



Marina Capital Projects Survey – April/May 2021

**Survey released to Long Beach Marinas
boatowners on Tuesday, April 13**

LONG BEACH MARINAS – “Drop Anchor, You’re Home”

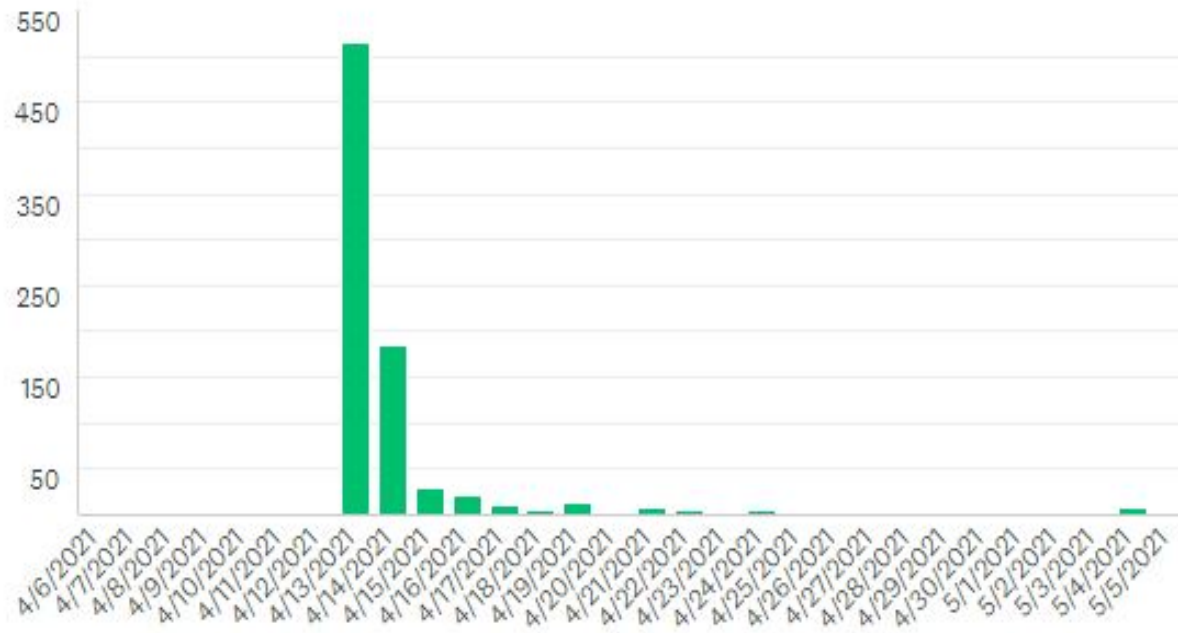
CITY OF
LONG BEACH

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Marine Bureau Outreach & Boatowner Response

Responses (by day)

First: 4/13/2021 Zoom: 4/6/2021 to 5/5/2021



The Marine Bureau utilized SurveyMonkey, an online data and analytics platform, to canvas 2,880 customers via email. Long Beach Marinas customers were emailed a link to the Marina Capital Projects Survey on Tuesday, April 13. As evidenced in this chart graphic we had tremendous initial response on April 13 and April 14.

To date the survey has been viewed and completed by 835 boatowners or 29 percent of the total group provided the survey link. 830 of the 835 individuals surveyed prioritized the Capital Project items in question one. 382 of the individuals surveyed provided additional feedback in question two.

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Survey Question One – Responses and Ranking



Survey Question One - Eight marina infrastructure and amenity improvement items were provided to be ranked. One being most vital and important to boaters and eight being least vital and important to boaters.

Road repairs and restriping of parking lots (3.03), guest dock replacement and revitalization (3.25) and redesign of trash enclosures (3.32) averaged out to be the most important projects to boaters. Boatowner restroom renovations (28.68%), complimentary marina-wide Wi-Fi (25.86%) and high level security gate entry at all gangways (21.53%) were selected as highest priority the most times by individual boatowners.

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Survey Question Two – Responses

Secure bike storage

4/15/2021 12:29 PM

Auto skimmers where trash collects in stagnant corners. I have seen these in Dana point and appear to be a good solution.

4/24/2021 4:28 PM

New Dock Cart Program - numbered for each gangway, assigned storage area on each dock, repaired when needed, possible locking system and monitored each day to make sure they are there. Storage lockers to rent, on site, other than the small dock box

4/15/2021 6:51 AM

Guest Passes you can order and print online without having to go into office.

4/20/2021 12:45 PM

Enhanced parking enforcement of boater spaces during farmers market or similar events.

4/14/2021 9:22 AM

Key card to enter trash area, free beer

4/14/2021 5:57 PM

Survey Question Two – The Long Beach Marinas wanted to give boaters an unfettered opportunity to tell us what they wanted to see in their marina community. Question two was an open forum survey space to allow for freedom of thought. Marina management was looking to engage the local understanding as well as imagination and creativity of our customers to elicit a broader spectrum of infrastructure and amenity improvement project ideas.

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5-year Capital Improvement Plan – Next Steps



5-year Capital Improvement Plan – With the implementation of this survey marina management has completed step one for initiating our capital improvement plan. The Marine Bureau will now work to create a CIP committee consisting of staff, Boatowners Association representatives and a select number of customers from each of our marina communities. We will then create a priorities policy to guide the selection of capital projects over the next five years. With a capital priority policy in place we can then development a proposed project plan and bring it back to the Marine Advisory Commission for review and comment. It is our goal to have a completed CIP plan by end of this fiscal year (September 2021) and break ground on initial project(s) in Spring or Fall of 2022.

A nighttime photograph of the Long Beach skyline. The city lights, including several tall buildings and palm trees, are reflected in the calm water in the foreground. A semi-transparent white rectangular box is overlaid on the left side of the image, containing the text "Thank you".

Thank you

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