



SANTA MONICA PULSE

SURVEY RESPONSES FOR JANUARY 2026

Text message poll sent to ~1,140 Santa Monicans on January 12 with a response rate of 8 percent.

QUESTION 1:

Oliver Chi has served as Santa Monica’s City Manager since July, 2025. As City Manager, Chi’s key accomplishment thus far is passage of the Santa Monica Realignment Plan, described as a “roadmap” to improve public safety, fix the city’s finances, and restore its appeal as a tourism destination.

Do you approve or disapprove of Oliver Chi’s job as City Manager?

	Total Pct
1. Strongly Approve	9.78%
2. Somewhat Approve	15.22%
3. Somewhat Disapprove	18.48%
4. Strongly Disapprove	19.57%
5. No Opinion	36.96%
TOTAL	100.00%

QUESTION 2:

This month, new parking rates are taking effect in Santa Monica. The rates will raise the cost of a city meter by 25 cents per hour, and will raise the parking cost at flat rate beach lots by \$2 - \$5, depending on the day and time of year. These rates are expected to increase city revenue by approximately \$9 million per year.

Do you support or oppose this rate increase?

	Total Pct
1. Strongly Support	9.78%
2. Somewhat Support	15.22%
3. Somewhat Oppose	9.78%
4. Strongly Oppose	63.04%
5. No Opinion	2.17%
TOTAL	100.00%

QUESTION 3:

Of the following, which issue(s) do you think Santa Monica City Council should prioritize the most in 2026? Choose all that apply.

	Total Pct
1. Increasing city revenue and reducing deficits	21.74%
2. Creating a positive business environment	56.52%
3. Reducing homelessness	73.91%
4. Revitalizing tourism	39.13%
5. Increasing public safety	77.17%
6. Enacting new labor mandates on Pier businesses	8.70%