

THE NCSTM
The National Citizen SurveyTM

Marin County, CA

Comparisons by Geographic Subgroups
Incorporation Status

2018



NRC
National Research Center Inc

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

ICMA

Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

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. Communities conducting The NCS can choose from a number of optional services to customize the reporting of survey results. Marin County’s Comparisons by Geographic Subgroups is part of a larger project for the County and additional reports are available under separate cover. This report discusses differences in opinion of survey respondents based on incorporation status within Marin County.

Understanding the Tables

For most of the questions, one number appears for each question. Responses have been summarized to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who participated in an activity at least once. It should be noted that when a table that does include all responses (not a single number) for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The subgroup comparison tables contain the crosstabulations of survey questions by Incorporation status. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant. Statistical testing was not performed on multiple response questions.

Each column in the following tables is labeled with a letter for each subgroup being compared. The “Overall” column, which shows the ratings for all respondents, also has a column designation of “(A)”, but no statistical tests were done for the overall rating.

For each pair of subgroup ratings within a row (a single question item) that has a statistically significant difference, an upper case letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no upper case letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table A below, respondents in Districts 1 (A) and 2 (B) gave significantly lower ratings to overall quality of life than respondents in Districts 3 (C) and 4 (D), as denoted by the “A B” listed in the cell of the ratings for Districts 3 and 4. The overall quality of life rating in District 4 (D) also was significantly lower than that of District 3 (C) (as indicated by the “D” in the rating for District 3).

Figure 1: Community Characteristics – General (Example Only)

Percent rating positively (e.g., excellent/good)	District				Overall
	District 1 (A)	District 2 (B)	District 3 (C)	District 4 (D)	(A)
The overall quality of life in ABC	73%	74%	79% A B D	76% A B	78%
Overall image or reputation of ABC	65%	66%	69% A B	71% A B C	70%
ABC as a place to live	80%	81%	85% A B D	82% A B	84%

Two geographic subareas were tracked for comparison and the number of completed surveys for each are in the figure below.

Figure 2: Geographic Areas

Incorporation Status	Number of Completed Surveys
Incorporated Marin County	532
Unincorporated Marin County	151

Findings

Notable differences between the Incorporated and Unincorporated areas included the following:

- Most of the ratings given to Community Characteristics were similar for residents living in incorporated and unincorporated Marin County. Areas where residents living in incorporated Marin County assessed the community more positively were travel by car, variety of housing, quality of new development, employment opportunities and religious/spiritual opportunities. Respondents living in unincorporated Marin County gave higher ratings to the County’s image or reputation.
- Residents from Incorporated Marin County were more likely to rate most general aspects of Governance (e.g. the overall quality of County services, overall direction, value of services for taxes paid, etc.) more positively than residents from Unincorporated Marin County. Residents living in incorporated areas of the County also were more likely to rate many of government services more favorably than unincorporated residents.
- Few differences were observed within the Participation facet between residents living in incorporated or unincorporated areas of Marin County. Residents living in incorporated areas reported higher levels of contacting Marin County.

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Table 1: Community Characteristics - General

	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	
Percent rating positively (e.g., excellent/good)	(A)	(B)	(A)
The overall quality of life in Marin County	88%	89%	88%
Overall image or reputation of Marin County	79%	86% A	81%
Marin County as a place to live	94%	93%	94%
Your neighborhood as a place to live	90%	92%	91%
Marin County as a place to raise children	87%	87%	87%
Marin County as a place to retire	57%	51%	55%
Overall appearance of Marin County	86%	87%	87%

Table 2: Community Characteristics - Safety

	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	
Percent rating positively (e.g., excellent/good, very/somewhat safe)	(A)	(B)	(A)
Overall feeling of safety in Marin County	93%	91%	92%
In your neighborhood during the day	95%	95%	95%

Table 3: Community Characteristics - Mobility

	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	
Percent rating positively (e.g., excellent/good, very/somewhat safe)	(A)	(B)	(A)
Overall ease of getting to the places you usually have to visit	56%	55%	56%
Traffic flow on major streets	27%	22%	26%
Ease of public parking	46%	44%	45%
Ease of travel by car in Marin County	50% B	40%	48%
Ease of travel by public transportation in Marin County	23%	21%	23%
Ease of travel by bicycle in Marin County	60%	59%	60%
Ease of walking in Marin County	66%	64%	66%
Availability of paths and walking trails	76%	74%	76%

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Table 4: Community Characteristics - Natural Environment

	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	
Percent rating positively (e.g., excellent/good, very/somewhat safe)	(A)	(B)	(A)
Quality of overall natural environment in Marin County	93%	95%	94%
Air quality	88%	83%	87%
Cleanliness of Marin County	80%	78%	80%

Table 5: Community Characteristics - Built Environment

	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	
Percent rating positively (e.g., excellent/good, very/somewhat safe)	(A)	(B)	(A)
Overall "built environment" of Marin County (including overall design, buildings, parks and transportation systems)	60%	59%	60%
Public places where people want to spend time	72%	74%	73%
Variety of housing options	22% B	13%	20%
Availability of affordable quality housing	10%	7%	10%
Overall quality of new development in Marin County	42% B	30%	39%

Table 6: Community Characteristics - Economy

	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	
Percent rating positively (e.g., excellent/good, very/somewhat safe)	(A)	(B)	(A)
Overall economic health of Marin County	76%	80%	77%
Marin County as a place to work	70%	65%	69%
Marin County as a place to visit	88%	92%	89%
Employment opportunities	40% B	28%	37%
Shopping opportunities	75%	79%	76%
Cost of living in Marin County	8%	4%	7%
Overall quality of business and service establishments in Marin County	69%	65%	68%

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Table 7: Community Characteristics - Recreation and Wellness

	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	(A)
	(A)	(B)	
Percent rating positively (e.g., excellent/good, very/somewhat safe)			
Health and wellness opportunities in Marin County	83%	84%	83%
Fitness opportunities (including exercise classes and paths or trails, etc.)	81%	82%	81%
Recreational opportunities	81%	85%	82%
Availability of affordable quality food	66%	64%	65%
Availability of affordable quality health care	59%	62%	60%
Availability of preventive health services	69%	68%	69%
Availability of affordable quality mental health care	42%	45%	43%

Table 8: Community Characteristics - Education and Enrichment

	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	(A)
	(A)	(B)	
Percent rating positively (e.g., excellent/good, very/somewhat safe)			
Overall opportunities for education and enrichment	79%	84%	80%
Availability of affordable quality child care/preschool	36%	26%	34%
K-12 education	81%	79%	81%
Adult educational opportunities	74%	66%	72%
Opportunities to attend cultural/arts/music activities	73%	66%	71%
Opportunities to participate in religious or spiritual events and activities	85% B	76%	83%

Table 9: Community Characteristics - Community Engagement

	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	(A)
	(A)	(B)	
Percent rating positively (e.g., excellent/good, very/somewhat safe)			
Opportunities to participate in social events and activities	66%	66%	66%
Opportunities to volunteer	83%	80%	82%
Opportunities to participate in community matters	76%	75%	76%
Openness and acceptance of the community toward people of diverse backgrounds	43%	43%	43%
Neighborliness of residents in Marin County	57%	58%	57%

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Table 10: Governance - General

	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	(A)
	(A)	(B)	
Percent rating positively (e.g., excellent/good)			
Marin County	81% B	69%	78%
The value of services for the taxes paid to Marin County	48% B	35%	45%
The overall direction that Marin County is taking	51% B	41%	49%
The job Marin County government does at welcoming resident involvement	56% B	44%	53%
Overall confidence in Marin County government	57% B	41%	53%
Generally acting in the best interest of the community	59%	51%	57%
Being honest	57% B	45%	54%
Treating all residents fairly	51%	43%	49%
Overall customer service by Marin County employees (Sheriff deputies, receptionists, planners, etc.)	81% B	72%	79%
The Federal Government	33% B	23%	31%

Table 11: Governance - Safety

	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	(A)
	(A)	(B)	
Percent rating positively (e.g., excellent/good)			
Police/Sheriff services	86%	83%	86%
Fire services	95% B	90%	94%
Ambulance or emergency medical services	93%	89%	92%
Crime prevention	78% B	68%	76%
Fire prevention and education	82%	79%	81%
Animal control	71%	69%	71%
Emergency preparedness (services that prepare the community for natural disasters or other	65%	54%	62%

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	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	(A)
	(A)	(B)	
Percent rating positively (e.g., excellent/good emergency situations)	B		

Table 12: Governance - Mobility

	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	(A)
	(A)	(B)	
Percent rating positively (e.g., excellent/good)			
Traffic enforcement	58%	53%	57%
Street repair	32% B	22%	30%
Street cleaning	53% B	36%	49%
Street lighting	54% B	38%	51%
Sidewalk maintenance	42%	35%	40%
Traffic signal timing	47%	44%	46%
Bus or transit services	47%	43%	46%

Table 13: Governance - Natural Environment

	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	(A)
	(A)	(B)	
Percent rating positively (e.g., excellent/good)			
Garbage collection	87%	86%	87%
Recycling	85%	83%	85%
Yard waste pick-up	87% B	80%	85%
Drinking water	89%	87%	88%
Preservation of natural areas such as open space, farmlands and greenbelts	87%	82%	86%
Marin County open space	88%	85%	87%

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Table 14: Governance - Built Environment

	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	
	(A)	(B)	(A)
Percent rating positively (e.g., excellent/good)			
Storm drainage	61%	58%	60%
Sewer services	82%	78%	81%
Land use, planning and zoning	48%	47%	48%
Code enforcement (weeds, abandoned buildings, etc.)	46%	40%	45%
Cable television	51%	41%	48%

Table 15: Governance - Economy

	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	
	(A)	(B)	(A)
Percent rating positively (e.g., excellent/good)			
Economic development	54% B	36%	50%

Table 16: Governance - Recreation and Wellness

	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	
	(A)	(B)	(A)
Percent rating positively (e.g., excellent/good)			
County parks	90%	85%	89%
Recreation programs or classes	84% B	73%	82%
Recreation centers or facilities	77% B	68%	75%
Health services	76%	69%	74%

Table 17: Governance - Education and Enrichment

	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	
	(A)	(B)	(A)
Percent rating positively (e.g., excellent/good)			
Public library services	93% B	84%	91%

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Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	(A)
	(A)	(B)	
Public information services	77% B	65%	74%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	(A)
	(A)	(B)	
Sense of community	63%	62%	62%
Recommend living in Marin County to someone who asks	84%	84%	84%
Remain in Marin County for the next five years	89%	88%	89%
Contacted Marin County (in-person, phone, email or web) for help or information	38%	50% A	41%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	(A)
	(A)	(B)	
Was NOT the victim of a crime	89%	91%	89%
Did NOT report a crime	84%	84%	84%
Stocked supplies in preparation for an emergency	57%	53%	56%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	(A)
	(A)	(B)	
Walked or biked instead of driving	67%	62%	65%
Carpooled with other adults or children instead of driving alone	50%	47%	49%
Used bus, rail or other public transportation instead of driving	47%	41%	46%

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Table 22: Participation - Natural Environment

	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	(A)
	(A)	(B)	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)			
Recycle at home	96%	99%	97%
Made efforts to make your home more energy efficient	79%	79%	79%
Made efforts to conserve water	94%	90%	93%

Table 23: Participation - Built Environment

	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	(A)
	(A)	(B)	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)			
NOT under housing cost stress	57%	65%	58%
Did NOT observe a code violation	62%	61%	62%

Table 24: Participation - Economy

	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	(A)
	(A)	(B)	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)			
Purchase goods or services from a business located in Marin County	98%	100%	98%
Economy will have positive impact on income	30%	22%	28%
Work in Marin County	52%	50%	52%

Table 25: Participation - Recreation and Wellness

	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	(A)
	(A)	(B)	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)			
Visited a neighborhood park or County park	93%	94%	93%
Eat at least 5 portions of fruits and vegetables a day	91%	96%	93%
Participate in moderate or vigorous physical activity	92%	92%	92%
Reported being in "very good" or "excellent" health	74%	78%	75%

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Table 26: Participation - Education and Enrichment

	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	(A)	(B)	(A)
Used Marin County public libraries or their services	71%	76%	72%
Participated in religious or spiritual activities in Marin County	38%	39%	38%

Table 27: Participation - Community Engagement

	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	(A)	(B)	(A)
Campaigned or advocated for an issue, cause or candidate	35%	36%	35%
Contacted Marin County elected officials (in-person, phone, email or web) to express your opinion	20%	29% A	22%
Volunteered your time to some group/activity in Marin County	51%	56%	52%
Participated in a club	38%	43%	39%
Talked to or visited with your immediate neighbors	96%	99% A	97%
Done a favor for a neighbor	87%	91%	88%
Attended a local public meeting	28%	28%	28%
Watched (online or on television) a local public meeting	23% B	15%	21%
Read or watch local news (via television, paper, computer, etc.)	85%	85%	85%
Vote in local elections	94%	91%	93%

Table 28: Community Focus Areas

	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	
Percent rating positively (e.g., essential/very important)	(A)	(B)	(A)
Overall feeling of safety in Marin County	83%	87%	84%
Overall ease of getting to the places you usually have to visit	88%	83%	87%
Quality of overall natural environment in Marin County	86%	90%	87%
Overall "built environment" of Marin County (including overall design, buildings, parks and transportation systems)	79%	78%	79%
Health and wellness opportunities in Marin County	77%	70%	75%

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	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	
	(A)	(B)	(A)
Percent rating positively (e.g., essential/very important)			
Overall opportunities for education and enrichment	76%	73%	75%
Overall economic health of Marin County	90%	87%	89%
Sense of community	79%	73%	78%

Table 29: Marin County Custom Line Item Additions

	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	
	(A)	(B)	(A)
(Percent rating as "Excellent" or "Good").			
Accessibility of County programs, services and activities to people with disabilities	52%	51%	51%
Ease of access to services on County website (www.marincounty.org)	77% B	66%	74%
Arts/cultural services at Marin Center	78%	73%	77%
Aging and adult services	66%	61%	65%
The State Government	55% B	42%	52%

Table 30: Marin County Custom Line Item Additions

	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	
	(A)	(B)	(A)
(Percent rating as "Yes").			
Accessed Marin County's online payment center (for obtaining building permits, paying taxes or fees, making Parks reservations online, etc.)	26%	29%	26%
Discussed your household's emergency plan, which includes instructions for household members about where to go and what to do in the event of a disaster, with all members of your household	49%	57%	51%

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Table 31: Focus Areas

Please rate how important, if at all, you think it is for the Marin County government to focus on each of the following in the coming two years: (Percent rating as "Essential" or "Very important").	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	(A)
	(A)	(B)	
Preserving affordable housing (e.g., workforce, senior or low-income)	78%	73%	77%
Eliminating inequities in County policies and programs	73%	76%	74%
Addressing climate change	77%	72%	76%
Improving disaster preparedness	86%	88%	87%
Investing in County infrastructure (e.g., roads, fire stations, libraries, etc.)	90%	93%	91%

Table 32: Potential Problems with Wildfire Safety

Please indicate the extent to which you think each of the following are a problem: (Percent rating as "Not a problem").	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	(A)
	(A)	(B)	
Neighbors maintaining a 100-foot clearance of trees, shrubbery, etc. around homes and roads for fire safety	11%	14%	11%
The cost of making your property wildfire safe (e.g., cost of vegetation management, etc.)	17%	15%	17%
Physical barriers to making your property wildfire safe (e.g., physical ability, health reasons, etc.)	27%	26%	27%

Table 33: Sources of Information During an Emergency

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information during an emergency: (Percent rating as "Major source" or "Minor source").	Type		Overall
	Incorporated Marin County	Unincorporated Marin County	(A)
	(A)	(B)	
Marin County website (www.marincounty.org)	79%	73%	77%
Marin County Sheriff or fire agency website	82%	81%	82%
Marin County Sheriff's AlertMarin emergency notification system (www.alertmarin.org)	91%	88%	90%
Communications via County social media (e.g., Facebook, Twitter, NextDoor, etc.)	80%	77%	79%
Local TV or radio	87%	89%	87%

Table 34: Actions to Address Climate Change

Please rate how important, if at all, you think it is for Marin County to take each of the following actions to address climate change: (Percent rating as "Essential" or "Very important").	Incorporation Status		Overall
	Incorporated Marin County	Unincorporated Marin County	(A)
	(A)	(B)	
Upgrading infrastructure (e.g., roads, utilities, etc.) to be more resistant to impacts from climate change	81%	73%	79%
Developing community-based programs and providing tools to assist landowners with long-term alternatives to flooding and heat waves	66%	62%	65%
Protecting habitat, open spaces and marsh land	80%	86%	81%
Considering increased taxes or fees to provide matching funds to help get private funding for future climate-related risks	46%	43%	45%