Presentation Outline

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Research Objectives

• Assess the perceptions of Marin County residents on various county issues:
  • Quality of life
  • Problems in community and proposed solutions
  • Importance and satisfaction with programs/services
  • Reasons to live in Marin County
  • Expenditure of taxpayer dollars
  • County services used/Level of customer service

• Provide a baseline for key indicators that can be tracked over time
# Methodology

- **Data collection**: Telephone interviewing
- **Universe**: 197,104 adult residents of Marin County
- **Interview dates**: April 11-21, 2005
- **Interview length**: 15 minutes
- **Sample size**: 1000 Marin County residents (200 in each supervisorial district)
- **Margin of error**: +/- 3.09%
Key Findings

- 83% are satisfied with the County’s performance in providing programs and services

- Over 75% rated the County programs/services’ customer service as “Excellent” or “Good”

- Traffic and lack of affordable and/or low-income housing are perceived as the two biggest problems

- The top areas for improvement in Marin County are:
  - Maintaining County roads and streets
  - Maintaining County bus systems
  - Providing health services for low-income residents
  - Increasing the amount of affordable housing
What, in your opinion, are the top two reasons for living in Marin County? (Open-ended)

* Percentages total more than 100% since respondents may have provided multiple responses.

** Responses that fell into “Other” (16%) were too fragmented to categorize (<5%).
Overall, would you say the quality of life in the County of Marin is getting better, getting worse, or staying about the same?

- Getting better: 12.7%
- Getting worse: 32.9%
- Staying the same: 50.7%
- Don't know: 3.7%
Perceived Problems in Marin County

What do you feel are the two biggest problems facing your community? (Open-ended)

* Percentages total more than 100% since respondents may have provided multiple responses.

** Responses that fell into “Other” (33%) were too fragmented to categorize (<5%).
Solutions to Traffic Problem

What, if anything, do you feel our County government should do about this issue? (Open-ended)

* Percentages total more than 100% since respondents may have provided multiple responses.
** Responses that fell into “Other” (30%) were too fragmented to categorize (<5%).
What, if anything, do you feel our County government should do about this issue? (Open-ended)

* Percentages total more than 100% since respondents may have provided multiple responses.
** Responses that fell into “Other” (26%) were too fragmented to categorize (<5%).
How would you rate the performance of the County of Marin in the expenditure of taxpayer dollars? Would you say they are doing an excellent, good, fair, poor, or very poor job?
Overall Satisfaction with County Services

Thinking of the services and programs that the County offers and not services you might receive from your city or town, are you satisfied or dissatisfied with the County of Marin’s performance in providing these services?

83% Satisfied

36.6% Very satisfied
7.6% Somewhat satisfied
3.5% Very dissatisfied
5.9% Don’t know
Are you satisfied or dissatisfied with the County’s performance in providing that program or service to residents?
Are you satisfied or dissatisfied with the County’s performance in providing that program or service to residents?
Do you feel this program or service is extremely important, very important, somewhat important, or not at all important?
Do you feel this program or service is extremely important, very important, somewhat important, or not at all important?
A. Supporting local businesses
B. Increasing availability of jobs
C. Open space
D. Restoring watershed
E. Maintaining County bus systems
F. Providing bicycling & pedestrian paths
G. Providing sr. & disabled transit service
H. Maintaining County roads & streets
I. Providing health services for low-income residents
J. Drug & alcohol abuse programs
K. Providing senior services
L. Providing mental health services
M. Increasing the amount of affordable housing
N. Preventing wildfires
O. Providing law enforcement services
P. Maintaining storm drains & channels for flood control
Q. Providing local arts & cultural events & facilities
R. Maintaining County library services
S. Maintaining County park facilities
T. Protecting agricultural land
U. Conducting elections
V. Providing building & planning permits
County Services Used

What County services or programs are you or someone in your household currently using or have used in the past year? (Open-ended)

* Percentages total more than 100% since respondents may have provided multiple responses.
How would you rate the level of customer service for the County services or programs that you or somebody in your household are currently using or have used in the past year? Would you say this customer service was excellent, good, fair, poor, or very poor?
From what sources do you get information on County government? (Open-ended)

* Percentages total more than 100% since respondents may have provided multiple responses.
Recommendations and Next Steps

- Track key indicators over time to compare results
  - Quality of life
  - Overall satisfaction
  - Customer service satisfaction
  - Importance and satisfaction of key programs and services

- Review open-ended responses to analyze community perceptions

- Communicate results back to the residents
  - Highlight the positives as well as the areas for improvement
  - Indicate the strategy and tactics going forward based upon the results

- Consider methods to obtain ongoing community feedback, such as a web-based survey