



Community Survey 2021



OVERVIEW



Check-in with Marin residents and visitors to:

- Gauge awareness of facilities, services, and projects
- Identify funding priorities
- Provide opportunities to meet and discuss issues and needs



August 5 through
October 15



Anonymous



14-Questions



Self-Selecting
Opinion Survey

DISTRIBUTION AND COLLECTION



MEDIA

- News release
- Marin IJ and other local news sources
- Digital and print ads, email marketing, Marin Voice column, articles



SOCIAL MEDIA

- NextDoor
- Instagram
- Facebook
- Twitter



EMAIL

- To partners and stakeholders to promote on their channels
- Directly to our 11.1K+ digital subscribers
- Featured presence on our website and on marincounty.org



SIGNS & NOTICES

- In parks, preserves, and pathways

VIRTUAL OFFICE HOURS



Individuals who signed up via website

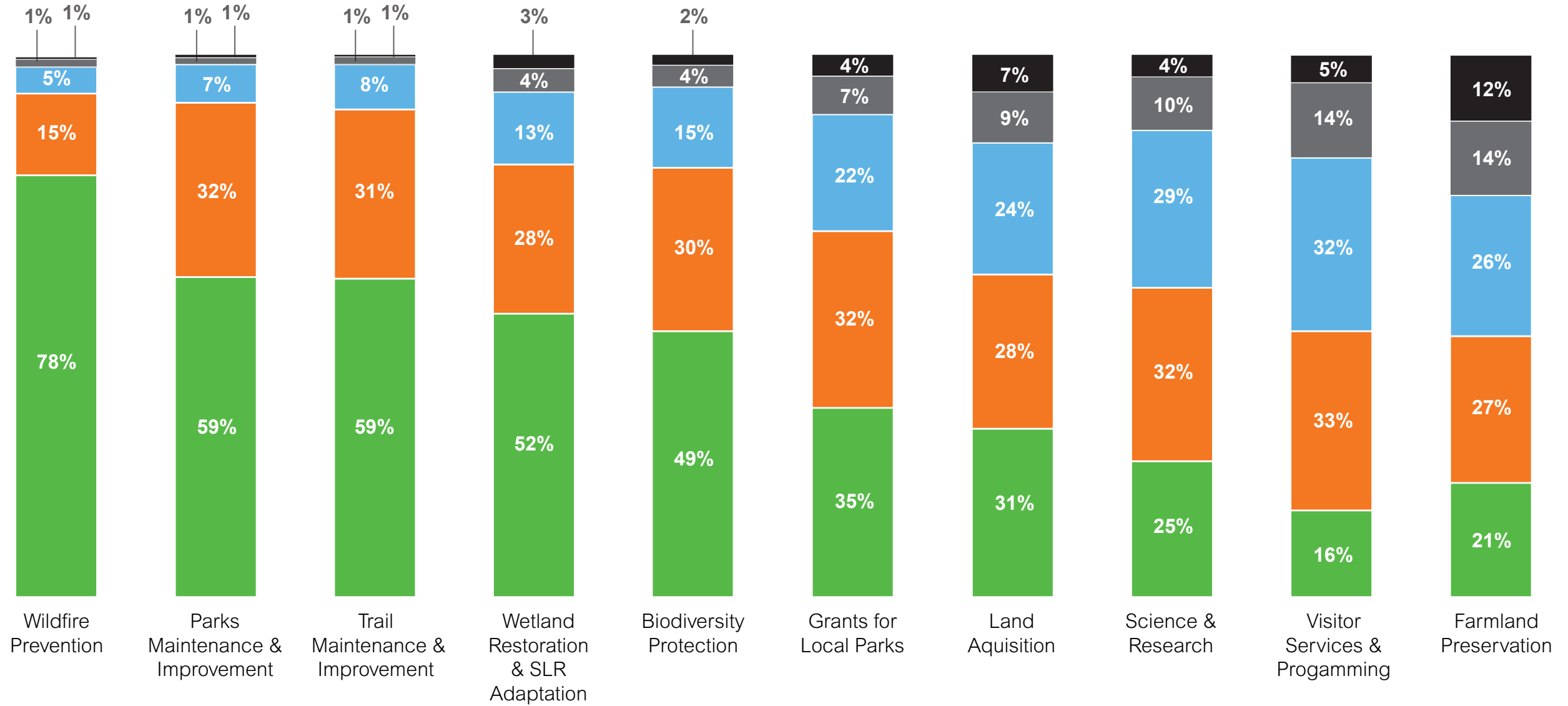


Environmental, recreation, and community organizations that have previously expressed interest



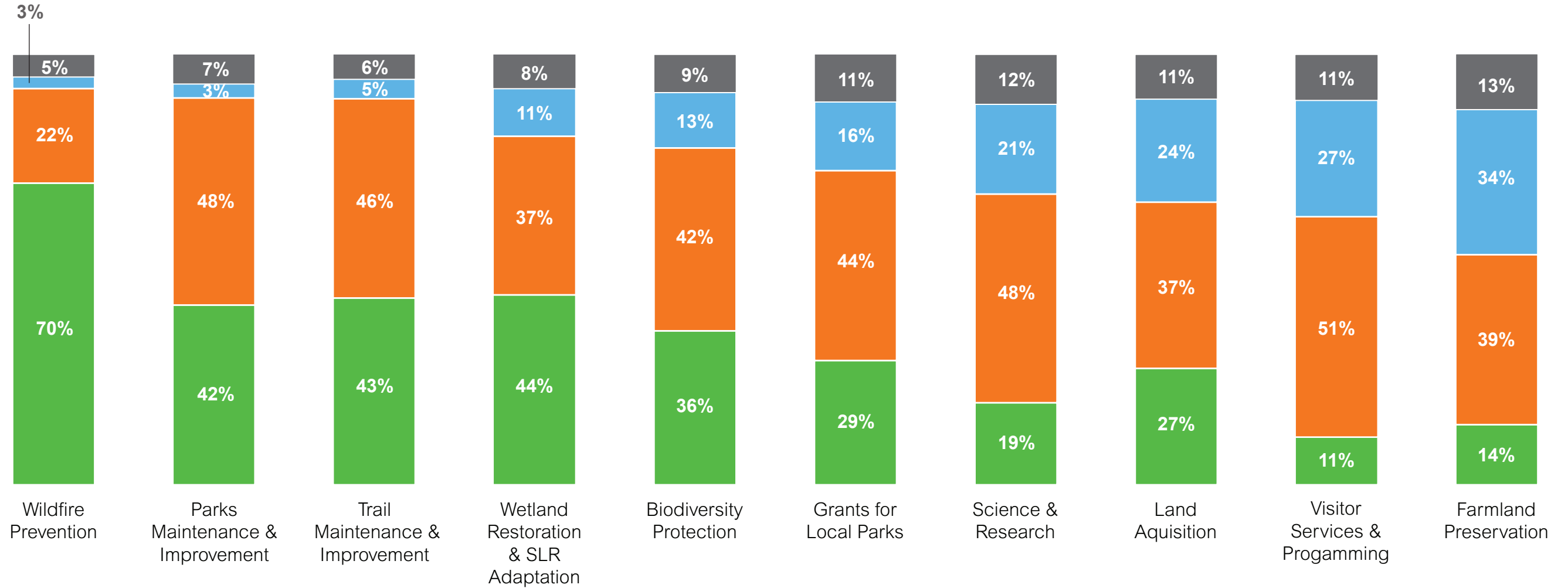
Organizations focused on supporting individuals or groups that were underrepresented in our survey

FUNDING IMPORTANCE



● Very Important ● Important ● Somewhat Important ● Not Important ● Not At All Important

FUTURE SUPPORT



● More Funding ● Same Level of Funding ● Less Funding ● Not Sure

ADDITIONAL FEEDBACK



- Appreciate County Parks and Parks team
- Continue and increase focus on fire prevention and vegetation management
- Concern about farmland preservation program; alter to fund additional types of projects
- Concern about long-term cost of acquiring more land and the costs of managing new parks and preserves
- Increase bicycle accessible trails and places to walk dogs
- Enforcement of bike and dog rules
- New pickle ball courts funded by Measure A and adding more courts

OFFICE HOUR THEMES



- Appreciate work funded by Measure A since 2012 and want funding to go on
- Continue focus on fire prevention; interest in a dedicated allocation for vegetation management in preserves
- Concern about farmland preservation allocation; support for changes (i.e., reduce allocation, fund more types of projects like carbon farming, expand RCD stewardship opportunities)
- Mixed feedback about land acquisition allocation (concern about short and long-term costs); others want to maintain existing allocation to fulfill historic conservation goals for trail connectivity and habitat protection
- Address systemic inequities and increase benefits of and access to parks by marginalized communities (community grants, guided events, partnerships)
- Maintain existing Measure A funding for cities and towns

NEXT STEPS

