



## **Marin County 2022 Rapid Community Assessment Methodology**

This brief describes how areas within Marin County were selected for inclusion in the 2022 Rapid Community Assessment (RCA). The goal of the RCA was to evaluate the community's use of COVID-19 information on prevention, resources and support. This survey was conducted in-person using door-to-door canvassing of households within specific areas that were selected for surveying.

### **Survey Development**

The RCA includes questions about where households received information on COVID-19, the perceived usefulness and satisfaction of information provided by Marin County Public Health within the Division of Health and Human Services, and knowledge of COVID-19 resources within the county. Validated questions were used when available, specifically from the 2022 California Health Interview Survey (*UCLA Center for Health Policy Research, 2022*), and new items were created as needed. Respondents' census tracts and block groups were collected and tied to the survey; no information was collected on respondents' names or exact addresses. The RCA is an anonymous survey that cannot be tied back to any individual or household. The RCA survey contained 30 questions and interviews took an average of 10 minutes to complete.

### **Inclusion Criteria for Census Tracts**

We selected areas for RCA survey administration based on census tracts (CTs), which are small subdivisions of a county defined by the U.S. Census Bureau (*U.S. Census Bureau 2022*). Marin County Public Health specifically wanted to seek input from communities that were most impacted by COVID-19. Using the Healthy Places Index (HPI) to determine health conditions at the CT-level, we identified the 25% of CTs with the lowest HPI scores in the county (*Public Health Alliance 2019*). We then examined which of these CTs had the highest COVID-19 case rates and lowest vaccination rates to further narrow down which CTs to include in the RCA. Based on this criteria, Marin City (CT: 129000), Novato Heights (CT: 103200), and San Rafael Canal (CT: 112201) were chosen for inclusion. West Marin was also chosen as an area of interest due to it being a sparsely populated rural area.

We also chose three CTs from among the 25% of CTs with the highest HPI scores in the County using a random number generator for selection. Responses from these communities provide a comparison of community knowledge of COVID-19 resources by COVID-19 burden and overall resource level. The three additional CTs that were chosen include Sausalito (CT: 130202), Larkspur (CT: 120000), and Corte Madera (CT: 121100).



### Sampling Frame within Census Tracts

Random sampling of census blocks was conducted for those Marin County census tracts selected in the groups with the highest and lowest 25% of HPI scores. The number of surveys conducted in each CT was made to be proportionate to the population size of the CT (ratio 1 survey: 150 residents), which was determined using the American Community Survey five-year population estimates for 2015-2019 (*U.S. Census Bureau 2019*). Once the number of surveys in each CT was determined, we identified specific areas within each CT to do the door-to-door canvassing. We referenced the Centers for Disease Control (CDC) CASPER guidelines to guide our methodology for two-stage sampling (*Community Assessment for Public Health Emergency Response (CASPER) 2020*) within each CT, which involved further subdividing each CT into census blocks. Enumeration of census blocks and the total households within each census block was done using the Statewide Database, which is the redistricting database for the state of California (*Statewide database: Census 2020 PL 94-171 redistricting data*). Households within each CT were numbered and assigned to their respective census block. A random number generator was used to select a number between 1 and the maximum number of households in the CT. When a number was selected, we checked its assigned census block and marked the census block for inclusion. Each time a census block was chosen, seven household surveys were completed in that block until the total survey quota for that CT was met. Census block maps were generated using the United States Census TIGERweb data application (DITD, *TIGERweb 2012*).

City	Census Tract(s)	Dates of Data Collection	Surveys Completed
Novato	103200	June-July 2022	50
San Rafael Canal	112201	July-August 2022	60
Corte Madera	121100	August 2022	35
Sausalito	130202	August-September 2022	26
Larkspur	120000	September 2022	39
West Marin (Point Reyes, San Geronimo Valley)	133000, 113000	October 2022	22
Marin City	129000	October 2022	21
	<b>Total</b>		<b>253</b>



## **Sampling Frame Exceptions**

We employed a different strategy for surveying in West Marin. Due to the rural landscape of this community and low population density, selecting specific areas to canvas based on CT and census blocks was not viable. Instead, we sought input on how best to canvas this community from community partners in West Marin who supported COVID-19 response in this area. We chose specific pockets of more densely populated areas within West Marin for surveying. Based on expert opinions, we chose Point Reyes Station and high traffic density neighborhoods in San Geronimo Valley, with an equal number of household surveys in both, for surveying. Door-to-door canvassing was conducted in those selected areas as it was in the randomly selected block groups of the other census tracts.

## **Door to Door Canvassing**

We selected every third household within a geographic cluster in each census block to interview until we achieved the survey number allocated for that census block. Teams of trained interviewers from Marin County staff conducted the door-to-door surveying in each community, with one exception in Marin City. Our community partners in Southern Marin advised us to include a trusted Marin City resident as part of the surveying team in this community, so surveying teams in Marin City included Marin County staff and an external Marin City community partner. Postcards and flyers were provided a week prior to survey administration in Novato and Marin City to inform residents that they were pre-selected for this survey. Incentives in the form of gift cards and rapid antigen test kits were provided for completion of the anonymous survey.

## **Interpreting RCA Data**

The results of the RCA allow us to determine any differences in perceived usefulness of COVID-19 information resources and sources of COVID-19 information between communities that experienced high COVID-19 burden compared to communities that experienced lower burden. The results of the RCA are presented by city but are only generalizable to the CTs that were surveyed, as individual CTs sampled from within those cities may differ from those not sampled. The results are not meant to reflect Marin County as a whole nor subgroups by race/ethnicity, household size, and primary language spoken in the home. Demographic information helps to characterize the sample population.

## **Contact**

For any questions related to the methodology of the RCA, please contact [HHSEpiTeamLead@marincounty.org](mailto:HHSEpiTeamLead@marincounty.org).

## References

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