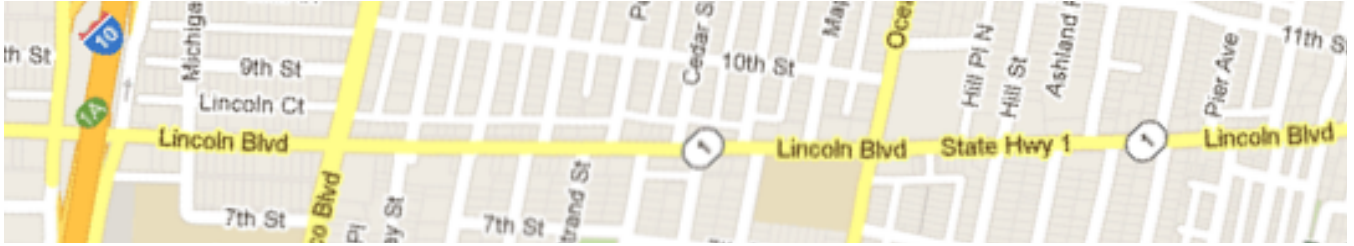


Press Release



FOR IMMEDIATE RELEASE: December 10, 2012

Lincoln Boulevard Task Force Announces Opinion Surveys

Grass-roots organization releases opinion surveys for neighborhood residents and businesses along Lincoln Boulevard south of the I-10 Freeway to the Venice border.

SANTA MONICA, CA, December 10, 2012 – The Lincoln Boulevard Task Force has released two opinion surveys: a Resident Survey for all Santa Monica residents and a Business Survey for businesses along Lincoln. The Task Force wants to transform Lincoln into an attractive, pedestrian-friendly, neighborhood-serving street that reflects the needs and desires of the neighborhood residents and local businesses.

Survey link: <http://www.opa-sm.org/lincoln>

The Task Force, which is supported by the Ocean Park Association, Friends of Sunset Park, Pico Neighborhood Association and Borderline Neighborhood Group, was formed in February 2012 to help make Lincoln Boulevard “Safe, Clean, Beautiful, and Green.”

According to Task Force Chair Roger Swanson, “We have dedicated volunteers from each of the supporting neighborhood associations, as well as many business owners.”

The Task Force is working with the Santa Monica City Staff in preliminary discussions to consider what can be done now that Caltrans has relinquished ownership of Lincoln to the City.

The current activity of the Task Force anticipates the City’s public design process that will start next year, and the two surveys will allow the community to lead the design process rather than have outside interests determine what improvements are made.

The Opinion Surveys address a variety of issues, from streetscape design (trees, medians, and public art) to priority bus lanes, to zoning standards and adaptive re-use of existing buildings, to traffic speed and additional crosswalks.

The Resident Survey is for all Santa Monica residents. The Business Survey is designed to get the opinions of businesses already located on Lincoln south of the I-10, as well as businesses that might consider re-locating to Lincoln. These surveys can be accessed at: <http://www.opa-sm.org/lincoln>

This is an opportunity for the community to let their voices be heard!

For more information, contact Roger Swanson at rogercswanson@gmail.com.

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