



Mar Vista Community Council



MAR VISTA COMMUNITY COUNCIL
GREAT STREETS AD HOC COMMITTEE
Wednesday April 13, 2016, 6:30 to 8:00 pm
Mar Vista Library
12006 Venice Blvd., Mar Vista, CA 90066
(SW corner of Venice and Inglewood Blvds.)

Chair: Michelle Krupkin

MINUTES

1. Call To Order and Welcome – Chair (1 min.) 6:38 pm
2. Introductions and Public Comments (for items not on the agenda) (2 minutes)
Michelle Krupkin announced the Mar Vista Mega Yard Sale 4/23/16. Info:
<http://marvistamom.com/mega-garage-sale/>
Jessie Holzer announced the Gear Up Bike event 5/1/16. Info: <http://smspoke.org/gearup/>
3. Motion to approve March 2016 minutes (2 minutes) Sarah Auerswald made the motion, Lenore French seconded. Minutes passed.
4. Reports (15 Minutes)
 - a. Great Streets Program brief definition-Michelle Krupkin, MV Community Council.
 - b. Report from Mar Vista Chamber of Commerce President Sarah Auerswald including the upcoming 5/19/16 Bike to Work Day event. Sarah gave a brief overview of the upcoming BTWD – with info on a Pit Stop in Mar Vista to be located between Inglewood and Centinela offering coffee and possibly juice at either Starbucks on Venice, Coffee Connection or Venice Grind. Details to be finalized soon. Support from LACBC and Metro. More next month as event develops.
5. New Business (30-65 minutes)
 - a. Great Streets Studio staff, presentation of preliminary data collected about Great Street Venice Blvd., including: Transportation data (Traffic, Bike and Ped counts), Pedestrian surveys, Business surveys.

Carter Rubin and Naomi Iwasaki of the Great Streets Studio gave a PowerPoint presentation of a Great Street Venice Blvd. Transportation Evaluation study with data collected in September 2015 by Fehr & Peers.

The results will be published later this year. Overviews of the study included:

1. Why measure streets? What we are measuring on Venice Blvd., how are we measuring it? Timeline and next steps for evaluation.
2. How people get to Venice Blvd. (car, pedestrian, bike, public transit)
3. How people travel through Venice Blvd. (using 4-6 pm on a weekday as a model).
(94% car 3 % pedestrian, 3% bike)
4. Demographics of people walking/biking
 - Pedestrian observations 31% female, 0% mobility device i.e. wheelchair,
 - Bike Rider Observations: 13% female, 16% riding on sidewalk, 58% no helmet)

5. Perceptions of Venice Blvd.

Variables: clean and well maintained, safe, attractive, active& lively, strong identity

6. Reason for visiting this neighborhood

-54% live in Mar Vista, 13% work here, 9% came to eat/drink, 8% passing by, 2% for music/art, 3% to meet friends, 7% for school 2% other

There will be a rollout coming in June/July 2016 for all data from all 15 Council Districts and Great Streets.

- b. Jessie Holzer, CD11 Mobility Deputy. Review of ideas from Great Streets Supporters Meeting. Jessie spoke about keeping progress moving forward. There was discussion of the CD11 Pilot program and what can be done outside Caltrans framework:
 - Moveable furniture with no permits needed
 - Leading pedestrian intervals for crosswalks
 - More Art -using private property
 - Landscaping -using private property
 - Marketing for events using: marques at MV Post Office, on bus benches
 - Placemaking banners along Venice
 - Possibility of using twinkle lights in tree canopy on Venice blvd. similar to Santa Monica main street – solar powered.
 - Looking into Arts Activation Grants from LA Cultural Affairs
- c. Michelle Krupkin, MV Community Council, review of 4/02/16 Iconathon event. Hosted by the Noun Project and the Goldhirsh Foundation, the event was a public design workshop where the goal was to create new civic minded symbols for the public domain. Concepts included Great Streets symbols such as economic revitalization and intergenerational play as well as physical improvements to streets like parklets, street furniture, and pedestrian scrambles. Great Streets Studio will also be working to install signs with these icons in the coming months.
- d. Lenore French, GCI, Preview of special event for upcoming 6/02/16 Mar Vista Steppin' into Art walk event. Lenore discussed bringing something like Windward Walls, a Miami FL project, to Mar Vista as part of the Steppin' into Art walk event. She is working on getting grants to get both Mar Vista and outside artists to paint walls with a goal of creating a tour of art walls. Lenore also shared that Mar Vista has one of the oldest art colonies in the city. Vintage on Venice will be putting on a fashion show as part of the upcoming June 2nd event.
- e. Public Comment
- f. Future Agenda Items
- g. Adjournment 7:56 p.m.

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