

**Martha Alvarez**

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**From:** Sam Knapp <sam@ridedowntowner.com>  
**Sent:** Wednesday, February 08, 2017 10:28 AM  
**To:** Kelly Stroman; Kendra Davis; List - City Council; Andy Sywak; Mark Danaj; Nadine Nader; Erik Zandvliet; Steven Delk (External); info@manhattanbeachchamber.net; Jake Allsop  
**Subject:** Downtowner Update

Hello All,

We hope everyone is having a good week and has at least seen a Downtowner or two cruising around on the streets, if not taken one for a ride!

We have been very busy since we launched a week ago. In our first seven days we have provided 357 rides and transported 832 people. Everyone we've talked to has been extremely excited with the program and we hope you've been receiving similar feedback.

If you haven't checked out our "Explore" section in our app, go ahead and open up the app and click "Explore" tab at the bottom. We have a list of categories and inside each category is a list of locations people are traveling to and from and lists each in order of where the most people are going to and from.

We hope to see you all out there soon!

--  
Sam Knapp, CPA  
*Downtowner*  
[503-516-8543](tel:503-516-8543)

[www.ridedowntowner.com](http://www.ridedowntowner.com)

## Martha Alvarez

---

**From:** Sam Knapp <sam@ridedowntowner.com>  
**Sent:** Tuesday, April 04, 2017 3:09 PM  
**To:** List - City Council  
**Cc:** Kelly Stroman; Andy Sywak; Mark Danaj; Jake Allsop  
**Subject:** Letter from Student  
**Attachments:** MB Downtowner\_Letter from Lucca Franz.pdf

Hello all,

We received the most adorable letter from a local student this week imploring us to expand our service. It would appear that the school assignment was to reach out to a business of their choosing and we're flattered that they chose Downtowner as the business of choice. It's wonderful to see the impact we're making in the community and we wanted to pass this letter along, because we really couldn't have made a stronger case for Downtowner expansion ourselves :)

We very much look forward to working with you to expand our service.

Thanks!

P.S. We sent a reply letter to Lucca.

--

Sam Knapp, CPA  
*Downtowner*  
503-516-8543

[www.ridedowntowner.com](http://www.ridedowntowner.com)



660 25th street  
Manhattan Beach, CA 90266

March 14, 2017

Downtowner  
210 NE 4th Ave  
Delray Beach, FL 33483

Dear Mr. Mark Lipps,

My name is Lucca Franz. I am a seventh grade student at Manhattan Beach Middle School. Out of a load of companies, I chose the Downtowner to write to for my assignment. The Downtowner is a really memorable and brilliant way to get around town! Adding to this, all of the drivers are super friendly. Completing over 3,000 rides in one month with just 6 cars, imagine how many more fantastic rides you could achieve with an increase of cars! If Downtowner acquired more cars, our city would prosper, safety would expand, and our environment would thrive.

More Downtowner cars would contribute to the prosperity and growth of Manhattan Beach. Since Downtowner cars are such a splendid feature to have in a town, they entice visitors. Even though it is expensive to construct more cars, it would improve our environment in such a beneficial way!

Safety is always key and having an increased amount of cars would only enhance it. There would be less cars on the road, leading to a decrease of car crashes. Collisions with humans, pets, and athletes would lessen. Also adults that shouldn't drive because of alcohol don't have to drive. With no intoxicated drivers less accidents would take place.

Since the Downtowner is so superb for our ecosystem, more cars should be designed. Your tremendous car has 6 seats, making carpooling a "piece of cake" and is fantastic for our environment. The 100% electric downtowner car produces no pollution. The Downtowner's golf cart size car is perfect. It takes up less space on the road and fits in any parking spot. This makes our town of Manhattan Beach look even more healthy and dazzling.



If Downtowner engineered more cars, our city would prosper, safety would be increased, and our happy and clean environment would thrive! From more visitors to less car crashes to a healthy economy, our town would be lively. I believe that the downtowner is brilliant, it makes everything seem upbeat! Also, every detail inside and outside of the car is exceptional. Thank you so much for taking time out of your packed day to read this letter.

Sincerely,

*Lucca Franz*

Lucca Franz

**Mary Kirchwehm**

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**From:** Dave Rubenstein <drubenstein@californiaethanolpower.com>  
**Sent:** Tuesday, June 13, 2017 7:30 AM  
**To:** List - City Council  
**Subject:** Downtowner

Dear City Council

I wanted to say **"Thank you"** for establishing the Downtowner in our community. I personally use it often as it saves me from scouting for extremely hard to find parking spaces when I head downtown. My kids also use it, which saves us from having to do multiple drop offs and pick ups.

I urge you to not only keep, but to expand this terrific service!

Best,  
Dave

\*\*\*\*\*

**David R. Rubenstein**  
**644 35<sup>th</sup> Street**  
**Manhattan Beach, CA 90266**

## Martha Alvarez

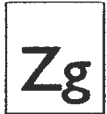
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**From:** Michael Zislis <mz@zislisgroup.com>  
**Sent:** Wednesday, June 15, 2016 7:24 AM  
**To:** List - City Council  
**Subject:** The downtowner electric shuttle service

Mayor and council,  
I support the proposed "downtowner". It help both our parking problems and gives residents a reason to visit downtown more ofter.

Cheers,

Michael Zislis  
Owner



**ZISLIS**  
GROUP

LUXURY BOUTIQUE HOTELS  
INSPIRED RESTAURANTS

## Martha Alvarez

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**From:** Wandamae Lombardi <wmae1234@gmail.com>  
**Sent:** Wednesday, June 15, 2016 1:00 PM  
**To:** List - City Council  
**Subject:** Downtowner

I am in support of the Downtowner shuttle. We live in North Manhattan and there are times when I would prefer to come downtown for a more upscale restaurant or to meet clients to shop.

Thank you for at least the trial period.

Dean and Wandamae Lombardi  
117 Rosecrans Pl.  
MB, 90266

## Martha Alvarez

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**From:** Andy Sywak  
**Sent:** Monday, July 17, 2017 10:28 AM  
**To:** Martha Alvarez  
**Subject:** FW: The Downtowner

Andy Sywak  
Economic Vitality Manager  
(310) 802-5062  
asywak@citymb.info  
City of Manhattan Beach, CA

Office Hours: M - Th 7:30AM - 5:30 PM | Alternate Open Fridays 8:00AM - 5:00 PM | Closed Alternate Fridays | Not Applicable to Public Safety

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-----Original Message-----

**From:** Mary Kirchwehm On Behalf Of Mark Danaj  
**Sent:** Monday, June 19, 2017 9:55 AM  
**To:** Andy Sywak <asywak@citymb.info>  
**Subject:** FW: The Downtowner

FYI

Mark Danaj  
City Manager  
(310) 802-5053  
mdanaj@citymb.info  
City of Manhattan Beach, CA

Office Hours: M - Th 7:30AM - 5:30 PM | Alternate Open Fridays 8:00AM - 5:00 PM | Closed Alternate Fridays | Not Applicable to Public Safety

-----Original Message-----

**From:** carol rose [mailto:crosedesign@msn.com]  
**Sent:** Thursday, June 15, 2017 6:02 PM  
**To:** List - City Council <CityCouncil@citymb.info>  
**Subject:** The Downtowner

Hi,  
Love the Downtowner, am on my way into  
Town via the DT ,excellent idea.



Great drivers, wonderful service for the community.

Thank you

Carol

Sent from my iPhone

Carol Rose Interior Design

310 567 5396

## Martha Alvarez

---

**From:** Andy Sywak  
**Sent:** Monday, July 17, 2017 10:28 AM  
**To:** Martha Alvarez  
**Subject:** FW: We love the DOWNTOWNER!

**Andy Sywak**  
**Economic Vitality Manager**

P: (310) 802-5062  
E: [asywak@citymb.info](mailto:asywak@citymb.info)



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**From:** Mary Kirchwehm On Behalf Of Mark Danaj  
**Sent:** Monday, June 19, 2017 9:50 AM  
**To:** Andy Sywak <[asywak@citymb.info](mailto:asywak@citymb.info)>  
**Subject:** FW: We love the DOWNTOWNER!

FYI

**Mark Danaj**  
**City Manager**

P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@citymb.info)



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**From:** Oliver Sehulster [<mailto:oliver@pelicon.com>]  
**Sent:** Friday, June 16, 2017 2:04 PM

**To:** List - City Council <[CityCouncil@citymb.info](mailto:CityCouncil@citymb.info)>

**Subject:** We love the DOWNTOWNER!

Hello,

I wanted to share my support for the pilot project the Downtowner. This resource offers a valuable service for our community while making it safer on the city streets and reducing traffic. It's a great alternative to taxi and uber and offers a unique detail to our wonderful city.

I support the company and hope our community can support them financially if needed to keep them running!

Thank you!

- Oliver T. Schulster



**Pelicon: Iconic Creative**

**Pelicon @ Smoky Hollow**

118 Sierra St, Suite B  
El Segundo, CA 90245

**Pelicon @ Manhattan Beach Studios**

1600 Rosecrans Ave, Suite 400  
Manhattan Beach, CA 90266

Direct: (310) 709-4945

Office: (310) 321-7662

## Mary Kirchwehm

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**From:** Linda LeRoy <lindalouie575@gmail.com>  
**Sent:** Thursday, June 22, 2017 11:37 AM  
**To:** List - City Council  
**Subject:** Downtowner

Dear Council,

I want to go on record to say the Downtowner is a great addition to our little community and I hope you have plans to extend and expand the program.

The only "issue" is we need more cars so the wait isn't longer than 30 minutes.

The drivers are fabulous and I give them all 5 stars!

Thank you,  
Linda LeRoy

Sent from my iPad



## Mary Kirchwehm

---

**From:** Michael Barson <mbarson@canoehospitality.com>  
**Sent:** Sunday, June 25, 2017 2:13 PM  
**To:** List - City Council  
**Subject:** Downtowner @ MB

Hi

I wanted to reach out and let you know how useful the downtowner program has been. I am very appreciative of the resources Manhattan Beach has provided for the program. A group of local friends and I just took it down to Nick's for Sunday lunch.

I am not sure if it is in a test phase but hopefully it sticks around and can continue to grow.

Hopefully the program is helping locals get home safely from the downtown scene.

Thank You,

Michael Barson  
Managing Director

*333A Main Street  
El Segundo CA 90245*

Cell: 702 525 6267  
Direct: 310 406 3443  
Office: 310 406 3640

[www.canoehospitality.com](http://www.canoehospitality.com)  
[Linkedin - Canoe Hospitality](#)

## Martha Alvarez

---

**From:** Andy Sywak  
**Sent:** Monday, July 17, 2017 10:28 AM  
**To:** Martha Alvarez  
**Subject:** FW: Downtowner @ MB

**Andy Sywak**  
**Economic Vitality Manager**

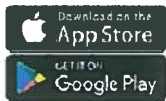
P: (310) 802-5062  
E: [asywak@citymb.info](mailto:asywak@citymb.info)



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**From:** Mary Kirchwehm **On Behalf Of** Mark Danaj  
**Sent:** Monday, June 26, 2017 8:57 AM  
**To:** Andy Sywak <[asywak@citymb.info](mailto:asywak@citymb.info)>  
**Subject:** FW: Downtowner @ MB

**From:** Michael Barson [<mailto:mbarson@canoehospitality.com>]  
**Sent:** Sunday, June 25, 2017 2:13 PM  
**To:** List - City Council <[CityCouncil@citymb.info](mailto:CityCouncil@citymb.info)>  
**Subject:** Downtowner @ MB

Hi

I wanted to reach out and let you know how useful the downtowner program has been. I am very appreciative of the resources Manhattan Beach has provided for the program. A group of local friends and I just took it down to Nick's for Sunday lunch.

I am not sure if it is in a test phase but hopefully it sticks around and can continue to grow.

Hopefully the program is helping locals get home safely from the downtown scene.

Thank You,

Michael Barson  
Managing Director

333A Main Street  
El Segundo CA 90245

Cell: 702 525 6267  
Direct: 310 406 3443  
Office: 310 406 3640

[www.canoehospitality.com](http://www.canoehospitality.com)  
[Linkedin - Canoe Hospitality](#)

**Mark Danaj**  
**City Manager**

P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@citymb.info)



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## Martha Alvarez

---

**From:** Andy Sywak  
**Sent:** Monday, July 17, 2017 10:28 AM  
**To:** Martha Alvarez  
**Subject:** FW: LOVE THE DOWNTOWNER

**Andy Sywak**  
**Economic Vitality Manager**

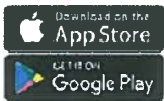
P: (310) 802-5062  
E: [asywak@citymb.info](mailto:asywak@citymb.info)



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**From:** Mary Kirchwehm **On Behalf Of** Mark Danaj  
**Sent:** Wednesday, June 28, 2017 3:06 PM  
**To:** Andy Sywak <[asywak@citymb.info](mailto:asywak@citymb.info)>  
**Subject:** FW: LOVE THE DOWNTOWNER

**From:** Pam Weatherly [<mailto:weatherly4@gmail.com>]  
**Sent:** Wednesday, June 28, 2017 2:52 PM  
**To:** List - City Council <[CityCouncil@citymb.info](mailto:CityCouncil@citymb.info)>  
**Subject:** LOVE THE DOWNTOWNER

Hello City Council Members:

I wanted to let the Council know that my family and I are strong supporters of the Downtowner and have used it frequently since the service began. We have lived in Manhattan Beach for over twenty years and have seen the traffic congestion and parking issues become increasingly worse over time. The Downtowner is a wonderful answer to this growing problem, as we are able to not worry about finding parking spots (and the occasional parking ticket) as we enjoy dining and shopping in both downtown MB as well as North MB. We would strongly urge the Council to continue to support this worthwhile project.

Thank you,



Pam Weatherly

**Mark Danaj**  
**City Manager**

P: (310) 802-5053

E: [mdanaj@citymb.info](mailto:mdanaj@citymb.info)



Please consider the environment before printing this email.

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## Martha Alvarez

---

**From:** Pam Weatherly <weatherly4@gmail.com>  
**Sent:** Wednesday, June 28, 2017 2:52 PM  
**To:** List - City Council  
**Subject:** LOVE THE DOWNTOWNER

Hello City Council Members:

I wanted to let the Council know that my family and I are strong supporters of the Downtowner and have used it frequently since the service began. We have lived in Manhattan Beach for over twenty years and have seen the traffic congestion and parking issues become increasingly worse over time. The Downtowner is a wonderful answer to this growing problem, as we are able to not worry about finding parking spots (and the occasional parking ticket) as we enjoy dining and shopping in both downtown MB as well as North MB. We would strongly urge the Council to continue to support this worthwhile project.

Thank you,

Pam Weatherly

## Mary Kirchwehm

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**From:** Susan Ryan <sryan90266@gmail.com>  
**Sent:** Thursday, June 29, 2017 9:34 AM  
**To:** List - City Council  
**Subject:** Fwd: Downtowner

----- Forwarded message -----

**From:** Susan Ryan <[sryan90266@gmail.com](mailto:sryan90266@gmail.com)>  
**Date:** Thu, Jun 29, 2017 at 9:11 AM  
**Subject:** Downtowner  
**To:** [citycouncil@citymb.info](mailto:citycouncil@citymb.info)

1. Let's keep this service going! It is great for us Manhattan Beach residents. Saves on time wasted looking for parking. And why not expand the service to Sepulveda?

Maybe the City of MB can help with expansion.. This is a great thing for our City.  
Let's keep it going!!!

35 year resident of Manhattan Beach  
Todd and Susie

## **Martha Alvarez**

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**From:** kimsmith57@yahoo.com  
**Sent:** Thursday, July 06, 2017 11:33 AM  
**To:** List - City Council  
**Cc:** Gregor Sarkisian; Michael Smith; Stephanie Denton; Jennifer Samelson; Jeremy Smith; Justin Smith; Gus McConnell  
**Subject:** Love the Downtowner!

Hello-

I'm writing to let you know our family & our neighbors love the Downtowner and use it often.

It is such a value added service to our community we are so very proud to have it to offer to our visitors and utilize it ourselves.

By providing the amazing Downtowner you have helped eliminate countless loads of pollution, saved our streets from unsafe drivers, and provided convenient transportation for so many residents going to dinner, getting groceries, and running errands.

Thank you for this service, and we hope you expand both the number of carts on the road and the service area in the future.

Sincerely,  
-Kim Smith

(702)491-7867  
kimsmith57@yahoo.com  
123 44th Street  
Manhattan Beach, CA 90266



## Mary Kirchwehm

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**From:** Downtowner Application <support@downtownerapp.com>  
**Sent:** Thursday, July 7, 2016 2:27 PM  
**To:** Mark Danaj  
**Subject:** Downtowner - Registration

Thank you for registering. You can now start using Downtowner!

## Mary Kirchwehm

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**From:** AN & Associates Management <an.management@yahoo.com>  
**Sent:** Saturday, July 8, 2017 7:10 PM  
**To:** List - City Council  
**Subject:** Downtowner

Hello, we just moved in the Manhattan Beach area in November last year and a neighbor gave us the downtowner app info. We have used it many times and we love the service. The driver's are always really nice and friendly and helpful in referring us to new venues. I just wanted to let the City Council know this is awesome, and keep up the good work folks.

Thank you very much.

Ciao!  
Anthony Napoli  
@whosanthonynapoli on IG

Sent from Yahoo Mail. [Get the app](#)

## Martha Alvarez

---

**From:** Dayle Eisenhauer <reeddana@aol.com>  
**Sent:** Wednesday, July 12, 2017 10:06 PM  
**To:** List - City Council  
**Subject:** 7/18 city council Downtowner proposal

Dear city council,

I am against expanding the Downtowner "free ride" shuttle service if it is not free. I am against having the city pay any money to keep this shuttle running.

Please vote no on spending any city money for this shuttle. When they offered it originally, they said it would not cost the city any money.

We already have our own cars, Uber, Lyft, taxis, bicycles, and dial-a-ride for older adults.

Thank you for your consideration

Dayle Eisenhauer  
2400 pine av, mb

## Mary Kirchwehm

---

**From:** Linda LeRoy <lindalouie575@gmail.com>  
**Sent:** Thursday, July 13, 2017 2:37 PM  
**To:** List - City Council  
**Subject:** Downtowner

This is a follow-up to my first email in support of the Downtowner.

I, like many of my neighbors, love the convenience of the ride and am more than happy to "pay as we ride", but after seeing the costs associated with retaining the Downtowner, I am not sure it is the best use of the taxpayer dollars for our city.

Other means of transportation are available at reasonable fees and that should be a consideration when making your decision.

Thanks,

Linda LeRoy

Sent from my iPad



## Mary Kirchwehm

---

**From:** Margo Thole <margo.thole@verizon.net>  
**Sent:** Thursday, July 13, 2017 3:32 PM  
**To:** List - City Council  
**Subject:** Free shuttle

Dear City Council,

I am not in favor of the City spending any money on a free shuttle into downtown. With the ubiquitous use of Uber and Lyft, there is no reason our City should allocate funds to this project if, as I understand, the free trial is coming to an end. Let's consider bigger infrastructure projects for excess revenue. How about the City save for undergrounding rather than pass the costs onto residents? Or consider other larger, more broadly enjoyed civic projects.

I understand the Downtown district's efforts to maintain healthy business activity. But I haven't seen a correlation between the shuttle and increased patronage of DTMB businesses.

Thank you for your consideration.

Margo Thole

## Mary Kirchwehm

---

**From:** Larelle <larellek@verizon.net>  
**Sent:** Thursday, July 13, 2017 4:01 PM  
**To:** List - City Council  
**Subject:** Downtowner

Dear City Council,

I do NOT want our city (through our taxes) to pay for the FREE Downtowner that we currently have. I don't care if they expand the coverage of this service but not to the expense of citizens. I, for one do not use the service, since I always walk to everything downtown.

Thank you,

Larelle Rutherford

## Mary Kirchwehm

---

**From:** Heather Devereux <johnheatherdev@aol.com>  
**Sent:** Thursday, July 13, 2017 4:42 PM  
**To:** List - City Council  
**Subject:** Downtowner golf carts.

Dear Council Member

As a resident of Manhattan Beach I strongly disagree with ANY expansion of the "free" downtowner rides.

If expanded this project will take money away from other necessities that the town desperately needs such as dial a ride, street crosswalkers - which have been slated for cut backs - amongst other well deserved community sponsored programs for our residents.

There are plenty of other means to get to and from downtown that does not require the use of town money. We are not that big a province and people can continue to use other means of transportation such as biking, walking, taxi etc. to get to where they are going just fine!

Other issues you have not properly vetted about this shuttle is the unsafe manner in which they are conducted. They do not have specified drop off zones downtown. This creates havoc to an already tumultuous situation where people are being dropped off and picked up while double parking! Unacceptable and very dangerous. I can't wait till you get your first law suit for unsafe boarding and un-loading because someone gets hit by a car. Another issue is how fast (or rather how slow these golf carts go). They cannot go the speed of traffic, which encourages people to pass them constantly on the road. I can't even imagine one on Sepulveda or Rosecrans.

As it stands the downtowner is in theory a great idea for what it is accomplishing currently but even now it has many, many flaws.

Please do not expand this project. If anything it should be shut down.

Heather Devereux  
610. 17th Street  
MB

Sent from my iPhone

## Mary Kirchwehm

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**From:** Bob Beverly <bob.beverly@ymail.com>  
**Sent:** Thursday, July 13, 2017 5:04 PM  
**To:** List - City Council; City Manager; Steve Napolitano  
**Subject:** Downtowner Shuttle costs

As a 65 year resident and business owner, I don't want my taxes or business license fee's being used for this shuttle service. If a business wants to shuttle customers they can send an Uber for them. With the joke of a limited service area (west of Pacific) which was originally set to be Sepulveda, I think it is time to say adios. Walk, ride a bike, take a Uber or Taxi. Thank you for listening, Bob Beverly P.S. Sorry I missed the Fireworks sponsorship recognition, we will continue to support this great event.

## Mary Kirchwehm

---

**From:** Terri Warren <tfwarren@verizon.net>  
**Sent:** Thursday, July 13, 2017 5:43 PM  
**To:** List - City Council  
**Subject:** Downtowner

Hello City Council Members - I am writing to give input on the Downtowner services. While I have used it a few times this summer and feel it was great, I do not feel that any money should come out of the city's budget to pay for this service. I don't know much about the economics of having this service continue or expanding it but I feel that it should not be paid for by the city. I would support either a user fee or some other source but not city funds. There are too many other services and facilities that could use funding versus a taxpayer funded taxi service.

Thanks,

Terri Warren

1800 Agnes Road, MB

## Mary Kirchwehm

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**From:** Christina Agnew <christinamarieagnew@gmail.com>  
**Sent:** Thursday, July 13, 2017 10:08 PM  
**To:** List - City Council  
**Subject:** Downtowner Pilot Program on 7/18 Agenda

Good evening,

I am a resident of Manhattan Beach and recently read the Update on Downtowner Pilot Program and Request for Program Extension, on the agenda for 7/18/2017.

I understand that the staff has recommended extension of the program in addition authorizing an agreement to allow for alcohol advertising. I strongly oppose both actions. As a resident, I believe this service is not in the best interest of our residents and that the alcohol advertisement is not an addition we need in our community. Furthermore, the expansion request which would require tax dollars at a cost of \$647,000 is exorbitant.

The pros presented by the staff for Alternative 1 include the following, "By granting the Downtowner the ability to sell alcohol advertising, the City will make it easier for the company to increase revenue on vehicles currently without advertising." I would contest that our interest should not be in making the companies more profitable, but preserving Manhattan Beach's family friendly atmosphere. Allowing for alcohol advertisement on these vehicles is not conducive to a positive culture or environment.

Lastly, a city-wide hailing transportation is widely available — through paid taxis and Ubers — which are accessible to all and paid for by the end user.

As a resident who's family lives just East of Supelveda (near Mira Costa), we frequently walk across at the intersection of Longfellow, make our way to the chip trail, which then provides a nice walk to downtown Manhattan Beach. Though we live quite a distance away from downtown, very rarely do we even need public transportation and if we do, we call an Uber. And we head downtown nearly every weekend, if not to the beach, the Strand, and almost always to the shops and restaurants.

I kindly request these points be taken into consideration.

V/r,  
Christina Agnew

## Mary Kirchwehm

---

**From:** John Wargnier <john@sbbusinessmachines.com>  
**Sent:** Thursday, July 13, 2017 10:43 PM  
**To:** List - City Council  
**Subject:** NO Downtowner

The Downtowner bus is a joke. I have seen them parked in the underground parking lot not being used every time I visit downtown MB. I live east of Pacific and Sepulveda so I can't even use it. Who's using them?

If they are now charging the city for this service, NO! Our tax dollars are better spent on something that benefits everyone and not just those who support the wealthy downtown restaurant owners.

Please say NO to the downtowner expansion.

John Wargnier  
1804 Lynngrove Drive  
Manhattan Beach, CA 90266  
310 796-1058

## Mary Kirchwehm

---

**From:** Michelle McDonald <mbmichellemcdonald@gmail.com>  
**Sent:** Thursday, July 13, 2017 11:07 PM  
**To:** List - City Council  
**Subject:** Downtown Bus

Dear Council,

I recently heard about a proposed motion to extend the currently free downtown bus service farther east, with the expansion costs to be borne by MB tax payers.

As a property owner and city resident, I am opposed to this idea. The potential marginal benefits of expanding the "free" downtown bus service do not warrant the costs associated with this expansion, and I feel strongly that the proposed bus service expansion is not the best use of our local taxpayer money. Thank you for reading this and for considering my opinion.

Michelle McDonald

Sent from my iPhone



## Mary Kirchwehm

---

**From:** Ryan Ostrowski <rostrowsk@gmail.com>  
**Sent:** Thursday, July 13, 2017 11:45 PM  
**To:** List - City Council  
**Subject:** Downtowner Proposal

Dear City Council:

I am writing in regards to your upcoming proposal regarding the expansion of the Downtowner shuttle service. I have used this service in the past and think it's great. However it was brought to my attention that you will be voting on whether to expand this service at a astronomical cost to the city. I wanted to voice my strong opinion in opposition of such a proposal. The Downtowner is great however riders still are expected to tip therefore it's still going to be 5 dollars or so per ride. This is the same price as a Uber or Lyft. If getting rid of the Downtowner which takes forever anyways means saving the city money then I believe this city council should get rid of it. If the Downtowner wants to stay in operation they should do so under the same premises that they will not charge the city or passengers money rather they will gain their revenue from advertisements.

Please vote no on this proposal. Thank you.

Ryan Ostrowski

## Martha Alvarez

---

**From:** Liza Tamura  
**Sent:** Saturday, July 15, 2017 12:21 AM  
**To:** Martha Alvarez; Patricia K. Matson; George Gabriel; Sandy Shaw  
**Subject:** Fwd: Downtowner / Alcohol Advertising

For mtg. Thx

Sent from my iPhone

Begin forwarded message:

**From:** Wayne Powell <[waynepowellmb@yahoo.com](mailto:waynepowellmb@yahoo.com)>  
**Date:** July 14, 2017 at 6:54:29 AM HST  
**To:** City Council <[CityCouncil@citymb.info](mailto:CityCouncil@citymb.info)>  
**Cc:** Mark Danaj <[mdanaj@citymb.info](mailto:mdanaj@citymb.info)>, Liza Tamura <[LTamura@citymb.info](mailto:LTamura@citymb.info)>  
**Subject:** **Downtowner / Alcohol Advertising**

Honorable City Councilmembers,

The Downtowner was originally sold to the city as being free to riders and free to the city (taxpayers). That's what induced the City Council to adopt the "pilot" program. Now, they want \$840,000 to expand it citywide! That's called "bait & switch" (or worse). If this outrageous "special interest pork barrel" waste of taxpayer money is somehow approved, what essential city services, capital project(s), street/facility maintenance, etc. will have to be eliminated (\$840,000+) ? BTW, I don't believe the unaudited ridership statistics, and as a longtime Auditor/Controller/CFO, the other financial information presented doesn't make economic sense.

Another reputable, competing company ("Free Ride") originally offered similar service citywide free to riders and free to the city. Perhaps they should be given a pilot program and see how they do (competitive bidding).

Please note that there are also other viable economic ride-sharing services such as Uber, Lyft, Beach Cities Transit 109 and Dial-A-Ride. The North Manhattan Beach BID offers subsidized Lyft vouchers. And, as a Blue Zones City, we should be encouraging residents to exercise healthy lifestyles by walking and riding bikes citywide.

Finally, just say NO to the blatant alcohol advertising (traveling billboards) proposed on the vehicles. It will trash our city and will especially send the wrong message to our youth (contributing to underage drinking).

Best regards,  
Wayne

**Wayne Powell**

- City of Manhattan Beach Senior Advisory Committee Member
- Board Member: MB CERT, MB Historical Society, MB Coordinating Council, Leadership MB
- Beach Cities Health District Finance Committee Member
- Former Two-Term Manhattan Beach Mayor/Councilmember

Web: <https://sites.google.com/site/WaynePowell4MB>

Email: [WaynePowellMB@yahoo.com](mailto:WaynePowellMB@yahoo.com)

 *Powell to the People* Radio Show: [Click here](#)

[Sent from my iPad]

**Wayne Powell (External)**

**Councilmember**

P: (310) 802-5053

E: [waynepowellmb@yahoo.com](mailto:waynepowellmb@yahoo.com)



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**Liza Tamura**

**City Clerk**

P: (310) 802-5055

E: [ltamura@citymb.info](mailto:ltamura@citymb.info)



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## Mary Kirchwehm

---

**From:** Jennifer Sorensen <jenniferinhb@yahoo.com>  
**Sent:** Friday, July 14, 2017 8:19 AM  
**To:** List - City Council  
**Subject:** Downtowner expansion

I support the expansion of the Downtowner ride service. I think the service has been an invaluable asset for the residents of MB. It is especially nice for those of us active adults who keep injuring ourselves, making it difficult to walk just a few blocks downtown.

Thank you.

Jennifer Sorensen  
Pacific Regional Manager  
Vedco Animal Health  
310.850.4475

## Mary Kirchwehm

---

**From:** Carole Paquin <cpcat310@gmail.com>  
**Sent:** Friday, July 14, 2017 8:25 AM  
**To:** List - City Council  
**Subject:** DOWNTOWNER NO NO NO

Y'all love the free Downtowner Bus Service right? Well guess what?  
The free "Downtowner" shuttle service was originally pitched to city leaders as  
NO COST to riders or the city. Tax going up — doesn't look FREE to me !!  
Think i will walk to downtown or shop someplace else  
Carole Paquin  
CP



## Mary Kirchwehm

---

**From:** carole paquin <cpcat310@gmail.com>  
**Sent:** Friday, July 14, 2017 8:31 AM  
**To:** List - City Council  
**Subject:** DOWNTOW  
**Attachments:** cat sign.png

Y'all love the free Downtowner Bus Service right? Well guess what?  
The free "Downtowner" shuttle service was originally pitched to city leaders as  
NO COST to riders or the city. Tax going up — doesn't look FREE to me !!  
Think i will walk to downtown or shop someplace else  
Carole Paquin  
CP

## Mary Kirchwehm

---

**From:** Jane Hill <janec.designs@gmail.com>  
**Sent:** Friday, July 14, 2017 9:09 AM  
**To:** List - City Council  
**Subject:** Downtowner

Seriously? The vehicle is named Downtowner for a reason!

Let's keep this unique and charming service the way it is. If needed, a small charge would be appropriate if it's costing the city too much money.

Thank you!!

Jane C Hill  
Pacific Avenue

Sent from my iPhone

**Martha Alvarez**

---

**From:** MaryLou <mmccammack@aol.com>  
**Sent:** Friday, July 14, 2017 3:08 PM  
**To:** List - City Council

LOVE THE DOWNTOWNER!

PLEASE LET IT CONTINUE, 74 YEARS OLD, LIVED HERE FOR 45 YEARS. WONDERFUL  
BENEFIT FOR US.

THANK YOU,  
MARY LOU MCCAMMACK

Sent from AOL Mobile Mail



## Martha Alvarez

---

**From:** timothy miley <timothymiley@hotmail.com>  
**Sent:** Friday, July 14, 2017 3:14 PM  
**To:** List - City Council  
**Subject:** Downtowner

I favor extending the service of the Downtowner

Sent from my iPhone

## Martha Alvarez

---

**From:** Mark Danaj  
**Sent:** Monday, July 17, 2017 6:42 AM  
**To:** Martha Alvarez  
**Subject:** Fwd:

Sent from my iPhone

Begin forwarded message:

**From:** MaryLou <[mmccammack@aol.com](mailto:mmccammack@aol.com)>  
**Date:** July 14, 2017 at 4:08:23 PM MDT  
**To:** [citycouncil@citymb.info](mailto:citycouncil@citymb.info)

LOVE THE DOWNTOWNER!  
PLEASE LET IT CONTINUE, 74 YEARS OLD, LIVED HERE FOR 45 YEARS.  
WONDERFUL  
BENEFIT FOR US.  
THANK YOU,  
MARY LOU MCCAMMACK

Sent from AOL Mobile Mail

**Mark Danaj**  
**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@citymb.info)



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## Martha Alvarez

---

**From:** Mark Danaj  
**Sent:** Monday, July 17, 2017 6:42 AM  
**To:** Martha Alvarez  
**Subject:** Fwd: Downtowner

Sent from my iPhone

Begin forwarded message:

**From:** timothy miley <[timothymiley@hotmail.com](mailto:timothymiley@hotmail.com)>  
**Date:** July 14, 2017 at 4:13:40 PM MDT  
**To:** "[CityCouncil@CityMB.info](mailto:CityCouncil@CityMB.info)" <[CityCouncil@CityMB.info](mailto:CityCouncil@CityMB.info)>  
**Subject:** Downtowner

I favor extending the service of the Downtowner

Sent from my iPhone

**Mark Danaj**  
**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@citymb.info)



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## Martha Alvarez

---

**From:** rfrand@aol.com  
**Sent:** Friday, July 14, 2017 8:52 PM  
**To:** List - City Council  
**Subject:** Downtowner Bus

I'm not sure that you are aware that the downtowner shuttle is being used by families to transport their kids (without parents!) to friends' houses, beach, soccer fields, etc.. I don't believe that was the intent of this shuttle service. I hope that this shuttle service continues to be at no cost to taxpayers. Perhaps there should be a fee for the type of use we're witnessing.

## Martha Alvarez

---

**From:** Evelyn <evelapham@aol.com>  
**Sent:** Friday, July 14, 2017 9:26 PM  
**To:** List - City Council  
**Subject:** Downtowner

This service should not be expanded if it is a cost to taxpayers. Either don't expand or charge users. The Lapham Family, 881 6th St., MB

Sent from my iPad

**Martha Alvarez**

---

**From:** Laura Santos <laura.santos@earthlink.net>  
**Sent:** Friday, July 14, 2017 9:27 PM  
**To:** List - City Council  
**Subject:** Downtowner bus

Dear Council,

The downtowner bus is an ok idea UNLESS you use city money to pay for it. Even in MB we cannot have everything.

Respectfully,  
Laura Santos

## Martha Alvarez

---

**From:** Mark Danaj  
**Sent:** Monday, July 17, 2017 6:41 AM  
**To:** Martha Alvarez  
**Subject:** Fwd: Downtowner Bus

Sent from my iPhone

Begin forwarded message:

**From:** [rfrand@aol.com](mailto:rfrand@aol.com)  
**Date:** July 14, 2017 at 9:52:05 PM MDT  
**To:** [CityCouncil@citymb.info](mailto:CityCouncil@citymb.info)  
**Subject:** Downtowner Bus

I'm not sure that you are aware that the downtowner shuttle is being used by families to transport their kids (without parents!) to friends' houses, beach, soccer fields, etc.. I don't believe that was the intent of this shuttle service. I hope that this shuttle service continues to be at no cost to taxpayers. Perhaps there should be a fee for the type of use we're witnessing.

**Mark Danaj**  
**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@citymb.info)



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## Martha Alvarez

---

**From:** Mark Danaj  
**Sent:** Monday, July 17, 2017 6:41 AM  
**To:** Martha Alvarez  
**Subject:** Fwd: Downtowner

Sent from my iPhone

Begin forwarded message:

**From:** Evelyn <[evelapham@aol.com](mailto:evelapham@aol.com)>  
**Date:** July 14, 2017 at 10:26:27 PM MDT  
**To:** [CityCouncil@citymb.info](mailto:CityCouncil@citymb.info)  
**Subject:** Downtowner

This service should not be expanded if it is a cost to taxpayers. Either don't expand or charge users. The Lapham Family, 881 6th St., MB

Sent from my iPad

**Mark Danaj**  
**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@citymb.info)



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## Martha Alvarez

---

**From:** Mark Danaj  
**Sent:** Monday, July 17, 2017 6:41 AM  
**To:** Martha Alvarez  
**Subject:** Fwd: Downtowner bus

Sent from my iPhone

Begin forwarded message:

**From:** Laura Santos <[laura.santos@earthlink.net](mailto:laura.santos@earthlink.net)>  
**Date:** July 14, 2017 at 10:27:06 PM MDT  
**To:** [CityCouncil@cityMB.info](mailto:CityCouncil@cityMB.info)  
**Subject:** Downtowner bus  
**Reply-To:** Laura Santos <[laura.santos@earthlink.net](mailto:laura.santos@earthlink.net)>

Dear Council,

The downtowner bus is an ok idea UNLESS you use city money to pay for it. Even in MB we cannot have everything.

Respectfully,  
Laura Santos

**Mark Danaj**  
**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@citymb.info)



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**Martha Alvarez**

---

**From:** gailvranicar@verizon.net  
**Sent:** Saturday, July 15, 2017 1:20 PM  
**To:** List - City Council  
**Subject:** DownTowner

I support a city wide service. Serve all of MB.

Sent from my iPhone

## Martha Alvarez

---

**From:** Mark Danaj  
**Sent:** Monday, July 17, 2017 6:41 AM  
**To:** Martha Alvarez  
**Subject:** Fwd: DownTowner

Sent from my iPhone

Begin forwarded message:

**From:** <[gailvranicar@verizon.net](mailto:gailvranicar@verizon.net)>  
**Date:** July 15, 2017 at 2:19:50 PM MDT  
**To:** <[CityCouncil@citymb.info](mailto:CityCouncil@citymb.info)>  
**Subject:** DownTowner

I support a city wide service. Serve all of MB.

Sent from my iPhone

**Mark Danaj**  
**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@citymb.info)



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## Martha Alvarez

---

**From:** Amy Heinz-Delgado <amyhd@icloud.com>  
**Sent:** Saturday, July 15, 2017 2:29 PM  
**To:** List - City Council  
**Subject:** Downtowner

I love the Downtowner! Please vote to keep it!

Amy Delgado

## Martha Alvarez

---

**From:** Chandra Shaw <Chandra@trilogyspa.com>  
**Sent:** Saturday, July 15, 2017 2:36 PM  
**To:** List - City Council  
**Subject:** Downtowner

Hi,

I'm writing in regards to the Downtowner and the negative Facebook and other social media posts regarding the downtown businesses. I'm not sure where all the downtown business specific negativity is coming from, our businesses work incredibly hard to be a positive part of the community. The pilot program was almost entirely funded privately for the 30k riders this past six months and it's a shame that the many in the public now have the misconception that public funds were used since expansion roll-out funds are being requested. For those new to Council, it was always the goal and intention of the DBPA that the service area be city-wide, it just wasn't a reality with the limited private funds that were available for the initial test phase.

While Kenneth Thompson's original post on NextDoor included some negative language about the businesses, I found the comments to be a great, two-side debate focused on the issues, possible solutions/options, and different opinions in a respectful, non-personal way and I wanted to share with you in case you hadn't had a chance to read. [https://mbwalkstreets.nextdoor.com/news\\_feed/?post=57121275](https://mbwalkstreets.nextdoor.com/news_feed/?post=57121275)

As residents and businesses, we work hard to make our community better for everyone who lives here. Hopefully the negativity can be put behind us and a productive, healthy debate can lead to a win-win solution for everyone.

Thank you for your time.  
Chandra

## Martha Alvarez

---

**From:** Frank Javier <fjavierarch@gmail.com>  
**Sent:** Saturday, July 15, 2017 5:21 PM  
**To:** List - City Council  
**Subject:** Downtowner Approval

Dear Manhattan Beach Council Members,

I have lived in the El Porto area for almost 20 years and would like to say that the implementation of the Downtowner free shuttle ride has been the smartest City of Manhattan Beach improvement I have seen since. As the community gains popularity, along with the inherent growing traffic challenges, this is a fantastic solution to enjoy other parts of the beach and contribute to the city commerce by staying within Manhattan Beach. Prior, we often go northward to El Segundo, Santa Monica or other parts of West Los Angeles for dining and shopping. With the Downtowner, we are less likely to do this and embrace our "local back yard" community.

Most importantly, the electrically-driven Downtowner is one of many brilliant solutions to reducing carbon emissions. Lastly, the Downtowner I'm sure can help to reduce accidents and perhaps fatalities for those who would like to enjoy some happy hour time in one of the local restaurants and bars.

All shuttle drivers we have experienced are very courteous and friendly, leaving us with a very pleasant overall experience. The Downtowner is a win-win situation and would highly recommend that the City Council maintains, if not even expand, the Downtowner shuttle program.

Thanks

Frank Javier  
4100 Highland Ave.



Virus-free. [www.avast.com](http://www.avast.com)

## Martha Alvarez

---

**From:** Gary McAulay <gary.mcaulay@gmail.com>  
**Sent:** Saturday, July 15, 2017 7:05 PM  
**To:** List - City Council  
**Subject:** RES 17-0105

Dear Council –

I can't say that I was a fan of the Downtowner in the first place. I got the app, though, only to find that my wait time is always 20 minutes. I know the "average" is 12 but still, for a ride-hail it's usually 3.

That aside, replacing one vehicle with another does not reduce traffic. Whether I'm in a Downtowner or in my own car, for the duration of that ride, a car is a car. Traffic may actually increase as people choose to take a free ride with no parking hassle, rather than walk.

Parking? I certainly have *\*not\** found that parking has magically improved. Downtown parking is simply too scarce to be affected by three Downtowners, or even by the dozens/hundreds of cabs/ride-hail cars available. If all those Ubers out there don't fix the parking, a couple of Downtowners won't either.

I am quite annoyed that this item appears on the agenda as "Update on Downtowner Pilot Program and Request for Program Extension." The Agenda title obscures that this is a "Proposal for Program Changes and Expansion."

I am completely against using any tax money to expand what was originally touted as a "free" service paid for by advertising revenues. The Downtowners are actually mobile billboards (that is their income stream) which happen to allow passengers (to gain City approval). The pilot program was a foot in the door to establish a market, based on a model that they surely knew they could not sustain, but which they knew could seek to alter later.

The changes and expansion: as with so many permit projects, the City starts with one set of rules and then allows a step-by-step alteration of those rules until they are gone. In this case, advertising of alcoholic beverages. For a City that is pushing Blue Zones and healthy living, etc, etc, this seems contradictory/mercenary. It's easy to brush it off, but even a cursory search brings up considerable evidence that alcohol advertising is problematic. It is obvious that the reason Downtowner wants alcohol advertising is that said advertising actually does sell alcohol, and companies are willing to pay for alcohol advertising.

From Johns Hopkins: "Research clearly indicates that, in addition to parents and peers, alcohol advertising and marketing have a significant impact on youth decisions to drink."

<http://camy.org/resources/fact-sheets/alcohol-advertising-and-youth/>

from a Journal of the American Medical Association study: "Conclusion: Alcohol advertising contributes to increased drinking among youth."

<http://jamanetwork.com/journals/jamapediatrics/fullarticle/204410>

Briefly:

Alternative # 4 My recommendation. Let Downtowner get permits and compete in the market.

Alternative # 2 I could live with.

Alternative # 1 Against. We don't need alcohol billboards driving around town.

Alternative # 3 Absolutely not. Don't spend our tax money to provide free rides for folk that can afford a cab to go shopping and have a sunset dinner downtown.

Thank you for your consideration,  
Gary D. McAulay



## Martha Alvarez

---

**From:** Mark Danaj  
**Sent:** Monday, July 17, 2017 6:39 AM  
**To:** Martha Alvarez  
**Subject:** Fwd: Downtowner Expansion

Sent from my iPhone

Begin forwarded message:

**From:** Ron Hacoen <[ron@bravozulu.net](mailto:ron@bravozulu.net)>  
**Date:** July 15, 2017 at 9:32:24 PM MDT  
**To:** <[CityCouncil@citymb.info](mailto:CityCouncil@citymb.info)>  
**Subject:** Downtowner Expansion

Dear Councilmembers,

I have no issue with the Downtowner as it currently operates, however, there should be NO alcohol advertising. There are 25 other advertng categories their ad sales department can target. Manhattan Beach, which has a well-known issue with youth drinking, should not allow alcohol advertng on shuttles that so many of our teens use, including my daughter and her friends.

*From the BCHD:*

- *According to the California Health Kids Survey, students in the Beach Cities report high rates of alcohol and drug usage.*
- *Self-report of current alcohol or drug use doubles between 9th grade to 11th grade among Beach Cities adolescents, which is significantly higher than the Los Angeles Unified School District and state-level trends.*
- *By 11th grade, more than 20% of students report binge drinking (5+ drinks in one sitting) within the past 30 days*

Also, absolutely NO tax dollars should be spent on Downtowner expansion. That was never part of the plan. Aside from non-alcohol advertng placement, Downtowner can solicit funds from members of the DBPA and the BID, not the taxpayers of Manhattan Beach. For significantly less, I can hire an Uber or Lyft and have them at my door in under 5 minutes. If Downtowner can't figure out how to make it in MB without our tax dollars, then they should find greener pastures.

Looking forward to see where you fall on this issue.

Best,

Ron Hacoen  
436 3rd Street

Manhattan Beach, CA 90266

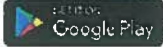
**Mark Danaj**  
**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@citymb.info)



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## Martha Alvarez

---

**From:** Ron Hacoen <ron@bravozulu.net>  
**Sent:** Saturday, July 15, 2017 8:32 PM  
**To:** List - City Council  
**Subject:** Downtowner Expansion

Dear Councilmembers,

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*From the BCHD:*

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- *Self-report of current alcohol or drug use doubles between 9th grade to 11th grade among Beach Cities adolescents, which is significantly higher than the Los Angeles Unified School District and state-level trends.*
- *By 11th grade, more than 20% of students report binge drinking (5+ drinks in one sitting) within the past 30 days*

Also, absolutely NO tax dollars should be spent on Downtowner expansion. That was never part of the plan. Aside from non-alcohol advertising placement, Downtowner can solicit funds from members of the DBPA and the BID, not the taxpayers of Manhattan Beach. For significantly less, I can hire an Uber or Lyft and have them at my door in under 5 minutes. If Downtowner can't figure out how to make it in MB without our tax dollars, then they should find greener pastures.

Looking forward to see where you fall on this issue.

Best,

Ron Hacoen  
436 3rd Street  
Manhattan Beach, CA 90266

## Martha Alvarez

---

**From:** Kelly Jacobs <ksjacobs2001@yahoo.com>  
**Sent:** Sunday, July 16, 2017 1:52 PM  
**To:** List - City Council  
**Subject:** Downtowner

To Whom It May Concern,

I want to express my support of the Downtowner. I think it is a fantastic amenity for MB residents and invaluable during the summer. With the influx of tourists, it is one thing that helps keep downtown accessible to locals.

We are 15 year MB home owners and 20 year residents - and would love to see the Downtowner continue and even expand its service and route.

Thank you so much for your time!

Kelly Jacobs  
652 26th St  
MB  
310.625.3363

Sent from my iPhone

## Martha Alvarez

---

**From:** Mark Danaj  
**Sent:** Monday, July 17, 2017 6:37 AM  
**To:** Martha Alvarez  
**Subject:** Fwd: free ride

Sent from my iPhone

Begin forwarded message:

**From:** Rick Leserman <[scterice1n@aol.com](mailto:scterice1n@aol.com)>  
**Date:** July 16, 2017 at 6:31:37 PM MDT  
**To:** [citycouncil@citymb.info](mailto:citycouncil@citymb.info)  
**Subject:** free ride

Council:

Just to add my two cents as a 20 year tree section resident and now former resident of MB, the pilot program taxi shuttle is nothing more than a free ride sharing service for kids that are too lazy to walk from point A to Point B. I have probably seen kids in these scooters over 90 percent of the time and somehow I don't think that is what the city and the company running the service envisioned. Kids need to exercise more not less.

Again, my two cents as a former resident because Carolyn and I have sold our home and are down sizing this week to the People's Republic of Hermosa Beach. MB has been great to our family but on a lark we solicited offers off market on our home and lo and behold we sold our home to a young family so we took the plunge and are heading south in a down sizing move.

I will follow up in a few years to tell you whether or not we made a colossal mistake.

Keep up the good work so I can visit the renovated mall and Gelsons with a smile on my face.

Rick Leserman  
617 25th St (now a renter in my own home)

**Mark Danaj**  
**City Manager**  
P: (310) 802-5053  
E: [mdanaj@citymb.info](mailto:mdanaj@citymb.info)



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## Martha Alvarez

---

**From:** Frank Javier <fjavierarch@gmail.com>  
**Sent:** Sunday, July 16, 2017 10:22 PM  
**To:** List - City Council  
**Cc:** 'Birgit Hartmann'  
**Subject:** Downtowner Shuttle Program

Dear Manhattan Beach Council Members,

After Mr. Montgomery and Mr. Napolitano's additional details this weekend, I would have to retract my position and not support the Downtowner program, as is. However, with a modified program, I believe we have something worth considering.

Although the City of MB's project to encourage a green-conscious means of transportation amongst other issues of traffic and congestion, this specific Downtowner program misses the mark. If I may, a few suggestions and comments:

1. The message of a green-conscious alternative needs to jump out and be in people's forefront. I don't believe there is one inch on the vehicle's surface to relay this environmental benefit. Instead, I believe it makes it easy to resort to what we've been doing all along: jump in our gas-guzzling vehicles to do local errands and visitations. Climate change requires change in our daily behavior.
2. A shuttle vehicle portrays a sense of community effort. Whereas the switch from a sedan, the Volt, though a green vehicle, portrays that it only serves individuals-a subsidized Uber program.
3. Any future program should benefit all residents of Manhattan Beach and not be segregated since the current program only serves residents on the west side of Pacific Avenue.
4. Perhaps an electric shuttle, similar in size to the current Dial-a-Ride vehicle or El Segundo's lunch time shuttle, that makes the continuous rounds on key areas of the City is an option. With this, suggested parking area drop-offs outside downtown can ease the traffic congestion. Such a route can first focus on the most heavily visited areas and if successful, additional routes can be implemented so as to not have residents walk too far to these routes.
5. Any vehicle in consideration could be financially assisted with advertisement and personally would not mind a supplemental fee per ride basis. If considered, I would recommend a non-cash type transaction like an app account or credit card so as to not expose the driver to potential theft and not be a liability to the City of MB.
6. With a Downtowner-type program, we have found ourselves enjoying the local dining and entertainment amenities of the City in lieu of heading north to West LA or Santa Monica from which additional tax revenues may be beneficial.
7. The argument has been made to instead allocate the \$750,000 funds to schools or other means. Predicated on a green-conscious modified transportation, we have to remind ourselves that such measures for our planet is for our children's future.
8. I applaud the City of MB's position of not allowing alcohol and tobacco ads. There is something troubling if any business must resort to this sole means to maintain its presence. If this is an either-or situation, then my vote is for character first and forego the shuttle program.

With an environmental-focused modified program, perhaps through a different operator, we will send a clear message and validation of Mayor Lesser's, as one of 357 US mayors, commitment to the Paris Agreement goals. This will serve as a beacon and example to the rest of the communities that we are indeed walking this critical walk. This indeed is how we can "Think Globally, Act Locally."

Thank you,

Frank Javier  
4100 Highland Ave.

## Martha Alvarez

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**From:** Mark Danaj  
**Sent:** Monday, July 17, 2017 4:59 PM  
**To:** Martha Alvarez  
**Subject:** Fwd: Downtowner

Sent from my iPhone

Begin forwarded message:

**From:** lester silverman <[mblester1@hotmail.com](mailto:mblester1@hotmail.com)>  
**Date:** July 17, 2017 at 5:00:17 PM MDT  
**To:** "[CityCouncil@CityMB.info](mailto:CityCouncil@CityMB.info)" <[CityCouncil@CityMB.info](mailto:CityCouncil@CityMB.info)>  
**Subject:** Downtowner

Hello All,

The Downtowner is a pilot project and as such is something to learn from and to decide how to move forward. It was free and I guess with my advertisement I paid more for it than the city.

As we all know, parking and congestion are big issues in downtown and while there has always been a lot of talk about how to address it, the Downtowner is an actual attempt to solve these issues, while reducing pollution from idling cars.

We have found out at a low cost what else needs to be addressed in order to improve, which is what a pilot project is supposed to do.

Let's not forget that while there are issues there are also many good things, such as moving 30,000 people, which I imagine must have reduced some of the traffic, it has brought business to the north end, and has probably played a role in reducing some concerns about DUIs.

As you know from Wayne's FB this has been couched in terms of the proposal to go citywide at costs to the city.

Instead of looking at the positive, his FB provides an incomplete approach and has caused people to become upset and send emails to end this project.

Clearly, this has been and can continue to be a good discussion to have rather than become adversarial.

My final point is, that this was brought to you by the DBPA which is a group that has done a great deal to help the city and local groups. It includes starting the Farmer's Mkt and bringing quality food to our city and income to the DBPA that we donate to Grades of Green, MBEF, and Growing Great, and Jimmy Miller Dig for Kids. We helped get the Tour de Pier off the ground. Agreed to bringing the 6 Man back to a Saturday even though it may well hurt our businesses. We took on the Pumpkin Races when it was too big for the locals to handle and on and on.



We are part of the City that supports and helps do the good work that makes us a good spirited community.

This is a great conversation that needs time to ruminate, but in the meantime I agree with the staff recommendations that the program should be extended for a year and RFPs to go out if Citywide service is desired, and proposals entertained.

Thank you for your time.

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**Lester Silverman (External)  
PPIC Commissioner**

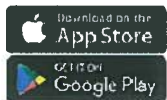
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