

COMMUNITY OPINION SURVEY
SUMMARY REPORT

PREPARED FOR THE

CITY OF MANHATTAN BEACH







OCTOBER 2025



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INTRODUCTION

Located along the coastal edge of Los Angeles County, the City of Manhattan Beach is home to an estimated 34,051 residents. Incorporated in 1912 as a General Law city, Manhattan Beach's team of full- and part-time employees provides services through more than a dozen departments, agencies, and programs, including the City Attorney's office, City Clerk's office, City Manager's office, Community Development, Environmental Stability, Finance, Fire, Human Resources, Information Technology, MBtv, Parks & Recreation, Police, and Public Works.

As part of its commitment to provide high quality services and facilities that meet the varied needs of its residents, the City of Manhattan Beach engages its residents on a daily basis and receives regular feedback regarding issue, policy, and performance matters. Although these informal feedback mechanisms are a valuable source of information for the City in that they provide timely and accurate information about the opinions of specific residents, they do not necessarily provide an accurate picture of the community as a whole. For the most part, informal feedback mechanisms rely on the resident to initiate the feedback, which creates a self-selection bias. The City receives feedback only from those residents who are motivated enough to initiate the feedback process. Because these residents tend to be those who are either *very* pleased or *very* displeased regarding a particular topic, their collective opinions are not necessarily representative of the City's resident population as a whole.

PURPOSE OF STUDY The motivation for the current study was to design and employ a methodology that would avoid the self-selection bias noted above and thereby provide the City with a *statistically reliable* understanding of its residents' satisfaction, priorities, and concerns as they relate to services, facilities, and policies provided by the City. Ultimately, the survey results and analyses presented in this report provide City Council and staff with information that can be used to make sound, strategic decisions in a variety of areas including service improvements and enhancements, measuring and tracking internal performance, planning, budgeting, policymaking, and community engagement.

To assist in this effort, the City selected True North Research to design the research plan and conduct the study. Broadly defined, the study was designed to:

- · Identify key issues of importance for residents, as well as their perceptions of the quality of life in Manhattan Beach;
- Measure residents' overall satisfaction with the City's efforts to provide municipal services, and their satisfaction with a variety of specific services;
- Gather opinions on specific topics including public safety, short-term vacation rentals, Project Pulse, budget priorities, and customer service;
- · Determine satisfaction with the City's communication with residents; and
- · Collect additional background and demographic data that are relevant to understanding residents' perceptions, needs, and interests.

^{1.} Source: State of California, Department of Finance, E-1 City/County Population Estimates, January 2025.

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 42). In brief, the survey was administered to a random sample of 588 adults who reside within the City of Manhattan Beach. The survey followed a mixed-method design that employed multiple recruiting methods (email, text, and phone) and multiple data collection methods (phone and online). Administered between September 29 and October 6, 2025, the average interview lasted 18 minutes.

This is not the first public opinion survey conducted for the City by True North. In fact, similar studies have been implemented in prior years dating back to 2004, with the most recent completed in 2021. That said, the design of the survey questionnaire, recruiting protocols, and data collection methodologies were all updated in 2021, resulting in a methodological break in the survey time series. For this reason, only results from 2021 forward are displayed in this report.

STATISTICAL SIGNIFICANCE Many figures and tables in this report present the results of questions asked in 2025 alongside the results found in the 2021 survey for identical questions. In such cases, True North conducted the appropriate tests of statistical significance to identify changes that likely reflect actual changes in public opinion between the prior survey (2021) and the current (2025)—as opposed to being due to chance associated with selecting two samples independently and at random. Differences between the two studies are identified as *statistically significant* if we can be 95% confident that the differences reflect an actual change in public opinion between the two studies. Statistically significant differences within response categories over time are denoted by the † symbol which appears in the figure next to the appropriate response value for 2025.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the section titled *Key Findings* is for you. It provides a summary of the most important factual findings of the survey in a Question & Answer format. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 45), and a complete set of crosstabulations for the survey results is contained in Appendix A.

ACKNOWLEDGEMENTS True North thanks the City of Manhattan Beach for the opportunity to conduct the study and for contributing valuable input during the design stage of this study. The collective experience, insight, and local knowledge provided by city representatives and staff improved the overall quality of the research presented here.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North and not necessarily those of the City of Manhattan Beach. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities, and concerns of their residents and customers. Through designing and implementing scientific surveys, focus groups, and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 1,500 survey research studies for public agencies—including more than 500 studies for California municipalities and special districts.

KEY FINDINGS

As noted in the *Introduction*, this study was designed to provide the City of Manhattan Beach with a statistically reliable understanding of its residents' opinions, satisfaction, and priorities as they relate to services, facilities, and policies provided by the City. As such, the findings of this study can provide the City with information needed to make sound, strategic decisions in a variety of areas including performance management, planning, establishing budget priorities, and community engagement.

Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the survey results answer key questions that motivated the research. The following conclusions are based on True North's interpretations of the results, as well as the firm's experience conducting similar studies for government agencies throughout the State.

How well is the City performing in meeting the needs of Manhattan Beach residents? Manhattan Beach residents continue to be quite satisfied with the City's overall efforts to provide services. When asked to rate the City's overall performance in providing municipal services, 87% of residents surveyed in 2025 indicated that they were either very (40%) or somewhat (47%) satisfied with the City's performance. Overall satisfaction remained remarkably consistent over the past four years, changing by just one percentage point. Moreover, the high level of satisfaction exhibited by respondents as a whole was generally echoed across resident subgroups, with at least eight-in-ten residents in nearly all subgroups reporting satisfaction (see *Overall Satisfaction* on page 12).

The strong level of satisfaction expressed with the City's performance *in general* was also mirrored in residents' assessments of the City's performance in providing most specific services, with the highest satisfaction scores assigned to the City's efforts to remove graffiti (98% very or somewhat satisfied), provide fire protection and prevention services (97%), provide emergency medical services (97%), provide special events such as concerts in the park and holiday fireworks (94%), and maintain public athletic fields (94%). Further, the majority of respondents were *very* satisfied with the City's efforts in each of these areas.

Of the 23 services assessed in both 2021 and 2025, only two registered statistically significant changes. There were statistically significant declines in satisfaction with the City's efforts to address bike safety and e-bikes (-12%) and provide services and programs for seniors (-9%). Each of the other 21 services remained statistically consistent from 2021 to 2025 (see *Specific Services* on page 14).

How do residents view the quality of life in Manhattan Beach?

The City's performance in providing municipal services has also contributed to an exceptional quality of life for residents. Nearly all residents surveyed (96%) rated the quality of life in Manhattan Beach as excellent or good, with the majority saying it is excellent (54%). The overall quality

of life rating tracked closely with 2021 (+2%), and the positive sentiment was widespread across a host of resident subgroups based on length of residence, home ownership status, age, employment status, and other demographics (see *Overall Quality of Life* on page 8). Residents also feel extremely safe in their city, with 94% of respondents indicating that Manhattan Beach is a safe place to live. While overall safety was stable from 2021 to 2025 (+1%), residents were much more likely to rate the City as *very* safe in 2025 (+15%, see *Safety* on page 17).

The City also gets high marks from residents as a place to raise a family (88% excellent or good), as a place to recreate (84%), and as a place to shop and dine (79%). Although opinions regarding Manhattan Beach as a place to retire (59%) and work (43%) were somewhat mixed, it should be noted that approximately one-third of respondents (34%) were also unsure how to rate the City as a place to work. There was a statistically significant decline (-12%) on the latter dimension from 2021 to 2025, driven by an increase in responses of unsure/prefer not to answer when rating Manhattan Beach as a place to work.

When asked what they liked most about living in Manhattan Beach, the small town feel/charming beach community vibe was the top response (21%), followed by its proximity to the ocean and beach (16%), the community and its friendly people and family atmosphere (14%), the City's safety/low crime rate (13%), and its low density development/single family homes (10%). To quote one resident: Everything - the people, the restaurants, the ocean, the pier, the mall, the retail stores, the weather... and another sums it up by saying: I enjoy the community of Manhattan Beach! And to underscore this point, it must be noted that when asked about changes that city government could make to improve Manhattan Beach, the most common response was that they could not think of anything to change or that no changes were needed (13%).

How is the City perceived with respect to customer service and governance? Underlying the positive ratings the City receives for specific service areas is the day-to-day customer service provided by city staff. Indeed, staff at the City of Manhattan Beach are often the "face" of the City for residents who are using city facilities, participating in various programs or events, or in need of assistance from the City on any number of matters. Close to half (46%) of respondents indicated that they had been in contact with Manhattan Beach staff at least once during the 12 months prior to the interview, and approximately nine-in-ten of those respondents indicated that staff members were very or somewhat professional (95%), accessible (92%), and helpful (88%). Staff contact and ratings were statistically consistent from 2021 to 2025 (see *Contact with City Staff* on page 36).

Regarding perceptions of local government, the City was rated highest with regard to resident trust (72% agreed with the statement *I trust the City of Manhattan Beach*), followed by being responsive to residents'

needs (64%), listening to residents when making important decisions (57%), and managing its finances (45%). Agreement across the items was statistically consistent from 2021 to 2025 (see Perceptions of City Government on page 34).

Where should the City focus its efforts in the future?

In addition to measuring the City's current performance, a primary goal of this study was to look forward and identify opportunities to adjust services, improve facilities, and/or refine communications strategies to best meet the community's evolving needs and expectations. Although residents are generally satisfied with the City's performance (as described above), there is always room for improvement. Below we note some of the areas that present the best opportunities in this regard.

Considering respondents' verbatim answers regarding what city government could do to make Manhattan Beach a better place to live (see Changes to Improve Manhattan Beach on page 10), the performance ratings they assigned to a wide variety of services (see Specific Services on page 14), the manner in which residents prioritize among a variety of projects and programs that could receive funding in the future (see Spending Priorities on page 19), and other relevant questions, the topics of addressing bike safety and e-bikes, enforcing traffic laws, enforcing animal control laws, street and sidewalk repair/maintenance, improving park maintenance and amenities, repairing/upgrading the City's sewer and wastewater systems, and addressing parking issues stood out as the key areas of opportunity and interest for residents.

It is also important to keep in mind that although these areas represent opportunities to improve resident satisfaction, the City should not oversteer. Indeed, the primary takeaway from this study is that the City does many things very well, and the emphasis should be on continuing to perform at that high level in those areas. The vast majority of residents were pleased with the City's efforts to provide services, programs, and facilities and have a favorable opinion of the City's performance in most areas. The top priority for the City should thus be to do what it takes to maintain the high quality of services that it currently provides.

municating with Manhattan Beach residents?

How well is the City com- Keeping up with the challenge of communicating with residents has been difficult for many public agencies in recent years. As the number of information sources and channels available to the public have dramatically increased, so too has the diversity in where residents regularly turn for their information. Not only have entirely new channels arisen to become mainstream and nearly ubiquitous (e.g., social media), within these channels there exists a proliferation of alternative services. To add to the challenge, residents' preferences for information sources are also dynamic, subject to change as new services are made available while others may fade in popularity, making thorough, effective communication a moving target for public agencies.

With this context in mind, the City of Manhattan Beach appears to be doing a solid job communicating with residents. Overall, 81% of respondents indicated they were satisfied with the City's efforts to communicate with residents through newsletters, the Internet, social media, and other means, with the remaining respondents either dissatisfied (12%) or unsure or unwilling to share their opinion (7%). Moreover, the City has improved in this area over the past four years. Driven by an increase in the percentage of residents who were *very* satisfied (+8%), overall satisfaction with city-resident communication was significantly higher in 2025 than 2021 (+6%).

What are residents' views on allowing short-term vacation rentals during the Olympics and World Cup?

When the topic of allowing limited short-term vacation rentals on a tempoary basis to accommodate increased demand when the 2026 FIFA World Cup and the 2028 Summer Olympics come to Los Angeles was presented to residents, 58% indicated that they strongly (28%) or somewhat (30%) supported the idea. After being informed that the City will need to provide additional public safety services for security and emergency medical during the Olympics and World Cup and that the taxes generated by short-term vacation rentals will help cover these additional costs, support increased to 66% (+8%). Thirty-two percent (32%) remained opposed to the City allowing residents to rent their properties on a short-term basis during the events and 2% were unsure or declined to state. If they City allowed short-term vacation rentals for the Olympics and World Cup, 12% of residents anticipated the would rent their property (see *Short-Term Vacation Rentals* on page 26).

QUALITY OF LIFE

The opening series of questions in the survey was designed to assess residents' top of mind perceptions about the quality of life in the City of Manhattan Beach, as well as their ideas on changes that city government could implement to make the community a better place to live, now and in the future.

OVERALL QUALITY OF LIFE At the outset of the survey, residents were asked to rate the City of Manhattan Beach on a number of key dimensions including overall quality of life, as a place to raise a family, and as a place to work, using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 1 below, residents shared the most favorable opinions of the overall quality of life in the City (96% excellent or good), followed by Manhattan Beach as a place to raise a family (88%), as a place to recreate (84%), and as a place to shop and dine (79%).

Although opinions regarding Manhattan Beach as a place to retire (59%) and work (43%) were somewhat more mixed, it should be noted that approximately one-third of respondents (34%) were also unsure how to rate the City as a place to work. There was a statistically significant decline on the latter dimension from 2021 to 2025 (-12%), driven by an increase in responses of unsure and prefer not to answer (see Table 1).

Question 2 How would you rate: ____? Would you say it is excellent, good, fair, poor or very poor?

FIGURE 1 RATING MANHATTAN BEACH

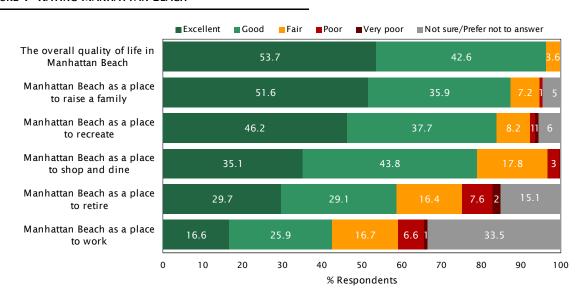


TABLE 1 RATING MANHATTAN BEACH BY STUDY YEAR

	Study 2025	Year 2021	Change in % Excellent + Good 2021 to 2025
Manhattan Beach as a place to raise a family	87.4	83.7	+3.8
The overall quality of life in Manhattan Beach	96.3	94.5	+1.8
Manhattan Beach as a place to recreate	84.0	85.1	-1.2
Manhattan Beach as a place to retire	58.8	60.2	-1.5
Manhattan Beach as a place to shop and dine	78.9	81.4	-2.5
Manhattan Beach as a place to work	42.4	54.3	-11.9†

 $[\]dagger$ Statistically significant change (p < 0.05) between the 2021 and 2025 studies.

For the interested reader, tables 2-4 show how ratings of *excellent* for each dimension varied by years in Manhattan Beach, home ownership status, presence of a child in the home, age, gender, ethnicity, and employment status. In general, new residents (less than 5 years), those renting their home in the City, respondents with a child in their household, residents under 55 years of age, those who identified their ethnicity as mixed or other, and respondents employed part-time were the most likely to rate the overall quality of life in Manhattan Beach as excellent.

TABLE 2 RATING MANHATTAN BEACH BY YEARS IN MANHATTAN BEACH, HOME OWNERSHIP STATUS & CHILD IN HSLD (SHOWING % EXCELLENT)

	Yea	rs in Manha	attan Beach ((Q1)		wnership (QD4)	Child in Hsld (QD3)	
	Less than 5	5 to 9	10 to 14	15 or more	Own	Rent	Yes	No
The overall quality of life in Manhattan Beach	66.7	50.8	50.2	50.1	52.5	60.0	58.8	53.1
Manhattan Beach as a place to raise a family	59.1	55.1	62.8	45.9	50.3	57.1	65.2	45.8
Manhattan Beach as a place to recreate	52.3	38.7	53.5	44.4	45.1	48.7	55.2	41.6
Manhattan Beach as a place to shop and dine	42.5	32.7	41.4	31.7	35.0	35.2	36.5	34.8
Manhattan Beach as a place to retire	34.0	30.6	36.7	26.6	27.8	34.8	25.1	34.6
Manhattan Beach as a place to work	19.3	13.1	22.6	15.2	17.3	16.0	19.2	16.0

TABLE 3 RATING MANHATTAN BEACH BY AGE & GENDER (SHOWING % EXCELLENT)

		Age (QD1)						
	18 to 24	18 to 24 25 to 34 35 to 44 45 to 54 55 to 64 65 or older						
The overall quality of life in Manhattan Beach	59.2	55.4	55.2	56.1	51.1	49.1	54.8	54.9
Manhattan Beach as a place to raise a family	53.3	45.7	57.3	53.1	50.4	48.7	54.9	49.8
Manhattan Beach as a place to recreate	57.0	39.3	40.6	52.6	47.4	46.6	45.9	47.5
Manhattan Beach as a place to shop and dine	45.5	45.5	32.5	34.1	30.3	34.3	33.6	37.4
Manhattan Beach as a place to retire	43.7	50.3	29.2	20.5	19.6	32.2	32.8	27.6
Manhattan Beach as a place to work	8.2	15.6	16.1	13.5	20.7	20.0	19.7	14.2

TABLE 4 RATING MANHATTAN BEACH BY ETHNICITY & EMPLOYMENT STATUS (SHOWING % EXCELLENT)

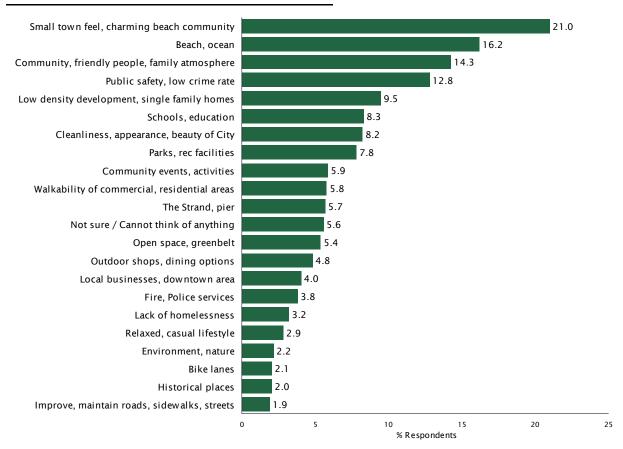
	Ethnicity (QD6)				Employment Status (QD5)				
	Latino/ Asian Caucasian/ Mixed/			Home-					
	Hispanic	American	White	Other	Full time	Part time	maker	Retired	Other
The overall quality of life in Manhattan Beach	56.1	49.1	54.1	64.2	57.7	65.7	47.1	46.0	49.5
Manhattan Beach as a place to raise a family	67.1	50.2	49.0	70.4	55.3	62.0	53.6	43.3	50.7
Manhattan Beach as a place to recreate	53.9	38.7	45.6	64.1	48.1	45.9	55.2	42.6	43.2
Manhattan Beach as a place to shop and dine	37.9	32.7	36.3	30.3	38.5	23.7	41.8	29.0	42.5
Manhattan Beach as a place to retire	35.2	32.8	29.1	34.7	31.2	24.6	19.3	37.9	26.5
Manhattan Beach as a place to work	18.2	14.4	16.8	18.7	17.4	16.6	20.5	18.7	10.2

WHAT DO YOU LIKE MOST ABOUT MANHATTAN BEACH? The next question in this series asked residents to identify what they like most about Manhattan Beach that the city government should make sure to preserve in the future. This question was posed in an openended manner, thereby allowing residents to mention any aspect or attribute that came to mind without being prompted by—or restricted to—a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 2 on the next page.

Among the specific responses offered, the City's small-town feel and charming beach community vibe was the topic mentioned most often (21%), followed by the beach and ocean (16%), the community and its friendly people and family atmosphere (14%), the City's safety/low crime rate (13%), and its low density development/single family homes (10%). Approximately 6% were unsure or unable to offer a specific aspect of Manhattan Beach that they would like preserved in the future.

Question 3 What do you like most about the City of Manhattan Beach that should be preserved in the future?





CHANGES TO IMPROVE MANHATTAN BEACH The next question in this series asked residents to indicate the one thing that city government could *change* to make Manhattan Beach a better place to live. Question 4 was presented in an open-ended manner, allowing residents to mention any change that came to mind without being prompted by, or restricted to, a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 3 on the next page.

Approximately 13% of respondents could not think of a desired change (9%) or stated flatly that no changes are needed (5%). Among the specific changes desired to make Manhattan Beach a better place to live, addressing parking issues (12%), enforcing traffic and e-bike laws (11%), and limiting growth and development (10%) were the most commonly mentioned, followed by improving public safety and increasing the police presence (9%) and preserving/supporting outdoor dining (6%). All other improvements were mentioned by fewer than 5% of respondents.

Table 5 on the next page shows the top five response categories from 2025 alongside 2021, and reveals that four of the five suggested improvements were common to both studies (although in different order).

In 2025, limiting growth and development increased in saliency (from 6th in 2021 to 3rd in 2025) and no changes/everything is fine dropped from fourth place in 2021 to seventh place in 2025.

Question 4 If the city government could change one thing to make Manhattan Beach a better place to live now and in the future, what change would you like to see?

FIGURE 3 CHANGES TO IMPROVE CITY OF MANHATTAN BEACH

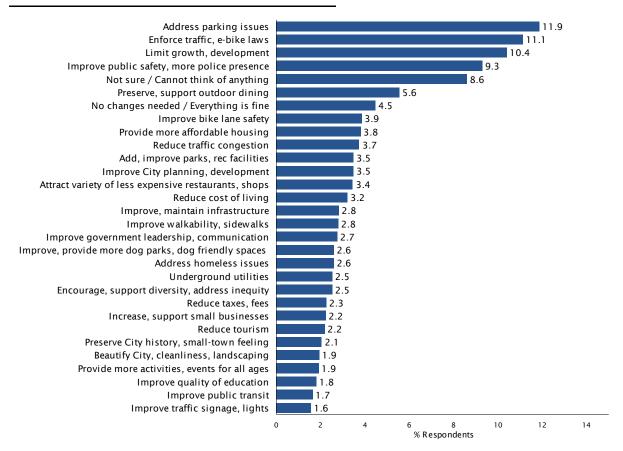


TABLE 5 CHANGES TO IMPROVE CITY OF MANHATTAN BY STUDY YEAR

Study	/ Year
2025	2021
Address parking issues	Not sure / Cannot think of anything
Enforce traffic, e-bike	Improve public safety,
laws	more police presence
Limit growth, development	Address parking issues
Improve public safety,	No changes needed /
more police presence	Everything is fine
Not sure / Cannot	Enforce traffic, e-bike
think of anything	laws

CITY SERVICES

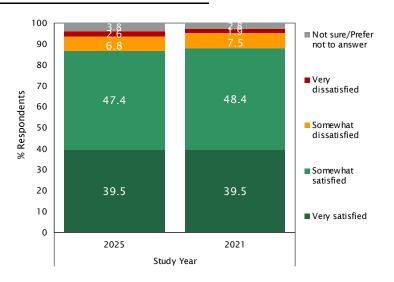
After measuring respondents' perceptions of the quality of life in Manhattan Beach, the survey next turned to assessing their opinions about the City's performance in providing various municipal services.

OVERALL SATISFACTION The first question in this series asked respondents to indicate if, overall, they were satisfied or dissatisfied with the job the City of Manhattan Beach is doing to provide city services. Because this question does not reference a specific program, facility, or service and requested that the respondent consider the City's performance in general, the findings of this question may be regarded as an *overall performance rating* for the City.

As shown in Figure 4, nearly nine-in-ten Manhattan Beach residents (87%) indicated they were either very satisfied (40%) or somewhat satisfied (47%) with the City's efforts to provide municipal services. Less than one-in-ten residents reported that they were dissatisfied (9%), whereas 4% were unsure or unwilling to share their opinion. Satisfaction remained consistent from 2021 to 2025.

Question 5 Next, I would like to ask a series of questions about services provided by the City of Manhattan Beach. Generally speaking, are you satisfied or dissatisfied with the job the City of Manhattan Beach is doing to provide city services?

FIGURE 4 OVERALL SATISFACTION BY STUDY YEAR



The next two figures display how residents' opinions about the City's overall performance in providing municipal services varied by years in Manhattan Beach, ethnicity, gender, age, presence of a child in the household, home ownership status, satisfaction with city-resident communication, and geographic area of residence. The most striking pattern in the figures is that the high levels of satisfaction exhibited by respondents as a whole (see Figure 4 above) were generally echoed across resident subgroups. The only subgroups to report satisfaction levels under 80% were those dissatisfied or unsure about their satisfaction with the City's efforts to communicate with residents through newsletters, the Internet, social media, and other means (54% and 71%, respectively), Latino/Hispanics (74%), and residents 25 to 34 years of age (79%).

FIGURE 5 OVERALL SATISFACTION BY YEARS IN MANHATTAN BEACH, ETHNICITY & GENDER

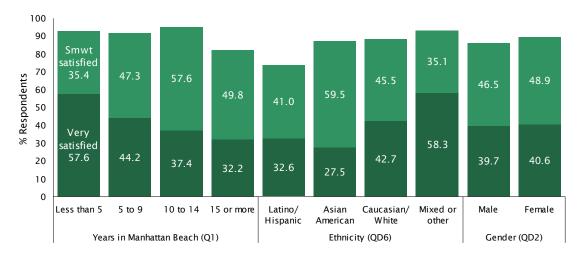


FIGURE 6 OVERALL SATISFACTION BY AGE, CHILD IN HSLD & HOME OWNERSHIP STATUS

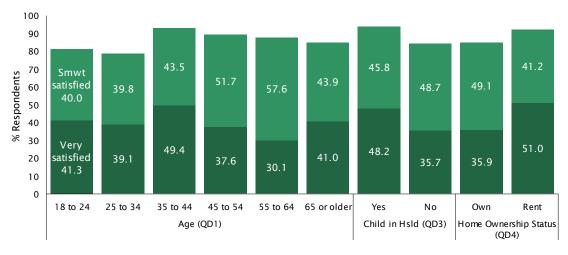
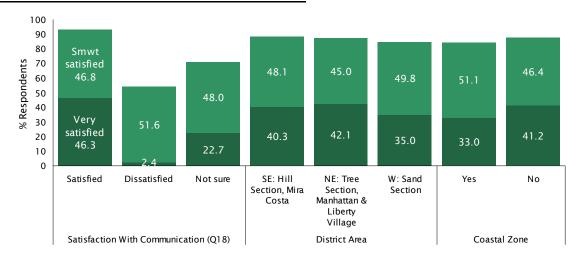


FIGURE 7 OVERALL SATISFACTION BY SATISFACTION WITH COMMUNICATION, DISTRICT AREA & COASTAL ZONE



SPECIFIC SERVICES Whereas Question 5 addressed the City's overall performance, Question 6 asked respondents to rate the job the City is doing providing each of the specific services shown in Figure 8 on the next page. The order of the items was randomized for each respondent to avoid a systematic position bias, and they are sorted from high to low in the figure based on the combined percentage of respondents who were either very or somewhat satisfied with the City's efforts to provide the service. For ease of comparison across services, only respondents who provided an opinion (either satisfied or dissatisfied) are included in the figures—those who did not share an opinion were removed from this analysis. The percentage who offered an opinion and were included in this analysis is shown in brackets to the right of each service label. Thus, for example, among the 81% of respondents who expressed an opinion about the City's efforts to remove graffiti, 65% were very satisfied and 33% were somewhat satisfied.

At the top of the list, respondents were most satisfied with the City's efforts to remove graffiti (98% very or somewhat satisfied), provide fire protection and prevention services (97%), provide emergency medical services (97%), provide special events such as concerts in the park and holiday fireworks (94%), and maintain public athletic fields (94%). Further, the majority of respondents were very satisfied with the City's efforts in each of these areas.

At the other end of the spectrum (bottom of Figure 8 on next page), respondents were less satisfied with the City's performance in addressing bike safety and e-bikes (41%), enforcing traffic laws (61%), and enforcing animal control laws such as leash-laws and waste cleanup (67%).

Table 6 on the next page displays the percentage of respondents who were satisfied with each service by study year. From 2021 to 2025, there were statistically significant declines in satisfaction with the City's efforts to address bike safety and e-bikes (-12%) and provide services and programs for seniors (-9%). Each of the other 21 services remained statistically consistent.

^{2.} Given the large number of services tested, a split sample approach was utilized (i.e., respondents were divided into two groups and each group was asked to rate approximately half of the items).

Question 6 For each of the services I read, please tell me how satisfied you are with the job the City is doing to provide the service. Are you satisfied or dissatisfied with the City's efforts to: _____, or do you not have an opinion?

FIGURE 8 SATISFACTION WITH CITY SERVICES

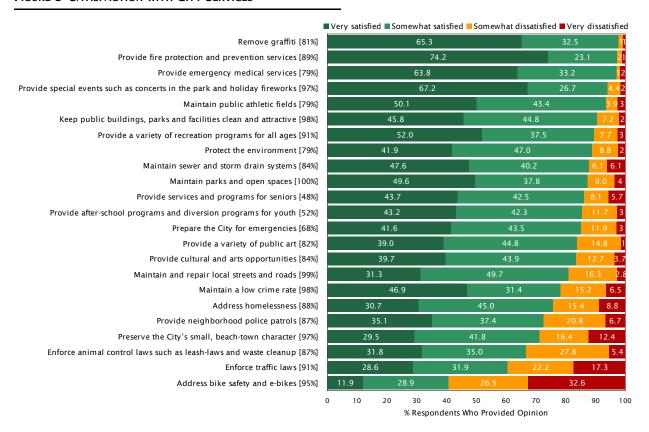


TABLE 6 SATISFACTION WITH CITY SERVICES BY STUDY YEAR

	Study	/ Year	Change in % Very + Smwt
	2025	2021	2021 to 2025
Address homelessness	75.7	69.2	+6.5
Maintain and repair local streets and roads	80.9	74.6	+6.3
Protect the environment	88.8	83.8	+5.0
Provide neighborhood police patrols	72.5	69.9	+2.6
Remove graffiti	97.8	96.2	+1.6
Maintain public athletic fields	93.5	92.4	+1.1
Provide a variety of public art	83.8	83.0	+0.8
Provide fire protection and prevention services	97.2	96.5	+0.7
Provide special events such as concerts in the park, holiday fireworks	94.0	93.7	+0.3
Enforce animal control laws such as leash-laws and waste cleanup	66.8	67.4	-0.6
Provide cultural and arts opportunities	83.6	85.0	-1.4
Maintain a low crime rate	78.3	79.8	-1.5
Provide emergency medical services	97.0	98.6	-1.6
Keep public buildings, parks and facilities clean and attractive	90.6	92.9	-2.3
Preserve the City's small, beach-town character	71.2	74.3	-3.1
Provide after-school programs and diversion programs for youth	85.5	89.1	-3.6
Maintain parks and open spaces	87.4	91.1	-3.7
Maintain sewer and storm drain systems	87.8	91.9	-4.1
Provide a variety of recreation programs for all ages	89.5	94.6	-5.1
Prepare the City for emergencies	85.1	91.6	-6.5
Enforce traffic laws	60.5	68.5	-8.0
Provide services and programs for seniors	86.2	94.8	-8.6†
Address bike safety and e-bikes	40.8	52.8	-12.0†

 $[\]dagger$ Statistically significant change (p < 0.05) between the 2021 and 2025 studies.

DIFFERENTIATORS OF OPINION For the interested reader, Table 7 displays how the level of satisfaction with each specific service tested in Question 6 varied according to residents' overall performance ratings for the City (see *Overall Satisfaction* on page 12). The table divides residents who were satisfied with the City's *overall performance* into one group and those dissatisfied into a second group. Also displayed is the difference between the two groups in terms of the percentage who indicated they were satisfied with the City's efforts to provide each service tested in Question 6 (far right column). For convenience, the services are sorted by that difference, with the greatest differentiators of opinion near the top of the table.

When compared with their counterparts, those satisfied with the City's *overall* performance in providing city services were also more likely to express satisfaction with the City's efforts to provide each of the specific services tested in Question 6.

However, with only a few percentage points separating the vast majority of items in Table 7 (and less than 15% separating the first item from the one in the middle of the list), no specific services stood out as primary differentiators of opinion. That said, satisfied and dissatisfied residents differed most with regard to the City's efforts to preserve the City's small, beach-town character, provide after-school programs and diversion programs for youth, provide neighborhood police patrols, provide services and programs for seniors, and maintain a low crime rate (>35% difference between satisfied and dissatisfied residents).

At the other end of the spectrum, there was much less difference between the two resident groups regarding their satisfaction with the City's efforts to enforce animal control laws such as leash-laws and waste cleanup, remove graffiti, prepare the City for emergencies, provide emergency medical services, and maintain public athletic fields (<10% difference in ratings between satisfied and dissatisfied residents).

TABLE 7 SATISFACTION WITH CITY SERVICES BY OVERALL SATISFACTION WITH CITY

		City's Overall Pe	ion With erformance (Q5)	Difference Between Groups For Each
		Very or somewhat satisfied	Very or somewhat dissatisfied	Service
	Preserve the City's small, beach-town character	74.8	34.8	39.9
	Provide after-school programs and diversion programs for youth	90.6	52.8	37.8
۵,	Provide neighborhood police patrols	75.5	38.2	37.2
<u>.</u>	Provide services and programs for seniors	90.5	53.5	36.9
Service	Maintain a low crime rate	81.8	46.2	35.6
S	Enforce traffic laws	63.3	29.4	33.9
Each	Provide a variety of recreation programs for all ages	92.9	60.4	32.5
Ea	Provide cultural and arts opportunities	86.2	55.6	30.6
モ	Maintain sewer and storm drain systems	89.9	63.1	26.8
Satisfied With	Protect the environment	91.2	65.7	25.5
p	Keep public buildings, parks and facilities clean and attractive	92.6	67.3	25.3
j.	Address homelessness	78.5	53.2	25.3
ţ	Maintain and repair local streets and roads	82.1	64.8	17.3
	Address bike safety and e-bikes	42.3	25.0	17.3
ıts	Provide a variety of public art	86.6	71.1	15.5
e e	Provide special events such as concerts in the park and holiday fireworks	95.0	82.1	12.9
- P	Provide fire protection and prevention services	99.0	87.1	11.9
od	Maintain parks and open spaces	88.2	77.2	10.9
Respondents	Maintain public athletic fields	94.1	86.6	7.5
% R	Provide emergency medical services	97.7	90.2	7.4
0\	Prepare the City for emergencies	85.5	79.7	5.8
	Remove graffiti	97.8	96.7	1.2
	Enforce animal control laws such as leash-laws and waste cleanup	65.7	65.1	0.7

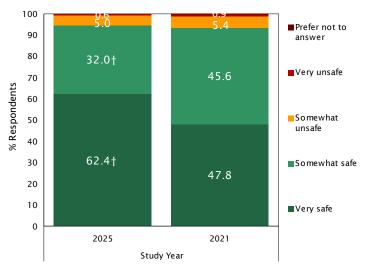
ity Services

SAFETY Ensuring the personal safety of residents is the most basic function of local government. It is important to keep in mind, of course, that public safety is as much a matter of perceptions as it is a matter of reality. Regardless of actual crime statistics, if residents don't *feel* safe then they will not enjoy the many cultural, recreational, and shopping opportunities available in the City of Manhattan Beach that will enhance their quality of life.

Overall, 94% of respondents indicated that they feel Manhattan Beach is a safe place to live, with 62% describing it as very safe. Conversely, 6% of residents reported that the City is either a very unsafe (1%) or somewhat unsafe (5%) place to live (see Figure 9). When compared with 2021, the overall safety rating (very + somewhat) remained consistent (1% difference). However, there was a strengthening of sentiment, with a statistically significant increase in responses of very safe (+15%) and a corresponding decrease in somewhat safe ratings (-14%).

Question 7 Overall, how safe is the City of Manhattan Beach as a place to live? Would you say it is very safe, somewhat safe, somewhat unsafe, or very unsafe?

FIGURE 9 OPINION OF CITY SAFETY BY STUDY YEAR



† Statistically significant change (p < 0.05) between the 2021 and 2025 studies.

Figures 10-12 display perceptions of safety by a host of demographic characteristics. Across nearly every subgroup, approximately nine-in-ten residents perceived Manhattan Beach to be a safe place to live. The one notable exception to this pattern occurs among those who were generally dissatisfied with the City's overall efforts to provide municipal services (77% safety rating among respondents in this subgroup).

FIGURE 10 OPINION OF CITY SAFETY BY YEARS IN MANHATTAN BEACH & AGE

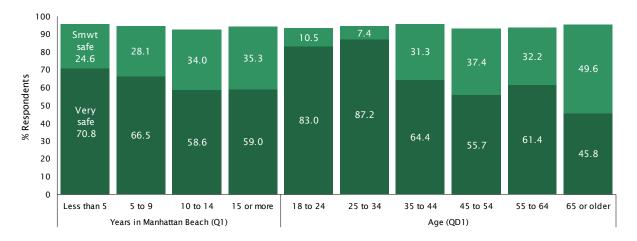


FIGURE 11 OPINION OF CITY SAFETY BY ETHNICITY, GENDER, CHILD IN HSLD & HOME OWNERSHIP STATUS

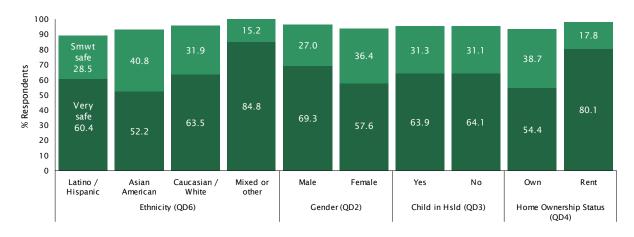
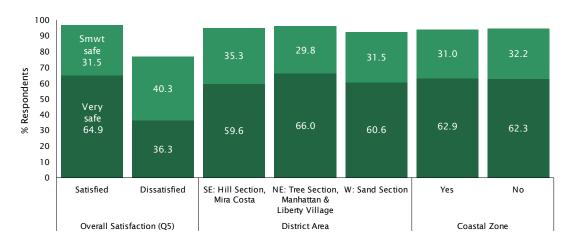


FIGURE 12 OPINION OF CITY SAFETY BY OVERALL SATISFACTION, DISTRICT AREA & COASTAL ZONE

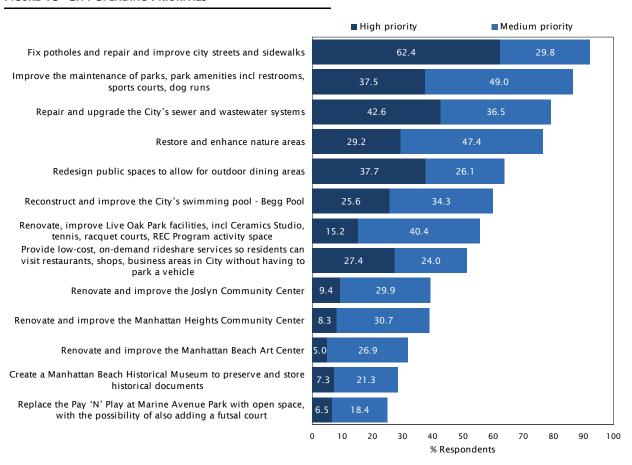


SPENDING PRIORITIES

It is often the case that residents' desires for public facilities and programs exceed a city's financial resources. In such cases, a city must prioritize projects and programs based upon a variety of factors, including the preferences and needs of residents. Questions 8 and 9 were designed to provide Manhattan Beach with a reliable measure of how residents, as a whole, prioritize a variety of projects, programs, and improvements to which the City could allocate resources in the future. The format of the questions was straightforward: after informing respondents that the City does not have the financial resources to fund *all* of the services and projects that may be desired by residents, respondents were asked whether each project shown in Figure 13 (citywide) and Figure 14 (library specific) should be a high, medium, or low priority for future city spending—or if the City should not spend money on the project at all.

Question 8 The City of Manhattan Beach has limited financial resources to provide the services and programs desired by residents. Because it can't fund every service, program and project, the City must set priorities. As I read each of the following items, please indicate whether you think the City should make the item a high priority, a medium priority, or a low priority for future city spending. If you feel the City should not spend any money on this item, just say so. Please keep in mind that not all of the items can be high priorities.

FIGURE 13 CITY SPENDING PRIORITIES



The projects and programs are sorted in Figure 13 and Figure 14 from high to low based on the percentage of respondents who indicated that an item was *at least* a medium priority for future city spending. Among the projects tested in Question 8, fixing potholes and repairing and improving city streets and sidewalks was assigned the highest priority (92% high or medium priority), followed by improving the maintenance of parks and park amenities including restrooms, sports courts, and dog runs (87%), repairing and upgrading the City's sewer and wastewater systems (79%), and restoring and enhancing nature areas (77%).

At the other end of the spectrum, fewer than a third of residents felt that replacing the Pay 'N' Play at Marine Avenue Park with open space, with the possibility of also adding a futsal court (25%), creating a Manhattan Beach Historical Museum to preserve and store historical documents (29%), and renovating and improving the Manhattan Beach Art Center (32%) should be a high or medium priority for city spending.

Tables 8-11 show how the percentage who rated each item as a *high* priority varied across Manhattan Beach subgroups, with the top three items within each category highlighted in green to ease comparisons.

TABLE 8 CITY SPENDING PRIORITIES BY AGE (SHOWING % HIGH PRIORITY)

	Age (QD1)							
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older		
Fix potholes and repair and improve city streets and sidewalks	51.6	60.8	67.2	55.3	61.0	71.3		
Repair and upgrade the City's sewer and wastewater systems	39.1	39.8	42.8	41.4	41.4	47.9		
Redesign public spaces to allow for outdoor dining areas	29.8	54.8	46.8	34.7	39.7	20.1		
Improve the maintenance of parks and park amenities including restrooms, sports courts, and dog runs	31.5	34.3	56.5	39.2	31.0	26.5		
Restore and enhance nature areas	37.6	30.7	30.2	25.1	33.6	25.9		
Provide low-cost, on-demand rideshare services so residents can visit restaurants, shops, business areas in City without having to park a vehicle	55.8	43.7	25.3	19.2	24.5	22.4		
Reconstruct and improve the City's swimming pool - Begg Pool	23.2	6.9	30.9	41.0	24.1	18.8		
Renovate, improve Live Oak Park facilities, incl Ceramics Studio, tennis, racquet courts, REC Program activity space	14.7	8.9	20.5	20.8	13.9	9.3		
Renovate and improve the Joslyn Community Center	14.4	11.9	8.9	4.6	7.0	14.6		
Renovate and improve the Manhattan Heights Community Center	5.2	9.6	16.2	6.3	3.9	6.2		
Create a Manhattan Beach Historical Museum to preserve, store historical documents	13.0	15.7	5.2	3.0	9.0	5.1		
Replace Pay 'N' Play at Marine Avenue Park with open space, with possibility of also adding a futsal court	5.2	3.7	12.0	10.3	4.0	1.2		
Renovate and improve the Manhattan Beach Art Center	15.6	2.0	5.4	3.8	7.2	2.8		

TABLE 9 CITY SPENDING PRIORITIES BY ETHNICITY & GENDER (SHOWING % HIGH PRIORITY)

		Ethnicit	Gender (QD2)			
	Latino/ Hispanic	Asian American	Caucasian/ White	Mixed/ Other	Male	Female
Fix potholes and repair and improve city streets and sidewalks	63.2	67.8	60.5	69.7	56.4	68.6
Repair and upgrade the City's sewer and wastewater systems	48.4	45.3	41.3	44.9	37.1	48.6
Redesign public spaces to allow for outdoor dining areas	47.9	31.6	37.4	39.9	36.5	38.3
Improve the maintenance of parks and park amenities including restrooms, sports courts, and dog runs	40.7	39.7	35.7	40.0	35.6	40.1
Restore and enhance nature areas	43.0	20.9	27.6	37.9	27.4	31.5
Provide low-cost, on-demand rideshare services so residents can visit restaurants, shops, business areas in City without having to park a vehicle	39.4	19.0	28.7	5.1	23.1	31.7
Reconstruct and improve the City's swimming pool - Begg Pool	27.6	19.7	25.6	34.4	21.9	29.6
Renovate, improve Live Oak Park facilities, incl Ceramics Studio, tennis, racquet courts, REC Program activity space	28.9	13.7	13.5	23.2	13.4	16.5
Renovate and improve the Joslyn Community Center	12.2	4.2	9.0	19.3	8.4	10.7
Renovate and improve the Manhattan Heights Community Center	15.7	4.5	6.4	23.8	8.3	8.6
Create a Manhattan Beach Historical Museum to preserve, store historical documents	3.7	7.2	6.3	14.4	6.9	7.5
Replace Pay 'N' Play at Marine Avenue Park with open space, with possibility of also adding a futsal court	10.6	3.4	7.0	2.6	7.8	5.1
Renovate and improve the Manhattan Beach Art Center	8.7	9.2	4.2	0.0	4.2	5.9

TABLE 10 CITY SPENDING PRIORITIES BY HOME OWNERSHIP STATUS, CHILD IN HSLD & OVERALL SATISFACTION (SHOWING % HIGH PRIORITY)

		wnership (QD4) Rent	Child in Hsld (QD3) Yes No		Overall Satisfaction (Q5) Satisfied Dissatisfied	
Fix potholes and repair and improve city streets and sidewalks	63.7	62.0	55.8	66.8	64.4	51.0
Repair and upgrade the City's sewer and wastewater systems	41.6	47.8	39.0	46.0	43.1	41.1
Redesign public spaces to allow for outdoor dining areas	32.2	49.2	40.1	36.8	37.6	41.0
Improve the maintenance of parks and park amenities including restrooms, sports courts, and dog runs	32.9	48.8	43.7	34.3	37.8	35.2
Restore and enhance nature areas	27.1	32.8	24.6	32.4	30.1	26.1
Provide low-cost, on-demand rideshare services so residents can visit restaurants, shops, business areas in City without having to park a vehicle	22.5	39.7	24.6	30.2	27.7	25.4
Reconstruct and improve the City's swimming pool - Begg Pool	25.4	26.3	40.1	17.2	27.2	17.7
Renovate, improve Live Oak Park facilities, incl Ceramics Studio, tennis, racquet courts, REC Program activity space	12.5	19.5	20.0	11.2	15.4	12.3
Renovate and improve the Joslyn Community Center	8.3	10.5	9.9	9.0	10.0	6.1
Renovate and improve the Manhattan Heights Community Center	7.4	10.1	11.6	6.1	8.7	6.0
Create a Manhattan Beach Historical Museum to preserve, store historical documents	6.4	9.5	3.5	9.5	8.0	2.5
Replace Pay 'N' Play at Marine Avenue Park with open space, with possibility of also adding a futsal court	5.9	7.9	10.9	4.0	7.1	3.8
Renovate and improve the Manhattan Beach Art Center	3.0	7.7	3.2	6.3	5.1	1.3

TABLE 11 CITY SPENDING PRIORITIES BY DISTRICT AREA & COASTAL ZONE (SHOWING % HIGH PRIORITY)

	District Area NE: Tree Section, SE: Hill Manhattan Section, & Liberty W: Sand		W: Sand	Coastal Zone	
	Mira Costa	Village	Section	Yes	No
Fix potholes and repair and improve city streets and sidewalks	57.6	67.0	61.3	60.4	62.9
Repair and upgrade the City's sewer and wastewater systems	38.9	42.4	46.9	48.4	41.1
Redesign public spaces to allow for outdoor dining areas	33.8	36.0	44.1	45.5	35.7
Improve the maintenance of parks and park amenities including restrooms, sports courts, and dog runs	37.5	32.9	44.0	45.8	35.4
Restore and enhance nature areas	25.4	30.3	31.9	37.3	27.1
Provide low-cost, on-demand rideshare services so residents can visit restaurants, shops, business areas in City without having to park a vehicle	28.3	28.4	25.1	22.0	28.8
Reconstruct and improve the City's swimming pool - Begg Pool	25.4	30.7	18.8	18.0	27.6
Renovate, improve Live Oak Park facilities, incl Ceramics Studio, tennis, racquet courts, REC Program activity space	8.5	15.7	21.6	19.7	14.0
Renovate and improve the Joslyn Community Center	8.2	9.2	10.8	9.8	9.3
Renovate and improve the Manhattan Heights Community Center	10.9	7.6	6.4	4.5	9.2
Create a Manhattan Beach Historical Museum to preserve, store historical documents	11.1	5.2	6.0	3.4	8.3
Replace Pay 'N' Play at Marine Avenue Park with open space, with possibility of also adding a futsal court	4.4	9.8	4.1	3.7	7.2
Renovate and improve the Manhattan Beach Art Center	3.0	6.6	4.9	4.7	5.0

LIBRARY Turning now to library facilities and services, expanding programs, activities, and events for children was assigned the highest priority (68% high or medium priority), followed by expanding programs, activities, and events for teens (64%) and expanding programs, activities, and events for adults (52%). At the other end of the spectrum, just one-in-seven residents (14%) felt that adding a new library should be a high or medium priority for city spending (see Figure 14 on next page).

For the interested reader, tables 12-15 show how the percentage who rated each library item as a *high* priority varied across Manhattan Beach subgroups, with the top three items within each category highlighted in green to ease comparisons.

Question 9 The City of Manhattan Beach has money set aside to improve local library facilities and services. Because it has limited funding, however, the City must set priorities. As I read each of the following items, please indicate whether you think the City should make the item a high priority, a medium priority, or a low priority for the future. If you feel the City should not spend any money on this item, just say so. Please keep in mind that not all of the items can be high priorities.

FIGURE 14 LIBRARY SPENDING PRIORITIES

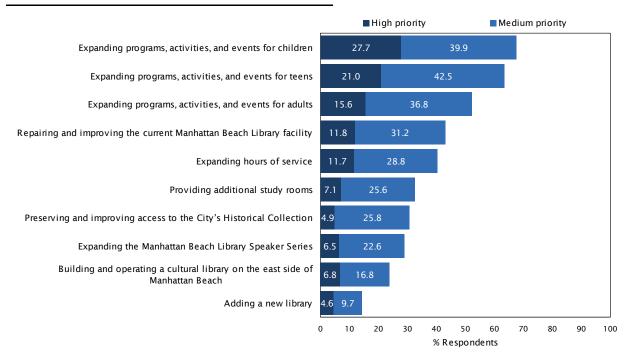


TABLE 12 LIBRARY SPENDING PRIORITIES BY AGE (SHOWING % HIGH PRIORITY)

	Age (QD1)					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Expanding programs, activities, and events for children	61.7	35.0	41.2	21.6	14.7	18.3
Expanding programs, activities, and events for teens	37.4	22.3	28.5	17.8	17.8	13.8
Expanding programs, activities, and events for adults	36.8	21.0	19.2	9.3	8.4	16.3
Repairing and improving the current Manhattan Beach Library facility	18.7	25.5	14.8	6.0	5.5	9.8
Expanding hours of service	26.9	16.6	15.9	4.8	8.7	10.3
Providing additional study rooms	29.1	17.6	9.0	2.0	2.9	1.4
Building and operating a cultural library on the east side of Manhattan Beach	26.0	13.3	7.3	2.4	4.1	4.2
Expanding the Manhattan Beach Library Speaker Series	19.7	8.4	5.7	6.8	2.1	6.3
Preserving and improving access to the City's Historical Collection	10.2	5.9	6.0	2.7	6.4	2.5
Adding a new library	13.9	8.9	5.0	2.4	3.2	2.3

TABLE 13 LIBRARY SPENDING PRIORITIES BY ETHNICITY & GENDER (SHOWING % HIGH PRIORITY)

	Ethnicity (QD6)				Gender (QD2)	
	Latino/	Asian	Caucasian/	Mixed/		
	Hispanic	American	White	Other	Male	Female
Expanding programs, activities, and events for children	57.6	26.2	22.7	52.0	28.3	28.0
Expanding programs, activities, and events for teens	33.1	19.4	18.3	37.0	20.6	22.3
Expanding programs, activities, and events for adults	17.4	9.7	14.3	43.1	13.2	17.7
Repairing and improving the current Manhattan Beach Library facility	19.1	13.5	10.7	11.8	8.6	15.1
Expanding hours of service	9.6	12.3	12.0	13.0	13.9	10.0
Providing additional study rooms	10.4	6.1	6.8	7.0	5.1	8.6
Building and operating a cultural library on the east side of Manhattan Beach	7.0	2.2	8.0	2.9	6.4	7.3
Expanding the Manhattan Beach Library Speaker Series	9.8	5.9	5.4	17.3	5.8	7.5
Preserving and improving access to the City's Historical Collection	4.6	2.9	4.9	6.9	6.3	3.8
Adding a new library	6.7	5.7	4.0	0.0	3.2	5.7

TABLE 14 LIBRARY SPENDING PRIORITIES BY HOME OWNERSHIP STATUS, CHILD IN HSLD & OVERALL SATISFACTION (SHOWING % HIGH PRIORITY)

	Home O	wnership				
	Status (OD4)		Child in Hsld (QD3)		Overall Satisfaction (C	
	Own	Rent	Yes	No	Satisfied	Dissatisfied
Expanding programs, activities, and events for children	23.0	37.1	37.4	22.5	29.7	10.6
Expanding programs, activities, and events for teens	15.9	32.3	26.4	18.8	22.0	11.3
Expanding programs, activities, and events for adults	11.6	23.0	10.3	18.5	16.2	11.8
Repairing and improving the current Manhattan Beach Library facility	9.1	16.5	11.1	11.8	12.0	6.4
Expanding hours of service	7.5	17.8	9.3	12.7	11.8	13.5
Providing additional study rooms	5.2	10.0	11.1	4.6	7.3	5.6
Building and operating a cultural library on the east side of Manhattan Beach	4.9	9.3	3.3	9.1	6.3	11.8
Expanding the Manhattan Beach Library Speaker Series	4.3	9.9	6.7	6.6	6.6	3.4
Preserving and improving access to the City's Historical Collection	4.1	6.2	3.3	5.6	5.5	0.0
Adding a new library	3.3	5.7	4.5	3.9	4.5	3.8

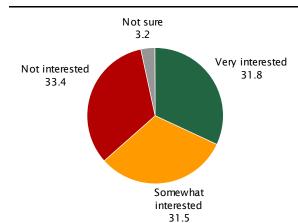
TABLE 15 LIBRARY SPENDING PRIORITIES BY DISTRICT AREA & COASTAL ZONE (SHOWING % HIGH PRIORITY)

	District Area NE: Tree Section, SE: Hill Manhattan Section, & Liberty W: Sand			Coasta	al Zone
	Mira Costa	Village	Section	Yes	No
Expanding programs, activities, and events for children	29.1	30.2	22.8	21.0	29.5
Expanding programs, activities, and events for teens	22.4	22.3	17.7	16.4	22.2
Expanding programs, activities, and events for adults	13.7	17.5	14.8	12.2	16.4
Repairing and improving the current Manhattan Beach Library facility	15.9	10.1	9.7	12.5	11.6
Expanding hours of service	9.2	13.1	12.3	9.9	12.1
Providing additional study rooms	6.3	7.2	7.9	8.2	6.8
Building and operating a cultural library on the east side of Manhattan Beach	9.9	7.3	3.0	3.0	7.8
Expanding the Manhattan Beach Library Speaker Series	4.3	7.5	7.3	9.4	5.7
Preserving and improving access to the City's Historical Collection	7.6	3.7	3.7	3.4	5.3
Adding a new library	4.6	6.7	1.6	1.1	5.5

RIDESHARE SERVICES The last question in this series asked respondents about their household's level of interest in using a city provided low-cost, on-demand rideshare service to enable residents to visit restaurants, shops, the beach, and key destinations in the City without having to park a vehicle.

Question 10 The City of Manhattan Beach is exploring the idea of offering low-cost, on-demand rideshare services so residents can visit restaurants, shops, the beach, and key destinations in the City without having to park a vehicle. Would you or others in your household be very interested, somewhat interested, or not interested in using this service?

FIGURE 15 INTEREST IN LOW-COST RIDESHARE SERVICES



Residents were evenly split on the idea, with 32% saying their household would be very interested in utilizing such a service, 32% were somewhat interested, and 33% said their household would not be interested. The remaining 3% were unsure.

Figures 16-18 present household interest by demographic subgroups of respondents. Newer residents (<10 years), non-Asians, women, respondents under 35 years of age (and especially 25 to 34), and renters were the most likely to be *very* interested.

FIGURE 16 INTEREST IN LOW-COST RIDESHARE SERVICES BY YEARS IN MANHATTAN BEACH, ETHNICITY & GENDER

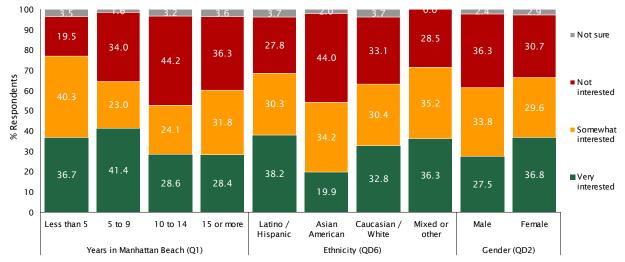


FIGURE 17 INTEREST IN LOW-COST RIDESHARE SERVICES BY AGE, CHILD IN HSLD & HOME OWNERSHIP STATUS

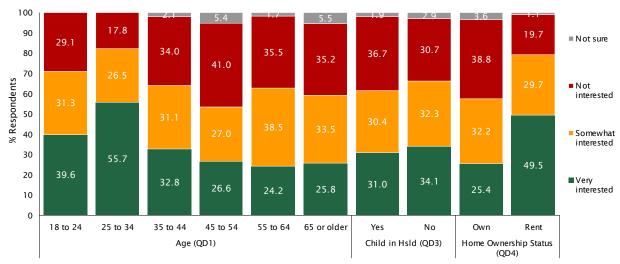
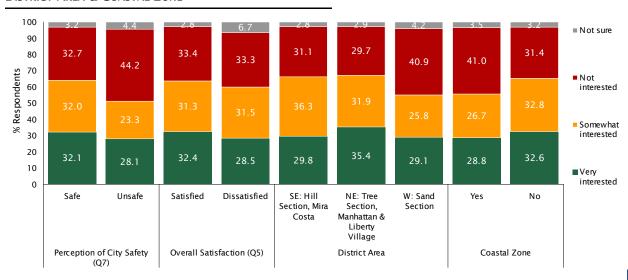


FIGURE 18 INTEREST IN LOW-COST RIDESHARE SERVICES BY PERCEPTION OF CITY SAFETY, OVERALL SATISFACTION, DISTRICT AREA & COASTAL ZONE



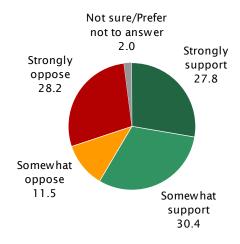
SHORT-TERM VACATION RENTALS

The City of Manhattan Beach currently prohibits short-term rentals outside of the Coastal Zone. However, with major international events like the 2026 FIFA World Cup and the 2028 Summer Olympics coming to Los Angeles, the City is considering temporarily allowing limited short-term vacation rentals to accommodate increased demand. The next section of the survey gathered residents' opinions on the topic, including whether they support this temporary change as well as their likelihood of renting their property during one of the events.

SUPPORT OR OPPOSE SHORT-TERM RENTALS After informing residents that short-term rentals would only be allowed for a couple weeks before and after each event and that appropriate regulations would be in place, approximately six-in-ten respondents (58%) indicated that they strongly (28%) or somewhat (30%) supported the idea. Forty percent (40%) of respondents were opposed to the City allowing residents to rent their properties on a short-term basis during the World Cup and the Summer Olympics and two percent were unsure or preferred not to answer (Figure 19).

Question 11 Short-term rentals are banned in the City, outside of the Coastal Zone (residential areas near the Strand). The 2028 Summer Olympics and 2026 FIFA World Cup will be held in Los Angeles. The City is considering allowing limited short-term vacation rentals on a temporary basis for these events - for 2-3 weeks prior to and 2 weeks after each event - with certain regulations and restrictions. In general, would you support or oppose the City allowing residents to rent their properties on a short-term basis during these events?

FIGURE 19 SUPPORT ALLOWING LIMITED SHORT-TERM RENTALS DURING WORLD CUP & OLYMPICS



Figures 20 through 22 on the next page display respondents' level of support for short-term vacation rentals during the 2026 FIFA World Cup and 2028 Summer Olympics by years in Manhattan Beach, ethnicity, gender, age, presence of a child in the home, home ownership status, perception of city safety, overall satisfaction, and geographic area of residence. With the exceptions of residents who view the City as unsafe (44% support) and Asians (48%), the majority of respondents in every subgroup supported the idea of allowing short-term rentals during the Olympics and World Cup.

FIGURE 20 SUPPORT ALLOWING LIMITED SHORT-TERM RENTALS DURING WORLD CUP & OLYMPICS BY YEARS IN MANHATTAN BEACH, ETHNICITY & GENDER

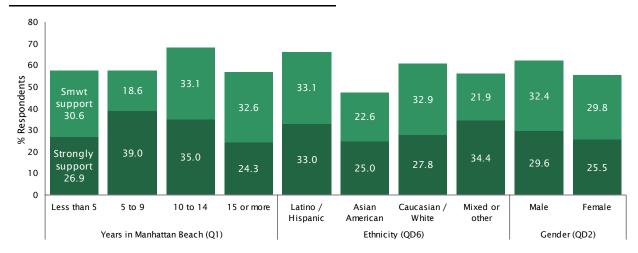


FIGURE 21 SUPPORT ALLOWING LIMITED SHORT-TERM RENTALS DURING WORLD CUP & OLYMPICS BY AGE, CHILD IN HSLD & HOME OWNERSHIP STATUS

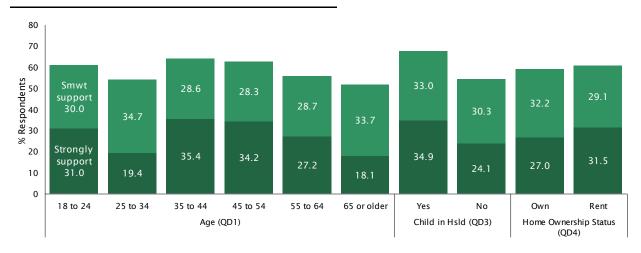
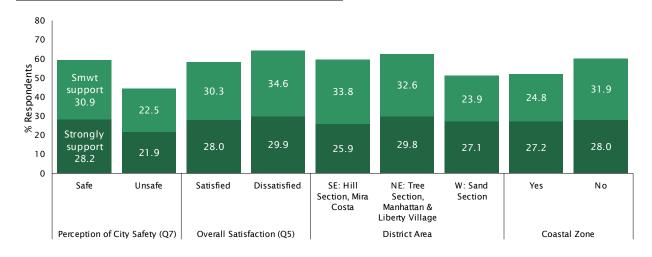


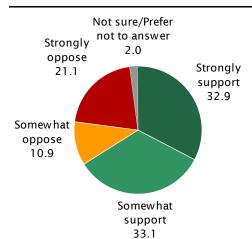
FIGURE 22 SUPPORT ALLOWING LIMITED SHORT-TERM RENTALS DURING WORLD CUP & OLYMPICS BY PERCEPTION OF CITY SAFETY, OVERALL SATISFACTION, DISTRICT AREA & COASTAL ZONE



As a follow-up, respondents were informed that the City will need to provide additional public safety services for security and emergency medical during the Olympics and World Cup and that the taxes generated by short-term vacation rentals will help cover these additional costs. After learning this information, support increased to 66% (+8%), whereas 32% remained opposed to the City allowing residents to rent their properties on a short-term basis during the events and 2% were still unsure or declined to state.

Question 12 During the Olympics and World Cup, the City of Manhattan Beach will need to provide additional public safety services for security and emergency medical. The taxes generated by short-term vacation rentals during this period will help cover the costs of providing additional public safety services. Knowing this, would you support or oppose the City allowing residents to rent their properties on a short-term basis during these events?

FIGURE 23 SUPPORT SHORT-TERM RENTALS AFTER LEANING ADDITIONAL SAFETY SERVICES PAID BY TAXES



The majority of respondents in every subgroup indicated support for short-term vacation rentals after learning that the taxes generated would pay for the extra public safety services needed during the events. Support was highest among residents who have lived in Manhattan Beach less than 15 years, Latino-Hispanic respondents, men, residents under 55 years of age, those with a child in the home, renters, respondents who view the City as a safe place to live, respondents in the southeast area of the City, and those who live outside the coastal zone (figures 24 -26).

FIGURE 24 SUPPORT SHORT-TERM RENTALS AFTER LEANING ADDITIONAL INFO BY YEARS IN MANHATTAN BEACH, ETHNICITY & GENDER

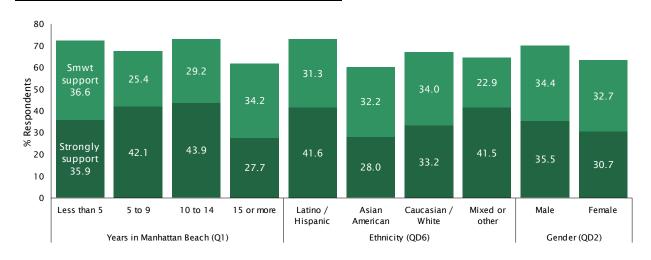


FIGURE 25 SUPPORT SHORT-TERM RENTALS AFTER LEANING ADDITIONAL INFO BY AGE, CHILD IN HSLD & HOME OWNERSHIP STATUS

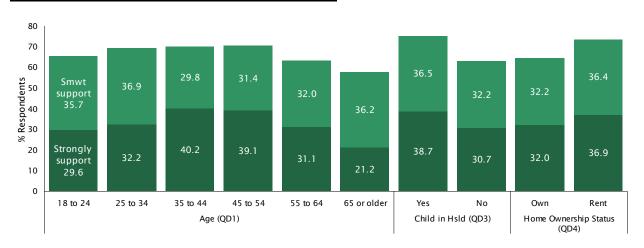
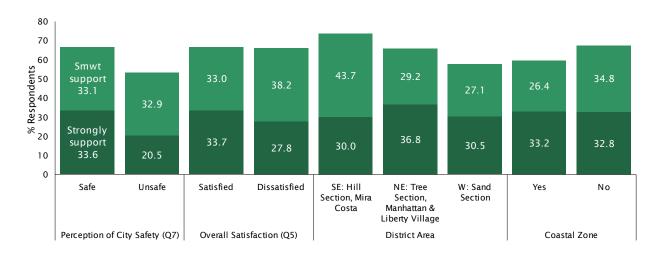


FIGURE 26 SUPPORT FOR SHORT-TERM RENTALS AFTER LEANING ADDITIONAL INFO BY PERCEPTION OF CITY SAFETY, OVERALL SATISFACTION, DISTRICT AREA & COASTAL ZONE



LIKELY TO RENT OUT PROPERTY DURING EVENTS The last question in this section asked respondents whether they would rent out their Manhattan Beach property on a short-term basis during the Olympics and World Cup if the City lifted the restriction. As shown in Figure 27 on the next page, 12% of residents indicated that they would likely rent their property, 64% said they would not, 21% were unsure, and 3% preferred not to answer. By subgroups, approximately one-in-four Latino/Hispanic respondents (27%) and those who felt that the City of Manhattan Beach was an unsafe place to live (25%) indicated that they would likely rent their property during the events (see figures 28-30 on next page). Respondents living in the west sand section of the City were also more likely to answer in the affirmative than those living in an eastern area of Manhattan Beach (17% vs. 10%).

Question 13 If the City were to allow short-term vacation rentals during the Olympics and World Cup, are you likely to rent your Manhattan Beach property on a short-term basis during these events?

FIGURE 27 LIKELY TO RENT PROPERTY DURING EVENTS

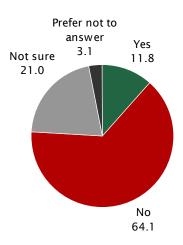


FIGURE 28 LIKELY TO RENT PROPERTY DURING EVENTS BY YEARS IN MANHATTAN BEACH, ETHNICITY & GENDER

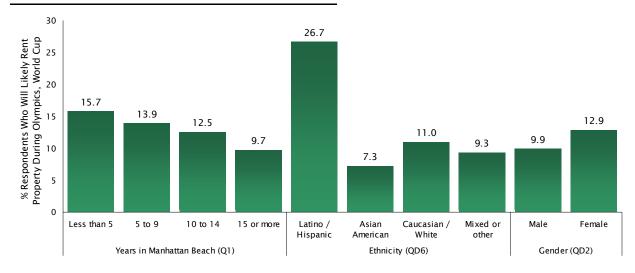


FIGURE 29 LIKELY TO RENT PROPERTY DURING EVENTS BY AGE, CHILD IN HSLD & HOME OWNERSHIP STATUS

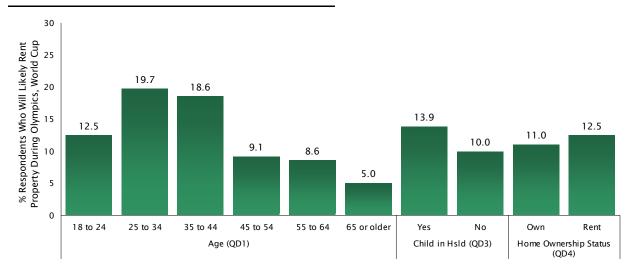
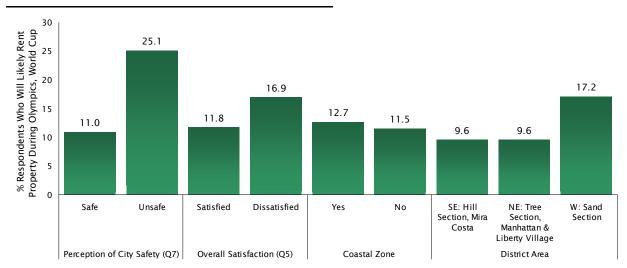


FIGURE 30 LIKELY TO RENT PROPERTY DURING EVENTS BY PERCEPTION OF CITY SAFETY, OVERALL SATISFACTION, COASTAL ZONE & DISTRICT AREA



PROJECT PULSE

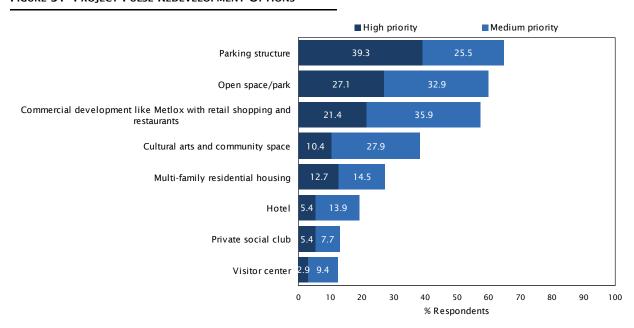
In the Spring of 2025, city staff initiated a planning effort called *Project Pulse* to coordinate synergistic redevelopment of two of its downtown properties: the Parking Lot 3 site (Morningside Drive and 12th Street) and 400 Manhattan Beach Boulevard (formerly US Bank).

Question 14 of the survey presented respondents with a variety of redevelopment options currently being considered by the City and asked them to indicate whether each should be a high, medium, or low priority for the community. As shown in Figure 31 below, approximately six-inten residents viewed a parking structure (65% high or medium priority), open space or park (60%), and commercial development like Metlox with retail shopping and restaurants (57%) as at least a medium priority for the community. Moreover, four-in-ten cited a parking structure as a high priority.

Among the options being considered, residents assigned much lower priority levels to a visitor center (12%), private social club (13%), and hotel (19%).

Question 14 The City of Manhattan Beach is exploring redevelopment of two of its properties in Downtown: the Parking Lot 3 site on Morningside Drive and 400 Manhattan Beach Boulevard (formerly US Bank), which are both across from Metlox. The City has started a community outreach campaign to explore future land uses and would like to know your opinion on the redevelopment options currently being considered. As I read the following options, please indicate whether you think it should be a high, medium, or low priority for the community.

FIGURE 31 PROJECT PULSE REDEVELOPMENT OPTIONS



Tables 16-19 on the following page display the percentage of residents who viewed each redevelopment option as a *high* priority by a variety of demographic subgroups, with the top three preferences highlighted in green for each subgroup. All respondent subgroups agreed that a parking structure and open space/park were top priorities, and commercial development was also a top priority for nearly all subgroups. The exceptions include respondents 25 to 35 years

of age, renters, and respondents dissatisfied with the City's overall performance who placed a higher priority on multi-family residential housing, and residents 18 to 24 years of age who viewed cultural arts and community space as a top priority.

TABLE 16 PROJECT PULSE REDEVELOPMENT OPTIONS BY AGE (SHOWING % HIGH PRIORITY)

	Age (QD1)					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Parking structure	33.1	30.1	54.4	40.6	31.1	38.3
Open space/park	36.4	37.5	36.2	26.4	19.0	16.6
Commercial dev like Metlox, w/ retail shopping, restaurants	17.4	21.6	32.5	27.2	14.8	10.4
Multi-family residential housing	24.9	24.6	17.4	11.7	7.7	2.1
Cultural arts and community space	31.7	12.1	15.4	3.9	11.2	4.5
Hotel	5.2	1.7	2.8	9.4	7.5	4.5
Private social club	6.7	10.1	6.0	6.4	4.2	1.1
Visitor center	5.5	0.0	3.6	3.9	4.8	0.9

TABLE 17 PROJECT PULSE REDEVELOPMENT OPTIONS BY ETHNICITY & GENDER (SHOWING % HIGH PRIORITY)

		Ethnici	ty (QD6)		Gender (QD2)	
	Latino/	Asian	Caucasian/	Mixed/		
	Hispanic	American	White	Other	Male	Female
Parking structure	46.5	39.6	38.5	43.4	34.3	45.3
Open space/park	39.3	32.2	24.1	20.9	23.6	30.1
Commercial dev like Metlox, w/ retail shopping, restaurants	24.8	22.2	20.6	33.6	24.4	18.7
Multi-family residential housing	23.4	11.5	11.3	17.4	12.4	12.7
Cultural arts and community space	20.9	12.1	9.1	6.0	9.3	11.6
Hotel	10.8	3.3	5.1	7.1	6.1	4.3
Private social club	9.7	4.1	4.7	11.8	4.6	6.4
Visitor center	9.0	5.3	0.9	6.0	3.2	2.9

TABLE 18 PROJECT PULSE REDEVELOPMENT OPTIONS BY HOME OWNERSHIP STATUS, CHILD IN HSLD & OVERALL SATISFACTION (SHOWING % HIGH PRIORITY)

	Home Ownership Status (QD4)		Child in Hsld (QD3)		Overall Satisfaction (Q5)	
	Own	Rent	Yes	No	Satisfied	Dissatisfied
Parking structure	37.5	42.8	45.1	36.2	40.6	31.7
Open space/park	24.7	28.6	33.5	22.6	26.6	32.1
Commercial dev like Metlox, w/ retail shopping, restaurants	20.2	24.5	27.5	17.7	22.4	15.3
Multi-family residential housing	6.4	24.6	13.9	12.3	12.2	16.7
Cultural arts and community space	7.6	13.5	9.8	11.5	10.3	7.6
Hotel	4.9	6.1	4.6	5.9	5.6	6.0
Private social club	5.5	5.2	7.9	4.3	5.5	4.4
Visitor center	2.1	3.6	4.2	2.5	3.3	0.9

TABLE 19 PROJECT PULSE REDEVELOPMENT OPTIONS BY DISTRICT AREA & COASTAL ZONE (SHOWING % HIGH PRIORITY)

	District Area NE: Tree SE: Hill Section, Section, Manhattan & W: Sand			Coasta	Il Zone
	Mira Costa	Liberty Village	Section	Yes	No
Parking structure	40.8	40.2	36.5	36.0	40.2
Open space/park	21.7	30.4	28.1	26.5	27.2
Commercial dev like Metlox, w/ retail shopping, restaurants	19.5	22.6	21.9	20.6	21.6
Multi-family residential housing	15.4	11.0	12.2	6.8	14.3
Cultural arts and community space	9.3	11.0	10.7	6.9	11.3
Hotel	3.8	3.8	9.3	7.5	4.9
Private social club	1.9	5.6	8.7	9.3	4.3
Visitor center	3.2	3.2	2.3	1.1	3.4

LOCAL GOVERNANCE & CUSTOMER SERVICE

Although much of the survey focused on residents' satisfaction with the City's efforts to provide specific services, the City of Manhattan Beach also recognizes there is more to good governance than simply providing satisfactory services. Do residents perceive that the City is responsive to their needs and listens to them when making important decisions? Do residents feel that staff serves their needs in a professional and helpful manner? Do residents trust the City of Manhattan Beach? Answers to questions like these are as important as service or policy-related questions in measuring the City's performance in meeting residents' needs. Accordingly, they were the focus of the next section of the survey.

PERCEPTIONS OF CITY GOVERNMENT The first question in this series was designed to measure how residents perceive the City regarding its responsiveness to residents' needs, management of funds, and tendency to listen to residents when making important decisions, as well as their trust of the City in general. For each of the statements shown on the left of Figure 32, respondents were asked if they agreed or disagreed with the statement. Seven-in-ten residents agreed with the statement *I trust the City of Manhattan Beach* (72%) and approximately six-in-ten agreed that *The City is responsive to residents' needs* (64%) and that *The City listens to residents when making important decisions* (57%). Just under half of residents (45%) agreed that *The City manages its finances well*—although it should be noted that nearly one-third of respondents (33%) were also unsure how to rate the City on this dimension. Agreement across the statements was statistically consistent from 2021 to 2025 (see Table 20).

Question 15 Next, I'm going to read you a series of statements about the City of Manhattan Beach. For each, I'd like you to tell me whether you agree or disagree with the statement.

FIGURE 32 AGREEMENT WITH STATEMENTS

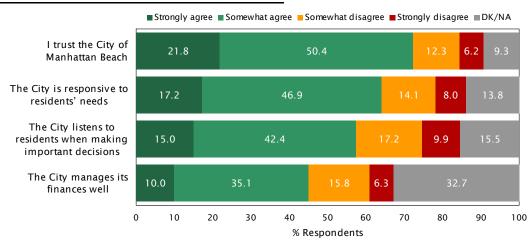


TABLE 20 AGREEMENT WITH STATEMENTS BY STUDY YEAR

	Study	/ Year	Change in % Strongly + Smwt
	2025	2021	2021 to 2025
I trust the City of Manhattan Beach	72.2	66.9	+5.3
The City listens to residents when making important decisions	57.4	55.9	+1.5
The City is responsive to residents' needs	64.1	65.5	-1.4
The City manages its finances well	45.1	47.2	-2.0

Tables 21-25 show how agreement with each statement varied by respondent age, ethnicity, perceived safety in the City of Manhattan Beach, home ownership status, overall satisfaction, years in Manhattan Beach, and geography. In general, residents who have lived in Manhattan Beach for less than 5 years or between 10 and 14 years, Latino/Hispanic respondents, renters, residents satisfied with the City's overall performance, and those who feel safe in Manhattan Beach reported higher levels of agreement (strongly + somewhat) with the statements when compared to their respective counterparts.

TABLE 21 AGREEMENT WITH STATEMENTS BY AGE

	Age (QD1)					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
I trust the City of Manhattan Beach	81.9	60.1	79.4	81.1	67.1	66.7
The City is responsive to residents' needs	66.1	57.3	70.4	62.4	67.1	60.7
The City listens to residents when making important decisions	69.7	50.7	60.1	61.3	59.4	51.1
The City manages its finances well	50.3	43.9	47.8	41.1	47.7	45.1

TABLE 22 AGREEMENT WITH STATEMENTS BY ETHNICITY & PERCEPTION OF CITY SAFETY

	Ethnicity (QD6)				Perception of City Safety (Q7)	
	Latino/	Asian	Caucasian/	Mixed/		
	Hispanic	American	White	Other	Safe	Unsafe
I trust the City of Manhattan Beach	71.8	78.6	71.5	78.5	74.3	37.2
The City is responsive to residents' needs	75.5	59.1	64.6	59.8	65.2	44.7
The City listens to residents when making important decisions	73.9	51.3	56.4	62.0	58.9	32.9
The City manages its finances well	54.5	46.7	43.8	48.3	46.4	23.7

TABLE 23 AGREEMENT WITH STATEMENTS BY HOME OWNERSHIP STATUS & OVERALL SATISFACTION

	Home Ownership Status (QD4)		Overall Satisfaction (Q5)	
	Own	Rent	Satisfied	Dissatisfied
I trust the City of Manhattan Beach	70.4	78.7	77.7	31.0
The City is responsive to residents' needs	63.4	69.3	70.0	20.5
The City listens to residents when making important decisions	53.6	68.0	63.2	13.9
The City manages its finances well	43.8	48.2	50.4	7.9

TABLE 24 AGREEMENT WITH STATEMENTS BY YEARS IN MANHATTAN BEACH

	Years in Manhattan Beach (Q1)					
	Less than 5	5 to 9	10 to 14	15 or more		
I trust the City of Manhattan Beach	83.1	76.8	87.8	64.3		
The City is responsive to residents' needs	75.8	61.8	75.3	58.3		
The City listens to residents when making important decisions	69.7	51.0	67.6	52.6		
The City manages its finances well	49.9	41.0	56.0	42.4		

TABLE 25 AGREEMENT WITH STATEMENTS BY DISTRICT AREA & COASTAL ZONE

	SE: Hill Section.				ll Zone
	Mira Costa	Liberty Village	Section	Yes	No
I trust the City of Manhattan Beach	74.2	71.7	70.8	73.4	71.9
The City is responsive to residents' needs	69.0	61.1	62.9	61.0	64.9
The City listens to residents when making important decisions	60.5	55.9	56.3	54.6	58.2
The City manages its finances well	46.9	43.1	46.2	45.5	45.0

CONTACT WITH CITY STAFF Residents were next asked if they had been in contact with City of Manhattan Beach staff in the past 12 months. Figure 33 below presents the findings of this question and shows that 46% of residents indicated they had contact with city staff during the 12 months preceding the interview, which is virtually unchanged from 2021. Respondents at least 35 years of age, Caucasians, and residents with a child in the household were the most likely to report having been in contact with city staff in the year prior to the interview (see figures 34 to 36).

Question 16 In the past 12 months, have you been in contact with staff from the City of Manhattan Beach?

FIGURE 33 CITY STAFF CONTACT IN PAST 12 MONTHS BY STUDY YEAR

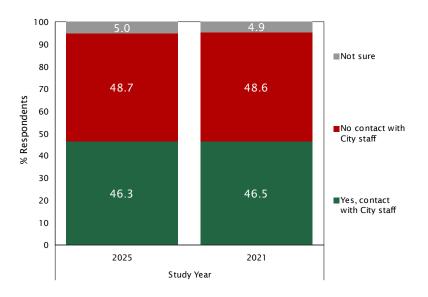


FIGURE 34 CITY STAFF CONTACT IN PAST 12 MONTHS BY YEARS IN MANHATTAN BEACH & AGE

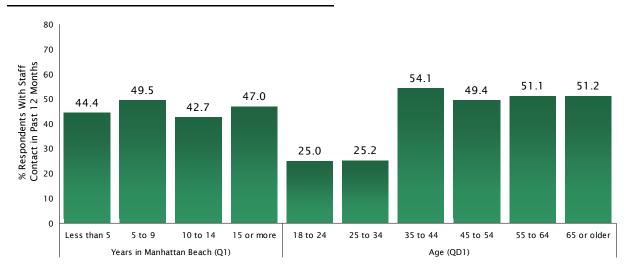


FIGURE 35 CITY STAFF CONTACT IN PAST 12 MONTHS BY ETHNICITY, CHILD IN HSLD, HOME OWNERSHIP STATUS & GENDER

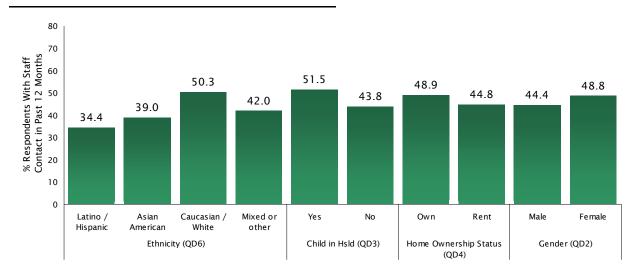
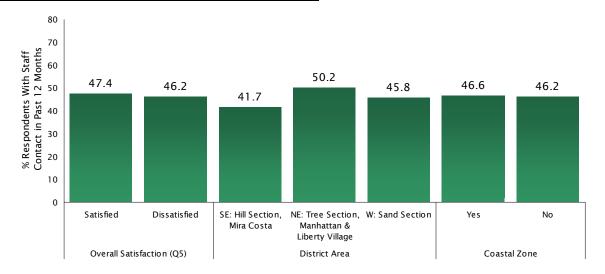


FIGURE 36 CONTACT CITY STAFF IN PAST 12 MONTHS BY OVERALL SATISFACTION, DISTRICT AREA & COASTAL ZONE



RATING CITY STAFF Presented only to residents who had been in contact with city staff in the past 12 months, Question 17 asked respondents to rate staff on three dimensions: helpfulness, professionalism, and accessibility. The findings of this question are presented on the next page in Figure 37. As shown in the figure, Manhattan Beach city staff received high marks on each dimension of customer service tested. Ninety-five percent (95%) of residents with staff contact felt that city staff members were professional, 92% said they were accessible, and 88% considered staff to be helpful. Although staff ratings trended higher from 2021 to 2025, none of the changes reached the threshold for statistical significance (Table 26 on next page).

FIGURE 37 PERCEPTION OF CITY STAFF...

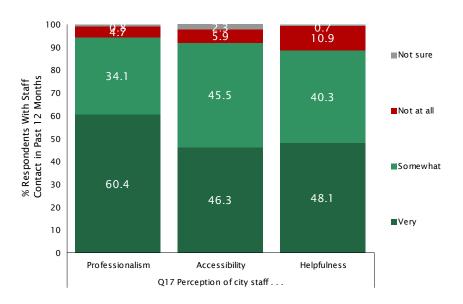


TABLE 26 PERCEPTION OF CITY STAFF... BY STUDY YEAR

	Study	/ Year	Change in
	2025	2021	% Very + Smwt 2021 to 2025
Helpful	88.4	85.0	+3.5
Accessible	91.8	88.5	+3.3
Professional	94.5	92.6	+1.9

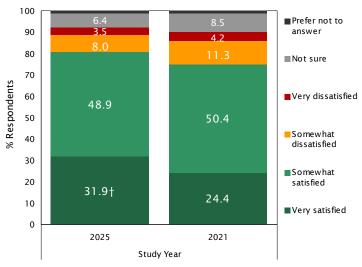
SATISFACTION WITH COMMUNICATION The importance of a city's communication with its residents cannot be overstated. Much of a city's success is shaped by the quality of information that is exchanged in both directions, from the city to the community and from the community to the city. This study is just one example of Manhattan Beach's efforts to enhance the information flow *to* the City to better understand the community's concerns, perceptions, and needs. Some of Manhattan Beach's many efforts to communicate with its residents include its newsletters, timely press releases, social media posts, MBtv, YouTube channel, and its website.

Accordingly, Question 18 asked Manhattan Beach residents to report their satisfaction with city-resident communication. Overall, 81% of respondents indicated they were satisfied with the City's efforts to communicate with residents through newsletters, the Internet, social media, and other means. The remaining respondents were either dissatisfied with the City's efforts in this respect (12%), unsure of their opinion (6%), or unwilling to share their opinion (1%).

Driven by an increase in the percentage of residents who were *very* satisfied (+8%), overall satisfaction with city-resident communication was significantly higher in 2025 than 2021 (+6%).

Question 18 Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, social media, and other means?

FIGURE 38 SATISFACTION WITH COMMUNICATION BY STUDY YEAR



† Statistically significant change (p < 0.05) between the 2021 and 2025 studies.

The following three figures display how satisfaction with the City's efforts to communicate with residents varied across a number of demographic subgroups. With the exception of residents who were dissatisfied with the City's performance overall, at least three-quarters of residents expressed satisfaction with the City's communication efforts. It is also noteworthy that the newest residents (<5 years), respondents with a child in the household, renters, and those satisfied with the City's overall performance were among the most satisfied subgroups with respect to the City's communication efforts.

FIGURE 39 SATISFACTION WITH COMMUNICATION BY YEARS IN MANHATTAN BEACH, ETHNICITY & GENDER

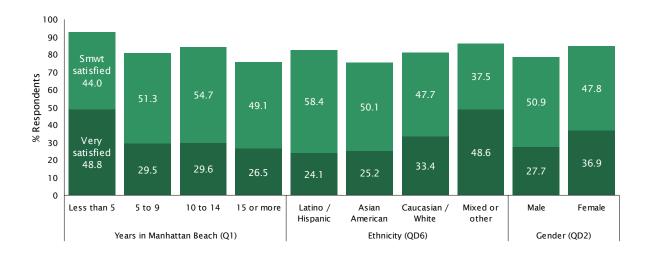


FIGURE 40 SATISFACTION WITH COMMUNICATION BY AGE, CHILD IN HSLD & HOME OWNERSHIP STATUS

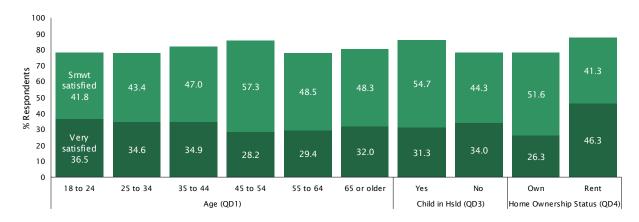
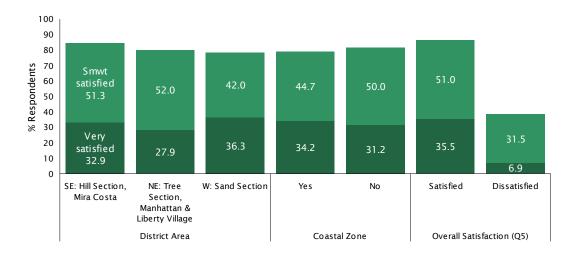


FIGURE 41 SATISFACTION WITH COMMUNICATION BY DISTRICT AREA, COASTAL ZONE & OVERALL SATISFACTION



BACKGROUND & DEMOGRAPHICS

TABLE 27 DEMOGRAPHICS OF SAMPLE BY STUDY YEAR

	Study	' Year
	2025	2021
Total Respondents	588	560
Q2 Years in Manhattan Beach		
Less than 5	20.5	16.6
5 to 9	13.5	15.9
10 to 14	9.9	14.5
15 or more	56.0	52.9
Prefer not to answer	0.1	0.1
Age (QD1)		
18 to 24	5.4	5.6
25 to 34	13.6	11.4
35 to 44	20.8	18.8
45 to 54	21.6	23.5
55 to 64	19.0	17.6
65 or older	19.1	20.2
Prefer not to answer	0.5	2.9
Gender (QD2)		
Male	48.8	51.7
Female	49.1	46.0
Non-binary	0.4	0.0
Prefer not to answer	1.8	2.3
Child in Hsld (QD3)		
Yes	36.6	37.9
No	58.1	58.3
Prefer not to answer	5.4	3.8
Home Ownership Status (QD4)		
Own	64.2	66.8
Rent	29.7	29.2
Prefer not to answer	6.1	4.0
Employment Status (QD5)	F 4 7	F F A
Full-time	54.7	55.9
Part-time	9.3	6.1
Student	3.7	3.3
Homemaker Retired	5.9	6.1
Retired	18.5	21.2
In-between jobs	3.1	1.9
Prefer not to answer	4.9	5.4
Ethnicity (QD6) Latino / Hispanic	9.8	6.6
Asian American	9.8 14.1	11.0
Caucasian / White	67.0	69.1
Mixed or other	6.1	5.3
Prefer not to answer	3.0	7.9
District Area	5.0	
SE: Hill Section, Mira Costa	31.0	N/A
NE: Tree Section, Manhattan & Liberty Village	40.1	N/A
W: Sand Section	28.9	N/A
Coastal Zone	_ 5.0	,, .
Yes	20.6	N/A
No	79.4	N/A

Table 27 presents the key demographic information collected during the survey by study year. Although the primary motivation for collecting the background and demographic information was to provide a better insight into how the results of the substantive questions of the survey vary by demographic characteristics, it was also a means to ensure that the resulting sample matched the profile of Manhattan Beach's adult resident population on key characteristics according to the latest Census estimates.

METHODOLOGY

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT Dr. McLarney of True North Research worked closely with the City of Manhattan Beach to develop a questionnaire that covered the topics of interest and avoided many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking items in a set order can lead to a systematic position bias in responses, the items were asked in a random order for each respondent.

Some questions asked in this study were presented only to a subset of respondents. For example, only respondents in contact with city staff in the past 12 months (Question 16) were asked about their experiences with staff (Question 17). The questionnaire included with this report (see *Questionnaire & Toplines* on page 45) identifies the skip patterns used during the survey to ensure that each respondent received the appropriate questions.

PROGRAMMING & PRE-TEST Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts interviewers to certain types of keypunching mistakes should they happen during the interview. The survey was also programmed into a pass-code-protected online survey application to allow online participation for sampled residents. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the City prior to formally beginning the survey.

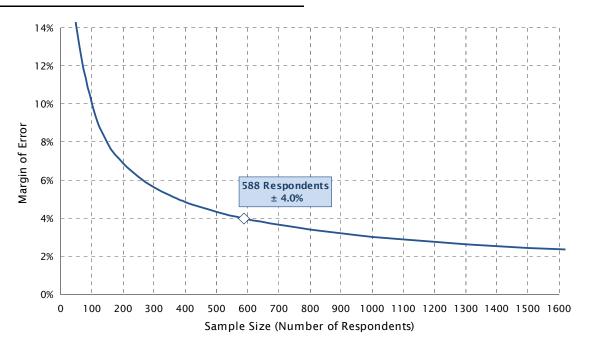
SAMPLE, RECRUITING & DATA COLLECTION A comprehensive database of Manhattan Beach households was utilized for this study, ensuring that all households in Manhattan Beach had the opportunity to be selected to participate in the survey. Once selected at random, contact information was appended to each record including email addresses and telephone numbers for adult residents. Individuals were subsequently recruited to participate in the survey through multiple recruiting methods. Using a combination of email and text invitations, sampled residents were initially invited to participate in the survey online at a secure, passcode-protected website designed and hosted by True North. Each individual was assigned a unique passcode to ensure that only Manhattan Beach residents who received an invitation could access the online survey site, and that the survey could be completed only one time per passcode. Email reminder notices were also sent to encourage participation among those who had yet to take the survey. Following a period of online data collection, True North also placed telephone calls to land lines and cell phone numbers of sampled residents that had yet to participate in the online survey or for whom only telephone contact information was available.

Telephone interviews averaged 18 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM). It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. A total of 588 completed surveys were gathered online and by telephone between September 29 and October 6, 2025.

MARGIN OF ERROR DUE TO SAMPLING The results of the survey can be used to estimate the opinions of all adult residents in the City. Because not every adult resident of the City participated in the survey, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 588 adult residents for a particular question and what would have been found if all of the estimated 25,524 adult residents³ had been interviewed.

Figure 42 provides a plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is $\pm 4.0\%$ for questions answered by all 588 respondents.





Within this report, figures and tables show how responses to certain questions varied by demographic characteristics such as length of residence and age of the respondent. Figure 42 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

DATA PROCESSING & WEIGHTING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing verbatim responses, and preparing frequency analyses and cross-tabulations. Where appropriate, tests of statistical significance were conducted to evaluate changes in responses between the 2021 and 2025 studies. The final data were weighted to balance the sample by key demographics according to Census estimates.

^{3.} Source: U.S. Census Bureau, 2020 American Community Survey 5-Year Estimates.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas those that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, as needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and figures for a given question. Due to rounding, some figures and narrative include numbers that sum to slightly more or less than 100%.

QUESTIONNAIRE & TOPLINES



City of Manhattan Beach Community Opinion Survey Final Toplines (n=588) October 2025

Section 1: Introduction to Study

Hi, may I please speak to: ____. Hi, my name is ____ and I'm calling from TNR on behalf of the City of Manhattan Beach. The City is conducting a survey of residents about important issues in Manhattan Beach and would like to get your opinions.

If needed: This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.

If needed: Your answers to the survey will be confidential.

If needed: The survey should take about 12 minutes to complete.

If needed: If now is not a convenient time, can you let me know a better time so I can call

If needed: TNR is an independent public opinion research firm. TNR was hired by the City to design and conduct the survey.

Section 2: Quality of Life

I'd like to begin by asking you a few questions about what it is like to live in the City of

		Manhattan Beach.							
Q1	How long have you lived in the City of Manhattan Beach?								
	1 Less than 1 year 4%								
	2	1 to 4 years				17%			
	3	5 to 9 years				14%			
	4	10 to 14 years				10%			
	5	15 years or longer	56%						
	99	Prefer not to answer				0%			
Q2	How	would you rate:? Would you say it	is exc	ellent,	gooa,	tair, p	oor or	very p	oor?
		ays ask A first, then randomize ainina items	cellent	poog	Fair	Poor	ry poor	ot sure	er not to nswer
		ays ask A first, then randomize aining items	Excellent	РооО	Fair	Poor	Very poor	Not sure	Prefer not to answer
A	rem	overall quality of life in Manhattan	Excellent Excellent	9000 9000 43%	Fair	%0 Poor	Very poor	0% Not sure	O Prefer not to answer
A B	The Bead	overall quality of life in Manhattan ch hattan Beach as a place to raise a						Not	
	The Beac Man fami	overall quality of life in Manhattan ch hattan Beach as a place to raise a	54%	43%	4%	0%	0%	0%	0%
В	The Bead Man fami	overall quality of life in Manhattan th hattan Beach as a place to raise a	54%	43%	4%	0%	0%	0% 4%	0%
В	The Bead Man fami Man	overall quality of life in Manhattan th hattan Beach as a place to raise a lly hattan Beach as a place to work hattan Beach as a place to retire hattan Beach as a place to shop and	54% 52% 17%	43% 36% 26%	4% 7% 17%	0% 1% 7%	0% 0% 1%	0% 4% 31%	0% 0% 2%

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	below. Categories.					
	Small town feel, charming beach community	21%				
	Beach, ocean	16%				
	Community, friendly people, family atmosphere	14%				
	Public safety, low crime rate	13%				
	Low density development, single family homes	9%				
	Parks, rec facilities	8%				
	Cleanliness, appearance, beauty of City	8%				
	Schools, education	8%				
	The Strand, pier	6%				
	Walkability of commercial, residential areas	6%				
	Community events, activities	6%				
	Not sure / Cannot think of anything	6%				
	Open space, greenbelt	5%				
	Outdoor shops, dining options	5%				
	Fire, Police services	4%				
	Local businesses, downtown area	4%				
	Relaxed, casual lifestyle	3%				
	Lack of homelessness	3%				
	Historical places	2%				
	Bike lanes	2%				
	Environment, nature	2%				
	Improve, maintain roads, sidewalks, streets	2%				
Q4	If the city government could change one thing to make Manhattan Beach a better place to live now and in the future, what change would you like to see? Verbatim responses recorded and later grouped into categories shown below. Categories.					
	Address parking issues	12%				
	Enforce traffic, e-bike laws	11%				
	Limit growth, development	10%				
	Improve public safety, more police presence	9%				
	Not sure / Cannot think of anything	9%				
	Preserve, support outdoor dining	6%				
	Provide more affordable housing	4%				
	Reduce traffic congestion	4%				

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Improve bike lane safety	4%		
No changes needed / Everything is fine	4%		
Encourage, support diversity, address inequity	3%		
Attract variety of less expensive restaurants, shops	3%		
Improve City planning, development	3%		
Improve government leadership, communication	3%		
Underground utilities	3%		
Address homeless issues	3%		
Improve walkability, sidewalks	3%		
Reduce cost of living	3%		
Improve, maintain infrastructure	3%		
Add, improve parks, rec facilities	3%		
Improve, provide more dog parks, dog friendly spaces	3%		
Reduce taxes, fees	2%		
Improve public transit	2%		
Beautify City, cleanliness, landscaping	2%		
Increase, support small businesses	2%		
Improve quality of education	2%		
Provide more activities, events for all ages	2%		
Preserve City history, small-town feeling	2%		
Improve traffic signage, lights	2%		
Reduce tourism	2%		

Section 3: City Services

Next, I would like to ask a series of questions about services provided by the City of Manhattan Beach.

Q5	Generally speaking, are you satisfied or dissatisfied with the job the City of Manhattan Beach is doing to provide city services? <i>Get answer, then ask</i> : Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?				
	1	Very satisfied	39%		
	2	Somewhat satisfied	47%		
	3	Somewhat dissatisfied	7%		
	4	Very dissatisfied	3%		
	98	Not sure	3%		
	99	Prefer not to answer	1%		

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	Split Sample for Q6. Sample A receives items A-L, Sample B receives items M-W.						
	For each of the services I read, please tell me how satisfied you are with the job the City is doing to provide the service.						
Q6	Are you satisfied or dissatisfied with the City's efforts to:, or do you not have an opinion? Get answer. If 'satisfied' or 'dissatisfied', then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?						
	Randomize	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Not sure	Prefer not to answer
Α	Enforce traffic laws	26%	29%	20%	16%	8%	0%
В	Provide neighborhood police patrols	31%	33%	18%	6%	13%	0%
С	Provide emergency medical services	50%	26%	1%	1%	20%	1%
D	Prepare the City for emergencies	28%	30%	8%	2%	32%	0%
E	Maintain sewer and storm drain systems	40%	34%	5%	5%	14%	1%
F	Maintain parks and open spaces	50%	38%	9%	4%	0%	0%
G	Provide special events such as concerts in the park and holiday fireworks		26%	4%	2%	2%	1%
Н	Provide a variety of recreation programs for all ages		34%	7%	3%	8%	0%
I	Provide services and programs for seniors	21%	21%	4%	3%	50%	2%
J	Protect the environment	33%	37%	7%	2%	21%	0%
K	Provide cultural and arts opportunities	33%	37%	11%	3%	15%	1%
L	Maintain a low crime rate	46%	31%	15%	6%	2%	0%
М	Provide fire protection and prevention services	66%	20%	1%	1%	11%	0%
N	Enforce animal control laws such as leash- laws and waste cleanup	28%	30%	24%	5%	13%	0%
0	Maintain and repair local streets and roads	31%	49%	16%	3%	1%	0%
Р	Remove graffiti	53%	26%	1%	1%	18%	1%
Q	Maintain public athletic fields	39%	34%	3%	2%	21%	1%
R	Address homelessness	27%	40%	14%	8%	11%	1%
S	Keep public buildings, parks and facilities clean and attractive	45%	44%	7%	2%	2%	0%
Т	Preserve the City's small, beach-town character	29%	40%	16%	12%	3%	0%
U	Provide a variety of public art	32%	37%	12%	1%	17%	1%
V	Provide after-school programs and diversion programs for youth	22%	22%	6%	1%	47%	1%
W	Address bike safety and e-bikes	11%	27%	25%	31%	5%	0%

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Q7	Overall, how safe is the City of Manhattan Beach as a place to live? Would you say it is very safe, somewhat safe, somewhat unsafe, or very unsafe?							
	1	1 Very safe 62%						
	2	Somewhat safe	32%					
	3	Somewhat unsafe	5%					
	4	Very unsafe	1%					
	99	Prefer not to answer	0%					

Section 4: Spending Priorities

The City of Manhattan Beach has limited financial resources to provide the services and programs desired by residents. Because it can't fund every service, program and project, the City must set priorities.

As I read each of the following items, please indicate whether you think the City should make the item a high priority, a medium priority, or a low priority for future city spending. If you feel the City should not spend any money on this item, just say so.

Q8 Please keep in mind that not all of the items can be high priorities.

Here is the (first/next) one:____. Should this item be a high, medium or low priority for the City – or should the City not spend any money on this item?

	the City - or should the City not spend any money on this item?						
	Randomize	High priority	Medium priority	Low priority	Should not spend money	Not sure	Prefer not to answer
Α	Reconstruct and improve the City's swimming pool - Begg Pool	26%	34%	25%	7%	7%	0%
В	Fix potholes and repair and improve city streets and sidewalks	62%	30%	7%	0%	0%	0%
С	Renovate and improve the Joslyn Community Center		30%	37%	12%	11%	1%
D	Renovate and improve the Manhattan Heights Community Center	8%	31%	38%	11%	12%	0%
E	Renovate and improve the Manhattan Beach Art Center		27%	45%	13%	10%	0%
F	Renovate and improve Live Oak Park facilities, including the Ceramics Studio, tennis and racquet courts, and REC Program activity space	15%	40%	32%	7%	6%	0%
G	Replace the Pay 'N' Play at Marine Avenue Park with open space, with the possibility of also adding a futsal court	6%	18%	34%	19%	22%	1%
Н	Restore and enhance nature areas	29%	47%	17%	5%	1%	0%
I	Improve the maintenance of parks and park amenities including restrooms, sports courts, and dog runs	38%	49%	10%	2%	1%	0%
J	Redesign public spaces to allow for outdoor dining areas	38%	26%	25%	10%	1%	0%

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October 2025

		1					
K	Create a Manhattan Beach Historical Museum to preserve and store historical documents	7%	21%	45%	23%	2%	0%
L	Repair and upgrade the City's sewer and wastewater systems		37%	10%	2%	9%	0%
М	Provide low-cost, on-demand rideshare services so residents can visit restaurants, shops, and business areas in the City without having to park a vehicle	27%	24%	27%	19%	2%	0%
Q9	The City of Manhattan Beach has money set aside to improve local library facilities and services. Because it has limited funding, however, the City must set priorities. As I read each of the following items, please indicate whether you think the City should make the item a high priority, a medium priority, or a low priority for the future. If you feel the City should not spend any money on this item, just say so. Please keep in mind that not all of the items can be high priorities. Here is the (first/next) one: Should this item be a high, medium or low priority for the library - or should no money be spent on this item?						
	Randomize	High priority	Medium priority	Low priority	Should not spend money	Not sure	Prefer not to answer
Α	Expanding programs, activities, and events for children	28%	40%	18%	6%	8%	0%
В	Expanding programs, activities, and events for teens	21%	42%	21%	7%	8%	0%
С	Expanding programs, activities, and events for adults	16%	37%	33%	9%	5%	0%
D	E 1: .1 *4 1 B 1						
U	Expanding the Manhattan Beach Library Speaker Series	6%	23%	40%	21%	9%	0%
E		6% 12%	23%	40% 33%	21% 16%	9% 11%	0% 0%
	Speaker Series					- '	
E	Speaker Series Expanding hours of service Providing additional study rooms Repairing and improving the current Manhattan Beach Library facility	12%	29%	33%	16%	11%	0%
E F	Speaker Series Expanding hours of service Providing additional study rooms Repairing and improving the current Manhattan Beach Library facility Building and operating a cultural library on the east side of Manhattan Beach	12% 7%	29%	33% 35%	16%	11%	0%
E F G	Speaker Series Expanding hours of service Providing additional study rooms Repairing and improving the current Manhattan Beach Library facility Building and operating a cultural library on	12% 7% 12%	29% 26% 31%	33% 35% 35%	16% 21% 17%	11% 11% 6%	0% 0% 0%

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Q10	The City of Manhattan Beach is exploring the idea of offering low-cost, on-demand rideshare services so residents can visit restaurants, shops, the beach, and key destinations in the City without having to park a vehicle. Would you or others in your household be very interested, somewhat interested, or not interested in using this service?					
	1	Very interested	32%			
	2	Somewhat interested	32%			
	3	Not interested	33%			
	98	Not sure	3%			
	99	Prefer not to answer	0%			

Sect	Section 5: Short-Term Vacation Rentals						
Q11	Short-term rentals are banned in the City, outside of the Coastal Zone (residential areas near the Strand). The 2028 Summer Olympics and 2026 FIFA World Cup will be held in Los Angeles. The City is considering allowing limited short-term vacation rentals on a temporary basis for these events – for 2-3 weeks prior to and 2 weeks after each event – with certain regulations and restrictions. In general, would you support or oppose the City allowing residents to rent their properties on a short-term basis during these events? Get answer, then ask: Would that be strongly (support/oppose) or somewhat (support/oppose)?						
	1	Strongly support	28%				
	2	Somewhat support	30%				
	3	Somewhat oppose	12%				
	4	Strongly oppose	28%				
	98	Not sure	2%				
	99	Prefer not to answer	0%				
Q12	During the Olympics and World Cup, the City of Manhattan Beach will need to provide additional public safety services for security and emergency medical. The taxes generated by short-term vacation rentals during this period will help cover the costs of providing additional public safety services. Knowing this, would you support or oppose the City allowing residents to rent their properties on a short-term basis during these events? <i>Get answer, then ask:</i> Would that be strongly (support/oppose) or somewhat (support/oppose)?						
	1	Strongly support	33%				
	2	Somewhat support	33%				
	3	Somewhat oppose	11%				
	4	Strongly oppose	21%				
	98	Not sure	2%				
	99						

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Q13	are y	If the City were to allow short-term vacation rentals during the Olympics and World Cup, are you likely to rent your Manhattan Beach property on a short-term basis during these events?					
	1	Yes	12%				
	2	No	64%				
	98	Not sure	21%				
	99	Prefer not to answer	3%				

~	_			
Secti	on 6:	Proie	CT PL	IISP.

The City of Manhattan Beach is exploring redevelopment of two of its properties in Downtown: the Parking Lot 3 site on Morningside Drive and 400 Manhattan Beach Boulevard (formerly US Bank), which are both across from Metlox. The City has started a community outreach campaign to explore future land uses and would like to know your opinion on the redevelopment options currently being considered. As I read the following options, please indicate whether you think it should be a high, medium, or low priority for the community.

Here is the (first/next) one:____. Should this item be a high, medium or low priority for these sites – or should this option not be a priority?

	these sites – or should this option not be a priority?						
	Randomize	High priority	Medium priority	Low priority	Should not be a priority	Not sure	Prefer not to answer
Α	Parking structure	39%	26%	21%	13%	2%	0%
В	Commercial development like Metlox with retail shopping and restaurants	21%	36%	23%	18%	2%	0%
С	Cultural arts and community space	10%	28%	28%	31%	3%	0%
D	Hotel	5%	14%	40%	39%	2%	0%
E	Multi-family residential housing	13%	15%	22%	48%	2%	0%
F	Open space/park	27%	33%	23%	15%	2%	0%
G	Private social club	5%	8%	29%	56%	1%	0%
Н	Visitor center	3%	9%	40%	45%	2%	0%

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Sect	Section 7: Local Governance & Customer Service							
Q15	Next, I'm going to read you a series of statements about the City of Manhattan Beach. For each, I'd like you to tell me whether you agree or disagree with the statement. Here is the (first/next) one: Do you agree or disagree, or do you not have an opinion? If agree or disagree, ask: Would that be strongly (agree/disagree) or							
		ewhat (agree/disagree)?	it be sti	origiy (c	igree, u	isagicc	, 01	
	Somewhat agree disagree disagree Strongly		Strongly disagree	Not sure	Prefer not to answer			
Α	The	City is responsive to residents' needs	17%	47%	14%	8%	14%	0%
В	The	City manages its finances well	10%	35%	16%	6%	32%	1%
С		City listens to residents when making ortant decisions	15%	42%	17%	10%	15%	1%
D	l tru	st the City of Manhattan Beach	22%	50%	12%	6%	9%	0%
Q16	In th Bead	ne past 12 months, have you been in cont :h?	act with	ı staff fı	om the	City o	f Manha	ittan
	1 Yes 46% Ask Q17							
2 No 49% Skip to Q1		o Q18	8					
98 Not sure 3% <i>Sk</i>		Skip to Q18						
	99	Prefer not to answer	2% Skip to Q18					
Q17	Q17 In your opinion, was the staff at the City very, somewhat, or not at all Read one item at a time, continue until all items are read.							
Rand	Randomize Somewhat Not sure		Prefer not to answer					
Α	Help	Helpful 48% 40% 11% 0%		0%				
В	Prof	essional	60% 34% 5% 1%		1%	0%		
С	Accessible 46% 45% 6% 2% 1%		1%					
Q18	Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, social media, and other means? <i>Get answer, then ask.</i> Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?							
	1	Very satisfied	1511.00, 0	. 501110		2%	, u.osac.	51.247.
	2	Somewhat satisfied			49	9%		
	3	Somewhat dissatisfied			8	%		
	4	Very dissatisfied			4	%		
	98	Not sure			6	%		
	99 Prefer not to answer 1%							

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Section 8: Background & Demographics

Thank you so much for your participation. I have just a few background questions for statistical purposes.

stati	statistical purposes.				
D1	In what year were you born? Year coded into age categories shown below.				
	18 to	o 24	5%		
	25 to	o 34	14%		
	35 to	o 44	21%		
	45 to	o 54	22%		
	55 to	o 64	19%		
	65 o	r older	19%		
	Prefe	er not to answer	1%		
D2	What is your gender?				
	1	Male	49%		
	2	Female	49%		
	3	Non-binary	<1%		
	99	Prefer not to answer	2%		
D3	Do you have one or more children under the age of 18 living in your household?				
	1	Yes	37%		
	2	No	58%		
	99	Prefer not to answer	5%		
D4	Do you own or rent your residence in Manhattan Beach?				
	1	Own	64%		
	2	Rent	30%		
	99	Prefer not to answer	6%		

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D5	Which of the following best describes your employment status? Would you say you are employed full-time, part-time, a student, a homemaker, retired, or are you in-between jobs right now?		
	1	Employed full-time	55%
	2	Employed part-time	9%
	3	Student	4%
	4	Homemaker	6%
	5	Retired	18%
	6	In-between jobs	3%
	99	Prefer not to answer	5%
D6	What ethnic group do you consider yourself a part of or feel closest to? Read list if respondent hesitates		
	1	Latino/Hispanic	10%
	2	A - ! A	
		Asian American Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	14%
	3	Chinese, Vietnamese, Filipino or other	14% 67%
		Chinese, Vietnamese, Filipino or other Asian	
	3	Chinese, Vietnamese, Filipino or other Asian Caucasian/White	67%
	3 4	Chinese, Vietnamese, Filipino or other Asian Caucasian/White African-American/Black	67% 3%
	3 4 5	Chinese, Vietnamese, Filipino or other Asian Caucasian/White African-American/Black American Indian or Alaskan Native	67% 3% <1%
	3 4 5 6	Chinese, Vietnamese, Filipino or other Asian Caucasian/White African-American/Black American Indian or Alaskan Native Pacific Islander	67% 3% <1% <1%
	3 4 5 6 7	Chinese, Vietnamese, Filipino or other Asian Caucasian/White African-American/Black American Indian or Alaskan Native Pacific Islander Middle Eastern	67% 3% <1% <1%

Those are all of the questions that I have for you! Thanks so much for participating in this important survey! This survey was conducted for the City of Manhattan Beach

Post	Post-Interview & Sample Items		
S1	District Area		
	1	Southeast (Hill Section, Mira Costa)	31%
	2	Northeast (Tree Section, Manhattan & Liberty Village)	40%
	3	West area (Sand Section)	25%
	4	Northwest area (North Sand Section)	4%

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S 2	Coas	stal Zone	
	1	Yes	21%
	2	No	79%

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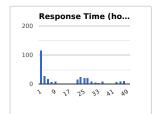
Survey Results: Rentals

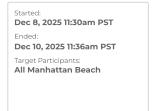
⚠ Survey Info - This survey was sent on behalf of the City of Manhattan Beach to the FlashVote community for Manhattan Beach, CA.

These FlashVote results are shared with local officials

Total Participants
276 of 554 initially invited (50%)
45 others
Margin of error: ± 6%

Applied Filter:
All Responses
Participants for filter:
319

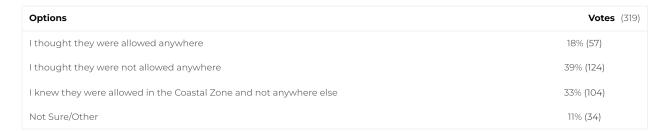


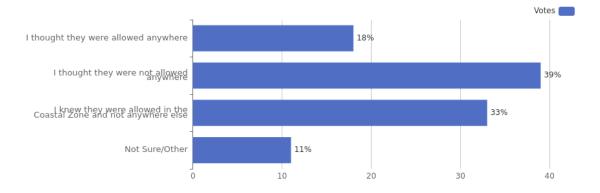


Q1 Currently in Manhattan Beach, short term property rentals (less than 30 days) are only allowed in the "Coastal Zone" which is the area from the beach to (typically) about 5 to 7 blocks inland.

Prior to reading this, which best describes what you thought about short term rentals in Manhattan Beach?

(319 responses)

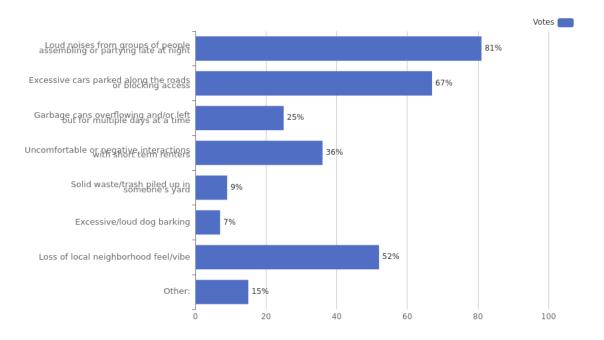




Q2 Which of the following potential nuisances from short term rentals are you most concerned about, if any? (You can choose up to FOUR)

(299 responses)

Options	Votes (299)
Loud noises from groups of people assembling or partying late at night	81% (241)
Excessive cars parked along the roads or blocking access	67% (199)
Garbage cans overflowing and/or left out for multiple days at a time	25% (76)
Uncomfortable or negative interactions with short term renters	36% (107)
Solid waste/trash piled up in someone's yard	9% (27)
Excessive/loud dog barking	7% (22)
Loss of local neighborhood feel/vibe	52% (154)
Other:	15% (46)



Responses for "Other":

problem bad rentals due housing prices
hash safety Short loss home
respect owners term rent people
trash increased term rent people
hotellong concern use turn
renters
neighbors residents
airbnbs value

None Removal of long term housing stock Fewer long-term rentals available for residents Lawlessness due to vacationers who don't care about the community people that don't live here not being accountable or neighborly Higher rent prices for long term residents because landlords make more money with AirBNBs Safety. Anyone can pay to short term rent but safety would be a huge concern. Damage to surrounding areas They're not short term renters they're hotel quests & residental neighborhoods are not for hotels none rent increasing due to shortage I thought short term renters had to be here for at least a month. Haven't noticed any problems. We have had loud and bad mannered renters near us. People peeing of balcony and behaving badly I am strongly against any short term rentals because it significantly affects our quality of life. None Not concerned Ban them entirely! This is an awful use of exisiting housing infrastructure. We have enough hotels! Nothing I don't have any concerns. Renters using other residents trash cans Increasing property values from short-term rentals. Drives up property value and long-term rent rat It prevents long-term rentals/housing, forcing apartments in backyards on Oak Crime issue Loss of long-term housing for locals which is the actual impact of Airbnbs in the neighborhood. Trash/debris in yard/neighborhood loss of permanent housing units; and increased prices due to lower supply of housing units.

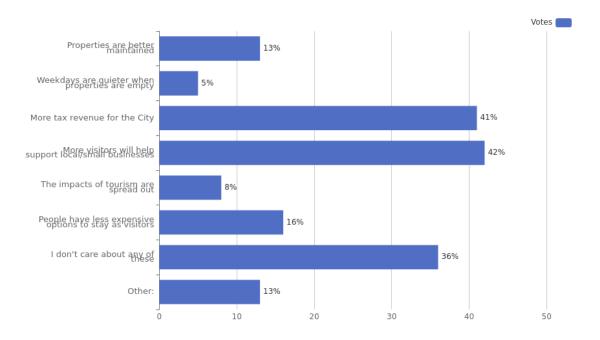
Short term makes your neighbors home "in action" every weekend vs occasionally

Housing shortages
Parties and drunks overflowing into my property
It hasn't been a big problem in the neighborhood
Unsavory people not respecting our quiet community
Why only coastal area
this hasn't affected me
Businesses buying property to turn into short term rentals
No Concerns
Perhaps not as many going inland.
Most importantly is the loss of our community .As a parent I would be concerned about the safety du
None
Do not want any filming tik tok, reality etc.
I am not concerned
None of the above
Safety
Our town being destroyed by owners turning their homes into short term rentals.
Lack of respect for neighbors and neighborhood
Only encourages part time owners with loss of neighborhood

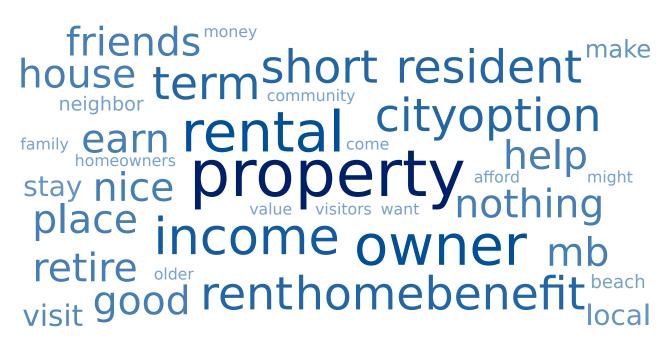
Q3 Which of the following potential benefits from short term rentals benefits are most important to you, if any? (You can choose up to FOUR)

(291 responses)

Options	Votes (291)
Properties are better maintained	13% (39)
Weekdays are quieter when properties are empty	5% (16)
More tax revenue for the City	41% (120)
More visitors will help support local/small businesses	42% (122)
The impacts of tourism are spread out	8% (23)
People have less expensive options to stay as visitors	16% (48)
I don't care about any of these	36% (105)
Other:	13% (38)



Responses for "Other":



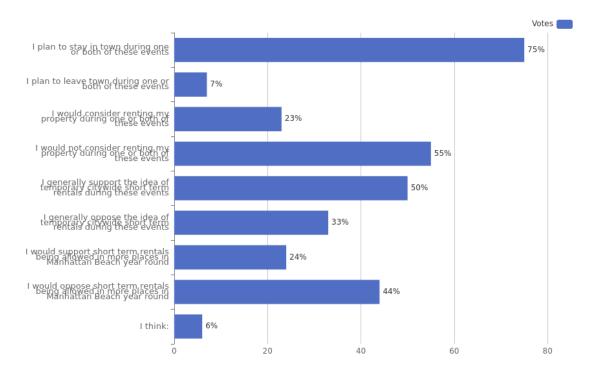
It may help older home owners afford their properties. Not interested in renting my little place. We don't need more housing or more people. there are no bensfits except for the city which gets revenue Retired MB residents or those close to retirement can earn income from their homes It would be nice if family and friends visiting had AirBNB options on MB. ADUs help newer homeowners pay their mortgages; older homeowners have place for adult children property owner's rights to let I believe homeowners should retain the option to rent their properties if financial circumstances r As a resident, I do not want short term rentals in my city. Nothing Benefits retiree property owners Nice way for locals to earn income. Few nice and reasonably priced hotels in the South Bay, near the beach. Nothing good comes of it-hurts the community The beach should be accessible to everyone. income for me/my neighbors, places for my friends to stay when they come to visit Opportunity for cute Bed and Breakfast's to spring up Options for family / friends to stay in the City when they visit. Visitors stay in Lawndale Help property owners make money I don't like short term rentals. We have an affordable housing crisis in the city. Short-term rentals add to this. We are in the 200 blk & rent our home 30days+ & no issues. neighbor does ST & a ton of issues Nothing is good for local neighbors. Not good for the community Increased property values and rental income to owners Ability for me to potentially earn income through renting my house once I retire.

No benefits
None of these bring me value!
More options and easier for visitors with kids
There are NO benefits
No benefit for most of the residents. Very irresponsible to expand the number of rentals when we ha
Private property owners can choose what best to do with their properties without government input.
I might want to do it for World Cup snd olympics
would prefer ZERO short term rentals in all of MB
I might make money

Q4 With the World Cup coming to Los Angeles in 2026 and the Olympics/Paralympics in 2028, the City is considering whether to temporarily allow short term rentals citywide during those events – roughly June/July 2026 and July/August 2028.

When it comes to temporary citywide short term rentals during these events, which of the following are TRUE for you, if any? (Choose all that apply) (284 responses)

Options	Votes (284)
I plan to stay in town during one or both of these events	75% (213)
I plan to leave town during one or both of these events	7% (20)
I would consider renting my property during one or both of these events	23% (66)
I would not consider renting my property during one or both of these events	55% (156)
I generally support the idea of temporary citywide short term rentals during these events	50% (141)
I generally oppose the idea of temporary citywide short term rentals during these events	33% (94)
I would support short term rentals being allowed in more places in Manhattan Beach year round	24% (67)
I would oppose short term rentals being allowed in more places in Manhattan Beach year round	44% (124)
Ithink:	6% (18)



Responses for "I think":

term rent issue hotels make allow need parking need cause consider people risk additional rental short period residents property

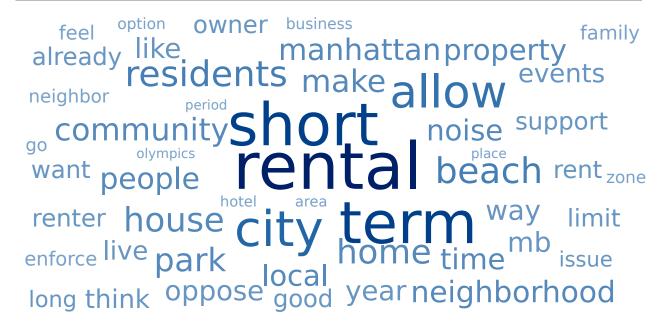
Telling people how to use their own property is not right. Too many NIMBYS. Why consider this only that if short term allowed the residents not just renters need to see a benefit ie water bill Not sure yet. Makes sense for people to be able to rent their homes if they wish to. Let's not make our city into a rental city. What a horrible idea. Hotels exist for a reason. Also need to consider additional criteria or increased monitoring to avoid issues The allowable 30-day rental period (non-short term) allows anyone to rent their property. Parking is already a challenge for residents and guests. Traffic is a nightmare now! We should try short term rentals on a temporary basis and then evaluate how they go to decide We need to keep inventory open for residents. There is a risk people will be displaced tough issue. would think if people want the risk and income, its only a short window for both event Short term rentals cause housing shortages for people who work and need to live near MB I think the surge during this specific period would cause the need for additional police + parking OK for these events only; require proper vetting and financial security as long as we control the noise, people should be allowed to rent their units. too much energy on 22 week events...lets focus on larger issues We have hotels for a reason.

Once you allow it people will continue to do it even if it is illegal

Any other comments or suggestions about short term rentals in Manhattan Beach? (97 responses)

Individual Responses

Al-Generated Summary



It's already super expensive to rent here. Why remove more housing stock? You're not building anymore.

communications about current rental rights for short term rentals as I don't really know what they are

Why only consider for Olympics and World Cup? Seems like the city is trying for another money grab. If you had approved with strong guidelines and licensing you would be way in front of this. Now you are again late to the game and going to blow it.

I have experienced them and am not a fan. It breaks apart the community and hurts our quiet, safe community. We live too close to one another to have people we don't know looking into our house!

The city not enforce the codes on the books now, why allow more chaos in the city? Short term rental are short sighted, the city only sees revenue but has no plan for parking enforcement or code enforcement or police enforcement. No to short term rentals

I am concerned about safety, noise, trash, etc. I have an older (1948) and have never considered renting as I only have a 2 bd, 1 bth but if the price is right, who knows.

I support year-round STRs throughout MB and believe any nuisances that result should be handled on a per-property basis and the city shouldn't punish all STR owners for the acts of a few.

The underground project in El Porto is a disgrace. Please someone do something about it. I also miss the outdoor dining. I thought this was coming back. I send people to Hermosa all the time because we have no outdoor dining options

Kudos to the City for thinking about this. Although we don't intend to rent during the World Cup and Olympics, it would be an opportunity for MB folks that might need it to make a few dollars.

Nothing good will come from further overcrowding in MB.

Short term rentals reduce the housing supply making housing more expensive.

Unless these people are really bad at it is really hard to feel comfortable being next-door to someone in a three bedroom house and they bring in 10 people

City of MB... quit being so grouchy!

only a temporary accommodation makes sense, too many absentee owners already, town loses character with so many homes vacant or used like hotels

From experience: A developer listed a house as an STR during the lengthy design and permitting process. Every Friday a different group arrived with everything needed for a weekend party hang. It was a total disruption to the street and the neighborhood. We did not buy our homes in a business district or next to be near a hotel. The 30-day minimum has been a good compromise. I do not support waiving it during the Olympics or World Cup.

I don't see short term rentals being nearly as big a nuisance as are teardowns. We've lived here ten years our neighborhood is a perpetual construction zone; noise, dirt, trucks, traffic parking problems. We are at the mercy of exploitive developers who are scooping up smaller older homes and replacing them w absurdly expensive mansions. The character of this community is truly under

assault. Habitable homes should not be allowed to be converted to rubble and hauled away; that's an irresponsible environmental disaster--completely unnecessary. Why not limit how much bigger a structure can get over what's on the lot already? Why not require rehab rather than teardown when practicable? I hope the City Council will look at this. Every neighbor I talk to feels the same!

Parking on sidewalks and pedestrians being pushed to roads are unacceptable

I believe the city's intentions are good; however, a 30-day minimum rental requirement is not workable for many homeowners and raises a civil-liberty concern. Property owners should have the ability to rent their homes if needed. That said, a temporary trial period—perhaps six months—with clear guardrails, enforcement, and penalties could provide a fair way to evaluate the true impact on the community before making a permanent decision.

Strongly opposed to SHORT TERM rentals in our city. Why do we have to put up with this in the Sand Section? This is HORRIBLE for our neighborhoods and NOT GOOD for permanent residents. What are we thinking?

In general, I am opposed to short-term rentals as they decrease access to permanent housing in the city, erode the community feel, and create issues with parking. Long-term neighbors tend to be responsive and create mutually beneficial relationships (pull each others trash in/out, take packages in, communicate openly about parking/noise) and that is lost when owners have short-term rental investments with people staying that have no investment in the long term success of a neighborhood. With a lack of access to hotels in the south bay, short term rentals near downtown may make sense to support city income and local businesses, but I am very opposed to expanding it to the rest of the city.

Don't cave to the vocal minority who want to tap their homes for additional revenue streams.

Manhattan Beach is more desirable than surrounding South Bay cities because it has larger single family properties without a lot of rentals. Please do not allow any short term rentals as it will impact the quality of life of the residents. I understand landlords may want this, but the residents who live here should be prioritized. Thank you

It's just a money grab for the city. No real benefit to the residents.

I think STRs are a good option for MB.

Most of the time rentals were not an issue....but it might for health and safety purposes, be appropriate to place a limit / cap on how many occupants are permitted to stay overnight in a rental at any one time, but also in placing such a limit it must be coupled with enforcement when excesses occur or its meaningless. (perhaps a proportionate fine as the City opposed on false alarms on central station alarms systems). When I was living on 44th Street as a renter, there were a few excessive occupancies...where say 10+ people in a two bedroom which also did occasionally cause parking issues for residents who don't have a dedicated garage or apron to park on. I was fortunate, had dedicated parking but some folks on the street had parking issues.

I live next to one in the coastal zone and nothing has done more to diminish my quality of life than when actual neighbors left and got replaced by a nonstop rotation of people who can't park, scream at all hours and have zero respect for the neighborhood

I oppose them in general as they negatively impact the cost of rentals for long terms tenants.

I support the fact that short term rentals bring in more business but they tend to crowd over the streets/ pier area so it's an inconvenience for the locals who live around the area. Maybe allow it on certain parts of the year so it is not always crowded/noisy/etc

By only making them available in the coastal zone, it only opens high-priced rentals for wealth visitors. More areas, not right on the beach, would provide more options to my family when visiting other than crappy hotels along PCH. That said, limiting to not full-time rentals is critical (say 30-90 days/year), without that restriction, property values may increase too much because of short-term rental income and we would be priced out of the neighborhood (either as a long-term renter or home buyer).

Get a new city manager

Keep Manhattan Beach for residents.

The benefit of short term rentals by the beach is that families could visit and go to the beach without driving and using up parking spaces.

1) Contrary to Howorth's statement, the City does not exist to allow people to maximize profits from their personal residences. 2) Concerns with possible "slippery slope" allowing such rentals for other events/periods. 3) I believe folks can rent their residence for 30 days and not fall within the short-term rental prohibitions. So people can still rent within the Code, but not to the degree that would fall subject to short-term rental provisions. 4) Knowing the faces of who should be in your neighborhood, how to treat your neighbors knowing you are going to be there for a while, and knowing who is going in and out of houses is important.

My view is short term rentals have a net negative impact on the quality of life for full time residents. People visiting for relatively short periods of time are on average much less likely to care about discourteous behavior towards residents. Also, the city's infrastructure, particularly certain streets, are already over-stressed as it is.

Short term rentals not good for our community

Disallow period.

As a long time renter in Manhattan beach, I oppose all short term rentals because it simply Drives up the price for long-term renters and limits availability of affordable living options

I am completely against allowing short term rentals in Manhattan Beach. I wish they weren't allowed here at all.

I think STRs will happen regardless of city policy. So allowing the practice but being more transparent about it could provide benefits to the homeowners, renters, City and neighbors.

Is there some way the city could develop and successfully enforce "family friendly" rules and restrictions on short term rentals so residents do not have deal with loud parties? Would a noise ordinance (ie, 10 pm cut off) be legally enforceable?

They should not be allowed—period.

There are many benefits of short term rentals and the city and residents could benefit from a more open policy. Home Exchange and programs for temporary housing for consultants, doctors, displaced residents (fire, construction etc) etc. These opportunities can bring additional customers to local businesses.

As long-term renters, it has been a constant struggle to find housing in Manhattan Beach. This issue is magnified due to so many homes being allocated to short-term vacation rentals. Several otherwise workable options were only available for partial year, furnished-only leases due to the summer months being so lucrative for investors. Locals need stable, long-term housing!! Decrease, don't increase ST rentals please!

they should be allowed city wide or not at all. the concentration in the coastal zone makes this area into a short term rental zone. spreading out the short term rental option will make the city more uniform with tenants.

Wishbone of these surveys had been sent out to residents before allowing all the multi unit building on sepulveda which will destroy our property values and cause excessive congestion.

There should be no short term rentals in MB at any time

We already have too many 2nd homes that are vacant most of the time. A neighborhood thrives on residents! Residents, residents, residents!!

With the current shortage of housing in So Cal, I think short term rentals should be banned.

It will get out of hand very quickly.

i generally prefer visitors stay in established facilities.

overall not a fan at all of short term as it makes your neighbors home "Always On" every weekend vs occasionally when owner or longer term renter. We do 30day+ and no issues (most are 30-90 days), we are in 200blk and could ST but no way would i do that to our home or neighbors

Generally oppose short term rentals everywhere, I would consider it for these major events as housing will be scarce.

Overall I am opposed to short term rentals in Manhattan Beach as I would like to maintain the feeling of small beach town USA because local residents live in town all year round instead of having short term rentals to different people weekly.

It should not be allowed to anywhere in Manhattan Beach in any condition.

I think it is great to give residents the opportunity to rent their homes to visitors for these special large events. It's a win/win for the homeowner, the city, the businesses and the visitors.

I am opposed to short term rentals

Make sure these ridiculous new dense developments cannot do short term rentals!

I feel that it's currently done properly but I have been following what is happening in Laguna Beach with short term rentals and non-locals destroying the area. It's not like that now in Manhattan Beach and it would be a shame if it turned out that way.

Definitely support during World Cup, Olympics. It's only a bad thing if there are too many short term rentals outside of those events. Don't want to negatively impact the local rental prices, which are already high.

Please eliminate short term rentals in all of MB.

Parking and noise are my main concern.

In general I support short term rentals, however, no increase during the olympics. The bigger issue is allowing high density housing without height limits or enough parking. Example the new building at Rosecrans and Highland will have insufficient parking and will thus overflow into the neighborhood. The City Council appear to roll over and do nothing about it...

I like how the city of Palm Springs manages Airbnbs / short term rentals. If there are any noise complaints from the neighbors, the house is issued with a \$200 or \$400 fine and a warning. If the noise continues and the police are called again, then the short term tenants are immediately kicked out of the property. Having strict rules in place helps dissuade poor behavior.

As part of the rental agreement people should be made aware of the local noise ordinances. Those ordinances should be vigorously enforced.

I'm divided. I think it would be good for the local economy. I certainly don't want loud parties and lots of drunk people and trash right next to my home. I don't want to be unable to park or go to a restaurant during those events, but I think that would happen either way with hotels and etc.

Generally against them as they alter the nature of the community. OK with an exception for special events like these, as long as the renters and their guests are properly vetted and financial security is provided for any damage to public facilities. Perhaps also consider a fee for any expected increase in police services.

Should not be allowed anywhere in MB. MB is our home for families not a commercial enterprise.

One way or the other it should be the same for all MB not just an area!!!

This is good governance. See if a limited, tactical change in this rule makes sense to the community. Thank you.

Short term rentals can be the catalyst for visitors to discover and experience our beautiful city... many of which end up returning year after year or purchasing a property. The shop and eat in the businesses which helps economically in many ways.

Allow them 100% of the time city wide effective Jan 1 2026

Short term rentals should not be allowed in residential zones. They are a commercial use and incompatible with residential neighborhoods. Visitors should stay in hotels.

Its ok to continue with short term rentals allowed in the sand section only

I have lived in Manhattan Beach for over 45 years. I understand change/ growth are necessary for us as homeowners. What I do not support is the loss of a generational community and the feeling of entitlement that has come with this growth.

City Council should also spend more time on helping our little town fight the large residential developments that are being planned. Our traffic is already a gridlock. I'm disappointed in what City Council has done to fight this. My area near Rosecrans is already so heavily trafficked and HighRose isn't even complete! We will have no parking due to the allowance of this far under-parked (and too large) of a project. I'd like to see the City work to protect our area. These developments will ruin our town. Look at Santa Monica.

Please allow well regulated, temporary short term rentals for world events.

Parking Permits for Residents in the beach

Absolutely opposed to expanding STR in any way. Americans and Californians are in the middle of a housing crisis and it is irresponsible to remove more housing units off the market. STR erode and eventually ruin residential communities.

Our family really enjoys short-term rentals when traveling domestically or abroad. It would be hypocritical to oppose them here.

The overwhelming majority of short terminals are to families is traveling. The fear that every short terminal is going to be a party is completely overblown. They should be allowed throughout the city.

I would suggest that if the city allows short-term rentals that they regulate it based upon complaints. Another words; if the city receives more than a certain number of complaints (3?) their permit would be revoked.

They ruin a community. Imagine having them on both sides of your house. And imagine if you had small children. Horrible idea. Keep MB the great place it is...no short term rentals.

If people in the zones now allowed decide they don't support it, I would want the program ended.

I think it should be allowed for up to 3-4 months a year. That way we would keep the neighbourhood feel and at the same time give the homeowners the opportunity to make extra money and pay for the high property taxes.

I like the idea of the City hosting events during these events and if that means allowing short term rentals for a limited time, I'm all for it. Thanks!

Let private owners decide what is in their best interest. If the city wants to impose a noise disturbance fine when tenants get out of line, the City should impose a substantial fine. This will get property owners to charge a large deposit, lay out the rules, etc. If the tenant breaks the rules for a city imposed fine, their deposit can be used.

An ability to resolve problems caused by rentals that cause recurring complaints..

I think short term rentals in the coastal zone are just fine

I travel extensively worldwide and have experienced how detrimental short term rentals are to communities. I don't want that to happen to my home community.

I understand some owners might want to take advantage of the two special events. There will likely be a demand for short term rentals and insufficient hotel space to meet the demand. Allowing short term rentals throughout the city year round will detract from the close community nature of the various neighborhoods of Manhattan Beach.

Just keep the noise ordinance in place

Just keep the noise ordinance in place

I'm so confused as to why manhattan beach is so concerned with locals renting their homes out for the olympics. Our town doesn't need this stream of revenue for a 4 week period. Manhattan Beach is already experiencing significant overcrowding. Local residents make up a dense population on their own, and the steady increase in tourism is adding even more pressure to our limited space and resources.

Short term rentals destroy the neighborhood

Short term rentals are around my area, nothing is done when neighbors complain of loud noise and music late into the night and we're far from the coast!

Allowing only the wealthiest property owners by the beach to rent their properties seems discriminatory.

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