



SURVEY RESULTS - TOP ANSWERS

Outreach Community Plan Survey | 99% Confidence Level | < 4.4% Margin of Error

For the full report, visit MarVista.org/survey

Summarized Survey Questions	%	Answer
Q1: Access Venice Boulevard Businesses - How	72.9%	by Car
Q2: Adequate Venice Boulevard Parking*	35.5%	No
		<i>*statistical tie with yes & don't know</i>
Q3: Desired Business Types for Venice Boulevard	80.3%	Small Markets/Boutiques
Q4: Maximum Building Height on Venice Boulevard**	35.5%	3 Story (up to 35 feet)
	69.8%	**3 Stories or less
Q5: Stabilize Rents for Venice Boulevard Businesses	69.3%	Yes
Q6: Valley to LAX Subway/Monorail - What Street	52.7%	Sepulveda Boulevard
Q7: Additional Comments (optional) on page 17 of full report		Visit MarVista.org/survey



Outreach Community Plan Survey

Prepared for: Stakeholders, MVCC, Community Plan Subcommittee, Department of City Planning

Prepared by: Kathryn Wheeler, Outreach Chair of the Mar Vista Community Council

September 8, 2020

Major Data Sources: Department of Neighborhood Empowerment, SurveyMonkey

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How do you primarily access businesses on Venice Boulevard between Sepulveda Boulevard and Walgrove Avenue? (select one)

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Is there currently adequate parking for businesses along Venice Boulevard between Sepulveda Boulevard and Walgrove Avenue?

Question 3	14
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What sorts of businesses would you like to see along Venice Boulevard between Sepulveda Boulevard and Walgrove Avenue? Select all that apply:

...continued Question 3	15
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What sorts of businesses would you like to see along Venice Boulevard between Sepulveda Boulevard and Walgrove Avenue? Select all that apply:

Question 4	16
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What do you think the Maximum Height for building along Venice Boulevard between Sepulveda Boulevard and Walgrove Avenue should be? (select one)*

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Should businesses along Venice Boulevard between Sepulveda Boulevard and Walgrove Avenue be Rent Stabilized?

Question 6 18

Which one of the following roads should be considered to complete a subway or monorail from the San Fernando Valley to LAX through the Sepulveda Pass and onto the Westside? (select one)

Question 7 19

Additional Comments (optional):

INFORMATION BY ZONE

Question 1 30

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Question 2 30

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Question 3 31

What sorts of businesses would you like to see along Venice Boulevard between Sepulveda Boulevard and Walgrove Avenue? Select all that apply:

Question 4 32

What do you think the Maximum Height for building along Venice Boulevard between Sepulveda Boulevard and Walgrove Avenue should be? (select one)

Question 5 32

Should businesses along Venice Boulevard between Sepulveda Boulevard and Walgrove Avenue be Rent Stabilized?

Question 6 33

Which one of the following roads should be considered to complete a subway or monorail from the San Fernando Valley to LAX through the Sepulveda Pass and onto the Westside? (select one)

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BACKGROUND

Community Plan Update

The Community Plan Survey originated with the Department of City Planning (DCP)'s presentations at its June 2019 Workshop. These included an Arts District designation for Venice Boulevard in Mar Vista and Venice. As there was no definition in the presentations for what such a district would entail, the community became engaged in dialogue with DCP on this subject. This extended over several monthly Community Plan Subcommittee meetings, attended by a diverse group of stakeholders. It was truly a collaborative and productive effort, in which the many talents of Mar Vista came together to create a tool for providing a voice for our community. Community input was strongly encouraged and desired by our representatives from DCP.

Survey Questions

The survey began with 13 draft questions presented by the Subcommittee. These dealt with the specific definition of an Arts District, but, upon further discussion and review by Stakeholders, they became questions relating to what the community envisioned for Venice Boulevard as a whole in Mar Vista. It was then whittled down to 6 questions, which, it was concluded, would be conducive to generating the highest response rate. A 7th question was added for additional comments. The community focused on the basic issues: building height, mobility, and use. Additionally, since it would have a major impact on land use along Venice Boulevard, a question was devoted to a choice on the Westside alignment of the Sepulveda Transit Corridor.

This Survey is an effort that the Community Plan Subcommittee is extremely proud of and, hopefully, will constitute substantive input to DCP on the future of our neighborhood.

Background by Mary Hruska, Chair of the Community Plan Subcommittee

SURVEY METHODOLOGY

Sampling Size

The Department of Neighborhood Empowerment (DONE) has published a Mar Vista Data Sheet (see Appendix B or online¹) that includes Mar Vista's population. Using the population with various

¹Mar Vista Data Sheet: https://drive.google.com/drive/folders/1uuplXEGEC8UIFOCQiyIIPH9q7JmETn_Cx

survey sample-size calculators, it was determined that 660 completed surveys would be needed to produce results with a Confidence Level of 99% and a 5% Margin of Error. The following on-line calculators were among the resources used to determine these parameters.

- [CheckMarket.com/sample-size-calculator](https://checkmarket.com/sample-size-calculator) (see Appendix D)
- [SurveyMonkey.com/mp/sample-size-calculator](https://surveymonkey.com/mp/sample-size-calculator) (see Appendix E)
- [SurveySystem.com/sscalce.htm](https://surveysystem.com/sscalce.htm) (see Appendix F)

All of Mar Vista

To fully represent the entire community, all Mar Vista Community Council (MVCC) Zones would be surveyed to represent the ratio listed on the Mar Vista Data Sheet (see Appendix B). That ratio is 64% for “Renter Occupied Units” (i.e., R-3 lots)² and 36% “Owner Occupied Units” (i.e., R-1 lots).³ Surveys would be equally (based on the number of R-3 and R-1 lots) and randomly distributed throughout each Zone and not in any single area. “Locked” apartment buildings would be reached through management and owners. Also, no survey would knowingly be provided to any type of MVCC committee chair, or to a neighbor, friend, colleague, family member, etc.

Online Surveys and COVID

Online surveys (aka polls) do *not* have a proven record of accuracy and there are many high-profile examples. The most prevalent theory/reason is due to those “who hold a particular point of view are more motivated to participate” to produce a desired outcome.⁴

Also, online surveys are notorious for data mining. Emails and/or other identifying information must be provided for completion. This deters many people from taking online surveys. The Community Plan Survey would not be used for any type of collection outside of Mar Vista Stakeholders’ responses to the questions. This anonymity would need to be communicated to Stakeholders before taking the survey.

² R-3 is the Zoning Code for Multiple Dwellings (e.g., apartments) and would mainly include “renters”.

³ R-1 is the Zoning Code for One-Family Residential lots and would mainly include home “owners”.

⁴<https://www.pewresearch.org/2010/12/29/how-accurate-are-online-polls/>

The most accurate online survey is conducted through a “closed network,” such as an employer asking questions of employees. The only closed network of the MVCC is its email subscription list. The problem is not only that the list is too small to provide a statistically accurate survey (based on an average response rate of 15%), but many subscribers are not Mar Vista Stakeholders. A door-to-door-in-person survey is a closed network, but with COVID, an alternative had to be produced.

SurveyMonkey and Door Hangers

Door hangers were determined to be the best and safest distribution method for information during COVID. The printed door hanger would provide the survey URL (hosted on SurveyMonkey) along with other basic and static information, including MarVista.org which is a universal language for a website. Additionally, MarVista.org provides translation; thereby, eliminating language barriers.

Labels (on both front and back) would provide the fluid information. The back label would include contact information while the front label would provide the unique computer-generated alphanumeric 4-digit “identifier” to validate survey responses. And, in conjunction with the tools available in SurveyMonkey, a secure “MVCC closed network” would be produced for an online survey with statistical accuracy (see Appendix C)—if 660 valid and completed surveys were submitted. As incomplete surveys skew results, they would be excluded; however, any comments provided on a valid, yet incomplete survey, would be included in the final report (see page 17).

EXECUTING THE SURVEY

Survey Distribution

Per the Survey Methodology provided above, 5,100 door hangers were distributed to all seven Zones with a 64/36 ratio of R-3/R-1 (i.e., renter/owner) over several weeks. Randomization was achieved by selecting a wide range and variety of lots, for example: on the boundary edges of a Zone; in the center of a Zone; big lots; small lots; lots on hills; lots next to freeways, main thoroughfares, schools, SM airport, businesses, and cul-de-sacs; “historic” lots and lots with new construction; lots next to green space and congested lots. Publicly available maps on

Zimas.lacity.org were utilized. SurveyMonkey hosted the survey and calculated the data. A Survey Summary Sheet by SurveyMonkey has been provided. (see Appendix A).

Data Collection

Valid responses to SurveyMonkey exceeded the sample size goal of 660 by 34%. This provided a Confidence Level of 99% with < 4.4% Margin of Error. Valid R-3 response rate was 12.92% and valid R-1 response rate was 23.95%. There was an overlap of R-3 being “owners” by 7.78% and 6.83% for R-1 being “renters”. These percentages are in the normal range and were expected since many R-3 apartment buildings are owner-operated and many R-1 single-family homes are rented. Additionally, responses were high enough to provide a 95% Confidence Level with a < 5% Margin of Error for answers based on “renters” and “owners” (see Appendices F, G, H, J, K). However, since no survey question involved Zones, only trends can be provided. These trends are based on the 64/36 ratio allocation and distribution of door hangers within each Zone.

Responses - The Takeaways

The narrative that Mar Vista is greatly divided between “renters” and “owners” has been proved a myth with this survey. Only one question produced a significant difference between the majority of Renters and Owners. And, it was no surprise. It was Question 5 regarding stabilizing rents for businesses along Venice Boulevard. Owners were split 50/50, while Renters were in favor 90/10.

As mentioned, no surprise there. All other questions had the majority of both Renters and Owners in the same camp.

Question 1: How do you primarily access businesses on Venice Boulevard...?

Both Renters and Owners overwhelmingly agree: Cars are the #1 mode of transportation for Venice Boulevard. At 72.9%, it exceeds the next mode of transportation by more than 55%. Also, both Renters and Owners agree that they would rather use a scooter than Public Transit. The significance of this is that Venice Boulevard is a 24-hour transit street with bus routes running every 15 minutes as well as a Rapid Bus. It runs from the Pacific Ocean to Downtown LA; yet, less than 1% use it. Again, both Renters and Owners agree —they don’t use public transit—there is no difference.

Question 2: Is there adequate parking on Venice Boulevard...?

The answer to this question was by far the most interesting. Whether you view All Stakeholders, Renters, or Owners—the answers are exactly the same: 1/3 answered, “No”; 1/3 answered, “Yes”; and 1/3 answered, “Don’t Know”. The reason for this is up to debate. But, there is no debate that, once again, there is no difference between the majority of Renters and Owners.

Question 3: What sorts of businesses would you like to see along Venice Boulevard...?

Again, both Renters and Owners agree on the top seven choices:

- Small Market/Boutiques
- Bookstores
- Service Oriented (Hardware/Hair Salons/Cleaners)
- Art Galleries/Studios/Museums
- Government Services (Post office/Library/Fire Station)
- Bars
- Gyms/Fitness/Wellness

It is important to notice that all of these are low-scale businesses. Whereas, “chain retail/big box stores” and “hotels” were the last two of the 16 choices. Neither garnering even a 7.5% support from either Renters or Owners. Again, Mar Vista is united.

Question 4: Maximum building height along Venice Boulevard?

By listening to some talk, you would definitely believe that there is a huge difference between Renters and Owners on building height; well, there isn't.

69.8% of All Stakeholders want a maximum of 3 stories (up to 35 feet).

65.7% of Renters want a maximum of 3 stories (up to 35 feet)

73.1% of Owners want a maximum of 3 stories (up to 35 feet)

The overwhelming majority of Mar Vista Stakeholders, whether Renters or Owners, want no more than 3 stories on Venice Boulevard. Those who want anything higher are in the minority. And, one definite conclusion can be derived from this answer: If 3 stories is the maximum height for a business district on a main thoroughfare—without a doubt—Mar Vista Stakeholders do NOT want higher than 3 stories in residential areas. Again, both Renters and Owners agree: 3 stories (up to 35 feet) is maximum.

Question 5: Venice Boulevard businesses receive Rent Stabilization?

The answer was discussed in the opening paragraph of this section. It was no surprise that Owners were split 50/50 and Renters supported it 90/10.

Question 6: Where should a subway or monorail be placed to join the Valley with LAX?

Again, no difference; the majority (both Renters and Owners) want it on Sepulveda Boulevard by over 52.7%. Overland is next with less than half that amount at 25.6% and Bundy Dr./Centinela Avenue is last at 21.7%.

Question 7: Additional Comments (optional):

The response rate was over 18% with clear opinions on 7 topics. These topics represent 74% of all comments. They are as follows:

Category	Comment %	Agree	Disagree
Reduce/Limit Density; Maintain Character	27%	77%	23%
Add lanes back; remove Road Diet	15%	83%	17%
City Needs to Reduce Homelessness	14%	100%	0%
Opposed to Subway	6%	90%	10%
Thanks for Survey/Request for More	5%	100%	0%
Would like to see more restaurants	4%	100%	0%
Increase Parking	3%	100%	0%
Other	26%		
TOTAL	100%		

SurveyMonkey allows for a PDF export and is included in this report on page 17.

Endnote

There you have it! Hopefully, this Survey will put to rest any narrative that Mar Vista is divided between the majority of Renters and Owners because the facts do not support it. Also, it is hoped that the Department of City Planning will take note (from the most productive and accurate way to

provide feedback) that Mar Vista is unified in working to preserve the quality of life that we enjoy here in our community.

Acknowledgements

I have to start by thanking Mary Hruska without whom this survey would never have been done. Her tireless enthusiasm, work-ethic, and complete faith in “getting it done” made the whole process a joy and worth every late night and hot day in the sun! From the beginning (August 2019) to the end (August 2020), she had the vision, determination, and drive to move the project to completion. We all owe her a great debt of gratitude.

The second “person” to thank is all of the Mar Vista Stakeholders who trusted a new process and took the time to complete the survey and/or contact me with questions. It was a pleasure getting to know more Stakeholders and the individual neighborhoods that make up the great community of Mar Vista! May it always stay as friendly and inviting as it is today.

Special thanks should also be given to the Department of City Planning, and in particular, Jonathan A. Hershey, Associate Zoning Administrator; Kinikia Gardner, City Planner; and Diego Janacua-Cortez, Project Manager. They have not only requested our input, they have welcomed and encouraged it. They are amazingly responsive and do “listen.” They are working hard to “get it right” for our community. Without this type of support, the survey would not have even started. Their professionalism provides the trust necessary to begin such a large project because we believe that Mar Vista will be heard. Thank you guys!

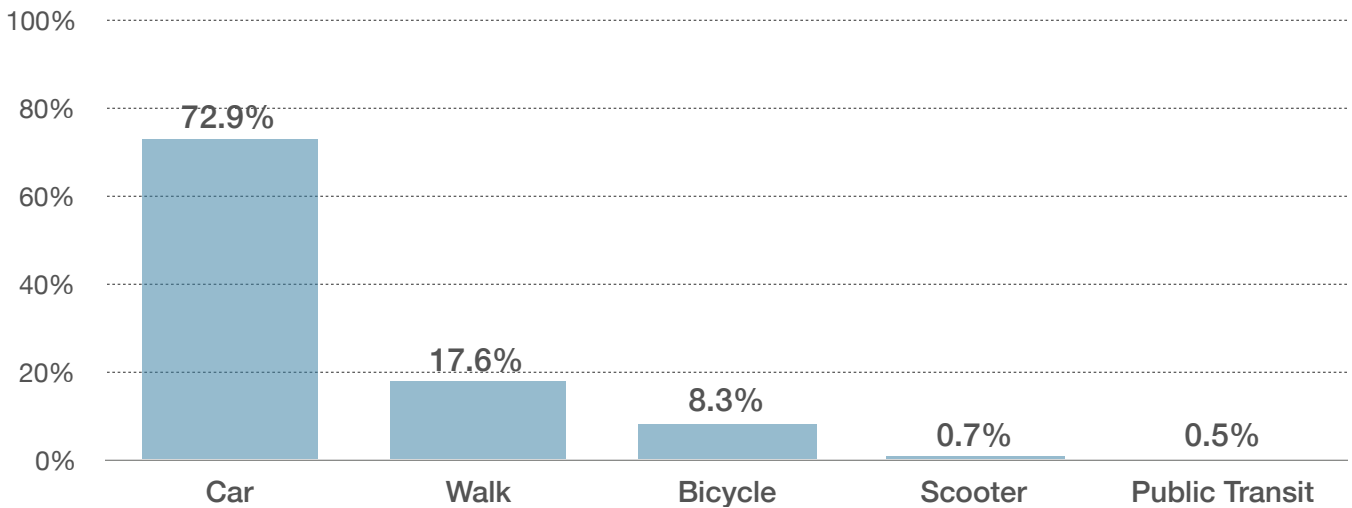
Finally, to my family, a “thank you” for your continued love and support. I owe you big-time.

SURVEY RESULTS

QUESTION 1

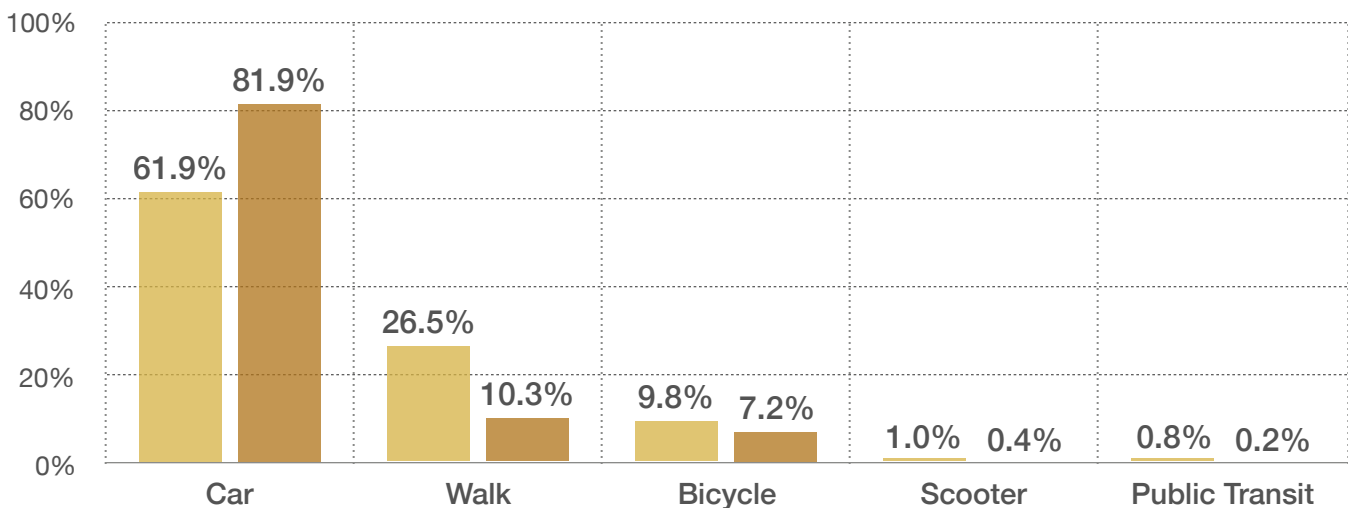
How do you primarily access businesses on Venice Boulevard between Sepulveda Boulevard and Walgrove Avenue? (select one)

All Stakeholders [Confidence Level: 99% | Margin of Error: < 4.4%]



This Survey was designed to accurately capture inputs for the entire Mar Vista community. Due to distribution and responses, results for “renters” and “owners” provide a Confidence Level of 95% with a <5% Margin of Error (see Appendices F, G, H, J, K).

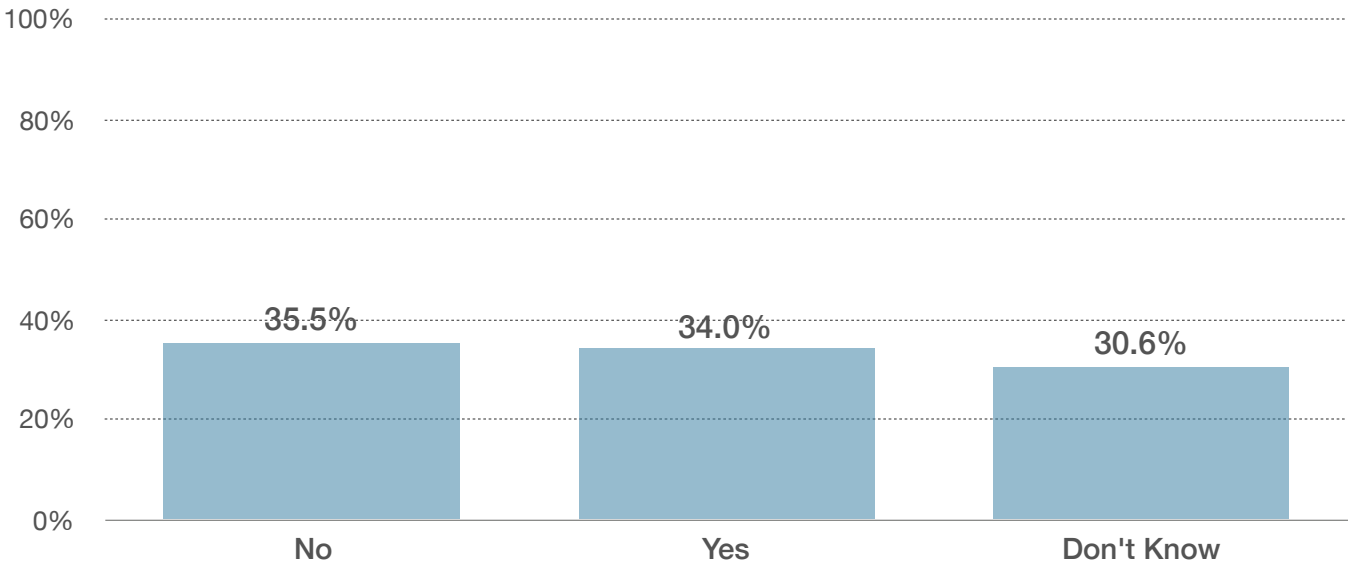
Renters **Owners** [Confidence Level: 95% | Margin of Error: < 5%]



QUESTION 2

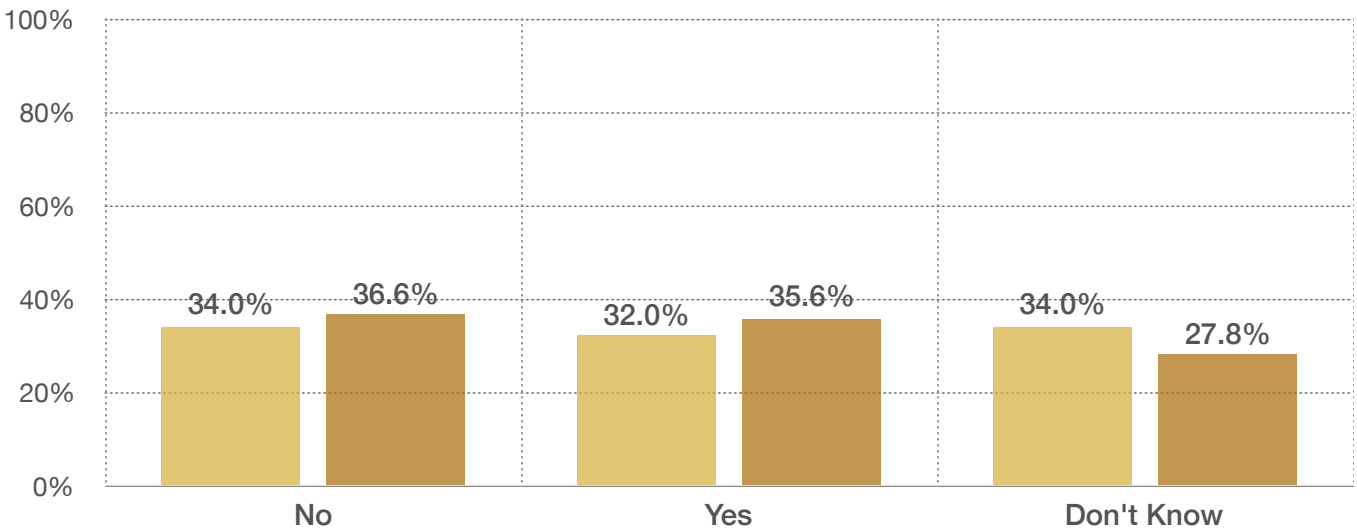
Is there currently adequate parking for businesses along Venice Boulevard between Sepulveda Boulevard and Walgrove Avenue?

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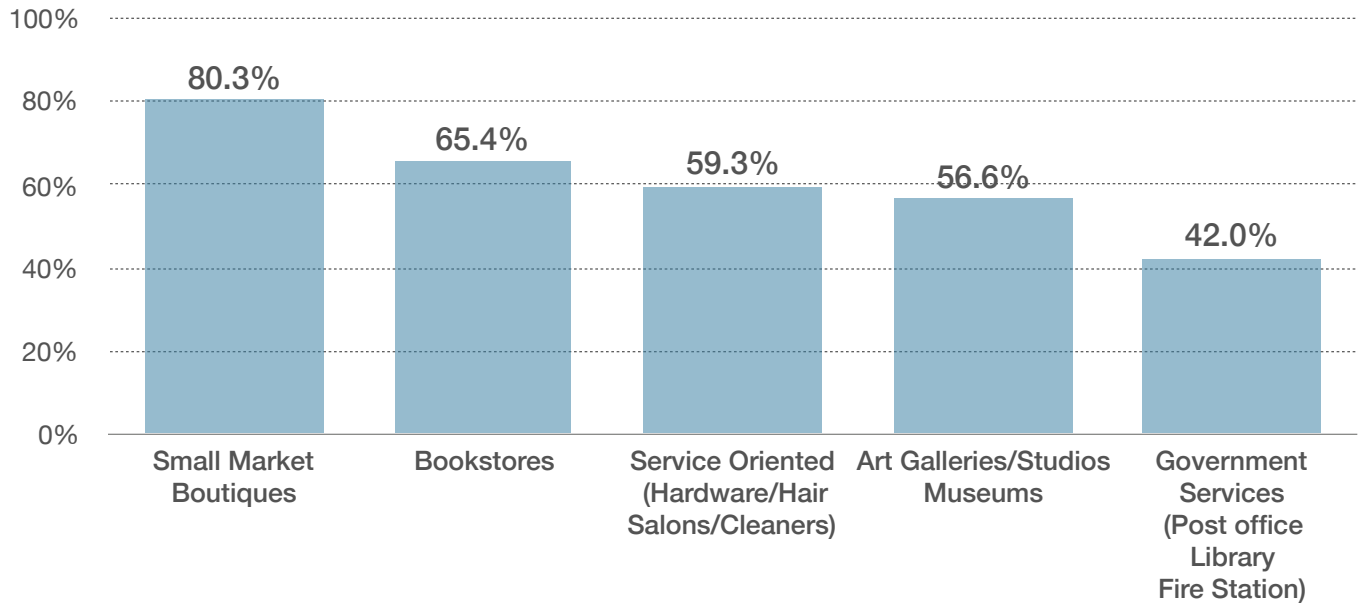
■ Renters ■ Owners [Confidence Level: 95% | Margin of Error: < 5%]



QUESTION 3

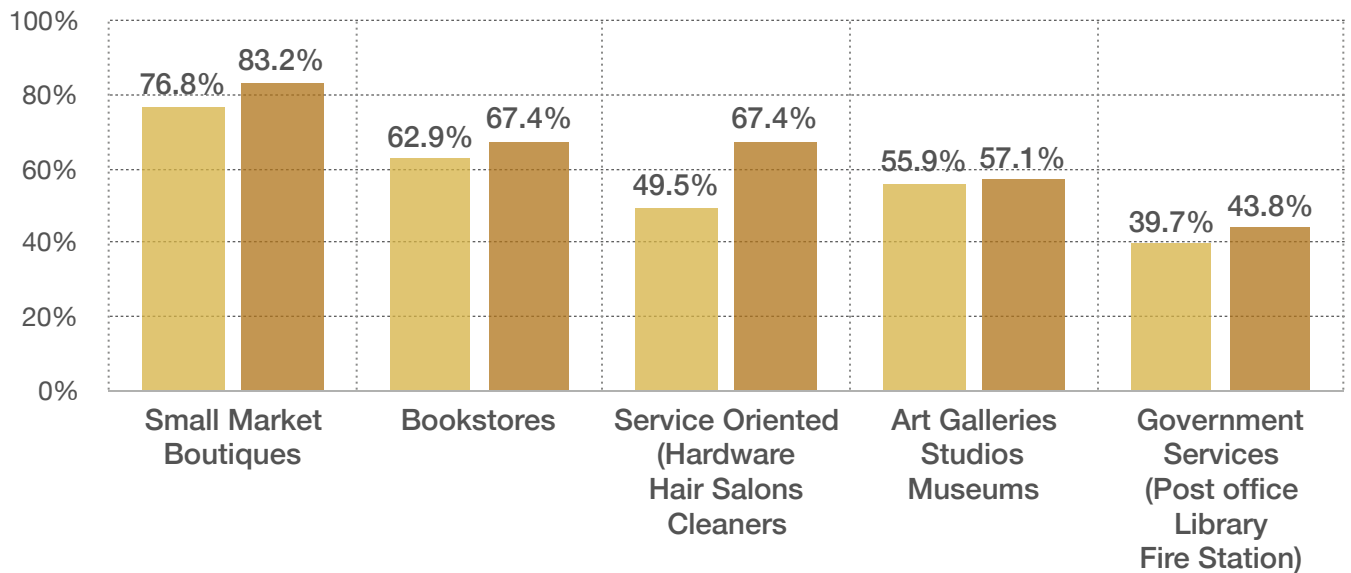
What sorts of businesses would you like to see along Venice Boulevard between Sepulveda Boulevard and Walgrove Avenue? Select all that apply:

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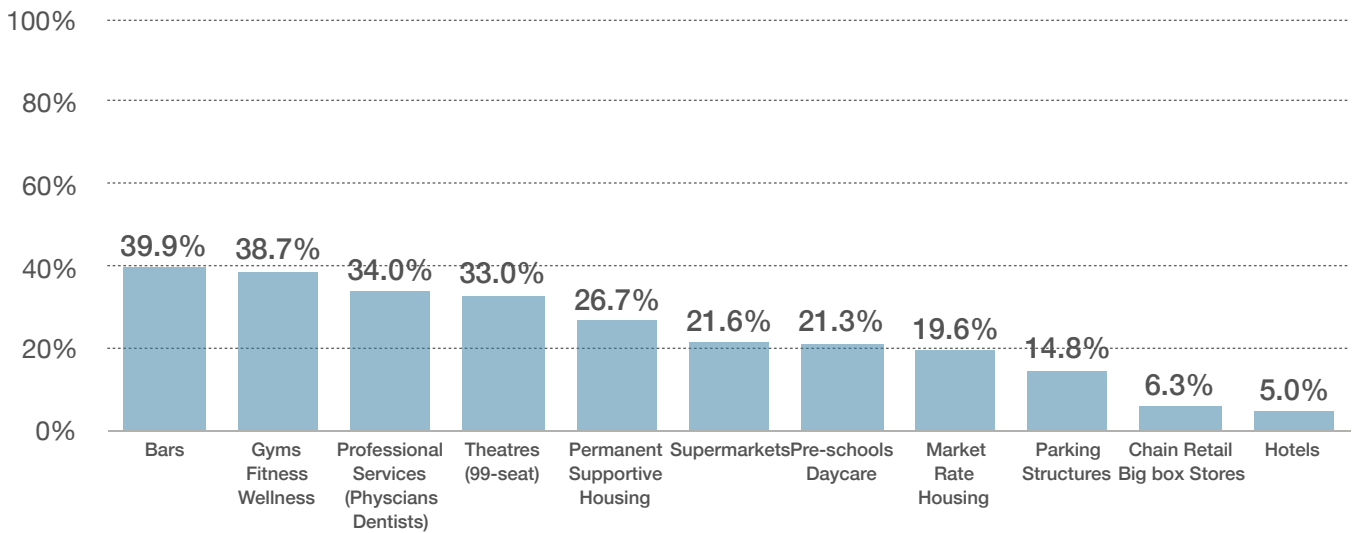
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...CONTINUED QUESTION 3

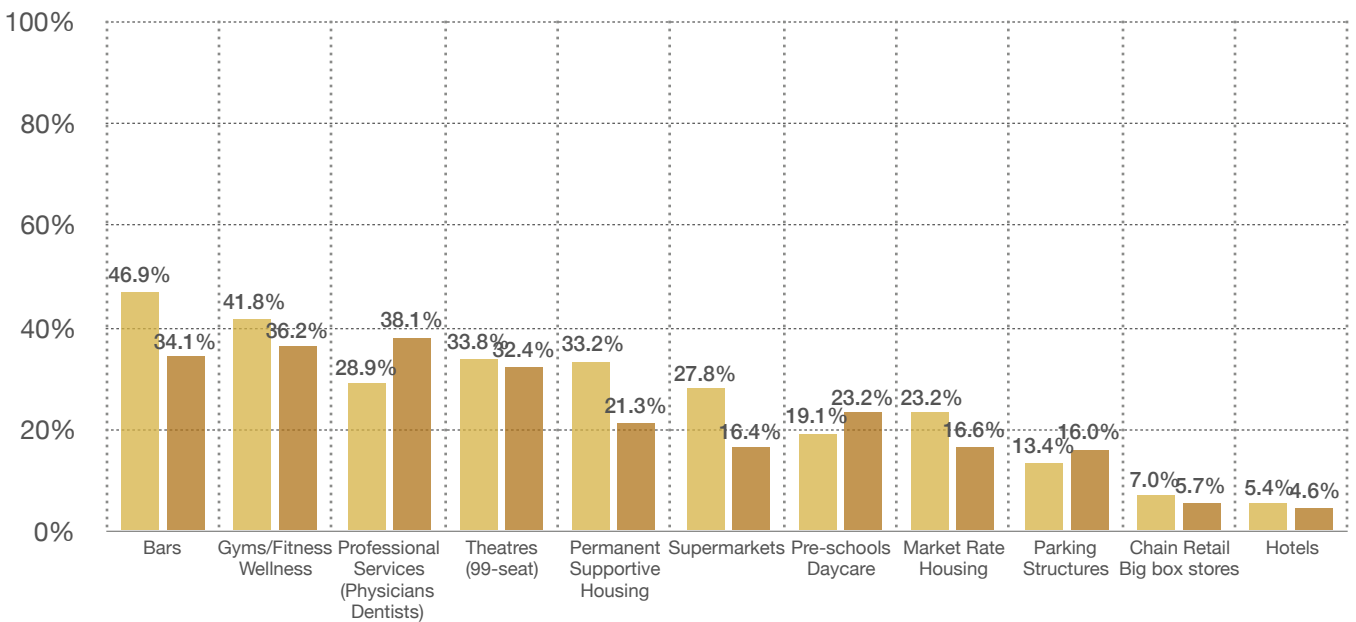
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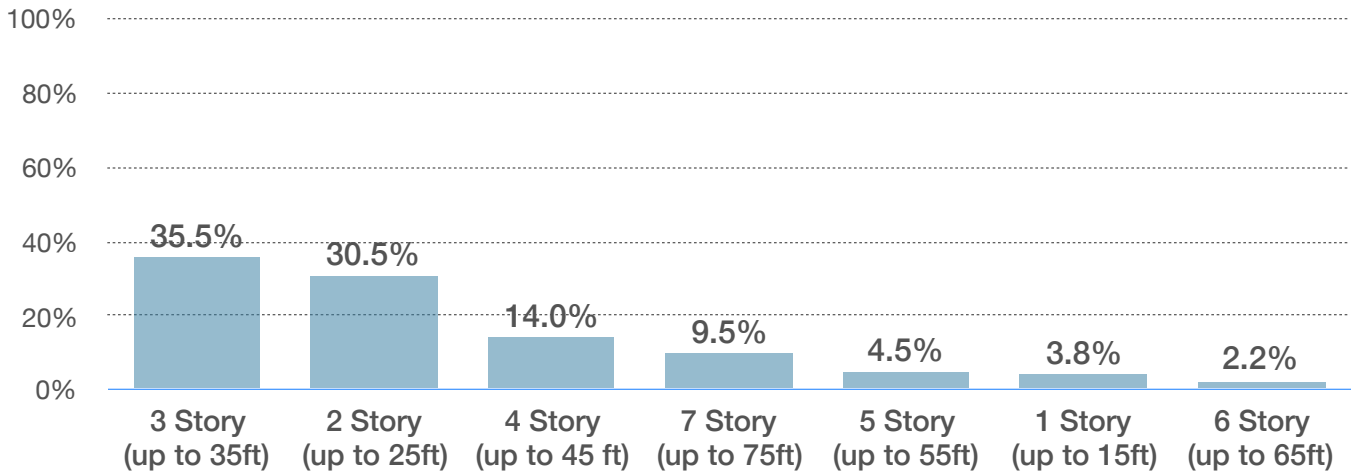
Renters Owners [Confidence Level: 95% | Margin of Error: < 5%]



QUESTION 4

What do you think the Maximum Height for building along Venice Boulevard between Sepulveda Boulevard and Walgrove Avenue should be? (select one)*

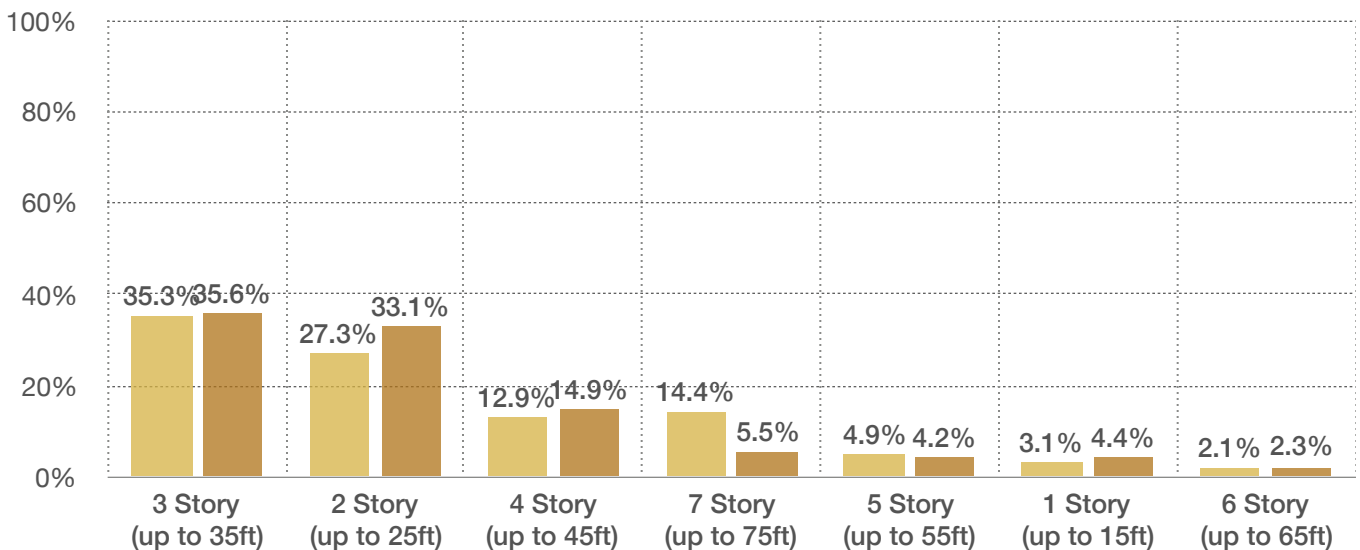
All Stakeholders [Confidence Level: 99% | Margin of Error: < 4.4%]



*69.8% want 3 stories (up to 35 feet) or lower

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Renters **Owners** [Confidence Level: 95% | Margin of Error: < 5%]

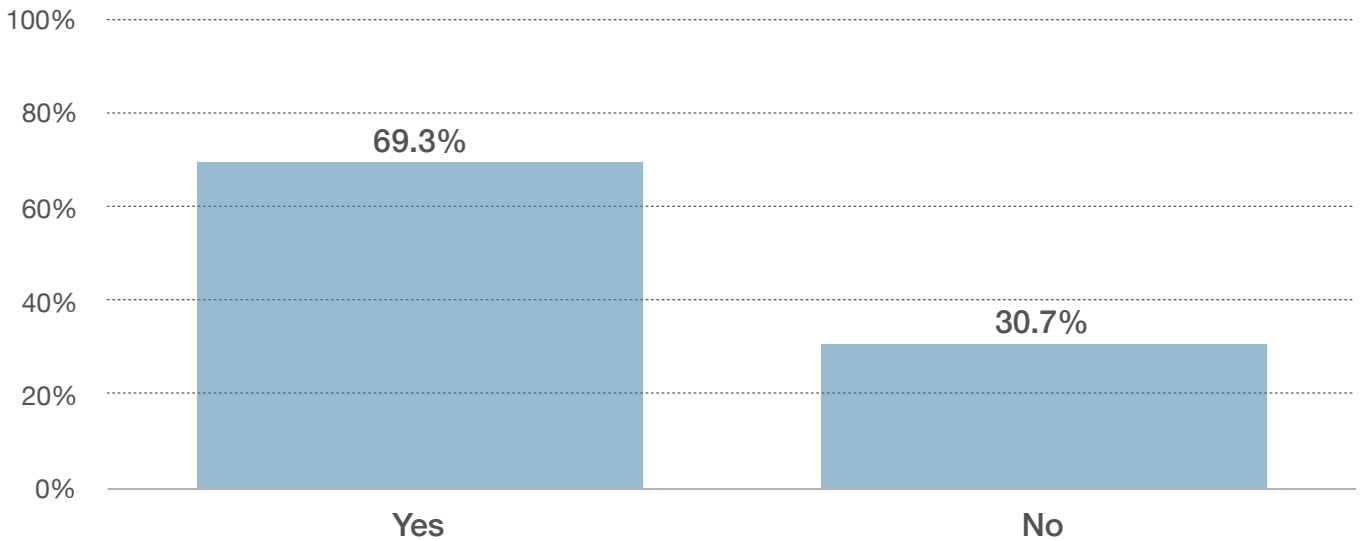


*65.7% of Renters and 73.1% of Owners want 3 stories (up to 35 feet) or lower

QUESTION 5

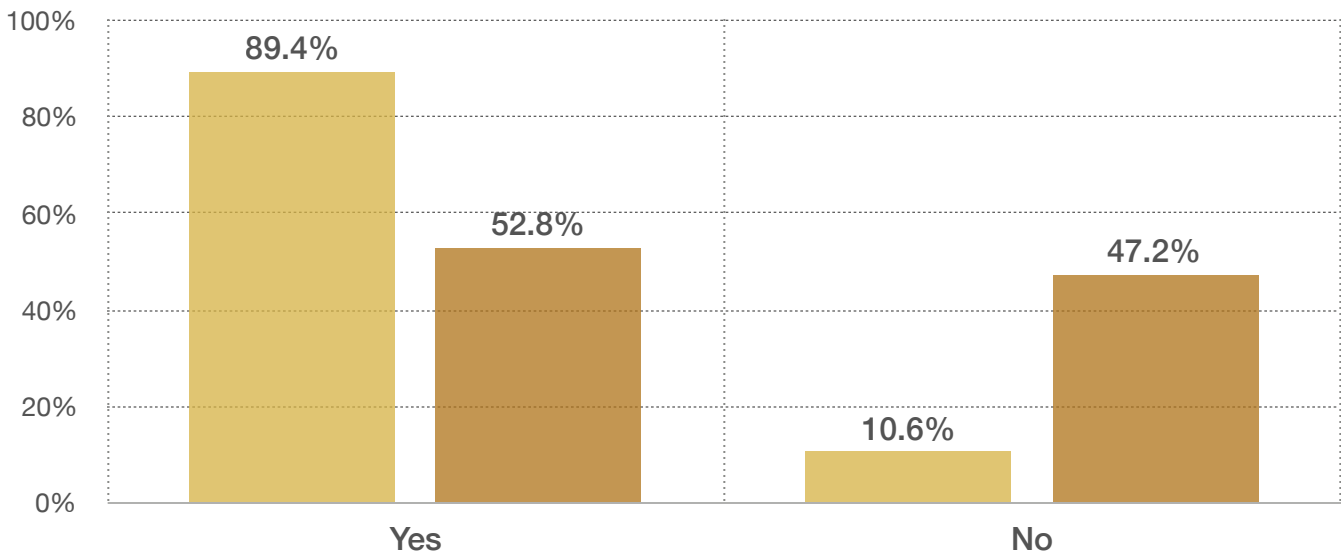
Should businesses along Venice Boulevard between Sepulveda Boulevard and Walgrove Avenue be Rent Stabilized?

All Stakeholders [Confidence Level: 99% | Margin of Error: < 4.4%]



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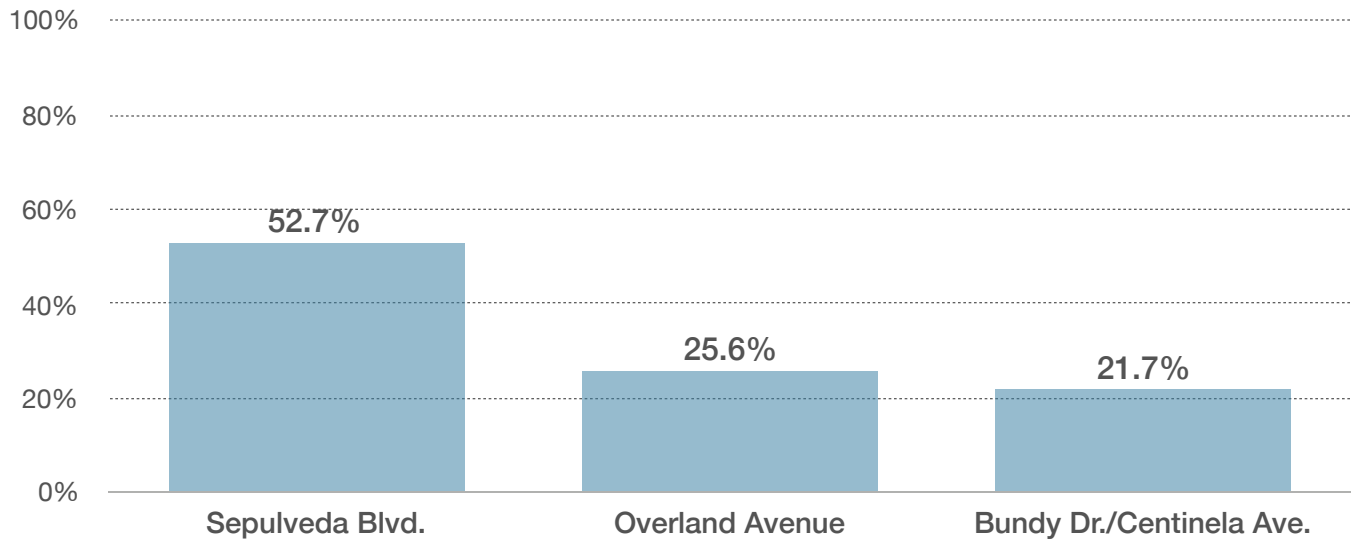
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QUESTION 6

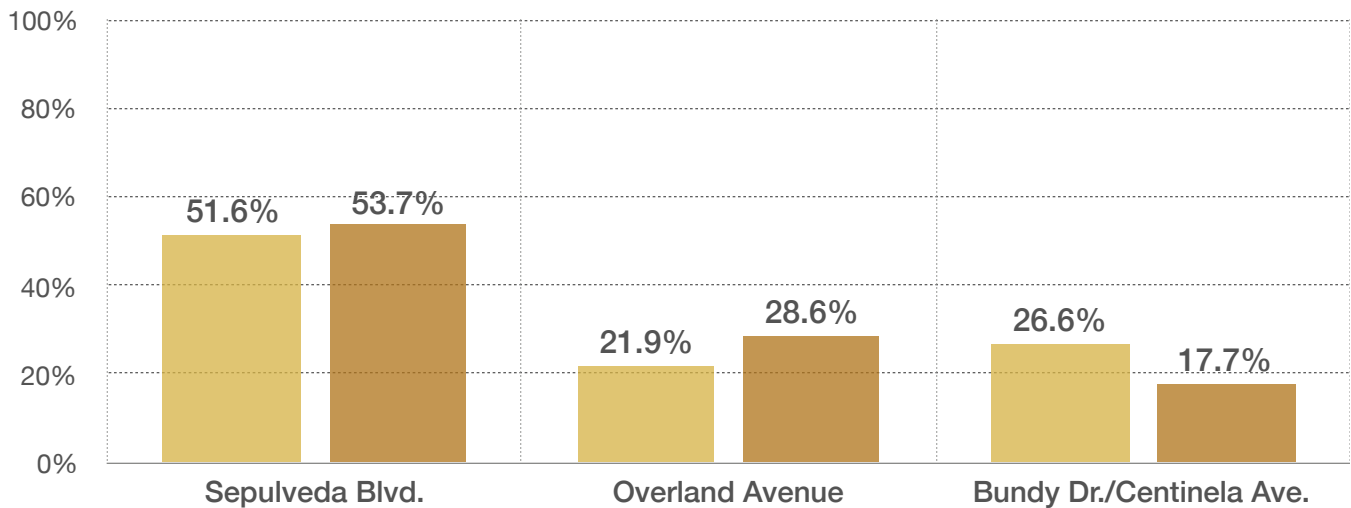
Which one of the following roads should be considered to complete a subway or monorail from the San Fernando Valley to LAX through the Sepulveda Pass and onto the Westside? (select one)

■ All Stakeholders [Confidence Level: 99% | Margin of Error: < 4.4%]



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■ Renters ■ Owners [Confidence Level: 95% | Margin of Error: < 5%]



QUESTION 7

Additional Comments (optional):

Homeless people problems on Venice in stated area. Primarily men. Help for them needs considering with any development.

Additional Incentive programs for minority-owned businesses

Does any of this even matter? We have homeless living in the middle of Venice Blvd. This whole area is a huge failure. It's disgusting and pathetic

We need more support for small businesses in Mar Vista as we have lost too many landmark stores! This neighborhood does not need more apartment buildings and new developers should stop forcing change that will drive out long term residents.

Please do not take away any more parking along Venice Blvd. Also, small businesses need to have their own parking lots for their businesses to accommodate clients. The street parking needs to be kept for the residents and prevent blocking driveways and crowded parking for prolonged periods.

I would like more restaurants

More restaurants would be an improvement.

The built environment around this neighborhood, and Venice Blvd in particular, should focus on walking, biking and transit (including protected bus lanes) to make it a safe and thriving community gathering area

Overland and Sepulveda are already congested enough. Pre-Covid traffic on the westside is INSANE and with Google, Apple and Amazon coming to LA putting a subway/monorail system down either street would be an utter nightmare. Bundy is also terrible for those who work/commute to/from Santa Monica. Rethink this. PLEASE.

I wish the homeless problem would take precedence.

Thank You

Fuel stations...like Chevron.

More housing, less cops

None of the above, we have enough problems, use the freeway.

Realign all parking to be next to the sidewalk/curb with bike lanes to the left of parked cars. The current arrangement is confusing and unsafe for passengers exiting parked cars

A green park/walk pathway should be constructed along the above ground cemented stream that runs between Queensland St. and Venice Blvd.

you should do this type more often...

Bundy is already too congested and traffic spills onto the side streets. We need classy stores and beautification! We need Rick Caruso to do an overhaul of dismal Venice Blvd....

The door hanger says there are zoning changes coming, and this survey seems only to be addressing Venice Boulevard, although the proposed plan considers zoning changes in other locations, both commercial and residential. It seems like another survey should cover that aspect of the proposed plan if you really want community input.

As part of that discussion, Mar Vista residents should understand that State legislation allows up to three units (ADU + JADU) in all R1 districts, so in practical terms, although there are many single-family homes in MV, there are no more single family districts. The City is proposing some transitional residential zones, with additional height and up to four units. This makes sense in the context of transition to neighborhoods with more and more properties that will have two or three units, including their ADUs. We should protect our neighborhood from short term rentals, so that the additional housing helps address the regional housing crisis.

NO SUBWAY NO LIGHT RAIL

Please get the homeless and campers off of our streets...it would be beneficial to all and to the prosperity of local businesses.

I hope we can make Venice blvd beautiful.

Keep it small!! Do not build it up, congestion is all that happens.

I would be in favor of a healthy restaurant on that corner- but NOT a fast food restaurant. I would support a two or three story market-rate housing project with ground floor retail and housing on the other one or two floors.

Fix the homeless problem for the love of god

It would be more informative if you offered an option that asked if the residents actually preferred the "safer streets" changes that have been made to Venice blvd over the last couple of years. I totally avoid that entire area since the changes were made. It made a simple street overly complicated and more dangerous. I've lived in Mar Vista for over 20 years and what has been done to the businesses and traffic flow thru the re-done streets is a travesty. Maybe try helping the community and really listening to your constituents, instead of plowing ahead with changes that the majority of the community do not want. Why did you think you needed to "fix" something that was never broken? It's really shameless.

a map to help responders to this survey would have been helpful

The parking question is to binary. There are some areas that have good parking and some that don't.

When will we get our crime and homeless under control?. Its getting ridiculisy out of control. Its ruining our community, and we are now fixing it up, but the rest is bringing it all down. @25 + years as a home owner and resident, and its way embarrassing living here in Mar Vista.

No subway!!!! Monorail makes much more sense. Folks aren't ready to give up their personal autos.

Can we put a stop to developers buying up properties of single story/single houses to put up their un-affordable mega-houses with no yards? Maybe require that all these developer purchases MUST include an affordable ADU for low income folks?

We would actually support building height much greater than 7 stories. LA has a real density problem, and building up is the only viable way to solve it. We'd especially like to see more mixed use development. Playa Vista has set a great example for what a truly vibrant community can look like, and I'd love it if Venice Blvd followed suit.

Don't let Mike Bonin make the choices for us. When he does WE ALL LOSE.

It should be easier for homeowners to remove parkway trees in front of their residences if they are willing to replace them. Thank you!

Reopen lanes on venice blvd. Bike oath is a dangerous fiasco for bikers. Parking in the street (away from the curb) is stupid, and confusing, and people aren't getting it. Needs to be CONSISTENT throughout entire city.

I'm not up enough on issues to make determination

STOP changing the neighborhood. Hate what you have done already. The Venice blvd restrictions just increased traffic and have NOT helped.

I believe permit parking should be implemented in the Mar Vista Area due to lack of parking

Try to not over gentrify this neighborhood and keep it available and affordable for a diverse community (unlike Venice).

Thank you for your efforts.

City council needs to move all the homeless out of here. This problem is not about people loosing there homes/ apartments because of the economy, the majority of them are junkies who are making a choice to live on the street or mentally ill who need to be hospitalized. Bonin is an idiot and is ruining this neighborhood

Sepulveda run straight through to the Valley. Already exists.

Please stop the out of control development, which brings with it increased traffic to our already incredibly congested streets.

I am not clear on what 'Rent Stablized' mean to answer that question.

Build, baby. Maximum density zoning, no additional parking.

what can be done about the homeless city under the frwy. also all overnight tents along grandview and venice blvd as well as RVs. i was born and raised here for 50 yrs and someone has fallen asleep at the helm as for managing this city. terrible job.

Yikes, will this subway be above ground?

Parking is a bigger concern on Venice between Overland and Sepulveda, please address that. And I would prefer more restaurants (not fast food) on Venice, but that was not an option for me to choose. Happy to have another supermarket there, too, since I travel that way a lot.

No chain/big box stores or parking structures.

get rid of the road diet crap! It ridiculous that it takes over 30min to go 2 blocks on venice blvd during rush hour. Keep the area undeveloped!

I don't know if there is not another street option. all 3 of these streets are crucial for car traffic.

Overland is broader than the others I believe.

Thanks for all your work on making Venice Blvd. Beautiful. Please expand the bike lanes from the Freeway to the beach.

My 4 story selection does not mean every building should be allowed to be that height most should be 1-2 story

4 story selection does not mean all buildings should be this height most should be 1-2 story. Great Streets changes have restricted accessibility and traffic flow and damaged businesses and community

Why can't this survey be distributed to everyone who lives close to the area? Great Streets was implemented without enough input and has negatively impacted accessibility, traffic, businesses and community. My 4 story selection means some buildings, most should stay at 1 or 2 story.

Mar Vista needs more density! On Venice and other major streets there should be many more buildings with retail on the ground floor and housing above. There should be more trees (not palm trees, but ones that create shade). Finally, prioritize non-car transportation (bikes, mass transit, and walking).

Venice has the potential to be one of the Westside's best streets. It should take the Champs-Élysées in Paris or the Passeig de Gràcia in Barcelona as its model. I'm not joking. The street would be majestic with six story, well built, housing the entire way down (we need the housing to solve the housing crisis) with retail lining the street level. The sidewalk should be wider to allow for abundant outdoor cafe seating and "parklets". Parking structures would need to be factored in with that much retail and the housing density would be needed to support it. The icing on the cake (but unrealistic from the plans I've seen) would be to have another Metro subway line run down the entire street.

Remove road diet on venice blvd, and upcoming road diet on centinela...road diets are retarded and the people who impose them are retarded. Roads are for cars council members.

Keep this area a family oriented area not major business. Traffic is already too dense thought Mar Vista.

Thanks for asking

God Bless

If the metro line or expo lines are not working I do not believe a subway or monorail will help improve matters.

Please protect the character and integrity of the neighborhood by refusing ultra-contemporary, multi-story big-business along Venice boulevard. Small, independent/boutique businesses are always welcome. Please keep height of buildings to 2-story and under.

We are pleased with the new bike corridor on Venice blvd. The loss of traffic lane increases traffic and creates difficulty parking in fewer remaining sites. The bike traffic does not warrant all that effort, and cyclists are even more brazen now as they think they have the right to flaunt traffic laws existing traffic laws. I have ridden my bike for over 60 years in the area, safer routes are but a block away from Venice Blvd. Parking is getting worse in the adjacent single family housing area do to loss of parking on Venice and changes to parking requirements in new construction. We are also not in favor of increasing the housing density in the Mar Vista oval or adjacent properties.

Our neighborhood should also consider some sort of a regular street clean-up. The weekly street cleaning has gone down and bulky items all over the place!! Either have a cleaning crew from the city do it regularly or start fining the property owners who are not keeping up with cleaning the front of their properties. It's starting to look like a third world countries.

The light at Palms Blvd & Walgrove Ave is green for Walgrove for 15 seconds while for Palms about a minute. Walgrove has much more traffic than Palms. ????

It would be nice to have the subway further west on Centinela, since there is already one in Culver. Then maybe it could connect to the stop at expo and bundy in some distant future.

It's also a little hard to answer the question about building heights with no context, but the width of Venice makes it reasonable to add density without too much of a light concern. It would be good to see the zoning for the buildings behind them and what the difference would be.

We support development of denser housing and neighborhood-serving retail/commercial spaces.

Why can't a monorail go through Sepulveda Pass, an already established thoroughfare? And, it can stop at the Getty!

Sorry, uncertain about adequate parking in Mar Vista at present, but I suspect that there isn't. --We don't want another Wilshire Blvd., but something like the "high street" in Playa Vista would be excellent - or, Montana Ave., Santa Monica. --And please, please, no metro rail on Bundy Dr.!

Restaurants were not mentioned in businesses I would like to see.

RENT CONTROL, AFFORDABLE HOUSING, BUSINESSES THAT SERVE THE COMMUNITY. MIKE BONIN - WE NEED YOU TO KEEP THIS NEIGHBORHOOD INTACT, NOT BLOWN APART BY FOR PROFIT ENDEAVORS.

you are a joke. You allowed an illegal ADU to be built at 3318 Coolidge. Inspector Matillo and Councilman Bonin's office acknowledged it was illegal but the corrupt system looked the other way. Why ask our opinion if you don't even care what the law is.

The past reorganization on lanes/parking on Venice Bl seems to be working much better now.

mar vista should be primarily single family zoning with occasional low density two story apartments

Please don't overbuild in our lovely quiet town!

I had issues taking the survey on my laptop. I was unable to scroll down to the additional questions. It works fine on my phone though...just thought I would share as others may have similar issues.

Don't stifle growth. Let the market grow. People need to go places and be entertained.

Absolutely NO subway or Monorail in or even near Mar Vista! It attracts and brings homeless people to the area. We have enough homeless people here which is a MAJOR PROBLEM!!! It is causing crime, disease, and blight. It is not safe to walk down Venice Blvd. to go get a simple coffee with kids or family. Also, I am against ANY homeless or transitional housing in the Mar Vista area.

Please monitor affordable units supplied with ADEQUATE parking West of Centinela. Free internet seems to be a magnet for homeless.

I would like to see the homeless encampments cleaned up along Venice Blvd. They are a public health crisis.

Just a thought: what about surveying SFR neighborhoods throughout the city about increasing residential density (guesthouses, apartments, etc.), to provide more housing (market rate, affordable and subsidized)? I assume most SFR owners would be against lowering the drawbridge to share these areas with more people and achieve more equality in our society, but hopefully there would be a significant minority of even SFR owners who would be supportive, to help achieve a better world for all of us.

I see the increasing number of homeless under 405 freeway on Venice. I'm not so comfortable to see so many homeless over there...

Stop building high-rise apartments and other buildings in Mar Vista!

Do not think that adding a monorail is a good idea (or subway).

Get rid of the "road diet" on Venice Blvd. There are too many intersections, driveways, and parking lots on Venice for it to be effective, and parked cars obstruct the view so that cars cannot see cyclists when making a right turn.

Please keep the bike lanes. The additional signage has helped make them easier to use. Farmers' Market is great!!

need restaurants on Venice.

We need trees to be trimmed and streets to be maintained and cleaned in mar vista.

Put the monorail down the center of the freeway simple. This is not rocket science.

Reopen third lane on Venice Blvd

I love the bike lanes on Venice and wish there would be more bike accessible spaces in the community to increase the accessibility of environmentally friendly forms of transportation.

What sort of business:

Add Restaurants, I would like to see more restaurants

No subway or monorail. No more bike lanes.

Hated that you changed Venice blvd going west between Inglewood to Sepulveda from 3 to 2 lanes. Also why changed the parking on Venice to accommodate bike lanes?

I'm okay with density. I'm glad to see the new multi-use building near the NE corner of National & Sepulveda (just wish it hadn't taken so long) and thrilled that a similar project will be replacing the ridiculous eyesore at NW corner of Barrington and Gateway. Increased density and building height near public transportation lines is the absolutely essential to keep this city's traffic from resembling rush hour in Bombay. Thanks for listening, and for doing this survey! Eager to see the results.

Only high end retail stores like Brandy Melville, lululemon and others you would see in Brentwood.

Sepulveda makes the most sense for a monorail or subway due to the closeness of the 405.

There are a lot of things to consider. All three streets are major thoroughfares and are already congested due to the blue line train that goes to and from SM to DTLA. It also depends on whether or not the train tracks would be raised above the streets or would they go down the center of the streets. I feel Overland is less traveled compared to the other options making it the lesser of all evils.

Here's the bottom line: Stop development. No more politicians accepting money from developers. No more contractors and developers paying off building inspectors.

Want any "bonus" items in height and density to absolutely require 40% or more lower to middle income units - not market rate.

Please no multi-level, multi-family units on one lot such as the one being built at the corner of Barrington and Indianapolis, McLaughlin and Charnock, or McLaughlin and Victoria. Thank you.

Nearly all the businesses we patronize along Venice Blvd are between Inglewood and Centinela. For those businesses, we would often access them by walking. Probably a 50/50 split, maybe a little more in favor of walking. We would be very unlikely, however, to walk all the way to Sepulveda to go to a store. With regard to the question on supportive housing, we are not necessarily in favor of low-income housing right here in the neighborhood, but would be willing to try almost anything to ease the travesty of the rampant homelessness along Venice Blvd. We feel that such low-income supportive housing would need to be part of a city-wide effort. It seems to us that the market has failed and is failing, and we need extreme government intervention to provide the housing that the market is failing to provide. Of course, this is a very politically controversial subject. Many people feel that government intervention is the cause of the existing market failure. We do not agree, but are not optimistic about the likelihood of a plan being proposed that would attract enough buy-in to actually make a difference. Nevertheless, we eagerly await such a proposal. ALSO - VERY IMPORTANT. There MUST be adequate on-site parking for any new construction. I know the dream is that a majority of new occupants will somehow magically take public transport or use bicycles. But living one block north of Venice Bl, I can tell you that every time a new business goes in, our street is filled with cars 2 or 3 blocks up before 9:00 am, which can create extreme inconvenience for many residents.

I don't travel between McLaughlin and Walgrove because of the reduced lanes, idiotic bicycle riders who think they own the road. Bonin Sucks! Venice Blvd-big mistake, only wants \$\$ from Palidsades and Brentwood folks. Could care less about MV. Only cares about making \$\$ but not about the history of MV and people who've lived here for many years. I'll vote him out!

1. This survey does not ask any questions about climate adaptation/resilience for the Mar Vista community. Will there be another survey to address these issues?

2. It's hard to select which road should be used for a subway or monorail -- I would need to know the planning assessment for each. There should be a "I don't know" or "I don't have enough information" for that question.

3. The question about building height should include what the current limit is.

Adequate rent Control for residents and especially apartments

these questions have complex outcomes & can not have meaningful answers with a yes/no, choose one format

Venice needs cleaned-up and the "road diets" are a disgrace and need to be rectified.

Any monorail or (subway? are you kidding?) is going to add to our traffic problem which is already out of control.

You are talking about a 2 mile stretch. These generalizations for the entirety are not reasonable. You can't answer these questions, they are far, far too general. And what are they for anyway?

Keep the questions coming.

Venice Blvd. can be a conduit to the surrounding neighborhood without having to be a "walk street". Re-imagined and updated while meeting the needs of those who walk/bike and drive cars. The assault on those who have to drive cars via work, young kids, etc is really demoralizing. It seems decisions are made for a vocal minority who have the time to complain and not near the responsibilities of dual working spouses with kids, etc. Also, off-topic, please stop the assault on R1 neighborhoods. People work extremely hard to give their family a yard and home with some privacy yet politicians want to destroy this and put apartment buildings right next to single family homes. Los Angeles is losing and will continue to lose a lot of great families who pay their taxes and are a huge benefit to the economy (i.e.- family of four over the single 20 year old or 70 year old who have time to complain, etc).

I live in North Westdale and do not use that area for shopping. However, before COVID when I drove by traffic was terrible with the reduced lanes.

-I use my car to haul chicken feed from Centinela Feed Store (200 lbs. every two months); there is always plenty of parking at the store. Since the COVID-19 lock-down, my shopping for groceries has been on the on-line with home delivery. I do, however take walks around the neighborhood and notice that there are lots of construction projects on practically every block.

-My neighbors and I DON'T WANT apartment buildings on our street, even though there is a plan floating around that neighborhoods near Venice Blvd. will be made denser.

nothing should be rent stabilized. It hurts businesses and apartment owners.

You did not mention restaurants in your businesses list. I would like to see restaurants.

Stop building apartment buildings in our neighborhood. You are destroying what we worked our whole lives for.

1- Not sure what is meant by " Rent Stabilized". Is it "Rent controlled" ? -meaning pre defined annual small increases. I checked "yes" based on this assumption.

2- Regarding the subway or monorail, Sepulveda makes the most sense since it provides the most direct access route to LAX.

Stop doing "Mixed Use" development with commercial on ground floor and 3-4 stories of Condo or Apartment Residential Housing Above. The Westside does not have the road infrastructure to support this type of development which just increases Vehicle Traffic exponentially. Convert Venice Blvd.from about Walgrove Ave. east to about Inglewood Ave. back to 3 lanes of traffic on East Bound & West Bound sides that Councilman Bonin implemented without voter/constituent approval. Finally elect a Different Councilman that has the true interests of the Electorate at heart.

thank you

Our major concern is cut through traffic that goes through residential neighborhoods.

Building heights should be controlled to the lower side.

The City of Los Angeles should think out of the box and consider a mono rail system which would be the most economic and less impact on west side traffic. also consider a mono rail from the San Fernando Valley to LAX in the middle of the 405. This would be out of the Box thinking.

Mar Vista is a well sought after neighborhood - houses, people, neighborhood - it would be horrible and unforgivable to see if destroyed by developers and turn it into a housing complex of huge apt. buildings. We don't want another Jefferson Street

Please. Just stop with the congestion.

There is too much information required to answer some of these questions. I don't want to see this neighborhood lose our peacefulness, and I believe most people want to see that we are successfully housing homeless people, and not creating more homeless people because the COVID pandemic is displacing them.

Yes in my backyard.

The further away the subway or monorail is, the less crime and violence will be brought to our community.

Rent stabilization for businesses will only discourage development. Tenant welfare programs should not be provided for everyone. A tenant should be required to first show need and then get subsidies from the government. The burden should not be placed on the landlords. Rent stabilization has not worked over the last 50 years for housing and will not work for businesses.

rent control does not help anyone, not landlords or business owners.

There needs to be adequate Parking for apartments and business along Venice Blvd. DO NOT want to see multi story apartment building zoning on residential streets such as Grandview, Mountain View, Ocean View, Inglewood Ave in Mar Vista. City services are already EXTREMELY deficient in providing adequate street cleaning, parking, support services for homeless people. Police respond to calls, but have very limited ability to assist. City planners are pushing Residential density increase ostensibly to abate the housing shortfalls. However, while this is a boon for lucrative opportunities for developers, there is NO support for residents. No street cleaning. No green spaces. Inadequate planning for low income housing with wraparound support. No street repairs. Currently, there is no assistance with homeless crisis- for the homeless people, nor the residents, local business owners, or customers. We have lived in Mar Vista since 1993. We are not opposed to re-zoning and higher residential density- not at all. However, without clear planning, contractually obligated follow through and accountability for all related developers, real estate interests, city, county and local agencies so that these urban initiatives are executed with good intent and an eye to future civil society, we will remain skeptical.

I thought this was about the upzoning issue. Where is that survey?

Look at what is and build toward the future based on the current structure established.

Get rid of the homeless on our streets. They should not be allowed to camp and do drugs and steal things with impunity

This neighborhood needs to be safer for bicyclists. Additionally, the influx of homeless encampments along Venice Boulevard has become a growing public health hazard.

Please don't gentrify and make our neighborhood more expensive than it already is.

If you dig up Centinela for a subway line, expect a popular uprising on the west side. Ever since the "road diet" that reduced the number of traffic lanes along Venice Boulevard in Mar Vista to make space for a protected bicycle lane went into effect despite heavy opposition from local residents, the vehicular traffic on the Residential roads between Venice and Washington Blvds has gotten exponentially worse. As these Residential roads were not built to handle the additional traffic, once quiet residential areas are now crowded with cars which endanger the lives of the residents on a daily basis. Cutting off access to the biggest North - South artery between Sepulveda and Walgrove would be an act of stupidity that could only be rivaled by the stupidity of "road diets" in the first place.

Housing must be a priority over everything the amount of homeless people (especially by the 405 bypass) has gone up from sad to unacceptable build a 7-story housing facility for all I care. Id rather Mar Vista be the community that helps the homeless the most than just have more and more live here every year especially w the pandemic what are they supposed to do.

In addition to building higher on Venice, the areas north and south currently reserved for single family homes should have increased allowable density as well. Since MVCC loves to talk a big game about the traditional uses of the neighborhood, they should also advocate returning mass transit lanes to Venice Blvd, since it was created as streetcar path

The demolition of small apartment buildings and constant construction of luxury apartments is very distressing. We lose valuable street parking, and the neighborhood is being gentrified very quickly. There is garbage everywhere on sidewalks and in alleys. Losing the 99 Cents store was very hard on the neighborhood, as that was the primary source of affordable and convenient shopping for many people.

During COVID19, suspend Bike Lane between Centinela and Inglewood Blvd. to allow restaurants to seat customers at tables & chairs in current "bike" lane

I love my neighborhood all the way I feel there's too many homeless makes it dangerous for me and my dog to walk down Venice Boulevard at times I also dislike the diet roads that we've had lately imposes and fire departments trying to get through Venice Boulevard and I find that to be very dangerous thank you for listening

I access business on Venice Blvd by walking, biking and car. You should be able to pick more than one. This survey could really use more details and information. Seems it can very easily steer people to a survey that doesn't represent true interests (maybe that's the point?).

Get the homeless out and make the area safe, clean and sanitary. What is currently in place is unacceptable and unsanitary.

Venice Boulevard is a mess. Why aren't you doing something about it?

Alla Rd. North of Washington NEEDS to be permitted. Both Michael Ave and Lyceum are permitted... now everyone parks on Alla and walks to work

End road diet— dangerous fast traffic spills over onto residential streets that are ill-equipped to handle it.

I'd like to see restaurants - preferably with plenty of outdoor seating (courtyard? rooftop dining?). i'd like to also see pedestrian bridges that allows people to cross Venice safely without interrupting the flow of traffic. some beautification would be great too: trees, landscaping, etc.

Please limit the high-rise mixed use developments going up everywhere.

The homeless camps are an embarrassment to everyone, even the homeless themselves, that live live in squalor. There is no valid excuse why the homeless cannot be moved into managed housing. It only takes the will to do so. Please do something about this.

There's too many people coming to the westside and what about the homeless situation?

I would really like to see a 99 Cent Store open. So many of us miss the 99 Cent that burned down. It was open evenings and always busy and people were friendly.

I picked Sepulveda because it already takes you through to the airport where Centinela does not work because you would run into Playa Vista and Westchester. Overland too far east as its already a pain to get to the Culver City train station without having to grab an Uber. In general would love to take public transportation but do not feel safe on LA public Transportation system anyway. I live near Centinela and in a perfect world, would love to have it walking distance but would not want the Hub at Venice Blvd. Maybe Washington. Regardless, even my kids cant ride the bus here with all the drug addicted transients that Bonin or the Mayor don't want to admit is a problem and a danger. I suspect its just gonna get worse but thats another conversation.

All Freeway underpays with drugs/homeless need to be Eliminated. These People Are Not Safe and they are creating filth, harm to others, drugs, etc. no one should live on the streets! The people that don't want help then should be in jail...

There is a significant homeless problem that is choking the life out of downtown Mar Vista. We used to walk there all the time but can't now because of the homeless encampments along Venice blvd near Centinela and Grand View. This area is so great but the homeless problem is completely out of hand and is a danger to everyone. I went to ship a package at UPS and a homeless person spat on my car. The reason I answered drive in the first question is because it is too dangerous and scary to walk the streets even in the day with the homeless people living in tents along the business sector of Mar Vista. I now go down to Marina Del Rey to do my shopping, which saddens me as I want to support my city with my tax dollars but the homeless problems make it impossible. They are aggressive and I have witnessed many times their threatening behavior towards members of the community. If this problem is not dealt with more and more home owners will leave the area, myself included.

I'm not sure about last question. Favor LOCAL businesses along Venice. NO big box stores, corporate presence, etc. Thank you.

Time to clean up the open drug and alcohol abuse on our streets. Increase Police presence in all neighborhoods!

Venice Blvd has been a disaster since the implementation of the new bike lanes. Bikers still ride on the sidewalk and traffic is at a standstill. It needs to be moved back to the way it was ASAP for fear of losing more businesses.

None of this info. matters as no one will want to shop at any of the shops on Venice with the massive homeless problem with trash and people strewn across the public sidewalk. It is not safe or hygienic to walk past the homeless encampments that now line Venice Blvd.

I put Bundy/Centinela for the subway because 1) you need public transport to go with Permanent Supportive Housing, and 2) it runs by the Santa Monica Airport and I am anticipating electric aircraft will bring down the cost of short haul flights over the next two decades, and make smaller airports more viable and accessible.

Also, biggest issue in the neighborhood right now: we need to get these communities out of tents and into local supportive housing.

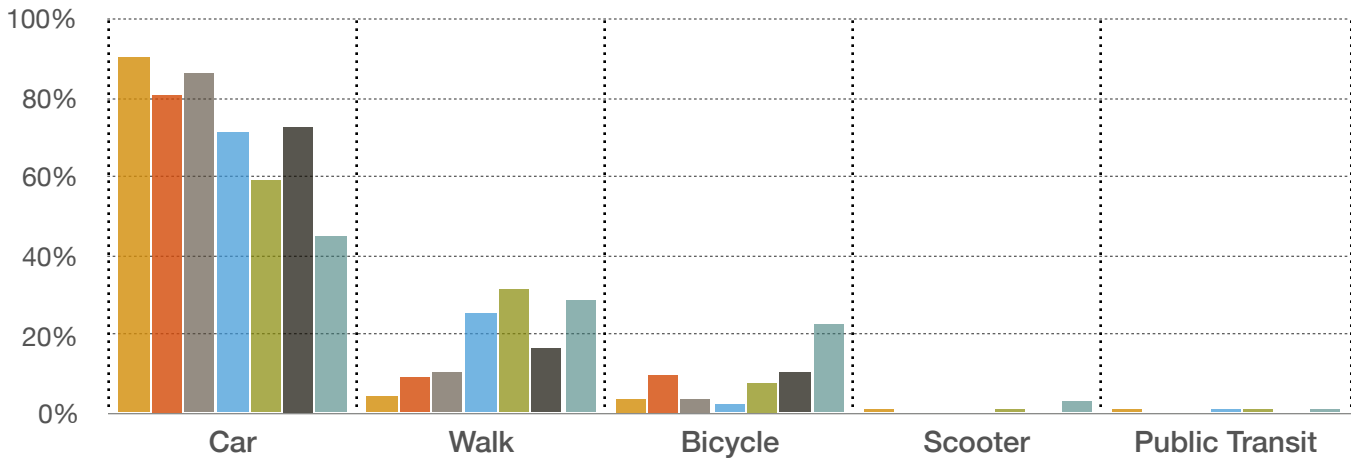
INFORMATION BY ZONE

QUESTION 1

How do you primarily access businesses on Venice Boulevard between Sepulveda Boulevard and Walgrove Avenue? (select one)

This Survey was designed to accurately capture inputs for the entire Mar Vista community. Due to distribution and responses, general trends (based on Zones) have been provided below.

■ Zone 1
 ■ Zone 2
 ■ Zone 3
 ■ Zone 4
 ■ Zone 5
 ■ Zone 6
 ■ Zone 7

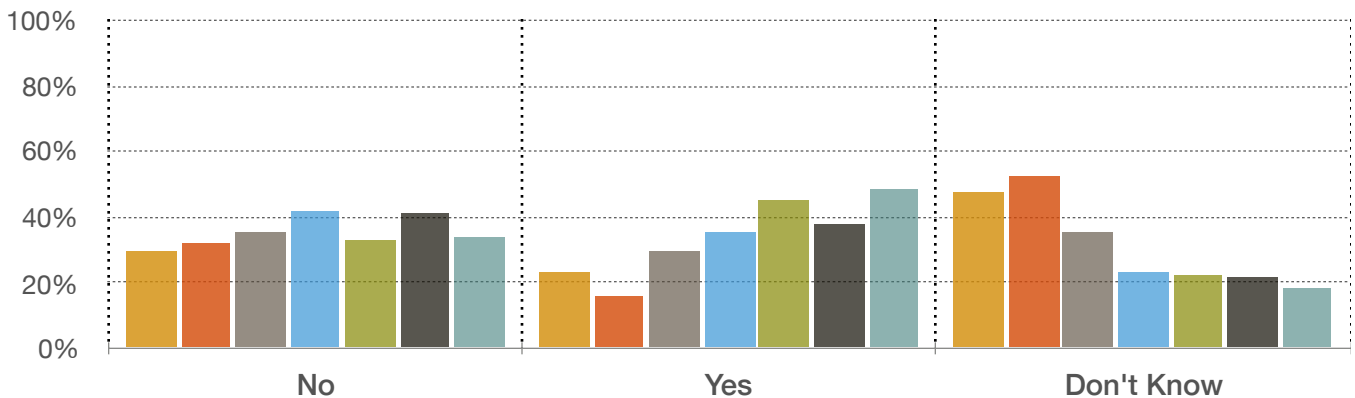


QUESTION 2

Is there currently adequate parking for businesses along Venice Boulevard between Sepulveda Boulevard and Walgrove Avenue?

This Survey was designed to accurately capture inputs for the entire Mar Vista community. Due to distribution and responses, general trends (based on Zones) have been provided below.

■ Zone 1
 ■ Zone 2
 ■ Zone 3
 ■ Zone 4
 ■ Zone 5
 ■ Zone 6
 ■ Zone 7

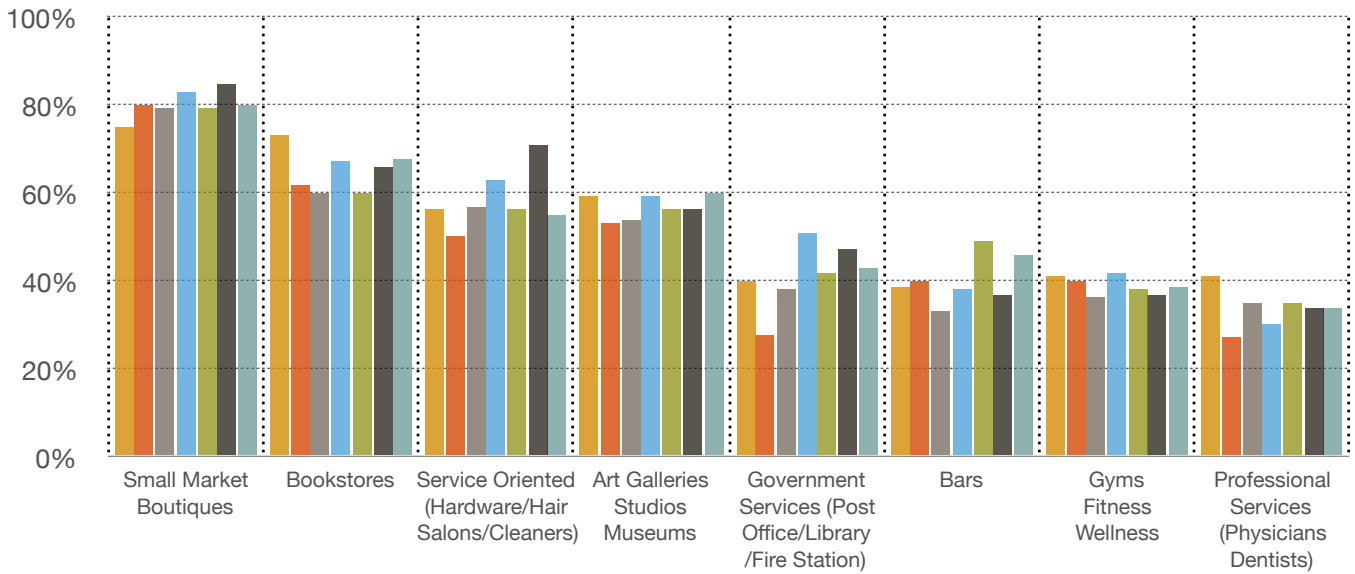


QUESTION 3

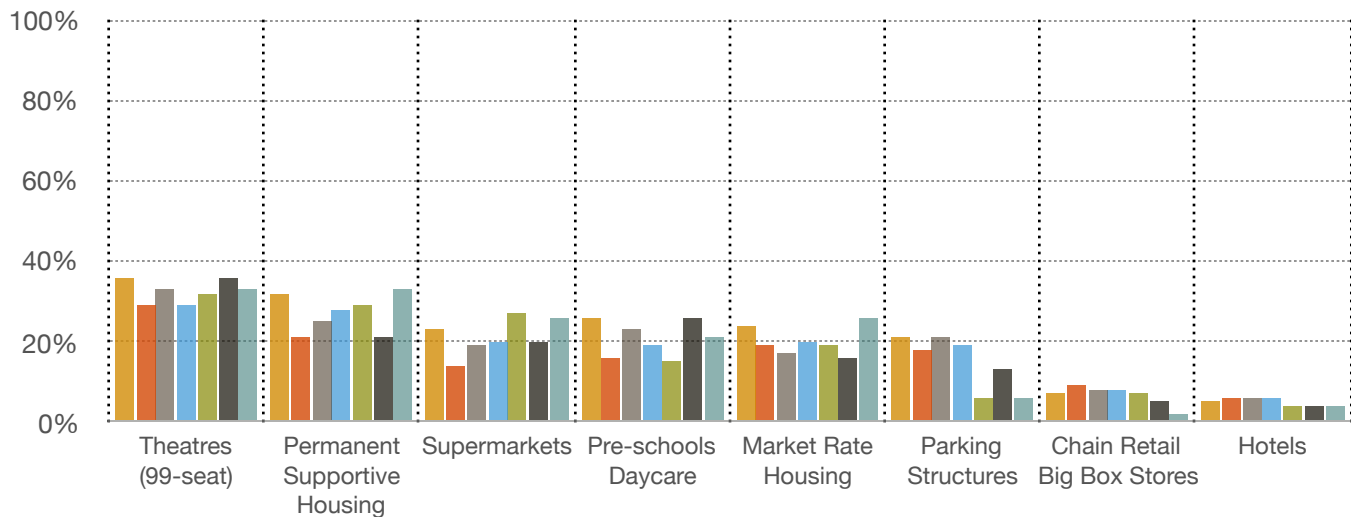
What sorts of businesses would you like to see along Venice Boulevard between Sepulveda Boulevard and Walgrove Avenue? Select all that apply:

This Survey was designed to accurately capture inputs for the entire Mar Vista community. Due to distribution and responses, general trends (based on Zones) have been provided below.

■ Zone 1
 ■ Zone 2
 ■ Zone 3
 ■ Zone 4
 ■ Zone 5
 ■ Zone 6
 ■ Zone 7



■ Zone 1
 ■ Zone 2
 ■ Zone 3
 ■ Zone 4
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 ■ Zone 6
 ■ Zone 7

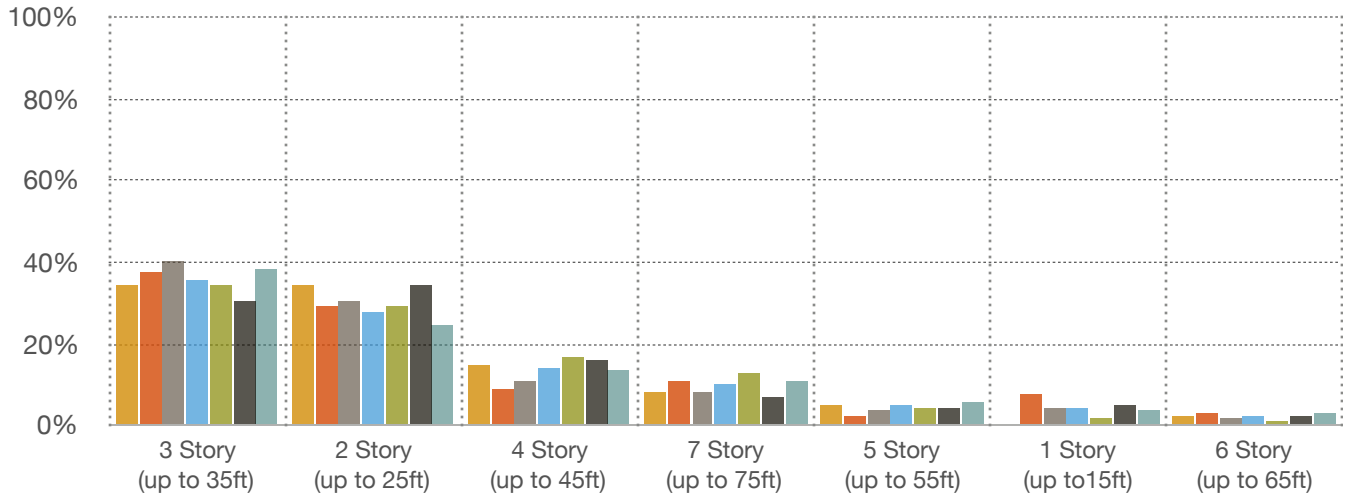


QUESTION 4

What do you think the Maximum Height for building along Venice Boulevard between Sepulveda Boulevard and Walgrove Avenue should be? (select one)

This Survey was designed to accurately capture inputs for the entire Mar Vista community. Due to distribution and responses, general trends (based on Zones) have been provided below.

■ Zone 1
 ■ Zone 2
 ■ Zone 3
 ■ Zone 4
 ■ Zone 5
 ■ Zone 6
 ■ Zone 7

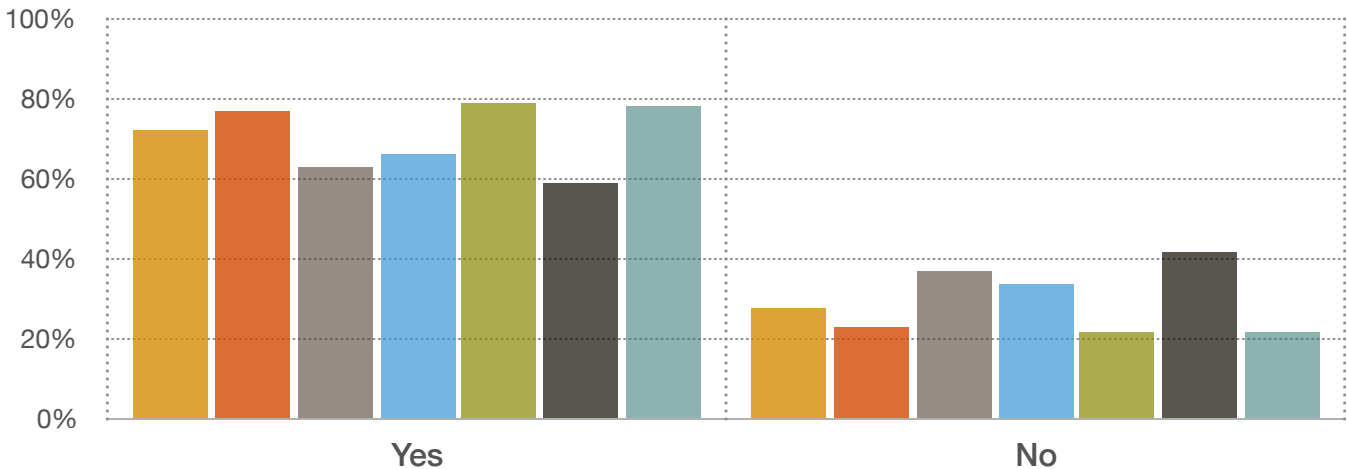


QUESTION 5

Should businesses along Venice Boulevard between Sepulveda Boulevard and Walgrove Avenue be Rent Stabilized?

This Survey was designed to accurately capture inputs for the entire Mar Vista community. Due to distribution and responses, general trends (based on Zones) have been provided below.

■ Zone 1
 ■ Zone 2
 ■ Zone 3
 ■ Zone 4
 ■ Zone 5
 ■ Zone 6
 ■ Zone 7

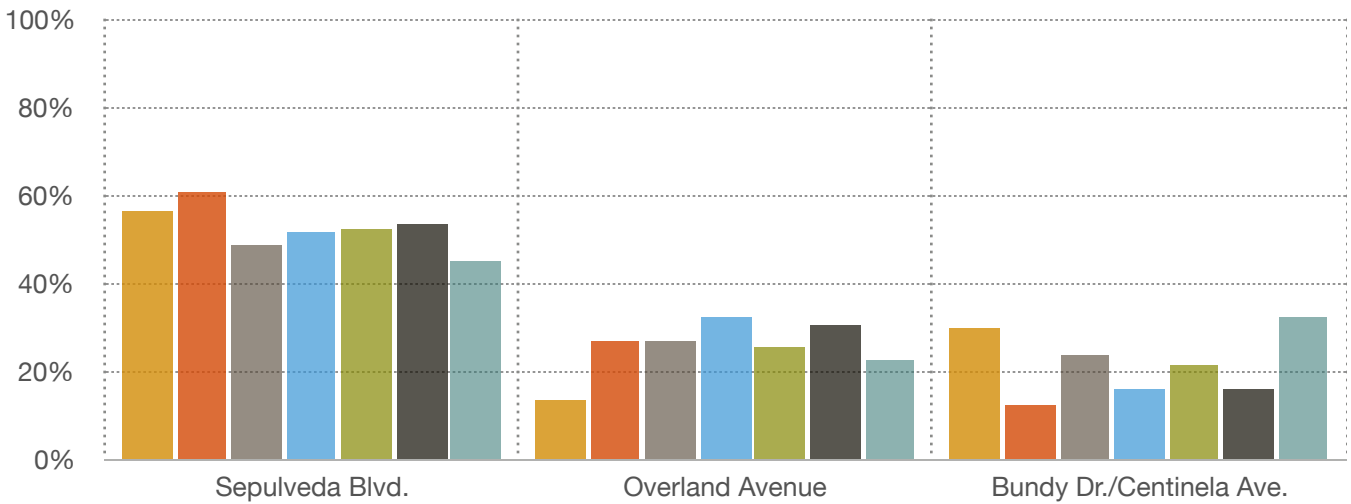


QUESTION 6

Which one of the following roads should be considered to complete a subway or monorail from the San Fernando Valley to LAX through the Sepulveda Pass and onto the Westside? (select one)

This Survey was designed to accurately capture inputs for the entire Mar Vista community. Due to distribution and responses, general trends (based on Zones) have been provided below.

■ Zone 1 ■ Zone 2 ■ Zone 3 ■ Zone 4 ■ Zone 5 ■ Zone 6 ■ Zone 7



APPENDIX A

SURVEY SUMMARY SHEET BY SURVEYMONKEY

Mar Vista Community Council - Community Plan Survey	Responses
	863
Q1. How do you primarily access businesses on Venice Boulevard between Sepulveda Boulevard and Walgrove Aver	
Answer Choices	Response Percent
Car	72.89%
Walk	17.61%
Bicycle	8.34%
Public Transit	0.46%
Scooter	0.7%
Q2. Is there currently adequate parking for businesses along Venice Boulevard between Sepulveda Boulevard and W	
Answer Choices	Response Percent
No	35.46%
Yes	33.95%
Don't Know	30.59%
Q3. What sorts of businesses would you like to see along Venice Boulevard between Sepulveda Boulevard and Walg	
Answer Choices	Response Percent
Small Market/Boutiques	80.3%
Bookstores	65.35%
Service Oriented (Hardware/Hair Salons/Cleaners)	59.33%
Art Galleries/Studios/Museums	56.55%
Government Services (Post office/Library/Fire Station)	41.95%
Bars	39.86%
Gyms/Fitness/Wellness	38.7%
Professional Services (Phycians/Dentists)	33.95%
Theatres (99-seat)	33.02%
Permanent Supportive Housing	26.65%

Supermarkets	21.55%
Pre-schools/Daycare	21.32%
Market Rate Housing	19.58%
Parking Structures	14.83%
Chain Retail/Big box Stores	6.26%
Hotels	4.98%

Q4. What do you think the Maximum Height for building along Venice Boulevard between Sepulveda Boulevard and V

Answer Choices	Response Percent
3 Story (up to 35ft)	35.46%
2 Story (up to 25ft)	30.48%
4 Story (up to 45 ft)	14.02%
7 Story (up to 75 ft)	9.5%
5 Story (up to 55ft)	4.52%
1 Story (up to 15ft)	3.82%
6 Story (up to 65 ft)	2.2%

Q5. Should businesses along Venice Boulevard between Sepulveda Boulevard and Walgrove Avenue be Rent Stabiliz

Answer Choices	Response Percent
Yes	69.29%
No	30.71%

Q6. Which one of the following roads should be considered to complete a subway or monorail from the San Fernand

Answer Choices	Response Percent
Sepulveda Blvd.	52.72%
Overland Avenue	25.61%
Bundy Dr./Centinela Ave.	21.67%

APPENDIX B

DEPARTMENT OF NEIGHBORHOOD EMPOWERMENT DATA SHEET



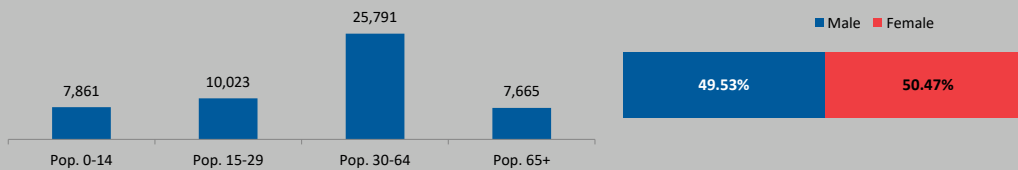
Mar Vista

Totale Population
51,338

Region: West LA

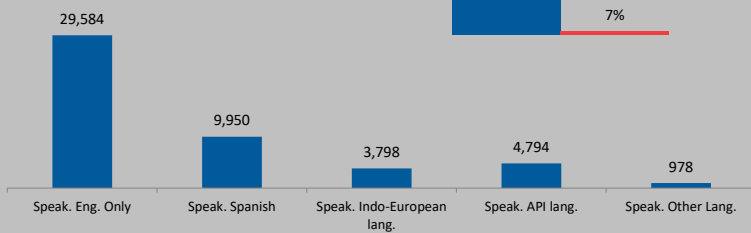
Gender and Age

Pop. 0-14	Pop. 15-29	Pop. 30-64	Pop. 65+	Pop. 21+	Pop. 65+	Female	Male	Median Age
7,861	10,023	25,791	7,665	40692	7665	25,910	25,428	38.7
15%	20%	50%	15%	79.3%	14.9%	50.47%	49.53%	



Language

Pop. speaking English only	29,584	Speak. Eng. Only	29,584	93%
Pop. speaking Spanish	9,950	Speak. English and an other Lang.	16,739	
Pop. speaking Indo-European language	3,798	Not Speak. English or Not Well	3,540	7%
Pop. speaking API language	4,794			
Pop. speaking Other language	978			



Housing

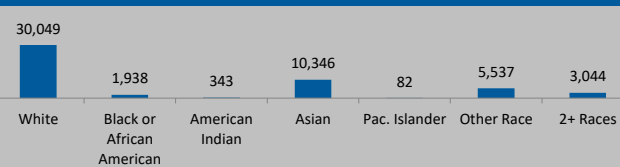
# of Housing Units	23,573
# of Vacant Housing Units	1,134 5%
# of Owner occupied Units	8,018 36%
# of Renter Occupied Units	14,421 64%

Income and Poverty

Median Household Income	\$ 81,525
Mean Household Income	\$ 115,839
# of Households (HH) w/Food Stamps	707
# of HH w/Income below Poverty Level	2320

Race

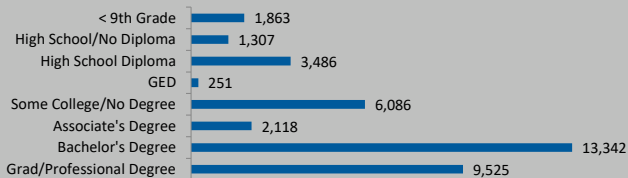
White	30,049	59%
Black or African American	1,938	4%
American Indian	343	1%
Asian	10,346	20%
Pac. Islander	82	0%
Other Race	5,537	11%
2+ Races	3,044	6%



Hispanic Pop.	Non-Hispanic Pop.	Minority Pop	Diversity Index
13,220	38,119	27,819	76.2
26%	74%	54%	

Education

< 9th Grade	1,863	5%
High School/No Diploma	1,307	3%
High School Diploma	3,486	9%
GED	251	1%
Some College/No Degree	6,086	16%
Associate's Degree	2,118	6%
Bachelor's Degree	13,342	35%
Grad/Professional Degree	9,525	25%



Source: ACS Data 2018 5-Year Estimates - Neighborhood Council Data calculated through ArcGIS Online

12/30/2019

APPENDIX C

CYBER ASSESSMENT OF THE OUTREACH COMMUNITY PLAN SURVEY

- Randomly distributed and anonymously delivered door hangers mitigates process attacks and protects Stakeholder PII (personally identifiable information).
- Survey meta data collected never included identification of individuals or households, ensuring protection of PII. Reporting results only provided tallied aggregate responses.
- Survey inputs were received on the industry standard SurveyMonkey platform. SurveyMonkey is responsible for physical security, access controls, and compliance (PCI DSS 3.2). All traffic to/from SurveyMonkey (including survey responses) are protected with TLS cryptographic controls. The Mar Vista Community Council has followed least privilege security principles in access controls.
- Four-digit response codes on door hangers provided validation of stakeholder status for survey respondents. Four-digit alpha numeric codes contain 1,679,616 combinations, thus preventing “brute force” attacks to derive codes.
- Following best practices, no error codes were returned for invalid responses that would provide information on potential vulnerabilities.
- Automatic filters to validate and sanitize user inputs prevented input attack vectors such as attempted multiple uses of codes.

Having assessed the methodology and execution of the Mar Vista Community Plan Survey, it was found to follow cyber security best practices to validate user inputs, operate on secure infrastructure, identify and mitigate relevant attack vectors, and protect stakeholder PII.

Wayne A. Wheeler
CISSP/CCIE/AWSCA

APPENDIX D

CHECKMARKET SAMPLE SIZE - ALL STAKEHOLDERS

invitation to . You can also calculate the margin of error based on your sample size.

[Calculate required sample size](#) [Calculate margin of error](#)

Calculate representative sample size

Sample size

Population size: How many people are in the group your sample represents? (The sample size does not change much for populations larger than 20,000.)

Margin of error: This is the plus-or-minus figure usually reported in newspaper or television opinion poll results. For example, if you use a margin of error of 4% and 47% percent of your sample picks an answer, you can be "sure" that if you had asked the question to the entire population, between 43% (47-4) and 51% (47+4) would have picked that answer.

Confidence level: This tells you how sure you can be of the margin of error. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the margin of error.

Required sample size: **656** Number of respondents needed

Estimated response rate: What percent of those asked to participate in the survey will do so. Response rates vary greatly depending on many factors including the distribution method (e-mail, paper, phone...), type of communication (B2C, B2B...), quality of the invitation, use of incentives, etc.

Number to invite: **4374** This is the number of individuals out of the population you need to ask to participate, in order to achieve the required sample size based on the expected response rate.

Calculate sample size margin of error

After your survey is complete and you know the number of respondents you actually have, you can use this calculator to determine the actual margin of error.

Margin of error

Population size: How many people are in the group your sample represents? (The sample size does not change much for populations larger than 20,000.)

Number of respondents: The actual number of respondents that answered your survey.

Confidence level: This tells you how sure you can be of the error of margin. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the margin of error.

Margin of error: **4.35%**

APPENDIX E

SURVEYMONKEY SAMPLE SIZE - ALL STAKEHOLDERS



Market Research Solutions ▾

Sample size calculator

Get started

How many people do you need to take your survey? Even if you're a statistician, determining survey sample size can be tough.

Want to know how to calculate it? Our sample size calculator makes it easy. Here's everything you need to know about getting the right number of responses for your survey.

Calculate your sample size

Population Size ⓘ

Confidence Level (%) ⓘ

Margin of Error (%) ⓘ

Sample size

658

APPENDIX F

SURVEY SYSTEM SAMPLE SIZE - ALL STAKEHOLDERS

Determine Sample Size

Confidence Level: 95% 99%

Confidence Interval:

Population:

Sample size needed:

SURVEY SYSTEM SAMPLE SIZE - RENTERS

Determine Sample Size

Confidence Level: 95% 99%

Confidence Interval:

Population:

Sample size needed:

SURVEY SYSTEM SAMPLE SIZE - OWNERS

Determine Sample Size

Confidence Level: 95% 99%


Confidence Interval:

Population:

Sample size needed:

APPENDIX G

CHECKMARKET SAMPLE SIZE - RENTERS

invitation to  your required sample. You can also calculate the margin of error based on your sample size.

[Calculate required sample size](#) [Calculate margin of error](#)

Calculate representative sample size

Sample size

Population size: How many people are in the group your sample represents? (The sample size does not change much for populations larger than 20,000.)

Margin of error: This is the plus-or-minus figure usually reported in newspaper or television opinion poll results. For example, if you use a margin of error of 4% and 47% percent of your sample picks an answer, you can be "sure" that if you had asked the question to the entire population, between 43% (47-4) and 51% (47+4) would have picked that answer.

Confidence level: This tells you how sure you can be of the margin of error. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the margin of error.

Required sample size: **375** Number of respondents needed

Estimated response rate: What percent of those asked to participate in the survey will do so. Response rates vary greatly depending on many factors including the distribution method (e-mail, paper, phone...), type of communication (B2C, B2B...), quality of the invitation, use of incentives, etc.

Number to invite: **2500** This is the number of individuals out of the population you need to ask to participate, in order to achieve the required sample size based on the expected response rate.

Calculate sample size margin of error

After your survey is complete and you know the number of respondents you actually have, you can use this calculator to determine the actual margin of error.

Margin of error

Population size: How many people are in the group your sample represents? (The sample size does not change much for populations larger than 20,000.)

Number of respondents: The actual number of respondents that answered your survey.


Confidence level: This tells you how sure you can be of the error of margin. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the margin of error.

Margin of error: **4.91%**

APPENDIX H

CHECKMARKET SAMPLE SIZE - OWNERS

invitation to obtain your required sample. You can also calculate the margin of error based on your sample size.



[Calculate required sample size](#) [Calculate margin of error](#)

Calculate representative sample size

Sample size

Population size: How many people are in the group your sample represents? (The sample size does not change much for populations larger than 20,000.)

Margin of error: This is the plus-or-minus figure usually reported in newspaper or television opinion poll results. For example, if you use a margin of error of 4% and 47% percent of your sample picks an answer, you can be "sure" that if you had asked the question to the entire population, between 43% (47-4) and 51% (47+4) would have picked that answer.

Confidence level: This tells you how sure you can be of the margin of error. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the margin of error.

Required sample size: **367** Number of respondents needed

Estimated response rate: What percent of those asked to participate in the survey will do so. Response rates vary greatly depending on many factors including the distribution method (e-mail, paper, phone...), type of communication (B2C, B2B...), quality of the invitation, use of incentives, etc.

Number to invite: **2447** This is the number of individuals out of the population you need to ask to participate, in order to achieve the required sample size based on the expected response rate.

Calculate sample size margin of error

After your survey is complete and you know the number of respondents you actually have, you can use this calculator to determine the actual margin of error.

Margin of error

Population size: How many people are in the group your sample represents? (The sample size does not change much for populations larger than 20,000.)

Number of respondents: The actual number of respondents that answered your survey.

Confidence level: This tells you how sure you can be of the error of margin. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the margin of error.

Margin of error: **4.36%**

APPENDIX I

SURVEYMONKEY SAMPLE SIZE - ALL STAKEHOLDERS

SurveyMonkey
Market Research Solutions

Sample size calculator

Get started

How many people do you need to take your survey? Even if you're a statistician, determining survey sample size can be tough.

Want to know how to calculate it? Our sample size calculator makes it easy. Here's everything you need to know about getting the right number of responses for your survey.

Calculate your sample size

Population Size	Confidence Level (%)	Margin of Error (%)
<input type="text" value="51338"/>	<input type="text" value="99"/>	<input type="text" value="4.36"/>

Sample size

861

APPENDIX J

SURVEYMONKEY SAMPLE SIZE - RENTERS



Market Research Solutions ▼

Sample size calculator

Get started

How many people do you need to take your survey? Even if you're a statistician, determining survey sample size can be tough.

Want to know how to calculate it? Our sample size calculator makes it easy. Here's everything you need to know about getting the right number of responses for your survey.

Calculate your sample size

Population Size ⓘ

Confidence Level (%) ⓘ

Margin of Error (%) ⓘ

Sample size

387

APPENDIX K

SURVEYMONKEY SAMPLE SIZE - OWNERS

The screenshot shows the SurveyMonkey 'Sample size calculator' interface. At the top, there is a navigation bar with the SurveyMonkey logo and 'Market Research Solutions' with a dropdown arrow. Below this is the title 'Sample size calculator' and a yellow 'Get started' button. The main text explains that determining survey sample size can be tough and that the calculator makes it easy. Below the text is a light blue bar with the heading 'Calculate your sample size'. Underneath are three input fields: 'Population Size' with the value 8018, 'Confidence Level (%)' with a dropdown menu set to 95, and 'Margin of Error (%)' with the value 4.38. Below these fields, the text 'Sample size' is followed by a large green number '472'.



SURVEY RESULTS - TOP ANSWERS

Outreach Community Plan Survey | 99% Confidence Level | < 4.4% Margin of Error

For the full report, visit MarVista.org/survey

Summarized Survey Questions	%	Answer
Q1: Access Venice Boulevard Businesses - How	72.9%	by Car
Q2: Adequate Venice Boulevard Parking*	35.5%	No
		<i>*statistical tie with yes & don't know</i>
Q3: Desired Business Types for Venice Boulevard	80.3%	Small Markets/Boutiques
Q4: Maximum Building Height on Venice Boulevard**	35.5%	3 Story (up to 35 feet)
	69.8%	**3 Stories or less
Q5: Stabilize Rents for Venice Boulevard Businesses	69.3%	Yes
Q6: Valley to LAX Subway/Monorail - What Street	52.7%	Sepulveda Boulevard
Q7: Additional Comments (optional) on page 17 of full report		Visit MarVista.org/survey