



Resilient Imperial Beach Survey Results

May 2018

RESILIENT 2018
IMPERIAL BEACH
A LOCAL COASTAL PROGRAM AND
GENERAL PLAN UPDATE





Survey Purpose and General Information

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- The purpose of the survey was to gather input on preferred shoreline protective devices, preferred modes of transportation, and perceived challenges facing the City
- The online survey was hosted through SurveyMonkey
- The survey was conducted live during the Joint Session on February 14, 2018 and was also available through the City of Imperial Beach website



General Survey Results

- Dates online: February 14 – April 10, 2018
- 335 responses
- The results will be used to inform updates to the City's General Plan and Local Coastal Program

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Key Survey Results

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- Environmental quality/water quality was selected as the “most important challenge facing the City” by 45% of those responding. This was more than three times the responses of any other single issue choice. “All of the above,” with 32% of the responses was the second highest selection.
- Nearly 88% of respondents supported expanding commercial uses along the Bayfront.
- More than half of all survey participants supported mostly 2 story building height limits with 3-4 stories allowed in targeted locations (which is the City’s current practice); the second most popular response was support for 2 story limits citywide at 28% of all responses.



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Key Survey Results Continued

- The most popular approach to shoreline protective devices was “it should be handled on a case-by-case basis” at 31% of responses. Seawalls/hard infrastructure and beach replenishment followed as the next two highest selections at 22% each.
- Nearly 48% of respondents walk to the beach, and 33% walk and bike.
- For those that stated that they do not walk or bike to the beach, a third thought more lighting would make it more appealing. 25% supported a greater separation from cars.



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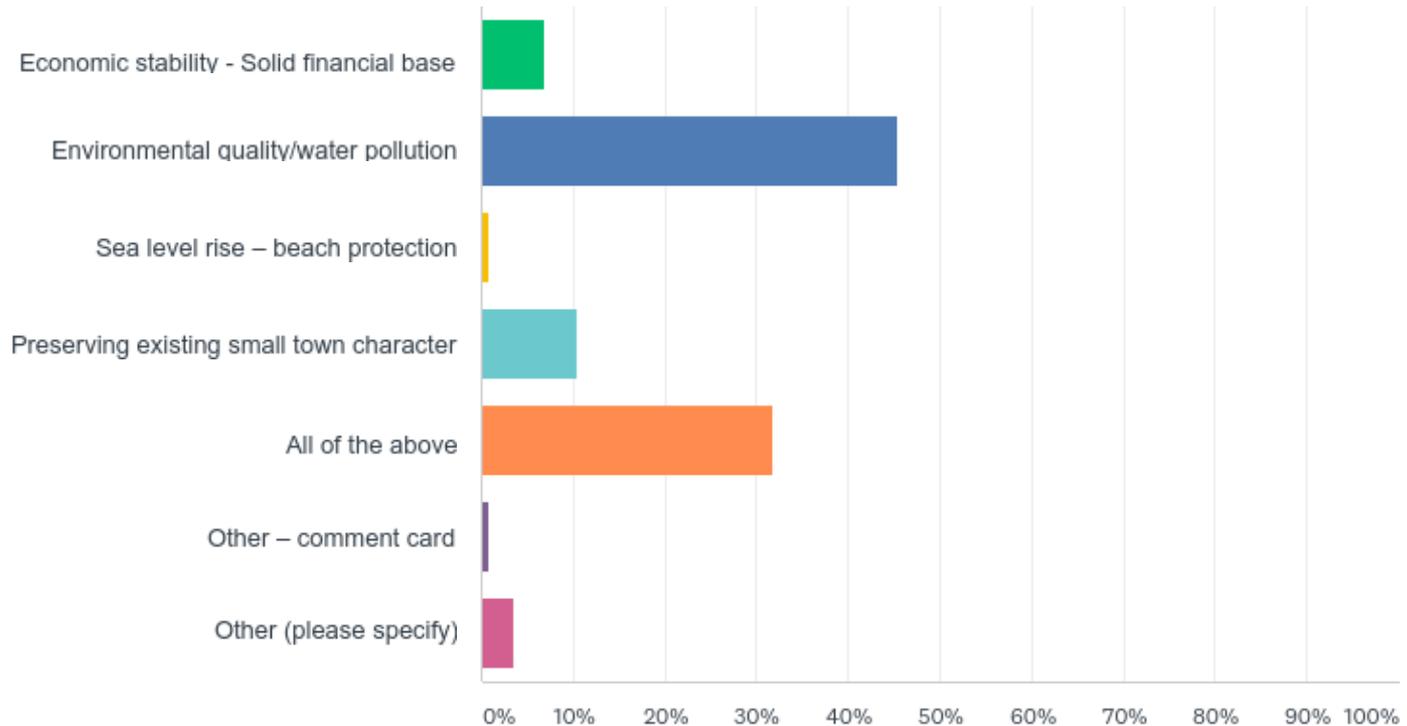
Key Survey Results Continued

- 45% of participants thought “all of the above” actions provided in the question are need to reduce GHG emissions. The second highest response was incentive programs, which accounted for nearly 32% of answers.
- Just under half of all respondents supported “incentives to use alternative transportation modes” as an effective TDM strategy for Imperial Beach. Improving pedestrian and bicycle infrastructure were the next most supported options with 34% and 32%, respectively. Improving transit service was not far behind at nearly 31%.



Q1: What is the most important challenge facing the City?

Answered: 333 Skipped: 2



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Answered: 333 Skipped: 2

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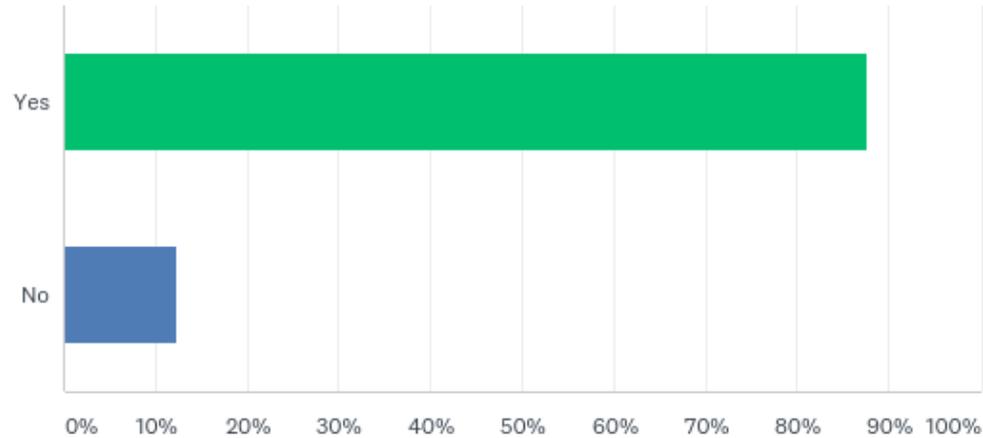
ANSWER CHOICES	RESPONSES	
Economic stability - Solid financial base	6.91%	23
Environmental quality/water pollution	45.35%	151
Sea level rise – beach protection	0.90%	3
Preserving existing small town character	10.51%	35
All of the above	31.83%	106
Other – comment card	0.90%	3
Other (please specify)	3.60%	12
TOTAL		333



Q2: Do you support expanding commercial uses, like Bikeway Village at the end of 13th Street, such as restaurants, shops, and services, along the Bayfront?

Answered: 333 Skipped: 2

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Q2: Do you support expanding commercial uses, like Bikeway Village at the end of 13th Street, such as restaurants, shops, and services, along the Bayfront?

Answered: 333 Skipped: 2

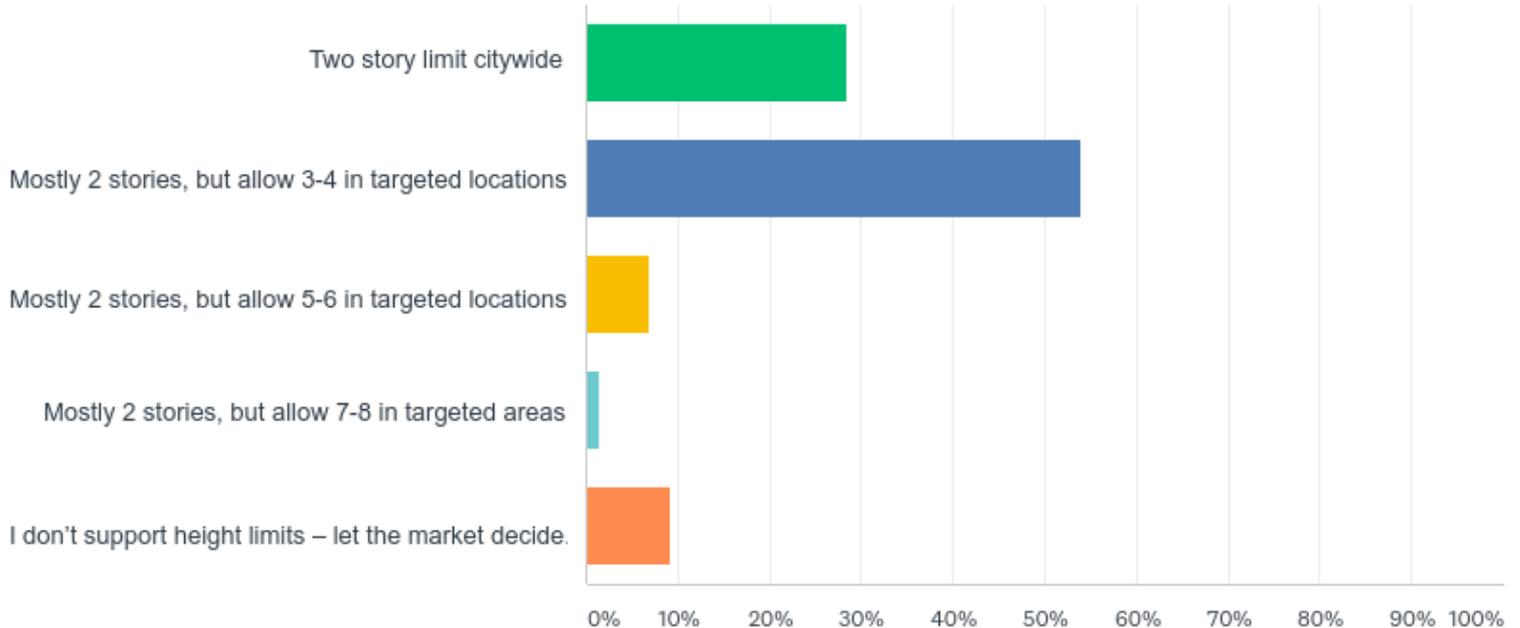
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ANSWER CHOICES	RESPONSES	
Yes	87.69%	292
No	12.31%	41
TOTAL		333



Q3: What is your opinion on height limits?

Answered: 334 Skipped: 1



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Answered: 334 Skipped: 1

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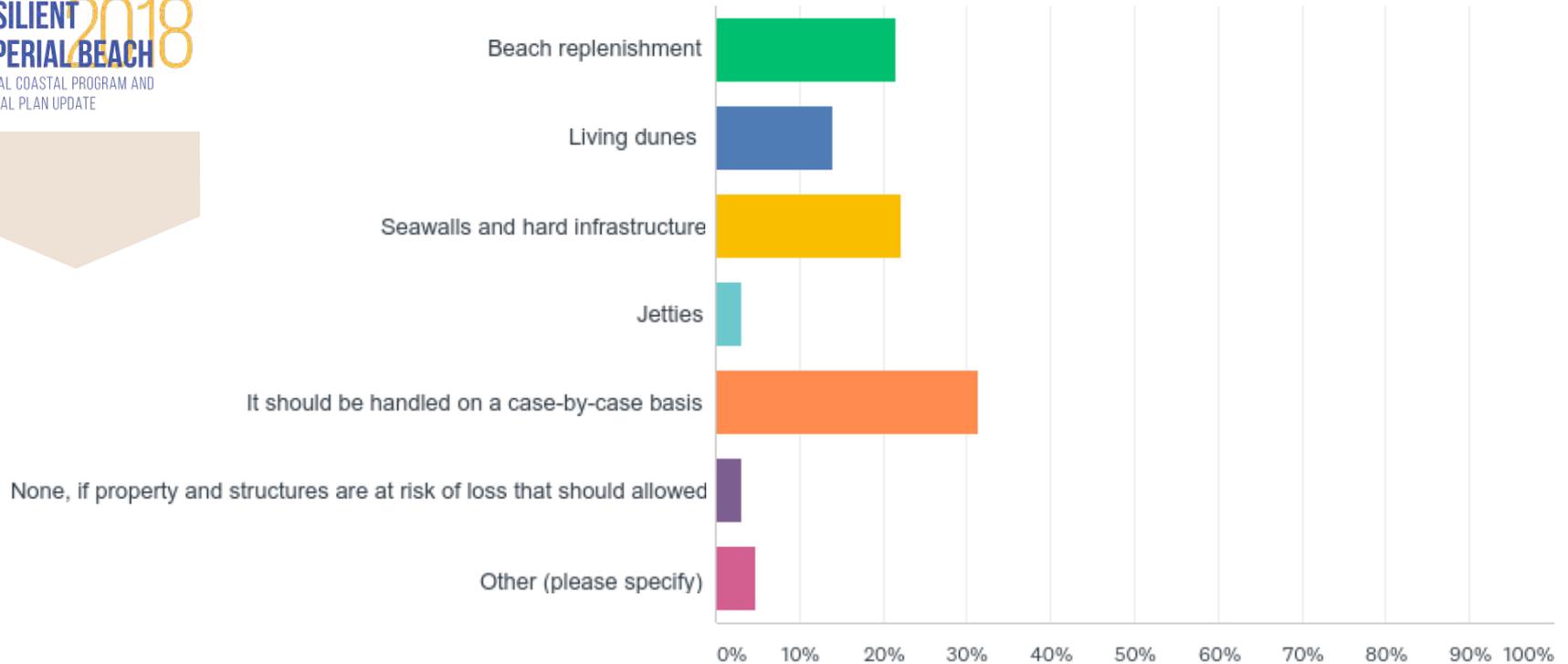
ANSWER CHOICES	RESPONSES	
Two story limit citywide	28.44%	95
Mostly 2 stories, but allow 3-4 in targeted locations (this is what is allowed today)	53.89%	180
Mostly 2 stories, but allow 5-6 in targeted locations	6.89%	23
Mostly 2 stories, but allow 7-8 in targeted areas	1.50%	5
I don't support height limits – let the market decide.	9.28%	31
TOTAL		334



Q4: What type of shoreline protection devices do you think should be prioritized to protect property and structures in Imperial Beach?

Answered: 329 Skipped: 6

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Q4: What type of shoreline protection devices do you think should be prioritized to protect property and structures in Imperial Beach?

Answered: 329 Skipped: 6

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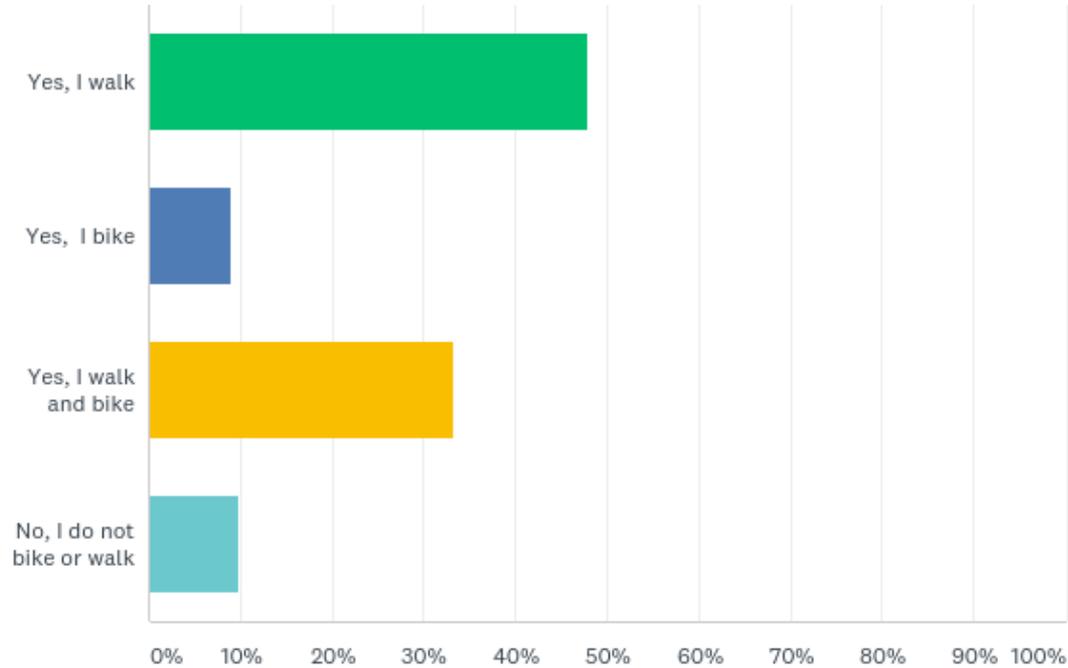
ANSWER CHOICES	RESPONSES	
Beach replenishment	21.58%	71
Living dunes	13.98%	46
Seawalls and hard infrastructure	22.19%	73
Jetties	3.04%	10
It should be handled on a case-by-case basis	31.31%	103
None, if property and structures are at risk of loss that should allowed	3.04%	10
Other (please specify)	4.86%	16
TOTAL		329



Q5: Do you walk or bike to the beach now?

Answered: 334 Skipped: 1

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Q5: Do you walk or bike to the beach now?

Answered: 334 Skipped: 1

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ANSWER CHOICES	RESPONSES	
Yes, I walk	47.90%	160
Yes, I bike	8.98%	30
Yes, I walk and bike	33.23%	111
No, I do not bike or walk	9.88%	33
TOTAL		334



Q6: If not, what would make it more appealing?

Answered: 291 Skipped: 44

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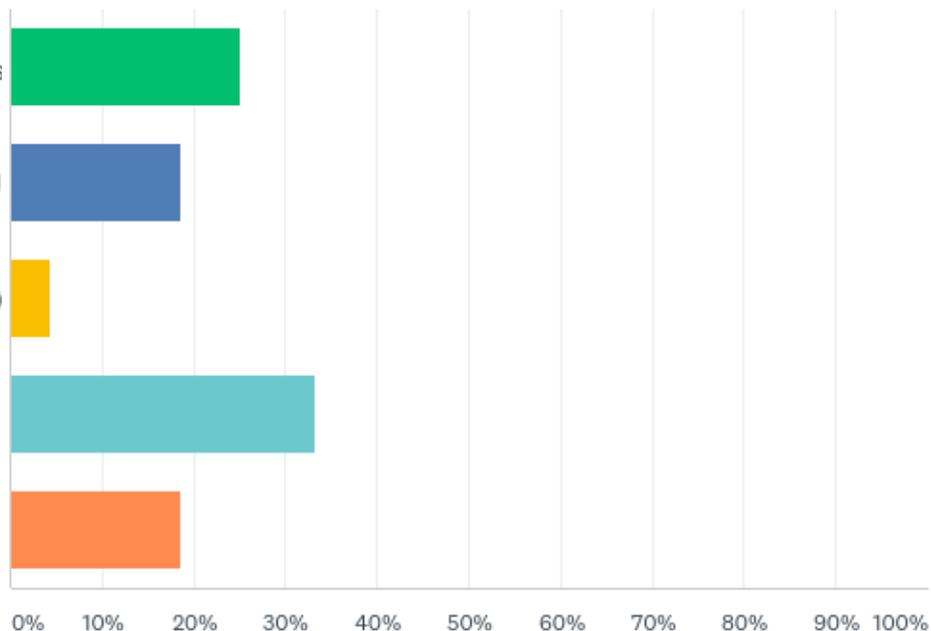
Greater separation from cars through a variety of means

Infrastructure that results in traffic calming

Better directional signage (wayfinding)

More lighting

Other





Q6: If not, what would make it more appealing?

Answered: 291 Skipped: 44

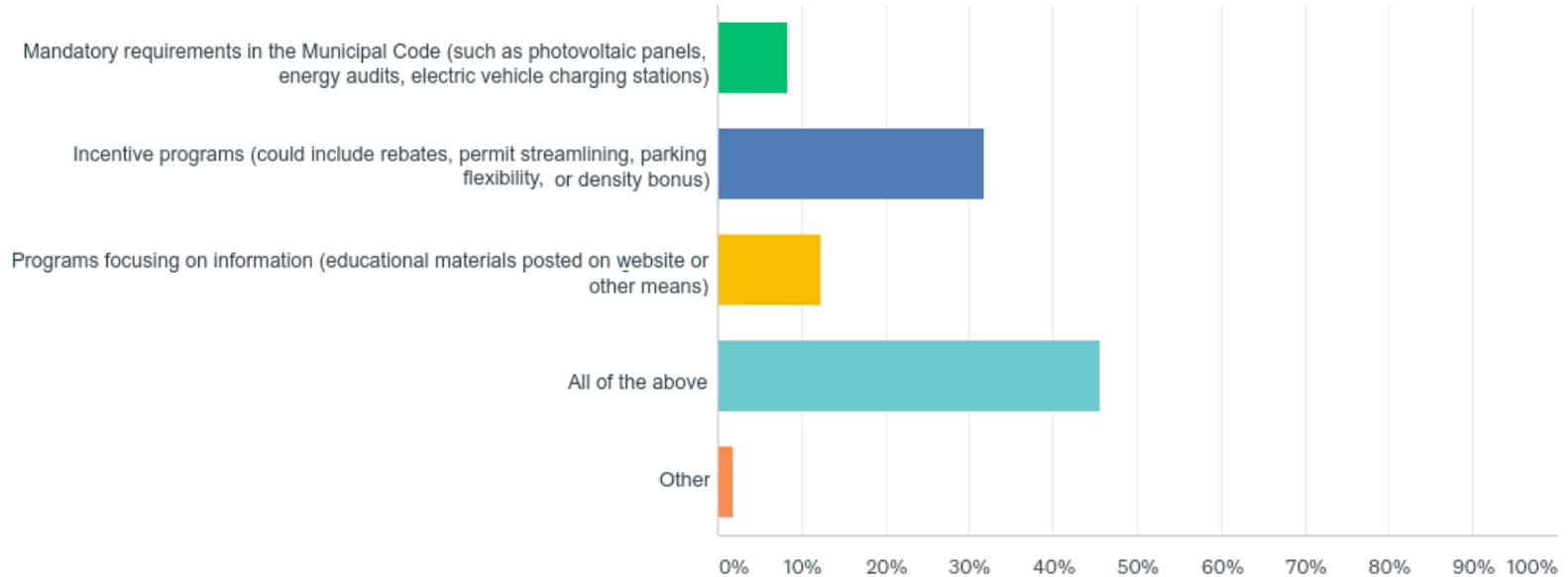
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ANSWER CHOICES	RESPONSES	
Greater separation from cars through a variety of means	25.09%	73
Infrastructure that results in traffic calming	18.56%	54
Better directional signage (wayfinding)	4.47%	13
More lighting	33.33%	97
Other	18.56%	54
TOTAL		291



Q7: What type of actions do you think are needed to reduce greenhouse gas emissions?

Answered: 314 Skipped: 21



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Q7: What type of actions do you think are needed to reduce greenhouse gas emissions?

Answered: 314 Skipped: 21

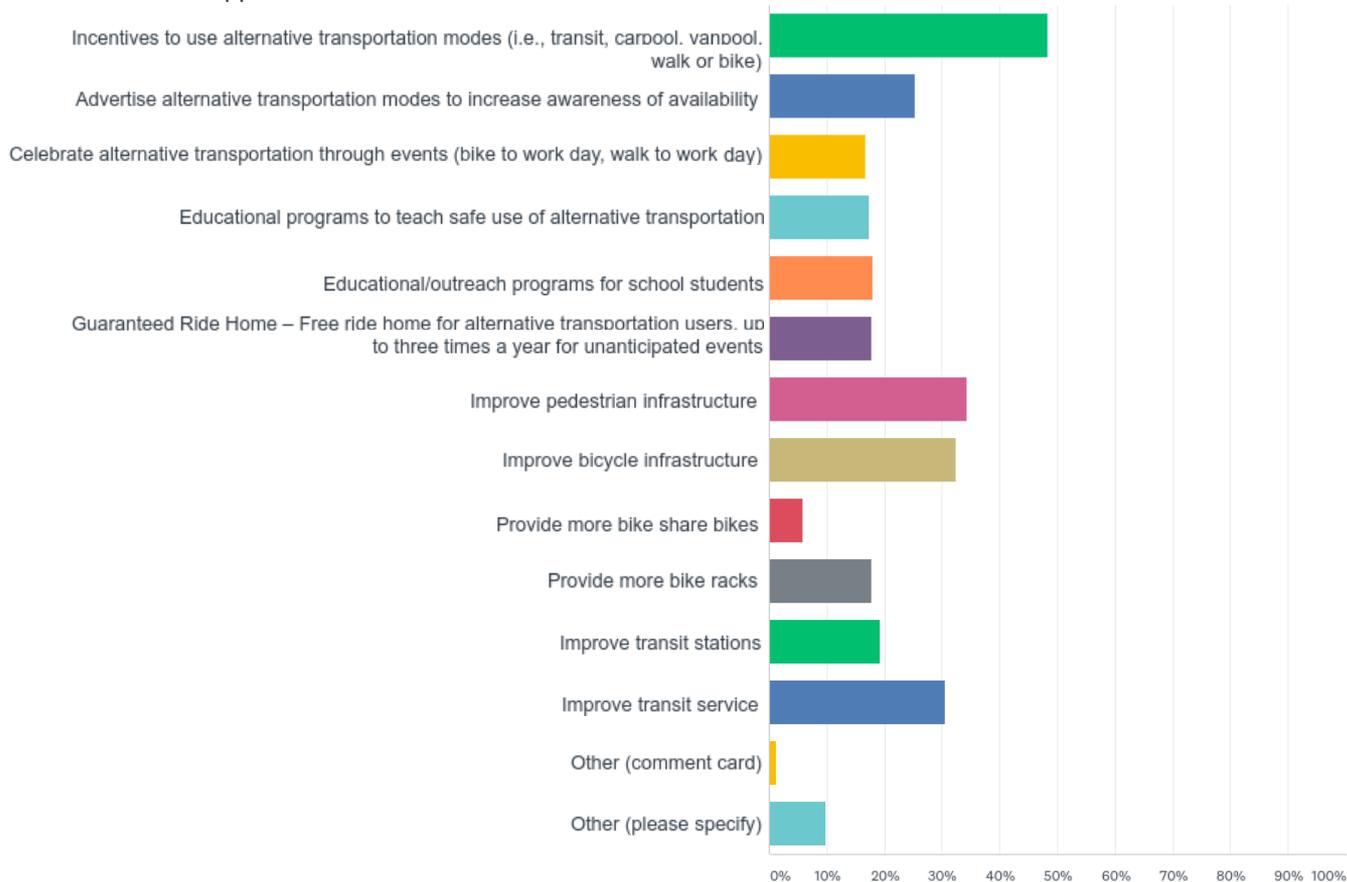
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ANSWER CHOICES	RESPONSES	
Mandatory requirements in the Municipal Code (such as photovoltaic panels, energy audits, electric vehicle charging stations)	8.28%	26
Incentive programs (could include rebates, permit streamlining, parking flexibility, or density bonus)	31.85%	100
Programs focusing on information (educational materials posted on website or other means)	12.42%	39
All of the above	45.54%	143
Other (comment card)	1.91%	6
TOTAL		314



Q8: Transportation Demand Management (TDM) refers to programs and strategies intended to manage and reduce traffic congestion and greenhouse gas emissions. Which of the following TDM strategies are you willing to support and think would be effective in Imperial Beach? Select up to 3

Answered: 327 Skipped: 8



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Q8: Transportation Demand Management (TDM) refers to programs and strategies intended to manage and reduce traffic congestion and greenhouse gas emissions. Which of the following TDM strategies are you willing to support and think would be effective in Imperial Beach? Select up to 3

Answered: 327 Skipped: 8

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ANSWER CHOICES	RESPONSES	
Incentives to use alternative transportation modes (i.e., transit, carpool, vanpool, walk or bike)	48.32%	158
Advertise alternative transportation modes to increase awareness of availability	25.38%	83
Celebrate alternative transportation through events (bike to work day, walk to work day)	16.82%	55
Educational programs to teach safe use of alternative transportation	17.43%	57
Educational/outreach programs for school students	18.04%	59
Guaranteed Ride Home – Free ride home for alternative transportation users, up to three times a year for unanticipated events	17.74%	58
Improve pedestrian infrastructure	34.25%	112
Improve bicycle infrastructure	32.42%	106
Provide more bike share bikes	5.81%	19
Provide more bike racks	17.74%	58
Improve transit stations	19.27%	63
Improve transit service	30.58%	100
Other (comment card)	1.22%	4
Other (please specify)	9.79%	32
Total Respondents: 327		