

THE NCSTM
The National Citizen SurveyTM

Marin County, CA
Dashboard Summary of Findings

2018



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report summarizes Marin County’s performance in the eight facets of community livability with the “General” rating as a summary of results from the overarching questions not shown within any of the eight facets. The “Overall” represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of Marin County’s community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Broadly, most ratings for Marin County tended to be positive and were similar to ratings observed in comparison jurisdictions. Within the pillar of Community Characteristics, scores within the facet of Safety tended to be higher than those in other communities and items within the Built Environment facet tended to be lower than the national benchmarks. Within Governance, aspects of the Natural Environment facet were more positively viewed than in other communities across the nation. This information can be helpful in identifying the areas that merit more attention.

Table 1: DASHBOARD SUMMARY

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	8	32	10	3	37	2	8	25	1
General	0	7	0	0	3	0	0	3	0
Safety	1	1	0	0	7	0	1	2	0
Mobility	1	3	4	0	5	2	1	2	0
Natural Environment	1	2	0	3	3	0	1	2	0
Built Environment	0	2	3	0	5	0	0	1	1
Economy	2	4	1	0	1	0	0	3	0
Recreation and Wellness	3	4	0	0	4	0	1	3	0
Education and Enrichment	0	5	1	0	1	0	0	2	0
Community Engagement	0	4	1	0	8	0	4	7	0

National Benchmark	
	Higher
	Similar
	Lower

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Figure 1: Detailed Dashboard

	Community Characteristics	Benchmark	Percent positive	Governance	Benchmark	Percent positive	Participation	Benchmark	Percent positive
General	Overall appearance	↔	87%	Customer service	↔	79%	Recommend Marin County	↔	84%
	Overall quality of life	↔	88%	Services provided by Marin County	↔	78%	Remain in Marin County	↔	89%
	Place to retire	↔	55%	Services provided by the Federal Government	↔	31%	Contacted Marin County employees	↔	41%
	Place to raise children	↔	87%						
	Place to live	↔	94%						
	Neighborhood	↔	91%						
	Overall image	↔	81%						
Safety	Overall feeling of safety	↑	92%	Police	↔	86%	Was NOT the victim of a crime	↔	89%
	Safe in neighborhood	↔	95%	Crime prevention	↔	76%	Did NOT report a crime	↔	84%
				Fire	↔	94%	Stocked supplies for an emergency	↑	56%
				Fire prevention	↔	81%			
				Ambulance/EMS	↔	92%			
				Emergency preparedness	↔	62%			
Mobility				Animal control	↔	71%			
	Traffic flow	↓	26%	Traffic enforcement	↔	57%	Carpooled instead of driving alone	↔	49%
	Travel by car	↓	48%	Street repair	↓	30%	Walked or biked instead of driving	↔	65%
	Travel by bicycle	↔	60%	Street cleaning	↔	49%	Used public transportation instead of driving	↑↑	46%
	Ease of walking	↔	66%	Street lighting	↔	51%			
	Travel by public transportation	↓	23%	Sidewalk maintenance	↓	40%			
	Overall ease of travel	↓	56%	Traffic signal timing	↔	46%			
	Public parking	↔	45%	Bus or transit services	↔	46%			
	Paths and walking trails	↑	76%						
Natural Environment	Overall natural environment	↑	94%	Garbage collection	↔	87%	Recycled at home	↔	97%
	Air quality	↔	87%	Recycling	↔	85%	Conserved water	↑	93%
	Cleanliness	↔	80%	Yard waste pick-up	↔	85%	Made home more energy efficient	↔	79%
				Drinking water	↑	88%			
				Open space	↑↑	87%			
			Natural areas preservation	↑	86%				
Built Environment	New development in Marin County	↓	39%	Sewer services	↔	81%	NOT experiencing housing cost stress	↓	58%
	Affordable quality housing	↓↓	10%	Storm drainage	↔	60%	Did NOT observe a code violation	↔	62%
	Housing options	↓↓	20%	Land use, planning and zoning	↔	48%			
	Overall built environment	↔	60%	Code enforcement	↔	45%			
	Public places	↔	73%	Cable television	↔	48%			

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

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	Community Characteristics	Benchmark	Percent positive	Governance	Benchmark	Percent positive	Participation	Benchmark	Percent positive
Economy	Overall economic health	↔	77%	Economic development	↔	50%	Economy will have positive impact on income	↔	28%
	Shopping opportunities	↑	76%				Purchased goods or services in Marin County	↔	98%
	Employment opportunities	↔	37%				Work in Marin County	↔	52%
	Place to visit	↑	89%						
	Cost of living	↓↓	7%						
	Place to work	↔	69%						
	Business and services	↔	68%						
Recreation and Wellness	Fitness opportunities	↑	81%	County parks	↔	89%	In very good to excellent health	↔	75%
	Recreational opportunities	↑	82%	Recreation centers	↔	75%	Visited a County park	↑	93%
	Health care	↔	60%	Recreation programs	↔	82%	Ate 5 portions of fruits and vegetables	↔	93%
	Food	↔	65%	Health services	↔	74%	Participated in moderate or vigorous physical activity	↔	92%
	Mental health care	↔	43%						
	Health and wellness	↑	83%						
	Preventive health services	↔	69%						
Education and Enrichment	K-12 education	↔	81%	Public libraries	↔	91%	Used Marin County public libraries	↔	72%
	Cultural/arts/music activities	↔	71%				Participated in religious or spiritual activities	↔	38%
	Child care/preschool	↓	34%						
	Religious or spiritual events and activities	↔	83%						
	Adult education	↔	72%						
	Overall education and enrichment	↔	80%						
Community Engagement	Opportunities to participate in community matters	↔	76%	Public information	↔	74%	Sense of community	↔	62%
	Opportunities to volunteer	↔	82%	Overall direction	↔	49%	Voted in local elections	↑	93%
	Openness and acceptance	↓	43%	Value of services for taxes paid	↔	45%	Talked to or visited with neighbors	↔	97%
	Social events and activities	↔	66%	Welcoming citizen involvement	↔	53%	Attended a local public meeting	↔	28%
	Neighborhoodliness	↔	57%	Confidence in County government	↔	53%	Watched a local public meeting	↔	21%
				Acting in the best interest of Marin County	↔	57%	Volunteered	↑	52%
				Being honest	↔	54%	Participated in a club	↑	39%
				Treating all residents fairly	↔	49%	Campaigned for an issue, cause or candidate	↑	35%
							Contacted Marin County elected officials	↔	22%
							Read or watched local news	↔	85%
						Done a favor for a neighbor	↔	88%	

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available