

COMMUNITY OPINION SURVEY

CONDUCTED FOR THE
CITY OF MANHATTAN BEACH

BY
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11/8/18





PURPOSE OF STUDY

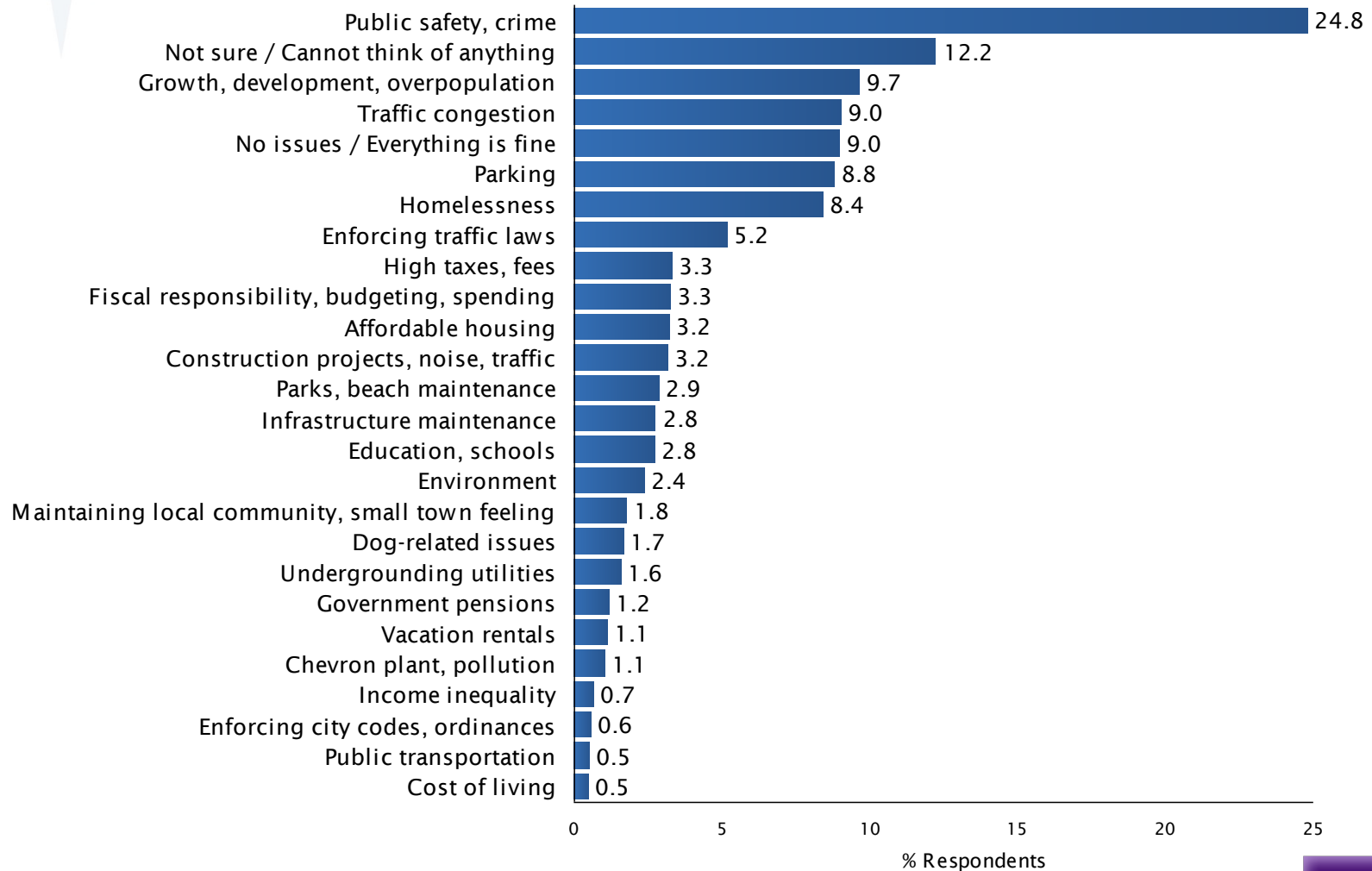
- Assess current community priorities
- Determine if a local funding measure is of interest to the community
- Gather information for public and stakeholder communications & outreach



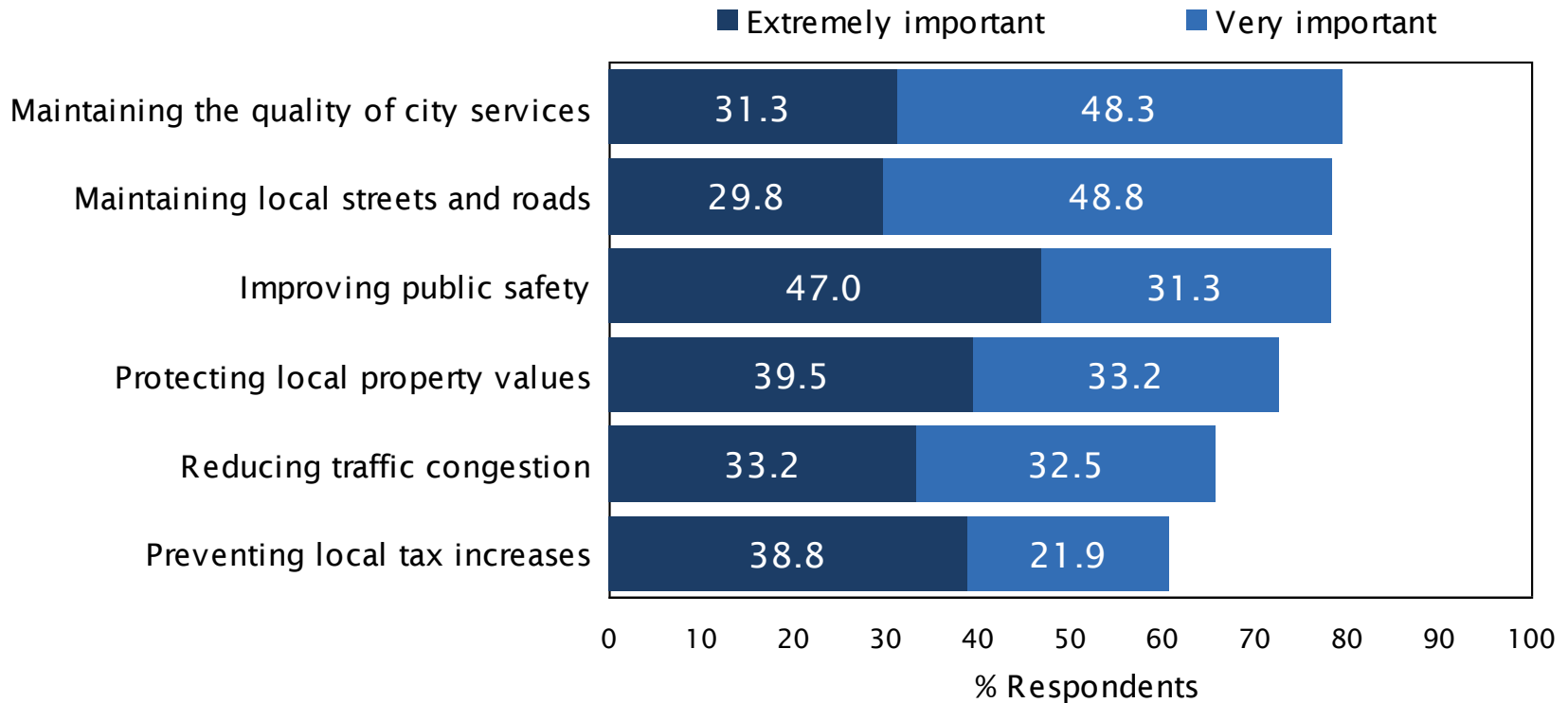
METHODOLOGY OF STUDY

- Conducted October 3rd to October 10th, 2018
- Sample: 677 likely voters, modeled for March 2019 election
- Mixed-Method approach
 - Recruit via telephone and email
 - Data collection via telephone and online
- Overall margin of error of $\pm 3.6\%$

BIGGEST ISSUE FACING MANHATTAN BEACH



IMPORTANCE OF ISSUES





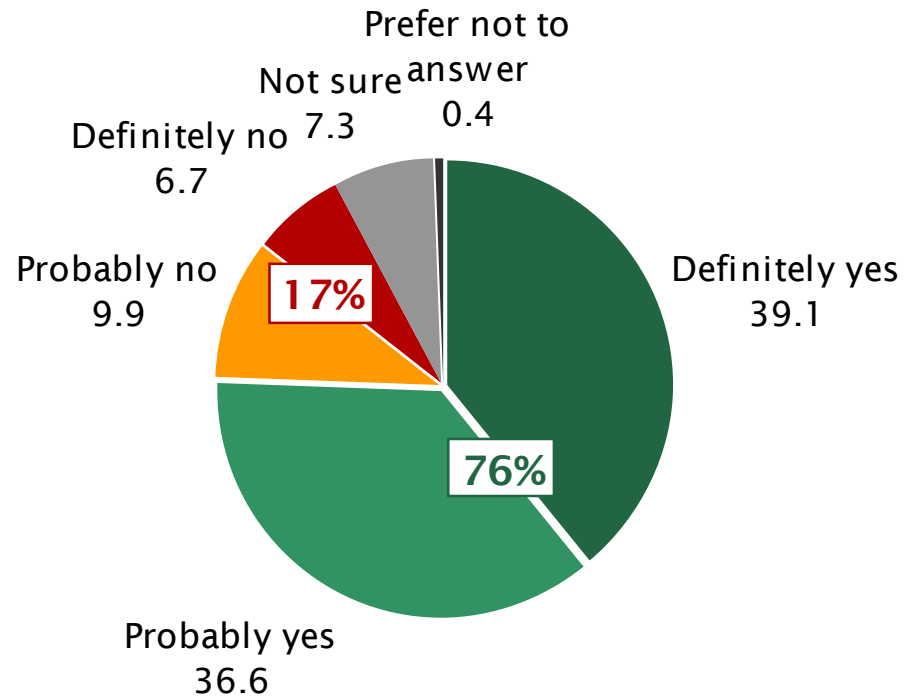
INITIAL BALLOT TEST

To fund city services such as:

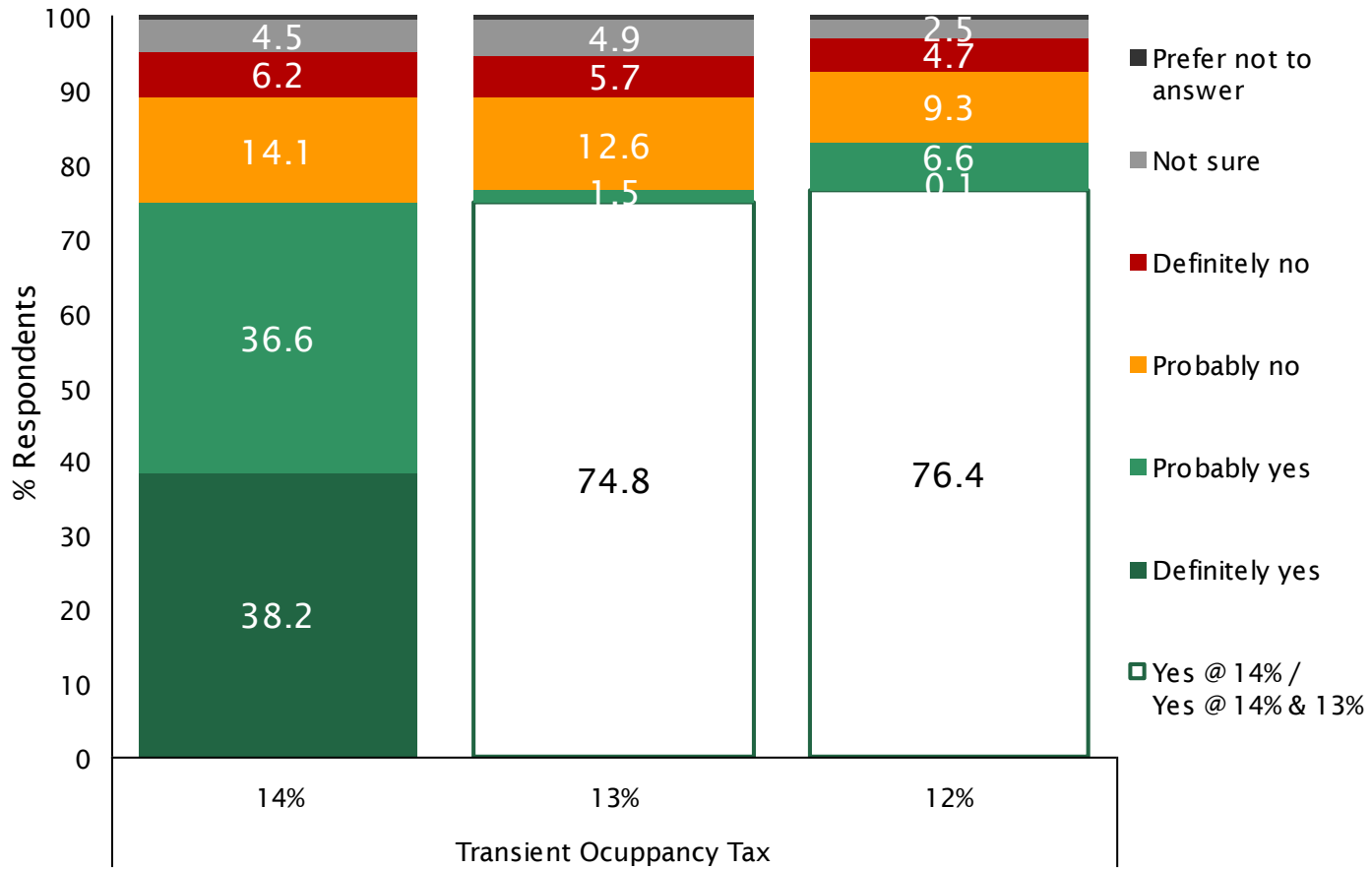
- Police patrols and crime prevention
- Fire, paramedic, and 9-1-1 emergency response
- Street maintenance, pothole repair, community facilities, infrastructure improvements, and other general city services

Shall an ordinance be adopted increasing the City of Manhattan Beach's transient occupancy (hotel) tax paid by hotel/motel guests by up to 4%, providing approximately 2 million dollars annually for city services until ended by voters, and requiring independent audits and all funds locally controlled? If the election were held today, would you vote yes or no on this measure?

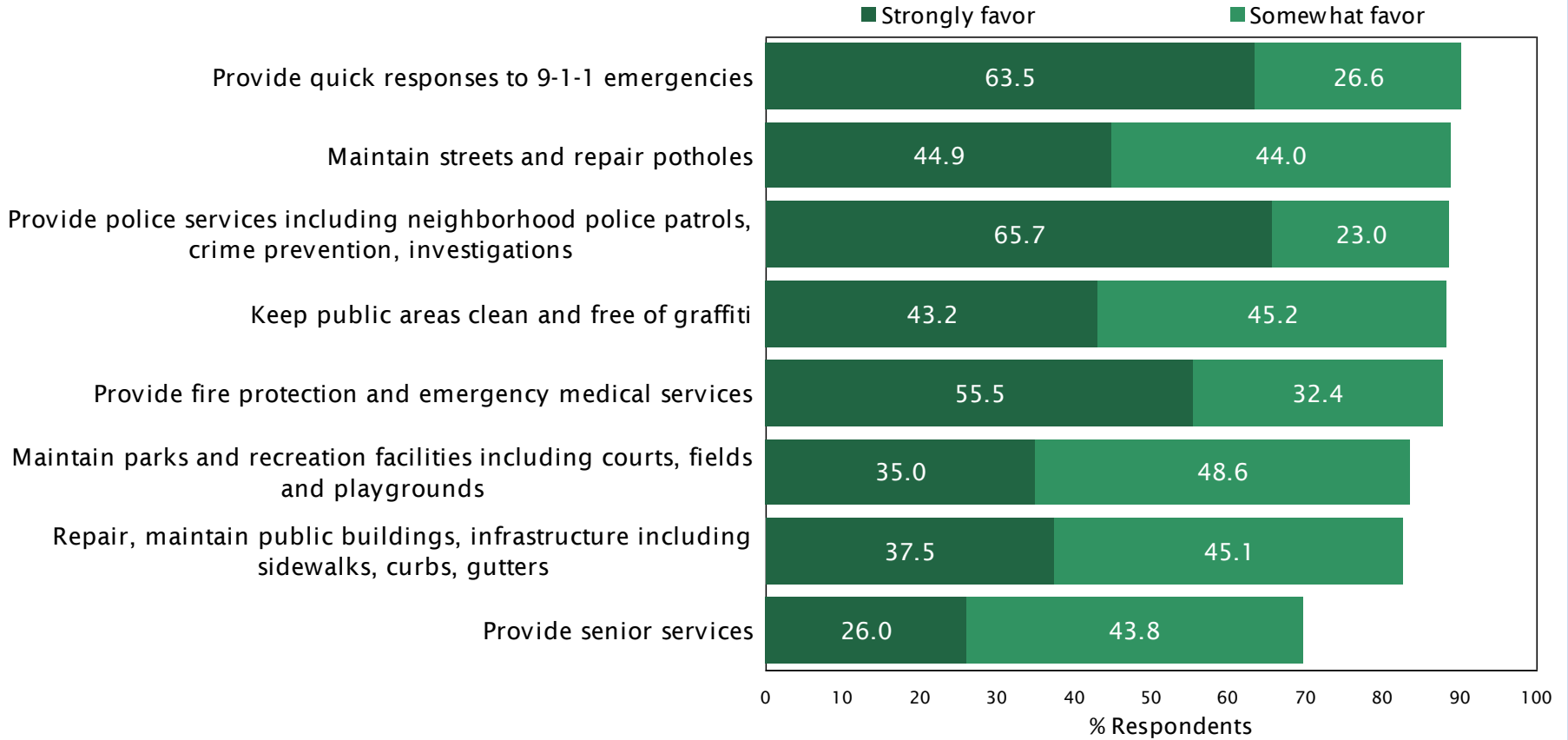
INITIAL BALLOT TEST



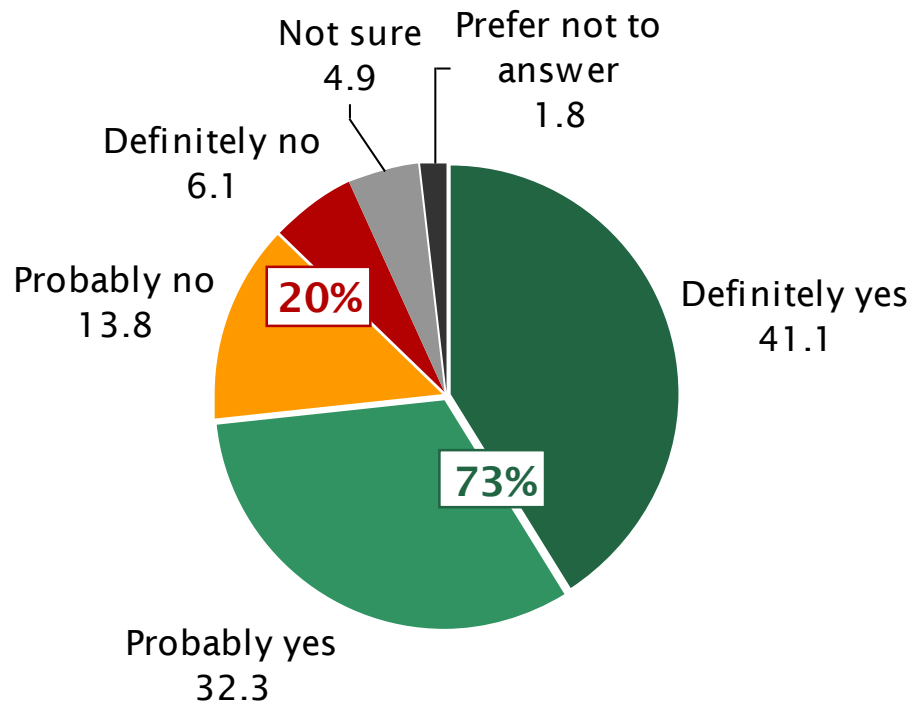
RATE IMPACT



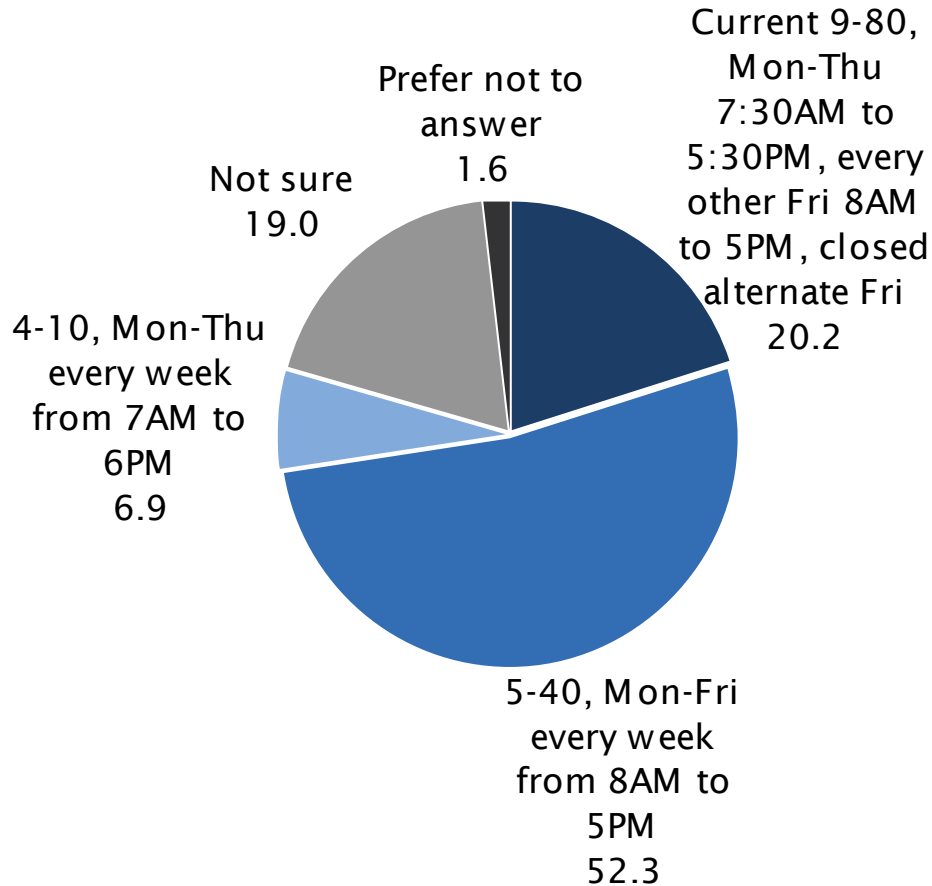
COMMUNITY PRIORITIES



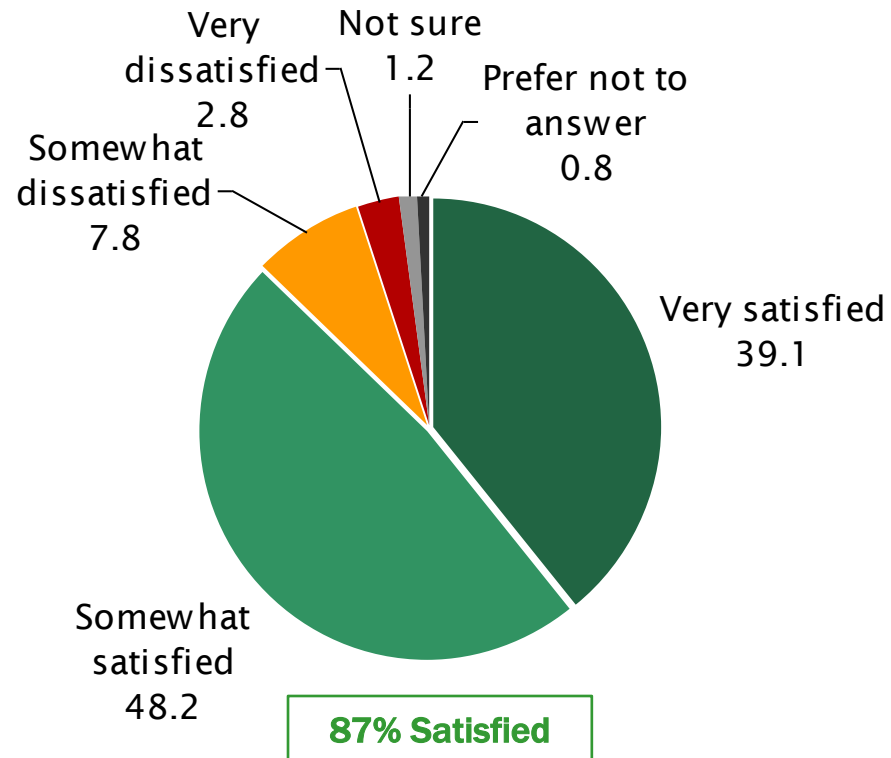
FINAL BALLOT TEST



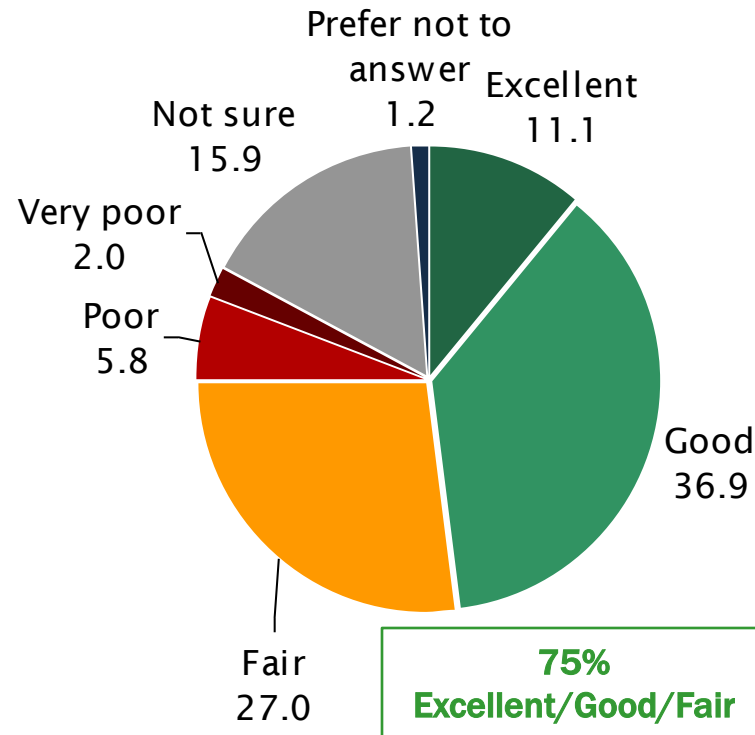
CITY HALL HOURS PREFERRED



SATISFACTION WITH CITY SERVICES



FISCAL MANAGEMENT RATING





KEY CONCLUSIONS

- Is it feasible to move forward with a TOT measure? **Yes.**
 - Respondents have positive opinion of the City's performance in providing city services
 - Strong viability (76%) for a simple majority requirement measure
 - Strong interest in maintaining public safety and public works as priorities for future funding
 - Consultants' recommend 4% rate adjustment, which brings Manhattan Beach up to the TOT rates of other coastal cities
 - Engage City Council, stakeholders, and the community before finalizing the proposal