



COUNTY OF MARIN

NEWS RELEASE

Contact: Matt Bronson
County Administrator's Office
(415) 499-6358
www.co.marin.ca.us

November 29, 2007

RESIDENT SURVEY GIVES MARIN COUNTY HIGH MARKS IN OVERALL SATISFACTION AND POINTS OUT AREAS FOR IMPROVEMENT

Marin County residents continue to express a high level of satisfaction with services and programs provided by County government, according to results of the County's 2007 community satisfaction survey presented to the Marin County Board of Supervisors on Tuesday. In addition, residents gave high ratings to the County's level of customer service. The survey results also highlighted specific services with high importance and satisfaction to residents and pointed out areas of potential improvement. In addition, the survey indicated that 92% of residents are satisfied with the overall quality of life in the county.

"The community survey is an important tool to help us measure the outcomes of the services we provide to the community," said Supervisor Steve Kinsey. "The results from the 2007 survey indicate that we're on the right track, but it's important to look at areas that still need improvement."

The results indicated a high level of satisfaction as 87 percent of respondents were satisfied with the County's overall performance in providing programs and services, up from 83 percent when the survey was last conducted in 2005. Program services that respondents rated the highest in both satisfaction and importance were law enforcement services, wildfire prevention, park facilities, local arts and cultural facilities, library services, and elections.

(continued)

Results of 2007 Marin County Community Survey
Page 2

The County's continuing focus on customer service also stood out in the survey results, as more than 75 percent of respondents rated the level of customer service in County programs and services as "excellent" or "good," which is similar to the 2005 results.

The survey results also indicated areas of improvement for the County. Similar to the 2005 survey, traffic congestion and the lack of affordable housing were cited by respondents as the two biggest issues facing the county, which mirrors survey results elsewhere in the Bay Area. This sentiment helps reinforce the County's focus on transportation improvements and affordable housing investments. In addition, important County program areas that could be improved based on the survey's satisfaction and importance ratings were local job availability, health services for low-income residents, homelessness efforts, and building and planning permits. Lastly, the survey results indicated that the County could do a better job in providing information to residents about priorities, programs, and services.

The survey results will be further analyzed to assess the public's perception of County services compared with the results in 2005. The results are available to the public on the County's website at www.co.marin.ca.us and will be included in the next edition of the County's community report in 2008.

The survey was conducted by Godbe Research, a survey research firm, using a random telephone sample of 1,000 county residents. Approximately 200 respondents from each supervisorial district were included to ensure a representative sample of respondents from across the county. The margin of error for the survey was three percent.

###