



CHAMBER
of
COMMERCE

July 31st, 2024

Honorable Mayor and City Council
Beverly Hills City Hall
455 N. Rexford Drive
Beverly Hills, CA 90210

Dear Honorable Mayor Friedman and Members of the City Council:

The Beverly Hills Chamber of Commerce writes this letter in strong support for the Sepulveda Transit Corridor (STC) Project alternatives that include a direct, on-campus station at the University of California, Los Angeles (UCLA) and a seamless connection to the Metro Purple (D) Line in Westwood Village. That is why the Beverly Hills Chamber has joined the Sepulveda Transit Corridor for All (STC4All) Coalition and supports the City of Beverly Hills doing the same.

Commuters to and from the San Fernando Valley and the Westside suffer immense and consistent congested freeways and arterial roads, and have limited public transportation options. The public transportation options they do have require multiple transfers, pushing them to use their personal vehicles, if they have one. Such high usage of personal vehicles and limited public transportation options negatively affect our quality of life, through increased stress, pollution, and less time doing more valuable activities. It is also harmful to our regional economy since it takes more time for workers to get to their places of employment, customers to get to our shops, and students to class, not to mention the immense amount of Green House Gas emission which negatively impact our health, natural environment and public infrastructure.

MTA's ridership projections reveal that the options that will be most utilized include a direct stop at UCLA and a seamless connection to the Purple (D) Line. To get people out of their cars, while keeping them out of their cars, and put them into public transportation, it is imperative that MTA create options, with limited transfers, directly to the destinations that the vast majority of commuters are traveling to.

The appeal and effectiveness of public transportation is based on its seamlessness, affordability, speed, reliability, and accessibility. Therefore, building a seamless option that connects where the vast majority of riders and potential riders would be going to and from is the best option.

Sincerely,

A handwritten signature in black ink, appearing to read "Todd Johnson". The signature is stylized and fluid.

Todd Johnson
President and CEO
Beverly Hills Chamber of Commerce