



# 2019 Marin County Parks Community Engagement Survey Results



MAY 7, 2019

# Overview

- MCP worked with BMWL to engage County residents about the work of the department and seek feedback about department spending and priorities.
  - 4,800 survey responses
  - Facebook ads reached 15,167 people and Marin IJ ads generated 178,360 impressions
  - 160+ community partners engaged
  - 13,308 total unique website visitors

# Key Overall Findings

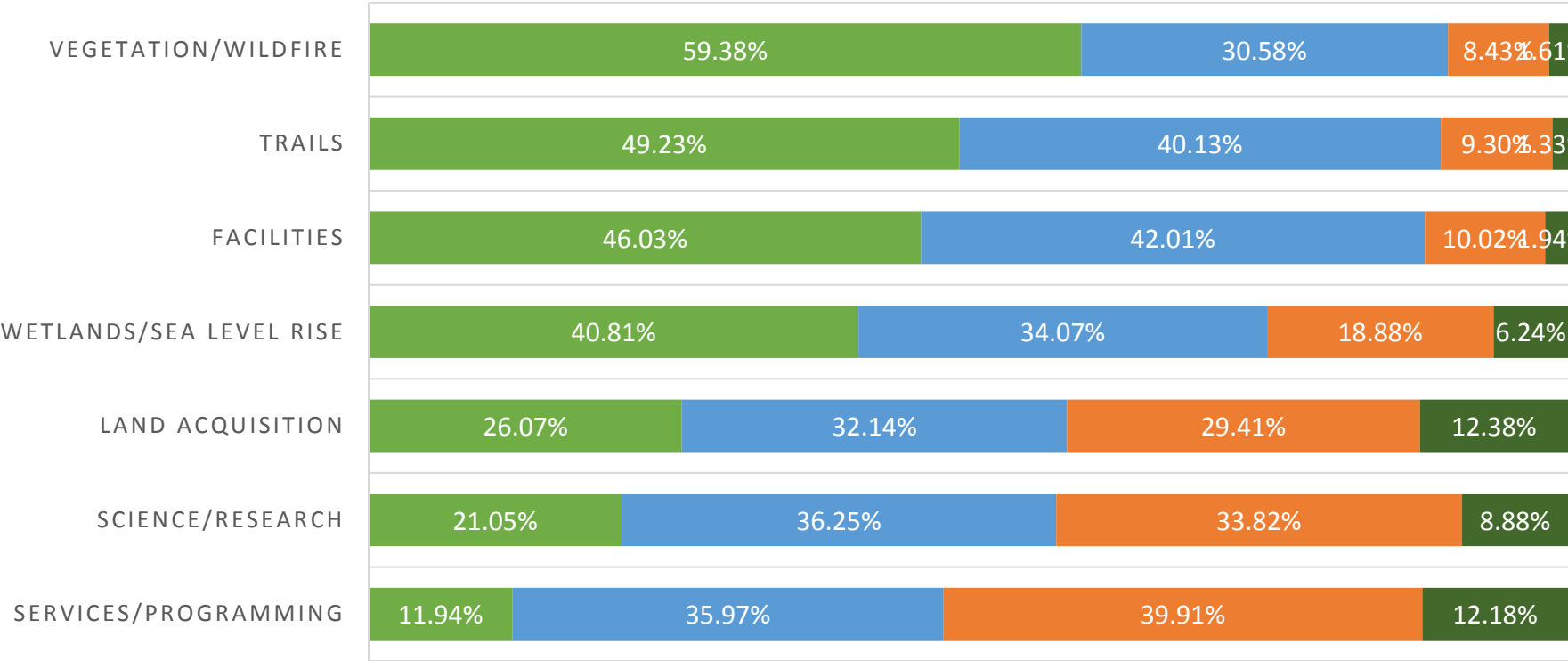
- **High Job Approval:** Over 75% respondents approve of the work MCP is doing – 28.4% said great job and 47.3% said good job.
- **Highly Engaged Residents:** Over 64% of those surveyed visit our parks on a daily (18.6%) or weekly (46.2%) basis.
- **Tangible Improvements:** 47.2% were aware of recent local improvements, with 30.2% citing trail maintenance/improvements.
- **Approval of Spending:** 66.3% of respondents approve of the job MCP is doing spending taxpayer funds – 18% said great job and 48.3% said good job.

# Top Budget Priorities

- **Vegetation Management and Wildland Fire Fuels Reduction**
  - 90% Important or Very Important
- **Trail Maintenance and Improvements**
  - 89.4% Important or Very Important
- **Parks Facilities Maintenance and Improvements**
  - 88% Important or Very Important

# BUDGET PRIORITIES BY CATEGORY

■ Very Important   
 ■ Important   
 ■ Somewhat Important   
 ■ Not Important

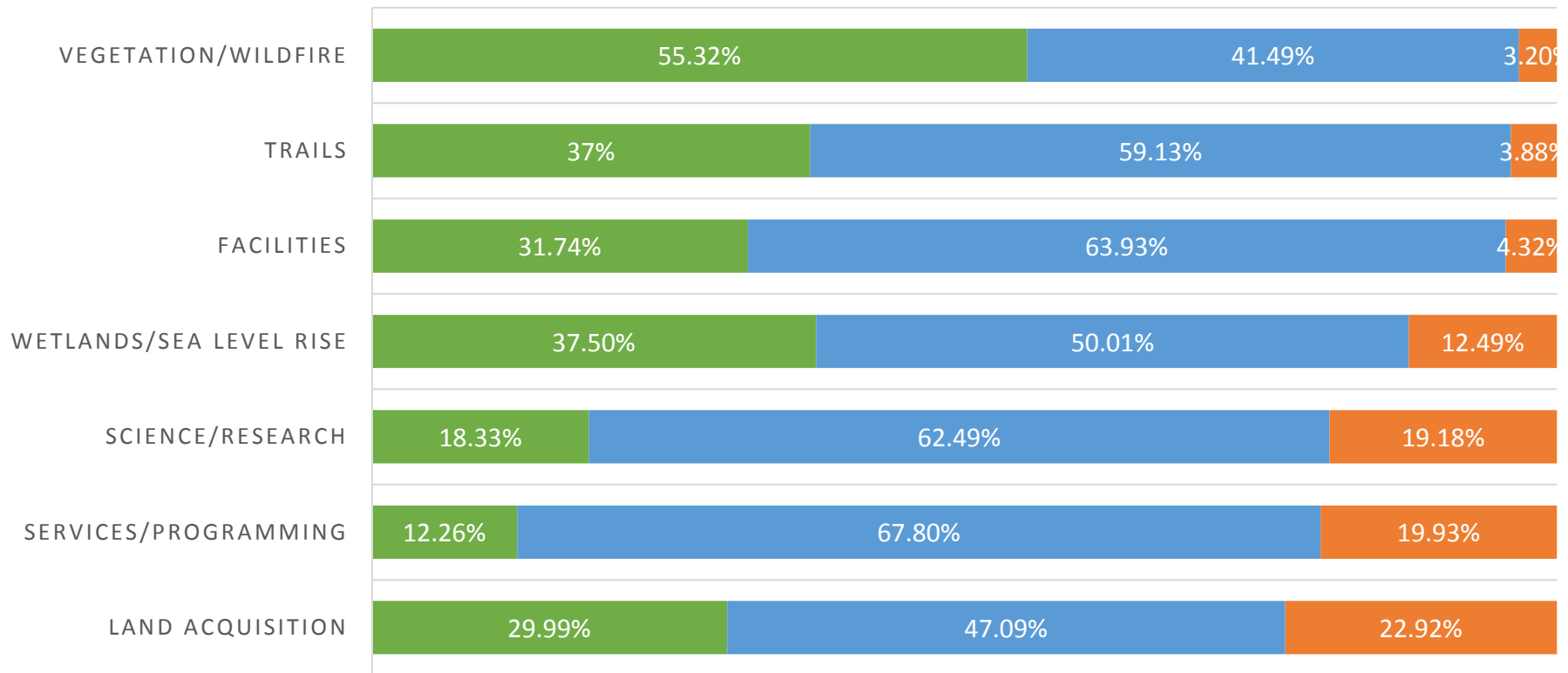


# Changes in Funding Levels

- Residents mainly want to maintain or increase current funding levels
  - **Vegetation Management and Wildland Fire Fuels Management**
    - 97% Maintain or Increase
  - **Trail Maintenance and Improvements**
    - 96% Maintain or Increase
  - **Visitor Services and Programming**
    - 96% Maintain or Increase

# FUNDING PRIORITIES

More Funding    Maintain Funding    Less Funding



# Barriers

- Residents listed the following as the biggest obstacles to enjoying Marin County Parks:
  - Cost of Entrance and Fees (12.1%)
  - Getting Information (9.5%)
  - Not the Right Facilities/Trails (9.14%)



# Takeaways/Next Steps

- Budget development
- Explore parking fee reduction
- Explore extension of Measure A