

# 2016 Community Survey Laguna Beach

## *Summary of Results*

**Survey Conducted:  
June 2-12, 2016**

*Fairbank,  
Maslin,  
Maullin,  
Metz &  
Associates*

FM3



# Methodology

- 543 interviews
- Random sample of Laguna Beach voters
- Survey sample drawn from voter registration lists matched to available commercial databases
- Conducted June 2-12, 2016
- Interviews conducted online and via phone (landlines and cell phones)
- Overall Margin of Error:  $\pm 4.2\%$

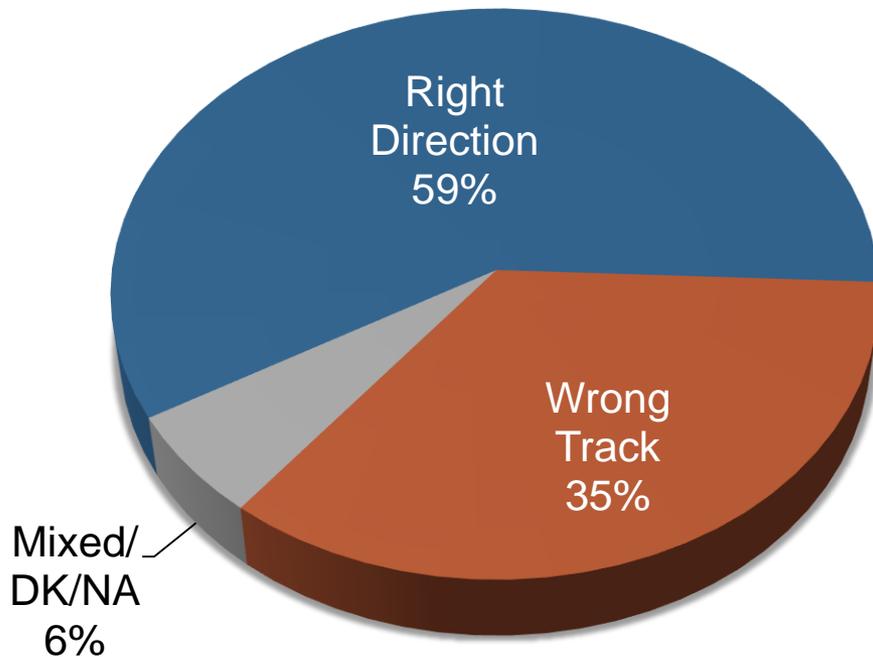
# Key Findings

- Respondents have favorable views of life in Laguna Beach and perceive few serious problems.
- Public safety agencies, the City Council, and city government all receive positive performance ratings.
- There is clear support for the citywide smoking ban.
- Views are more evenly divided on making the first block of Forest Avenue into a pedestrian-only street and removing the prohibition on medical marijuana dispensaries in Laguna Beach.
- A local sales tax measure and a Transient Occupancy Tax (TOT) measure are each viable for further planning.

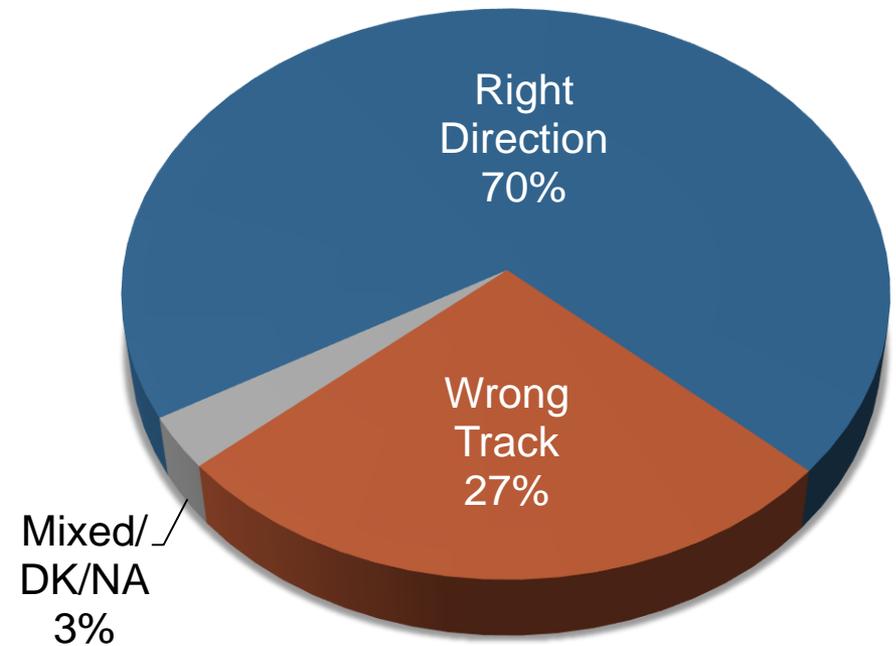
# Residents are mostly optimistic about the direction of the City and even more so about their own neighborhood.

*Would you say that things in \_\_\_\_\_ are generally headed in the right direction or do you feel that things are pretty seriously off on the wrong track?*

**The City of Laguna Beach**



**Your neighborhood**



# Residents give positive overall ratings to their public safety agencies, the City Council, and City government. Similar to findings in other communities, enthusiasm is stronger for public safety agencies.

*I'm going to mention a list of organizations. Please tell me if you feel that organization is doing an excellent job, a pretty good job, only a fair job or a poor job.*

■ Excl.   ■ Pretty Good   ■ Only Fair   ■ Poor   ■ DK/NA

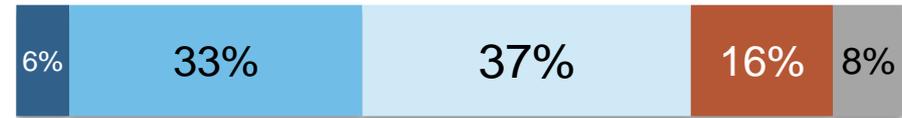
\*The Laguna Beach Fire Department



\*The Laguna Beach Police Department



The Laguna Beach City Council



Laguna Beach City government overall



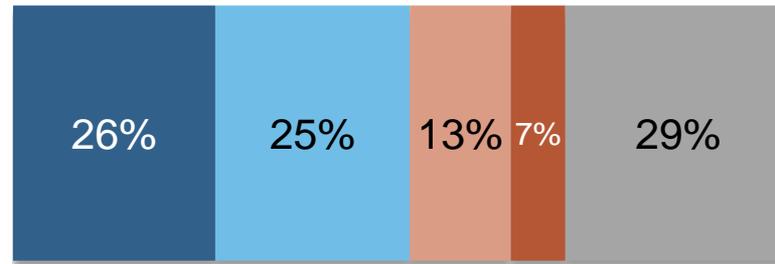
0%   20%   40%   60%   80%   100%

# By more than two-to-one, residents have concerns about the impact of visitors and positive feelings about the management of City finances.

■ Very Acc. ■ Smwt. Acc. ■ Smwt. Inacc. ■ Very Inacc. ■ DK/NA

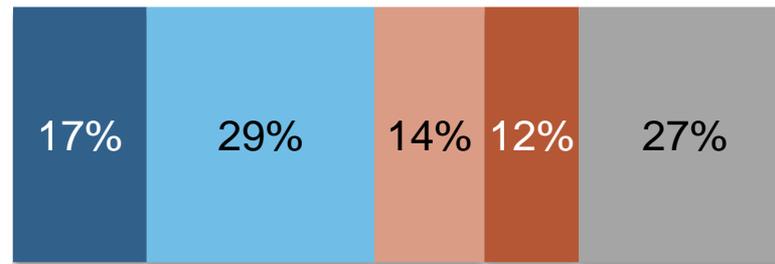
**Total Acc.** **Total Inacc.**

The Laguna Beach budget has been significantly impacted by the cost of providing services to visitors



**51%** **20%**

Laguna Beach's city finances are generally well-managed

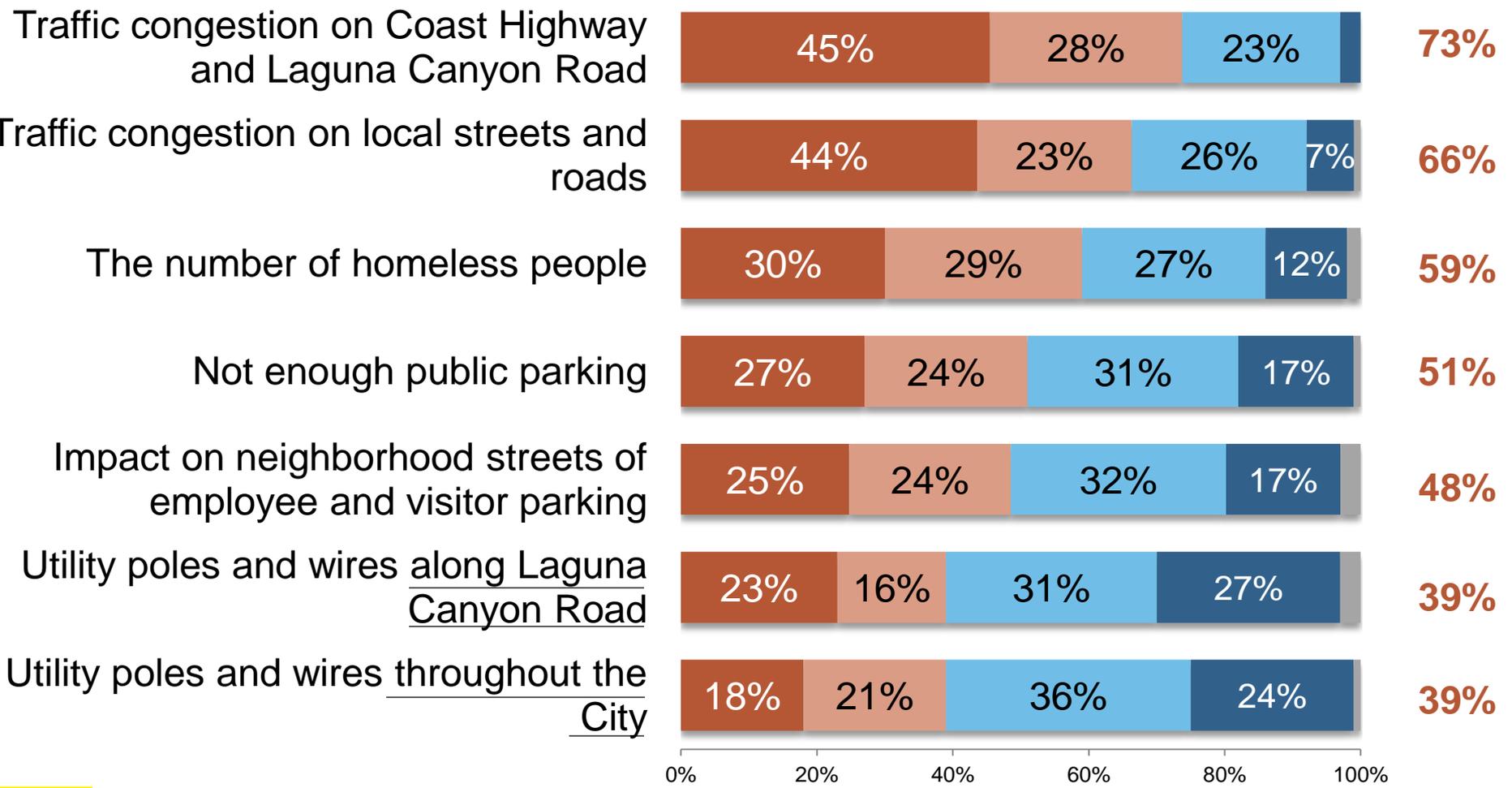


**46%** **26%**

0% 20% 40% 60% 80% 100%

# Traffic, homelessness and a lack of parking, are seen as the most serious problems in Laguna Beach.

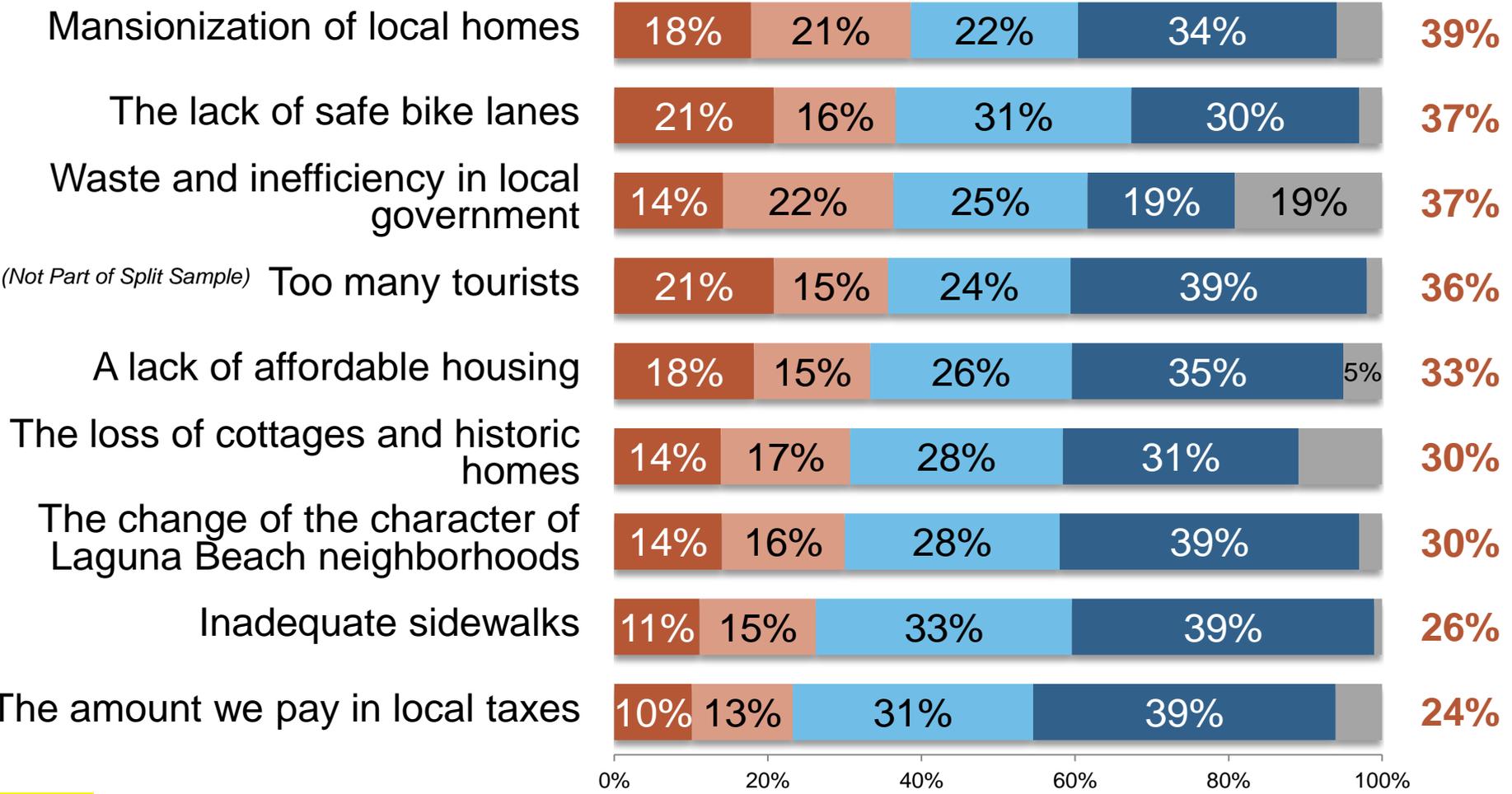
■ Ext. Ser.  
 ■ Very Ser.  
 ■ Smwt. Ser.  
 ■ Not A Ser. Prob.  
 ■ No Opin./DK/NA  
 Ext./Very Ser. Prob.



Q10. I am going to read you a series of issues some people say are problems in Laguna Beach. Please tell me whether you personally consider it to be an extremely serious problem, very serious problem, somewhat serious problem or not really a problem at all in Laguna Beach. ^Not Part of Split Sample

# Nearly four-in-ten respondents feel mansionization is at least a very serious problem.

■ Ext. Ser.   
 ■ Very Ser.   
 ■ Smwt. Ser.   
 ■ Not A Ser. Prob.   
 ■ No Opin./DK/NA   
 Ext./Very Ser. Prob.

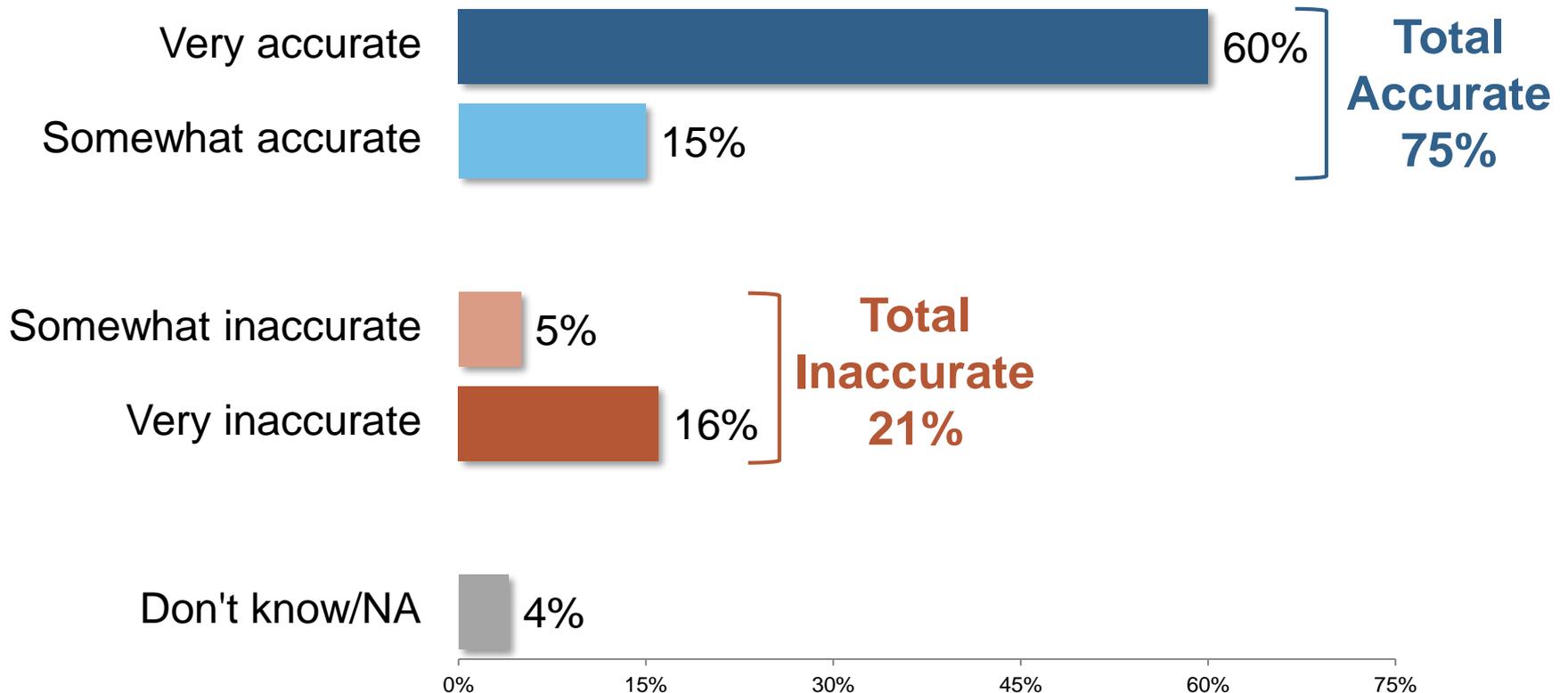


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# **Local Policy Issues**

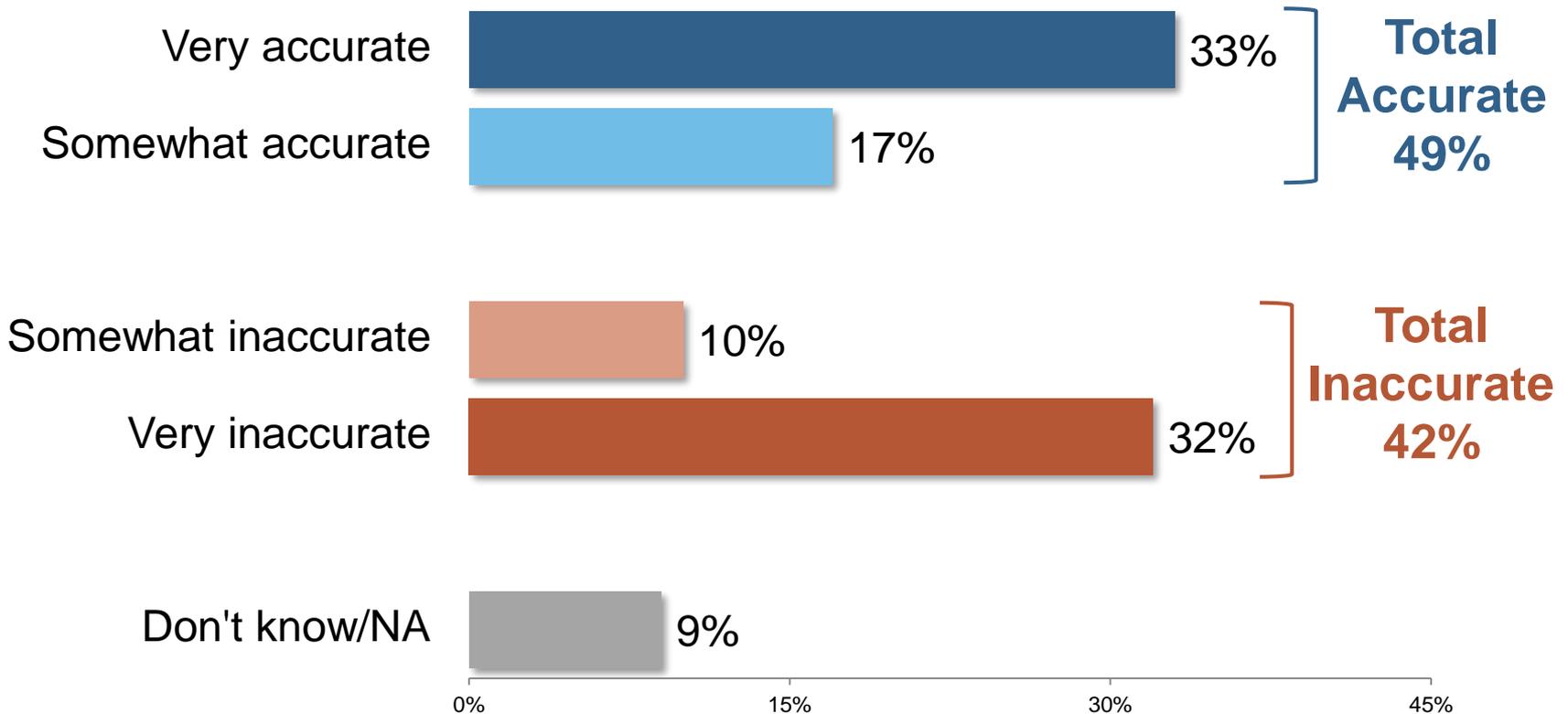
# By a three-to-one margin, voters support a city-wide ban on smoking in all public places

*I support a proposed city-wide ban on smoking in all public places*



# Respondents are more split on the usage of Forest Avenue

*The first block of Forest Avenue should be made pedestrian only*



# Voters are nearly evenly split on allowing medical marijuana dispensaries in the City.

Medical marijuana dispensaries should be allowed - with some regulation - in Laguna Beach

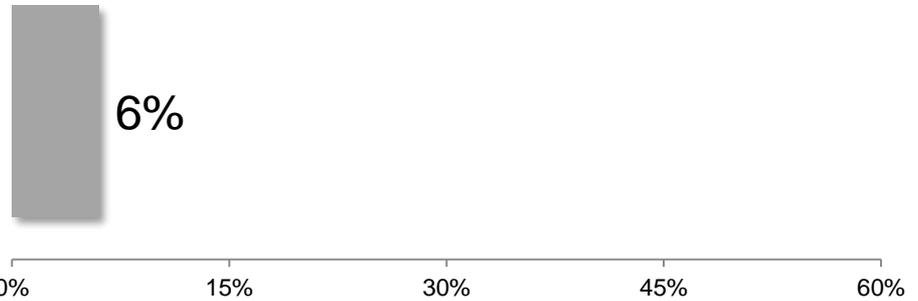


**OR**

Medical marijuana dispensaries should be prohibited in Laguna Beach



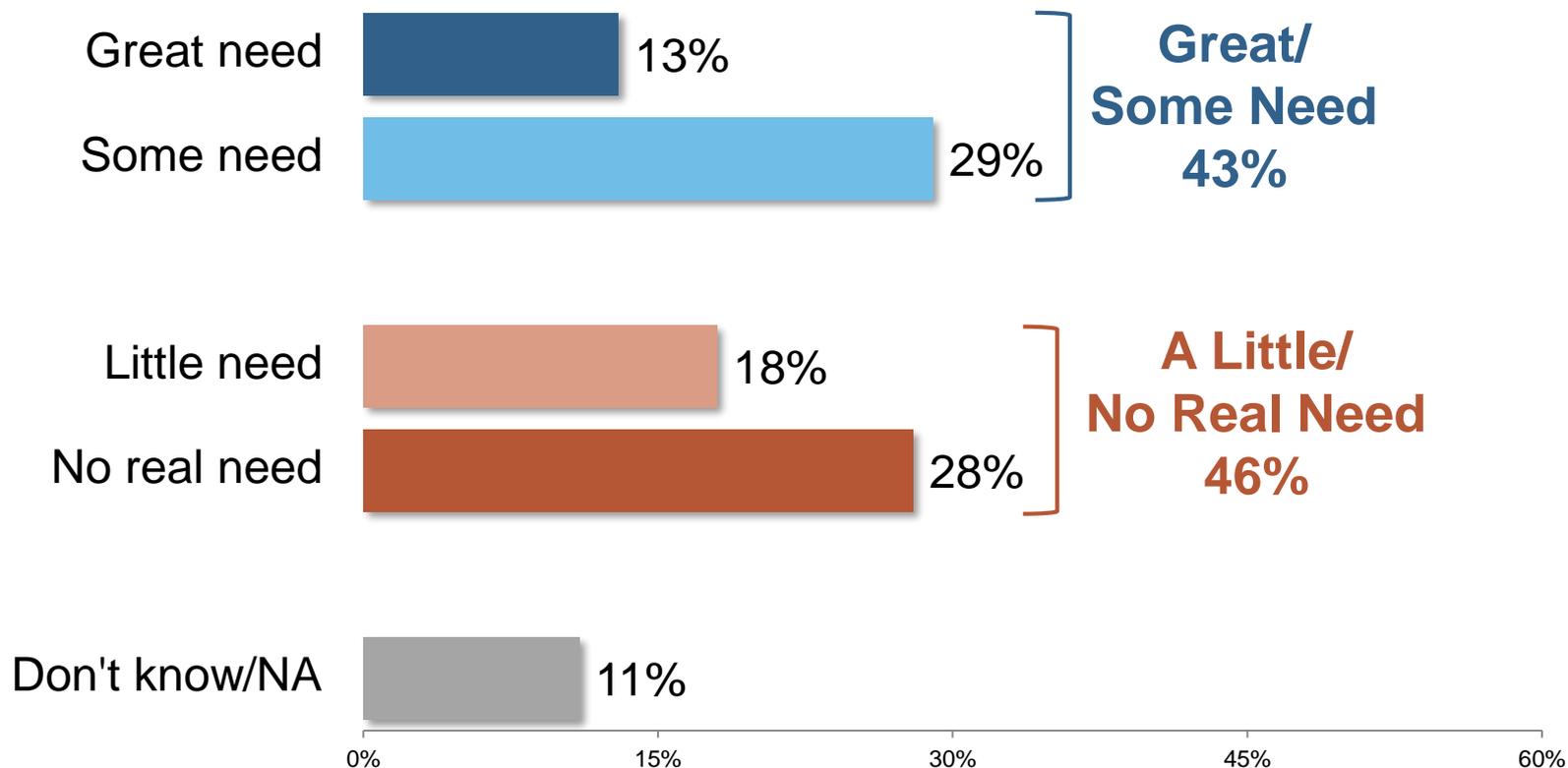
Both/Neither/DK/NA



# **Attitudes on Public Finance Measures**

# Voters are divided on the need for additional funding to provide City services.

*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 Laguna Beach residents need and want?*

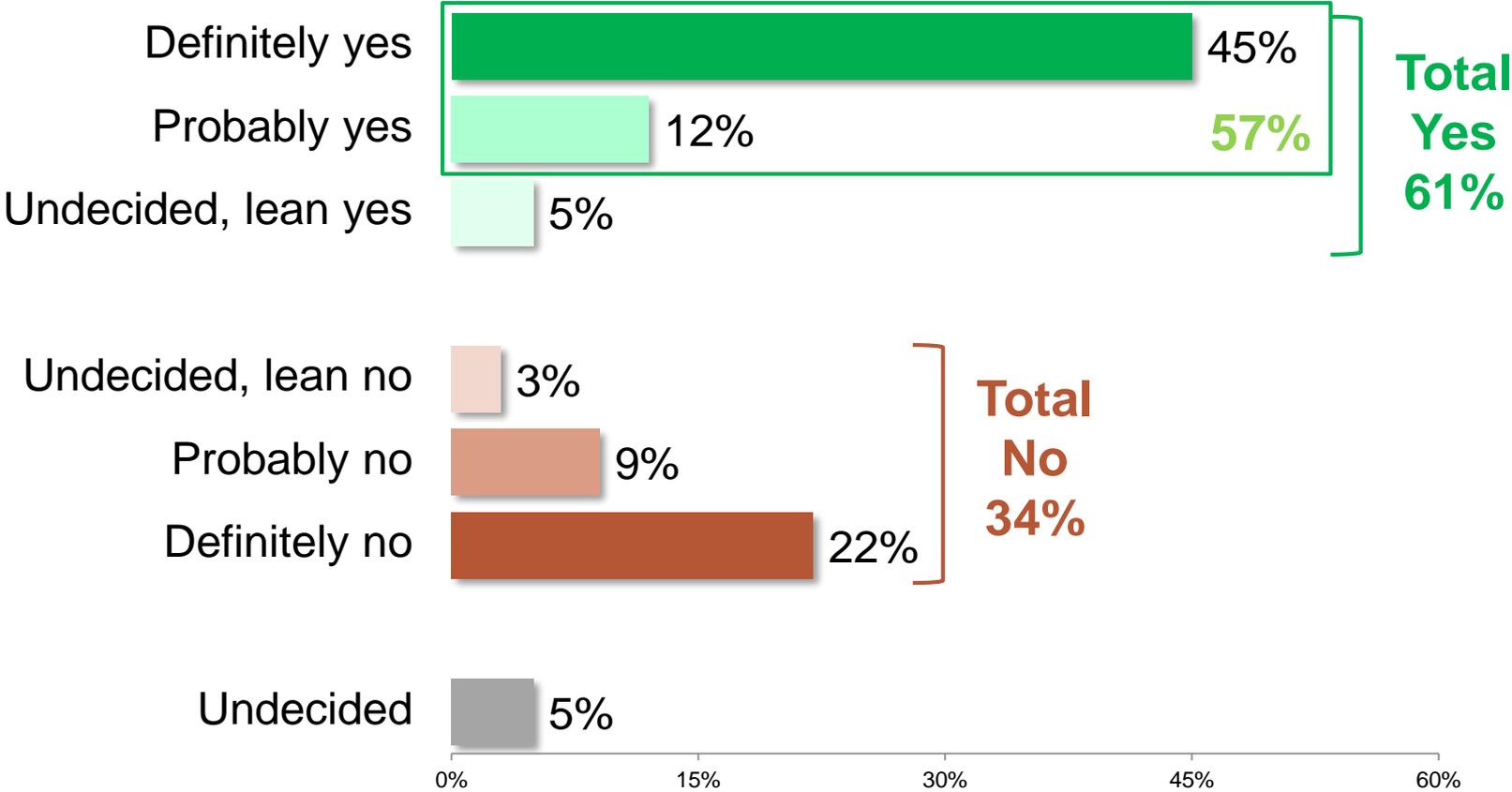


# Hypothetical Transient Occupancy Tax Measure

## Laguna Beach Vital Community Services Measure

To fund city services, infrastructure and improvements required to accommodate millions of annual visitors, including public safety, streets, sidewalks and parking, utility undergrounding, community facilities and other general services, shall the City of Laguna Beach adopt an ordinance to increase transient occupancy taxes paid only by hotel/short-term rental guests from 10% to 14% until lawfully terminated, providing approximately \$4 million annually with audits, public disclosure of expenditures, all funds only for Laguna Beach?

# More than six-in-ten residents support the TOT measure.

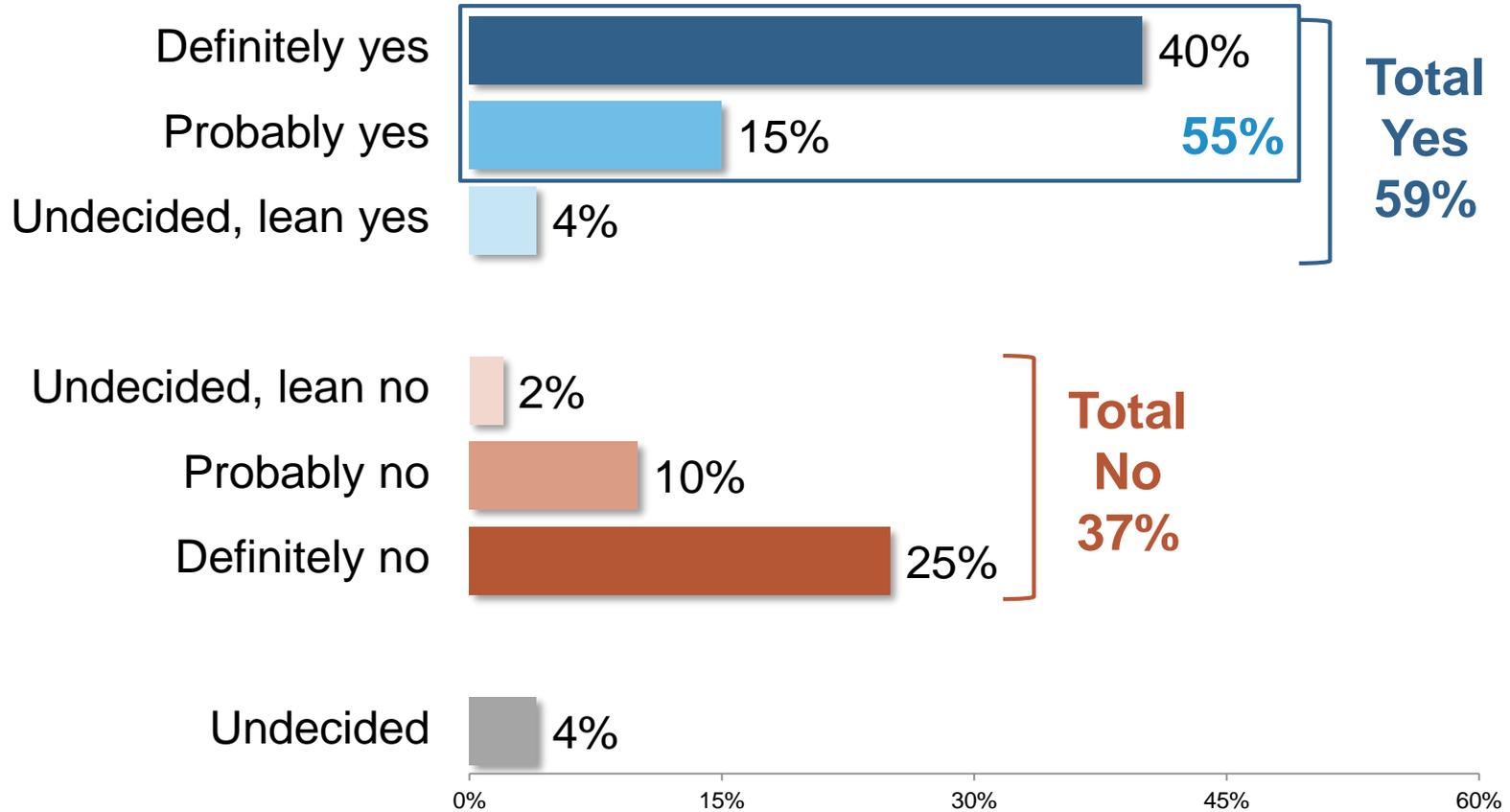


# Hypothetical Sales Tax Measure

## Laguna Beach Public Safety and Essential Services Protection Measure

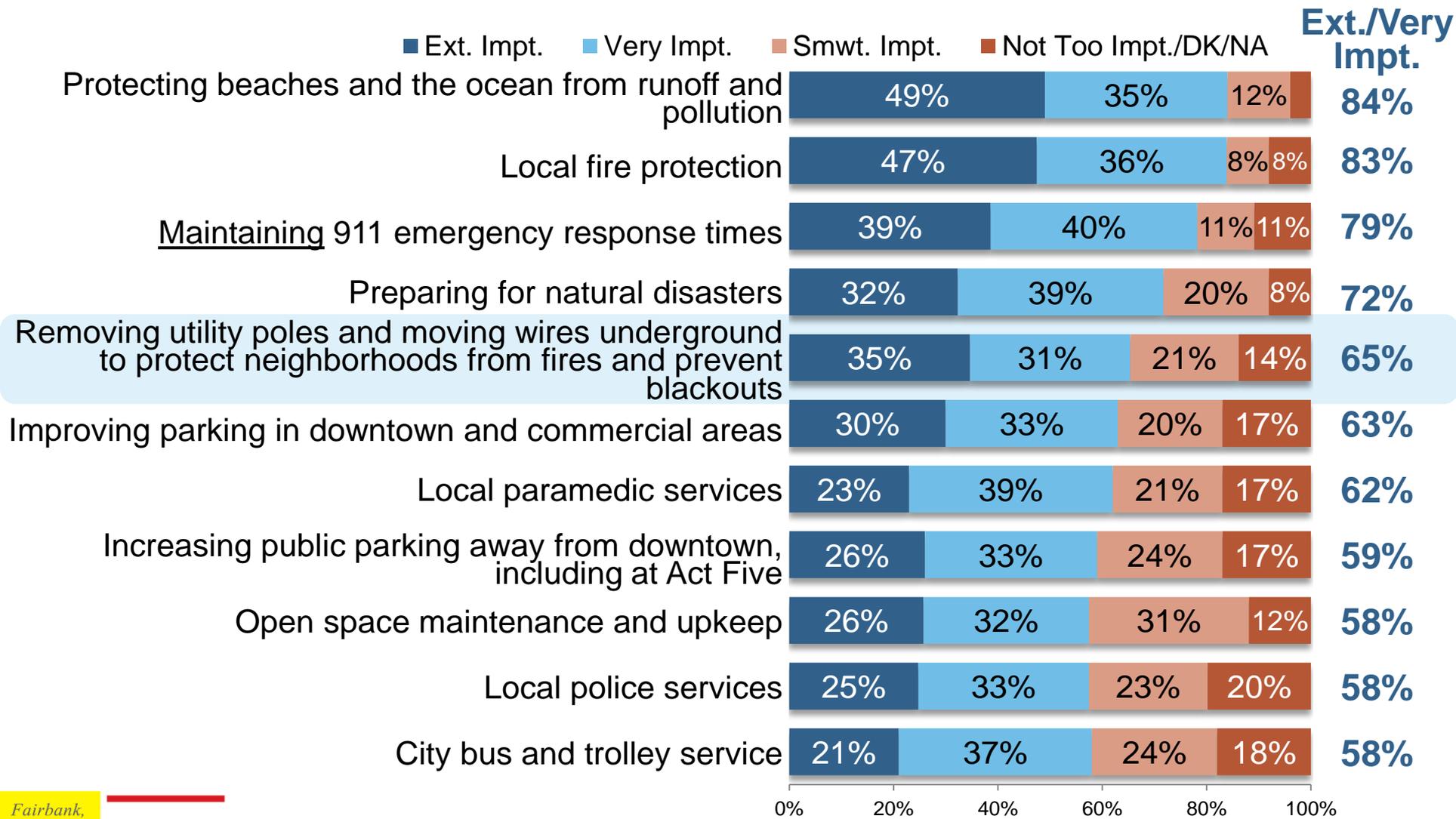
To maintain and improve police, fire, paramedics, 911 emergency response, marine safety services; improve safety, remove utility poles, move wires underground; add pedestrian improvements/sidewalks/parking; expand community arts/recreation opportunities; provide other general services, shall the City of Laguna Beach adopt an ordinance establishing a one-cent sales tax until ended by voters, providing approximately \$5 million annually, and requiring annual audits, public disclosure of expenditures, all funds only for Laguna Beach?

# The one-cent measure is above the threshold for passage on the initial reading.



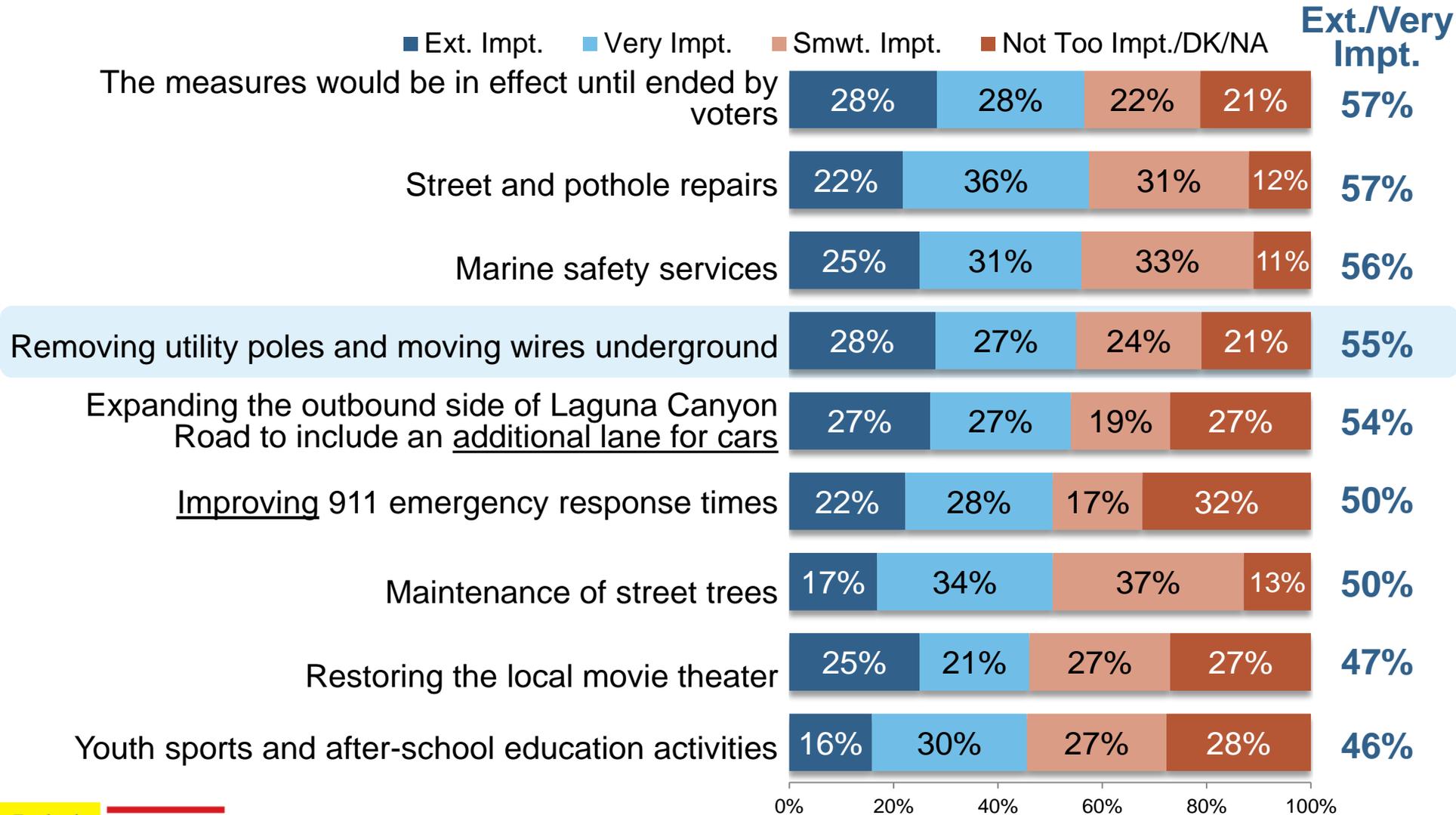
# Local Priorities

# Protecting beaches and the ocean, fire protection and maintaining 911 emergency response times are the highest priorities.



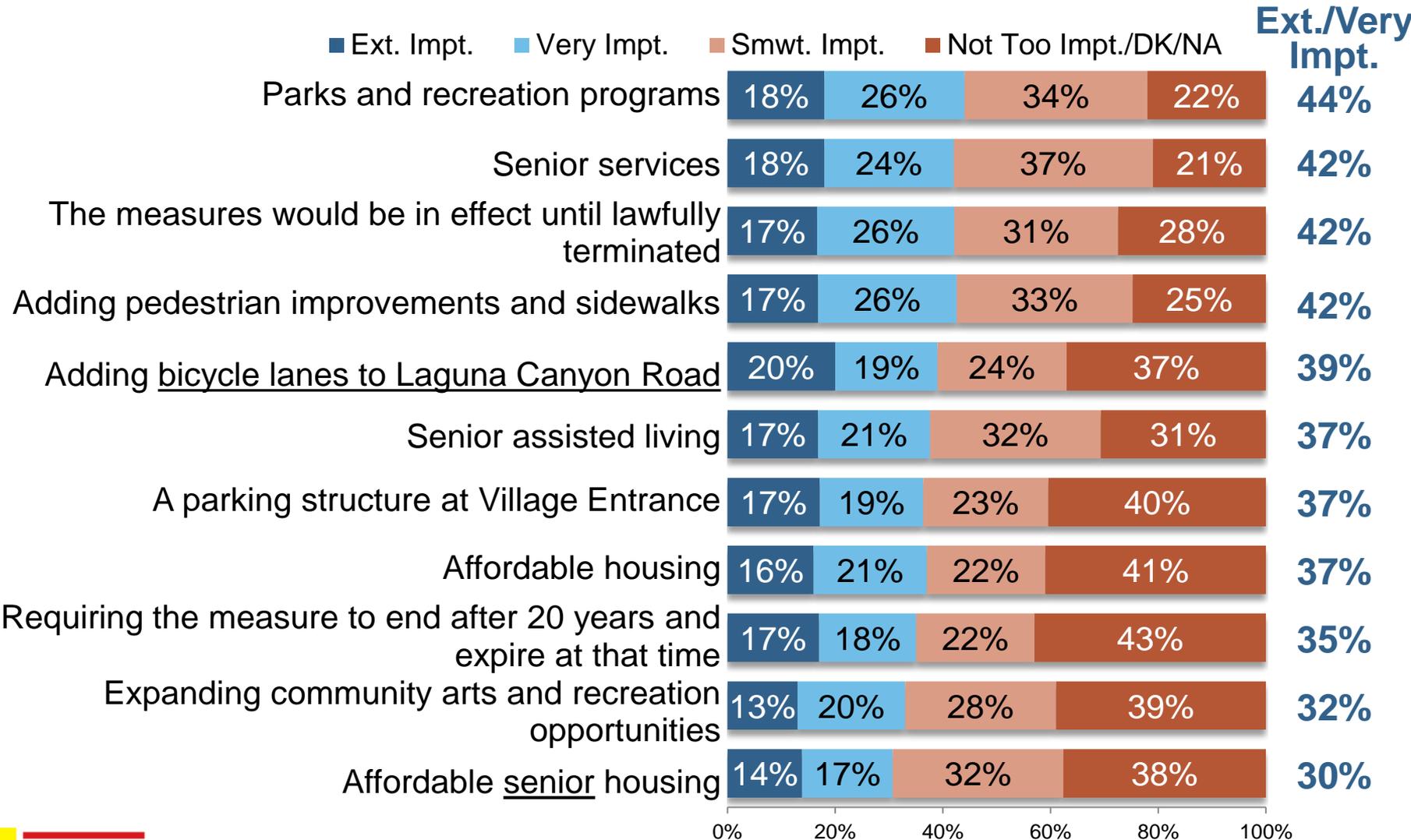
Q13. I am going to read you a list of ways in which the funds generated by these ballot measures could be spent and provisions that could be included. Regardless of your opinion of the measures overall, after Please tell me how important that provision or use of funds is to you personally: Is it extremely important, very important, somewhat important, or not too important? Split Sample

# The level of priority for removing utility poles is lower without the justification.



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# Nearly half of respondents think it is at least very important to use funds for parks and recreation programs.



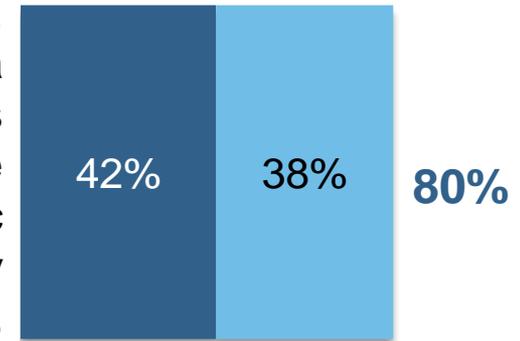
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# **Impact of Information**

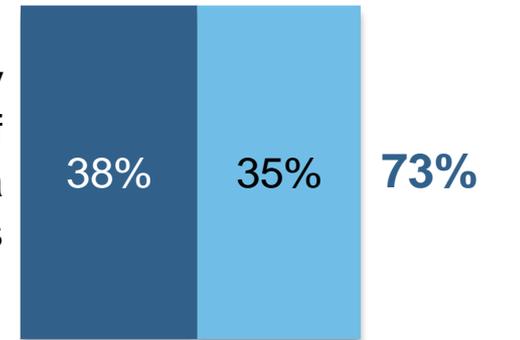
# Informational statements about the sales tax measure – including the impact of tourism and fiscal accountability – resonate strongly.

**(TOURISM)** Six million visitors come to our City each year. Approximately two-thirds of the sales tax dollars collected in Laguna Beach come from residents of other cities, states and countries. This ballot measure will ensure that visitors pay their fair share for the maintenance of streets, public safety protection, upkeep of public buildings, parking, trolleys and other services they enjoy when they come to our city.

■ Very Conv. ■ Smwt. Conv.



**(ACCOUNTABILITY)** This measure contains tough fiscal accountability by requiring annual independent financial audits, public review of expenditures and ensures that all funds remain in the City of Laguna Beach and cannot be taken by Sacramento. These fiscal safeguards will ensure funds will be used efficiently, effectively and as promised.

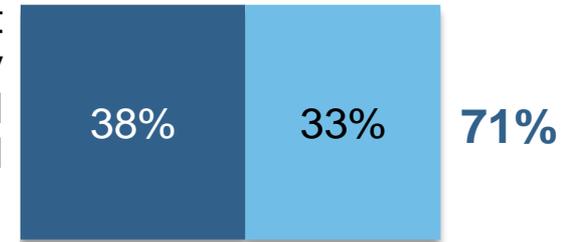


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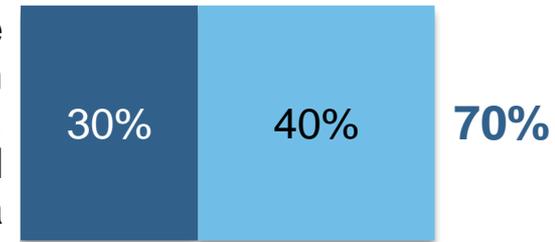
# A statement about utility undergrounding resonates with a nearly equal number of respondents.

■ Very Conv. ■ Smwt. Conv.

**\*(UNDERGROUNDING)** One of the most primary goals of this ballot measure is to address the safety of Laguna Beach and its residents by removing utility poles and moving wiring underground. This crucial project will help to greatly reduce the risk of catastrophic fires and will allow for faster emergency evacuation in the event of a natural disaster.

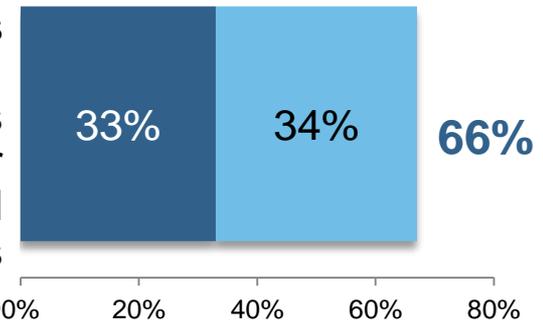


**(QUALITY OF LIFE)** People live in Laguna Beach because it offers a better quality of life and better services than some other cities in the area. Passing this ballot measure will make sure Laguna Beach can maintain our public safety and 911 emergency response services, improve our roads, maintain our open space, support local arts and artists and provide other services and programs that make Laguna Beach a desirable place to live, visit and do business.



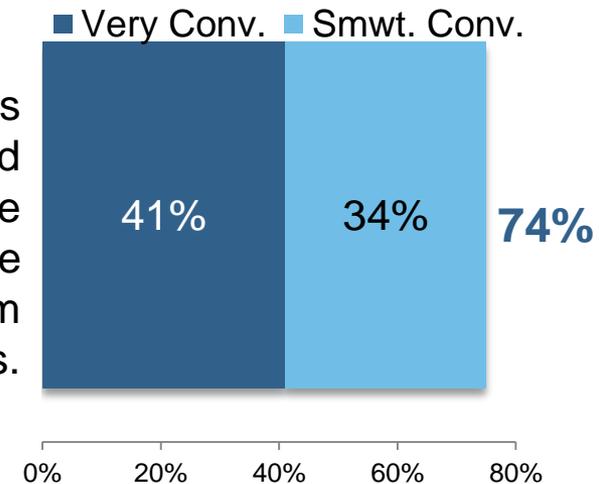
**\*(PUBLIC SAFETY)** Our police, fire and marine safety departments have seen a dramatic increase in calls for service in the past few years.

At the same time, the cost of providing public safety services is increasing every year with more and more tourists coming to our community. The City needs additional resources to maintain our level of police officers, firefighters, paramedics and ensure that the City is prepared for a natural disaster.



# The lone statement about the TOT measure was seen as convincing by nearly three-quarters of respondents.

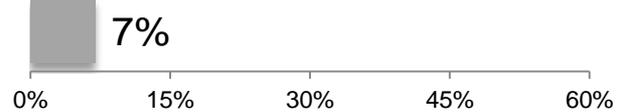
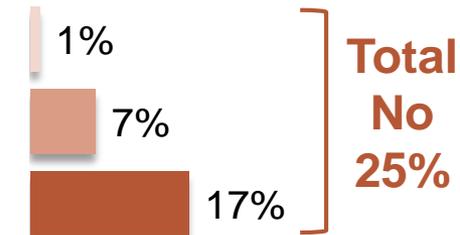
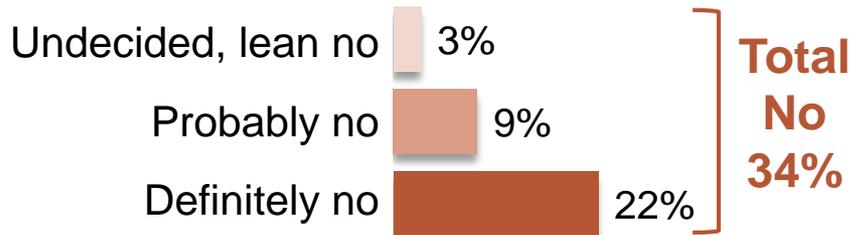
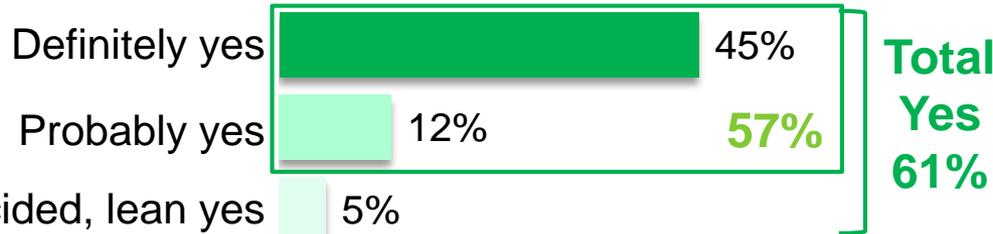
**(TOT STATEMENT)** Supporters of the measure say that it allows the City to make substantial improvements to local services and invest in maintaining our local quality of life. And, since the measure is paid only by guests at hotels and short-term rentals like Air BNB, virtually all of the dollars for city services will come from tourists and other visitors to our city, not local residents.



# Support for the TOT measure grows significantly after information.

## Initial Vote

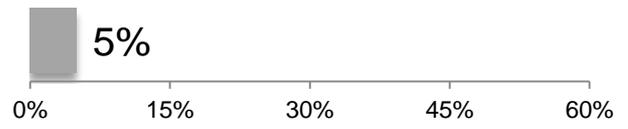
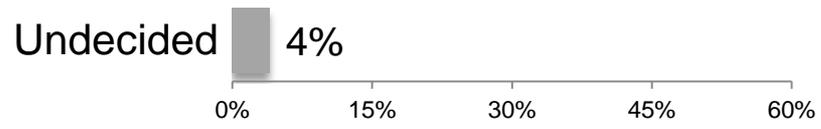
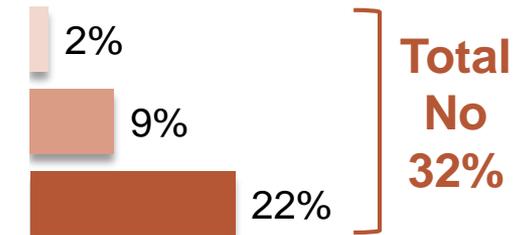
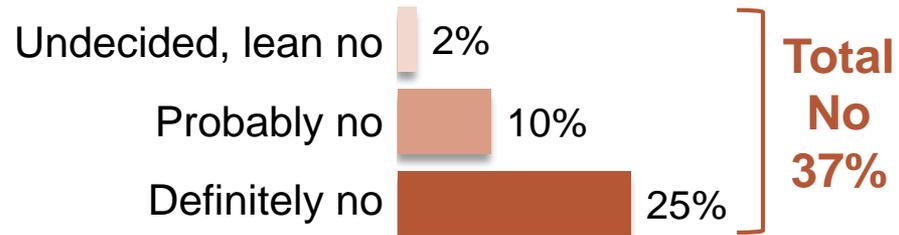
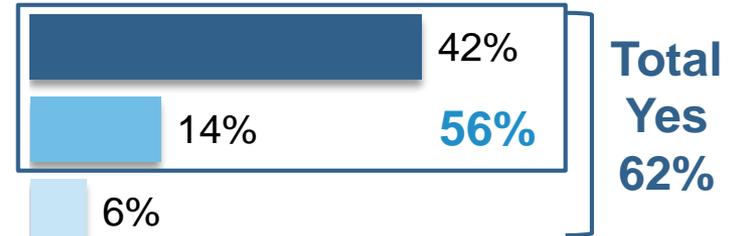
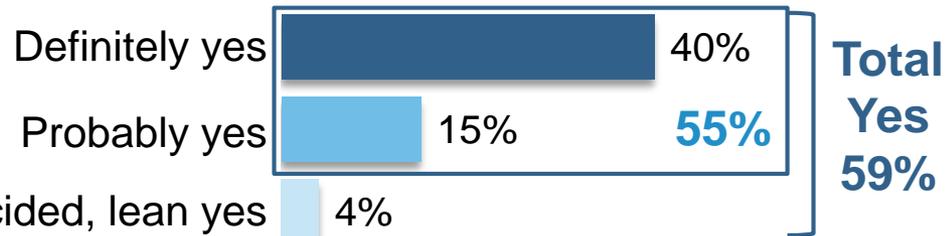
## After Information



# Support for sales tax also grows somewhat after information.

## Initial Vote

## After Information



# Action Items

It is recommended that the City Council:

- 1) Receive a presentation of the results of the 2016 Community Survey from FM3 and TBWB Strategies staff;
- 2) Provide direction to staff regarding any ballot measures the City Council would like to see placed on the November 2016 ballot;
- 3) If ballot measures are desired, appoint a City Council subcommittee to work with staff and the consultants to draft language for consideration by the City Council at its July 26 City Council meeting; and,
  - a) Enter into contract amendment with TBWB Strategies for ballot measure preparation services through July 2016 in an amount not to exceed \$6,500.

# Ballot Measure Preparation

Event	Scheduled Date
1) Resolution adoption to include: <ul style="list-style-type: none"> <li>a) Ballot language</li> <li>b) Proposed ordinance</li> <li>c) Instruct City Attorney to prepare impartial analysis</li> <li>d) Authorize City Manager to prepare fiscal impact</li> <li>e) Establish deadlines to receive arguments for and against as well as rebuttal arguments (legal noticing)</li> <li>f) Authorize City Council member(s) to author arguments</li> </ul>	July 26, 2016
Resolution to County of Orange Registrar with title, summary for ballot measure, City Attorney's impartial analysis, and City Manager's fiscal analysis	Must be submitted no later than August 12, 2016
<b>ELECTION DAY</b>	<b>November 8, 2016</b>

