

# Survey Subcommittee Meeting Minutes

July 12, 2012

## *Meeting Attendees:*

David Tann, Steve Duron, Ron Heinmiller and Sadat Huq

## *Topics Discussed*

Plan is to determine who to survey, how to reach them, when to do it, and what to ask?

### **Who (process – stakeholders)**

- Business owners <sup>1</sup>
- Property owners
- Residents:
  - Live near Lincoln,
  - OPA, FOSP, PNA, BNG
  - Other SM residents
  - Venice area residents (VNC)
- Tourists (V&CB)

### **How (process – method)**

- Business owners:
  - Printed survey, walk – current volunteers, plus SMASH students?
  - Local publication ads <sup>2</sup>
  - OPA and other neighborhood sites; plus common interest sites as SM Spoke, SMRR, SMCLC, Chamber of Commerce, etc.
  - Smgov.net site: Doing Business in SM
- Property owners:
  - Printed survey, mail <sup>3</sup> – current volunteers
  - Local publication ads (see footnote #2)
  - OPA and other neighborhood association sites
  - Smgov.net site: Doing Business in SM
- Residents:

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<sup>1</sup> Would be nice to get input from business owners elsewhere, who might consider re-locating to Lincoln; local publications might capture a few of these as would the Chamber of Commerce

<sup>2</sup> “Tired of stinkin’ Lincoln? Take our survey and tell us what to change. Let your voice be heard: website link”.

<sup>3</sup> Need help in getting property owners from Assessor files. (Jeff Jarow?)

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- Local publication ads (see footnote #2)
- Live near Lincoln, door hangers – current volunteers, plus SMASH students?
- OPA, FOSP, PNA, BNG – Neighborhood association sites
- Other SM residents – Neighborhood association sites
- Venice area residents (VNC) – Neighborhood association site
- Tourists (V&CB)
  - Printed survey: Not sure they can be reached effectively

## When (process – timing of survey)

- Complete survey document/on-line survey: August
- Conduct surveys:
  - Business and Property owner surveys: September
  - Residents surveys: September & October
  - Tourists (V&CB): September & October
- Preliminary results: December
- Final results: January 2013

## What (content – questions)

- Content guideline:
  - Two survey documents, one for businesses/property owners and the other for residents
  - No more than three or four pages, and
  - Less than 20 questions each
- Demographic questions:
  - Residents:
    - Own/rent
    - Neighborhood
    - Cross streets
    - Years of residency
    - Age
  - Business/Property owners
    - Type of business (check/select from list: auto-repair, auto-used car, etc.)
    - Cross street
    - Years in business
    - Years remaining on lease (after all options exercised)
    - Number of employees (FTE)

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- Detailed questions:
  - Resident
    - Mode of transportation to/on Lincoln: Walk, bus, bike/skateboard, auto
    - Frequency of travel on Lincoln by mode (walk, bus, bike, auto): Never, seldom, often, daily <sup>4</sup>
    - Types of destinations visited
    - Frequency of visits to Lincoln by type of destination: Never, seldom, often, daily <sup>5</sup>
    - Types of business services/stores you would like to add
    - Types of businesses you would like to consolidate, reduce, or eliminate
    - What should the maximum building height (number of stories) be on Lincoln?
  - Business/Property owners
    - How do you see your business revenue in five years: growth, same, decline?
    - Would you consider a joint business/resident cooperative effort to place/maintain flowers in tree wells, or add planters on private property in front of your business?
    - What can the City do to make it easier to operate a business in Santa Monica?
    - If you could change three things with your property/business, what would that be?
- Detailed opinion questions on desirable changes for both surveys – by category (scaled response on needs/wishes: high – a need, medium, low – a wish, not sure)
  - Amenities (parking, breadth of retail services on Lincoln),
  - Hardscape (lighted crosswalks, median, public art in medians/parkway, gateway features, bike racks, trash cans, bus benches, covered bus stops, lighting, murals, art on traffic control boxes)
  - Softscape (trees, median plantings, tree well plants (bus/resident partnership))
    - What type of trees would you like to add (current designated trees are liquid amber and aaa)?
    - How many trees would you add (there are currently ###).

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<sup>4</sup> Insert matrix: mode on y axis, frequency on x axis

<sup>5</sup> Insert matrix: type of destination on y axis, frequency on x axis

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July 12, 2012

- Infrastructure (synchronized traffic signals, added traffic signal at Strand (for West side traffic), added traffic signal at Ashland (for West side traffic), priority bus lanes, park and ride at LAX)
- What are thoughts about the LUCE proposed Activity Center at Lincoln and Ocean Park; Transit Center at Pico and Lincoln?
  - More affordable / workforce housing
  - Additional retail
  - Allow Development agreements with taller buildings and more density
  - Traffic issues
- Pet peeves:
  - If you could change three things with Lincoln, what would that be?
- Several have proposed changing the name of Lincoln Blvd.: What is your preference?
  - Leave as Lincoln
    - Add Pacific Coast Highway / Historic Highway 1 signage
  - Change to Pacific Coast Highway / Historic Highway 1
  - Change to Eight Street
  - Submit another name: aaaa?