

CATEGORY: Funding

COMMITTEE: Outreach

PURPOSE: Print Surveys to Receive Input From Stakeholders

BACKGROUND:

The City of Los Angeles is in the process of updating the Zoning Codes and has requested input from the community as to what is wanted/needed for future building. MVCC is working to facilitate that effort.

To that end, i.e., provide a voice to stakeholders, MVCC has created a survey to document the wishes of the community regarding building and zoning.

In order to determine a good sampling size, one must first determine the population. Mar Vista has a Total Population of 59,747 living in 24,951 households.¹

Next, we need to determine how accurate we want to be, or our margin of error. Additionally, what "confidence level" do we need? This information helps determine the appropriate sampling size.

According to SurveyMonkey, a sampling size of 660 would provide a 99% confidence level with less than 5% margin of error.² Other survey companies (e.g., CheckMarket,³ Creative Research Systems⁴) confirm these numbers. The aforementioned survey companies determined that increasing the sampling size to 1,000 would reduce the margin of error by 1%.

The response rate with online and external surveys (i.e., not within the organization) tend to average about 10-15%⁵ At present, the MVCC email list is less than 2,200. Therefore, the sampling size of an exclusively online survey might produce 330 (2200 x 15%) responses—half of an appropriate sampling size. Also, an exclusively online survey would disenfranchise those without internet access. I personally know several neighbors who do not have internet access, and while they have a cell phone, they

¹ <https://www.point2homes.com/US/Neighborhood/CA/Los-Angeles-County/Los-Angeles/Mar-Vista-Demographics.html>

² <https://www.surveymonkey.com/mp/sample-size/>

³ <https://www.checkmarket.com/sample-size-calculator/>

⁴ <https://www.surveysystem.com/sscalce.htm>

⁵ <https://www.surveygizmo.com/resources/blog/survey-response-rates/> and <https://www.genroe.com/blog/acceptable-survey-response-rate-2/11504>

use it exclusively to make phone calls. Plus, about 10% of Mar Vista's population lives below the Poverty Level.⁶

According to the Pew Research Center, "10% of U.S. Adults do not use the internet." The highest nonusers are those without a high school diploma (29%), over 65 (27%), high school only (16%), Black (15%), and Hispanic (14%).⁷

If the Board deemed that an online survey were to function as the main avenue for obtaining information, a printed version would be a great adjunct to help mitigate concerns.

One way would be to have each Board member be responsible to return 52 completed surveys. The neighborhoods (within each Zone) could be segmented for sampling. Each Board member would be given a segment, and return 52 completed surveys; thereby, providing a sampling size of 676. If a Board member declined, or was unable to fulfill this duty, a stakeholder could be given the responsibility.

Six hundred and sixty completed surveys is a reasonable number to obtain. A sound way of obtaining this number is to divide each Zone into four sections, except for Zone 6, which would be divided into six sections.

As an aid to obtain this and to assist in providing privacy to those taking the survey, the *Descriptive Metadata Form with Zimas Map* has been created and is submitted to use with this survey. This allows the ability to distribute the surveys among homes, apartments, and businesses within each section. This would further assist in the methodology and provide an even "truer" sampling of Mar Vista stakeholders. If sampling was desired to be done at venues (e.g., Town Halls), using this form would help maintain the methodology and analysis structure.

Estimates for a 2-page printed survey have already been received, and the requested amount is more than enough to print two thousand surveys.

THE MOTION:

The MVCC approves an expenditure not to exceed \$1,000 for the designing, printing, and distributing the survey for the Community Plan Input Document.

⁶ <https://www.point2homes.com/US/Neighborhood/CA/Los-Angeles-County/Los-Angeles/Mar-Vista-Demographics.html>

⁷ <https://www.pewresearch.org/fact-tank/2019/04/22/some-americans-dont-use-the-internet-who-are-they/>

Survey Identifier: _____ Date: _____

Mar Vista Community Council SURVEY



Community Plan Transportation and Infrastructure Your Opinion Matters!

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

_____ Walk _____ Bicycle _____ Public Transit _____ Scooter _____ Car

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

_____ Yes _____ No _____ Don't Know

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

- | | |
|--|--|
| <input type="checkbox"/> Small Markets/Boutiques | <input type="checkbox"/> Bookstores |
| <input type="checkbox"/> Supermarkets | <input type="checkbox"/> Hotels |
| <input type="checkbox"/> Chain Retail/Big box Stores | <input type="checkbox"/> Professional Services (Physicians/Dentists) |
| <input type="checkbox"/> Bars | <input type="checkbox"/> Government Services
(Post office/Library/Fire Station) |
| <input type="checkbox"/> Art Galleries/Studios/Museums | <input type="checkbox"/> Theatres (99-seat) |
| <input type="checkbox"/> Service Oriented
(Hardware/Hair Salons/Cleaners) | <input type="checkbox"/> Parking Structures |
| <input type="checkbox"/> Gyms/Fitness/Wellness | <input type="checkbox"/> Permanent Supportive Housing |
| <input type="checkbox"/> Pre-schools/Daycare | <input type="checkbox"/> Market Rate Housing |

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

- | | | |
|--|--|--|
| <input type="checkbox"/> 1 Story (up to 15 ft) | <input type="checkbox"/> 4 Story (up to 45 ft) | |
| <input type="checkbox"/> 2 Story (up to 25 ft) | <input type="checkbox"/> 5 Story (up to 55 ft) | <input type="checkbox"/> 7 Story (up to 75 ft) |
| <input type="checkbox"/> 3 Story (up to 35 ft) | <input type="checkbox"/> 6 Story (up to 65 ft) | |

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

_____ Yes _____ No

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):

_____ Overland Avenue _____ Sepulveda Blvd _____ Bundy Dr./Centinela Ave

7) Additional Comments (optional): _____

Mar Vista Community Council SURVEY

Community Plan
Transportation and Infrastructure

Your Opinion Matters!



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

Walk Bicycle Public Transit Scooter Car

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

Yes No Don't Know

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

- | | |
|--|--|
| <input type="checkbox"/> Small Markets/Boutiques | <input type="checkbox"/> Bookstores |
| <input type="checkbox"/> Supermarkets | <input type="checkbox"/> Hotels |
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| <input type="checkbox"/> Bars | <input type="checkbox"/> Government Services
(Post office/Library/Fire Station) |
| <input type="checkbox"/> Art Galleries/Studios/Museums | <input type="checkbox"/> Theatres (99-seat) |
| <input type="checkbox"/> Service Oriented
(Hardware/Hair Salons/Cleaners) | <input type="checkbox"/> Parking Structures |
| <input type="checkbox"/> Gyms/Fitness/Wellness | <input type="checkbox"/> Permanent Supportive Housing |
| <input type="checkbox"/> Pre-schools/Daycare | <input type="checkbox"/> Market Rate Housing |

4) 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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|--|--|--|
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| <input type="checkbox"/> 2 Story (up to 25 ft) | <input type="checkbox"/> 5 Story (up to 55 ft) | <input type="checkbox"/> 7 Story (up to 75 ft) |
| <input type="checkbox"/> 3 Story (up to 35 ft) | <input type="checkbox"/> 6 Story (up to 65 ft) | |

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

Yes No

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):

Overland Avenue Sepulveda Blvd Bundy Dr./Centinela Ave

Please Fill Out Reverse Side

Survey Identifier: _____ Date: _____

7) What ways do you commonly get around in Mar Vista? *SELECT UP TO THREE:*

- | | |
|---|--|
| <input type="checkbox"/> Drive Myself | <input type="checkbox"/> Bike |
| <input type="checkbox"/> Carpool | <input type="checkbox"/> Scooter/e-mobility |
| <input type="checkbox"/> Ride share (Uber/Lyft) | <input type="checkbox"/> Transit (bus, light rail, LANow/Dash) |
| <input type="checkbox"/> Taxi | <input type="checkbox"/> Paratransit (Access Services) |
| <input type="checkbox"/> Walk | <input type="checkbox"/> Other _____ |

8) What modes of transportation would you like to have more access? *SELECT UP TO THREE:*

- | | |
|---|--|
| <input type="checkbox"/> Drive Myself | <input type="checkbox"/> Bike |
| <input type="checkbox"/> Carpool | <input type="checkbox"/> Scooters/e-mobility |
| <input type="checkbox"/> Ride share (Uber/Lyft) | <input type="checkbox"/> Transit (bus, light rail, LANow/Dash) |
| <input type="checkbox"/> Taxi | <input type="checkbox"/> Paratransit (Access Services) |
| <input type="checkbox"/> Walk | <input type="checkbox"/> Other _____ |

9) Which would you use if they were more widely available? *SELECT UP TO THREE:*

- | | |
|---|---|
| <input type="checkbox"/> Carpool | <input type="checkbox"/> Bike |
| <input type="checkbox"/> Express or carpool lanes on freeways | <input type="checkbox"/> Scooters/e-mobility |
| <input type="checkbox"/> Commuter rail or subway | <input type="checkbox"/> Bike lanes |
| <input type="checkbox"/> Bus routes w/bus-only dedicated travel lanes | <input type="checkbox"/> Protected bike lanes |
| <input type="checkbox"/> Expanded bus service | <input type="checkbox"/> LANow/DASH |

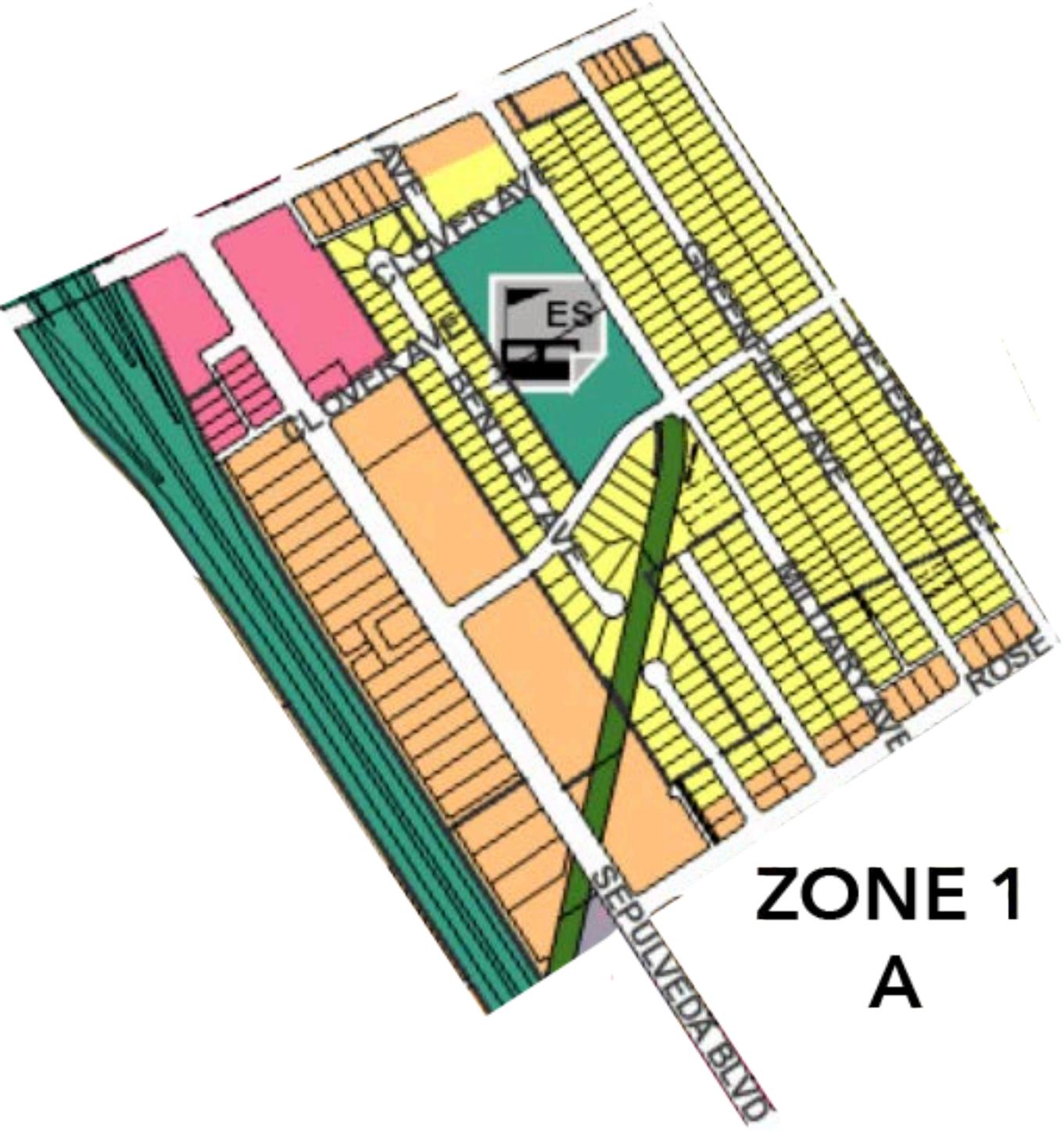
10) What transportation-related improvements would most benefit Mar Vista? *SELECT UP TO FIVE:*

- Reducing travel times
- Safer streets (improved crosswalks, better lighting)
- More access to reliable, frequent, and convenient transit
- Improving street infrastructure (fixing potholes, bridges)
- Increasing parking
- Increasing lanes for vehicle traffic
- Reducing vehicular cut-through traffic in neighborhoods
- Improving mass transit
- Improving local roads and parking
- Increasing bike lanes
- Supporting active transportation modes (walking, biking)
- Creating convenient drop off points for rideshare and mobility devices (bikes, scooters)
- Other (optional) _____

11) Please rank the following options you believe would reduce serious injuries and fatalities in order of importance. *1 BEING MOST IMPORTANT, 8 BEING LEAST IMPORTANT*

- | | |
|--|--|
| <input type="checkbox"/> Speed limit reduction | <input type="checkbox"/> Sidewalk and crosswalk improvements |
| <input type="checkbox"/> Protected bike/scooter lanes | <input type="checkbox"/> Increased traffic law enforcement |
| <input type="checkbox"/> Lane narrowing, road diets | <input type="checkbox"/> Roadway safety education |
| <input type="checkbox"/> Traffic circles, speed humps, turn restrictions | <input type="checkbox"/> Other (optional) _____ |

12) Additional Comments (optional): _____



ZONE 1
A



Mar Vista Community Council



DESCRIPTIVE METADATA REGARDING SURVEY

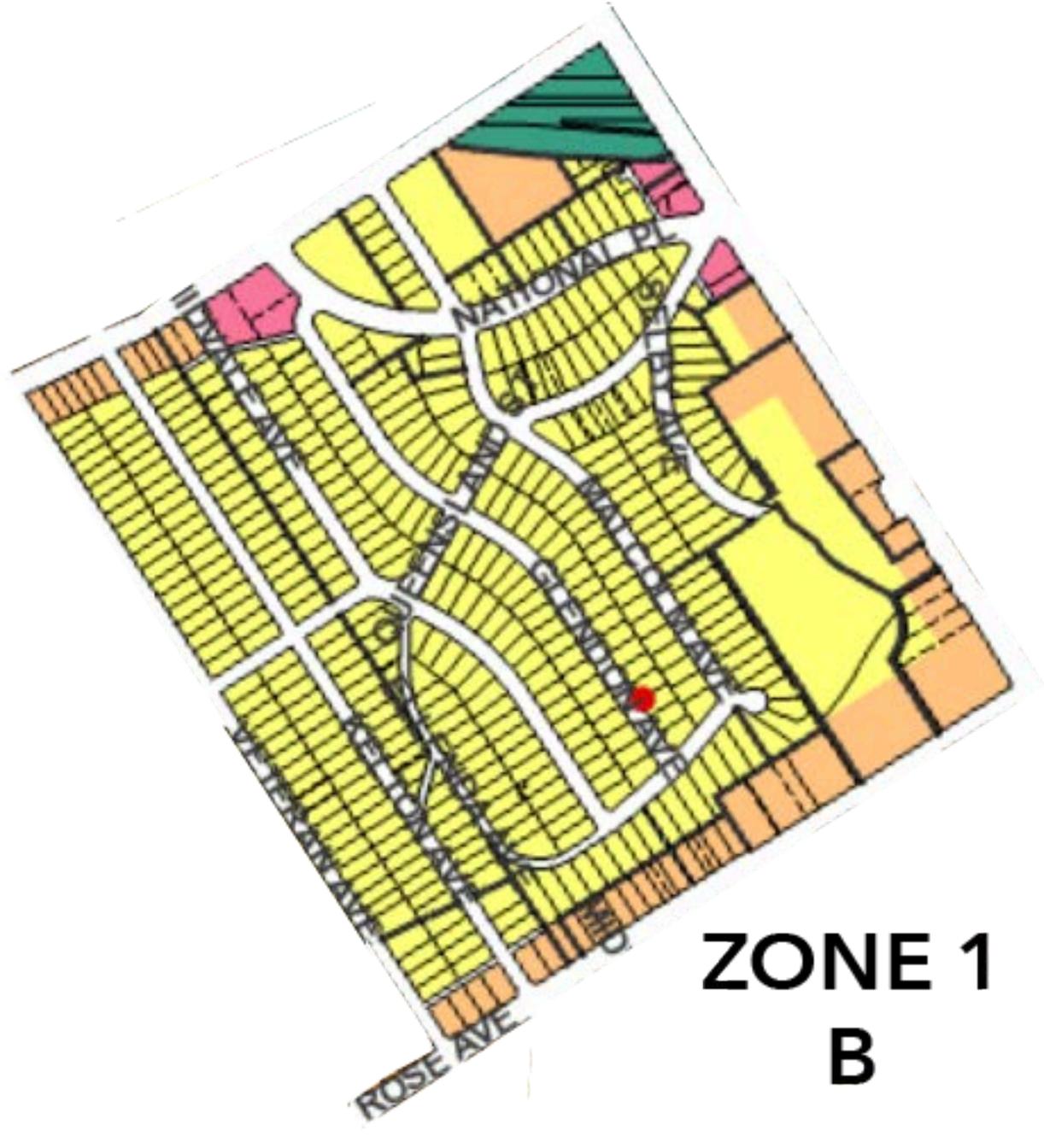
Name of Survey Collector

Signature of Survey Collector

SURVEY IDENTIFIER			STAKEHOLDER	STAKEHOLDER QUALIFIER
ZONE	SECTION	NUMBER		
Z1	A	001		
Z1	A	002		
Z1	A	003		
Z1	A	004		
Z1	A	005		
Z1	A	006		
Z1	A	007		
Z1	A	008		
Z1	A	009		
Z1	A	010		
Z1	A	011		
Z1	A	012		
Z1	A	013		
Z1	A	014		

SURVEY IDENTIFIER			STAKEHOLDER	STAKEHOLDER QUALIFIER
ZONE	SECTION	NUMBER		
Z1	A	015		
Z1	A	016		
Z1	A	017		
Z1	A	018		
Z1	A	019		
Z1	A	020		
Z1	A	021		
Z1	A	022		
Z1	A	023		
Z1	A	024		
Z1	A	025		
Z1	A	026		

NOTES:



**ZONE 1
B**



Mar Vista Community Council



DESCRIPTIVE METADATA REGARDING SURVEY

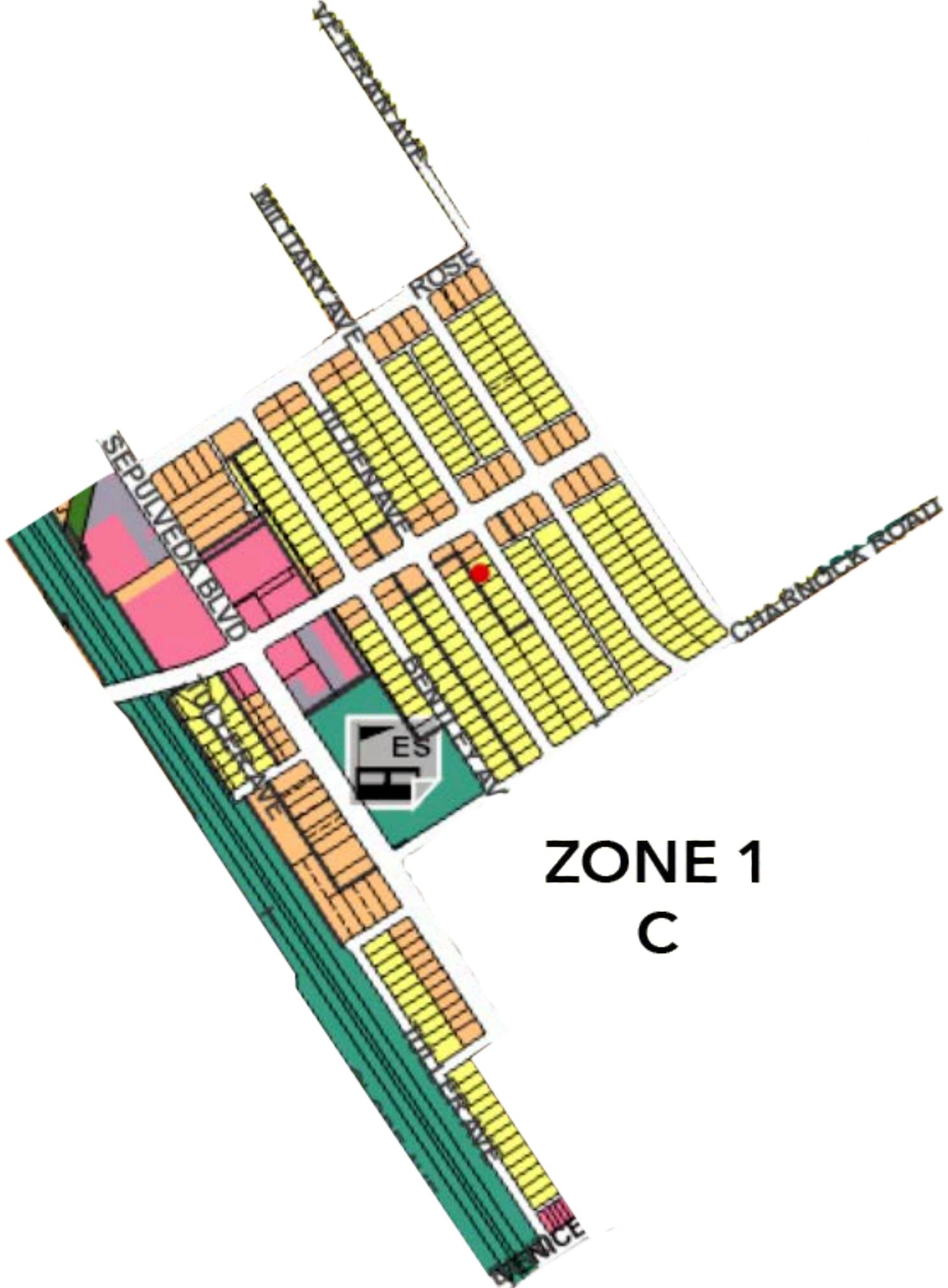
Name of Survey Collector

Signature of Survey Collector

SURVEY IDENTIFIER			STAKEHOLDER	STAKEHOLDER QUALIFIER
ZONE	SECTION	NUMBER		
Z1	B	001		
Z1	B	002		
Z1	B	003		
Z1	B	004		
Z1	B	005		
Z1	B	006		
Z1	B	007		
Z1	B	008		
Z1	B	009		
Z1	B	010		
Z1	B	011		
Z1	B	012		
Z1	B	013		
Z1	B	014		

SURVEY IDENTIFIER			STAKEHOLDER	STAKEHOLDER QUALIFIER
ZONE	SECTION	NUMBER		
Z1	B	015		
Z1	B	016		
Z1	B	017		
Z1	B	018		
Z1	B	019		
Z1	B	020		
Z1	B	021		
Z1	B	022		
Z1	B	023		
Z1	B	024		
Z1	B	025		
Z1	B	026		

NOTES:



**ZONE 1
C**



DESCRIPTIVE METADATA REGARDING SURVEY

Name of Survey Collector

Signature of Survey Collector

SURVEY IDENTIFIER			STAKEHOLDER	STAKEHOLDER QUALIFIER
ZONE	SECTION	NUMBER		
Z1	C	001		
Z1	C	002		
Z1	C	003		
Z1	C	004		
Z1	C	005		
Z1	C	006		
Z1	C	007		
Z1	C	008		
Z1	C	009		
Z1	C	010		
Z1	C	011		
Z1	C	012		
Z1	C	013		
Z1	C	014		

SURVEY IDENTIFIER			STAKEHOLDER	STAKEHOLDER QUALIFIER
ZONE	SECTION	NUMBER		
Z1	C	015		
Z1	C	016		
Z1	C	017		
Z1	C	018		
Z1	C	019		
Z1	C	020		
Z1	C	021		
Z1	C	022		
Z1	C	023		
Z1	C	024		
Z1	C	025		
Z1	C	026		

NOTES:

ZONE 1 D





Mar Vista Community Council



DESCRIPTIVE METADATA REGARDING SURVEY

Name of Survey Collector

Signature of Survey Collector

SURVEY IDENTIFIER			STAKEHOLDER	STAKEHOLDER QUALIFIER
ZONE	SECTION	NUMBER		
Z1	D	001		
Z1	D	002		
Z1	D	003		
Z1	D	004		
Z1	D	005		
Z1	D	006		
Z1	D	007		
Z1	D	008		
Z1	D	009		
Z1	D	010		
Z1	D	011		
Z1	D	012		
Z1	D	013		
Z1	D	014		

SURVEY IDENTIFIER			STAKEHOLDER	STAKEHOLDER QUALIFIER
ZONE	SECTION	NUMBER		
Z1	D	015		
Z1	D	016		
Z1	D	017		
Z1	D	018		
Z1	D	019		
Z1	D	020		
Z1	D	021		
Z1	D	022		
Z1	D	023		
Z1	D	024		
Z1	D	025		
Z1	D	026		

NOTES:

Go Graphics & Printing Company

1525 S. Sepulveda Blvd., Suite E
Los Angeles, CA 90025
Phone: Phone: 310-445-9999, Mobile: 818-321-3984, Fax: 310-445-9990

Quick Estimate

Created: 12/4/2019 2:38PM

PRODUCT DETAILS:

Product: Brochures
Size: 8.5 X 11
Paper: 80# Gloss Text
Color: 4/1 (Full Color Front / B&W Back)
Coating: AQ 2 Sides (Semi-Gloss Coating)
Turnaround: Next Day
Folding: None
Hole Punch: No Hole Punch
Quantity: 2000

ESTIMATED TOTALS:

Printing:	\$377.00
Folding:	\$0.00
Shipping:	\$0.00
<hr/>	
Subtotal:	\$377.00
Tax (if applicable):	\$0.00
Grand Total:	\$377.00

Used Online System for Quote - MUST call/email for binding quote

Marina Graphic Center

INCORPORATED

CREATIVE DESIGN • STATE OF THE ART DIGITAL PREPRESS

HIGHEST QUALITY DIGITAL & OFFSET PRINTING

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12901 CERISE AVENUE • HAWTHORNE, CALIFORNIA 90250-5520

PHONE (310)970-1777 • FAX (310)263-1777

www.marinagraphics.com

Quotation

301708

Date: 11-19-19

Proposal To: Mar Vista Community Council

PO Box 66871

Los Angeles, CA 90066

Tel:

16976

Fax:

Attn: Kathryn

This is our proposal to provide the following, subject to the specifications listed below.

Project: MAR VISTA COMMUNITY - DOUBLE SIDED FLYER

Final Size: 8.5 X 11

Paper: 60# Finch Opaque Digital Book

Presswork: 4/4 CMYK

Finishing: CARTON CONVENIENT, WILL CALL

Art: File Furnished

Proofs: Iris position proof Epson color proof

Quantity	2000	5000	10,000	26,000
Price:	\$793.00	\$1099.00	\$1436.00	\$2119.00
Taxable				

KATHRYN - WILL PROOF / ALTERATIONS ARE ADDITIONAL
SALES TAX NOT INCLUDED

Terms:

• C.O.D. / Check / MC / Visa

• This is only an estimate and does not become a contract until after our examination of all art files and images.

To accept this quotation:

Please circle the quantity, sign and date this quotation form and fax to (310) 263-1777

Accepted by: _____ **Date:** _____

Cancellation (in whole or part) after the acceptance of this proposal is subject to additional charges. All prices quoted are plus **CA SALES TAX (9.5 %)** unless specified. Shipping/Freight charges are additional. Additions or client alterations are chargeable. In the event suit for collection is instituted, Buyer shall pay all reasonable costs of collection including interest at 1.5% per month.

LISA FLORES (EXT: 225) email: LisaF@MarinaGraphics.com

"We look forward to exceeding your expectations"

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www.marinagraphics.com