

Michael Sunshine

Candidate for Palms Neighborhood Council Residential Representative Area B

MAIA Questionnaire

April 2016

Introductory Questions

1. Why are you running for office?

I am passionate about Palms! I have lived in Area B for over two years now, and have grown to love the neighborhood and all of the great community, restaurants, and beauty it has to offer. I want to put in the effort to work directly with my peers in Area B to make our voices heard to make Palms even better.

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.

Safety and homelessness are key issues that we need to work to address in Palms. We can work with our neighborhood watch networks and by providing safety information and best practices to residents. Addressing the issue of homelessness is not straightforward, and will involve working with the City and County to allocate funding and services to our area.

Infrastructure and parking is a key issue for Motor in terms of promoting economic growth. The current street parking designations can be optimized to allow for more parking during peak hours. Road conditions must also be improved. In addition, we need to keep tabs on all of the development that is happening in Palms as the area and Culver City undergo a transformation. I have significant experience working with growing businesses that I can bring to bear as a PNC member.

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

1. Parking optimization
2. Improved infrastructure, including roads and walkways
3. Improve communication between crime prevention organizations and spread clear information about how to improve safety
4. Address homelessness by working with the city

5. Support development and business growth by working with existing and new business owners

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

I work at an investment firm in Westwood, very near to where I live in Palms. Yes, I have time outside of work to focus on the PNC objectives.

5. Please provide a copy of your resume.

Attached.

Topic-Specific Questions

6. What do you expect the PNC to accomplish?

Improvements around all areas of focus listed in question #3.

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

Palms and Motor are undergoing a period of rapid growth and development, both economically and culturally. With all of this change and new investment comes some dislocation and discomfort for residents who have lived in Palms for a longer period of time. Motor Ave. businesses have a lot to offer the residents of Palms and will continue to be a focal point for Palms neighborhood life. As discussed above, focusing on improving infrastructure, parking, safety, and promoting responsible development will all contribute to the continued prosperity of Palms and the Motor Ave. area.

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

Water conservation and increased recycling are two key environmental issues which I will improve as a PNC representative. The key to improvement in these areas will be to provide residents with more information about what they can do to conserve and reduce waste in general as well as recycle responsibly.

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

Palms is a unique and highly diverse community. The fantastic public parks and great local restaurants and businesses unite the area's residents, and improving these will be a focus of my time as a PNC representative.

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

Palms has a number of beautiful parks that are well used and loved by its residents. Increased awareness of community events and sports organizations that occur at these parks would promote more park usage and enjoyment. In addition, maintaining high standards of waste management and safety at parks is important to keep focused on.

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

Yes, the various bike lanes in Palms make the area somewhat bicycle friendly; however, we could certainly use more bicycle racks at more locations throughout the area. In addition, bicycle theft is an issue which needs to be addressed and connects back into the broader theme of improving safety in the area.

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

Increased awareness of the farmers market is the number one way to improve market traffic and would benefit business owners who sell at the market. This is something that could be addressed in multiple ways through partnership between the PNC and the farmers market.

I love the institution of the farmers market in Palms, and look forward to working to make it an even better recurring event for all.

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

I am aligned with MAIA's actions as it relates to improving the Motor Ave. and Palms areas. I admire the number of great accomplishments MAIA has been able to bring about, and look forward to working with MAIA to continue to improve the area. Continued optimization of traffic signals, improvement of parking through valet programs, the addition of parklets and gardens, beginning the BikeShare program, and other activities have all had an incredibly positive impact on the area.

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

Yes – this method allows more of the resident from Palms to participate the in election through the increased convenience. A more inclusive voting system will help to engage a broader group within the community. I will make sure that all of the remote voting improvements are carried forward into upcoming elections in the future.

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

I think that PNC meetings can be made more efficient by putting in place a more organized approach, and will work with the other members of the PNC to agree on an appropriate way to optimize this and improve our internal and external communication.

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

Transportation in Palms and on Motor is highly functional, but improvements to parking, infrastructure, and bike-friendliness will make transportation in Palms even smoother. Further, working to integrate the new Metro line into the Palms transportation system and raise awareness of this system will be important.

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

I have a weekly social gather at my house (every Tuesday evening) with various members of the Palms community who I have gotten to know since moving here.

I have not been highly involved in implementing programs in the area to date, but look forward to doing so as a PNC representative.

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

My good friend works in the office of a city councilmember, and I have become familiar with the interconnectedness of these entities through talking with him and learning about the work he has done.

Campaign Activities and Structure

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

All of the above improvements discussed will be incorporated into the campaign discussions I have with residents / members of the community. These areas discussed above are where I believe we should allocate our focus as an organization.

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 plan on going door to door in Area B meeting the residents and raising awareness of the PNC and the issues that Palms and Motor Ave. are facing an need to address.

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

I am very aligned with the goals of MAIA, and I will work to promote the values of promoting local businesses and community engagement in my time as a PNC representative.

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

A dozen or so of my close friends live in the Palms area and are highly supportive of my candidacy. I continue to work to meet more members of the community, and intend to introduce myself to as many of the residents in Area B as I can in the coming weeks.

Signature: 

Name: Michael Sunshine

Date: April 22, 2016