

**El Dorado Hills County Water District  
Ticket Policy**

**I. Purpose**

The purpose of this policy is to define the acceptance, distribution, use and reporting of tickets received by the District and distributed to employees. Tickets distributed as provided in this policy will not result in a gift to the official or employee receiving the tickets.

**II. Definitions**

1. District – El Dorado Hills County Water District (Fire Department)
2. Official – a person designated as a District official as per the District’s current adopted conflict of interest code.
3. Ticket – anything, including passes, providing access, entry, or admission to a specific event or function for which similar tickets are sold to the public to view, listen to, or otherwise take advantage of the attraction or activity for which the ticket is sold. A ticket includes any benefits that the ticket provides.
4. Ticket Administrator – the person designated by the Fire Chief to distribute and control tickets given to the District for distribution.

**III. Public Purpose**

Tickets may only be distributed to a District official or employee for one or more of the following public purposes:

1. To promote the District and/or public service;
2. To promote District sponsored programs, facilities or events;
3. To support general employee morale or retention;
4. To reward public service.

**IV. Distribution**

Tickets received by the District shall go to the Ticket Administrator designated by the Fire Chief for distribution. The Ticket Administrator will manage the distribution of the tickets as appropriate based on the public purpose of the tickets. Tickets may be distributed on a first-come, first-serve basis if a limited quantity is available.

**V. Reporting**

Within 45 days of ticket distribution, the ticket administrator shall report the distribution on the Fair Political Practices Commission’s Forms 801 and 802, if required. The District will post all completed Form 801 and 802’s on the Department website.

# El Dorado County Fire Chiefs Association

P.O. Box 408 • Garden Valley, CA • Phone: (530) 363-6265 • Fax: (530) 677-9609  
Web: [www.edchiefs.org](http://www.edchiefs.org)



March 7, 2018

Fire Boards of El Dorado County  
RE: Countywide Sales Tax Measure

Dear Fire Board Directors,

The El Dorado County Fire Chiefs Association has been working diligently this past year to establish long-term funding solutions for all of the fire districts in El Dorado County. Through detailed research and financial analysis, it has been determined that the best course of action is through a half-cent sales tax measure. Recent polling results have been completed determining that a general half-cent sales tax measure is the best route, with a greater than 50% chance of success. We have established that through collaborative efforts there is a rare opportunity to significantly improve the financial stability of fire services in El Dorado County.

We are asking for all of our fire boards to continue their participation in this collaborative project through support and assisting with educating our citizens as to the value of this endeavor. As we complete the polling phase of our tax measure research, we will move into the public education phase that will allow our board of directors to become more involved.

Please contact me with any questions, comments or feedback.

Respectfully,

A handwritten signature in black ink that reads "Clive Savacool". The signature is fluid and cursive.

Clive Savacool  
President, El Dorado County Fire Chiefs Association  
Fire Chief, Garden Valley Fire Protection District

# El Dorado County Fire Protection Likely Voter Survey - Report on Results -

---

*March 6, 2018*

---

*DRAFT only – Confidential – Distribution Restricted*



180 Newport Center Drive Suite 219 Newport Beach California 92660  
(714) 906-2061  
jwallin@jwallin.com

# El Dorado County Fire Protection - Likely Voter Survey

## Report on results

From Friday, February 23 through Sunday, March 4 2018 J. Wallin Opinion Research conducted a telephone survey of likely November 2018 General Election voters in El Dorado County.

We interviewed 478 (including oversamples in under-represented regions) respondents using live, professional interviewers, speaking Spanish and English languages and calling both mobile and landlines (46.2% of this survey was completed on mobile phones). A survey of this size yields a margin of error of +/-5.9% (95% confidence interval). Our sample is stratified, meaning that the demographic composition of our results matches the demographic composition of voters who are likely to cast ballots in November.

Our likely turnout model (18P4) consisted of those voters who: [(Voted 6/10 or 6/14), Or (Voted at least 2 of 6/12, 11/14 or 6/16), Or (Registered since 6/14 & voted 6/16)] & to qualify for universe voter had to have voted 11/16 or any election in 2017, or Re-registered since 11/16. This represents 65,603 voters (a 57.2% turnout) and 40,500 households (65.2%).

J. Wallin Opinion Research performs research on behalf of business, government and political clients.



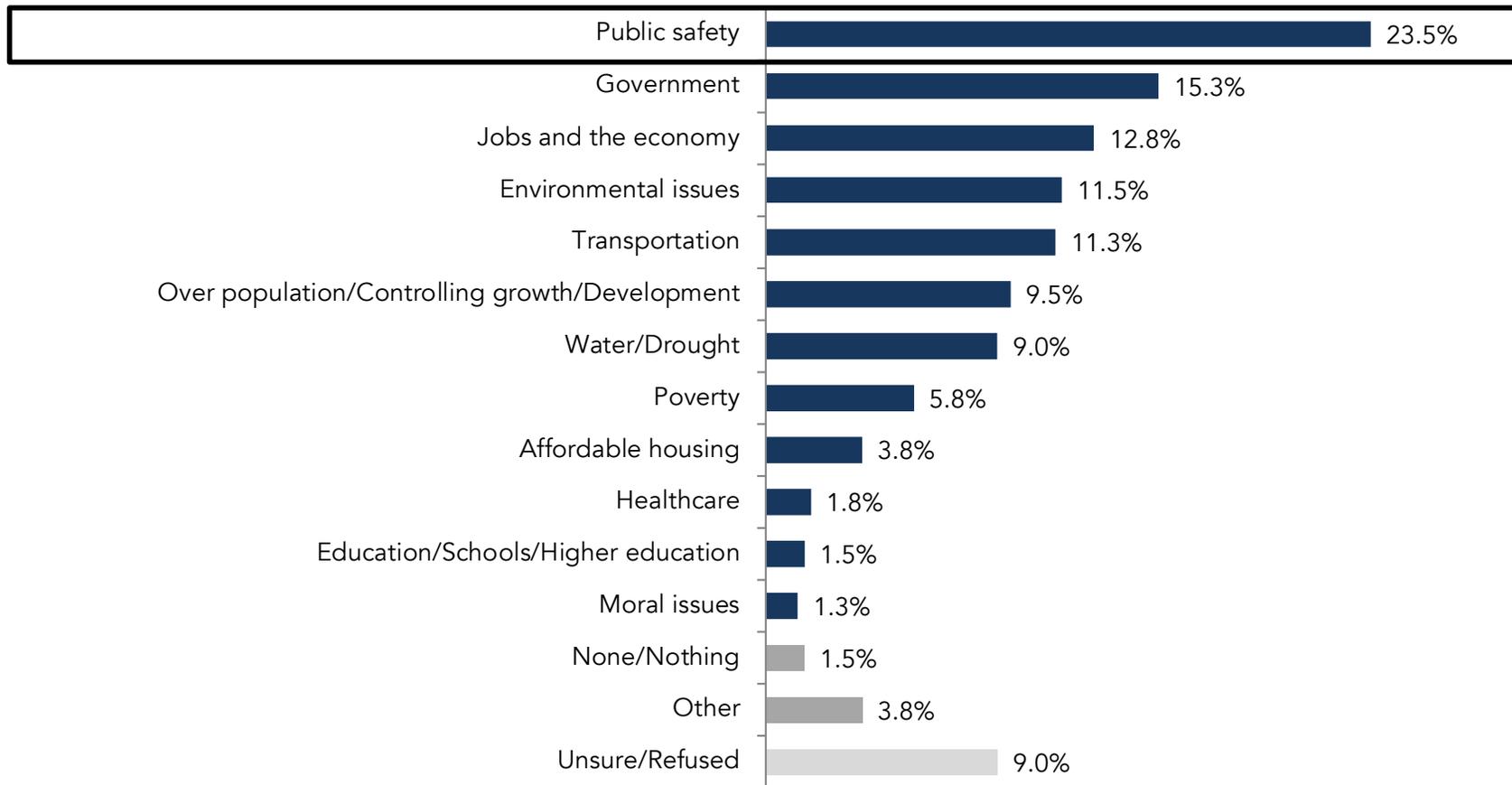
# *General Themes*



# Public safety is the most important issue

## In El Dorado County

Question: What is the most important issue facing your community today?

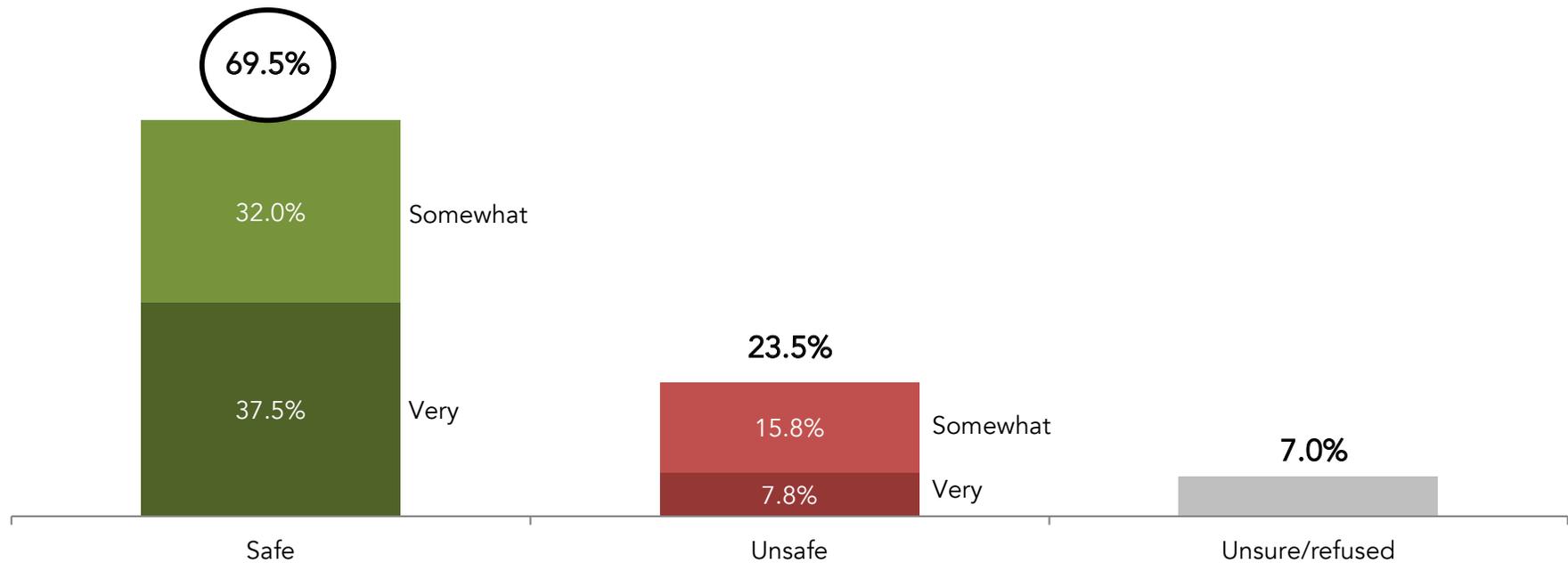


# *Introducing Fire Protection*

# 69.5% feel their community is well protected and safe

From structure fires and wildfires

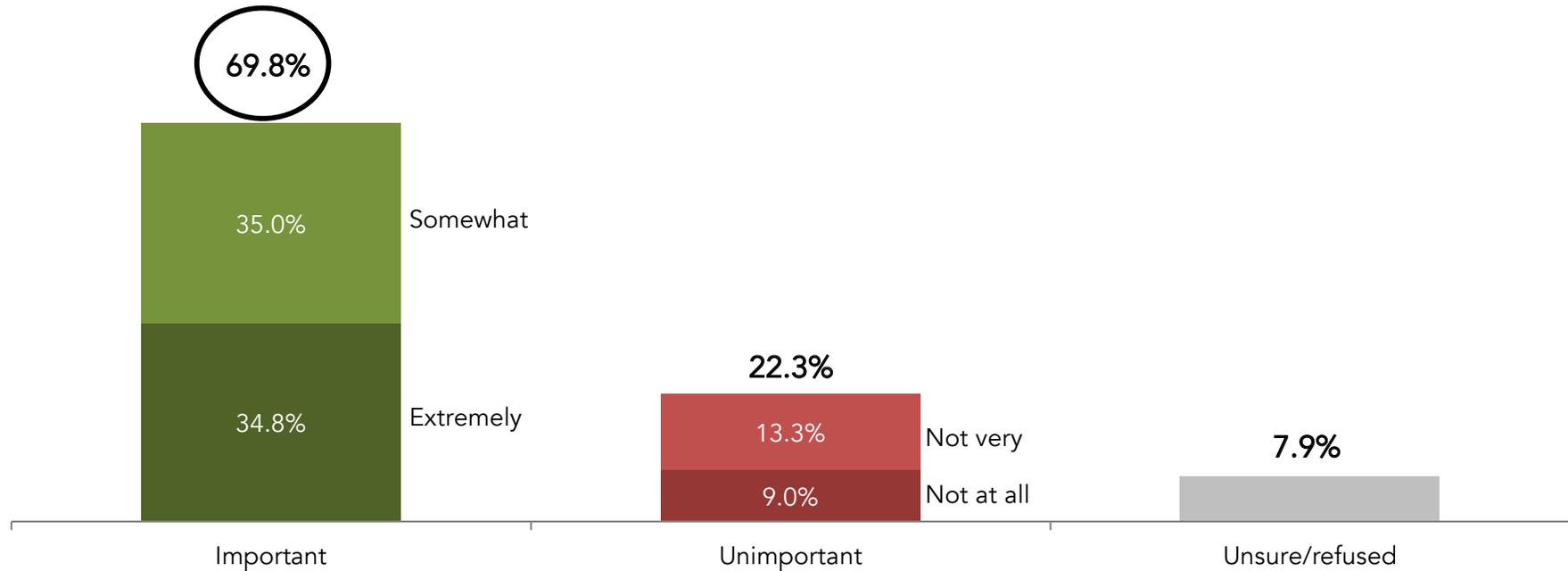
Question: In general, do you feel that your community is well protected and safe from structure fires, such as those that can occur in homes and businesses, and is it well protected and safe from wildfires? And would you say that it is a very or somewhat (safe/unsafe)?



# 69.8% think that it is important to find additional funding

For fire protection, emergency medical and other emergency services

Question: Do you think that it is extremely important, somewhat important, not very important or not at all important to find additional funding for fire protection, emergency medical and other emergency services in your community?

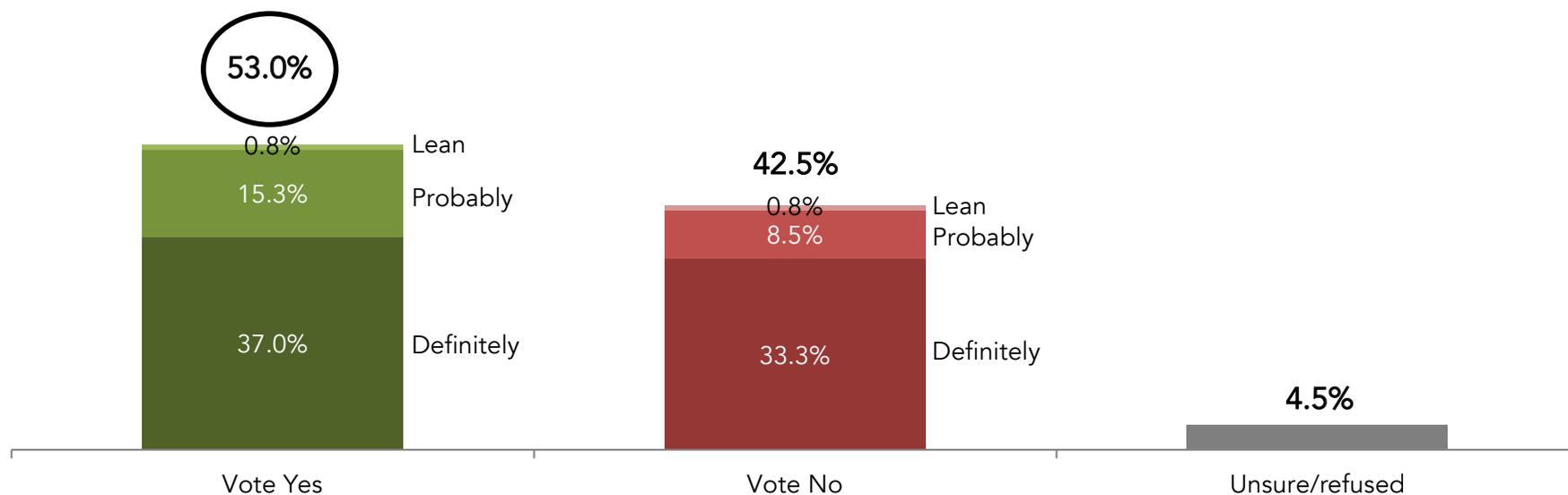


# *The Fire Protection Election*

# 53.0% would vote yes, in favor of

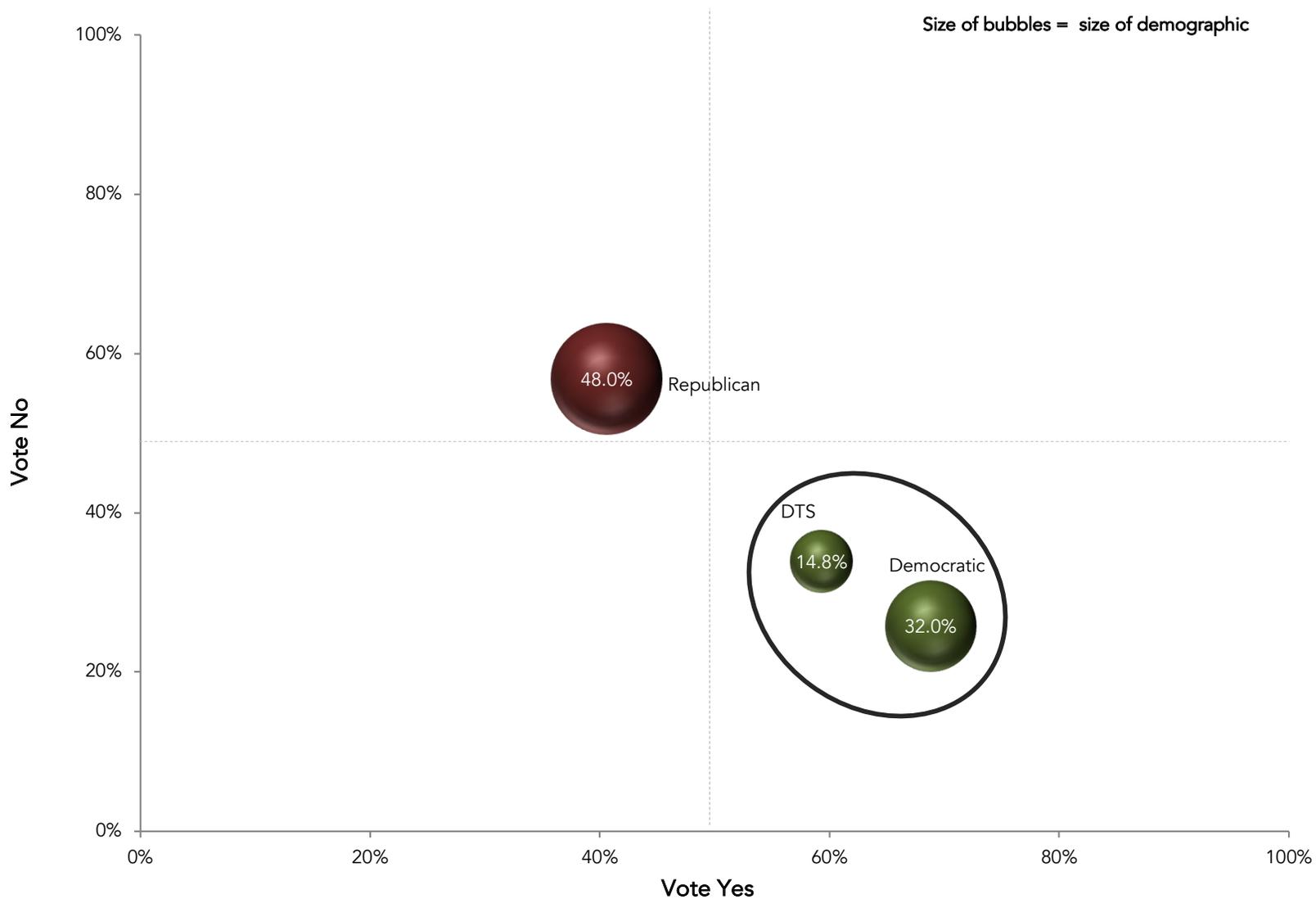
## A ½ cent sales tax increase to raise funds for the County’s fire districts

Question: In November, voters in El Dorado County may be asked to vote on a one-half cent sales tax in the County to raise much needed funds for the County’s fire districts. A one-half cent sales tax increase would generate about six point six million dollars every year, which would allow County fire districts to maintain fire protection services, as well as allow it to invest in critically needed new firefighters and equipment. If an election were held today, would you vote yes, in favor of increasing sales tax in the County of El Dorado by one-half cent, or no against it? And would you say that you would definitely vote (for/against) a one-half cent sales tax increase or probably vote (for/against) a one-half cent local sales tax increase? Would you say that you lean one way or another?



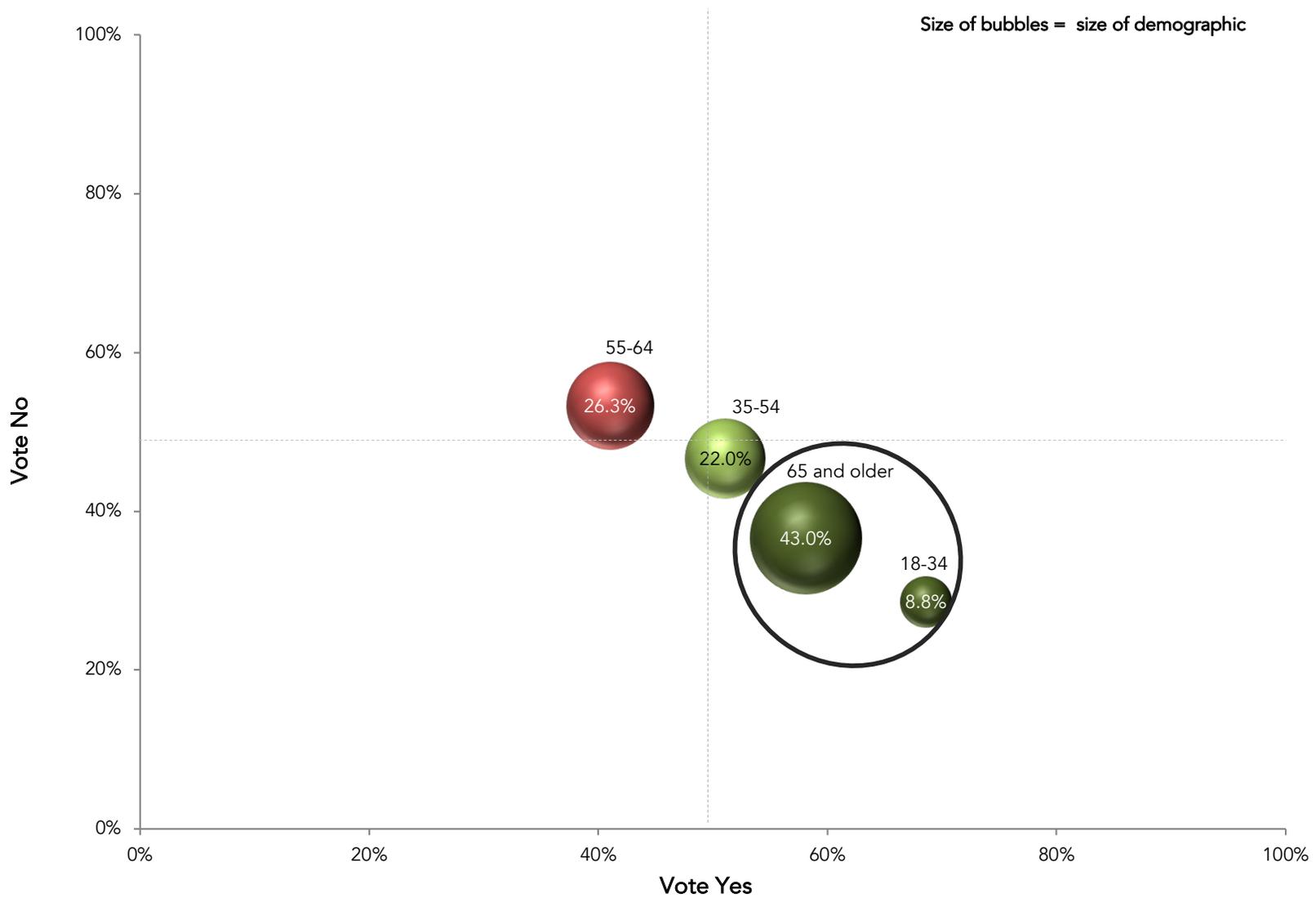
# More Democratic and DTS voters support the measure

While more Republicans oppose the measure



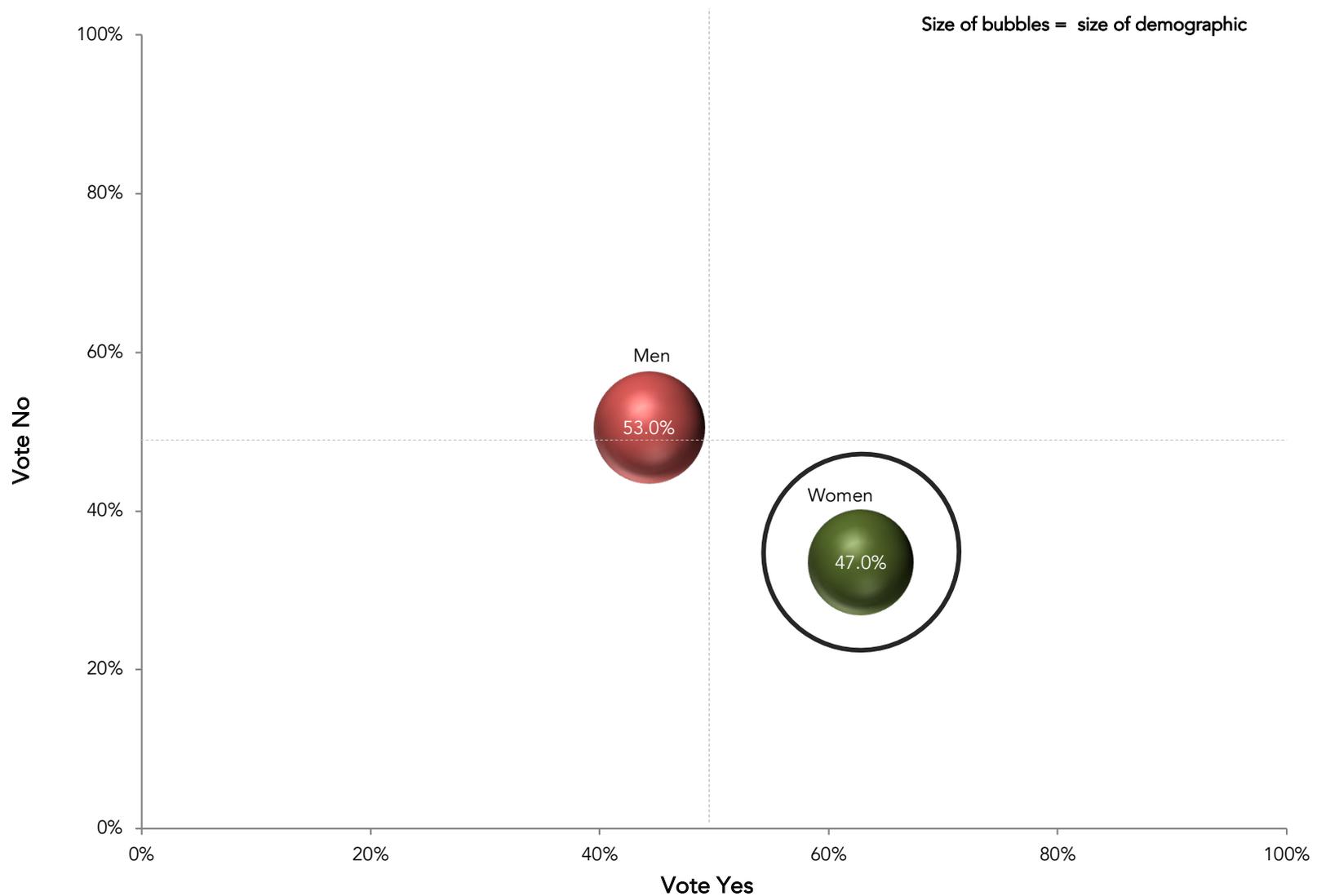
# Support for the measure

Is greatest among those aged 18-34 and 65+



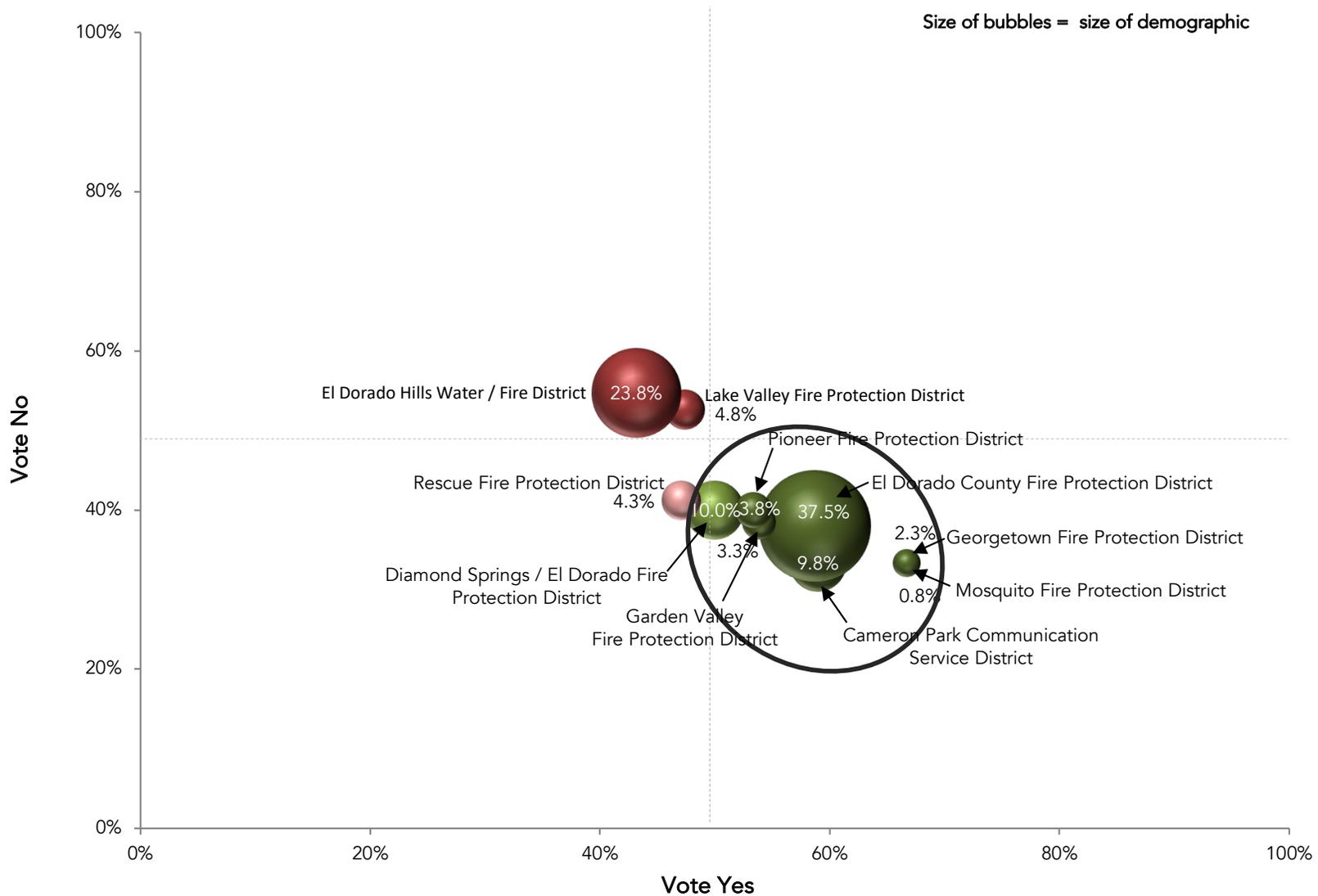
# Women are more supportive of the measure

While men are more opposed



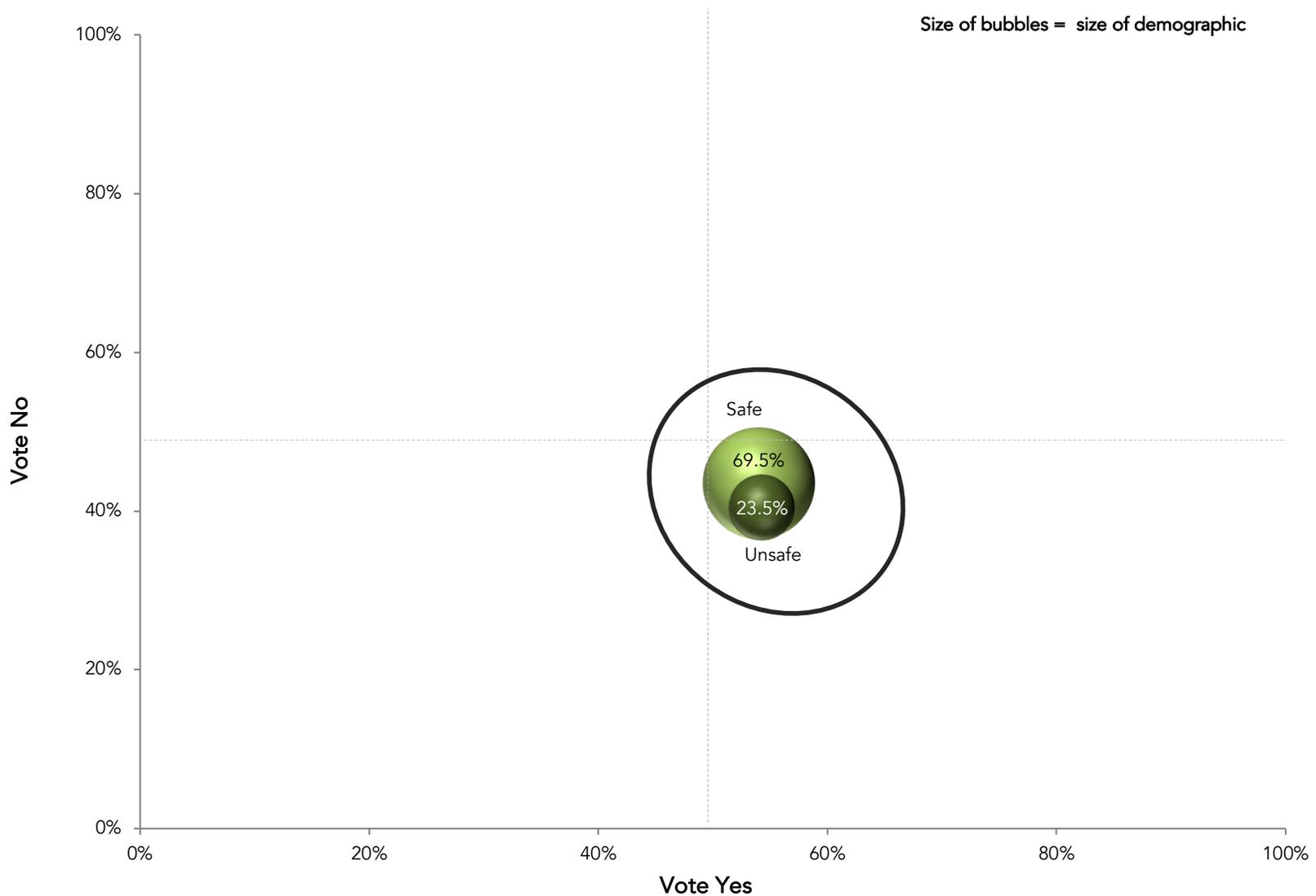
# Where is support greatest

## In terms of the County's Fire Districts?



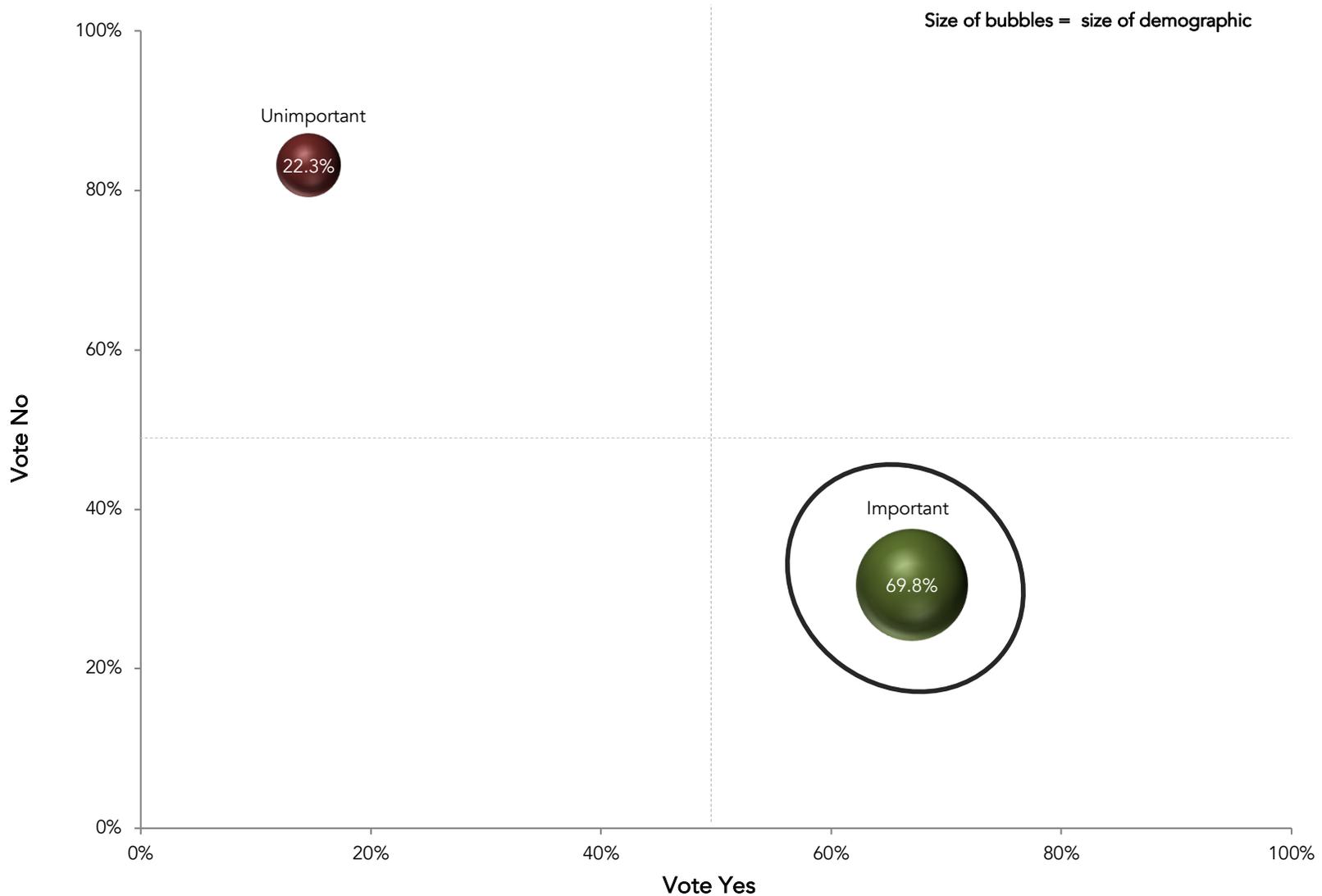
# Support for the measure

Is slightly greater among those who feel their community is unsafe from fire



# Support for the measure

Is far greater among those who feel it is important to find additional funding

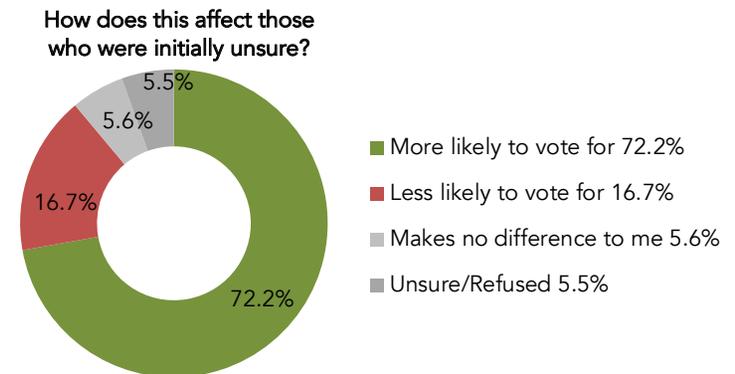
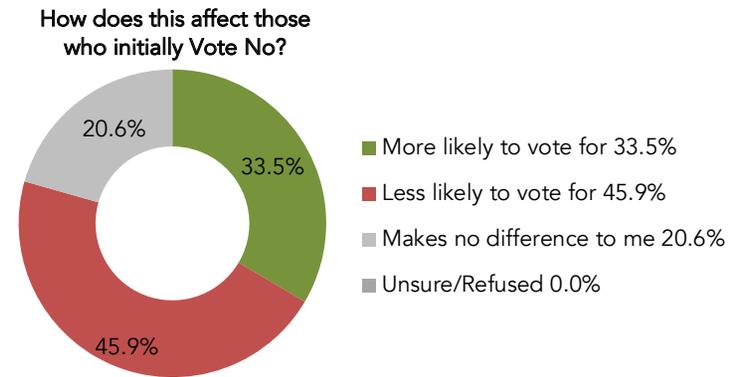
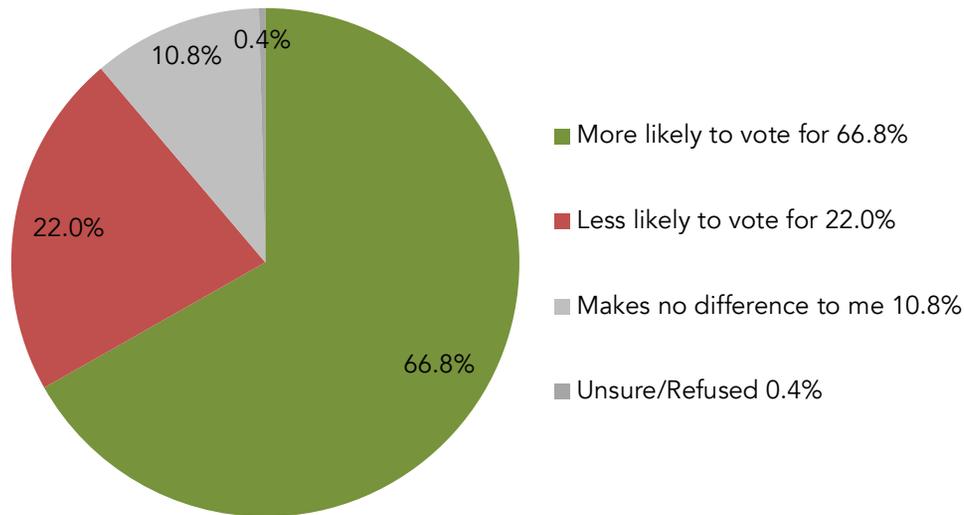


# Message Testing: El Dorado Countywide

*Preamble: "Now I am going to read to you some general background information about the proposed one-half cent sales tax increase. Please listen to each item and then tell me if it makes you more likely or less likely to vote yes, in favor of it. If it makes no difference to you, just say so."*

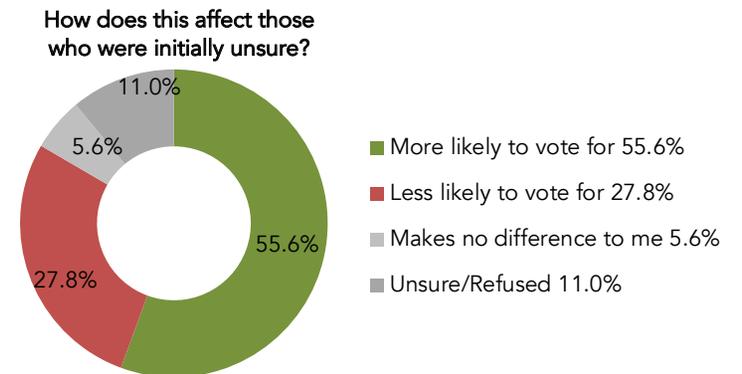
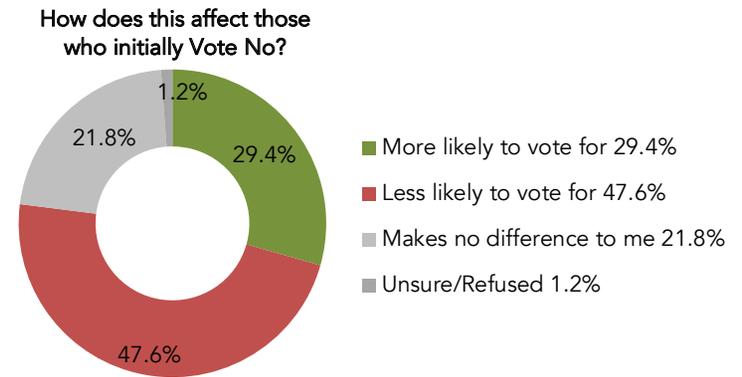
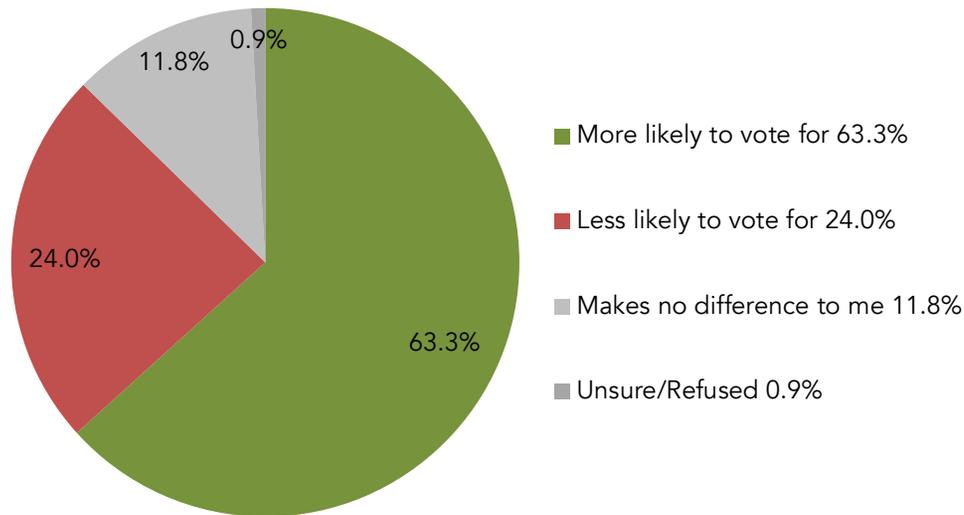
# 66.8% become more likely to vote for the measure knowing Local taxes like this cannot be taken away by the state of California

Question: Local taxes such as this cannot be taken away by the State of California, ensuring that all tax proceeds raised in El Dorado County will stay in El Dorado County. Does knowing this make you more likely or less likely to vote for a one-half cent sales tax increase in the County of El Dorado?



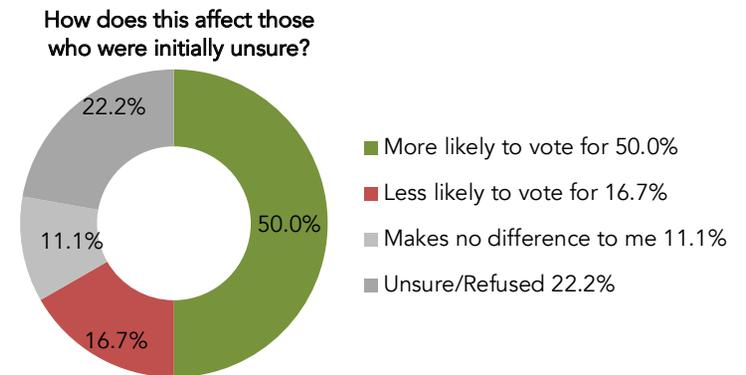
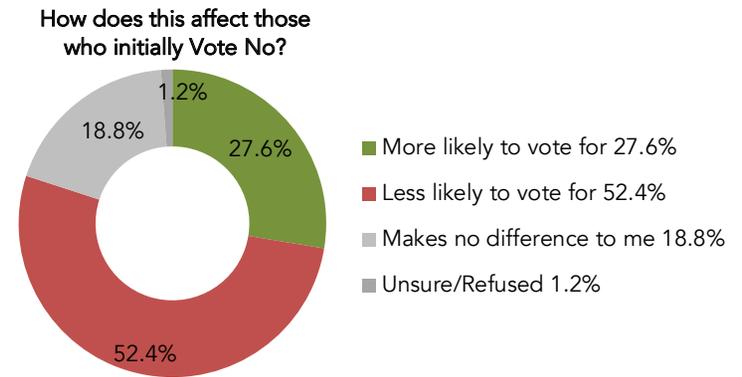
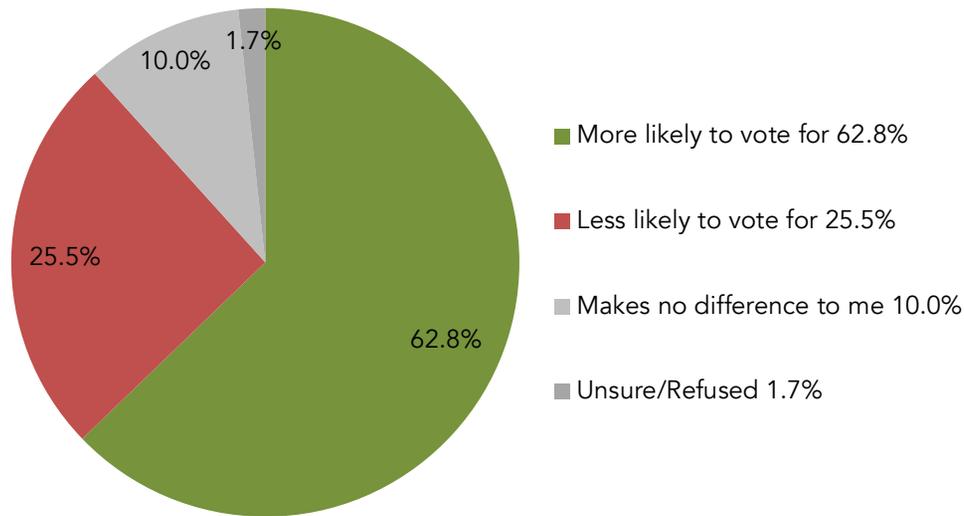
# 63.3% become more likely to vote for the measure knowing Without new funding, Districts may lose 3 fire engines with ALS paramedics

Question: About 75% of all emergency calls dispatched to El Dorado County's fire districts are medical. Nearly three-quarters of fire engines have Advanced Life Support paramedics aboard and these engines with Advanced Life Support paramedics arrive before other emergency medical personnel nearly 80% of the time. Without new funding, El Dorado County's fire districts may lose three fire engines with Advanced Life Support paramedics. Does knowing this make you more likely or less likely to vote for a one-half cent sales tax increase in the County of El Dorado?



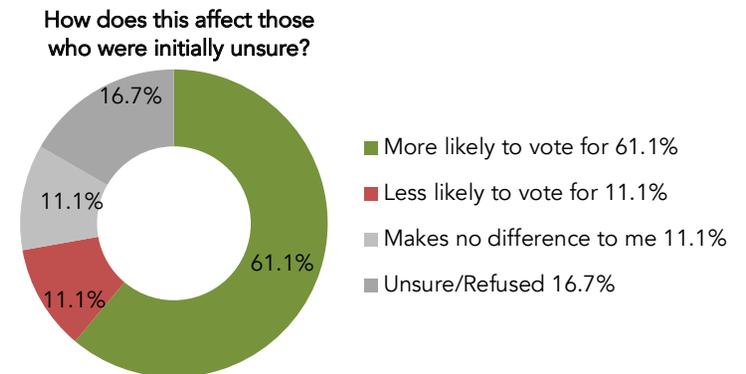
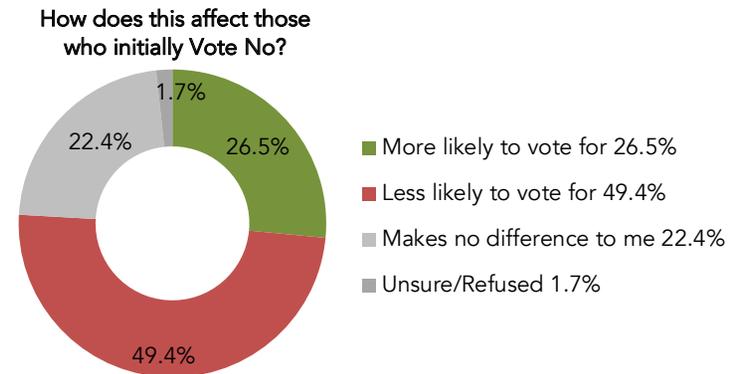
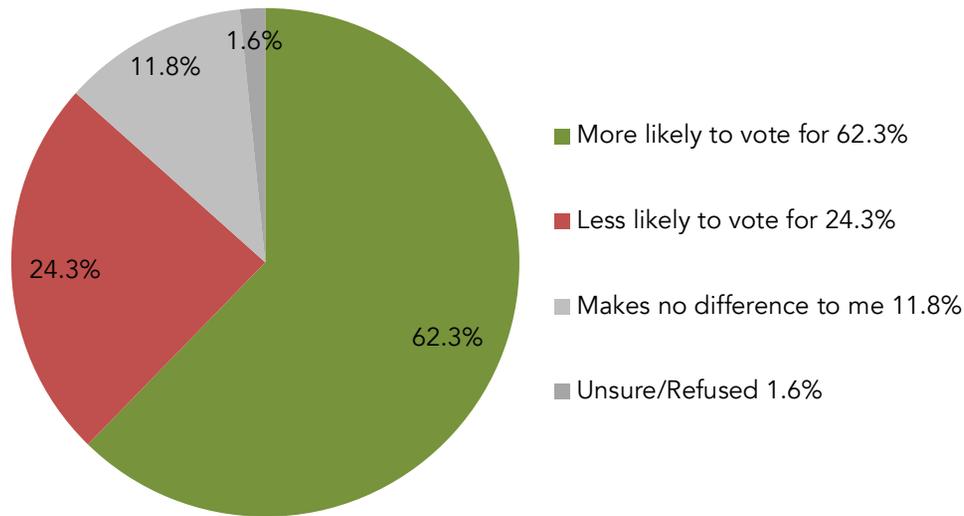
# 62.8% become more likely to vote for the measure knowing If new revenue isn't raised, the County may lose ten of its paramedics

Question: If new revenue is not raised, El Dorado County may lose ten of its paramedics, which could mean waiting up to 30 minutes for life-saving paramedic support to drive from a neighboring District in an emergency. Does knowing this make you more likely or less likely to vote for a one-half cent sales tax increase in the County of El Dorado?



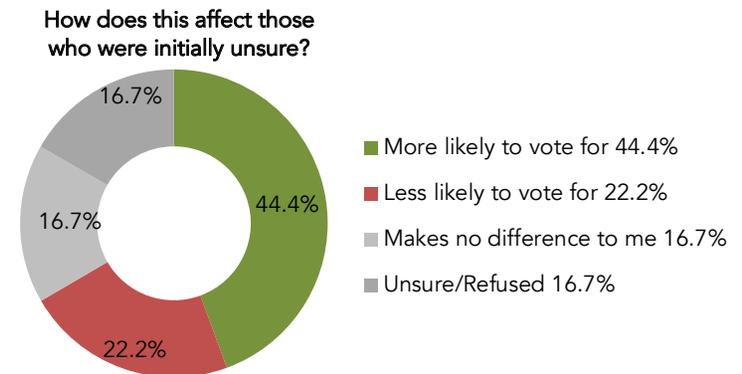
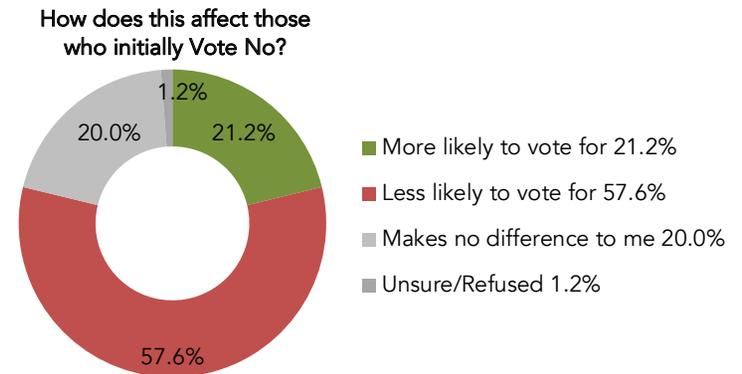
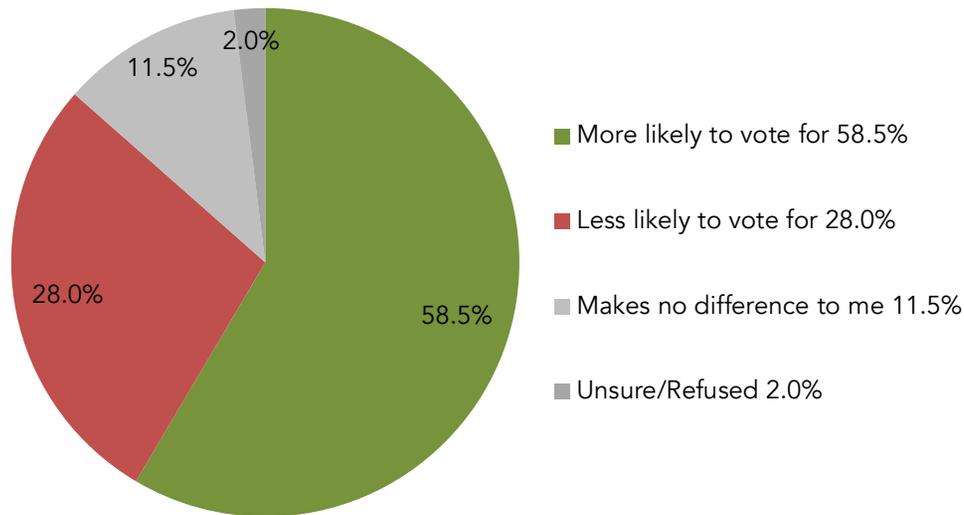
# 62.3% become more likely to vote for the measure knowing If new revenue is not raised, the County may lose five of its staffed engines

Question: If new revenue is not raised, El Dorado County may lose five of its fully staffed fire engines, which could mean waiting up to 20-30 minutes for help to arrive from neighboring Districts in an emergency. Does knowing this make you more likely or less likely to vote for a one-half cent sales tax increase in the County of El Dorado?



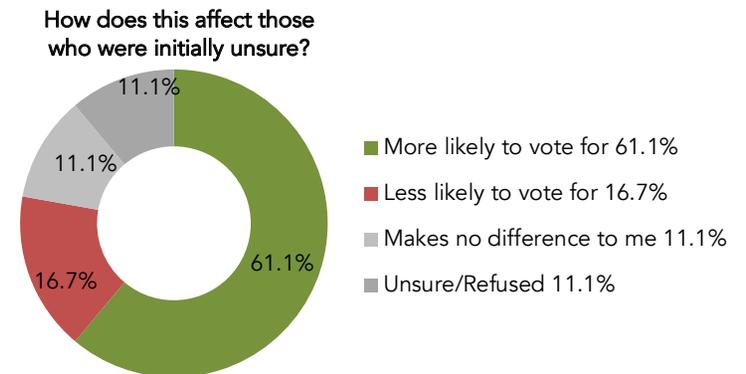
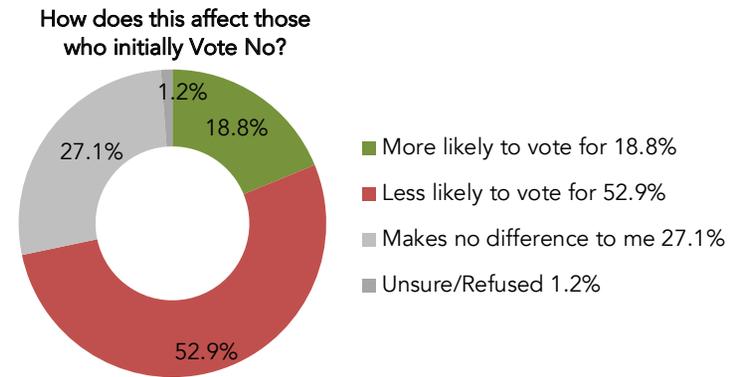
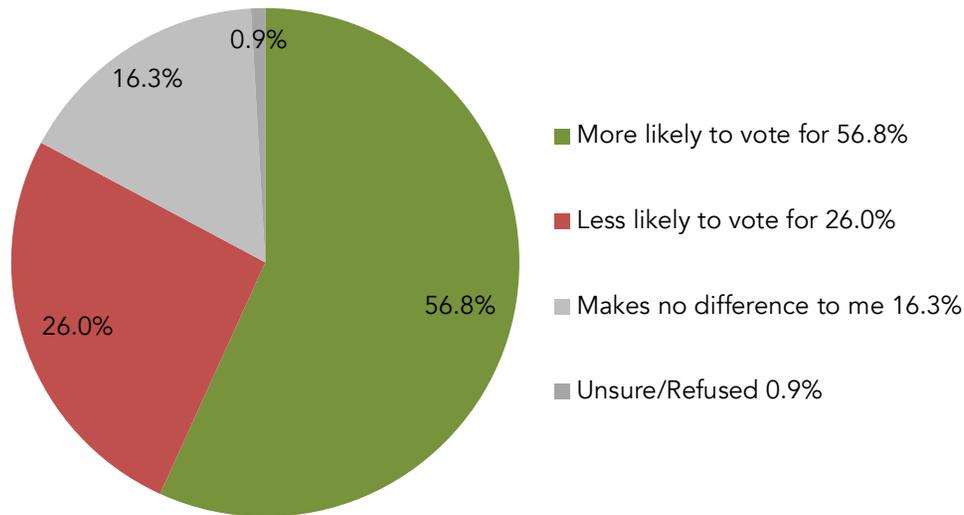
# 58.5% become more likely to vote for the measure knowing Of the threat of wildfires

Question: One-quarter of the nation's wildfires are in California, and many of them are in highly vulnerable El Dorado County. El Dorado County firefighters protect a much larger landscape of wilderness than most other counties in California, and they do so with fewer firefighters than they had three decades ago. Does knowing this make you more likely or less likely to vote for a one-half cent sales tax increase in the County of El Dorado?



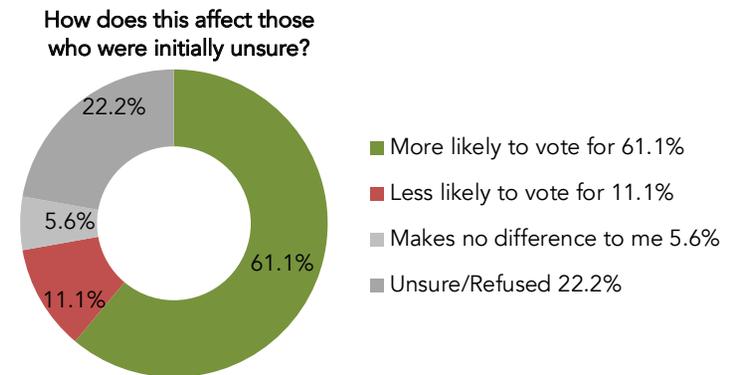
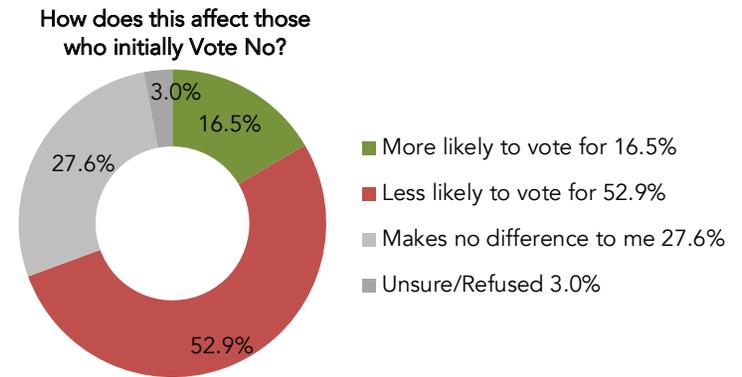
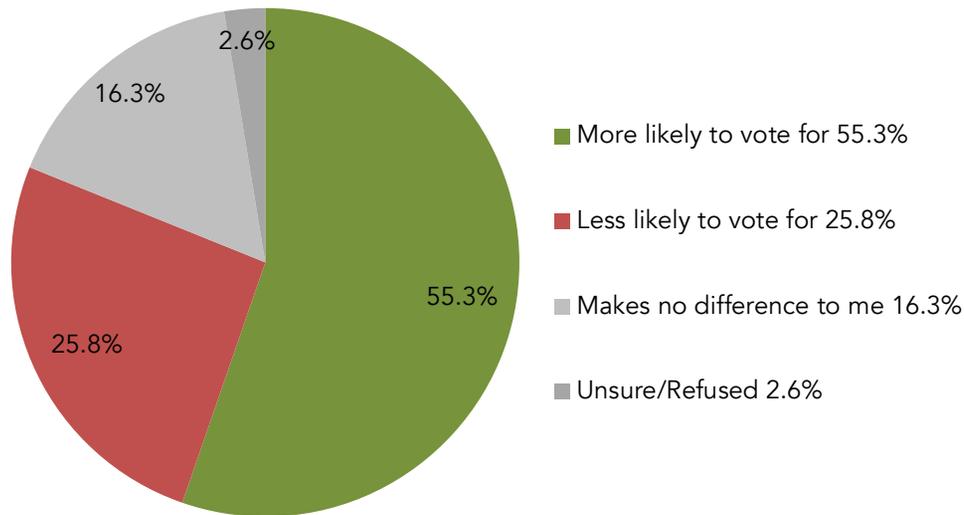
# 56.8% become more likely to vote for the measure knowing The mission of the Districts has expanded dramatically

Question: The mission of El Dorado County fire districts has expanded dramatically. Fire Districts now provide Advanced Life Support with paramedics staffing engine companies, specialized emergency skills including rope rescues, vehicle rescues, water rescues and confined space rescues, all of which demand increased and specialized training as well as advanced equipment technologies. Does knowing this make you more likely or less likely to vote for a one-half cent sales tax increase in the County of El Dorado?



# 55.3% become more likely to vote for the measure knowing Districts have the same number of firefighters while call volume has skyrocketed

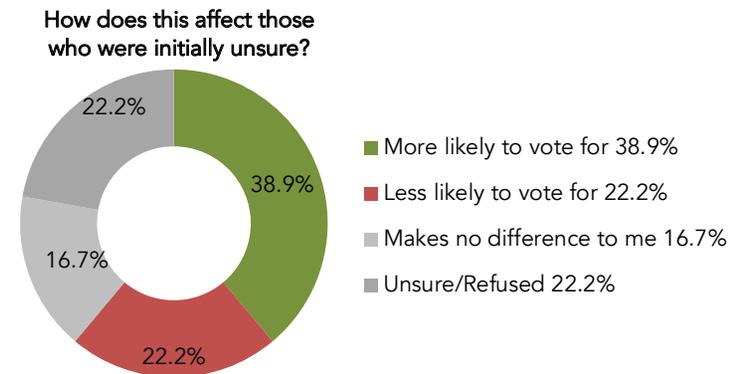
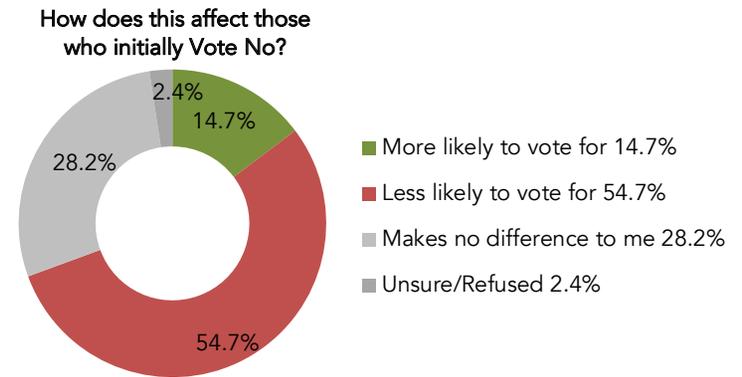
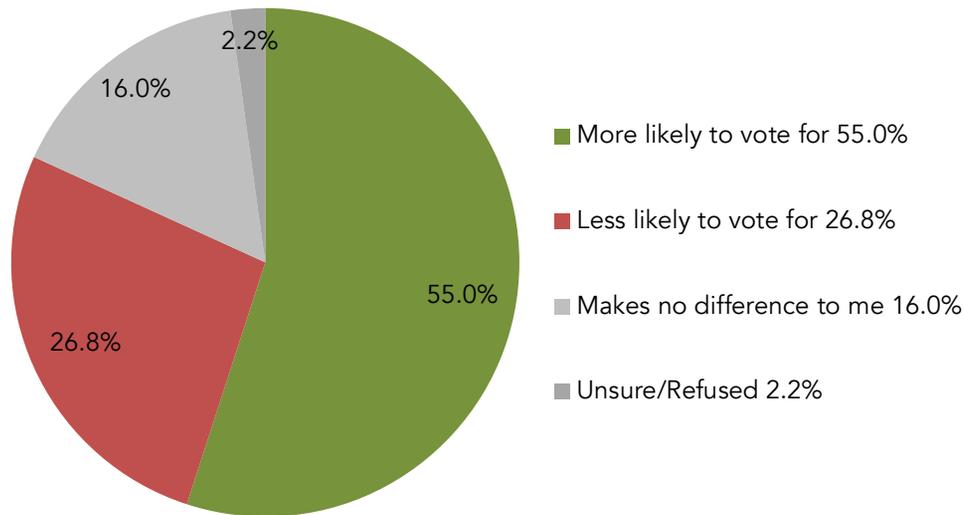
Question: Fire districts in El Dorado County have made do with about the same number of firefighters and other critical staff over the past decade but call volume has increased 40% over the same timeframe. Does knowing this make you more likely or less likely to vote for a one-half cent sales tax increase in the County of El Dorado?



# 55.0% become more likely to vote for the measure knowing

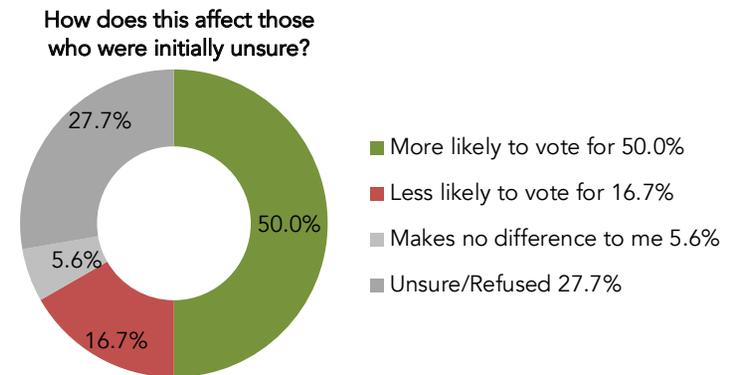
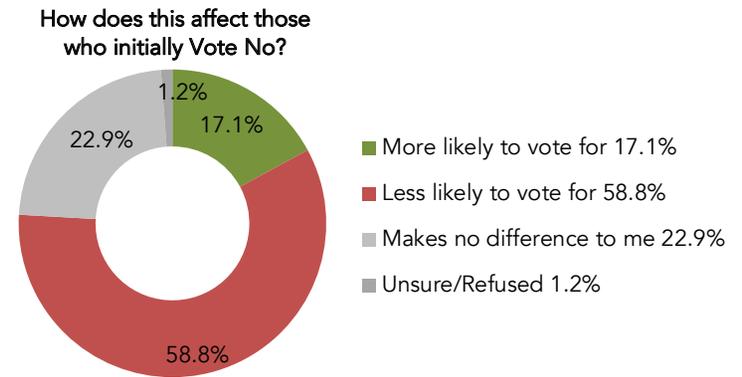
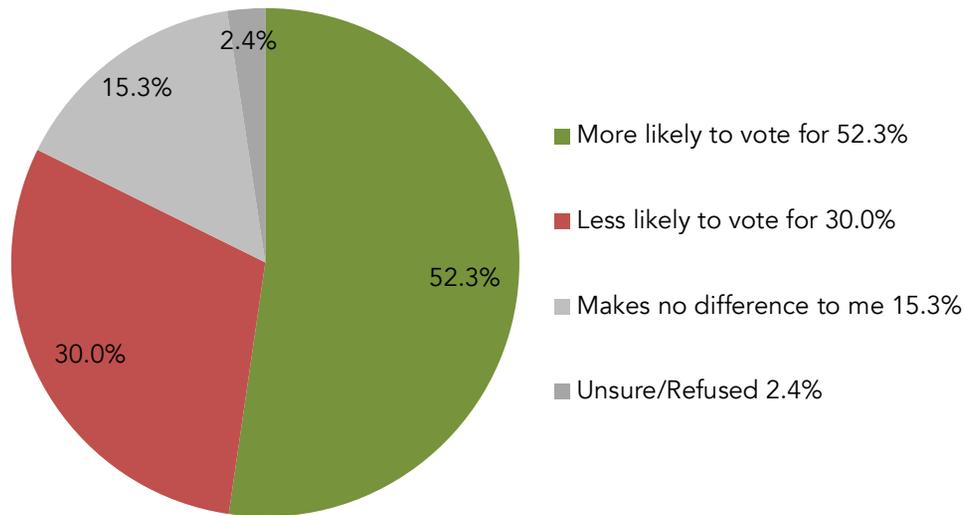
There are only 171 firefighters protecting 185,000 residents over 2,000 sq. miles

Question: There are only 171 firefighters in El Dorado County protecting the lives and property of 185,000 residents across nearly 2,000 square miles of neighborhoods, commercial areas and wildland and state parks, including dense forests. Does knowing this make you more likely or less likely to vote for a one-half cent sales tax increase in the County of El Dorado?



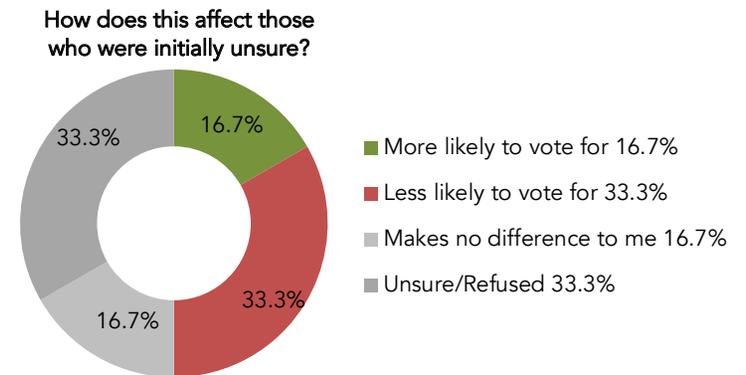
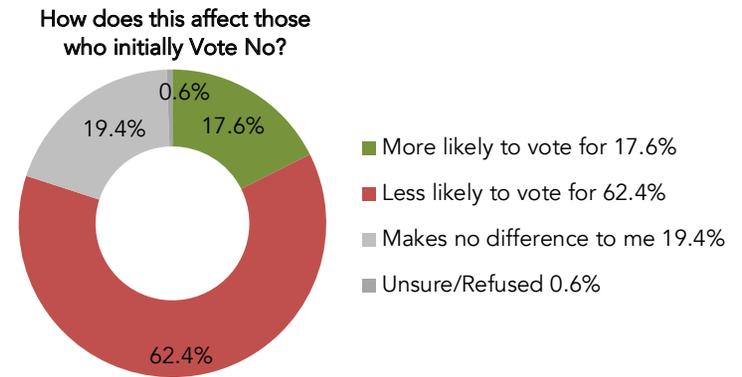
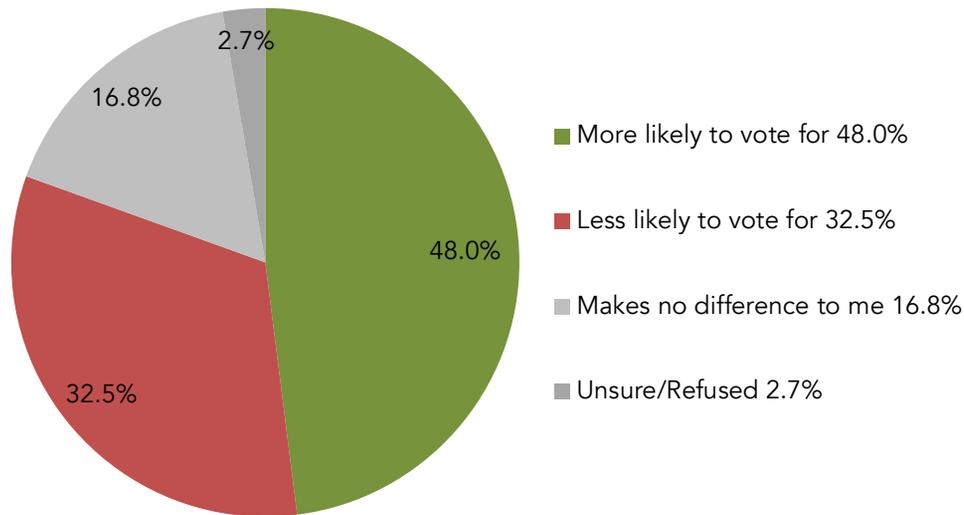
# 52.3% become more likely to vote for the measure knowing Districts are known for their fiscal prudence

Question: El Dorado County fire districts are known for their fiscal prudence and pay their employees far less than the average of other California cities. Does knowing this make you more likely or less likely to vote for a one-half cent sales tax increase in the County of El Dorado?



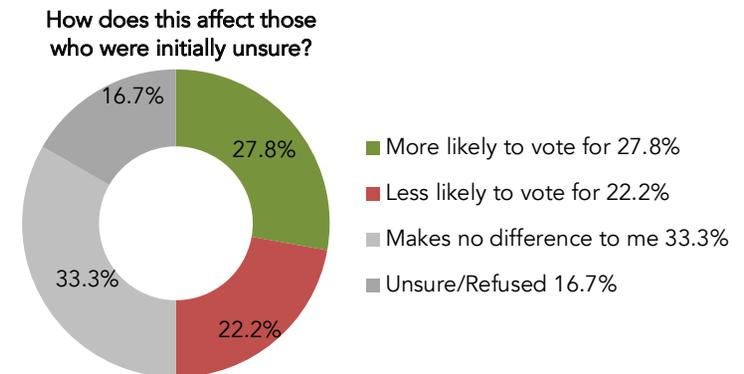
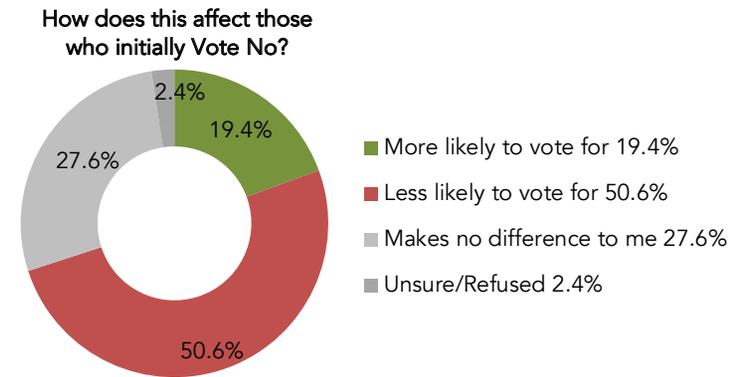
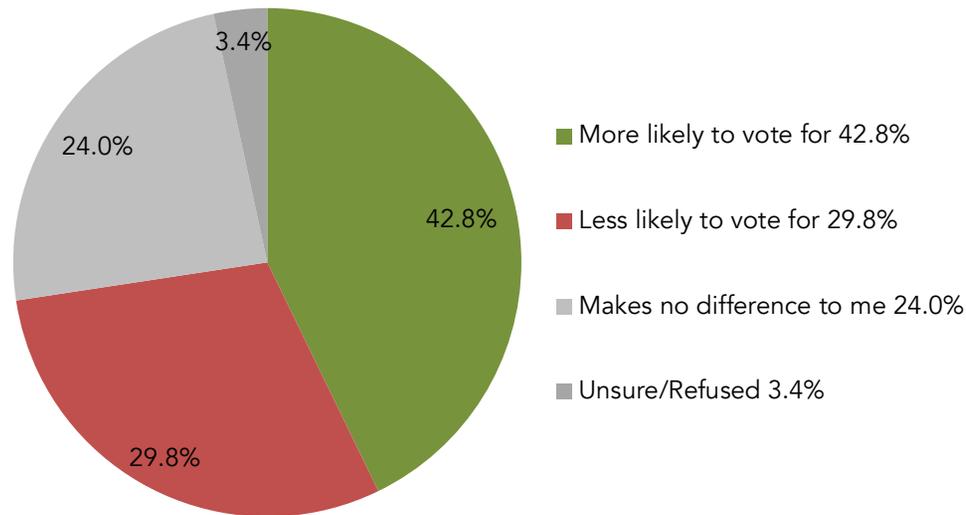
# 48.0% become more likely to vote for the measure knowing Most of sales tax is paid by tourists and other who pass through the County

Question: Much of sales tax is paid by tourists and others who pass through El Dorado County, so our residents will benefit from taxes paid by people who come to visit and do business here. The sales tax increase would only cost the average El Dorado County family about eight dollars per month. Does knowing this make you more likely or less likely to vote for a one-half cent sales tax increase in the County of El Dorado?



# 42.8% become more likely to vote for the measure knowing The local sales tax does not apply to services

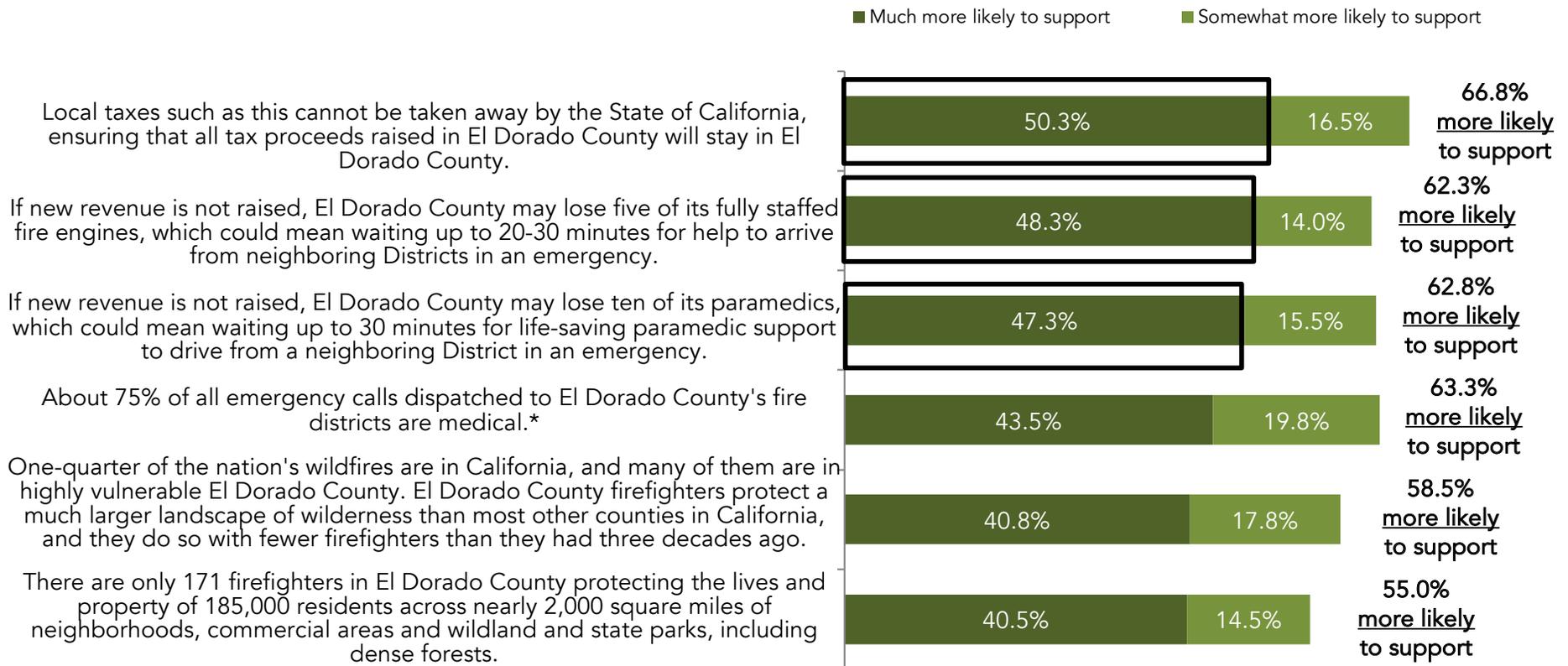
Question: If you knew that the one-half cent local sales tax does not apply to services, such as hairdressers or the services of a doctor, dentist or attorney, would that make you more likely or less likely to vote for a one-half cent sales tax increase in the County of El Dorado?



# Which county-wide messages illicit

The greatest *intensity* of support?

Question: Now I am going to read to you some general background information about the proposed one-half cent sales tax increase. Please listen to each item and then tell me if it makes you more likely or less likely to vote yes, in favor of it. If it makes no difference to you, just say so.



\* Nearly three-quarters of fire engines have Advanced Life Support paramedics aboard and these engines with Advanced Life Support paramedics arrive before other emergency medical personnel nearly 80% of the time. Without new funding, El Dorado County's fire districts may lose three fire engines with Advanced Life Support paramedics.

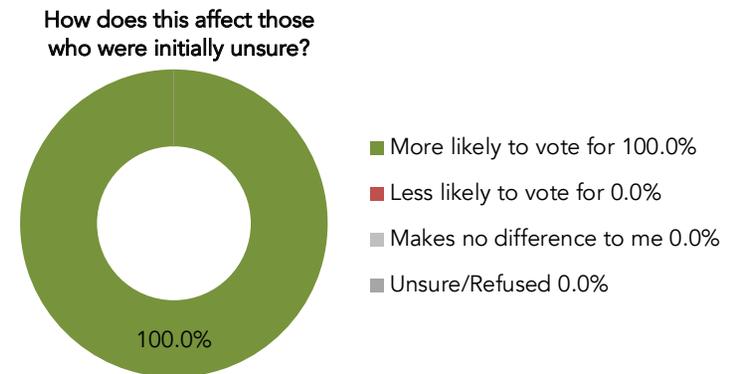
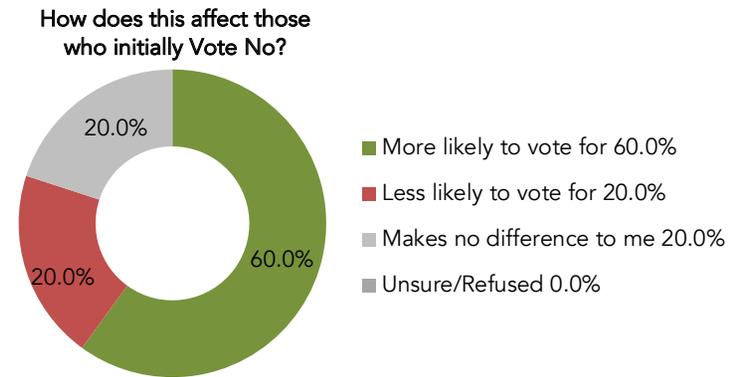
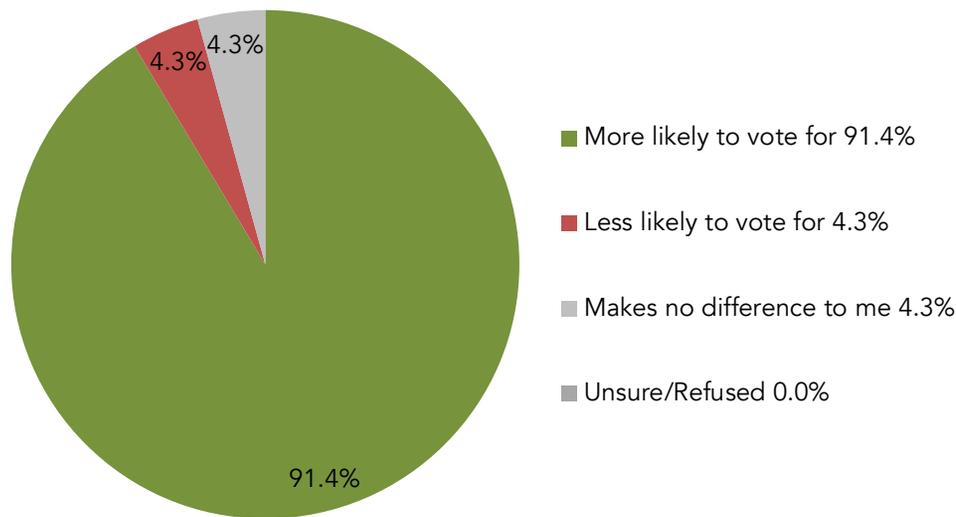
# Message Testing: District Specific

*Preamble: "Now I am going to read to you some general background information about the proposed one-half cent sales tax increase. Please listen to each item and then tell me if it makes you more likely or less likely to vote yes, in favor of it. If it makes no difference to you, just say so."*

# 91.4% in Garden Valley FPD become more likely to vote yes

## Knowing of the District's specific challenges

Question: Garden Valley Fire Protection District serves your community. The District's firefighters receive some of the lowest compensation in the County and went five years without raises until 2016, when they received an 11% raise and at the same time increased their pension contributions by 9%. The District has only one paid chief officer who is one of the lowest paid in the County, receives no medical benefits and he refused to take a 4% raise in 2017 because of budget shortfalls. The District's single engine company only receives half of the funds needed to cover basic expenses, leaving the District far short of the resources it needs to best protect our community from fire and other emergencies. Passing a one-half cent sales tax increase would deliver enough funds to Garden Valley Fire Protection District to close the budget shortfall and also to maintain current full-time 24/7 staffing levels to protect our community, while remaining fiscally prudent. Does knowing this make you more likely or less likely to vote for a one-half cent sales tax increase in the County of El Dorado?\*



\*Asked only within Garden Valley Fire Protection District (23 respondents)

# Which district-specific messages illicit

The greatest *intensity* of support?

Question: Now I am going to read to you some general background information about the proposed one-half cent sales tax increase. Please listen to each item and then tell me if it makes you more likely or less likely to vote yes, in favor of it. If it makes no difference to you, just say so.

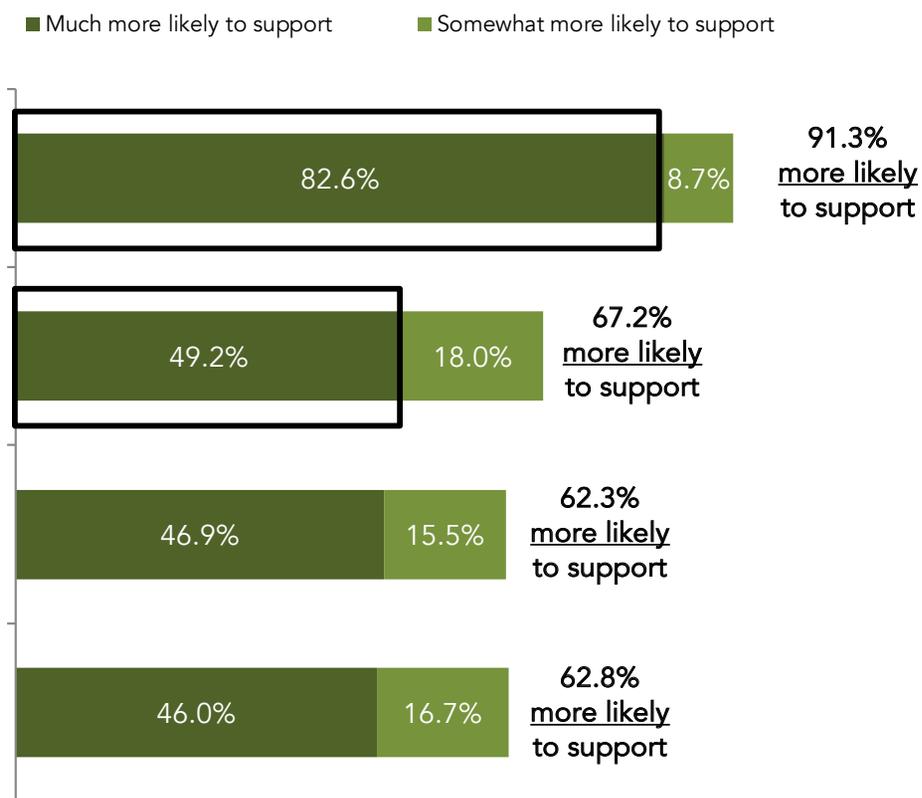
## WITHIN GARDEN VALLEY FIRE PROTECTION DISTRICT:

Garden Valley Fire Protection District serves your community. The District's firefighters receive some of the lowest compensation in the County and went five years without raises until 2016, when they received an 11% raise and at the same time increased their pension contributions by 9%.\*

Local taxes such as this cannot be taken away by the State of California, ensuring that all tax proceeds raised in El Dorado County will stay in El Dorado County.

If new revenue is not raised, El Dorado County may lose five of its fully staffed fire engines, which could mean waiting up to 20-30 minutes for help to arrive from neighboring Districts in an emergency.

If new revenue is not raised, El Dorado County may lose ten of its paramedics, which could mean waiting up to 30 minutes for life-saving paramedic support to drive from a neighboring District in an emergency.

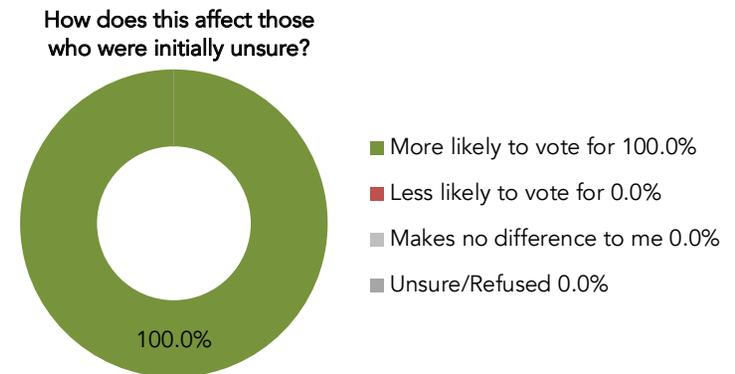
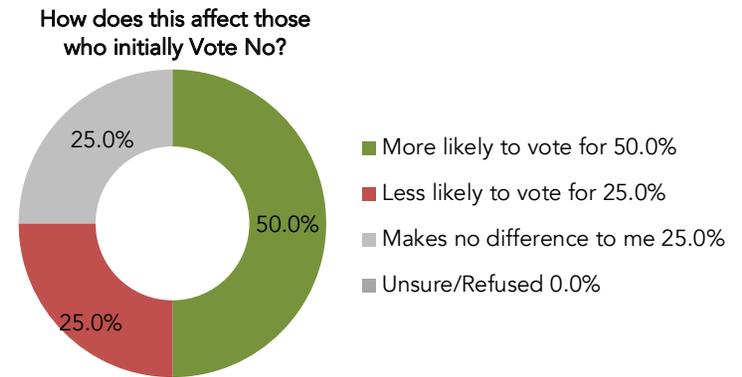
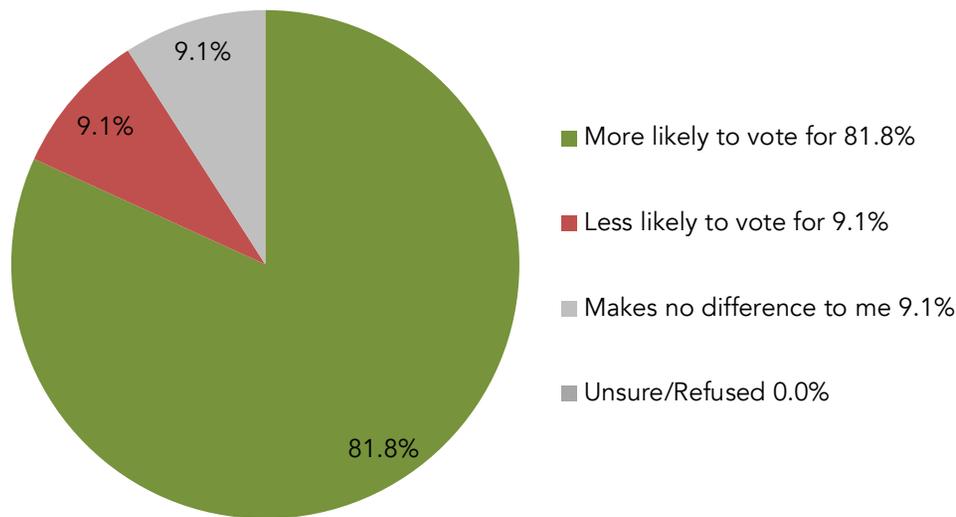


\*The District's single engine company only receives half of the funds needed to cover basic expenses, leaving the District far short of the resources it needs to best protect our community from fire and other emergencies. Passing a one-half cent sales tax increase would deliver enough funds to Garden Valley Fire Protection District to close the budget shortfall and also to maintain current full-time 24/7 staffing levels to protect our community, while remaining fiscally prudent.

# 81.8% in Georgetown FPD become more likely to vote yes

## Knowing of the District's specific challenges

Question: Georgetown Fire Protection District serves your community. The District's firefighters receive some of the lowest compensation in the State. The District does not receive enough funds to operate 24/7, which means at certain times residents face 20 to 30-minute response times from other County agencies to respond with help in emergencies. The District cannot provide consistent Advanced Life Support staff for the community. Passing a one-half cent sales tax increase would deliver enough funds to the District to close the budget shortfall and also to develop the resources it needs, such as greater staffing levels to protect our community, while remaining fiscally prudent. Does knowing this make you more likely or less likely to vote for a one-half cent sales tax increase in the County of El Dorado?



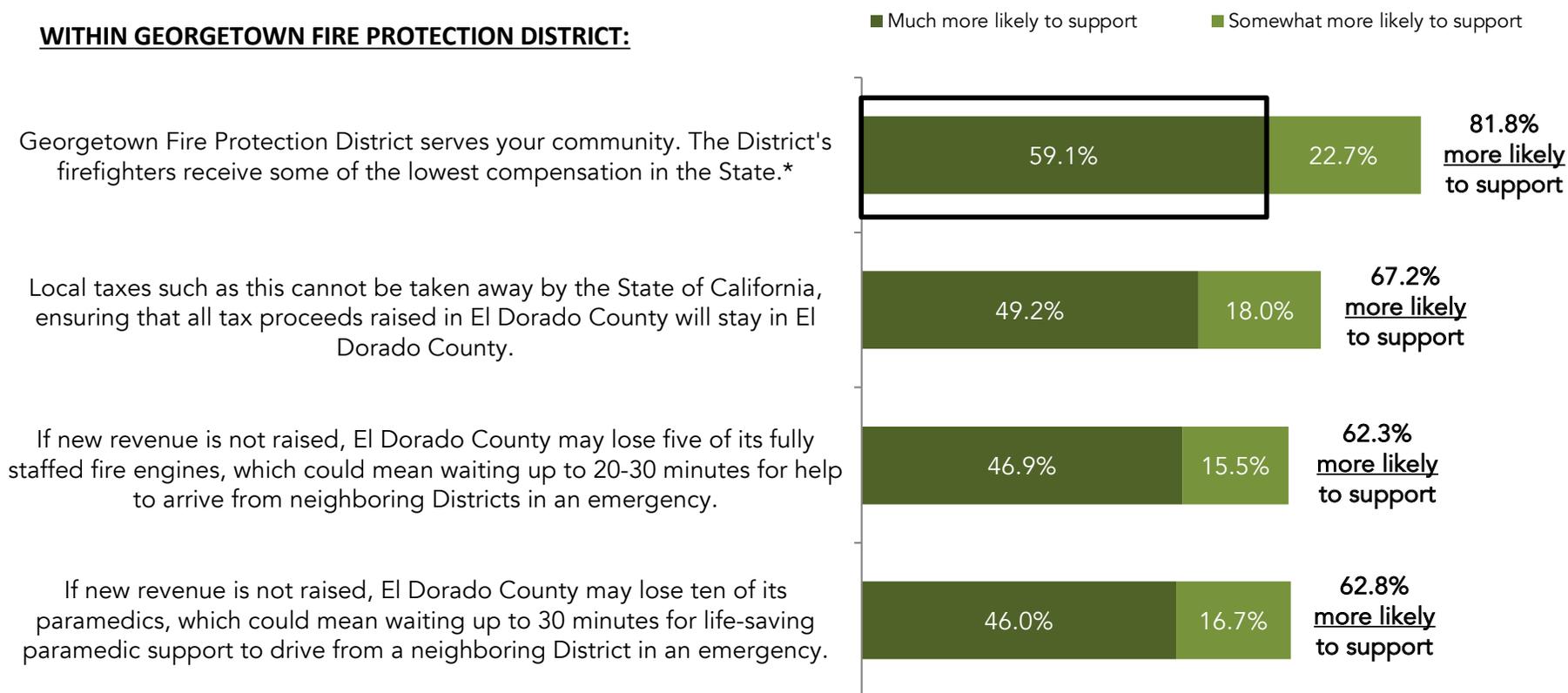
\*Asked only within Georgetown Fire Protection District (22 respondents)

# Which district-specific messages illicit

The greatest *intensity* of support?

Question: Now I am going to read to you some general background information about the proposed one-half cent sales tax increase. Please listen to each item and then tell me if it makes you more likely or less likely to vote yes, in favor of it. If it makes no difference to you, just say so.

## WITHIN GEORGETOWN FIRE PROTECTION DISTRICT:

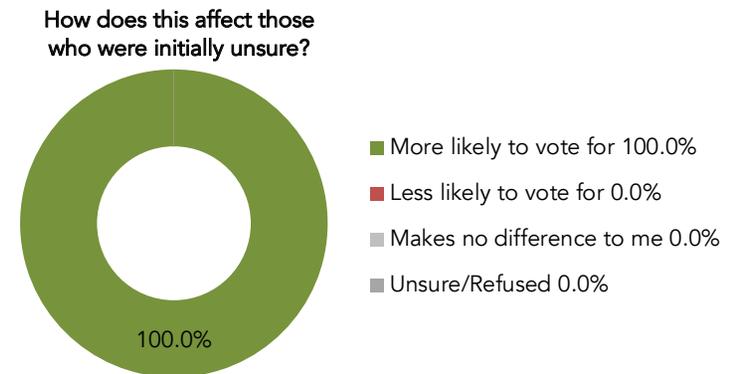
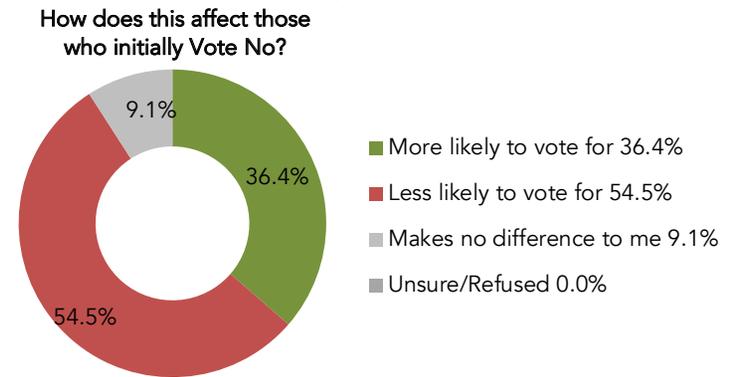
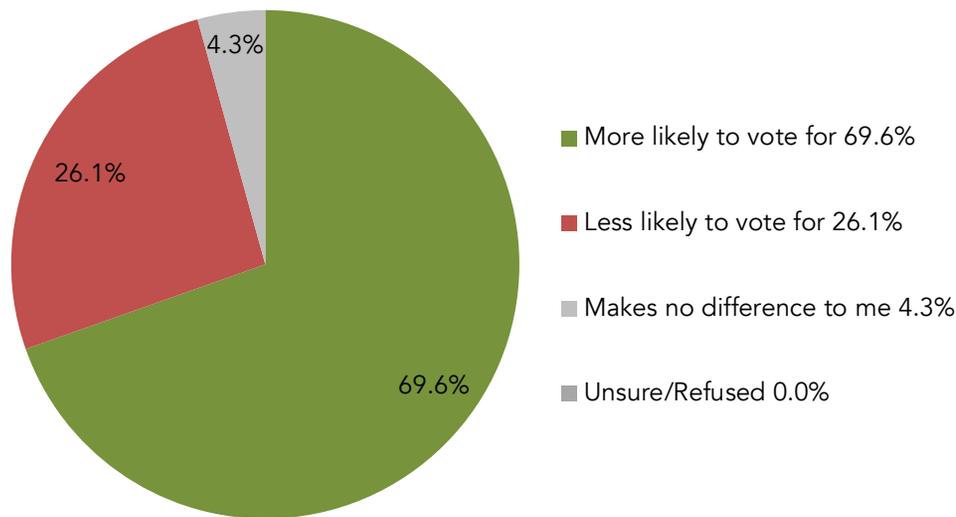


\*The District does not receive enough funds to operate 24/7, which means at certain times residents face 20 to 30-minute response times from other County agencies to respond with help in emergencies. The District cannot provide consistent Advanced Life Support staff for the community. Passing a one-half cent sales tax increase would deliver enough funds to the District to close the budget shortfall and also to develop the resources it needs, such as greater staffing levels to protect our community, while remaining fiscally prudent.

# 69.6% in Rescue FPD become more likely to vote yes

## Knowing of the District's specific challenges

Question: Rescue Fire Protection District serves your community. The District's firefighters receive some of the lowest compensation in the County and have capped their medical benefit contributions from the District. Firefighters have also helped our community by voluntarily increasing their retirement contributions to levels far greater than elsewhere in the state. And, new hires are not eligible for healthcare benefits when they retire. During the financial crisis of 2008, the District voluntarily downsized, but it still has three firefighter positions left vacant. The District has so little funding that it does not qualify for important government grants that could help keep the community safe. Passing a one-half cent sales tax increase would deliver enough funds to the District to close the budget shortfall, replace critical equipment and hire new firefighters to protect our community, while remaining fiscally prudent. Does knowing this make you more likely or less likely to vote for a one-half cent sales tax increase in the County of El Dorado?



\*Asked only within Rescue Fire Protection District (23 respondents)

# Which district-specific messages illicit

The greatest *intensity* of support?

Question: Now I am going to read to you some general background information about the proposed one-half cent sales tax increase. Please listen to each item and then tell me if it makes you more likely or less likely to vote yes, in favor of it. If it makes no difference to you, just say so.

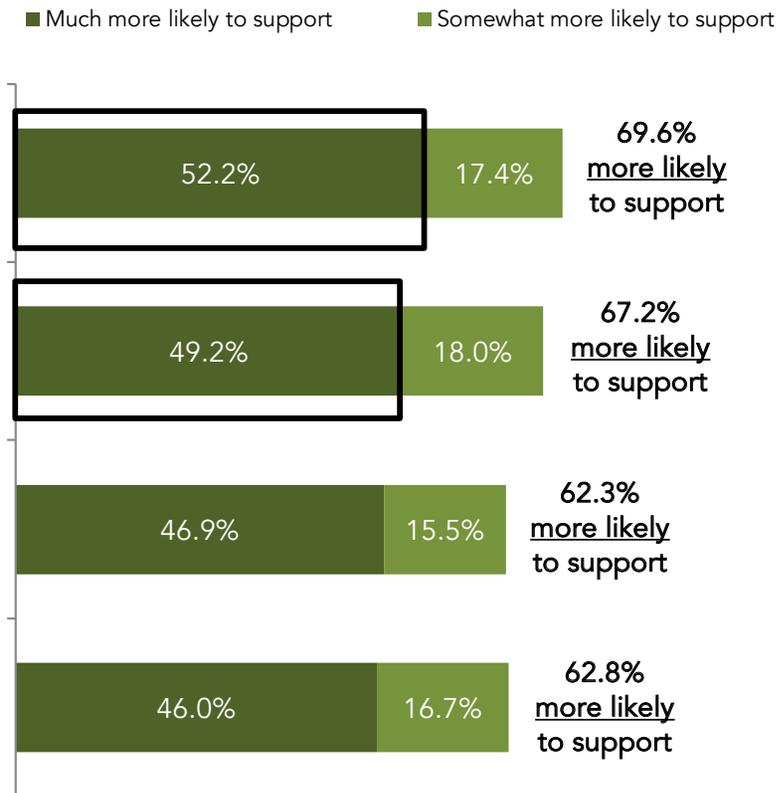
## WITHIN RESCUE FIRE PROTECTION DISTRICT:

Rescue Fire Protection District serves your community. The District's firefighters receive some of the lowest compensation in the County and have capped their medical benefit contributions from the District.\*

Local taxes such as this cannot be taken away by the State of California, ensuring that all tax proceeds raised in El Dorado County will stay in El Dorado County.

If new revenue is not raised, El Dorado County may lose five of its fully staffed fire engines, which could mean waiting up to 20-30 minutes for help to arrive from neighboring Districts in an emergency.

If new revenue is not raised, El Dorado County may lose ten of its paramedics, which could mean waiting up to 30 minutes for life-saving paramedic support to drive from a neighboring District in an emergency.

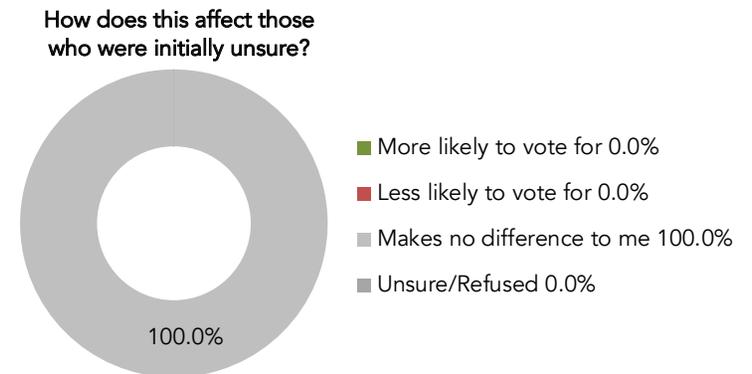
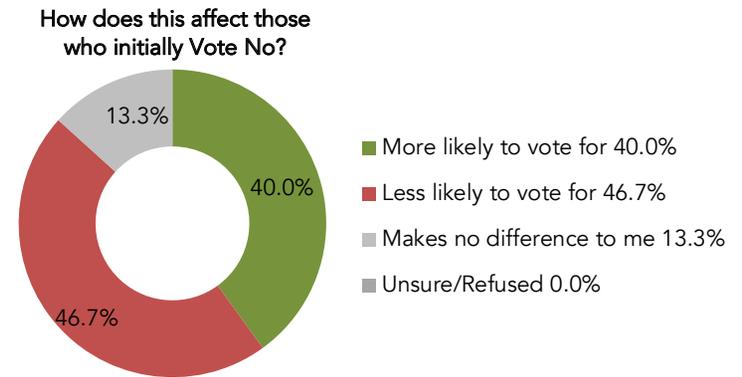
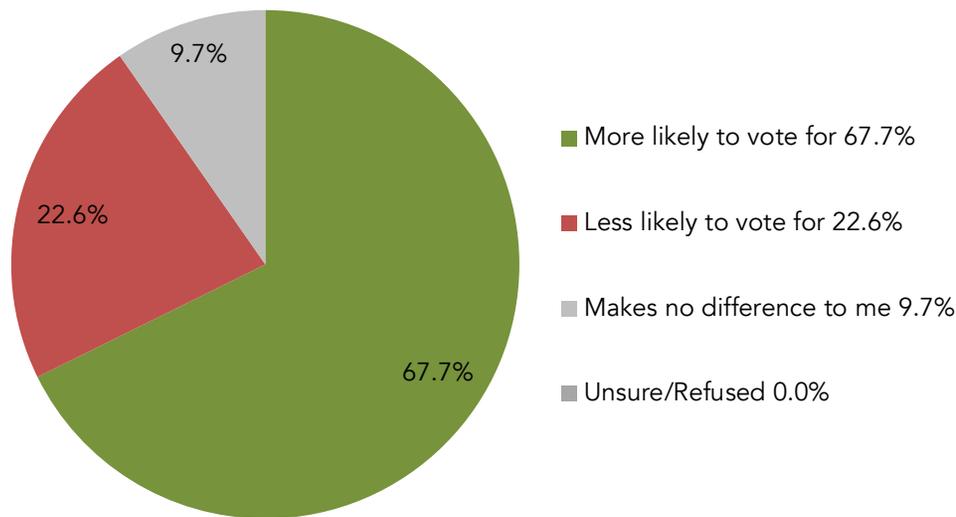


\*Firefighters have also helped our community by voluntarily increasing their retirement contributions to levels far greater than elsewhere in the state. And, new hires are not eligible for healthcare benefits when they retire. During the financial crisis of 2008, the District voluntarily downsized, but it still has three firefighter positions left vacant. The District has so little funding that it does not qualify for important government grants that could help keep the community safe. Passing a one-half cent sales tax increase would deliver enough funds to the District to close the budget shortfall, replace critical equipment and hire new firefighters to protect our community, while remaining fiscally prudent.

# 67.7% in Pioneer FPD become more likely to vote yes

## Knowing of the District's specific challenges

Question: Pioneer Fire Protection District serves your community. The District covers the largest geographical area in the county of 296 square miles, which is one of the largest in the entire state. To serve this district, Pioneer has one full time station employing one captain and one firefighter per shift. It relies heavily on reserves and volunteer firefighters to fill in whenever possible. The District has only one other part-time station and the shortage of funds means that it is only occasionally staffed. Firefighters receive no pensions and their compensation is among the lowest in the county. This sales tax increase would allow the District to hire desperately needed staff to keep our community safe. Does knowing this make you more likely or less likely to vote for a one-half cent sales tax increase in the County of El Dorado?\*



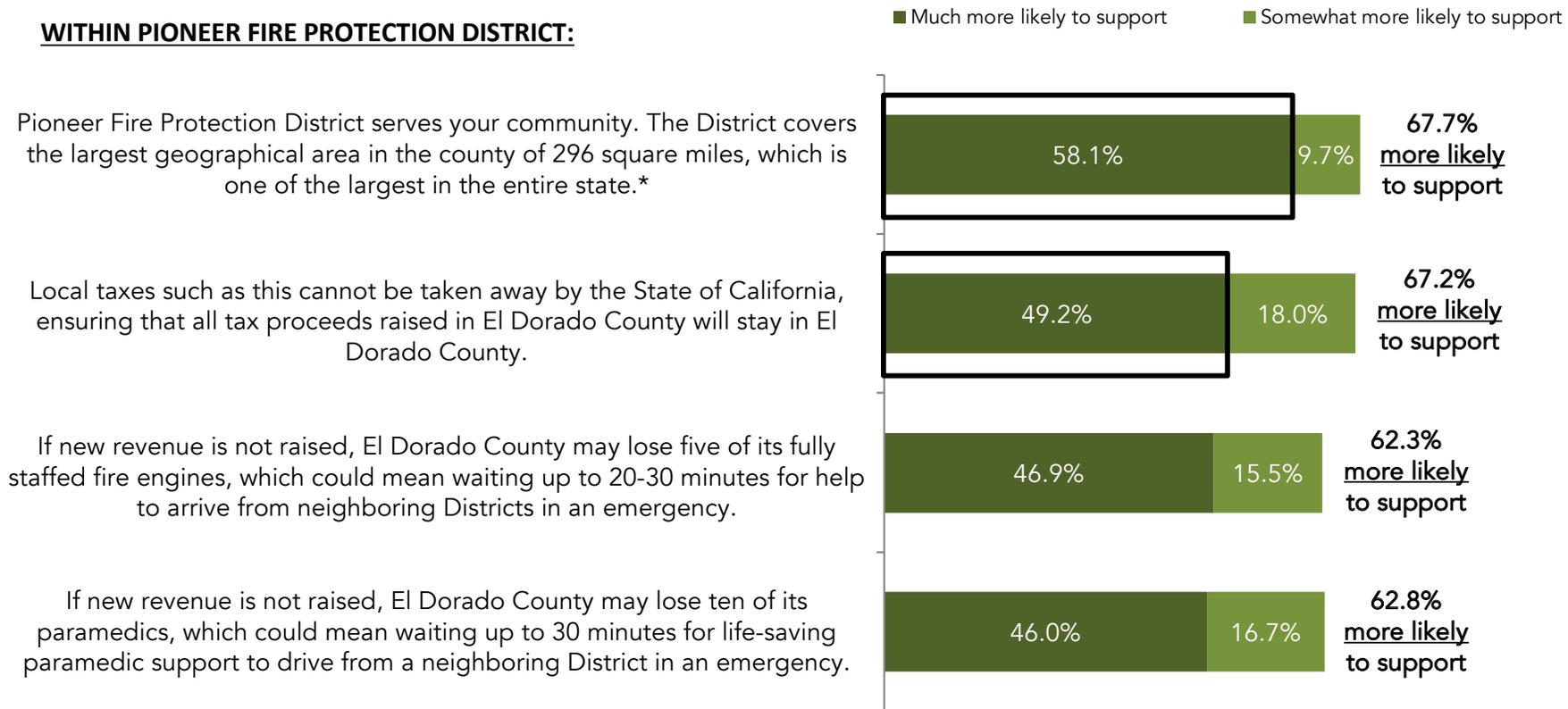
\*Asked only within Pioneer Fire Protection District (31 respondents)

# Which district-specific messages illicit

The greatest *intensity* of support?

Question: Now I am going to read to you some general background information about the proposed one-half cent sales tax increase. Please listen to each item and then tell me if it makes you more likely or less likely to vote yes, in favor of it. If it makes no difference to you, just say so.

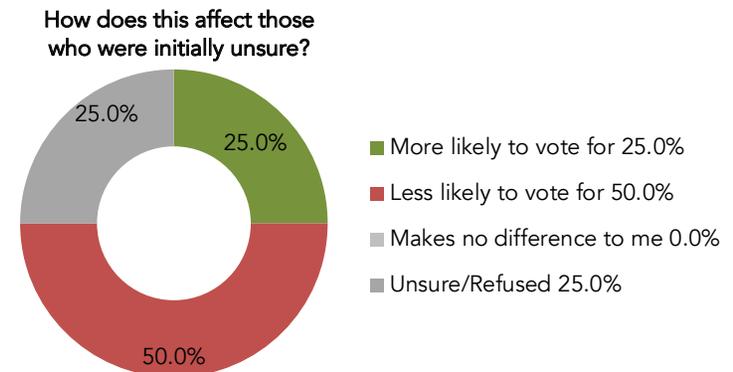
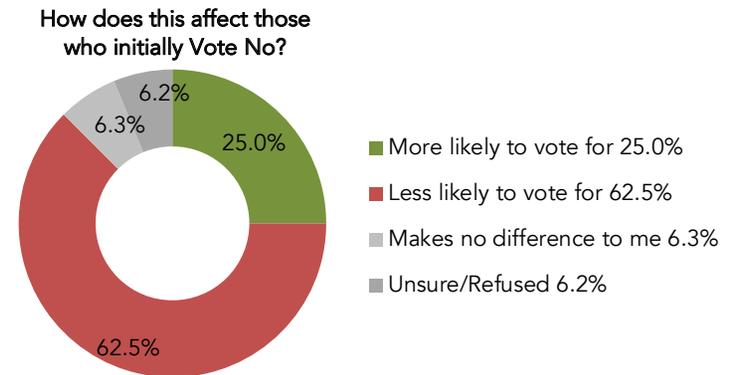
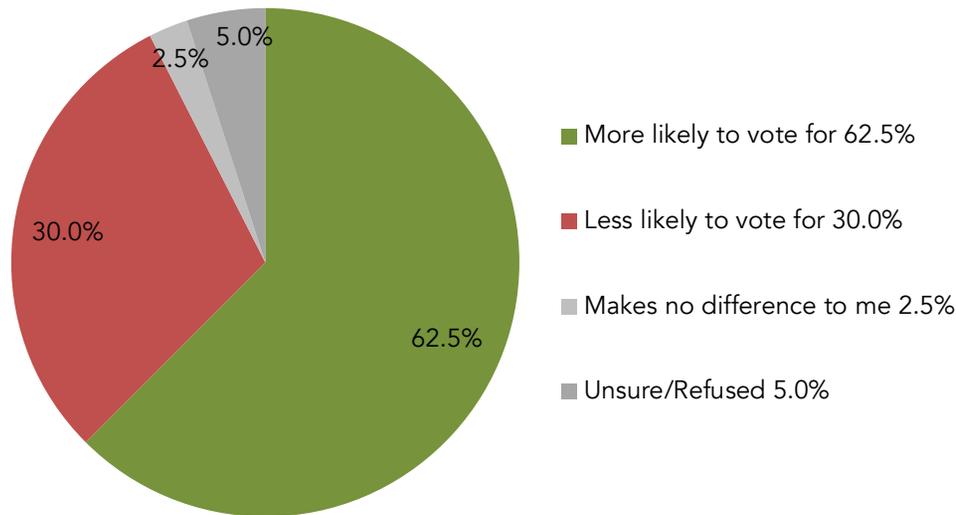
## WITHIN PIONEER FIRE PROTECTION DISTRICT:



\*To serve this district, Pioneer has one full time station employing one captain and one firefighter per shift. It relies heavily on reserves and volunteer firefighters to fill in whenever possible. The District has only one other part-time station and the shortage of funds means that it is only occasionally staffed. Firefighters receive no pensions and their compensation is among the lowest in the county. This sales tax increase would allow the District to hire desperately needed staff to keep our community safe.

# 62.5% in Diamond Springs-El Dorado FPD become more likely to vote yes Knowing of the District's specific challenges

Question: Diamond Springs-El Dorado Fire Protection District serves your community. The District's firefighters receive some of the lowest compensation in the County. The District's El Dorado Station lost six staff in the 2007 recession, and firefighters haven't received any raises since then. While property tax revenues that fund the District have crept up since then, they have not caught up to where they were before the recession. As development increases throughout the community, fire, emergency medical services and other emergency protection requirements will rapidly outgrow the funds needed to cover basic expenses, leaving the District far short of the resources it needs to best protect our community from fire and other emergencies. Passing a one-half cent sales tax increase would deliver enough funds to the District to develop the resources it needs, such as re-opening a full-time second station, better equipment and higher staffing levels to protect our community, while remaining fiscally prudent. Does knowing this make you more likely or less likely to vote for a one-half cent sales tax increase in the County of El Dorado?



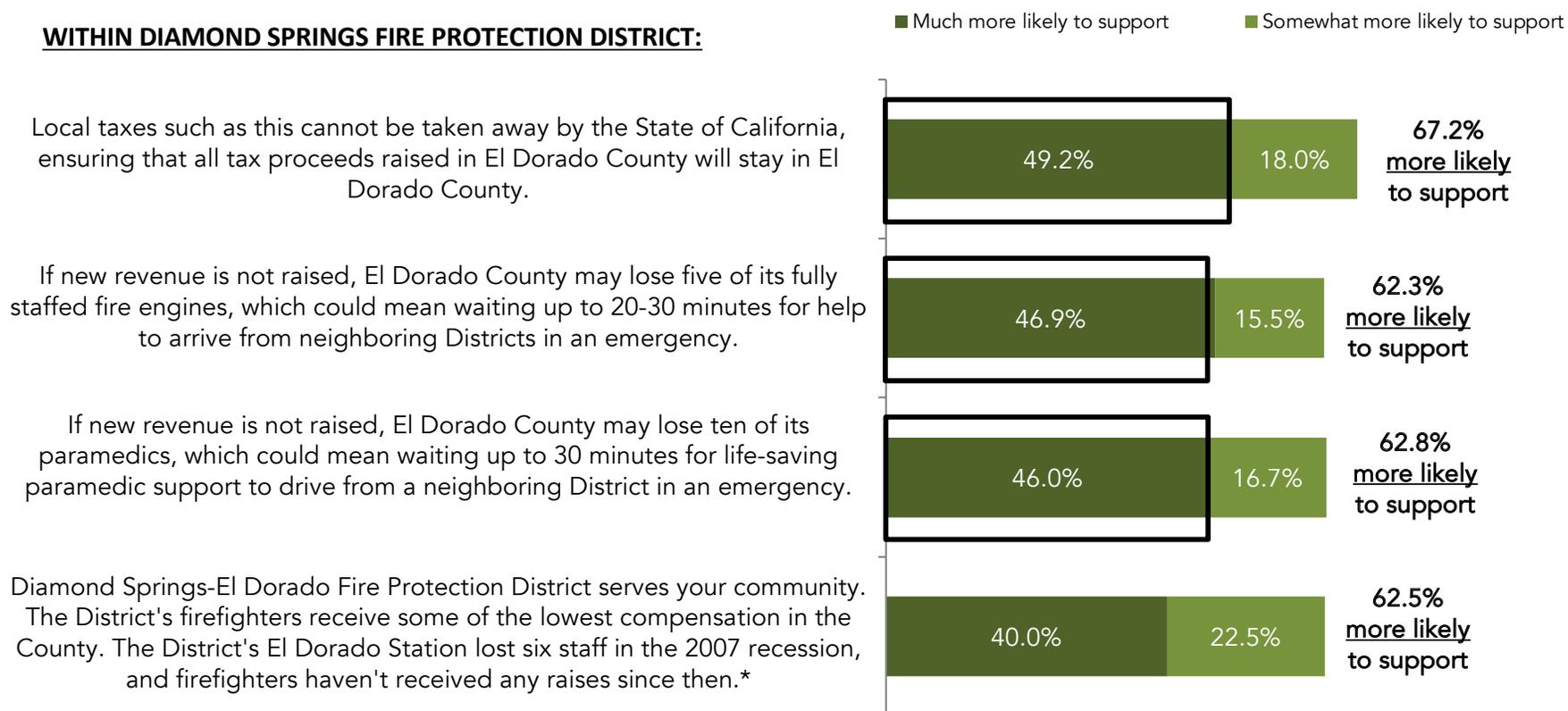
\*Asked only within Diamond Springs-El Dorado Fire Protection District (40 respondents)

# Which district-specific messages illicit

The greatest *intensity* of support?

Question: Now I am going to read to you some general background information about the proposed one-half cent sales tax increase. Please listen to each item and then tell me if it makes you more likely or less likely to vote yes, in favor of it. If it makes no difference to you, just say so.

## WITHIN DIAMOND SPRINGS FIRE PROTECTION DISTRICT:

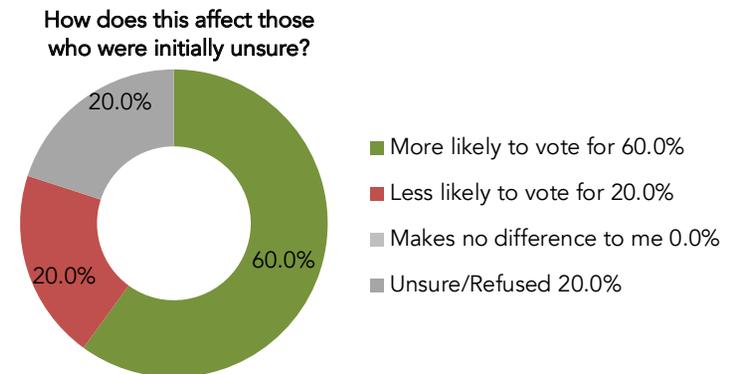
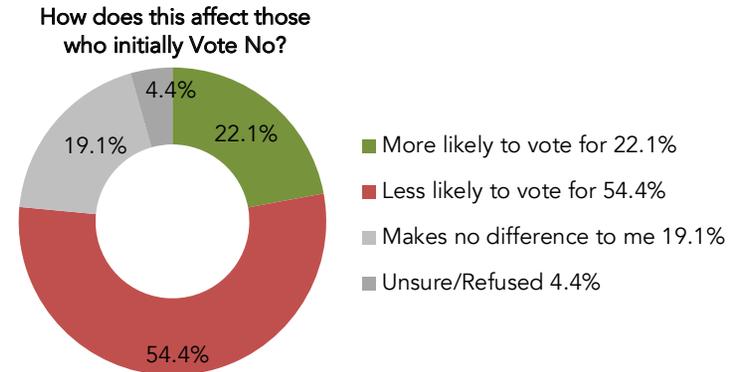
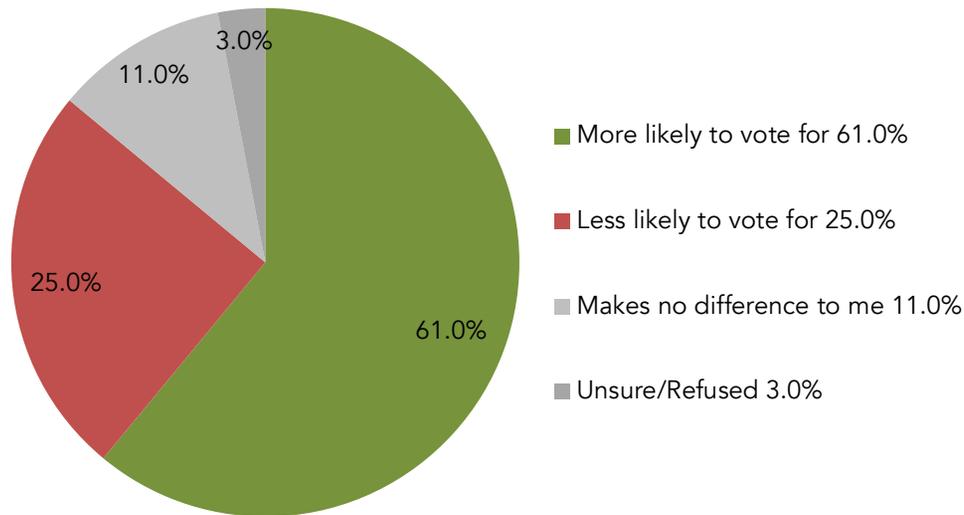


\*While property tax revenues that fund the District have crept up since then, they have not caught up to where they were before the recession. As development increases throughout the community, fire, emergency medical services and other emergency protection requirements will rapidly outgrow the funds needed to cover basic expenses, leaving the District far short of the resources it needs to best protect our community from fire and other emergencies. Passing a one-half cent sales tax increase would deliver enough funds to the District to develop the resources it needs, such as re-opening a full-time second station, better equipment and higher staffing levels to protect our community, while remaining fiscally prudent.

# 61.0% in El Dorado County FPD become more likely to vote yes

## Knowing of the District's specific challenges

Question: El Dorado County Fire Protection District serves your community. The District has the largest geographic responsibility in the region, and as the largest agency in the County it is leaned on to support other districts. Yet the District's firefighters receive some of the lowest compensation in the Sacramento area and have made many concessions over the years to maintain service to the community while keeping costs very low. Firefighters have not had raises in nearly a decade, but have voluntarily taken on more of their pension costs to a level that is higher than the State average. Firefighters have also given up five days off of paid leave per year as well as hundreds of dollars per person of other benefits. To save taxpayers even more money, the District has eliminated three of its chief officer positions and three additional staff positions. If additional funding is not obtained by next year, the District will have to start deficit spending, begin to close stations and lay off even more personnel. Passing a one-half cent sales tax increase would deliver enough funds to other Districts to close their budget gaps and become less reliant on El Dorado County Fire Protection District services. It would also allow the District to develop more of the resources it needs, such as increased staffing to protect our community, while remaining fiscally prudent. Does knowing this make you more likely or less likely to vote for a one-half cent sales tax increase in the County of El Dorado?



\*Asked only within El Dorado County Fire Protection District (172 respondents)

(714) 906-2061  
jwallin@jwallin.com



# Which district-specific messages illicit

The greatest *intensity* of support?

Question: Now I am going to read to you some general background information about the proposed one-half cent sales tax increase. Please listen to each item and then tell me if it makes you more likely or less likely to vote yes, in favor of it. If it makes no difference to you, just say so.

## WITHIN EL DORADO COUNTY FIRE PROTECTION DISTRICT:

■ Much more likely to support    ■ Somewhat more likely to support

Local taxes such as this cannot be taken away by the State of California, ensuring that all tax proceeds raised in El Dorado County will stay in El Dorado County.



If new revenue is not raised, El Dorado County may lose five of its fully staffed fire engines, which could mean waiting up to 20-30 minutes for help to arrive from neighboring Districts in an emergency.



If new revenue is not raised, El Dorado County may lose ten of its paramedics, which could mean waiting up to 30 minutes for life-saving paramedic support to drive from a neighboring District in an emergency.



El Dorado County Fire Protection District serves your community. The District has the largest geographic responsibility in the region, and as the largest agency in the County it is leaned on to support other districts. Yet the District's firefighters receive some of the lowest compensation in the Sacramento area and have made many concessions over the years to maintain service to the community while keeping costs very low.\*

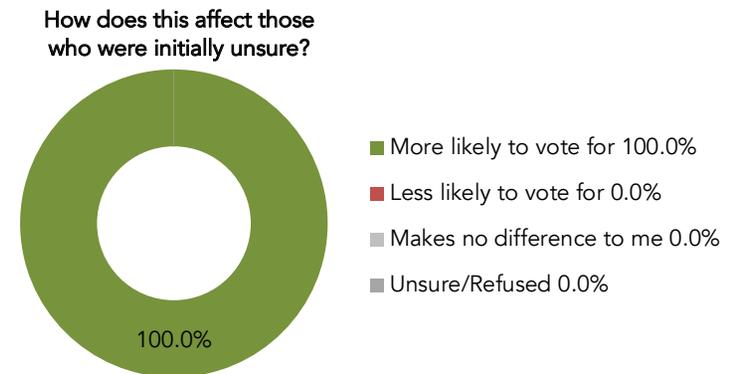
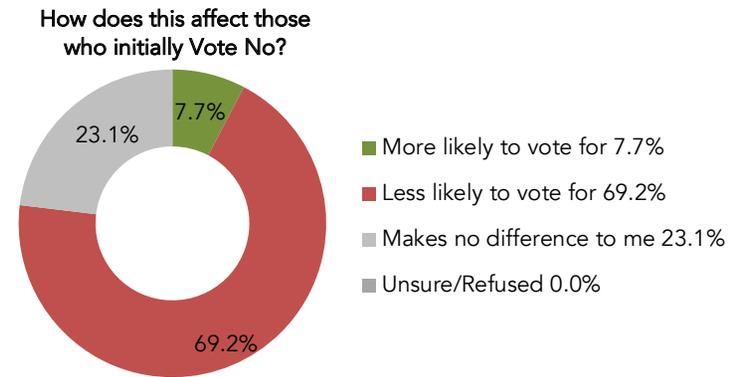
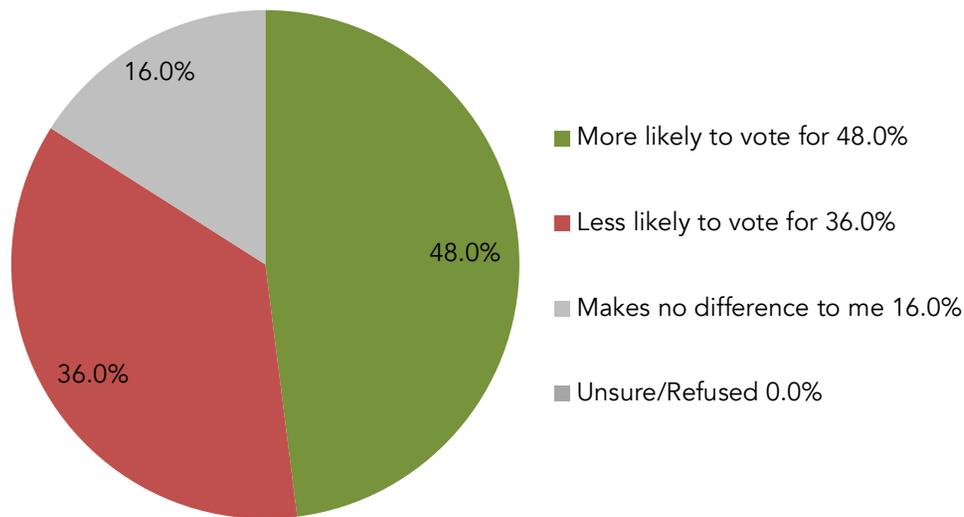


\*Firefighters have not had raises in nearly a decade, but have voluntarily taken on more of their pension costs to a level that is higher than the State average. Firefighters have also given up five days off of paid leave per year as well as hundreds of dollars per person of other benefits. To save taxpayers even more money, the District has eliminated three of its chief officer positions and three additional staff positions. If additional funding is not obtained by next year, the District will have to start deficit spending, begin to close stations and lay off even more personnel. Passing a one-half cent sales tax increase would deliver enough funds to other Districts to close their budget gaps and become less reliant on El Dorado County Fire Protection District services. It would also allow the District to develop more of the resources it needs, such as increased staffing to protect our community, while remaining fiscally prudent.

# 48.0% in Lake Valley FPD become more likely to vote yes

## Knowing of the District's specific challenges

Question: Lake Valley Fire Protection District serves your community. The District's firefighters receive some of the lowest compensation in the County and have gone years without raises. The District's third fire station is completely unstaffed, leaving the District far short of the resources it needs to best protect our community from fire and other emergencies. Without new funding, the District cannot maintain its current staffing levels and will lose six MORE firefighters. The District is in dire need of replacing even its breathing apparatus equipment and four Fire Engines as equipment is aging rapidly because it hasn't been replaced for a number of years. Passing a one-half cent sales tax increase would deliver enough funds to the District to close the budget shortfall, replace critical equipment and hire new firefighters to not only protect the lives of our firefighters, but also the lives and property in community, while remaining fiscally prudent. Does knowing this make you more likely or less likely to vote for a one-half cent sales tax increase in the County of El Dorado?



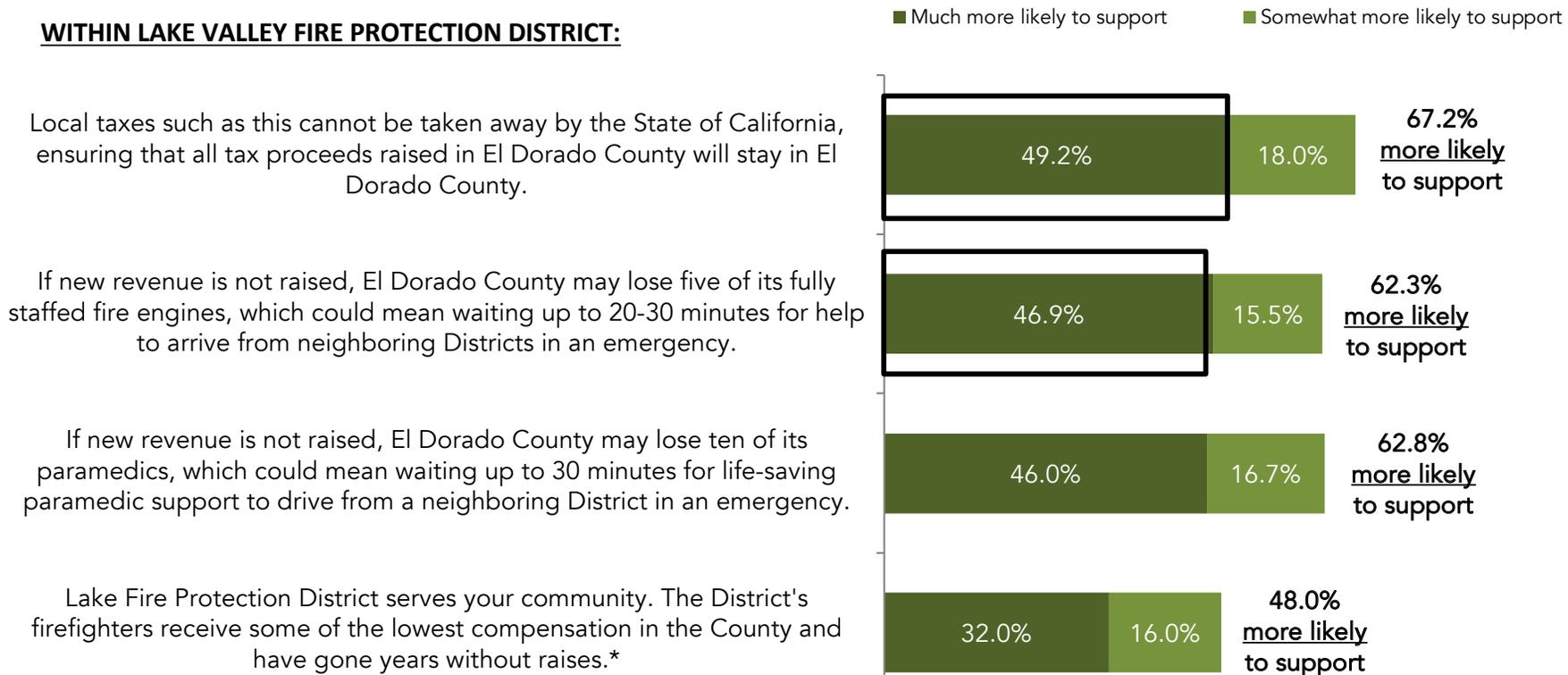
\*Asked only within Lake Fire Protection District (25 respondents)

# Which district-specific messages illicit

The greatest *intensity* of support?

Question: Now I am going to read to you some general background information about the proposed one-half cent sales tax increase. Please listen to each item and then tell me if it makes you more likely or less likely to vote yes, in favor of it. If it makes no difference to you, just say so.

## WITHIN LAKE VALLEY FIRE PROTECTION DISTRICT:

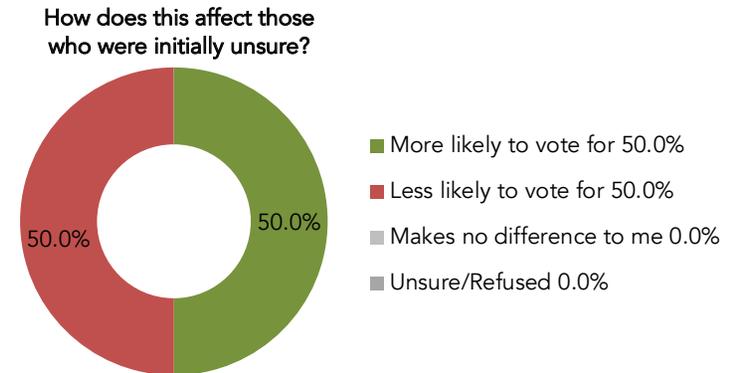
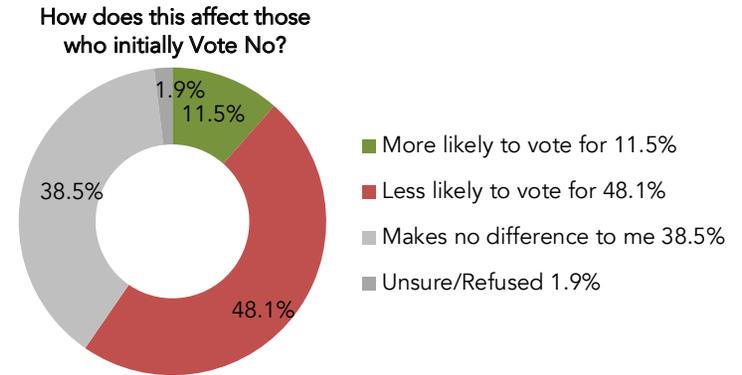
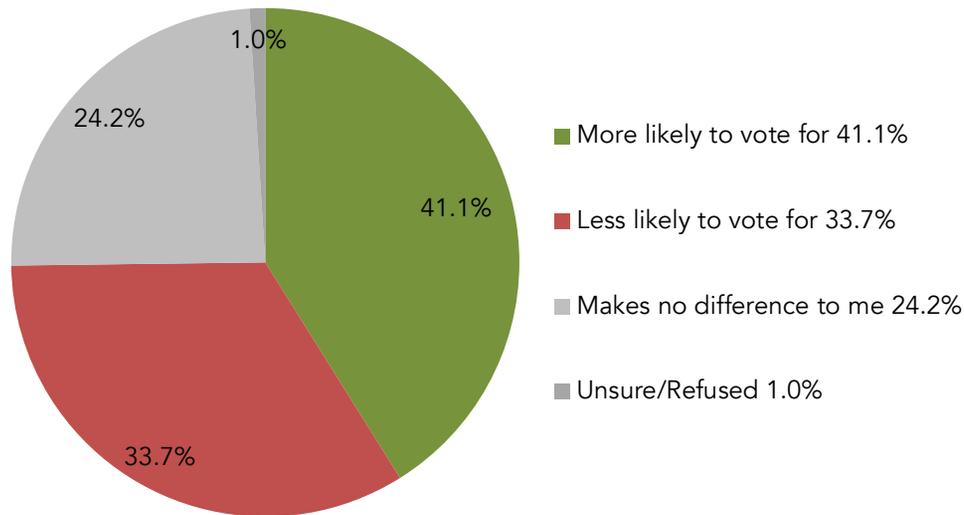


\*The District's third fire station is completely unstaffed, leaving the District far short of the resources it needs to best protect our community from fire and other emergencies. Without new funding, the District cannot maintain its current staffing levels and will lose six MORE firefighters. The District is in dire need of replacing even its breathing apparatus equipment and four Fire Engines as equipment is aging rapidly because it hasn't been replaced for a number of years. Passing a one-half cent sales tax increase would deliver enough funds to the District to close the budget shortfall, replace critical equipment and hire new firefighters to not only protect the lives of our firefighters, but also the lives and property in community, while remaining fiscally prudent. Does knowing this make you more likely or less likely to vote for a one-half cent sales tax increase in the County of El Dorado

# 41.1% in El Dorado Hills FPD become more likely to vote yes

## Knowing of the District's specific challenges

Question: El Dorado Hills Fire Protection District serves your community. While the District is well-funded with the resources to protect the community well, California law requires adjacent fire protection districts to provide assistance when neighboring districts are unable to adequately handle fires or other emergencies. This means El Dorado Hills Fire Protection District is occasionally short-staffed and without complete resources if a major fire or emergency situation occurred and it has to provide aid to a neighboring district. Passing a one-half cent sales tax increase would deliver enough funds to all of the County fire districts to finally close their budget shortfalls, while reducing the drain on El Dorado Hills' fire resources, keeping El Dorado's fire protection resources inside the district more often. New revenues will also help El Dorado Hills Fire Protection District to offset the costs of the newly annexed Latrobe fire district while also dedicating additional needed resources to improving the District's dispatching resources and processes. Does knowing this make you more likely or less likely to vote for a one-half cent sales tax increase in the County of El Dorado?



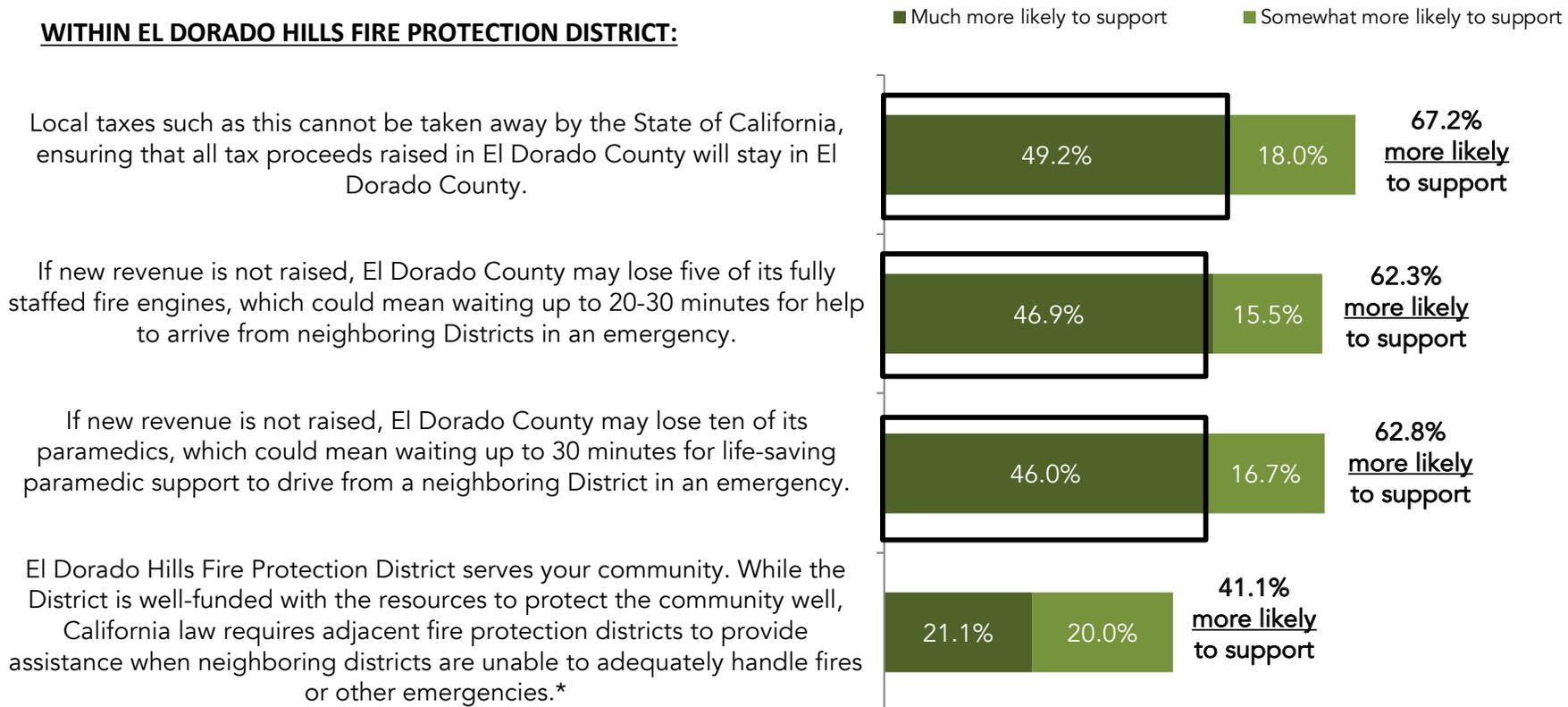
\*Asked only within El Dorado Hills Fire Protection District (95 respondents)

# Which district-specific messages illicit

The greatest *intensity* of support?

Question: Now I am going to read to you some general background information about the proposed one-half cent sales tax increase. Please listen to each item and then tell me if it makes you more likely or less likely to vote yes, in favor of it. If it makes no difference to you, just say so.

## WITHIN EL DORADO HILLS FIRE PROTECTION DISTRICT:



\*This means El Dorado Hills Fire Protection District is occasionally short-staffed and without complete resources if a major fire or emergency situation occurred and it has to provide aid to a neighboring district. Passing a one-half cent sales tax increase would deliver enough funds to all of the County fire districts to finally close their budget shortfalls, while reducing the drain on El Dorado Hills' fire resources, keeping El Dorado's fire protection resources inside the district more often. New revenues will also help El Dorado Hills Fire Protection District to offset the costs of the newly annexed Latrobe fire district while also dedicating additional needed resources to improving the District's dispatching resources and processes.

# 8 respondents in Mosquito FPD

Subsample TOO SMALL to draw conclusions from District-specific data

Question: Mosquito Fire Protection District serves your community. The District's firefighters receive some of the lowest compensation in the County, far lower than most other fire districts and much lower than those in other counties. The District's fire chief and two full time firefighters do not receive medical benefits or pensions, and the District has suffered an extremely high turnover rate as firefighters leave to join other Districts. With an annual budget of less than \$400,000 they cannot afford to staff 24/7, which means at certain times residents face 40 to 50-minute response times from other County agencies to respond with help in emergencies. The District also is unable to provide consistent Advanced Life Support staff for the community. Passing a one-half cent sales tax increase would deliver enough funds to the District to develop the resources it needs, to achieve 24/7 staffing to protect our community, while remaining fiscally prudent. Does knowing this make you more likely or less likely to vote for a one-half cent sales tax increase in the County of El Dorado?\*

*\*Asked only within Mosquito Fire Protection District (8 respondents)*

(714) 906-2061  
jwallin@jwallin.com



# Zero respondents in Meeks Bay FPD

NO DATA

Question: Meeks Bay Fire Protection District serves your community. The District staffs its single engine company with two personnel, but national emergency standards call for four-person companies to ensure safety and efficiency. The District's shortage of funds leaves it far short of the resources needed to best protect our community from fire and other emergencies. Passing a one-half cent sales tax increase would provide enough funds for the District to help close the budget shortfall and to improve full-time paramedic-firefighter staffing, address important facility improvements, and necessary emergency apparatus replacement to protect our community, while remaining fiscally prudent. Does knowing this make you more likely or less likely to vote for a one-half cent sales tax increase in the County of El Dorado?

# Zero respondents in Fallen Leaf FPD

NO DATA

Question: Fallen Leaf Fire Protection District serves your community. The District's firefighters are only part time, receive some of the lowest compensation in the County and have gone several years without raises. They receive no pensions or any other benefits. The District only receives 60% of the funds needed to cover basic expenses, leaving the District far short of the resources it needs to best protect our community from fire and other emergencies, including providing Advanced Life Support. Passing a one-half cent sales tax increase would deliver enough funds to the District to close the budget shortfall and also to develop the resources the community needs, such as much needed newer equipment and higher staffing levels to protect our community, while remaining fiscally prudent. Does knowing this make you more likely or less likely to vote for a one-half cent sales tax increase in the County of El Dorado?

# *Neighbor-to-Neighbor Conversations: Can Detractors be Answered?*

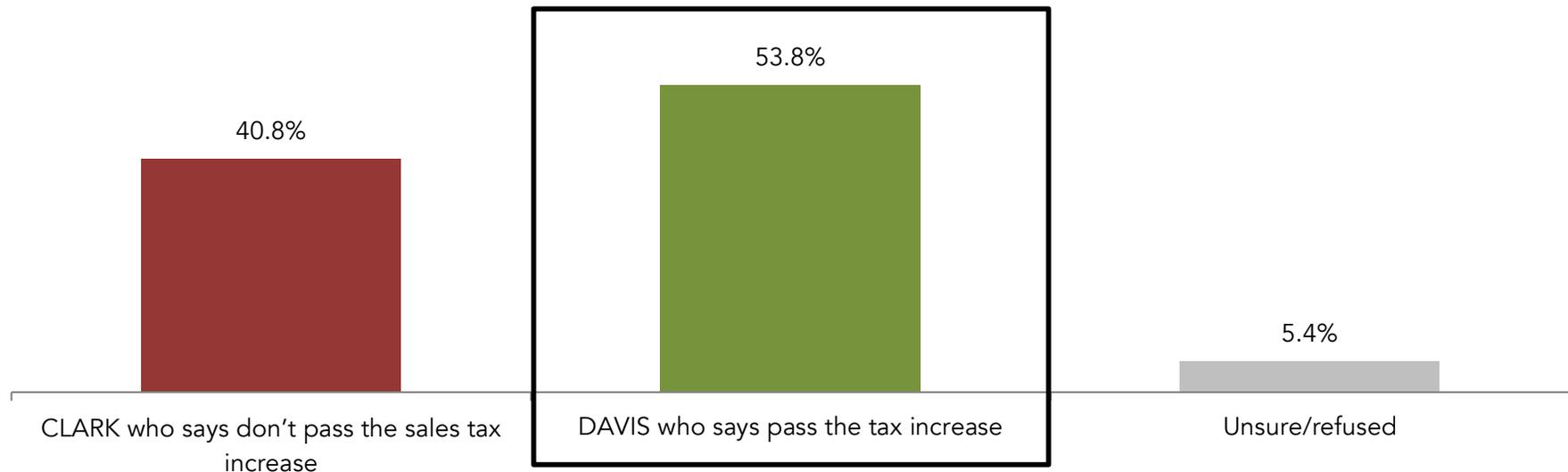
*Preamble: "Now I am going to read to you some statements of two residents of El Dorado County. Please listen to each statement and tell me with whom you agree more."*

# 53.8% agree with Davis

## Who says we need to pass the tax increase

Question: CLARK says: "There might be budget problems with some fire districts in the County. But this tax increase isn't the way to fix it. There's no guarantee that we're going to see an increase in services, especially if this is a countywide tax. Who's to stop the county from diverting tax dollars wherever they want, or for dollars to be directed away from our community's fire district and towards others? We don't need to raise taxes – our fire districts need to make hard decisions on how to cut non-essential spending"

DAVIS says: "A countywide sales tax increase guarantees each of El Dorado County's fire districts will receive the funding the desperately need to improve local fire, emergency medical and other emergency protection services. Moreover, revenue from this one-half cent sales tax increase is protected from cash grabs by the state – all the money stays here locally, in our communities. We need to pass the sales tax increase to avoid dramatic cuts in funding and the loss of critical fire protection, emergency medical and other emergency services."  
With whom do you agree more, CLARK or DAVIS?

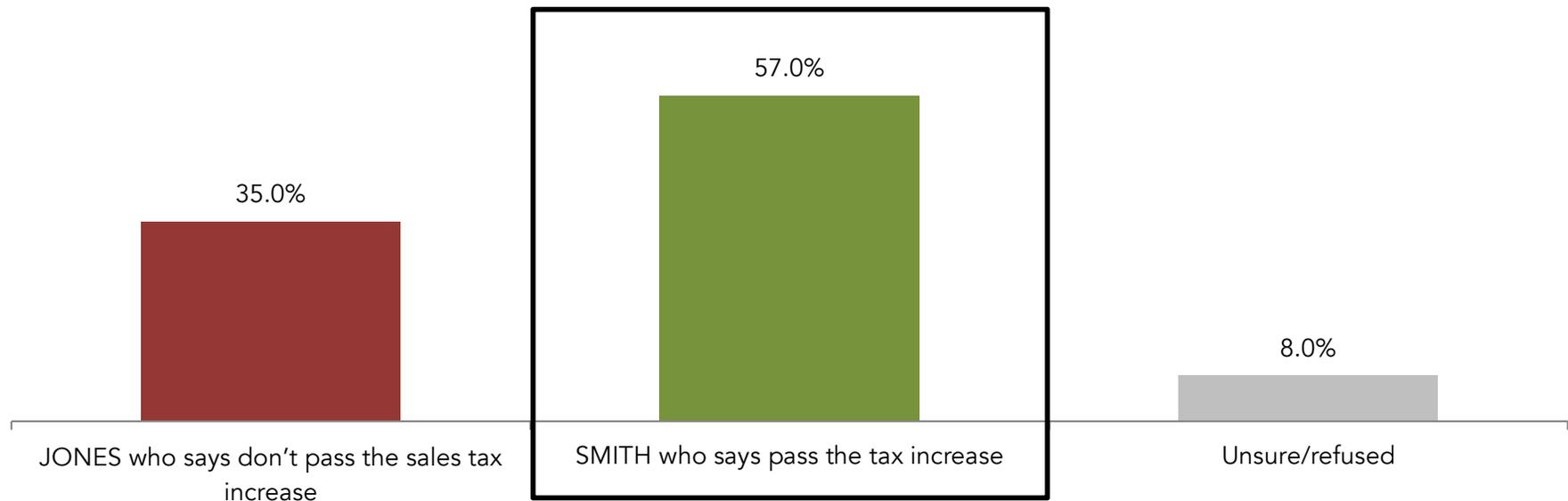


# 57.0% agree with Smith

## Who says we need to pass the tax increase

Question: JONES says: "We don't need to raise taxes. Firefighter salaries are already too high and Fire Chiefs' pensions are way too generous. We shouldn't have to pay more taxes, just so that they can be paid better than the rest of us."

SMITH says: "Nearly every firefighter in El Dorado County makes far less than firefighters throughout the state, and nearly every district has reduced benefits – in most cases dramatically. Firefighters contribute far more to their pensions than ever before, and several Districts don't even have pensions for their firefighters. In fact, most districts have reduced their costs so aggressively to help our communities during the financial crisis, but now they are unable to meet the needs of large fires or other emergencies and have to rely on other districts who also have manpower and equipment shortages of their own for help. We need to pass the sales tax increase to avoid dramatic cuts in funding and the loss of critical fire protection, emergency medical and other emergency services."



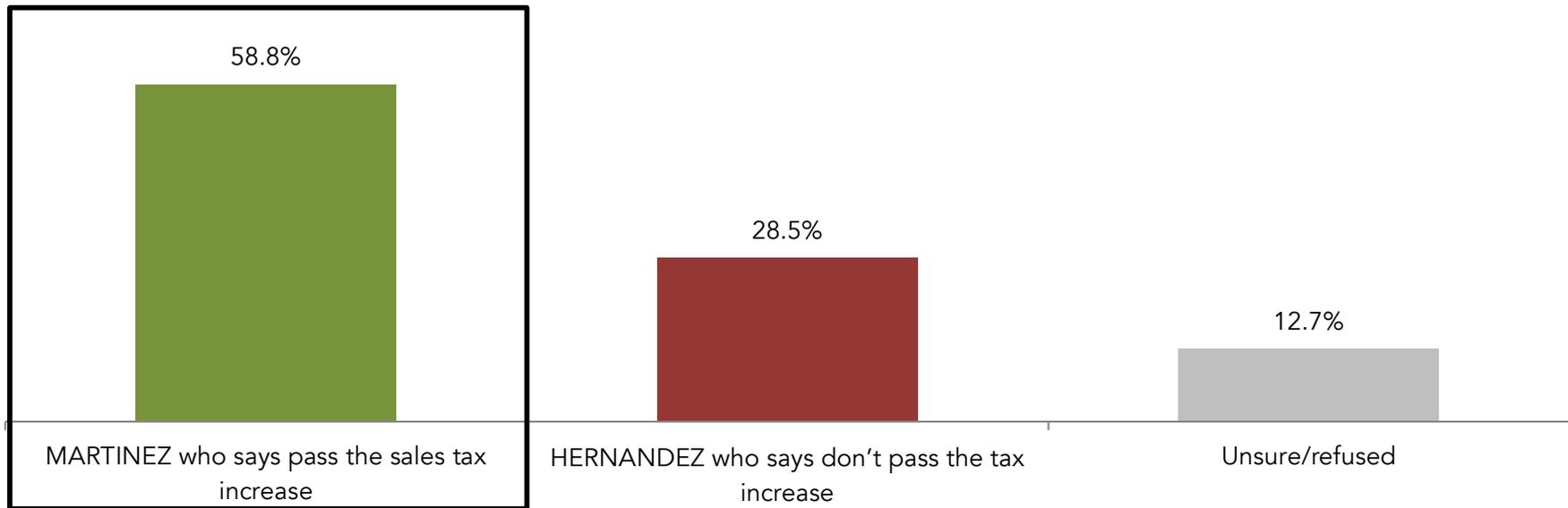
# 58.8% agree with Martinez

## Who says we need to pass the sales tax increase

Question: MARTINEZ says: "We need to pass the sales tax increase to support our local, independent fire protection districts and to avoid dramatic cuts in funding and the loss of critical fire protection, emergency medical and other emergency services. While some people think that consolidating all of our fire districts or turning things over to CAL-FIRE is the answer, it just doesn't make sense. Every District has very unique service requirements, from wilderness to new residential developments, and just a "one-size-fits-all" approach won't improve things. Besides, CAL-FIRE services are for wildfires only – CAL-FIRE doesn't protect us from structure fires and other emergencies. We don't even pay into CAL-FIRE anymore and won't again until 2031. We need to keep responsibility for our own fire service local, in our own hands."

HERNANDEZ says: "We don't need to raise taxes – our fire districts just need to consolidate into one county-wide fire protection service, which will create enough efficiencies to overcome any equipment or manpower shortages and increase fire, emergency medical and other emergency protection services for everyone. Even turning it over to CAL-FIRE makes more sense than this tax increase. Besides, what about the CAL-FIRE fee we've been paying into all of these years?"

With whom do you agree more, MARTINEZ or HERNANDEZ?



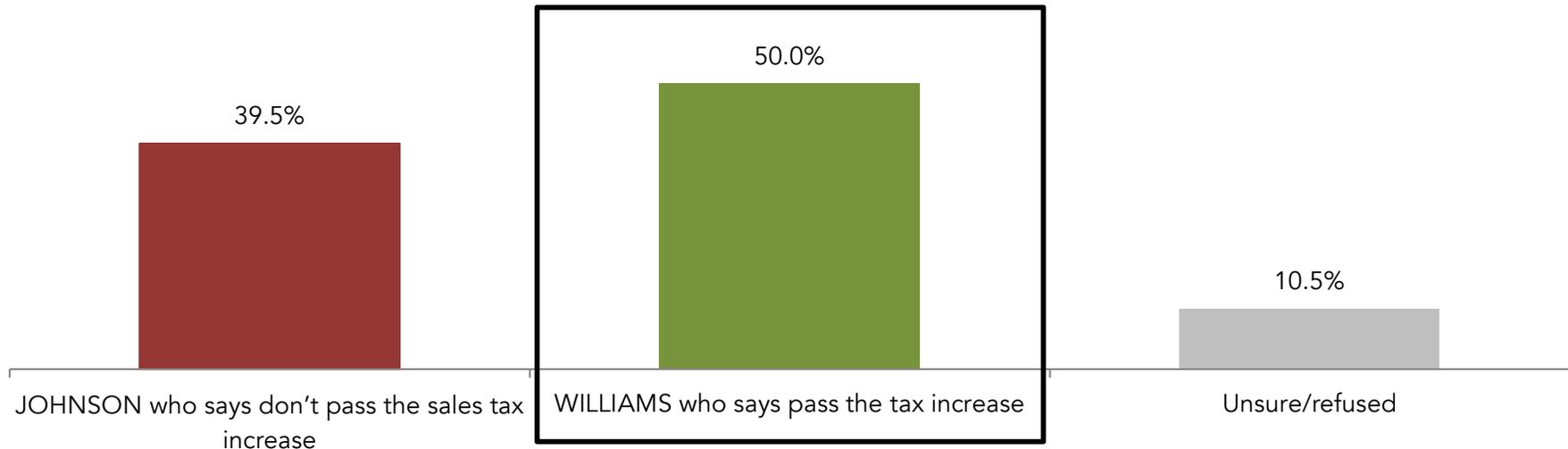
# 50.0% agree with Williams

## Who says a countywide sales tax increase just makes sense

Question: JOHNSON says: "We don't need to raise taxes countywide. It's not fair to the smaller districts who are really struggling with budgets. I don't see why should we raise our taxes to give more money El Dorado Hills, which enjoys the support of a well-off community and is already well-funded."

WILLIAMS says: "A countywide sales tax just makes sense. It increases the tax base over a much larger region, capturing more sales tax revenues from tourists, which is really what we're hoping to capture. It's unfair to just raise taxes on regions that don't have high tourist traffic, or a lot of new development that can fund fire services through property taxes. Yes, some relatively affluent areas will receive some additional funding, but those few districts have always been generous sending their manpower and equipment to help the less fortunate when they needed it."

With whom do you agree more, JOHNSON or WILLIAMS?



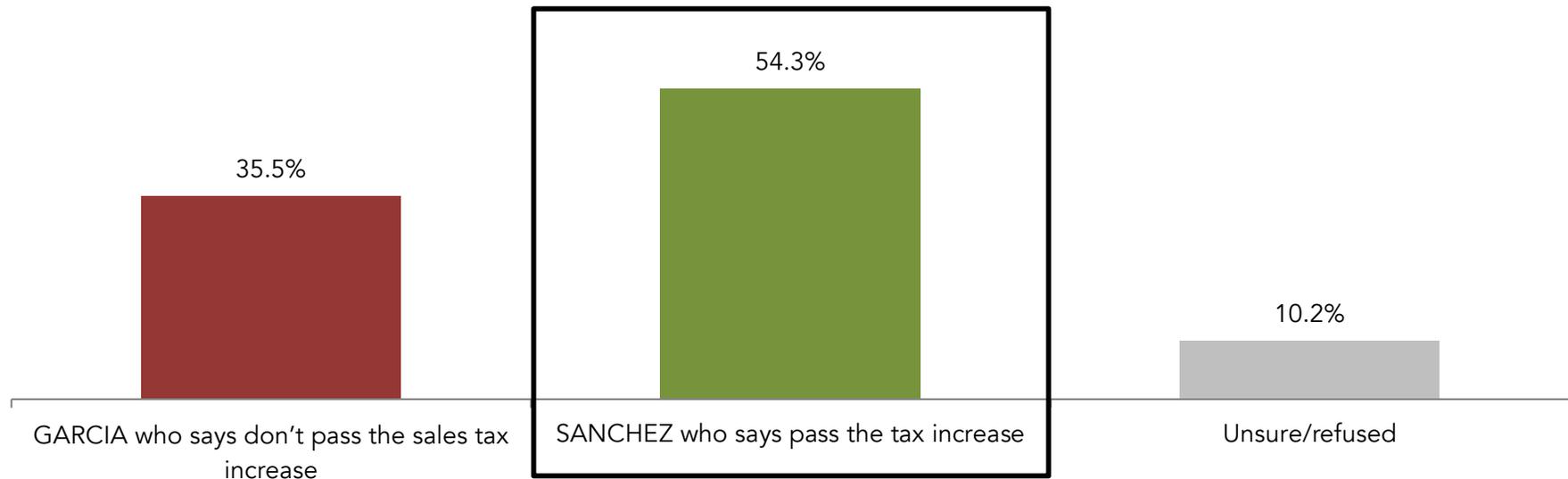
# 54.3% agree with Sanchez

## Who says we need to pass the sales tax increase

Question: GARCIA says: "We don't need to raise taxes. Firefighters say that they don't get enough revenue because Prop 13 capped property taxes. But firefighters don't just get a fixed dollar amount that has remained the same since Prop 13 was passed 40 years ago. They get a percentage of those values, and that percentage increases as properties change ownership and property taxes are re-assessed. Firefighters get the funds they need, they just need to learn how to live within their means."

SANCHEZ says: "We need to pass the sales tax increase to avoid dramatic cuts in funding and the loss of critical fire protection, emergency medical and other emergency services. The reality is that while Prop 13 has many benefits for home owners, the scale and scope of fire service requirements has expanded exponentially in the 40 years since Prop 13 was passed, as new residential and commercial development has skyrocketed throughout the County, the frequency of wildfires has increased dramatically and firefighters are tasked with being ready to respond to an ever-increasing array of specialized emergencies, including those demanded by the Department of Homeland Security. The old formula for 'what works' to fund fire services in our county just doesn't cut it any more."

With whom do you agree more, LOPEZ or DURAN?

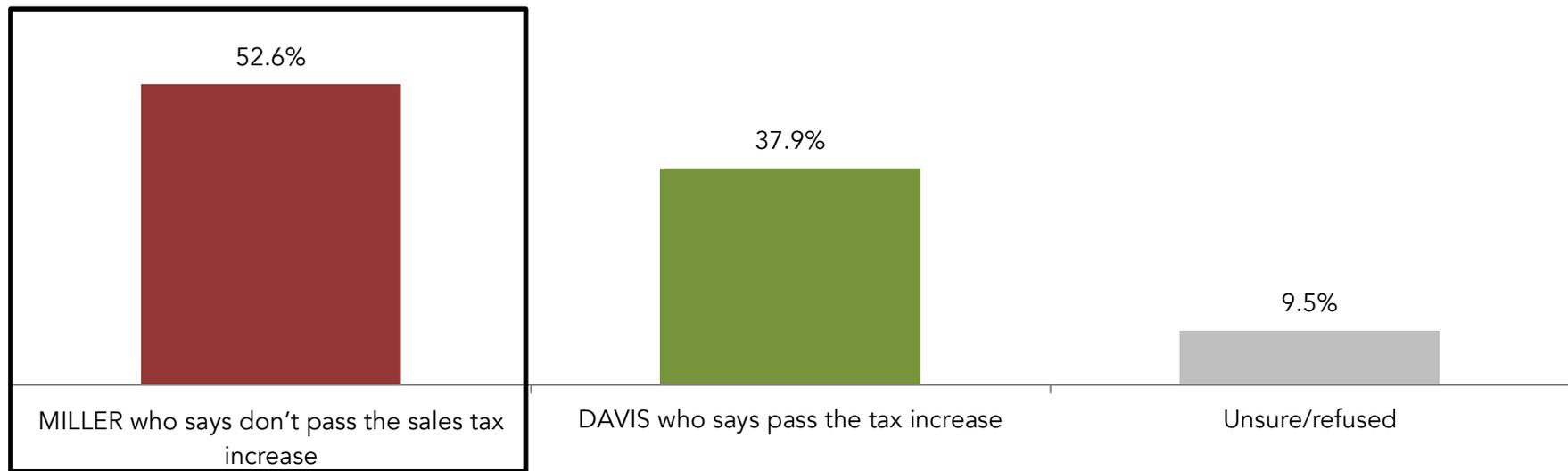


# 52.6% agree with Miller

## Who says don't pass the sales tax increase\*

Question: MILLER says: "Why do residents of El Dorado Hills have to raise our own taxes, just to send money to other fire districts throughout the county? That's just not fair. We pay more than our fair share, and because of that our District is well funded and has the right manpower and the right equipment to protect us. Why do we need to subsidize everyone else by raising our taxes?"

DAVIS says: "A countywide sales tax helps everyone, including those of us who live in El Dorado Hills. Yes, each household will pay about eight dollars per month more in sales taxes. But, when other fire districts are able to improve their staffing and equipment, it means they won't have to rely on us as much to provide our District resources when they need it. It will save us in equipment costs, staff overtime and other costs. A half-cent countywide sales tax increase helps everyone, including those of us in El Dorado Hills."

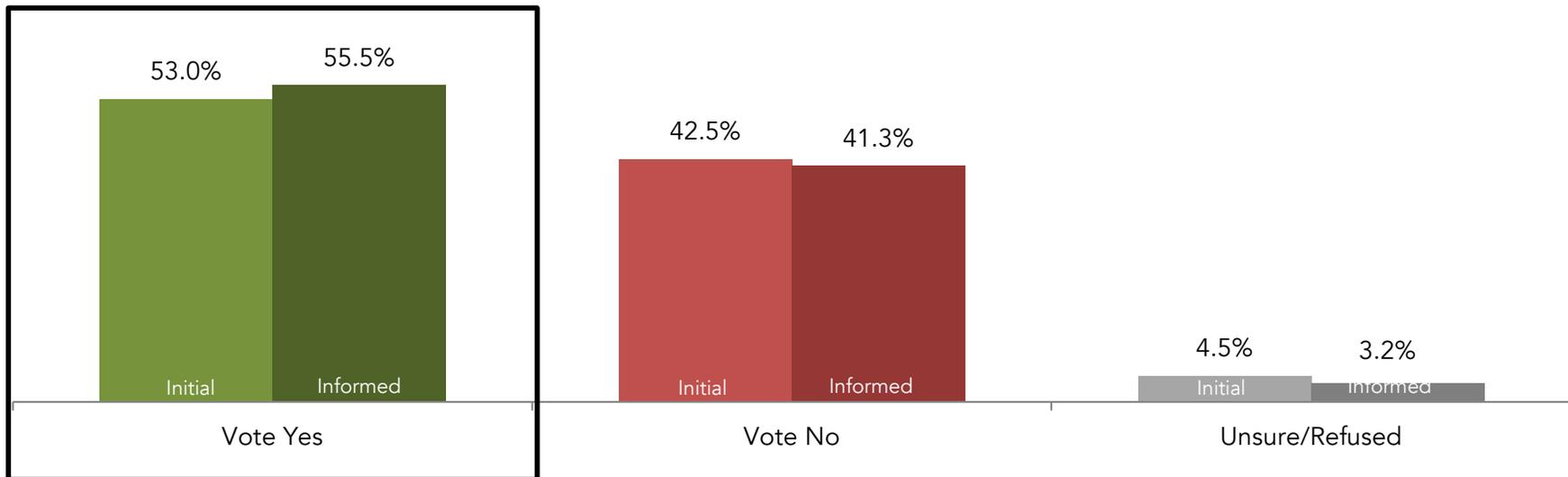


# *Post Messaging Ballot Test*

# Support for the sales tax measure

Increases to 55.5%

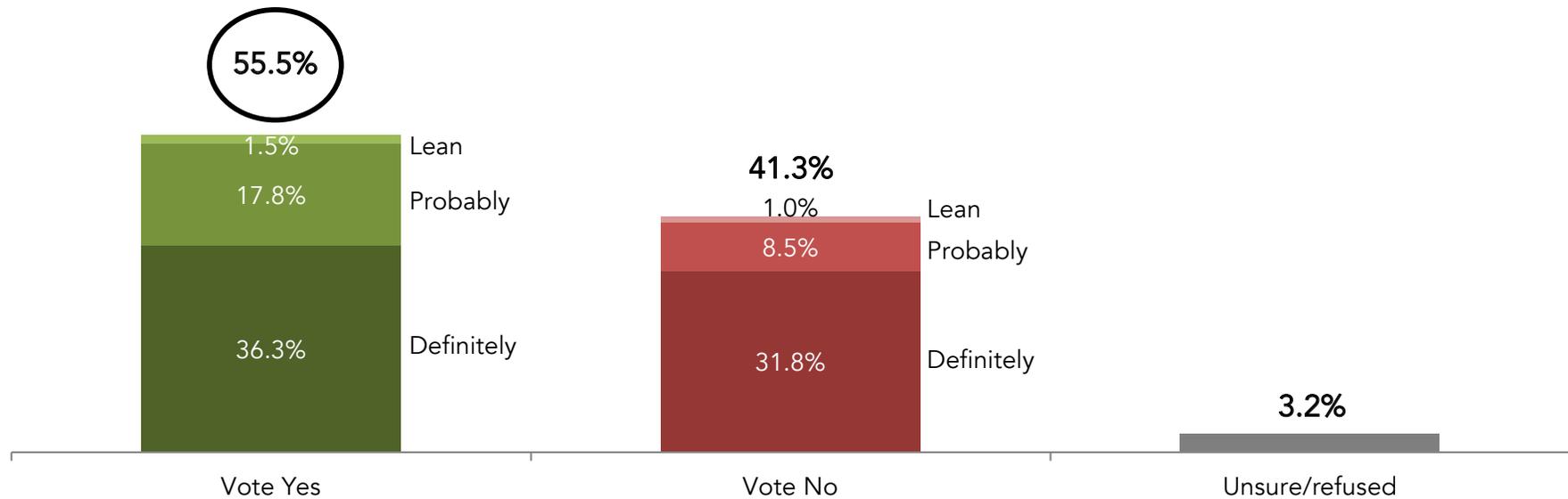
Question: Knowing what you do now, if an election were held today would you vote yes, in favor of increasing sales tax in the County of El Dorado by one-half cent, or no against it? And would you say that you would definitely vote (for/against) a one-half cent sales tax increase or probably vote (for/against) a one-half cent local sales tax increase?



# Intensity of support remains identical (36.3%)

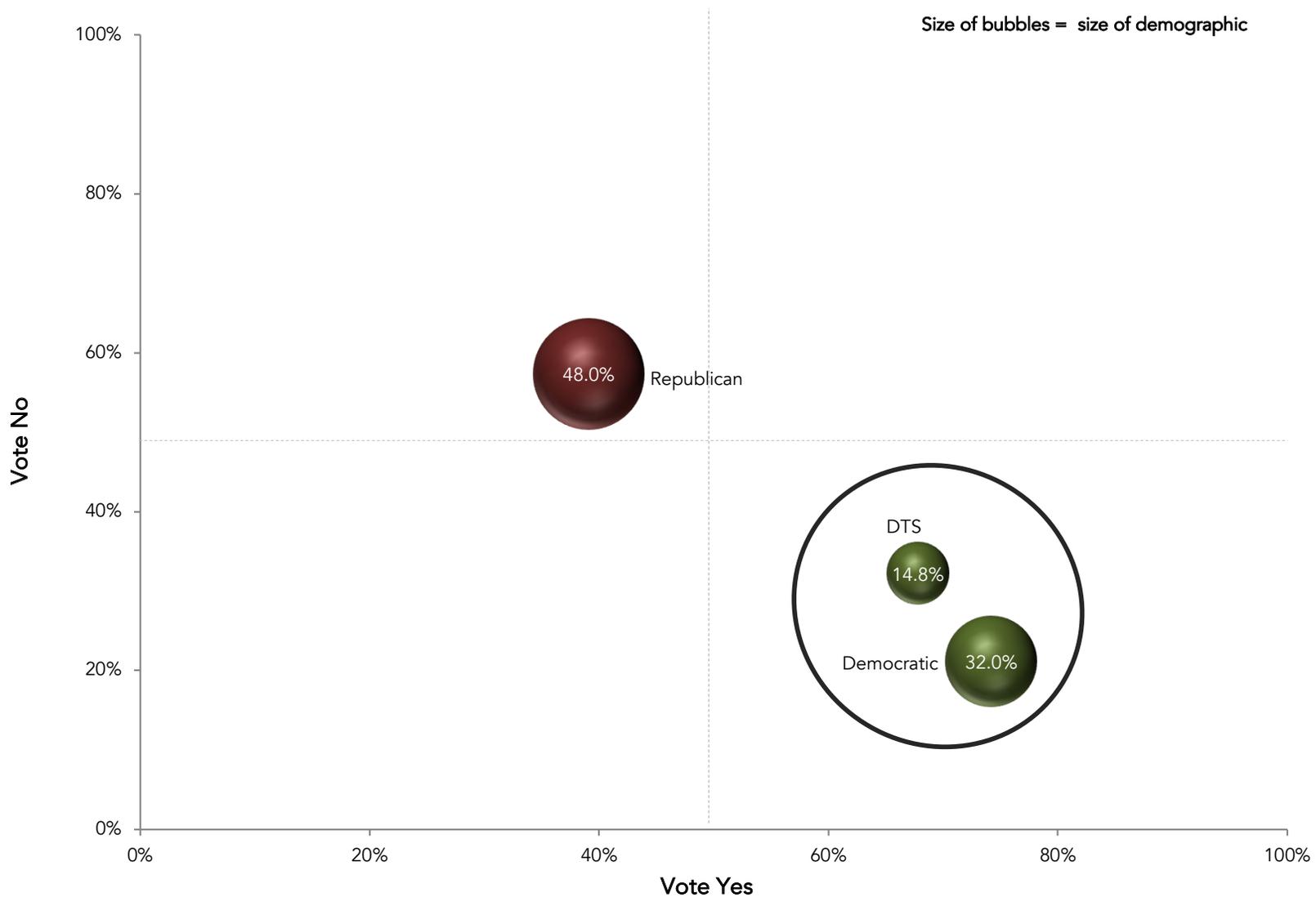
While the intensity of opposition declines slightly

Question: Would you say that you lean one way or another?



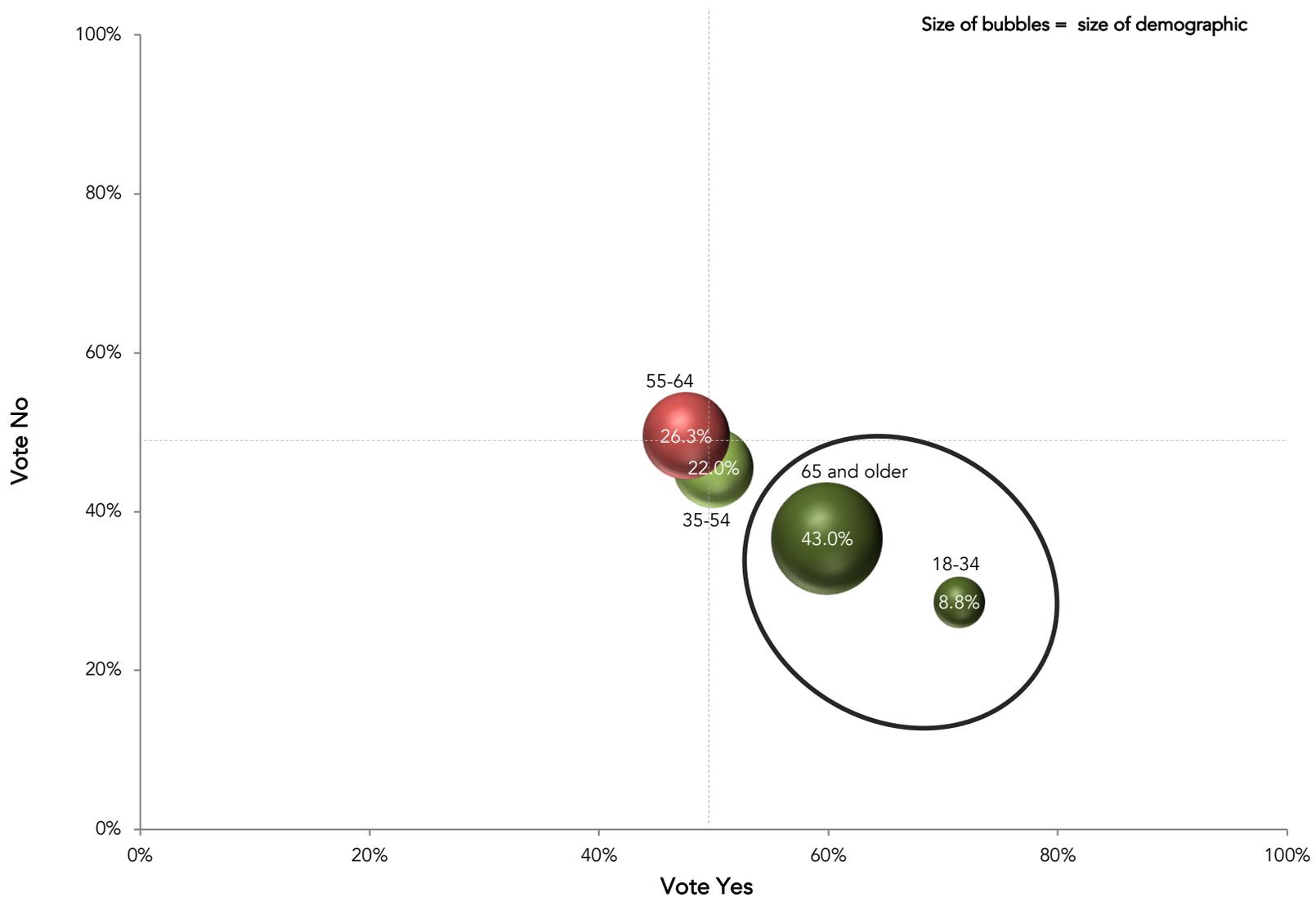
# Support for the measure

Is greatest among Democratic and DTS voters, while Republicans oppose it



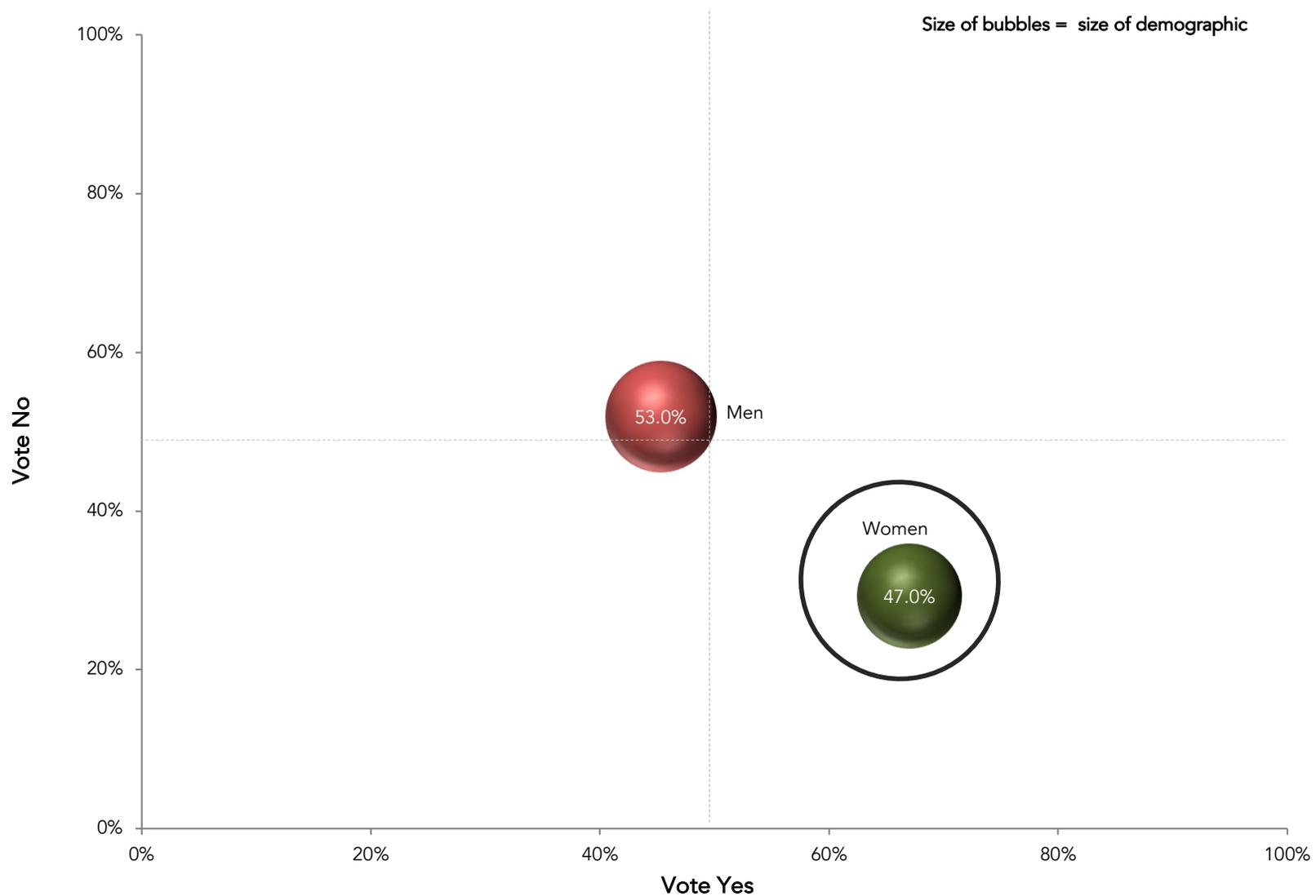
# Support for the measure is greatest

Among those aged 18-34 and 65+



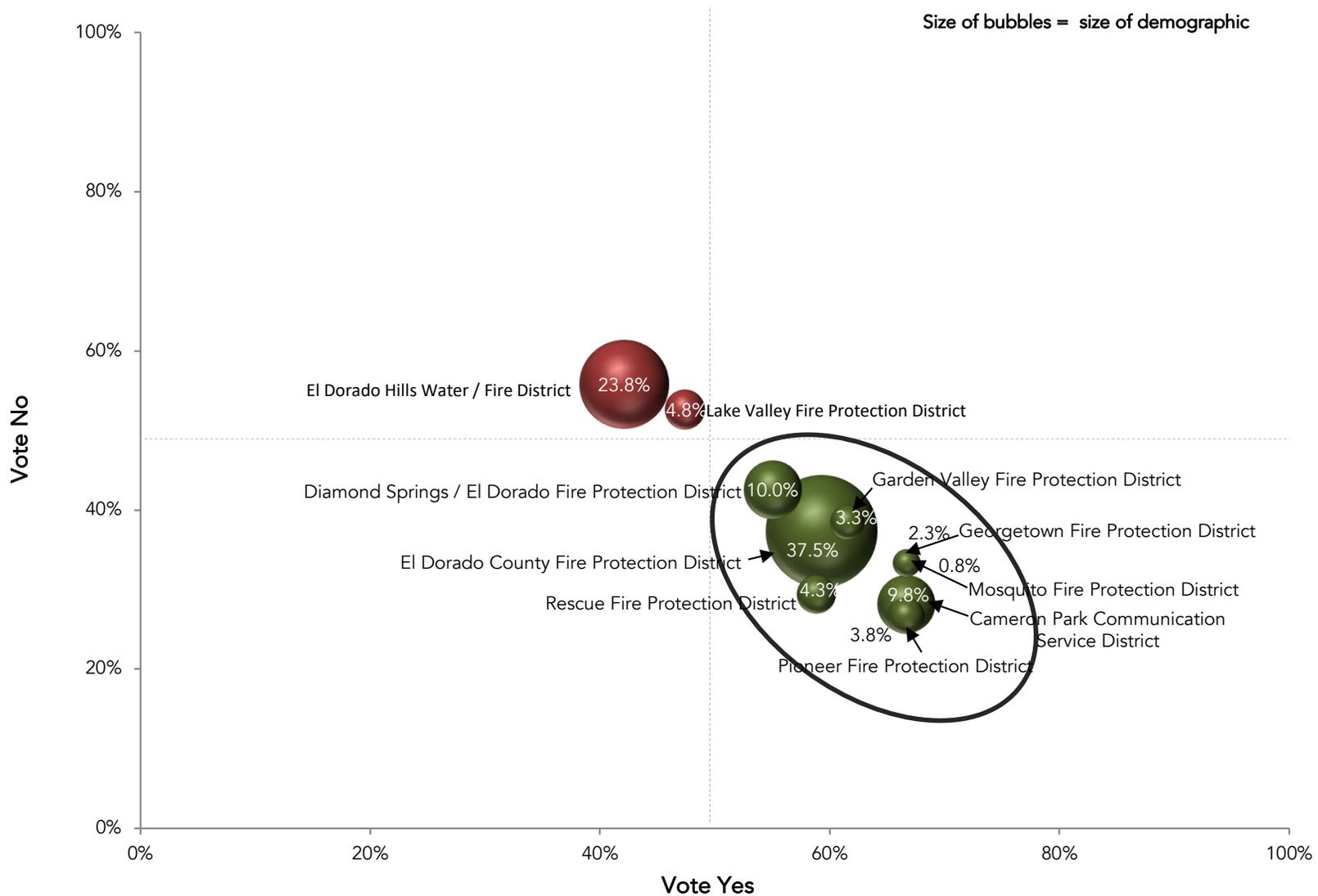
# Women are supportive of the measure

While men are largely opposed



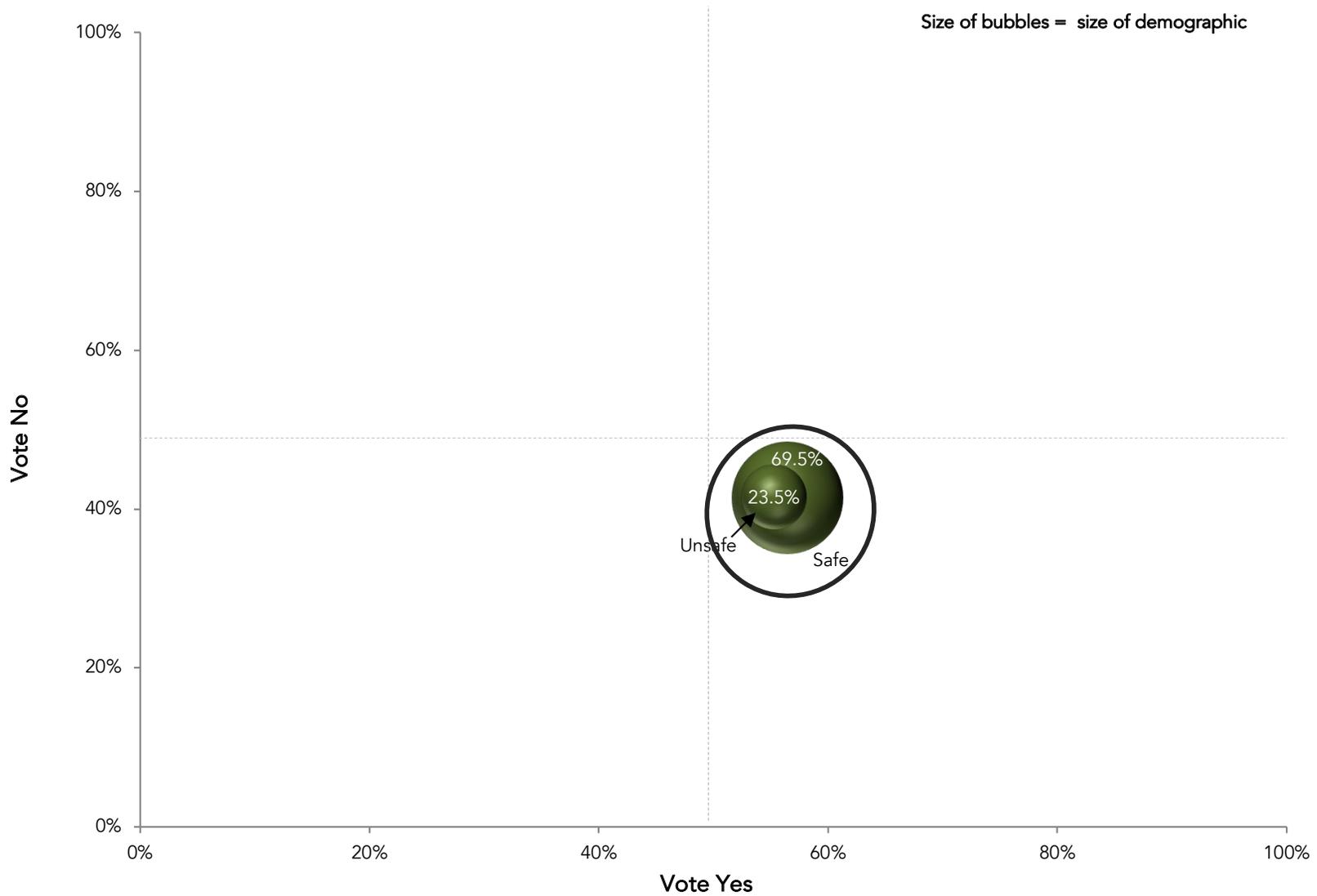
# Where is support greatest

## In terms of the County's Fire Districts?

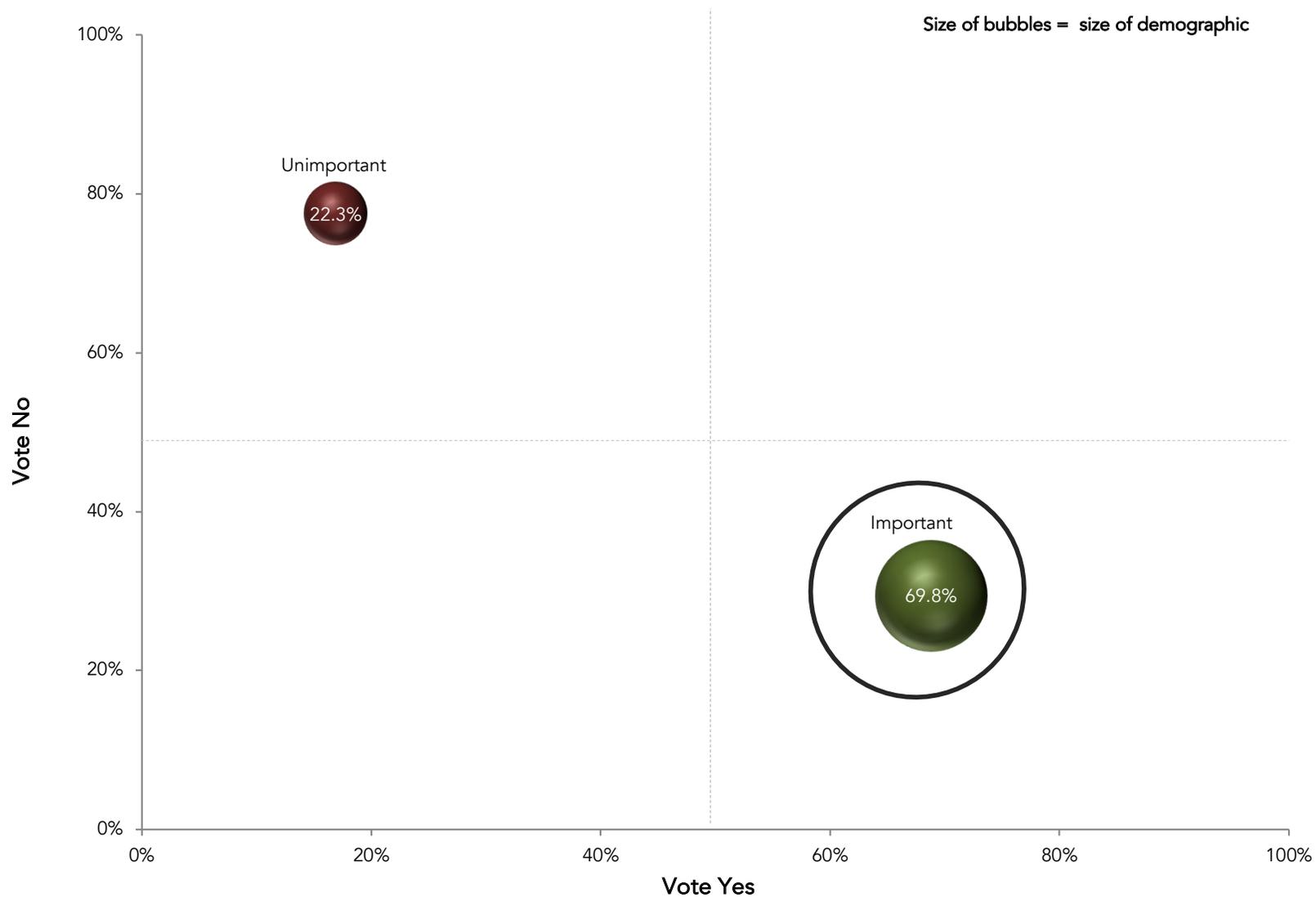


# Support for the measure

Is shared by those who feel their communities are safe/unsafe from fire



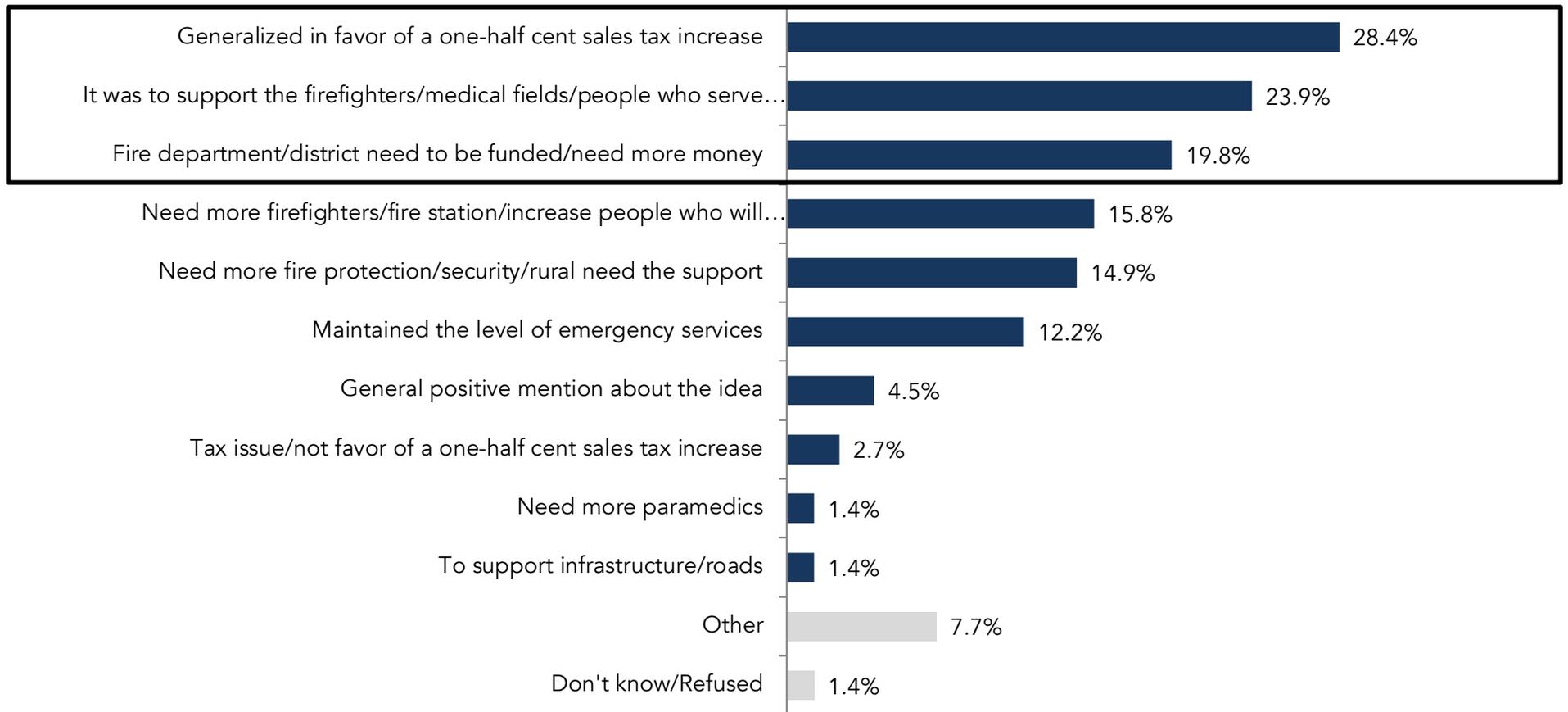
# Those who feel it is important to raise funds for fire protection Are far more supportive of the measure than those who feel it is unimportant



# Top reasons given for voting YES

In favor of the sales tax increase

Question: Why would you say that you would vote yes in favor of a one-half cent sales tax increase?\*

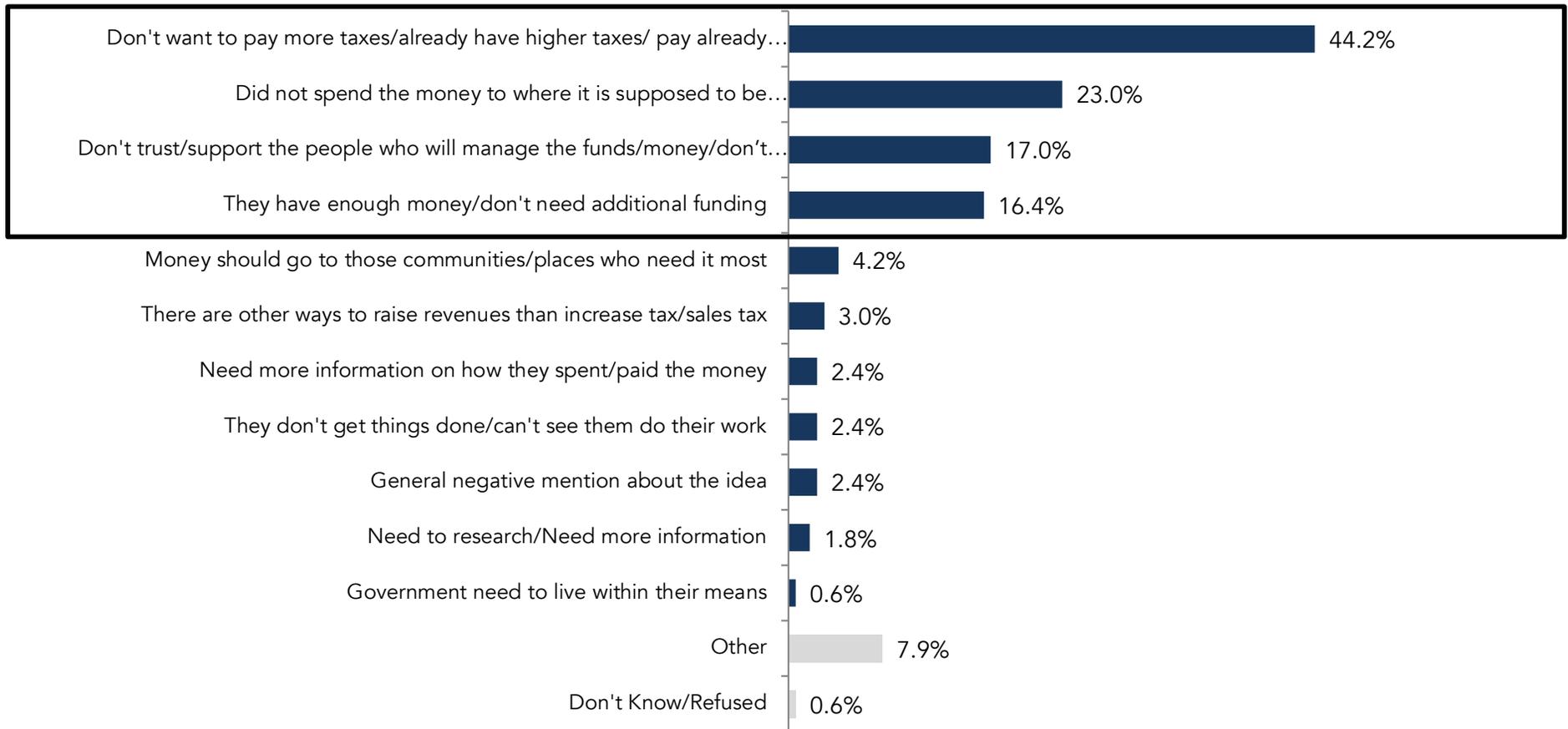


\*Asked only of those who said they would vote YES

# Top reasons given for voting NO

## Against the sales tax increase

Question: Why would you say that you vote no against a one-half cent sales tax increase?\*



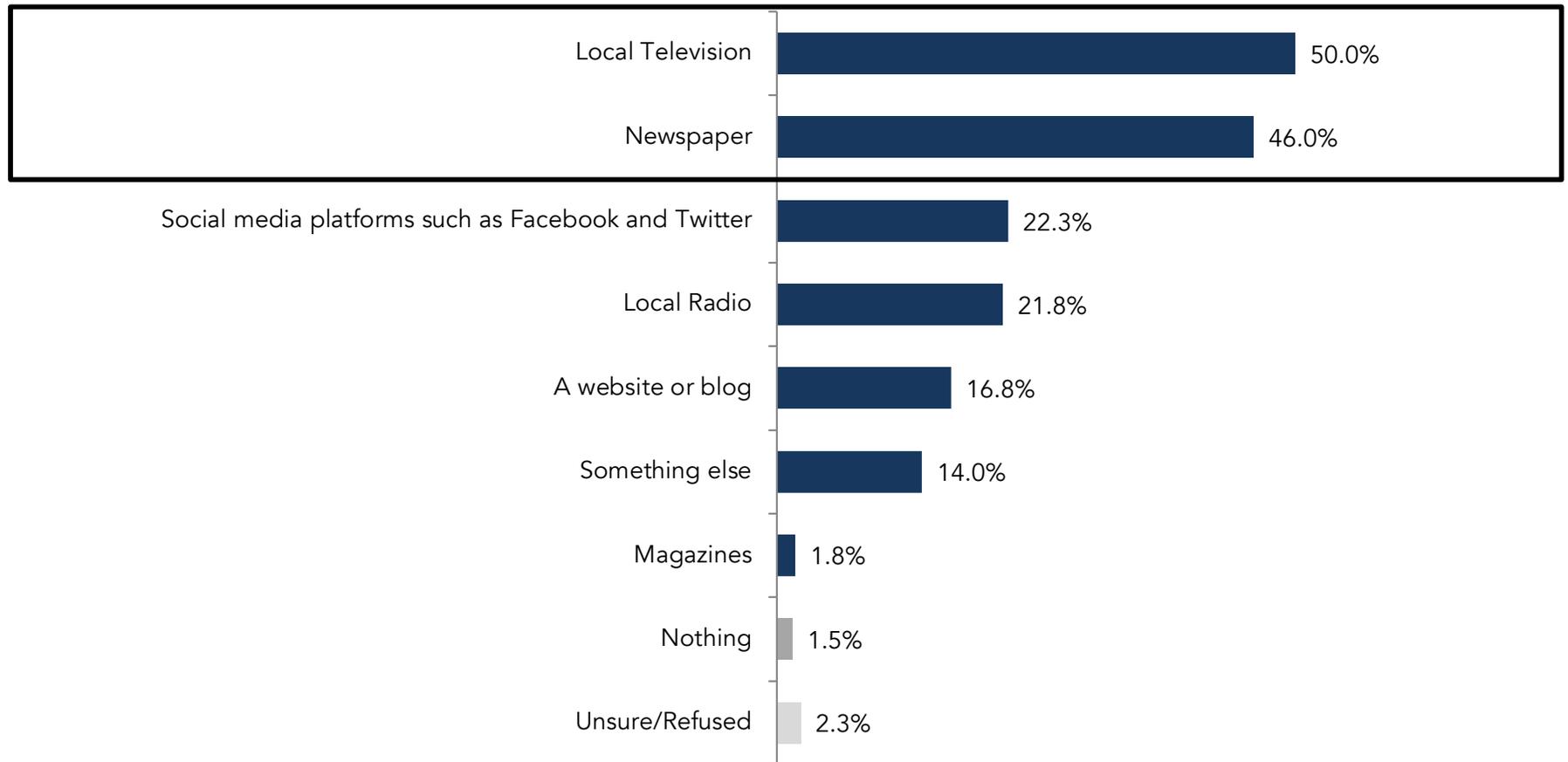
\*Asked only of those who said they would vote NO

*Sources for News and Information  
About Local Government and Other  
Issues Related to the Eldorado County*

# Local TV and newspapers

Are the top sources for news and information

Question: What are your top two sources for news and information about local government and other issues related to the Eldorado County?

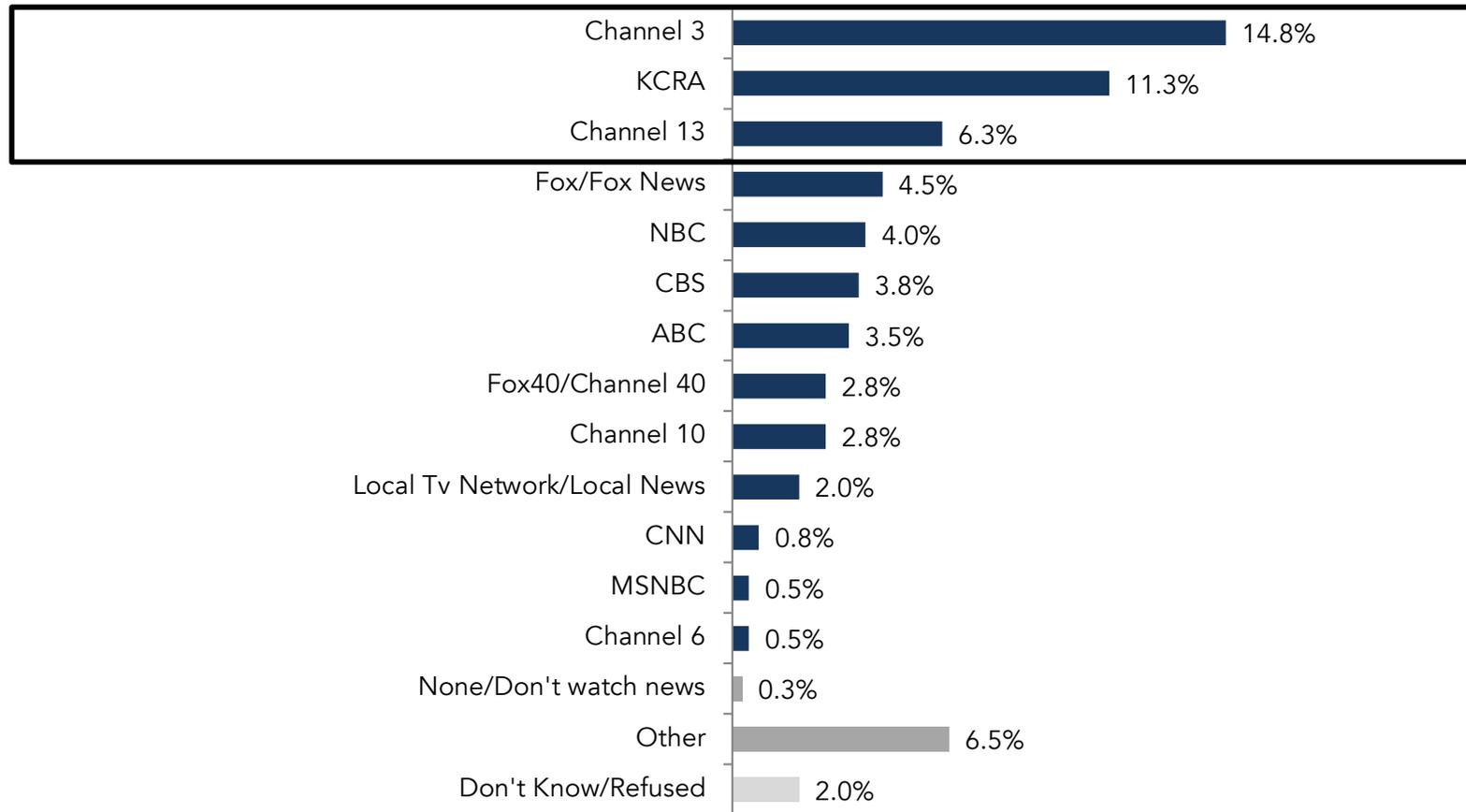


# Top local television

## Sources for news

Question: What are your top two sources for news and information about local government and other issues related to the Eldorado County?

### LOCAL TELEVISION:

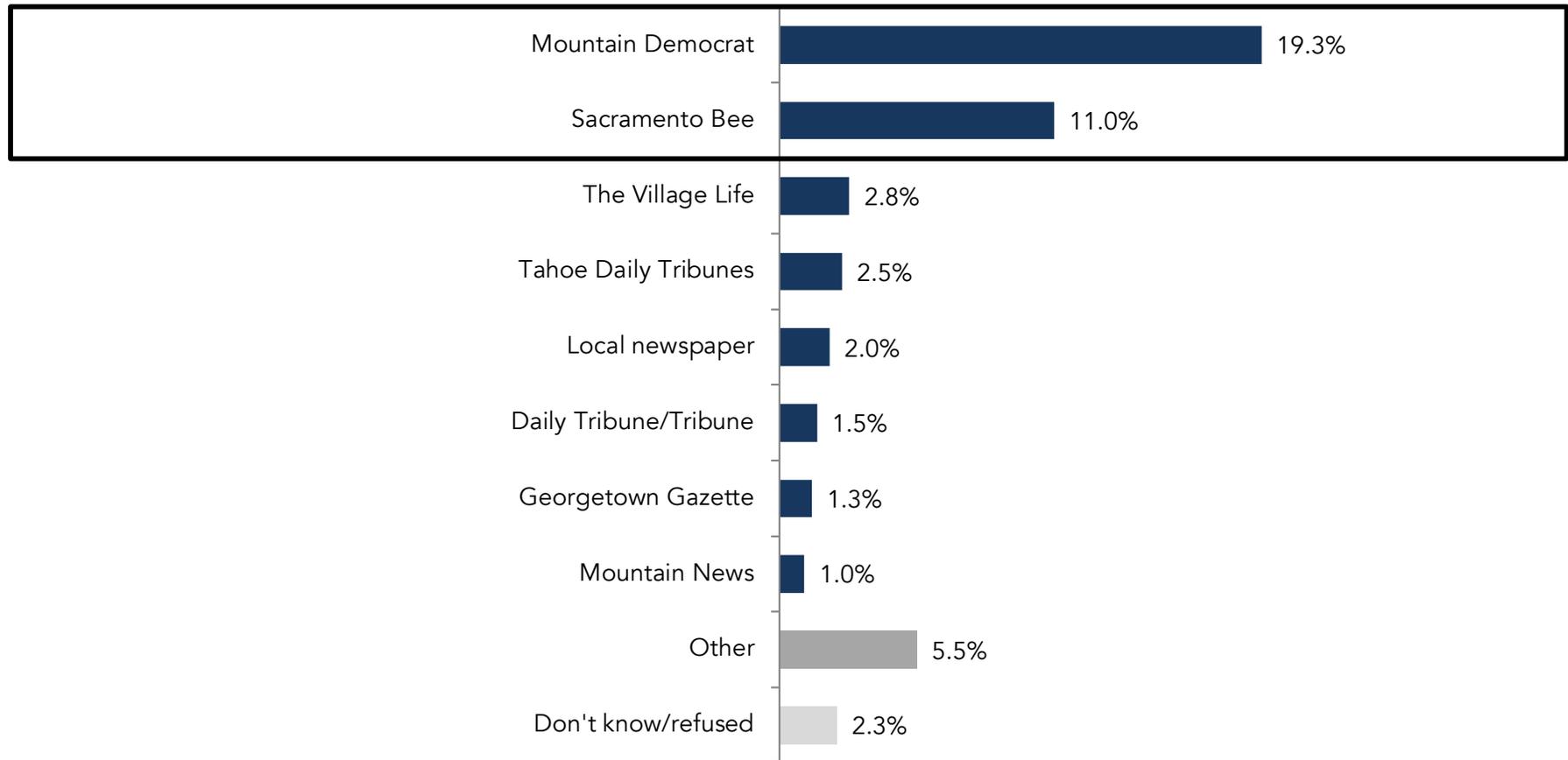


# Top newspaper

## Sources for news

Question: What are your top two sources for news and information about local government and other issues related to the Eldorado County?

### NEWSPAPER:

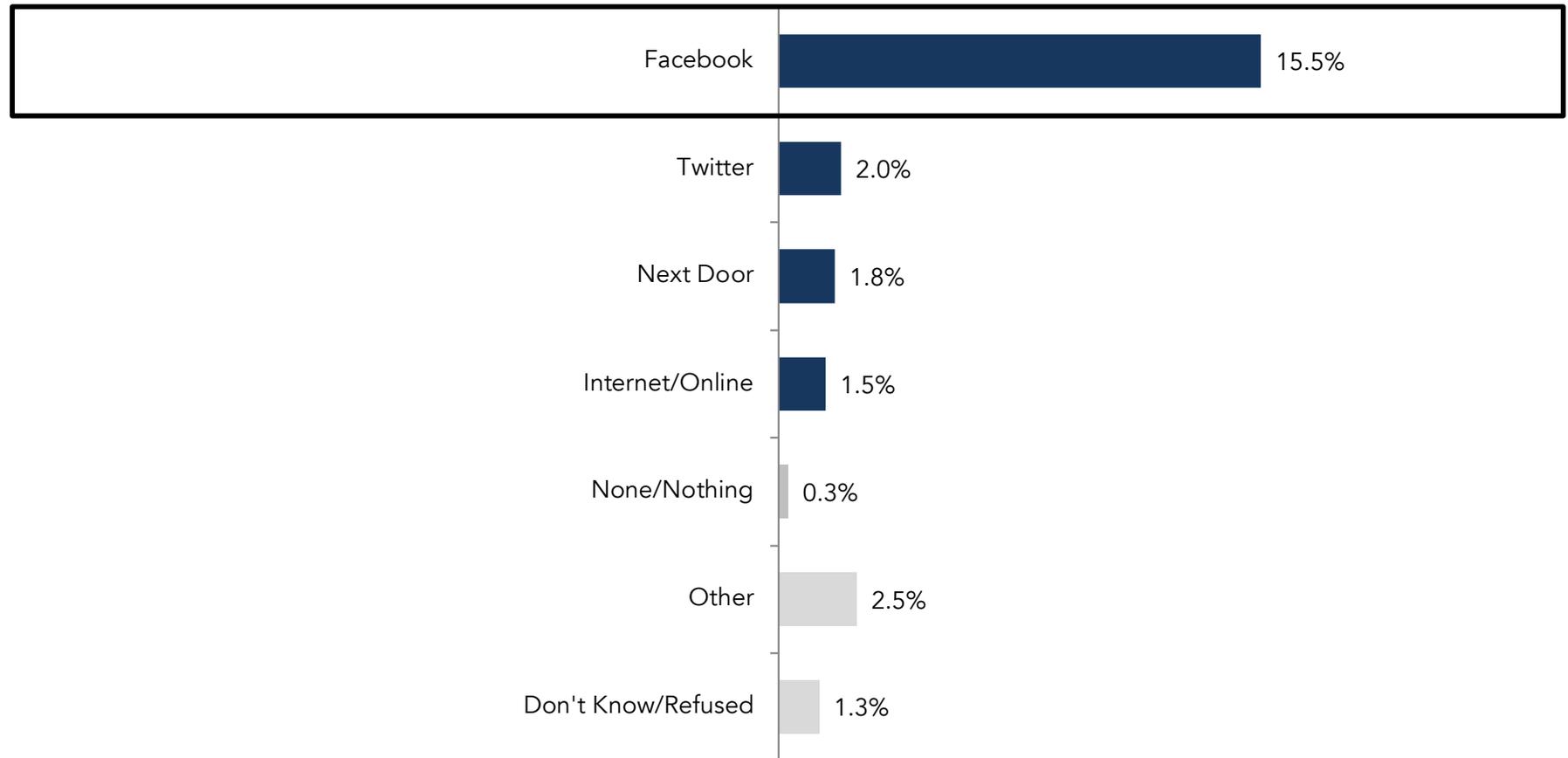


# Top social media

## Sources for news

Question: What are your top two sources for news and information about local government and other issues related to the Eldorado County?

### SOCIAL MEDIA PLATFORMS SUCH AS FACEBOOK AND TWITTER:

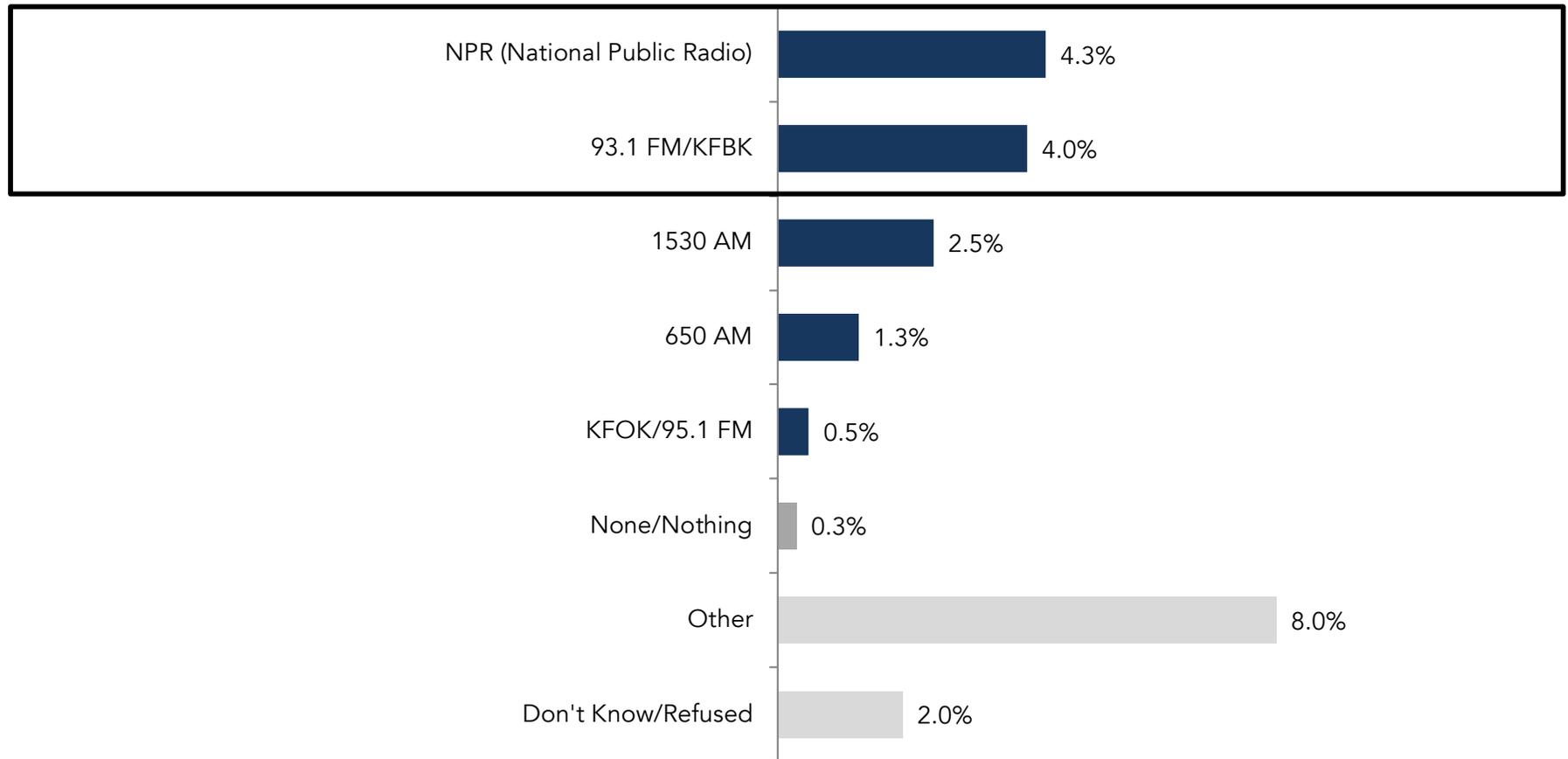


# Top radio

## Sources for news

Question: What are your top two sources for news and information about local government and other issues related to the Eldorado County?

### LOCAL RADIO:

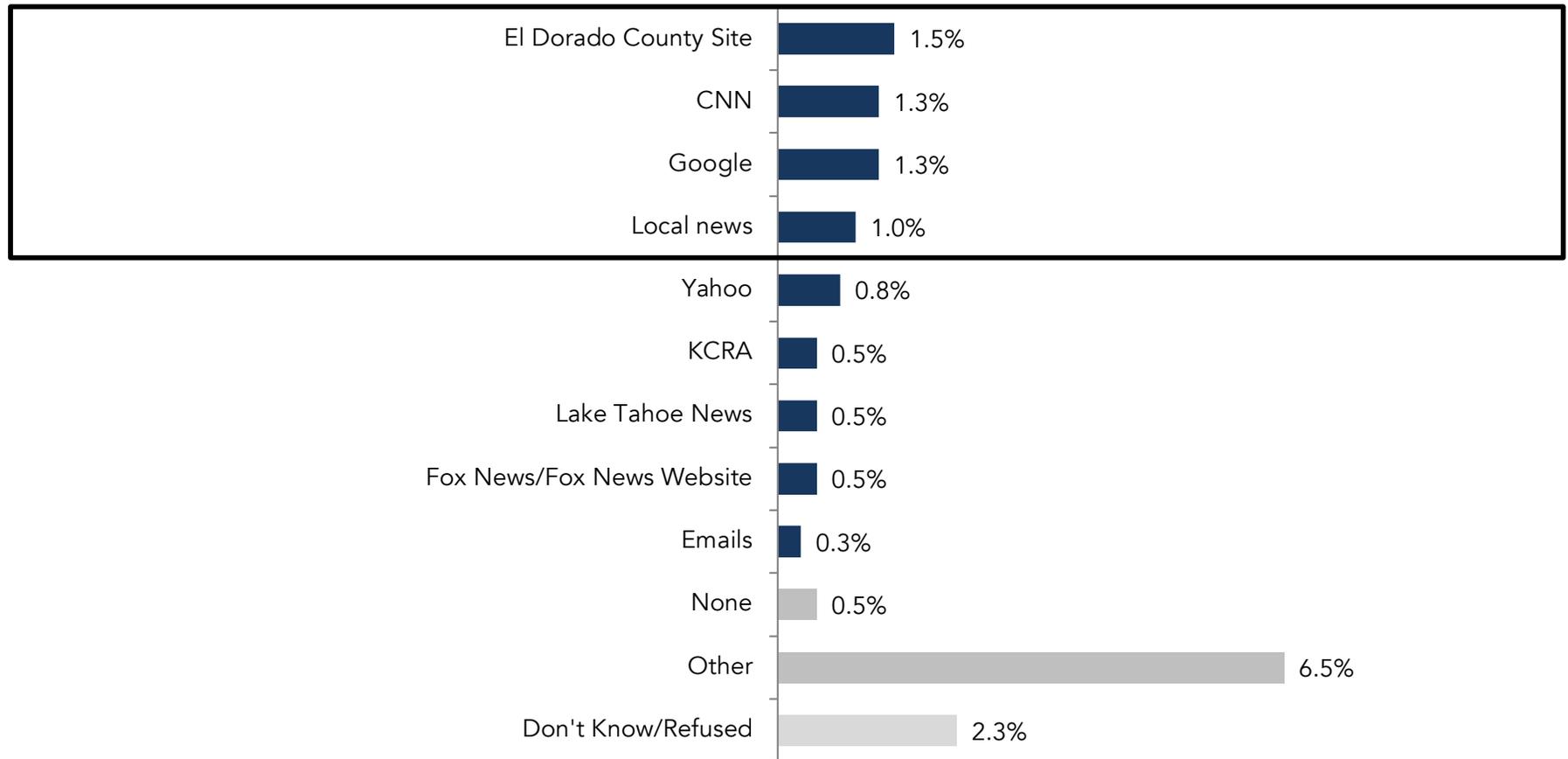


# Top “website or blog”

## Sources for news

Question: What are your top two sources for news and information about local government and other issues related to the Eldorado County?

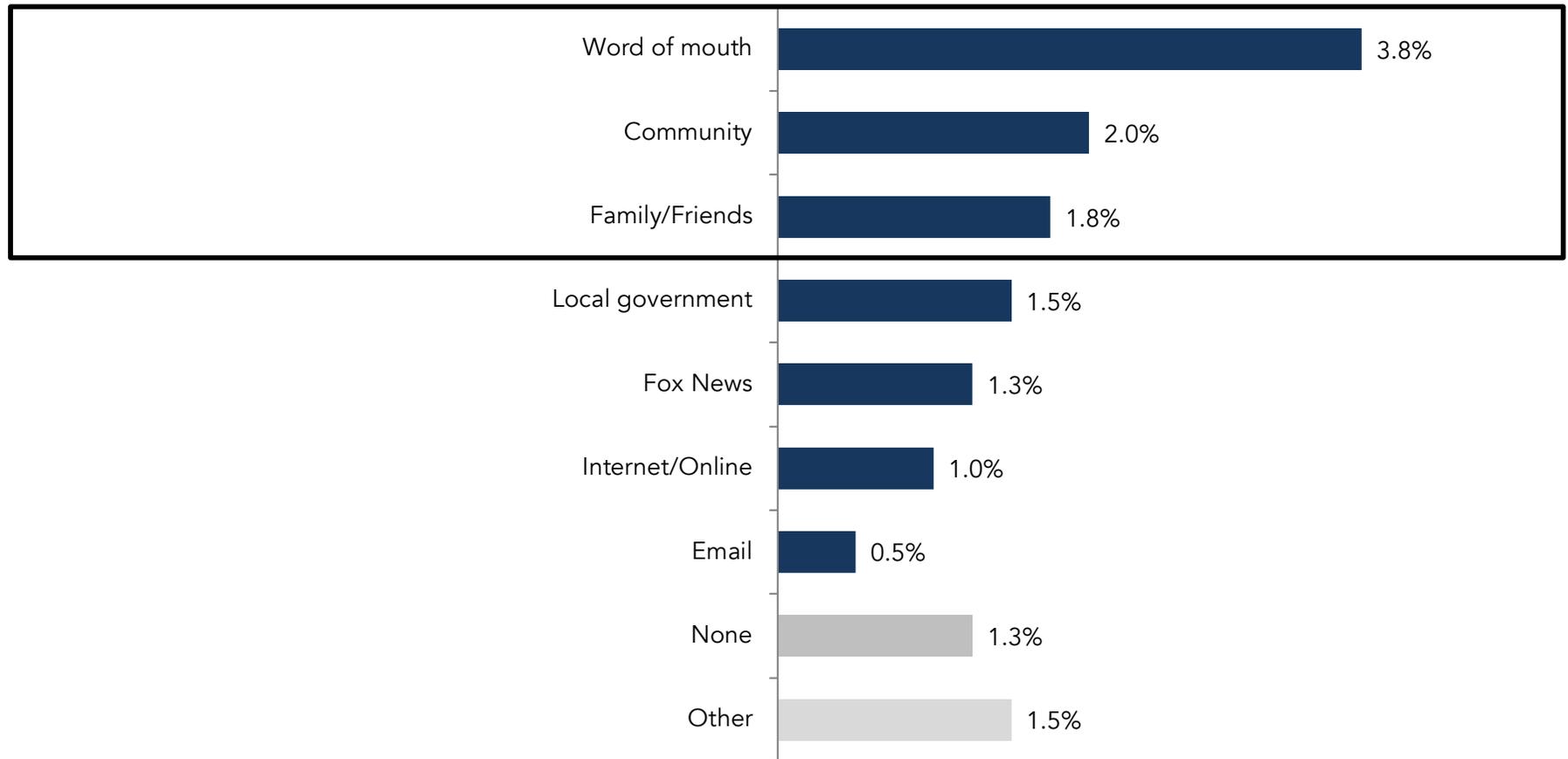
### A WEBSITE OR BLOG:



# Top “other” Sources for news

Question: What are your top two sources for news and information about local government and other issues related to the Eldorado County?

## SOMETHING ELSE:





---

*Thank you*

---

180 Newport Center Drive Suite 219 Newport Beach California 92660  
(714) 906-2061  
jwallin@jwallin.com