Marin County
2007 Resident Satisfaction Survey
November 2007
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Research Objectives

Assess resident perceptions on:

- Quality of life
- Top county issues
- County performance in providing services to residents
- Expenditure of taxpayer dollars
- County services used and customer service
- Importance of county issues and role of county government

Track changes in resident opinions since 2005
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Key Findings

- 92% satisfied with quality of life; 54% rated “Staying the same”
  - Significant decrease in “Getting better” from 2005 (13% to 9%)
- Traffic congestion and lack of affordable housing remain the top two top-of-mind county issues to residents, as in 2005
- 87% total satisfaction with county performance, up from 83% in 2005
  - Significant increase in “Very Satisfied” from 2005 (37% to 43%)
- Priorities for improvements (relatively high importance and low satisfaction):
  - Affordable housing (also in 2005)
  - Availability of local jobs
  - Building and planning permits
  - Health services for low-income residents (also in 2005)
  - Reducing homelessness
- 75% “Excellent” or “Good” customer service ratings; unchanged from 2005
- Room for improvement in communication with County residents:
  - 37% “Fair,” 27% “Poor” and “Very Poor” ratings
Key Findings (Cont.)

- Four issues rated important by 82% to 90% of residents; 35% to 55% would like to see more County efforts in addressing issues:
  - Reducing pollution and greenhouse gas emissions
  - Local public transportation
  - Affordable housing
  - Health services for low income County residents
- Strong support for higher density housing in commercial areas near public transit (81%)
- Strong support for local government becoming a provider of renewable energy (74%)
- Solid market potential for renewable energy:
  - 58% (23%*) willing pay 10% more than PG&E payments
  - 69% (29%*) willing to pay 5% more than PG&E payments
  - 87% (48%*) willing to pay the same or less

*Discounted by 50% of “Definitely Yes” and 75% of “Probably Yes” responses.
Satisfaction with Quality of Life

2. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in the County of Marin? Is that very or somewhat (satisfied/dissatisfied)?
3. Overall, would you say the quality of life in the County of Marin is getting better, getting worse, or staying about the same?

- Getting worse: 34%
- Getting better: 9%
- Staying the same: 54%
- Don’t Know/No Answer: 3%
4. What do you feel are the two biggest issues facing your community?

- Traffic congestion: 48%
- Lack of affordable housing: 21%
- Inadequate public transportation: 9%
- High cost of living: 8%
- Excessive growth or development: 8%
- Pollution/Preserving environment: 7%
- Education/Inadequate funds: 7%
- Crime rate, drugs & alcoholism: 6%
- Population growth: 5%
- Illegal immigration: 5%
- Bad Infrastructure: 5%
- Lack of funds or services: 3%
- Don’t Know/No Answer: 8%

“Other” responses mentioned by fewer than 3 percent of the respondents are not shown in this chart.
5. What, if anything, do you feel your County government should do about this/these issue(s)?
(n = 484)

- Improve mass transit/encourage use: 28%
- Improve/widen/build roads: 20%
- Better control of the traffic: 3%
- Doing something already: 3%
- Nothing they can do: 5%
- Don't Know/No Answer: 28%

“Other” responses mentioned by fewer than 3 percent of the respondents are not shown in this chart.
5. What, if anything, do you feel your County government should do about this/these issue(s)?
(n = 161)

- Provide more affordable/low-income housing: 27%
- Rent control: 4%
- Doing something already: 3%
- Nothing they can do: 11%
- Don’t Know/No Answer: 41%

“Other” responses mentioned by fewer than 3 percent of the respondents are not shown in this chart.
Satisfaction with County Performance In Providing Services

6. Thinking of the services and programs that the County offers, are you satisfied or dissatisfied with the County of Marin’s performance in providing these services? Is that very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

- Very Satisfied: 43%
- Somewhat Satisfied: 44%
- Very Dissatisfied: 4%
- Somewhat Dissatisfied: 5%
- Don't Know/No Answer: 4%

Overall Satisfaction: 87%
7. Now I’m going to read a list of services and programs that are provided by County government. For each one, please tell me if you are satisfied or dissatisfied with the County’s performance in providing that program or service to residents.
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- Bicycling & pedestrian paths: Somewhat Satisfied 0.9
- Drug & alcohol abuse programs: Somewhat Satisfied 0.9
- Supporting local businesses/industries: Somewhat Satisfied 0.9
- Transit services for seniors/disabled: Somewhat Satisfied 0.8
- Maintaining storm drains & flood control: Somewhat Satisfied 0.7
- County bus systems: Somewhat Satisfied 0.6
- Mental health services: Somewhat Satisfied 0.6
- Health services for low-income: Somewhat Satisfied 0.4
- Increasing local job availability: Somewhat Satisfied 0.4
- Maintaining roads/streets: Somewhat Satisfied 0.3
- Reducing homelessness: Somewhat Satisfied 0.3
- Building & planning permits: Somewhat Satisfied 0.2
- Increasing affordable housing: Somewhat Dissatisfied -0.2
Importance-Satisfaction Matrix

Impact on Quality of Life Perceptions (Derived Importance)

A. Local businesses/industries
B. **Local job availability**
C. Open space
D. Restore watershed areas
E. Bus systems
F. Bicycling and pedestrian paths
G. Transit services for seniors or Disabled
H. Roads and streets
I. **Health services for low-income residents**
J. Drug and alcohol abuse programs
K. Senior services
L. Mental health services
M. Affordable housing
N. Preventing wildfires
O. Law enforcement services
P. Storm drains & flood control
Q. Arts & cultural events/facilities
R. Library services
S. Park facilities
T. Agricultural land protection
U. Conducting elections
V. **Reducing homelessness**
W. Building and planning permits
8. 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?

- Excellent: 7%
- Good: 37%
- Fair: 39%
- Poor: 7%
- Very Poor: 4%
- Don't Know/No Answer: 6%
9. What County services or programs are you or someone in your household currently using or have used in the past year?

- County Library: 39%
- Parks & open space: 30%
- Streets & roads: 17%
- Recreation programs: 9%
- Health services: 9%
- Pedestrian pathways: 8%
- Bicycling pathways: 8%
- Arts & cultural events/facilities: 7%
- Elections/polling services: 6%
- Fire/paramedic services: 6%
- Don’t Know/No Answer: 32%

“Other” responses mentioned by fewer than 3 percent of the respondents are not shown in this chart.
10. 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? (n = 687)
Importance of County Issues

11. Next, I’m going to read you a few issues facing the County of Marin. For each issue, please tell me whether you think it is important to you and whether the County is doing enough to address this issue. Here’s the (first/next) issue: _____. Is this issue very important, somewhat important or not important at all to you?
12. Next, I’m going to read you a few issues facing the County of Marin. For each issue, please tell me whether you think it is important to you and whether the County is doing enough to address this issue. Here’s the (first/next) issue: _____. Do you think the County government is doing too much, too little or just enough to address this issue?

- Reducing pollution & greenhouse gas emissions:
  - Too Little: 38%
  - Just Enough: 42%
  - Too Much: 6%
  - Don't Know/ No Answer: 14%

- Local public transportation:
  - Too Little: 53%
  - Just Enough: 37%
  - Too Much: 3%
  - Don't Know/ No Answer: 8%

- Affordable housing for local residents:
  - Too Little: 55%
  - Just Enough: 27%
  - Too Much: 6%
  - Don't Know/ No Answer: 13%

- Health services for low income residents:
  - Too Little: 35%
  - Just Enough: 36%
  - Too Much: 5%
  - Don't Know/ No Answer: 24%
13. In order to provide more affordable housing to local residents who work in Marin County, do you support the construction of apartments, condominiums and townhouses, in commercial and office areas near public transit? (GET ANSWER, THEN ASK): Is that definitely or probably (yes/no)?

Don't Know/No Answer: 3%
Definitely No: 10%
Probably No: 6%
Definitely Yes: 54%
Probably Yes: 27%
Overall Support: 81%
14. In order to provide Marin residents with more renewable energy, including solar, wind and small hydro-electric power energy, than what PG and E currently offers, do you support local government becoming a provider of renewable energy? Is that definitely or probably (yes/no)?

- Definitely Yes: 55%
- Probably Yes: 19%
- Definitely No: 13%
- Probably No: 7%
- Don't Know/No Answer: 6%

Overall Support: 74%
15. Would you be willing to pay: _______ what you currently pay PG and E to purchase a mix of green, renewable energy from the County? Is that definitely or probably (yes/no)?

*These percentage figures include the following market sizing discount factors: Discounting the “Definitely Yes” by 50%, while discounting the “Probably Yes” by 75%. For instance, for the tested level of “10% more than what you currently pay PG&E,” the 32% “Definitely Yes” was discounted to 16% (0.5 x 32 = 16), while the 26% “Probably Yes” was discounted to 6.5% (0.25 x 26 = 6.5); the discounted total willingness to pay figure was then 23% (16% + 6.5% = 22.5%).
16. Overall, how well does the County provide information to residents about priorities, programs and services? Would you say they are doing an excellent, good, fair, poor, or very poor job?
17. From what sources do you get information on County government? (OPEN ENDED. ALLOW FOR MULTIPLE RESPONSES.)

- Marin Independent Journal: 36%
- Local TV station: 11%
- County website: 10%
- Internet: 9%
- Family/friends: 6%
- San Francisco Chronicle: 6%
- News Pointer: 6%
- County Supervisor’s newsletters: 6%
- Local radio station: 4%
- Neighbors (word-of-mouth): 4%
- The Pacific Sun: 4%
- None of the above: 6%
- Don’t Know/No Answer: 5%

“Other” responses mentioned by fewer than 3 percent of the respondents are not shown in this chart.
Next Steps

- Communicate the results to the County organization and community
- Analyze the results to further identify key trends and findings
- Consider methods to obtain ongoing community feedback, such as a web-based survey
- Incorporate key results in the next edition of the County's community report to be published in 2008