

October 31, 2011

To: Rick Scott
Special Assessment Unit
Office of the Los Angeles City Clerk

From: Estela Lopez
Executive Director
Central City East Association

Subject: Downtown Industrial District Third Quarter Report
July 1, 2011 to September 30, 2011

As required under Agreement #C-106409 with the City of Los Angeles, I am submitting our 2011 Third Quarter Report summarizing key activities of the Downtown Industrial District BID.

PUBLIC SAFETY

- CCEA conducted its monthly Skid Row Neighborhood Watch Walks on July 6, August 3, and September 7.
- Keyser continue to attend Community Police Advisory Board meetings, Safer Cities Enhancement Meetings, LAPD Basic Car meetings, Crime Control meetings, Neighborhood Watch Police Booster meetings, Business Watch Meetings as well as monthly meetings for pertinent community groups and government agencies.
- The BID continues to provide on-going training to the BID's public safety and maintenance teams.
- During the third quarter BID public safety officers handled 6,036 calls for service/ responses; provided 594 extra patrols in portions of the District considered "hot spots" for criminal activity; 239 citizen contacts; 143 merchant contacts. Some of the calls for service/responses include drug activity, drinking in public, fights, loitering, illegal dumping, and trespassing.

- As of September 30, security expenditures for the third quarter were \$240,958.

MAINTENANCE

- The BID continues to pick up a heavy volume of trash. Homeless individuals continue to use the CCEA "Check in Center" to store their personal property, or turn over their property because they no longer want it.
- The District continues to be pressure washed daily, and a block by block schedule of when and where the pressure washing occurs is posted on the BID's website.
- During the third quarter a total of 10,997 bags of trash were collected in the Industrial District; 375 illegal dumping/bulky items were removed; 69 instances of graffiti were removed; 158 blocks were weeded in the third quarter.
- As of September 30, maintenance expenditures for the third quarter were \$119,955.

ECONOMIC DEVELOPMENT

- On August 25, Lopez attended the Central Industrial Community Advisory Committee (CAC) meeting, in which Lopez is a member. The CAC committee meets to brainstorm, discuss and implement plans on various issues, projects and programs affecting the Central City East portion of Downtown L.A.
- Reconstruction of Alameda: In September, the MTA approved funding for phase 1 of the reconstruction project, which covers 7th Street to the 10 freeway. The Industrial District BID had held multiple conversations with Metro for the past several years inception regarding the vital nature of this work to the economic viability of the District. This project will not be another repaving operation; it will be a full reconstruction of the roadway, including removal of the abandoned rail tracks. The project also includes improvement of storm drains, increasing turning radii, upgrading signals, adding lighting and signage, and eliminating hazards.

- In the third quarter 2010, Caltrans awarded the Central City East Association, in partnership with the Community Redevelopment Agency of Los Angeles (CRA/LA), a transportation planning grant (TPG) in the amount of \$198,000 (upon approval of the State budget), based on the need for revitalization of downtown's aging industrial core and the lack of a strategic plan to get us there. During the third quarter 2011, CCEA released a request for proposal to land use consultants to work on this project. A panel of City, CRA and community representatives reviewed the proposals and interviewed the bidding companies. AECOM, a global technical and architectural consulting firm, was selected. AECOM showed the most recent knowledge of the District, and the AECOM team showed synergy in how they work together. During the fourth quarter, AECOM will unveil its approach to the project, and a "community visioning process" will begin during the first quarter of 2012.
- Through the efforts of CCEA, the CRA is funding a parking study of the Industrial District that stems from various complaints made by numerous stakeholders throughout the District relating to parking restrictions or lack of loading zones, encamped vehicles and RV's, and street parking. On August 8, Lopez and King met with the parking study consultants to finalize the recommendations/study. The consultants presented the results of the study at CCEA's annual property owners meeting.

MARKETING AND COMMUNITY RELATIONS

- Mosaic Communication, Public Relations Firm and Webmaster for the Arts District BID website, continues updating general information as well as upload newsletters, adding links etc. BID staff meets with Mosaic Communications regularly to discuss marketing strategy and event planning.
- During the third quarter, BID staff and Mosaic Communications continued to use social media as an avenue to promote and market the District, as well as post community alerts and updates. The BID regularly updates its website, Facebook page, and Twitter feeds.
- As of September 30, economic development and marketing expenditures for the third quarter were \$47,919.

ADMINISTRATIVE

Downtown Industrial District 3rd Quarter Report

- The CCEA Board of Directors, which oversees the Downtown Industrial District BID, held meetings on July 19. The Board meetings are quarterly.
- King and Lopez attended the July 27, and August 31, and September 28 meeting of the LA BID Consortium.
- King attended the July 12 and September 13 Downtown LA Neighborhood Council meetings, in which is a member.
- On August 22, Lopez and King attended a luncheon hosted by the Central City Association for the new president of the International Downtown Association (IDA). Southern California BIDs had the opportunity to familiarize the IDA president with the various BIDs, the issues they face, and how the IDA can be more helpful to California BIDs.
- Lopez has been appointed to the City of Los Angeles Redistricting Commission, nominated by Councilmember Ed Reyes. Lopez was sworn in on September 9 and joins 20 other members in developing new boundaries for the 15 City Council districts based on data from the 2010 Census.
- On September 8, CCEA hosted the Downtown Industrial District BID annual meeting at Inner City Arts, in which a year-in-review was presented to the attendees by Lopez. Speakers included Councilmember Jan Perry, Commander John Sherman and Captain Mark Olvera from the Los Angeles Police Department, and Allyn Rifkin (parking study consultant).
- As of September 30, administrative expenditures for the third quarter were \$42,923.