



October 19, 2021

MARIN COUNTY
PARKS
PRESERVATION RECREATION



OPEN SPACE DISTRICT
REGIONAL PARKS & PATHWAYS
COMMUNITY PARKS
LANDSCAPE SERVICES

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Honorable Board of Supervisors
Marin County Civic Center
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SUBJECT: Presentation from Parks staff on the recently completed 2021 Community Survey which sought input from residents on their awareness of facilities, services, and projects as well as funding priorities for the department

Dear Supervisors:

RECOMMENDATION: Receive presentation from Parks staff

SUMMARY: In 2012 voters in Marin approved a one-quarter cent (1/4) sales tax measure, Measure A, to fund conservation, wildland fire fuel reduction and vegetation management, farmland preservation, deferred maintenance in parks, road and trail improvements in open space preserves, and projects that protect the natural beauty of Marin. That measure has a sunset date of March 31, 2022.

80% Support for a Potential Extension of Measure A

At the July 6, 2021 special meeting of the Board of Supervisors, your Board received a presentation on a poll conducted at the direction of the Marin Open Space Trust (MOST), gauging community interest in extending the sales tax measure that found over 80% support for extending the measure. At that meeting your Board directed staff to seek placement of a measure continuing the Parks Measure A sales tax on the June 7, 2022 election ballot.

Community Engagement

Prior to placing the measure on the ballot, Parks staff invited community members to share their feedback related to Measure A to inform any potential changes to the expenditure plan or ordinance. Parks staff developed an online survey that was open for nearly two months and over 2,700 community members participated. The survey gathered input on what expenditure areas were most important to participants as well as which expenditure areas should receive more, the same or less funding in a future extension of the measure. In addition, there were questions about the participants' demographics, preferred activities in parks, potential length of the extension and an open-ended question in which participants could add additional feedback. The results are detailed in Attachment A and will be presented to your Board today by Parks staff.

In addition to the survey, Parks Director Max Korten and Government and External Affairs Manager Kevin Wright also hosted office hours making themselves available to any community member or group that wished to meet and discuss their perspectives and feedback regarding Marin County Parks and Measure A. Over the course of two months, they met with over 40 individuals and community groups to gain in depth input and feedback. Notes from those meetings can be found in Attachment B.

Key Themes

Overall, both survey respondents as well as those that participated in office hours meetings echoed the support that MOST found in their survey for continuing the work that has been accomplished since the passage of the measure in 2012. There was an especially strong interest in wildfire prevention on Park and Open Space lands, maintenance and improvements of both park facilities and preserve roads and trails, as well as protecting biodiversity on our lands. These areas have been the focus of Marin County Parks work under this funding measure over the past 8½ years. Survey respondents and office hours meeting participants also highlighted areas where modest changes might be made in the expenditure plan including possibly adjusting the overall size of the farmland program, enabling the farmland program to support projects beyond purchasing agricultural easements, adjusting the size of the acquisition program, and emphasizing the importance of wildfire prevention on park and open space lands in the wildland urban interface.

Next Steps

Following this presentation, staff will develop a draft ordinance and expenditure plan that will be presented to the Parks and Open Space Commission in November and then to your Board in December for discussion. Staff will have an opportunity to make changes to the draft ordinance and expenditure plan and then return to the Parks and Open Space Commission in January 2022 for a formal recommendation to your Board. Then, in February 2022, staff will return to your Board for a first reading and public hearing seeking to place the measure on the June 7, 2022 ballot.

EQUITY IMPACT: The survey was available in English and Spanish and widely distributed through partners, social media, trailhead signs, local newspapers, the Marin County Parks website and more. However, it was not a random sampling of the population and participants tended to be older, less racially diverse, and more female than the population of Marin. To bring in voices that we missed, staff sought community leaders from groups that were underrepresented in the survey, to meet directly in office hour conversations. These conversations are detailed in the notes in Attachment B.

FISCAL IMPACT: There is no fiscal impact related to today's presentation.

Please feel free to contact us should you have any questions or concerns.

REVIEWED BY: County Administrator N/A
 Department of Finance N/A
 County Counsel N/A
 Human Resources N/A

Respectfully submitted,



Chris Chamberlain
Assistant Director

ATTACHMENTS: Community Survey Results
 Office Hour Notes
 Copy of today's Presentation