



Staff Report

TO: Honorable Mayor and Members of the City Council
FROM: Julie Van Hook, Public Information Officer
BY: Princess Cunanan, Communication Specialist
DATE: March 3, 2026
SUBJECT: Billboard Community Survey Final Results

Description: Presentation of City survey results pertaining to digital billboards, including their use for community messaging, modernization, and revenue generation.

Background and Analysis:

Following a discussion during the December 16th City Council Meeting, staff conducted a community survey to gather resident feedback on digital billboards, including their potential use for revenue generation, community messaging, and modernization of existing billboard structures.

The survey was made available to the public for seven weeks (December 29, 2025 – February 18, 2026) and received a total of 177 responses, the majority of which were Beaumont residents. Survey outreach was conducted on various platforms, including the City's Public Access and Education channel, social media, as well as an interactive pop-up and spotlight feature on the City website. A one-week reminder was provided on social media before the survey's official closure.

Survey Participation: 177 respondents

- 158 respondents (89%) indicated they live in Beaumont
- 19 respondents (10%) indicated they do not live in Beaumont

This indicates that the survey results primarily reflect local resident perspectives.

Support for Billboards Generating City Revenue:

- Very supportive: 42%
- Somewhat supportive: 16%
- Neutral / unsure: 9%
- Somewhat opposed: 4%
- Strongly opposed: 27%

Overall, 67% expressed neutral to supportive, while 27% strongly opposed billboards used for revenue generation.

Support for Billboards Providing Space for Community Messaging:

- Very supportive: 49%
- Somewhat supportive: 9%
- Neutral/unsure: 12%
- Somewhat opposed: 7%
- Strongly opposed: 20%

Overall, 70% expressed neutral to supportive, while 20% strongly opposed using billboards for community messaging.

Primary Respondent Concerns:

- Location near neighborhoods: 54%
- Brightness: 53%
- Driving distractions: 48%
- Visual clutter: 45%
- Energy usage: 29%

Additionally, 19% indicated no concern.

Public Comments (Open-Ended):

- Emphasized minimizing visual impacts, protecting neighborhood character, preserving natural landscape aesthetics, and maintaining traffic safety.
- Suggested prioritizing messaging opportunities for public safety, community messaging, and Beaumont businesses only.
- Requested additional clarity on costs, revenue, and local tax impacts.

Survey results show that most respondents are Beaumont residents and there is support for using billboards for revenue generation and community messaging. At the same time, respondents identified concerns relating to location, brightness, and traffic distractions. Feedback also indicates a general preference towards replacing existing older billboards but demonstrated mixed opinions regarding location expansion and modernization.

Fiscal Impact:

The cost of preparing this staff report was approximately \$150.00.

Recommended Action:

Receive and file.

Attachments:

- A. Billboard summary results
- B. Billboard open comment results