

CITY OF LOS ANGELES
CALIFORNIA

**Neighborhood Council
Venice Blvd Improvement Ad
Hoc Committee**

Kay Hartman, Co-chair
Natasia Gascon, Member
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PALMS NEIGHBORHOOD COUNCIL
Venice Blvd Improvement Ad Hoc Committee Meeting Agenda
Tuesday, December 28, 2021 – 7:00 p.m. to 9:00 p.m.

Zoom Meeting Online at <https://zoom.us/j/96130141917>
or by telephone, Dial +1 669 900 6833 # to join the meeting
Then enter this Meeting ID: 961 3014 1917 and press #

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Press *9 to raise hand for public comment. The meeting has no password.

The Neighborhood Council system enables meaningful civic participation for all Angelenos and serves as a voice for improving government responsiveness to local communities and their needs. We are an advisory body to the City of Los Angeles, comprised of stakeholder volunteers who are devoted to the mission of improving our communities.

VIRTUAL MEETING TELECONFERENCING NUMBER FOR PUBLIC PARTICIPATION
In conformity with the September 16, 2021 Enactment of the California Assembly Bill
361(Rivas) and due to concerns over COVID-19, the Palms Neighborhood Council Committee
meeting will be conducted entirely with a call-in option or internet based service option.

AB 361 Updates: Public comment cannot be required to be submitted in advance of the meeting, only real-time public comment is required. If there are any broadcasting interruptions that prevent the public from observing or hearing the meeting, the meeting must be recessed or adjourned.

If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code Section 48.01 et seq. More information is available at ethics.lacity.org/lobbying. For assistance, please contact the Ethics Commission at (213) 978-1960 or ethics.commission@lacity.org.

I. CALL TO ORDER & ROLL CALL

- a. Call to Order

- b. Roll Call
- II. INTRODUCTIONS**
 - a. Introductions and welcome
- III. GENERAL PUBLIC COMMENT**
 - a. Limited to non-agenda items – subjects related to Venice Blvd issues (up to 2 minutes per speaker as determined by the chair)
- IV. COMMITTEE BUSINESS**
 - a. DISCUSSION on the survey, which tools to use for it, and division of labor. Eliot’s analysis of the tools follows the agenda. A look at the Palms NC demographics from the DONE web page <https://empowerla.org/data/>.
- V. Adjournment:**
 - a. Next meeting is January 25.

Time allocations for agenda items are approximate and may be shortened or lengthened at the discretion of the President/Committee Chairs. Public comment will be taken for each motion as well as for any item in the consent agenda prior to Board action. Comments from the public on Agenda items will be heard only when the respective item is being considered. Comments from the public on other matters not appearing on the Agenda that is within the Assembly’s subject matter jurisdiction will be heard during the Public Comment period. Public comment is limited to 1 to 2 minutes per speaker, at the discretion or unless waived by the Assembly. In the interest of addressing all items on the agenda, time limits for individual comments and discussion may be set at the discretion of the President/Committee Chair. All items on the consent agenda will be determined by a single Committee vote and without Committee discussion. Committee members may request that any item be removed from the consent agenda and considered individually at any time prior to that vote.

Per Board of Neighborhood Commissioners Policy #2014-01, agendas are posted for public review at: 1) Woodbine Park Kiosk, 3409 S. Vinton Ave.; 2) Palms Neighborhood Council website, www.palmsnc.la

In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board in advance of a meeting may be viewed at Woodbine Park Kiosk, 3409 S. Vinton Ave, at our website: www.palmsnc.la or at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, please contact the Secretary at secretary@palmsnc.la. You can also receive our agendas via email by subscribing to [LA City’s Early Notification System](#) (ENS)

Palms NC Board and Committee members abide by a code of civility (<http://empowerla.org/code-of-conduct/>). Any person who interferes with the conduct of a Neighborhood Council meeting by willfully interrupting and/or disrupting the meeting is subject to removal. A peace officer may be requested to assist with the removal should any person fail to comply with an order of removal by the Neighborhood Council. Any person who resists removal by a peace officer is subject to arrest and prosecution pursuant to California Penal Code Section 403.

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SI REQUIERE SERVICIOS DE TRADUCCION, FAVOR DE NOTIFICAR A LA OFICINA 3 DIAS DE TRABAJO (72 HORAS) ANTES DEL

EVENTO. SI NECESITA ASISTENCIA CON ESTA NOTIFICACION, POR FAVOR LLAME A NUESTRA OFICINA AL secretary@palmsnc.la

A review of SurveyMonkey vs. Other Options

The Venice Ad-Hoc committee has proposed to do a sampling survey of Palms to determine what stakeholders want for Venice Blvd, using the Mar Vista NC's recent survey as a model. They used SurveyMonkey, so it's an obvious option.

Some concerns regarding using SurveyMonkey:

- 1) The proposed level would only allow for 5000 respondents in the one year subscription
- 2) The tools suggested to help choose questions would not be effective
- 3) There are alternatives the Palms NC already pays for that would do the same job

The main alternative proposed was Google Forms, which is included in the free version of Google Workspace, and additional features may be available in the paid version that Palms NC subscribes to. There are, however, other options that could be considered.

- 1) Determining if the proposed level of SurveyMonkey is too limited

In order to determine this, we need first to know how many respondents we'd need for a meaningful survey. SurveyMonkey does have a handy calculator for that.

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

Using this tool, if we assume a population of 50,000, a confidence level of 99%, and a 2% margin of error, the tool gives a result of 3841 as a target sample size, well below the 5000 limit. The survey population could arguably be much lower, if we decide to only target those directly impacted by Venice Blvd, so it seems like this concern isn't an issue.

- 2) Will the question selection tools be effective?

This is a harder question to answer. SurveyMonkey has several included autonomous tools for determining the quality of questions. These tools are highly dependent on what other survey makers have done, as it uses their surveys and response rate to determine question effectiveness. There is some evidence that other public entities may have run similar surveys – including Mar Vista – but the vast majority of SurveyMonkey surveys appear to be marketing and sales related. Additionally, automated systems have recently been judged as accidentally discriminatory, especially those which base their results on what “most people do.” One of the concerns with this survey was to determine if the survey was taking into account the demographics of Palms, to avoid ending up with survey results that only took into account for example wealthy white stakeholders. This is the exact thing that algorithmic assistants consistently fail to integrate, and there is nothing I could find on the SurveyMonkey site that addressed this issue. I also asked the SurveyMonkey sales staff about this question. It was difficult to get a response – it took three emails to get what appeared to be a human response – and even when an answer was given, it was still boilerplate, and didn't address the underlying question. It's worth noting that the subscription level recommended would only provide email support. Phone support would require a significantly higher subscription cost.

Regarding collecting demographic information to this end, there was some concern expressed that some might be offended if the question was formed poorly, or that there may even be legal ramifications. Checking with DONE, they suggested that we follow the model of their recent survey of NC effectiveness.

3) Are the alternatives available to Palms NC good choices?

The answer to this is yes and no. SurveyMonkey has some advantages over the main alternative suggested, Google Forms. It works out like this:

Advantages

- SurveyMonkey has a lot of front end customization, and many prebuilt data visualization tools. Generally speaking, it's considered easier to use than Google Forms, and includes many more different kinds of questions than Google Forms. However, we would not be using the more exotic question types. It also includes several starter surveys, at least one of which would be a good starting point for our proposed survey.
- Google Forms has better tree programming (optional questions based on responses), although we will likely not use this feature. Besides being already paid for, the other big advantage to Google Forms is that it connects with Google Sheets, allowing for far more customization of data visualizations. However, those features have to be created manually.

Disadvantages

- SurveyMonkey is more expensive than Google Forms, and has spotty customer service. It has more limited data visualization capabilities
- Google Forms will require more effort on our part to process data. It also has far less front end customization capabilities with their very limited template system.

Other options:

There are several other potential options, one being SurveySparrow which is comparable to SurveyMonkey, but is around the same price for a year (\$348) and as a result, doesn't seem worth switching to. Other, cheaper, options also seem like they are less applicable to our task, or are unproven.

Conclusions

The biggest question regarding SurveyMonkey vs. Google Forms comes down to: do we have the ability to do the work that Google Forms needs, or is the ease of use of SurveyMonkey worth the additional cost? Having used Google Forms for several projects for the Palms NC, I am confident that I can set up the form to gather the data as required. It's less clear how easy it will

be to create graphs for Google Forms, but a quick search shows several tutorials for the types of charts that were included in the Mar Vista report. Based on this, I feel fairly confident that I could format the data in a useful way. It therefore comes down to who will actually do the work. I am prepared to volunteer to do this processing.