

LA City Council
RE: CF19-0092

February 25, 2019

To Whom It May Concern,

I am writing to express my full support for the Great Streets project on Venice Blvd in Mar Vista.

During my time as the President of the Mar Vista Chamber of Commerce, I was deeply involved with the outreach process to all the businesses along the 1-mile stretch of road, as well as to our members at large via our email and social media communications.

I personally went door-to-door to make all 120 businesses at the time aware of Make it Mar Vista 2015, which was a Great Streets Challenge Grant-funded pop-up version of the ultimate street configuration, as well as a holiday festival and shopping event, held in November of that year.

This event was designed to give people in the community a preview of what the lane changes and bike lane against the curb would look and feel like.

Beyond the Make it Mar Vista project in 2015, I am aware of many other outreach efforts made by the Councilman's office regarding the lane configuration, including walking door-to-door with the Mayor to some of the businesses on Venice Blvd., residential door-to-door outreach, and charrettes held at the Mar Vista Farmers' Market, a local coffee shop, and Venice High School.

On another note, I wanted to make special note of the economic impact on the Mar Vista area after the Great Street was installed. From the Chamber's point of view, supporting business was of utmost importance, and what we see from the report made by DOT is that overall the businesses have increased revenue over the past 2 years by \$3 Million. From my point of view, that is a very positive outcome and one we should all be supporting.

Best wishes,
Sarah

Sarah Auerswald
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Commerce
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