














Malibu - Yesterday, Today & Tomorrow Community Survey



1. Profile: Check all that apply to you

		Response Percent	Response Count
Malibu resident		84.3%	226
Malibu homeowner		64.9%	174
Malibu renter		14.9%	40
Malibu is a second home for me		3.0%	8
Malibu business		27.6%	74
Malibu business tenant		4.9%	13
Malibu business property owner		5.6%	15
Malibu organization or government		11.2%	30
Malibu employee		11.9%	32
Malibu employer		6.7%	18
Malibu student		4.9%	13
Malibu visitor		3.4%	9
Other, please specify		7.8%	21
answered question			268

2. In which area of Malibu is your home or business? Check all that apply

		Response Percent	Response Count
Las Tunas		1.5%	4
Big Rock		5.6%	15
La Costa		5.2%	14
Malibu Colony		6.7%	18
Serra Retreat		5.2%	14
Civic Center/Malibu Knolls		9.3%	25
Point Dume		42.5%	114
Malibu Park/Bonsall		8.2%	22
Malibu West/Trancas		13.4%	36
On the beachfront		11.2%	30
North of PCH		6.3%	17
In the canyons/mountains		10.8%	29
Other, please specify		13.1%	35
		answered question	268

3. Places where I do most of my shopping: Drag & drop to prioritize

	1	2	3	4	5	6	7	8	9	10	11	12	Rating Average	Response Count
Malibu	55.7% (118)	28.3% (60)	9.4% (20)	4.2% (9)	0.9% (2)	0.5% (1)	0.5% (1)	0.5% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	1.72	212
Santa Monica and the West Side	23.1% (34)	36.7% (54)	19.0% (28)	14.3% (21)	5.4% (8)	1.4% (2)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	2.46	147
Beverly Hills	0.0% (0)	13.0% (6)	17.4% (8)	15.2% (7)	13.0% (6)	17.4% (8)	2.2% (1)	2.2% (1)	10.9% (5)	4.3% (2)	2.2% (1)	2.2% (1)	5.33	46
Century City	0.0% (0)	2.7% (1)	10.8% (4)	5.4% (2)	16.2% (6)	24.3% (9)	10.8% (4)	16.2% (6)	8.1% (3)	2.7% (1)	2.7% (1)	0.0% (0)	6.22	37
Los Angeles and Downtown	4.8% (2)	7.1% (3)	7.1% (3)	4.8% (2)	9.5% (4)	19.0% (8)	21.4% (9)	14.3% (6)	9.5% (4)	2.4% (1)	0.0% (0)	0.0% (0)	5.95	42
San Fernando Valley	13.5% (10)	17.6% (13)	20.3% (15)	14.9% (11)	8.1% (6)	8.1% (6)	9.5% (7)	5.4% (4)	1.4% (1)	0.0% (0)	1.4% (1)	0.0% (0)	3.95	74
Westlake/Agoura/Thousand Oaks	34.9% (67)	32.3% (62)	20.3% (39)	6.3% (12)	2.6% (5)	1.0% (2)	1.0% (2)	1.6% (3)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	2.24	192
Ventura County	13.1% (8)	6.6% (4)	19.7% (12)	16.4% (10)	8.2% (5)	6.6% (4)	4.9% (3)	9.8% (6)	13.1% (8)	1.6% (1)	0.0% (0)	0.0% (0)	4.79	61
Throughout Southern California	4.9% (2)	9.8% (4)	0.0% (0)	7.3% (3)	2.4% (1)	4.9% (2)	7.3% (3)	9.8% (4)	12.2% (5)	41.5% (17)	0.0% (0)	0.0% (0)	7.49	41
Out of State	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	6.9% (2)	0.0% (0)	3.4% (1)	3.4% (1)	3.4% (1)	20.7% (6)	62.1% (18)	0.0% (0)	10.07	29

Online	10.8% (14)	20.0% (26)	30.0% (39)	18.5% (24)	10.0% (13)	0.8% (1)	3.8% (5)	0.0% (0)	0.8% (1)	0.0% (0)	5.4% (7)	0.0% (0)	3.62	130
Other - Specify below	11.8% (4)	2.9% (1)	5.9% (2)	2.9% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	2.9% (1)	0.0% (0)	0.0% (0)	73.5% (25)	9.56	34
answered question													259	
skipped question													20	

4. My reasons for shopping outside Malibu: Drag & drop to prioritize

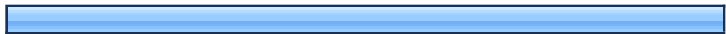




	1	2	3	4	5	6	7	8	9	10	11	12	13	Rating Average	Re
Lower prices	54.4% (98)	23.3% (42)	8.3% (15)	6.7% (12)	2.2% (4)	2.2% (4)	1.1% (2)	0.0% (0)	1.1% (2)	0.6% (1)	0.0% (0)	0.0% (0)	0.0% (0)	2.01	
Better selection	35.8% (58)	32.7% (53)	19.1% (31)	6.2% (10)	2.5% (4)	1.9% (3)	0.0% (0)	1.2% (2)	0.6% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	2.22	
Better service	1.3% (1)	36.8% (28)	30.3% (23)	7.9% (6)	3.9% (3)	5.3% (4)	3.9% (3)	1.3% (1)	2.6% (2)	2.6% (2)	0.0% (0)	2.6% (2)	1.3% (1)	3.86	
Better ambiance	2.7% (1)	8.1% (3)	2.7% (1)	35.1% (13)	2.7% (1)	5.4% (2)	5.4% (2)	8.1% (3)	2.7% (1)	8.1% (3)	10.8% (4)	0.0% (0)	8.1% (3)	6.46	
Parking	9.1% (5)	12.7% (7)	7.3% (4)	14.5% (8)	30.9% (17)	3.6% (2)	9.1% (5)	1.8% (1)	1.8% (1)	0.0% (0)	3.6% (2)	1.8% (1)	3.6% (2)	4.95	
Closer to my other activities	20.0% (15)	16.0% (12)	22.7% (17)	8.0% (6)	6.7% (5)	12.0% (9)	1.3% (1)	4.0% (3)	1.3% (1)	1.3% (1)	1.3% (1)	4.0% (3)	1.3% (1)	4.04	
Park once for multiple shopping activities	0.0% (0)	11.8% (6)	17.6% (9)	11.8% (6)	3.9% (2)	5.9% (3)	23.5% (12)	9.8% (5)	5.9% (3)	0.0% (0)	2.0% (1)	2.0% (1)	5.9% (3)	5.96	
Better quality of merchandise	5.9% (3)	5.9% (3)	9.8% (5)	5.9% (3)	9.8% (5)	5.9% (3)	7.8% (4)	23.5% (12)	7.8% (4)	11.8% (6)	2.0% (1)	2.0% (1)	2.0% (1)	6.57	
Specialized merchandise or merchants	9.7% (9)	16.1% (15)	24.7% (23)	11.8% (11)	7.5% (7)	5.4% (5)	2.2% (2)	1.1% (1)	14.0% (13)	3.2% (3)	2.2% (2)	2.2% (2)	0.0% (0)	4.65	
Products or services not available in Malibu	26.6% (54)	21.2% (43)	20.7% (42)	17.2% (35)	6.4% (13)	1.0% (2)	0.0% (0)	1.0% (2)	0.5% (1)	4.4% (9)	0.5% (1)	0.5% (1)	0.0% (0)	3.06	
Convenience of online merchants	10.6% (10)	8.5% (8)	16.0% (15)	13.8% (13)	18.1% (17)	6.4% (6)	6.4% (6)	1.1% (1)	0.0% (0)	3.2% (3)	12.8% (12)	1.1% (1)	2.1% (2)	5.26	

Selection from online merchants	0.0% (0)	6.3% (5)	10.1% (8)	17.7% (14)	12.7% (10)	19.0% (15)	6.3% (5)	3.8% (3)	1.3% (1)	0.0% (0)	5.1% (4)	15.2% (12)	2.5% (2)	6.48
Pricing from online merchants	1.3% (1)	10.3% (8)	9.0% (7)	6.4% (5)	17.9% (14)	12.8% (10)	9.0% (7)	3.8% (3)	5.1% (4)	3.8% (3)	1.3% (1)	3.8% (3)	15.4% (12)	6.79
answered question														
skipped question														

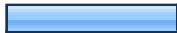



5. Products and services Malibu needs more of:

	Response Count
	187
answered question	187
skipped question	92

6. In my opinion, the quality of life in Malibu is: Select all that apply

		Response Percent	Response Count
Very good		62.5%	167
Good		35.2%	94
Poor		1.5%	4
Very poor		0.7%	2
Comments		14.6%	39
		answered question	267
		skipped question	12

7. In my opinion, the trend of life in Malibu is: Select all that apply

		Response Percent	Response Count
Improving		14.7%	39
Stable		35.1%	93
Declining		50.9%	135
Comments		31.3%	83
		answered question	265
		skipped question	14

8. The most important problems facing Malibu are: Drag & Drop to Prioritize

	1	2	3	4	5	6	7	8	9	10	11	12	13	Rating Average	Res C
Density and population growth	32.8% (41)	24.0% (30)	17.6% (22)	9.6% (12)	4.8% (6)	3.2% (4)	0.8% (1)	0.8% (1)	3.2% (4)	0.8% (1)	0.8% (1)	1.6% (2)	0.0% (0)	2.92	
Traffic and congestion	47.2% (100)	30.2% (64)	15.1% (32)	4.2% (9)	0.9% (2)	1.9% (4)	0.5% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	1.89	
Lack of adequate public transportation	4.5% (3)	19.7% (13)	18.2% (12)	9.1% (6)	15.2% (10)	1.5% (1)	3.0% (2)	6.1% (4)	9.1% (6)	3.0% (2)	6.1% (4)	4.5% (3)	0.0% (0)	5.23	
Fire prevention and services	4.7% (4)	12.9% (11)	16.5% (14)	28.2% (24)	14.1% (12)	9.4% (8)	2.4% (2)	2.4% (2)	2.4% (2)	4.7% (4)	1.2% (1)	1.2% (1)	0.0% (0)	4.51	
Public safety	6.0% (5)	15.5% (13)	15.5% (13)	15.5% (13)	16.7% (14)	8.3% (7)	9.5% (8)	4.8% (4)	6.0% (5)	1.2% (1)	1.2% (1)	0.0% (0)	0.0% (0)	4.62	
Earthquake, flooding and landslide	3.1% (2)	3.1% (2)	10.8% (7)	13.8% (9)	15.4% (10)	16.9% (11)	10.8% (7)	7.7% (5)	7.7% (5)	7.7% (5)	3.1% (2)	0.0% (0)	0.0% (0)	5.92	
Pollution of the bay and beaches	16.1% (22)	21.9% (30)	19.0% (26)	17.5% (24)	9.5% (13)	5.1% (7)	7.3% (10)	0.7% (1)	0.7% (1)	0.7% (1)	1.5% (2)	0.0% (0)	0.0% (0)	3.52	
School district	14.1% (11)	10.3% (8)	15.4% (12)	7.7% (6)	12.8% (10)	2.6% (2)	6.4% (5)	10.3% (8)	6.4% (5)	7.7% (6)	0.0% (0)	2.6% (2)	3.8% (3)	5.33	
Need for more parks, trails and recreation spaces	3.1% (2)	7.8% (5)	10.9% (7)	6.3% (4)	3.1% (2)	14.1% (9)	4.7% (3)	12.5% (8)	12.5% (8)	10.9% (7)	6.3% (4)	6.3% (4)	1.6% (1)	6.95	
Lack of amenities and services	12.0% (12)	22.0% (22)	16.0% (16)	7.0% (7)	5.0% (5)	4.0% (4)	6.0% (6)	6.0% (6)	1.0% (1)	9.0% (9)	9.0% (9)	2.0% (2)	1.0% (1)	5.06	
Over-development and commercialization	30.4% (48)	20.3% (32)	20.9% (33)	12.0% (19)	3.2% (5)	1.9% (3)	1.9% (3)	1.3% (2)	1.3% (2)	1.3% (2)	4.4% (7)	1.3% (2)	0.0% (0)	3.20	

Maintenance of public spaces and visual blight	4.2% (3)	7.0% (5)	7.0% (5)	16.9% (12)	12.7% (9)	5.6% (4)	7.0% (5)	4.2% (3)	2.8% (2)	1.4% (1)	5.6% (4)	23.9% (17)	1.4% (1)	6.94
Other - Specify below	4.8% (3)	9.7% (6)	12.9% (8)	16.1% (10)	3.2% (2)	6.5% (4)	1.6% (1)	4.8% (3)	1.6% (1)	1.6% (1)	1.6% (1)	3.2% (2)	32.3% (20)	7.39
													answered question	
													skipped question	

9. Most important opportunities for improvement of Malibu: Drag & Drop to Prioritize

	1	2	3	4	5	6	7	8	9	Rating Average	Response Count
Availability of multi-family and affordable housing	47.0% (31)	12.1% (8)	7.6% (5)	7.6% (5)	6.1% (4)	3.0% (2)	4.5% (3)	9.1% (6)	3.0% (2)	3.05	66
Public education and school district	37.5% (36)	27.1% (26)	15.6% (15)	7.3% (7)	5.2% (5)	4.2% (4)	3.1% (3)	0.0% (0)	0.0% (0)	2.41	96
Private schools - quality and availability	19.1% (9)	17.0% (8)	23.4% (11)	8.5% (4)	8.5% (4)	6.4% (3)	2.1% (1)	12.8% (6)	2.1% (1)	3.74	47
City government and fiscal management	39.8% (43)	20.4% (22)	14.8% (16)	15.7% (17)	4.6% (5)	1.9% (2)	1.9% (2)	0.0% (0)	0.9% (1)	2.44	108
Utility services	10.5% (6)	12.3% (7)	21.1% (12)	14.0% (8)	17.5% (10)	8.8% (5)	12.3% (7)	3.5% (2)	0.0% (0)	4.09	57
Environmental protection	44.6% (58)	33.1% (43)	8.5% (11)	3.8% (5)	3.1% (4)	4.6% (6)	0.8% (1)	1.5% (2)	0.0% (0)	2.12	130
Greenbelt conservation	7.7% (7)	36.3% (33)	31.9% (29)	6.6% (6)	5.5% (5)	2.2% (2)	7.7% (7)	2.2% (2)	0.0% (0)	3.14	91
Alternative power	9.4% (8)	18.8% (16)	27.1% (23)	17.6% (15)	5.9% (5)	8.2% (7)	3.5% (3)	8.2% (7)	1.2% (1)	3.79	85
Other - Specify below	22.4% (11)	18.4% (9)	6.1% (3)	14.3% (7)	0.0% (0)	4.1% (2)	4.1% (2)	2.0% (1)	28.6% (14)	4.61	49
answered question											209
skipped question											70

10. Greatest opportunities to improve Malibu overall: Drag & Drop to Prioritize

	1	2	3	4	5	6	7	8	9	10	11	12	13	Rating Average	Res C
Create more walkable small town "village" areas in Malibu	50.0% (45)	12.2% (11)	15.6% (14)	7.8% (7)	3.3% (3)	2.2% (2)	1.1% (1)	2.2% (2)	1.1% (1)	1.1% (1)	3.3% (3)	0.0% (0)	0.0% (0)	2.66	
Create more commercial areas off of PCH	0.0% (0)	22.9% (8)	11.4% (4)	22.9% (8)	5.7% (2)	0.0% (0)	2.9% (1)	2.9% (1)	2.9% (1)	0.0% (0)	0.0% (0)	17.1% (6)	11.4% (4)	6.23	
Slow PCH traffic down (calming) in specified "village" areas	37.6% (38)	23.8% (24)	9.9% (10)	11.9% (12)	9.9% (10)	2.0% (2)	1.0% (1)	1.0% (1)	0.0% (0)	1.0% (1)	2.0% (2)	0.0% (0)	0.0% (0)	2.70	
Cultivate more unique and eclectic businesses, shops and restaurants	23.5% (24)	21.6% (22)	16.7% (17)	12.7% (13)	8.8% (9)	5.9% (6)	2.9% (3)	1.0% (1)	2.9% (3)	1.0% (1)	2.0% (2)	1.0% (1)	0.0% (0)	3.45	
Encourage city-wide themes, facades and storefront improvements	7.8% (4)	13.7% (7)	15.7% (8)	9.8% (5)	19.6% (10)	5.9% (3)	11.8% (6)	2.0% (1)	5.9% (3)	2.0% (1)	2.0% (1)	3.9% (2)	0.0% (0)	4.94	
Youth - promote events and gathering places	18.4% (16)	26.4% (23)	17.2% (15)	9.2% (8)	8.0% (7)	10.3% (9)	3.4% (3)	5.7% (5)	0.0% (0)	0.0% (0)	1.1% (1)	0.0% (0)	0.0% (0)	3.45	
Health care - improve quality and increase availability	9.7% (7)	18.1% (13)	15.3% (11)	9.7% (7)	11.1% (8)	9.7% (7)	9.7% (7)	5.6% (4)	5.6% (4)	2.8% (2)	2.8% (2)	0.0% (0)	0.0% (0)	4.65	
Develop more senior facilities	0.0% (0)	7.3% (3)	4.9% (2)	14.6% (6)	12.2% (5)	2.4% (1)	12.2% (5)	17.1% (7)	14.6% (6)	9.8% (4)	2.4% (1)	2.4% (1)	0.0% (0)	6.71	
Develop more recreation facilities	13.2% (9)	11.8% (8)	14.7% (10)	14.7% (10)	11.8% (8)	10.3% (7)	4.4% (3)	4.4% (3)	7.4% (5)	4.4% (3)	1.5% (1)	1.5% (1)	0.0% (0)	4.71	
Preserve more open spaces	33.8% (44)	20.8% (27)	21.5% (28)	6.9% (9)	3.1% (4)	3.8% (5)	2.3% (3)	0.8% (1)	1.5% (2)	4.6% (6)	0.0% (0)	0.8% (1)	0.0% (0)	2.98	

Increase resident amenities	2.6% (2)	11.5% (9)	20.5% (16)	19.2% (15)	5.1% (4)	10.3% (8)	6.4% (5)	5.1% (4)	2.6% (2)	3.8% (3)	10.3% (8)	1.3% (1)	1.3% (1)	5.44
Clean water	17.8% (21)	28.0% (33)	14.4% (17)	11.0% (13)	11.0% (13)	5.9% (7)	1.7% (2)	1.7% (2)	0.8% (1)	1.7% (2)	0.8% (1)	5.1% (6)	0.0% (0)	3.72
Other - Specify below	15.4% (8)	19.2% (10)	15.4% (8)	5.8% (3)	3.8% (2)	5.8% (3)	5.8% (3)	1.9% (1)	0.0% (0)	0.0% (0)	0.0% (0)	3.8% (2)	23.1% (12)	5.79
													answered question	
													skipped question	

11. Needed improvements - Malibu in general: Your opinion of importance from 1=most to 5=least

	Very Important	Important	Neutral	Unimportant	Very Unimportant	Rating Average	Response Count
Better sidewalks and curbs	10.9% (24)	20.0% (44)	31.8% (70)	14.5% (32)	22.7% (50)	3.18	220
Landscaping in public spaces	13.0% (29)	33.2% (74)	35.0% (78)	7.2% (16)	11.7% (26)	2.71	223
Streetscaping, medians, islands, parkways, planters, trees	18.0% (40)	32.9% (73)	27.0% (60)	9.5% (21)	12.6% (28)	2.66	222
Street lights	9.3% (20)	14.4% (31)	29.6% (64)	17.1% (37)	29.6% (64)	3.44	216
Parking	15.1% (33)	20.2% (44)	39.4% (86)	13.8% (30)	11.5% (25)	2.86	218
Fine dining	7.2% (16)	14.9% (33)	36.2% (80)	20.4% (45)	21.3% (47)	3.33	221
Casual dining	24.3% (55)	33.6% (76)	25.2% (57)	7.1% (16)	9.7% (22)	2.44	226
Fast food, snack dining	3.2% (7)	9.7% (21)	24.9% (54)	19.4% (42)	42.9% (93)	3.89	217
Local amenities, salons, cleaners, mini-markets, drug stores, etc.	16.4% (36)	29.2% (64)	26.0% (57)	10.5% (23)	17.8% (39)	2.84	219
Recreation and entertainment opportunities	19.9% (43)	37.0% (80)	22.2% (48)	7.9% (17)	13.0% (28)	2.57	216
Historic preservation	39.4% (87)	36.2% (80)	15.8% (35)	3.2% (7)	5.4% (12)	1.99	221
Arts and culture	34.5% (77)	37.7% (84)	18.8% (42)	4.9% (11)	4.0% (9)	2.06	223
Maintenance of public spaces	29.1% (65)	44.4% (99)	17.9% (40)	3.6% (8)	4.9% (11)	2.11	223
Public safety and security	55.2% (123)	25.6% (57)	14.3% (32)	1.8% (4)	3.1% (7)	1.72	223
answered question							230

12. Needed improvements - "Village" areas of Malibu: Specific needs for walkable pedestrian areas Your opinion of importance from 1=most to 5=least

	Very Important	Important	Neutral	Unimportant	Very Unimportant	Rating Average	Response Count
Increased retail and shopping	7.7% (17)	16.7% (37)	27.9% (62)	15.3% (34)	32.4% (72)	3.48	222
More fine dining restaurants	5.8% (13)	13.0% (29)	30.5% (68)	21.5% (48)	29.1% (65)	3.55	223
Expanded recreation and entertainment	14.0% (31)	33.0% (73)	27.1% (60)	10.4% (23)	15.4% (34)	2.80	221
More outdoor dining	12.2% (27)	27.9% (62)	31.5% (70)	10.4% (23)	18.0% (40)	2.94	222
More parking	13.4% (29)	26.4% (57)	35.6% (77)	13.4% (29)	11.1% (24)	2.82	216
Bicycle lanes, racks, accommodations with access to all areas	24.7% (54)	28.3% (62)	22.8% (50)	8.7% (19)	15.5% (34)	2.62	219
Leasing strategies to improve tenant mix (variety of stores and services)	36.0% (77)	34.1% (73)	15.9% (34)	4.7% (10)	9.3% (20)	2.17	214
Community design regulations with coordinated themes	14.6% (31)	25.8% (55)	28.2% (60)	11.7% (25)	19.7% (42)	2.96	213
Ordinances to regulate signs: size, design, placement, colors	27.2% (59)	29.0% (63)	19.8% (43)	8.8% (19)	15.2% (33)	2.56	217
Malibu identification, wayfinding and welcome signs	9.6% (21)	28.3% (62)	27.9% (61)	13.2% (29)	21.0% (46)	3.08	219

Cultivation of medians, parkways, planters and trees	17.3% (37)	38.8% (83)	23.4% (50)	9.3% (20)	11.2% (24)	2.58	214
More benches, receptacles, ornamental features and street furniture	11.3% (25)	26.7% (59)	34.8% (77)	12.7% (28)	14.5% (32)	2.92	221
Additional security services	10.6% (23)	30.9% (67)	40.6% (88)	7.8% (17)	10.1% (22)	2.76	217
Cleanup of streets, sidewalks and public spaces	18.0% (39)	46.5% (101)	22.1% (48)	5.5% (12)	7.8% (17)	2.39	217
Information kiosks for shoppers and visitors	3.7% (8)	9.8% (21)	34.0% (73)	19.5% (42)	33.0% (71)	3.68	215
Street vendors, food trucks and stalls	3.7% (8)	9.2% (20)	26.7% (58)	18.0% (39)	42.4% (92)	3.86	217
Street surfacing, coloring and texturing	10.6% (23)	23.9% (52)	33.0% (72)	13.3% (29)	19.3% (42)	3.07	218
Diagonal parking where practical	10.4% (23)	34.4% (76)	36.2% (80)	6.8% (15)	12.2% (27)	2.76	221
Special district-wide sales	3.3% (7)	9.8% (21)	37.4% (80)	15.0% (32)	34.6% (74)	3.68	214
						answered question	229
						skipped question	50

13. Additional Ideas for Improvements - Quality of Life in Malibu: Your opinion of ideas from 1=best to 5=worst

	Great Idea	Good Idea	Neutral	Bad Idea	Very Bad Idea	Rating Average	Response Count
Bicycle lanes, racks and accommodations	31.3% (70)	29.5% (66)	21.9% (49)	6.3% (14)	11.2% (25)	2.37	224
Trails, paths and walkways	36.7% (84)	39.3% (90)	17.9% (41)	3.9% (9)	2.2% (5)	1.96	229
More Parking	17.1% (37)	29.2% (63)	39.8% (86)	6.5% (14)	7.4% (16)	2.58	216
Nature preserves, botanical gardens and arboreta	39.1% (88)	33.8% (76)	20.9% (47)	5.8% (13)	0.4% (1)	1.95	225
Neighborhood produce gardens	41.2% (91)	31.7% (70)	18.1% (40)	4.5% (10)	4.5% (10)	2.00	221
Museums and cultural centers	26.9% (59)	26.5% (58)	33.8% (74)	7.3% (16)	5.5% (12)	2.38	219
Community centers and gathering places	27.4% (58)	32.5% (69)	30.7% (65)	6.1% (13)	3.3% (7)	2.25	212
Athletic fields, basketball and tennis courts	24.7% (54)	28.8% (63)	25.6% (56)	7.8% (17)	13.2% (29)	2.56	219
Golf courses	6.3% (14)	6.3% (14)	21.7% (48)	21.3% (47)	44.3% (98)	3.91	221
Horseback riding	20.3% (45)	23.0% (51)	40.5% (90)	7.7% (17)	8.6% (19)	2.61	222
Environmental centers and facilities	16.5% (35)	34.0% (72)	33.0% (70)	9.4% (20)	7.1% (15)	2.57	212
Skateboarding, roller/ice skating and hockey	22.2% (49)	26.2% (58)	29.0% (64)	9.5% (21)	13.1% (29)	2.65	221
Fitness centers	12.4% (27)	29.5% (64)	35.5% (77)	10.1% (22)	12.4% (27)	2.81	217
Movie theaters	10.6% (23)	30.6% (66)	33.3% (72)	9.7% (21)	15.7% (34)	2.89	216

Live theatre, community theatre and dance	21.8% (47)	41.2% (89)	28.7% (62)	5.1% (11)	3.2% (7)	2.27	216
Pool, bowling, arcades and indoor sports	8.2% (18)	14.2% (31)	32.9% (72)	15.1% (33)	29.7% (65)	3.44	219
Music and jazz clubs	16.8% (36)	29.4% (63)	26.6% (57)	13.1% (28)	14.0% (30)	2.78	214
Coffee and specialty drink bars	8.6% (18)	21.5% (45)	36.8% (77)	11.5% (24)	21.5% (45)	3.16	209
Farmers' Markets and "Slow Food"	44.1% (97)	31.8% (70)	18.6% (41)	1.4% (3)	4.1% (9)	1.90	220
Artisanal retail and fairs	18.8% (40)	32.9% (70)	33.3% (71)	6.6% (14)	8.5% (18)	2.53	213
Distinctive bus shelters	8.5% (18)	19.2% (41)	39.4% (84)	16.0% (34)	16.9% (36)	3.14	213
Scout, chamber of commerce, civic and community group events	12.7% (27)	28.2% (60)	41.8% (89)	4.2% (9)	13.1% (28)	2.77	213
Outdoor public art	23.4% (51)	32.6% (71)	27.5% (60)	9.6% (21)	6.9% (15)	2.44	218
Festivals, markets and special events	26.5% (58)	35.6% (78)	24.2% (53)	5.9% (13)	7.8% (17)	2.33	219
answered question							230
skipped question							49

14. Traffic Conditions in Malibu are:Select all that apply

		Response Percent	Response Count
Very good		0.9%	2
Good		6.6%	15
Improving		1.8%	4
Stable		13.7%	31
Declining		38.9%	88
Poor		26.5%	60
Very Poor		26.5%	60
No opinion		1.8%	4
Other, please specify		16.4%	37
		answered question	226
		skipped question	53

15. Ideas to Deal with Traffic on PCH:Your opinion of ideas from 1=best to 5=worst

	Great Idea	Good Idea	Neutral	Bad Idea	Very Bad Idea	Rating Average	Response Count
Add capacity to accommodate more vehicles on PCH	5.2% (11)	14.7% (31)	17.1% (36)	29.9% (63)	33.2% (70)	3.71	211
Slow traffic down in business districts and "villages" on PCH to encourage local uses and discourage through traffic	27.0% (57)	22.3% (47)	23.7% (50)	12.3% (26)	14.7% (31)	2.65	211
Convert PCH throughout Malibu into a locally-serving pedestrian-friendly main street	15.2% (32)	17.6% (37)	25.2% (53)	17.6% (37)	24.3% (51)	3.18	210
Set signals on PCH for longer waits on connecting (feeder) streets	19.7% (41)	15.4% (32)	30.8% (64)	19.2% (40)	14.9% (31)	2.94	208
Increase stop signs and signals on PCH to discourage through traffic (Z-Traffic)	20.9% (44)	14.7% (31)	23.2% (49)	20.4% (43)	20.9% (44)	3.06	211
More frontage roads for local traffic	14.6% (30)	24.8% (51)	30.1% (62)	11.2% (23)	19.4% (40)	2.96	206
Alternate routes, inland roads, causeways, tunnels or double decks in some areas of PCH	12.9% (27)	17.1% (36)	14.3% (30)	17.1% (36)	38.6% (81)	3.51	210
Increase speeds in some areas of PCH	10.2% (22)	9.7% (21)	17.1% (37)	16.7% (36)	46.3% (100)	3.79	216
answered question							221
skipped question							58

16. Please share any specific ideas you have to relieve traffic on Pacific Coast Hwy

	Response Count
	113
answered question	113
skipped question	166

17. Vitalizing the Malibu Economy: Drag & drop to prioritize

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Bring new businesses to Malibu	46.9% (23)	8.2% (4)	8.2% (4)	8.2% (4)	6.1% (3)	2.0% (1)	6.1% (3)	2.0% (1)	2.0% (1)	2.0% (1)	0.0% (0)	0.0% (0)	6.1% (3)	0.0% (0)	0.0%
Promote business events and develop meeting facilities	14.3% (6)	23.8% (10)	7.1% (3)	9.5% (4)	11.9% (5)	9.5% (4)	7.1% (3)	4.8% (2)	2.4% (1)	0.0% (0)	2.4% (1)	4.8% (2)	0.0% (0)	0.0% (0)	0.0%
Cultivate and patronize local businesses	51.9% (69)	21.8% (29)	11.3% (15)	6.0% (8)	5.3% (7)	0.8% (1)	1.5% (2)	0.8% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.8% (1)	0.0% (0)	0.0% (0)	0.0%
Cultivate and patronize local retailers, restaurants and entertainment	21.1% (26)	38.2% (47)	20.3% (25)	8.9% (11)	4.9% (6)	4.1% (5)	0.8% (1)	0.8% (1)	0.0% (0)	0.0% (0)	0.8% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0%
Prioritize expansion of the creative industry	10.0% (6)	16.7% (10)	23.3% (14)	8.3% (5)	18.3% (11)	6.7% (4)	3.3% (2)	3.3% (2)	5.0% (3)	1.7% (1)	0.0% (0)	0.0% (0)	3.3% (2)	0.0% (0)	0.0%
Prioritize expansion of the financial industry	0.0% (0)	0.0% (0)	4.3% (1)	4.3% (1)	0.0% (0)	26.1% (6)	4.3% (1)	30.4% (7)	4.3% (1)	4.3% (1)	4.3% (1)	0.0% (0)	0.0% (0)	8.7% (2)	8.7%
Develop hotels, attractions and tourism	10.0% (3)	0.0% (0)	3.3% (1)	10.0% (3)	6.7% (2)	10.0% (3)	16.7% (5)	3.3% (1)	3.3% (1)	0.0% (0)	10.0% (3)	0.0% (0)	3.3% (1)	3.3% (1)	3.3%
Develop the workforce for local businesses	9.0% (6)	11.9% (8)	17.9% (12)	19.4% (13)	4.5% (3)	10.4% (7)	7.5% (5)	10.4% (7)	1.5% (1)	4.5% (3)	1.5% (1)	0.0% (0)	0.0% (0)	1.5% (1)	0.0%
Cultivate employment opportunities for local residents	13.0% (13)	25.0% (25)	19.0% (19)	18.0% (18)	10.0% (10)	3.0% (3)	3.0% (3)	1.0% (1)	5.0% (5)	2.0% (2)	0.0% (0)	0.0% (0)	1.0% (1)	0.0% (0)	0.0%
Promote tourism and visitor activity	7.1% (2)	7.1% (2)	3.6% (1)	10.7% (3)	7.1% (2)	0.0% (0)	0.0% (0)	0.0% (0)	7.1% (2)	21.4% (6)	3.6% (1)	3.6% (1)	7.1% (2)	3.6% (1)	10.7%
Create an economic development	6.7% (3)	10.0% (5)	0.0% (0)	3.3% (1)	10.0% (5)	0.0% (0)	6.7% (3)	0.0% (0)	13.3% (6)	10.0% (5)	16.7% (8)	10.0% (5)	6.7% (3)	3.3% (1)	3.3%









organization or agency	(2)	(3)	(0)	(1)	(3)	(0)	(2)	(0)	(4)	(3)	(5)	(3)	(2)	(1)	(1)
Increase twenty-four hour services, copies, prescriptions, coffee shops, etc.	14.0% (7)	14.0% (7)	16.0% (8)	4.0% (2)	10.0% (5)	4.0% (2)	4.0% (2)	4.0% (2)	0.0% (0)	2.0% (1)	8.0% (4)	12.0% (6)	2.0% (1)	4.0% (2)	0.0% (0)
Maximize benefits and income from visitor traffic	8.3% (4)	6.3% (3)	12.5% (6)	12.5% (6)	8.3% (4)	6.3% (3)	4.2% (2)	4.2% (2)	4.2% (2)	0.0% (0)	6.3% (3)	6.3% (3)	10.4% (5)	4.2% (2)	6.3% (3)
Create promotional campaigns to attract shoppers to Malibu	0.0% (0)	0.0% (0)	9.4% (3)	6.3% (2)	9.4% (3)	12.5% (4)	0.0% (0)	6.3% (2)	3.1% (1)	3.1% (1)	0.0% (0)	9.4% (3)	3.1% (1)	28.1% (9)	6.3% (2)
Encourage Malibu residents to shop locally	14.5% (20)	17.4% (24)	24.6% (34)	13.0% (18)	10.9% (15)	8.0% (11)	2.9% (4)	1.4% (2)	1.4% (2)	0.0% (0)	0.0% (0)	0.7% (1)	0.7% (1)	0.0% (0)	3.6% (5)
Strengthen business-related groups and organizations	1.6% (1)	8.2% (5)	6.6% (4)	27.9% (17)	8.2% (5)	6.6% (4)	9.8% (6)	4.9% (3)	0.0% (0)	6.6% (4)	1.6% (1)	0.0% (0)	1.6% (1)	1.6% (1)	3.3% (2)

18. Beach Attractions and Activities - Improvements and Programs Ideas for best investments Your opinion of ideas from 1=best to 5=worst

	Great Idea	Good Idea	Neutral	Bad Idea	Very Bad Idea	Rating Average	Response Count
Better access to public beaches	19.9% (41)	18.9% (39)	32.0% (66)	14.6% (30)	14.6% (30)	2.85	206
Parking	19.5% (40)	27.3% (56)	32.7% (67)	9.3% (19)	11.2% (23)	2.65	205
Lockers, showers and restrooms	9.9% (20)	25.1% (51)	32.0% (65)	16.3% (33)	16.7% (34)	3.05	203
Surfing, surf riding, windsurfing and bellyboarding	20.2% (41)	29.6% (60)	35.5% (72)	5.9% (12)	8.9% (18)	2.54	203
Paddle boarding and kayaking	19.7% (40)	29.6% (60)	32.0% (65)	7.4% (15)	11.3% (23)	2.61	203
Diving and snorkeling	23.1% (46)	29.1% (58)	35.2% (70)	5.5% (11)	7.0% (14)	2.44	199
Volleyball	15.8% (32)	31.2% (63)	37.6% (76)	7.4% (15)	7.9% (16)	2.60	202
Sporting competitions	13.6% (27)	25.8% (51)	33.8% (67)	9.1% (18)	17.7% (35)	2.91	198
Beach fishing	9.9% (20)	15.8% (32)	37.9% (77)	15.3% (31)	21.2% (43)	3.22	203
Pier fishing	12.3% (25)	30.0% (61)	32.0% (65)	11.3% (23)	14.3% (29)	2.85	203
Cookouts	8.2% (16)	21.6% (42)	32.0% (62)	14.4% (28)	23.7% (46)	3.24	194
Vendors and food trucks	5.0% (10)	16.3% (33)	25.7% (52)	18.8% (38)	34.2% (69)	3.61	202
Power boating	3.0% (6)	7.9% (16)	16.3% (33)	24.1% (49)	48.8% (99)	4.08	203
Sailing	19.9% (41)	31.6% (65)	33.5% (69)	6.3% (13)	8.7% (18)	2.52	206
Whale watching	29.5% (61)	34.3% (71)	25.1% (52)	2.9% (6)	8.2% (17)	2.26	207

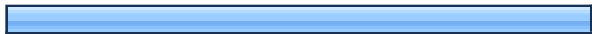

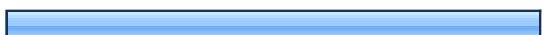




Dining	18.4% (36)	31.6% (62)	34.7% (68)	6.6% (13)	8.7% (17)	2.56	196
Arcades and Pier Attractions	6.4% (13)	17.3% (35)	25.7% (52)	12.9% (26)	37.6% (76)	3.58	202
answered question							210
skipped question							69

19. When it comes to the scale of development, what is your opinion? Select all that apply

		Response Percent	Response Count
Current business districts are about right		37.9%	78
Current business districts are already too large		39.8%	82
Current business districts are too few and too small		10.7%	22
Larger scale development would benefit Malibu		5.3%	11
Malibu should not change at all		16.0%	33
Malibu needs to rely less on the beach visitor traffic		38.3%	79
Malibu needs more recreational and entertainment facilities for visitors		11.2%	23
Malibu should become more of a destination resort area		11.7%	24

Malibu should cultivate multi-day tourism		8.3%	17
		Please Explain	57
		answered question	206
		skipped question	73

20. Pepperdine University - Do you agree that:Select all that apply

		Response Percent	Response Count
Pepperdine is an asset for Malibu		51.0%	104
Pepperdine is a good neighbor		48.5%	99
Pepperdine contributes significantly to the local economy		46.6%	95
Malibu should promote and partner with Pepperdine more		44.1%	90
Pepperdine students are beneficial to Malibu		48.0%	98
Pepperdine and the Smothers Theatre/Center for the Arts are major cultural assets		58.3%	119
How would you describe Malibu's relationship with Pepperdine?		54.4%	111
answered question			204
skipped question			75

21. Complete this statement: I think Malibu has too many:

	Response Count
	179
answered question	179
skipped question	100

22. Complete this statement: I think Malibu needs more:

	Response Count
	174
answered question	174
skipped question	105











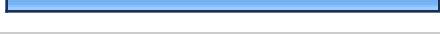

23. Complete this statement: I think "City Hall" could do a better job for Malibuites by:

	Response Count
	149
answered question	149
skipped question	130

24. Complete this statement: Malibu needs to make the following long-term improvements:

	Response Count
	160
answered question	160
skipped question	119









25. Complete this statement: I wish Malibu were more like the community of:

		Response Percent	Response Count
Santa Monica		7.1%	12
Hollywood		0.6%	1
Venice		4.7%	8
La Jolla		10.0%	17
Santa Barbara		28.8%	49
Laguna		10.0%	17
Hermosa Beach		2.9%	5
Huntington Beach		0.6%	1
Pasadena		1.8%	3
Beverly Hills		1.2%	2
Carmel		37.6%	64
Specify what qualities you value in other communities		66.5%	113
answered question			170
skipped question			109

26. Share any other ideas or feedback you may have.

	Response Count
	69
answered question	69
skipped question	210

27. Thank you for completing the survey! This is not required, but if you would like to receive copies of the results and be notified of future activities and events, please provide your contact information.

		Response Percent	Response Count
Name		82.8%	77
Company		22.6%	21
Address 1		71.0%	66
Address 2		8.6%	8
City		76.3%	71
State		76.3%	71
Zip		77.4%	72
Email Address		94.6%	88
		answered question	93
		skipped question	186

Page 1, Q1. Profile: Check all that apply to you

1		May 3, 2012 10:39 PM
2	have Malibu students living at home	May 2, 2012 5:00 PM
3	community fundraiser	May 2, 2012 7:42 AM
4	Born in Malibu. Live in Seminole Springs now	May 2, 2012 7:35 AM
5	Malibu land owner	May 1, 2012 9:56 PM
6	Live in Topanga	May 1, 2012 6:06 PM
7	Topanga Resident	May 1, 2012 5:56 PM
8	volunteer at Webster	May 1, 2012 5:47 PM
9	malibu CERT member	May 1, 2012 5:02 PM
10	My work includes being in Malibu regularly	May 1, 2012 3:38 PM
11	Lived in Malibu (not city limits) for 20+ years. Currently in Topanga.	May 1, 2012 3:37 PM
12	Malibu Architect	May 1, 2012 3:18 PM
13	Chumash elder	Apr 19, 2012 6:55 PM
14	Malibu realtor	Apr 17, 2012 2:21 PM
15	Relative of 20 year Malibu resident	Apr 11, 2012 6:42 PM
16	From Malibu; parents still live there	Mar 24, 2012 1:08 PM
17	future homeowner	Mar 17, 2012 7:27 AM
18	Malibu Artist	Mar 14, 2012 5:13 PM
19	former resident (grew up in malibu), still visit my parents there	Mar 14, 2012 1:39 PM

Page 1, Q1. Profile: Check all that apply to you

20	in county just next to city line	Mar 14, 2012 10:02 AM
21	outside city of malibu in unincorporated area	Mar 12, 2012 7:14 PM

Page 1, Q2. In which area of Malibu is your home or business? Check all that apply

1	My business services its clients where they need it, it has no set location	May 4, 2012 10:43 AM
2		May 4, 2012 7:14 AM
3	South Paradise Cove BLuff	May 2, 2012 1:48 PM
4	Paradise Cove Mobile Home Park	May 2, 2012 12:06 PM
5	Kanan/PCH	May 2, 2012 6:20 AM
6	27 miles of ocean/beach interface	May 1, 2012 9:56 PM
7	Carbon	May 1, 2012 7:02 PM
8	Topanga	May 1, 2012 6:06 PM
9	Topanga	May 1, 2012 5:56 PM
10		May 1, 2012 5:12 PM
11	Winding Way	May 1, 2012 5:07 PM
12	Seavista Dr. PCH	May 1, 2012 5:01 PM
13		May 1, 2012 3:30 PM
14	Lower Las Flores Canyon	Apr 23, 2012 5:20 PM
15	Malibu Road...25122	Apr 20, 2012 2:37 PM
16	Las Flores	Apr 20, 2012 2:07 PM
17	West Malibu - beyond Trancas adjacent inland PCH	Apr 20, 2012 11:11 AM
18	malibu rdm	Apr 20, 2012 9:30 AM
19	Cavalleri Road	Apr 19, 2012 9:24 AM

Page 1, Q2. In which area of Malibu is your home or business? Check all that apply

20	Malibu Road	Apr 18, 2012 12:42 PM
21	Latigo Canyon	Apr 17, 2012 2:21 PM
22	West Broadbeach	Apr 17, 2012 1:30 PM
23	Cross Creek	Mar 15, 2012 9:43 PM
24	Las Flores Canyon	Mar 15, 2012 12:26 PM
25	Las Flores Beach	Mar 14, 2012 7:07 PM
26	Corral Canyon	Mar 14, 2012 5:13 PM
27	Corral Canyon	Mar 14, 2012 10:02 AM
28	Business located in Las Flores Canyon	Mar 13, 2012 12:47 PM
29	Paradise Cove	Mar 12, 2012 9:56 PM
30	Malibu Riviera	Mar 12, 2012 9:45 PM
31	Encinal Bluffs	Mar 12, 2012 8:47 PM
32	Kanan	Mar 12, 2012 7:14 PM
33	Carbon Mesa Road	Mar 12, 2012 5:23 PM
34	Sunset Mesa (i.e., Malibu p.o. and school district)...Do you still care what I think? :-)	Mar 12, 2012 5:12 PM
35	Broad Beach	Mar 12, 2012 4:56 PM

Page 1, Q5. Products and services Malibu needs more of:

1	Home goods, Trader Joes, less expensive everyday restaurants like Cholada	May 8, 2012 12:23 PM
2	Less "premium" more down to earth products/pricing.	May 7, 2012 5:10 PM
3	Affordable shopping.	May 7, 2012 1:30 PM
4	Stores where you can buy a t-shirt (etc., that is just an example) for less than \$500.00.....you get the idea! I so remember the Malibu past (and not that too distant past either, the book store, clothing store, restaurants that were affordable....	May 7, 2012 11:21 AM
5	Organic, healthy food	May 7, 2012 7:39 AM
6	Less high-end, expensive merchandise that appeals to the ritzy out-of-town wealthy people... we need more merchants that stock items for everyday use, and is better suited for the middle-class economic tier.	May 4, 2012 3:08 PM
7	I shop the 99cent Store & Smart&Final but they probably don't make sense in Malibu	May 4, 2012 1:57 PM
8	as far as I am concerned we have enough of what I want in town ,the clothing stores are a waste of wetlands	May 4, 2012 7:14 AM
9	Senior housing. Low income housing.	May 3, 2012 10:39 PM
10	more restaurants really good hardware store office supplies full service spa/gym	May 3, 2012 4:36 PM
11	restaurants markets sporting goods	May 3, 2012 8:00 AM
12	People to clean up PCH after all the pigs from the valley come to the beach in the summer	May 2, 2012 9:18 PM
13	Good food, healthy food, hardware, stationary, regular places that regular people need, so we don't have to go over the hill or into town all the time. NOT ANOTHER HIGH PRICED CLOTHING STORE SO THEY CAN ADD "MALIBU" TO THE SHOPPING BAG!	May 2, 2012 5:00 PM

Page 1, Q5. Products and services Malibu needs more of:

14	Childrens shoes and clothing, high quality restaurants, sporting goods, household items ie. (like a Target but does not have to be target)	May 2, 2012 5:00 PM
15	Good chinese food better pizza NY style MRI/CT/Radiology facility community center a whole foods	May 2, 2012 4:09 PM
16	michael"s craft store/ art store/ art gallery bigger variety of restaurants(Chinese)	May 2, 2012 2:18 PM
17	A real day labor center so that our market parking lots are not fillied with loitering day workers all day long. Its uncomfortable and creates a bad environment for the newly renovated shopping centers.	May 2, 2012 1:48 PM
18	resident serving goods and services locally owned small businesses	May 2, 2012 1:18 PM
19	A well-run performing arts complex! A large truly organic grocery store, a la the Santa Monica Coop (not Whole Foods) A much better farmer's market Laundry (not a dry cleaner) Tailor A reasonably priced clothing store where one can buy regular tshirts, socks, etc.	May 2, 2012 12:33 PM
20	A small bar where friends and locals can meet for a late night drink any nihgt of the week. Nothing BIG.	May 2, 2012 10:34 AM
21	Quality of meat, produce, and organic food. Gift Stores Appliances Kitchen Ware	May 2, 2012 10:13 AM
22	Agricultural support store, childrens shoe and clothing store that is reasonably priced, kitchen store	May 2, 2012 10:11 AM
23	Reasonably priced clothing, computer and other electronics items.	May 2, 2012 9:46 AM

Page 1, Q5. Products and services Malibu needs more of:

24	Don't need more services here.	May 2, 2012 8:32 AM
25	Smaller markets like Trader Joe's, Whole Foods, etc.	May 2, 2012 7:42 AM
26	normal priced stores. I dont want a Target or Wal-Mart but w need clothing/gift/makeup etc stores, just as we have now, that are not overpriced. Such as the old Indiana Jones, Shaman, etc.	May 2, 2012 7:35 AM
27	healthy food stores with good prices	May 2, 2012 5:16 AM
28	Affordable restaurants, affordable casual bars,	May 2, 2012 2:00 AM
29	more food and less people	May 1, 2012 11:31 PM
30	Restaurants! Family restaurants and a bakery...a bar would be nice, something upscale, with good ambiance.	May 1, 2012 10:11 PM
31	whore house, head shops	May 1, 2012 10:09 PM
32	Parks and recreation for all ages. Golf hiking biking swimming running walking dance pottery etc.	May 1, 2012 9:56 PM
33	Parking, specialty shops, middle price range clothing	May 1, 2012 7:46 PM
34	None.....I shop online due to size issues but am happy with the shops in malibu	May 1, 2012 7:28 PM
35	Local Owned and operated everything. No More Corporate Chain Stores	May 1, 2012 7:08 PM
36	No more building of any sort	May 1, 2012 7:04 PM
37	Affordable, family restaurants Chinese restaurant Resident-serving businesses	May 1, 2012 7:02 PM
38	Trader Joe's!!!!!!	May 1, 2012 7:02 PM
39	Specialty grocery like Trader Joes or Gelsons.	May 1, 2012 7:01 PM
40	More reasonably priced clothing and place you can get more handy products for your house...like tools.	May 1, 2012 6:55 PM

Page 1, Q5. Products and services Malibu needs more of:

41	Kook removal and less people	May 1, 2012 6:44 PM
42	hardware and electrical appliances	May 1, 2012 6:38 PM
43	Trader Joe's!	May 1, 2012 6:37 PM
44	It would be nice to have an AT&T store. I know rather specific, but it is an item that came up just last week. I don't really go outside of Malibu for much, as I can almost exclusively find what I need or order it online. Also, it is helpful that I have several vendors outside of Malibu that will deliver to my home.	May 1, 2012 5:58 PM
45	household	May 1, 2012 5:47 PM
46	Agriculture supplies Healthy food	May 1, 2012 5:43 PM
47	great healthy restaurants	May 1, 2012 5:32 PM
48		May 1, 2012 5:24 PM
49	Parks for Children	May 1, 2012 5:21 PM
50	we have everything we need	May 1, 2012 5:12 PM
51	Unique Business's that are not COMMON in every other town.No Formula Retail Anything. Anything other than high end retail clothing.Restaurants that aren't Italian.	May 1, 2012 5:02 PM
52	things that actual homeowners who actually live here need like milk, and bread....not \$1,000 t-shirts and sunglasses	May 1, 2012 4:49 PM
53	Family Restaurant (kids after high school games, etc) Reasonably priced clothing stores General store, Whole Foods market,Trader Joe's	May 1, 2012 4:46 PM
54	trader joes whole foods	May 1, 2012 4:43 PM
55	athletic supplies	May 1, 2012 4:23 PM

Page 1, Q5. Products and services Malibu needs more of:

56	Regular clothes and shoes	May 1, 2012 4:18 PM
57	Boutique type individual shops	May 1, 2012 4:15 PM
58	Basic goods. Decent prices.	May 1, 2012 4:12 PM
59	Improved Nature Trail services (parking ,trail heads, trail maintenance and more trails and historical back ground) REMOVE the DAM IN MALIBU CANYON	May 1, 2012 4:07 PM
60	Organic Produce	May 1, 2012 4:02 PM
61	lumber yard, video rental, moderately priced clothing and shoes	May 1, 2012 3:39 PM
62	It's FINE the way it is!	May 1, 2012 3:38 PM
63	Bike Shop Casual good food restaurants	May 1, 2012 3:37 PM
64	Quality, but affordable eateries... And not ANOTHER Mexican restaurant. Natural foods market... TRADER JOES!!	May 1, 2012 3:37 PM
65	High quality yet casual mid-priced healthier restaurants. Options between fast food ala Del Taco, McDonalds (which we don't eat at) and Savory, Nobu, Plate, Taverna (All more expensive and fancier than just grabbing food after work).	May 1, 2012 3:32 PM
66	dinning	May 1, 2012 3:30 PM
67	I go to Trader Joes and Whole Foods. I like specialty stores and one of a kind unique stores. Needs an art gallery, John's Garden at Trancas development. More equestrian paths for riding along residential areas. Needs a Pinkberry yogurt. Quality businesses	May 1, 2012 3:30 PM
68	Retail shops which are not over priced.	May 1, 2012 3:28 PM
69	BETTER FOOD - RESTAURANTS are very poor quality of food for where we live. Would love to have some decent BBQ, normal food at normal prices, instead of so many dining places with high prices and the same, filet mignon, sea	May 1, 2012 3:27 PM

Page 1, Q5. Products and services Malibu needs more of:

	bass, entrees. we need more family based restaurants that serve b'fast, lunch and dinner.	
70	ever day clothes store for men	May 1, 2012 3:23 PM
71	Professional services	May 1, 2012 3:22 PM
72	Art Gallerys	May 1, 2012 3:18 PM
73	I wish Cross Creek had a range of clothing and services that appealed to everyone not just the wealthy.	May 1, 2012 3:15 PM
74	Sporting goods	May 1, 2012 3:03 PM
75	Beach services such as food, drinks, and other services and amenities like those found in the finest international beach communities like Italy and France.	May 1, 2012 1:57 PM
76	Auto parts store.	May 1, 2012 1:38 PM
77	Open space	May 1, 2012 1:37 PM
78	basic essential retail, not over priced lame designer clothing stores	May 1, 2012 1:03 PM
79	localized stores/services provided by locals, lumber yard/hardware, restaurants other than "italian"	May 1, 2012 12:12 PM
80	specialty grocery, butcher, cheese shop, sporting goods, entertainment	May 1, 2012 9:37 AM
81	convenience stores, affordable prices	Apr 24, 2012 7:09 PM
82	Vegetarian/Vegan Restaurants; public sports facility; bike/walking lanes everywhere;	Apr 23, 2012 5:20 PM
83	an everything gift shop..like in topanga sports everything shop like Bentons in the Palisades. All the shops in the Palisades.	Apr 20, 2012 11:41 PM
84	Lumber Yard FedEx Store Men's Clothing	Apr 20, 2012 4:09 PM

Page 1, Q5. Products and services Malibu needs more of:

85	Open space, beach access, emergency medical, equestrian/feed store, used books, ordinary clothing that doesn't cost \$\$\$	Apr 20, 2012 3:49 PM
86	basics at reasonable prices	Apr 20, 2012 3:31 PM
87	non chain store lunch/coffee shop, good bike shop, whole foods, trader joes,	Apr 20, 2012 2:56 PM
88	Household goods....Hardware..	Apr 20, 2012 2:37 PM
89	While Malibu has a wealth of services and skilled residents; certain barriers keep us polarized and discourage collaboration. If the City could offer its growing slate of properties to the community in a more accessible fashion, many services will reveal themselves in the arts sector, and all that it informs.	Apr 20, 2012 2:17 PM
90	less expensive clothing stores supermarkets	Apr 20, 2012 2:10 PM
91	Casual "Comfort Food" restaurants *Not chains* Reasonably priced clothing, home furnishings, and bring back Ben & Jerry's	Apr 20, 2012 2:07 PM
92	a city council and planning department that serves the people and not tourists or special interests Indian restaurant!	Apr 20, 2012 2:03 PM
93	Trader Joe's In and Out Burger Chinese Restaurant	Apr 20, 2012 1:13 PM
94	Less Rodeo drive, more small town feeling.	Apr 20, 2012 12:40 PM
95	NO MORE CLOTHING SHOPS!!!!!! NO MORE RODEO DRIVE-IZATION!!! NO MORE OVERDEVELOPMENT. An Arts Gallery like the co-op in Topanga that sells Truly hand-made and LOCAL resident-made items, such as ceramics, etc., in order to support buying local and supporting locals (LIKE TOPS) A BOUTIQUE NURSERY, LIKE SPERLING, THAT ISN'T OWNED BY COSENTINO'S (THEY'RE NICE, BUT VARIETY IS GOOD.) A TRUE MEDICAL CENTER OPEN 24 HOURS A TRUE FARMER'S MARKET (OURS IS ALREADY MORPHING INTO THE CRAFTS MARKET IT USED TO BE) PULLING WEEDS IN LEGACY PARK AND MAINTAINING IT SUPPORT FOR MALIBU AGRICULTURAL SOCIETY AND MALIBU GARDEN CLUB AND OTHER LOCAL AND	Apr 20, 2012 12:24 PM

Page 1, Q5. Products and services Malibu needs more of:

ENVIRONMENTALLY PROGRESSIVE ORGANIZATIONS		
96	construction materials, athletic supplies	Apr 20, 2012 12:01 PM
97	Banks Movie theaters	Apr 20, 2012 12:00 PM
98	hardware No more high end anything - particularly clothing	Apr 20, 2012 11:11 AM
99	Larger store such as Target, where you can buy all types of products.	Apr 20, 2012 10:39 AM
100	Bookstores, Family Restaurants, General Merchandise, Affordable clothing, Outdoor activity and sports supplies	Apr 20, 2012 10:37 AM
101	shoe store, unique stores, auto parts, hardware store	Apr 20, 2012 10:25 AM
102	medical specialties and pharmacies; night and weekend local availability of medical services and pharmacies.	Apr 20, 2012 9:30 AM
103	resident serving businesses of all sorts, no more chains, a Chamber of Commerce that truly represents small and independent businesses, a city staff that listens to and represents residents not commercial interests	Apr 20, 2012 8:50 AM
104	Don't need anymore products and services - and if there has to be more then more resident serving products and services. PCH traffic, water and sewage constraints should limit future development to keep Malibu Malibu.	Apr 20, 2012 7:54 AM
105	independent unique special merchandise. The type, you don't see everywhere else, the type that would make you come to Malibu to shop and see the beautiful surroundings.	Apr 20, 2012 7:48 AM
106	- products that are NOT tested on animals! - vegetarian restaurants - handmade and unique items by locals (or nearby neighbors) - emphasis on enjoying the NATURAL benefits of Malibu	Apr 20, 2012 12:20 AM
107	Trancas Hardware store, Trancas Grocery Store, Trancas Restaurants	Apr 20, 2012 12:20 AM
108	"Normal" everyday clothing;office supplies; Bay City Beauty Supply store; a Trader Joe's market; a pancake or breakfast place like we used to have; more restaurant diversity - need a real steak house; there's too many Italian, but no Chinese anymore, no variety anymore; more unique shops like Pinnacle	Apr 19, 2012 11:24 PM
109	none, Malibu has plenty of what we don't need, except a GOOD Coffee Shop, a place like the old Deane's where you	Apr 19, 2012 8:48 PM

Page 1, Q5. Products and services Malibu needs more of:

	could buy undies, etc.too many high end stores...not concerning local malibu residents...but not chain stores either!!!	
110	Automobile repair	Apr 19, 2012 8:31 PM
111	We need more of the very unique shops that we used to have. We need to restore the casual, easygoing, affordable, unique, creative shops that we used to have in Malibu. There are too many expensive shops and too many expensive restaurants. Please leave Beverly Hills where it is and provide the products and services that the year round permanent residents of Malibu need and deserve.	Apr 19, 2012 8:06 PM
112	Natural/organic food	Apr 19, 2012 7:58 PM
113	Chumash representative for the city and protection of Chumash cultural resources	Apr 19, 2012 6:55 PM
114	Reasonably priced clothing, general store, and household needs.	Apr 19, 2012 6:52 PM
115	whole foods, good markets	Apr 19, 2012 4:40 PM
116	affordable clothing, furniture and other goods.	Apr 19, 2012 3:46 PM
117	Pets, restaurants, family oriented,	Apr 19, 2012 3:38 PM
118	local business, dry cleaners, shoe repair, hardware, lumber	Apr 19, 2012 3:35 PM
119	Resident serving – more and cheaper home repair (hardware, lumber, plumbing supplies, etc.); dry cleaning; laundromat; cheap, unpretentious restaurants; Trader Joes.	Apr 19, 2012 2:57 PM
120	Restaurants that don't charge an arm an leg	Apr 19, 2012 2:48 PM
121	no chains!!! We don't need Cholos.	Apr 19, 2012 2:30 PM
122	better market and hardware store in the west end. city owned swimming pool	Apr 19, 2012 2:22 PM
123	Locally owned business. More affordable choices for clothing. Coffee Shop	Apr 19, 2012 2:07 PM

Page 1, Q5. Products and services Malibu needs more of:

124	Affordable stores for residents	Apr 19, 2012 1:30 PM
125	It needs less luxury..simpler local merchants that are long gone!	Apr 19, 2012 12:48 PM
126	deli., Chinese restaurant	Apr 19, 2012 12:09 PM
127	Resident serving goods and services	Apr 19, 2012 11:56 AM
128	athletic supplies	Apr 19, 2012 10:58 AM
129	Beyond grocery stores and Italian restaurants, everything else.	Apr 19, 2012 8:43 AM
130	LOCAL COMMUNITY SERVING BUSINESSES!!!	Apr 19, 2012 8:39 AM
131	A return to rent affordable mom and pop stores	Apr 19, 2012 8:31 AM
132	<ol style="list-style-type: none">1. Hospital for residents with minor surgeries, baby deliveries, treatment and primary care.2. A physical therapy Rehab for residents before they are able to go home.3. Office and computer supply like Staples or Best Buy.4. An artists co-op with very low rent accessible by foot traffic.5. A regular van or bus for residents.	Apr 19, 2012 7:01 AM
133	Lower prices for everything, not necessarily more products or services!	Apr 18, 2012 5:49 PM
134	Better market, such as Whole Foods, Gelsons, or Trader Joe's.	Apr 18, 2012 12:42 PM
135	Home furnishings for new renters, new residents (lamps, end tables, countertop kitchen appliances, linens)	Apr 18, 2012 12:20 PM
136	A Whole Foods Market. The current organic option in Malibu is so overpriced that it is robbery and forces me to shop elsewhere.	Apr 18, 2012 11:59 AM
137	Services for residents such as car wash, Whole Foods Market, office space in Civic Center so more residents don't have	Apr 18, 2012 10:03 AM

Page 1, Q5. Products and services Malibu needs more of:

	to drive out of Malibu to work.	
138	Less high end stores. We can't afford \$100 t-shirts.	Apr 18, 2012 6:22 AM
139	Unique charming one of a kind shops	Apr 17, 2012 9:19 PM
140	Whole Foods store Variety of lower priced family and ethnic restaurants	Apr 17, 2012 5:48 PM
141	Less chainstores! More unique shops. More options for families and residents. More local stores.	Apr 17, 2012 4:50 PM
142	athletic supplies	Apr 17, 2012 4:45 PM
143	Small business, and good restaurants, and movies	Apr 17, 2012 4:44 PM
144	Whole foods market	Apr 17, 2012 4:23 PM
145	Everyday casual wear. Shoes.housewares. kids clothes Family dining not fast food Better ice cream	Apr 17, 2012 4:20 PM
146	Inexpensive restaurants, A major Hotel below Pepperdine to support local business. More commerical developement as we have so very little zoned commerical property so rents can soften and more service business will open and serve us locals.	Apr 17, 2012 3:51 PM
147	Unique, custom designs, specialty.	Apr 17, 2012 3:45 PM
148	More "kid-friendly," family-oriented shops and services; fewer high end luxury clothing stores. A real public pool would be nice. Maybe at Bluffs Park.	Apr 17, 2012 3:34 PM
149	Active recreation (Bowling etc)	Apr 17, 2012 3:23 PM
150	Better food; better selection of real clothes;computer equipment;auto supplies	Apr 17, 2012 3:22 PM

Page 1, Q5. Products and services Malibu needs more of:

151	restaurants	Apr 17, 2012 2:21 PM
152	Whole Foods = Trader Joes - Better Prices!	Apr 17, 2012 1:43 PM
153	affordable clothing	Apr 17, 2012 1:30 PM
154	Peace, quiet, freedom from development	Apr 17, 2012 1:30 PM
155	I'm a nerd. Not a lot of nerd stuff in Malibu.	Mar 24, 2012 1:08 PM
156	Every day fairly priced merchandise. Cannot even buy vacuum bags here!	Mar 20, 2012 6:25 PM
157	hangout sports..since pavilions is the only one	Mar 17, 2012 9:46 AM
158	Hardware store	Mar 17, 2012 7:27 AM
159	Clothing stores that aren't extremely over prices. More locally owned businesses. Some sort of nightlife that isn't for mature adults (Sunset restaurant/ Habana) or the opposite extreme of the malibu inn which attracts a casual college crowd. A better market is needed, like a whole foods or trader joes. Restaurants that aren't super over priced/ over touristy/ or overly formal.	Mar 15, 2012 9:43 PM
160	All Malibu has now is high priced jeans stores, but for regular people the everyday goods and services are lacking. Thank goodness for the new Malibu Hardware store. That has been a godsend!	Mar 15, 2012 12:26 PM
161	Coastal Lifestyle Products More customer service Competitive pricing	Mar 14, 2012 5:13 PM
162	a Trader Joes	Mar 14, 2012 4:50 PM
163	Food choices, i.e. restaurants - affordable	Mar 14, 2012 1:46 PM
164	Trader Joes Reasonable gas station Car wash less than \$30	Mar 14, 2012 12:26 PM

Page 1, Q5. Products and services Malibu needs more of:

165	Organic Local Produce, Spa/Nails,	Mar 14, 2012 12:01 PM
166	Everything that is community serving and less of high-end and tourist oriented stores	Mar 14, 2012 10:02 AM
167	Restaurants	Mar 13, 2012 6:18 AM
168	market at trancas	Mar 12, 2012 10:39 PM
169	None	Mar 12, 2012 10:07 PM
170	IN N OUT BURGER / TITOS TACOS / BAY CITY BAKERY & DELI / GELSONS / SPROUTS/ TRADER JOES / WESTERN BAGEL / A FUN BAR / SOMEWHERE TO HEAR MUSIC / DANCE FLOOR/	Mar 12, 2012 9:56 PM
171	less of everything... not more	Mar 12, 2012 9:45 PM
172	Electronics, Sporting Goods, Children's clothing / shoes.	Mar 12, 2012 9:43 PM
173	Resident serving	Mar 12, 2012 9:22 PM
174	Trader joes, healthy family restaurant near point Dume that serves breakfast	Mar 12, 2012 9:03 PM
175	family friendly restaurants healthy groceries that are affordable Trader Joes, etc.	Mar 12, 2012 7:14 PM
176	Trader Joes	Mar 12, 2012 7:13 PM
177	hardware, bookstore,	Mar 12, 2012 6:32 PM
178	Hardware, Office Supply	Mar 12, 2012 6:17 PM
179	Better grocery store,	Mar 12, 2012 5:50 PM
180	Local owned businesses	Mar 12, 2012 5:37 PM
181	A Trader Joe's, Bristol Farms, Whole Foods or similar high-quality food store. I do shop at Costco and Bed, Bath & Beyond quite a bit, but they're too big for Malibu. I NEVER go into the clothing boutiques!	Mar 12, 2012 5:12 PM

Page 1, Q5. Products and services Malibu needs more of:

182	everything	Mar 12, 2012 5:12 PM
183	Better grocery stores like Whole Foods, for example.	Mar 12, 2012 4:56 PM
184	office products, appliance repair, Chinese food	Mar 12, 2012 4:51 PM
185	Retail clothes for MEN	Mar 12, 2012 4:48 PM
186	I would like to see a bike path going through malibu and a safer way for bicycles to ride on PCH. I would like to see if it is possible to increase the speed of traffic on certain sections of PCH.	Mar 11, 2012 9:26 PM
187	car washes, men's haircuts <\$50, arts and craft stores, informal public gathering places, AT&T and Sprint stores	Mar 9, 2012 3:09 PM

Page 1, Q6. In my opinion, the quality of life in Malibu is: Select all that apply

1	Aside from the growing traffic issues and overcrowded roads.	May 7, 2012 1:30 PM
2	...so far	May 7, 2012 11:21 AM
3	Sliding down very fast, too much bad to celebrate the good that is left with any rating	May 4, 2012 9:50 AM
4	Great place to live very tight knit community	May 2, 2012 4:09 PM
5	love the ocean and nature / too much traffic	May 2, 2012 2:18 PM
6	too many chain, high end stores. too much residential and commercial development planned	May 1, 2012 5:12 PM
7	It's the Best Little City in America	May 1, 2012 5:02 PM
8	Horrible traffic, no parking, Malibu is no longer a village and is far too congested and becoming overbuilt. Too many vacant buildings caused by high rents from landlords who do not care about Malibu residents and their lifestyle.	May 1, 2012 4:39 PM
9	too much building happening in Malibu	May 1, 2012 3:38 PM
10	There is a good balance between nature and having access to good services that make life easy right now. Development should be monitored and controlled but I don't think it is too far gone. When Trancas is done and Whole Foods is in, I think it will be just about right.	May 1, 2012 3:32 PM
11	highway traffic and accidents are the worst part	May 1, 2012 3:30 PM
12	Why was "very good" the best option? What about "Excellent" or "Great"	May 1, 2012 1:57 PM
13	About to get lame	May 1, 2012 1:37 PM
14	currently fair	May 1, 2012 12:12 PM
15	if PCH was safer and more people friendly life would be much saner.	Apr 23, 2012 5:20 PM
16	needs more services	Apr 20, 2012 2:10 PM
17	too much development and noise	Apr 20, 2012 2:03 PM
18	IF WE RESTORE OUR VIEWS AND MAINTAIN A RURAL CHARACTER, TACKLING TRAFFIC/POLLUTION	Apr 20, 2012 12:24 PM

Page 1, Q6. In my opinion, the quality of life in Malibu is: Select all that apply

	PROBLEMS WE'VE ALREADY CREATED, MALIBU WILL BE PERFECT.	
19	prefer very low growth	Apr 20, 2012 11:11 AM
20	Way too much traffic congestion and limited parking on weekends	Apr 20, 2012 10:37 AM
21	revoke RWQB permits for effluent dumping ; implement Malibu Esplanade plan at Surfrider Beach	Apr 20, 2012 9:30 AM
22	PCH is not safe, terrible terrible traffic, no sewers, no more development	Apr 20, 2012 8:50 AM
23	sure, one can always find fault with things - but we are very lucky to be surrounded by such beauty and nature! This is indeed QUALITY of life! The politics and development - well that's not quality - that's just life! ha ha! Malibu needs 10 years of NO new development - and needs to "catch up with itself"!	Apr 20, 2012 12:20 AM
24	New people uncaring or ignorant of fragile ecosystem of Malibu, are destroying our wildlife with RAT POISON and GLUE TRAPS. New people do NOT respect Malibu General Plan policies allowing only PASSIVE recreation; they DEMAND active recreation and the hell with what anyone else wants or what the environment will sustain.	Apr 19, 2012 11:24 PM
25	Except for the tourists, Malibu is a wonderful place to live and work. We moved here for the views, the clean air, to be near the water, and to enjoy all that the open land offers, both visually and physically.	Apr 19, 2012 8:06 PM
26	Trails and open spaces disappearing, sea polluted.	Apr 19, 2012 6:52 PM
27	too expensive , for gas and food	Apr 19, 2012 4:40 PM
28	Less neighborly than it used to be.	Apr 19, 2012 2:57 PM
29	Poorly managed traffic, highway safety enforcement	Apr 19, 2012 8:43 AM
30	I miss the old, more laid back days that are no longer attainable	Apr 19, 2012 8:31 AM
31	this question is subjective	Apr 19, 2012 7:01 AM
32	low crime keeps people friendly	Apr 18, 2012 12:20 PM
33	I have lived here 33 years....I love the sense of nature	Apr 17, 2012 2:21 PM
34	Less development. Keep our rural nature intact.	Apr 17, 2012 1:32 PM

Page 1, Q6. In my opinion, the quality of life in Malibu is: Select all that apply

35	Your survey would not allow me to specify in several sections where it said "Other - Specify Below." So may I say that as a long time resident one of the sad parts of Malibu is the lack of access to beaches in the Las Flores Area and other areas. Those of us who live here would love to be able to find better access to the beaches and not have to drive 178 miles to Zuma where you can't find a parking space to save your life. Your survey also said that there were 26 questions, but mine only had 8.	Mar 15, 2012 12:26 PM
36	Actually, amazingly wonderful	Mar 14, 2012 5:13 PM
37	no changes	Mar 12, 2012 9:45 PM
38	it's be nicer if neighbors were more neighborly.	Mar 12, 2012 4:56 PM
39	too many tourists	Mar 12, 2012 4:51 PM

Page 1, Q7. In my opinion, the trend of life in Malibu is: Select all that apply

1	Overcrowded roads. Dangerous conditions if an emergency occurred.	May 7, 2012 1:30 PM
2	Kinda feels like people want to live here to have a Malibu address and not to embrace the naturalness and rural feel of our "city".	May 7, 2012 11:21 AM
3	Getting exploited and too many tourists coming in to shop	May 7, 2012 7:39 AM
4	The big-city culture is invading our town... road rage in the Ralphs parking area??	May 4, 2012 3:08 PM
5		May 4, 2012 1:57 PM
6	Young and going through growing pains	May 3, 2012 10:39 PM
7	Too many new People trying to change the complexion of a great place. I've owned my spot for almost 12 years. I am NOT a local, and I respect those who are (lifelong residents)	May 2, 2012 9:18 PM
8	THERE'S LOTS OF MONEY COMING INTO TOWN, BUT NOT MUCH SENSE.	May 2, 2012 5:00 PM
9	Seems like more people care and are getting more involved	May 2, 2012 4:09 PM
10	to many stores that the locals do not use or support. We need to not have such fancy stores that the locals do not use or can afford	May 2, 2012 2:18 PM
11	Do not let Whole Foods build... Do not let this stupid hotel idea on the lot next to Pepperdine and Bluffs Part even be considered for development! We dont need anymore shopping centers. Malibu is a small organic beach community and needs to stay that way. The New Lumber Yard has contributed anything good for Malibu.	May 2, 2012 10:34 AM
12	New parks, library, city hall, recreation activities.	May 2, 2012 10:13 AM
13	Fluoride in our water, glyphosate on our roadsides and chemicals streamed above	May 2, 2012 10:11 AM
14	Too many super-rich people here, but that is a mixed blessing. Bad for the rustic quality of life that we used to enjoy, good for helping out with causes and property values.	May 2, 2012 9:46 AM
15	getting too crowded with tourists	May 2, 2012 8:32 AM
16	too many greedy people wanting to build or charge high prices	May 2, 2012 8:03 AM

Page 1, Q7. In my opinion, the trend of life in Malibu is: Select all that apply

17	parking is getting harder and harder to come by, traffic is worse than ever!	May 1, 2012 7:46 PM
18	Typical problem of a once small place having growing pains-happens everywhere but hurts my heart	May 1, 2012 7:28 PM
19	too many people	May 1, 2012 6:44 PM
20	too much development ruining the beauty. can't even see the ocean while driving. dark skies are lit up. ridgelines are encroached.	May 1, 2012 5:12 PM
21	The out of town retail stores degrade the unique ambience of Malibu	May 1, 2012 5:02 PM
22	Don't like the new upscale overpriced malibu	May 1, 2012 4:46 PM
23	See above plus THIS IS NOT RODEO DRIVE.	May 1, 2012 4:39 PM
24	With every new development and every new chain store the quality of life in beautiful malibu declinesquality of life in beautiful	May 1, 2012 4:15 PM
25	TOO MANY UPSCALE NATIONAL RETAILERS	May 1, 2012 4:10 PM
26	too many outsiders/traffic	May 1, 2012 3:34 PM
27	Tourist traffic on PCH is an issue for a town that uses that road as its only artery. Getting hard to get around to use Malibu services when tourists are holding up traffic by driving 35 mph in the left lane while having no idea where they are going... gets frustrating for residents.	May 1, 2012 3:32 PM
28	Thrilled about the Trancas development.	May 1, 2012 3:30 PM
29	The most important problems question below says to specify "below" but no place to type. so will add here - we need a sewage plant even tho people resist it. we let sewage get into our oceans due to septic and the idea that by not having a sewage plant, people won't move here.	May 1, 2012 3:27 PM
30	city is over reaching	May 1, 2012 3:23 PM
31	If the lagoon project goes ahead, and other outside interests "ideas" for "improving" Malibu be it camping areas in firezones or more beach access - all pose a threat to Malibu's well being and stability.	May 1, 2012 3:15 PM
32	too much neuvo riche attitudes	May 1, 2012 1:03 PM

Page 1, Q7. In my opinion, the trend of life in Malibu is: Select all that apply

33	declining rapidly	May 1, 2012 12:12 PM
34	but will decline if we don't get our arms around it soon	May 1, 2012 9:37 AM
35	the good and bad are counterbalancing	Apr 23, 2012 5:20 PM
36	Traffic on PCH, needs to be a tollroad weekends & summer	Apr 20, 2012 8:27 PM
37	changing into a rodeo drive west, more elitist and visitor serving instead of resident serving	Apr 20, 2012 2:56 PM
38	Why are many stores moving out	Apr 20, 2012 2:37 PM
39	Improvement can be found in providing opportunities to a broader base of potential residents, low income and subsidized housing is a vital factor for a planned expansion.	Apr 20, 2012 2:17 PM
40	stores are too expensive to serve residents	Apr 20, 2012 2:10 PM
41	too much development and noise	Apr 20, 2012 2:03 PM
42	MALIBU LUMBER (A MISNOMER NOW) IS TERRIBLE. AND THE SHOPS ACROSS THE STREET ARE FOLLOWING SUIT. WE NEED TO STOP COMMERCIAL DEVELOPMENT AND START PROTECTING WHAT IS UNIQUE TO MALIBU---OUR NATURAL RESOURCES. WE NEED TO BE MORE ENVIRONMENTALLY PROACTIVE, SUBSIDIZING SOLAR FOR RESIDENTS, SUPPORTING ALTERNATIVE ENERGY. WE NEED TO SHOW THAT WE HAVE SMART CITIZENS, NOT MATERIALISTIC AND GREEDY ONES.	Apr 20, 2012 12:24 PM
43	The actual and potential commercial development in the Civic Center area is ilconceived and poses a real threat to sensitive natural resources and the health, safety and well being of residents and visitors	Apr 20, 2012 10:37 AM
44	traffic is terrible	Apr 20, 2012 10:25 AM
45	stop sewage dumping from outside the city; implement unlimited street parking for residents of City of Malibu.	Apr 20, 2012 9:30 AM
46	Too much traffic, too much development, not enough resident serving businesses	Apr 20, 2012 8:50 AM
47	too much traffic, too much water usage, too much water pollution	Apr 20, 2012 7:54 AM
48	The thoughts that Malibu should be filled with shops you can find 10 miles from here is frustrating! To put SO MANY shops, making it look like concrete and asphalt is also frustrating. if	Apr 20, 2012 7:48 AM

Page 1, Q7. In my opinion, the trend of life in Malibu is: Select all that apply

49	too much contrived stuff - not realizing what true quality of life really is... too much "TREND" and falling for fads/trends (what isn't real instead of what's real)	Apr 20, 2012 12:20 AM
50	There are too many (30%) vacant "second" or "vacation" homes only used occasionally. These homeowners or property owners do NOT participate in the Malibu community unless they are at the city council complaining about development restrictions, which they abhor. The commercial section of Malibu, represented by non-resident Chamber of Commerce members, are pro intense commercial development and ONLY catering to visitors.	Apr 19, 2012 11:24 PM
51	we are becoming more concerned for the OUTSIDE visitor, rather than the people who LIVE here!	Apr 19, 2012 8:48 PM
52	Too much commercial directed at wealthy and tourists, not serving ordinary citizens	Apr 19, 2012 6:52 PM
53	over development, especially transus market creates more traffic, which does not benefit the people that live here	Apr 19, 2012 4:40 PM
54	not enough organic, native plant life properties, people don't seem interested in making their properties fire safe with native plants. mega drug rehabs severely worsen quality of life with noise, light pollution and too many people. it is a medium sized business in a small residential area. this is why there are zoning restrictions. few green living homes. too much development. inadequate protection by the city in permitting development in geologically unstable and fire prone areas. need more safety for bicyclists, need to reduce energy consumption.	Apr 19, 2012 3:35 PM
55	Too touristic. Not enough people concerned about the environment.	Apr 19, 2012 2:57 PM
56	losing small business and unique to chains. and high end designer stores is changing character of community to Beverly Hills	Apr 19, 2012 1:30 PM
57	Too many chains -	Apr 19, 2012 11:42 AM
58	chain stores not needed	Apr 19, 2012 10:58 AM
59	too much visitor serving stuff	Apr 19, 2012 9:24 AM
60	The City of Malibu Planning Commission does not adhere to the part of the building code that addresses neighborhood characteristics. Neighborhoods are being destroyed because new homes are being approved by the City that do not match the characteristics of the neighborhoods in which they are being built.	Apr 19, 2012 8:39 AM
61	Not what it used to be when Rodeo Dr. was in Beverly Hills, not Malibu	Apr 19, 2012 8:31 AM
62	It is less convenient getting around--traffic, parking and there are too many pricy stores.	Apr 19, 2012 7:01 AM

Page 1, Q7. In my opinion, the trend of life in Malibu is: Select all that apply

63	Too many high end stores. Too many new residential buildings. Too much street traffic.	Apr 18, 2012 6:22 AM
64	to manhy high priced stores	Apr 17, 2012 4:44 PM
65	traffic, higher prices, Colony shopping center declining parking problems...	Apr 17, 2012 4:23 PM
66	varies	Apr 17, 2012 4:20 PM
67	getting too trendy!!! otherwise it is the BEST!!!	Apr 17, 2012 2:21 PM
68	Stop sewers. Stop lagoon project. City council needs to fight for preservation and outside agenciess bullying us	Apr 17, 2012 1:32 PM
69	We are not Rodeo Drive, nor should we strive to be.	Apr 17, 2012 1:30 PM
70	The high rents have driven out the smaller stores in Malibu and what a blight Granita is all these years without it being used. I would like to see a Community Demonstration Garden where Webb Way and PCH meet. There are so many things that could make Malibu a better place to live but being able to take a walk on the beach easily without having to drive 17 miles would be a great improvement.	Mar 15, 2012 12:26 PM
71	Becoming another upscale trendy locale	Mar 14, 2012 7:07 PM
72	let's keep it that way	Mar 14, 2012 5:13 PM
73	becoming too high end	Mar 14, 2012 1:39 PM
74	no more commercial realastate	Mar 14, 2012 1:03 PM
75	More corperate stores less local merchants	Mar 14, 2012 12:01 PM
76	commercialization and development greed	Mar 14, 2012 10:02 AM
77	old malibu gone development to big	Mar 12, 2012 10:39 PM
78	because of changes	Mar 12, 2012 9:45 PM
79	Malibu is definitely becoming more of a tourist attraction, which improves the way the city looks, but I think most of us miss the old Malibu. Its becoming a little too beverly hills and a little less family beach community.	Mar 12, 2012 6:43 PM

Page 1, Q7. In my opinion, the trend of life in Malibu is: Select all that apply

80	Need to stay small. The appeal of this community is country not commercial.	Mar 12, 2012 6:17 PM
81	less neighborhood, more visitor-we had thefts for the first time recently	Mar 12, 2012 5:50 PM
82	WAY, WAY too much government control	Mar 12, 2012 5:07 PM
83	quickly	Mar 12, 2012 4:51 PM

Page 3, Q14. Traffic Conditions in Malibu are:Select all that apply

1	Worse at Webb Way to Cross Creek	May 7, 2012 5:10 PM
2	Need green light arrow for northbound traffic on Webb way when a lefthand turn is allowed. At present, there is only a green traffic light, and, drivers hesitate to make left turns (from Webb to west on PCH), since it is not obvious that opposing traffic has a red light.	May 4, 2012 3:08 PM
3	I cant leave the point in summer on the weekends	May 2, 2012 9:18 PM
4	mainly weekend traffic and on nice weather days PCH is bottle necked. As a result I attend fewer events in town.	May 2, 2012 2:18 PM
5	Beach traffic in summer is insufferable	May 2, 2012 12:33 PM
6	Not good to begin with, but I don't think it is getting much worse on PCH.	May 2, 2012 9:46 AM
7	beaches are getting to crowded	May 2, 2012 8:03 AM
8	I hear from people outside of Malibu how bad the traffic is and difficult to get here through all of the traffic	May 1, 2012 7:46 PM
9	All of Los Angeles has pathetic traffic	May 1, 2012 5:43 PM
10	poor holidays, weekends and when accidents occur	May 1, 2012 5:32 PM
11	Bad Traffic Signal timing at cross creek road. Public needs to be educated of sensor locations in ground to trigger traffic signals.Most sensors installed in cross walk,.	May 1, 2012 5:02 PM
12	poor public planning of traffic flow, no enforcement of street law	May 1, 2012 4:39 PM
13	STOP THE PCH FREEWAY - slow it down; traffic calming	May 1, 2012 3:38 PM
14	residential areas could use speed bumps and walkways	May 1, 2012 3:30 PM
15	Stable until the Spring/Summer	May 1, 2012 2:16 PM
16	Please reclaim the sidewalk easements in Malibu Park	May 1, 2012 1:57 PM
17	scary	Apr 24, 2012 2:18 PM
18	summer and fundraising nightmare/sacrifice the locals	Apr 20, 2012 2:03 PM

Page 3, Q14. Traffic Conditions in Malibu are:Select all that apply

19	WE NEED TO STOP OVERDEVELOPMENT SO WE CAN LIMIT TRAFFIC MORE	Apr 20, 2012 12:24 PM
20	in Malibu itself - NOT entering Santa Monnica	Apr 20, 2012 11:11 AM
21	TERRIBLE, Dangerous, Awful, why isn't city public safety commission a huge priority!!!	Apr 20, 2012 8:50 AM
22	Malibu Canyon is getting busier and more difficult to enter into traffic. I have people telling me from santa Monica how difficult it is to "get" to Malibu. We have friends who think twice about coming here because of the traffic.	Apr 20, 2012 7:48 AM
23	development needs to stop... get the empty stores rented out ! all this causes traffic!!	Apr 20, 2012 12:20 AM
24	terrible on summer weekends	Apr 19, 2012 7:12 PM
25	people use the slow lane on PCH to pass slow cars driving in fast lane. there needs to be signs saying slower traffic on RT,more center dividers in danger areas.	Apr 19, 2012 4:40 PM
26	too much traffic from drug rehab centers, dangerous driving associated with their clientele and staff - 25 to 30 cars per day in one parking lot	Apr 19, 2012 3:35 PM
27	Dangerous and not enough Highway Patrol	Apr 19, 2012 2:07 PM
28	vary by season & weather	Apr 17, 2012 4:20 PM
29	Wish Malibu controlled PCH	Apr 17, 2012 3:51 PM
30	slow down for safety	Mar 14, 2012 5:13 PM
31	The light at cross creek has needed to be properly timed for at least the last 10 years. Backup at that intersection is disgraceful.	Mar 14, 2012 12:26 PM
32	ON SUMMER WEEKENDS AT PARADISE COVE THE TRAFFIC IS DEADLY...VERY CONGESTED AND DOWN RIGHT DANGEROUS! AND NOW THE WATERFALL HIKE EVERYONE PARKS ON THE HWY .	Mar 12, 2012 9:56 PM
33	Not safe enough	Mar 12, 2012 6:43 PM
34	Possible toll roads?	Mar 12, 2012 6:17 PM
35	bad on sunny weekends	Mar 12, 2012 5:23 PM

Page 3, Q14. Traffic Conditions in Malibu are:Select all that apply

36	more relief from traffic tie-ups	Mar 12, 2012 5:07 PM
37	summer PCH traffic backs up for miles	Mar 9, 2012 3:09 PM

Page 3, Q16. Please share any specific ideas you have to relieve traffic on Pacific Coast Hwy

1	Toll roads	May 8, 2012 12:23 PM
2	Creating something like a toll road for weekend traffic on PCH. Better public transportation such as a trolley car or something for people traveling within the Malibu City limits	May 7, 2012 1:30 PM
3	Stop adding so much commercial buildings, hotels, etc. etc. etc! You are overbuilding a very fragile area.	May 7, 2012 11:21 AM
4	Need green light arrow for northbound traffic on Webb way when a left-hand turn is allowed. At present, there is only a green traffic light, and, drivers hesitate to make left turns (from Webb to west on PCH), since it is not obvious that opposing traffic has a red light.	May 4, 2012 3:08 PM
5	Get that Cross Creek traffic signal fixed!! Also consider summer bicycle route limits so that groups/clubs don't contribute to the majority hours of beach and visitor traffic. Why not limit group bicycling to early morning hrs and ban it during the high traffic period during summer and holiday periods when we experience such heavy visitor traffic?	May 4, 2012 9:50 AM
6	move to a more rural area of the country ?, more people in general means more traffic ,, Close all public bath rooms that are leaching into the watertable and polluting our beaches	May 4, 2012 7:14 AM
7	Make town hall brainstorming community meetings. Make a local contest amongst the youth of Malibu for the one to come up with the best idea to solve traffic.	May 3, 2012 10:39 PM
8	-in the morning figure out the Topanga light as it always backs it up badly - in the summer charge for tourist use (tollroad) which is money that can be used all around and possibly discourage traffic - a tollroad coming from the Oxnard area and Malibu cyn onto PCH will discourage traffic and the funds again can be used for the city - overall the issue is the 4 laned hwy which always gets congested no matter what. Unless they build a 2 tier hwy it will NEVER be solved	May 3, 2012 8:00 AM
9	Somehow make it inconvenient for Z traffic people.	May 2, 2012 9:18 PM
10	Have more live traffic cops in real congested areas pay attention to the high traffic areas	May 2, 2012 4:09 PM
11	Change traffic flow on busy beach days regulate stop lights. Raise speed in certain areas to 50 instead of 45.	May 2, 2012 2:18 PM
12	better parking for surf / beach zones so that the hazard of people blocking the #1 laes ca be improved	May 2, 2012 1:48 PM

Page 3, Q16. Please share any specific ideas you have to relieve traffic on Pacific Coast Hwy

13	All of the above plus protected bicycle lanes	May 2, 2012 12:33 PM
14	The only thing i can think of is the adjusting the traffic light timer's during the summer months/during higher trafic periods.	May 2, 2012 10:34 AM
15	The State controls PCH. How could we have "frontage roads," or "add capacity?"	May 2, 2012 10:13 AM
16	<p>This is a two-edged sword because if CalTrans builds freeway-style improvements to increase capacity it will also encourage more visitors on weekends.</p> <p>To increase capacity it will be necessary to get more lanes and eliminate bottlenecks such as the Topanga Cyn intersection.</p>	May 2, 2012 9:46 AM
17	slow down the beach business for example bob morris beach cafe all the parking in the highway slow down traffic and its a safety issue the hikers parking on p.c.h and walking thru neighbor hoods at east winding way once the parking full that should be it how many other people our we going to house and the city doesn't make anything from.	May 2, 2012 8:03 AM
18	A divider between north bound and south bound lanes. Who cares if it's ugly, it will save lives and stop tourists from flipping u-turns where they shouldn't be flipping them.	May 1, 2012 10:11 PM
19	Change signal times for rush hour and summer beach traffic.	May 1, 2012 9:56 PM
20	Have people bussed to Malibu; from the Valley and Santa Monica area. Provide bikes to get around. Have the buses go to the beaches and time listed for people to catch the buses.	May 1, 2012 7:46 PM
21	Synchronize Traffic Signals	May 1, 2012 7:08 PM
22	There is no more room. The highway cannot be widened. Thus, we are limited in the number of car trips PCH can handle. PCH is at capacity (if not over capacity). Emergency vehicles cannot get through. The highway is dangerous in many places. Bottom line: we can not allow any more development that brings in additional traffic.	May 1, 2012 7:02 PM
23	Slow down the traffic enough and many commuters will find other ways to go home.	May 1, 2012 7:02 PM
24	Please please please fix the light on the corner of Malibu Canyon and P.C.H if it is not already. Sometimes the timing turning onto the Malibu Canyon is great, but other times I sit through two to three rounds of the light when turning left to make sure its not working. I've seen multiple cars have to run the red lights because of the problem.	May 1, 2012 6:55 PM
25	Decrease stop lights ,	May 1, 2012 6:44 PM

Page 3, Q16. Please share any specific ideas you have to relieve traffic on Pacific Coast Hwy

26	all trafic light should left turn lights	May 1, 2012 6:38 PM
27	I am a bit prejudice, but I think we should seriously consider accommodating local traffic, and dissuading through traffic. The PCH in Malibu was designed as a "freeway", but many treat it as such. I believe any plan that would increase traffic on the PCH would be dangerous for residents and detrimental to the environment and local feel.	May 1, 2012 5:58 PM
28	I loVe the idea of changing PCH from a highway to a main street. Brilliant. Santa Barbara did it. GREAT!	May 1, 2012 5:43 PM
29	the traffic light in front of dukes caused a back up of cars all the way to cross creek this weekend for no reason. no side street traffic got benefit and hundreds of malibuites sat in line and wasted time. maybe lights only turn red on pch when a side street sonor is tripped saying a car is waiting?	May 1, 2012 5:32 PM
30	no more residential or commercial development. PCH is maxed out. more yellow paddle deviders. Less bicycles. More LASD cars to stop speeders. More CHP drive-throughs. Better striping of shoulders.	May 1, 2012 5:12 PM
31	Time Lights Better, Heavily enforce tailgating which leads to stop and go traffic and accidents, ticket for slow moving vehicles in passing lanes	May 1, 2012 5:02 PM
32	Road work done in the evening after rush hour or preferably in the wee hours	May 1, 2012 5:01 PM
33	more cops less people	May 1, 2012 4:49 PM
34	Have Caltrans adjust the traffic light at Topanga canyon - way too long for pch stop light	May 1, 2012 4:46 PM
35	ban parking on pch in east malibu	May 1, 2012 4:23 PM
36	Longer pedestrian lights (i.e. near the Pier) especially May-Oct.	May 1, 2012 4:10 PM
37	Encourage all people of California to employ "fairly" and hire from with in our communities. How about the wealthy 1% and malibu has a huge population on them to start employ more locally. If they all did that	May 1, 2012 4:07 PM
38	Add a very safe pedestrian and bike trail	May 1, 2012 4:02 PM
39	EXPLORE ALL POSSIBLE TRAFFIC CALMING MEASURE - SLOW IT DOWN!	May 1, 2012 3:38 PM
40	Slowing traffic, longer waits, etc in areas is just going to make residents frustrated. Somehow, increasing vehicles so more people can come to Malibu and spend money (many LA residents that have money to spend won't come to Malibu	May 1, 2012 3:32 PM

Page 3, Q16. Please share any specific ideas you have to relieve traffic on Pacific Coast Hwy

	on weekends because the traffic is notoriously bad - where as the out of town 'lookers' don't know any better but they don't spend much money). Increasing capacity would also help Malibu residents get around faster, better, easier. Alternative route for 'through traffic' past congested areas would be amazing. An Express lane, tunnel or bridge from Sunset to Stuart Ranch/ Civic Center please.	
41	Create an over head ramp thru the park so cars can leave cross creak area to PCH south,without having to stop traffic going north.	May 1, 2012 3:30 PM
42	enforce the current laws	May 1, 2012 3:26 PM
43	Beach visitation is by far the largest cause of PCH traffic. As long as there are beaches in Malibu, the only limiting traffic factor will be beach parking capacity. Its a matter of simple math.	May 1, 2012 1:57 PM
44	Make PCH a TOLL ROAD for non residents	May 1, 2012 1:03 PM
45	More CHP presence to keep driving safer	Apr 24, 2012 2:18 PM
46	Decrease speed limits; make it more bicycle and pedestrian friendly; make more crosswalks with lights;	Apr 23, 2012 5:20 PM
47	TOll road on weekends & Summer. Residents free pass. Cut down on noise & fumes. Also prohibit plane advertising and low flying helicopters and planes.	Apr 20, 2012 8:27 PM
48	Increase traffic controls on summer week-ends and holidays	Apr 20, 2012 4:09 PM
49	traffic signal at Latigo and PCH	Apr 20, 2012 2:10 PM
50	Light rail from Santa Monica to County Line.	Apr 20, 2012 2:07 PM
51	less events and density ie. condos less development ie. construction, maintenance trucks please keep a small town feel	Apr 20, 2012 2:03 PM
52	Synchronize the lights to keep the traffic moving.	Apr 20, 2012 12:40 PM
53	STOP DEVELOPMENT WHICH IS PIECEMEAL AND NOT COORDINATED AND NOT ATTENTIVE TO OUR NEED TO DECREASE (NOT INCREASE) TRAFFIC	Apr 20, 2012 12:24 PM

Page 3, Q16. Please share any specific ideas you have to relieve traffic on Pacific Coast Hwy

54	longer lights on Kanan and Malibu Canyon	Apr 20, 2012 12:01 PM
55	Urge Malibu residents to drive on PCH using cruise control set at the speed limit, as I do.	Apr 20, 2012 12:00 PM
56	Use intelligent stop light controllers to minimize long backups.	Apr 20, 2012 11:22 AM
57	Whoever came up with these choices knows NOTHING about PCH. There is NO WAY to get any use out of resulting answers. Many of the above suggestions are IMPOSSIBLE to achieve. This gives new and unknowledgeable residents false ideas of what is possible.	Apr 20, 2012 11:11 AM
58	anything to discourage z traffic, and slow down exit from pepperdine.	Apr 20, 2012 10:25 AM
59	do not lower speed limits	Apr 20, 2012 9:30 AM
60	Listen to all the recommendations of A Safer PCH. Stop giving out liquor licenses. Make bus shelters better and move off the highway. Separate lane for bikes and pedestrians. We all know the problems, fix them!!!	Apr 20, 2012 8:50 AM
61	Slow commercial development that attracts more than our share of visitors and condition projects according to their traffic impacts, water usage and the need for parking. Projects shouldn't be approved if they don't have enough parking, use too much water or increase PCH traffic from other areas.	Apr 20, 2012 7:54 AM
62	Good Luck! The best thing would be to have aware human beings! who care ... Less stress - better economy, less greed, happy people...	Apr 20, 2012 12:20 AM
63	HELLO...!!! There aren't any. LA County tried to think of every way possible in 1986, when they adopted their Land Use Plan, and were flummoxed. PCH (a state highway, by the way) would have to be widened, which was found to be physically IMPOSSIBLE. So...it was dtermined in 1986 to LIMIT the CAPACITY of this area to 2110 additional units for RSA 15 (Regional Statistical Area)until construction of an additional lane on PCH. There is NO way to limit traffic on PCH as long as you have residents driving PCH to go to work in town. And, there is NO way to limit traffic on PCH if the current commercial development proposals are TRAFFIC INDUCING, which they are. Malibu was/is a "bedroom" community by "choice" as well as by physical constraints (you know, tiny thread of habitable land between ocean and mountains). Residents resent the traffic influx caused by increased commercial development, which does NOT benefit the residents.	Apr 19, 2012 11:24 PM
64	Slow your Pace on PCH!!!!	Apr 19, 2012 8:48 PM
65	Sheriffs act like Predetors when they station themselves at the bottom of a hill to issue a traffic citations for speeding	Apr 19, 2012 8:31 PM

Page 3, Q16. Please share any specific ideas you have to relieve traffic on Pacific Coast Hwy

66	Daily commuters have different expectations from PCH than do visitors. All local related delivery trucks, construction and service related vehicles need unrestricted access on PCH. Daily "through" commuters should either be diverted and encouraged to use inland routes, or all local traffic should be diverted to parallel frontage roads or special lanes. Having ferry service from Malibu into Santa Monica, (and other southern beach cities) seems like a very good idea. Also, smaller local vans and buses (jitneys?) serving local shopping needs would benefit both students and seniors.	Apr 19, 2012 8:06 PM
67	Regulate parking east of cross creek to big rock	Apr 19, 2012 7:12 PM
68	Improve bicycle safety! Slow traffic.	Apr 19, 2012 6:52 PM
69	signs and ticket people driving too slow in fast lane. Make the signals faster	Apr 19, 2012 4:40 PM
70	Have the CHP enforce the current speed laws and give out more tickets, including to Malibu residents	Apr 19, 2012 4:26 PM
71	Police Presence!	Apr 19, 2012 3:38 PM
72	safe bike lanes. close to non residents during a fire - particularly in the canyons.	Apr 19, 2012 3:35 PM
73	Safety signs about NO U turns, the fine, consequences (the Malibu Assoc of REALTORS would like to offer to pay for a large welcome/ safety sign - call us 310.456.5566). Post and promote a local phone number for PCH and Malibu traffic urgent situations (that reaches a live local police operator not a dispatch center elsewhere in CA). Better alerting via text & e mail re traffic situations in and around Malibu.	Apr 19, 2012 1:59 PM
74	give us some way to know when it is blocked..whether there is an accident or some other reason(broken hydrant, stoplight)and how long it will be stopped or slowed	Apr 19, 2012 12:48 PM
75	STOP BUILDING MORE COMMERCIAL DEVELOPMENT AND STOP THE DEVELOPERS FROM TURNING MALIBU INTO A SHOPPING DESTINATION AND IGNORING RESIDENTS!	Apr 19, 2012 11:42 AM
76	Contraflow (reversible) traffic lanes during rush hour; law enforcement-directed traffic flow during periods of peak summer weekend traffic (to prevent traffic backups into central Malibu); remove traffic signals at Zumirez, John Tyler Drive, Corral Canyon, Carbon Canyon, Big Rock and other low-flow intersections, prohibiting left turns from feeder streets and requiring them to make U-turns on PCH instead.	Apr 19, 2012 8:43 AM
77	Slow it down and this will encourage less through traffic. Better light coordination	Apr 19, 2012 8:42 AM
78	some how discourage Z traffic for commuters	Apr 19, 2012 8:32 AM

Page 3, Q16. Please share any specific ideas you have to relieve traffic on Pacific Coast Hwy

79	More traffic law enforcement presence. Bring back the CHP to work with the Sheriff's Dept.	Apr 19, 2012 8:31 AM
80	Alternate route for Topanga Canyon drivers; Summertime timed-drive lanes; restricted lanes for larger commercial vehicles.	Apr 18, 2012 12:42 PM
81	<ol style="list-style-type: none">1. Impose MINIMUM speed infraction.2. Raise PCH speed 5 MPH then enforce it!3. Enforce improper lane travel (for speed driven4. Widen #2 lane to 14-feet where possible to accommodate busses and trucks and improved bicycle road-sharing.5. Return CHP for traffic law enforcement.6. Lobby for and achieve repeal of California Vehicle Code section 2400.6 that stipulates Malibu must pay for CHP's law enforcement on PCH.	Apr 18, 2012 12:20 PM
82	Charge a toll to Z commuters. Neither Malibu Canyon or PCH were intended to accommodate thousands of daily commuters. Destroying our roads. Weekend traffic backs up in particular at Las Flores because of the light there. Extend the light time on PCH and it would improve the weekend flow. Also, make sure there is someone monitoring the traffic light flow at PC & Topanga in the mornings on weekdays and afternoons on weekends.	Apr 18, 2012 11:59 AM
83	Stop building in Malibu. Do not allow Pepperdine to expand in anyway. Do not allow hotels to be constructed.	Apr 18, 2012 6:22 AM
84	More cops.	Apr 17, 2012 10:02 PM
85	Expand southbound lanes from 6 to 10:00 AM dO THE SAME AT NIGHT GOING WEST BOUND	Apr 17, 2012 4:23 PM
86	Keep traffic furniture clean & intact. Clean streets curbs sidewalks. ENFORCE traffic laws & parking.	Apr 17, 2012 4:20 PM
87	Enforce relative speeds in passing lane, enforce impeding traffic law, restrict bicycles to west of Pepperdine, place video enforcement throughout PCH, place police station in Malibu, increase length of turn out lanes, add turn out lanes, place breaks in double yellow to allow in and out of driveways, improve signage and maintain clear signage.	Apr 17, 2012 3:45 PM
88	Computer monitoring and traffic controls to limit access during periods of time when PCH is grid locked.	Apr 17, 2012 3:23 PM
89	Variable direction lanes depending on traffic flow; speed signs at canyon entrances from valley with real times to McClure Tunnel; same with traffic signs on 10 before 405; further traffic light controls to maximize throughput; special lanes for people willing to pay for them	Apr 17, 2012 3:22 PM
90	Get rid of the bikes! T0o Dangerous!	Apr 17, 2012 1:43 PM

Page 3, Q16. Please share any specific ideas you have to relieve traffic on Pacific Coast Hwy

91	More police presence	Apr 17, 2012 1:32 PM
92	ENFORCEMENT	Apr 17, 2012 1:30 PM
93	There are two and only two problems. Cross creek light and Duke's light. 95% of malibu's traffic problem.	Apr 9, 2012 7:22 PM
94	Increased public transportation beside just the 534 bus line. Public transit could be used to bring people in and out of Malibu, or even just for people in Malibu, going to other destinations in the city.	Mar 24, 2012 1:08 PM
95	I think increasing the speed on the highway is the worst idea i've ever head of in my life. how many more deaths do you want of innocent pedestrians?	Mar 17, 2012 9:46 AM
96	sidewalks to protect pedestrians	Mar 14, 2012 5:13 PM
97	Stop trying to get so many people to come to Malibu.	Mar 14, 2012 12:26 PM
98	Lower speed limit	Mar 13, 2012 6:18 AM
99	slow traffic keep right signs	Mar 12, 2012 10:34 PM
100	summer is the worst living here. lots of outside recreation not enough parking for it. Especially Paradise Cove someone has to look at what goes on here...its a mess. So many people are comming here to drink on the beach we can not handle all this nor can our septic system....Help!	Mar 12, 2012 9:56 PM
101	Right turn lane northbound PCH and Cross Creek	Mar 12, 2012 9:43 PM
102	Return the concrete dividers that were removed years ago.	Mar 12, 2012 7:13 PM
103	Less development geared towards encouraging tourist congestion. Increase services so Malibu residents can shop and stay local.	Mar 12, 2012 6:54 PM
104	The "bike lanes" are unworkable...and unsafe as is. Either we need to find a way to widen PCH to include a real bike lane, or they should not be there. Don't think it is safe for bikes to keep hopping in and out of the traffic flow as they have room...or not	Mar 12, 2012 5:50 PM
105	add right extended right hand turn lanes and left hand turn lanes to cross creek, las flores, web way, malibu canyon, kanan, heathercliff etc get the traffic faster into the zuma parking lot during sunny and summer days	Mar 12, 2012 5:37 PM

Page 3, Q16. Please share any specific ideas you have to relieve traffic on Pacific Coast Hwy

106		Mar 12, 2012 5:23 PM
107	Charge a toll for non-residents! ;-)	Mar 12, 2012 5:12 PM
108	quicker responses by public agencies to tie-ups, broken lights, accidents	Mar 12, 2012 5:07 PM
109	valley residents use freeways not PCH	Mar 12, 2012 5:06 PM
110	Make it a toll road so it is less attractive as an alternative for the Valley folks to 101.	Mar 12, 2012 4:56 PM
111	Cross Creek/PCH light should be shortened on stop. Major bottle neck	Mar 12, 2012 4:51 PM
112	Keep the idiot weekend cyclist off PCH	Mar 12, 2012 4:48 PM
113	Make more lanes for traffic to travel on.	Mar 11, 2012 9:26 PM

Page 4, Q19. When it comes to the scale of development, what is your opinion? Select all that apply

1	And, just WHY do we need to develop? I think you are probably thinking too much about your ability to make some money than to benefit the RESIDENTS of Malibu!	May 7, 2012 11:21 AM
2	Malibu public restroom facilities are already maxed and are polluting the environment	May 4, 2012 7:14 AM
3	Malibu should work to attract visitors who are looking to take advantage of the sense of peace and serenity our environment has to offer.	May 3, 2012 10:39 PM
4	Improve what we already have. Growth is for other towns	May 2, 2012 9:18 PM
5	Malibu gets enough people visiting here every day we do not need to encourage any more people because it can not take the traffic any more it has outgrown its seams and needs to reevaluate the priorities. We do not need any more commercial space because what we have is already vacant. We do not need any larger scale development. We do not want it to turn into Orange County. It needs to revitalize its small town charm.	May 2, 2012 2:18 PM
6	More than enough stores but many are filled with business that serve visitors rather than residents	May 2, 2012 1:18 PM
7	I think we need to nurture a small town image and feel, with slow food, clean water, fresh air and clean beaches (for water sports like surfing, snorkeling), and open spaces for hiking, etc. Everyone will want to come here! More farm to table cuisine, juice bars, local produce stands....the masses will come. Where else is there such a healthy and pure environment?	May 2, 2012 10:11 AM
8	Valley Go Home!	May 2, 2012 9:46 AM
9	Malibu should see itself as a place to relax, enjoy nature and provide the public with education about nature, how to surf, belly surf etc. We should teach them about the environment; legacy park, growing your own foods, composting	May 1, 2012 7:46 PM
10	Less people and less development, more Eco friendly conservation.	May 1, 2012 6:44 PM
11	we have some of the best boating in the state. yet we have the worst recreational facility in the state Every great beach city has a marina	May 1, 2012 6:38 PM
12	This is a bedroom area. We need to build community for residents to improve quality of life. Focusing on tourism kills community. Daytona Beach Florida is a perfect example of a soulless community that has put all its focus on tourism instead of community building.	May 1, 2012 5:43 PM
13	a whole foods would be nice and some better healthy restaurants. most people come to Malibu to get away from	May 1, 2012 5:32 PM

Page 4, Q19. When it comes to the scale of development, what is your opinion?Select all that apply

	business districts	
14	STOP DEVELOPING	May 1, 2012 4:49 PM
15	More local independent stores and eateries, fewer national retailers and chain restaurants	May 1, 2012 4:10 PM
16	rent surf equipment on the beaches like Wikiki	May 1, 2012 4:07 PM
17	Malibu needs more recreational and entertainment facilities for RESIDENTS. Residents get bored so they go into town and spend money. Malibu being a small town without a real 'downtown' center (a shopping mall does not a town make) to hang out and mingle with peers, it is difficult for people to meet. I hate to say it - but more bars (?) and/or evening activities for ADULTS are needed. Until the traffic issues are dealt with, it is hard to think of trying to get MORE visitors into this area. Most beach towns have 'back roads' behind the PCH/main beach road that local residents use to get around. Formerly living in Santa Cruz and Laguna Beach where summer tourist/beach traffic is an issue but it doesn't debilitate like it can in Malibu. Since Malibu doesn't have those other access roads, increasing tourists would not be my priority.	May 1, 2012 3:32 PM
18	we are already overdeveloped	May 1, 2012 3:26 PM
19	Beach visitors from out of town are unavoidable and here to stay. We need to leverage that inevitable traffic to our economic advantage.	May 1, 2012 1:57 PM
20	May of the development ideas presented on this page are irresponsible to the point of insanity. Malibu does not want and does not need commercial development.	Apr 20, 2012 3:49 PM
21	Save Malibu for the weekend visitors from our nearby cities.	Apr 20, 2012 3:31 PM
22	Inviting residents of diverse backgrounds and statuses will greatly assist the city's desire to localize revenue; as there is a great desire to stimulate the community among frequent visitors who have never before had the opportunity to settle.	Apr 20, 2012 2:17 PM
23	please reintroduce malibu small town feel	Apr 20, 2012 2:03 PM
24	ENOUGH ALREADY. PCH CAN'T TOLERATE MORE TRAFFIC. WE HAVE TO LIVE WITHIN OUR MEANS. IN FACT, WE SHOULD CUT BACK ON UNNECESSARY SHOPS, SUCH AS TOO MANY CLOTHING SHOPS	Apr 20, 2012 12:24 PM
25	These questions are geared to greatly increasing development in Malibu. Do Not support - want to retain Malibu's natural character. Above does not do that.	Apr 20, 2012 11:11 AM

Page 4, Q19. When it comes to the scale of development, what is your opinion?Select all that apply

26	Malibu should re-look at the specific plan for the commercial areas--especially the Civic Center area. According to the current zoning, the Civic Center area is approximately 30% built out. Rather than permit the balance of commercial areas to be built, a realistic "overlay district" should be created with public campaigns to acquire currently commercial properties and re-designate them for parks, recreation and other community serving and low impact uses.	Apr 20, 2012 10:37 AM
27	residents first, no more development, follow Malibu Mission Statement and listen to residents, not Don Schmitz or the developers	Apr 20, 2012 8:50 AM
28	3 million visitors is enough - we shouldn't do anymore to further attract people - there just aren't enough resources - parking, water, traffic. Enough already.	Apr 20, 2012 7:54 AM
29	Malibu is known for its beaches, tourist will come here for that. Provide them with places to eat, be by the beach and do things at the beach. We also have great hiking areas which aren't as well known. Malibu could educate the public about the environment. While tourists are here they do shop give them unique items not found "everywhere else". Show tourist things to do here other than beach, hiking, horseback riding volleyball etc.	Apr 20, 2012 7:48 AM
30	Malibu...in spite of its worldwide name recognition is a RESIDENTIAL community. Current central business district is focused on visitors NOT residents.	Apr 19, 2012 11:24 PM
31	Malibu is out of control...we need to keep OPEN SPACE!!!the last in LA County	Apr 19, 2012 8:48 PM
32	I am against anything that would make it difficult for plain ordinary folk to live and work in and from Malibu.	Apr 19, 2012 8:06 PM
33	Malibu already attracts millions of visitors, no need to provide additional tourist attractions or encourage more long stay visitors	Apr 19, 2012 7:58 PM
34	A Native American Cultural Center will bring to schools for field trips and the general public will learn about the Chumash	Apr 19, 2012 6:55 PM
35	Malibu businesses should serve resident needs, not attract more visitors. Malibu needs to be a community, not a destination.	Apr 19, 2012 6:52 PM
36	Malibu is already overdeveloped, it does nothing for the local people, creates traffic and makes the summers miserable for locals. The tourists leave too much trash on the streets near Zuma Beach. There should also be no parking on the streets next to the beach make the tourists pay and park inside the parking lots.	Apr 19, 2012 4:40 PM
37	None of these address the problem. The problem is lack of local-serving businesses	Apr 19, 2012 3:46 PM
38	this is a place with geological and fire hazards. there are already too many people here. wildlife need more room to live.	Apr 19, 2012 3:35 PM

Page 4, Q19. When it comes to the scale of development, what is your opinion? Select all that apply

39	Given congestion on PCH, all activities that bring visitors should be discouraged.	Apr 19, 2012 2:57 PM
40	Malibu is overdeveloped. The Planning Department needs to restrict the sizes of new residential and commercial development. NO NEW HOTELS!	Apr 19, 2012 8:39 AM
41	We need Whole Foods to be built	Apr 19, 2012 8:31 AM
42	Malibu is already a destination for tourists. Eliminate PCH parking on the land side near the beaches. Too many careless people with their beach supplies cross PCH. People should use the parking lots. They could buy a seasonal pass.	Apr 19, 2012 7:01 AM
43	Malibu cannot tolerate any more visitors...the PCH is gridlocked and we are prisoners in our homes on weekends...	Apr 18, 2012 11:59 AM
44	Malibu should stop catering to tourists. We do not need new parks, recreation services or organized sports facilities. We have 27 miles of beaches and hiking trails. That should be enough.	Apr 18, 2012 6:22 AM
45	more local and small scale development of businesss and unique retail	Apr 17, 2012 5:48 PM
46	We get all the traffic and trash, but don't capture enough of the tourist dollars	Apr 17, 2012 3:23 PM
47	Selected larger scale development could improve our revenue base at little additional traffic in rush hours. Rest are b s	Apr 17, 2012 3:22 PM
48	We need more for us - not visitors! We live there and we pay the high taxes! Use them on us!	Apr 17, 2012 1:43 PM
49	I miss the "mom and pop" feel of Malibu.... way too commercialized now!	Apr 11, 2012 6:42 PM
50	Local businesses need help reaching out to the locals and getting their business. It hurts our financial goals when we have to wait for tourists and beach traffic on weather permitting days when our rent alone does not afford us any down time. Folks need to be less abrasive to the corporate stores by outreach and better parking.	Mar 15, 2012 9:43 PM
51	Malibu cannot handle the amount of people already coming. Why are you trying to encourage more traffic?	Mar 14, 2012 12:26 PM
52	no development	Mar 12, 2012 9:45 PM
53	Malibu should develop a limited amount of housing in the Civic Center area (perhaps in connection with ground floor retail) to provide housing for retail and local office employees.	Mar 12, 2012 9:43 PM
54	I cannot imagine supporting building more retail or business outlets when so many newly built are sitting empty. The	Mar 12, 2012 6:54 PM

Page 4, Q19. When it comes to the scale of development, what is your opinion? Select all that apply

focus should be on getting appropriate businesses in those already built store fronts that will thrive year round because they are businesses that the residents of Malibu want and need and will therefore patronize. The more we cater to tourism, the more those business are vulnerable and the more unneccetary congestion we create.

55	we cannot even fill up the existing commercial spaces we have why would you add more? hasn't population here nearly flat-lined?	Mar 12, 2012 5:37 PM
56	Senior retirement community and related medical care could be a win win.	Mar 12, 2012 5:23 PM
57	I think that Malibu should create & promote a wine tasting/vineyard tour like they have in Napa Valley for all of the private wine growers in this area and surrounding areas. To increase tourism and also help out local businesses with their cash flow.	Mar 11, 2012 9:26 PM

Page 4, Q20. Pepperdine University - Do you agree that:Select all that apply

1	Should be within city limits. The city could use the revenue which the political types lobbied to deny Malibu when cityhood was placed in effect. After all, HRL Labs is within city limits and doesn't even border PCH. This is a blatant example of manipulation.	May 4, 2012 3:08 PM
2	I think that there is a strong force within the old Malibu government controlling the general public perception of Pepperdine as "bad". I despise this attitude and feel it's one of the worst things about this town's residents.	May 4, 2012 9:50 AM
3	Great	May 2, 2012 9:18 PM
4	Neutral at best	May 2, 2012 5:00 PM
5	excellent	May 2, 2012 4:09 PM
6	It could be better it is very seperate unfortunately.	May 2, 2012 2:18 PM
7	don't know	May 2, 2012 1:18 PM
8	Not good - Pepperdine does not feel or act like a part of Malibu, by design.	May 2, 2012 12:33 PM
9	I believe Pepperdine and there faculty, staff, and studnets could and should be a much great asset and financial resourse for the city and residents of Malibu. I could list 100 positive reasons for Malibu and Pepperdine to create a tighter relationship. Any competent person would know that.	May 2, 2012 10:34 AM
10	Pepperdine has been allowed to expand too much. It is a major contributor to traffic in Malibu.	May 2, 2012 10:13 AM
11	loaded with opportunity!	May 2, 2012 10:11 AM
12	Personally I like Pepperdine's presence. Who doesn't want to live in a college town?	May 2, 2012 9:46 AM
13	good	May 2, 2012 8:32 AM
14	Pepperdine should not be excluded from the city nor taxes to the city	May 2, 2012 8:03 AM
15	One in the same, they bring in ton's of affluent students and Malibu business's bennefit from that.	May 2, 2012 7:42 AM
16	Very positive. Definitely part of the community in so many ways.	May 1, 2012 10:11 PM
17	the relationship is self serving on Pepperdines part. They want to benefit from the City, the roads, our stores and not	May 1, 2012 7:46 PM

Page 4, Q20. Pepperdine University - Do you agree that:Select all that apply

	contribute in return.	
18	Contentious-they did not want to be part of cityhood-they want the benefits without being held to the rules	May 1, 2012 7:28 PM
19	Stable	May 1, 2012 7:04 PM
20	I only see positives with having a world class univ. here	May 1, 2012 7:01 PM
21	bla	May 1, 2012 6:44 PM
22	Cooperative but somewhat distant at times	May 1, 2012 5:58 PM
23	good	May 1, 2012 5:56 PM
24	non really	May 1, 2012 5:47 PM
25	unnecessarily cold	May 1, 2012 5:41 PM
26	poor	May 1, 2012 5:12 PM
27	Separate / They don't consider themselves part of the city.	May 1, 2012 5:01 PM
28	CAUTIOUS-PEPPERDINE DOES NOT HAVE MALIBU'S BEST INTERESTS IN MIND	May 1, 2012 4:49 PM
29	friendly, useful	May 1, 2012 4:46 PM
30	Distant and they are not part of our community but only for themselves	May 1, 2012 4:39 PM
31	Pepperdine does not contribute and pay it's fair share	May 1, 2012 4:23 PM
32	Pepperdine is not an asset. It belongs to the city of Los angeles	May 1, 2012 4:07 PM
33	tentative	May 1, 2012 3:39 PM
34	the honeymoon is over	May 1, 2012 3:26 PM
35	they do nothin for malibu	May 1, 2012 3:23 PM

Page 4, Q20. Pepperdine University - Do you agree that:Select all that apply

36	Good	May 1, 2012 3:03 PM
37	no to all the above....screw pepperdine, they chose to stay in county and not support cityhood	May 1, 2012 12:12 PM
38	Pepperdine looks after their own interests and that means keeping an arms length from the city.	Apr 23, 2012 5:20 PM
39	As is	Apr 20, 2012 8:27 PM
40	Dacey	Apr 20, 2012 4:19 PM
41	Comfortable	Apr 20, 2012 4:09 PM
42	Pepperdine and Malibu have a history of hostile and antagonistic relations based largely on a number of broken promises. Pepperdine needs to work at being a better neighbor for Malibu and has made some progress in that direction in recent years, but not enough.	Apr 20, 2012 3:49 PM
43	Rocky. Pepperdine is looking out for itself and not always a good neighbor.	Apr 20, 2012 3:31 PM
44	Needs improvement	Apr 20, 2012 2:37 PM
45	Pepperdine's relationship with the Malibu community is beneficial for the resources and enlivening effect it brings to the business and arts sectors; resources for the community to better utilize Pepperdine's assets can be built out.	Apr 20, 2012 2:17 PM
46	A stone in our shoe	Apr 20, 2012 2:07 PM
47	mixed. will they assist us in an emergency as we would them?	Apr 20, 2012 2:03 PM
48	MUTUAL LEERINESS. WE SHOULD MAKE IT EASIER FOR PEPPERDINE STUDENTS TO SAFELY WALK TO SHOPS; PEPPERDINE SHOULD MAKE MALIBU RESIDENTS MORE WELCOME TO TALKS OF PUBLIC INTEREST (LET US KNOW AHEAD OF TIME, NOT TOO LATE, AS IN THE PAST) PEPPERDINE SHOULD BE MORE ENVIRONMENTALLY PROACTIVE, SUPPORTING ALTERNATIVE ENERGY MORE VIGOROUSLY AND HELPING TO CLEAN UP OUR ENVIRONMENT (NOT JUST SENDING KIDS TO THE BEACH TO PICK UP EVERY SO OFTEN). THEY SHOULD NOT SUPPORT OVERDEVELOPMENT, BUT RATHER CULTURAL/ARTS/INTELLECTUAL EMBELLISHMENT OF CURRENT RESOURCES AND STRUCTURES.	Apr 20, 2012 12:24 PM
49	poor	Apr 20, 2012 12:01 PM
50	Is Pepperdine part of Malibu?	Apr 20, 2012 12:00 PM

Page 4, Q20. Pepperdine University - Do you agree that:Select all that apply

51	Poor	Apr 20, 2012 11:33 AM
52	adversarial - none of the above apply.	Apr 20, 2012 11:11 AM
53	Somewhat disconnected	Apr 20, 2012 10:37 AM
54	Use the city resources without compensation	Apr 20, 2012 10:25 AM
55	Pepperdine is a bad neighbor	Apr 20, 2012 10:13 AM
56	pep is not part of the City and needs to share costs, limitations, and problems commensurate with other land owners , residents.	Apr 20, 2012 9:30 AM
57	why is this question here? Pepperdine is not in city of Malibu and this is a suspicious question to be asked, wy is it being asked?	Apr 20, 2012 8:50 AM
58	Poor - not having the University part of the City is a problem in that we cannot limit its development causing more strain on our limited resources - police, water & traffic	Apr 20, 2012 7:54 AM
59	While they are there, they support Malibu only when they want and how they decide. They was our resources and don't pay up. They destroy the hills, the environment, provide more traffic and don't assist Malibu.	Apr 20, 2012 7:48 AM
60	"one hand washes the other"!!! "he who talks with forked tongue"... MONEY MONEY MONEY... lots of negativity from Pepperdine	Apr 20, 2012 12:20 AM
61	good	Apr 20, 2012 12:20 AM
62	Terrible!!! They have been HORRIBLE neighbors right from the get go, when they lobbied Sacramento to be EXCLUDED from the city boundary so they could proceed with their GIGANTIC increased development plans that have already destroyed a meadow, a dedicated trail easement, and sensitive wildlife habitat. They PROMISED a very SMALL campus when they purchased the property as a SATELLITE campus. They LIED to legislators. The Smothers Theatre is only a gesture in their pretense of being a good neighbor. HA...!!! What a joke, if you know the history of this campus.	Apr 19, 2012 11:24 PM
63	no comment- I feel Pepperdine was a detriment to Malibu	Apr 19, 2012 8:48 PM
64	Fair to weak	Apr 19, 2012 8:31 PM
65	It's very sad that Pepperdine students have earned themselves a bad reputation as irresponsible tenants and rude	Apr 19, 2012 8:06 PM

Page 4, Q20. Pepperdine University - Do you agree that:Select all that apply

	customers. Otherwise, I think Pepperdine has tried to be a positive influence in Malibu.	
66	pepperdine does what it wants with little regard to what is good for Malibu as a whole. when it suits. Pepperdine benefits from being in Malibu not much vice versa.	Apr 19, 2012 7:58 PM
67	one-sided in favor of pepperdine	Apr 19, 2012 7:12 PM
68	Too commercial	Apr 19, 2012 6:52 PM
69	touchy	Apr 19, 2012 4:47 PM
70	I think Pepperdine got the better end of the stick, I feel Pepperdine does not do much for the community at large.	Apr 19, 2012 4:40 PM
71	A one way street PU gets a city to use and CFity of Malibu pays to fix everything that breaks	Apr 19, 2012 3:38 PM
72	Pepperdine was one of the worse things that happened to Malibu	Apr 19, 2012 2:30 PM
73	poor they are not a good neighbor. thats why they are not in the city	Apr 19, 2012 2:22 PM
74	Excellent, could be better. Discount tickets for cultural events for local residents?	Apr 19, 2012 1:59 PM
75	we have no choice but to put up with them	Apr 19, 2012 12:48 PM
76	good for pepperdine bad for malibu	Apr 19, 2012 12:43 PM
77	mutually supportive	Apr 19, 2012 12:09 PM
78	Why is there no check-box for Pepperdine is a BAD neighbor. What a slanted survey - who is putting this out? Pepperdine? The Chamber? What a joke.	Apr 19, 2012 11:42 AM
79	they should contribute to solve the traffic problem	Apr 19, 2012 10:58 AM
80	cordial	Apr 19, 2012 9:24 AM
81	Virtually non-existent, very one-sided. Based on multiple experiences with them on a variety of different projects, they are always happy to do anything which benefits them -- yet they adamantly refuse to do ANYTHING which benefits us.	Apr 19, 2012 8:43 AM
82	Good	Apr 19, 2012 8:32 AM

Page 4, Q20. Pepperdine University - Do you agree that:Select all that apply

83	Pepperdine originally promised to never grow beyond its original footprint. That never happened. Pepperdine greatly contributes to our traffic problems.	Apr 19, 2012 8:31 AM
84	I don't think it is Malibu's relationship with Pepperdine. It is Pepperdine's relationship with Malibu that needs improving. Pepperdine is its own little city and Malibu has very little input when the university wants to do anything.	Apr 19, 2012 7:01 AM
85	Pepperdine is not an asset, could be!	Apr 18, 2012 3:01 PM
86	Adopted child	Apr 18, 2012 12:20 PM
87	Good and improving	Apr 18, 2012 10:03 AM
88	Pepperdine ruined Malibu with increased traffic, sewage run-off and obnoxious rich kids.	Apr 18, 2012 6:22 AM
89		Apr 17, 2012 9:19 PM
90	students are inconsiderate	Apr 17, 2012 4:58 PM
91	casual	Apr 17, 2012 4:20 PM
92	decent	Apr 17, 2012 3:51 PM
93	important	Apr 17, 2012 3:45 PM
94	They give so much to us, and we should be more grateful	Apr 17, 2012 3:23 PM
95	Hateful. Both sides need to promote and partner. Most Malibu residents don't know what Pepp has or offers. Pep is offensive in its environmental harm. It should voluntarily become part of Malibu	Apr 17, 2012 3:22 PM
96	pepperdine benefits from Malibu. Malibu not so much. They are big enough and they pollute onto the beach on Malibu rd. Where's the oversight. Their students drive too fast on our streets	Apr 17, 2012 1:32 PM
97	Pepperdine is a bunch of money grubbing crooks	Apr 17, 2012 1:30 PM
98	They take advantage and do not pay taxes. They have raped the hillsides by overbuilding. Water pollution is out of control. They should be responsible for hiring several more cops.	Mar 20, 2012 6:25 PM
99	fruitful	Mar 15, 2012 9:43 PM

Page 4, Q20. Pepperdine University - Do you agree that:Select all that apply

100	They are very good neighbors and reach out to the community.	Mar 15, 2012 12:26 PM
101	Mixed. Too few Malibu residents take advantage of the programss that Pepperdine offers the community	Mar 13, 2012 12:47 PM
102	if they aren't in city dont pay taxes.to heck with them and how about the cross they said they werent going to put up.	Mar 13, 2012 11:01 AM
103	stop watering and fertilizing the lawn - go natural	Mar 12, 2012 9:45 PM
104	we need to improve it	Mar 12, 2012 5:37 PM
105	Pepperdine makes Malibu more interesting.	Mar 12, 2012 5:23 PM
106	Love-hate. Too much expansion of campus, but .	Mar 12, 2012 5:12 PM
107	love/hate	Mar 12, 2012 5:12 PM
108	great	Mar 12, 2012 5:06 PM
109	Pepperdine is a non-contributor to the community. They take what they need from Mlaibu and give very little back.	Mar 12, 2012 4:56 PM
110	Pepperdine needs to contribute more to Malibu	Mar 12, 2012 4:51 PM
111	Friendly and this school gives a lot of benefits to the residents of Malibu	Mar 11, 2012 9:26 PM

Page 5, Q21. Complete this statement: I think Malibu has too many:

1	commuters driving through it	May 8, 2012 12:23 PM
2	Luxury shops	May 7, 2012 5:10 PM
3	Stores designed to cater to outside visitors. High end retail stores are not the highest priority for malibu.	May 7, 2012 1:30 PM
4	Outsiders that don't "get" Malibu.	May 7, 2012 11:21 AM
5	houses and fancy shopping	May 5, 2012 4:22 PM
6	High-end stores. High rent has driven smaller places out of town. Maybe, there should be rent control for commercial properties	May 4, 2012 3:08 PM
7	Stubborn People	May 4, 2012 10:43 AM
8	Old politicians with their hands in the works still controlling our future. I also think Malibu has too many helicopter style parents who demand that this town change for their kids as if no one ever raised any families before the newbies began reproducing. Fed up with all the whining of "get the kids this and that" especially with regards to leisure time activities. Fed up most of all with the illegal football field lights and will never again support any school leisure activity nor outreach fundraising. Parents should be responsible for their offspring, period.	May 4, 2012 9:50 AM
9	clothing chain stores	May 4, 2012 7:14 AM
10	Cars	May 4, 2012 4:53 AM
11	Drunkards roaming the streets at night	May 3, 2012 10:39 PM
12	CARS	May 3, 2012 8:00 AM
13	Slobs that come here and litter. Ticket them!!	May 2, 2012 9:18 PM
14	-- tourists in the summer. -- weekenders that don't care about the community. -- residents that don't care about the community.	May 2, 2012 5:00 PM
15	Subways, speeding cars, expensive retail stores no one in Malibu shops at like Lanvin, Ferricone, Missioni and the like, mediocre/bad restaurants.	May 2, 2012 5:00 PM

Page 5, Q21. Complete this statement: I think Malibu has too many:

16	cops and paparazzi	May 2, 2012 4:09 PM
17	commercial buildings sitting vacant. Restaurants. shops that the locals do not use.	May 2, 2012 2:18 PM
18	mean small minded greedy people and gophers	May 2, 2012 1:48 PM
19	high end shops	May 2, 2012 1:18 PM
20	High end boutique clothing stores	May 2, 2012 12:33 PM
21	Commercially zoned areas and a list of looming commercial projects we don't need or want. Goes against our Malibu vision statement.	May 2, 2012 12:06 PM
22	New high-end shops that the residents of Malibu could care less for.	May 2, 2012 10:34 AM
23	People that want to control everything.	May 2, 2012 10:13 AM
24	trashy big corporation fast food signs along PCH which destroy the charm or our community.	May 2, 2012 10:11 AM
25	"Destination" visitors.	May 2, 2012 9:46 AM
26	stores and tourists	May 2, 2012 8:32 AM
27	empty buildings so we don't need new ones and too many second and third owners that actually don't care about living Malibu.	May 2, 2012 8:03 AM
28	Rogue Surf Schools that are a liability to the city.	May 2, 2012 7:42 AM
29	Retail stores! We have plenty.	May 1, 2012 10:11 PM
30	surfing kooks from the Valley	May 1, 2012 10:09 PM
31	High end retail stores	May 1, 2012 10:00 PM
32	Traffic accidents	May 1, 2012 9:56 PM
33	coffee shops	May 1, 2012 7:46 PM

Page 5, Q21. Complete this statement: I think Malibu has too many:

34	developers and snobby rich people who want malibu to be like the cities they left	May 1, 2012 7:28 PM
35	Corporate/Chain Stores	May 1, 2012 7:08 PM
36	Retail Stores	May 1, 2012 7:04 PM
37	biased surveys and the city staffers who spend taxpayer money to pay for them. Too many shopping centers and hotels in development. Too many tourists.	May 1, 2012 7:02 PM
38	Surveys	May 1, 2012 7:02 PM
39	expensive apparel boutiques	May 1, 2012 7:01 PM
40	High-end shops	May 1, 2012 6:55 PM
41	Kook	May 1, 2012 6:44 PM
42	coffee shops and high end restaurants	May 1, 2012 6:37 PM
43	cars (specific to through traffic).	May 1, 2012 5:58 PM
44	speeding cars and deaths on pch	May 1, 2012 5:47 PM
45	no opinion he he churches? realtors? just kidding	May 1, 2012 5:43 PM
46	surfers	May 1, 2012 5:41 PM
47	policeman writing traffic tickets	May 1, 2012 5:32 PM
48	cars, houses, lights, and commercial buildings	May 1, 2012 5:12 PM
49	Stores trying to Profit off the lifestyle the residents created.	May 1, 2012 5:02 PM
50	Weeds	May 1, 2012 5:01 PM
51	boutique stores and overdeveloped crap that nobody needs or uses.	May 1, 2012 4:49 PM
52	high end boutiques	May 1, 2012 4:46 PM

Page 5, Q21. Complete this statement: I think Malibu has too many:

53	Unusable small businesses and too much congestion.	May 1, 2012 4:39 PM
54	womens clothing stores ad high priced stores	May 1, 2012 4:23 PM
55	High end specialty stores that don't reflect the nature of our city.	May 1, 2012 4:10 PM
56	Opinions	May 1, 2012 4:07 PM
57	Starbucks	May 1, 2012 4:07 PM
58	People working in the city government	May 1, 2012 4:02 PM
59	summer visitors	May 1, 2012 3:39 PM
60	High End retail shops	May 1, 2012 3:37 PM
61	tourists	May 1, 2012 3:34 PM
62	Tourists who don't understand how to drive the PCH.	May 1, 2012 3:32 PM
63	summer traffic	May 1, 2012 3:30 PM
64	greedy develpoers	May 1, 2012 3:26 PM
65	cars	May 1, 2012 3:23 PM
66	Cars	May 1, 2012 3:21 PM
67	Cars	May 1, 2012 3:03 PM
68	extremists who confuse being a "local" with being right.	May 1, 2012 1:57 PM
69	high end, national bs stores only here to further capitalize on the (imaginary) Malibu name	May 1, 2012 12:12 PM
70	Cars	May 1, 2012 9:37 AM
71	vehicles and rules.	Apr 23, 2012 5:20 PM

Page 5, Q21. Complete this statement: I think Malibu has too many:

72	High end stores. Visitor serving businesses.	Apr 20, 2012 4:19 PM
73	local politicians	Apr 20, 2012 4:09 PM
74	Pretentious boutique chain stores; ugly, poorly designed commercial buildings; conspicuous mega-mansions; overpaid city staff and consultants and urban sprawl.	Apr 20, 2012 3:49 PM
75	High end stores. They are completely out of place in this rural environment.	Apr 20, 2012 3:31 PM
76	shops for tourists	Apr 20, 2012 3:11 PM
77	High end retail stores	Apr 20, 2012 2:56 PM
78	Weekend parties...tying up traffic on Malibu Rd.	Apr 20, 2012 2:37 PM
79	Creative barriers.	Apr 20, 2012 2:17 PM
80	traffic lights that are not smart lights	Apr 20, 2012 2:10 PM
81	High-end, mediocre eateries/boutiques and spoiled, selfish, entitled youth	Apr 20, 2012 2:07 PM
82	rehab condos	Apr 20, 2012 2:03 PM
83	Tourists and second home owners	Apr 20, 2012 12:40 PM
84	CLOTHING SHOPS	Apr 20, 2012 12:24 PM
85	Chain stores, womens clothing stores	Apr 20, 2012 12:01 PM
86	cars trying to get somewhere else.	Apr 20, 2012 12:00 PM
87	traffic jams	Apr 20, 2012 11:22 AM
88	national and regional chain stores and high end restaurants.	Apr 20, 2012 10:37 AM
89	Devel;opers and large mansions	Apr 20, 2012 10:25 AM

Page 5, Q21. Complete this statement: I think Malibu has too many:

90	debts,	Apr 20, 2012 9:30 AM
91	tourist serving businesses	Apr 20, 2012 8:50 AM
92	Expensive clothing stores, large chain stores & restaurants.	Apr 20, 2012 7:54 AM
93	High end stores and they are mostly in one location.	Apr 20, 2012 7:48 AM
94	contrived activities development = and cops on private streets and shopping centers (keep them on PCH - where they are needed!)	Apr 20, 2012 12:20 AM
95	Billionaires with grandiose plans for Malibu.	Apr 19, 2012 11:24 PM
96	High end stores, that do not cater to the local cliental!	Apr 19, 2012 8:48 PM
97	Automobiles Barking Dogs	Apr 19, 2012 8:31 PM
98	Malibu has too many high end businesses. There are also too many rehab houses. And there are too many developers who seek to change Malibu into something that most full time local residents do not want. Malibu locals should not be penalized by high rents and prices due to the investment mistakes that some developers have made by paying so much for what they bought.	Apr 19, 2012 8:06 PM
99	cars	Apr 19, 2012 7:58 PM
100	beach visitors, recovery centers	Apr 19, 2012 7:12 PM
101	Starbucks	Apr 19, 2012 6:55 PM
102	Visitor serving businesses.	Apr 19, 2012 6:52 PM
103	Community surveys	Apr 19, 2012 4:47 PM
104	too much development	Apr 19, 2012 4:26 PM
105	upscale clothing stores	Apr 19, 2012 3:46 PM

Page 5, Q21. Complete this statement: I think Malibu has too many:

106	Chain stores and womens clothing stores that are visitor serving	Apr 19, 2012 3:38 PM
107	Whacko people who think they are trying to help us, but in fact hurt us. eg: Trancas and PCH could have been locally owned and 5-7 Big homes. Today is is owned by the WALMART family and there are 33 CONDOS!!!!	Apr 19, 2012 3:38 PM
108	drug rehab businesses, expensive stores, traffic, light pollution, development in general	Apr 19, 2012 3:35 PM
109	Tourist-serving businesses (e.g., luxe T-shirts, high-priced designer goods. Visitors. Cars on the road. People. Banner-ad airplanes in the summer.	Apr 19, 2012 2:57 PM
110	Cars on the road	Apr 19, 2012 2:48 PM
111	Chain stores	Apr 19, 2012 2:30 PM
112	expensive clothing stores I do not use.	Apr 19, 2012 2:22 PM
113	Chains.	Apr 19, 2012 2:07 PM
114	Activists	Apr 19, 2012 1:59 PM
115	high end stores	Apr 19, 2012 12:48 PM
116	has too large a governing presence, which exists for its employees and contract employees. You can outsource everything create smaller gov and more monies for residents.	Apr 19, 2012 12:43 PM
117	ordinance violators	Apr 19, 2012 12:09 PM
118	formula retail stores, women;s clothing stores	Apr 19, 2012 10:58 AM
119	people who want it to look like Thousand Oaks.	Apr 19, 2012 9:24 AM
120	Italian restaurants, unnecessary traffic lights to impede traffic flow, radar traps in areas where they're really not needed (and virtually none where they ARE needed), shops which serve as nothing more than promotional vehicles for corporate advertising (and do nothing to serve local residents), people who basically do nothing but complain when things don't go their way	Apr 19, 2012 8:43 AM
121	New homes that do not match the neighborhoods in which they are built.	Apr 19, 2012 8:39 AM

Page 5, Q21. Complete this statement: I think Malibu has too many:

122	Upscale stores	Apr 19, 2012 8:31 AM
123	Pricey stores, reckless drivers, Z-traffic	Apr 19, 2012 7:01 AM
124	people in the summertime so that locals cannot leave their homes!	Apr 18, 2012 5:49 PM
125	Z traffic	Apr 18, 2012 3:01 PM
126	High-end retail shops.	Apr 18, 2012 12:42 PM
127	overpriced, upscale ladies clothing/apparel stores.	Apr 18, 2012 12:20 PM
128	Z Commuters	Apr 18, 2012 11:59 AM
129	Regulations	Apr 18, 2012 10:03 AM
130	Rude children. Parks. Ball fields. Public access to beaches.	Apr 18, 2012 6:22 AM
131	Bicycles	Apr 17, 2012 10:02 PM
132	jean stores & mall chains and over priced high end Brand stores	Apr 17, 2012 9:19 PM
133	designer shops that are ultra high end	Apr 17, 2012 5:48 PM
134	Bad restaurants	Apr 17, 2012 4:20 PM
135	High end stores	Apr 17, 2012 3:51 PM
136	lookie-loos in the passing lane congesting traffic and causing road rage, especially on the weekends and most especially in the summer. Any "Slow Down" policy will exacerbate the congestion problem causing residents the most inconvenience. Too much commercially zoned properties in the heart of Malibu proposing to increase the existing traffic problems and traffic is already peaked out. Too many failing septic systems in the Colony and commercial developments along "polluter's row" in the Cross Creek shopping area. City Council members issuing inappropriate "Statements of Overriding Consideration" for commercial developers and not mitigating environmental problems.	Apr 17, 2012 3:45 PM
137	people driving on the highway	Apr 17, 2012 3:35 PM
138	NIMBY's!	Apr 17, 2012 3:23 PM

Page 5, Q21. Complete this statement: I think Malibu has too many:

139	Politicians and citizens who think that the government has any idea of what it's doing. The City needs to leave us alone.	Apr 17, 2012 3:22 PM
140	not sure	Apr 17, 2012 2:21 PM
141	Democrats!	Apr 17, 2012 1:43 PM
142	commercial centers/ malls	Apr 17, 2012 1:32 PM
143	High end retail shops that don't service the needs of the locals	Apr 17, 2012 1:30 PM
144	Universities	Apr 17, 2012 1:30 PM
145	Commercialized stores!	Apr 11, 2012 6:42 PM
146	hippies	Apr 9, 2012 7:22 PM
147	High-end designer stores.	Mar 24, 2012 1:08 PM
148	Expensive stores.	Mar 20, 2012 6:25 PM
149	tourists	Mar 17, 2012 9:46 AM
150	Kooks! Outsiders who don't leave our beaches clean and can't drive on our highway safely. Malibu also had way too many high end women's retailers and not enough outdoor family dining. No women's shoe stores either. Also, I would love a great organic, healthy market to shop at instead of the Sunday farmers market. Malibu has too many outside property owners controlling the local market. Oh, and too many Paparazzi's!!	Mar 15, 2012 9:43 PM
151	Stores for high end jeans stores.	Mar 15, 2012 12:26 PM
152	greedy and negative forces	Mar 14, 2012 5:13 PM
153	Beachfront properties, and access to too much of the coastline that should belong to the public is restricted.No one should be able to "own the beach" This is especially true of beaches like broadbeach	Mar 14, 2012 4:50 PM
154	Upscale restaurants	Mar 14, 2012 4:09 PM
155	fancy stores and restaurants	Mar 14, 2012 1:39 PM

Page 5, Q21. Complete this statement: I think Malibu has too many:

156	people coming thru	Mar 14, 2012 12:26 PM
157	starbucks and subways	Mar 14, 2012 12:01 PM
158	non locally owned/operated businesses.	Mar 13, 2012 12:47 PM
159	chain businesses	Mar 12, 2012 10:39 PM
160	speed traps	Mar 12, 2012 10:34 PM
161	accidents on PCH I could fill a book with the people killed in just a ten mile radias around paradise cove.	Mar 12, 2012 9:56 PM
162	of everything	Mar 12, 2012 9:45 PM
163	High end clothing stores	Mar 12, 2012 9:43 PM
164	Upscale stores, Italian restaurants	Mar 12, 2012 9:03 PM
165	speeding cars driving to and from Oxnard	Mar 12, 2012 8:47 PM
166	Fancy high end stores & Reasturant s	Mar 12, 2012 7:45 PM
167	High end retail stores	Mar 12, 2012 7:14 PM
168	expensive shops that cater to the wealthy.	Mar 12, 2012 7:13 PM
169	empty stores.	Mar 12, 2012 6:54 PM
170	fast cars on PCH	Mar 12, 2012 6:32 PM
171	Cars	Mar 12, 2012 6:17 PM
172	accidents	Mar 12, 2012 5:50 PM
173	people that don'n understand its roots and are just out to make a buck	Mar 12, 2012 5:37 PM
174	Nimbys, busybodies, and people who want the government to pay for their private recreation.	Mar 12, 2012 5:23 PM

Page 5, Q21. Complete this statement: I think Malibu has too many:

175	restrictions on land use!	Mar 12, 2012 5:07 PM
176	traffic	Mar 12, 2012 5:06 PM
177	High end stores	Mar 12, 2012 4:51 PM
178	Regulations and too many taxes. If you would get rid of some of the regulations then I think everything would run smoother.	Mar 11, 2012 9:26 PM
179	places that sell \$400 jeans and \$200 button ups that no one is going to buy	Mar 9, 2012 3:09 PM

Page 5, Q22. Complete this statement: I think Malibu needs more:

1	less expensive restsurants	May 8, 2012 12:23 PM
2	Owner run businesses. Less big chains. Good Asian restaurants. More pedestrian/bike friendly areas.	May 7, 2012 5:10 PM
3	Availability of emergency services.	May 7, 2012 1:30 PM
4	open space	May 5, 2012 4:22 PM
5	good restaurants	May 4, 2012 7:54 PM
6	Dog park. The Trancas dog park does not have a simple fence to partition small and big dogs. No brainer... see other dog parks regarding weight tiers (30 lbs or more for large-dog area). City Council is gives lame excuses: Need study, need more time, see what happens in a year from now. This is total incompetence. Also, need more COPS with MOXIE along roads where reckless driving occurs (high-speed motorcycles and cars) along PCH and canyon roads, instead of picking off seniors that go 5 MPH over the limit or do not stop for one-Mississippi...	May 4, 2012 3:08 PM
7	Opportunities for young people to seen/heard in the arts and entertainment.	May 4, 2012 10:43 AM
8	Voters to make changes, we need to change the city council elections to match Co/State/Nat'l elections which will encourage more voter participation. Malibu should do more to encourage voter participation as a city focus.	May 4, 2012 9:50 AM
9	open space purchases	May 4, 2012 7:14 AM
10	Restaurants, all levels of service.	May 4, 2012 4:53 AM
11	Ball parks for the kids	May 3, 2012 10:39 PM
12	MOM AND POP BUSINESESS GOOD MEDIUM PRICED RESTAURANTS	May 3, 2012 8:00 AM
13	Open spaces. We need to cut down planted trees on point dume. Get it to 1982 levels.	May 2, 2012 9:18 PM
14	-- residents who care about their schools and community.	May 2, 2012 5:00 PM
15	Autonomy from SMMUSD, slow food farmer market type dining and fine dining, places for teenagers to hang out, venues for live music for all ages,	May 2, 2012 5:00 PM
16	sun during may and june lol	May 2, 2012 4:09 PM

Page 5, Q22. Complete this statement: I think Malibu needs more:

	people like Skylar Peak who really cares and has enough guts to make the needed changes	
17	dog friendly trails and parks	May 2, 2012 2:18 PM
18	open mindedness and cooperation cohesive aesthetic building code enforce existing trail easements so we can have a contiguous trail system	May 2, 2012 1:48 PM
19	existing centers should cater more to local needs. we have enough food markets, restaurants, and visitor serving business.	May 2, 2012 1:18 PM
20	goods and services that are aimed at locals.	May 2, 2012 12:33 PM
21	rural areas. We should use bonds to buy up commercial space and retire it. We should stick with our original vision for the city.	May 2, 2012 12:06 PM
22	Restaurants to grab a quick healthy bite without spending 20\$. We really need a small spot like our old and much loved and missed Dume Room to enjoy a drink any night of the week.	May 2, 2012 10:34 AM
23	People who want to work positively to improve our community.	May 2, 2012 10:13 AM
24	Farm to table stores, restaurants, and fast food smoothie bars, more local artisan stores, less big corporate influence, more mom and pop stores, with an earthy, relaxed, feel, using less plastic/steel and more natural materials.	May 2, 2012 10:11 AM
25	Emphasis on reducing the size of government. When I voted for CityHood I envisaged a volunteer city council and perhaps 6 or 10 employees tops. It's too big now and the inmates (employees) are starting to run the city to too large a degree.	May 2, 2012 9:46 AM
26	clean lagoon water	May 2, 2012 8:32 AM
27	solutions weather if you can park up and down p.c.h and walk thru neighbor hoods for hiking or the beaches.	May 2, 2012 8:03 AM
28	Self regulation on potential liability risks and programs to help promote local business's in out lying areas.	May 2, 2012 7:42 AM

Page 5, Q22. Complete this statement: I think Malibu needs more:

29	Restaurants.	May 1, 2012 10:11 PM
30	enforcer	May 1, 2012 10:09 PM
31	Lifeguards	May 1, 2012 9:56 PM
32	grocery stores, specialty stores (one of those being a specialty food, more gluten free options of places to eat and place that offer a variety of gluten free	May 1, 2012 7:46 PM
33	down to earth people who care about keeping Malibu healthy	May 1, 2012 7:28 PM
34	Local Resident Owned and operated businesses	May 1, 2012 7:08 PM
35	fiscal responsibility, greater control over developers to ensure smooth traffic flow and adequate parking in and around their centers.	May 1, 2012 7:02 PM
36	basic services like homeware goods, and specialty groceries	May 1, 2012 7:01 PM
37	a few more affordable shops, not too many because it is special in that Malibu is known to be upscale. I feel it's slightly ridiculous that we have to go through the canyon to get many products or clothing.	May 1, 2012 6:55 PM
38	Conservation	May 1, 2012 6:44 PM
39	boating facility for power and sail boats	May 1, 2012 6:38 PM
40	regular businesses, such as Trader Joes	May 1, 2012 6:37 PM
41	community involvement in issues directly pertaining to the area.	May 1, 2012 5:58 PM
42	skatepark and meeting areas for kids 6-12	May 1, 2012 5:47 PM
43	co-operatives	May 1, 2012 5:43 PM
44	education support	May 1, 2012 5:41 PM
45	healthy restaurants	May 1, 2012 5:32 PM
46	more of nothing	May 1, 2012 5:12 PM

Page 5, Q22. Complete this statement: I think Malibu needs more:

47	Small Unique Business's	May 1, 2012 5:02 PM
48	Aesthetic appeal	May 1, 2012 5:01 PM
49	businesses and companies that take an active role and the community and have become stakeholders in Malibu so that ensuring Malibu's preservation is tied to their own well-being	May 1, 2012 4:49 PM
50	lower rents for shop owners	May 1, 2012 4:46 PM
51	Parking	May 1, 2012 4:39 PM
52	local serving businesses	May 1, 2012 4:23 PM
53	Independent stores and restaurants that cater to middle class residents	May 1, 2012 4:10 PM
54	Comunity	May 1, 2012 4:07 PM
55	Boutiques, Car washes, Galleries	May 1, 2012 4:07 PM
56	safe walking trails to allow us to walk to Malibu stores	May 1, 2012 4:02 PM
57	local services	May 1, 2012 3:39 PM
58	fast casual restaurants	May 1, 2012 3:37 PM
59	Casual, healthy restaurants. Evening activities/entertainment for adults. Affordable housing - so people who work in Malibu can actually afford to live here.	May 1, 2012 3:32 PM
60	equestrian paths	May 1, 2012 3:30 PM
61	preserved open space	May 1, 2012 3:26 PM
62	good places to eat	May 1, 2012 3:23 PM
63	Nature MPA	May 1, 2012 3:21 PM

Page 5, Q22. Complete this statement: I think Malibu needs more:

64	Recreational area for the youth	May 1, 2012 2:16 PM
65	Tolerance of other peoples positions	May 1, 2012 1:57 PM
66	local shops, local support for shops, hardware/lumber store to support the only actual business in malibu...construction	May 1, 2012 12:12 PM
67	bars, casual dining, entertainment venues	May 1, 2012 9:37 AM
68	bike and pedestrian friendly areas, public beach accesses, help keeping the place clean	Apr 23, 2012 5:20 PM
69	landcape and design ie. walkway from Bluffs park to pier.take down wire fence at Surfriders area.viewing deck. Ann Ryan had a landscape plan for this and Cal Trans was going to fund the project.What happened to the plan? On the bridge over Malibu Creek,the looming sign of Wells Fargo & Shell intrude on one of Malibu's most picturesque spots. Does malibu have a sign ordinance? The porta potties at the Labor exchange need to be positioned in a more discreet spot, out of view of the library parking lot and park.Malibu needs more housekeeping.	Apr 20, 2012 8:27 PM
70	Businesses that serve local needs.	Apr 20, 2012 4:19 PM
71	transparency in government	Apr 20, 2012 4:09 PM
72	Open space, trails, clean water, dark skies, historic preservation.	Apr 20, 2012 3:49 PM
73	parking in shopping areas - can't shop if can't find parking	Apr 20, 2012 3:11 PM
74	Mom and Pop stores. Privately owned unique retail and food sale establishments	Apr 20, 2012 2:56 PM
75	Better home services	Apr 20, 2012 2:37 PM
76	Diversity in populous, and focus on community enlivening activity.	Apr 20, 2012 2:17 PM
77	restaurants and grocery stores and movie theaters	Apr 20, 2012 2:10 PM
78	Local, inexpensive "dive" businesses. We need a good live music venue (what the Dume Room once was).	Apr 20, 2012 2:07 PM
79	preservation	Apr 20, 2012 2:03 PM

Page 5, Q22. Complete this statement: I think Malibu needs more:

	conservation	
80	of a small town neighborly feeling	Apr 20, 2012 12:40 PM
81	APPRECIATION AND PROTECTION OF OPEN SPACE/ENVIRONMENTAL RESOURCES AND APPRECIATION OF THE NEED TO CUT BACK ON DEVELOPMENT AND TRAFFIC	Apr 20, 2012 12:24 PM
82	diversity	Apr 20, 2012 12:01 PM
83	movie theaters	Apr 20, 2012 12:00 PM
84	affordable housing	Apr 20, 2012 11:22 AM
85	Parks and community spaces.	Apr 20, 2012 10:39 AM
86	parks,retained open space in the commercial core areas and diverse resident and visitor serving small businesses.	Apr 20, 2012 10:37 AM
87	Hardware and lumber yards, control of z traffic.	Apr 20, 2012 10:25 AM
88	permit streamlines code enforcement	Apr 20, 2012 9:30 AM
89	safety on PCH, resident serving businesses, and a diversification ordinance	Apr 20, 2012 8:50 AM
90	Malibu doesn't need anymore of anything!	Apr 20, 2012 7:54 AM
91	Unique shops with artistic unique items Good seamstress	Apr 20, 2012 7:48 AM
92	Natural activities emphasized youth activities senior activities - intergenerational activities	Apr 20, 2012 12:20 AM
93	Resident focused businesses; MORE environmental protection.	Apr 19, 2012 11:24 PM
94	Local business that cater to lifestyle of "real" Malibu residents	Apr 19, 2012 8:48 PM

Page 5, Q22. Complete this statement: I think Malibu needs more:

95	Smaller Highway signs for advertising Trash cans should be stored in bins Beautify our roadside. Put some color in legacy Park	Apr 19, 2012 8:31 PM
96	Malibu needs to have more respect and appreciation for the natural environment that makes Malibu special. That would include open areas, natural vegetation, ocean views and access, and traffic and travel that locals can use year round.	Apr 19, 2012 8:06 PM
97	preservation of open space	Apr 19, 2012 7:58 PM
98	cultural events	Apr 19, 2012 6:55 PM
99	Protection of small town community.	Apr 19, 2012 6:52 PM
100	critical thinkers	Apr 19, 2012 4:47 PM
101	Needs to be more visitor friendly and welcome the public to the beach	Apr 19, 2012 4:26 PM
102	affordable clothing stores	Apr 19, 2012 3:46 PM
103	Retail diversity of shopping choices	Apr 19, 2012 3:38 PM
104	People to get involved.	Apr 19, 2012 3:38 PM
105	eco homes, vegetable and fruit gardens, native plants, energy conservation, energy generation from clean energy, wildlife spaces	Apr 19, 2012 3:35 PM
106	Low-priced, family-serving restaurants. Open space. Environmental preservation. People that are thoughtful, considerate, not in a hurry.	Apr 19, 2012 2:57 PM
107	Police and traffic control	Apr 19, 2012 2:48 PM
108	Nothing, leave Malibu alone.	Apr 19, 2012 2:30 PM
109	west end day to day essential stores	Apr 19, 2012 2:22 PM
110	Local Business/	Apr 19, 2012 2:07 PM

Page 5, Q22. Complete this statement: I think Malibu needs more:

111	Help controlling drugs at the high school. Its real and a serious problem. Both my kids told me girls were doing cocaine in jr high, my kids went to Oaks (on scholarship).	Apr 19, 2012 1:59 PM
112	retailers like TOPS, Indiana Jones	Apr 19, 2012 12:48 PM
113	use of experienced businessman who are willing to volunteer, so as to advise the city council and less reliance on those who benefit from confrontation and litigation	Apr 19, 2012 12:43 PM
114	ordinance enforcement	Apr 19, 2012 12:09 PM
115	small service businesses	Apr 19, 2012 10:58 AM
116	visitor fees/restrictions	Apr 19, 2012 9:24 AM
117	Restaurant diversity (in terms of both cuisine and price range), local-serving businesses of all types, boutique grocery (Trader Joe's, Sprouts, Whole Foods or similar), community engagement and citizen involvement	Apr 19, 2012 8:43 AM
118	restrictive residential and commercial development standards and the implementation of an Architectural Review Board	Apr 19, 2012 8:39 AM
119	A community Center such as the one that used to be at the Point Dume School.	Apr 19, 2012 8:31 AM
120	hospital, regulated beach parking, traffic enforcement especially during the summer, affordable stores.	Apr 19, 2012 7:01 AM
121	quiet!	Apr 18, 2012 5:49 PM
122	Bike paths	Apr 18, 2012 3:01 PM
123	Varied dining choices.	Apr 18, 2012 12:42 PM
124	<ol style="list-style-type: none">1. Traffic Law Enforcement2. Realistic retail shopping to recapture lost tax dollars now being spent outside the community.3. A Sprouts market at Trancas.	Apr 18, 2012 12:20 PM
125	A Whole Foods Market!	Apr 18, 2012 11:59 AM
126	some more commercial facilities in the Civic Center.	Apr 18, 2012 10:03 AM
127	Affordable shopping options.	Apr 18, 2012 6:22 AM

Page 5, Q22. Complete this statement: I think Malibu needs more:

128	Businesses	Apr 17, 2012 10:02 PM
129	thought on how to keep it a beautiful place to visit	Apr 17, 2012 9:19 PM
130	unique and creative businesses and restaurants and everyday services	Apr 17, 2012 5:48 PM
131	Everyday clothing and housewares	Apr 17, 2012 4:20 PM
132	Local services and stores	Apr 17, 2012 3:51 PM
133	Police stationed in Malibu and a video monitoring system on PCH targeting miss-use of the traffic lanes, drivers impeding traffic and speeders weeving in and out of lanes to avoid those misusing the passing lane. Also, target drivers who use cell phones or make-up mirrors, or read papers, eat food while driving. Ciy Council members who appreciate that Malibu is an environment for residents first, not commercial developers first.	Apr 17, 2012 3:45 PM
134	traffic control	Apr 17, 2012 3:35 PM
135	Visitor commercial pedestrian friendly public places	Apr 17, 2012 3:23 PM
136	Liberty and freedom	Apr 17, 2012 3:22 PM
137	charming yet affordable restaurants	Apr 17, 2012 2:21 PM
138	Conservative thinkers!	Apr 17, 2012 1:43 PM
139	Open spaces	Apr 17, 2012 1:32 PM
140	More diverse, affordable shopping for the locals.	Apr 17, 2012 1:30 PM
141	Peace and quiet	Apr 17, 2012 1:30 PM
142	Small town local shops! What happened to the artisan community I remember.... When I first used to visit my sister I felt at peace.... now, I feel like I'm being judged every time I walk down to the lumber yard. I miss the sleepy town I remember!	Apr 11, 2012 6:42 PM
143	Casual, lower cost village areas.	Mar 24, 2012 1:08 PM
144	Affordable shopping.	Mar 20, 2012 6:25 PM

Page 5, Q22. Complete this statement: I think Malibu needs more:

145	LOCALS ONLY	Mar 17, 2012 9:46 AM
146	Local love and customer service. I've meet so many interesting residents in this city. What do we have to show for it? Our newest addition is a chipotle? Let's get more creative Malibu! And customer service oriented establishments would be a relief. I hate shopping these snooty high end stores and getting the cold shoulder unless you're a celebrity.	Mar 15, 2012 9:43 PM
147	Beach access for local residents.	Mar 15, 2012 12:26 PM
148	positive and engergetic ideas	Mar 14, 2012 5:13 PM
149	beach access, epecially down towards the big rock end of town	Mar 14, 2012 4:50 PM
150	Convience stores, copy and print shops Diners	Mar 14, 2012 4:09 PM
151	of an earthy, beachy, low key vibe	Mar 14, 2012 1:39 PM
152	local mom and pop shops	Mar 14, 2012 12:01 PM
153	affordable housing units. Locally owned/operated businesses, community support from non-locally owned businesses, public transport for children/teens/seniors/handicapped	Mar 13, 2012 12:47 PM
154	local businesses	Mar 12, 2012 10:39 PM
155	tickets for litter and cell phone	Mar 12, 2012 10:34 PM
156	nightlife....music....dancing on the pier with live bands ...	Mar 12, 2012 9:56 PM
157	of nothing	Mar 12, 2012 9:45 PM
158	Active recreation areas (Soccer, Baseball, Tennis)	Mar 12, 2012 9:43 PM
159	Affordable healthy family restaurants	Mar 12, 2012 9:03 PM
160	Post more awareness to the commuters about the 55 mph on P.C.H. north of Trancas. Most people think its a freeway of 65 mph or more.	Mar 12, 2012 8:47 PM

Page 5, Q22. Complete this statement: I think Malibu needs more:

161	Mid price food & stores	Mar 12, 2012 7:45 PM
162	Small artist boutiques that offer Malibu local made products/food.. Also it needs a good family friendly restaurant on the west end.	Mar 12, 2012 7:14 PM
163	shops for the "regular" Malibuites.	Mar 12, 2012 7:13 PM
164	people who will stand up to outside interests and truly support the people and economy of Malibu.	Mar 12, 2012 6:54 PM
165	places to keep the tourists away from the locals	Mar 12, 2012 6:32 PM
166	Conservation and small town appeal	Mar 12, 2012 6:17 PM
167	cohesive planning...tie each pocket area to the next with transportation. Also needs more sports playing areas	Mar 12, 2012 5:50 PM
168	community	Mar 12, 2012 5:37 PM
169	Senior housing development in the Civic Center with associated Medical care.	Mar 12, 2012 5:23 PM
170	Freedom to build and grow	Mar 12, 2012 5:07 PM
171	places for neighbors to gather--other than Starbucks. Michael Koss is doing a job job at Cross Creek, for example,	Mar 12, 2012 4:56 PM
172	programs that promote beach use for the residents especially students	Mar 12, 2012 4:51 PM
173	things to do other than going to the beach and eating food.	Mar 11, 2012 9:26 PM
174	reasonably priced shopping and locally-serving amenities	Mar 9, 2012 3:09 PM

Page 5, Q23. Complete this statement: I think "City Hall" could do a better job for Malibuites by:

1	managing money better	May 8, 2012 12:23 PM
2	Helping the smaller, regular goods and service oriented businesses get affordable rents. Unless and until Malibu has double decker roadways to allow traffic to flow, we're not in a position to "lure" more visitors and shoppers.	May 7, 2012 5:10 PM
3	Helping to create slow growth.	May 7, 2012 1:30 PM
4	Thinking about the RESIDENTS, the term Malibuites is a bit trite and way too encompassing	May 7, 2012 11:21 AM
5	listening	May 5, 2012 4:22 PM
6	not giving in to the Santa Monica Mountains Conservancy	May 4, 2012 7:54 PM
7	Addressing street conditions. More potholes then ever, especially on canyon roads. Driving from the county side to the city side is like leaving the US for a third world country. They suggested raising the property tax for canyon residents! Absurd!! Where are Malibu's priorities?	May 4, 2012 3:08 PM
8	Encouraging Art, Music and Entertainment to tickle peoples senses and bring Joy to the Joyless	May 4, 2012 10:43 AM
9	Accomplishing the promises made in the original effort to purchase City Hall. It is not a place for city gatherings, it is a spot for cushy offices of staff and their personal meetings with developers and old city councilmembers.	May 4, 2012 9:50 AM
10	citing Septic discharge violators along all of Malibu's low lying areas where the water tables leech septic waste into the ocean and creeks	May 4, 2012 7:14 AM
11	Listening.	May 3, 2012 10:39 PM
12	TOUGH QUESTION	May 3, 2012 8:00 AM
13	Just enforce the no littering laws.	May 2, 2012 9:18 PM
14	-- communicating, although the recent mayor, Laura Rosenthal, is doing a better job than any mayor I can remember.	May 2, 2012 5:00 PM
15	More Surveys like this	May 2, 2012 5:00 PM
16	listening to the preponderance of these surveys and doing what the people of Malibu really wants	May 2, 2012 4:09 PM
17	hosting more events there and making it a building for the people to use and enjoy.	May 2, 2012 2:18 PM

Page 5, Q23. Complete this statement: I think "City Hall" could do a better job for Malibuites by:

18	involving the youth / civic programs	May 2, 2012 1:48 PM
19	by listening to residents that want to have the general plan vision of malibu upheld rather than listening to developers who want to turn malibu into naothe r shopping destination. Reduce the maximum allowable size of homes to the 6000-7000 range	May 2, 2012 1:18 PM
20	making more effort in public outreach.	May 2, 2012 12:33 PM
21	Following our original mission statement.	May 2, 2012 12:06 PM
22	keeping Malibu rustic, natural, magical, and special.	May 2, 2012 10:34 AM
23	Providing local transportation	May 2, 2012 10:13 AM
24	Mandating fluoride free drinking water, stop spraying chemicals on our roadsides, and banning chemical streaming in our skies.	May 2, 2012 10:11 AM
25	representing the citizens and not developers	May 2, 2012 8:32 AM
26	by keeping a way of life the reasons why we live here and not to sell out to the developers.	May 2, 2012 8:03 AM
27	Listening to the residents and not allowing the state or county to make decisions that comprimise Malibu's heritage.	May 2, 2012 7:42 AM
28	Funding some of public safety officers. Lifeguards	May 1, 2012 9:56 PM
29	listening to the citizens telling the City Council what is going on taking more dirctions from City Council and not "running" the City Council the way you want the City to be.	May 1, 2012 7:46 PM
30	doing what they said they would do when they ran for office	May 1, 2012 7:28 PM
31	Catering to local businesses	May 1, 2012 7:08 PM
32	listening to the residents and forcing commercial developers to either live within the existing zoning guidelines or mitigating their impact by giving back to the resident community.	May 1, 2012 7:02 PM

Page 5, Q23. Complete this statement: I think "City Hall" could do a better job for Malibuites by:

33	Being more user friendly at the City Council and Planning Commissions. Making it easier to do basic upgrades on your home.	May 1, 2012 7:01 PM
34	Being more open to what the residents have to say.	May 1, 2012 6:55 PM
35	Less development	May 1, 2012 6:44 PM
36	listening to our concerns and responding appropriately.	May 1, 2012 5:58 PM
37	Pressure security guards at stores to be more friendly to everyone, but especially youth. When I first moved to Malibu there were no security guards at businesses and it was a friendlier place. I find the use of security guards to be a ridiculous over reaction to the presence youth.	May 1, 2012 5:43 PM
38	fighting off the environmental groups that are trying to "run" Malibu	May 1, 2012 5:41 PM
39	keeping the ocean and tap water clean. keeping the traffic moving. make it safer for bicycles.	May 1, 2012 5:32 PM
40	charging the Chamber of Commerce to use our rooms, give the ocean view rooms to the people, not staff, have the council tell the staff what to do, explain all the capital projects, staff positions and benefits for both	May 1, 2012 5:12 PM
41	Moving the employees downstairs and using the up stair ocean view offices for the community who is paying for it	May 1, 2012 5:02 PM
42	Doing surveys and finding out what the community really wants. More decisions made by obtaining more input from residents. Phone surveys maybe.	May 1, 2012 5:01 PM
43	stopping development and encouraging local businesses that are already here, building mindful infrastructure that is an sustainable asset to future generations	May 1, 2012 4:49 PM
44	listening, taking action, supporting local public school education and the arts	May 1, 2012 4:46 PM
45	Fighting against a new sewer system.	May 1, 2012 4:39 PM
46	concentrating more on the residents needs and less on developers needs	May 1, 2012 4:23 PM
47	Reining in development, especially shopping centers.	May 1, 2012 4:10 PM
48	Creating better awareness of our natural beauty (mountains and beaches)	May 1, 2012 4:07 PM

Page 5, Q23. Complete this statement: I think "City Hall" could do a better job for Malibuites by:

	Bring back a Malibu channel for city wide info.	
49	Significantly reducing their staff	May 1, 2012 4:02 PM
50	being utilized for art exhibits, theatre, etc.	May 1, 2012 3:39 PM
51	Keep malibu simple and clean on weekends	May 1, 2012 3:37 PM
52	charging visitors that cruise pch	May 1, 2012 3:34 PM
53	Addressing real quality of daily life issues rather than getting bogged down on issues like the Lagoon. The Lagoon had many scientists and environmental agencies & specialists researching and recommending how to really improve water and environmental quality. Then it is completely blown out of proportion and derailed by a few people creating a big deal - who are not experts and get all freaked out by change and moving some birds for a bit - but don't really understand the issue. It is easy to let a couple loud voices cover the silence of the masses. Maybe the new lagoon's water and life quality would be MUCH better and healthier than it is now but we will never know. This is just one example of what I see happening often in Malibu.	May 1, 2012 3:32 PM
54	getting rid of Legacy Park	May 1, 2012 3:26 PM
55	be more user friendly to the people who live here lose up on people who want to remold there house stop tilling us what kind of landscaping we should have it all good need more and stop people from builing on top of are moutains	May 1, 2012 3:23 PM
56	Listen to what	May 1, 2012 3:03 PM
57	looking at the big picture	May 1, 2012 2:16 PM
58	Leaving us alone	May 1, 2012 1:57 PM
59	shutting down and handing services back to the County....the Bldg Dept, Planning, Health, etc. are disorganized, impossible to get a clear timely/ concise ruling on matters, way out of line, incompetent incompetent unable to deal with simple or any matters....eventually what's the point in dealing with them at all? They do a lame ineffective disservice to the City as a whole.	May 1, 2012 12:12 PM
60	managing the budget, keeping us out of lawsuits and getting ahead of the curve on water and other enviornmental issues.	May 1, 2012 9:37 AM
61	keeping the "institution" lean and clean.	Apr 23, 2012 5:20 PM

Page 5, Q23. Complete this statement: I think "City Hall" could do a better job for Malibuites by:

62	more actively protecting its citizenry by opposing excesses of state and county agencies e.g: forced sewerage of neighborhoods and the lagoon destruction	Apr 21, 2012 4:45 PM
63	Stand strong on NO CAMPING IN the Santa Monica Mts.	Apr 20, 2012 8:27 PM
64	Making decisions quicker rather than forever shelving the tough decisions for the next meeting, election, year or decade.	Apr 20, 2012 4:09 PM
65	Cutting the number of superfluous staff, putting preservation ahead of urban planning projects, improving transparency, enforcing existing codes, cutting back on the number of variances granted and listening to resident concerns.	Apr 20, 2012 3:49 PM
66	Listening more to residents, not to developers.	Apr 20, 2012 3:31 PM
67	listening to the residents; supporting a separate school district; more open government	Apr 20, 2012 3:11 PM
68	Providing opportunities for potential residents of varying income brackets.	Apr 20, 2012 2:17 PM
69	improving the timing of the traffic lights and encouraging more diverse shopping and restaurants	Apr 20, 2012 2:10 PM
70	LISTENING AND ABIDING BY RULES/STATUTES ON THE BOOKS!!!!!!	Apr 20, 2012 2:07 PM
71	restricting development stop all the exemptions and variances	Apr 20, 2012 2:03 PM
72	not being in the pockets of the developers and commercial property owners	Apr 20, 2012 12:40 PM
73	APPRECIATING AND PROTECTING OPEN SPACE/ENVIRONMENTAL RESOURCES AND APPRECIATING THE NEED TO CUT BACK ON DEVELOPMENT AND TRAFFIC AND PRESERVE VIEWS	Apr 20, 2012 12:24 PM
74	concentrating on resident serving services and not commercial development	Apr 20, 2012 12:01 PM
75	insisting now that the destruction of the Malibu Lagoon not proceed on June 1, 2012, after voting on April 9 to oppose the project.	Apr 20, 2012 12:00 PM
76	By working for the city and not self interest.	Apr 20, 2012 11:33 AM
77	wasting less money acquiring expensive real estate	Apr 20, 2012 11:22 AM
78	protecting Malibu from high density development.	Apr 20, 2012 11:11 AM

Page 5, Q23. Complete this statement: I think "City Hall" could do a better job for Malibuites by:

79	Reaching out to the specific needs of specific residential and commercial areas. Each area has specific priorities and needs.	Apr 20, 2012 10:37 AM
80	Supporting the citizens, fiscal management, do not support sewers, we do not need them.	Apr 20, 2012 10:25 AM
81	prohibiting pollution of our watershed from outside of the City.	Apr 20, 2012 9:30 AM
82	huge cost cutting, there are too many city employees, too much money spent on city hall and city staff salary and benefit packages, take out the locks on city hall offices and open up the space for the community	Apr 20, 2012 8:50 AM
83	Improving code enforcement, limiting growth, and cleaning up all the water pollution. And how about a few recycling containers @ these "villages?" And a view restoration ordinance like we asked for....	Apr 20, 2012 7:54 AM
84	Fiscal management Fighting for it's citizens Protecting the ambiance and beauty of Malibu that the worker in City Hall enjoy.	Apr 20, 2012 7:48 AM
85	Listening to the people and acting for what the people want - not their own personal agenda!	Apr 20, 2012 12:20 AM
86	Following and ENFORCING the General Plan and LCP, which they have ignored at residents' expense, but which they are legally obligated to do. The city does NOT follow its own laws.	Apr 19, 2012 11:24 PM
87	being concerned with what the residents, not high-end landowners WANT, or think tourists want!	Apr 19, 2012 8:48 PM
88	Having all of our Council officials act like Lou Lamont. Response is always polite and courteous.	Apr 19, 2012 8:31 PM
89	I think that "City Hall" should provide and allow better communication between residents and the City Council. More notice of impending issues and decisions. Wiser and more prudent fiscal policies. Better control over development. A stricter Planning Commission, less willing to cave into indulgent building requests.	Apr 19, 2012 8:06 PM
90	not hogging the best views at City Hall.....green lighting pet projects with people of influence not considering neighbours over parents eg Allowing lights at the high school playing fields thereby Twisting and bending the rules for special interest groups. Struggling with the view ordinance, not making a stand.	Apr 19, 2012 7:58 PM

Page 5, Q23. Complete this statement: I think "City Hall" could do a better job for Malibuites by:

91	Building a Native American Cultural Center	Apr 19, 2012 6:55 PM
92	Being responsive to residents instead of developers.	Apr 19, 2012 6:52 PM
93	focusing on services instead of promoting development. Decreasing City spending by reducing the size of its staff.	Apr 19, 2012 4:26 PM
94	Stopping re-electing the same development-loving candidates	Apr 19, 2012 3:46 PM
95	Having a resident participative budgeting process whereby the residents have a say in what amounts are budgeted and what and how the categories are prioritized and the timing of expenditures	Apr 19, 2012 3:38 PM
96	Encouraging the public to get involved	Apr 19, 2012 3:38 PM
97	not approving development in geologically unstable areas, fire prone areas, large homes, ensuring fire safe homes and plantings, stopping illegal development, protecting property from incursion by neighbors, requiring local generation of energy and hardening houses	Apr 19, 2012 3:35 PM
98	Summarizing meeting agendas in the email newsletter (rather than merely listing the date and time). Paying more than lip-service to the environmental protection values in the LCP. Allowing local residents equal participation in review of development projects – in contrast to the manifestly preferential treatment accorded to developers.	Apr 19, 2012 2:57 PM
99	Spending more on public safety	Apr 19, 2012 2:48 PM
100	Get rid of the present city council.	Apr 19, 2012 2:30 PM
101	getting us our own competition swimming pool	Apr 19, 2012 2:22 PM
102	Controlling growth.	Apr 19, 2012 2:07 PM
103	Empower some of the candidates that ran for city council and give them special assignments. Hans and Hamish are amazing, smart people. Hamish could help at the high school by starting a drug awareness program and talking to kids.	Apr 19, 2012 1:59 PM
104	creating beautiful senior center and meeting facilities instead of keeping the beautiful quarters for staff	Apr 19, 2012 12:48 PM
105	being more concise the first time a question is asked and stick to the original response.	Apr 19, 2012 12:43 PM
106	puting residents needs first	Apr 19, 2012 12:09 PM

Page 5, Q23. Complete this statement: I think "City Hall" could do a better job for Malibuites by:

107	keeping the citizens in mind and not the chamber of commerce	Apr 19, 2012 10:58 AM
108	listening to the local architects and builders on how to streamline the permit process.	Apr 19, 2012 9:24 AM
109	Moving the public comment portion of City Council meetings to the end, as is increasingly being done by other cities.	Apr 19, 2012 8:43 AM
110	?	Apr 19, 2012 8:31 AM
111	Less beurocracy, cheaper permits especially for the usual home-maintenance-improvement projects like roof, appliances, electrical upgrades, driveway re-paves etc. Stop bending to the realators, chamber, and moneyed land-owners. Make them follow the codes if they want to purchase here. Stop catering to kids wishes so much. Less closed meetingsm, more transparency.	Apr 19, 2012 7:01 AM
112	Creating a village atmosphere both for residents and visitors	Apr 18, 2012 3:01 PM
113	following the municipal code.	Apr 18, 2012 12:20 PM
114	converting the lumber yard into local serving business area..pull the cleaners, shoemaker, bank, malibu business center, post office, etc into one centrally located area. the designer boutiques there are a waste of time...there is no life mon-fri or on winter weekend...if the lumberyard mix of businesses attracted locals it would be busy all the time!	Apr 18, 2012 11:59 AM
115	reducing regulations on commercial development such as increasing the maximum floor area ratio and reducing the required open space and landscaping percentages of commercial lots proposed for development.	Apr 18, 2012 10:03 AM
116	Caring about our beaches. With public access to beaches, people come down on the beach and leave their garbage, urinate under houses and use private homes as their washrooms.	Apr 18, 2012 6:22 AM
117	Being proactive not reactive traffic control	Apr 17, 2012 10:02 PM
118	paying attention	Apr 17, 2012 9:19 PM
119	Not focusing on minutia	Apr 17, 2012 4:20 PM
120	Taking control of PCH	Apr 17, 2012 3:51 PM
121	Not wasting city funds in legal battles with environmental organizations over fixing the envirmnt and addressing public	Apr 17, 2012 3:45 PM

Page 5, Q23. Complete this statement: I think "City Hall" could do a better job for Malibuites by:

	health and safety. Addressing existing traffic and water pollution problems within Malibu.	
122	Streamlining the permit process	Apr 17, 2012 3:23 PM
123	Going home	Apr 17, 2012 3:22 PM
124	not sure	Apr 17, 2012 2:21 PM
125	less regulation!	Apr 17, 2012 1:43 PM
126	Fighting for us and stop bowing to special interests and caving into commercial developers. STOP THE SEWERS!!! WE NEED TO PUT UP A FIGHT!!!	Apr 17, 2012 1:32 PM
127	To stop talking about and start acting on.	Apr 17, 2012 1:30 PM
128	Telling the Chamber, Pepperdine and all the other corporate welfarists to drop dead	Apr 17, 2012 1:30 PM
129	Preserving and returning to "local"	Apr 11, 2012 6:42 PM
130	addressing traffic	Apr 9, 2012 7:22 PM
131	Not being corrupt and taking "favors".	Mar 20, 2012 6:25 PM
132	i have no idea	Mar 17, 2012 9:46 AM
133	Listening more and being open to change. We need to stimulate this economy somehow and arguing over sign heights should be our last concern.	Mar 15, 2012 9:43 PM
134	finding a way to increase our local economy	Mar 14, 2012 5:13 PM
135	Changing the permitting system for building Not spending our time and money thinking up ways to make Malibu into a big town.	Mar 14, 2012 12:26 PM
136	Supporting community service programs through grants, subsidies Develop safe and accessible sidewalks on PCH Develop public space design and signage criteria Review and improve the design of Legacy park to make it more beautiful and user friendly	Mar 13, 2012 12:47 PM

Page 5, Q23. Complete this statement: I think "City Hall" could do a better job for Malibuites by:

137	Making good use of all the real estate and available public space	Mar 12, 2012 9:56 PM
138	doing less	Mar 12, 2012 9:45 PM
139	Think about the local people	Mar 12, 2012 7:45 PM
140	Not allowing any water treatment system or sewer that will "green light" over development which will benefit a few initially and ultimately destroy quality of life for the majority of residents.	Mar 12, 2012 6:54 PM
141	infighting less	Mar 12, 2012 6:32 PM
142	Stop expanding and make it more exclusive	Mar 12, 2012 6:17 PM
143	More community hang out areas....Johns garden central area, etc	Mar 12, 2012 5:50 PM
144	communication via email	Mar 12, 2012 5:37 PM
145	remembering that the City needs to pursue the basic amenities and let private people raise money for and run the charities. We need more stored water and an upgraded water system.	Mar 12, 2012 5:23 PM
146	killing all environmentalists who ruin life	Mar 12, 2012 5:07 PM
147	Thinking more about resident needs rather than commercial business interests	Mar 12, 2012 4:51 PM
148	Listening to the issues of the residents and be quicker to act on their suggestions. Do not shove regulations down our throats that will hurt the success of Malibu residents and the success of local businesses.	Mar 11, 2012 9:26 PM
149	increasing transparency, city staff proactively engaging with the local community, city staff respecting local control, city staff living locally	Mar 9, 2012 3:09 PM

Page 5, Q24. Complete this statement: Malibu needs to make the following long-term improvements:

1	less traffic, more attractive commercial areas	May 8, 2012 12:23 PM
2	Traffic flow through the City. Alternative energy and other green solutions. We should be a model for environmental stewardship.	May 7, 2012 5:10 PM
3	Emergency Services, and traffic solutions.	May 7, 2012 1:30 PM
4	Maintaining the rural feel, stop commercializing, realizing that this is not a very stable coastline. Think more quality than quantity and stop the "planned community" that seems to be creeping in.	May 7, 2012 11:21 AM
5	by keeping local control rather than giving up control to the state	May 4, 2012 7:54 PM
6	Fix the roads. I have lived and worked here for over 40 years, and, many sections of roads that are unsafe for driving have yet to be repaired. About the only city road improvement that I seen is painting of the center dividers... which is important, but, huge cracks and potholes create a real hazard.	May 4, 2012 3:08 PM
7	Public safety.	May 4, 2012 9:50 AM
8	mandatory closed system Septic systems along all beachfront properties and shut down all new development in the flood plain of Trancas and Cross Creek	May 4, 2012 7:14 AM
9	TRAFFIC ISSUES CURB BUSINESSES	May 3, 2012 8:00 AM
10	Everything north (west) of cross creek should be off limits to tourists	May 2, 2012 9:18 PM
11	SEPTIC solution, traffic management, retail diversification	May 2, 2012 5:00 PM
12	be more inclusive and have a little bit of a night life and lets keep our beaches and water clean	May 2, 2012 4:09 PM
13	work on the traffic flow add new parking spaces at zuma come up with a system for the locals to park in the parking lot at zuma. work on the public safety. The bikes on PCH scare me.	May 2, 2012 2:18 PM
14	leave things as is. malibu is a beautiful small town that is being destroyed bit by bit	May 2, 2012 1:18 PM
15	Malibu should embrace the arts - that is, after all, the chief employment for most residents here one way or the other.	May 2, 2012 12:33 PM
16	to our roads and public safety and the environment, including clean water.	May 2, 2012 12:06 PM

Page 5, Q24. Complete this statement: Malibu needs to make the following long-term improvements:

17	keep the ocean and beaches clean. Keep the roads maintained. Work with Lost Hills Sheriff's to protect Malibu and its citizens, but not harass them with ridiculous tickets, such as speeding, window tint, and parking when really not called for. Some of the old school experienced officers really respect this, but the new young officers need to learn!	May 2, 2012 10:34 AM
18	Public transportation. Cultural activities.	May 2, 2012 10:13 AM
19	Protect our environment (our water, our chemical free soils and our air)...design an image that promotes this, with a natural, shabby chic feel....and everyone is going to want to move here, visit here, and spend there money here!	May 2, 2012 10:11 AM
20	Figuring out a way to provide evening activities for teenagers so that they don't need to drive out of Malibu as much. More beach-related daytime activities for teens.	May 2, 2012 9:46 AM
21	improve traffic problems, cleaner streets and cleaner beaches.	May 2, 2012 8:32 AM
22	slow down the outside agency from making decisions within malibu.	May 2, 2012 8:03 AM
23	Water treatment Traffic congestion Local Business promotion	May 2, 2012 7:42 AM
24	traffic safety on pch and lobbying for a Malibu school district so that our schools are able to deliver the kind of top notch education without district budget cuts etc.	May 1, 2012 10:11 PM
25	Open up recently closed fishing areas and ban commercial lobster trapping.	May 1, 2012 9:56 PM
26	parking, traffic control	May 1, 2012 7:46 PM
27	make PCH safer-keep the chain stores out-business landlords need to lower their ridiculous rents-there are vacancies in almost every center-why do we need more	May 1, 2012 7:28 PM
28	Less development	May 1, 2012 7:08 PM
29	focus on water, fire protection, traffic safety first! More commercial centers selling \$500 t-shirts to tourists will not improve the quality of life for local residents.	May 1, 2012 7:02 PM
30	Retail strategy, and small hotels that offer meeting places	May 1, 2012 7:01 PM

Page 5, Q24. Complete this statement: Malibu needs to make the following long-term improvements:

31	Improvement of stoplights and movement of traffic, especially in the summer.	May 1, 2012 6:55 PM
32	Conservation of environment	May 1, 2012 6:44 PM
33	improving the safety of our residents, and investing in a separate and distinct school district.	May 1, 2012 5:58 PM
34	pemanant skatepark and rec place for youth country mart is designed for toddlers and the boys and girls for teenagers but nothing in between 5 and 13 unless you are in a league sport at bluffs	May 1, 2012 5:47 PM
35	Malibu needs to create it's own police department. My cousin is a L A county Sheriff and he says, "it is a known fact that lost hills dept. is corrupt." I find the Sheriffs culture—because of the way they train officers in the academy—disconnected, superiority complex and a nuisance to the health of a thriving community.	May 1, 2012 5:43 PM
36	safety,safety,safety	May 1, 2012 5:41 PM
37	clean water, somewhere beautiful to walk at night with lights like palisades park in santa monica.	May 1, 2012 5:32 PM
38	moritorium on all growth; plans to buy property	May 1, 2012 5:12 PM
39	Retail Diversacation, Block Sewers, Mandate new waste/septic systems	May 1, 2012 5:02 PM
40	Input from residents to hold City Council to doing their job, giving the people what they want. 2. Long term architectural plan to improve the look of Malibu. 3. Long term plan for much needed landscaping. Aesthetically Malibu is suffering.	May 1, 2012 5:01 PM
41	Leaving the next generation of Malibuites with a valuable and well-maintained asset rather than debt, development, and over-taxed infrastructure	May 1, 2012 4:49 PM
42	involving community in supporting education arts programs ocean/environmental programs	May 1, 2012 4:46 PM
43	Start representing the residents and stop bowing to businesses.	May 1, 2012 4:39 PM
44	pave the streets on a more timely basis and purchase more parks and opwn space	May 1, 2012 4:23 PM

Page 5, Q24. Complete this statement: Malibu needs to make the following long-term improvements:

45	Better traffic flow on PCH, especially on Summer weekends	May 1, 2012 4:10 PM
46	Natural Beauty, Get the community to come out from behind their walled in properties and be present.	May 1, 2012 4:07 PM
47	Add more safe trails	May 1, 2012 4:02 PM
48	support local businesses, support our schools, support the arts	May 1, 2012 3:39 PM
49	Clean beaches and water	May 1, 2012 3:37 PM
50	Traffic, safety on PCH, bike lanes, create incentives for residents to base their businesses in Malibu instead of commuting in to their offices in LA. Local public transportation.	May 1, 2012 3:32 PM
51	develope Legacy Park	May 1, 2012 3:26 PM
52	schools schools schools	May 1, 2012 3:23 PM
53	Cleaner ocean	May 1, 2012 3:21 PM
54	Clean up the roads	May 1, 2012 3:03 PM
55	Infrastructure, water, power, sewer system	May 1, 2012 2:16 PM
56	Improve and increase pedestrian walkways and safety. Fund public art.	May 1, 2012 1:57 PM
57	although this will never happen, residents need to join together, although it's probably too late, in order to embrace a common view for the City in it's the future, decide who is running this show ie the rich or the working people, get over the idea that Malibu is something "special"...it's a basic pain in the ass basic beach town founded on the PR lie that attempts to convince us that it is cool, hip and groovie. Malibu is a small beach town and as such underfunded, typical of SoCal beach Cities having been mansionized similar to Laguna. The misguided goal here is to turn the newly envisioned City of Malibu from the small working man's city, what used to be a laid back beach community into a BevHills type shopping destination.	May 1, 2012 12:12 PM
58	improve roads, increase Sheriff & Hwy. Patrol. Stick to the general plan and planning guidelines instead of granting massive amounts of variances all the time.	May 1, 2012 9:37 AM
59	youth oriented facilities/events	Apr 24, 2012 2:18 PM

Page 5, Q24. Complete this statement: Malibu needs to make the following long-term improvements:

60	building relationships with the multitude of agencies that control so much of our destiny.	Apr 23, 2012 5:20 PM
61	A general plan on development with residents approval. and stick to it.	Apr 20, 2012 8:27 PM
62	Proper fiscal planning for the future. It seems to often be "after the fact" planning.	Apr 20, 2012 4:09 PM
63	Malibu needs to continue to obtain open space, enforce ridgeline and ESHA development restrictions, improve relations with the California Coastal Commission and the Santa Monica Mountains Conservancy, and get out of the commercial retail business.	Apr 20, 2012 3:49 PM
64	Medians on PCH should be kept free of weeds and trash. Why do our neighboring cities (Agoura Hills, Westlake, etc.) do a much better job than us? I can't wait to get there and admire their beautiful public landscaping.	Apr 20, 2012 3:31 PM
65	support more resident serving businesses and services; support locally owned businesses	Apr 20, 2012 3:11 PM
66	Bike lanes and bike parking structures	Apr 20, 2012 2:56 PM
67	Safety.....better rd. Maintenance (especially old Malibu Rd.) Better walking paths, along smaller Lighting on Rds.	Apr 20, 2012 2:37 PM
68	Develop programs that enrich the creative and professional outlooks of youth and families.	Apr 20, 2012 2:17 PM
69	more grocery stores	Apr 20, 2012 2:10 PM
70	Too late. The election is over. Joan House is in, AGAIN! Siebert is back in and god only knows which way Peak will get influenced. We're doomed!	Apr 20, 2012 2:07 PM
71	underground more utilities even on private roads. too many wires and dangerous poles. ensure recycling is available and used. stop water waste and pollution for example enormous lawns and poisoning rodents	Apr 20, 2012 2:03 PM
72	Put the concerns of the full time residents first and foremost.	Apr 20, 2012 12:40 PM
73	VIEW PRESERVATION; TRAFFIC REDUCTION; DEVELOPMENT REDUCTION AND LOCALIZATION OF USE	Apr 20, 2012 12:24 PM
74	More services and parks for the center of the population on the west end of Malibu	Apr 20, 2012 12:01 PM

Page 5, Q24. Complete this statement: Malibu needs to make the following long-term improvements:

75	Trails	Apr 20, 2012 12:00 PM
76	None	Apr 20, 2012 11:11 AM
77	Make Malibu more bike and pedestrian friendly.	Apr 20, 2012 10:39 AM
78	A new specific plan or overlay district for the commercial core areas.	Apr 20, 2012 10:37 AM
79	Solve dthe traffic problelm, parking is awful,do not support more coommercial devlopment.	Apr 20, 2012 10:25 AM
80	sell real estate investments, rental business and pay off indebtedness. develop Surfrider Beach Esplanade.	Apr 20, 2012 9:30 AM
81	make PCH safe, save resident serving businesses, cut the cost of city government	Apr 20, 2012 8:50 AM
82	Civic Center plan is a must. City Hall needs to be more proactive about the future - septic tanks should have been inspected years ago, stormwater runoff should have been addressed, alternative energy/solar power for homes and businesses, low flush toilets for everyone and the mandatory use of recycled water for landscaping for commercial businesses and residents. Being proactive versus reactive requires long term strategic planning for the whole city.	Apr 20, 2012 7:54 AM
83	Bus route to get tourist from different areas of malibu. Parking!!!!!!	Apr 20, 2012 7:48 AM
84	preserve the environment/animals/ocean go "organic"	Apr 20, 2012 12:20 AM
85	Walking areas	Apr 20, 2012 12:20 AM
86	STREET MAINTENANCE and REPAIR. What an unrealistic and woefully inadequate budget for this topic.	Apr 19, 2012 11:24 PM
87	Keep OPEN-Space and enviornmental issues in the fore-front, such as the Malibu lagoon Project,which is not right no sewers, the lesat expansion as possible!	Apr 19, 2012 8:48 PM
88	Highway improvements Youth athletic fields	Apr 19, 2012 8:31 PM
89	Underground utilities, water quality, traffic flow and local traffic management, local goods and services, preservation of	Apr 19, 2012 8:06 PM

Page 5, Q24. Complete this statement: Malibu needs to make the following long-term improvements:

	natural vistas and environments.	
90	#1 Preserve Malibu for future generations... not tun it into Carmel or a santa Fe. The areas that are resident serving should be low key and local,focusing on the natural beauty, neighbourly needs, walkways,villagey ... not overly gentrified or cute. Clean the water ,	Apr 19, 2012 7:58 PM
91	median	Apr 19, 2012 7:12 PM
92	to their parks	Apr 19, 2012 6:55 PM
93	Keep Malibu as rural as possible.	Apr 19, 2012 6:52 PM
94	retail ordinance	Apr 19, 2012 3:46 PM
95	Roads need to be repaired. The PCH safety needs to be the biggest priority and City Council and City Manager need to have a list of the Cal Trans funded safety measures that can be completed and report these prospective improvements to the MALIBU public in the Malibu newspapers so that everyone knows what is being done.	Apr 19, 2012 3:38 PM
96	Environmental, Schools, Zoning	Apr 19, 2012 3:38 PM
97	bike lanes, native plants in public and private areas, preservation of land for wildlife, firesafe homes and landscape, energy conservation and local generation from renewables. reduction in light pollution and noise.	Apr 19, 2012 3:35 PM
98	Implied above.	Apr 19, 2012 2:57 PM
99	Traffic	Apr 19, 2012 2:48 PM
100	Do something with that terrible legacy park. Get rid of the chain stores.	Apr 19, 2012 2:30 PM
101	competition swimming facility	Apr 19, 2012 2:22 PM
102	Develop a real sense of community so locals feel they want to shop, eat and recreate here.	Apr 19, 2012 2:07 PM
103	Support the chamber financially, and or create a visitors center in conjunction with them. Or hire a strong business development person who would also oversee a visitor's center.	Apr 19, 2012 1:59 PM

Page 5, Q24. Complete this statement: Malibu needs to make the following long-term improvements:

104	sidewalks..walking trails, simpler retailers..no Rodeo Drive	Apr 19, 2012 12:48 PM
105	Decrease its workforce. Outsource using fixed costs and no contributions for personal benefits. Create rfp for all positions every four years or less	Apr 19, 2012 12:43 PM
106	preserve ocean and ocean views	Apr 19, 2012 12:09 PM
107	More parks for the citizens less commercial	Apr 19, 2012 10:58 AM
108	1. District 29 water system upgrade 2. Civic center wastewater plant 3. secession from SMMUSD 4. Parking in Commercial zones/shoppers shuttle	Apr 19, 2012 9:24 AM
109	Traffic flow, PCH beautification, local-serving businesses, water supply and improved fire safety	Apr 19, 2012 8:43 AM
110	Make a more stringent building code that reduces big development (hotels), preserves neighborhood characteristics and protects residents' views (not pertaining to foliage)	Apr 19, 2012 8:39 AM
111	Highway safety; left turn lane improvements	Apr 19, 2012 8:31 AM
112	Require every condo or multi-housing unit to include low to middle income residents.	Apr 19, 2012 7:01 AM
113	sanitation processing facilities, lagoon and tide pool nature protection	Apr 18, 2012 5:49 PM
114	Decide if PCH is a highway or is a safe practical access way through malibu for residents or	Apr 18, 2012 3:01 PM
115	Protect our coast and our city and catering to the residents and their needs.	Apr 18, 2012 12:42 PM
116	Initiate General Traffic Mitigation Developer Fee to apply to city-wide traffic mitigation programs.	Apr 18, 2012 12:20 PM
117	Limiting Traffic and making sure the Community College never opens a facility here...The traffic on PCH can't tolerate more cars.	Apr 18, 2012 11:59 AM
118	Wastewater collection system needs to be built in the Civic Center. Residents should not be burdened by septic odors.	Apr 18, 2012 10:03 AM

Page 5, Q24. Complete this statement: Malibu needs to make the following long-term improvements:

119	Stop adding facilities for children to play.	Apr 18, 2012 6:22 AM
120	expand by consolidating	Apr 17, 2012 9:19 PM
121	Roads,signs.sidewalk repair cleanup and enforcement. Enforce residential view cleanliness and no long term parking	Apr 17, 2012 4:20 PM
122	As a 25 year resident I am astonished that our main highway PCH is not more beautiful. I drive over to Calabasas and marvel at the street medians and designs. We have one of the most beautiful places on earth and it looks like crap driving through.	Apr 17, 2012 3:51 PM
123	Make PCH function so that throughfare and Z traffic flows through Malibu effeciently addressing relative speeds in lanes. Work with residents to resolve wastewater issues on a property by property basis, offering grants and education to provide enclosed and composting wastewater treatment systems, instead of trying to corral residents into an assessment district to solve the commercial developer's wastewater problems	Apr 17, 2012 3:45 PM
124	roads	Apr 17, 2012 3:35 PM
125	Pave the streets, improve trails and pedestrian areas, and build a robust water supply for fire fighting.	Apr 17, 2012 3:23 PM
126	See "traffic" above. Turn legacy park into a shopping center.	Apr 17, 2012 3:22 PM
127	bike lane on Latigo Canyon or prevent bicyclist as it is VERY VERY DANGEROUS due to no bike lanes	Apr 17, 2012 2:21 PM
128	Making PCH safer and do more for the ones that live there not for the tourist! Get rid of the day labors on the corners of PT. Dume and Trancas!	Apr 17, 2012 1:43 PM
129	protect our rural nature! Get more revenue by charging more for parking	Apr 17, 2012 1:32 PM
130	Make more retail space affordable for local and small businesses. Granita has sat empty for what, 10 years now?	Apr 17, 2012 1:30 PM
131	Rid itself of the bad influence of Pepperdine	Apr 17, 2012 1:30 PM
132	SLOW DOWN!!	Apr 11, 2012 6:42 PM
133	traffic	Apr 9, 2012 7:22 PM

Page 5, Q24. Complete this statement: Malibu needs to make the following long-term improvements:

134	Public transportation for Malibu residents.	Mar 24, 2012 1:08 PM
135	Slower growth, less traffic, better shopping, not interrupting neighbor's views. Improve water quality!!!	Mar 20, 2012 6:25 PM
136	KEEP MALIBU, MALIBU	Mar 17, 2012 9:46 AM
137	Beaches, beaches, beaches. Clean them up!	Mar 15, 2012 9:43 PM
138	<p>Visually, Malibu is a disgrace. Just drive up and down PCH and look at the mish mash of signage. Even my grandmother who visited me once said "Malibu, I'm not impressed!"</p> <p>Every time I visit Santa Barbara or other beach cities I am envious of their beautiful environment. Sidewalks and tile accents give an artistic unity to the that town. Here in Malibu, you would never know that it was the home of some of the wealthiest individuals on the planet. Look around at all the signage around the area around the pier. It's terrible! No other word for it.</p> <p>I remember having a conversation with landscape architect Jay Griffith who said he had studied the possibilities of doing a makeover for PCH. Would anyone be willing to take him up on his offer and consult with him?</p>	Mar 15, 2012 12:26 PM
139	commitments to protect our environment	Mar 14, 2012 5:13 PM
140	Alleviate traffic	Mar 14, 2012 4:09 PM
141	Unify septic systems and inspection	Mar 14, 2012 12:26 PM
142	Affordable housing Beautification Infrastrucure improvements (underground utilities), sewers for high density areas _	Mar 13, 2012 12:47 PM
143	reduce signs on pch	Mar 12, 2012 10:34 PM
144	traffic management in the summermore parking...someone patrolling the intersections at Paradise Cove/ Kanan and Malibu cyn roads at prime afternoon hours	Mar 12, 2012 9:56 PM
145	go backwards	Mar 12, 2012 9:45 PM
146	Some housing element should be incorporated with an affordable component. Local employees are driving 1+ hours each way, adding to traffic on PCH and canyon roads.	Mar 12, 2012 9:43 PM

Page 5, Q24. Complete this statement: Malibu needs to make the following long-term improvements:

147	Less traffic, improve safety on pch (speeding and drink driving)	Mar 12, 2012 9:03 PM
148	Post more "share the road with cyclists"	Mar 12, 2012 8:47 PM
149	Do something about beach traffic and improve Kanan Dume from such a speeding freeway and such a downhill slope, it's way too steep and fast to take those curves if you are a visitor.	Mar 12, 2012 7:14 PM
150	PCH safety.	Mar 12, 2012 6:54 PM
151	reconfigure PCH so we dont have a 4 land highway through the middle of town	Mar 12, 2012 6:32 PM
152	Environment	Mar 12, 2012 6:17 PM
153	Make PCH traffic safer and more efficient...overpass, underpass z traffic? I don't know how, but something	Mar 12, 2012 5:50 PM
154	by serving residents and not just builders	Mar 12, 2012 5:37 PM
155	Buy and improve District 29 water district. We have at least 25 undersized reservoirs and undersized mains. Separate from the Santa Monica Malibu Unified School district.	Mar 12, 2012 5:23 PM
156	killing the children of environmentalists, also	Mar 12, 2012 5:07 PM
157	planting along PCH	Mar 12, 2012 5:06 PM
158	create resident serving services and facilities and stop development of tourist serving retail and services	Mar 12, 2012 4:51 PM
159	The flow of traffic on PCH needs to be improved. It is moving too slowly. In the future it will only get worse if it is not improved now.	Mar 11, 2012 9:26 PM
160	develop and implement a "big picture" regional transportation strategy that analyses PCH traffic with other roadways, analyze age demographic trends	Mar 9, 2012 3:09 PM

Page 5, Q25. Complete this statement: I wish Malibu were more like the community of:

1	Non of the above. Malibu does not have enough roads to serve the high traffic of a tourist town.	May 7, 2012 1:30 PM
2	Tranquility, less traffic, since there are fewer high-end stores and fewer large hotels. PCH was not designed to handle all the traffic flow. PCH in Malibu is akin to the Pasadena FWY. If one cannot expand PCH (and, one cannot), one needs to contract, or, at least limit, mass development.	May 4, 2012 3:08 PM
3	Music, and encouragement of the Arts.	May 4, 2012 10:43 AM
4	Historical preservation, how many CA beach towns are left? Malibu should grab that lead and fight for the historical treasures such as surfing history and the economic boon it has delivered to CA. A surfing chair at Pepperdine would be an excellent beginning to partner City of Malibu and Pepperdine.	May 4, 2012 9:50 AM
5	Malibu could be	May 3, 2012 10:39 PM
6	None of those. Let's keep it rural. No street lights. Respect ourselves and our neighbors and watch out for one another.	May 2, 2012 9:18 PM
7	cozy and lots of cool places to socialize	May 2, 2012 4:09 PM
8	aesthetic continuity	May 2, 2012 1:48 PM
9	Maybe Carlsbad...more rural environment and vibe.	May 2, 2012 12:06 PM
10	Malibu is a very special place that is like NO OTHER and needs to stay that way. One of the beach communities I respect and enjoy visiting occasionally is San Clemente.	May 2, 2012 10:34 AM
11	Malibu is unique. Leave it that way.	May 2, 2012 10:13 AM
12	shabby chic, local food, earthy, environmentally clean, farm to table, local food, Sonoma County's farm stands and shops	May 2, 2012 10:11 AM
13	Rustic, beautiful, low population density, only resident-serving businesses.	May 2, 2012 9:46 AM
14	Beaches priority	May 1, 2012 9:56 PM
15	speicalty shops, gluten free places to eat with allot of options, variety of price ranges on items	May 1, 2012 7:46 PM
16	None of the above ...malibu is unique	May 1, 2012 7:28 PM
17	Malibu 30 years ago	May 1, 2012 7:08 PM

Page 5, Q25. Complete this statement: I wish Malibu were more like the community of:

18	None of the above	May 1, 2012 7:04 PM
19	None of the above. Malibu has always been and should continue to be its own special place. That's why we moved here.	May 1, 2012 7:02 PM
20	Ojai	May 1, 2012 7:02 PM
21	entertainment, quirky boutiques, nice signage	May 1, 2012 7:01 PM
22	Has the quaint feel of Malibu and the privacy, but has some more reasonably priced shops.	May 1, 2012 6:55 PM
23	old malibu	May 1, 2012 6:44 PM
24	skatepark and safe place for kids to hang and boat docks	May 1, 2012 5:47 PM
25	Great public transit, their own police, environmentally friendly.	May 1, 2012 5:43 PM
26	there's only one malibu	May 1, 2012 5:41 PM
27	none	May 1, 2012 5:12 PM
28	I Moved to Malibubecause it wasn't like any other city	May 1, 2012 5:02 PM
29	Quriky independent locally driven creative communal....HOME	May 1, 2012 4:49 PM
30	really active city council, environmental activists, overall attitude to preserve local beauty, discourage commercialization	May 1, 2012 4:46 PM
31	Less traffic, more local friendly businesses	May 1, 2012 4:39 PM
32	Slow growth, concern for the poor, preservation of natural spaces	May 1, 2012 4:10 PM
33	None of the Above. Be your own unique comunity Start by thinking outside the box	May 1, 2012 4:07 PM
34	Galleries	May 1, 2012 4:07 PM
35	easily and safely walk to the beach or mountains	May 1, 2012 4:02 PM
36		May 1, 2012 3:37 PM

Page 5, Q25. Complete this statement: I wish Malibu were more like the community of:

37	A real 'town' feel, where businesses and shopping and nightlife are all in a central location/locations and it is accessible by other transportation than a car. Bikes, buses, etc.	May 1, 2012 3:32 PM
38	old Malibu	May 1, 2012 3:26 PM
39	none of the above i like malibu because its malibu	May 1, 2012 3:23 PM
40	Malibu should keep its identy	May 1, 2012 2:16 PM
41	Beauty of public spaces, absence of blighted properties, abundance of upscale amenities, continuity in appearance of business and public space appearance.	May 1, 2012 1:57 PM
42	none of the above, how about DelMar, Torey Pines, Encinitas, Ventura,	May 1, 2012 12:12 PM
43	I wouldn't trade Malibu for any of those places	May 1, 2012 9:37 AM
44	where nature is the dominant variable that the community values.	Apr 23, 2012 5:20 PM
45	no people...too many visitors	Apr 20, 2012 11:41 PM
46	Malibu is Malibu, just keep it that way!	Apr 20, 2012 8:27 PM
47	Most Malibuites don't want want Malibu to be like any of these: they want Malibu to stay Malibu--small, rural and unspoiled.	Apr 20, 2012 3:49 PM
48	Landscaping of public areas is better in all of them. That adds signifcantly to their image as desirable cities to live in. More shopping facilities won't do the trick. Billborads don't add to the beautify of the city either	Apr 20, 2012 3:31 PM
49	Old malibu	Apr 20, 2012 2:56 PM
50		Apr 20, 2012 2:37 PM
51	cambria (small town with great shops and restuarants)	Apr 20, 2012 2:03 PM
52	NONE OF THE ABOVE. MALIBU'S RETAIL SHOULD BE CURTAILED AND BE APPROPRIATELY GEARED TO ITS RESIDENTS. WE SHOULD CULTIVATE VISITORS WHO WANT TO APPRECIATE OUR HEALTHY LIFESTYLE (BIKING, WALKING, SWIMMING, SURFING) AND NOT DRINKING AND DRIVING AND SHOPPING	Apr 20, 2012 12:24 PM

Page 5, Q25. Complete this statement: I wish Malibu were more like the community of:

53	Not too commercial - we have Santa Monica for that...	Apr 20, 2012 12:00 PM
54	NONE - why would anyone want to be more like above?	Apr 20, 2012 11:11 AM
55	Low density, rural atmosphere, small independent businesses, recreational orientation and amenities. None of the cities on the list above have all these characteristics. I am thinking more like Morro Bay or Cayucos.	Apr 20, 2012 10:37 AM
56	safe bike riding, unique shopping, parking	Apr 20, 2012 10:25 AM
57	horse drawn carriages	Apr 20, 2012 9:32 AM
58	clean recreational waters, wetlands /Stilnson Beach	Apr 20, 2012 9:30 AM
59	Malibu should be Malibu, we are unique and fragile and must preserve our rural character, follow the Malibu mission statement, period.	Apr 20, 2012 8:50 AM
60	Old Malibu period - it's why I moved here 33 years ago - there is no other place like it. But if I had to choice it would be more like Ojai.	Apr 20, 2012 7:54 AM
61	There is a small ara in Santa barbara that I really like for small, community and unique shopping and great place to bike ride.	Apr 20, 2012 7:48 AM
62	positive, creative, more community spirit - less focus on contrived activities and more on the natural and/or creative events (and creating them!)	Apr 20, 2012 12:20 AM
63	RESOUCE PROTECTION; WILDLIFE PROTECTION	Apr 19, 2012 11:24 PM
64	SB, only because they have kept a a strong architectural plan, unlike the crazy willinilli buildings of Malibu...we should have stayed true to the design of the Adamson House, and Serra Retreat designs for the whole city design	Apr 19, 2012 8:48 PM
65	Always beautiful	Apr 19, 2012 8:31 PM
66	I value the local flavor, expressed by the arts and co-existence with the natural geography, history, topography and general characteristics of local communities. The ability to see, feel and experience what makes a local community unique and special is what draws people to it.	Apr 19, 2012 8:06 PM
67	Ojai for books and non chain coffee shops, malibu could use some public tennis courts... but no more playing fields to rent out to oter communities	Apr 19, 2012 7:58 PM

Page 5, Q25. Complete this statement: I wish Malibu were more like the community of:

68	None of the above. Keep Malibu Malibu. Malibu is unique.	Apr 19, 2012 6:52 PM
69	regulation of growth	Apr 19, 2012 3:46 PM
70	Malibu should stay Malibu and those that want growth should move to another city.	Apr 19, 2012 3:38 PM
71	quiet, no light pollution, native, organic landscapes, no drug rehab businesses or if so one house (no more than 4 residents) per community. cooperation, community involvement, more wildland	Apr 19, 2012 3:35 PM
72	More like Big Sur – as if it could be!	Apr 19, 2012 2:57 PM
73	None of the above. Malibu is a unique, beautiful area it does not need to look like any of these communities	Apr 19, 2012 2:30 PM
74	concerts, two year college	Apr 19, 2012 1:59 PM
75	keep it simple...keep a rural jewel for all to enjoy	Apr 19, 2012 12:48 PM
76		Apr 19, 2012 12:43 PM
77	If I wanted to be in a place more like the other cities listed, I'd live there instead. More than anything, the one quality I value is a true sense of community. Toward that end, it would be helpful to have more of a "village" atmosphere with a variety of compelling reasons which would attract nightly gatherings of locals at the end of the day.	Apr 19, 2012 8:43 AM
78	Malibu should be like no other community.	Apr 19, 2012 8:39 AM
79	lovely archetecture, art, small-town living	Apr 19, 2012 7:01 AM
80	none of them!	Apr 18, 2012 5:49 PM
81	Sierra Madre (resident-serving commercial, unique stores, semi-rural environment)	Apr 18, 2012 12:20 PM
82	Some more resident serving retail businesses	Apr 18, 2012 10:03 AM
83	The way Malibu was before Pepperdine.	Apr 18, 2012 6:22 AM
84	gravitas and integrity	Apr 17, 2012 9:19 PM
85	more interesting mix of creative businesses that appeal to locals and tourists	Apr 17, 2012 5:48 PM

Page 5, Q25. Complete this statement: I wish Malibu were more like the community of:

86	view & zoning enforcement	Apr 17, 2012 4:20 PM
87	Sense of place, walk around areas	Apr 17, 2012 3:23 PM
88	Whatever the name of the community in Colorado that John Galt started	Apr 17, 2012 3:22 PM
89	Malibu of old	Apr 17, 2012 1:30 PM
90	Arcata	Apr 17, 2012 1:30 PM
91	Like Malibu..... old school!	Apr 11, 2012 6:42 PM
92	Rural, respectful, slow paced.	Mar 20, 2012 6:25 PM
93	Brentwood	Mar 17, 2012 9:46 AM
94	The word community. More activities to do during the day instead of hanging out at the mart's playground and coffee bean. We need space to come together. These people in other communities exercise, shop, walk dogs, eat, and work together.	Mar 15, 2012 9:43 PM
95	The care with which these towns have developed an identity and the distinct sense of beauty of their surroundings.	Mar 15, 2012 12:26 PM
96	I think Malibu is the best community ever, that's why I've lived here for almost 40 years	Mar 14, 2012 5:13 PM
97	Thousand Oaks	Mar 14, 2012 4:09 PM
98	Malibu from a several decades back	Mar 14, 2012 1:39 PM
99	If we wanted Malibu to more like above cities, we would live in one of them.	Mar 14, 2012 12:26 PM
100	young active poeple with out door activities	Mar 14, 2012 12:01 PM
101	I don't want malibu to "more like" anywhere else.	Mar 13, 2012 12:47 PM
102	I don't want malibu to be commercial I sould rather it be what it is the Wild West with beautiful views and vistas	Mar 12, 2012 9:56 PM
103	old Malibu	Mar 12, 2012 9:45 PM

Page 5, Q25. Complete this statement: I wish Malibu were more like the community of:

104	Recreation, Arts and Retail	Mar 12, 2012 9:43 PM
105	none. I love Malibu the way it is	Mar 12, 2012 8:47 PM
106	Lucadia or Cardiff or Solona Beach	Mar 12, 2012 7:45 PM
107	Malibu... We don't want to lose our unique, samll town, neighborhood feel.	Mar 12, 2012 6:54 PM
108	central village atmosphere, walking, hanging out. centralized	Mar 12, 2012 5:50 PM
109	malibu is malibu, not like any other place	Mar 12, 2012 5:37 PM
110	Nice shopping district with plenty of parks while rural	Mar 12, 2012 5:23 PM
111	I'm glad Malibu is NOT like any of those communities. I like looking up at our hills and seeing that they are NOT developed or over-developed like Laguna.	Mar 12, 2012 4:56 PM
112	Ojai for example has a better sense of community.Malibu has given it over to the tourists.	Mar 12, 2012 4:51 PM
113	open spaces (parks) & things to do other than going to the beach and eating at restaurants.	Mar 11, 2012 9:26 PM

Page 5, Q26. Share any other ideas or feedback you may have.

1	<p>Re section No. 10: VILLAGE AREAS???? Are you kidding me??? Who's bright idea is this???</p> <p>Re: section NO. 17: And just why do you think we need "vitalization:]"? "STREET VENDERS", really? Discusting!</p> <p>Also, if you think Malibu will improve with whomever is on a campaign to do all the things in your form, just look at LEGACY PARK! That pathetic attempt at a lovely park has and still just looks like it needs to be weeded!</p> <p>Finally, the pictures posted at the heading of your questions are just sad, they are the anthesis of just about everything covered in this "survey".</p>	May 7, 2012 11:21 AM
2	<p>Don't turn Legacy Park into a soccer field. Fix the roads. Place COPs on PCH and on canyon roads to catch speeding motorcycles and race cars, instead of placing cops (1) at the base of PCH and/or at the library, only to pick off seniors that drive 5 MPH over the limit; (2) behind Ralphs to catch drivers that do California Stops. Lives are lost due to reckless driving at high speeds, not from going 47 MPH in a 45 MPH zone, or, worse yet, rolling one foot into the limit line at a stop sign. Yes, it would be good to enforce all violations, but, with a limited number of police available, place them where they can minimize very dangerous drivers from what they do...</p>	May 4, 2012 3:08 PM
3	<p>Stop the Destruction of Malibu Lagoon, waste of tax dollars and no measureable results will be returned for the outlay of funds. It's an open ended project with no restrictions of the number of times they can come back and bulldoze again. Wasteful spending is something we must tackle when we find it in our own backyards...like that \$25K for raising the dais in the new City Hall auditorium.</p>	May 4, 2012 9:50 AM
4	<p>Malibu doesn't need to be a shopping destination for the latest fashions ,, Come to surf swim , ride a horse , hike or bike the trails , get your clothes at the malls else where , Don't Gucci Malibu</p>	May 4, 2012 7:14 AM
5	<p>Great start!</p>	May 3, 2012 10:39 PM
6	<p>OVERLL WE LOVE IT HERE - HAVE FOR 28 YEARS THE GROWTH AND CURBING IT IS ALWAYS AN ISSUE WITH ALL COMUNITIES WE JUST NEED TO BE SMART ABOUT IT</p>	May 3, 2012 8:00 AM
7	<p>Slow to no growth. Improve what we have. Love your neighbor Love your family. Live work and play hard. If you don't love it here than leave.</p>	May 2, 2012 9:18 PM
8	<p>Be passionate and excited about the place we live in and really keep the place CLEAN and run the place with integrity</p>	May 2, 2012 4:09 PM

Page 5, Q26. Share any other ideas or feedback you may have.

	and do whats best for the community at large instead of the vested interest	
9	I like the rural aspects of our town and the small town charm. We need to support more local businesses and have less expensive chain stores. We need to work on the traffic flows on PCH. It would be great to have a cultural center or place to have music concerts.	May 2, 2012 2:18 PM
10	Local money, local food, local services, local exchanges....while protecting our open spaces and environment(no fluoride, glyphosate, chemical streaming, and perhaps we can clean up the porn environment at the library)...and Malibu becomes the healthiet and best place in the world to live!	May 2, 2012 10:11 AM
11	Malibu is a pretty good place to live without making any radical changes.	May 2, 2012 9:46 AM
12	Stop the bulldozing of the lagoon.	May 1, 2012 9:56 PM
13	Don't you think this survey is a bit bias to development! Where are the questions about fire safety, parking and traffic, You go and development Malibu how do people get around, the peopel the arrvie and the people that live here.	May 1, 2012 7:46 PM
14	Less development and more emphasis on locally owned and operated business	May 1, 2012 7:08 PM
15	Malibu needs to preserve it's old culture and land	May 1, 2012 7:04 PM
16	I find this survey to be extremely biased. All the questions seem to focus on what sorts of commercial development I'd like to see. Truth is, I'd rather NOT see any more commercial development -- especially if its designed to bring in more tourists and bring more traffic to the already clogged PCH. Every single project needs to take into consideration the diminishing water resources and our ability to manage wildfires, earthquakes and other disasters.	May 1, 2012 7:02 PM
17	You're awesome Skylar.	May 1, 2012 6:55 PM
18	Less people = better for community	May 1, 2012 6:44 PM
19	Thank you for the opportunity to provide feedback. I have included my mailing address below, and look forward to opportunities to get and stay involved in community issues and concerns.	May 1, 2012 5:58 PM
20	Quit ignoring youth. Do more, be friendlier, connect to their needs.	May 1, 2012 5:43 PM
21	I demand to know who received this survey and how much it cost and the results and what purpose to use the results! this appears to be an expensive, selective and useless survey. PUBLISH the results, without contact information!!!!	May 1, 2012 5:12 PM

Page 5, Q26. Share any other ideas or feedback you may have.

22	STOP DEVELOPING....START THINKING KEEP THE COUNTRY, COUNTRY	May 1, 2012 4:49 PM
23	The city council is voted into office by the residents, not the businesses and must represent the residents wishes.	May 1, 2012 4:39 PM
24	city hall needs to be more proactive and solve problems before they come up	May 1, 2012 4:23 PM
25	Add safe walking and bike trails and focus on the pedestrian and not the car	May 1, 2012 4:02 PM
26	Malibu is a beautiful, amazingly special place. Keep the existing balance between progress and development while maintaining the natural raw open spaces that we all live to see everyday. I think Malibu is at a sweet spot and should be careful of over development. DO NOT make rules about everything looking the same. Not everyone has the same taste and when towns or developments implement too many rules on style - everything is boring, looks out of date faster and most of the time appears to be a bad development or community. People who live in Malibu are artistic and creative. We don't want cookie cutter. That is not the history of Malibu and should NOT be it's future. If someone wants a planned community, they can move to the Valley, where there are plenty.	May 1, 2012 3:32 PM
27	We cannot stop progress, we can only harness and direct it. We cannot go back in time, nor do many of us want to. Development and change are not inherently bad things. How they are managed can be either effective or ineffective. So lets channel change, rather than trying to stop it all together. And lets not interfere with the legal rights of property owners by claiming that any change is bad. If we want to restrict the rights of a property owner, then we as a community should pay for the reduction in property value that our common values dictate. In other words, put our our money where our collective mouth is, or pipe down.	May 1, 2012 1:57 PM
28	I'm over this.	May 1, 2012 12:12 PM
29	This is valuable information, good job.	May 1, 2012 9:37 AM
30	PCH needs a major overhaul - it is soooo very dangerous. The public deserves to have total access to the ocean (like Hawaii and Costa Rica)and beaches and creeks need enough funds allocated to keep them clean.	Apr 23, 2012 5:20 PM
31	A toll road from Topanga Cyn.to Ventura County line on weekends and summer.The revenue could pay for the toll booths, Highway Patrol, clean up the trash and help maintain the beaches. A toll road would cut down on drivers under the influence, accidents, the z traffic (they can use 101)and less traffic jams.	Apr 20, 2012 8:27 PM
32	Couldn't answer 25. I would not like Malibu to be more like any of the communities listed. I long for the Malibu of 30 years ago.	Apr 20, 2012 4:19 PM

Page 5, Q26. Share any other ideas or feedback you may have.

33	Do a complete Legacy Park landscaping make over. The present "doggie park" is a disgrace and a joke which was forced upon Malibu by a rather opinionated large donor.	Apr 20, 2012 4:09 PM
34	This survey appears to be heavily weighted in favor of new and massive development. I find it troubling and probably a bad omen for the direction the city planners wish to go. Most Malibu resident do not want this. They want Malibu to remain rural, quiet and unspoiled. Malibu has the unique distinction of being 100% within the borders of the Santa Monica Mountains National Recreation Area and should reflect and respect the fact that it is a gateway for Nation's largest urban park and home to two Marine Protected Areas.	Apr 20, 2012 3:49 PM
35	You don't need to reinvent the wheel. Look no further for ideas of improving Malibu than Santa Barbara. We have the same natural resources, but not the cache. How come?	Apr 20, 2012 3:31 PM
36	a program for service personnel (gardeners, housekeepers etc)to educate on the importance of biodegradable and organic products as everything drains to the ocean. no rodenticides (secondary poisoning) could our local stores be encouraged not to sell these contaminants? please don't sell us out to developers!	Apr 20, 2012 2:03 PM
37	PLEASE SUPPORT MORE ENVIRONMENTALLY PROACTIVE INITIATIVES TO PROTECT AND PRESERVE OUR VIEWS/NATURAL BEAUTY, BUT ALSO TO SUPPORT ALTERNATIVE ENERGY (SOLAR, WIND). STOP THE OVERDEVELOPMENT AND SLOW DOWN TRAFFIC. ENCOURAGE LOCAL SHOPPING AND VISITORS WHO ALSO APPRECIATE OUR NATURAL ENVIRONMENT (BIKERS, WALKERS, SWIMMERS, SURFERS, NOT PEOPLE COMING TO DRINK, DRIVE, AND SHOP)	Apr 20, 2012 12:24 PM
38	Very biased survey	Apr 20, 2012 12:01 PM
39	This survey is completely slanted to support MORE high density development. It was not given adequate distribution - very little time to comply. If the goal is true information - this should be mailed to every voting address. I challenge that the person who devised the survey has any understanding of Malibu life. Sounds as if someone who lives in San Fernando Valley was the author What a waste of time. Angry resident	Apr 20, 2012 11:11 AM
40	Listen to residents, not the Chamber of Commerce, not Don Schmitz. Serve the residents!	Apr 20, 2012 8:50 AM
41	Less politcs and more action.	Apr 20, 2012 7:54 AM
42	WHO on earth designed this study? It is entirely focused on expanding the commercialization & urbanization of a small, semi RURAL bedroom community, that wants to PRESERVE what it had upon incorporation...NOT destroy it. Most of the suggestions put forward for consideration by the residents VIOLATE the General Plan and LCP. Bowling alleys? Arcades	Apr 19, 2012 11:24 PM

Page 5, Q26. Share any other ideas or feedback you may have.

	on the pier like Santa Monica..??? Expansion of services for visitors??? Make Malibu an END destination for tourists? Are you kidding? WHO wrote this survey? The Malibu Chamber of Commerce? None of those people are residents.	
43	I would like Malibu to remain the area I grew up in...staring 45 years ago...I was raised here...I've raised my children here, very lucky to be able too, open-space, enviornmentalaly oriented, we need to keep Malibu...Malibu!!!	Apr 19, 2012 8:48 PM
44	It's ironic that people seem to be attracted to Malibu because of things that they seem to ignore once here. The reasons people live here should have more to do with the geography and lifestyle that it offers than with investment or development potentials. Too many people leave the city to come here and then try to bring the city here! The surrounding cities are available to anyone who feels the need to go there. Is is better for everyone to be able to work at home? Is there not a lot of advantage to keeping work separate from personal life? I would love to see Malibu create and then educate residents (and all others) about the value of local community, and especially local communication, contact and more mutually shared activities. In order to be a community, we need to have ways to know and interact with each other on a larger basis, and particularly with regard to the appreciation of our natural resources.	Apr 19, 2012 8:06 PM
45	The city needs to have a Chumash representative to protect cultural resources	Apr 19, 2012 6:55 PM
46	I suspect this survey may have been prepared by people with scant knowledge of Malibu. Slow traffic speeds in village areas!? Good luck w/ CalTrans on that one!	Apr 19, 2012 4:47 PM
47	the opinions I shared are my personal opinions and not those of the organization that employs me.	Apr 19, 2012 1:59 PM
48	Malibu iss a natural resource and should NOT be turned into anoter Marina or LAguna	Apr 19, 2012 12:48 PM
49	Future surveys should also examine how often local residents leave Malibu for whatever they may want and need that they are not able to get here in town.	Apr 19, 2012 8:43 AM
50	The City is allowing enormous commercial and residential developments that are negatively impacting Malibu.	Apr 19, 2012 8:39 AM
51	City should compile, verify, and manage an online database of verified LOCALLY-OWNED, RESIDENT-SERVING BUSINESS. The Malibu Chamber of Commerce used to do this, but now only lists paying members. Many local businesses do not benefit from Chamber activities and have no purpose or need to join the Malbiu Chamber of Commerce.	Apr 18, 2012 12:20 PM
52	Malibu is being overrun by rude and impolite children. We need to stop catering to these brats and their parents. Also, stop allowing Pepperdine to do what ever they want. Enough!!!!!!!!!!	Apr 18, 2012 6:22 AM

Page 5, Q26. Share any other ideas or feedback you may have.

53	I MENTIONED THAT WE NEED BETTER HEALTHCARE, I WISH I HAD A PLACE TO SAY THANK YOU TO THE DOCTORS AT THE MALIBU URGENT CARE, THEY ARE AMAZING AND MALIBU IS LUCKY TO HAVE SUCH A PLACE. THE DOCTORS THERE ARE ALL EMERGENCY DOCTORS WHICH IS VERY RARE FOR AN URGENT CARE, SOME ALSO COME FROM CEDAR SINAI HOSPITAL EMERGENCY ROOM. I HOPE THEY CAN STAY FOREVER, THEY ARE THERE BECAUSE THEY HAVE A 501C3 ORGANIZATION WHO RAISE MONEY FOR THEM AND HAVE BEEN RESPONSIBLE FOR THE URGENT CARE TO HAVE BOUGHT SOME WONDERFUL EQUIPMEN, EXAMPLE A DIGITAL X-RAY MACHINE WHICH COST \$150,000.00 THIS IS JUST ONE THING BUT THERE IS MUCH MORE,FRIENDS OF MALIBU URGENT CARE ALSO PAYS FOR ALL THE EXTRA HOURS, ALL DAY SATURDAY AND SUNDAY, FROM 5-7 WINTER AND 5-8 IN SUMMER. ANY FURTHER INFORMATION WANTED CALL, HELENE EISENBERG AT 310-457-1294	Apr 17, 2012 4:44 PM
54	CREATE & ENFORCE PLANT & TREE HEIGHTS FOR VIEW AND FIRE SAFETY!!!! TRIM EVERYTHING OFTEN	Apr 17, 2012 4:20 PM
55	Resolve the commercial developer's wastewater and traffic problems in the heart of Malibu by placing a cap on development until existing problems can be resolved, don't shy away from threats of litigation over a perceived taking, offer to arrange a win-win arrangement between all commercial property owners and environmental organizations that want to recover and restore the environment in the heart of Malibu and create a eco-friendly commercial area. Get PCH to function so that traffic hours are manageable.	Apr 17, 2012 3:45 PM
56	I challenge you to publish the results of this survey in both local newspapers. Also, tell us who you are, who paid for this, and why you are doing it	Apr 17, 2012 3:22 PM
57	keep Malibu rural...it is beautiful...lets keep it this way....all the other communities are wayyyyyy tooooo congested!!	Apr 17, 2012 2:21 PM
58	traffic - easy problem to fix. nobody cares.	Apr 9, 2012 7:22 PM
59	Many of these are really stupid questions and seem to be leaning in a specific direction. Who is responsible for them?	Mar 20, 2012 6:25 PM
60	Why is Malibu continuing to let the SAME businesses come in and corporations take over? How many beauty store can we have? How many fast food mexican restaurants?	Mar 15, 2012 9:43 PM
61	Please open access to that beach front that was donated to Malibu years ago and is just inaccessible to us! It's a shame that we live right on the most beautiful coastline and yet residents have few opportunities for beach access unless you drive a 34 mile round trip.	Mar 15, 2012 12:26 PM
62	Let's get our young people involved and listen to some new ideas	Mar 14, 2012 5:13 PM

Page 5, Q26. Share any other ideas or feedback you may have.

63	Stop trying to grow malibu.	Mar 14, 2012 12:26 PM
64	enforce sign ordinance without turn ins	Mar 12, 2012 10:34 PM
65	<ol style="list-style-type: none">1. Stop the destruction of the lagoon2. Finish the view RESTORATION already3. Fight the water board about the sewer4. Stay with SM-MUSD but have more control and oversight5. No business protection just better zoning6. PCH is just a road, it's never going to be safe enough - get over it	Mar 12, 2012 9:45 PM
66	Some smart development could enhance life in Malibu. The Civic Center has plenty of land and it should be used to develop SOME retail, housing, arts and recreational components if it is truly going to be a civic center. By bringing all elements together, we could promote a more walkable environment and actually take cars off the road (or at least reduce car trips).	Mar 12, 2012 9:43 PM
67	Open up the city to the citizens and not the developers.	Mar 12, 2012 4:51 PM
68	I think that the wine tasting and vineyard tour idea would be big for malibu and its financial future.	Mar 11, 2012 9:26 PM
69	thank you for all your hard work on this survey	Mar 9, 2012 3:09 PM

