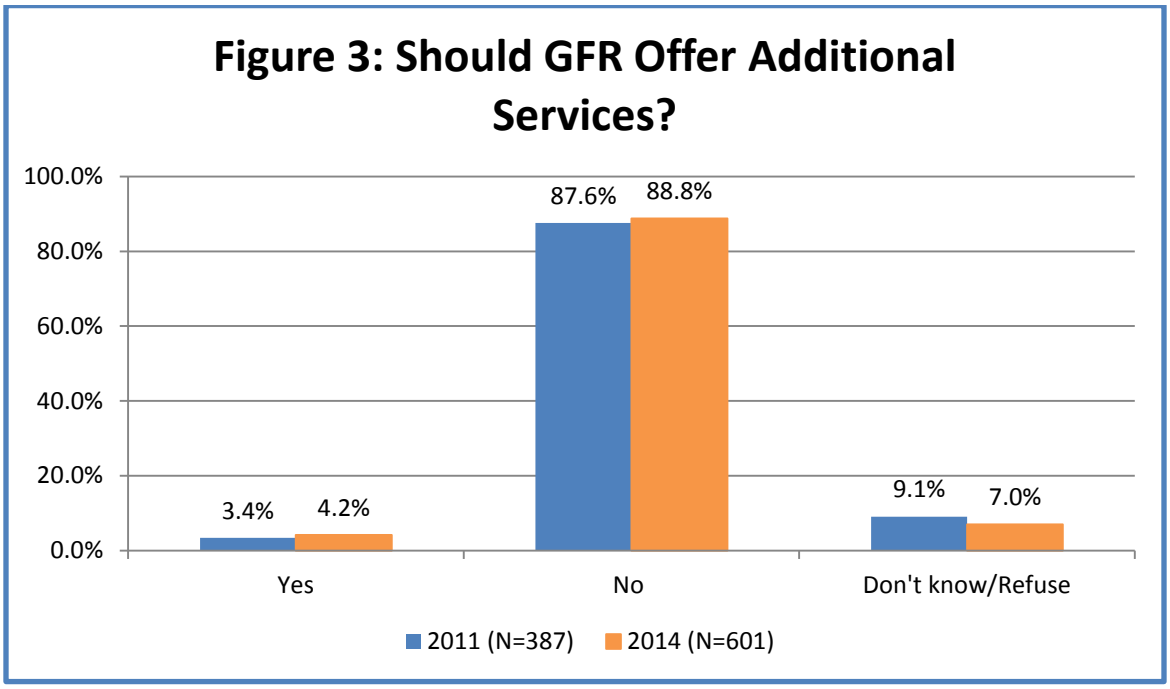
Table 2: Overall Awareness of GFR Services 2011 & 2014

Service	Total Awareness 2011 (N=387)	Total Awareness 2014 (N=601)
Responds to Building Fires	95.9%	98.3%
Responds to Calls for Emergency Medical Assistance	90.4%	96.7%
Responds to Vehicle Crashes	91.2%	95.2%
Responds Following Natural Disasters	88.4%	91.0%
Responds to Brush Fires	85.3%	90.0%
Provides Community Fire Safety Education	86.0%	88.7%
Inspects Existing Buildings for Fire Codes	79.1%	84.7%
Conducts CPR & First Aid Classes	63.6%	80.9%
Responds to Hazardous Materials Incidents	71.3%	80.0%
Responds to Aircraft Rescues	62.0%	77.4%
Provides Home Fire Safety Inspections	69.5%	77.2%
Other	3.1%	1.2%
Don't know/Refuse	13.2%	6.2%

A higher percentage of respondents had overall awareness (prompted plus unprompted responses) of each of the GFR services in 2014 than in 2011. The largest change was for awareness of conducting CPR and first aid classes. While about three in five (63.6%) respondents were aware of this service in 2011, about four in five (80.9%) respondents were aware in 2014, an increase of about 17 percent. Similarly, while about three in five (62.0%) respondents were aware that GFR responds to aircraft rescues in 2011, nearly four in five (77.4%) respondents were aware in 2014, an increase of about 15 percent.

Additional GFR Services

The next question asked respondents: "Are there any services that GFR does not currently offer that you believe they should?" The results are presented in Figure 3.



Only about four percent of the 2014 respondents feel that there are additional services that GFR does not currently offer that they believe they should. There are few differences between the 2011 and 2014 results.

Additional Services of Interest

Those respondents who indicated that they did feel there are additional services GFR should provide were asked: "What additional services do you think GFR should provide for Gainesville residents?" The responses are summarized below; a full list of responses is provided in the Appendix.

Type of Response	Frequency
Provide more classes/training	9
Increase visibility in community/Provide more information	6
Calendar	2
Other	7

Estimate of Total Calls for Service

The next question asked respondents: "If you had to guess, about how many total calls for emergency service do you think Gainesville Fire Rescue responds to each year?" The results, grouped into categories, are presented in Table 3.

Table 3: Estimate of Number of Total Calls for Service by GFR Each Year (2014)

Number of Calls	Frequency	Percentage (N=601)
Less than 1,000	81	13.5%
1,000 to 4,999	176	29.3%
5,000 to 9,999	84	14.0%
10,000 to 14,999	49	8.2%
15,000 to 19,999	6	1.0%
20,000 to 24,999	20	3.3%
25,000 to 29,999	4	0.7%
30,000 or more	58	9.7%
Don't know/Refused	123	20.5%

In 2014, very few respondents were able to accurately estimate the total number of calls for emergency service that GFR handles each year (approximately 16,000 calls). Nearly three in five (56.8%) respondents believe that GFR receives less than 10,000 calls for emergency service each year – well below their actual total. About one in ten (9.7%) of those surveyed greatly over-estimated GFR's calls for service, guessing a total of 30,000 calls or more. One in five (20.5%) respondents indicated that they were unsure about the total number of calls for service that GFR receives.

Table 4: Estimate of Number of Total Calls for Service by GFR Each Year 2011 & 2014

Number of Calls	2011 (N=387)	2014 (N=601)
Less than 1,000	13.4%	13.5%
1,000 to 4,999	29.5%	29.3%
5,000 to 9,999	7.8%	14.0%
10,000 to 14,999	8.0%	8.2%
15,000 to 19,999	2.3%	1.0%
20,000 to 24,999	1.6%	3.3%
25,000 to 29,999	1.0%	0.7%
30,000 or more	10.1%	9.7%
Don't know	26.4%	20.5%

There is little difference between estimates given by respondents in 2011 and in 2014.

Estimate of Percentage of Emergency Calls that are Medical

Respondents were next asked: "And, what percentage of those calls do you think are emergency medical calls?" The results, grouped into categories, are presented in Table 5.

Table 5: Estimate of Percentage of Total Calls for Service by GFR that are Medical (2014)

Percent of Calls	Frequency	Percentage (N=601)
Less than 25%	61	10.2%
25% to 49%	90	15.0%
50% to 74%	203	33.8%
75% or more	151	25.1%
Don't know/Refused	96	16.0%

One in four (25.2%) respondents estimated that less than 50 percent of the emergency calls that GFR responds to each year are for emergency medical service. One in three (33.8%) respondents estimated that 50 to 74 percent of the calls were for medical service. One in four (25.1%) of those surveyed estimated the percentage of GFR calls for medical services at 75 percent or higher (which includes the true average of 78%).

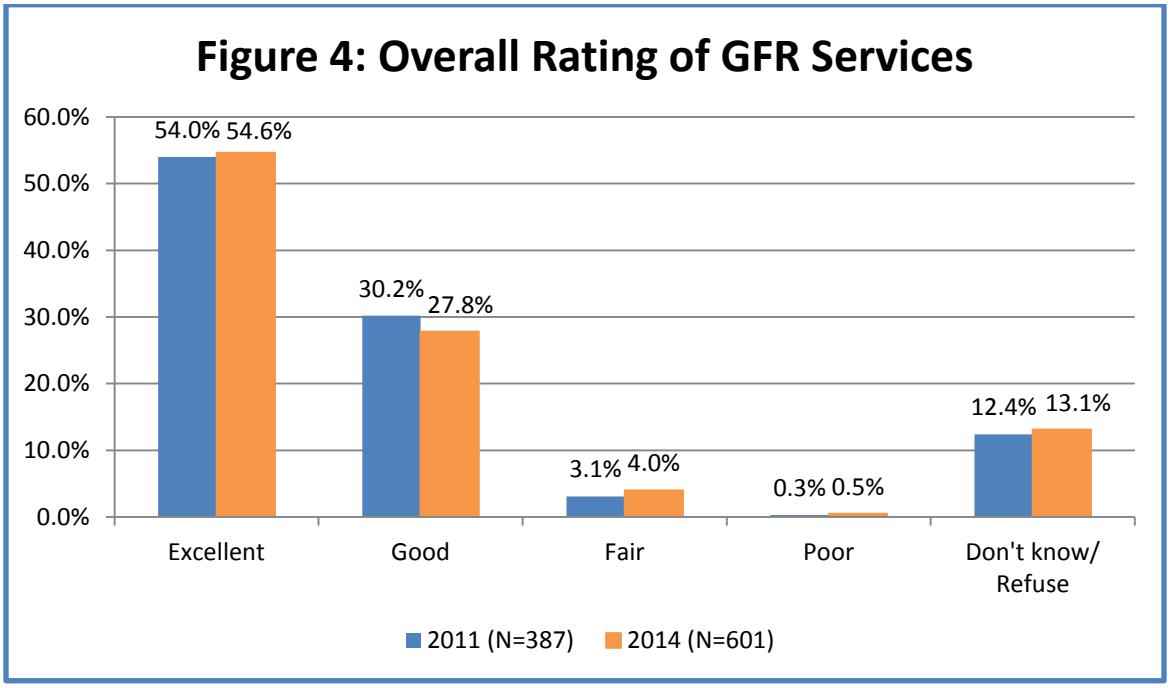
Table 6: Estimate of Percentage of Total Calls for Service by GFR that are Medical 2011 & 2014

Percent of Calls	2011 (N=387)	2014 (N=601)
Less than 25%	9.6%	10.2%
25% to 49%	16.3%	15.0%
50% to 74%	35.4%	33.8%
75% or more	18.1%	25.1%
Don't know/Refused	20.7%	16.0%

Overall, there is little difference between estimates given by respondents in 2011 and in 2014. A slightly higher percentage of respondents (25.1%) reported that 75 percent or more of GFR calls are for medical services in 2014 than in 2011 (18.1%).

Overall Rating of GFR Services

The next question asked respondents: "Overall, how would you rate the services provided by Gainesville Fire Rescue to the citizens of Gainesville? Would you say GFR services are excellent, good, fair, or poor?" The results are presented in Figure 4.

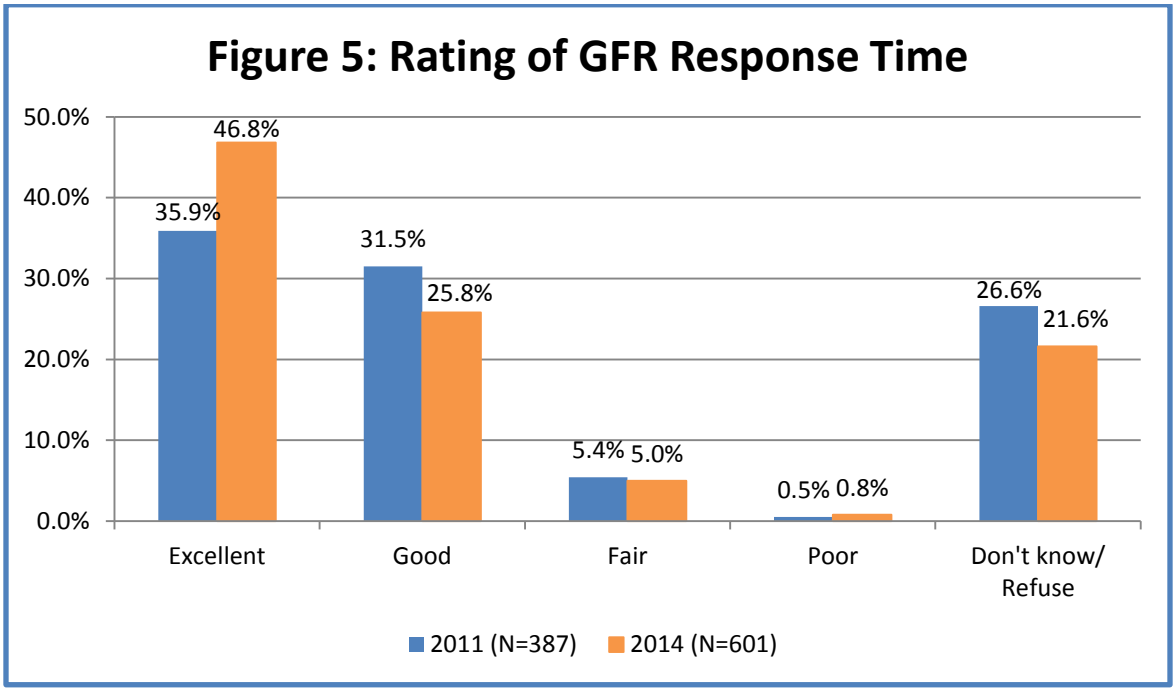


In 2014, more than one-half (54.0%) of those surveyed rated the services provided by Gainesville Fire Rescue as "excellent." More than one in four (27.8%) respondents rated GFR services as "good." Only four percent of the respondents rated GFR services as "fair" and just three respondents (0.5%) rated them as "poor."

Overall, there is little difference between ratings given by respondents in 2011 and in 2014.

Rating of GFR Response Time

The next question asked respondents: "And, how would you rate the average response time for Gainesville Fire Rescue crews to arrive at emergencies? Would you say the GFR's average response time is excellent, good, fair, or poor?" The results are presented in Figure 5.

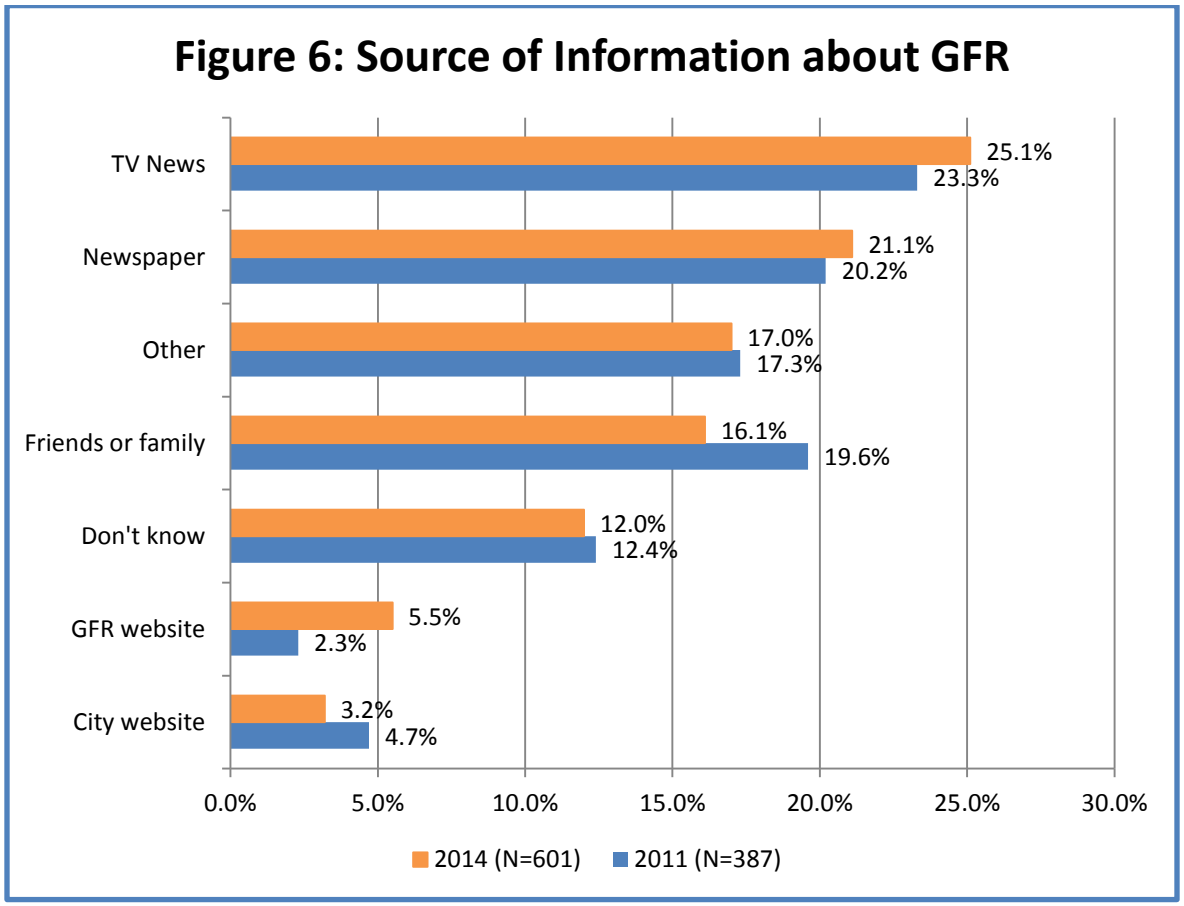


In 2014, nearly half (46.8%) of those surveyed rated the average response time for Gainesville Fire Rescue to arrive at emergencies as "excellent." One in four (25.8%) respondents rated GFR response time as "good." Only five percent of the respondents rated GFR response time as "fair" and just five respondents (0.8%) rated it as "poor." Notably, more than one in five (21.6%) of those surveyed did not know how they would rate GFR response time, likely because they have not received services or information about these times.

A noticeably higher percentage of respondents (46.8%) rated GFR response times as "excellent" in 2014 than did so in 2011 (35.9%).

Source of Information about GFR

Respondents were next asked: "From what one source do you receive most of your information about Gainesville Fire Rescue?" The results are presented in Figure 6.



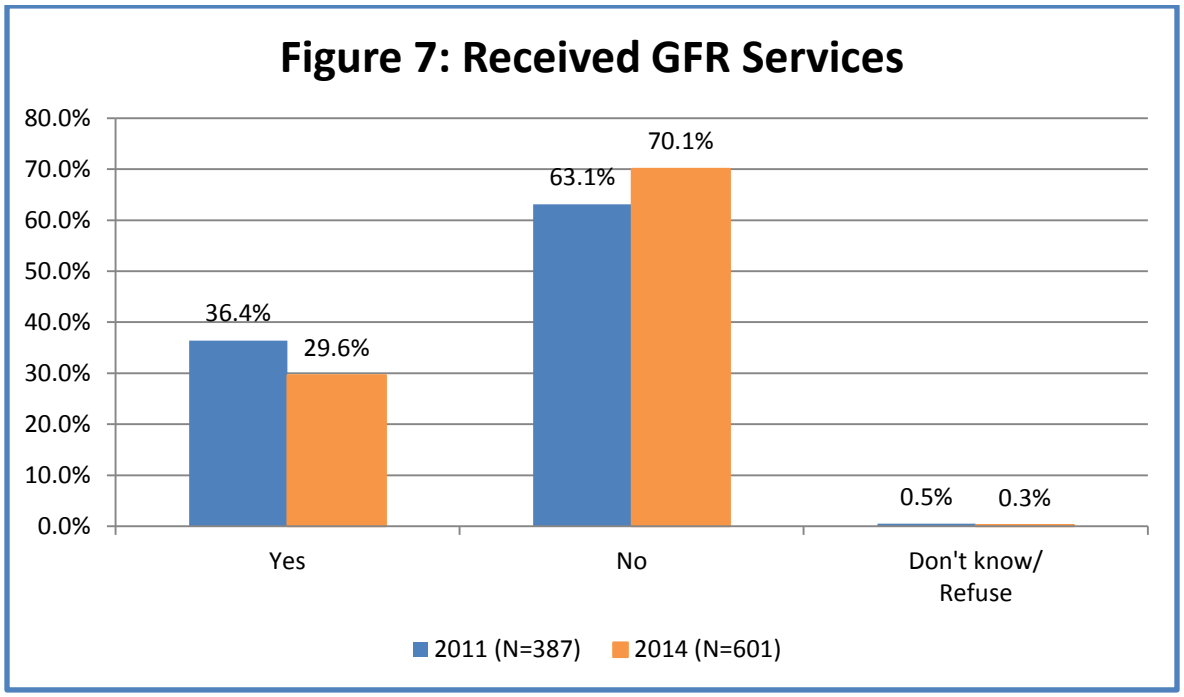
In 2014, one in four (25.1%) respondents cited the TV news as their primary source of information about Gainesville Fire Rescue. About one in five (21.1%) respondents cited the local newspaper as their primary source of information about GFR. About one in six (16.1%) respondents said friends or family members are their primary source of information about GFR. Only about five percent of those surveyed get most of their information about GFR from the GFR website, and just three percent get most of their information on GFR from the City of Gainesville website.

In addition, about one in six (17.0%) of those surveyed noted other sources of information from which they learn about GFR. These responses are detailed in Appendix B.

Overall, there is little difference between responses given by respondents in 2011 and in 2014.

Received GFR Services

The next section of the survey focused on contact with Gainesville Fire Rescue. The first question in this section asked respondents: "Have you ever received services from Gainesville Fire Rescue, such as fire or rescue services, home or business inspections, fire safety education programs or CPR and first aid classes?" The results are presented in Figure 7.

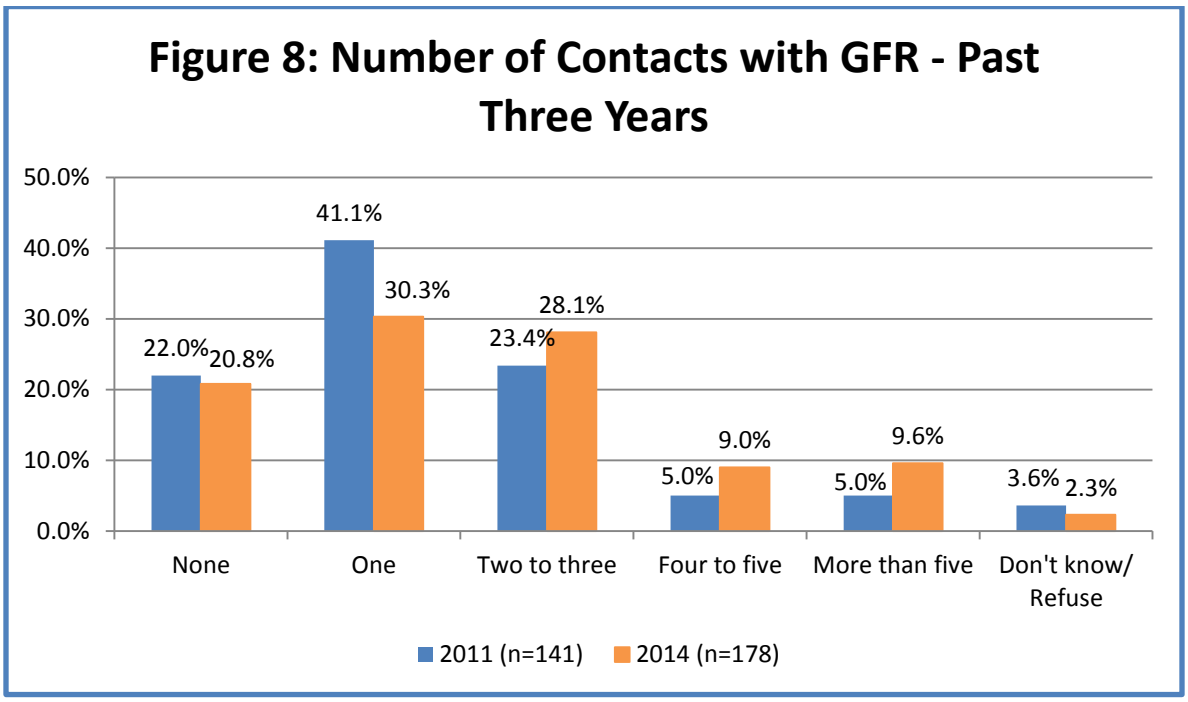


About three in ten (29.6%) of those surveyed indicated they have received services from Gainesville Fire Rescue, while seven in ten (70.1%) have not. Overall, there is little difference between responses from 2011 and in 2014; a slightly higher percentage of respondents reported having received GFR services in 2011 (36.4%) than in 2014 (29.6%).

Those respondents who indicated they have received GFR services (n=178) were next asked a series of questions about the services they received.

Number of Contacts with GFR in Past Three Years

Those respondents who indicated they have received GFR services (n=178) were next asked: "How many times in the past three years have you received services from or had contact with GFR?" The results are presented in Figure 8.



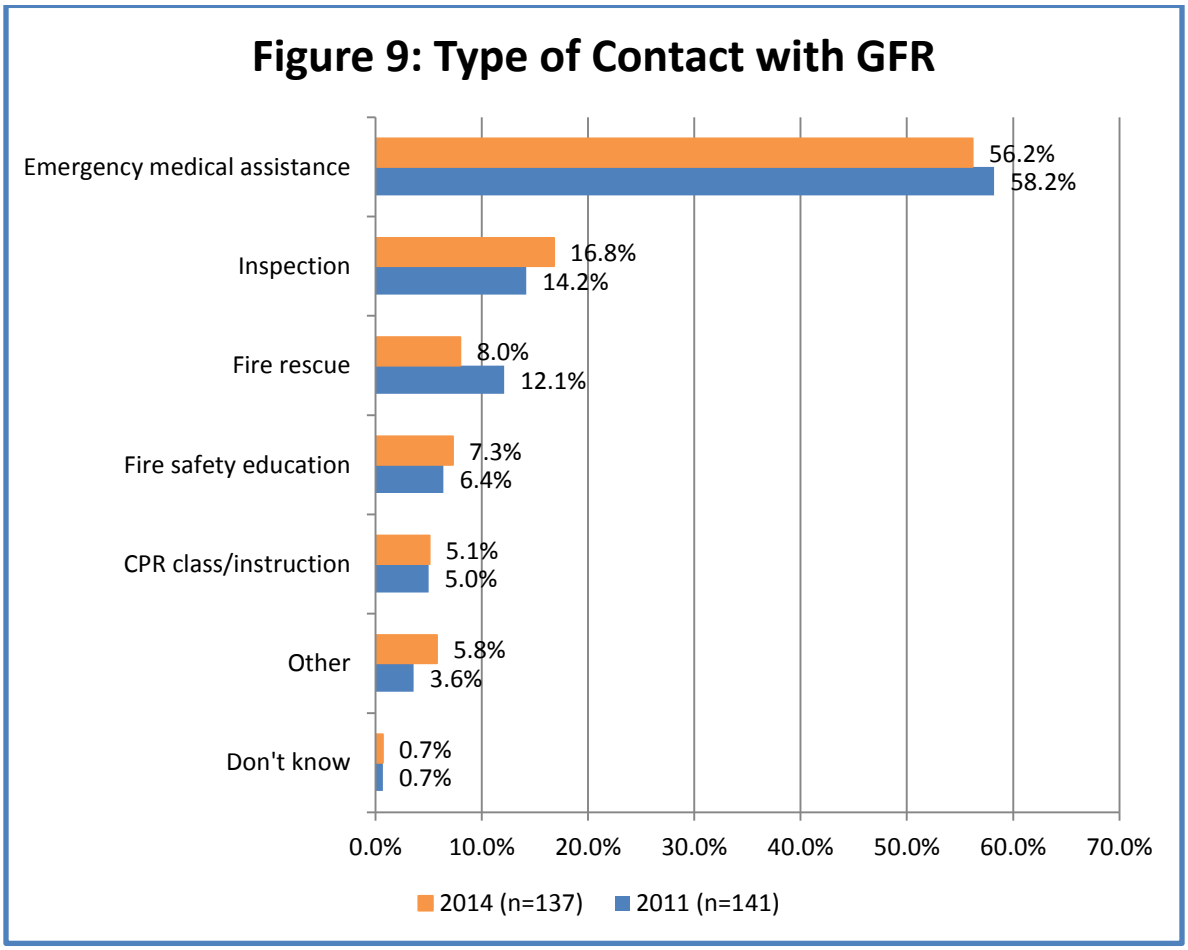
In 2014, one in five (20.8%) of those who indicated they have received GFR services have not had contact with GFR in the past three years, meaning they received GFR services more than three years ago. Nearly one in three (30.3%) of those who have received GFR services have only had one contact with GFR in the past three years, and more than one in four (28.1%) have had two to three contacts with GFR in this time frame. About one in five (18.6%) of those who have received GFR services have had four or more contacts with GFR in the past three years. The average number of contacts was 2.8.

Respondents who have received GFR services in the 2014 survey were more likely than those in the 2011 survey to report more frequent contact with GFR in the past three years.

Please note that for the next series of questions, respondents were instructed to consider their most recent contact with Gainesville Fire Rescue.

Type of Contact with GFR

Those respondents who indicated they have received GFR services in the past three years (n=137) were next asked: "What type of contact did you have with GFR?" The results are presented in Figure 9.



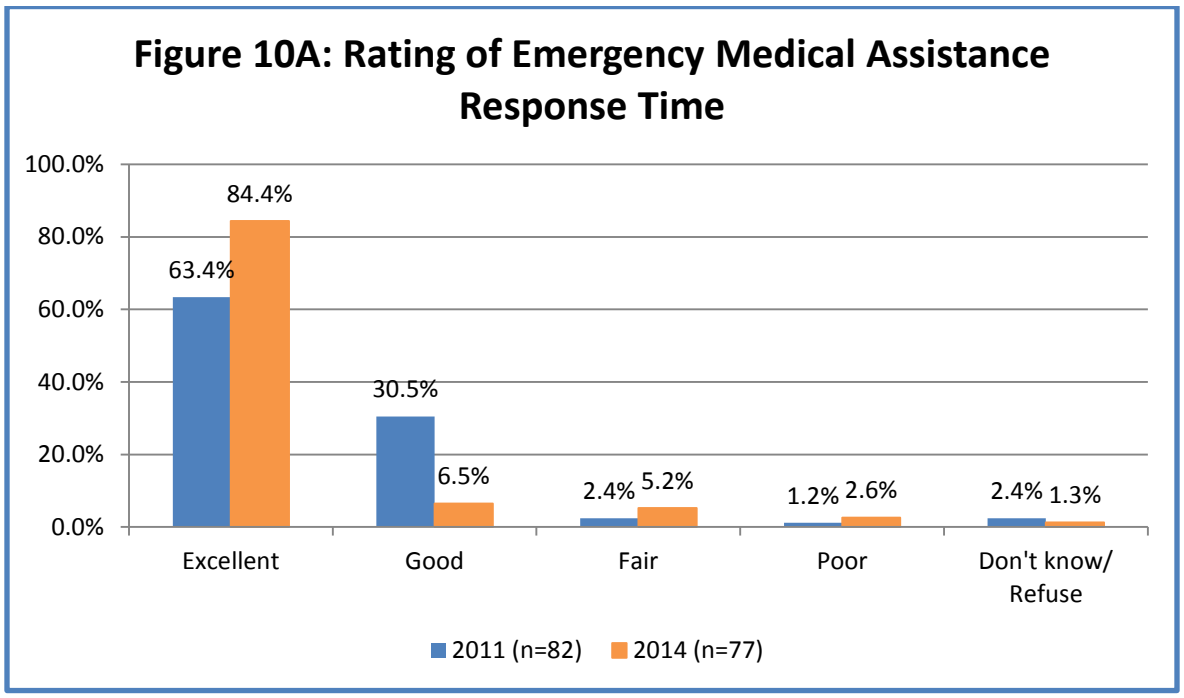
In 2014, nearly three in five (56.2%) respondents who indicated they have received GFR services in the past three years indicated that their most recent contact with GFR involved emergency medical assistance – by far the highest percentage of responses. About one in six (16.8%) of these respondents made contact with GFR for an inspection. Fewer than one in ten of these respondents contacted GFR for fire rescue services (8.0%); fire safety education (7.3%); or, a CPR class/instruction (5.1%) in their most recent contact with GFR. In addition, eight respondents noted other types of contact with GFR that are detailed in Appendix B.

Overall, there is little difference between types of contact noted by respondents in 2011 and in 2014.

Next, respondents were asked a series of questions about their satisfaction with the particular services they received.

Emergency Medical Assistance Ratings: Response Time

Those respondents who indicated they have received GFR emergency medical assistance services (n=77) were next asked to rate the services they received as excellent, good, fair, or poor, beginning with: "How would you rate the response time for the crew to arrive?" The results appear in Figure 10A.

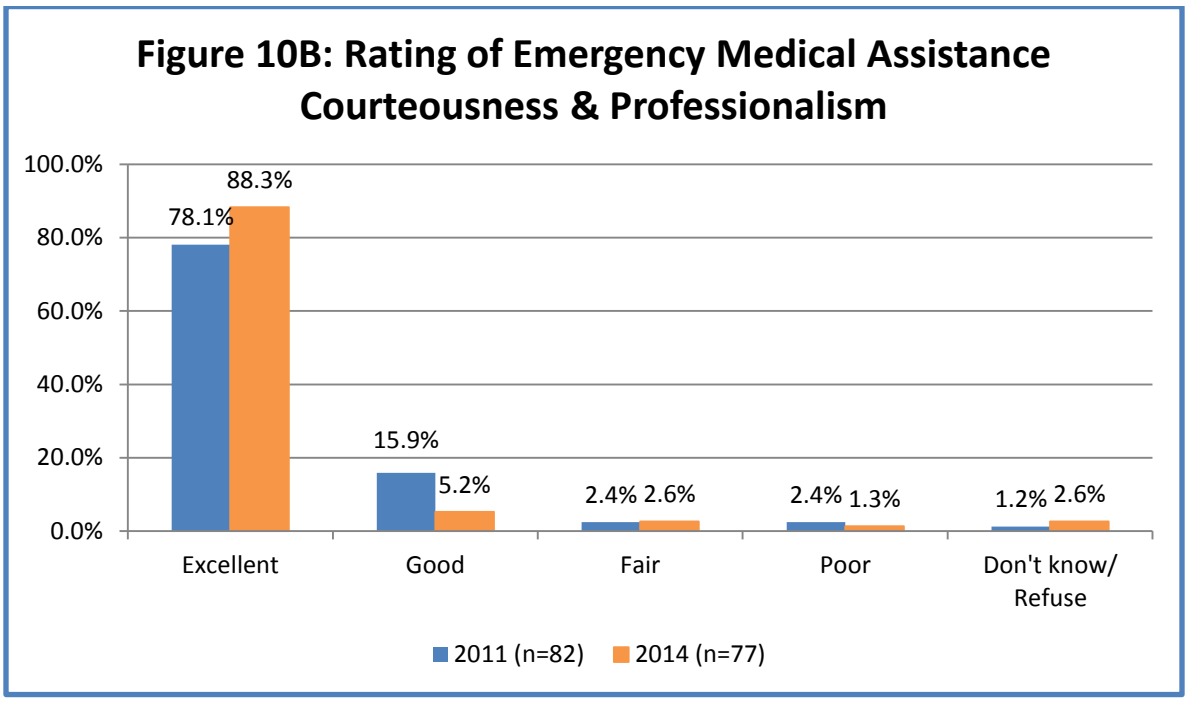


More than four in five (84.4%) respondents who indicated they have received GFR emergency medical assistance services rated the response time for the crew to arrive as "excellent." Fewer than one in ten of these respondents rated the response time for the crew to arrive as "good" (6.5%), "fair" (5.2%), or "poor" (2.6%).

Respondents in 2014 who had received emergency medical assistance (84.4%) were much more likely than those in 2011 (63.4%) to rate GFR response times as "excellent."

Emergency Medical Assistance Ratings: Courteousness & Professionalism

Those respondents who indicated they have received GFR emergency medical assistance services (n=77) were next asked: "How would you rate the courteousness and professionalism of the crew?" The results appear in Figure 10B.

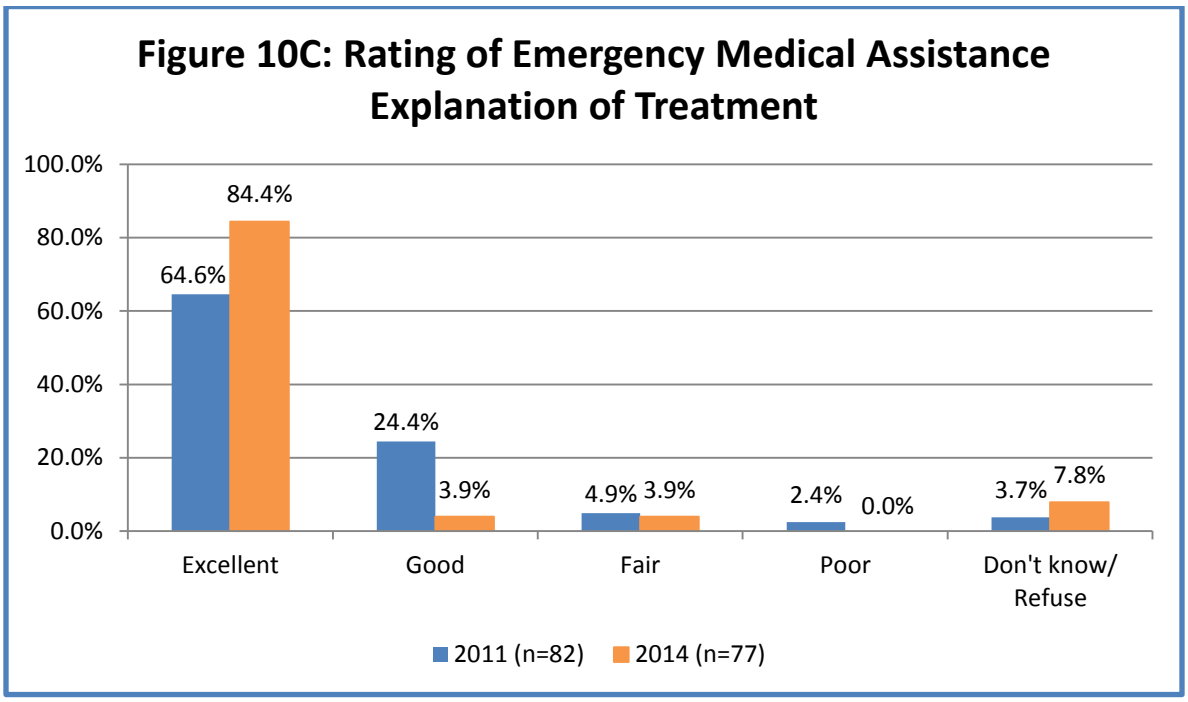


Nearly nine in ten (88.3%) respondents who indicated they have received GFR emergency medical assistance services rated the courteousness and professionalism of the crew as "excellent." Fewer than one in ten of these respondents rated the courteousness and professionalism of the crew as "good" (5.2%), "fair" (2.6%), or "poor" (1.3%).

Respondents in 2014 who had received emergency medical assistance (88.3%) were more likely than those in 2011 (78.1%) to rate the courteousness and professionalism of the crew as "excellent."

Emergency Medical Assistance Ratings: Explanation of Treatment

Those respondents who indicated they have received GFR emergency medical assistance services (n=77) were next asked: "How would you rate the explanation of treatment from the crew?" The results appear in Figure 10C.

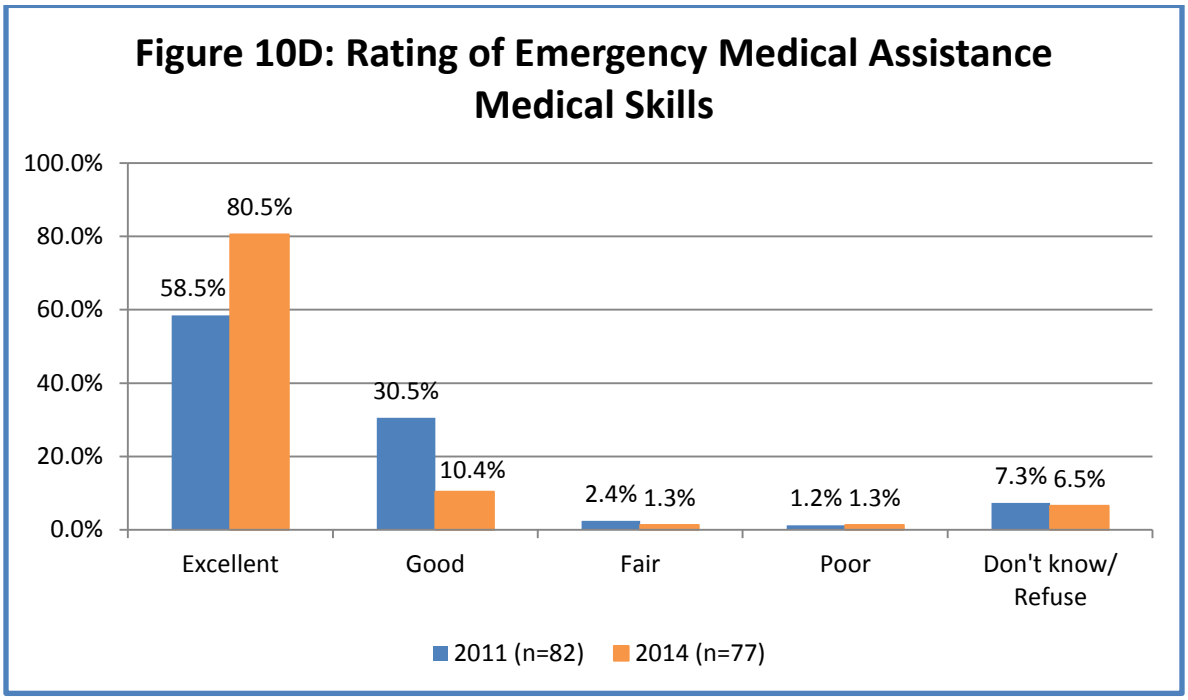


More than four in five (84.4%) respondents who indicated they have received GFR emergency medical assistance services rated the explanation of treatment from the crew as "excellent." Fewer than one in ten of these respondents rated the explanation of treatment from the crew as "good" (3.9%) or "fair" (3.9%), and none rated it as "poor."

Respondents in 2014 who had received emergency medical assistance (84.4%) were much more likely than those in 2011 (64.6%) to rate the explanation of treatment from the crew as "excellent."

Emergency Medical Assistance Ratings: Medical Skills

Those respondents who indicated they have received GFR emergency medical assistance services (n=77) were next asked: "How would you rate the medical skills of the crew?" The results appear in Figure 10D.

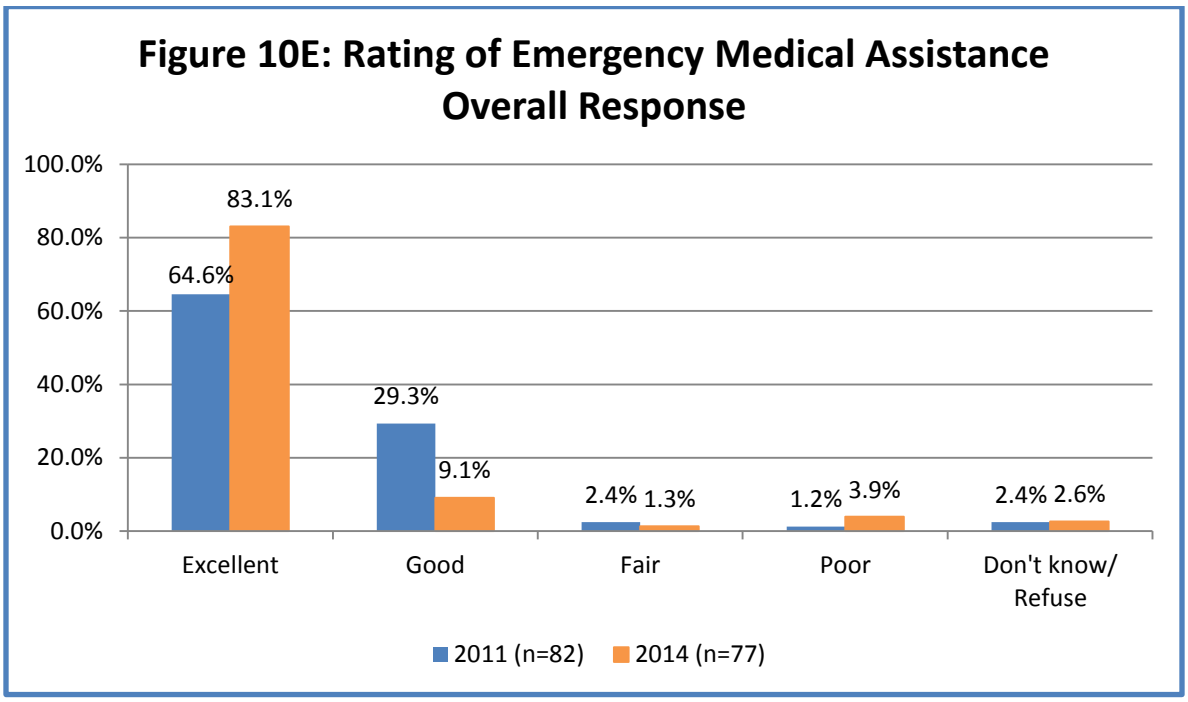


Four in five (80.5%) respondents who indicated they have received GFR emergency medical assistance services rated the medical skills of the crew as "excellent." One in ten (10.4%) of these respondents rated the medical skills of the crew as "good." Fewer than one in ten of these respondents rated the medical skills of the crew as "fair" (1.3%) or "poor" (1.3%).

Respondents in 2014 who had received emergency medical assistance (80.5%) were much more likely than those in 2011 (58.5%) to rate the medical skills of the crew as "excellent."

Emergency Medical Assistance Ratings: Overall Response

Those respondents who indicated they have received GFR emergency medical assistance services (n=77) were next asked: "How would you rate the overall response to your medical emergency?" The results appear in Figure 10E.



More than four in five (83.1%) respondents who indicated they have received GFR emergency medical assistance services rated the overall response to their medical emergency as "excellent." Fewer than one in ten of these respondents rated the overall response to their medical emergency as "good" (9.1%), "fair" (1.3%), or "poor" (3.9%).

Respondents in 2014 who had received emergency medical assistance (83.1%) were much more likely than those in 2011 (64.6%) to rate the overall response to their medical emergency as "excellent."

Emergency Medical Assistance Summary Ratings Comparison 2011 & 2014

The following table summarizes the "excellent" ratings from respondents who received emergency medical assistance in 2011 and 2014.

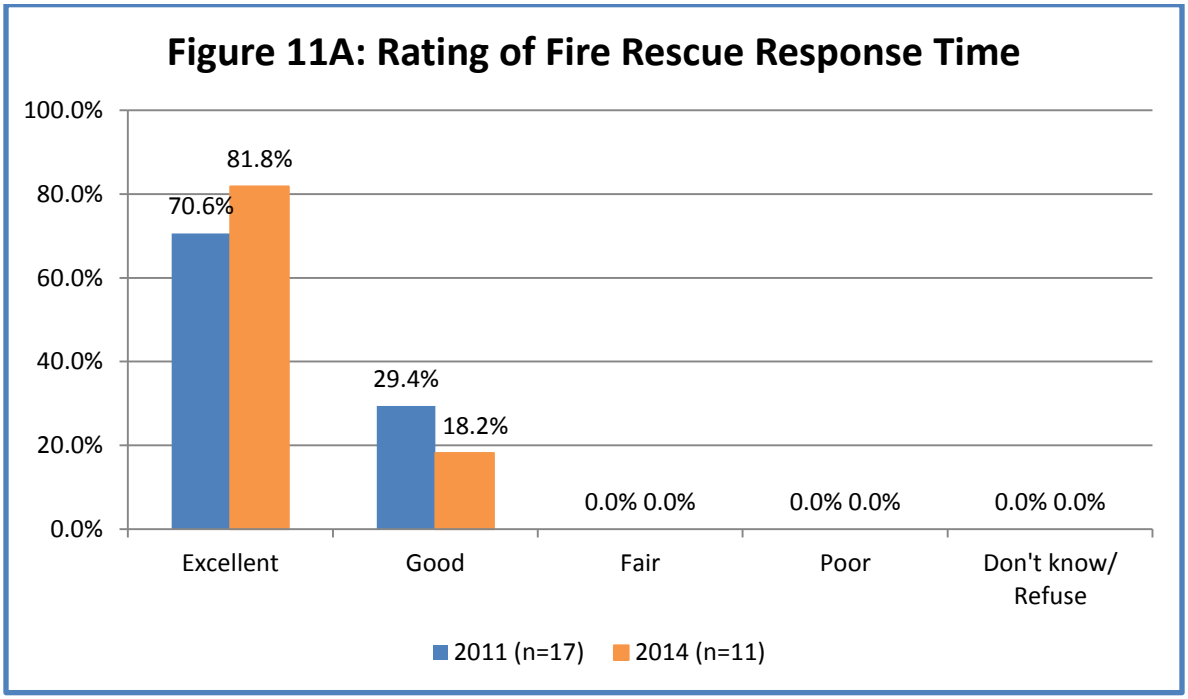
Table 7: Emergency Medical Assistance Ratings Summary

Excellent Ratings	2011	2014	Difference
Response time	63.4%	84.4%	+21.0%
Courteousness & professionalism	78.1%	88.3%	+10.2%
Explanation of treatment	64.6%	84.4%	+19.8%
Medical skills	58.5%	80.5%	+22.0%
Overall response to medical emergency	64.6%	83.1%	+18.5%

Ratings of "excellent" were higher for all five evaluation categories in 2014 than in 2011. In 2014, at least four in five respondents who indicated they have received GFR emergency medical assistance services provided "excellent" ratings for each evaluation category.

Fire Rescue Ratings: Response Time

Those respondents who indicated they have received GFR fire rescue services (n=11) were next asked to rate the services they received as excellent, good, fair, or poor, beginning with: "How would you rate the response time for the fire crew to arrive?" The results appear in Figure 11A.

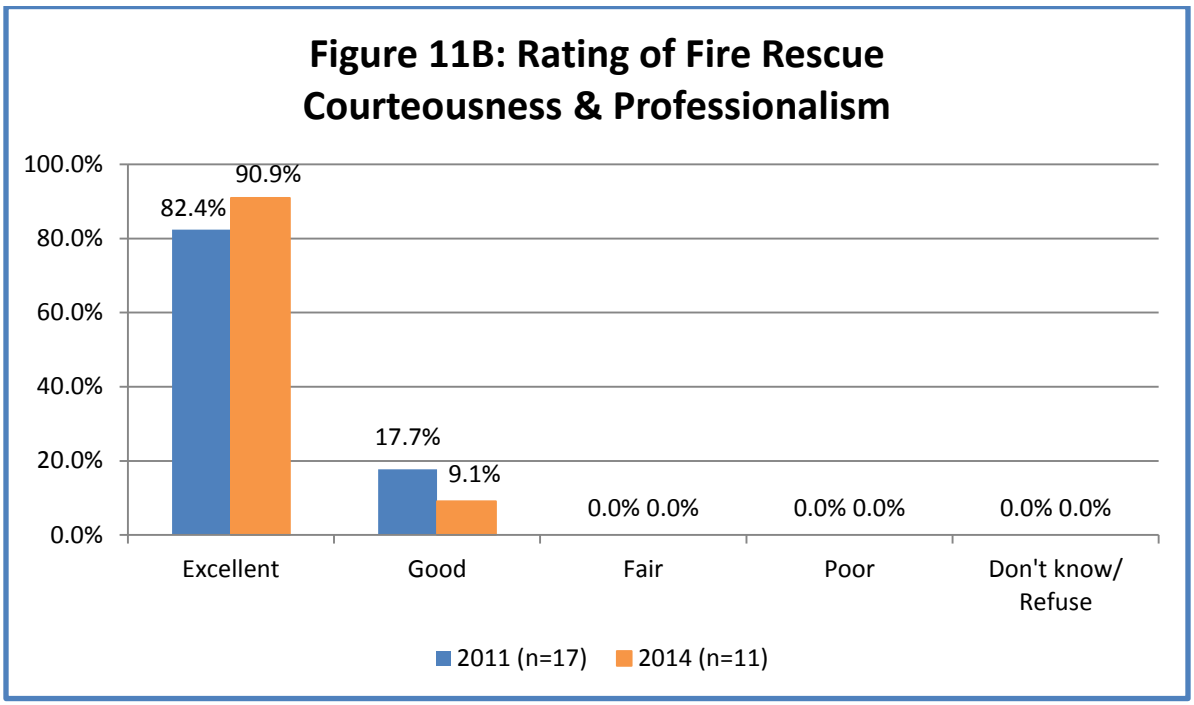


About four in five (81.8%) respondents who indicated they have received GFR fire rescue services rated the response time for the fire crew to arrive as "excellent," and nearly one in five (18.2%) rated the response time as "good." None of these respondents rated the response time for the fire crew to arrive as "fair" or "poor."

Respondents in 2014 who had received GFR fire rescue services (81.8%) were more likely than those in 2011 (70.6%) to rate the response time for the fire crew to arrive as "excellent."

Fire Rescue Ratings: Courteousness & Professionalism

Those respondents who indicated they have received GFR fire rescue services (n=11) were next asked: "How would you rate the courteousness and professionalism of the crew?" The results appear in Figure 11B.

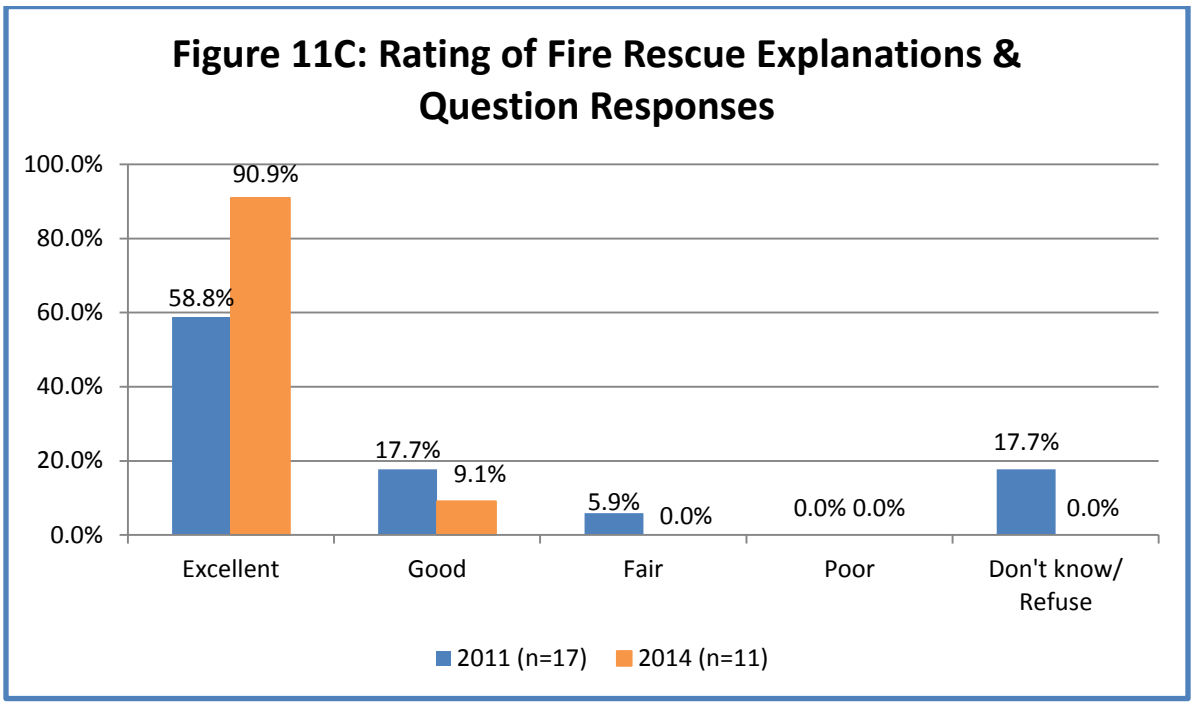


Nine in ten (90.9%) respondents who indicated they have received GFR fire rescue services rated the courteousness and professionalism of the crew as "excellent," and one in ten (9.1%) rated the courteousness and professionalism as "good." None of these respondents rated the courteousness and professionalism of the crew as "fair" or "poor."

Respondents in 2014 who had received GFR fire rescue services (90.9%) were more likely than those in 2011 (82.4%) to rate the courteousness and professionalism of the crew as "excellent."

Fire Rescue Ratings: Explanations / Question Responses

Those respondents who indicated they have received GFR fire rescue services (n=11) were next asked: "How would you rate any explanations or question responses from the crew?" The results appear in Figure 11C.

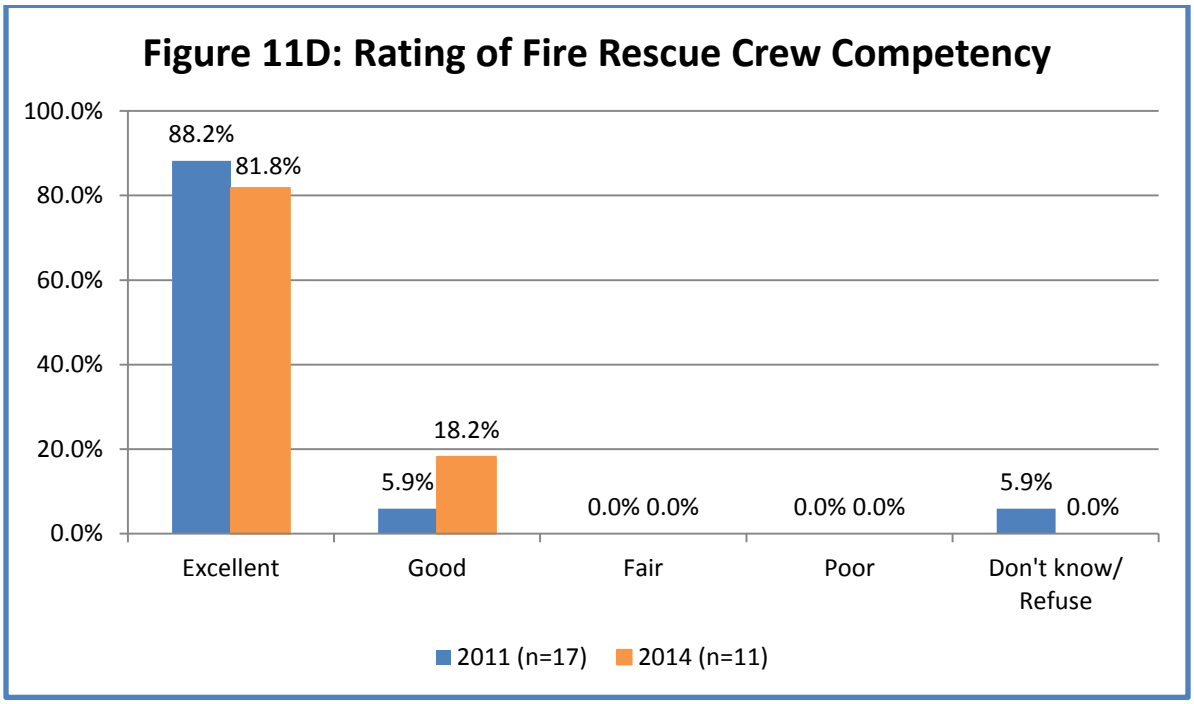


Nine in ten (90.9%) respondents who indicated they have received GFR fire rescue services rated the explanations and question responses from the crew as "excellent," and one in ten (9.1%) rated the explanations/responses as "good." None of these respondents rated the explanations/responses from the crew as "fair" or "poor."

Respondents in 2014 who had received GFR fire rescue services (90.9%) were much more likely than those in 2011 (58.8%) to rate explanations and question responses from crew as "excellent."

Fire Rescue Ratings: Competency

Those respondents who indicated they have received GFR fire rescue services (n=11) were next asked: "How would you rate the competency of the crew?" The results appear in Figure 11D.

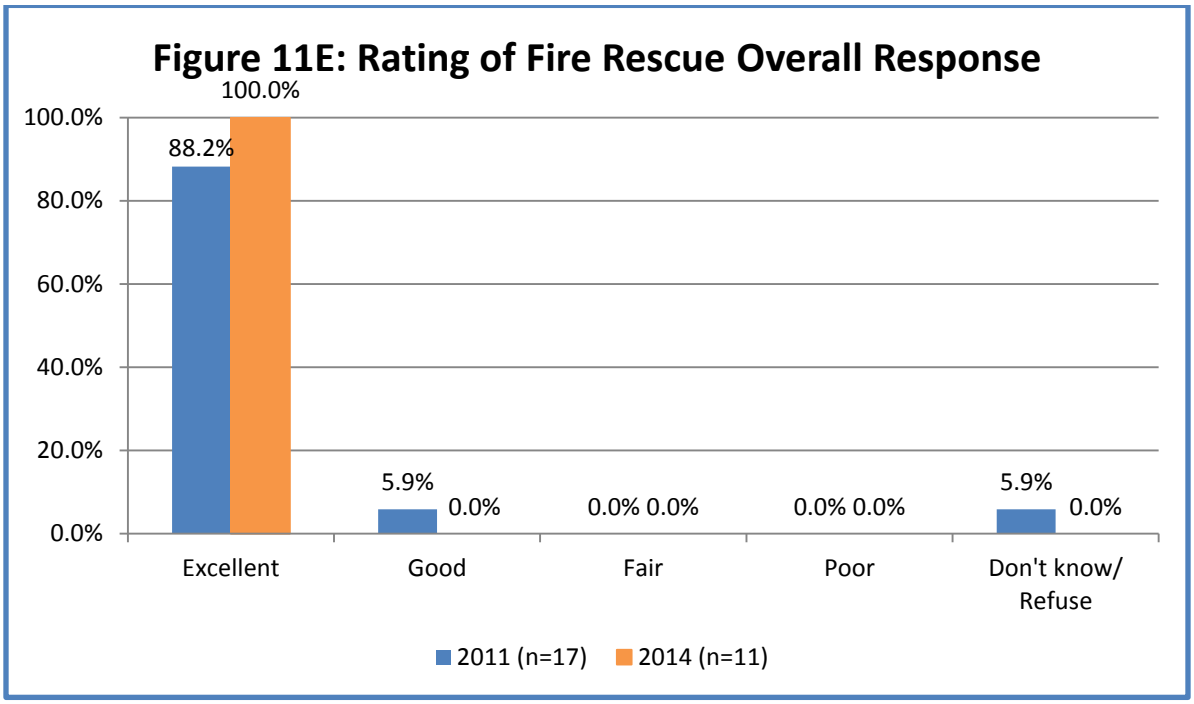


More than four in five (81.8%) respondents who indicated they have received GFR fire rescue services rated the competency of the crew as "excellent," and about one in five (18.2%) rated the crew's competency as "good." None of these respondents rated the competency of the crew as "fair" or "poor."

Respondents in 2014 who had received GFR fire rescue services (81.8%) were slightly less likely than those in 2011 (88.2%) to rate the competency of the crew as "excellent."

Fire Rescue Ratings: Overall Response

Those respondents who indicated they have received GFR fire rescue services (n=11) were next asked: "How would you rate the overall response to your fire emergency?" The results appear in Figure 11E.



All (100.0%) of the respondents who indicated they have received GFR fire rescue services rated the overall response to their fire emergency as "excellent."

Respondents in 2014 who had received GFR fire rescue services (100.0%) were more likely than those in 2011 (88.2%) to rate the overall response to their fire emergency as "excellent."

Fire Rescue Ratings Summary Ratings Comparison 2011 & 2014

The following table summarizes the "excellent" ratings from respondents who received fire rescue services in 2011 and 2014.

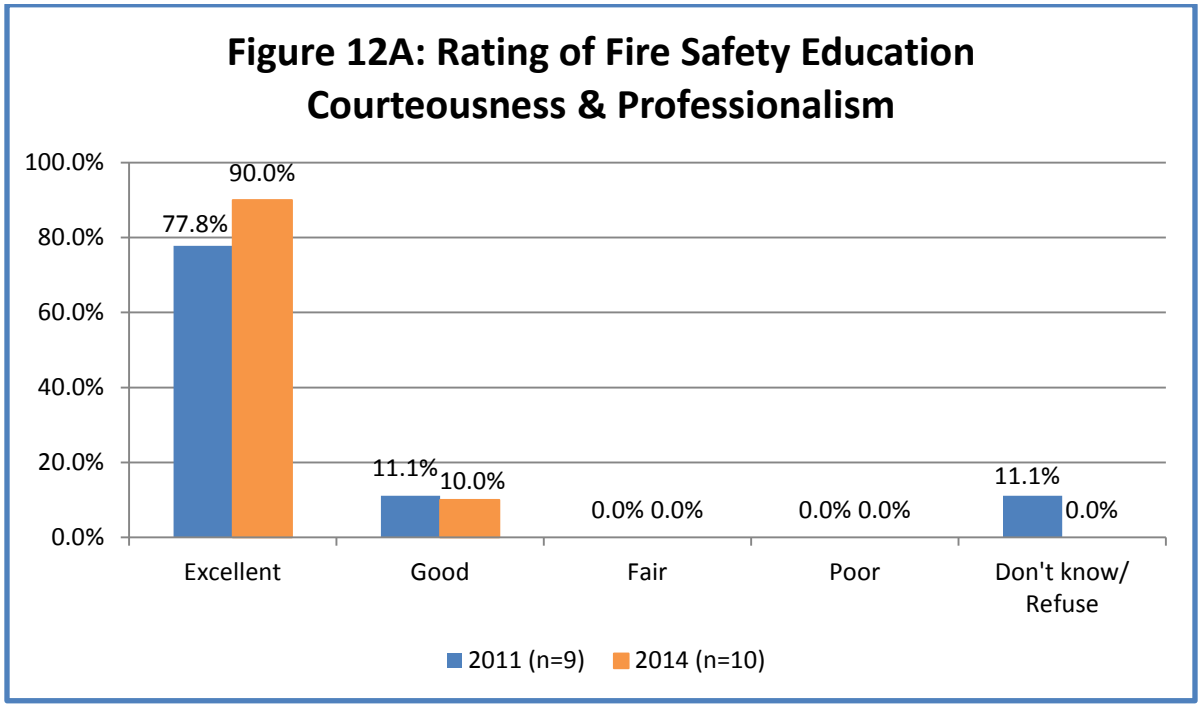
Table 8: Fire Rescue Assistance Ratings Summary

Excellent Ratings	2011	2014	Difference
Response time	70.6%	81.8%	+11.2%
Courteousness & professionalism	82.4%	90.9%	+8.5%
Explanations or question responses	58.8%	90.9%	+32.1%
Competency	88.2%	81.8%	-6.4%
Overall response to fire emergency	88.2%	100.0%	+11.8%

Ratings of "excellent" were higher for four of five evaluation categories in 2014 than in 2011. In 2014, at least four in five respondents who indicated they have received GFR fire rescue services provided "excellent" ratings for each evaluation category.

Fire Safety Education Ratings: Courteousness & Professionalism

Those respondents who indicated they have received GFR fire safety education services (n=10) were next asked to rate the services they received as excellent, good, fair, or poor, beginning with: "How would you rate the courteousness and professionalism of the presenter?" The results appear in Figure 12A.

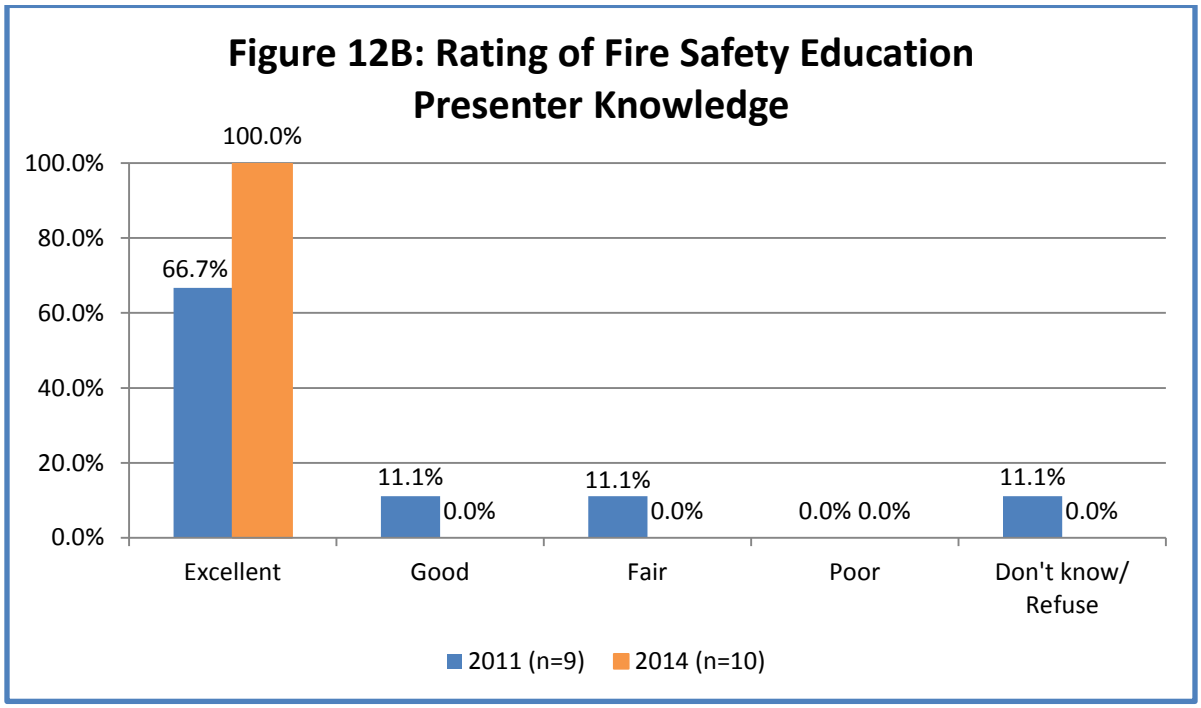


Nine in ten (90.0%) respondents who indicated they have received GFR fire safety education services rated the courteousness and professionalism of the presenter as "excellent," and one in ten (10.0%) rated the courteousness and professionalism as "good." None of these respondents rated the courteousness and professionalism of the presenter as "fair" or "poor."

Respondents in 2014 who had received GFR fire safety education services (90.0%) were more likely than those in 2011 (77.8%) to rate the courteousness and professionalism of the presenter as "excellent."

Fire Safety Education Ratings: Knowledge

Those respondents who indicated they have received GFR fire safety education services (n=10) were next asked: "How would you rate the knowledge of the presenter?" The results appear in Figure 12B.

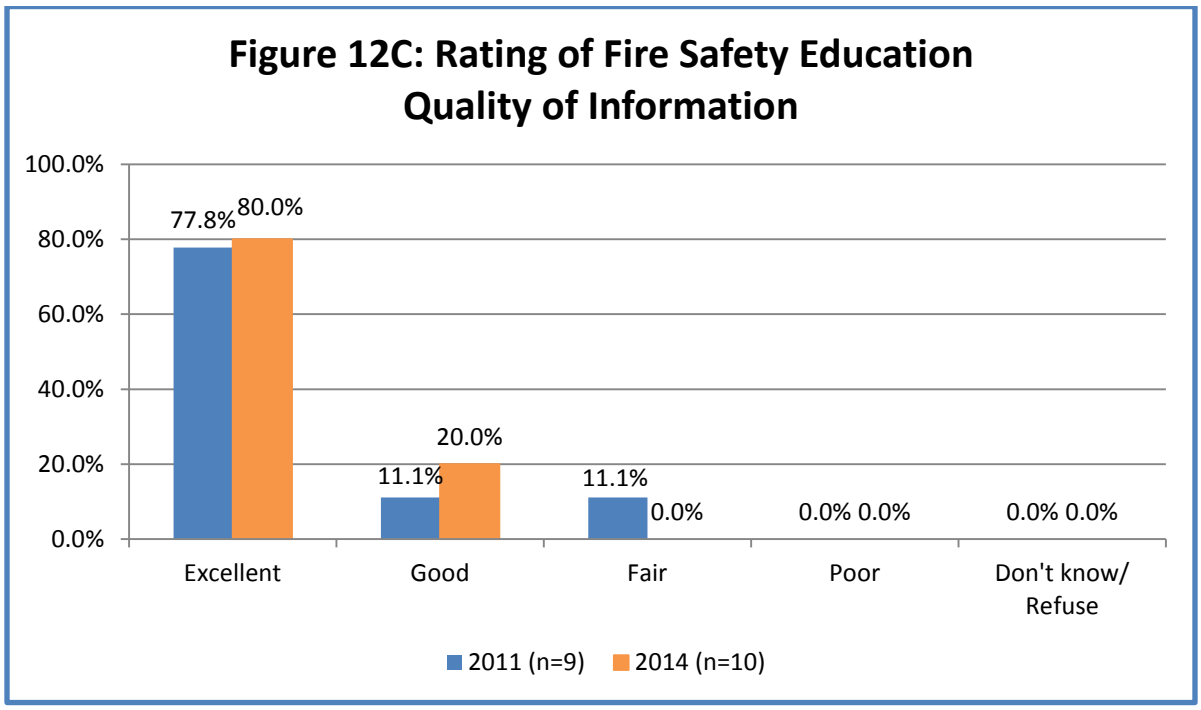


All (100.0%) of the respondents who indicated they have received GFR fire safety education services rated the knowledge of the presenter as "excellent."

Respondents in 2014 who had received GFR fire safety education services (100.0%) were much more likely than those in 2011 (66.7%) to rate the knowledge of the presenter as "excellent."

Fire Safety Education Ratings: Quality of Information

Those respondents who indicated they have received GFR fire safety education services (n=10) were next asked: "How would you rate the quality of the fire safety information you received from GFR?" The results appear in Figure 12C.

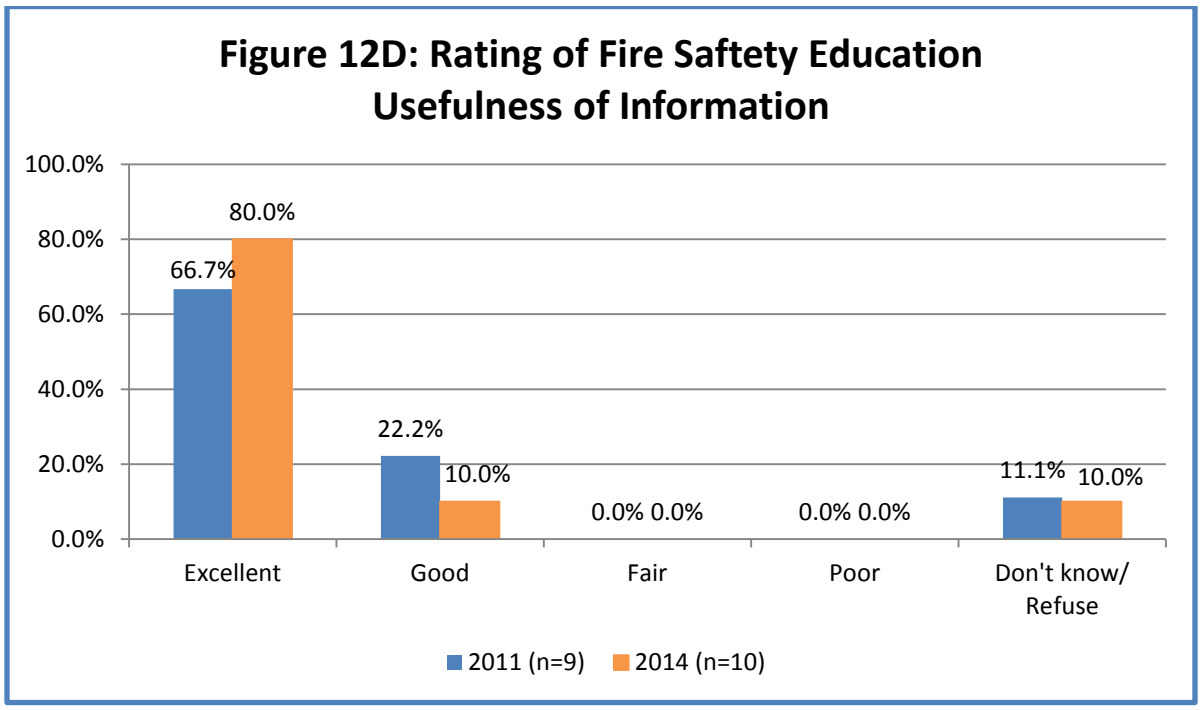


Four in five (80.0%) respondents who indicated they have received GFR fire safety education services rated the quality of fire safety information they received as "excellent," and one in five (20.0%) rated the quality of information as "good." None of these respondents rated the quality of fire safety information as "fair" or "poor."

There were few differences between responses given in 2011 and 2014.

Fire Safety Education Ratings: Usefulness of Information

Those respondents who indicated they have received GFR fire safety education services (n=10) were next asked: "How would you rate the usefulness of the fire safety information you received from GFR?" The results appear in Figure 12D.

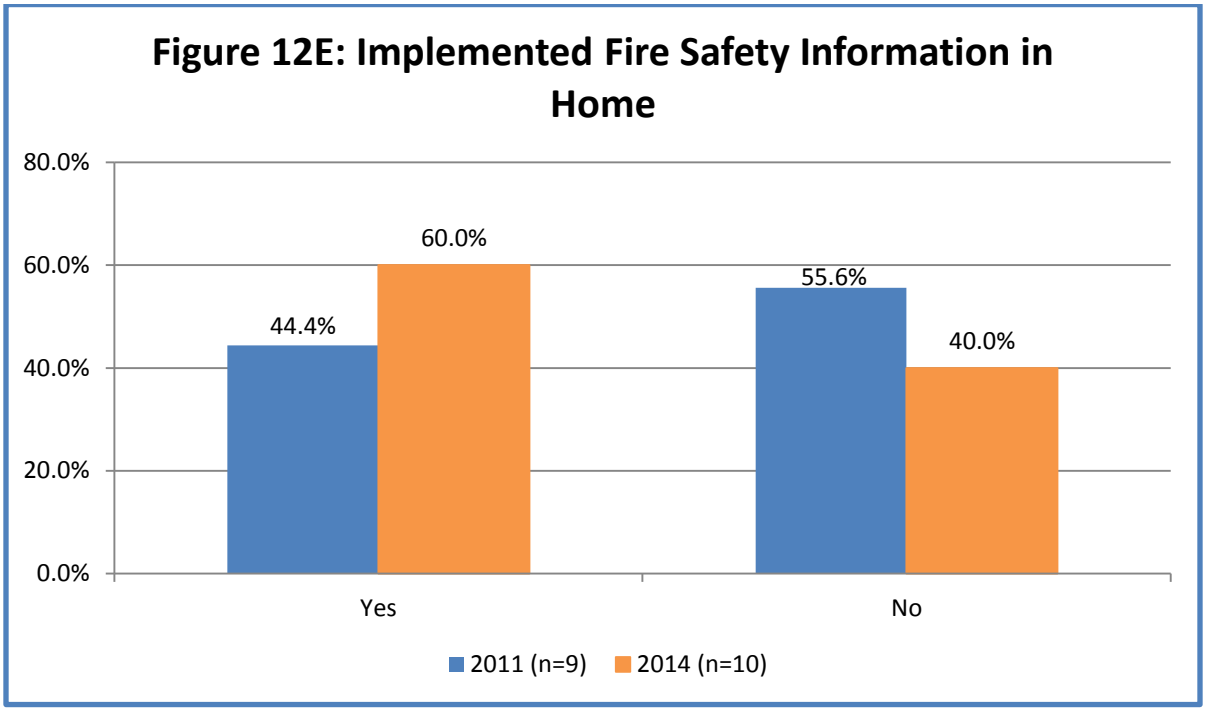


Four in five (80.0%) respondents who indicated they have received GFR fire safety education services rated the usefulness of the fire safety information they received as "excellent," and one in ten (10.0%) rated the usefulness as "good." None of these respondents rated the usefulness of the fire safety information as "fair" or "poor."

Respondents in 2014 who had received GFR fire safety education services (80.0%) were more likely than those in 2011 (66.7%) to rate the usefulness of the fire safety information they received as "excellent."

Fire Safety Education: Implemented in Home

Those respondents who indicated they have received GFR fire safety education services (n=10) were next asked: "Did you do anything to improve fire safety in your home after receiving fire safety information from GFR?" The results appear in Figure 12E.



Three in five (60.0%) respondents who indicated they have received GFR fire safety education services said that they did make improvements to the fire safety in their homes after receiving fire safety information from GFR.

Fire Safety Education Summary Ratings Comparison 2011 & 2014

The following table summarizes the "excellent" (and "yes") ratings from respondents who received fire safety education services in 2011 and 2014.

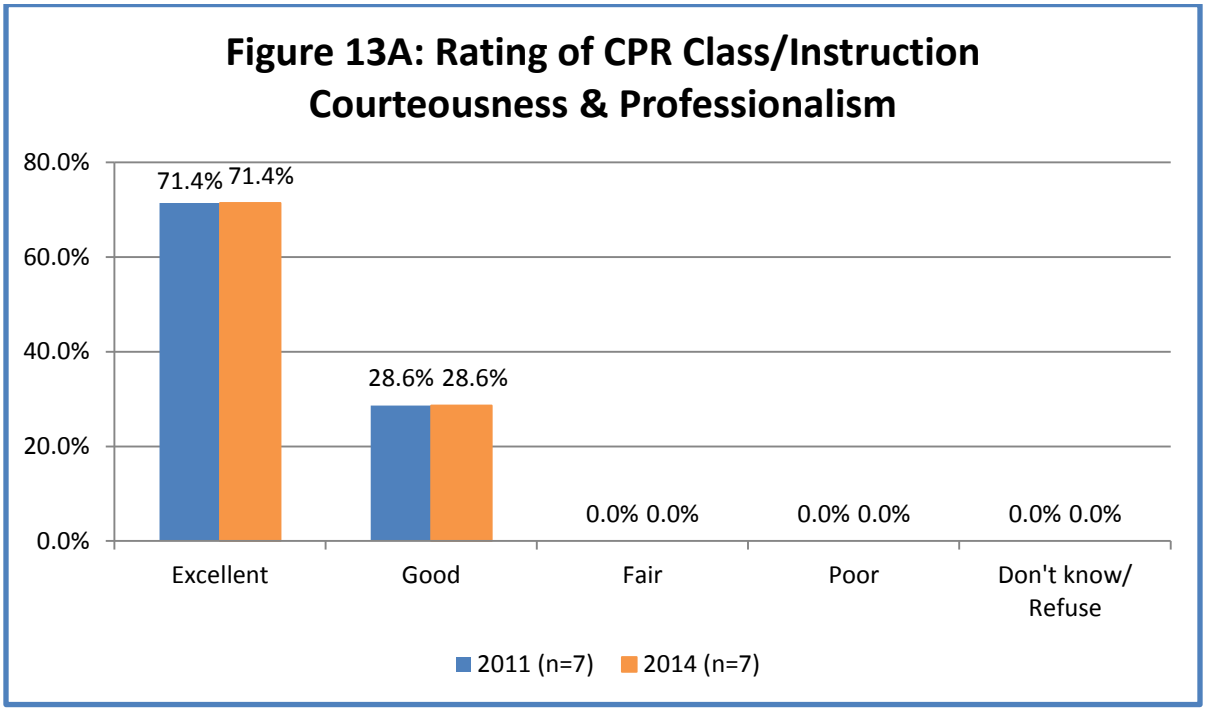
Table 9: Fire Safety Education Summary

Excellent Ratings	2011	2014	Difference
Courteousness & professionalism	77.8%	90.0%	+12.2%
Knowledge	66.7%	100.0%	+33.3%
Quality of information	77.8%	80.0%	+2.2%
Usefulness of information	66.7%	80.0%	+13.3%
Implementation of fire safety information	44.4%	60.0%	+15.6%

Ratings of "excellent" (and "yes") were higher for all five evaluation categories in 2014 than in 2011. In 2014, at least four in five respondents who indicated they have received GFR fire education services provided "excellent" ratings for four evaluation categories.

CPR Class/Instruction Ratings: Courteousness & Professionalism

Those respondents who indicated they have received GFR CPR class/instruction services (n=7) were next asked to rate the services they received as excellent, good, fair, or poor, beginning with: "How would you rate the courteousness and professionalism of the instructor?" The results appear in Figure 13A.

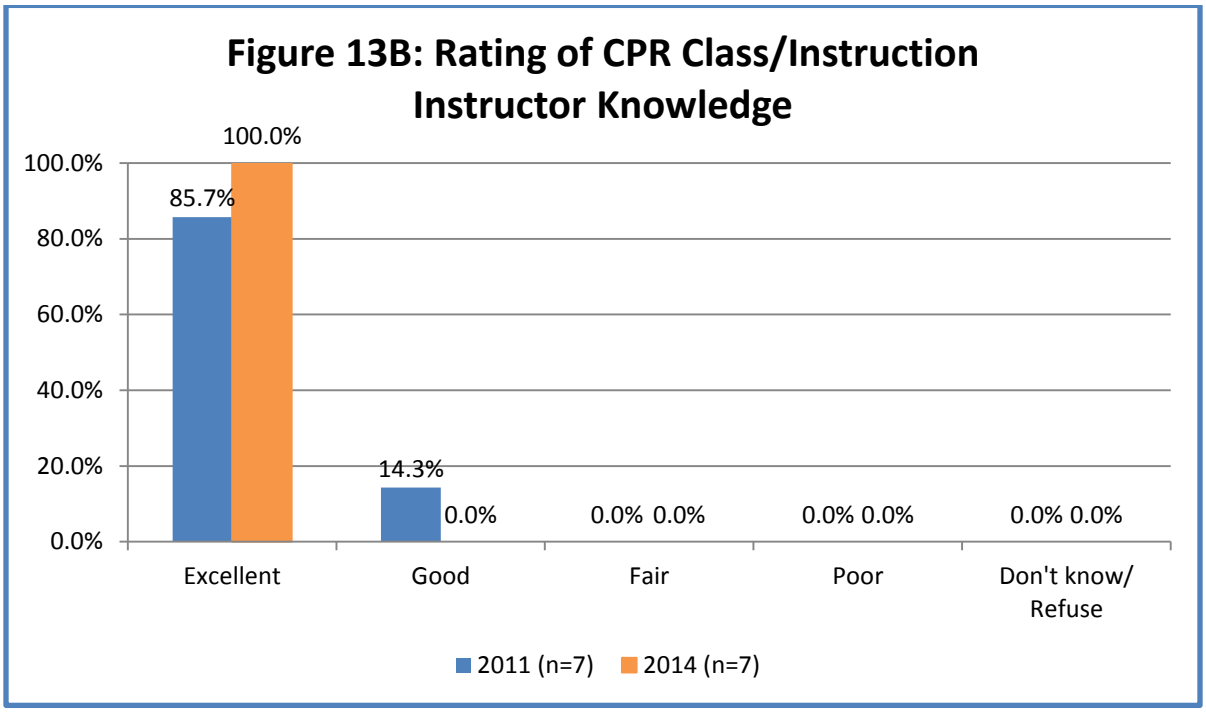


Nearly three in four (71.4%) respondents who indicated they have received GFR CPR class/instruction services rated the courteousness and professionalism of the instructor as "excellent," and more than one in four (28.6%) rated the courteousness and professionalism as "good." None of these respondents rated the courteousness and professionalism of the instructor as "fair" or "poor."

There were no differences between responses in 2011 and 2014.

CPR Class/Instruction Ratings: Knowledge

Those respondents who indicated they have received GFR CPR class/instruction services (n=7) were next asked: "How would you rate the knowledge of the instructor?" The results appear in Figure 13B.

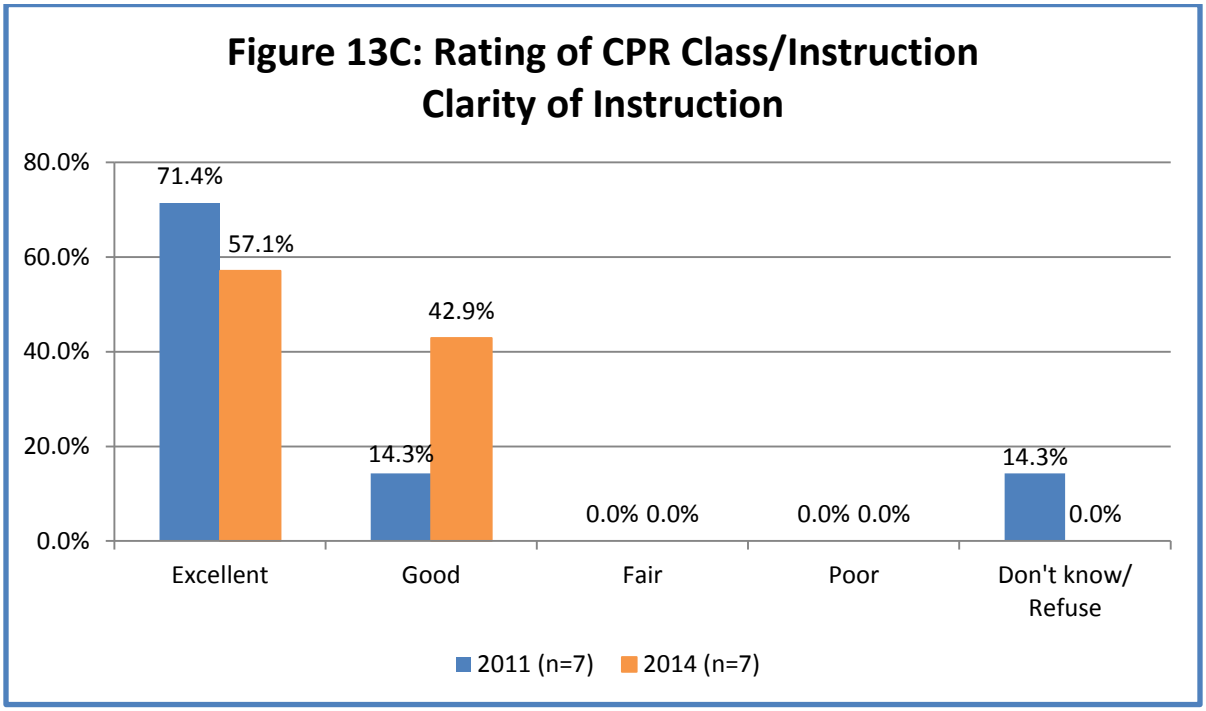


All (100.0%) of the respondents who indicated they have received GFR CPR class/instruction services rated the knowledge of the instructor as "excellent."

Respondents in 2014 who had received GFR CPR class/instruction services (100.0%) were more likely than those in 2011 (85.7%) to rate the knowledge of the instructor as "excellent."

CPR Class/Instruction Ratings: Clarity of Instruction

Those respondents who indicated they have received GFR CPR class/instruction services (n=7) were next asked: "How would you rate the clarity of the instruction you received?" The results appear in Figure 13C.

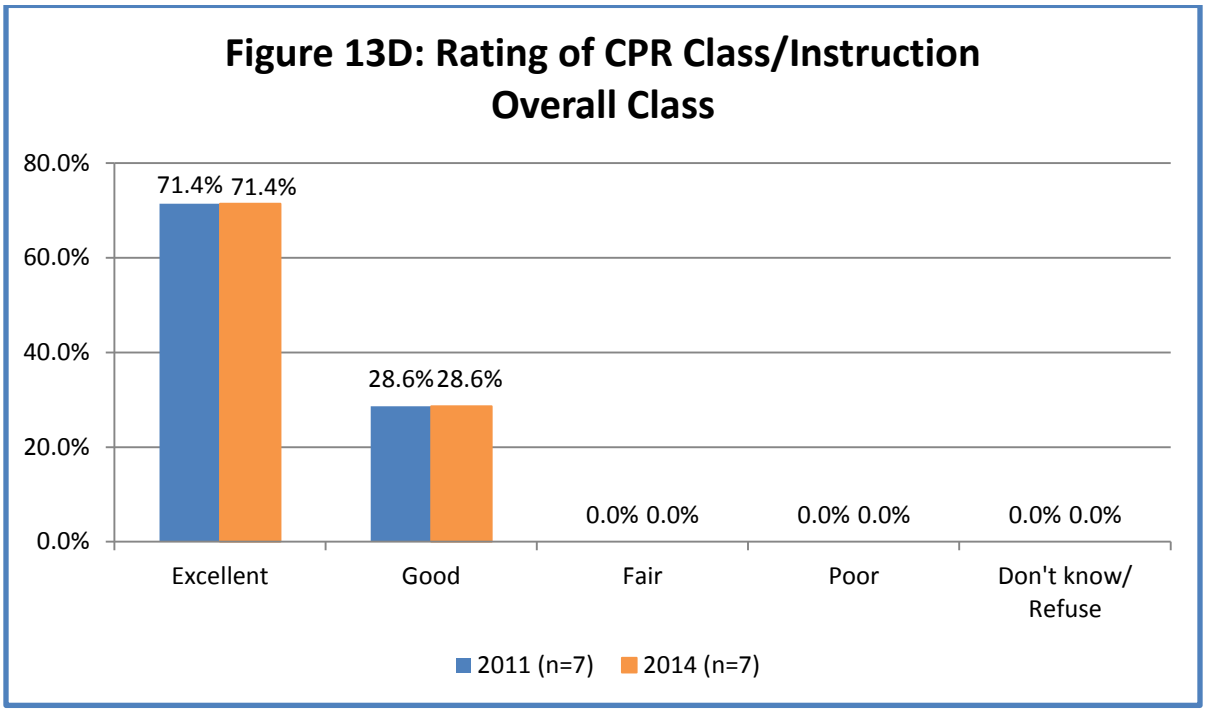


Nearly three in five (57.1%) respondents who indicated they have received GFR CPR class/instruction services rated the clarity of the instruction they received as "excellent," and more than two in five (42.9%) rated the clarity of instruction as "good." None of these respondents rated the clarity of instruction as "fair" or "poor."

Respondents in 2014 who had received GFR fire safety education services (57.1%) were less likely than those in 2011 (71.4%) to rate the clarity of the instruction they received as "excellent."

CPR Class/Instruction Ratings: Overall Class

Those respondents who indicated they have received GFR CPR class/instruction services (n=7) were next asked: "How would you rate the overall class?" The results appear in Figure 13D.



Nearly three in four (71.4%) respondents who indicated they have received GFR CPR class/instruction services rated the overall class as "excellent," and more than one in four (28.6%) rated the overall class as "good." None of these respondents rated the overall class as "fair" or "poor."

CPR Class/Instruction Ratings Summary Ratings Comparison 2011 & 2014

The following table summarizes the "excellent" (and "yes") ratings from respondents who received CPR class/instruction.

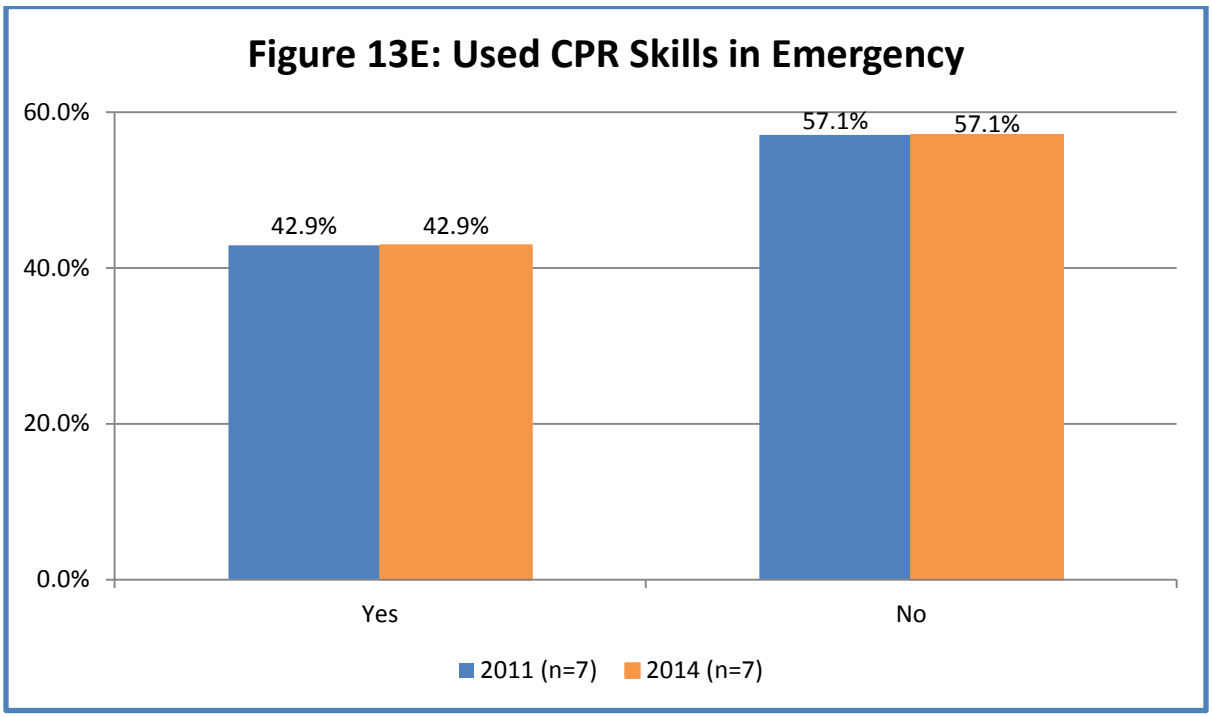
Table 10: CPR Class/Instruction Ratings Summary

Excellent Ratings	2011	2014	Difference
Courteousness & professionalism	71.4%	71.4%	0.0%
Knowledge	85.7%	100.0%	+14.3%
Clarity of instruction	71.4%	57.1%	-14.3%
Overall class	71.4%	71.4%	0.0%

Ratings of "excellent" were higher for one evaluation category, the same for two categories, and lower for one category in 2014 than in 2011. In 2014, at least two of three respondents who indicated they have received GFR CPR class/instruction services provided "excellent" ratings for three of four evaluation categories.

CPR Class/Instruction: Use of Skills

Those respondents who indicated they have received GFR CPR class/instruction services (n=7) were next asked: "Have you used the CPR skills you learned from GFR in an emergency situation?" The results appear in Figure 13E.

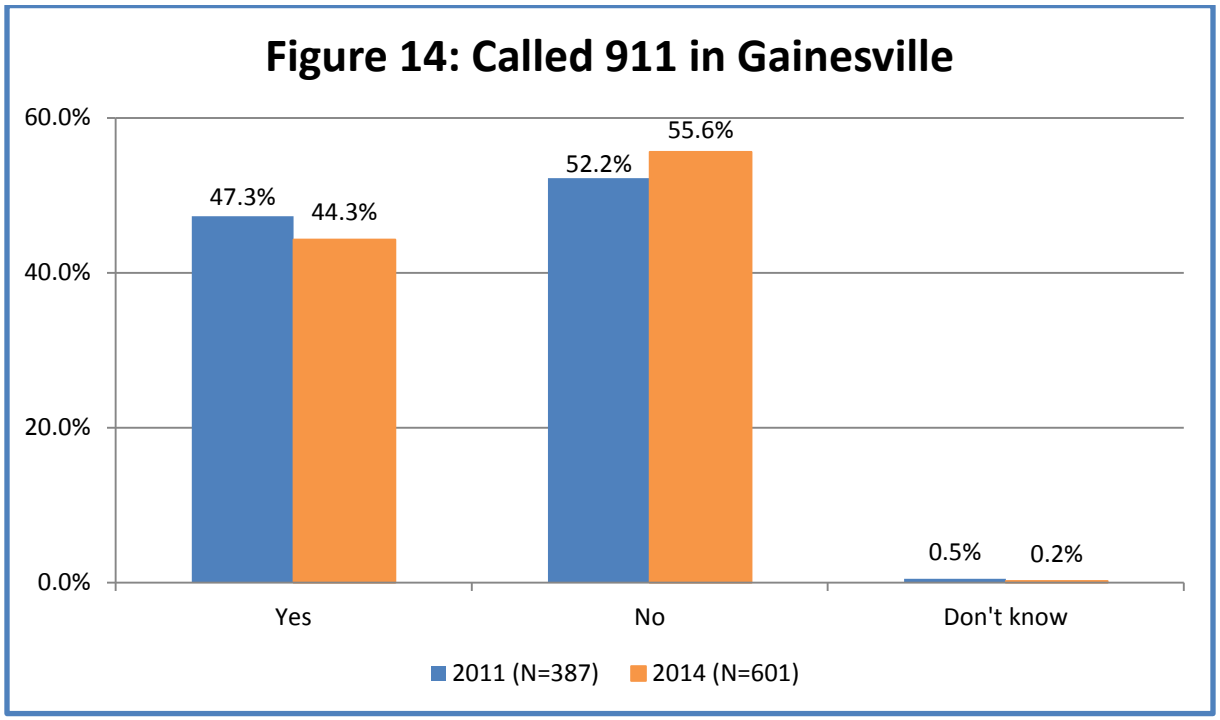


More than two in five (42.9%) respondents who indicated they have received GFR CPR class/instruction services reported that they have used the CPR skills they learned from GFR in an emergency situation.

There were no differences between responses in 2011 and 2014.

Called 911

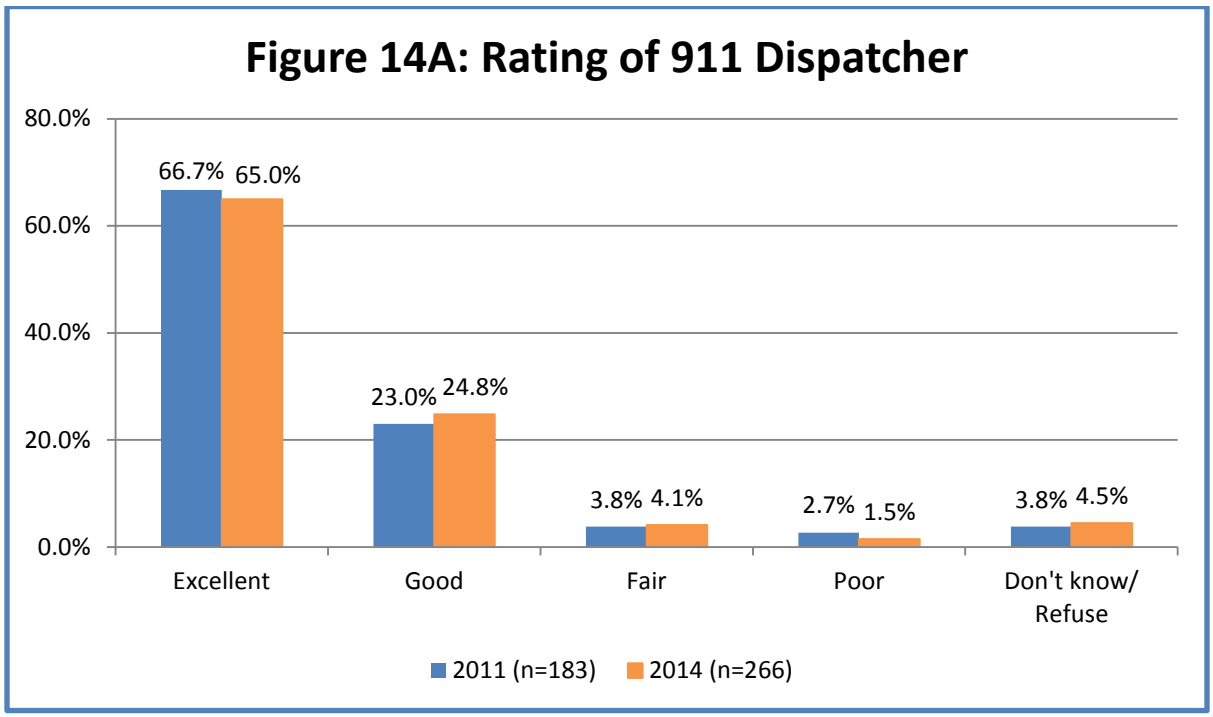
All respondents were next asked: "Have you ever called 911 in Gainesville?" The results are presented in Figure 14.



More than two in five (44.3%) respondents in 2014 reported that they have called 911 in Gainesville. There was little difference between results in 2011 and 2014.

Rating of 911 Dispatcher

Those respondents who indicated they have called 911 in Gainesville (n=266) were next asked: "How would you rate the dispatcher who handled your 911 call? Would you say he or she was excellent, good, fair, or poor?" The results appear in Figure 14A.



Nearly two in three (65.0%) respondents who have called 911 in Gainesville rated the dispatcher who handled their call as "excellent," and about one in four (24.8%) rated their dispatcher as "good." Only about four percent of these respondents rated their 911 dispatcher as "fair," and just two percent rated him or her as "poor."

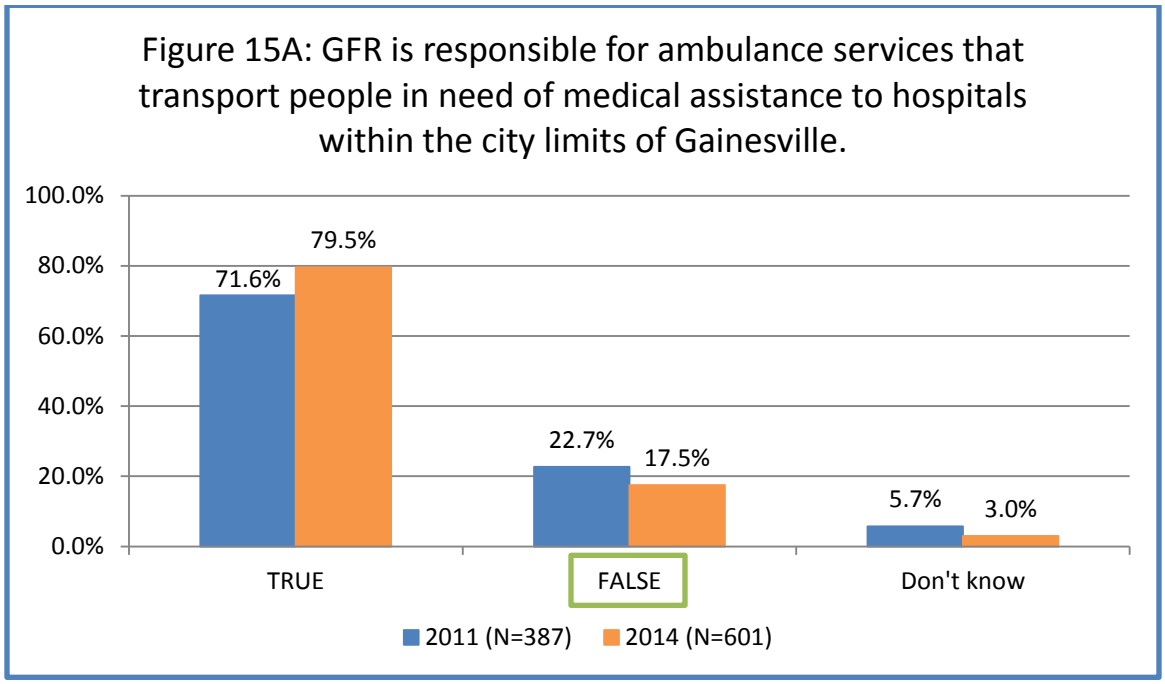
There were few differences between ratings in 2011 and 2014.

Understanding of GFR Services and Funding

Respondents were next asked a series of true/false questions designed to test their understanding of Gainesville Fire Rescue services and funding. The correct response is indicated in green.

Ambulance Services

The first statement respondents were asked to assess as true or false was: "Gainesville Fire Rescue is responsible for ambulance services that transport people in need of medical assistance to hospitals within the city limits of Gainesville." The results appear in Figure 15A.

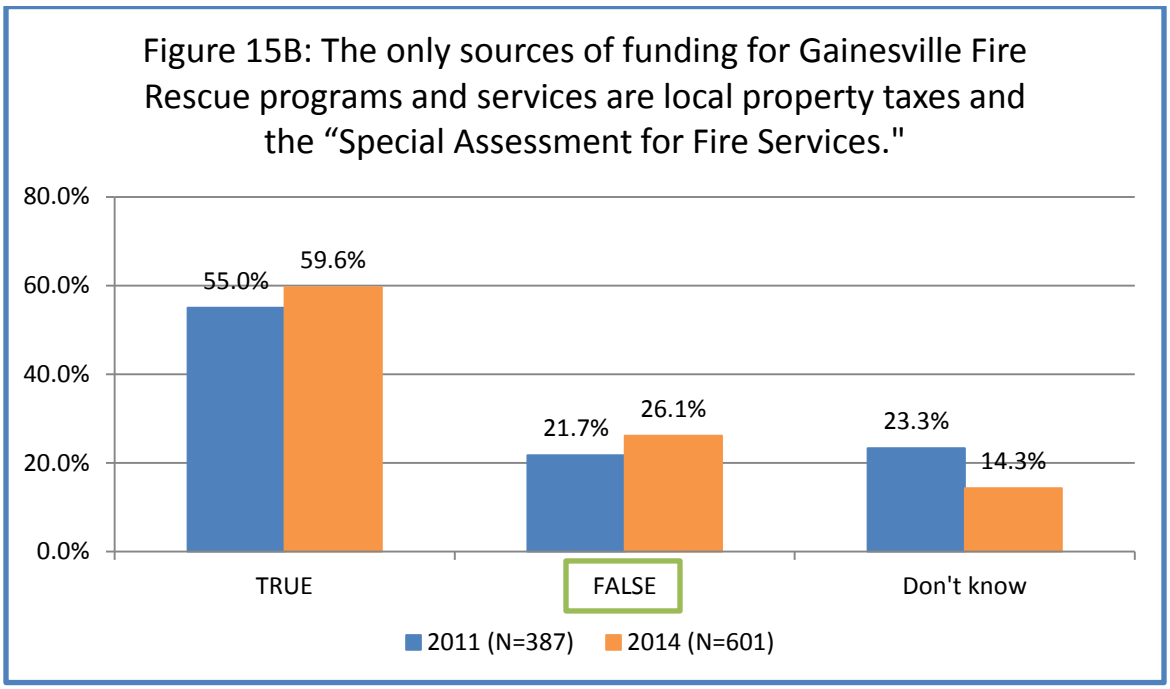


Only about one in six (17.5%) respondents correctly identified the statement "Gainesville Fire Rescue is responsible for ambulance services that transport people in need of medical assistance to hospitals within the city limits of Gainesville" as false.

A higher percentage of respondents were correct in 2011 (22.7%) than in 2014 (17.5%).

Funding Sources

The next statement respondents were asked to assess as true or false was: "The only sources of funding for Gainesville Fire Rescue programs and services are local property taxes and the "Special Assessment for Fire Services." The results appear in Figure 15B.

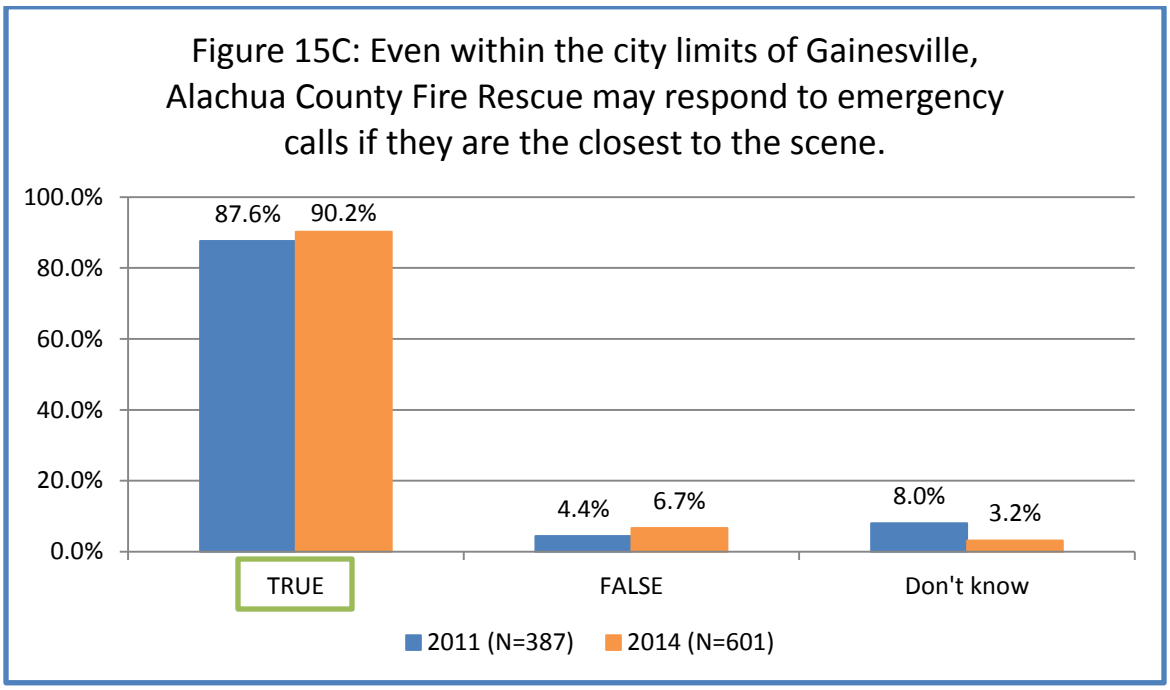


Only about one in four (26.1%) of respondents correctly identify the statement "The only sources of funding for Gainesville Fire Rescue programs and services are local property taxes and the "Special Assessment for Fire Services" as false.

A higher percentage of respondents were correct in 2014 (26.1%) than in 2011 (21.7%).

Response by Alachua County Fire Rescue

The next statement respondents were asked to assess as true or false was: "Even within the city limits of Gainesville, Alachua County Fire Rescue may respond to emergency calls if they are the closest to the scene." The results appear in Figure 15C.

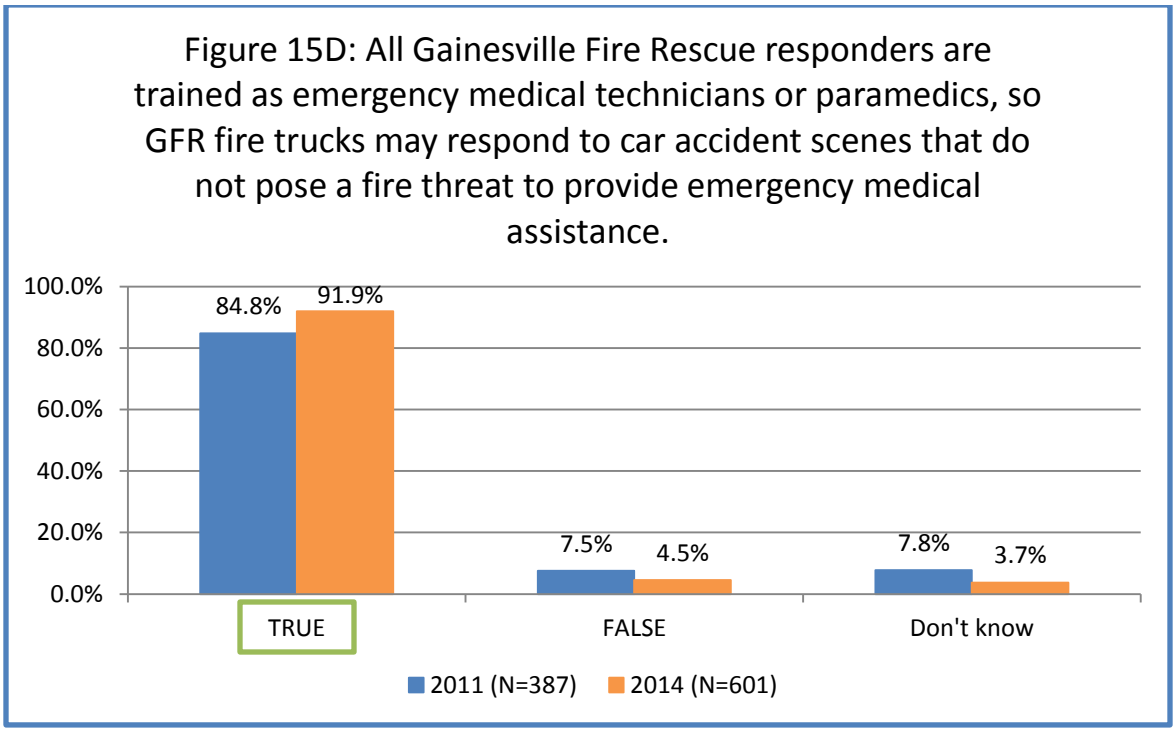


Nine in ten (90.2%) respondents correctly identify the statement "Even within the city limits of Gainesville, Alachua County Fire Rescue may respond to emergency calls if they are the closest to the scene" as true.

A similar percentage of respondents were correct in 2011 (87.6%) and 2014 (90.2%).

GFR Responder Training

The next statement respondents were asked to assess as true or false was: "All Gainesville Fire Rescue responders are trained as emergency medical technicians or paramedics, so GFR fire trucks may respond to car accident scenes that do not pose a fire threat to provide emergency medical assistance." The results appear in Figure 15D.

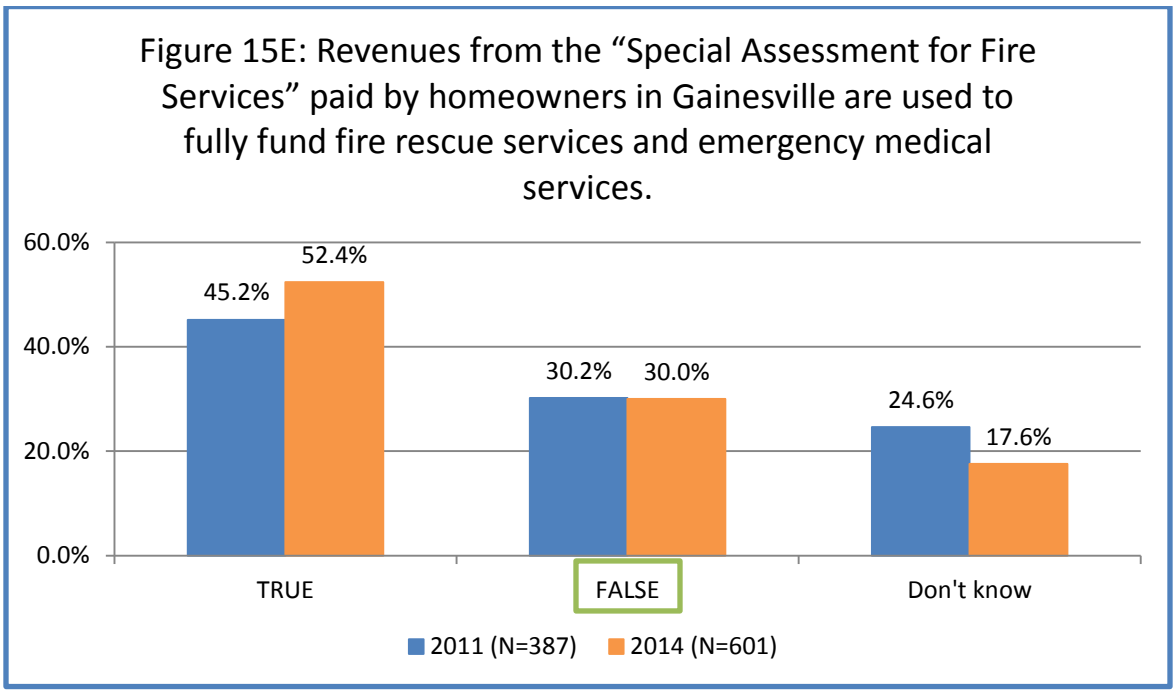


About nine in ten (91.9%) respondents correctly identify the statement "All Gainesville Fire Rescue responders are trained as emergency medical technicians or paramedics, so GFR fire trucks may respond to car accident scenes that do not pose a fire threat to provide emergency medical assistance" as true.

A slightly higher percentage of respondents were correct in 2014 (91.9%) than in 2011 (84.8%).

Special Assessment Revenues

The last statement respondents were asked to assess as true or false was: "Revenues from the "Special Assessment for Fire Services" paid by homeowners in Gainesville are used to fully fund fire rescue services and emergency medical services." The results appear in Figure 15E.



Fewer than one in three (30.0%) respondents correctly identify the statement "Revenues from the "Special Assessment for Fire Services" paid by homeowners in Gainesville are used to fully fund fire rescue services and emergency medical services" as false.

A similar percentage of respondents were correct in 2011 (30.2%) and 2014 (30.0%).

Understanding of GFR Services and Funding Summary 2011 & 2014

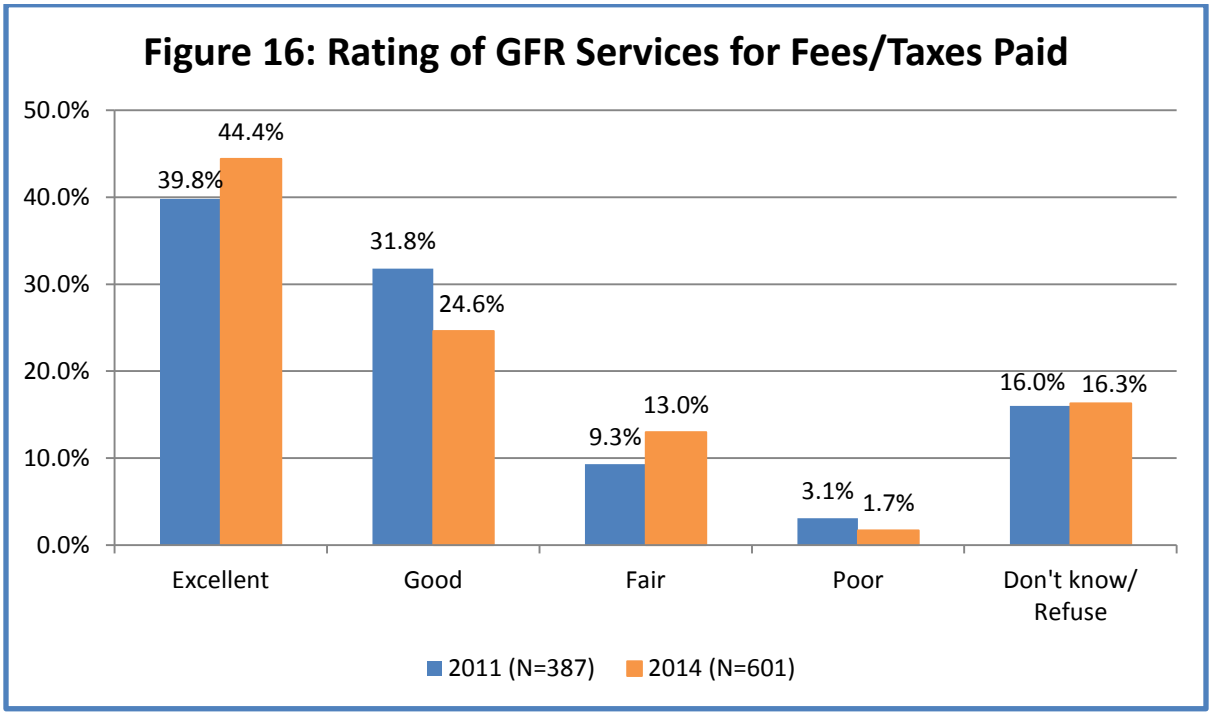
The following table shows the percentage of respondents answering each true/false question correctly.

Statement	2011 Percentage Correct (N=387)	2014 Percentage Correct (N=601)
Gainesville Fire Rescue is responsible for ambulance services that transport people in need of medical assistance to hospitals within the city limits of Gainesville	22.7%	17.5%
The only sources of funding for Gainesville Fire Rescue programs and services are local property taxes and the "Special Assessment for Fire Services"	21.7%	26.1%
Even within the city limits of Gainesville, Alachua County Fire Rescue may respond to emergency calls if they are the closest to the scene	87.6%	90.2%
All Gainesville Fire Rescue responders are trained as emergency medical technicians or paramedics, so GFR fire trucks may respond to car accident scenes that do not pose a fire threat to provide emergency medical assistance	84.8%	91.9%
Revenues from the "Special Assessment for Fire Services" paid by homeowners in Gainesville are used to fully fund fire rescue services and emergency medical services	30.2%	30.0%

In 2014, as in 2011, respondents had less understanding of issues related to GFR funding than issues of response designations. Respondents also remain largely misinformed about rules governing the transport of people in need of medical assistance.

Rating of GFR Services for Fees/Taxes Paid

The next question asked respondents: "Would you rate the level of services you receive from Gainesville Fire Rescue for the amount of fees and taxes you pay as excellent, good, fair, or poor?" The results appear in Figure 16.



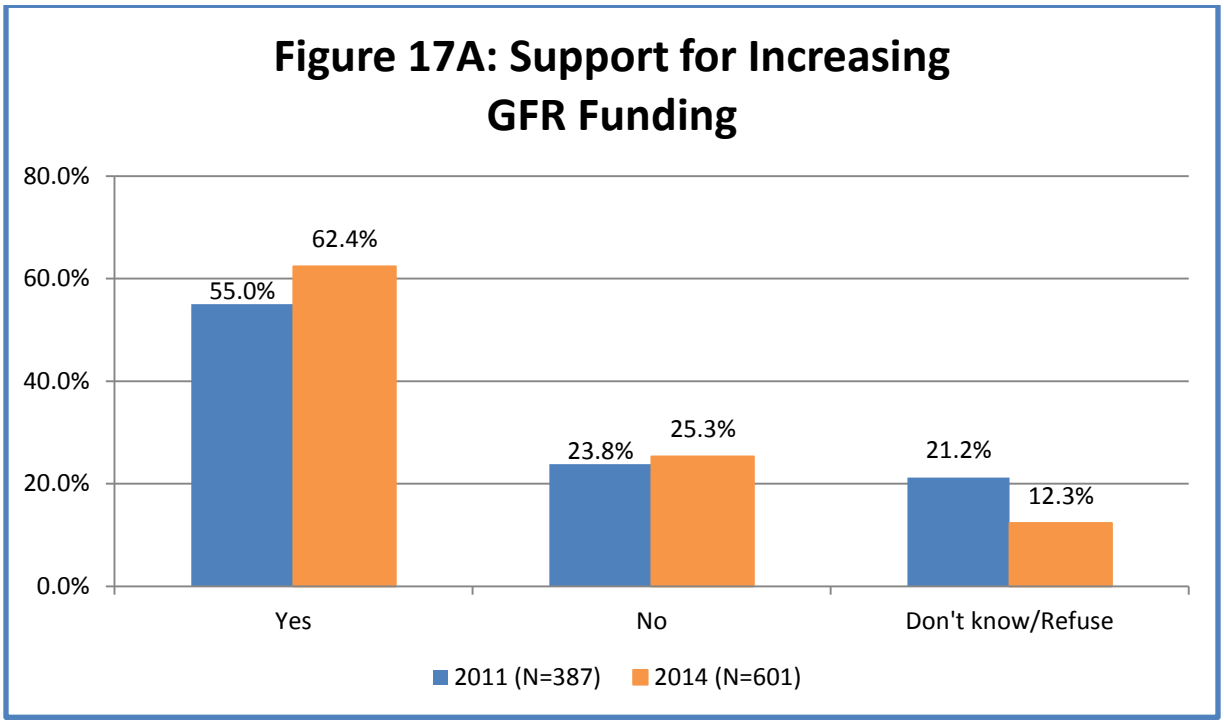
More than two in five (44.4%) respondents rated the level of services they receive from GFR for the amount of fees and taxes they pay as "excellent," and one in four (24.6%) rated the services for fees paid as "good." About one in eight (13.0%) respondents rated the level of GFR services for the amount of fees and taxes paid as "fair" and two percent rated them as "poor."

Responses from 2011 and 2014 are similar.

Support for Increasing/Decreasing GFR Funding

Next, respondents were read the following statement: "Municipal fire departments receive a Public Classification Rating from 1 to 10, with 1 being the best score. At current funding levels, Gainesville Fire Rescue maintains a "Class-2" rating [*note: this was "Class-3" in the 2011 survey*]. Lowering this score tends to lower homeowners' insurance payments, while increases in this score may lead to increases in homeowners' insurance payments."

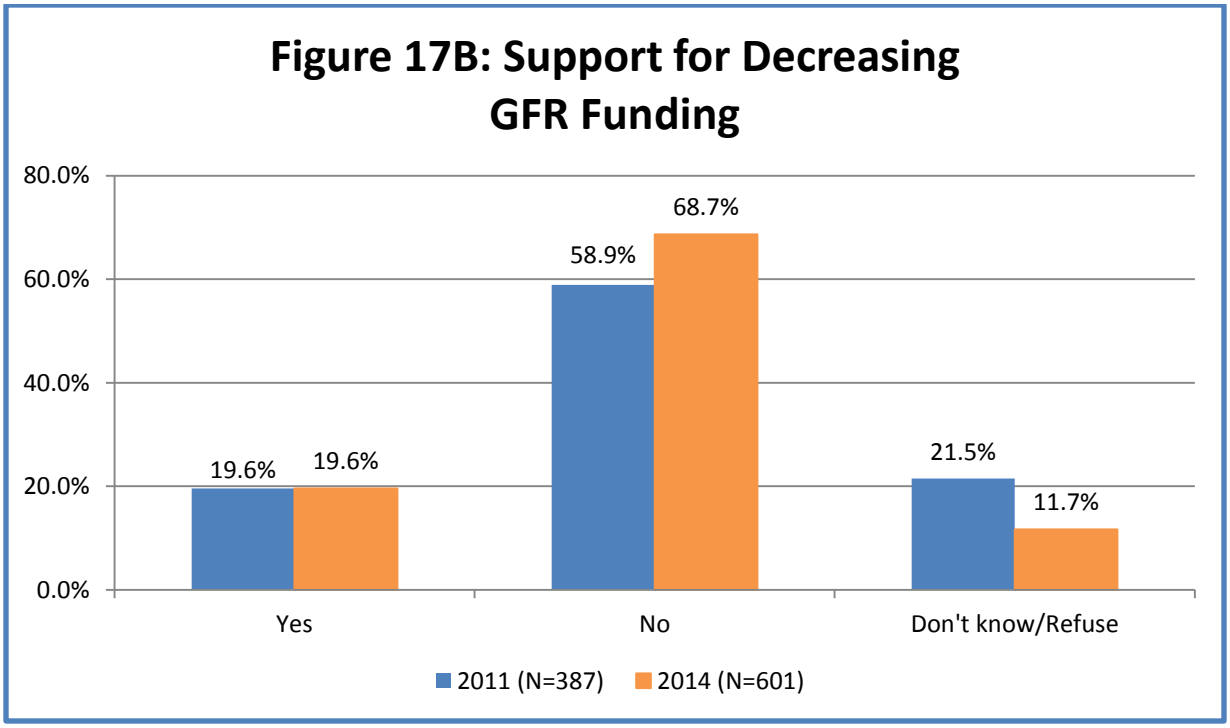
Then, they were asked two questions beginning with: "Given that lowering this score to a "Class-1" rating may reduce fire damages and reduce home insurance rates, would you support increasing fees for funding GFR?" The results appear in Figure 17A.



About three in five (62.4%) respondents indicated that they would support increasing fees for funding GFR given that lowering the Public Classification Rating may reduce fire damages and home insurance rates. One in four (25.3%) respondents would not support increasing funding for GFR given these circumstances, and about one in eight (12.3%) are unsure.

A slightly higher percentage of respondents said they would support increasing fees for funding in 2014 (62.4%) than in 2011 (55.0%).

Respondents were next asked: "Given that increasing this score to a "Class-3" [*note: this was "Class-4" in the 2011 survey*] rating may increase fire damages and raise home insurance rates, would you support decreasing fees for funding GFR?" The results appear in Figure 17B.

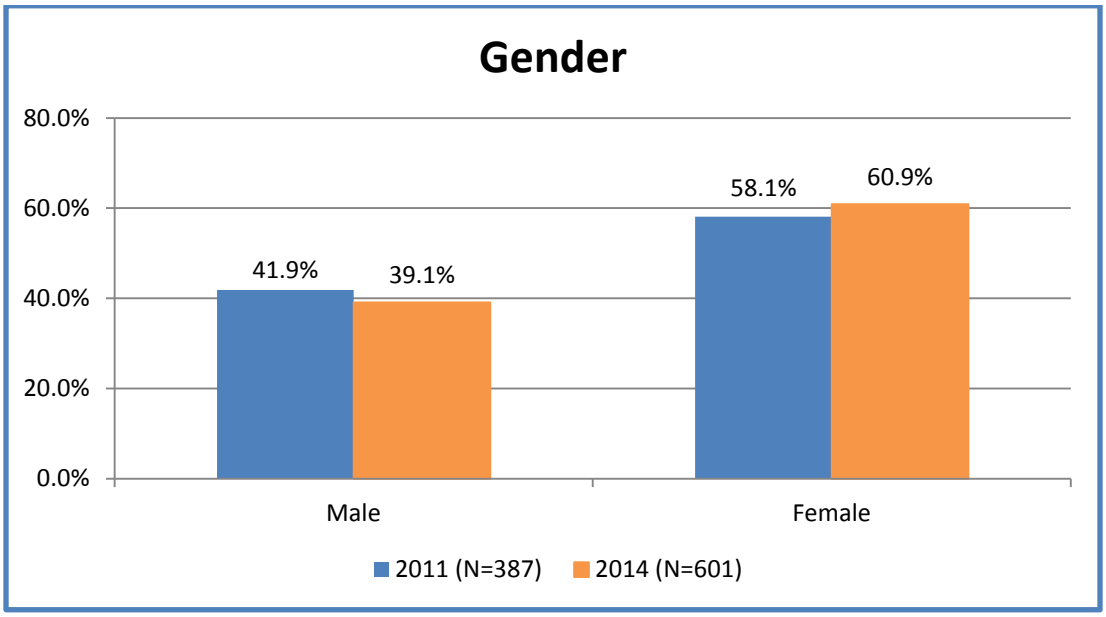


About one in five (19.6%) respondents indicated that they would support decreasing fees for funding GFR given that increasing the Public Classification Rating may increase fire damages and home insurance rates. About two in three (68.7%) respondents would not support decreasing funding for GFR given these circumstances, and about one in nine (11.7%) are unsure.

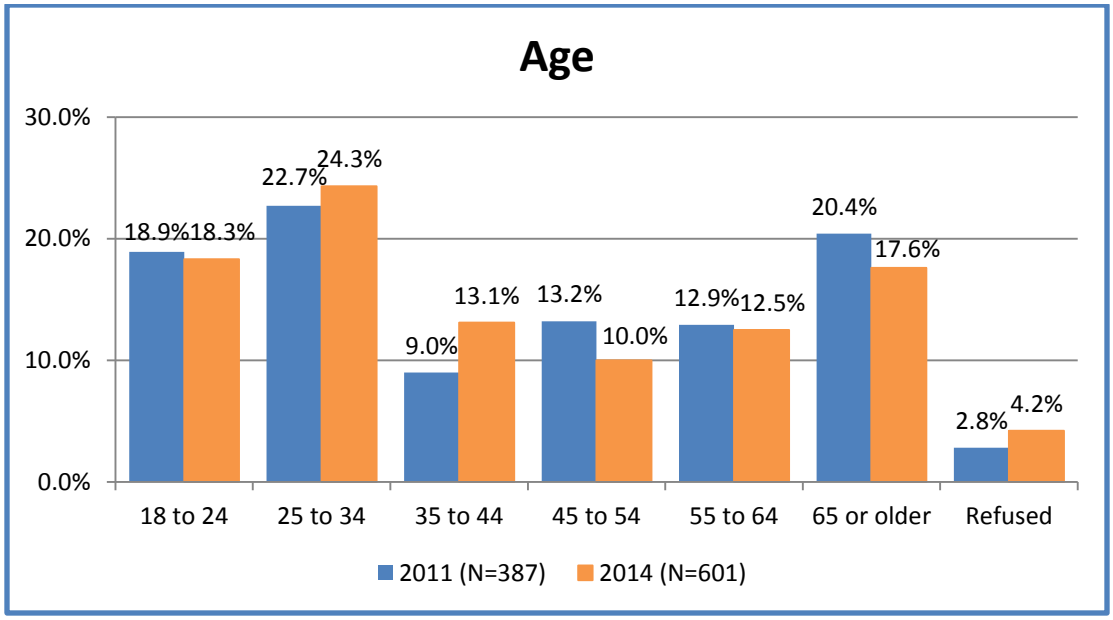
Responses from 2011 and 2014 are similar.

Demographics

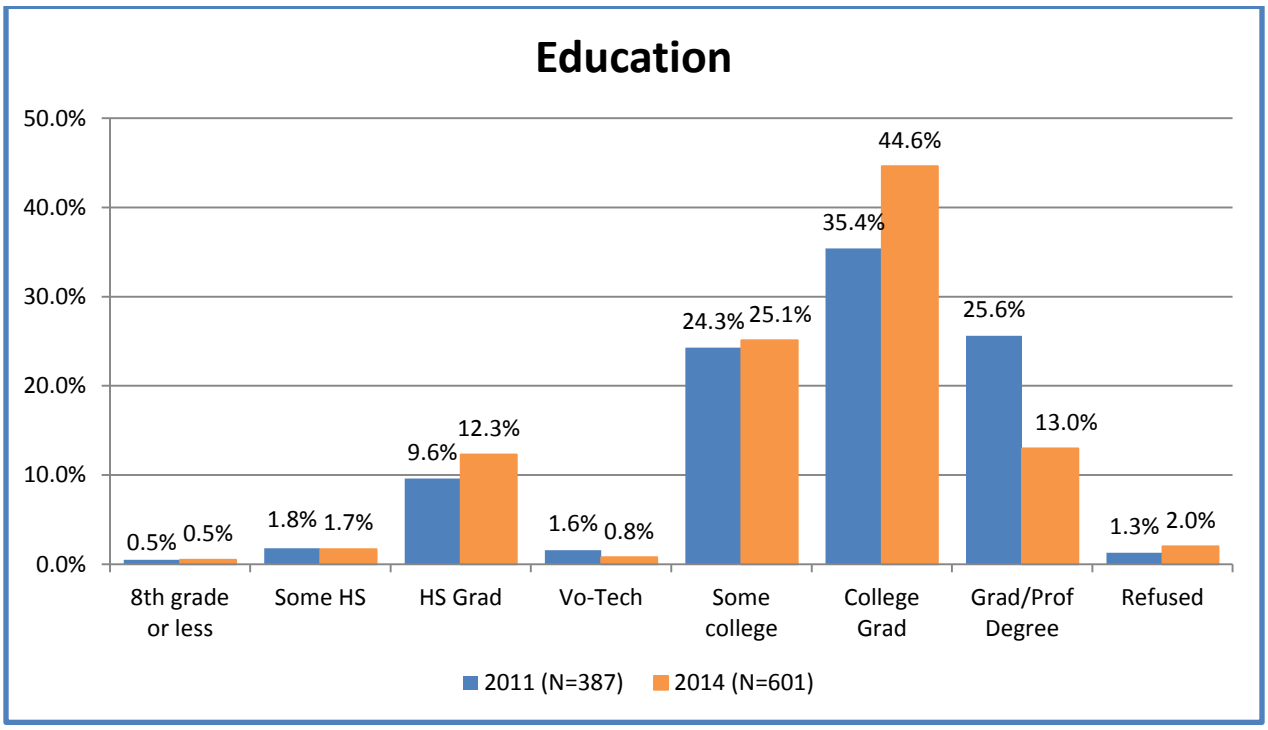
Gender



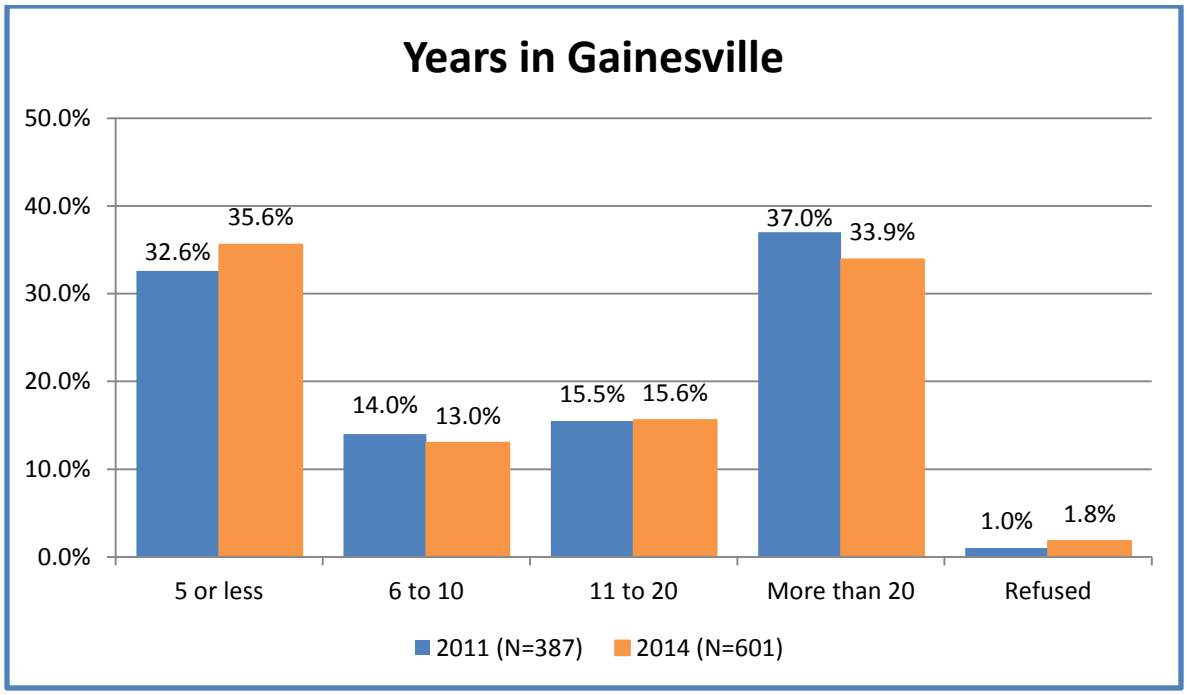
Age



Education



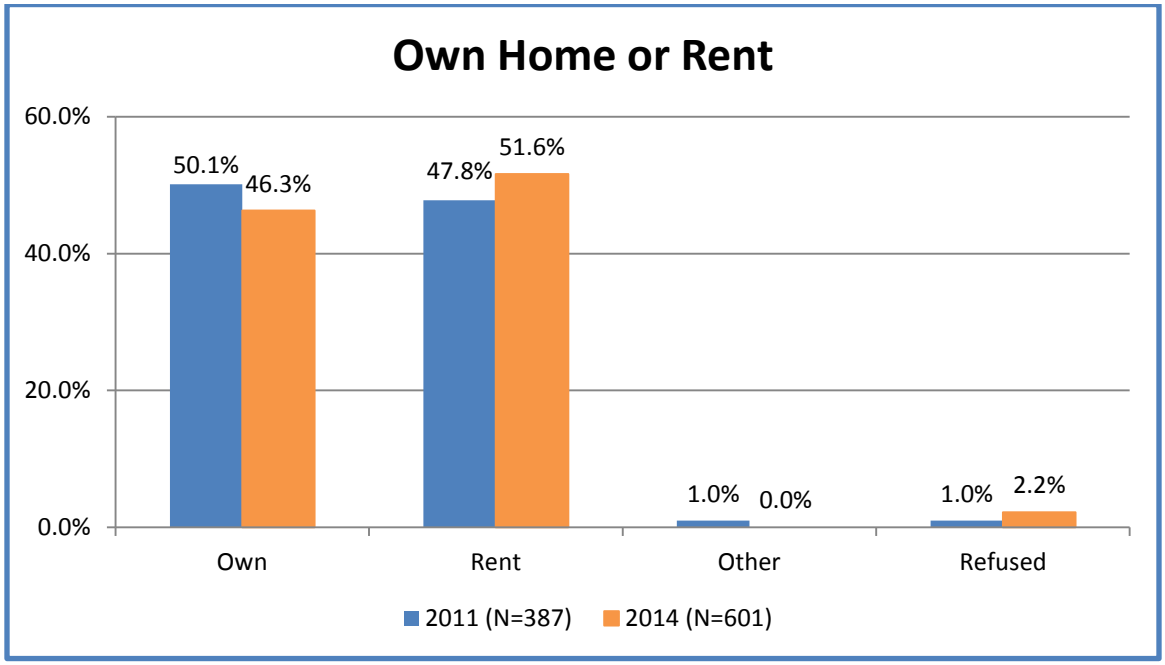
Number of Years in Gainesville



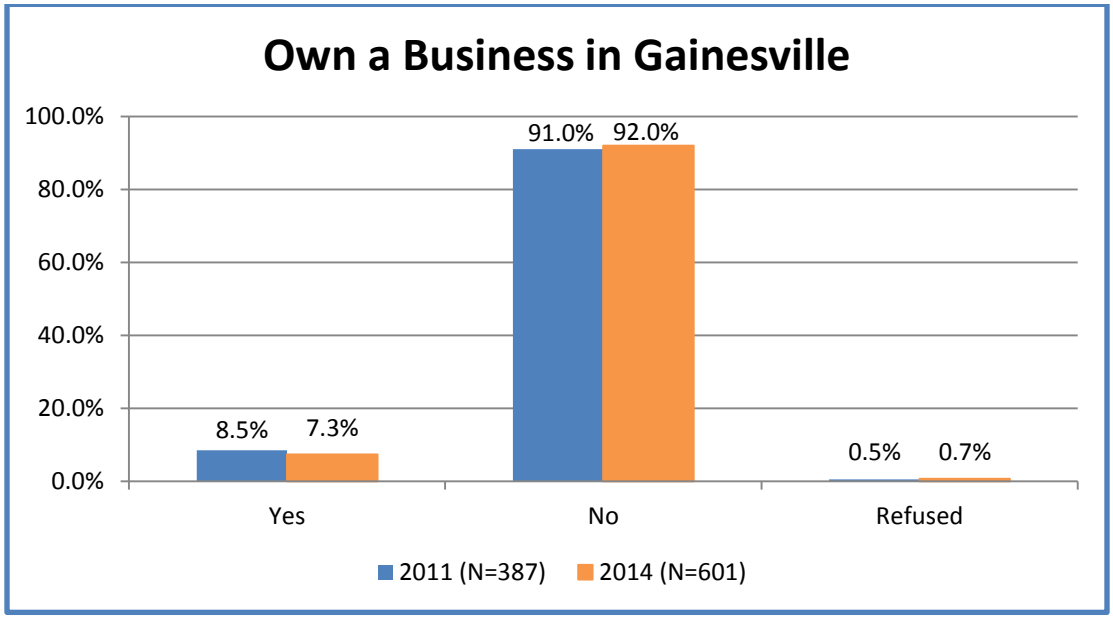
Zip Code

Zip Code	2011 Percentage (N=387)	2014 Percentage (N=601)
32601	17.3% (67)	15.8% (95)
32602	0.3% (1)	0.2% (1)
32603	4.4% (17)	2.5% (15)
32604	0.0% (0)	0.2% (1)
32605	22.0% (85)	22.1% (133)
32606	3.4% (13)	3.3% (20)
32607	10.1% (39)	11.0% (66)
32608	16.3% (63)	18.1% (109)
32609	10.6% (41)	8.3% (50)
32611	0.3% (1)	0.0% (0)
32615	0.0% (0)	0.2% (1)
32640	0.0% (0)	0.2% (1)
32641	5.7% (22)	5.3% (32)
32652	0.0% (0)	0.2% (1)
32653	8.0% (31)	8.5% (51)
32666	0.0% (0)	0.2% (1)
32669	0.3% (1)	0.0% (0)
Refused	1.6% (6)	4.0% (24)

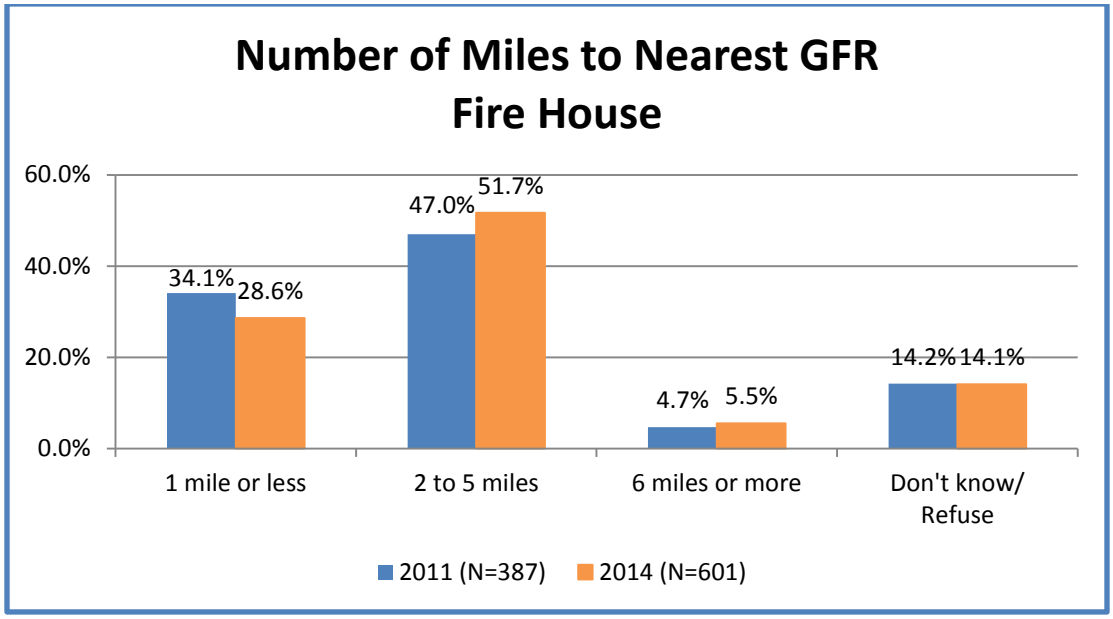
Own Home or Rent



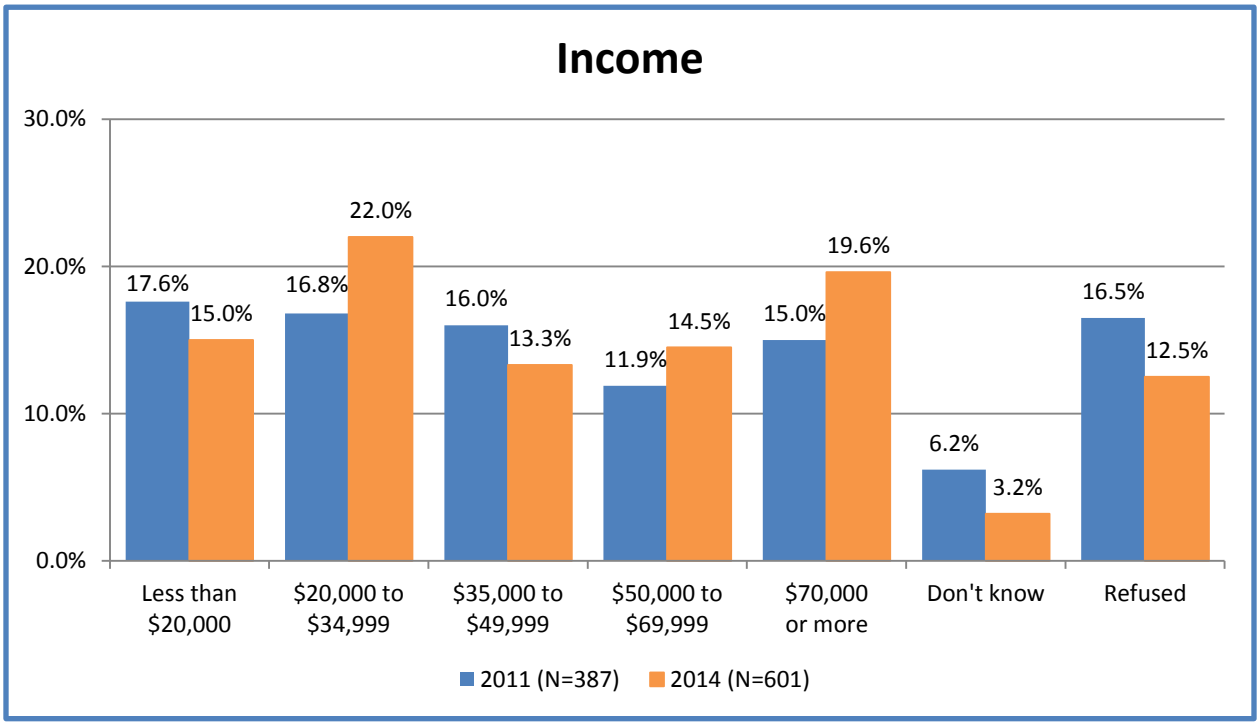
Own a Business in Gainesville



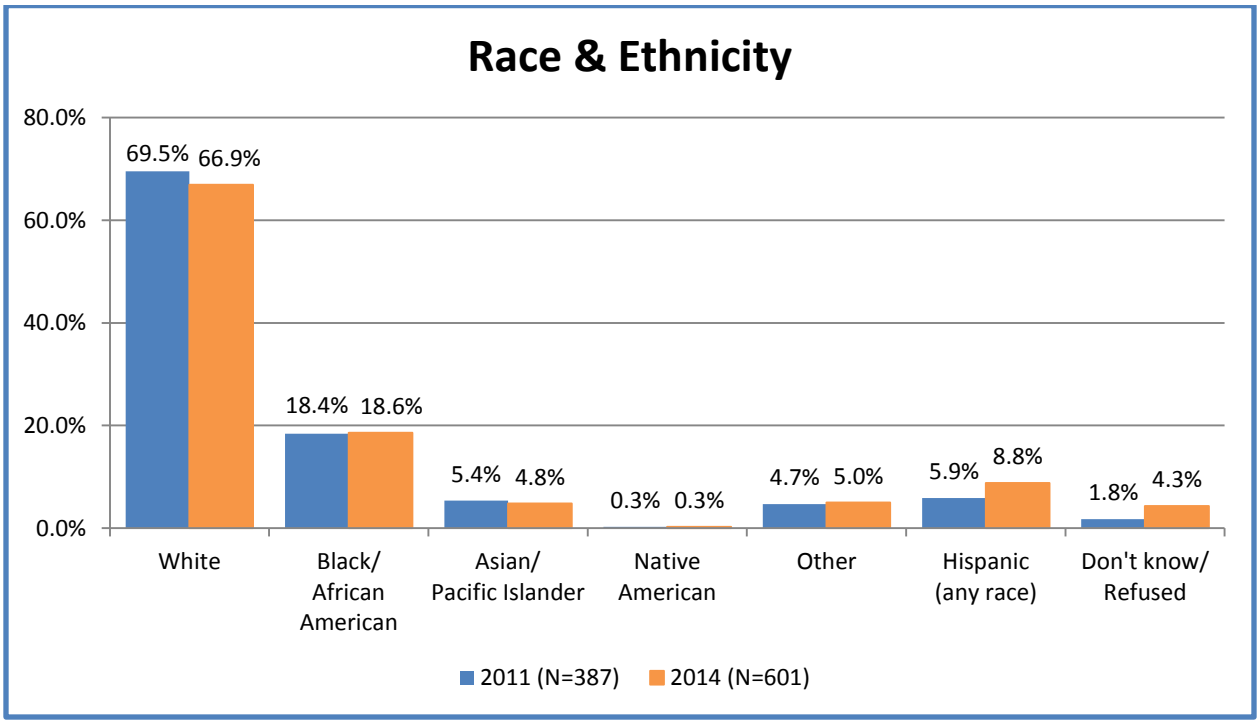
Number of Miles to Nearest GFR Fire House



Income



Race & Ethnicity



Appendix A: Survey Instrument

Gainesville Fire Rescue: 2014 Citizen Survey

Hello, my name is %name and I am calling from the Florida Survey Research Center at the University of Florida. University researchers are working with the City of Gainesville Fire Rescue to conduct a citywide survey of citizens about their perceptions of and satisfaction with the services provided by GFR.

This is not a sales call and your answers will be completely confidential. You may stop the interview at any time. The survey should only take about 10 minutes to complete. May I please speak with the person in the household who is age 18 or older and has the next birthday?

First, we have a few general questions about Gainesville Fire Rescue.

1. How familiar would you say you are with the services provided by Gainesville Fire Rescue? Would you say you're very familiar, somewhat familiar, or not at all familiar with the services provided by GFR? [VF, SF, NF, DK, R]

2. What types of services does Gainesville Fire Rescue provide for residents of the City? [INT: Do not read. Mark ALL that apply.]
   [checkbox:
   Responds to Building Fires
   Responds to Brush Fires
   Responds to Vehicle Crashes
   Responds to Calls for Emergency Medical Assistance
   Responds to Hazardous Materials Incidents
   Responds to Aircraft Rescues
   Responds Following Natural Disasters
   Inspects Existing Buildings for Fire Codes
   Provides Home Fire Safety Inspections
   Conducts CPR & First Aid Classes
   Provides Community Fire Safety Education (Fire Extinguisher Training, Fire Escape Plans, etc.)
   Other (describe)
   Don't know
   Refuse]

   For select not mentioned:
   2A. What about [service]? Is that a service provided by GFR for residents of Gainesville? [YNDR]

3. Are there any services that GFR does not currently offer that you believe they should? [YNDR]

   IF YES:
   3A. What additional services do you think GFR should offer for Gainesville residents? [text, dr]

4. If you had to guess, about how many total calls for emergency service do you think Gainesville Fire Rescue responds to each year? [#, DR]

   4A. And, what percentage of those calls do you think are emergency medical calls? [#, DR]

5. Overall, how would you rate the services provided by Gainesville Fire Rescue to the citizens of Gainesville? Would you say GFR services are excellent, good, fair, or poor? [EGFP, DK, R]

6. And, how would you rate the average response time for Gainesville Fire Rescue crews to arrive at emergencies? Would you say the GFR's average response time is excellent, good, fair, or poor? [EGFP, DK, R]

7. From what one source do you receive most of your information about Gainesville Fire Rescue? [INT: Do not read. Prompt if needed. Mark ONE response.]
   [checkbox
   TV news
   Newspaper
   GFR website
   City of Gainesville website
   Friends or family
   Other (please describe)
   Don't know
   Refuse]

Next, we'd like to know more about any contact you've had with Gainesville Fire Rescue.

8. Have you ever received services from Gainesville Fire Rescue, such as fire or rescue services, home or business inspections, fire safety education programs or CPR and first aid classes? [YNDR]

   IF NO: GO TO Q11

   IF YES: Continue

9. How many times in the past three years have you received services from or had contact with GFR? [#, DR]

   IF MORE THAN ONE: ***Please consider the most recent time you received services from or had contact with GFR.***

10. What type of contact did you have with GFR? [Emergency Medical Assistance, Fire Rescue, Inspection, Fire Safety Education, CPR Class/Instruction, Other (describe), DK, R]

Next, I'll read you a list of statements about the level of service you received during your most recent contact with GFR. Please rate the GFR as excellent, good, fair, or poor for each.

IF "Emergency Medical Assistance":

How would you rate…

A. The response time for the crew to arrive? [EGFP, DK, R]
B. The courteousness & professionalism of the crew? [EGFP, DK, R]
C. The explanation of treatment from the crew? [EGFP, DK, R]
D. The medical skills of the crew? [EGFP, DK, R]
E. The overall response to your medical emergency? [EGFP, DK, R]

IF "Fire Rescue":

How would you rate…

A. The response time for the fire crew to arrive? [EGFP, DK, R]
B. The courteousness & professionalism of the crew? [EGFP, DK, R]
C. Any explanations or question responses from the crew? [EGFP, DK, R]
D. The competency of the crew? [EGFP, DK, R]
E. The overall response to your fire emergency? [EGFP, DK, R]

IF "Fire Safety Education":

How would you rate…

A. The courteousness & professionalism of the presenter? [EGFP, DK, R]
B. The knowledge of the presenter? [EGFP, DK, R]
C. The quality of the fire safety information you received from GFR? [EGFP, DK, R]
D. The usefulness of the fire safety information you received from GFR? [EGFP, DK, R]

E. Did you do anything to improve fire safety in your home after receiving fire safety information from GFR? [YNDR]

IF "CPR Class/Instruction":

How would you rate…

A. The courteousness & professionalism of the instructor? [EGFP, DK, R]
B. The knowledge of the instructor? [EGFP, DK, R]
C. The clarity of the instruction you received? [EGFP, DK, R]
D. The overall class? [EGFP, DK, R]

E. Have you used the CPR skills you learned from GFR in an emergency situation? [YNDR]

11. Have you ever called 911 in Gainesville? [YNDR]

    IF YES:
    A. How would you rate the dispatcher who handled your 911 call? Would you say he or she was excellent, good, fair, or poor? [EGFP, DK, R]

12. Next, I'll read you a list of statements about Gainesville Fire Rescue. Please tell me whether you think each is true or false.
    A. Gainesville Fire Rescue is responsible for ambulance services that transport people in need of medical assistance to hospitals within the city limits of Gainesville. [TF, DK, R]
    B. The only sources of funding for Gainesville Fire Rescue programs and services are local property taxes and the "Special Assessment for Fire Services." [TF, DK, R]
    C. Even within the city limits of Gainesville, Alachua County Fire Rescue may respond to emergency calls if they are the closest to the scene. [TF, DK, R]
    D. All Gainesville Fire Rescue responders are trained as emergency medical technicians or paramedics, so GFR fire trucks may respond to car accident scenes that do not pose a fire threat to provide emergency medical assistance [TF, DK, R]
    E. Revenues from the "Special Assessment for Fire Services" paid by homeowners in Gainesville are used to fully fund fire rescue services and emergency medical services [TF, DK, R]

13. Would you rate the level of services you receive from Gainesville Fire Rescue for the amount of fees and taxes you pay as excellent, good, fair, or poor? [EGFP, DR]

14. Municipal fire departments receive a Public Classification Rating from 1 to 10, with 1 being the best score. At current funding levels, Gainesville Fire Rescue maintains a "Class-2" rating. Lowering this score tends to lower homeowners' insurance payments, while increases in this score may lead to increases in homeowners' insurance payments.
    A. Given that lowering this score to a "Class-1" rating may reduce fire damages and reduce home insurance rates, would you support increasing fees for funding GFR? [YNDR]
    B. Given that increasing this score to a "Class-3" rating may increase fire damages and raise home insurance rates, would you support decreasing fees for funding GFR? [YNDR]

Finally, we have a few demographic questions for statistical purposes.

15. Gender [Don't ask, just record] [M,F]

16. In what year were you born? [year]

17. What is the highest level of education you have completed? [8th grade or less; Some high school; High school graduate/GED; Technical / Vocational; Some college; College graduate; Graduate / Professional School; Refused]

18. How many years have you been living in Gainesville? [INT: If less than one year, code as "0"; if "my whole life," prompt for how many years that is.] [#, DR]

19. What is your 5-digit zip code? [#, DR]

20. Do you own your home or rent? [Own, Rent, Other, DK, R]

21. Do you own a business in the city limits of Gainesville? [YNDR]

22. Could you estimate how many miles away the nearest GFR fire house is from your home? [INT: If less than one mile, code as "0."] [#, DR]

23. Just for statistical purposes, can you tell me if your family's total yearly income before taxes is less than $35,000 or $35,000 or more? [Less than $35,000, $35,000 or more, DK, R]

    IF Less than $35,000:
    23A. And, is that: [Under $20,000, $20,000 to $34,999, DK, R]

    IF $35,000 or More:
    23B. And, is that: [$35,000 to $49,999, $50,000 to $69,999, $70,000 or more, DK, R]

24. Are you Spanish, Hispanic, or Latino? [*INT: Prompt if needed – For example, Cuban, Puerto Rican, Mexican American, etc*.] [YNDR]

25. And what is your race? [*INT: Prompt if needed with response categories*] [White, Black/African American, Asian/Pacific Islander, Native American, Other (describe), DK, R]

26. Do you have any questions regarding this study or your rights as a participant? [YNDR]

    IF YES: *For questions regarding this study you may contact Dr. Mike Scicchitano at the Florida Survey Research Center toll free at 866-392-3475. For questions regarding your rights as a participant you may contact the University of Florida Institutional Review Board at 352-392-0433*.

That concludes our survey, thank you very much for your time and participation.

Appendix B: Open-ended Responses

Question 2: What types of services does Gainesville Fire Rescue provide for residents of the City?

Other Responses	Frequency
Emergency Rescue	2
Gas leaks	1
Help installing infant baby seats	2
Rescuing animals	1
Search and rescue	1

Question 3A: What additional services do you think GFR should offer for Gainesville residents?

Responses
"A stretcher for bigger people"
"Being out in the community so people will find out what they do"
"Calendars"
"Car seat safety classes"
"Check fire hydrants"
"Community focus program"
"Firefighting calendar"
"First responder education for local military and reserves, so they can assist if needed"
"GFR should look into fire educations for pets, they should provide stickers for citizens to place on the door or window in case of fire and a pet is involved"
"Handing out information"
"Home Fire safety Inspections, CPR first aid if they don't already"
"How to get in to a firefighter job"
"Increase the classes for child safety car seat"
"Installation and inspection of car seats"
"Make sure homeowners dogs are insured"
"Make themselves more visible"
"Making presence a little more known"
"Monitor capacity of business"
"More information about what's available"
"Need to have more firefighters and they need to be paid better"
"No response given"
"Offer free classes more than once a year"
"Provide diving safety classes for lakes and canals"
"Public posting of fire code violations"
"Should give away fire extinguisher"

Question 7: From what one source do you receive most of your information about Gainesville Fire Rescue?

Other Responses	Frequency
Personal experience / observation / use of GFR services	57
No prior information received	2
Internet / Google	2
University of Florida / UF Alerts / WUFT	8
Work / Job / Volunteering	17
Community events, meetings, workshops / Fundraisers	8
Social media	2
GPD	1
Hospital	1
"Lifeline"	1
"Literature"	1
"Phone"	1

Question 10: What type of contact did you have with GFR?

Other Responses	Frequency
False fire alarm	3
Gas leak	1
Vehicular accident	2
Neighbor had a medical issue	1
"My husband had fallen"	1