COMMUNITY OPINION SURVEY

CONDUCTED FOR THE
CITY OF MANHATTAN BEACH

PRESENTED BY
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11/24/2025



METHODOLOGY OF STUDY

- O 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
- O How did we recruit participation?
 - Personalized email, text, and telephone calls
 - o PINs to restrict access and ensure one complete per respondent
- O How were respondents able to share their opinions?
 - Secure website that scales to the device
 - Telephone (land line or mobile)
 - O Data collection period: September 29 to October 6, 2025
- O What was the sample size?
 - o 588 completed interviews
 - Overall margin of error of ± 4% @ 95% level of confidence



RATING THE CITY OF MANHATTAN BEACH

The overall quality of life in Manhattan Beach

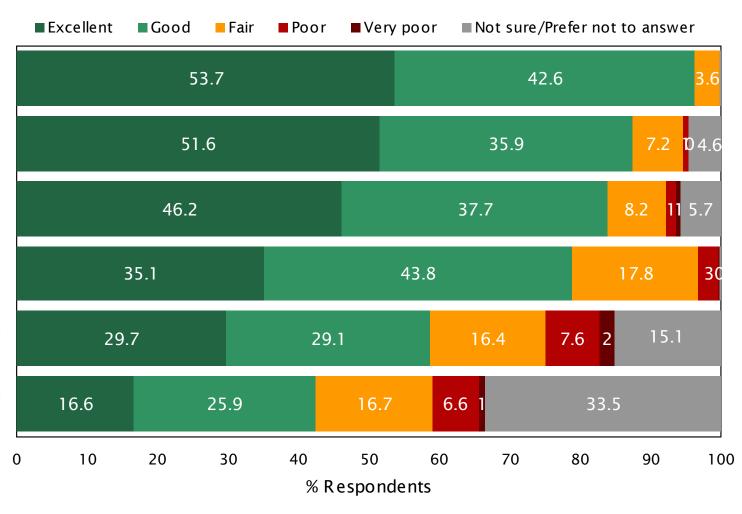
Manhattan Beach as a place to raise a family

Manhattan Beach as a place to recreate

Manhattan Beach as a place to shop and dine

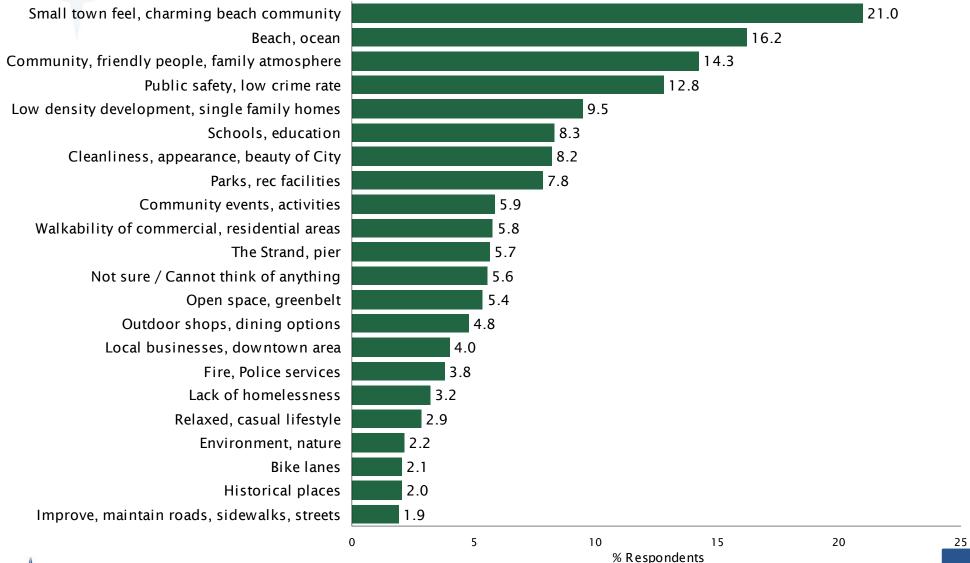
Manhattan Beach as a place to retire

Manhattan Beach as a place to work



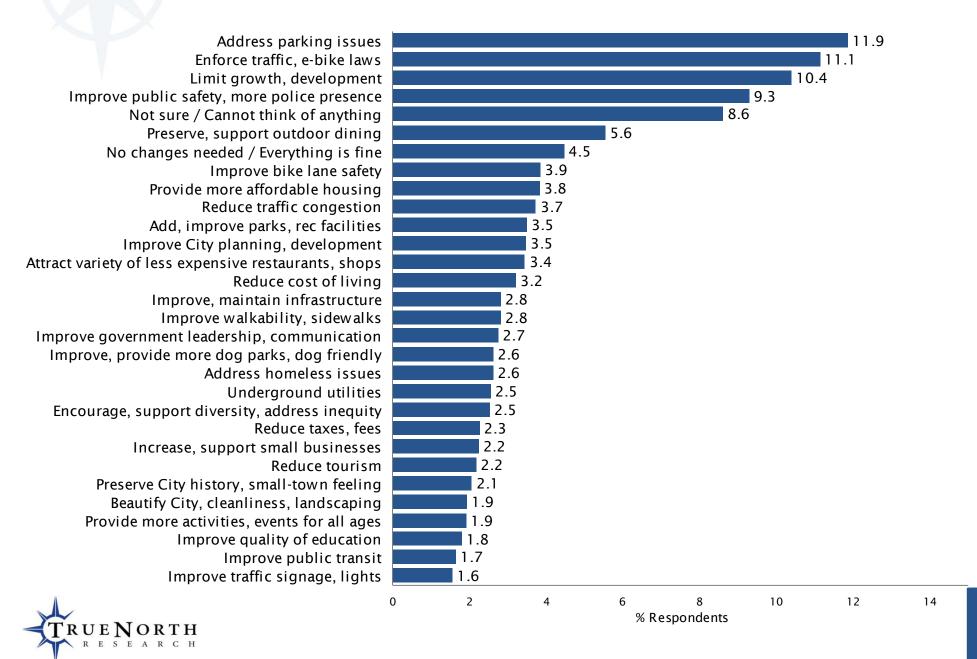


LIKE & WANT TO PRESERVE



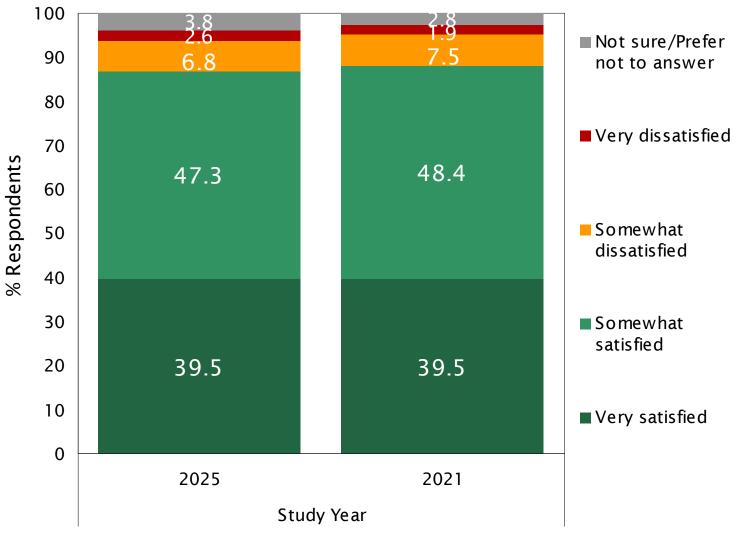


CHANGES TO IMPROVE CITY



OVERALL SATISFACTION

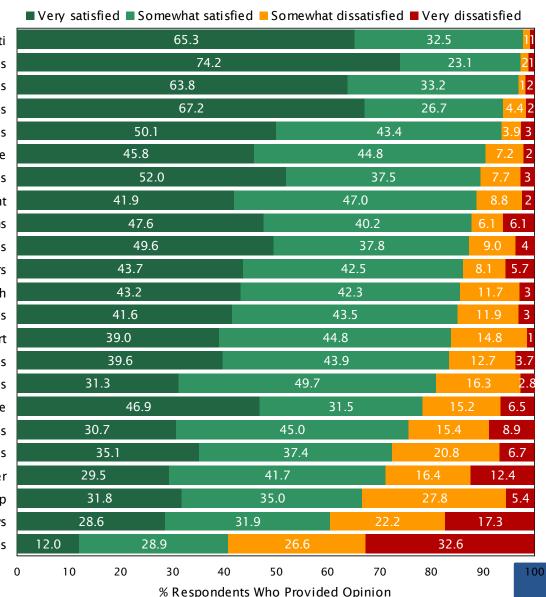
BY STUDY YEAR





SATISFACTION WITH SERVICES

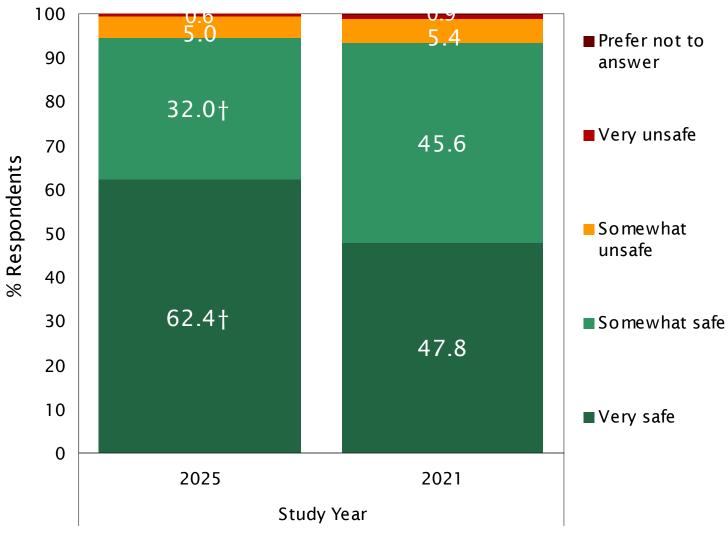
Remove graffiti Provide fire protection and prevention services Provide emergency medical services Provide special events such as concerts in the park and holiday fireworks Maintain public athletic fields Keep public buildings, parks and facilities clean and attractive Provide a variety of recreation programs for all ages Protect the environment Maintain sewer and storm drain systems Maintain parks and open spaces Provide services and programs for seniors Provide after-school programs and diversion programs for youth Prepare the City for emergencies Provide a variety of public art Provide cultural and arts opportunities Maintain and repair local streets and roads Maintain a low crime rate Address homelessness Provide neighborhood police patrols Preserve the City's small, beach-town character Enforce animal control laws such as leash-laws and waste cleanup Enforce traffic laws Address bike safety and e-bikes





PERCEIVED SAFETY OF CITY

BY STUDY YEAR





SPENDING PRIORITIES

Fix potholes and repair and improve city streets and sidewalks

Improve the maintenance of parks, park amenities incl restrooms, sports courts, dog runs

Repair and upgrade the City's sewer and wastewater systems

Restore and enhance nature areas

Redesign public spaces to allow for outdoor dining areas

Reconstruct and improve the City's swimming pool - Begg Pool

Renovate, improve Live Oak Park facilities, incl Ceramics Studio, tennis, racquet courts, REC Program activity space

Provide low-cost, on-demand rideshare services so residents can visit restaurants, shops, business areas in City without having to park a vehicle

Renovate and improve the Joslyn Community Center

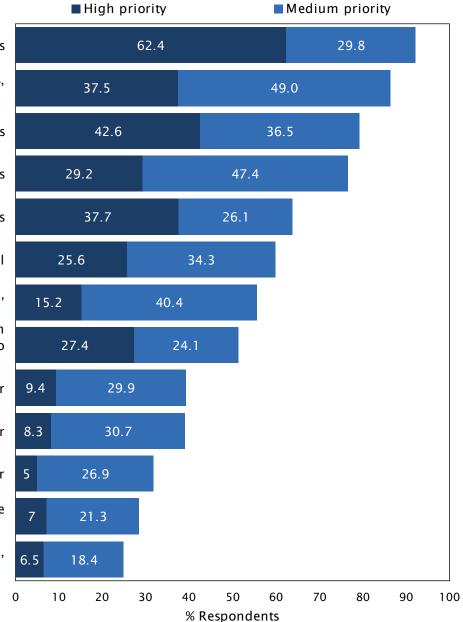
Renovate and improve the Manhattan Heights Community Center

Renovate and improve the Manhattan Beach Art Center

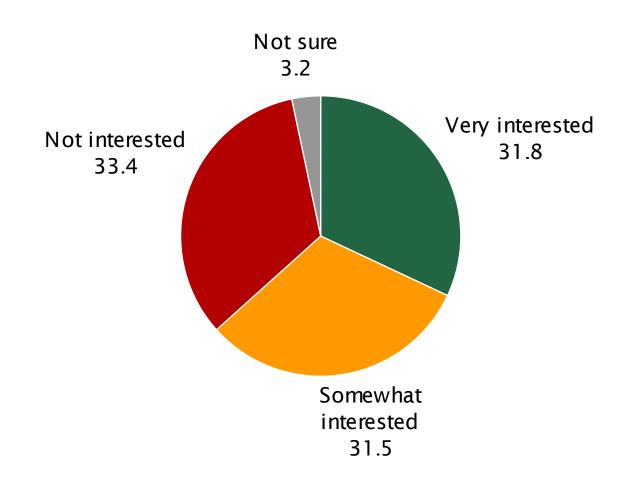
Create a Manhattan Beach Historical Museum to preserve and store historical documents

Replace the Pay 'N' Play at Marine Avenue Park with open space, with the possibility of also adding a futsal court

UENORTH

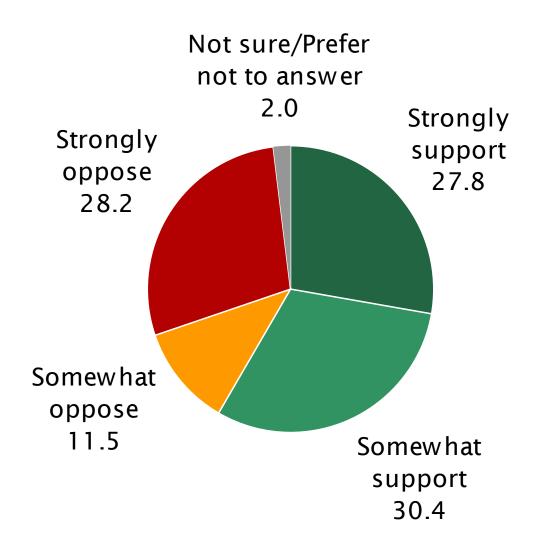


INTEREST IN USING LOW-COST RIDESHARE SERVICES



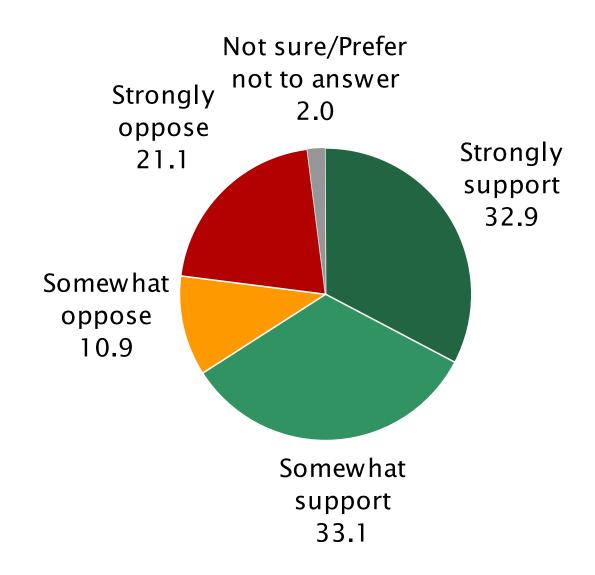


ALLOW SHORT-TERM RENTALS DURING OLYMPICS & WORLD CUP?



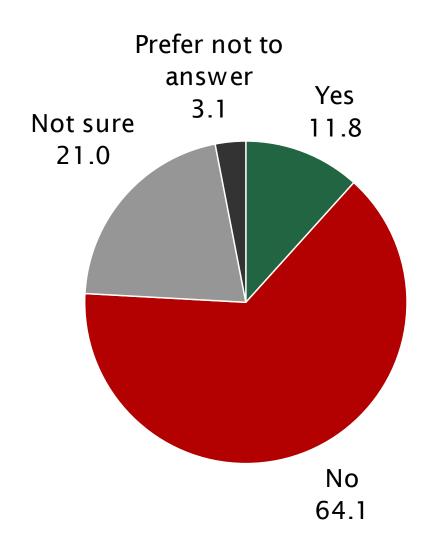


WITH ADDITIONAL PUBLIC SAFETY COST INFO



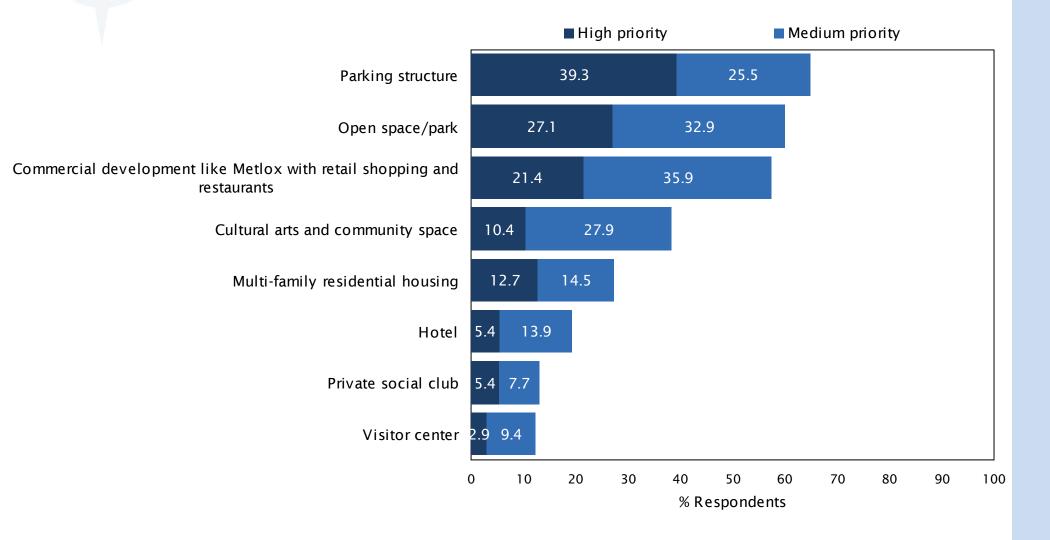


LIKELY TO RENT DURING THESE EVENTS





PROJECT PULSE PRIORITIES





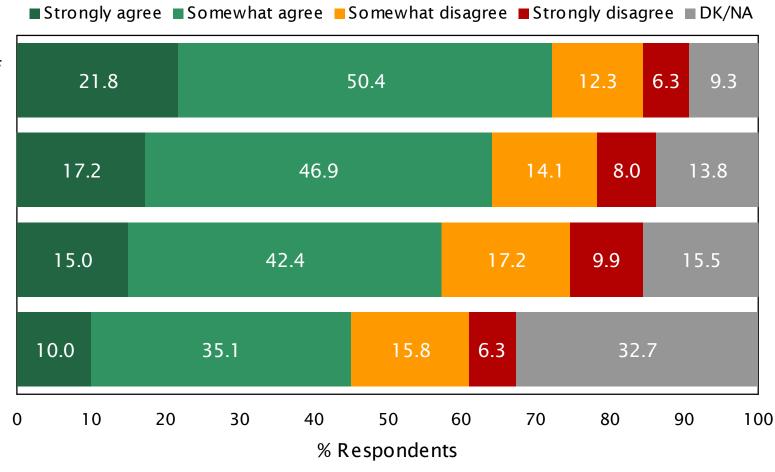
AGREEMENT WITH STATEMENTS

I trust the City of Manhattan Beach

The City is responsive to residents' needs

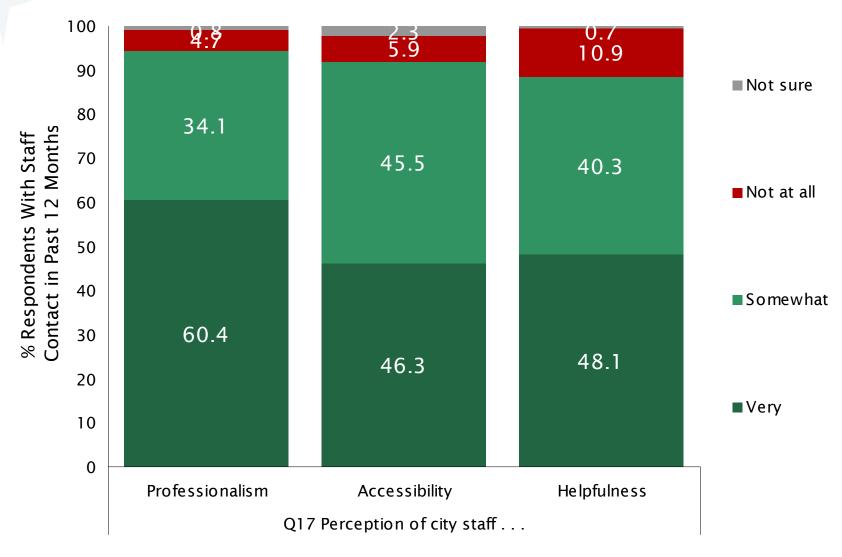
The City listens to residents when making important decisions

The City manages its finances well



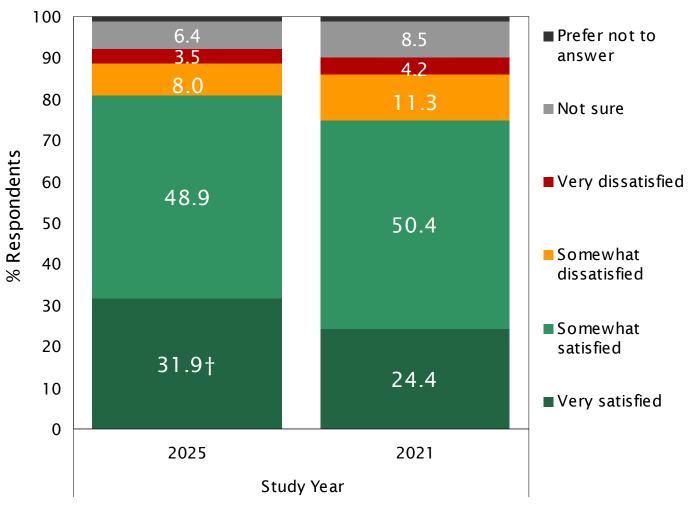


PERCEPTION OF CITY STAFF





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

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

Opportunities for improvement

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

