



Fire Department Strategic Planning and Engagement

Public Survey Results

September 1, 2025

Survey Overview

General Overview

As the Coopersville/Polkton Fire Authority develops its strategic plan for 2026-2030, it's crucial to understand the community's perspective on the fire department. A public survey was made available from June through August via Microsoft Forms using the department's website, social media, municipality communications, and local newspaper. There was a total of 120 respondents to the survey.

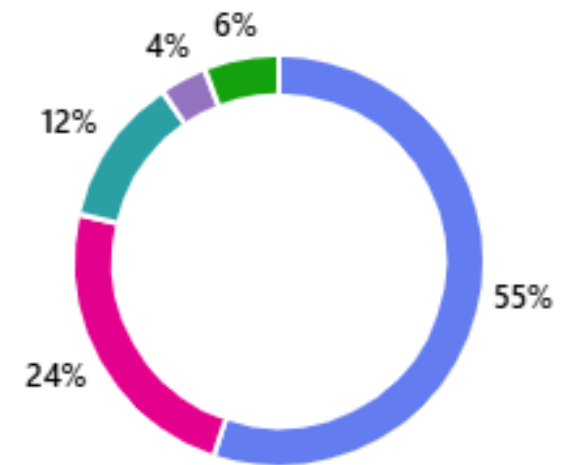
Response Totals (Responses of N/A or Not Sure were removed)

- Question 1: 120
- Question 2: 120
- Question 3: 112
- Question 4: 109
- Question 5: 52
- Question 6: 40
- Question 7: 33

Question 1

Which of the following best describes your association with the Coopersville/Polkton Area?

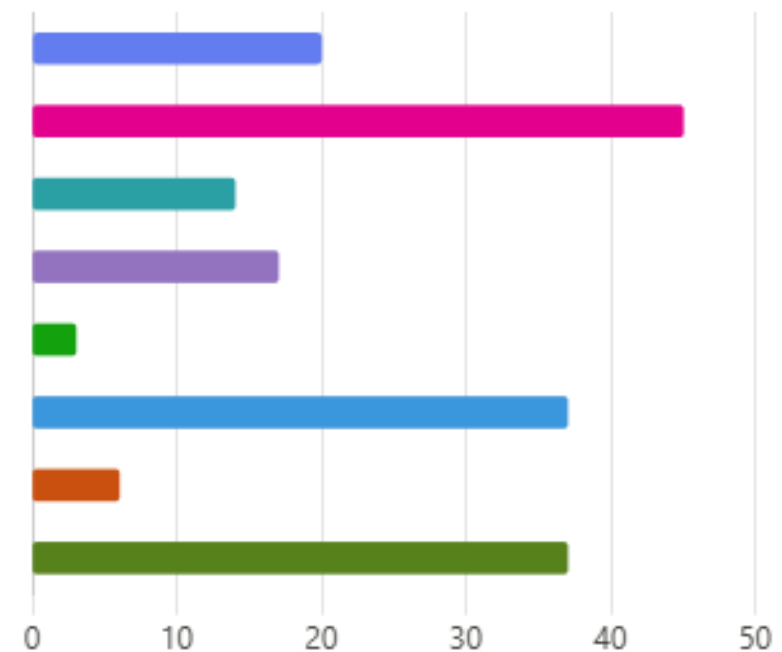
● Live in the City of Coopersville	75
● Live in Polkton Township	32
● Work in the City of Coopersville	16
● Work in the Polkton Township	5
● None of the above	8



Question 2

What type of interactions have you had with the Coopersville/Polkton Fire Department? (Check all that apply):

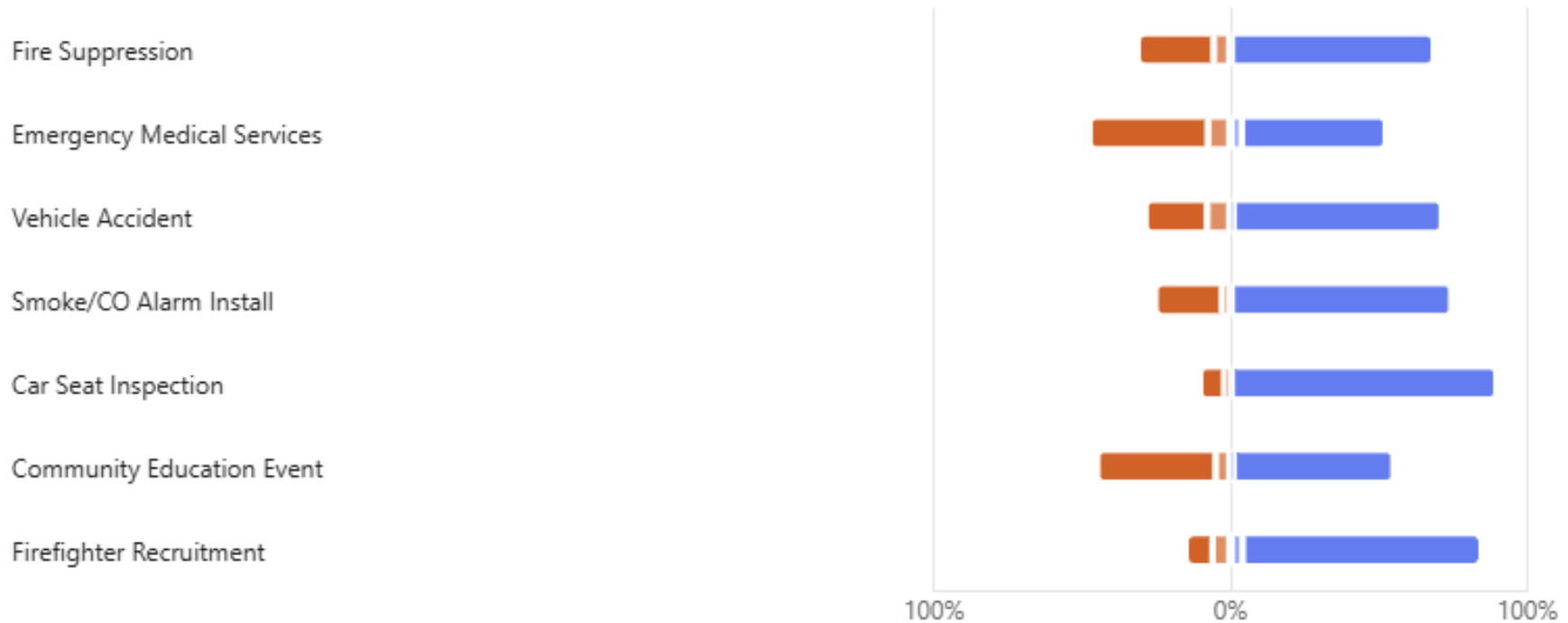
● Fire Suppression	20
● Emergency Medical Services	45
● Vehicle Accident	14
● Smoke/Co Alarm Install	17
● Car Seat Inspection	3
● Community Education Event	37
● Firefighter Recruitment	6
● None	37



Question 3

How would you rate your experience with each service?

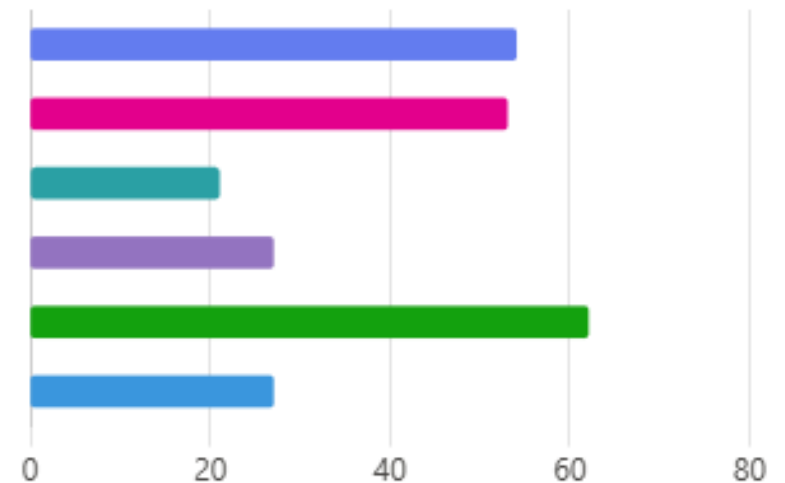
● Excellent ● Average ● Below Average ● No Interaction



Question 4

What would you like the Coopersville/Polkton Fire Department to prioritize in the next five years? (check all that apply)

● Response to call times	54
● Community Engagement & Education	53
● Professionalism and Empathy	21
● Effective Emergency Call Mitigation	27
● Increased Staffing (Full-Time & Paid-On-Call)	62
● Commerical & Rental Inspections	27



Question 5

What does the Coopersville/Polkton Fire Department do well?

- All are very compassionate, kind, down to earth
- Work with neighboring departments.
- Everything
- Block traffic
- They work with the community at events, They take time to talk to you , They make you laugh even in a stressful situation or medical problem. They really do care about the people of Coopersville, Glad we have the fire department we have.
- "They work very well with surrounding agencies.
- The full-time personnel are very professional looking. "
- Responds to emergencies promptly.
- Communicate well.
- Their community engagement. And department training
- Community engagement.
- Visibility in the community
- They are great at giving their all even when the leaders wouldn't allow them to have the budget needed to effectively do the job.
- Community engagement
- Education and fire prevention week
- I like seeing your presence in the community, especially with the interactions with the students at CAPS. I loved watching the school busses getting sprayed on the last day of school. The kids loved it too.
- When my husband got into an accident on his lunch break, Coopersville fire department was fast to respond and helped my husband who was pretty banged up. One of their guys was even gracious enough to answer my husband's cell phone when I called to fill me in with what was happening and the hospital he was being sent to. I truly appreciated the whole department on this day.
- They are very friendly, helpful, and supportive of this community.
- Everything
- From what I have seen and experienced You're doing a great job with the resources and tools You have available.

Question 5 (cont.)

What does the Coopersville/Polkton Fire Department do well?

- When EMS is on the scene they listen to how the person feels.
- Cover all the area and community engagement. My girls go to coop public and loved the firetruck on the last day of school!!
- Open house to let community see/learn
- In my experience, I was very impressed with how amazing they were during the time of my accident. They explained everything they were doing or going to do as well as why they were doing it which helped astronomically to keep me as calm as possible. They were also very friendly and kind.
- If things went wrong with department, you would hear about it. Obviously no complaints must good service.
- Responding to calls just outside of the city limits, especially between Coopersville and Ravenna.
- Great Chief, taking the department in the tight direction.
- Care for the community and it's residents.
- Responding to calls/engagement with communities & events/car seat safety & education/fire alarm installation & education/increased awareness to communities through effective communication & networking
- Everything they do
- Does calls as quickly as possible with the amount of staff available
- I have just moved to Coopersville so I have not had sufficient time to get acquainted with our FD. I still filled out the survey anyway as I look forward to interacting with them more.
- Personnel are great
- Community involvement, helpful service
- Offers an open-house during fire prevention - once per year is just fine
- They have improved on their professionalism and their patients privacy (by not making comments to fellow personnel on their opinions about person they ran a call on.

Question 5 (cont.)

What does the Coopersville/Polkton Fire Department do well?

- They are extremely professional and understanding!!
- Response time.
- As of recently, community engagement.
- Volunteer staff is visible to community.
- I haven't lived in coopersville in a couple years I'm just up the road in Ravenna now but you guys have to my knowledge always had a good response time and do a good job at traffic control on accidents
- Much better training than in the past
- They are professional, attentive, caring, respectful, and prompt
- CFPD has excellent "bedside manner" in the field and does a very good job of controlling the situation to calm those involved.
- We always love the Christmas toys for tots drive!
- Friendly and empathetic to the community
- They are involved in the community
- Great group of volunteers taking this job very seriously
- They do a great job being part of the community while also saving it in times of emergencies
- Kindness to people at fires or medicals
- Everything
- Engage with the community

Question 6

What does the Coopersville/Polkton Fire Department need to add or do different?

- More full time staff
- Have a water day of spraying the kids on a hot summer day. The older kids don't use the pool due to cost or use the splash pad. Older kids 10 and up need more things to do.
- Get all the personnel on the same page. Treat each other equally. Make sure the personnel covering for the full time have the same uniforms.
- Department needs a larger staff readily available
- Staffing levels need to transition to career model.
- Community engagement
- Full time staffing
- Not just drive around or hang out
- Needs more full time staffing and to start inspecting rental properties.
- Better coordination and help on vehicle accidents
- Heavy rescue truck
- We need to support our department. What do they feel they need? Lets make sure they are ready and have what they need to fo the job.
- "From the accident I previously talked about, the first truck only had a couple people on it. In my opinion I believe it would be good for them to have more people on during the daytime.
- But for the priorities that are above, we live in an apartment and think it would be nice to know that our own, and others connecting to us are as safe as possible for if an emergency were to happen."
- New equipment
- If You keep on the path of training and adding personnel and equipment as has been going on the last few years I think You will have it covered.
- More full time personal.
- With all the exciting growth, are there plans for more permanent ambulances or staff
- They do not need to offer hosing off events to cool down the community. That is not their place. Waste of tax money!!
- More full time staff

Question 6 (cont.)

What does the Coopersville/Polkton Fire Department need to add or do different?

- "Enforcement of NFPA Code on all commercial property's
- Yearly Inspection Of Extinguishers, Sprinkler, and Kitchen Fire Suppression "
- Investigate additional full-time staffing to improve response times.
- Possibly transportation of individuals needing medical car
- I have just moved to Coopersville so I have not had sufficient time to get acquainted with our FD. I still filled out the survey anyway as I look forward to interacting with them more.
- Keep moving forward with new equipment and trucks
- Get the word out on what services they provide other than fires
- "Just focus on fire & medical - response time, skills, etc..
- 24/7 or two 12 hrs shifts
- Career staffing that covers the station 24/7/365
- Probably more volunteers
- Not sure if it would be doable or worth it but it would be cool if a couple guys weather permitting would ride through town on a bike or cart chatting with folks kinda let the community get to know everyone while not in parade or in stressful situations kinda keep the small town feel while making work less stressful for folks if a friend and neighbor shows up to help instead of a stranger just an idea
- Expand on the Cadet program would like to see more representation in local parades.
- We need full time firefighters 24/7
- Kids fire education
- Figure out how to fund it without property taxes.
- Hoping they can find more help
- More EMTs

Question 7

What does the Coopersville/Polkton Fire Department need to improve on?

- Need more staffing
- Stop being so awesome.
- Too make sure the apartment complexes are up to date on their emergency switch board so they know exactly which apartment needs help.
- "Response times. Add another full time position.
- Plan on getting new trucks and gear on a regular schedule.
- Adding on to the station to allow full time 24/7
- Sleeping quarters and bigger kitchen and workout area"
- Staffing
- Recruitment
- "Stop asking for more money or more staff for this small area
- based on question no 4 the department is just looking for more to do so they can ask for more personnel"
- They are doing great with the little support they get from city and public leaders. The township and city need to prioritize all public safety not just police
- Waisting less money
- Response times
- I would love to see more public events; my kids love firefighters now that they helped to save their dads life. The water cooldowns in the summer are amazing for creating a safe, fun, and cool environment for kids to hang out at.
- As I stated for question 6 If You keep on the path of training and adding personnel and equipment as has been going on the last few years I think You will have it covered.
- With all the exciting growth, are there plans for more permanent ambulances or staff?
- Letting the community know what services they provide outside of fire/medical. I didn't even know that they help with smoke alarms.

Question 7 (cont.)

What does the Coopersville/Polkton Fire Department need to improve on?

- Retaining employees
- Commercial NFPA Code Compliance
- Work to reduce on scene time by working with ambulance companies to improve their effectiveness.
- Continued efforts to reduce risk for first responders
- Response times for fires that are fully involved
- I have just moved to Coopersville so I have not had sufficient time to get acquainted with our FD. I still filled out the survey anyway as I look forward to interacting with them more.
- Community education, first aid CPR , ect
- Career staffing. POC model is dying.
- Response time
- I am pleased so far
- Interaction with Senior Citizens ...such as Seminars or educational interactions.
- Using resources.
- Can not think of anything
- Tankers
- I think they do great.