






Community Attitudes Towards the Tamalpais Community Services District

Key Findings of a Survey Conducted April 22 – May 2, 2024



OPINION
RESEARCH
& STRATEGY

Survey Methodology

Dates	April 22 – May 2, 2024
Survey Type	Dual-mode Voter Survey
Research Population	All Tamalpais Community Services District Voters
Total Interviews	263
Margin of Sampling Error	(Full Sample) $\pm 6.2\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews

(Note: Not All Results Will Sum to 100% Due to Rounding)



Community Context

Voters widely approve of the job being done by TCSD.

*I am going to mention a few local organizations.
Please tell me if you approve or disapprove of the job they are doing.*

■ Strng. Appr. ■ Smwt. Appr. ■ Smwt. Disappr. ■ Strng. Disappr. ■ Heard of/Can't Rate ■ Heard of Don't know

Total App. **Total Disapp.**



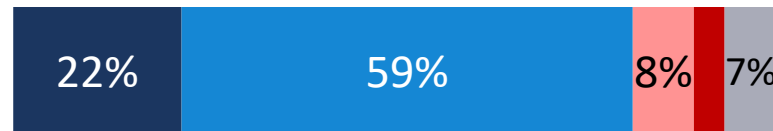
Tamalpais Community Services District



84% **7%**



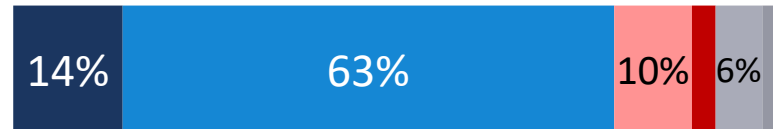
Mill Valley School District



80% **12%**



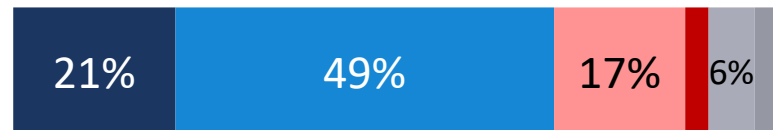
Marin County government



77% **13%**



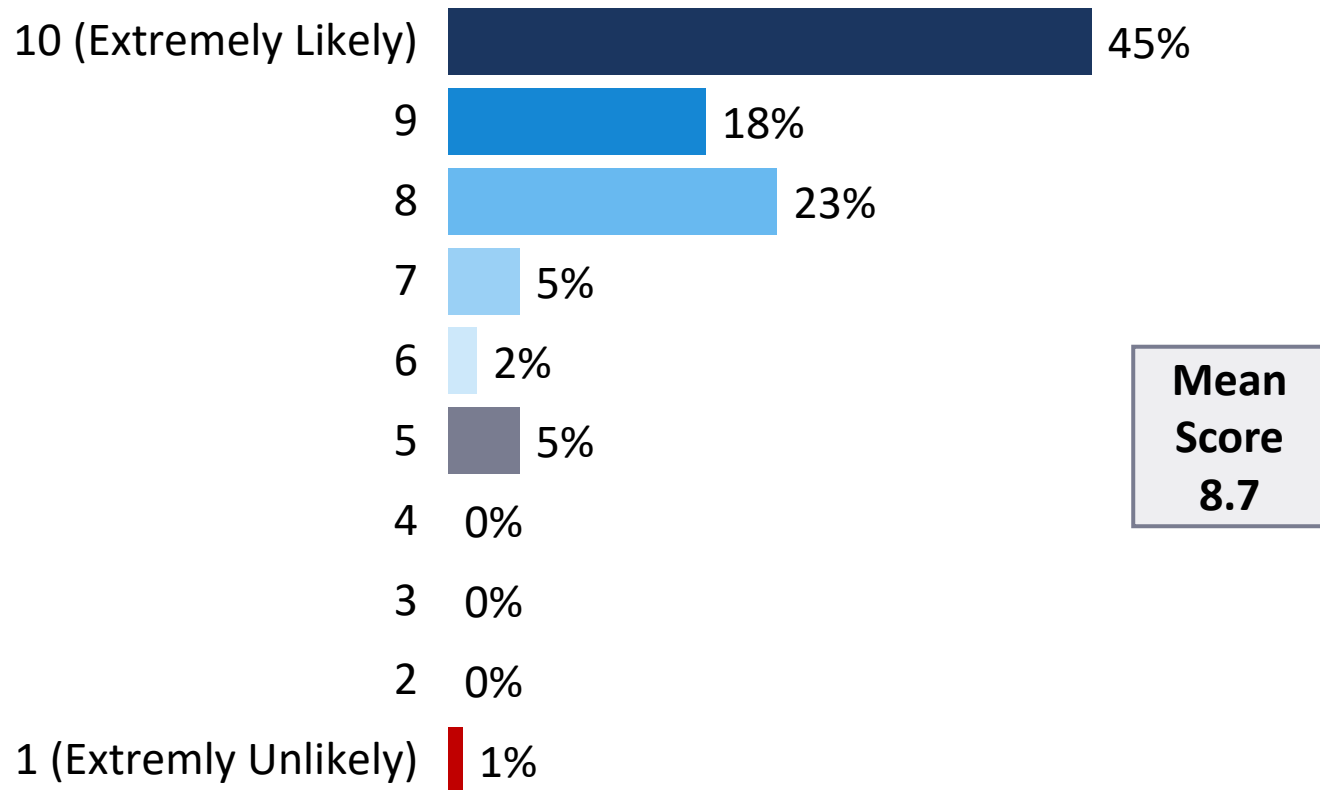
Marin Water



71% **19%**

Voters are highly likely to recommend living in the community.

How likely are you to recommend living in your community on a scale of 1 to 10, with 1 being Extremely Unlikely and 10 being Extremely Likely to recommend?



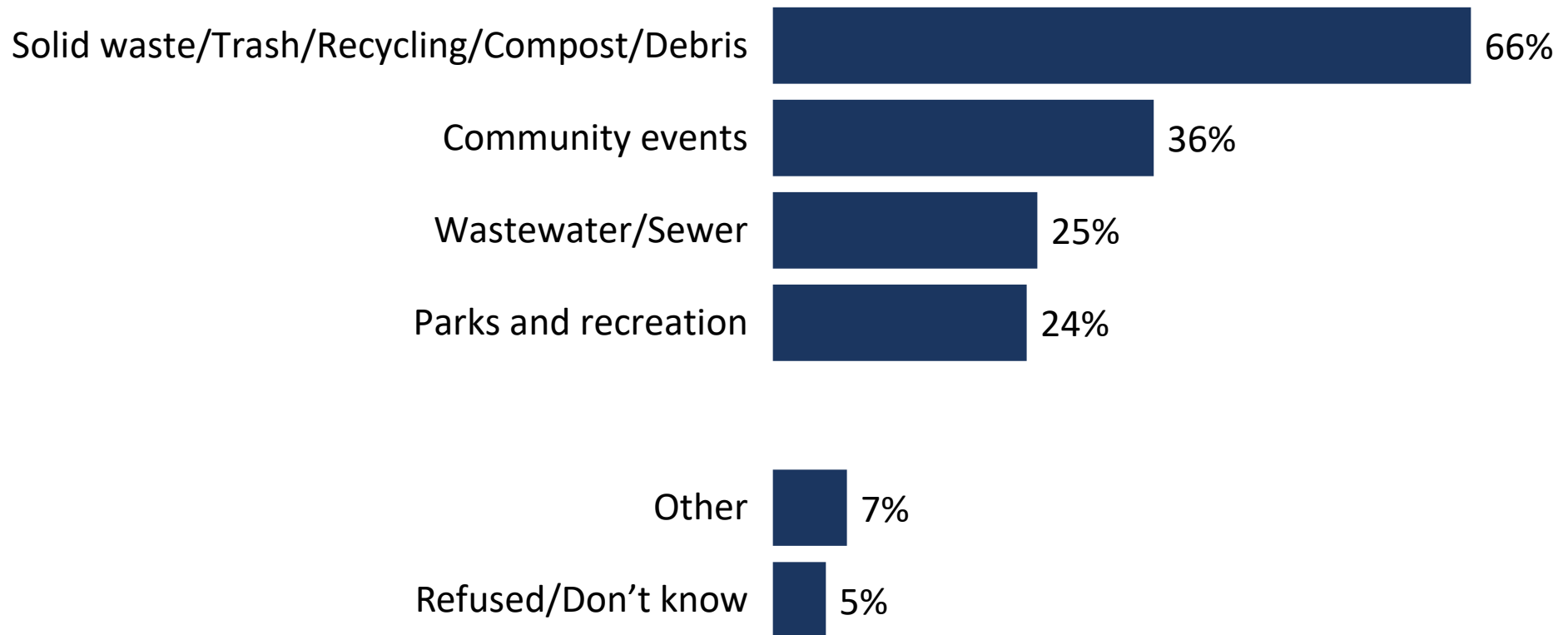


Views on the Tamalpais Community Services District

Voters are most familiar with TCSD's solid waste services.

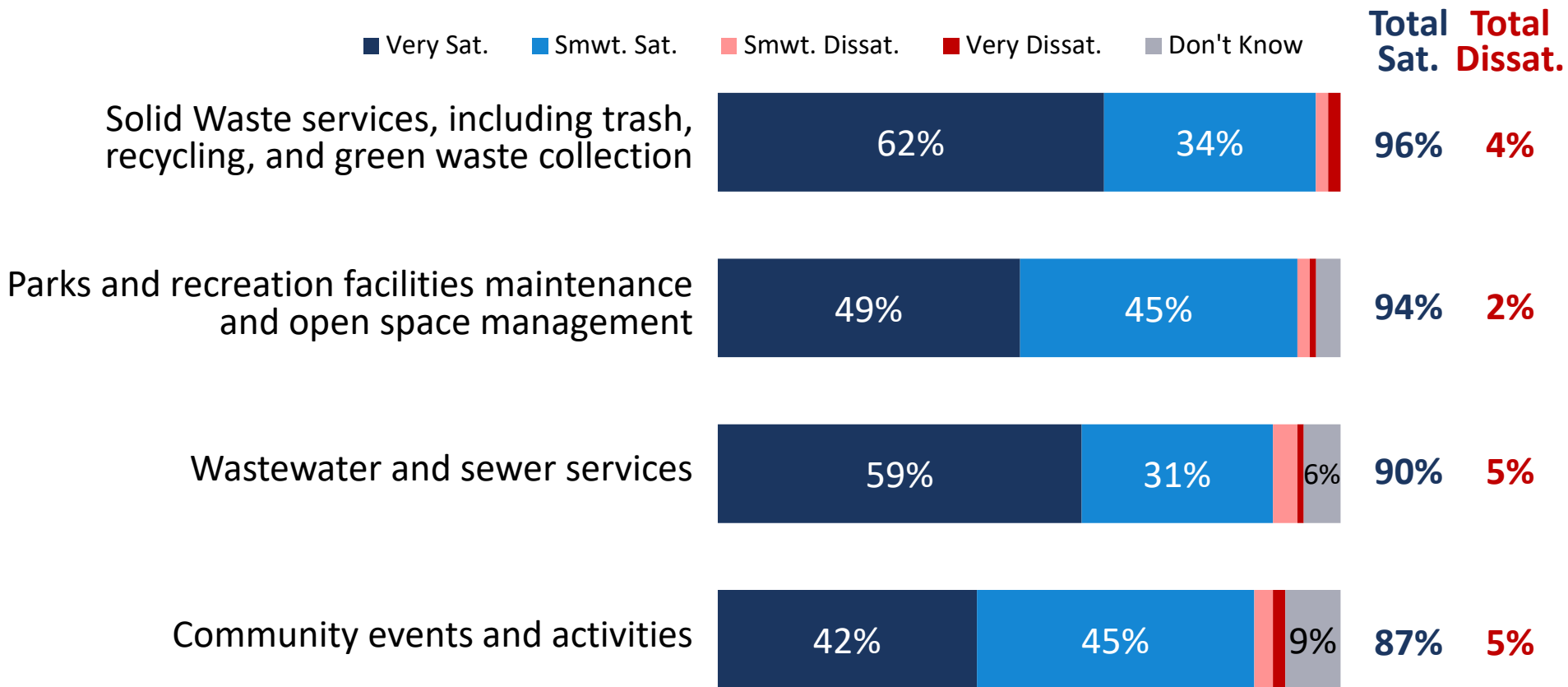
As far as you know, what services does the Tamalpais Community Services District provide in your area?

(Open-ended)



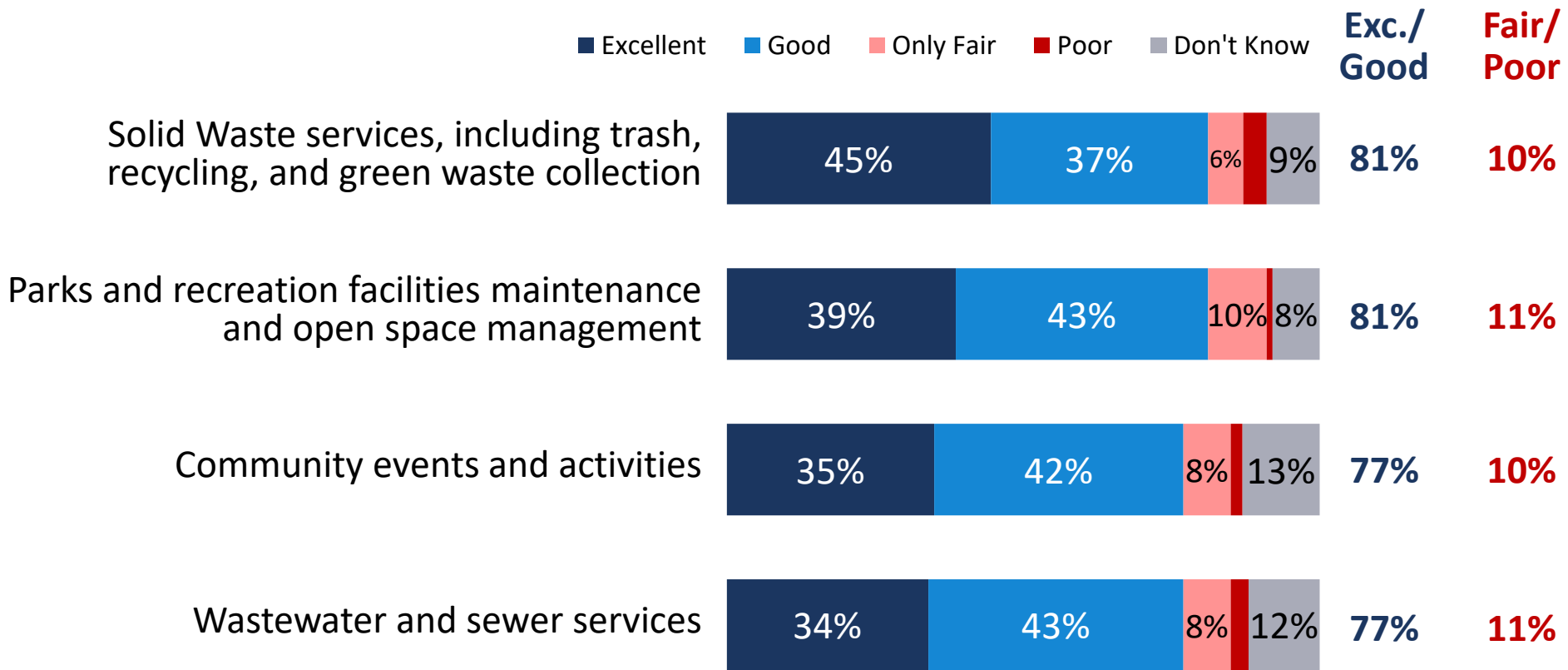
They are also widely satisfied with the services offered.

How satisfied are you with each of the following services provided by Tamalpais Community Services District: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?



Broad majorities rate each of the services as a good value.

Thinking about what you pay for the services provided by TCSD, how would you rate the value you receive for these services: an excellent value, a good value, an only fair value, or a poor value? If you don't know you can tell me that too.

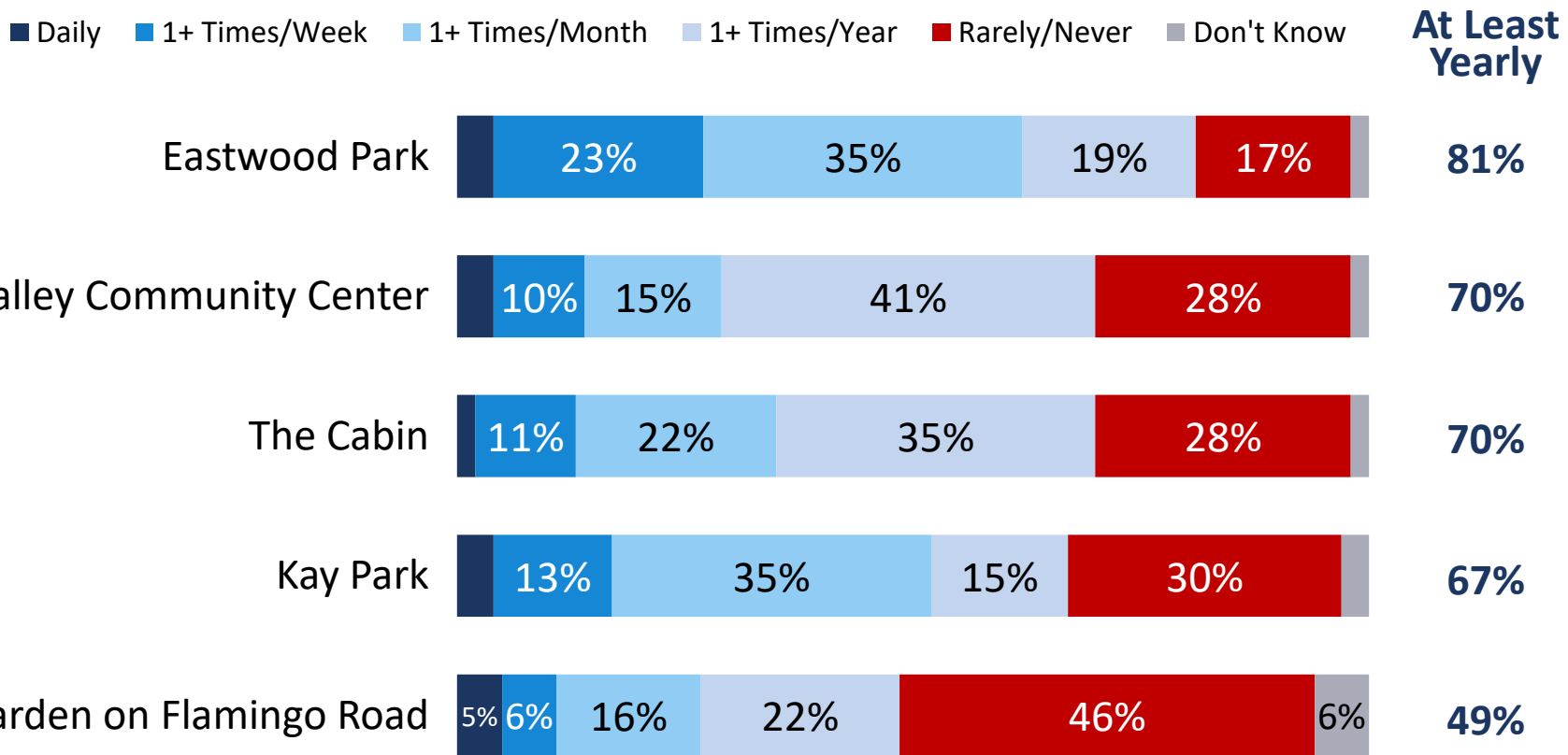




Views on Parks and Recreation Facilities

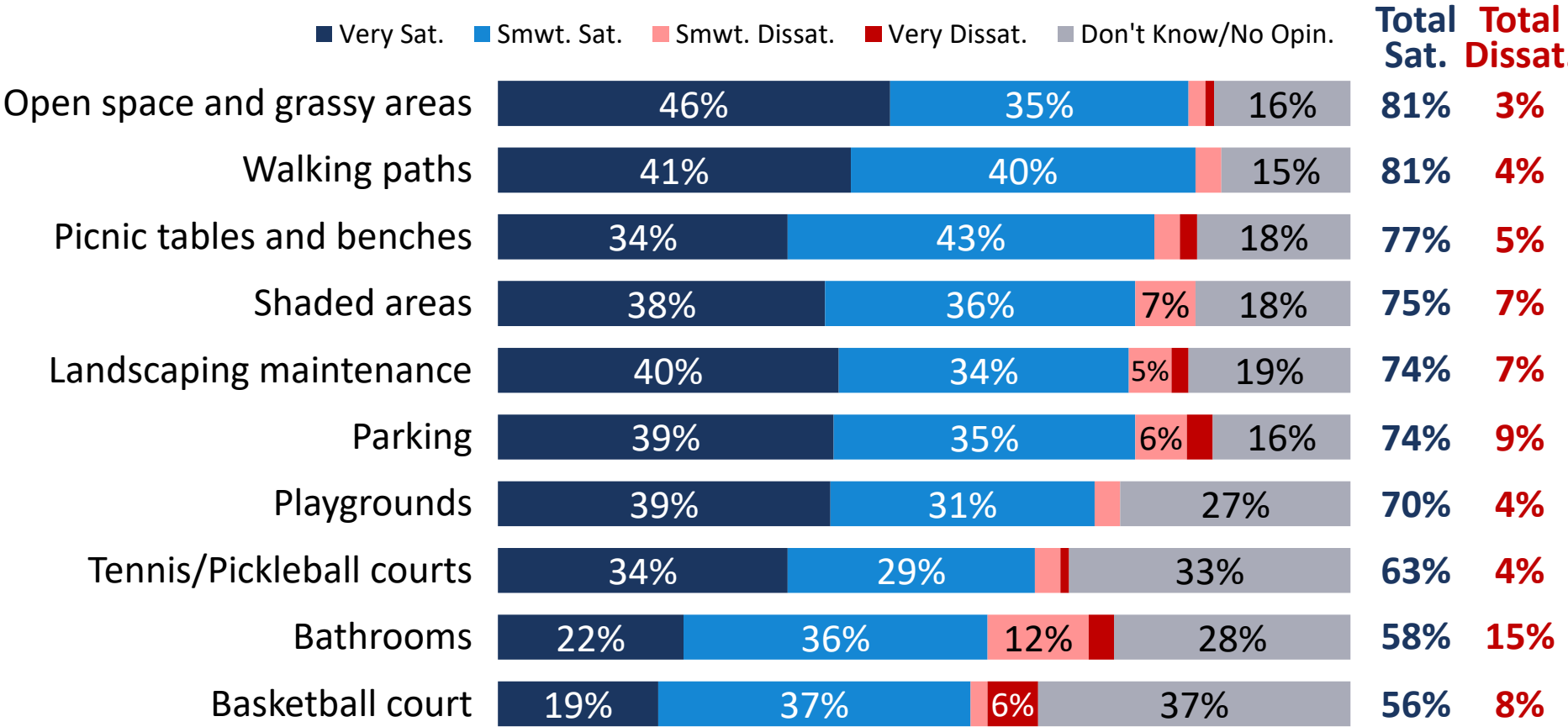
Eastwood Park receives the most visits.

The District manages local parks, as well as other facilities. For each park or facility, please indicate how often you or someone in your household visits it: daily, at least once per week, at least once per month, at least once per year, or rarely/never.



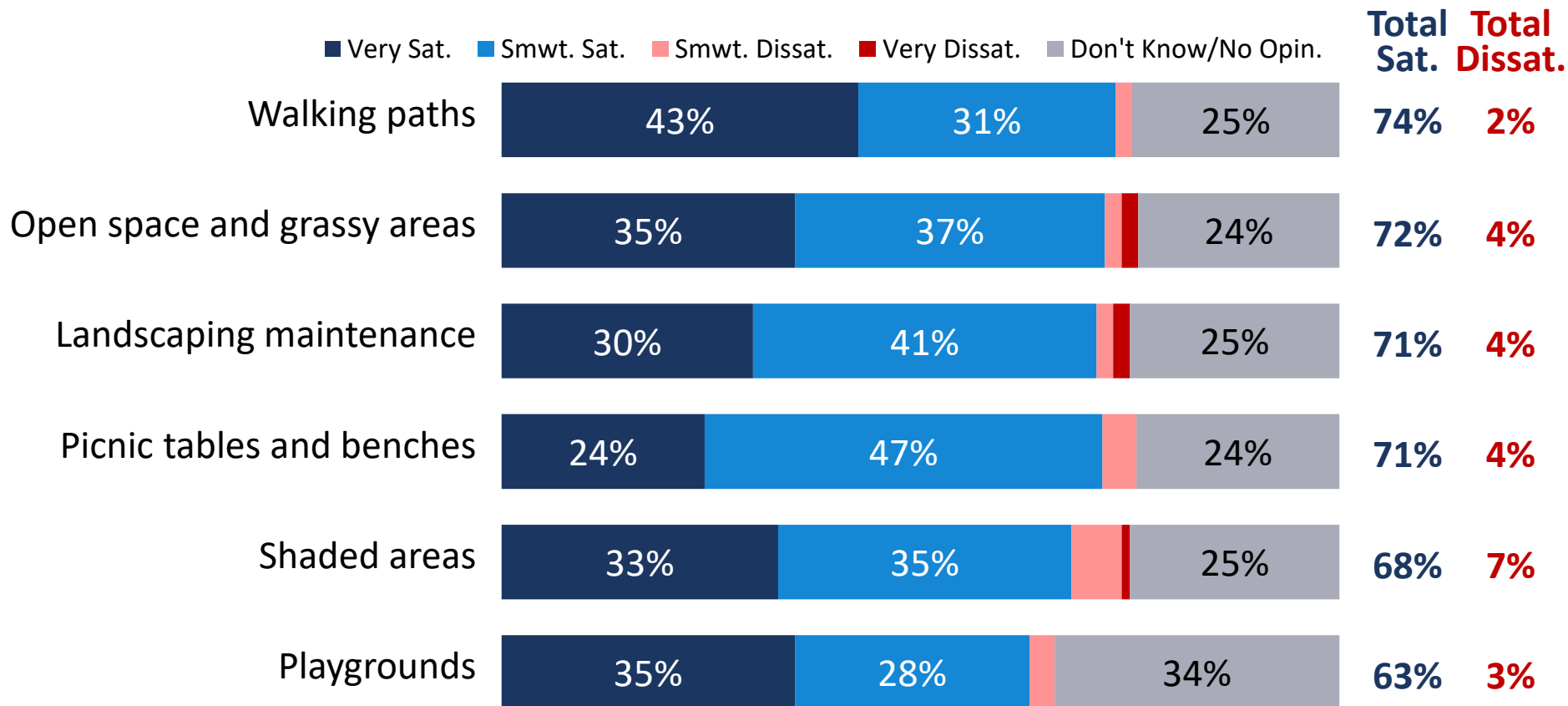
Voters are most satisfied with the open space and grassy areas and grassy areas and walking paths at Eastwood Park.

I am going to name some different types of facilities and amenities available at Eastwood Park and I'd like for you to tell me how satisfied you are with those facilities and amenities at Eastwood Park: very satisfied, somewhat satisfied, somewhat dissatisfied, very dissatisfied.



At Kay Park, they are also most satisfied with the walking paths and open space.

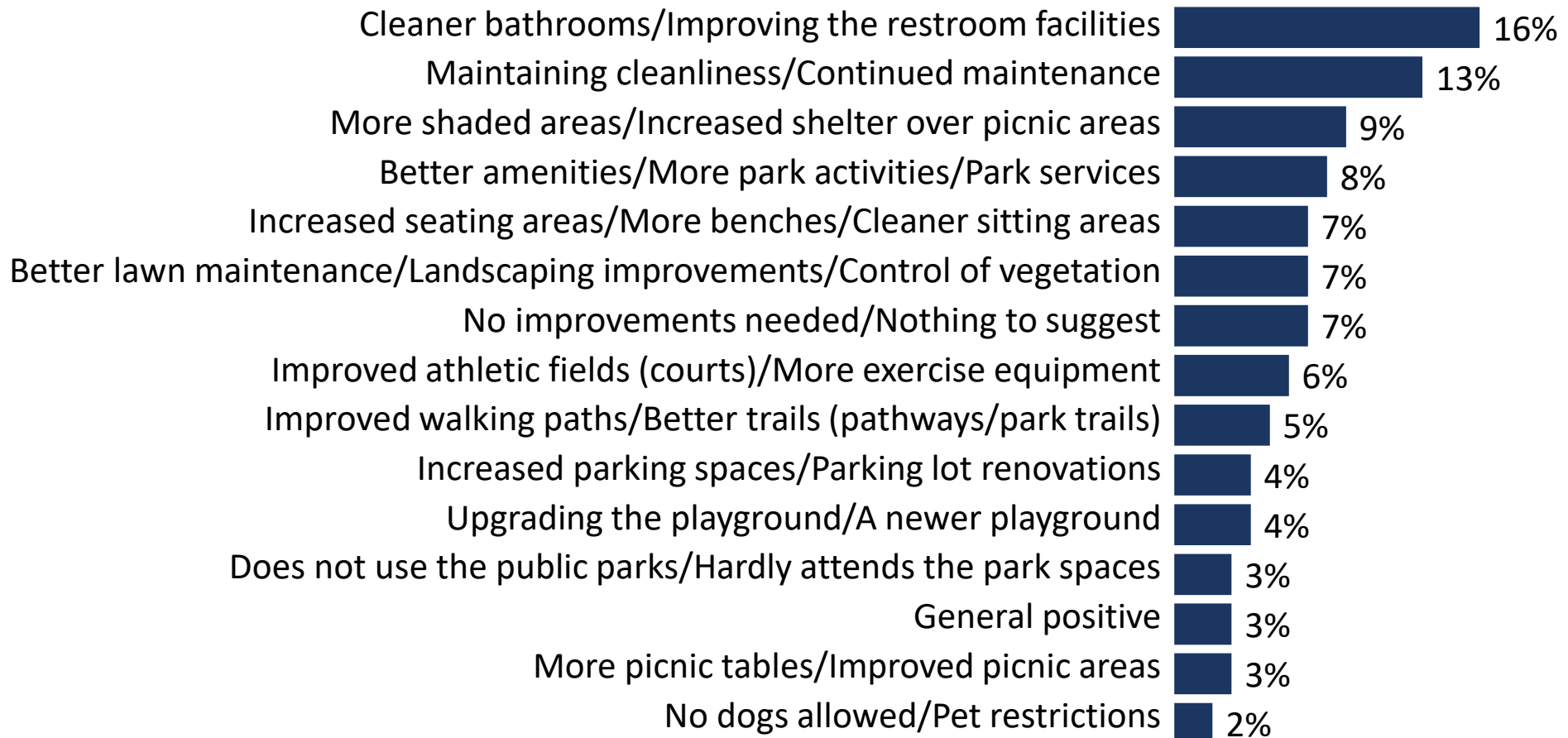
I am going to name some different types of facilities and amenities available at Kay Park and I'd like for you to tell me how satisfied you are with those facilities and amenities at Kay Park: very satisfied, somewhat satisfied, somewhat dissatisfied, very dissatisfied.



Voters most want to see the parks clean and increased shaded areas.

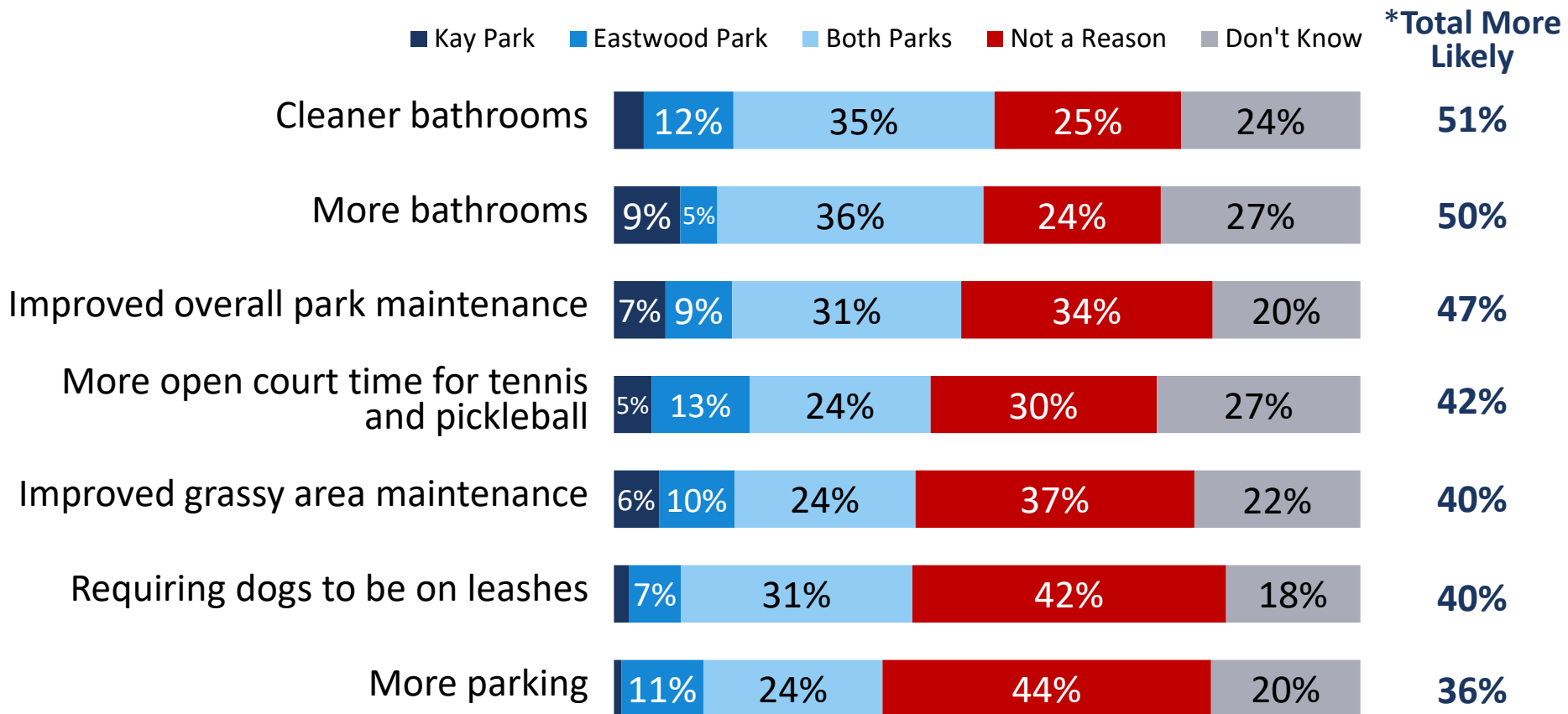
What specific improvements would you like to see at Kay and Eastwood Parks?

(Open-ended; Grouped Responses Shown, 2% and Above Shown)



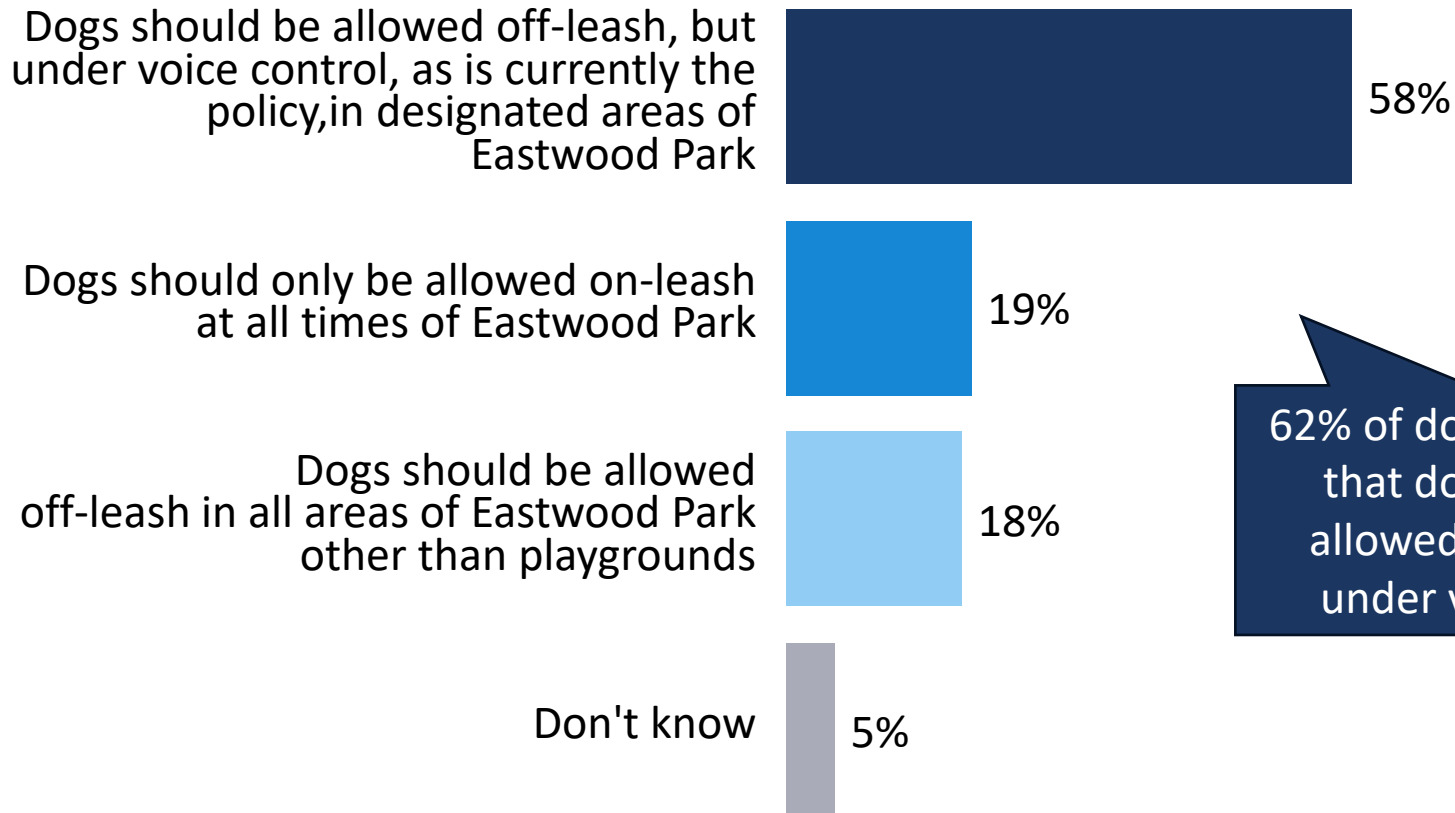
Improved bathrooms are the top driver of increased park use.

Here are some changes that could be made to Kay and Eastwood Parks. Please indicate if this change would make you and other members of your household more likely to use Kay Park, more likely to use Eastwood Park or more likely to use both parks.



A majority agree that dogs should be off leash but under voice control in designated areas in Eastwood Park.

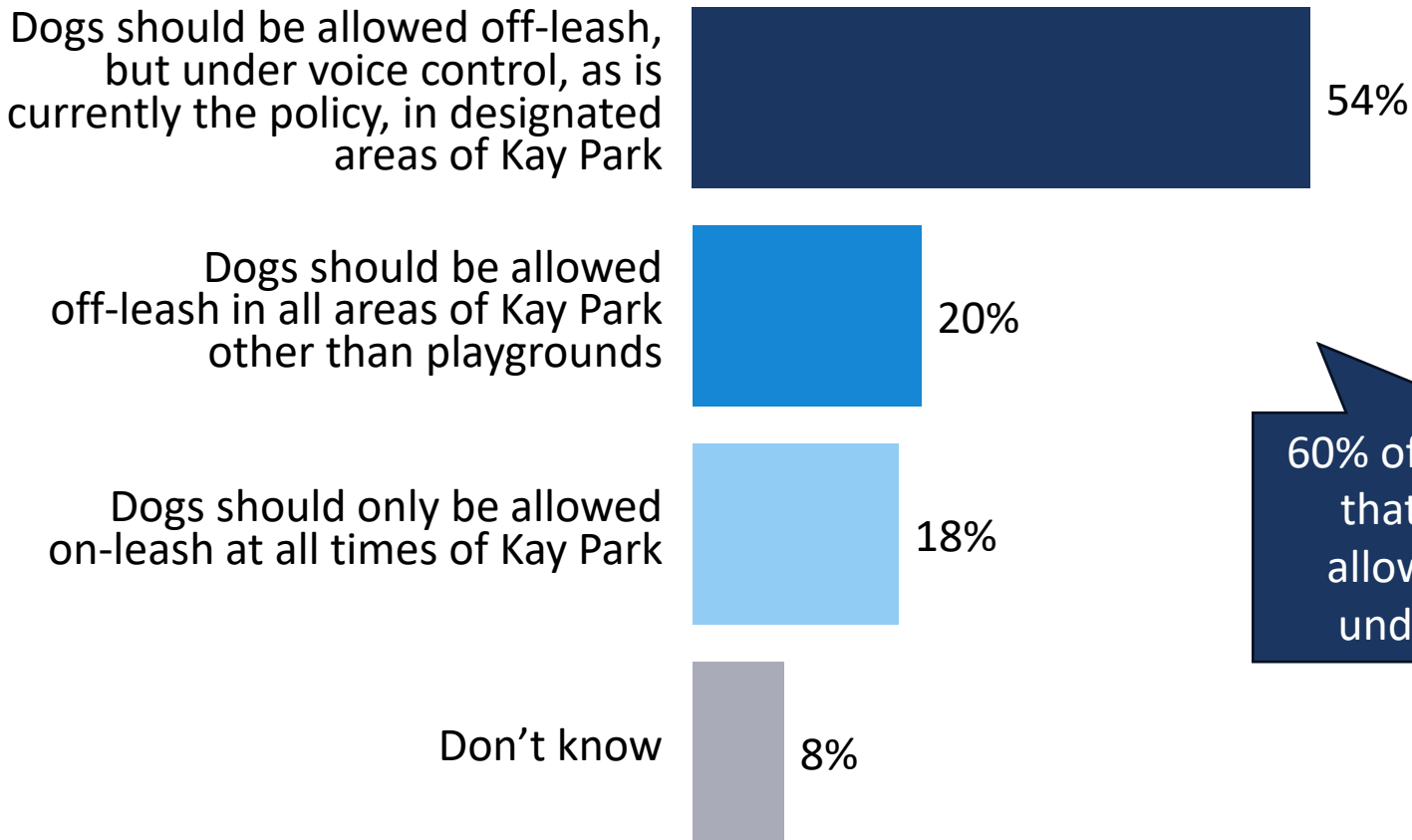
Which of the following statements comes closest to your personal opinion?



62% of dog owners agree that dogs should be allowed off-leash but under voice control.

A majority have the same opinion when it comes to Kay Park.

Which of the following statements comes closest to your personal opinion?

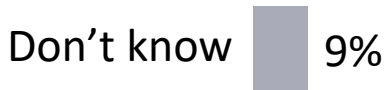
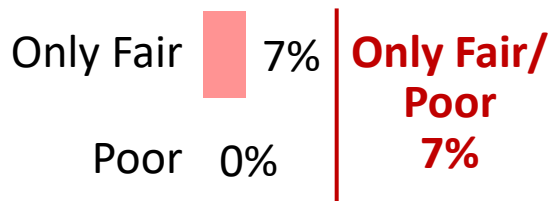
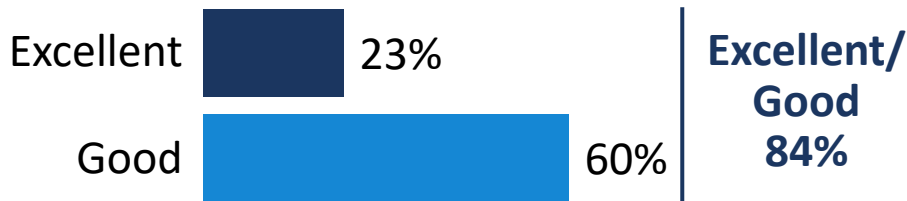


60% of dog owners agree that dogs should be allowed off-leash but under voice control.

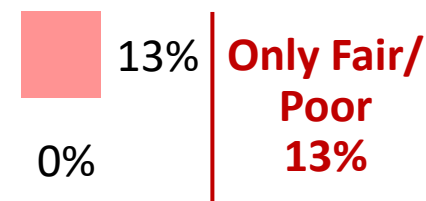
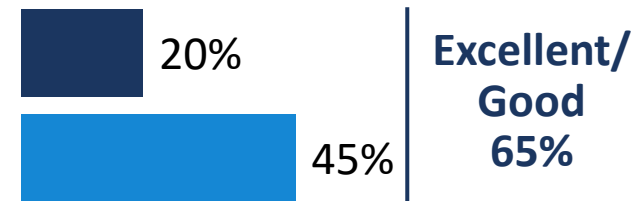
Voters have very positive opinions of the condition of the Community Center and the Cabin.

Thinking about the other facilities managed by TCSD, how would you rate the condition of each: excellent, good, only fair, poor?

Tam Valley Community Center



The Cabin

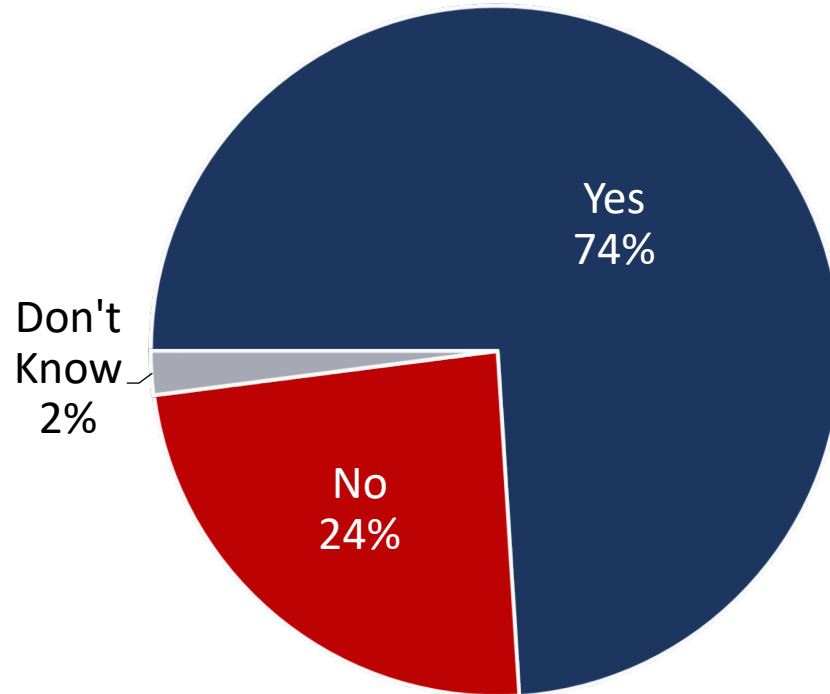




Tamalpais Community Service District Events

Three-quarters have attended a community event hosted by TCSD.

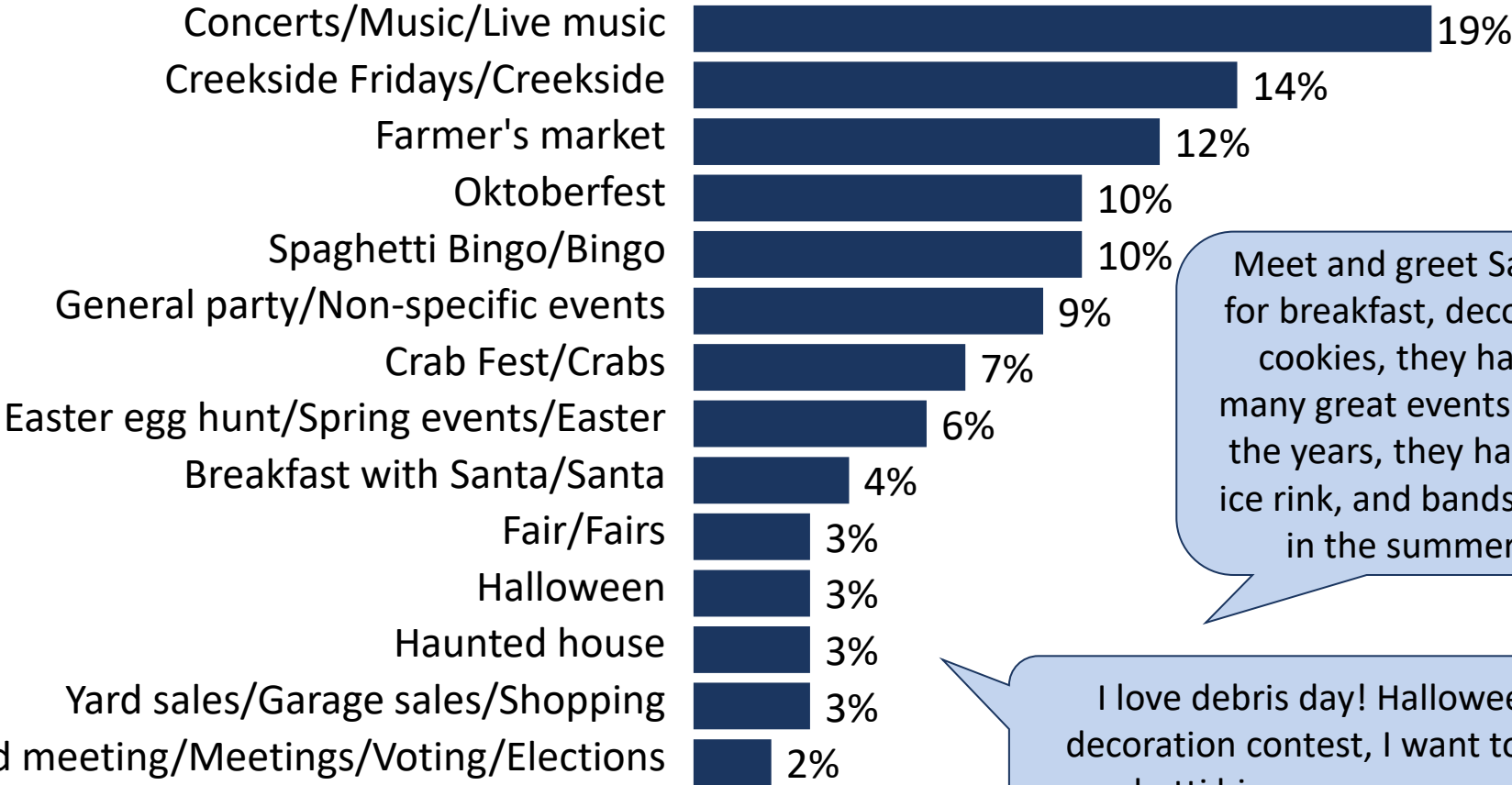
Have you ever attended a community event hosted by TCSD?



Those who have attended an event favor live music, Creekside Fridays, and the farmers market.

What was your favorite TCSD event that you attended?

(Open-ended; 2% and Above Grouped Responses Shown; Asked of Yes Voters Only, n=194)



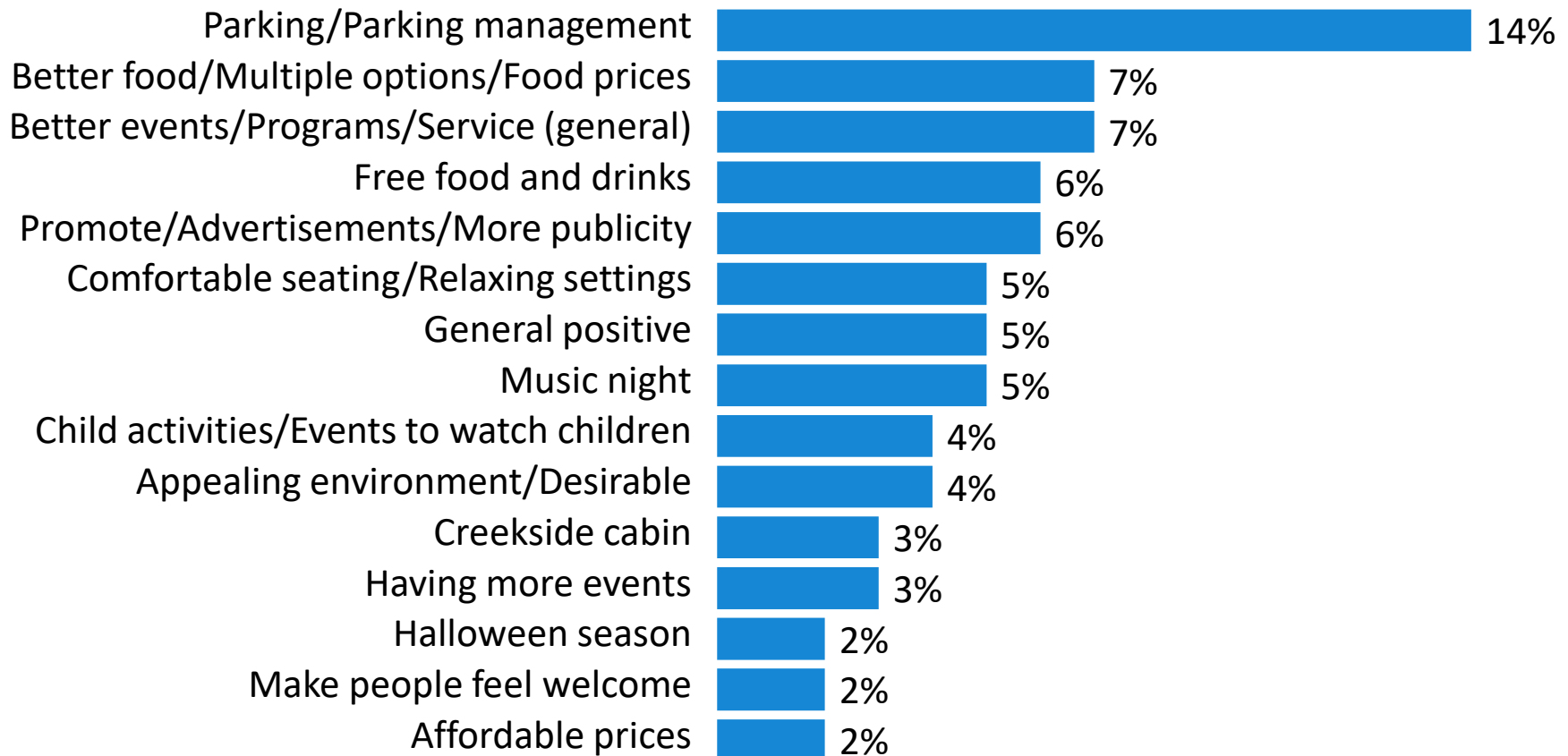
Meet and greet Santa for breakfast, decorate cookies, they have many great events over the years, they had an ice rink, and bands play in the summer.

I love debris day! Halloween decoration contest, I want to try spaghetti bingo, so many events!

Those who attended events felt that parking could be improved.

In a few words of your own, what are some things that could be improved about the TCSD events you have attended?

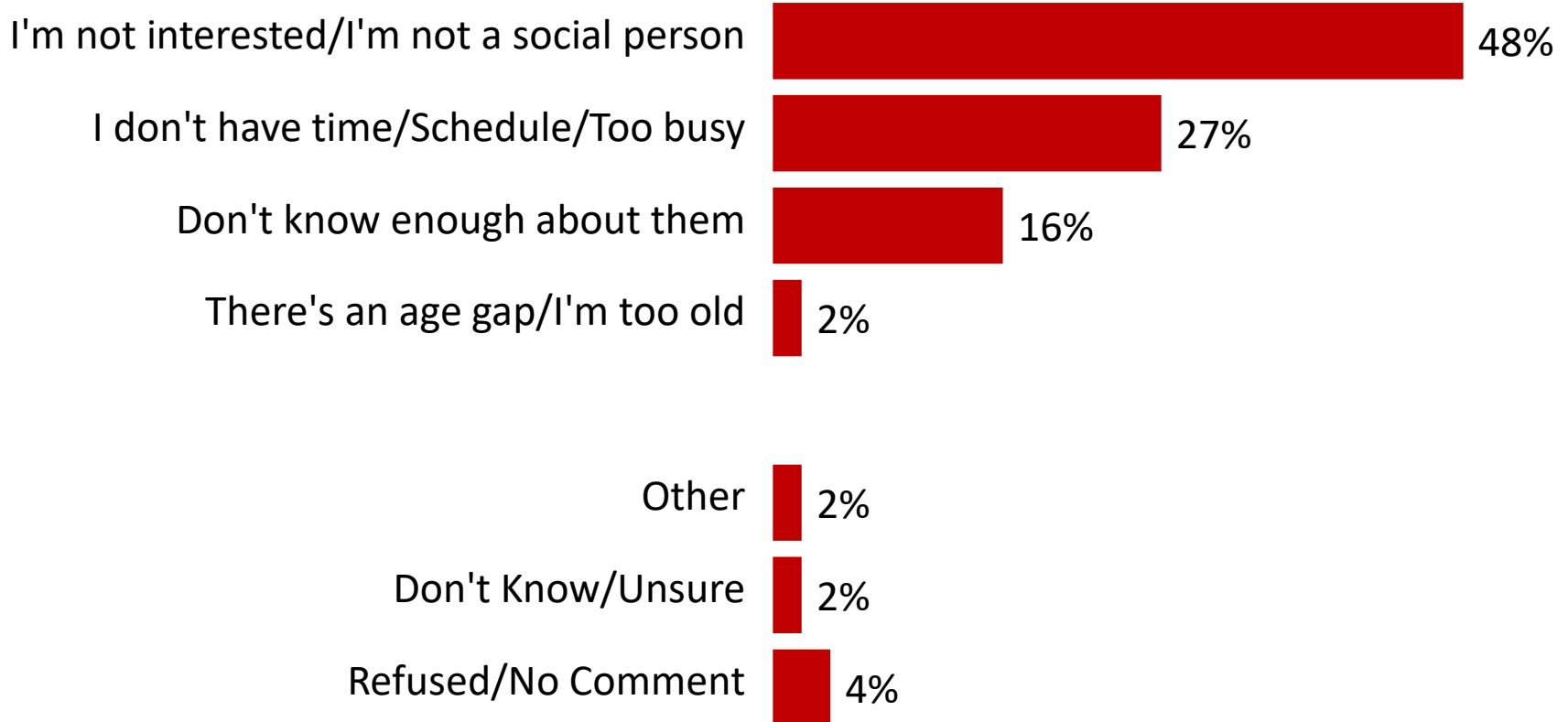
(Open-ended; 2% and Above Grouped Responses Shown, Asked of Yes Voters Only, n=194)



Most who have not attended any events are not interested, but more than one in ten say they don't know enough about them.

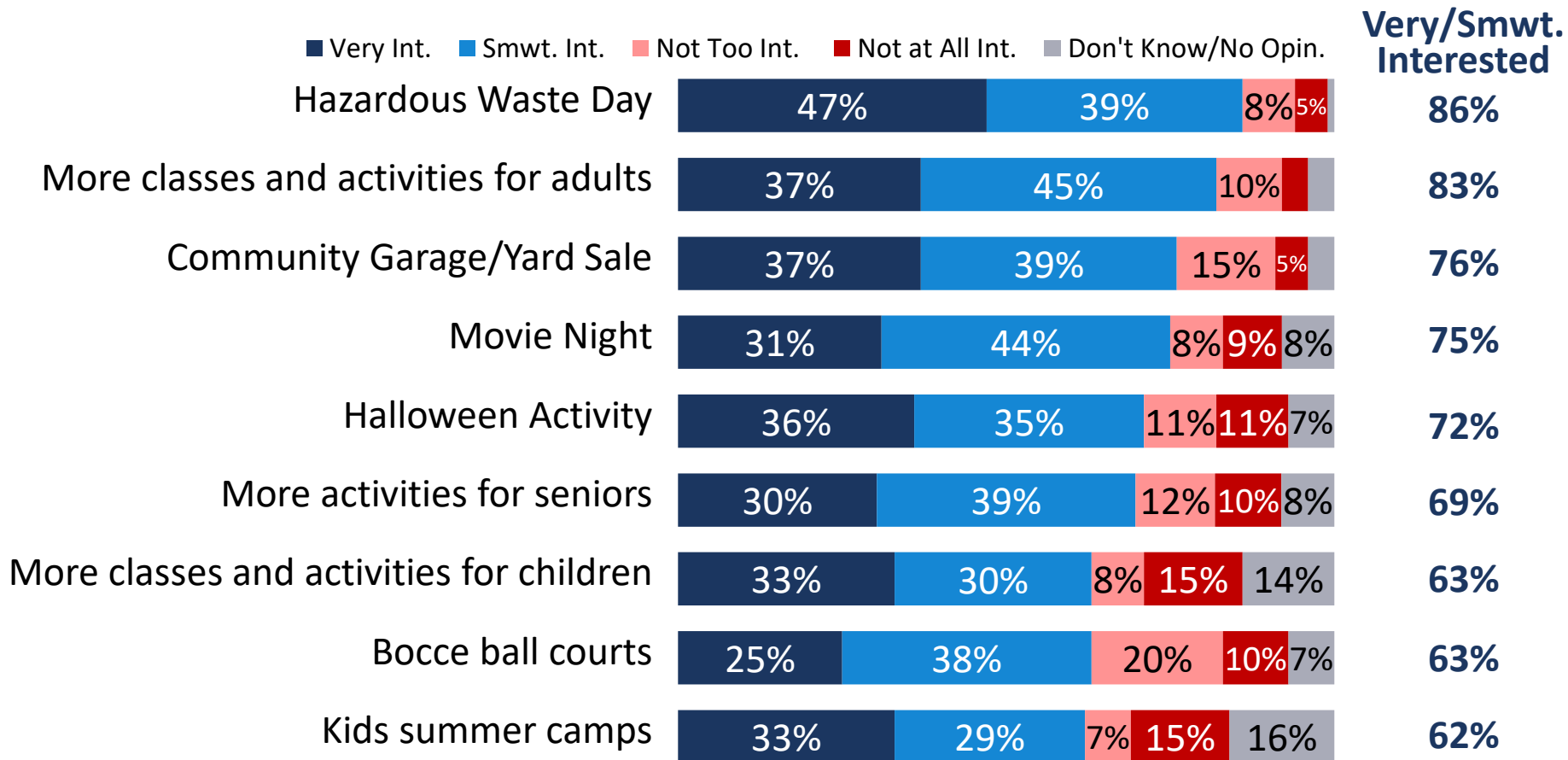
Why have you not attended any of TCSD community events?

(Open-ended; Asked of No Voters Only, n=64)



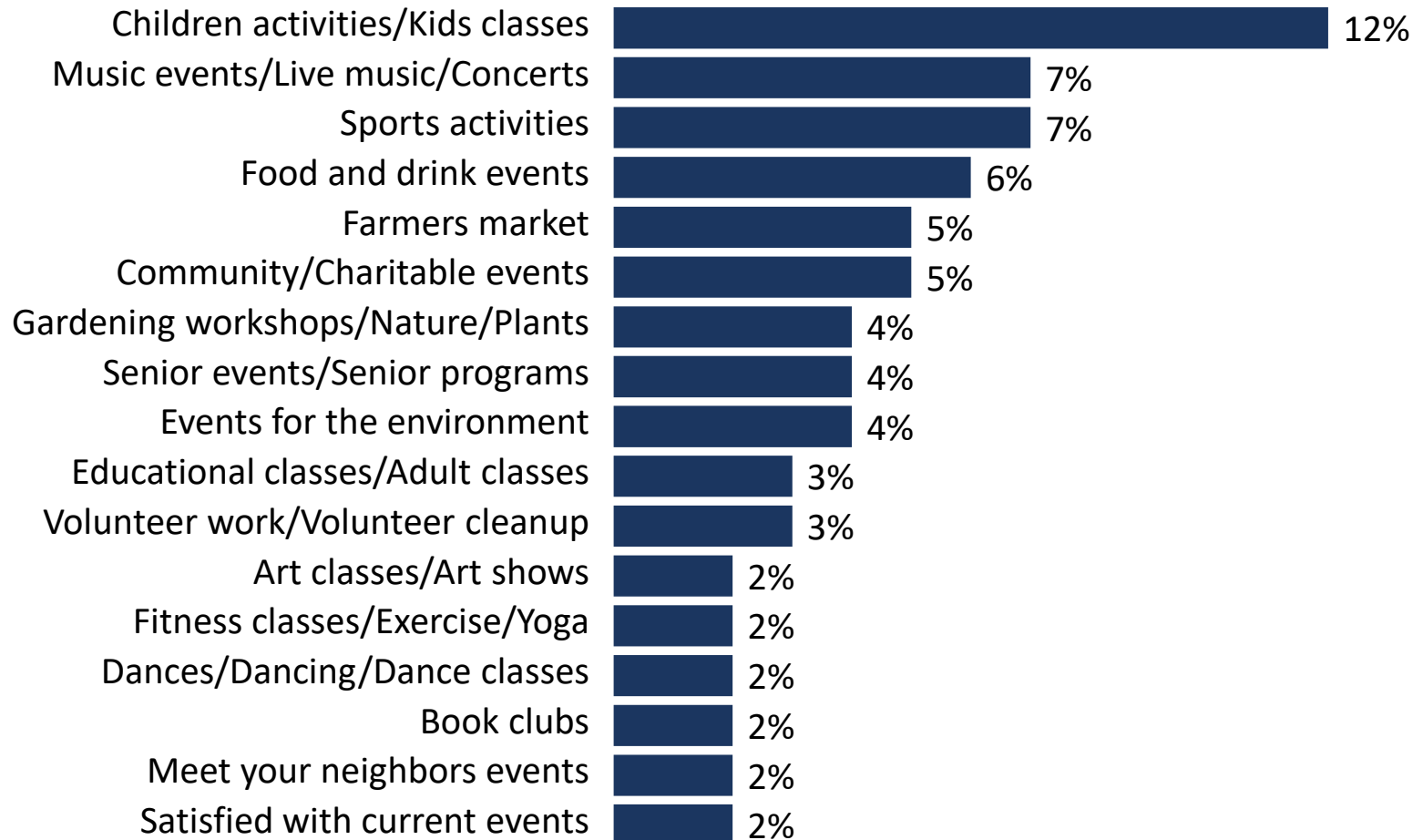
Voters are most interested in Hazardous Waste Day and more activities for adults.

Here is a list of new community events and activities that some have suggested that TCSD offer. Please indicate if you're very interested, somewhat interested, not too interested, or not at all interested in this event.



In their own words, they suggested more kids activities, music and sports.

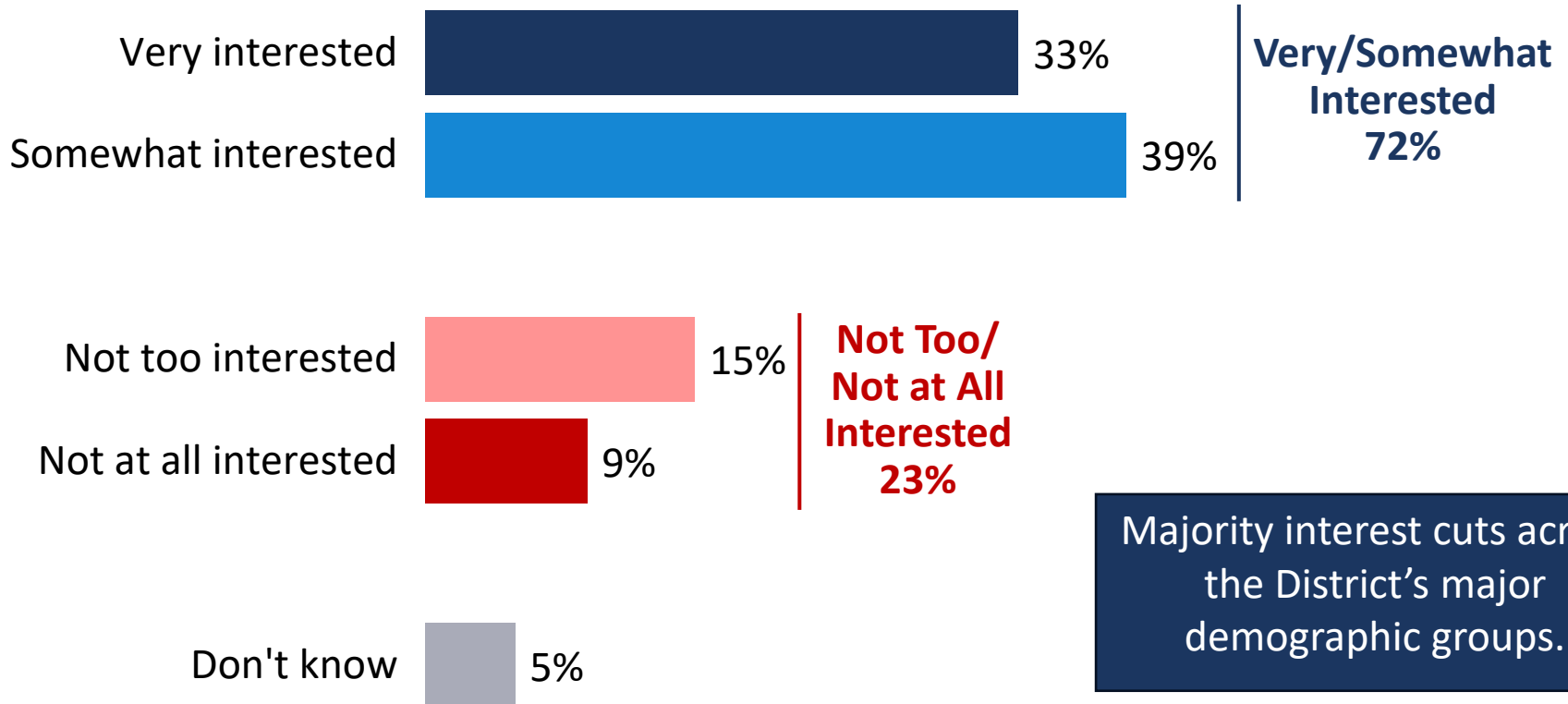
*What other community events would you like to see offered by TCSD?
(Open-ended; 2% and Above Grouped Responses Shown)*



Nearly three-quarters are interested in a new centrally located park.

TCSD is considering creating a new centrally located park.

How interested are you in having a new centrally located park in your community?

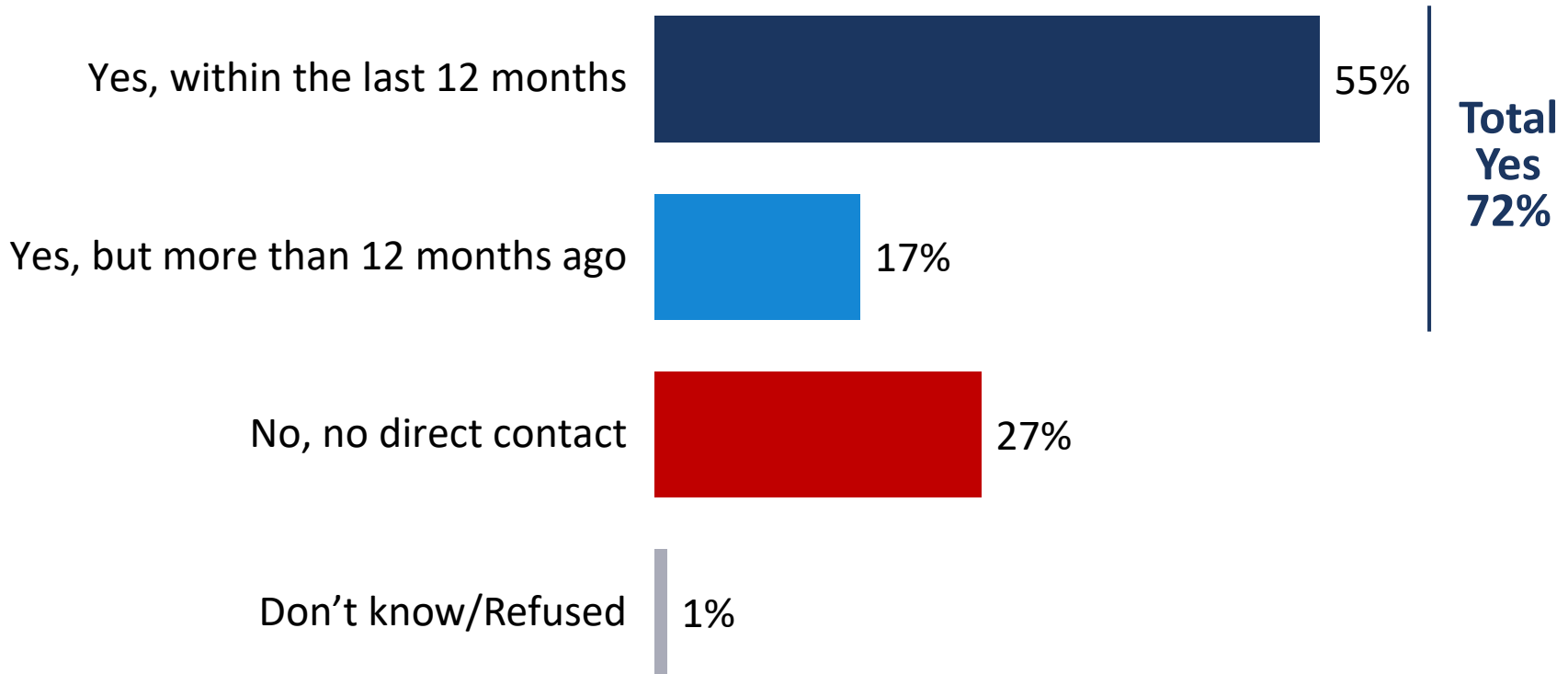




Customer Service and Communications

Many have had direct contact with the District and a majority have in the last year.

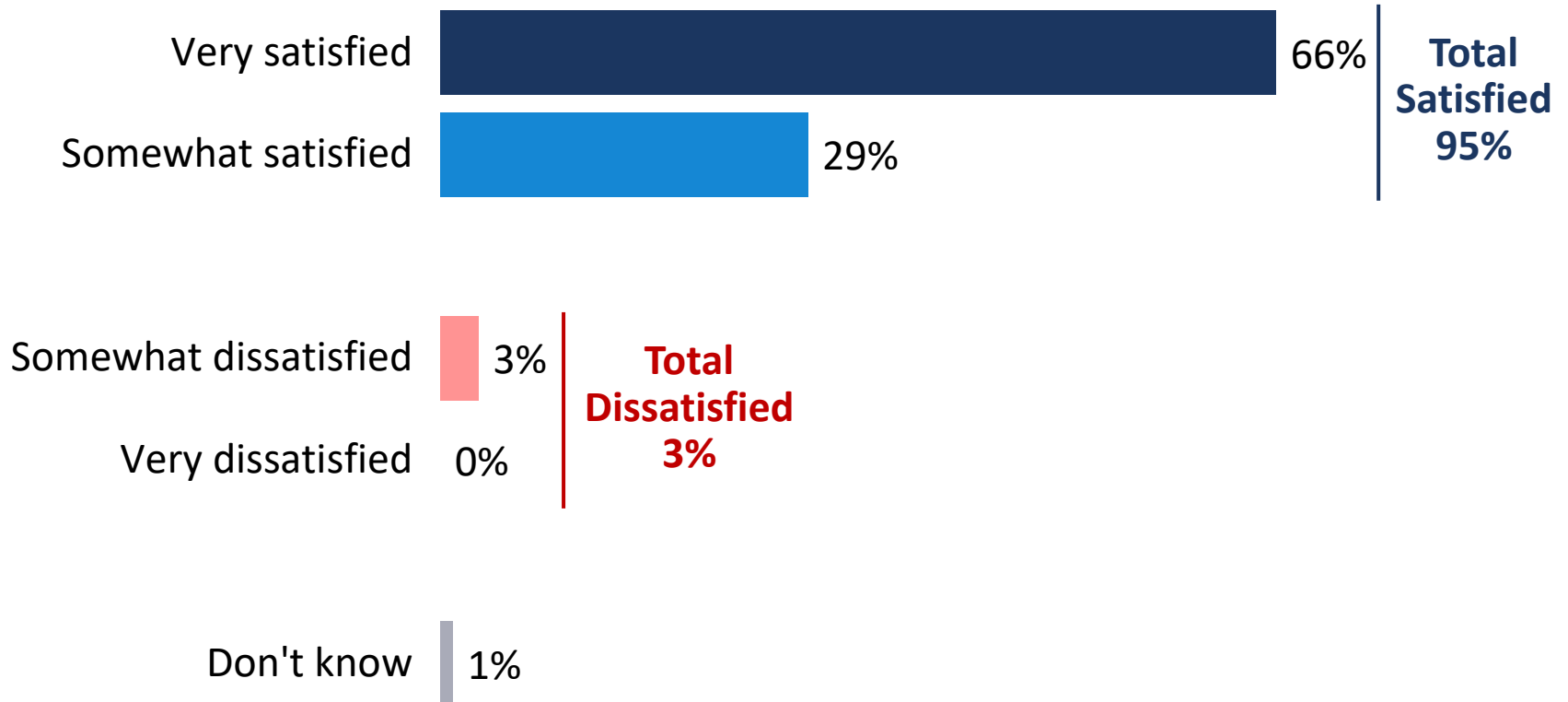
Have you or anyone in your household had direct contact with the Tamalpais Community Services District?



Those who has contact with the District were overwhelmingly satisfied.

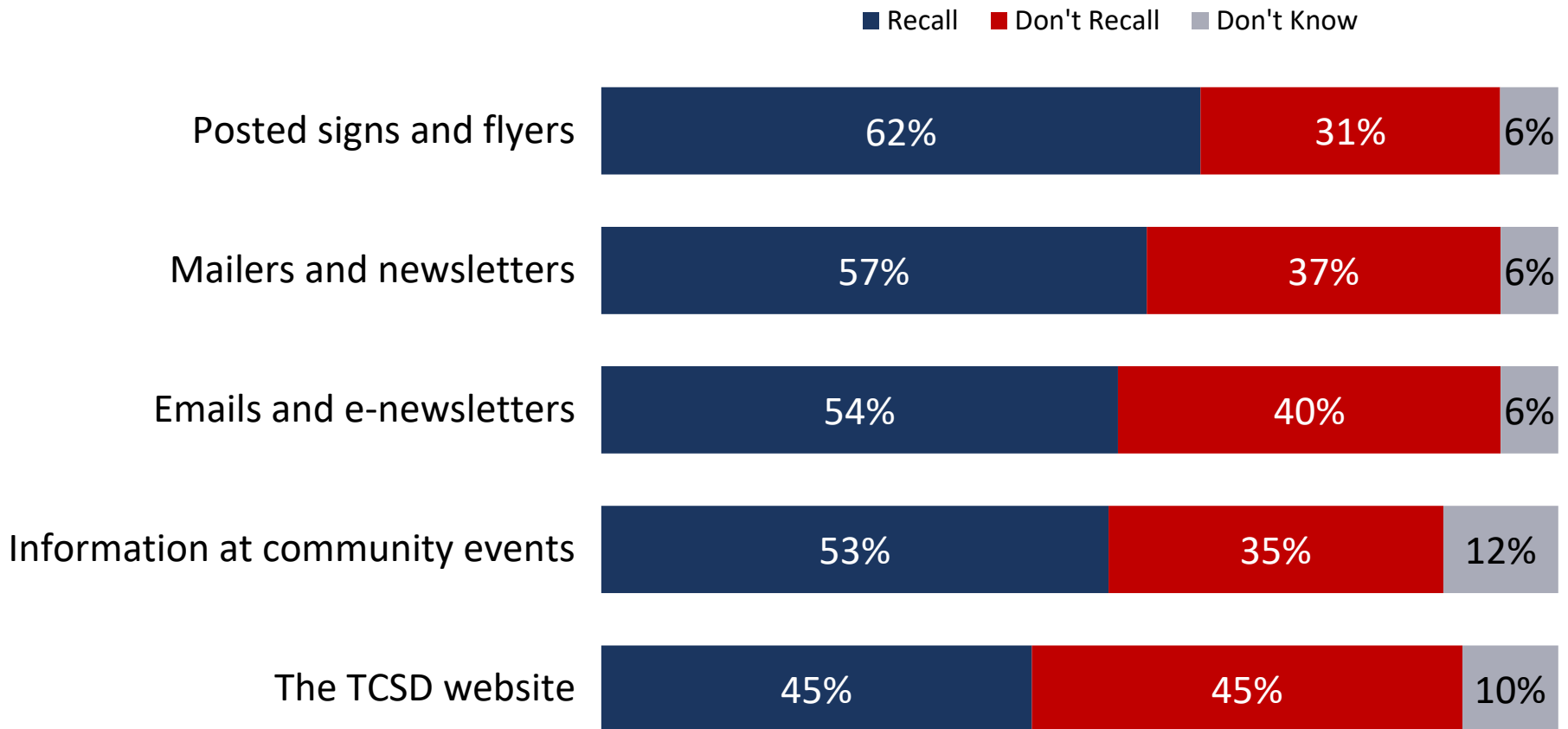
How satisfied were you with the service you received from the Tamalpais Community Services District?

(Asked of Those Who Had Contact with the District Voters, n=144)



Voters most recall seeing posted signs in the last 12 months.

Here is a list of ways TCSD may have provided you with information in the last 12 months. Please tell me if you recall receiving information from TCSD in this way in the last 12 months.



Voters want to see TCSD focus on waste and recycling and community events in the coming years.

TCSD provides solid waste services, wastewater collection services, parks and recreation, and community events in your area. What is the most important thing you would like TCSD to focus on in the coming years?

(Open-ended; 2% and Above Grouped Responses Shown)





Conclusions

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- TCSD voters have a very positive view of the District and are highly satisfied with the services offered, although they are most familiar with the solid waste services.
 - Those who have had contact with the District are very satisfied with the service they received.
- Eastwood Park is most visited, and voters are highly satisfied with the open space and walking paths in both parks.
- Ensuring bathrooms are clean is a top priority for voters.
- When it comes to dogs, majorities favor designated off-leash areas where dogs can be under voice control.
- Most respondents have attended a TCSD event with live music and Creekside Fridays the most common favorites.
- Voters are interested in a wide array of additional events, particularly Hazardous Waste Days and more activities for adults.
- Additionally a wide majority across demographic groups were interested in a new centrally located park.
- Voters most want to see the District continuing to focus on waste and recycling, events, its current services, wastewater and parks in the coming years.

For more information,
contact:



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