

December 5, 2006

Marin County Board of Supervisors  
3501 Civic Center Drive  
San Rafael, CA 94903

**SUBJECT: Countywide Survey Regarding Funding for Wildland Fire Protection and Parks and Open Space Programs**

Dear Board Members:

**RECOMMENDATION:** Authorize County Administrator to execute a contract not to exceed \$35,000 with Fairbank, Maslin, Maullin and Associates to develop and conduct a countywide survey to determine the public's level of interest and support to approve funding for on-going Wildland Fire Protection, Parks and Open Space and other related programs.

**SUMMARY:** At your Board's October 10, 2006 meeting, County Fire Department staff presented information regarding the need for a long-term strategic funding approach to manage the risks of wildland fire in Marin County. In addition, information was presented on the continuing need for funding Parks and Open Space programs. Given the relative importance of these programs, your Board determined it would be appropriate to gather public input related to these long term funding needs by conducting a public opinion poll in early 2007. Consequently, staff working in conjunction with the County Administrator interviewed potential firms and we are recommending that the survey be developed, conducted and analyzed by Fairbank, Maslin, Maullin and Associates. Fairbank is an opinion research firm that has broad experience in California polling on conservation and local service measures.

The proposed work program includes a countywide survey that would be conducted using a statistically valid random telephone sample of 800-1000 likely November 2008 voters. It is expected that the survey will take approximately 20 minutes for the average respondent to complete. The higher sample number is recommended to provide key geographic and demographic factors, such as city/unincorporated area, supervisorial district, gender and ethnicity. It may also provide comparison with some of the factors tested in the community survey conducted in 2005.

It is anticipated that the survey will be developed primarily by Fairbank in collaboration with county staff through an iterative process over a 4-6 week period. The survey should be field tested in early January, conducted in late January and a report prepared and presented to your Board in February 2007.

**FISCAL IMPACT:** The survey will cost approximately \$35,000 based upon the scope of work presented in the attached agreement. Funding is available in the County's FY 2006-2007 budget.

**REVIEWED BY:**      ☐ Auditor-Controller    ☒ N/A  
                             ☐ County Counsel        ☒ N/A  
                             ☐ Human Resources    ☒ N/A

Respectfully submitted,

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Fire Chief  
Marin County Fire Department

Sharon McNamee  
Director and General Manager  
Marin County Department of  
Parks and Open Space