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October 21, 2014

Holly L. Wolcott, City Clerk  
Office of the City Clerk  
200 North Spring Street, Room 224  
Los Angeles, CA 90012

Subject: Westwood PBID 2015 Annual Planning Report

Dear Ms. Wolcott:

As required by the Property and Business Improvement District Law of 1994, California Streets and Highways Code Section 36650, the Board of Directors of the Westwood Business Improvement District has caused this Westwood Business Improvement District Annual Planning Report to be prepared at its meeting of October 16, 2014.

This report covers proposed activities of the Westwood BID from January 1, 2015 through December 31, 2015.

Sincerely,

Andrew Thomas  
Executive Director  
Westwood Business Improvement District



**Westwood  
Business Improvement  
District**

**2015 Annual Planning  
Report**

### **District Name**

This report is for the Westwood Business Improvement District ("District"). The District is operated by the Westwood Village Improvement Association, a California non-profit corporation.

### **Fiscal Year of the Report**

This report applies to the 2015 Fiscal year. The District Board of Directors approved the 2015 Annual Planning Report at the October 16, 2014 Board of Directors meeting.

### **Boundaries**

There are no changes to the District boundaries for 2015.

### **Benefit Zones**

The District has two benefit zones. For 2015 there will be no changes to the District's benefit zones.

A detailed description of the zones is listed in the Management District Plan.

## **2015 IMPROVEMENTS, ACTIVITIES AND SERVICES**

### **Clean, Safe, and Beautiful Programs: \$946,547 (72%)**

The public service ambassador, general cleaning, and deep-cleaning pressure washing programs implemented in 2011 will continue in 2015.

The ambassador program is active seven days per week from 6 a.m. until 7 p.m. on Monday through Thursday. On Friday and Saturday, these hours extend until 8 p.m. and on Sunday until 6 pm. Ambassador program benefits include providing hospitality services such as wayfinding, walking escorts, providing information on the District, and referring District businesses. Ambassadors also advise against low-level quality of life incidents and work with law enforcement to ensure violations are enforced.

The general cleaning program is active seven days per week from 6 a.m. until 2:30 p.m. on Saturday through Wednesday. On Thursday and Friday, these hours extend until 6 p.m. Custodial teams patrol the District emptying trash cans, removing debris, wiping down street furniture, removing graffiti, responding to calls for service in the District, and reporting problems that require third party intervention.

Deep cleaning pressure washing services are deployed in the District 40 hours per week, primarily after-hours, between 10 p.m. and 6:30 a.m. Deep cleaning pressure washing differs from conventional pressure washing as it removes gum and stains from District streets and sidewalks, as well as large graffiti tags from surfaces. These services are also deployed on an as-needed basis during the day to address areas of need in the District and supplement, not replace, existing Sidewalk Maintenance District programs.

In 2015, the District intends to trim all trees and maintain current tree lighting within the District boundaries as the budget and condition of infrastructure allows. The District also plans to

continue the repair and replacement of damaged infrastructure, as well as add wayfinding elements.

The District will also continue funding social service outreach to address homelessness within District boundaries. Outreach is in place one day per week and on an as-needed basis throughout the week. To date, services have connected 20 District transients with either temporary or permanent housing.

**Communication & Development: \$184,051 (14%)**

In 2015, the District plans to continue communications and outreach in the District through online and mobile platforms, social media, and printed collateral such as newsletters, walking maps and directories. The District will also continue installing holiday décor along Wilshire Blvd.

The District will work to improve the parking experience by increasing the supply of on-street and off-street public parking and directing users to both public and private parking resources within its boundaries. The District will also continue to advocate for improvements through our partners at LADOT and state and local government.

In 2015, the WVIA will begin the renewal process in advance of a 2016 term expiration. The remainder of the Business Development line item will be spent towards improving the economic health of the District.

**Management/City Fees and Slow Pay: \$184,050 (14%)**

In 2015, as in 2014, the District Management line item is allocated to administration, occupancy of an office space, general office-related items (office equipment, supplies, telephone, meeting space, etc.), and securing the services of a Certified Public Account and a financial auditor. Additionally, the District works with the City of Los Angeles and handles all financial and administrative requirements expected of the Westwood Village Improvement Association as stipulated in its agreement C-123243 with the City.

**Total Estimate of Cost for 2015:** A breakdown of the total estimated 2015 budget is attached to this report as **Appendix A**.

**Method and Basis of Levying the Assessment**

The Method and Basis for levying the 2015 assessment remains the same as listed in the Management District Plan. Annual assessments are based upon an allocation of program costs and a calculation of assessable footage for two (2) Benefit Zones. Assessments are determined by lot square footage, building square footage and street front footage. The assessment rates for 2015 are as follows:

**Zone 1**

Lot: \$0.1941 per square foot  
Building: \$0.0827 per square foot  
Frontage: \$18.0574 per linear foot

**Zone 2**

Lot: \$0.1639 per square foot  
Building: \$0.0577 per square foot  
Frontage: \$16.1628 per linear foot

**(There is No CPI Increase for 2015)**

**Surplus Revenues**

At the end of 2014, the District will have an estimated \$20,000 of surplus revenue that will be rolled over into the 2015 budget. The District Board of Directors authorized the rollover at the October 16, 2014 Board of Directors meeting.

**Anticipated Deficit Revenues**

There are no deficit revenues that will be carried over to 2015.

Contributions from Sources other than assessments: \$53,469

This amount is General Benefit funding, contributed from the City of Los Angeles from the BID Trust Fund

**APPENDIX A - TOTAL ESTIMATED REVENUES/EXPENDITURES FOR THE WESTWOOD BID -  
FY 2015**

	<b>Zone 1</b>	<b>Zone 2</b>	<b>Total</b>	
<b>2015 Assessments</b>	<b>\$856,414</b>	<b>\$384,765</b>	<b>\$1,241,179</b>	
<b>Estimated Carryover from 2014</b>	<b>\$13,800</b>	<b>\$6,200</b>	<b>\$20,000</b>	
<b>Other Income</b>	<b>\$36,894</b>	<b>\$16,575</b>	<b>\$53,469</b>	
<b>TOTAL ESTIMATED REVENUES</b>	<b>\$907,108</b>	<b>\$407,540</b>	<b>\$1,314,648</b>	
<b>2015 Estimated Expenditures</b>				<b>Pct.</b>
Clean, Safe & Beautiful Programs	\$653,117	\$293,429	\$946,547	72%
Communications & Development	\$126,996	\$57,055	\$184,051	14%
Management/City Fees and Slow Pay	\$126,995	\$57,056	\$184,050	14%
<b>TOTAL ESTIMATED EXPENDITURES</b>	<b>\$907,108</b>	<b>\$407,540</b>	<b>\$1,314,648</b>	<b>100%</b>