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Resident Satisfaction Survey

Conducted for the County of Marin

Presented
May 2005

Presentation Outline

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- **Research Objectives**
- **Methodology**
- **Key Findings**
- **Survey Results**
 - **Top Reasons for Living in Marin County**
 - **Quality of Life**
 - **Perceived Problems in Marin County**
 - **Expenditure of Taxpayer Dollars**
 - **Overall Satisfaction with County Services**
 - **Importance and Satisfaction with Selected Programs and Services**
 - **Use of County Programs and Services**
 - **Satisfaction with County Customer Service**
 - **Sources of County Information**
- **Recommendations**

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

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- **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%

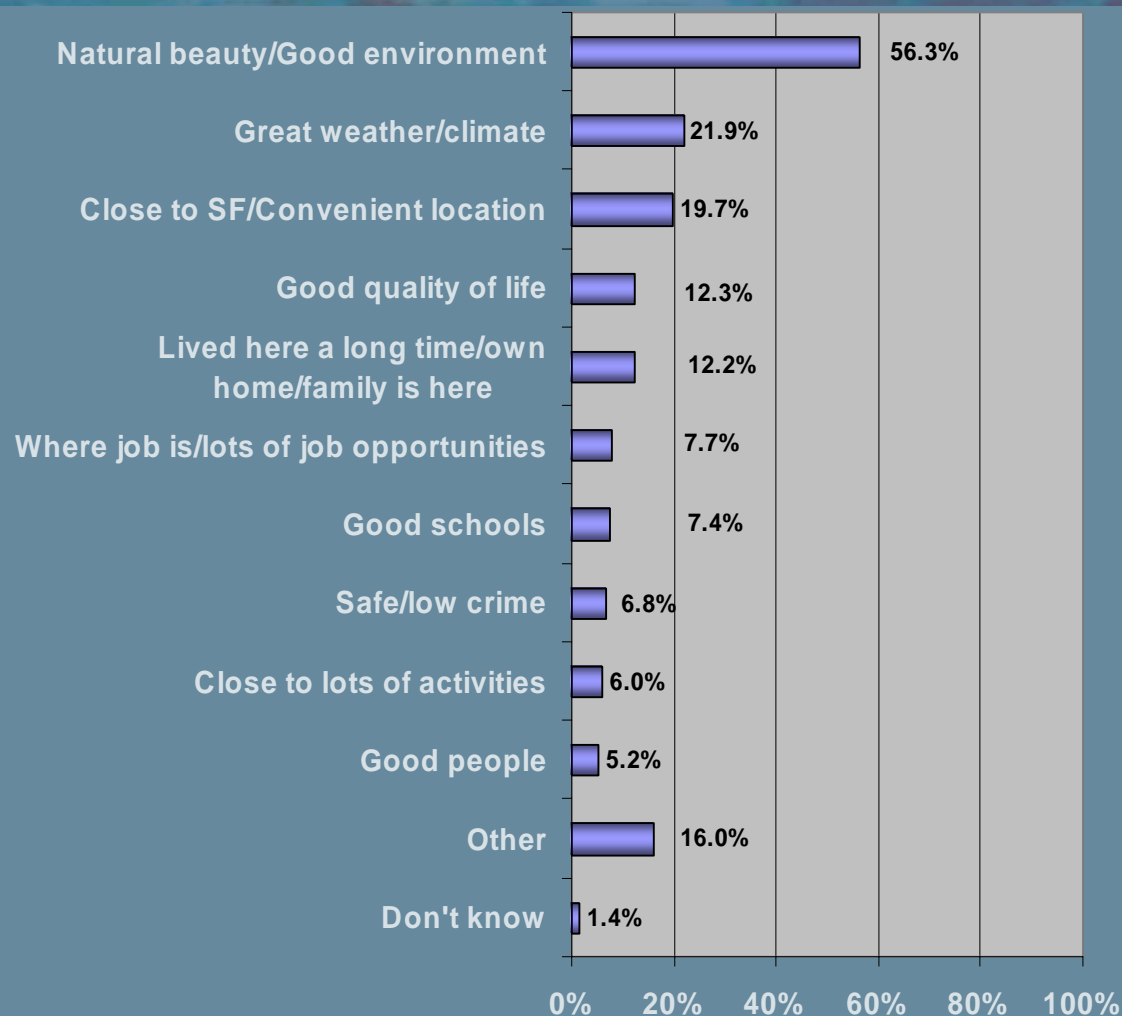
Key Findings

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- 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

Top Reasons for Living in Marin County

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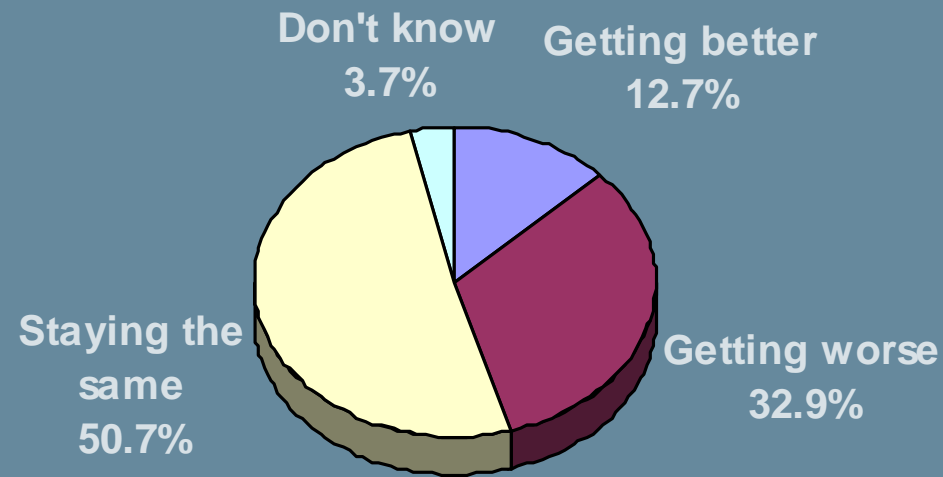
What, in your opinion, are the top two reasons for living in Marin County? (Open-ended)

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

** Responses that fell into "Other" (16%) were too fragmented to categorize (<5%).

Quality of Life Within Marin County

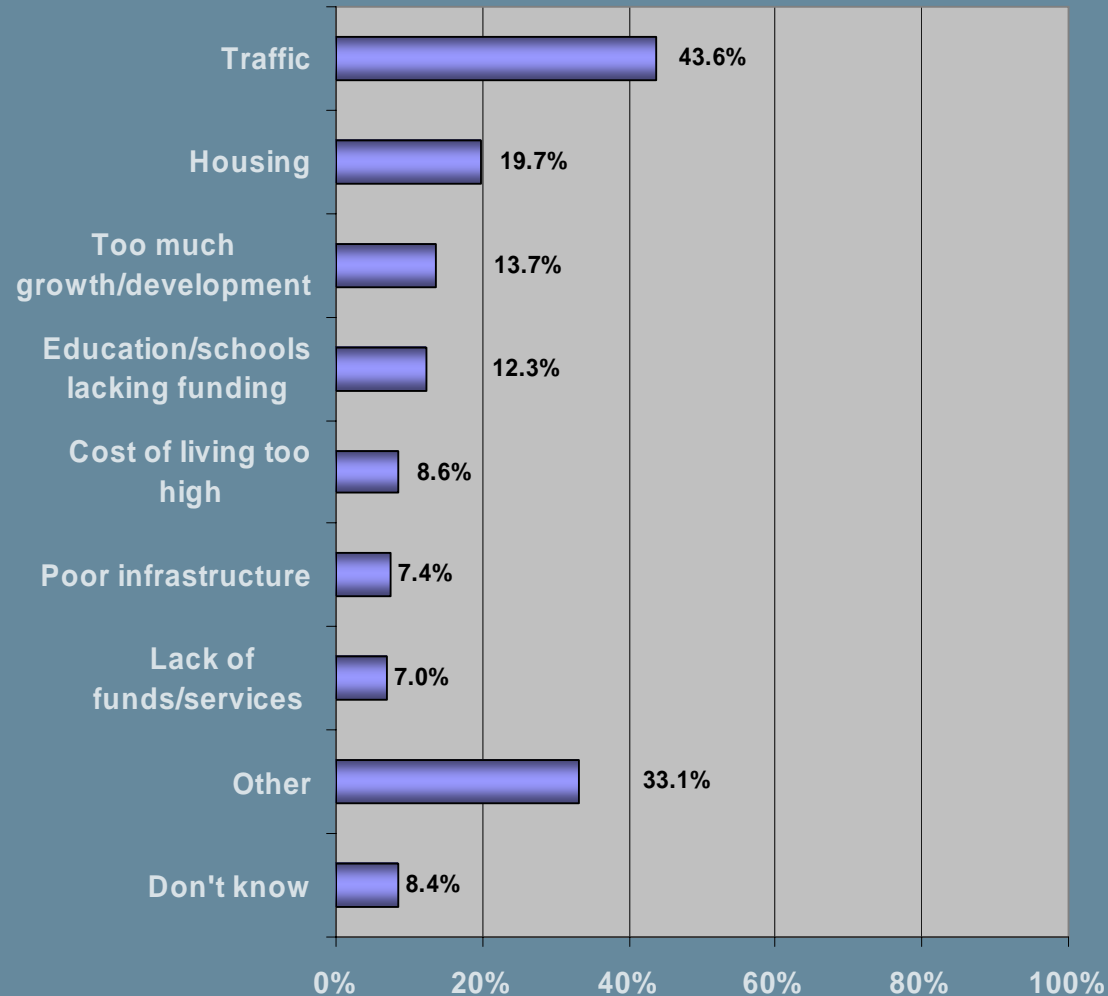
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Overall, would you say the quality of life in the County of Marin is getting better, getting worse, or staying about the same?

Perceived Problems in Marin County

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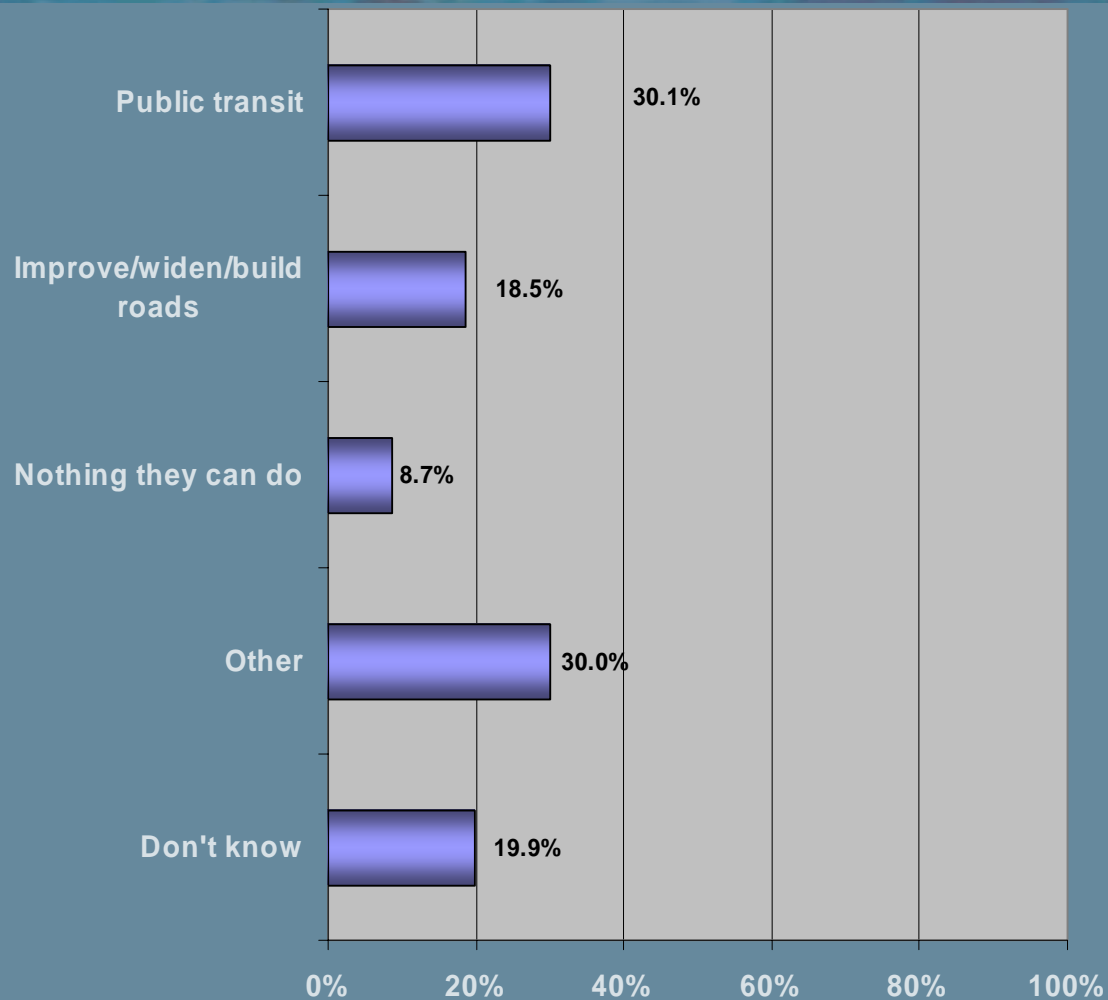
What do you feel are the two biggest problems facing your community? (Open-ended)

* 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

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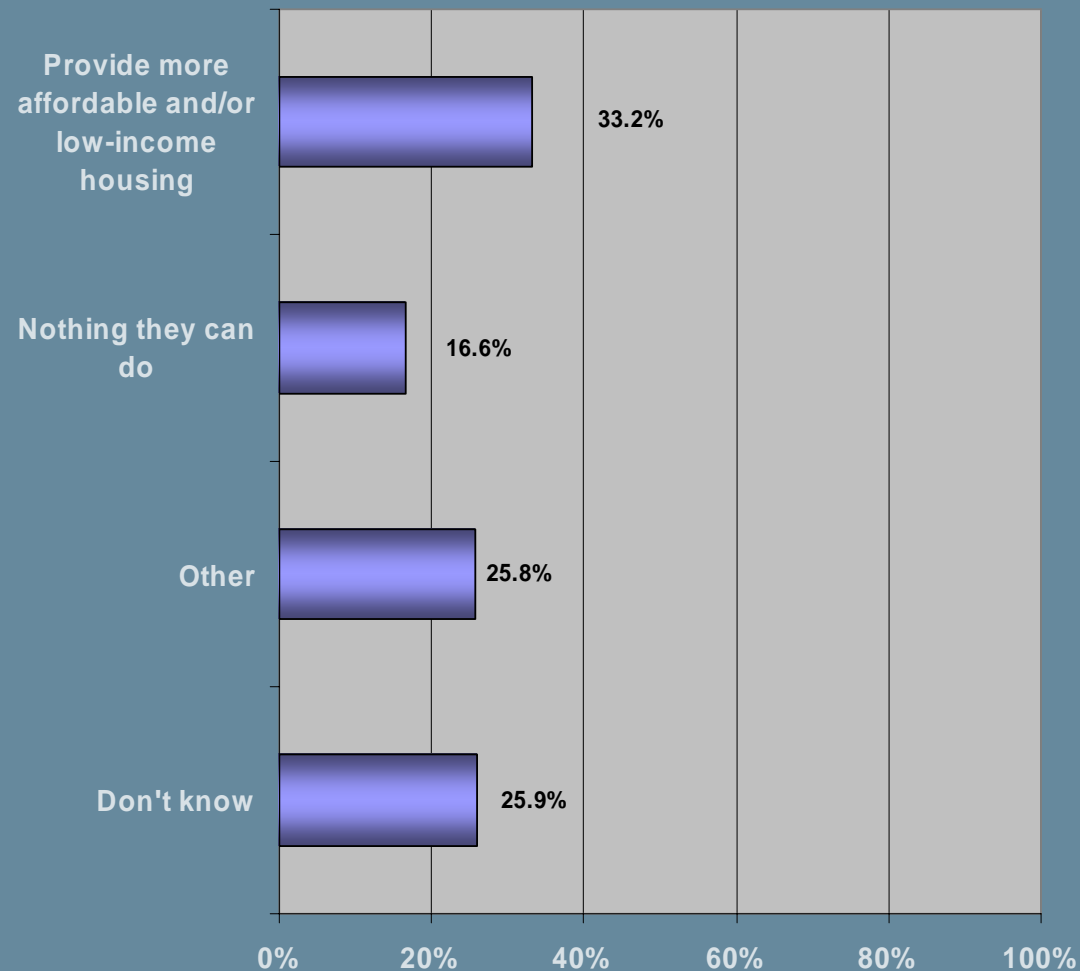
What, if anything, do you feel our County government should do about this issue?
(Open-ended)

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

** Responses that fell into "Other" (30%) were too fragmented to categorize (<5%).

Solutions to Housing Problem

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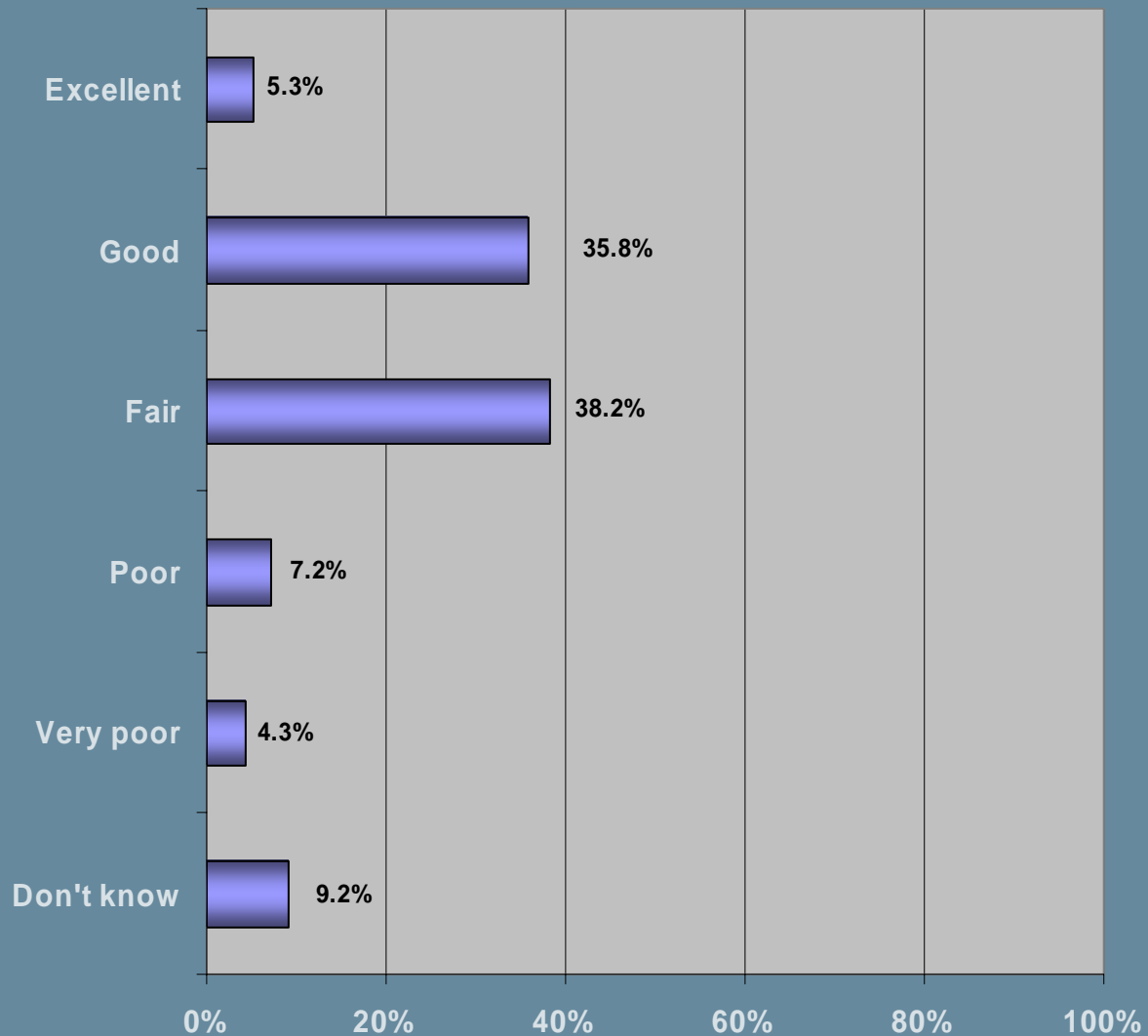
What, if anything, do you feel our County government should do about this issue?
(Open-ended)

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

** Responses that fell into "Other" (26%) were too fragmented to categorize (<5%).

Performance of County in Expenditure of Taxpayer Dollars

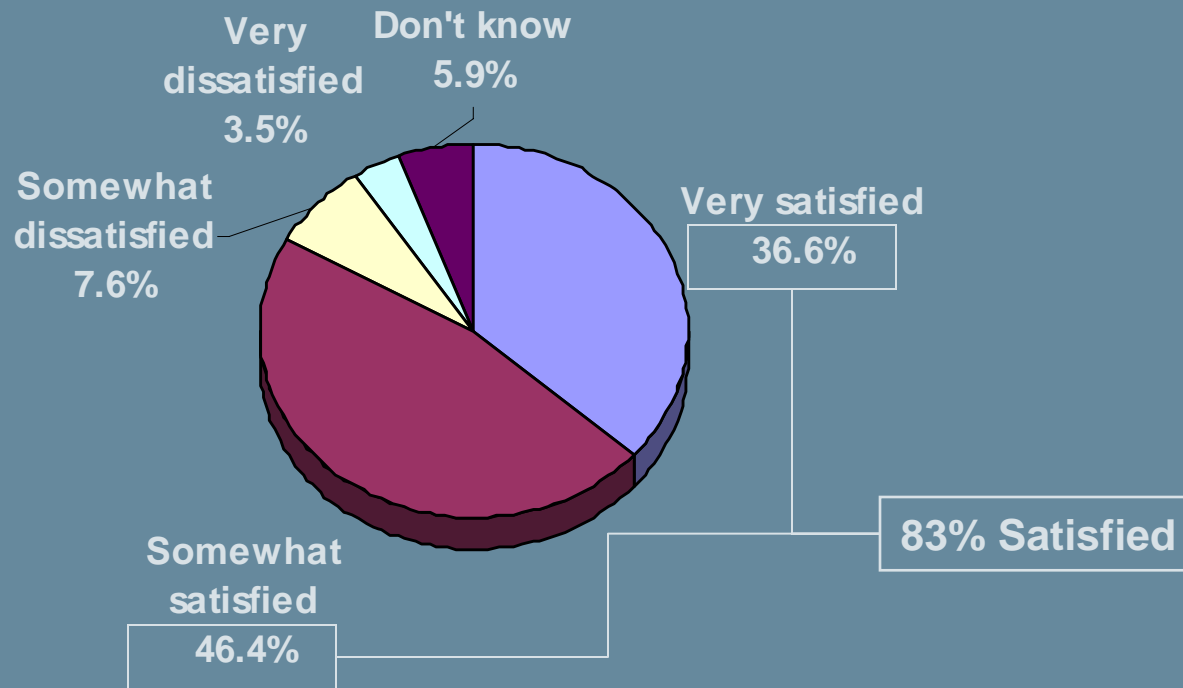
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How would you rate the performance of the County of Marin in the expenditure of taxpayer dollars? Would you say they are doing an excellent, good, fair, poor, or very poor job?

Overall Satisfaction with County Services

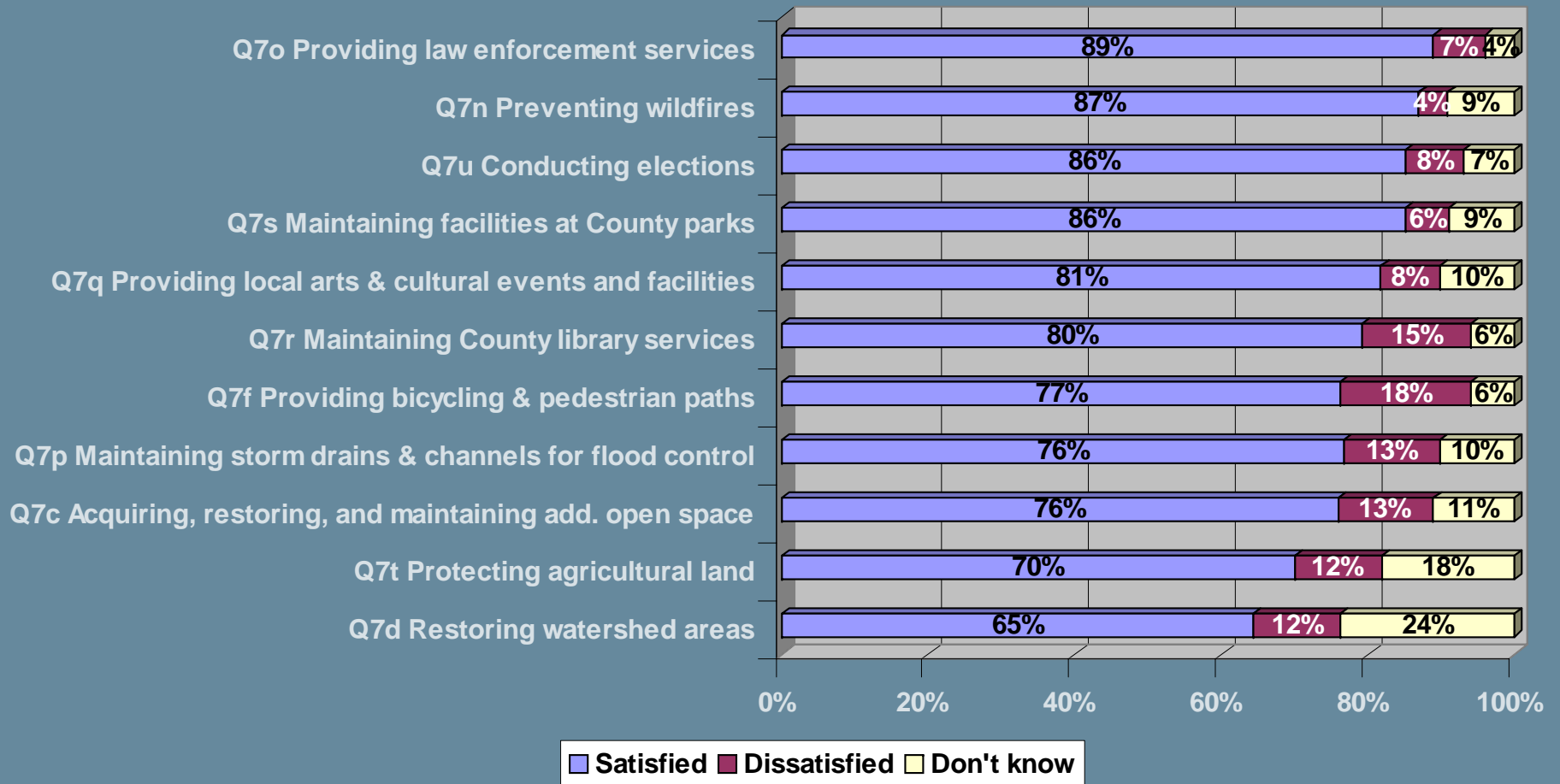
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Thinking of the services and programs that the County offers and not services you might receive from your city or town, are you satisfied or dissatisfied with the County of Marin's performance in providing these services?

Satisfaction with Programs/Services

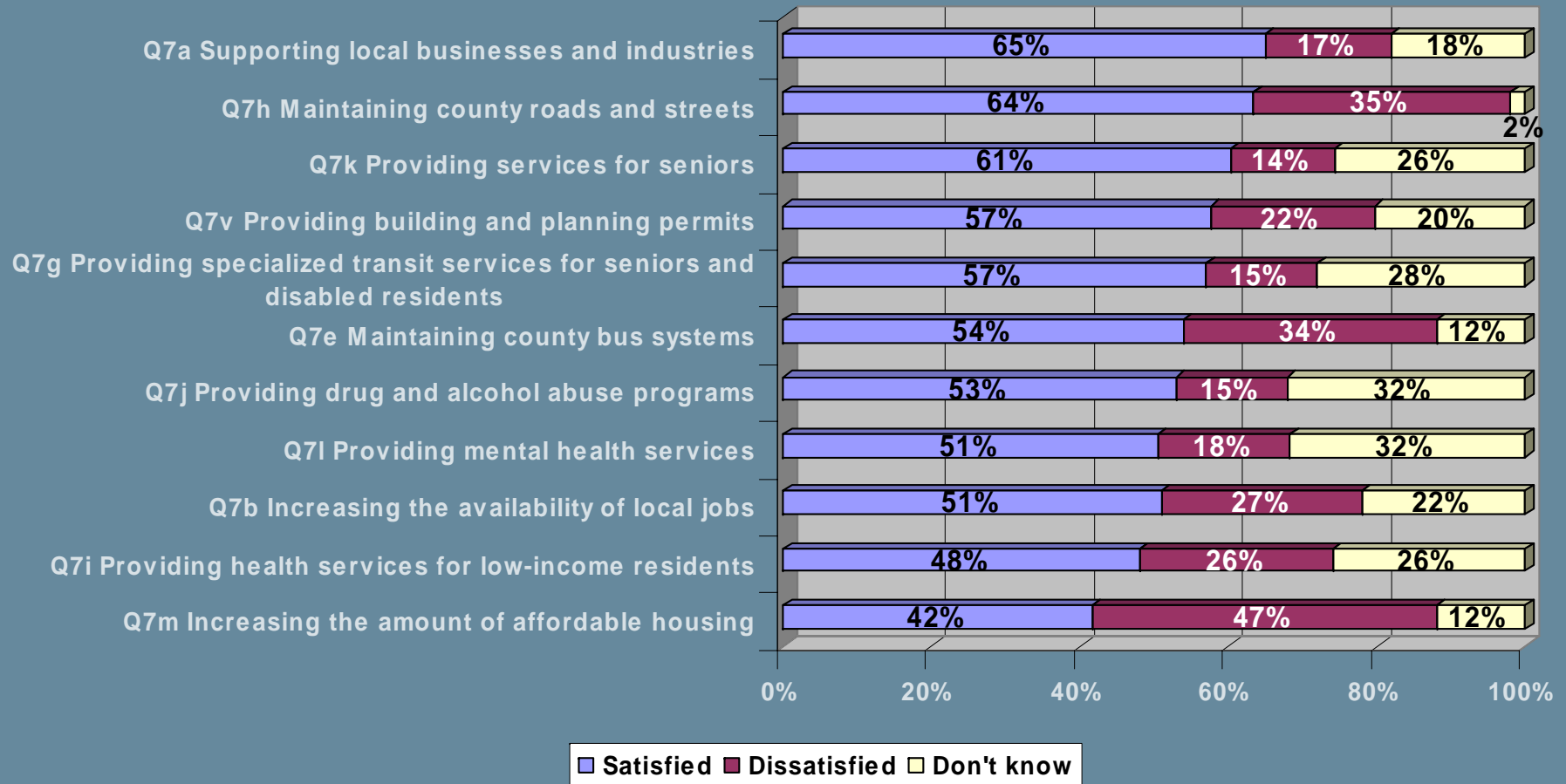
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Are you satisfied or dissatisfied with the County's performance in providing that program or service to residents?

Satisfaction with Program/Services (con't.)

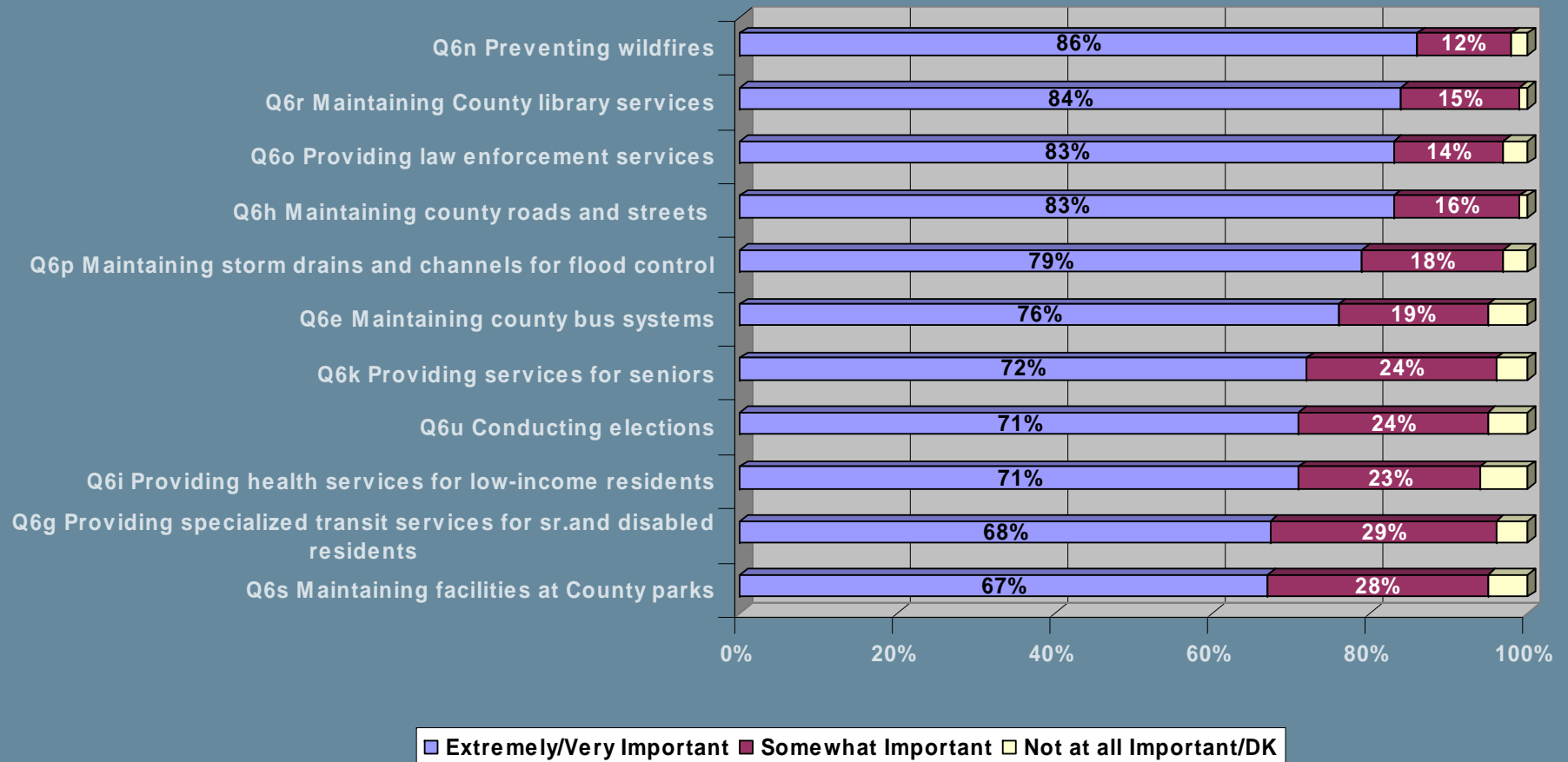
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Are you satisfied or dissatisfied with the County's performance in providing that program or service to residents?

Importance of Programs/Services

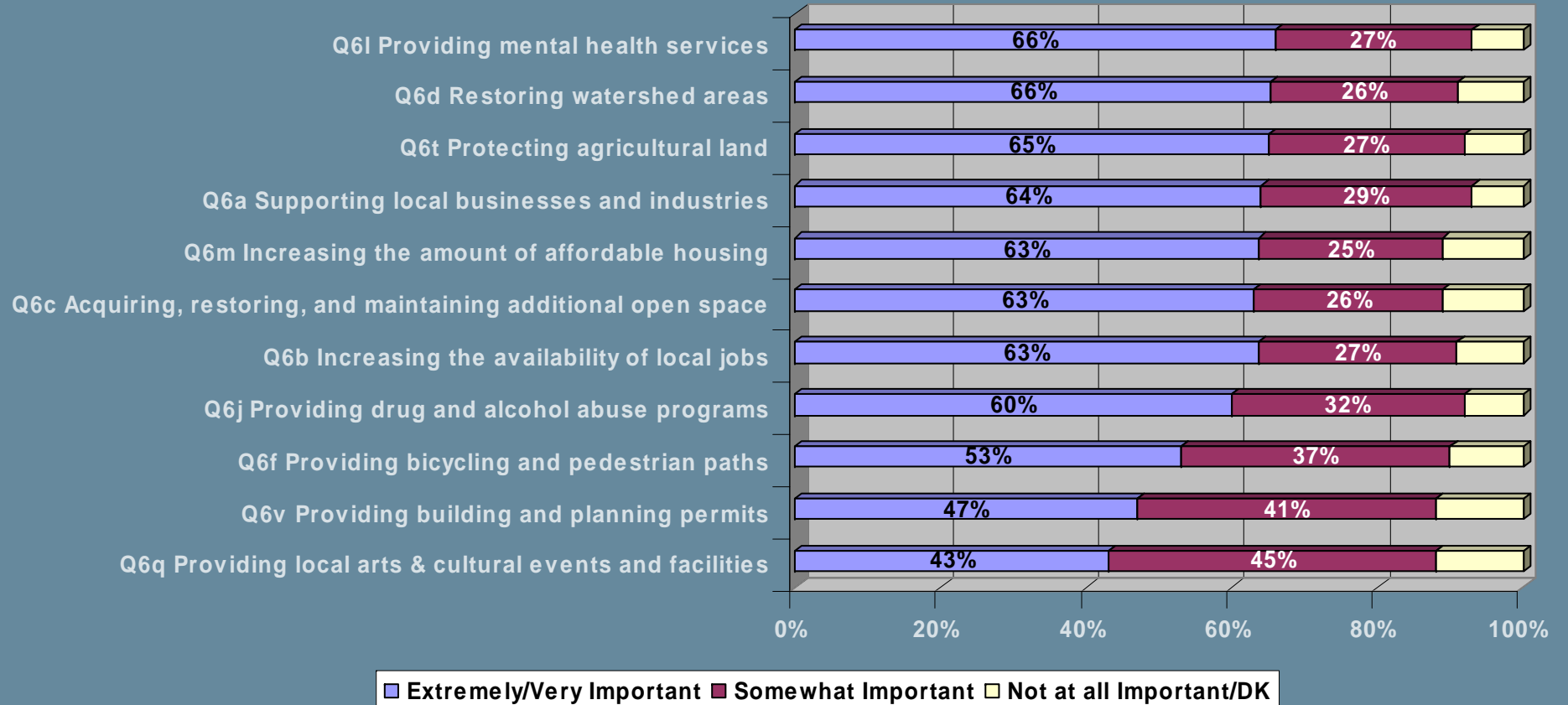
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Do you feel this program or service is extremely important, very important, somewhat important, or not at all important?

Importance of Programs/Services (con't.)

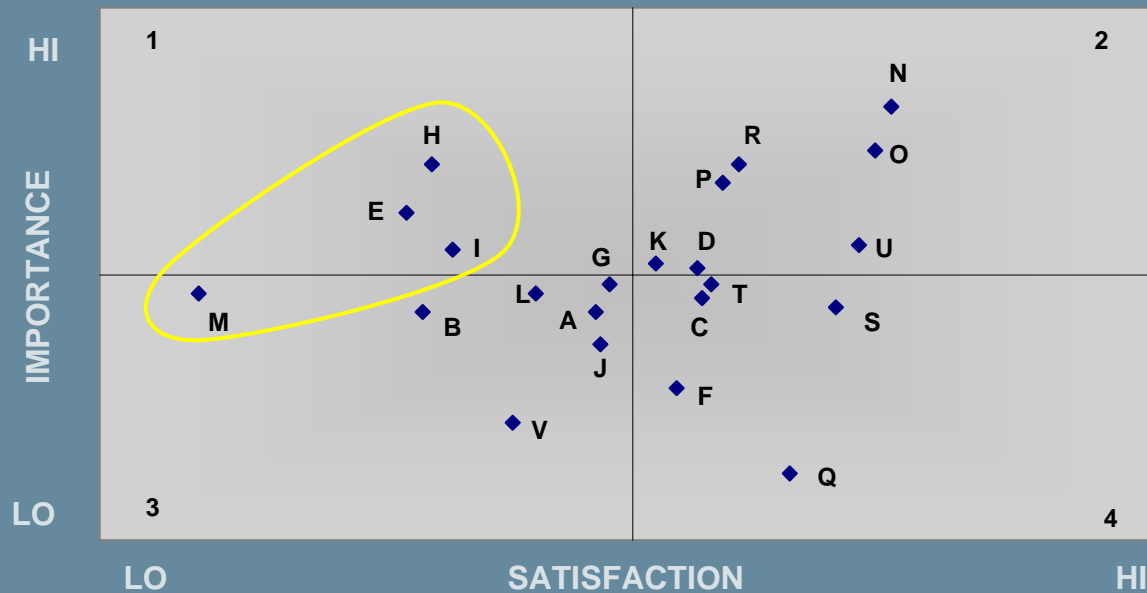
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Do you feel this program or service is extremely important, very important, somewhat important, or not at all important?

Importance/Satisfaction

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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

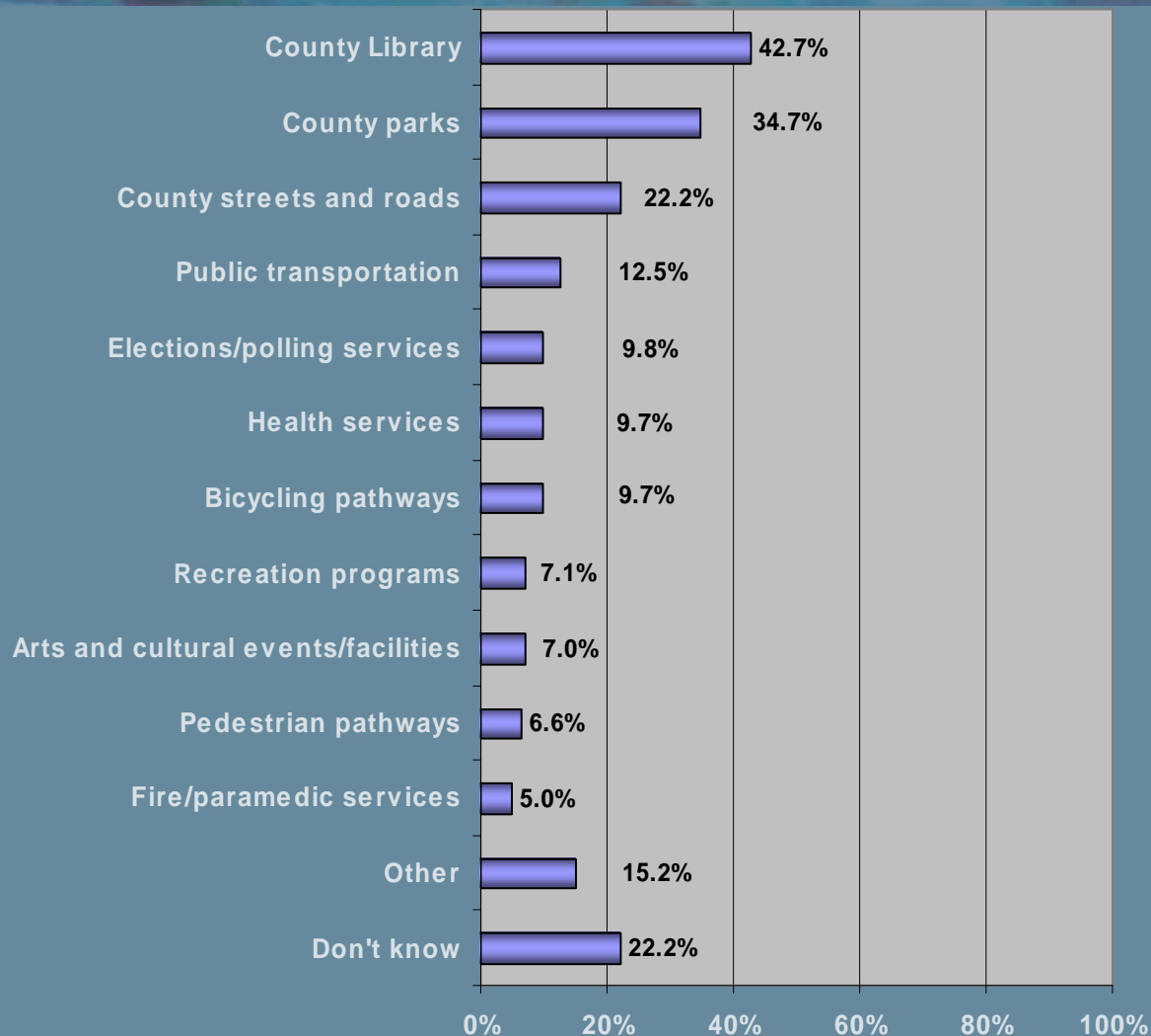
T. Protecting agricultural land

U. Conducting elections

V. Providing building & planning permits

County Services Used

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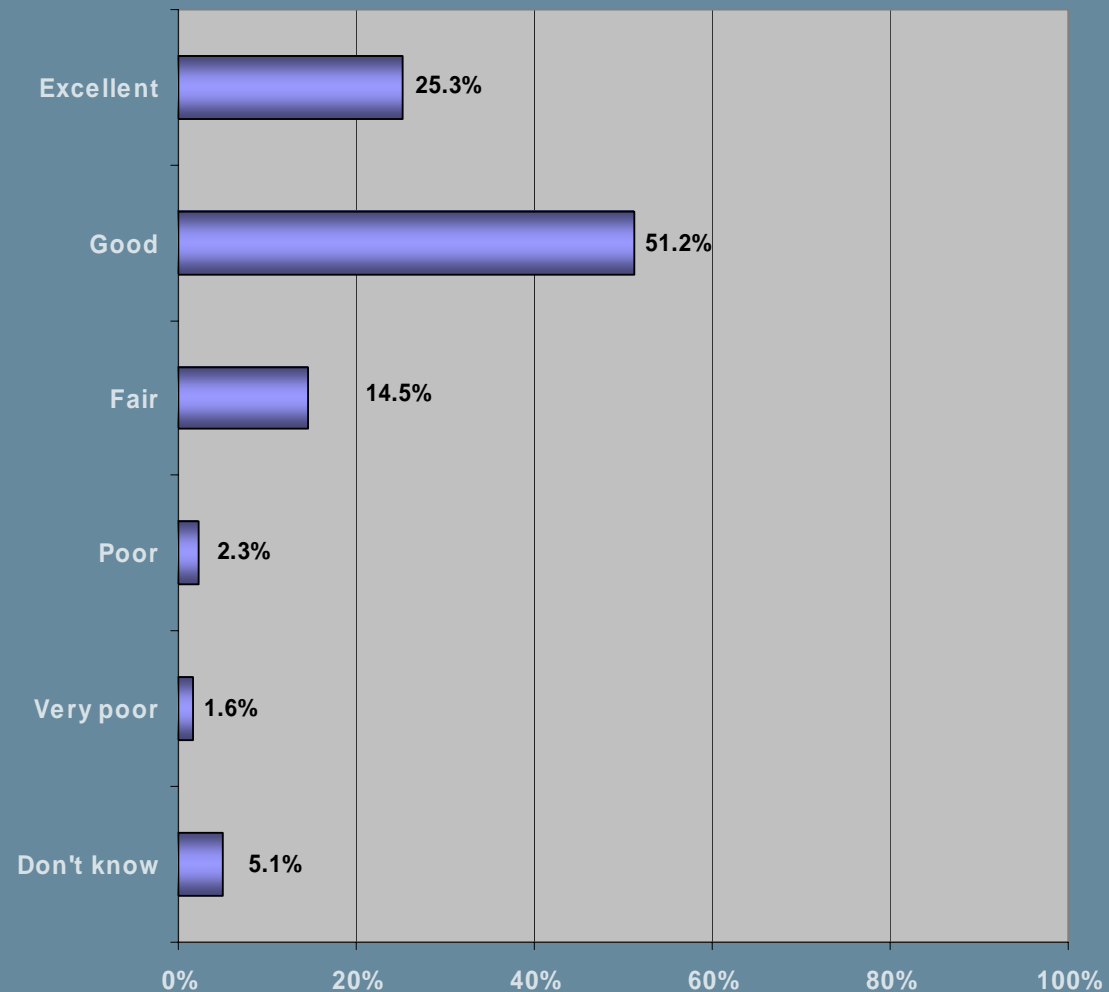
Note: 10 items < 5% are not shown.

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.

Level of Customer Service

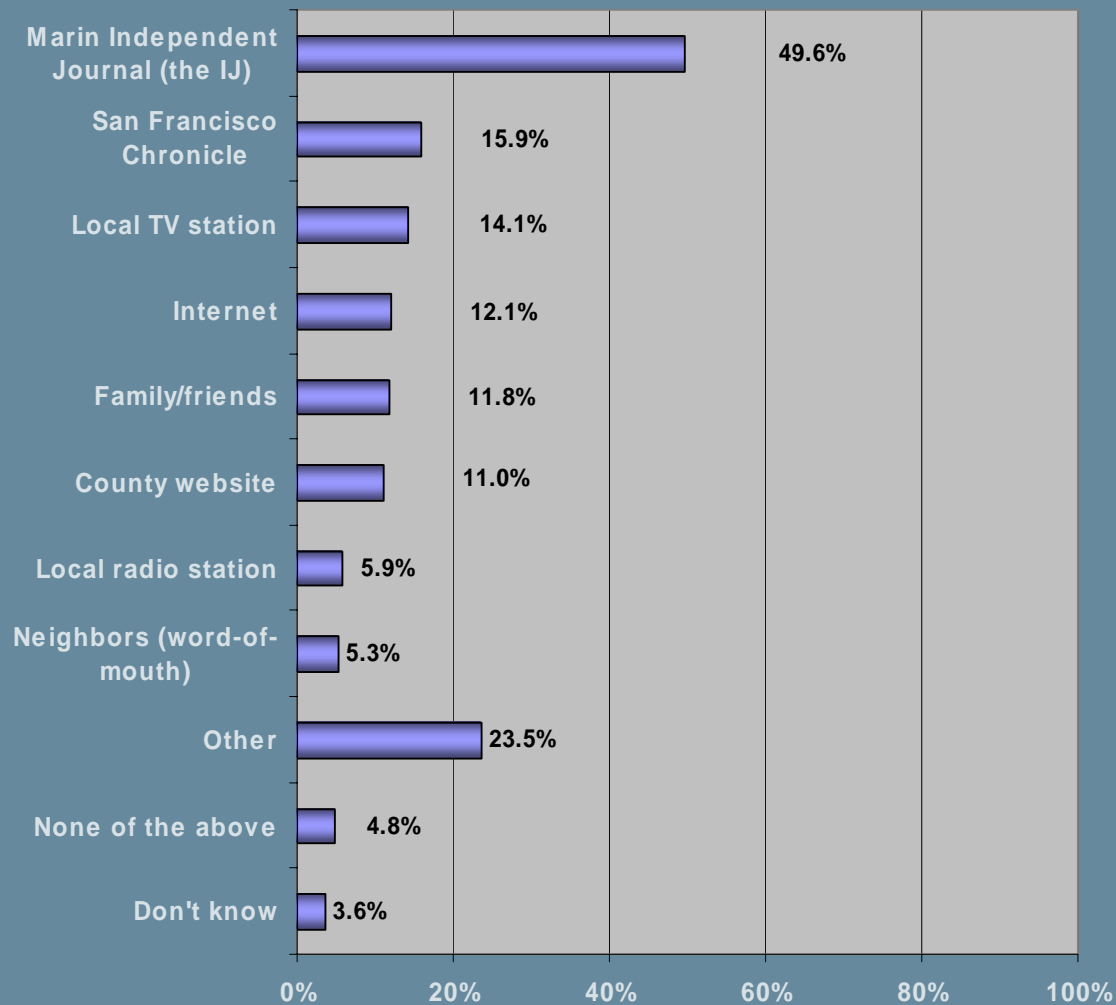
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How would you rate the level of customer service for the County services or programs that you or somebody in your household are currently using or have used in the past year?
Would you say this customer service was excellent, good, fair, poor, or very poor?

Sources of County Information

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Note: 12 items < 5% are not shown.

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**