

CITY OF MANHATTAN BEACH RESIDENT SURVEY 2015  
320-637  
FINAL3  
MARGIN OF SAMPLING ERROR  $\pm 5.0\%$  (95% CONFIDENCE INTERVAL)  
**CONSULTANT EXECUTION DRAFT. NOT FOR PUBLICATION.**

Hello, I'm \_\_\_\_\_ from F-M-3, a public opinion research company. I am definitely NOT trying to sell you anything. We are conducting an opinion survey about issues that interest people living in the City of Manhattan Beach, and we are only interested in your opinions. May I speak to \_\_\_\_\_? **YOU MUST SPEAK TO THE VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED, OTHERWISE TERMINATE. (IF NOT AVAILABLE, ASK WHEN IT WOULD BE CONVENIENT TO CALL AGAIN.)**

A. Before we begin, I need to know if I have reached you on a cell phone. **(IF YES, ASK:)** "Are you in a safe place where you can talk?"

Yes, cell and in safe place ----- 1  
Yes, cell not in safe place----- **TERMINATE**  
No, not on cell----- 2  
**(DON'T READ) DK/REFUSED --- TERMINATE**

**FIRST I WOULD LIKE TO ASK YOU SOME GENERAL QUESTIONS  
ABOUT LIFE IN MANHATTAN BEACH.**

1. First, do you think things in \_\_\_\_\_ are generally headed in the right direction, or do you feel things have gotten pretty seriously off on the wrong track? **(DO NOT ROTATE)**

<u>RIGHT</u> <u>DIRECTION</u>	<u>WRONG</u> <u>DIRECTION</u>	<b>(DON'T READ) MIXED</b>	<b>(DON'T READ) DK/NA</b>
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a. **(TS)** The City of Manhattan Beach----- 1 ----- 2 -----3-----4  
b. Your local neighborhood----- 1 ----- 2 -----3-----4

2. **(TR)** How would you rate the overall quality of life in Manhattan Beach? Would you say it is excellent, good, fair, poor, or very poor?

Excellent ----- 1  
Good ----- 2  
Fair ----- 3  
Poor ----- 4  
Very Poor ----- 5  
**(DON'T KNOW/NA) ----- 6**

3. In the last few years, do you think things in Manhattan Beach have gotten better, gotten worse, or stayed about the same? **(IF BETTER/WORSE, ASK:)** “Is that much **BETTER/WORSE** or somewhat **BETTER/WORSE**.”

- Much better ----- 1
- Somewhat better ----- 2
- Stayed about the same----- 3
- Somewhat worse ----- 4
- Much worse----- 5
- (DON'T KNOW/NA)** ----- 6

4. Next, what do you think is the most serious issue facing the residents of Manhattan Beach that you would like to see City government do something about? **(DO NOT READ OPTIONS -- OPEN-END. ACCEPT UP TO TWO RESPONSES)** \_\_\_\_\_

\_\_\_\_\_

5. **(TR)** Generally speaking, are you satisfied or dissatisfied with the job the City of Manhattan Beach is doing to provide city services? **(IF SATISFIED/DISSATISFIED, ASK:)** “Is that very **(SATISFIED/DISSATISFIED)** or somewhat **(SATISFIED/DISSATISFIED)**?”

- Very satisfied ----- 1
- Somewhat satisfied ----- 2
- Somewhat dissatisfied----- 3
- Very dissatisfied ----- 4
- (DON'T READ) Don't know/NA**----- 5

6. In your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of city services that Manhattan Beach residents need and want?

- Great need----- 1
- Some need ----- 2
- A little need----- 3
- No real need ----- 4
- (DON'T READ) DK/NA** ----- 5

7. Now I am going to mention a list of issues people in the City of Manhattan Beach may be concerned about. After you hear each issue, please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem for people who live in the City of Manhattan Beach. **(RANDOMIZE)**

**EXT.                      VERY                      S.W.                      NOT TOO                      (DON'T READ)**  
**SERIOUS                  SERIOUS                  SERIOUS                  SERIOUS                  DON'T**  
**PROBLEM**              **PROBLEM**              **PROBLEM**              **PROBLEM**              **KNOW/NA**

- [ ]a. **(TC)** The amount of traffic on local streets and roads ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- [ ]b. Waste and inefficiency in city government ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- [ ]c. Crime in general ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- [ ]d. Pollution that flows through storm drains and empties into local coastal waters and onto local beaches ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- [ ]e. **(TC)** Teen drug and alcohol use ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- [ ]f. The availability of parking in downtown Manhattan Beach ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- [ ]g. The loss of Manhattan Beach's small town feel ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

**(SPLIT SAMPLE A)**

- [ ]h. Businesses closing or leaving Manhattan Beach ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- [ ]i. **(TC)** The amount you pay in local taxes ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- [ ]j. The condition of the local economy ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- [ ]k. A lack of public transportation options to get around Manhattan Beach ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

**(SPLIT SAMPLE B)**

- [ ]l. The declining number of small retail stores in downtown Manhattan Beach ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- [ ]m. **(TS)** The amount you pay in local property taxes ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- [ ]n. The cost of pensions for Manhattan Beach public employees ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- [ ]o. Too much construction activity in Manhattan Beach ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

**(RESUME ASKING ALL RESPONDENTS)**

**NOW I WOULD LIKE TO ASK YOU SOME MORE QUESTIONS ABOUT THE SERVICES PROVIDED BY MANHATTAN BEACH'S CITY GOVERNMENT.**

8. I would like to read you a list of specific services provided by Manhattan Beach's City government to residents of the City. For each one that I mention, please tell me how important you think that service is. We will use a scale of one to ten, where one means **NOT AT ALL IMPORTANT** and ten means **VERY IMPORTANT**. If you have no opinion or don't know about a service I mention to you, you can tell me that too. Here is the first one...

	<u>NOT AT ALL</u> <u>IMPORTANT</u>					<u>VERY</u> <u>IMPORTANT</u>					<u>DK</u>	<u>MEAN</u>	
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>		
<b>(RANDOMIZE)</b>													
[ ]a. Paving and repairing streets and roads-----	1	2	3	4	5	6	7	8	9	10	11		
[ ]b. Maintaining public parks in good physical condition -----	1	2	3	4	5	6	7	8	9	10	11		
[ ]c. Pick-up of garbage, yard waste, and recyclables -----	1	2	3	4	5	6	7	8	9	10	11		
[ ]d. Police protection services -----	1	2	3	4	5	6	7	8	9	10	11		
[ ]e. Fire protection and paramedic services -----	1	2	3	4	5	6	7	8	9	10	11		
[ ]f. Maintaining storm drains-----	1	2	3	4	5	6	7	8	9	10	11		
[ ]g. Programs to retain, expand, and attract businesses to Manhattan Beach -----	1	2	3	4	5	6	7	8	9	10	11		
[ ]h. Providing after-school activities and programs for young people-----	1	2	3	4	5	6	7	8	9	10	11		
[ ]i. Providing special events such as Concerts in the Park and holiday fireworks -----	1	2	3	4	5	6	7	8	9	10	11		
[ ]j. Street sweeping -----	1	2	3	4	5	6	7	8	9	10	11		
[ ]k. Maintaining public athletic fields-----	1	2	3	4	5	6	7	8	9	10	11		
[ ]l. Enforcing zoning regulations-----	1	2	3	4	5	6	7	8	9	10	11		
[ ]m. Providing services and programs for seniors -----	1	2	3	4	5	6	7	8	9	10	11		
[ ]n. Cultural and arts opportunities -----	1	2	3	4	5	6	7	8	9	10	11		
[ ]o. City recreational opportunities and programs -----	1	2	3	4	5	6	7	8	9	10	11		
[ ]p. Protecting beaches and the ocean from pollution -----	1	2	3	4	5	6	7	8	9	10	11		

	<u>NOT AT ALL</u> <u>IMPORTANT</u>					<u>VERY</u> <u>IMPORTANT</u>					<u>DK</u>	<u>MEAN</u>	
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>		
<b>(RANDOMIZE)</b>													
[ ]q.	Providing adequate parking in downtown Manhattan Beach-----												
	1	2	3	4	5	6	7	8	9	10	11		
[ ]r.	Communicating with residents through newsletters, the Internet, and other means -----												
	1	2	3	4	5	6	7	8	9	10	11		
[ ]s.	Enforcing laws to prevent nuisances such as from construction, noise, and smoking law violations -----												
	1	2	3	4	5	6	7	8	9	10	11		

9. Next, I am going to mention each service again. This time I would like you to tell me how satisfied you are personally with the job that Manhattan Beach’s City government is doing in providing that service for the City’s residents. Again, we will use a scale of one to ten, where one means you are **NOT AT ALL SATISFIED** with the service and ten means you are **VERY SATISFIED** with the service. If you have no opinion or don't know about a service or feature I mention, you can tell me that too. Here is the first one...

	<u>NOT AT ALL</u> <u>SATISFIED</u>					<u>VERY</u> <u>SATISFIED</u>					<u>DK</u>	<u>MEAN</u>	
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>		
<b>(RANDOMIZE)</b>													
[ ]a.	Paving and repairing streets and roads-----												
	1	2	3	4	5	6	7	8	9	10	11		
[ ]b.	Maintaining public parks in good physical condition -----												
	1	2	3	4	5	6	7	8	9	10	11		
[ ]c.	Pick-up of garbage, yard waste, and recyclables -----												
	1	2	3	4	5	6	7	8	9	10	11		
[ ]d.	Police protection services -----												
	1	2	3	4	5	6	7	8	9	10	11		
[ ]e.	Fire protection and paramedic services -----												
	1	2	3	4	5	6	7	8	9	10	11		
[ ]f.	Maintaining storm drains-----												
	1	2	3	4	5	6	7	8	9	10	11		
[ ]g.	Programs to retain, expand, and attract businesses to Manhattan Beach -----												
	1	2	3	4	5	6	7	8	9	10	11		
[ ]h.	Providing after-school activities and programs for young people-----												
	1	2	3	4	5	6	7	8	9	10	11		
[ ]i.	Providing special events such as Concerts in the Park and holiday fireworks -----												
	1	2	3	4	5	6	7	8	9	10	11		
[ ]j.	Street sweeping-----												
	1	2	3	4	5	6	7	8	9	10	11		

	<u>NOT AT ALL</u>					<u>VERY</u>					<u>DK</u>	<u>MEAN</u>
	<u>SATISFIED</u>					<u>SATISFIED</u>						
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	
<b>(RANDOMIZE)</b>												
[ ]k. Maintaining public athletic fields-----	1	2	3	4	5	6	7	8	9	10	11	
[ ]l. Enforcing zoning regulations-----	1	2	3	4	5	6	7	8	9	10	11	
[ ]m. Providing services and programs for seniors -----	1	2	3	4	5	6	7	8	9	10	11	
[ ]n. Cultural and arts opportunities -----	1	2	3	4	5	6	7	8	9	10	11	
[ ]o. City recreational opportunities and programs -----	1	2	3	4	5	6	7	8	9	10	11	
[ ]p. Protecting beaches and the ocean from pollution-----	1	2	3	4	5	6	7	8	9	10	11	
[ ]q. Providing adequate parking in downtown Manhattan Beach-----	1	2	3	4	5	6	7	8	9	10	11	
[ ]r. Communicating with residents through newsletters, the Internet, and other means -----	1	2	3	4	5	6	7	8	9	10	11	
[ ]s. Enforcing laws to prevent nuisances such as from construction, noise, and smoking law violations -----	1	2	3	4	5	6	7	8	9	10	11	

10. Next, I am going to read you a short list of services provided by city government. After hearing each one, please tell me which area you think should be the top priority for the city to improve. **(READ LIST AND RANDOMIZE) (FOLLOW BY ASKING:)** “What would be your second choice?” **(RE-READ OPTIONS IF ASKED)**

	<u>FIRST CHOICE</u>	<u>SECOND CHOICE</u>
<b>(RANDOMIZE)</b>		
<input type="checkbox"/> City infrastructure, such as street, sidewalk, and sewer and storm drains -----	1-----	1
<input type="checkbox"/> Park and recreation facilities, such as athletic fields, community centers, and Begg Pool -----	2-----	2
<input type="checkbox"/> Police and fire services, including 911 response times-----	3-----	3
<input type="checkbox"/> Economic vitality, including retaining and attracting businesses and jobs to Manhattan Beach -----	4-----	4
<input type="checkbox"/> Environmental programs, such as protecting Manhattan Beach’s beaches and ocean from pollution -----	5-----	5
<input type="checkbox"/> Opportunities for residents to give input on major decisions affecting the City -----	6-----	6
<b>(DON’T READ)</b> All equally -----	7-----	7
<b>(DON’T READ)</b> None -----	8-----	8
<b>(DON’T READ)</b> DK/NA -----	9-----	9

11. Now I would like to read you some statements. After you hear each one, please tell me whether you agree or disagree with the statement. **(IF AGREE/DISAGREE, ASK:)** “Is that strongly **AGREE/DISAGREE** or somewhat?” **(RANDOMIZE)**

	<u>STRG AGREE</u>	<u>SMWT AGREE</u>	<u>SMWT DISAG</u>	<u>STRG DISAG</u>	<b>(DON'T READ)</b> <u>DK/NA</u>
<input type="checkbox"/> a. The Manhattan Beach City Council listens to its residents when making important decisions -----	1-----	2-----	3-----	4-----	5
<input type="checkbox"/> b. I trust the Manhattan Beach City Council to use my tax dollars wisely-----	1-----	2-----	3-----	4-----	5
<input type="checkbox"/> c. Manhattan Beach City government operates in a way that is open and accountable to the public-----	1-----	2-----	3-----	4-----	5
<input type="checkbox"/> d. The City needs to do more to improve and revitalize downtown Manhattan Beach -----	1-----	2-----	3-----	4-----	5
<input type="checkbox"/> e. Manhattan Beach should encourage increased tourism and attract more visitors to improve the local economy -----	1-----	2-----	3-----	4-----	5
<input type="checkbox"/> f. I personally feel safe living in Manhattan Beach-----	1-----	2-----	3-----	4-----	5
<input type="checkbox"/> g. City government provides opportunities for residents to give input on major decisions affecting the City -----	1-----	2-----	3-----	4-----	5

<b><u>STRG</u> <u>AGREE</u></b>	<b><u>SMWT</u> <u>AGREE</u></b>	<b><u>SMWT</u> <u>DISAG</u></b>	<b><u>STRG</u> <u>DISAG</u></b>	<b>(DON'T READ) <u>DK/NA</u></b>
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[ ]h. The Manhattan Beach Police Department  
does a good job of going after underage  
drinking and drug use in Manhattan Beach----- 1 ----- 2 ----- 3 ----- 4 ----- 5

12. Thinking about the last few years in Manhattan Beach, do you think \_\_\_\_\_ has increased,  
stayed the same, or decreased? **(IF INCREASED/DECREASED, ASK:)** “Has it **INCREASED /**  
**DECREASED** a lot or just a little?”

<b><u>INCR.</u> <u>A LOT</u></b>	<b><u>INCR.</u> <u>LITTLE</u></b>	<b><u>SAME</u></b>	<b><u>DECR.</u> <u>LITTLE</u></b>	<b><u>DECR.</u> <u>A LOT</u></b>	<b>(DON'T READ) <u>(DK/ NA)</u></b>
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**(ASK A FIRST, RANDOMIZE B-D)**

- [ ]a. Crime in general ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- [ ]b. The amount of home burglaries ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- [ ]c. Car break-ins and theft ----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6
- [ ]d. Violent crime----- 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6

**NOW I WOULD LIKE TO ASK SOME QUESTIONS ABOUT YOUR COMMUNICATION WITH THE CITY.**

13. **(TR)** In the past 12 months have you been in contact with City of Manhattan Beach staff?

- Yes ----- **(ASK Q14)--1**
- No ----- **(SKIP TO Q16)--2**
- (DON'T READ) DK/NA----- (SKIP TO Q16)- 3**

**(ASK Q14, IF “YES” IN Q13)**

14. I am going to mention a list of ways some people have contact with the City. After each, please tell me whether you have used this method to contact the City in the last two years.

<b><u>YES</u></b>	<b><u>NO</u></b>	<b>(DON'T READ) <u>DK/NA</u></b>
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- [ ]a. By telephone ----- 1 ----- 2 ----- 3
- [ ]b. Through e-mail ----- 1 ----- 2 ----- 3
- [ ]c. In-person----- 1 ----- 2 ----- 3
- [ ]d. Through the City’s website ----- 1 ----- 2 ----- 3



**(ASK Q15, IF ANY “YES” IN Q14)**

15. Please rate the following aspects of the service provided by the City staff you have dealt with. Would you rate their \_\_\_\_\_ as excellent, good, fair, poor, or very poor? **(RANDOMIZE)**

	<u>EXCELLENT</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>VERY POOR</u>	(DON'T READ) (DK/ NA)
[ ]a. Courteousness-----	1	2	3	4	5	6
[ ]b. Timeliness-----	1	2	3	4	5	6
[ ]c. Knowledge-----	1	2	3	4	5	6
[ ]d. Helpfulness-----	1	2	3	4	5	6

**(RESUME ASKING ALL RESPONDENTS)**

16. Now, I'm going to mention some information sources from which people learn about news and issues affecting the Manhattan Beach community. For each I mention, please tell me how often you use that particular information source. Is it frequently, just occasionally, very rarely, or never? **(RANDOMIZE)**

	<u>FREQ</u>	<u>JUST OCCAS</u>	<u>VERY RARELY</u>	<u>NEVER</u>	(DON'T READ) DK/NA
[ ]a. Print and/or online editions of the <u>Los Angeles Times</u> -----	1	2	3	4	5
[ ]b. Print and/or online editions of the <u>Daily Breeze</u> -----	1	2	3	4	5
[ ]c. Print and/or online editions of the <u>Beach Reporter</u> -----	1	2	3	4	5
[ ]d. Print and/or online editions of the <u>Easy Reader</u> -----	1	2	3	4	5
[ ]e. The City of Manhattan Beach's official website-----	1	2	3	4	5
[ ]f. Conversation with family, friends and neighbors-----	1	2	3	4	5
[ ]g. Social media, such as Twitter, Facebook, and Nixle ( <b>Nix-ul</b> )-----	1	2	3	4	5
[ ]h. Community meetings-----	1	2	3	4	5
[ ]i. City Council meetings-----	1	2	3	4	5
[ ]j. City newsletter-----	1	2	3	4	5
[ ]k. Manhappenings, the Parks and Recreation Activity Guide-----	1	2	3	4	5
[ ]l. The Manhattan Beach Patch-----	1	2	3	4	5

**NEXT I WOULD LIKE TO ASK YOU SOME QUESTIONS ABOUT DOWNTOWN MANHATTAN BEACH.**

17. When thinking about parking in the downtown area of Manhattan Beach, would you say there is a great need for more parking downtown, some need, little need, or no real need?

- Great need----- 1
- Some need ----- 2
- Little need----- 3
- No real need ----- 4
- (DON'T READ) DK/NA ----- 5**

18. Next I am going to read you a number of proposals that have been suggested to improve parking in Downtown Manhattan Beach. After hearing each one, please tell me if you favor or oppose that proposal. **(IF FAVOR/OPPPOSE, ASK:)** “Do you strongly **FAVOR/OPPPOSE** that proposal or only somewhat **FAVOR/OPPPOSE** it?” **(RANDOMIZE)**

	<u>STRG.</u> <u>FAVOR</u>	<u>SMWT</u> <u>FAVOR</u>	<u>SMWT</u> <u>OPPOSE</u>	<u>STRG</u> <u>OPPOSE</u>	<b>(DON'T READ)</b> <u>DON'T</u> <u>KNOW/NA</u>
<b>(ASK SAMPLE A ONLY)</b>					
[ ]a. Increase parking Downtown by building an underground parking lot as part of Vons Grocery Store’s planned redevelopment at the corner of Manhattan Beach Boulevard and Valley/Ardmore ( <b>Ardmore</b> ).-----	1	2	3	4	5
[ ]b. Provide a shuttle service around Manhattan Beach to bring people to Downtown and back without needing to get in their car. -----	1	2	3	4	5
[ ]c. Expand valet services for restaurants and other visitors. -----	1	2	3	4	5
[ ]d. Provide a bike sharing program where residents and visitors can rent bikes from docking stations located around Manhattan Beach and return them at any station. -----	1	2	3	4	5

(DON'T READ)  
DON'T  
KNOW/NA

STRG.      SMWT      SMWT      STRG  
FAVOR      FAVOR      OPPOSE      OPPOSE

**(ASK SAMPLE B ONLY)**

- [ ]e. Create remote parking lots for visitors and shuttle them to Downtown. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- [ ]f. Create a shuttle service from Manhattan Village Mall to Downtown. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- [ ]g. End the free parking Downtown during the holidays to generate funds for parking improvements. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

19. Next I am going to read you a few proposals that have been made to improve Downtown Manhattan Beach. After hearing each one, please tell me if you favor or oppose that proposal. **(IF FAVOR/OPPOSE, ASK:)** “Do you strongly **FAVOR/OPPOSE** that proposal or only somewhat **FAVOR/OPPOSE** it?” **(RANDOMIZE)**

(DON'T READ)  
DON'T  
KNOW/NA

STRG.      SMWT      SMWT      STRG  
FAVOR      FAVOR      OPPOSE      OPPOSE

**(ASK SAMPLE A ONLY)**

- [ ]a. Limiting the size of stores in downtown Manhattan Beach to prevent an increase in large chain stores and protect the small town feel. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- [ ]b. Widening the sidewalks to allow for outdoor dining. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

**(ASK SAMPLE B ONLY)**

- [ ]c. Improving the appearance of Downtown Manhattan Beach’s streets, including lighting, sidewalks, landscaping and crosswalks. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- [ ]d. Creating more pedestrian-only areas in Downtown Manhattan Beach ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

20. Next, for each of the following please tell me how strong a priority you think it is for the use of Manhattan Beach City funds. Is it an extremely high priority, a high priority, a medium priority, a low priority, or not a priority at all?

	<u>EXT. HIGH</u>	<u>HIGH</u>	<u>MEDIUM</u>	<u>LOW</u>	<u>NOT A PRIORITY</u>	<u>(DON'T READ) (DK/ NA)</u>
<b>(RANDOMIZE)</b>						
[ ]a. Reconstructing and improving Manhattan Beach's public pool, Begg Pool.-----	1	2	3	4	5	6
[ ]b. Repairing and improving the City's storm drain system to prevent flooding and prevent pollution of our beaches and ocean.-----	1	2	3	4	5	6
[ ]c. Rebuilding Manhattan Beach's fire station on Manhattan Beach Boulevard and Rowell (rowl) Avenue.-----	1	2	3	4	5	6
[ ]d. Repairing street lights and replacing outdated lights with energy efficient lights.-----	1	2	3	4	5	6
[ ]e. Fixing broken or burnt-out street lights.-----	1	2	3	4	5	6
[ ]f. Repairing and improving city streets, roads, and sidewalks, including filling potholes.-----	1	2	3	4	5	6
[ ]g. Updating and repairing community meeting and recreation centers throughout the city-----	1	2	3	4	5	6
[ ]h. Building a skateboard park-----	1	2	3	4	5	6

**(ASK SAMPLE A ONLY)**

21. As you may know, the City has been considering building a skateboard park in Manhattan Beach. Generally speaking, do you favor or oppose building a skateboard park in Manhattan Beach? **(IF FAVOR/OPPOSE, ASK:)** "Do you strongly **FAVOR/OPPOSE** it or only somewhat **FAVOR/OPPOSE** it?" **(IF RESPONDENT SAYS "DEPENDS," PROBE BY SAYING:)** "Well generally speaking, do you favor or oppose it?"

- Strongly favor ----- 1
- Somewhat favor ----- 2
- Somewhat oppose ----- 3
- Strongly oppose ----- 4
- (DON'T READ) Depends ----- 5**
- (DON'T READ) DK/NA ----- 6**

**(ASK SAMPLE B ONLY)**

22. As you may know, the City has been considering building a skateboard park in Manhattan Beach. Generally speaking, would you favor or oppose building a skateboard park in Manhattan Beach if no City tax dollars were used to build it? **(IF FAVOR/OPPOSE, ASK:)** “Do you strongly **FAVOR/OPPOSE** it or only somewhat **FAVOR/OPPOSE** it?” **(IF RESPONDENT SAYS “DEPENDS,” PROBE BY SAYING:)** “Well generally speaking, do you favor or oppose it?”

- Strongly favor ----- 1
- Somewhat favor ----- 2
- Somewhat oppose ----- 3
- Strongly oppose ----- 4
- (DON'T READ)** Depends ----- 5
- (DON'T READ)** DK/NA ----- 6

**(RESUME ASKING ALL RESPONDENTS)**

23. Next I am going to read you three different proposals for a skateboarding facility in Manhattan Beach. After hearing each one, please tell me if it is something you would favor or oppose. “Do you strongly **FAVOR/OPPOSE** it or only somewhat **FAVOR/OPPOSE** it?” **(IF RESPONDENT SAYS “DEPENDS,” PROBE BY SAYING:)** “Well generally speaking, do you favor or oppose it?”

- |  |                     |                     |                      |                       |
|--|---------------------|---------------------|----------------------|-----------------------|
|  |                     |                     |                      | <b>(DON'T READ)</b>   |
|  | <b>STRG.</b>        | <b>SMWT</b>         | <b>SMWT</b>          | <b>DON'T</b>          |
|  | <b><u>FAVOR</u></b> | <b><u>FAVOR</u></b> | <b><u>OPPOSE</u></b> | <b><u>KNOW/NA</u></b> |

**(SPLIT SAMPLE C HEARS A THROUGH C AND SPLIT SAMPLE D HEARS REVERSE ORDER OF C THROUGH A)**

- [ ]a. Dedicating a small area in an existing public space that would include skateboarding features and accommodate a few skateboarders at a time.----- 1 ----- 2 ----- 3 ----- 4----- 5
- [ ]b. Building a three to five thousand square foot skateboarding area located in a larger public area that would accommodate 10 to 12 skateboarders at one time.----- 1 ----- 2 ----- 3 ----- 4----- 5
- [ ]c. Building a 12 thousand square foot skate park that would accommodate a few dozen skateboarders at a time.----- 1 ----- 2 ----- 3 ----- 4----- 5

**HERE ARE MY FINAL QUESTIONS. THEY ARE JUST FOR STATISTICAL PURPOSES.**

24. (TC/S) How long have you lived in the City of Manhattan Beach? **(READ LIST)**

- Less than one year ----- 1
- One to three years----- 2
- Four to five years ----- 3
- Six to 10 years----- 4
- 11 to 20 years----- 5
- 21 to 30 years----- 6
- More than 30 years ----- 7
- (DON'T READ)** Don't know/Refused ----- 8

25. Do you have children? **(IF YES, ASK:)** “Are any of them under the age of 19 and living at home?”

- Yes, children under 19 at home----- 1
- Yes, no children under 19 at home ----- 2
- No, no children----- 3
- (DON'T READ)** DK/NA/Refused----- 4

26. Have you ever used a smartphone/mobile ridesharing app, such as Uber, Lyft, or Sidecar? **(IF YES, ASK:)** How often do you use this type of transportation service: weekly, a few times a month, a few times a year or less than that?

- Yes, weekly ----- 1
- Yes, a few times a month ----- 2
- Yes, a few times a year----- 3
- Yes, less than that----- 4
- No, have never used ----- 5
- (DON'T READ)** DK/NA/Refused----- 6

27. (TC/S) What was the last level of school you completed?

- Grades 1-8 ----- 1
- Grades 9-11 ----- 2
- High School Graduate (12)----- 3
- Some College----- 4
- Business/Vocational School----- 5
- College Graduate (4) ----- 6
- Post-Graduate Work/  
Professional School ----- 7
- (DON'T READ)** DK/Refused ----- 8

28. What area of Manhattan Beach would you say you live in? Is it: (RANDOMIZE)

- The Tree Section ----- 1
- The Hill Section ----- 2
- The Sand Section ----- 3
- East Manhattan ----- 4
- (OTHER - SPECIFY) \_\_\_\_\_ -- 5
- (DON'T READ) DK/Refused ----- 6

**THANK YOU VERY MUCH FOR YOUR TIME AND ATTENTION TO MY QUESTIONS.**

**Gender by observation:** Male----- 1  
 Female----- 2

**Party: From file** Democrat----- 1  
 Republican ----- 2  
 No Party Preference ----- 3  
 Other party ----- 4

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zip \_\_\_\_\_

Interviewer \_\_\_\_\_

Page # \_\_\_\_\_

Voter ID # \_\_\_\_\_

FIPS \_\_\_\_\_

**HOMEOWNER**

Yes-----1  
 No-----2

**AGE**

18-29 -----1  
 30-39 -----2  
 40-49 -----3  
 50-64 -----4  
 65+-----5  
 NONE -----6

**CA FLAGS - VOTE HISTORY**

F08-----1  
 P08-----2  
 G08 -----3  
 M09-----4  
 J10 -----5  
 G10 -----6  
 J12 -----7  
 G12 -----8  
 P14-----9  
 P14-----10  
 BLANK-----11

**MUNI FLAGS**

**VOTE BY MAIL**

1 -----1  
 2 -----2  
 3+-----3  
 Blank-----4

**PERMANENT ABSENTEE**

Yes -----1  
 No -----2

**SPLIT SAMPLE**

Split A -----1  
 Split B -----2  
 Split C -----3  
 Split D -----4

**HOUSEHOLD PARTY**

1 DEM-----1  
 2+ DEMS -----2  
 1 REP-----3  
 2+ REPS-----4  
 1 INDEPENDENT -----5  
 MIXED-----6