

COMMUNITY OPINION SURVEY

CONDUCTED FOR THE
CITY OF MANHATTAN BEACH

PRESENTED BY
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11/24/2025

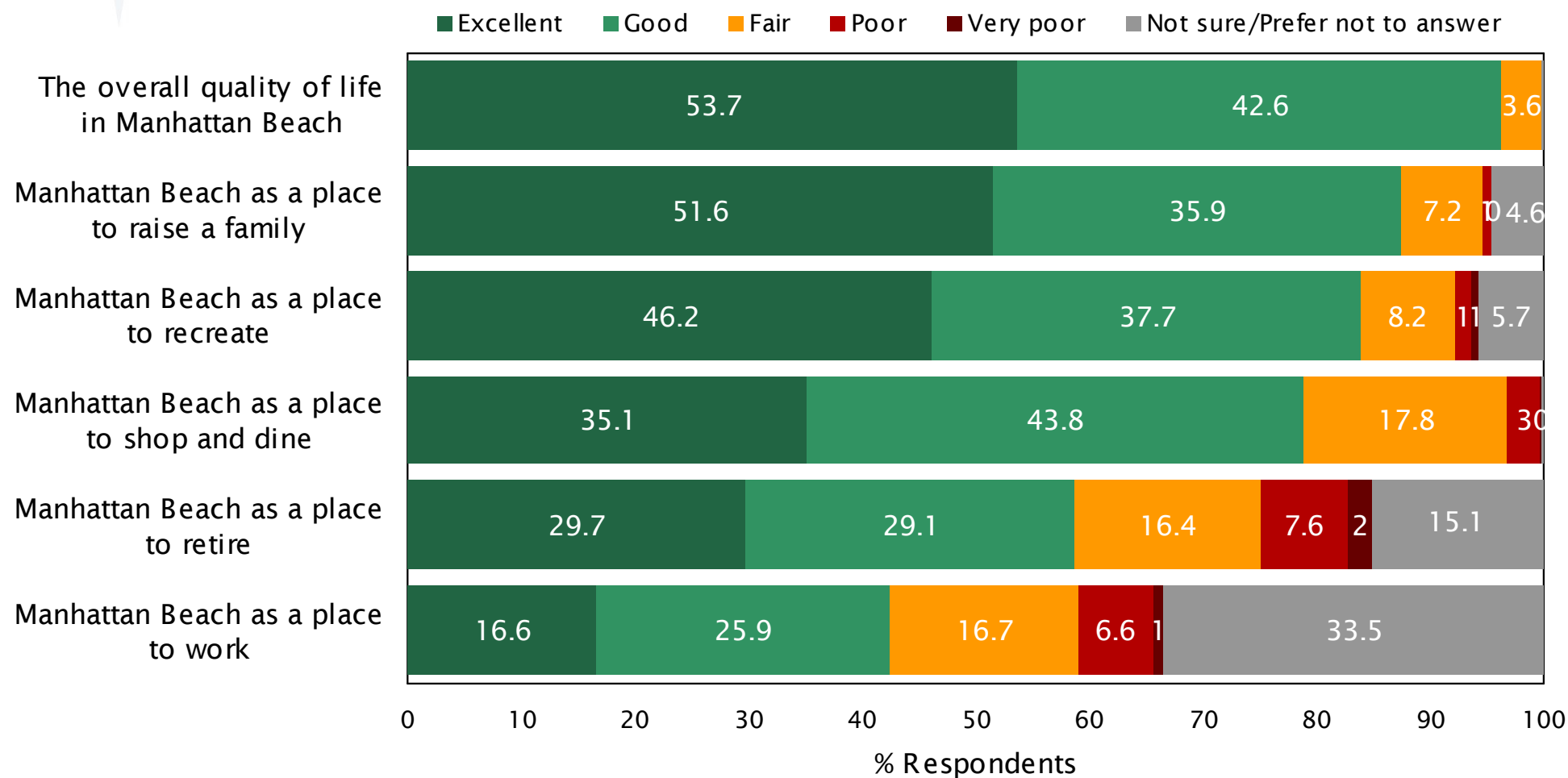




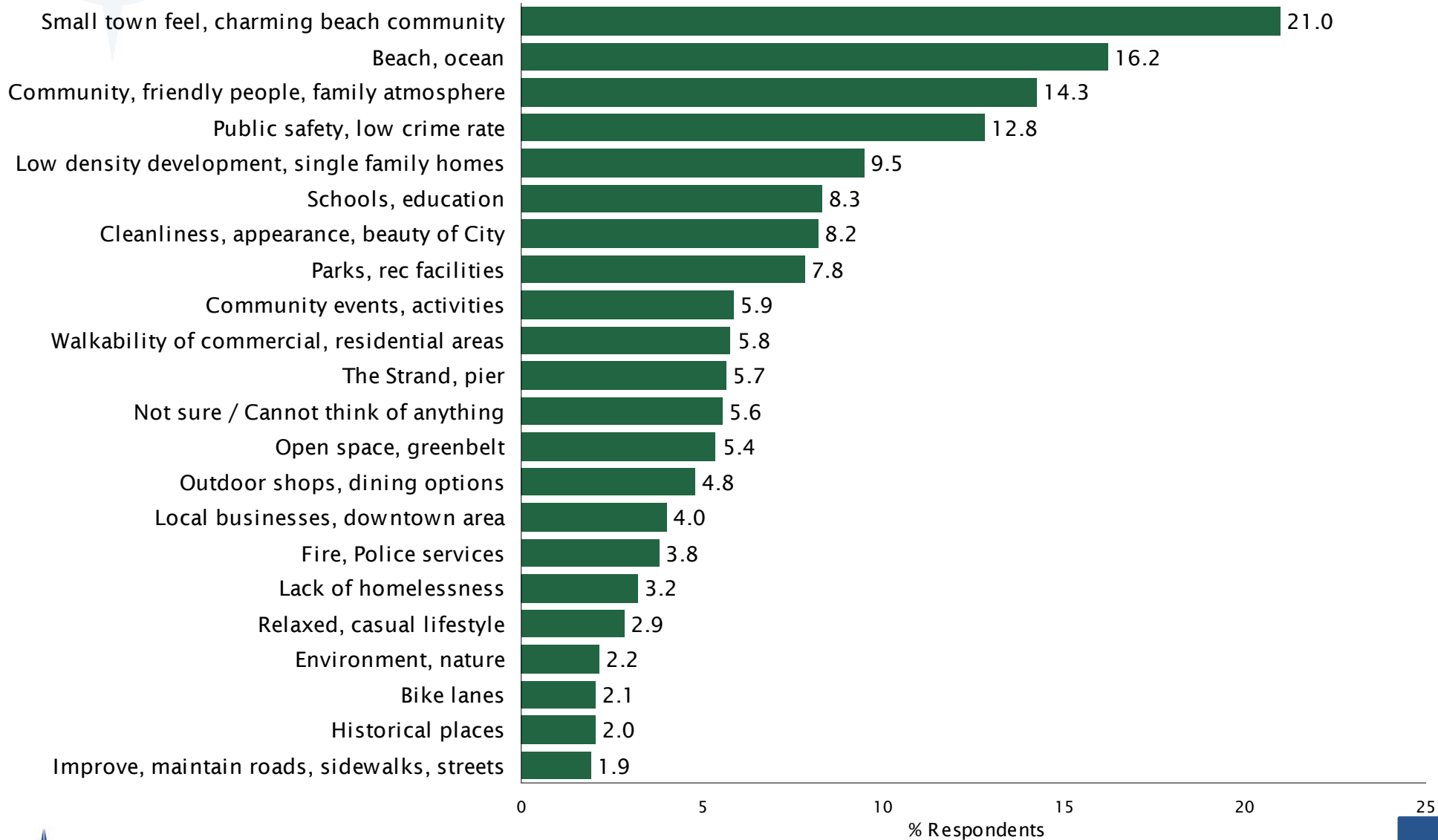
METHODOLOGY OF STUDY

- **How did we select residents to survey?**
 - Stratified Random Sampling of households by geographic subareas & monitored demographics to match Census ACS
 - Ensures balanced, representative sample of adult residents
- **How did we recruit participation?**
 - Personalized email, text, and telephone calls
 - PINs to restrict access and ensure one complete per respondent
- **How were respondents able to share their opinions?**
 - Secure website that scales to the device
 - Telephone (land line or mobile)
 - Data collection period: September 29 to October 6, 2025
- **What was the sample size?**
 - 588 completed interviews
 - Overall margin of error of $\pm 4\%$ @ 95% level of confidence

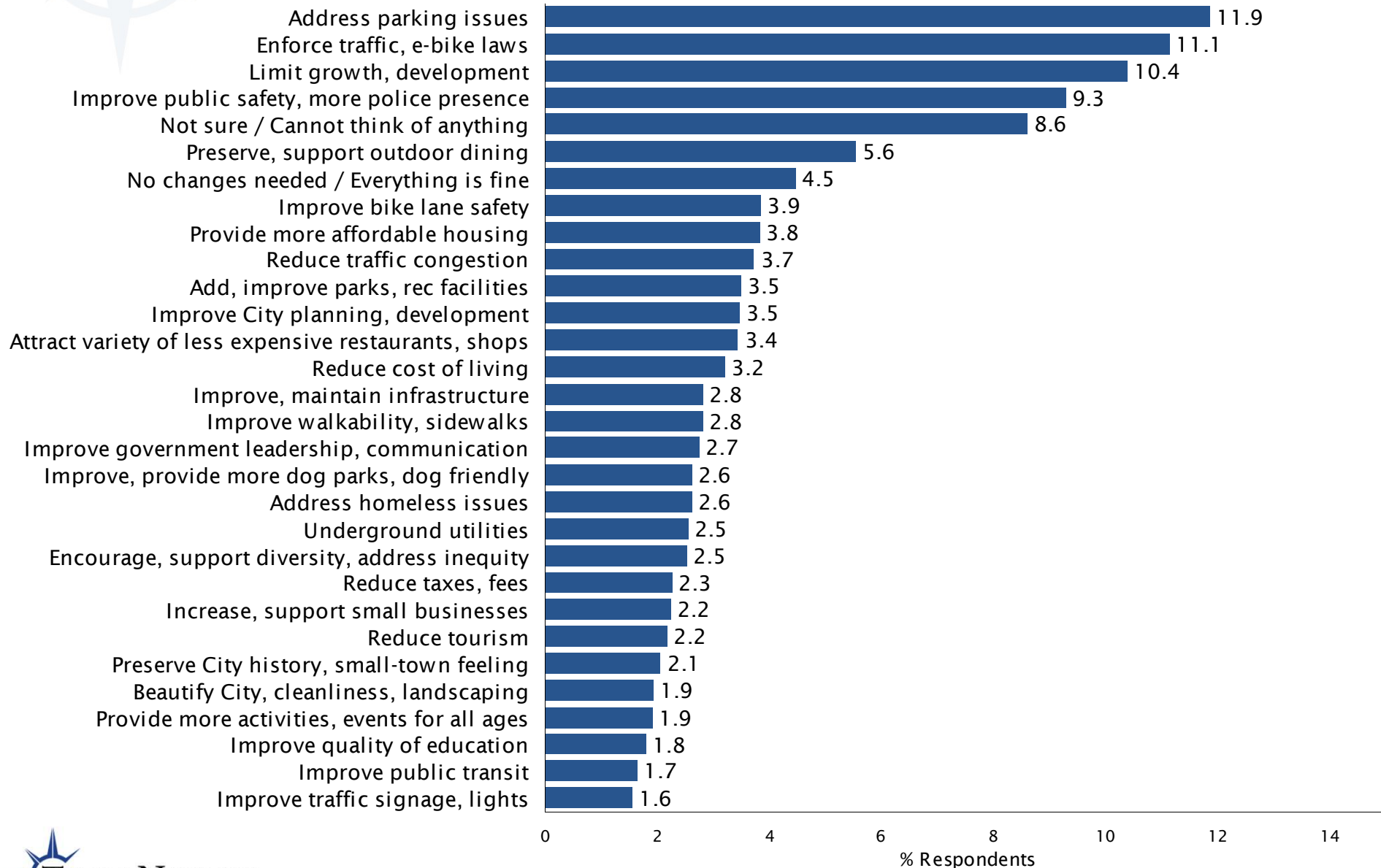
RATING THE CITY OF MANHATTAN BEACH



LIKE & WANT TO PRESERVE

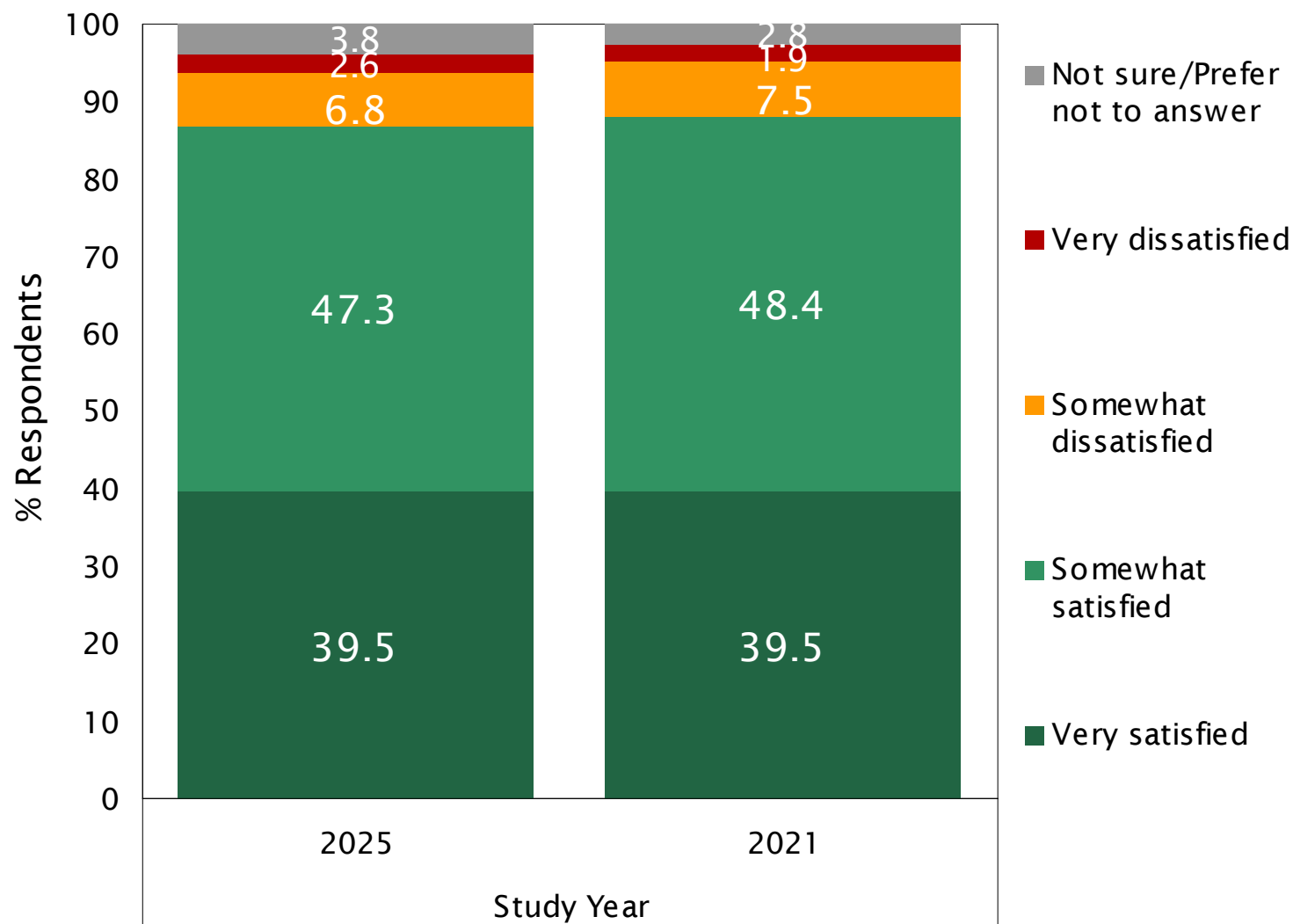


CHANGES TO IMPROVE CITY

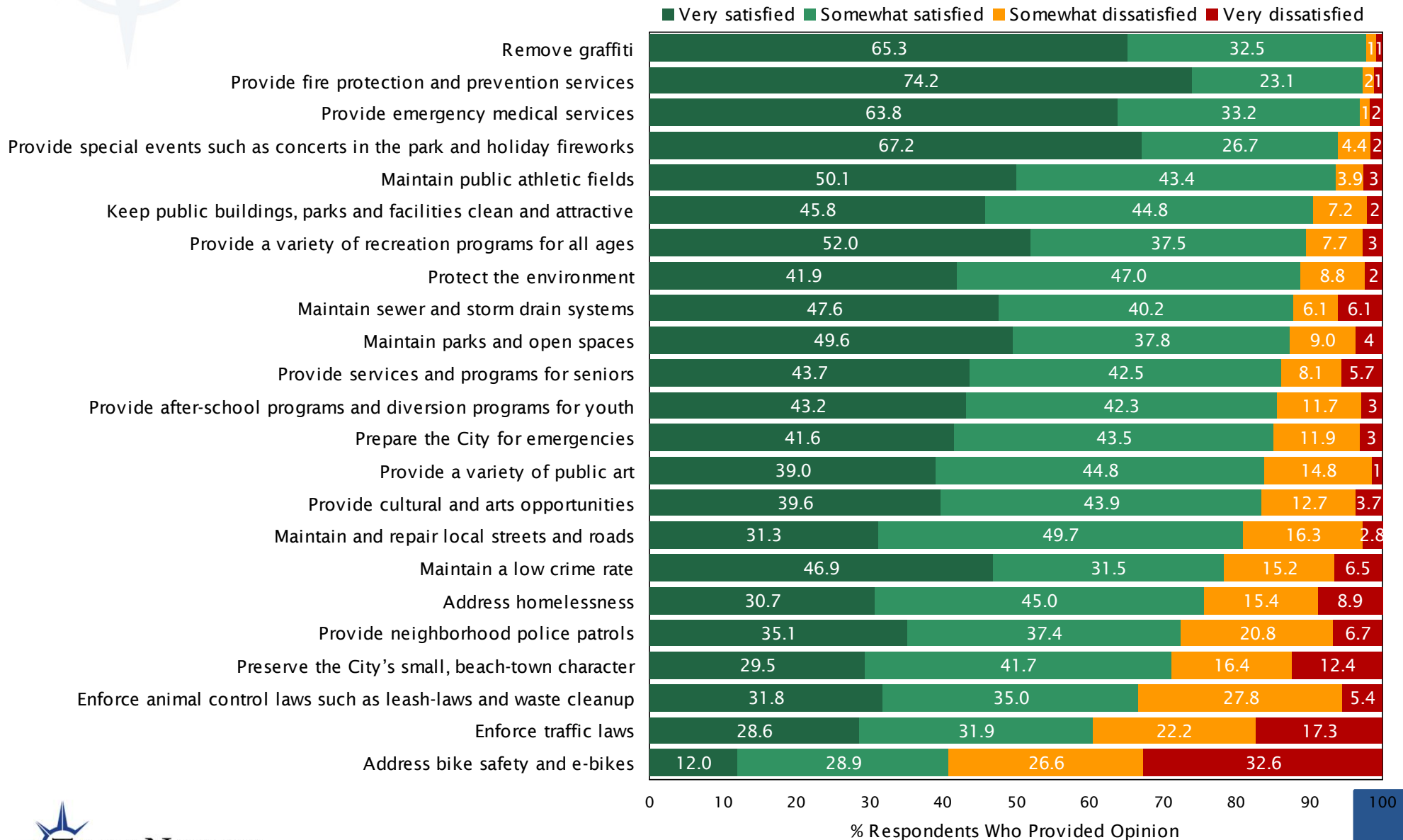


OVERALL SATISFACTION

BY STUDY YEAR

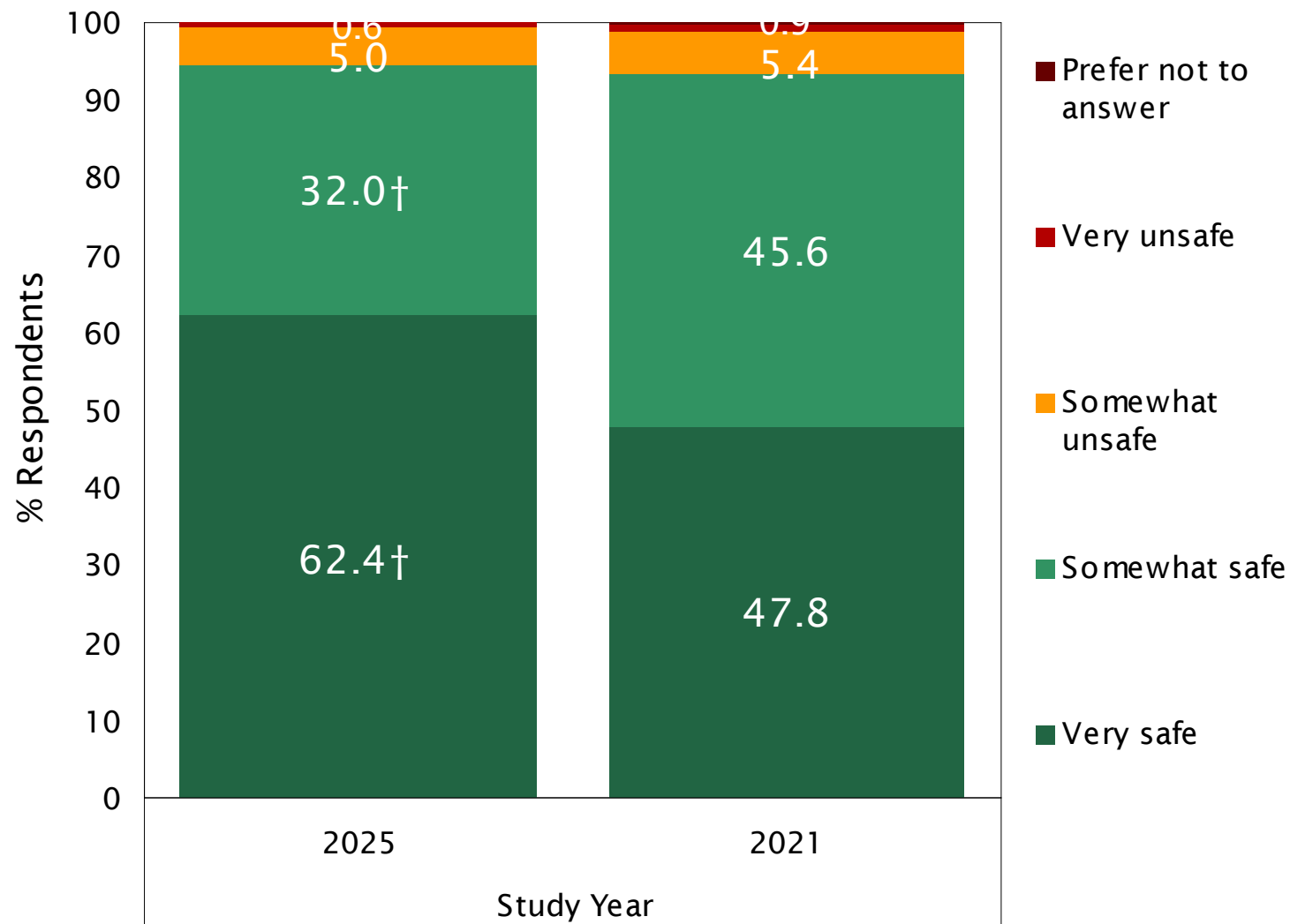


SATISFACTION WITH SERVICES

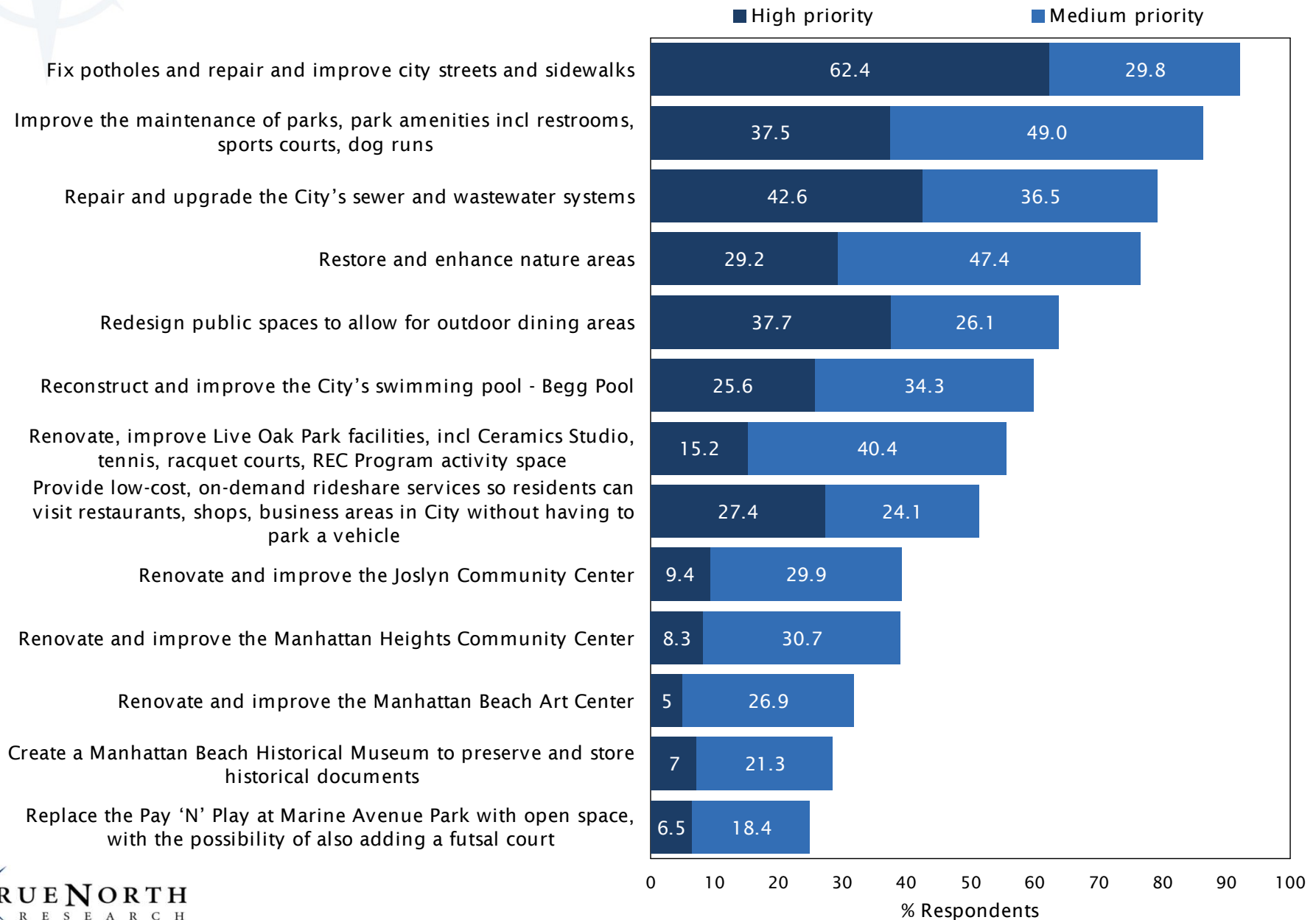


PERCEIVED SAFETY OF CITY

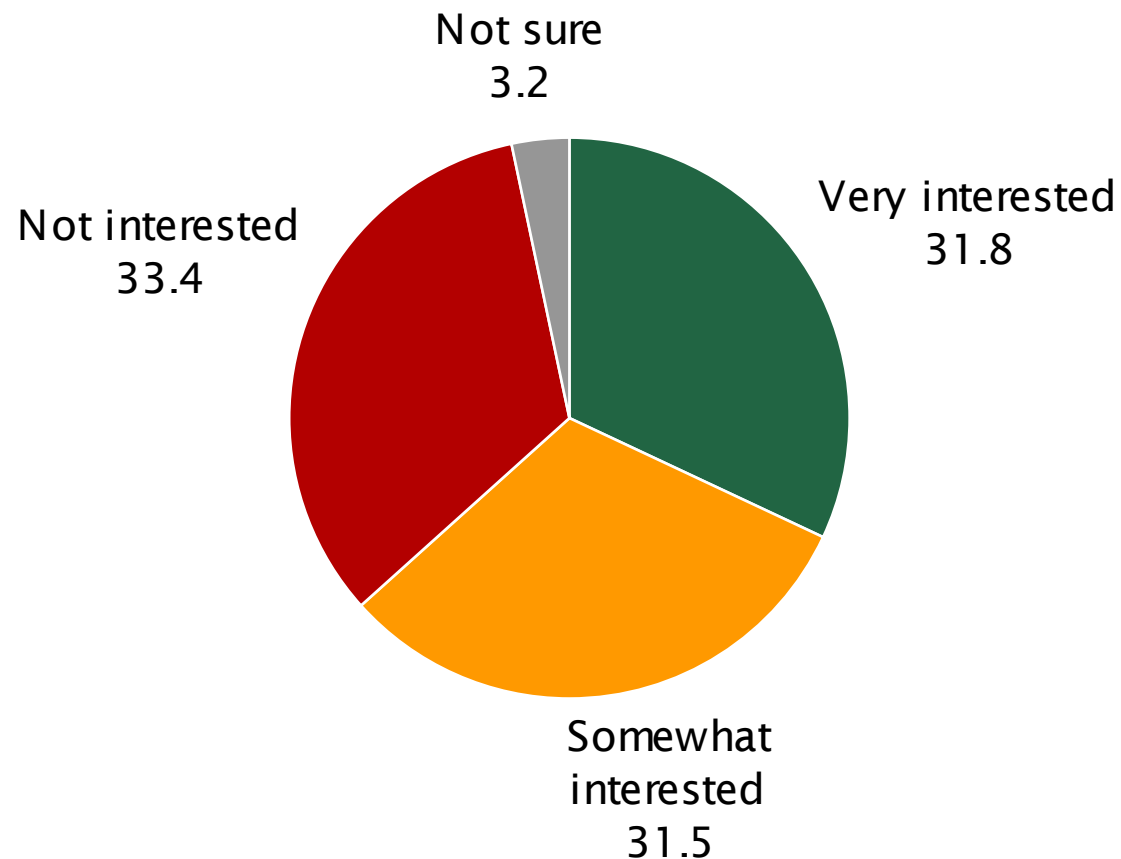
BY STUDY YEAR



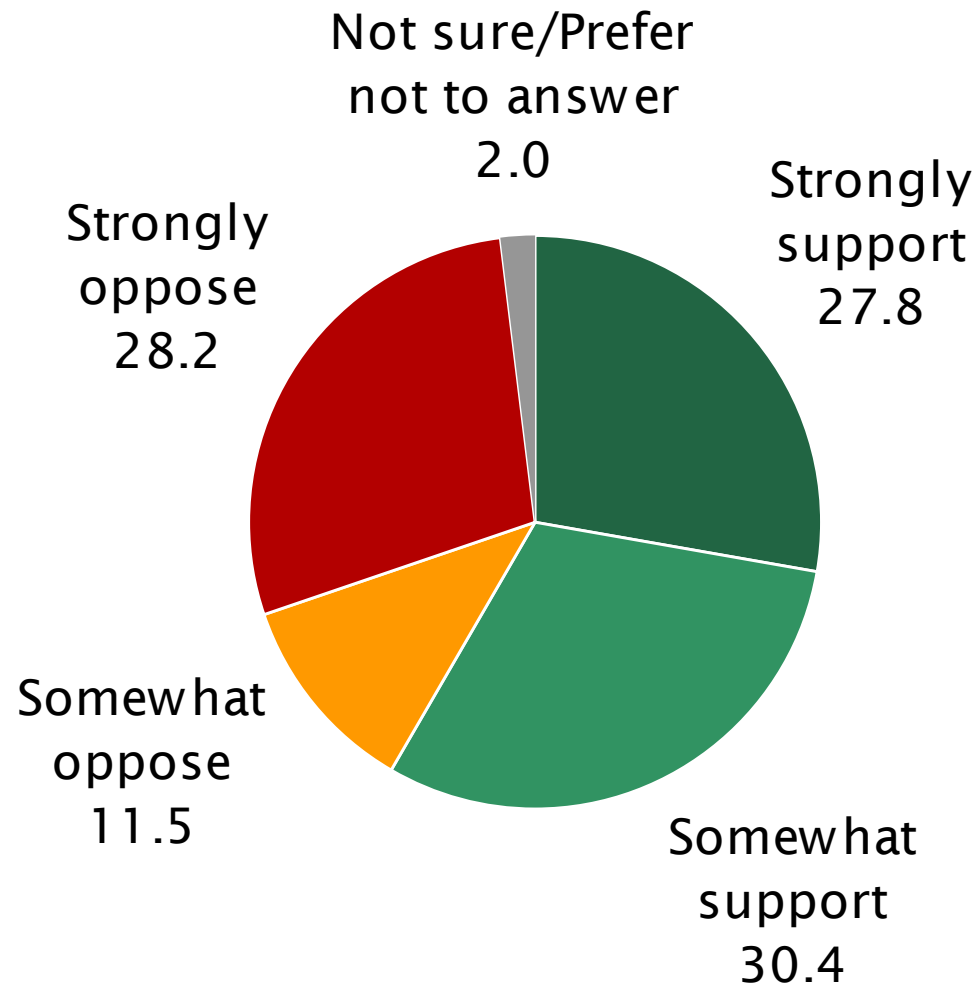
SPENDING PRIORITIES



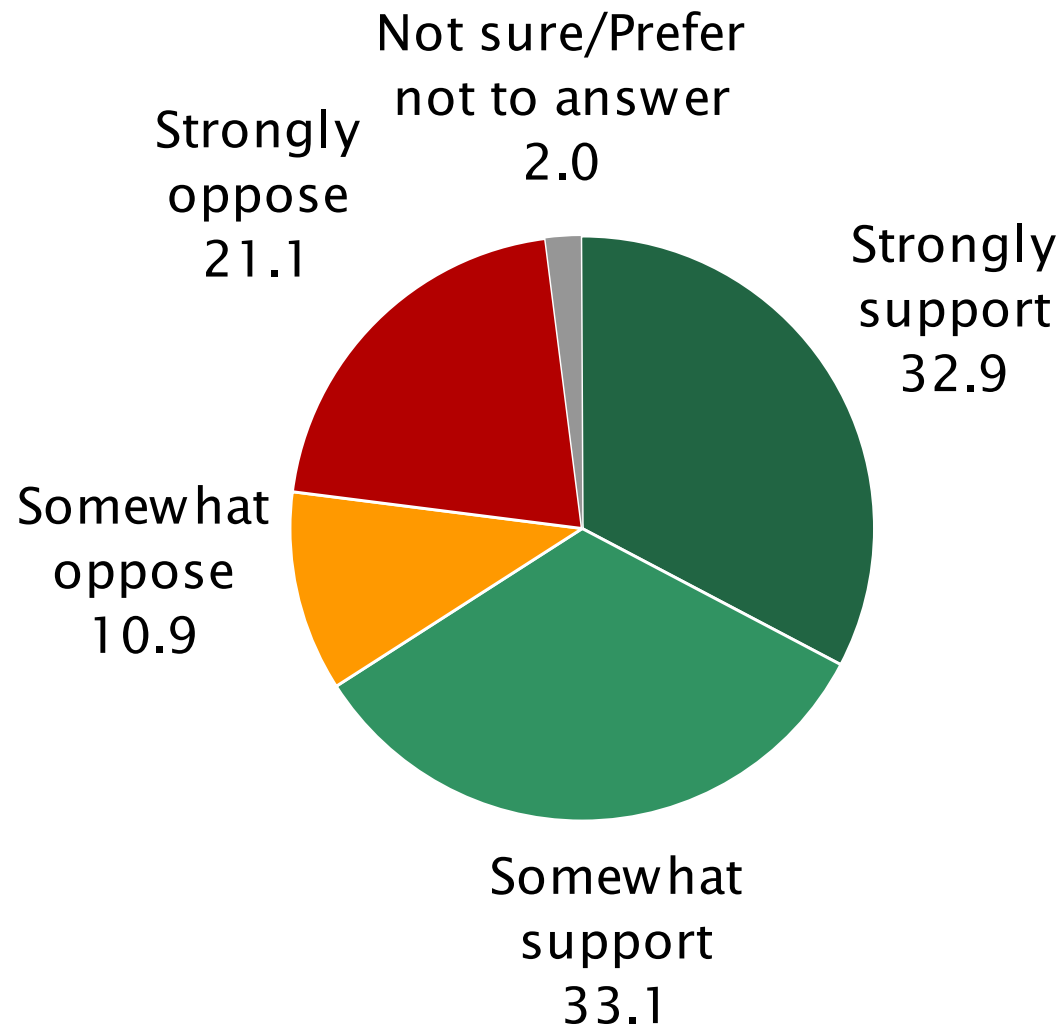
INTEREST IN USING LOW-COST RIDESHARE SERVICES



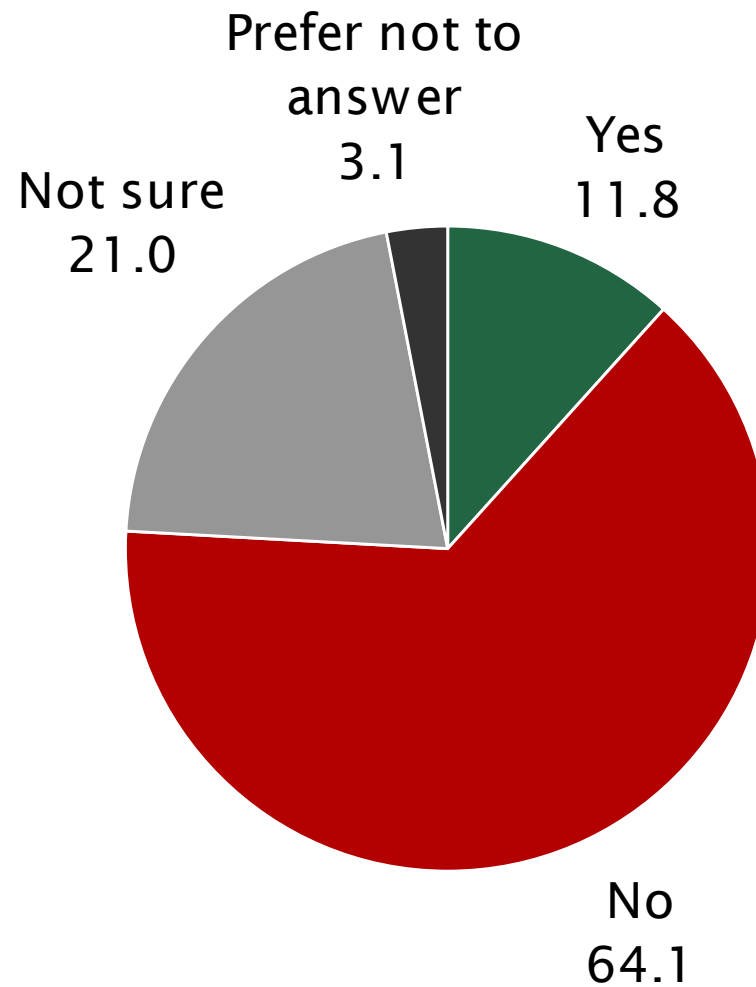
ALLOW SHORT-TERM RENTALS DURING OLYMPICS & WORLD CUP?



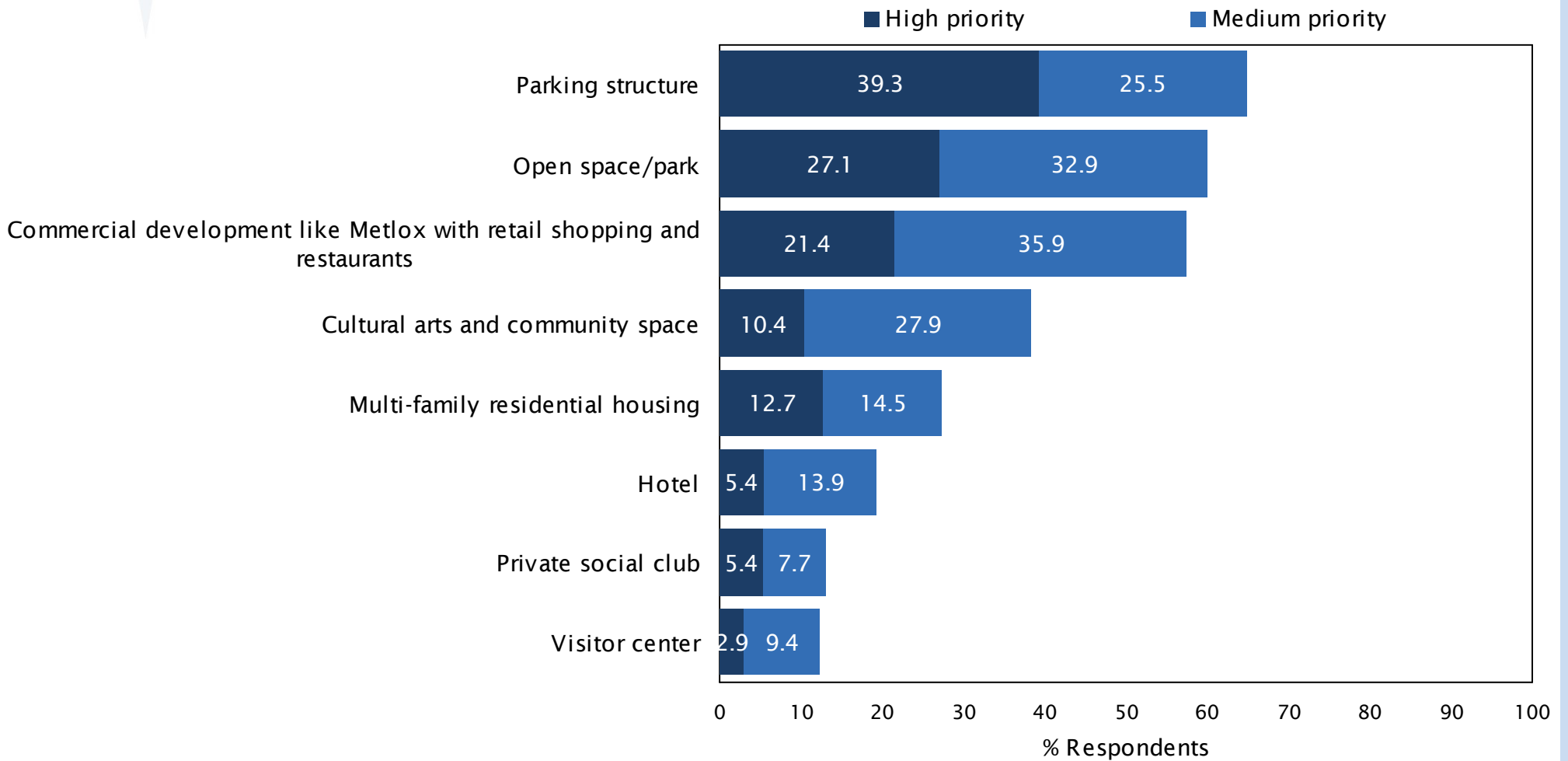
WITH ADDITIONAL PUBLIC SAFETY COST INFO



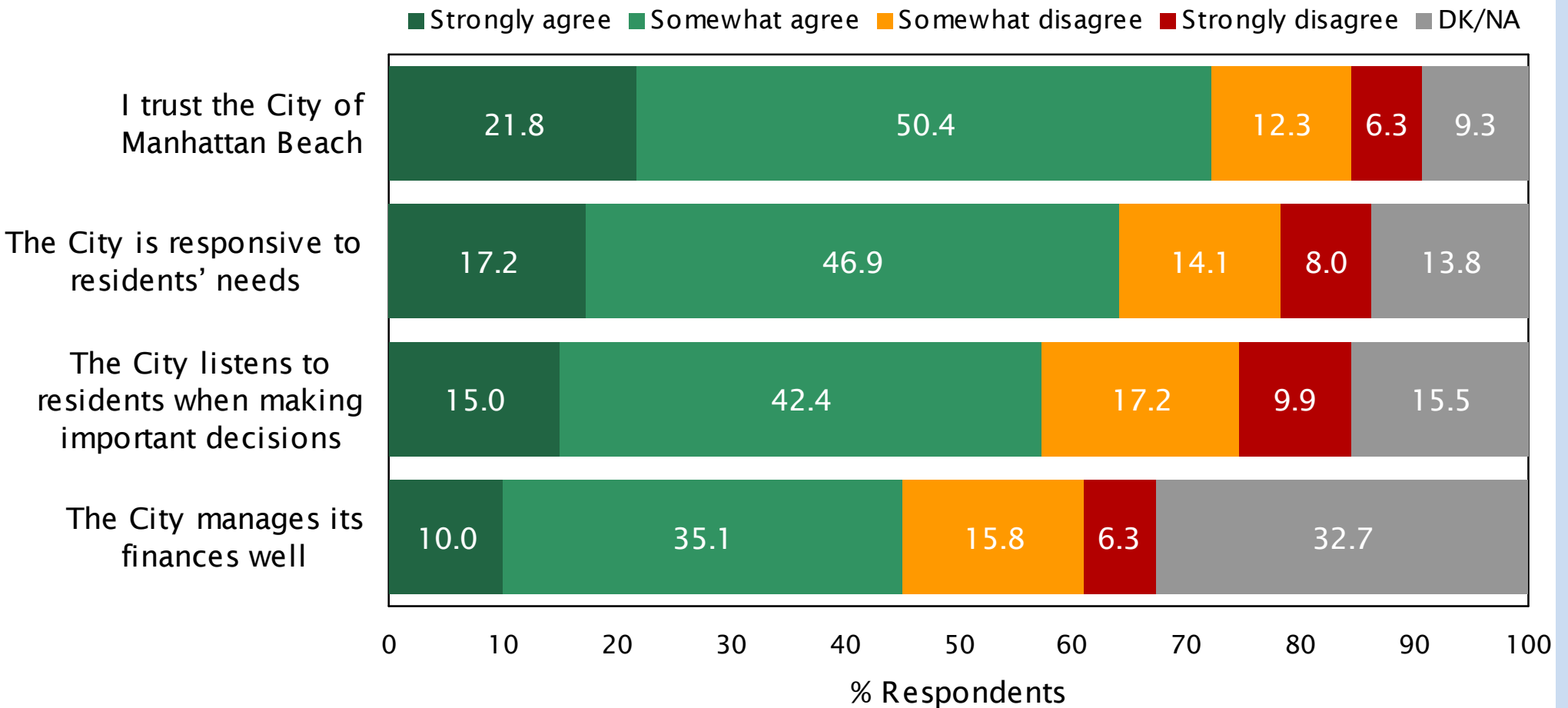
LIKELY TO RENT DURING THESE EVENTS



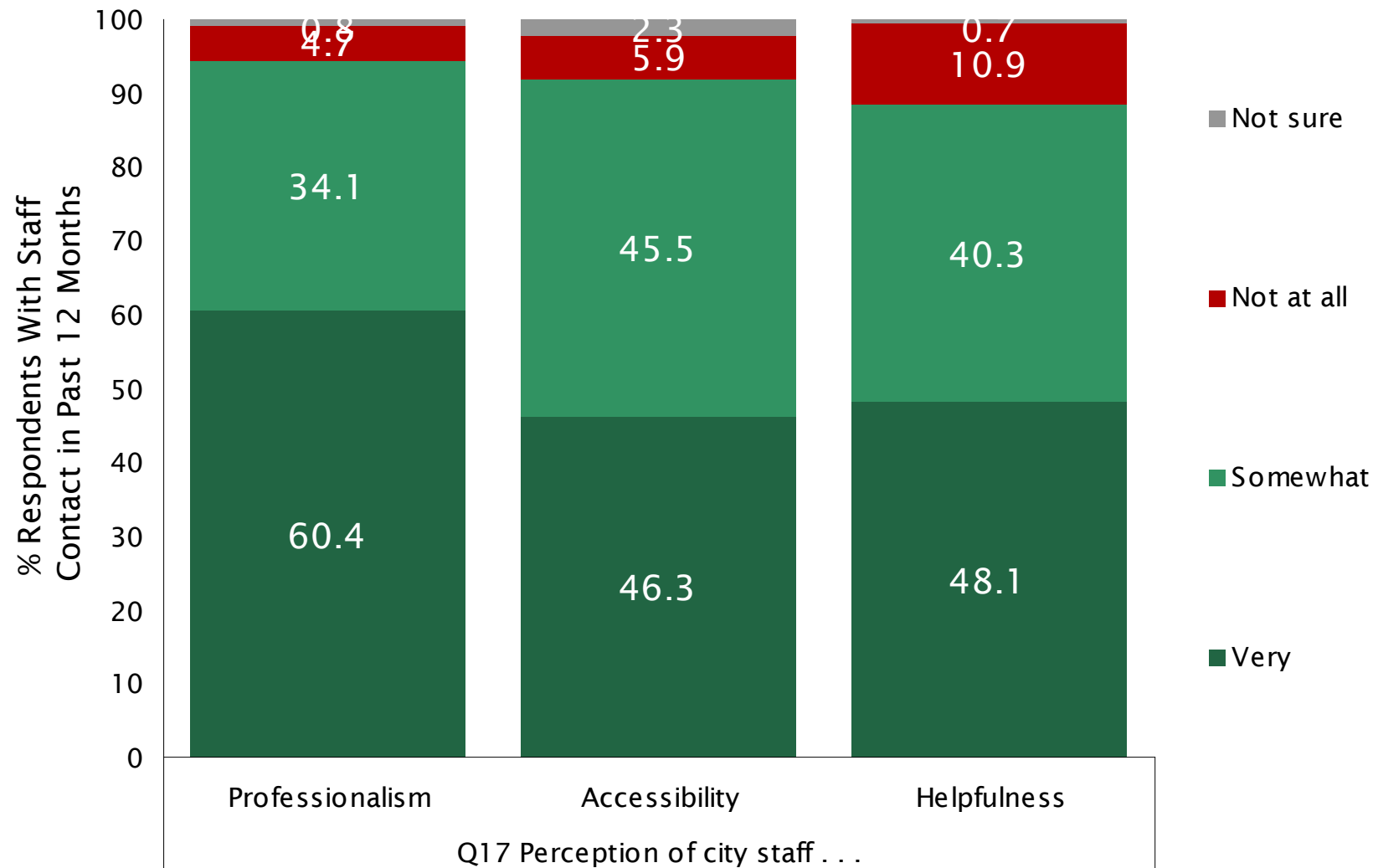
PROJECT PULSE PRIORITIES



AGREEMENT WITH STATEMENTS

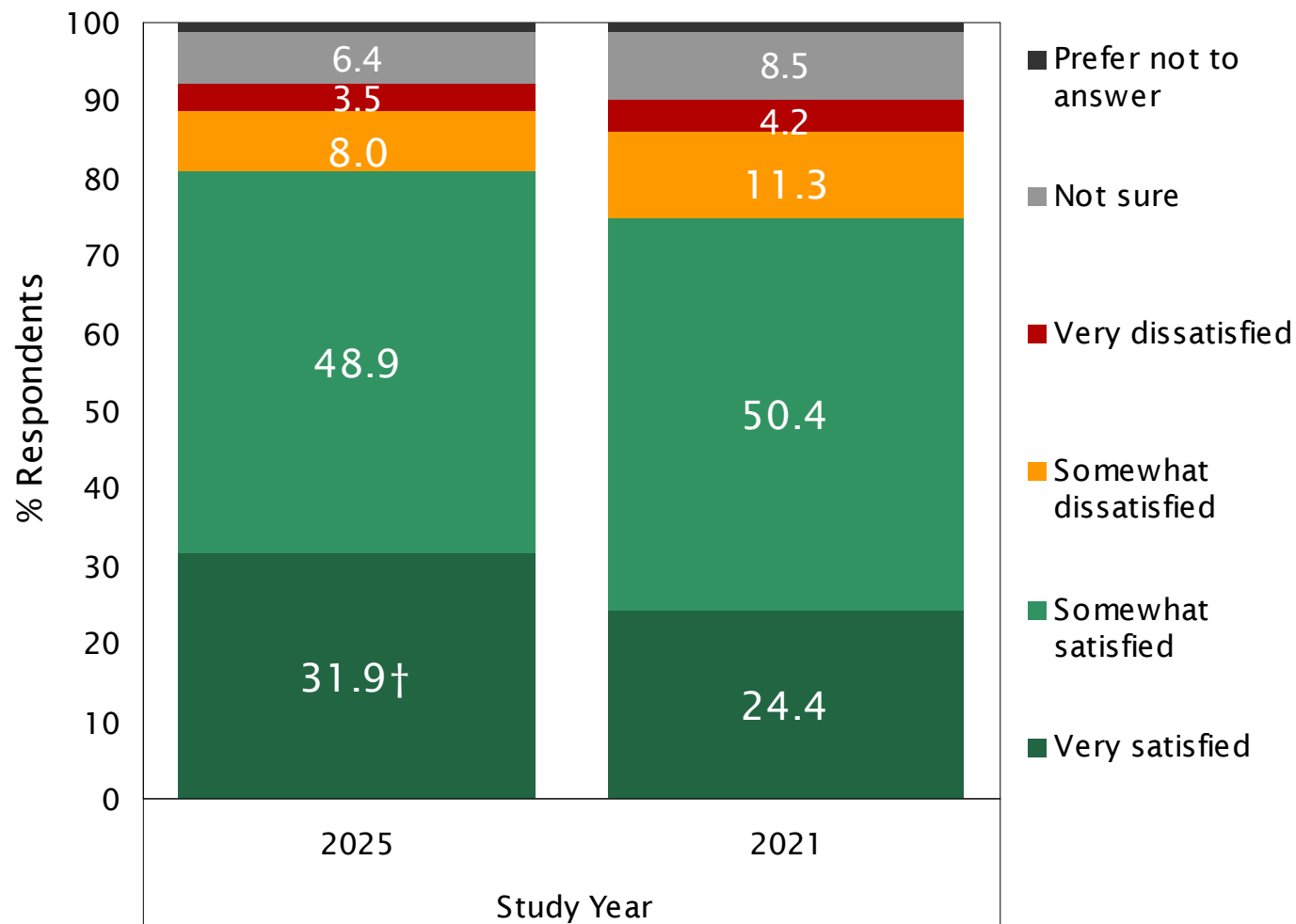


PERCEPTION OF CITY STAFF



SATISFACTION WITH COMMUNICATION

BY STUDY YEAR





KEY CONCLUSIONS

Residents continue to be satisfied with Manhattan Beach and the City's performance

- Overall quality of life
- Overall performance in providing municipal services
- Customer service provided by staff

Specific Strengths

- Graffiti removal
- Fire protection & EMS
- Special Events
- Maintenance of parks, sports fields & public facilities
- Recreation programming
- Protecting the environment

Opportunities for improvement

- Bike safety / e-Bikes
- Enforcing traffic laws
- Enforcing animal control laws
- Street/sidewalk maintenance
- Park maintenance/amenities
- Repairing sewer/wastewater systems