

## COUNTY OF MARIN OFFICE OF THE ADMINISTRATOR

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> Mark J. Riesenfeld County Administrator

March 29, 2005

Marin County Board of Supervisors 3501 Civic Center Drive San Rafael, CA 94903

SUBJECT: Staff Report on Countywide Community Survey

Dear Board Members:

**RECOMMENDATION**: Accept community survey staff report and authorize the County Administrator to proceed with Godbe Research and conduct the survey

**SUMMARY**: At your meeting of February 15, 2005, your Board authorized the County Administrator to execute a contract not to exceed \$35,000 with Godbe Research to develop and conduct a countywide community survey and prepare a summary report and analysis. The objectives of the community survey are to:

- Provide community feedback on the importance of countywide goals, major policy areas, and program services, as well as residents' satisfaction with County services.
- Obtain information about general perceptions such as quality of life, problems facing the county, and reasons for living in the county.
- Provide baseline data to compare results over time through subsequent surveys

The survey results will be used to identify issues of community importance and areas of strengths, as well as potential improvements, in County services. In addition, the results will also assess the County's progress in carrying out countywide goals such as "Healthy Communities" and "Sustainable Communities." Given the limited timeframe, the survey is designed to provide general countywide information rather than specific departmental information commonly identified through detailed client surveys.

The community survey will be a statistically-valid telephone survey conducted using a random sample of county residents. The budgeted timeframe for conducting each survey is approximately 15 minutes. The survey results will include responses from 1000 county residents to provide a representative sample of key geographic and demographic factors, such as supervisiorial district, city/unincorporated area, gender, and ethnicity. Godbe Research will work with the County in developing a survey methodology to ensure that respondents are representative of the county as a whole. The survey will also be translated into Spanish to ensure responses from Spanish-speaking residents.

The process of developing the survey has been a collaborative process with your Board and County departments. A survey working group, comprised of a cross-section of County staff members,

worked with Godbe Research to develop the survey instrument. The survey will include several categories of questions, including:

- General perceptions about the county
- Importance of County services and programs
- Satisfaction with County services and programs
- Demographic factors to assist in analyzing responses

The next step is for your Board to authorize the County Administrator to proceed with Godbe Research and conduct the survey. The survey would then be pre-tested to assure accuracy before being conducted in early April. The survey will be completed within approximately 1 ½ weeks, at which point Godbe Research will analyze and report the results. County staff and Godbe Research will present the results, along with appropriate action steps, to your Board in early or mid May.

Below is a summary timeline for the development and implementation of the community survey:

Time	Activity  Interview Board members on survey ideas and questions				
Late February					
Late February	Create survey working group to begin developing survey questionnal				
March	Develop draft survey questionnaire and Board approval to proceed				
Early April	Conduct survey				
April	Compile and analyze survey data				
Early/Mid May	Present survey results				

FISCAL IMPACT:	Fundin	g for the community s	urvey w	as previously a	approved by your	Board.
REVIEWED BY:		Auditor Controller County Counsel Human Resources	$\boxtimes$	N/A N/A N/A		

Respectfully submitted,

Mark J. Riesenfeld County Administrator