

HOLLY L. WOLCOTT  
CITY CLERK

GREGORY R. ALLISON  
EXECUTIVE OFFICER

# City of Los Angeles

CALIFORNIA



ERIC GARCETTI  
MAYOR

OFFICE OF THE  
CITY CLERK

Neighborhood and Business  
Improvement District Division  
200 N. Spring Street, Room 224  
Los Angeles, CA 90012  
(213) 978-1099  
FAX: (213) 978-1130

MIRANDA PASTER  
DIVISION MANAGER

[clerk.lacity.org](http://clerk.lacity.org)

November 2, 2015

Honorable Members of the City Council  
City Hall, Room 395  
200 North Spring Street  
Los Angeles, California 90012

Council District 5

REGARDING: THE WESTWOOD (PROPERTY-BASED) BUSINESS IMPROVEMENT  
DISTRICT'S 2016 FISCAL YEAR ANNUAL PLANNING REPORT

Honorable Members:

The Office of the City Clerk has received the Annual Planning Report for the Westwood Business Improvement District's ("District") 2016 fiscal year (CF 14-1515). The owners' association of the District has caused to be prepared the Annual Planning Report for City Council's consideration. In accordance with Section 36600 et seq. of the California Streets and Highways Code ("State Law"), an Annual Planning Report for the District must be submitted for approval by the City Council. The Westwood Business Improvement District's Annual Planning Report for the 2016 fiscal year is presented with this transmittal for City Council's consideration as "Attachment 1."

## BACKGROUND

The Westwood Business Improvement District was established on July 24, 2013 by and through the City Council's adoption of Ordinance No. 182650 which confirmed the assessments to be levied upon properties within the District, as described in the District's Management District Plan. The City Council established the District pursuant to State Law.

## ANNUAL PLANNING REPORT REQUIREMENTS

The State Law requires that the District's owners' association shall cause to be prepared, for City Council's consideration, an Annual Planning Report for each fiscal year for which assessments are to be levied and collected to pay for the costs of the planned District improvements and activities. The Annual Planning Report shall be filed with the City Clerk and shall refer to the district by name, specify the fiscal year to which

the report applies, and, with respect to that fiscal year, shall contain all of the following: any proposed changes in the boundaries of the district or in any benefit zones within the district; the improvements and activities to be provided for that fiscal year; an estimate of the cost of providing the improvements and the activities for that fiscal year; the method and basis of levying the assessment in sufficient detail to allow each real property owner to estimate the amount of the assessment to be levied against his or her property for that fiscal year; the amount of any surplus or deficit revenues to be carried over from a previous fiscal year; and the amount of any contributions to be made from sources other than assessments levied.

The attached Annual Planning Report, which was approved by the District's Board at their meeting on October 15, 2015, complies with the requirements of the State Law and reports that programs will continue, as outlined in the Management District Plan adopted by the District property owners. The City Council may approve the Annual Planning Report as filed by the District's owners' association or may modify any particulars contained in the Annual Planning Report, in accordance with State Law, and approve it as modified.

#### FISCAL IMPACT

There is no impact to the General Fund associated with this action.

#### RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the Westwood Business Improvement District's 2016 fiscal year complies with the requirements of the State Law.
2. ADOPT the attached Annual Planning Report for the Westwood Business Improvement District's 2016 fiscal year, pursuant to the State Law.

Sincerely,



Holly L. Wolcott  
City Clerk

HLW:GRA:MCP:RMH:ev

Attachment: Westwood Business Improvement District's 2016 Fiscal Year Annual Planning Report



October 16, 2015

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

Subject: Westwood PBID 2016 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 15, 2015.

This report covers proposed activities of the Westwood BID from January 1, 2016 through December 31, 2016.

Sincerely,

Andrew Thomas  
Executive Director  
Westwood Business Improvement District

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SERVICES DIVISION



# Westwood

## Business Improvement District

# 2016 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 Report**

This report applies to the 2016 Fiscal year. The District Board of Directors approved the 2016 Annual Planning Report at the October 15, 2015 Board of Director's meeting.

### **Boundaries**

There are no changes to the District boundaries for 2016.

### **Benefit Zones**

The District has two benefit zones. For 2016 there will be no changes to the District's benefit zones.

## **2016 IMPROVEMENTS, ACTIVITIES AND SERVICES**

### **Clean, Safe, Beautiful Programs: \$991,214.00 (72.00%)**

#### **Safe Team Program**

The Safety Program will provide security services in the form of patrolling bicycle personnel and walking patrols. The purpose of the Safe Team Program is to prevent, deter and report illegal activities as public urination, indecent exposure, trespassing, drinking in public, prostitution, illegal panhandling, illegal vending, and illegal dumping.

#### **Clean and Beautiful Program**

In order to consistently deal with cleaning issues, a Clean and Beautiful Program is provided. A multi-dimensional approach has been developed consisting of the following elements.

**Sidewalk Cleaning:** Uniformed, radio equipped personnel sweep litter, debris and refuse from sidewalks and gutters of the District. District personnel will pressure wash the sidewalks.

**Trash Collection:** Collector truck personnel collect trash from sidewalk trash receptacles as needed. District trucks are often called to dispose of illegal food vendors' inventory. They are also dispatched to collect stolen shopping carts and large bulky items illegally dumped in the District.

**Graffiti Removal:** District personnel remove graffiti by painting, using solvent and pressure washing.

**Landscape Maintenance/Tree Lighting:** Landscape maintenance includes maintaining tree wells, weed abatement and median maintenance. A tree lighting program on existing street trees in the public right-of-way also increases the uniqueness of the District and increases the overall lighting within the District.

**Communication & Development: \$192,736.00 (14.00%)**

Some of the communication/image programs are:

- Quarterly Newsletter
- Westwood BID Web Site
- Social Media
- Business Retention
- Business Recruitment
- Broker Support and Outreach
- Customer Recruitment
- Parking Use Improvement
- Pedestrian Use Improvement

**Management/City Fees and Slow Pay: \$192,736.00 (14.00%)**

The improvements and activities are managed by a professional staff that requires centralized administrative support. Management staff oversees the District's services which are delivered seven days a week.

**Total estimate of Cost for 2016:** A breakdown of the total estimated 2016 budget is attached to this report as **Appendix A**.

**Method and Basis of Levying the Assessment**

The Method and Basis for levying the 2016 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 2016 are as follows:

**Zone 1**

Lot: \$0.2038 per square foot  
Building: \$0.0868 per square foot  
Frontage: \$18.9602 per linear foot

**Zone 2**

Lot: \$0.1721 per square foot  
Building: \$ 0.0606 per square foot  
Frontage: \$16.9709 per linear foot

**(There is a 5% CPI increase for 2016)**

**Surplus Revenues: \$17,306**

At the end of 2015, the District will have an estimated \$17,306 of surplus revenue that will be rolled over into 2016 budget. The District Board of Directors authorized the rollover at the October 15, 2015 Board of Director's meeting.

**Anticipated Deficit Revenues**

There are no deficit revenues that will be carried over to 2016.

**Contributions from Sources other than assessments: \$56,142**

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 2016**

	<b>Zone 1</b>	<b>Zone 2</b>	<b>Total</b>	
<b>2016 Assessments</b>	<b>\$899,235</b>	<b>\$404,003</b>	<b>\$1,303,238</b>	
<b>Estimated Carryover from 2015</b>	<b>\$11,941</b>	<b>\$5,365</b>	<b>\$17,306</b>	
<b>Other Income</b>	<b>\$38,738</b>	<b>\$17,404</b>	<b>\$56,142</b>	
<b>TOTAL ESTIMATED REVENUES</b>	<b>\$949,914</b>	<b>\$426,772</b>	<b>\$1,376,686</b>	
<b>2015 Estimated Expenditures</b>				<b>Pct.</b>
Clean, Safe & Beautiful Programs	<b>\$683,938</b>	<b>\$307,276</b>	<b>\$991,214</b>	<b>72%</b>
Communications & Development	<b>\$132,988</b>	<b>\$59,748</b>	<b>\$192,736</b>	<b>14%</b>
Management/City Fees and Slow Pay	<b>\$132,988</b>	<b>\$59,748</b>	<b>\$192,736</b>	<b>14%</b>
<b>TOTAL ESTIMATED EXPENDITURES</b>	<b>\$949,914</b>	<b>\$426,772</b>	<b>\$1,376,686</b>	<b>100%</b>