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
COMMUNITY SURVEY 2021

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
COMMUNITY SURVEY 2021

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
COMMUNITY SURVEY 2021

FUNDING IMPORTANCE

<table>
<thead>
<tr>
<th>Category</th>
<th>Very Important</th>
<th>Important</th>
<th>Somewhat Important</th>
<th>Not Important</th>
<th>Not At All Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wildfire Prevention</td>
<td>78%</td>
<td></td>
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<td></td>
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<tr>
<td>Parks Maintenance &amp; Improvement</td>
<td>52%</td>
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<tr>
<td>Trail Maintenance &amp; Improvement</td>
<td>59%</td>
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<tr>
<td>Wetland Restoration &amp; SLR Adaptation</td>
<td>52%</td>
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<tr>
<td>Biodiversity Protection</td>
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<tr>
<td>Grants for Local Parks</td>
<td>25%</td>
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<td>Land Acquisition</td>
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<td>Science &amp; Research</td>
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<tr>
<td>Visitor Services &amp; Programming</td>
<td>16%</td>
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<tr>
<td>Farmland Preservation</td>
<td>21%</td>
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</table>

Legend:
- Very Important
- Important
- Somewhat Important
- Not Important
- Not At All Important
• 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
• 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**

**COMPUTER SURVEY 2021**

18th: Informational presentation to the Parks & Open Space Commission to discuss potential changes to the existing Measure A Expenditure Plan

14th: Informational presentation to the Board of Supervisors about potential changes to the existing Measure A Expenditure Plan, and a proposed timeline for hearings

20th: The Parks & Open Space Commission will consider recommending a Measure A Expenditure Plan to the Board

11th: E88 deadline for elections board to receive resolution and the start of arguments, rebuttals, and examination periods

The Board will conduct a first reading of ordinance, sales tax, and expenditure plan

The Board will conduct a merit hearing of ordinance, sales tax, and expenditure plan, and consider a resolution placing Measure A on the June 7, 2022 ballot

Signed resolution sent to elections office

**NOVEMBER 2021**

**DECEMBER 2021**

**JANUARY 2022**

**FEBRUARY 2022**

**MARCH 2022**