



Manzanita *Listens* **SURVEY RESULTS**

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RESEARCH OBJECTIVES

- **To assess public needs and desires around a new public services building for Manzanita**
 - **Demographics: to understand who uses and is impacted by public service buildings in Manzanita (local residents, part-time owners, business owners, others)**
 - **Current usage: to understand how users of different services are contacting the city**
 - **Building factors: to understand the importance and ranking of specific factors considered when planning a new public services building**
 - **Funding options: to understand citizen appetite for various funding mechanisms**
 - **Open comments: to discover other issues related to design and construction of the public services building**



MANZANITA LISTENS PROCESS

- **Start broad, go deep, broaden again:**
 - **Conduct survey, analyze results, and present to council**
 - **Use survey results to develop focus group questions to dive deeper into issues brought up by the survey**
 - **Conduct focus groups, analyze results, and present to council**
 - **Use focus group results to inform larger public meetings to collect more input**



SURVEY SCHEDULE

October	Create and present initial research objectives to the Manzanita Listens team.
Early November	Create first draft of survey.
Mid-November	Pilot first draft survey. Pilot survey was approximately 20 people.
Mid-November	Analyzed feedback on first draft and revised survey.
November 19	Deployed revised survey. City provided outreach through city web site, BBQ, social media, and postcards sent to all water customers.
December 18	Survey closed.
December 19- January 5	Survey analysis.
January 6	Report on survey results to city council.
March	Final written report.



SURVEY HIGHLIGHTS

- **Locals interact with services more than part-timers**
- **Most building aspects important, clear signal that cost is most important**
- **Emergency services ranked second, but other aspects close**
- **Local voters favored a surcharge on short-term rentals, but are open to other financing mechanisms**
- **Open comments suggested other features and uses**
- **Other open comments show divided opinions (anger and support)**



SURVEY RESPONDENTS

- **516 responses received**
- **445 complete responses**
- **Only respondents who did not finish the survey were eliminated**



SURVEY RESPONDENTS

Which of the following statements best describes you? (Select one)

Answered: 445 Skipped: 0

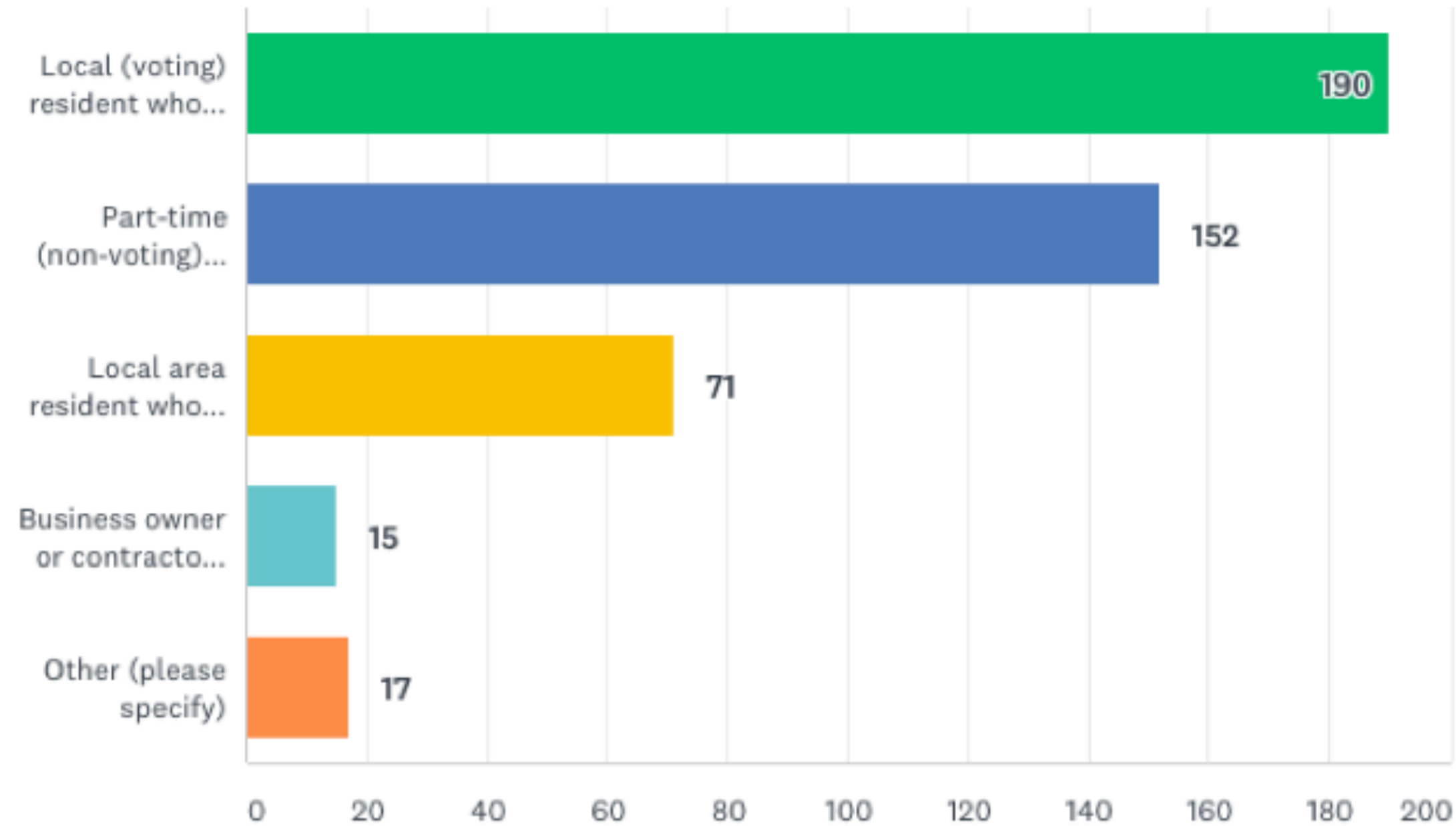
190 Local voting residents

152 Part-time, non-voting

71 Local area resident

15 Manzanita business owner or contractor

17 Other





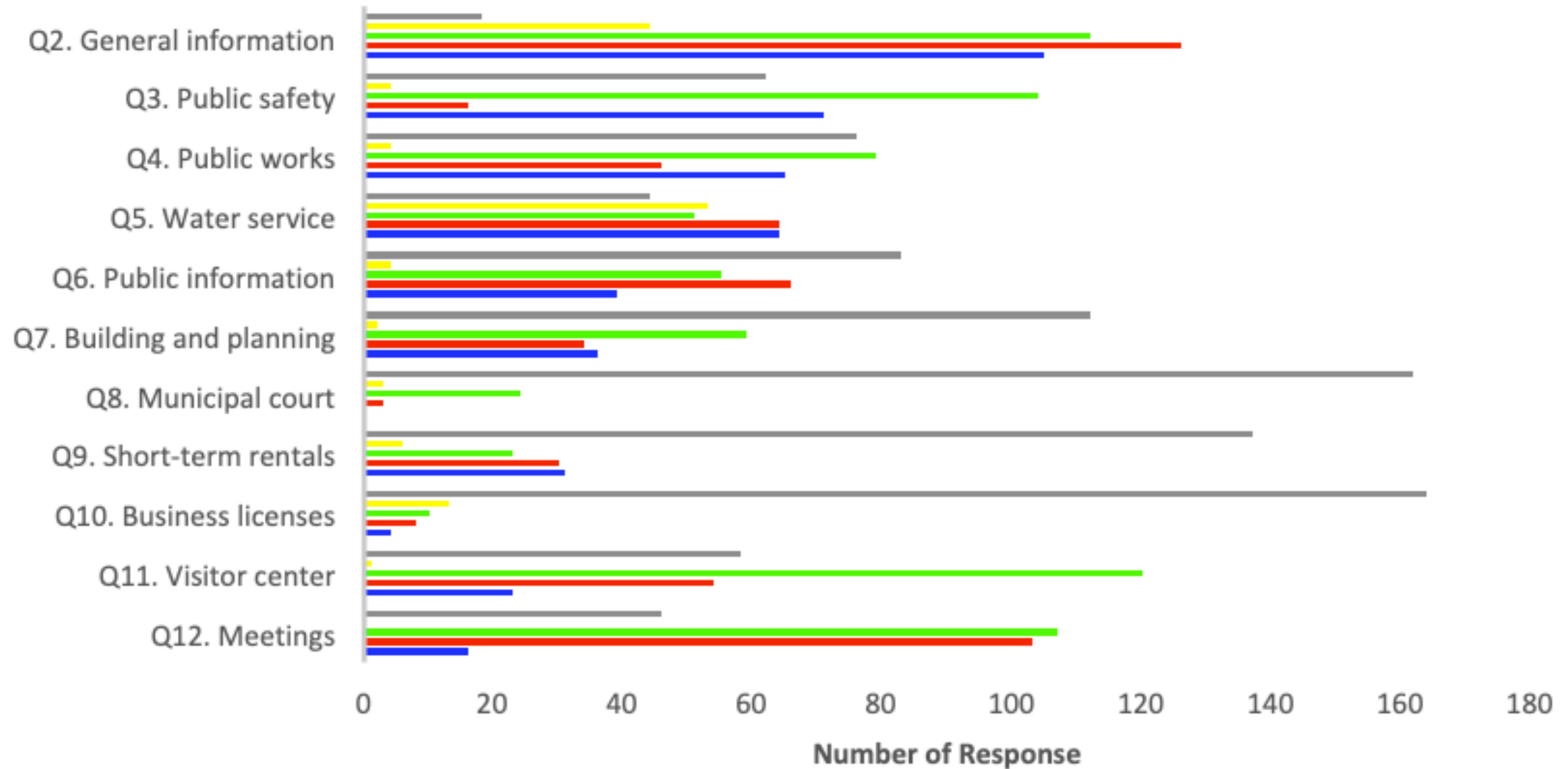
INTERACTION WITH CITY SERVICES

Manzanita residents use all forms of communication to interact with city services.

Fewer residents interact with the city about short-term rentals, business licenses, and municipal court.

Manzanita residents

■ N/A ■ Mail ■ In Person ■ Online ■ Phone



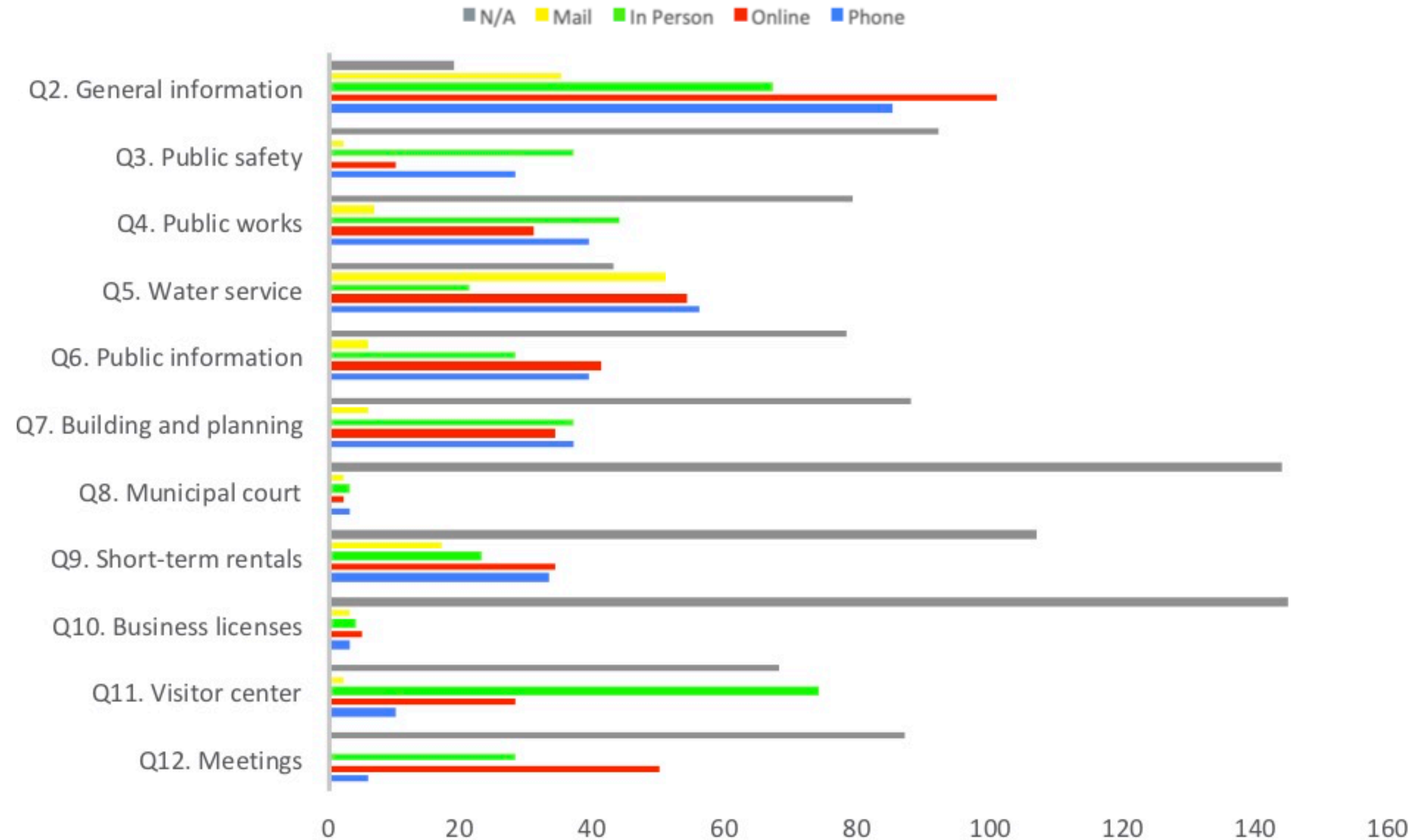


INTERACTION WITH CITY SERVICES

Part-time residents often contact the city for general information, but are less likely to interact with most other city services other than water.

Part-time residents are more likely to visit the Visitor's Center.

Part-time residents

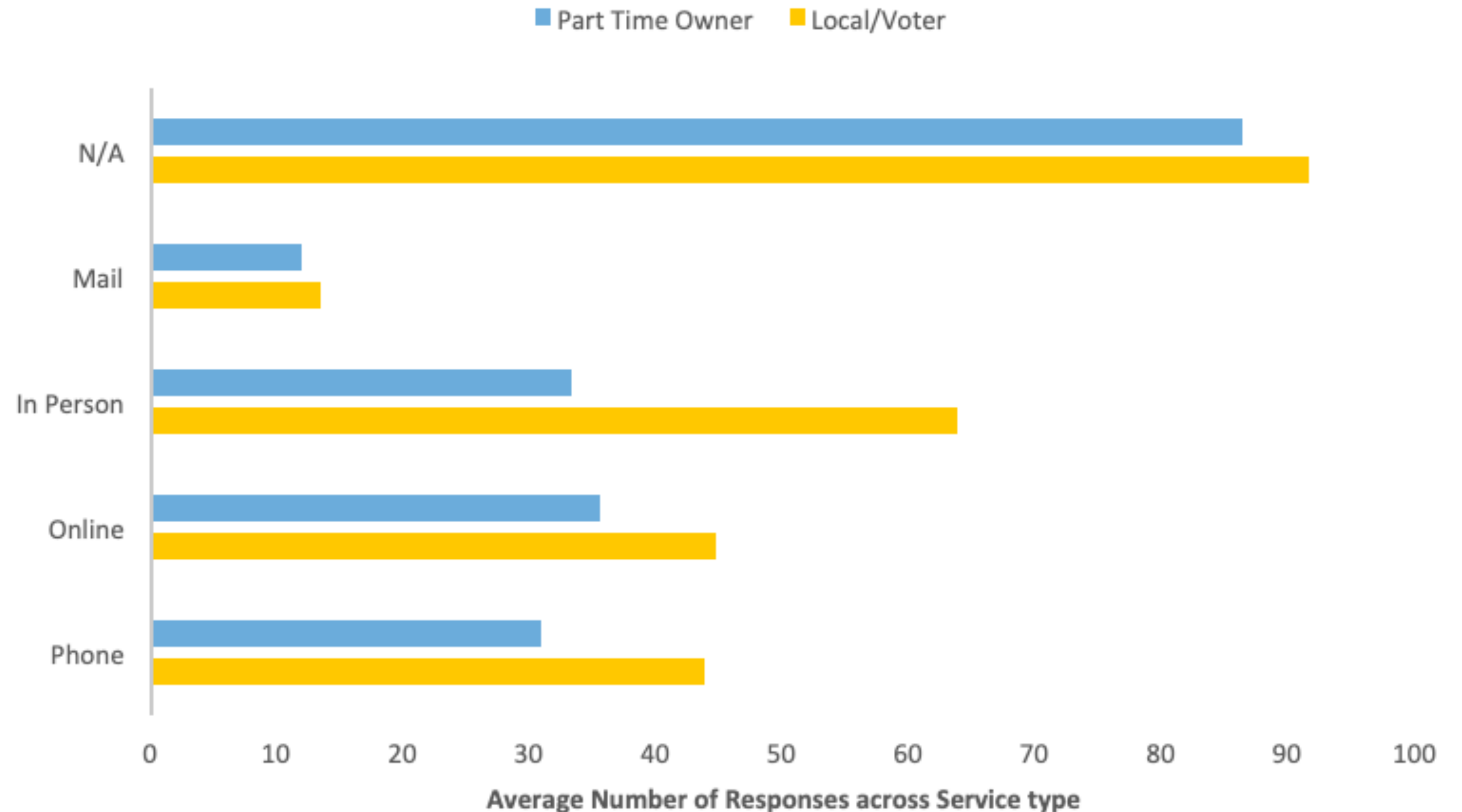




INTERACTION WITH CITY SERVICES

Local vs. part-time residents

Local residents are much more likely to visit city hall to access services.





OPEN COMMENTS

Additional services

- **Large and small meeting rooms**
- **Electric vehicle charging**
- **Disaster preparedness and gathering point**
- **Many suggestions for both inside and outside the building**



OPEN COMMENTS

Additional services suggested

- **Online events/eye toward work at home**
- **Third-party delivery drop site (UPS/FedEx)**
- **Info about indigenous people/historical connection**
- **Tsunami warning alarm**
- **Emergency phone**
- **US Mail drop box**
- **Senior services**
- **Develop a chamber of commerce**
- **Use additional land for affordable housing**
- **Public showers**
- **Services for low-income individuals**
- **Basketball court and outdoor event space**
- **Use parking lot for many things, including overflow**
- **Electric vehicle charging**
- **Farmer's market**
- **Venue for music**
- **Community garden**
- **Arts sharing opportunities**
- **Accessible**
- **Create city revenue stream by renting or leasing space**
- **Respects Pacific Northwest culture**
- **Restrooms**



OPEN COMMENTS

Divisions: areas of disagreement

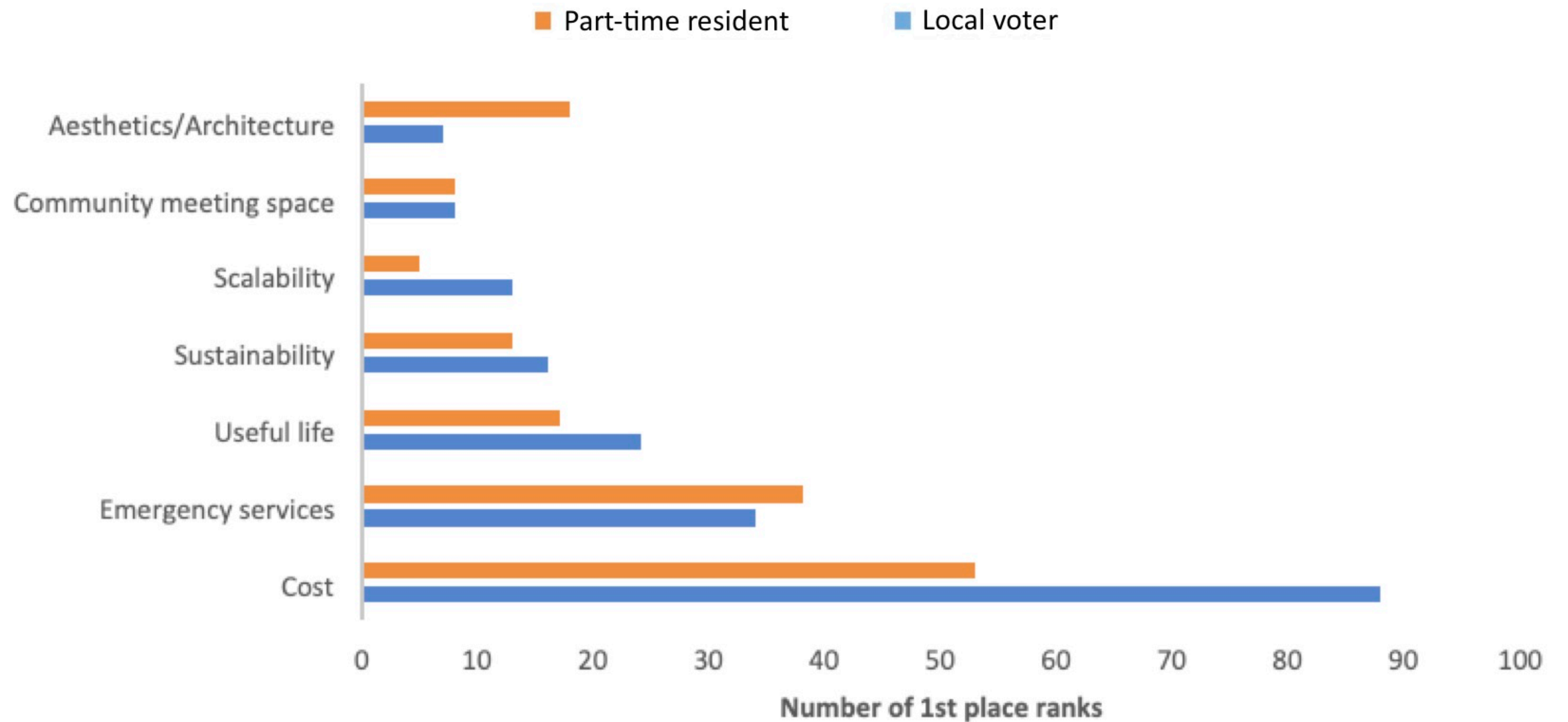
- **Low cost vs. uses and durability**
- **Look (aesthetics) is important vs. look is not important**
- **Emergency preparedness**
 - **Do we try to take care of neighbors and visitors vs. everyone should prepare for themselves**
 - **Preparedness is not important because the fire station is supposed to cover preparedness**
- **Consolidate city departments vs. do not co-locate public safety with city services**
- **Use green/alternative energy sources vs. use conventional energy sources**
- **Remodel the old building at City Plaza vs. do not remodel**
- **Meeting rooms are important vs. meeting rooms are not important**



BUILDING ASPECT RANKING

Local vs. part-time residents

Both local voters and part-time residents rank cost as the most important aspect, followed by emergency services.





OPEN COMMENTS

Building aspects: Ranking

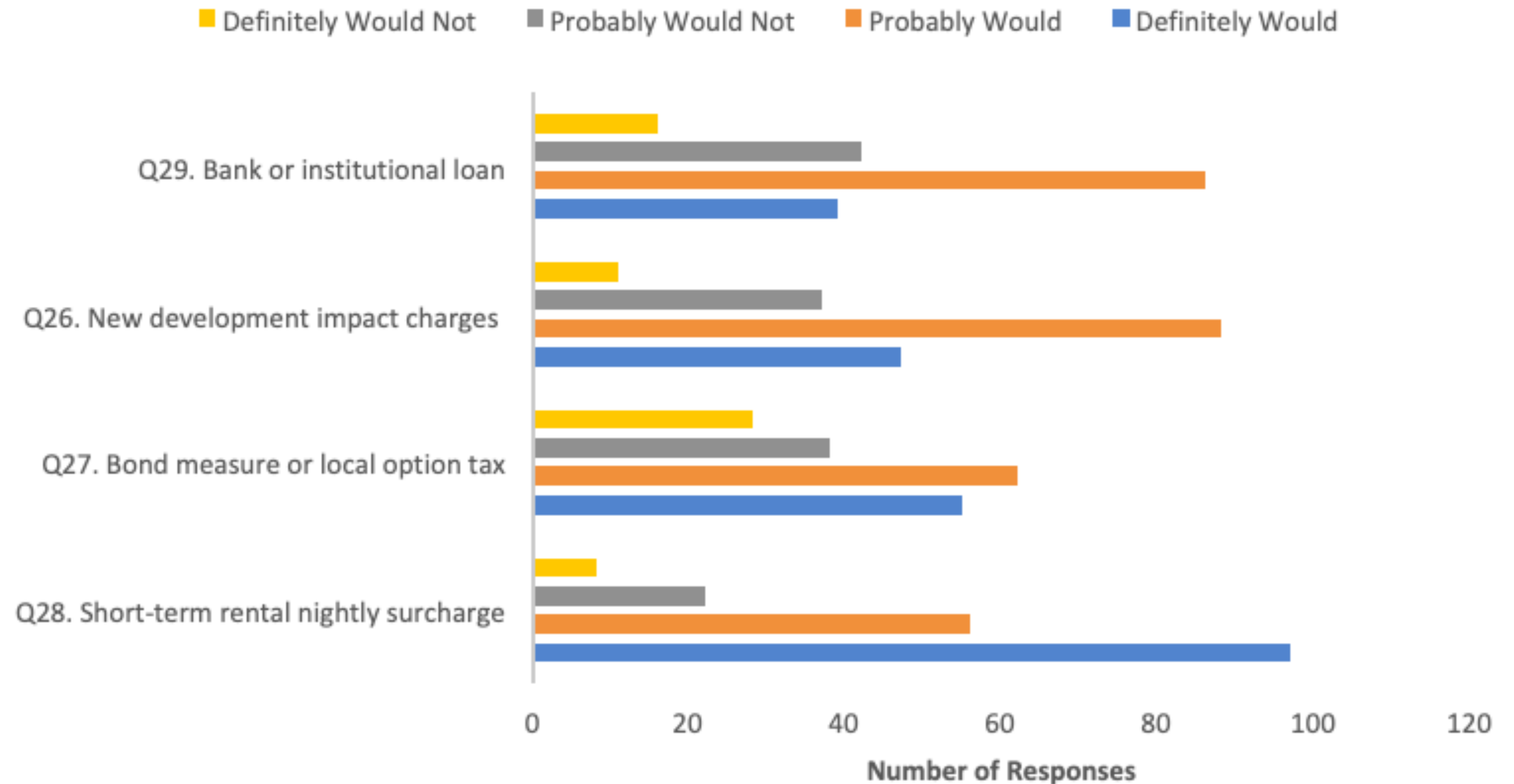
- **Three most important issues: cost, emergency services, and sustainability**
- **Some expressed anger with the Mayor, City Council, and government in general**
- **Responses showed the effects of the Covid pandemic on building plans**



FINANCING METHODS

Local voters only

Local voters are open to several financing options, but favor a surcharge on short-term rentals.





OPEN COMMENTS

General

- **People expressed thanks for the survey**
- **Some people reiterated their desire for a simple, durable, functional, and low-cost building**
- **People offered a range of opinions about funding the building**



OPEN COMMENTS

General

- **Respondents want the building to be safe and comfortable inside for City employees**
- **Participants largely agreed the City Hall would function for preparedness activities**
- **Other responses indicated some of the respondents wanted to hold down costs through scalability**



OPEN COMMENTS

General

- **Some respondents expressed anger with the Mayor and City Council**
- **Some part-time owners said that they felt that their opinions don't matter**