Marin County, CA

Key Findings
2019

The NCS is presented by NRC in collaboration with ICMA
National Research Center, Inc.

- 25 years conducting survey research for local government
- Wrote the books on citizen surveying
- Industry pioneers
- Long-term partnership with ICMA
- Charter members of AAPOR Transparency Initiative
Focus Areas/Board Priorities

- **Investing in County infrastructure**: 56% Essential, 35% Very important, 9% Somewhat important, 0% Not at all important
- **Improving disaster preparedness**: 49% Essential, 38% Very important, 13% Somewhat important, 1% Not at all important
- **Preserving affordable housing**: 48% Essential, 29% Very important, 19% Somewhat important, 4% Not at all important
- **Addressing climate change**: 48% Essential, 28% Very important, 16% Somewhat important, 8% Not at all important
- **Eliminating inequities in County policies and programs**: 36% Essential, 38% Very important, 22% Somewhat important, 4% Not at all important
The NCS

- Community Livability
  - Community Characteristics
- Governance
- Participation
Facets of Community Livability

- Safety
- Mobility
- Natural Environment
- Built Environment
- Economy
- Education and Enrichment
- Recreation and Wellness
- Community Engagement
- Quality of Community Overall
The NCS & Marin County

- First iteration of The NCS for Marin County
- Random sample of 3,200 households
  - 695 completed surveys; 22% response rate
  - ±4% margin of error
Voluntary Opt-in Survey

- Extensive outreach efforts, survey was available in English, Spanish & Vietnamese
- 3,068 responses received
- Majority of questions rated similarly
- Opt-in respondents reported higher levels of civic engagement
- County staff comparing with random sample results to discern any other areas of note
Voluntary Opt-in Survey
Random Sample vs. Opt-in (Percent Positive Raw Responses Overlaid)
Voluntary Opt-in Survey

Top 10 percentile variances (Opt-in vs. Random Sample; Percent Positive Responses)

- **Accessed Marin County's online payment center** (for obtaining building permits, paying taxes or fees, making Parks reservations online, etc.): 46%
- **Contacted Marin County elected officials (in-person, phone, email or web) to express your opinion**: 40%
- **Attended a local public meeting**: 24%
- **Watched (online or on television) a local public meeting**: 15%
- **Campaigned or advocated for an issue, cause or candidate**: 13%
- **Contacted Marin County (in-person, phone, email or web) for help or information**: 10%
- **Volunteered your time to some group/activity in Marin County**: 10%
- **Recommended living in Marin County to someone who asks**: -11%
- **Stocked supplies in preparation for an emergency**: -12%
- **Observed a code violation or other hazard in Marin County (weeds, abandoned buildings, etc.)**: -20%
Subgroup Comparisons of Results

❖ **Demographic subgroups**
  - Annual household income
  - Race/ethnicity
  - Age
  - Gender

❖ **Geographic subgroups**
  - Supervisorial District
  - Incorporation status
National Benchmark Database
2018 National Benchmark Comparisons

- 19 received higher ratings
- 94 received similar ratings
- 13 received lower ratings
2018 County Benchmark Comparisons

33 received higher ratings
90 received similar ratings
3 received lower ratings
Key Focus Areas

- Safety
- Natural Environment
- Mobility
- Built Environment
- Economy
- Recreation and Wellness
- Education and Enrichment
- Community Engagement

Legend
- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark
- Most important
Residents enjoy a positive and healthy quality of life
Quality of Life

About 9 in 10 rated excellent or good

Overall quality of life

Marin County as a place to live

Place to raise children

Neighborhoods
Loyalty to the Community

4 in 5

Recommend Marin County Remain in Marin County
Healthy Lifestyle

9 in 10 residents

- Visited a County park
- Participated in moderate or rigorous exercise
- Ate at least 5 fruits or vegetables a day
Marin County’s economy is strong but affordability is a challenge
Economic Ratings

Marin County as a place to visit: 89%

Overall economic health: 77%

Marin County as a place to work: 69%
Affordability and Housing

- Housing options: 20%
- Cost of living: 7%
- Affordable quality housing: 10%

#1 cited topic area for improvement in next two years

Percent rated as excellent or good
Marin County’s Natural Environment is highly regarded
Natural Environment

- Overall natural environment: 94%
- Drinking water: 88%
- Air quality: 87%
- Open space: 87%
- Preservation of natural areas: 86%
- Cleanliness: 80%

Rated excellent or good
Natural Environment - Participation

- Recycled: 97%
- Conserved water: 93%
- Made home more energy efficient: 79%

Percent participating
While automobile traffic is a challenge in Marin County, pedestrian and bicycle travel shine.
Aspects of Mobility

Overall ease of travel: 56%

Travel by car: 48%

Public parking: 45%

Traffic flow: 26%

Travel by public transportation: 23%

Comparison to national benchmark:
- Percent excellent or good
Walking and Biking

7 in 10
• Paths and walking trails

6 in 10
• Ease of walking
• Travel by bicycle

Rated excellent or good
Special Topics
Barriers to Wildfire Safety

- Physical barriers to making your property wildfire safe:
  - Not a problem: 27%
  - Minor problem: 25%
  - Moderate problem: 28%
  - Major problem: 20%

- The cost of making your property wildfire safe:
  - Not a problem: 17%
  - Minor problem: 23%
  - Moderate problem: 34%
  - Major problem: 26%

- Neighbors maintaining a 100-foot clearance of trees, shrubbery, etc. around homes and roads for fire safety:
  - Not a problem: 11%
  - Minor problem: 21%
  - Moderate problem: 38%
  - Major problem: 30%
## Sources of Information During an Emergency

<table>
<thead>
<tr>
<th>Source</th>
<th>Major source</th>
<th>Minor source</th>
<th>Not a source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marin County Sheriff’s AlertMarin emergency notification system (<a href="http://www.alertmarin.org">www.alertmarin.org</a>)</td>
<td>69%</td>
<td>21%</td>
<td>10%</td>
</tr>
<tr>
<td>Local TV or radio</td>
<td>63%</td>
<td>25%</td>
<td>13%</td>
</tr>
<tr>
<td>Communications via County social media (e.g., Facebook, Twitter, NextDoor, etc.)</td>
<td>49%</td>
<td>30%</td>
<td>21%</td>
</tr>
<tr>
<td>Marin County Sheriff or fire agency website</td>
<td>41%</td>
<td>41%</td>
<td>18%</td>
</tr>
<tr>
<td>Marin County website (<a href="http://www.marincounty.org">www.marincounty.org</a>)</td>
<td>31%</td>
<td>47%</td>
<td>23%</td>
</tr>
</tbody>
</table>
### Actions to Address Climate Change

<table>
<thead>
<tr>
<th>Action</th>
<th>Essential</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not at all important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protecting habitat, open spaces and marsh land</td>
<td>52%</td>
<td>29%</td>
<td>16%</td>
<td>3%</td>
</tr>
<tr>
<td>Upgrading infrastructure (e.g., roads, utilities, etc.) to be more resistant to impacts from climate change</td>
<td>47%</td>
<td>32%</td>
<td>15%</td>
<td>6%</td>
</tr>
<tr>
<td>Developing community-based programs and providing tools to assist landowners with long-term alternatives to flooding and heat waves</td>
<td>28%</td>
<td>38%</td>
<td>27%</td>
<td>8%</td>
</tr>
<tr>
<td>Considering increased taxes or fees to provide matching funds to help get private funding for future climate-related risks</td>
<td>20%</td>
<td>26%</td>
<td>27%</td>
<td>27%</td>
</tr>
</tbody>
</table>
What do you think is the single biggest priority Marin County should focus on in the next two years?

- **Cost of living**
  - “Affordable living for all income levels”
  - “Affordable housing”

- **Traffic/infrastructure**
  - “Improving traffic congestion”
  - “Road repair and traffic”

- **Environment**
  - “Climate change impacts”
  - “Fire safety”
Conclusions

- Marin County residents enjoy a positive and healthy quality of life
- The County’s Economy is strong but affordability is a challenge
- Marin County’s Natural Environment is highly regarded
- While automobile traffic is a challenge in Marin County, pedestrian and bicycle travel shine
Questions?
Thank you!

National Research Center, Inc.
2955 Valmont Road Suite 300
Boulder, CO 80301
303-444-7863 • nrc@n-r-c.com
www.n-r-c.com