



Agenda Item #: \_\_\_\_\_

# Staff Report

## City of Manhattan Beach

**TO:** Honorable Mayor Aldinger and Members of the City Council

**THROUGH:** Geoff Dolan, City Manager

**FROM:** Lindy Coe-Juell, Assistant to the City Manager  
Richard Thompson, Director of Community Development

**DATE:** February 19, 2008

**SUBJECT:** Presentation of the Survey Results for the Facilities Master Plan; Presentation of the Library Information and Outreach Plan; and Consideration of Consultant Work in an Amount Not-to-Exceed \$20,000 to Prepare an Environmental Assessment

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### **RECOMMENDATION:**

Staff recommends that the City Council:

1. Discuss the Facilities Master Plan survey results;
2. Receive and File the presentation of the Library Information and Outreach Plan;
3. Approve a traffic study contract with Fehr and Peers/Kaku Associates; and
4. Appropriate \$20,000 for the traffic study and additional consultant work associated with an environmental assessment for the library project from the Council Contingency fund.

### **FISCAL IMPLICATION:**

Last year, Council approved a contract with the Lew Edwards Group for polling services and a non-partisan outreach and information effort in anticipation of the results of the Community Facilities and Open Space Master Plan process. The survey and outreach plan work discussed in this report are covered by the Lew Edwards Group contract.

Should Council decide to move forward with exploring the opportunity to replace and improve the Library, as recommended by the Lew Edwards Group in light of the survey results, the City will need to prepare an Environmental Assessment. The key component of this Environmental Assessment is a traffic impact analysis study. As legally required, the Environmental Assessment must be completed in advance of a City Council decision to place a funding measure on the November 2008 ballot.<sup>1</sup>

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<sup>1</sup> Based on review of early election calendar dates, City staff originally believed that the deadline to adopt a ballot measure for November 2008 was the first Council meeting in June 2008. On review of a final election calendar, and with confirmation from legal counsel, staff has determined that the action to adopt a ballot measure must be done by ordinance and the appropriate date is the second meeting in July 2008. Therefore, should Council decide to place a measure on the November 2008 ballot, introduction and the first reading will occur on July 1<sup>st</sup> and final adoption of the ordinance on July 15<sup>th</sup>.

City staff requested proposals from four firms for the traffic impact analysis study. At \$11,729, the firm of Fehr and Peers/Kaku Associates was the lowest bidder and would take 6-8 weeks to complete the work. This firm is familiar with the project, is well qualified and has a good reputation in the industry for this type of work. City staff will compile the overall Environmental Assessment, which will include an evaluation of impacts associated with traffic, parking, noise, air quality, aesthetics, biological resources, public services and other environmental factors. Some additional technical services may be required from consultants to complete all the components of the Environmental Assessment, especially under the given short timeframe. Therefore, staff is recommending that the City Council approve a total not-to-exceed \$20,000 from the Council Contingency fund to prepare the traffic study and other consulting services as needed. The current balance in the Council Contingency fund is \$179,200.

**BACKGROUND:**

Over the past two years, the City of Manhattan Beach has engaged its residents in a comprehensive Community Facilities and Open Space Master Plan process. The goal of this process was to determine the current and projected needs of our community for public facilities and open space, and to create a template for the best placement, size and relationship of these facilities. This process has included over 80 community meetings, extensive work by a 20-member Steering Committee, professional planning and architectural guidance, and regular active involvement of the City Council and staff.

The result of this process to date is the Facilities Master Plan. The Facilities Master Plan, as recommended by the Steering Committee and reviewed by the City Commissions, will be presented to Council for final review and adoption during the March 4<sup>th</sup> City Council meeting. This Master Plan reflects the optimal placement, size and relationship of community facilities should the residents decide to improve or replace any facilities. However, the Plan is not an implementation document. Any implementation of components of the Facilities Master Plan would require additional community input, a funding plan, and voter approval.

As the Facilities Master Plan process came to completion, the City sought to assess community awareness and priorities related to the identified Master Plan projects. Understanding that a good many of our Manhattan Beach residents were unable to attend community planning meetings, but should have their perspectives reflected in the process, the City retained public polling experts to scientifically survey a broad reflection of our residents to get an accurate representative view of all residents' priorities for our facilities.

**DISCUSSION:**

*Survey Results for the Facilities Master Plan (Attachment A)*

The research has revealed that while residents believe that many projects outlined in the Facilities Master Plan are important, there is a strong preference to implement projects singularly rather than comprehensively. The research further identified our Library as the top priority that the community would support for implementation at this time.

Interestingly, while those polled indicated that improving our Library is important, many were not aware of the library's current condition, or usage and needs/deficiencies, such as fire, safety, electrical and earthquake deficiencies, as well as computers, books & materials and adequate space for children and seniors. As the City proceeds with an implementation plan for the library, it will be

highly important to engage residents in a thorough public outreach & information effort.

Library Information and Outreach Plan

The City will now begin to further engage and inform the community related to the Library needs and project plans. As part of this process (please see attachment B), the City will seek to effectively inform the public-at-large and solicit a two-way dialogue. Materials and outreach activities will be developed to inform City of Manhattan Beach residents about the needs and the project proposed, and to dialogue with residents about their interests moving forward.

This outreach process will take place over the course of the next several months. In that time, the City will mail various informative pieces to its residents. These mailings will ask residents to indicate their concerns and interests, and to return that information back to us. We will also hold publicized community meetings to exchange information, as well as invite feedback from residents to the City through email or phone. We ask those residents here tonight, or at home watching this meeting, to plan to fully participate in this outreach period. We need you.

As this outreach period is completed, around the June/July timeframe, City staff and Council will analyze the findings and determine whether or not it is time to move forward with a full implementation plan, to include a potential funding measure on the November 2008 ballot.

Environmental Assessment

Prior to the decision to place a measure on the November 2008 ballot, the City must prepare an Environmental Assessment, which will include a traffic impact analysis. Although the decision to move forward with a ballot measure will not be made until the community outreach and feedback effort is completed, the preparation of an Environmental Assessment is necessary in order to be prepared for a positive decision to move forward.

As stated above, the Environmental Assessment will include an evaluation of impacts associated with traffic, parking, noise, air quality, aesthetics, biological resources, public services and other environmental factors. City staff will prepare the overall Environmental Assessment, however, we will require some technical services provided by consultants, including the traffic study as recommended above. The Environmental Assessment will evaluate impacts associated with each of the following alternatives that are currently under consideration:

1. Relocate the library and reconstruct the Joslyn Center on the Live Oak Park site,
2. Relocate the library adjacent to the Joslyn Center, leave the Joslyn building as is,
3. Reconstruct and expand the library in its current location and leave the Joslyn Community Center as is.

The assessment will also identify mitigation measures or improvements that are necessary to avoid any significant impact. If it is determined that the impacts cannot be avoided then an EIR must be prepared before placing it on the ballot, which could take up to a year to complete. Preparing an EIR would delay the 2008 ballot measure to a future election.

- Attachments: A. Facilities Master Plan Survey Results  
B. Library Information and Outreach Plan

# *Fairbank, Maslin, Maullin & Associates*

*Opinion Research &  
Public Policy Analysis*

TO: Interested Parties

FROM: John Fairbank and Sharon Pinkerton  
Fairbank, Maslin, Maullin & Associates

RE: Manhattan Beach Survey Results

DATE: February 12, 2008

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## **INTRODUCTION**

For nearly two years, the City of Manhattan Beach has engaged its residents in a public planning process to determine long-range priorities for its community facilities and open space throughout the City. As part of this effort, the City Council and City officials have reached out to residents and community and business leaders through over 80 community meetings during this two-year period. Planning & architectural experts, MDA Johnson Favaro, were retained to analyze the community input and to create a geographic template reflecting the best placement, size and relationship for future community facilities and open space. This product is called the FSP Master Plan.

Naturally, a good number of Manhattan Beach residents were not able to take part in the outreach process because of conflicting schedules and responsibilities. Therefore, the City retained Fairbank, Maslin, Maullin & Associates (FMM&A), an opinion research and public policy analysis firm, to scientifically survey Manhattan Beach residents in order to get a representative view of all residents' priorities for facilities and open space improvements.

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The research<sup>1</sup> shows that Manhattan Beach residents are overwhelmingly satisfied with Manhattan Beach as a place to live and the services provided by City government. Furthermore, their responses show that they consider it important to have access to a wide variety of safe and quality recreation and community facilities and programs. However, the results also suggest that residents believe that improvements or replacements to current recreational facilities and services should be made slowly over time, with the top priority being those facilities and services that they perceive to have both a great need for repair and particular value to Manhattan Beach residents.

**The findings make it clear that residents put improving the Manhattan Beach Public Library at the top of their priority list, with over six in ten willing to support a bond measure to replace and improve the Manhattan Beach Public Library after hearing only brief information about the need to do so. The particular interest in replacing and improving the Manhattan Beach Public Library is an outgrowth of the value residents place on library services, with nine in ten considering a modern library a community asset, eight in ten seeing a modern library as a community gathering place, and two-thirds of residents believing that the Manhattan Beach Public Library is a resource for students in Manhattan Beach schools. Furthermore, six in ten acknowledge that the current library is “too small, old, and outdated” and that the City “needs a better library.”**

## **SURVEY RESULTS**

### **PART 1: MANHATTAN BEACH RECEIVES NEARLY UNANIMOUSLY POSITIVE REVIEWS**

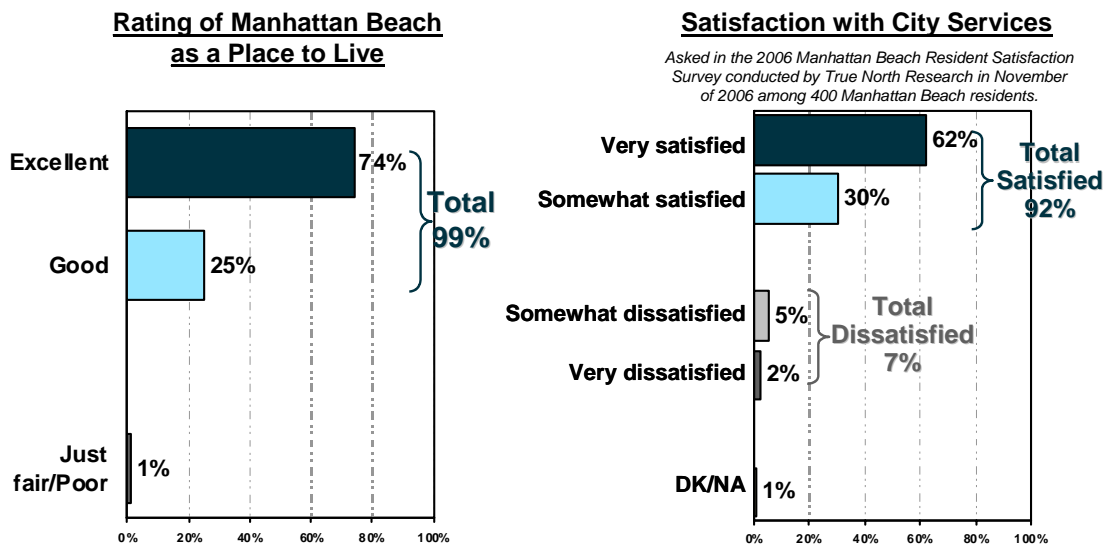
Residents are nearly unanimous in their view of Manhattan Beach as an “excellent” or “good” place to live (see **FIGURE 1**). Nearly three out of four respondents (74%) consider Manhattan Beach an “excellent” place to live and another 25 percent call it a “good” place to live, for a total of 99 percent having a positive impression. Just one percent consider it “only fair” and only one respondent had a “poor” impression. Positive views are far reaching with nearly two-thirds to over 80 percent of all demographic groups analyzed, including residents regardless of age, income, political party, gender, education, and years of residency, calling the City an “excellent” place to live. **FIGURE 1** compares the views of Manhattan Beach as a place to live with the satisfaction ratings the City received for providing city services in the 2006 City of Manhattan Beach Resident Satisfaction Survey<sup>2</sup>. As the figure shows, in the 2006 City of Manhattan Beach

<sup>1</sup> FMM&A conducted a two-part survey among voters in the City of Manhattan Beach. The first phase of research was conducted September 27 through October 4, 2007. Five-hundred voters were interviewed, producing a margin of error of +/-4.5 percentage points for the survey as a whole. The second phase, in which 400 voters were interviewed, was conducted November 29 through December 3, 2007. The margin of error for the second part of the research is +/-5.0 percentage points. Both parts of the research were conducted using a voter listed sample, with names randomly drawn by computer.

<sup>2</sup> The 2006 City of Manhattan Beach Resident Satisfaction Survey was conducted November 27 through 30, 2006 by True North Research, Inc. Four-hundred adult residents were interviewed, producing a margin of error of +/- 5.0 percentage points.

Resident Satisfaction Survey, 92 percent said they were satisfied with the job the City is doing in providing services, with 62 percent “very” satisfied in this regard. This shows that the positive impression of Manhattan Beach as a place to live found in the current survey reflects, not just strong schools and the proximity to the beach and good weather, but satisfaction with services provided by the City, including public safety, recreational, and street maintenance services and community events (all of which received high marks in the 2006 city satisfaction survey).

**FIGURE 1:  
IMPRESSIONS OF MANHATTAN BEACH**



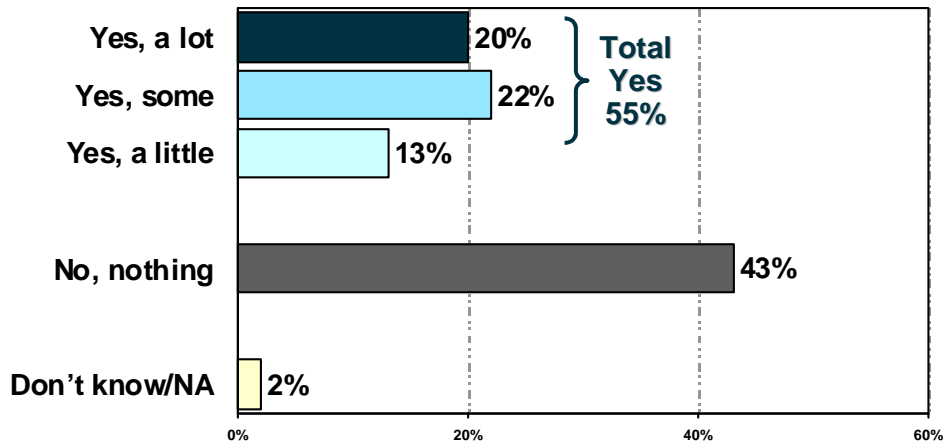
*Generally speaking, how would you rate the City of Manhattan Beach as a place to live: is it an excellent place to live, a good place to live, only fair, or a poor place to live?  
Generally speaking, are you satisfied or dissatisfied with the job the City of Manhattan Beach is doing to provide city services?*

**PART 2: A MAJORITY OF RESIDENTS HAVE HEARD ABOUT THE FACILITIES STRATEGIC PLAN**

There is a strong level of awareness of the planning process for future facilities improvements among residents in Manhattan Beach (see **FIGURE 2**). More than half (55%) of those surveyed said they have heard about the Facilities Strategic Plan. This level of awareness is an outgrowth of the public meetings and community outreach conducted over nearly two years to gather community input into the plan. A modest proportion, however, believe they know “a lot” about the plan, with two in ten giving this response. The remaining 35 percent said they have heard “some” (22%) or “a little” (13%) about it.

Awareness of the planning process is higher among homeowners (60% aware) than renters (38%); men than women (60% to 50%); those with children (56%) than those without (47%); and older residents than those younger (28% among those under 30, 47% among those 30 to 39, 65% among those 40 to 49, and 58% among those 50 or older). These results are in line with those seen in public outreach efforts in other communities, where older residents, those with children, and homeowners are typically more likely to have access to information.

**FIGURE 2:**  
**PROPORTION HAVING HEARD, SEEN OR READ ANYTHING**  
**ABOUT THE FACILITIES STRATEGIC PLAN**



*Before taking this survey, had you seen, heard, or read anything about a public facilities and open space strategic plan in Manhattan Beach?*

### **PART 3: LIBRARY REPAIRS AND IMPROVEMENTS TOP THE LIST OF PRIORITIES**

The research looked at a comprehensive list of different components of the facilities plan that emerged from the public meetings to help determine what parts of the plan residents consider most important and which they feel are less important at this time. Respondents were asked whether they consider each component “extremely,” “very,” “somewhat,” or “not too important” to undertake. The overall importance of each component and the intensity of that importance, as indicated by the proportion calling each item “extremely” or “very” important to undertake, are used as indicators of voters’ interest in moving forward with each part of the plan should it require a public vote for funding.

Overall, two-thirds to three-fourths of respondents consider a diverse number of improvements at least “somewhat” important to undertake in the long-term facilities strategic plan and very low numbers consider any one project “not too important.” As **FIGURE 3** shows, improving and replacing the public library and projects that benefit Manhattan Beach students and provide joint use of facilities to local Manhattan Beach schools top the list of priorities, followed by recreational facilities benefiting residents of all ages. It is important to note that we see in these results what we often see in other communities, that residents place a higher priority on those items they perceive to benefit the most residents – both in terms of safety, access, and interest – as well as children. More specific services apparently benefiting a special and small population generally generate less interest. As a result, it is not surprising to see providing space for an outdoor pool for competitive programs, a skateboard park, and small community theater to be lower priorities – regardless of what the community’s needs in these areas may actually be. Furthermore, it is important to remember that these results show the priorities residents place on

each possible aspect of the long-term facilities plan without necessarily having knowledge of the condition of each facility and the actual urgency of repairs and improvements.

Overall, in these findings, we see that most residents (a majority in every case) consider nearly all aspects of the plan being considered to be important to some degree. This suggests that residents see the benefit of each part of the plan and would value these resources should they be made available. However, the modest intensity of importance for many components, as measured by the proportion calling each “extremely” or “very” important, suggests that residents would not be committed to moving forward with many aspects of the plan at this time.

Along with a few other components, a more substantial four in ten consider *replacing and improving the Manhattan Beach Public Library* to be “extremely” or “very” important (with 71% considering it important overall) – an early indicator that this is a stronger priority for residents and one residents may be willing to fund.

**Based on what residents expressed in the research as their strongest priorities, in combination with information provided to us from the two-year process with the Facilities Strategic Plan Steering committee, reports from outside experts on the condition and needs for Manhattan Beach, and reports on the building safety and utility of current services, FMM&A recommends that the City move forward with improvements to the public library at this time. The library plan includes a number of components that are at the top of residents’ priority list, including classroom space, teen space, senior space, and increased computer technology. It has also been identified as failing national library standards and falling behind current building safety standards. In line with the City’s efforts for fiscal prudence, FMM&A recommends considering other City needs only after the library needs have been successfully achieved.**



**FIGURE 3:  
IMPORTANCE OF POSSIBLE COMPONENTS OF THE LONG-TERM FACILITIES PLAN**

Item	TOTAL IMPORTANT	Ext. Impt.	Very Impt.	Smwt Impt.	Not Too Imp.
Provide classroom space for park and recreation classes, including music, drama, art and exercise	<b>74%</b>	15%	22%	37%	26%
A teen center built behind the Manhattan Beach Middle School with tutoring and homework assistance, classrooms and a computer lab which will be jointly used by the middle school	<b>72%</b>	17%	27%	28%	28%
An indoor pool with joint use with Manhattan Beach schools for year-round swim lessons, Middle School P.E. classes, exercise classes for seniors, and recreational use	<b>72%</b>	16%	25%	31%	27%
Replace and improve the Manhattan Beach Library	<b>71%</b>	17%	25%	29%	28%
A multi-purpose community center which provides a senior center and rooms for art, music, drama, and other recreation classes, and a children's park program	<b>70%</b>	13%	22%	35%	28%
Create and expand open park space with grass and trees	<b>69%</b>	17%	26%	26%	28%
An outdoor family recreation pool that has a water playground for children	<b>69%</b>	14%	23%	32%	29%
Increase computer technology and community Internet access in the Manhattan Beach Public Library	<b>69%</b>	11%	24%	34%	29%
A multi-purpose recreation center which provides sports leagues and classes, lessons and recreational swimming, and health and fitness classes such as nutrition, yoga, pilates, and dance	<b>67%</b>	14%	20%	33%	31%
Indoor volleyball and basketball courts with joint use with Manhattan Beach schools	<b>66%</b>	10%	19%	37%	34%
Provide a space for Manhattan Beach Boy and Girl Scouts to hold meetings and events	<b>66%</b>	10%	17%	39%	34%
A fitness center with joint use with Manhattan Beach Schools that can be used by residents of all ages	<b>65%</b>	9%	20%	36%	33%
An outdoor pool for competitive swim programs and fitness	<b>64%</b>	11%	17%	36%	34%
An indoor two court gymnasium with joint use with Manhattan Beach schools	<b>56%</b>	8%	14%	34%	41%
A skateboard park	<b>51%</b>	4%	11%	36%	48%
A small community theater	<b>49%</b>	4%	7%	38%	49%

Having seen in these components that replacing and improving the Manhattan Beach Public Library is one of the top priorities coupled with the knowledge that the library is old, outdated, and in need of repair and safety improvements, the second stage of research looked more closely at the importance placed on needs of the library and willingness to support moving forward with a library improvement project specifically.

As **FIGURE 4** shows, respondents react even more positively than they did to components of the full facilities plan to various improvements that could be made to the public library. This finding goes further to show that residents place a particularly high priority on replacing and repairing the public library than on other, albeit valued, aspects of the long-term facilities plan.

Safety needs, as well as energy efficiency, and improved computer technology, top the list of priorities for the library:

- Just over nine in ten (91%) consider *installing electrical, plumbing, and ventilation systems at the public library to meet fire and health safety standards* to be at least “somewhat” important. Nearly eight in ten (78%) consider this “extremely” or “very” important.
- Nine in ten (90%) consider it at least somewhat important to *meet earthquake and fire safety standards*, with 79 percent calling this “extremely” or “very” important.
- Nine in ten (90%) also feel this way about *meeting disability accessibility standards*, with 74 percent calling this highly important.
- Just under nine in ten (88%) consider *utilizing all new energy and lighting efficiency measures in building the new library* to be at least somewhat important. This provision is “extremely” or “very” important to 68 percent.
- Eighty-five percent consider *upgrading outdated computer technology and wiring* to be at least “somewhat” important, with 68 percent considering it of high importance.

Other top components of an improved library include those related to providing materials and services for schools, students and children. These include:

- *Increasing the number of books and materials* (85% at least somewhat important, 63% “extremely” or “very” important)
- *Providing joint-use with Manhattan Beach schools* (83%, 61%)
- *Providing after-school programs* (78%, 58%)
- *Expanding the children’s reading areas in the library* (78%, 48%)
- *Increasing the number of computers with free Internet access available for resident and student use* (77%, 57%)
- *Creating quiet reading areas* (77%, 47%)
- *Creating a youth computer lab for computer education, homework, and school projects* (71%, 49%)
- *Creating study rooms* (71%, 44%)
- *Improving lighting and providing more natural light* (71%, 43%)

Components related to services for specific populations, including adults, teens, and seniors, generate less intensity of reaction. Again, it is not uncommon to find items of interest to specific audiences receive lower importance ratings from the community as a whole. However they are still at least somewhat important to between 63 percent and 70 percent of residents.

- *Expanding programs for seniors (70% at least somewhat important, 41% “extremely” or “very” important)*
- *Creating a teen section of the library (68%, 35%)*
- *Providing dedicated adult reading areas (66%, 31%)*
- *Providing homework assistance (65%, 36%)*
- *Adding group study areas for students at the library (64%, 36%)*
- *Providing dedicated senior reading areas (64%, 35%)*
- *Providing community meeting rooms at the library for expanded educational, recreational, and cultural programs (64%, 28%)*
- *A senior center next to or in the library (63%, 30%)*

**FIGURE 4:  
IMPORTANCE OF POSSIBLE COMPONENTS OF A NEW LIBRARY**

<b>Item</b>	<b>TOTAL IMPORTANT</b>	<b>Ext. Impt.</b>	<b>Very Impt.</b>	<b>Smwt Impt.</b>	<b>Not Too Imp.</b>
Installing electrical, plumbing, and ventilation systems at the public library to meet fire and health safety standards	<b>91%</b>	35%	43%	13%	7%
Meeting earthquake and fire safety standards	<b>90%</b>	37%	42%	11%	8%
Meeting disability accessibility standards	<b>90%</b>	30%	44%	16%	8%
Utilizing all new energy and lighting efficiency measures in building the new library	<b>88%</b>	34%	34%	20%	10%
Upgrading outdated computer technology and wiring	<b>85%</b>	30%	38%	17%	12%
Increasing the number of books and materials	<b>85%</b>	29%	34%	22%	12%
Providing joint-use with Manhattan Beach schools	<b>83%</b>	28%	33%	22%	14%
Providing after-school programs	<b>78%</b>	27%	31%	20%	22%
Expanding the children’s reading areas in the library	<b>78%</b>	20%	28%	30%	19%
Increasing the number of computers with free Internet access available for resident and student use	<b>77%</b>	21%	36%	20%	21%

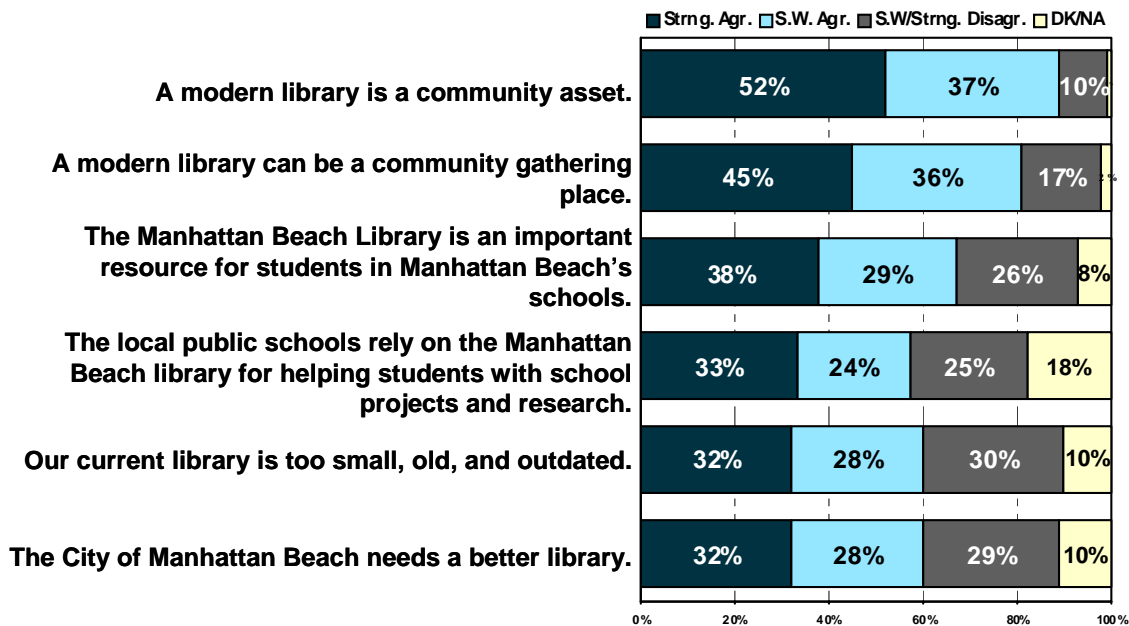
**FIGURE 4 CONTINUED:  
IMPORTANCE OF POSSIBLE COMPONENTS OF A NEW LIBRARY**

<b>Item</b>	<b>TOTAL IMPORTANT</b>	<b>Ext. Impt.</b>	<b>Very Impt.</b>	<b>Smwt Impt.</b>	<b>Not Too Imp.</b>
Creating quiet reading areas	<b>77%</b>	19%	28%	30%	22%
Creating a youth computer lab for computer education, homework, and school projects	<b>71%</b>	22%	27%	22%	29%
Improving lighting and providing more natural light	<b>71%</b>	20%	23%	28%	28%
Creating study rooms	<b>71%</b>	17%	27%	27%	27%
Expanding programs for seniors	<b>70%</b>	15%	26%	29%	26%
Creating a teen section of the library	<b>68%</b>	12%	23%	33%	29%
Providing dedicated adult reading areas	<b>66%</b>	11%	20%	35%	32%
Providing homework assistance	<b>65%</b>	15%	21%	29%	33%
Providing dedicated senior reading areas	<b>64%</b>	17%	18%	29%	32%
Adding group study areas for students at the library	<b>64%</b>	14%	22%	28%	34%
Providing community meeting rooms at the library for expanded educational, recreational, and cultural programs	<b>64%</b>	8%	20%	36%	35%
A senior center next to or in the library	<b>63%</b>	11%	19%	33%	32%

The strong reaction to each component of the library is an outgrowth of the value respondents put on their public library and their belief of how it contributes to the community (see **FIGURE 5**):

- Nine in ten (89%) agree that *a modern library is a community asset*.
- Eight in ten (81%) agree that *a modern library can be a community gathering place*.
- Two-thirds (67%) believe that *the Manhattan Beach Library is an important resource for students in Manhattan Beach’s schools*.
- Six in ten (60%) agree that *our current library is too small, old, and outdated*. Only 30 percent disagree, with 10 percent uncertain. This view comes before respondents are provided with any information about the condition of the library. In other words, this view is a reflection of their own personal experiences with the library.
- Six in ten (60%) also agree that *the City of Manhattan Beach needs a better library*. Just 29 percent disagree with this statement.
- Nearly six in ten (57%) agree that *the local public schools rely on the Manhattan Beach library for helping students with school projects and research*. Just 25 percent disagree, with 18 percent uncertain.

**FIGURE 5:**  
**AGREEMENT WITH STATEMENTS ABOUT LIBRARY SERVICES**



*Now I am going to read you some statements. After I read each one, please tell me whether you agree or disagree with the statement.*

**PART 4: OVER SIX IN TEN RESPONDENTS WOULD SUPPORT A BOND MEASURE TO REPLACE AND IMPROVE THE MANHATTAN BEACH PUBLIC LIBRARY**

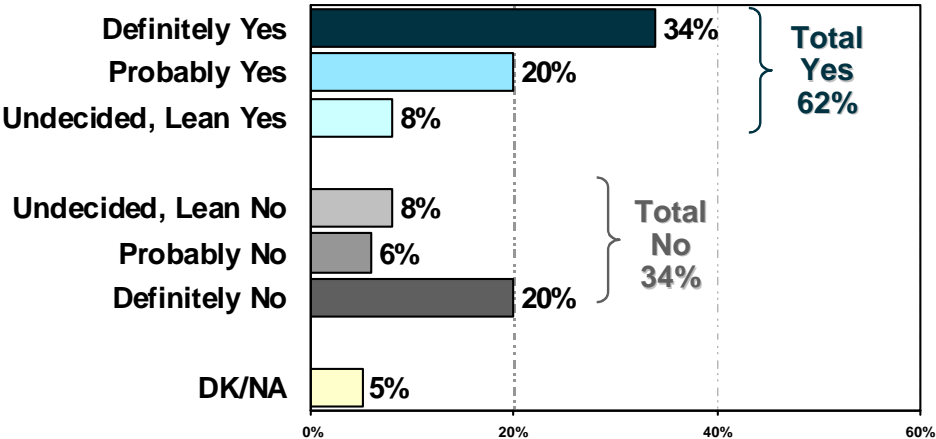
Reflecting the value residents place on their public library, just over six in ten respondents said they would vote yes on a \$45 million bond measure to replace and improve the Manhattan Beach Public Library after learning about it. Survey respondents heard the following possible ballot language:

*To improve and replace the outdated Manhattan Beach Public library to meet earthquake, fire safety, energy efficiency, disability access, and national library standards; upgrade outdated computer technology, wiring and lighting; provide homework assistance, after-school programs, and study rooms; create dedicated children, teen, and adult reading areas; increase the number of books and materials; and provide joint-use programs with Manhattan Beach schools*

*shall the City of Manhattan Beach issue 45 million dollars in bonds, with guaranteed independent audits?*

They also were read information about the need for improvements to the library (see Part 5). After learning about the possible measure, 62 percent said they would support it. Just one-third (34%) said they would oppose it if the election were held today (see FIGURE 6).

**FIGURE 6:  
SUPPORT/OPPOSITION FOR A LIBRARY BOND MEASURE**



*If the election were held today, would you vote Yes in favor of this measure or No to oppose it?*

**PART 5: INFORMATION ABOUT REPLACING AND IMPROVING THE LIBRARY IS WELL-RECEIVED**

Residents were given information about the need for an improved library in Manhattan Beach. Each statement about the need for a new library resonated with large majorities of respondents, with between three-fourths and six in ten saying each would make them more likely to support a library bond measure. No more than nine percent said they do not believe each statement. **FIGURE 7** illustrates the results.

Respondents responded most to hearing that between 22,000 and 28,000 books and materials are checked out of the Manhattan Beach Public Library each month, making it one of the ten most used libraries in L.A. County. However, the library has one-third the amount of books and materials it should have based on national library standards. This information leads 77 percent of those surveyed to be more inclined to support the library bond measure.

Those surveyed also responded strongly to hearing that the measure will allow expanded children's library programs (72%); allow the library to meet all earthquake, fire, disability, and other safety standards that it currently does not meet (72%); provide more computers and up-to-date technology -- with only eight computers and waiting periods of over an hour at this time (69%); and allow the library to partner with local schools to meet student needs (68%).

**FIGURE 7: PROPORTION MORE INCLINED TO SUPPORT A LIBRARY BOND MEASURE AFTER HEARING INFORMATION**

<b>Item</b>	<b>TOTAL MORE INCLINED</b>
<p>Between 22 thousand and 28 thousand books and materials are checked out of the Manhattan Beach Library each month – making it one of the ten most used libraries in L.A. County. However, it has only one-third the amount of books and materials it should based on national library standards. This measure will allow the library to buy more books and materials to give our residents the level of service they need and deserve.</p>	<p><b>77%</b></p>
<p>Libraries are critical to enriching our children’s education. This measure will allow expanded children’s library programs, including improved story times, children’s reading areas, computer classes, and literacy programs to encourage early learning, as well as after-school programs and homework assistance for school-age children.</p>	<p><b>72%</b></p>
<p>The Manhattan Beach Public library does not meet current earthquake, fire, disability, and other safety standards. It has outdated plumbing and bathrooms, lacks fire safe doors, and has electrical systems that do not meet fire safety codes. This measure will give Manhattan Beach a library that meets all safety standards.</p>	<p><b>72%</b></p>
<p>The Manhattan Beach Library has only eight computers total for children, student, adult, and senior use and lacks the proper wiring to expand computer use. In fact, many times residents have to wait an hour or more to get on a computer. This measure would provide more computers and up-to-date technology.</p>	<p><b>69%</b></p>
<p>The Manhattan Beach Library does not have the resources to partner with local schools and, therefore, is unable to keep up with increasing students’ needs. This measure will provide the space to run programs that help students with projects and research and provide assistance to school libraries.</p>	<p><b>68%</b></p>
<p>This measure will ensure that money will be spent efficiently and as promised. A Citizen’s Oversight Committee will be appointed and guaranteed independent financial and performance audits will be performed each year to make sure bond money is being spent as promised and the measure will make it illegal for any bond funds to be spent on administrators’ salaries.</p>	<p><b>65%</b></p>
<p>The improved library will be designed with the highest level of energy efficiency, and use of natural light and green building materials. This will protect our environment and reduce operating costs.</p>	<p><b>64%</b></p>
<p>The Manhattan Beach Public Library is one of the ten most used libraries in all of L.A. County. Yet the library is only one-third the size it should be based on national library standards. There is no room for new books and materials and, unlike other libraries, it has no adult reading area, no quiet reading room, no student study spaces, and no space for teen programs. This measure would give Manhattan Beach a library with the space it needs and deserves.</p>	<p><b>59%</b></p>
<p>The Manhattan Beach Library routinely turns families away from children’s programs because there is not enough space for all the children to take part. This measure will ensure our library can provide story times, children’s reading and other programs for all families who wish to use them.</p>	<p><b>57%</b></p>
<p>Research shows that library usage is up despite increased Internet technology. Not only do libraries provide help in using technology and doing research, but libraries also are a community and cultural center, not just a repository of books.</p>	<p><b>56%</b></p>



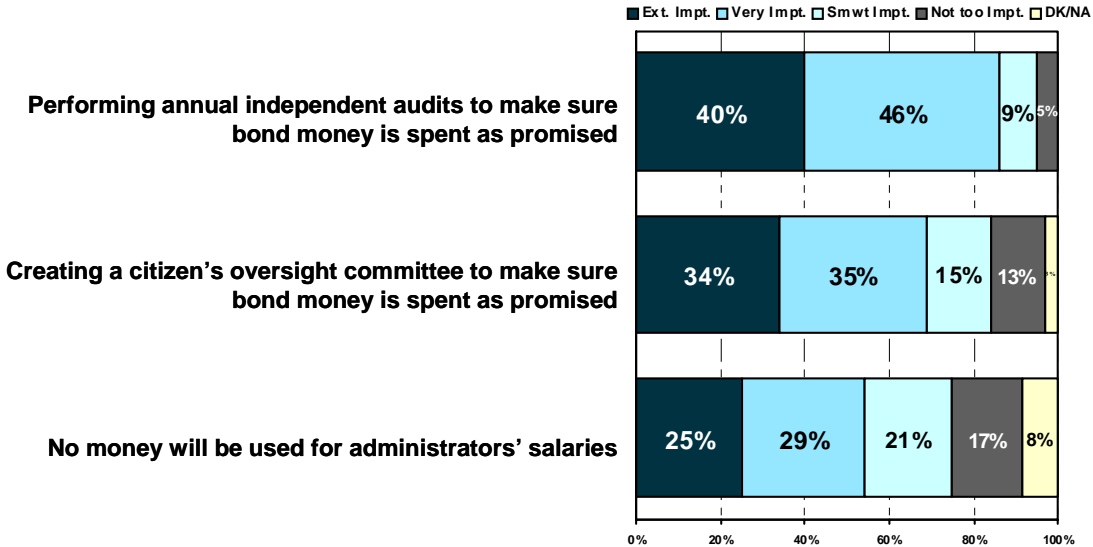
**PART 6: ACCOUNTABILITY PROVISIONS FOR POTENTIAL BALLOT MEASURE ARE WELL-RECEIVED**

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As shown in the table on the previous page, 65 percent of respondents are more likely to support the library bond measure after hearing that the measure will ensure that money will be spent efficiently and as promised by having a Citizen’s Oversight Committee, annual guaranteed independent financial and performance audits, and a provision making illegal to spend bond funds on project administrators’ salaries.

Further showing the importance of accountability provisions, nearly nine in ten (86%) consider *performing annual independent audits to make sure bond money is spent as promised* to be an “extremely” or “very” important component of the library bond measure plan when asked about it specifically. Seven in ten (69%) feel this way about *creating a citizen’s oversight committee to make sure bond money is spent as promised*. **FIGURE 8** illustrates the results.

**FIGURE 8:  
IMPORTANCE OF ACCOUNTABILITY FEATURES OF POTENTIAL LIBRARY BOND MEASURE**

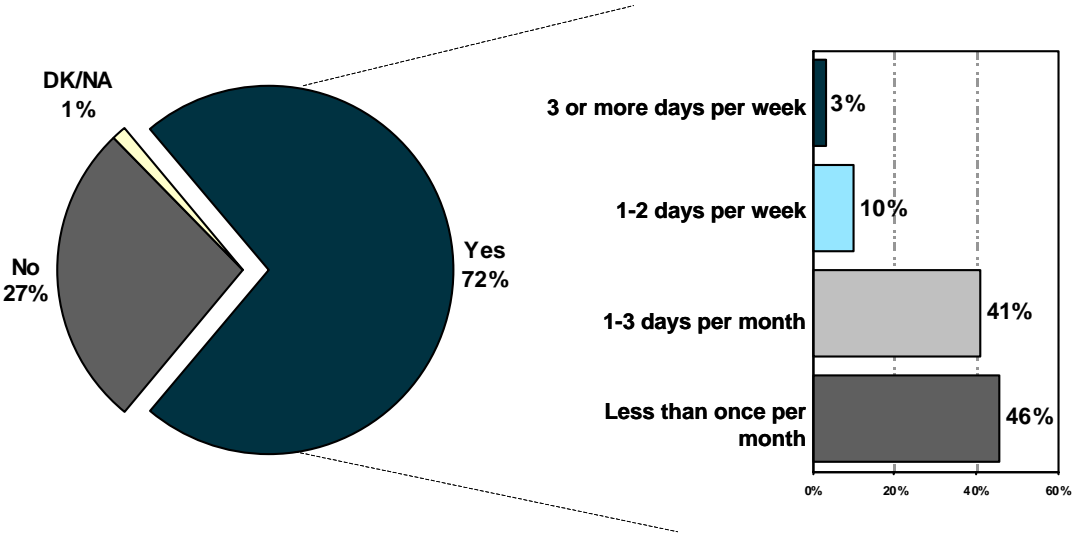


I am going to read you a list of features and specific projects that could be funded if the Library Measure passes. Recognizing that there may not be enough funding for all such projects, please tell me how important it is to you that each project be undertaken: extremely important, very important, somewhat important, or not too important.

**PART 7: RECREATION AND LIBRARY USE**

Nearly three out of four residents (72%) have used the Manhattan Beach Public Library in the past year. Nearly half of these library patrons (46%) said they used the library less than once a month. Another 41 percent went to the library one to three days a month, while 10 percent did so one to two days a week and three percent did so three or more days per week (see **FIGURE 9**).

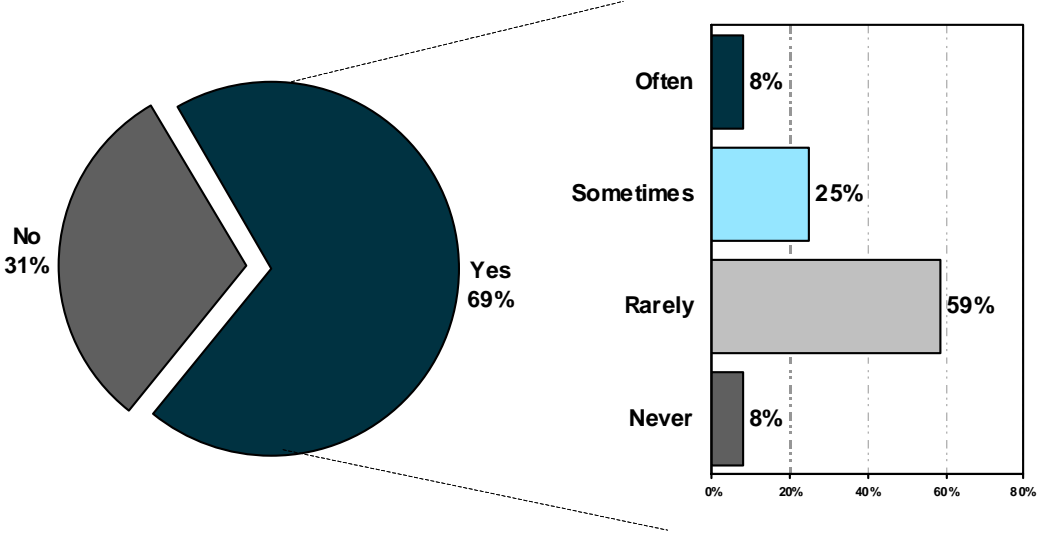
**FIGURE 9: USAGE OF THE MANHATTAN BEACH PUBLIC LIBRARY**



*In the past year or so, have you or someone in your family visited the Manhattan Beach Public Library?  
In the past year or so, how often have you or someone in your family visited the library?*

Nearly seven in ten (69%) respondents have been to or used the Joslyn Community Center. Usage however is infrequent, with eight percent of those who have been to the Joslyn Center or used it saying they no longer do so and 59 percent saying they rarely do so. One-quarter sometimes use the Joslyn Center and eight percent said they do so often (see **FIGURE 10**).

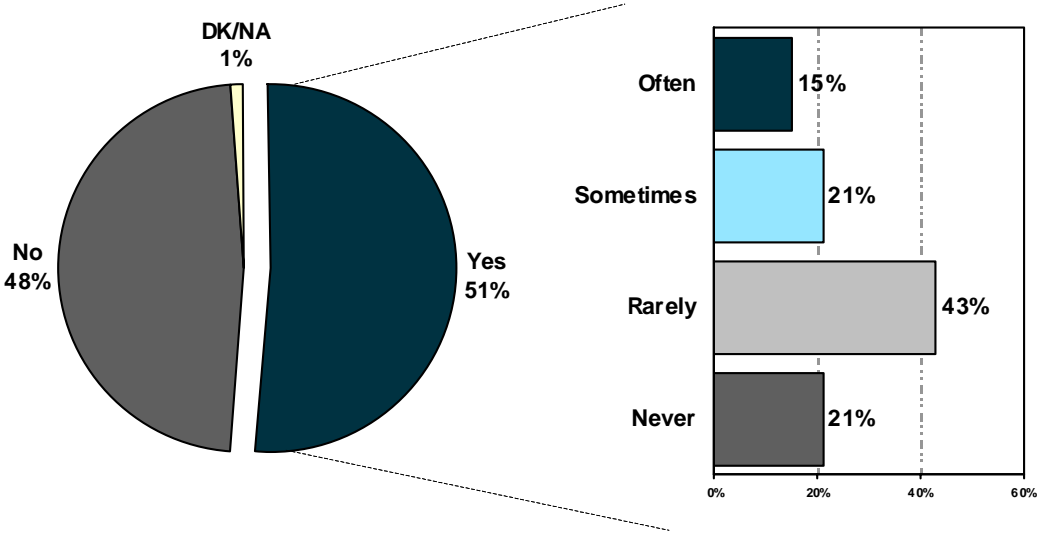
**FIGURE 10: USAGE OF THE JOSLYN COMMUNITY CENTER**



*Have you ever been to or used the Joslyn Community Center?  
 Would you say you use the Joslyn Community Center often, sometimes, rarely, or never?*

Half (51%) of residents have been to or used Begg Pool. Again, use is infrequent. Among those who said they have been to or used Begg Pool, 21 percent said they never do any more and 43 percent report using it rarely. Just 21 percent use Begg Pool sometimes and 15 percent report using it often (see **FIGURE 11**).

**FIGURE 11: USAGE OF BEGG POOL**



*Have you ever been to or used Begg Pool?  
 Would you say you use Begg Pool*

T H E  
**LEW**  
**EDWARDS**  
 G R O U P

**City-Sponsored Outreach and Information Program  
 WORKING NOVEMBER 2008 TIMETABLE**

DECEMBER 2007 – JANUARY 2008	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Select Outreach and Information Consultant and formalize agreement (CITY)</li> <li><input checked="" type="checkbox"/> Review City’s past and current Public Opinion Research (LEG)</li> <li><input checked="" type="checkbox"/> Convene Outreach and Information Program Kick Off Planning Meeting (TEAM)</li> <li><input checked="" type="checkbox"/> Discuss and develop initial recommendations on Outreach and Information Program Strategies, Activities, and Project Budget (TEAM)</li> <li><input checked="" type="checkbox"/> Develop initial Communication Messages (LEG)</li> <li><input checked="" type="checkbox"/> Define additional research needs (TEAM)</li> <li><input checked="" type="checkbox"/> Develop community presentation – research results (FMMA)</li> </ul>
FEBRUARY 2008	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Implement broad-based community mailer #1 (LEG)</li> <li><input type="checkbox"/> Draft Community Letter #1 (LEG)</li> <li><input type="checkbox"/> Produce/distribute Community Letter #1 (CITY)</li> <li><input type="checkbox"/> Identify Speakers’ Bureau Presentation List (CITY)</li> <li><input type="checkbox"/> Prepare Speakers’ Bureau materials and presentation (LEG)</li> <li><input type="checkbox"/> Conduct Speakers’ Bureau training (LEG)</li> <li><input type="checkbox"/> Initiate Library tabling and informational counter handouts (CITY)</li> <li><input type="checkbox"/> Update City Website (CITY)</li> <li><input type="checkbox"/> Prepare City newsletter article (CITY)</li> <li><input type="checkbox"/> Implement Media Outreach (TEAM)</li> </ul>
MARCH 2008	<ul style="list-style-type: none"> <li><input type="checkbox"/> Launch Community Speakers’ Bureau (CITY)</li> <li><input type="checkbox"/> Implement Community Letter #2 (LEG/CITY)</li> <li><input type="checkbox"/> Implement broad-based community mailer #2 (LEG)</li> <li><input type="checkbox"/> Assess initial community feedback from outreach activities (TEAM)</li> <li><input type="checkbox"/> Continue Library informational tabling (CITY)</li> </ul>

	<input type="checkbox"/> Update City website (CITY) <input type="checkbox"/> Implement Media Outreach (TEAM)
APRIL 2008	<input type="checkbox"/> Continue Speakers' Bureau deployment (CITY) <input type="checkbox"/> Continue Library informational tabling (CITY) <input type="checkbox"/> Implement Community Letter #3 (LEG/CITY) <input type="checkbox"/> Implement broad-based community mailer #3 (LEG) <input type="checkbox"/> Update City website (CITY) <input type="checkbox"/> Implement Media Outreach (TEAM)
MAY 2008	<input type="checkbox"/> Continue Speakers' Bureau deployment (CITY) <input type="checkbox"/> Implement broad-based Community Mailers #4 and #5 (LEG) <input type="checkbox"/> Implement Community Letter #4 (LEG/CITY) <input type="checkbox"/> Assist in design of City's Tracking Poll (LEG/FMMA) <input type="checkbox"/> Begin drafts of ballot materials (LEG) <input type="checkbox"/> Update City website (CITY) <input type="checkbox"/> Implement Media Outreach (TEAM)
JUNE - JULY 2008	<input type="checkbox"/> Finalize Speakers' Bureau outreach efforts (CITY) <input type="checkbox"/> Conduct Tracking Poll, analyze results and feasibility (FMMA) <input type="checkbox"/> Approve Bond Expenditure Plan (TEAM) <input type="checkbox"/> Finalize all resolution/ballot materials (TEAM) <input type="checkbox"/> Prepare for City Council Adoption vote (TEAM) <input type="checkbox"/> Update City website (CITY) <input type="checkbox"/> Prepare City newsletter article (CITY) <input type="checkbox"/> <b>If feasible, Council acts to place Measure on November '08 Ballot by July 15<sup>th</sup></b> <input type="checkbox"/> Implement Media Outreach (TEAM)
AUGUST 2008	<input type="checkbox"/> <b>Phase two Partisan Campaign begins in earnest, work transfers to a non-City sponsored volunteer campaign committee for all partisan activities</b> <input type="checkbox"/> Implement broad-based Community Mailer #6 (Announcement of vote) (LEG) <input type="checkbox"/> Ballot argument is submitted on behalf of Bond