



Polco



National Research Center

THE NCS™

THE NATIONAL COMMUNITY SURVEY™

**Results for
Marin County, CA
2023 National
Community Survey™**





Civic Communication & Analytics Platform

Smarter, better connected communities. A civic surveying, policy polling, and constituent communication tech platform.

Questions about our product?

Visit www.polco.us to learn more



Advanced Survey Science & Performance Analytics

Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

Exclusive partners of:



Role of Resident Surveys in Local Governance



**Monitor trends in
resident opinion**



**Measure government
performance**

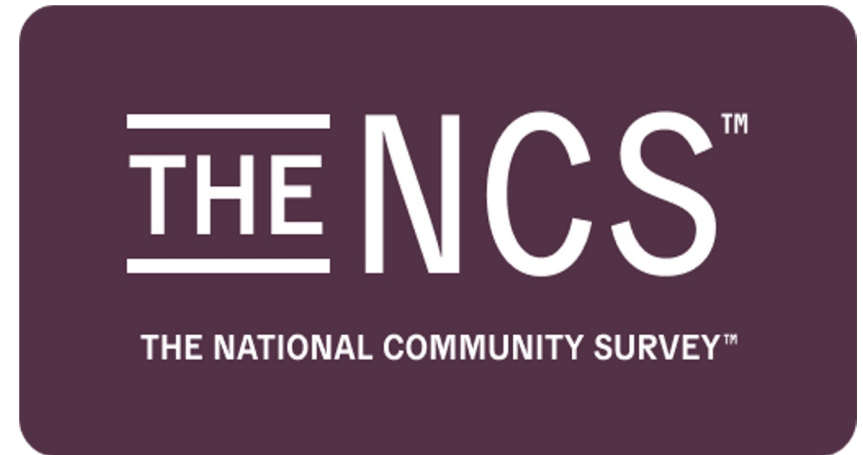


**Inform budget,
land use, strategic
planning decisions**



**Benchmarking
to other
communities**

Facets of Community Livability



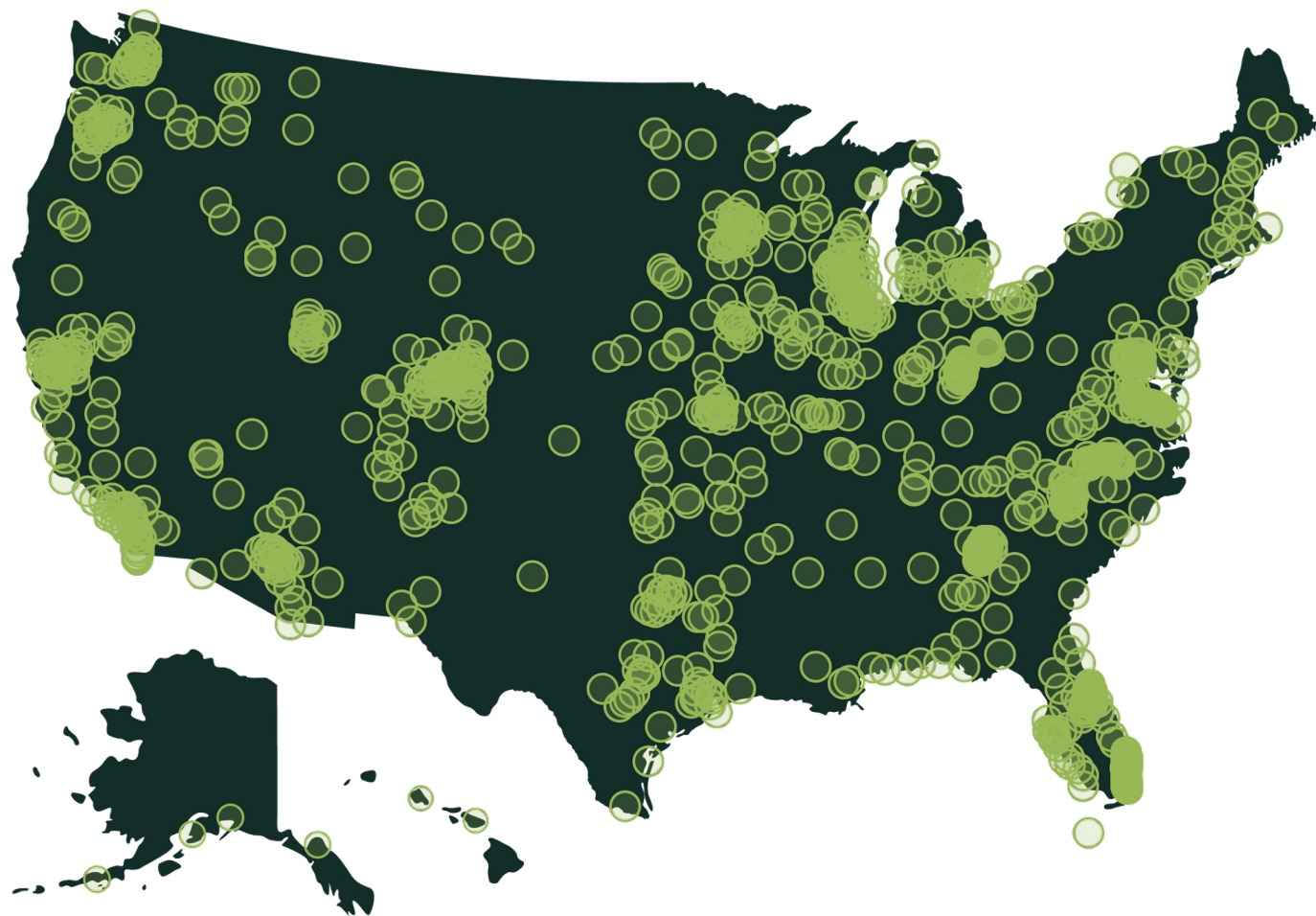
The National Community Survey™ in Marin County



The NCS™ for Marin County, CA

- Second time conducting The NCS (previous survey in 2018)
- Survey conducted from April 21, 2023 – June 9, 2023
- Mailing approach employed:
 - Probability-based sample of 4,500 randomly selected households
 - Available in English, Spanish, and Vietnamese
 - 803 total responses received
 - 18% overall response rate
 - Non-probability, open-participation survey: 894 responses
- Results statistically weighted to ensure representative sampling
- 95% confidence interval with a +/- 3.5% margin of error (esp. accurate results)

Polco's Benchmarking Database



More than **500** comparison communities across the nation.

Representing the opinions of more than **50 million** residents.

Custom benchmark of 39 counties across 15 states included for Marin.



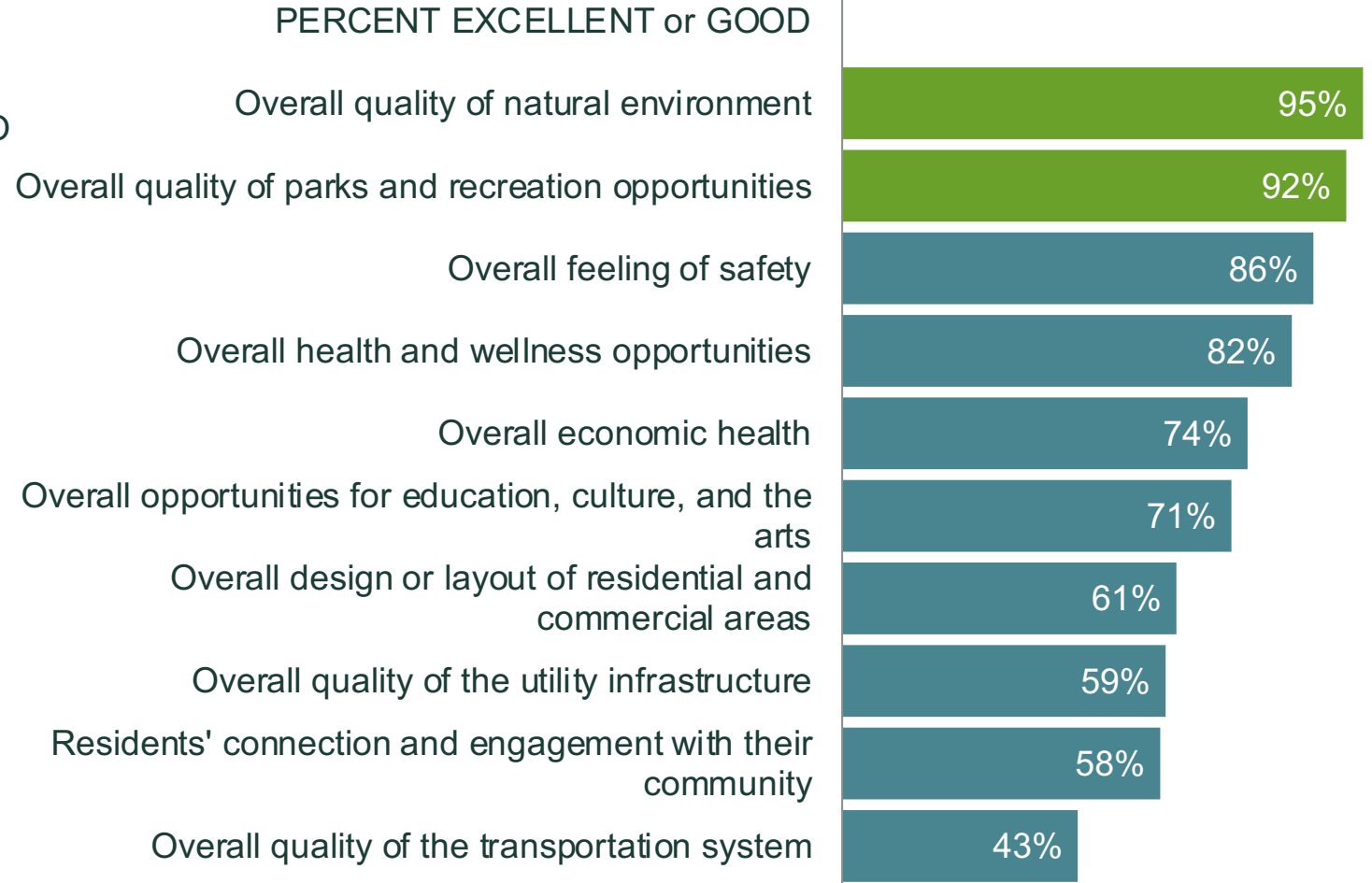


Facets of Community Livability: Quality

Please rate each of the following characteristics as they relate to Marin County as a whole.

COMPARISON TO NATIONAL BENCHMARK:

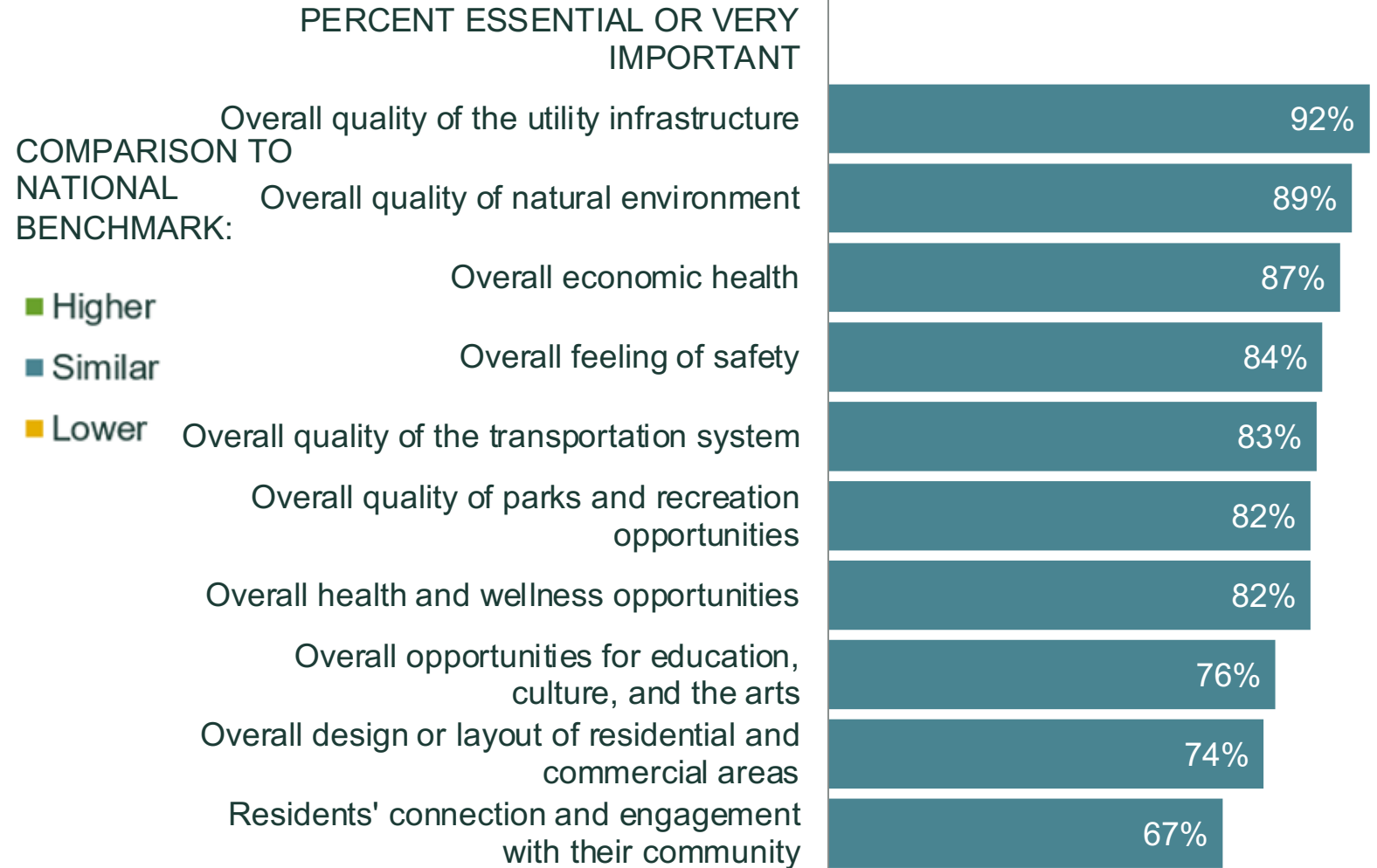
- Higher
- Similar
- Lower



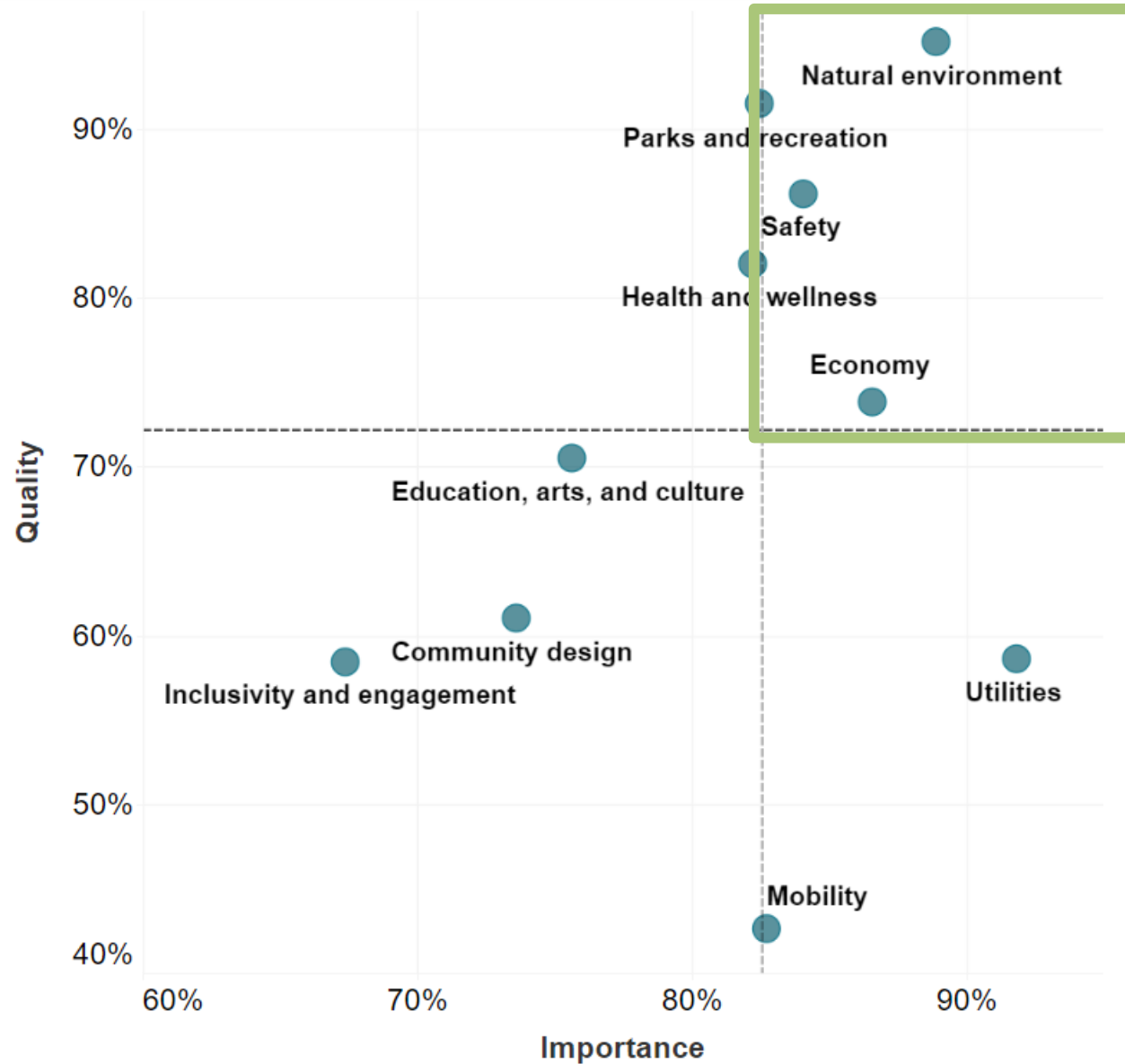


Facets of Community Livability: Importance

Please rate how important, if at all, you think it is for the Marin County community to focus on each of the following in the coming two years.



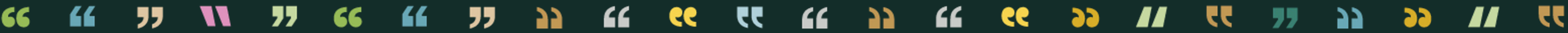
Balancing Quality and Importance



Marin scored highly in many important areas (see green box to left).

Utilities (e.g., water, power, sewer), for which the County has little control, scored more on par.

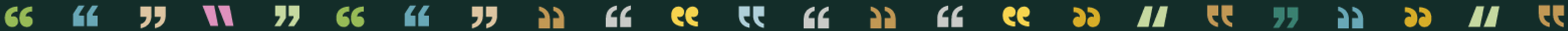
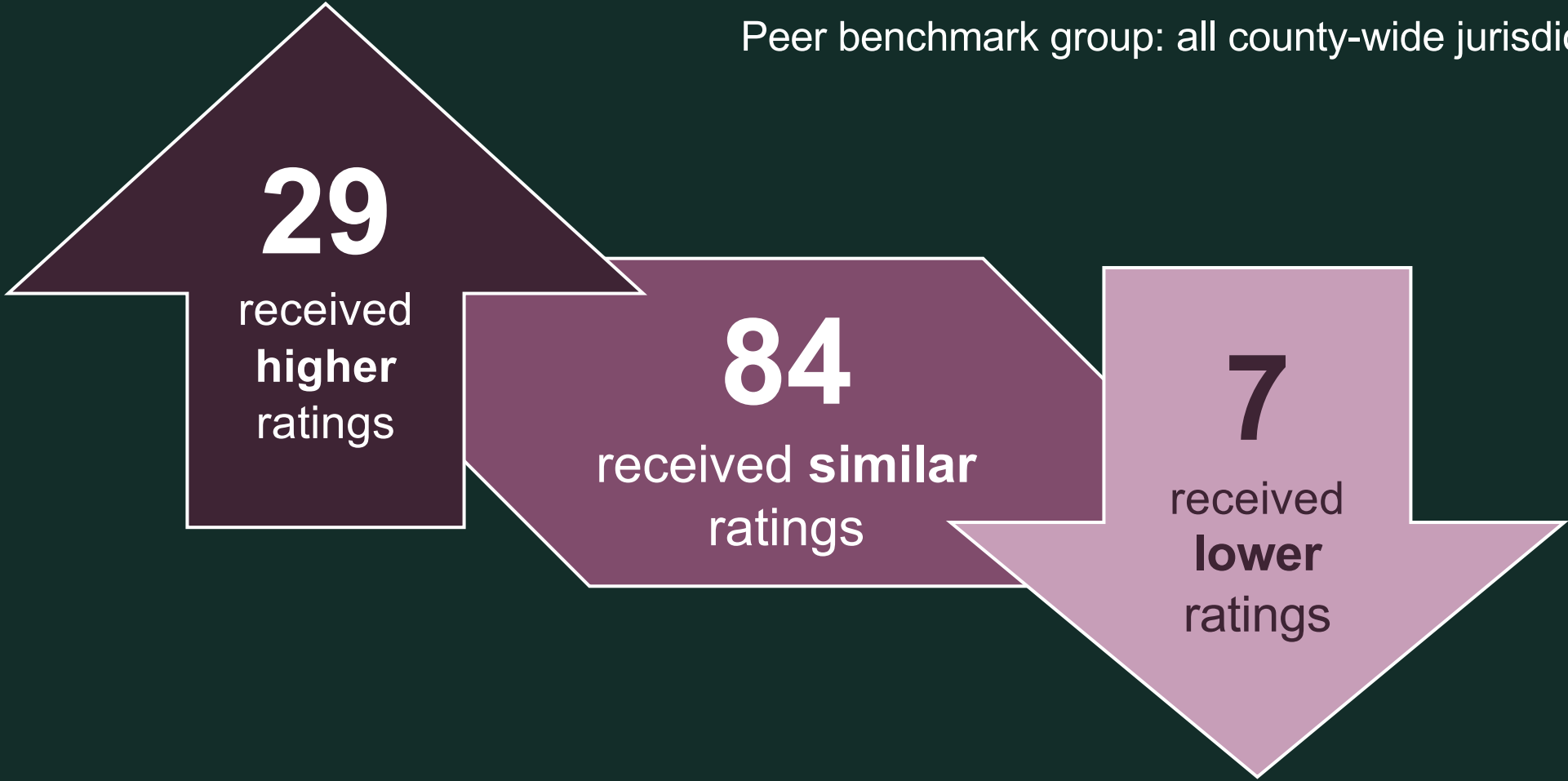
Comparisons to National Benchmarks



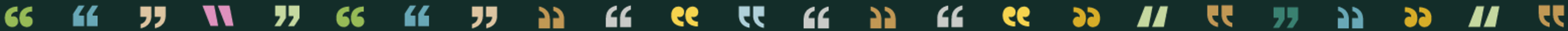
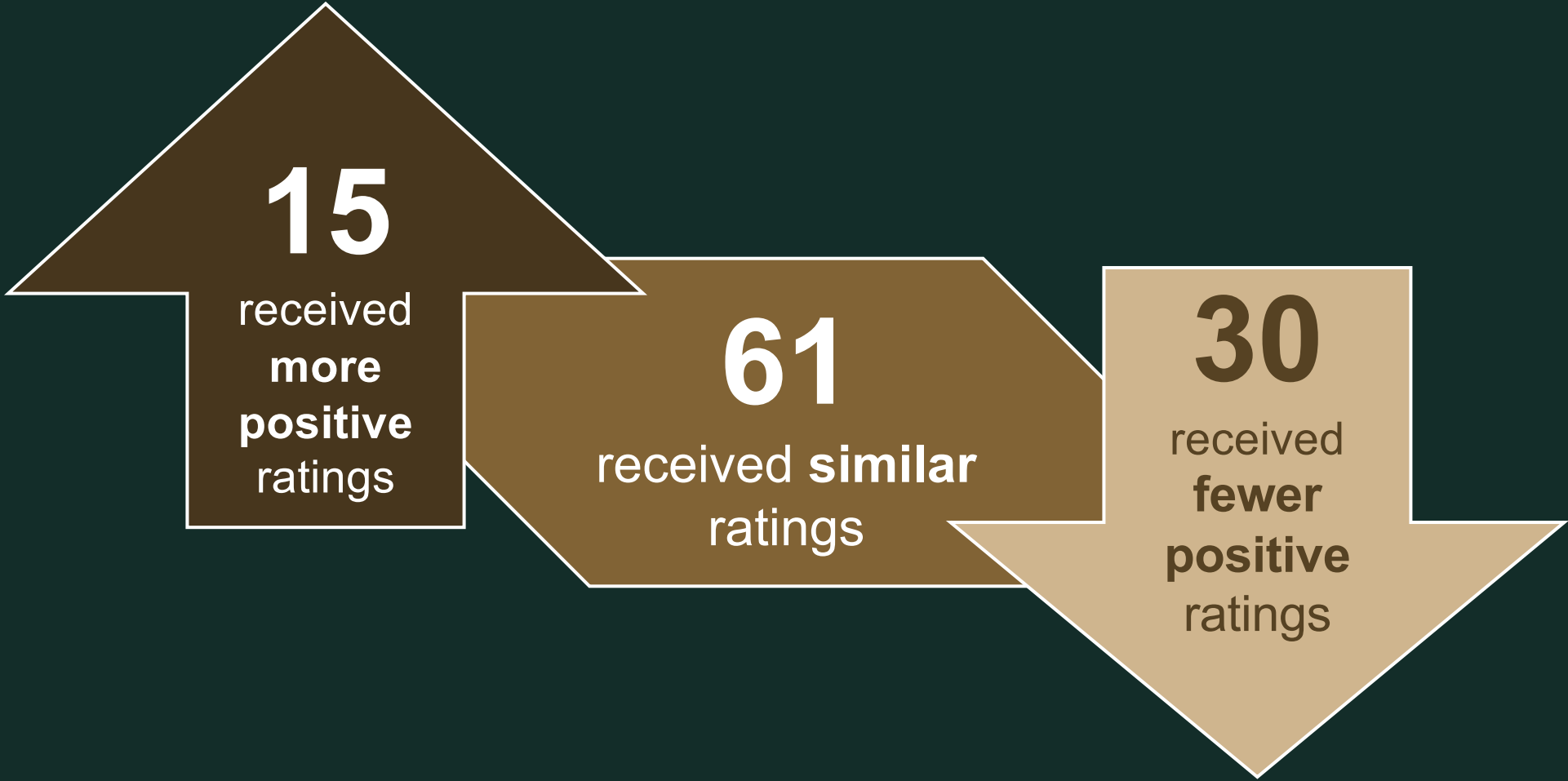
Comparisons to Peer Community Benchmarks



Peer benchmark group: all county-wide jurisdictions



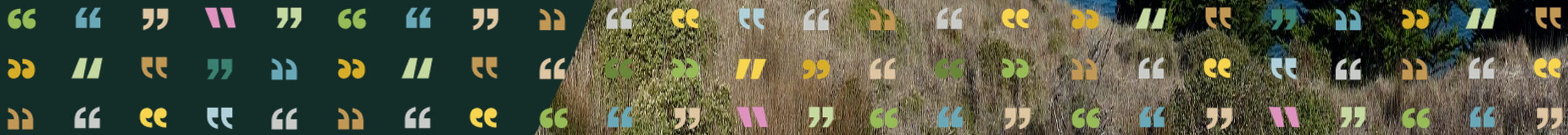
Comparisons from 2018 to 2023





Key Finding #1

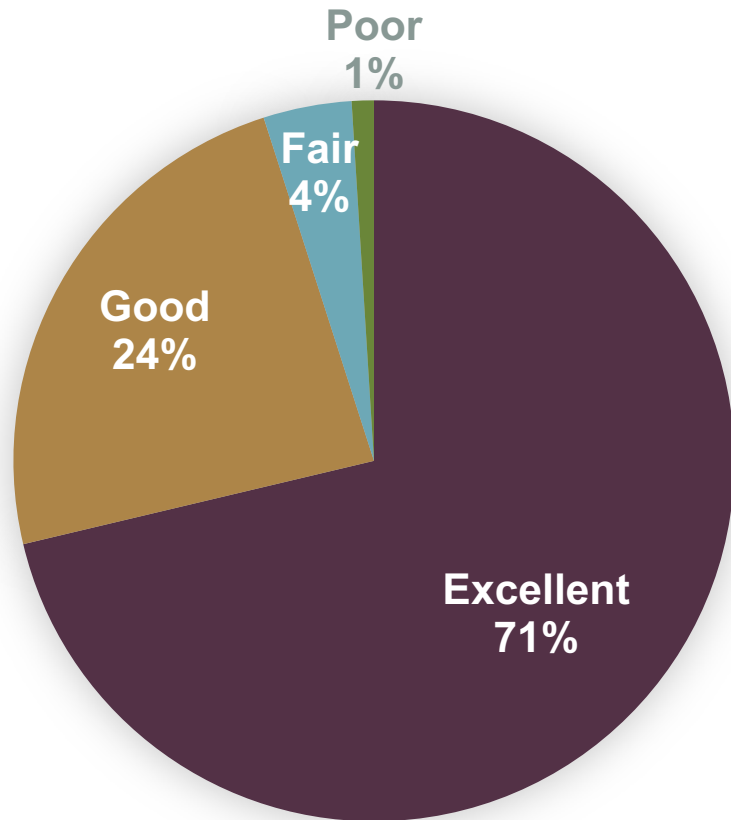
The County's natural environment is highly valued by residents.



The Natural Environment in Marin County



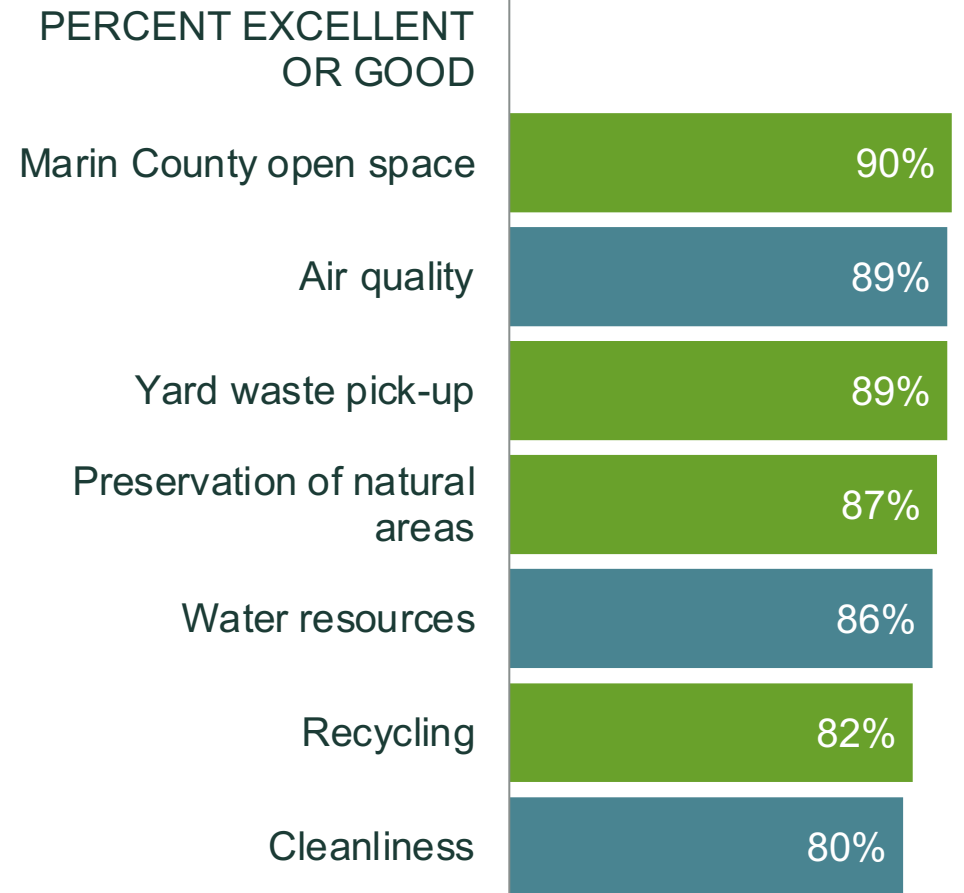
Overall quality of natural environment in Marin County, 2023



Please rate each of the following in the Marin County community:

COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower





Key Finding #2

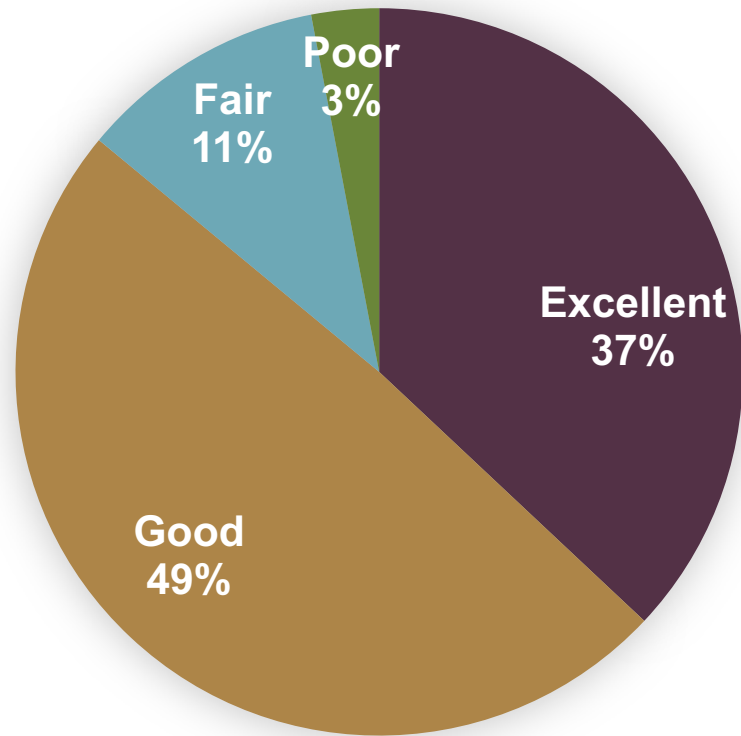
Marin County residents feel safe but indicate concern regarding natural disasters.



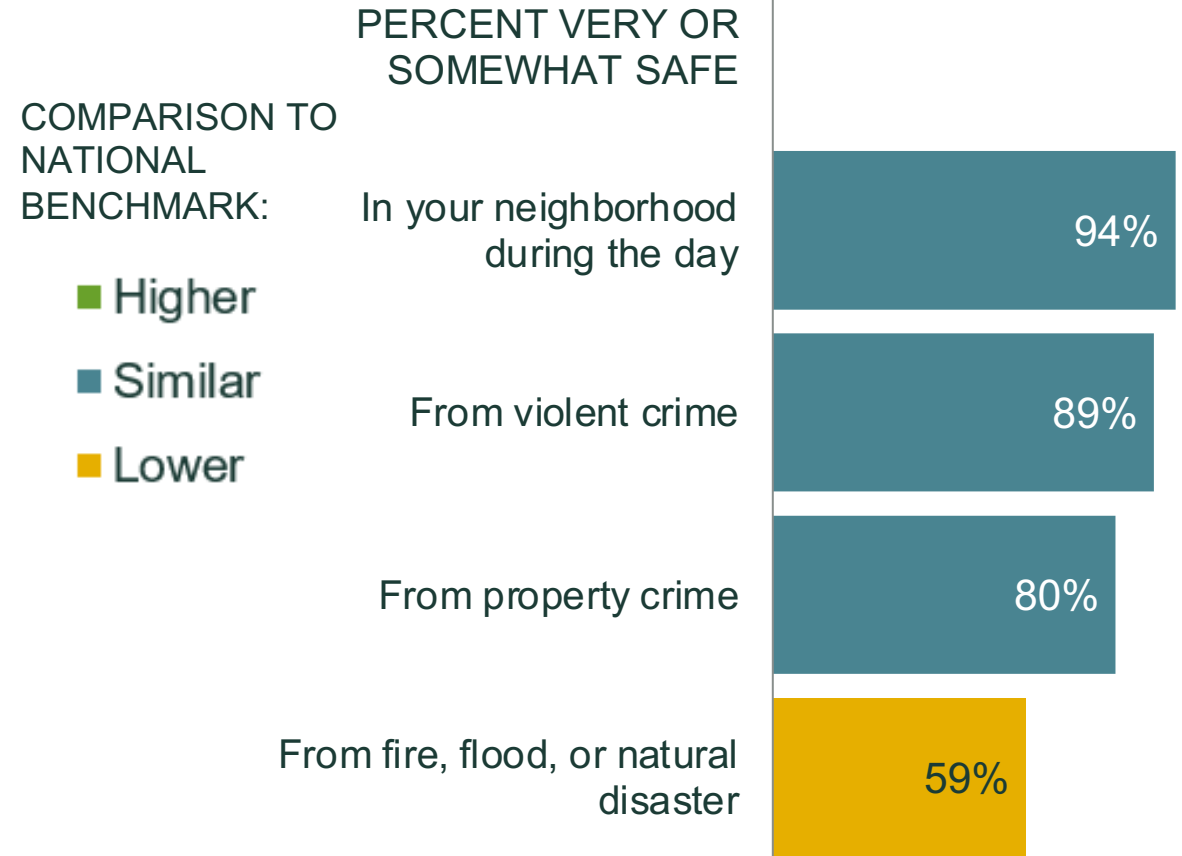
Safety in Marin County



Overall feeling of safety in Marin County



Please rate how safe or unsafe you feel:



Safety Services in Marin County



Please rate the quality of each of the following services in Marin County.



93%

Fire services



91%

Ambulance/
emergency
medical
services



85%

Fire
prevention/
education



79%

Emergency
preparedness

HIGHER
than benchmark



76%

Police/
Sheriff
services



69%

Crime
prevention



Key Finding #3

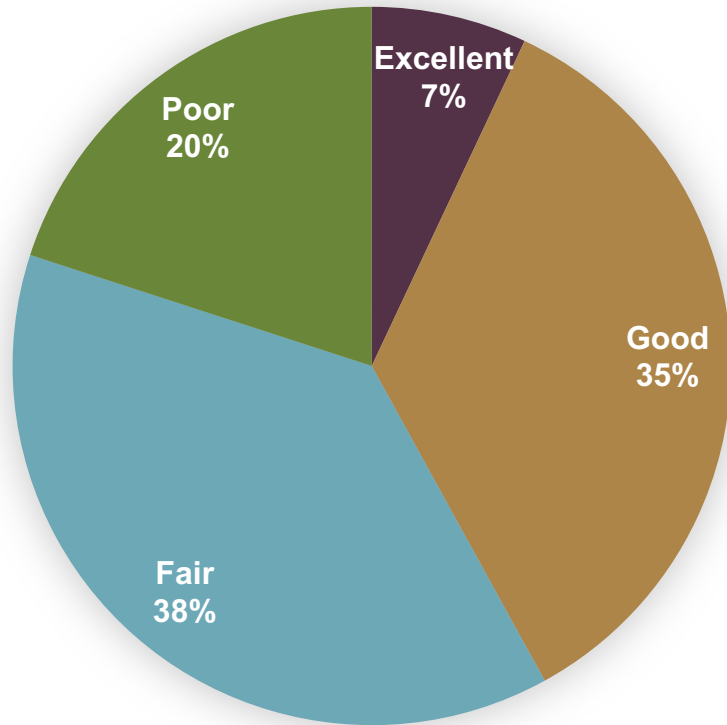
Some aspects of mobility could present opportunities for growth for the County.



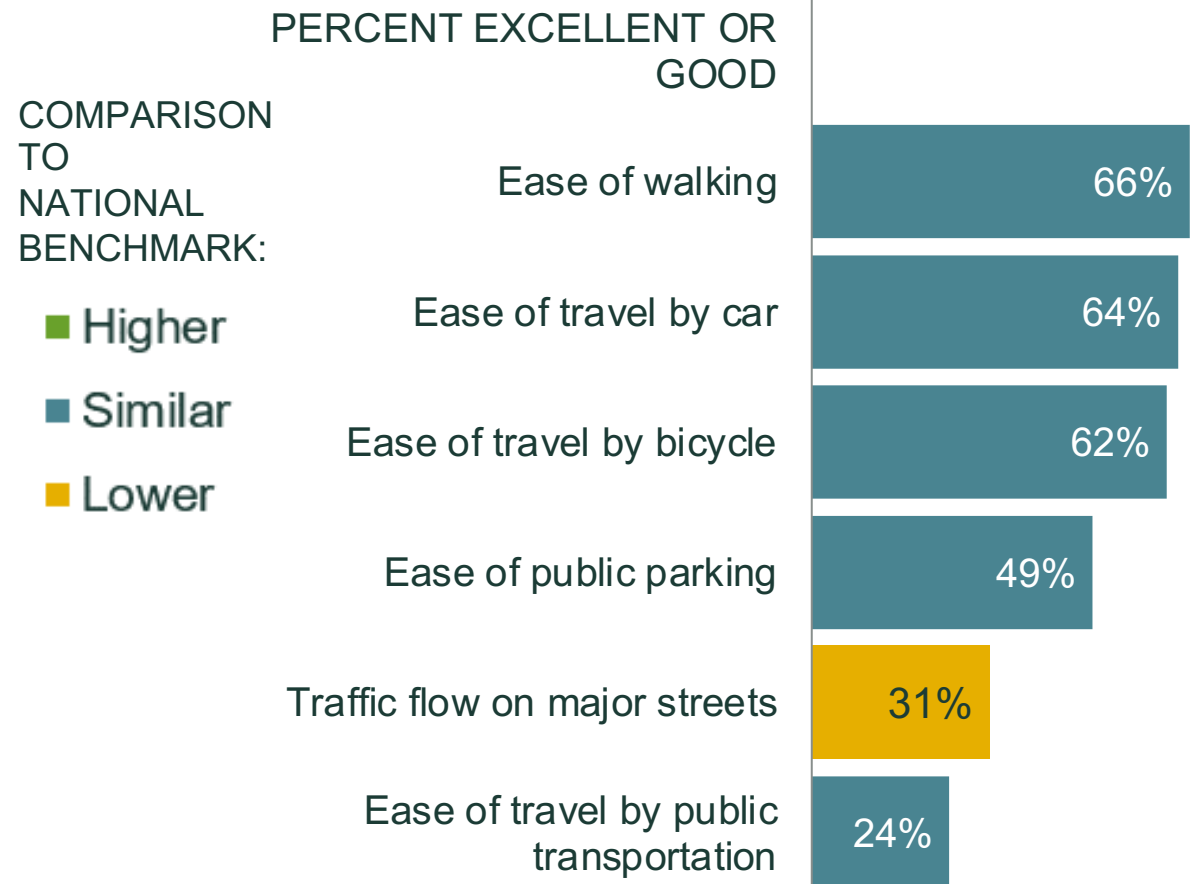
Mobility in Marin County



Overall quality of the transportation system in Marin County, 2023



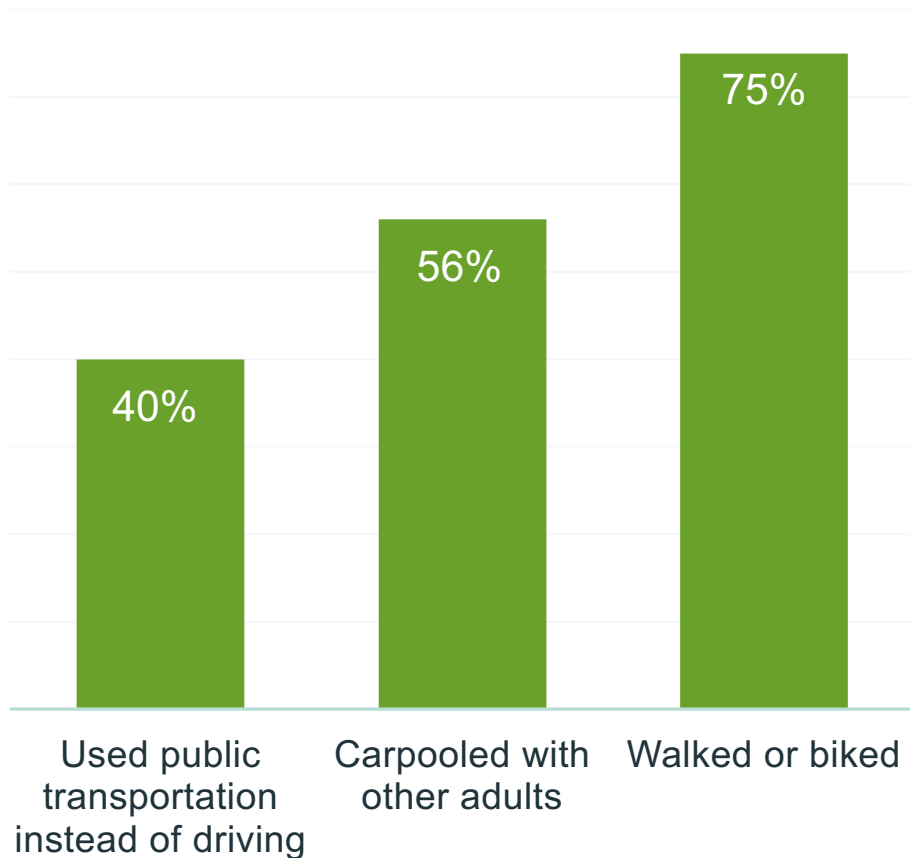
Please rate each of the following in the Marin County community:



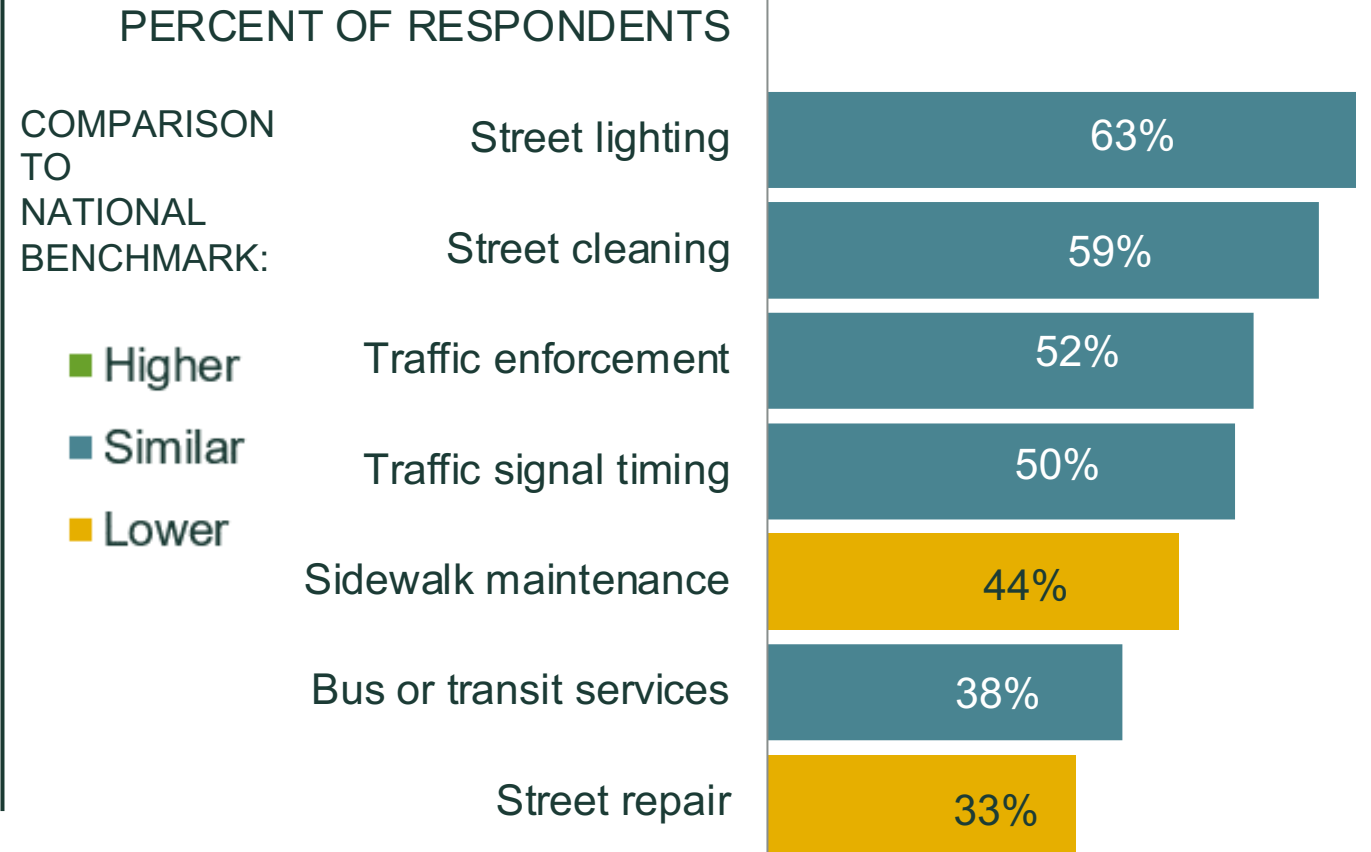
Mobility in Marin County



Please indicate whether or not you have done each of the following in the last 12 months.



Please rate the quality of each of the following services in Marin County.





Key Finding #4

Residents point to affordable housing as an area of focus for the County.



Community Design in Marin County



Overall design or layout
of Marin County's
residential and
commercial areas



Please rate the following in Marin County:

COMPARISON
TO
NATIONAL
BENCHMARK:

- Higher
- Similar
- Lower

PERCENT EXCELLENT OR
GOOD

Your neighborhood as a place
to live

89%

Code enforcement

37%

Land use, planning, and zoning

35%

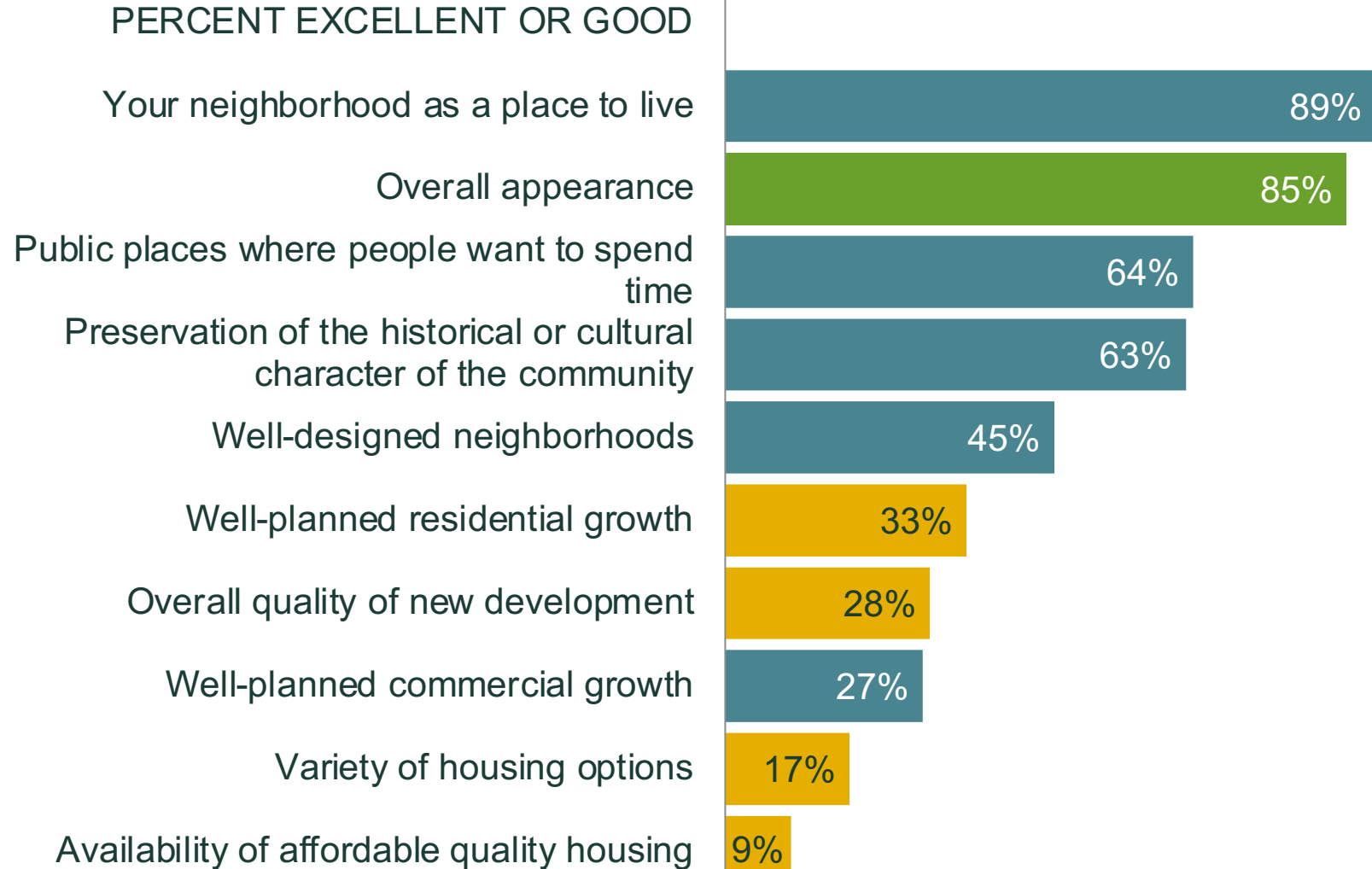
Community Design in Marin County



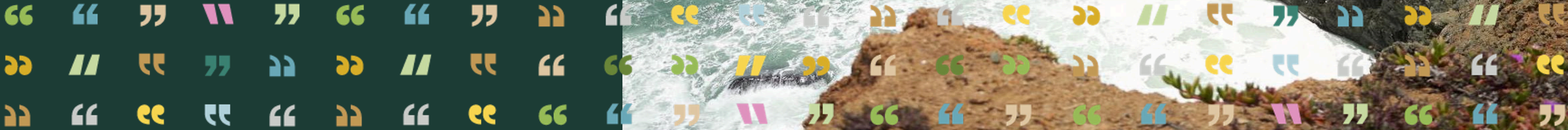
Please rate the quality of each of the following services in Marin County:

COMPARISON
TO
NATIONAL
BENCHMARK:

- Higher
- Similar
- Lower



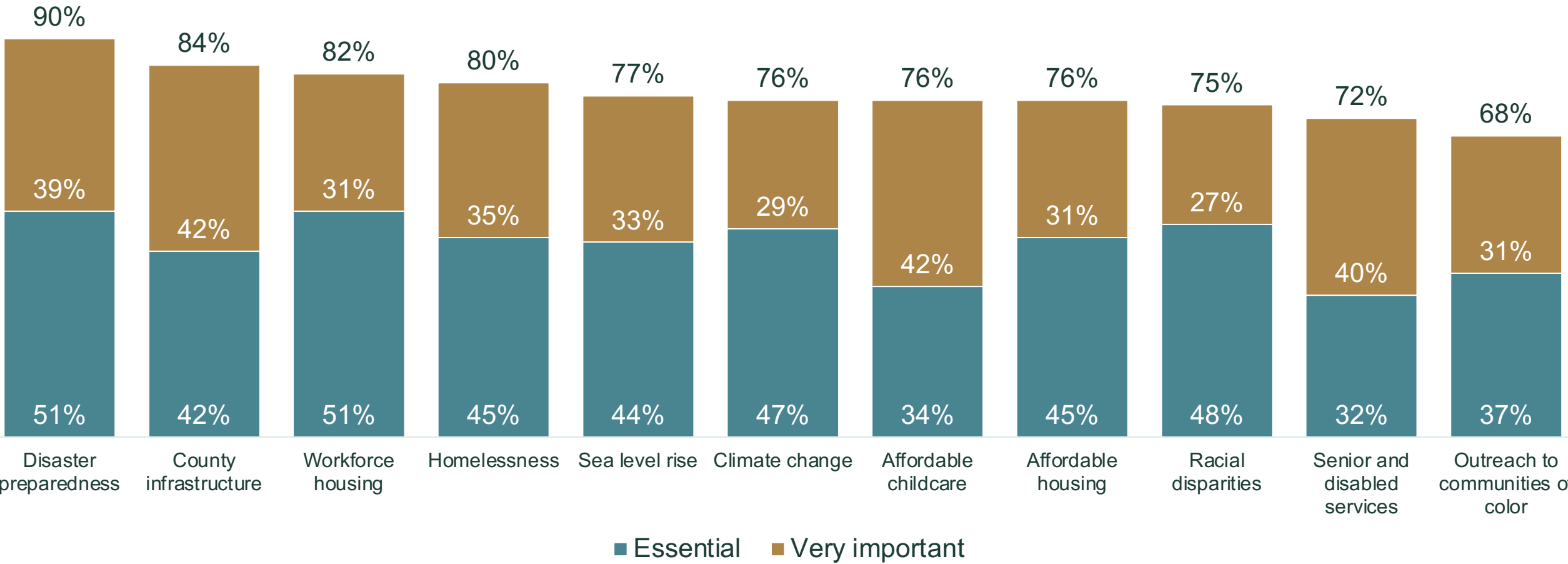
Additional Special Topics



Marin County Government Focus



Please rate how important you think it is for Marin County government to focus on each of the following in the coming five years. (percent essential or very important)

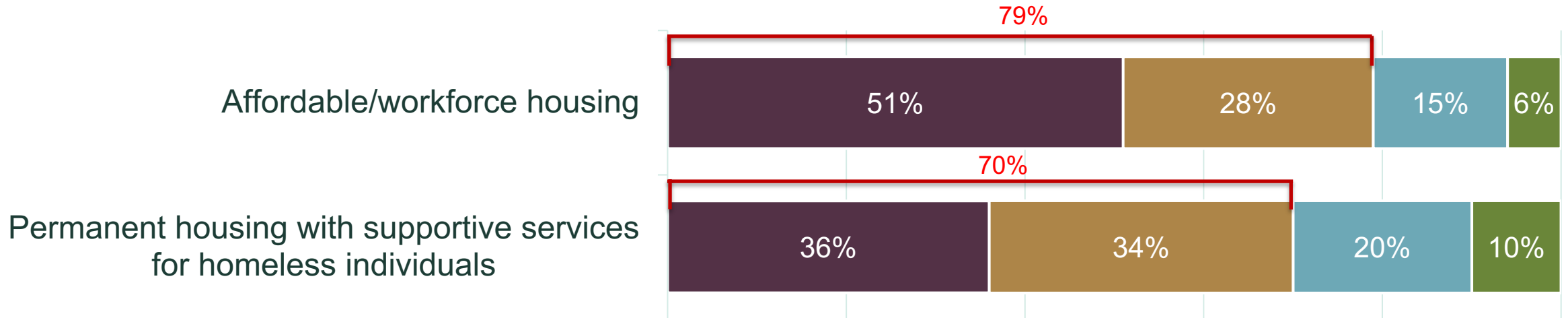


Additional Funding for Housing Initiatives



Please rate how important you think it is for Marin County to seek additional funding to address the following:

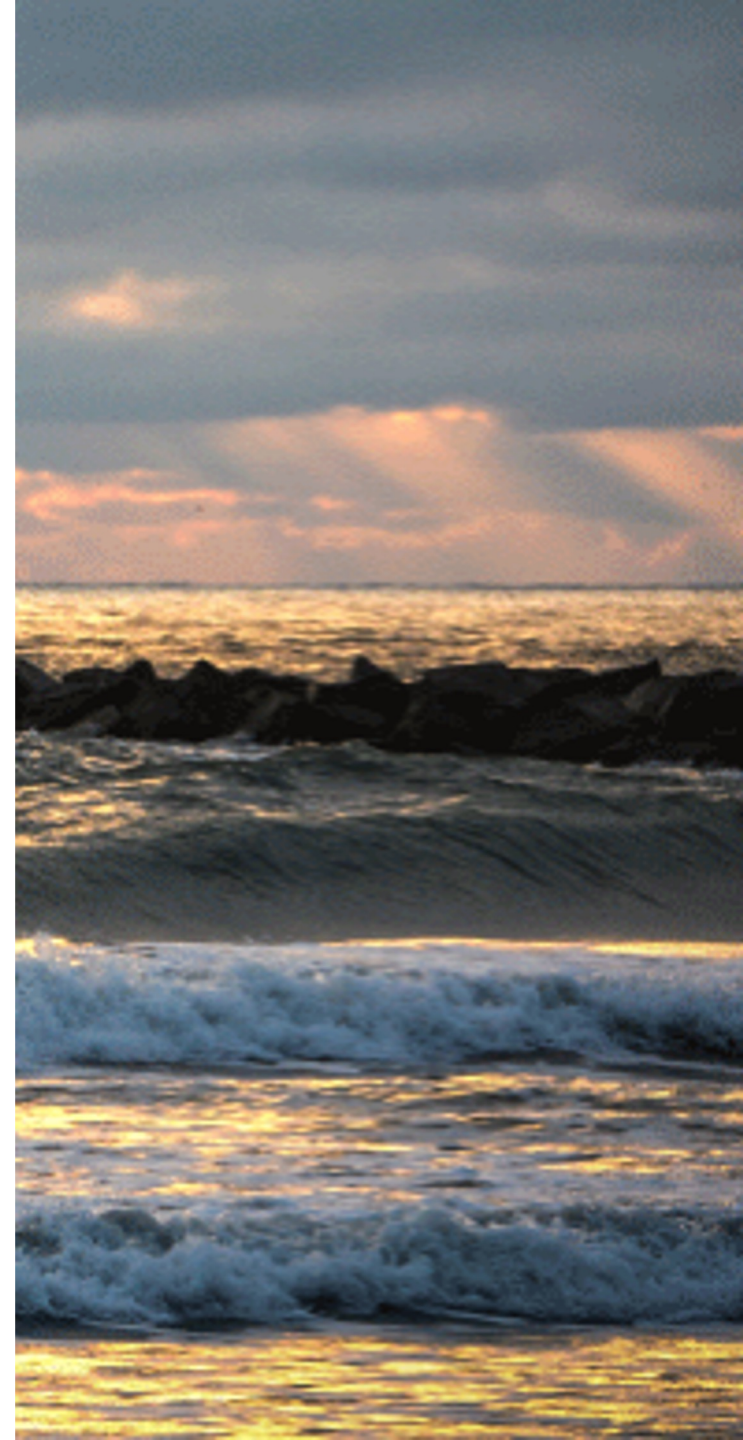
■ Essential ■ Very important ■ Somewhat important ■ Not at all important





Summary of Conclusions

- The County's natural environment is highly valued by residents.
- Marin County residents feel safe but indicate concern regarding natural disasters.
- Some aspects of mobility could present opportunities for growth for the County (e.g., street repair).
- Affordable housing in Marin County remains a priority for residents.



Debriefing The Survey Results

What findings did you expect?

What findings were surprising?

Are there areas where you need to dig deeper?

In what areas should you focus?

Continue Resident Engagement on Polco



Don't let the community input and dialogue conclude with the survey.

Post

Share

Analyze

Manager Oshkosh, WI
01/18/2018 | Open

What would you prefer the City of Oshkosh do with the remaining 70 acres of Lakeshore Municipal Golf Course property following the sale of a portion of the golf course to Oshkosh Corporation?

- Develop a community park with a variety of park and recreation uses
- Develop a 9-hole "executive style" golf course, which is a shortened, lower par course

SUBMIT

[Learn more about this](#)



Results Overview [Sample Size Progress](#) [Precinct](#) [age range](#) [Voters](#) [Gender](#) [Map Breakdown](#)

All respondents (1027)

- 72% (744)
- 28% (283)

Registered Voters in Oshkosh, WI (545)

- 74% (401)
- 26% (144)

Live in Oshkosh, WI (936) - Self-reported

COMMENTS

- Develop a 9-hole "executive..."**
- comment on Jan. 18 at 8:56am**
- comment on Jan. 18 at 8:56am**
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- comment on Jan. 18 at 8:56am**
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- comment on Jan. 18 at 8:56am**

- Library of professional civic content
- Easily post custom surveys & polls

- Representative samples of households
- Accumulating residents on digital panels

- Maps, trendlines and dashboards
- Advanced benchmarking analyses

Polco Performance Dashboards



More participation



Good government



More informed participation



Data driven performance management

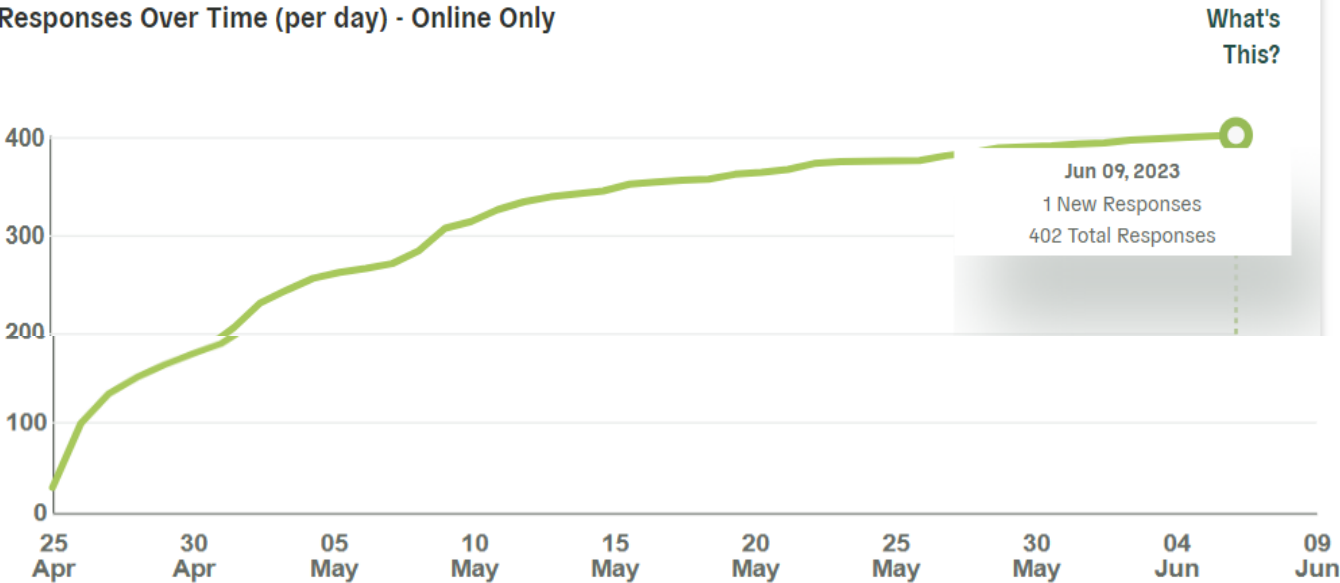


Better balanced participation



Save staff time and effort

Responses Over Time (per day) - Online Only



What's This?

Jun 09, 2023
1 New Responses
402 Total Responses



ASSESS

Benchmark Surveys

ENGAGE

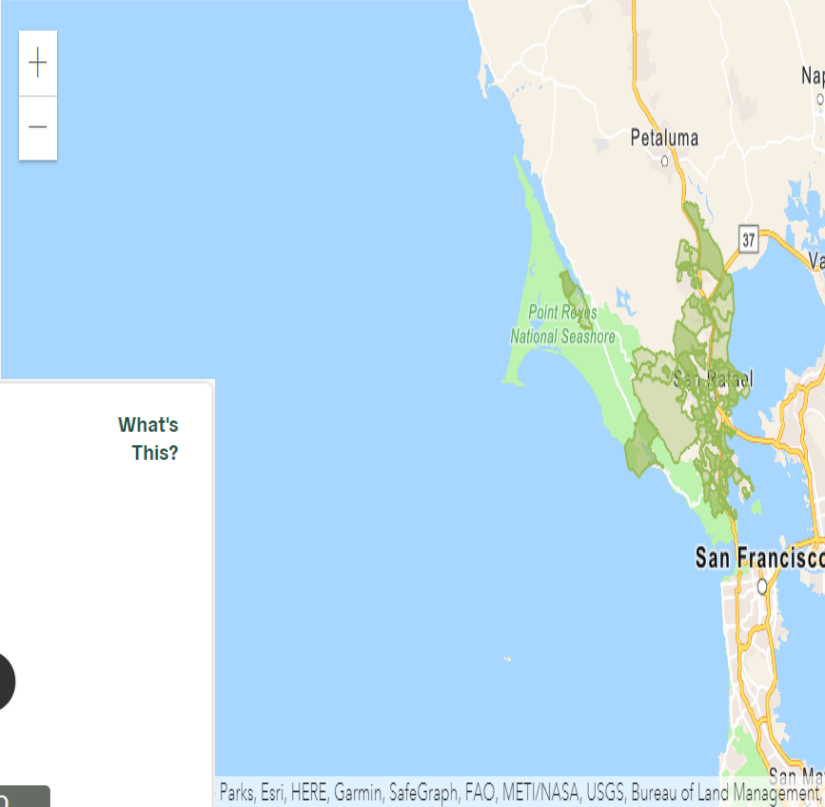
Participants

Content

Outreach

Participants

Residence of verified subscribers as reported by voter registration records



Verified Responses

What's This?

56

UNCHANGED
in the last 30 days

Parks, Esri, HERE, Garmin, SafeGraph, FAO, METI/NASA, USGS, Bureau of Land Management, San Ma

Questions?



Thank you!

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Polco



NRC