

Candidate Name: Daniel Gale-Rosen  
Position Name: Residential Representative Area B  
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### **Introductory Questions**

#### **1. Why are you running for office?**

I am running for office because I want to be more involved in my community. Right now, I sometimes feel like I live in a house, not in a neighborhood, and I want to change that. I want to help people feel like they are a part of something greater — not just myself but everyone in Palms. We have the opportunity to be a much closer-knit community than we are, and I want to help us seize that opportunity.

#### **2. What is the most pressing issue facing Palms and how will you deal with it? What is the most pressing need facing Motor and how would you deal with it.**

Palms: Awareness. There are many potential concerns that residents and business owners might have, but it all stems from a lack of awareness — people don't know how to air those issues, and how the Neighborhood Council can help, because many don't even know that the Neighborhood Council exists. I want to increase the outreach of our Neighborhood Council through my experience in social media marketing and other methods, so that people understand where they can go with questions, issues, and suggestions. I would liven up the current social media channels, and engage residents through more exciting and resonant messaging than we currently have. I would make sure that not just those people who already know about the council learn new things, but every stakeholder in the neighborhood.

Motor: While Motor Avenue is doing much better than Palms as a whole on a lot of tracks (beautification, community engagement, etc.), I still think awareness is the key. I don't want to tell you what you need, what you are doing right and wrong — I want to hear it from you, and provide people an outlet to let us know what should be fixed, built, and changed. And not just awareness of the council, but also of Motor as a whole — once you're on Motor Avenue there are a lot of great businesses and parklets and other exciting additions, but some of us (especially in Area B) are likely not to head over there at all, just because it's far to walk. I want to make sure people know what's on offer, through "Taste of the Neighborhood" type events for all of Palms, and other incentives to encourage people to check out what's in store.

#### **3. What are three to five specific tasks (e.g. specific legislation, policies, enforcement actions) you intend to accomplish if you are elected?**

1 – Increase the activity and fanbase of our social media channels by at least 100%, to engage and activate citizens, and inform them about goings-on in the neighborhood, not just the meetings of the council.

2 – Create a series of events to show off the local restaurants and businesses in our neighborhood to its residents and visitors from other areas. Many other neighborhoods, such as Silver Lake, have done such events to great effect, encouraging custom and excitement about the community.

3 – Find opportunities to increase the green space in the neighborhood, and make it a more pleasant place to walk and explore. Motor itself is taking long strides on this issue, but the rest of Palms needs to catch up. I would work to improve sidewalks on Venice and Overland, as well as institute parklets along the way.

4 – Finally, and most importantly, I will listen to the residents of Area B. I will hold “office hours” to allow people to tell me what their concerns are, what they want to change or create, and take those motions to the neighborhood council.

**4. What is your profession or current place of employment? Do you have time for this position?**

I am currently a freelance digital marketer. I work for startups, agencies, and other businesses, mostly in LA but across the internet as well. For the most part, I work from home, so can make my own hours, as well as give myself the opportunity to experience Palms throughout the day, not just before and after work hours. I have time to spare, and I am ready to give it to Palms. Having a flexible schedule would allow me to attend meetings during the day, at City Hall and other important venues, that others would not otherwise be able to be at.

**5. Please provide a copy of your resume.**

See other attachment.

**Topic-Specific Questions**

**6. What do you expect the PNC to accomplish?**

As mentioned in many of the answers above, I expect I will help the PNC to re-engage the Palms community. As it stands now, there is not nearly enough involvement of residents and business owners in the goings on of the council, and I expect that will be changed and improved. I expect us to take in those issues that truly concern our stakeholders, and do our best to make them the best they can be, whether it's fixing potholes or creating seasonal events.

**7. Please describe Palms and specifically Motor Ave. What would you do to improve it?**

Palms is a great place to live, with great businesses and resources, but, to me, it is not a neighborhood. It is not a place that I feel comfortable walking around in and exploring — not necessarily in the sense of security of safety, but it is not something

that is yet done. I want the business streets to feel — like Motor — like a place you can take a stroll on a Saturday afternoon, and pop in to stores and coffee shops. I want to fix the walking paths and green spaces, and encourage people to spend time outside and with their neighbors. Let's get to know each other, and the community around us.

Motor is nearly there. The sidewalks and trees and parklets make people want to wander around and be outside. There are interesting businesses and new things are showing up every day. It is a fun place that not enough people know about yet, which brings us back to awareness. I would help people know about what's available, and encourage exploration and custom on Motor and beyond.

**8. What steps would you take to increase the sustainability of Palms? Do you think there are environmental issues?**

Sustainability is always something I think about. I would work to make residents aware of sustainability issues that affect everyone in LA — such as drought reduction, power conservation in the summer, and more. We can, as the neighborhood council, educate our community to be the best, most sustainable neighborhood in Los Angeles. I will also look into possibilities to increase our environmental awareness and protection on a larger scale, but starting with the people and businesses will go a long way to improve the neighborhood.

**9. What steps would you take to increase public participation in Palms?**

would utilize different methods of outreach, primarily social media, to first educate community members about neighborhood events, including those of our council. I will hold office hours to talk to residents about things they're concerned about, and let them know they always have someone who listens on the council that can help them. This will get people excited about living in Palms, and additional events as described elsewhere in this application will get them involved and active.

**10. Please describe the Park system in Palms. Does it need improvement? If so, what would you do to make those improvements?**

This is an easy question for me. There is not nearly enough green space in the area. I love the parklet system on Motor, and I would want to expand that to other streets, such as Overland. Even the trees and greenery currently existing on Overland and the north side of Venice is vastly in need of (forgive the pun) sprucing up. Green space has been proven to increase peoples' moods, and it would encourage more pedestrian traffic in areas if it was expanded. I am interested in learning more about how we can greenify our neighborhood when I am on the council.

**11. Do you support making Palms more bicycle friendly? If so, how?**

I will always support more measures towards being bicycle-friendly. While I do not often bike here, I come originally from Boston where I would bike everywhere — and the drivers there were a lot less caring than the ones here. I would suggest the expansion of bicycle lanes into the area, and perhaps looking into other traffic safety measures at more dangerous intersections. Additionally, more bike racks in public places would be a good step forward.

**12. What measures would you propose to make the Motor Avenue Farmers Market more successful?**

As seems to be the trend, it just comes down to awareness. Especially on my side (Area B) of the neighborhood, we don't always know when events like the Farmers Market are taking place, and so a neighborhood events newsletter would be a good step to spread the word.

**13. Do you support the activities of the Motor Ave Association? If so which ones and how?**

I fully support the Motor Ave activities that I am aware of. I love the farmers market, and I have remarked many times to my girlfriend how nice the streets are on Motor. The more I learn, the more I find really smart decisions, such as e-waste recycling (I have a number of batteries waiting to be taken care of), and I am excited to see the developments once the Expo line opens up, and look forward to helping you move forward with more activities once I am on the council.

**14. Do you support mail-in and electronic election ballots? Why and what if elected will you do to support your position?**

I support all methods of voting. I feel that it is our duty as the Neighborhood Council to get as many people involved as possible, and, while I would make sure that all voting methods are secure and fraud-free, I think that the more ways people can vote the better. Online and mail-in votes give people longer time periods to vote, and make it easier. When elected, I will continue to support this position by voicing my opinions when the opportunities arise, and working with others to make sure we know the various benefits and detriments of each system so that we are making the right choice.

**15. How do you feel the PNC currently functions? If elected what would you do differently?**

I really feel that there is currently a lack of outreach and awareness about the council. Whether they are actually succeeding in improving our community or not, it is important that we, as residents and business owners, feel involved and informed about what's going on in our neighborhood. This is not the case. If elected, I would use my considerable marketing and writing experience for the public good, helping to create social pages for our neighborhood, as well as other methods of outreach to

involve as many people as want to be involved, and inform as many as want to be informed.

**16. What do you think about the state of transportation in Palms? On Motor Avenue?**

I think it is not terrible. There are bus lines that come through, both LA and Santa Monica, particularly on Motor itself, but they are not as frequent as one might like. The upcoming Palms Metro station should help this transportation drought, but we will see how that goes.

**17. How many programs have you initiated, developed and implemented in Palms? Please list. (Please be as specific as possible)**

At the moment, none, as I have not yet held a public position. However, I am excited to get started on improving this community and supporting the neighborhood council, the residents of Area B, and the rest of the Palms homes and businesses.

**18. How familiar are you with other community groups, city hall, city agencies and city departments?**

I am familiar with many of the groups themselves, though not the people within them. However, I am excited to build those relationships between the NC and those groups in order to help us get things done together.

**Campaign Activities and Structure**

**19. Explain your plans to incorporate a Motor Ave agenda into your campaign.**

The first step to incorporate a Motor Ave agenda is to talk with you. I'm excited to meet you in early May, and I will look to that meeting to learn more about what you're looking for, and how I can help. Once we determine how our goals align, I will make sure that those issues are brought forward in my campaign, particularly those issues that also affect the residents of Area B.

**20. What is your campaign outreach goal? As of the date of this questionnaire, how much have you raised? What is your plan for raising awareness of your candidacy? (Please be as specific as possible.)**

I have not currently raised any funds for this campaign. As my primary constituency is Area B, I will be working to go door to door and meet the residents, and let them know both about the election as well as my own candidacy. I will also be using digital tools and social media as I do in my day-to-day work to spread the word.

**21. Why do you want our endorsement? How you will use it in your campaign?**

Having the endorsement of such a body would not just be helpful for the election itself, but also afterwards. I want to make sure that you get what you need out of the neighborhood council, and that starts before the election even takes place. By getting your vote of confidence, and you mine, you will know that I will do all I can to help you once I am seated. If you endorse my candidacy, I will proudly represent that on all election materials that I put out.

**22. Who in the community supports and endorses your candidacy?**

Some of my neighbors and other residents are already supporting my campaign, but it has just begun — I will be building momentum over the next weeks and days.