

Management District Plan
FOR THE
Formation
OF THE
BYZANTINE LATINO QUARTER-PICO
(“BLQ-PICO”)
PROPERTY BUSINESS IMPROVEMENT
DISTRICT

*Prepared March 2013 pursuant to the State of California
Property and Business Improvement District Law of 1994
to Form a
Management District in the BLQ-Pico area, a community within the
City of Los Angeles
by the
BLQ-Pico BID (Alpha) Board of Directors,
Los Angeles Neighborhood Initiative (LANI),
and
Duckworth Consulting, Their Consultant*

**“BLQ-Pico”
Property Business Improvement District
Management District Plan**

Table of Contents

I.	Overview of the BLQ-Pico Property Business Improvement District	2
II.	Business Improvement District Boundaries - Map of District	5 13
III.	Proposed Management District Service Plan - Proposed Multi Year Budget 2014 through 2018	15 20
IV.	Proposed Management District Assessment Formula	22
V.	City Services Unaffected	23
VI.	Publicly Owned Parcels	24
VII.	Proposed District Implementation Timetable	25
VIII.	District Governance	26
	Appendix 1: District Property Information & 2014 Assessments	
	Appendix 2: Proposition 218 Engineer’s Report	

I. OVERVIEW OF THE BLQ-PICO PROPERTY BUSINESS IMPROVEMENT DISTRICT

Introduction: A growing coalition of property and business owners, and members of the community, are proposing formation of the BLQ-Pico Property Business Improvement District (hereinafter “District”) pursuant to the Property and Business Improvement District Law of 1994 (Streets & Highways Code Section 36600 *et seq.*; hereinafter the “State Law”). The proposed BID would be successor to a so-called “Alpha BID,” formed in 2003, which is expiring on December 31, 2013. That Alpha BID has been managed by the Los Angeles Neighborhood Initiative (“LANI”), and the Board of Directors of the Alpha BID supports the proposed District. This document is the Management District Plan required by Section 36622 of the State Law. It proposes improvements and activities that will revitalize and enhance the area and convey special benefits to properties located within the boundaries of the BLQ-Pico District.

Name: “Byzantine Latino Quarter-Pico Property Business Improvement District,” which is also referred to as the “BLQ-Pico BID.”

Location: The proposed District is a well known commercial area in the City of Los Angeles, located along Pico Boulevard between Western Avenue on the west and the Interstate 110 Freeway on the east, and it includes a contiguous area roughly bordered by Normandie Avenue, 15th Street, and Venice Boulevard. While Pico Boulevard has been the pedestrian and vehicular spine of the District, it has historically and uniquely grown outward through its local churches, private schools, Loyola High School, and other institutions. Loyola High School mirrors the racial, economic, and ethnic diversity of this area and is committed to providing student community service programs and distinctly strong leadership for community services and improvements as reflected in its published core Mission Statement and Philosophy. When the predecessor “Alpha BID” was formed in 2003, Loyola High School demanded to be included within its boundaries, and continues to express that demand relative to this District formation. In 2002, State Assembly Bill 516 designated the area “as an officially recognized historic area” based, in part, upon a finding that “community efforts are currently developing the Byzantine-Latino Quarter into a cultural, ethnic, and specialty business zone...” The unique nature of the area was also reflected in 1997 when a coalition of local merchants, churches, schools, and residents formally designated the area as the “Byzantine-Latino Quarter.” Commercial, industrial, and institutional parcels that were in these specially designated areas were also included in the District, while surrounding residential parcels were not because they are zoned solely for residential use and are conclusively presumed not to benefit pursuant to State Law. Non-residential parcels not included in the District do not receive special benefits from Pico Boulevard and are not a part of the unique, distinct, historical business inter-relationships that characterize the District. Generally, the historical commercial strip is one parcel deep. The District includes the St. Sophia Cathedral and Huffington Center, the historic Pico-Union community, a plethora of multi-ethnic eateries, Bishop Conaty High School, and two (2) public transit plazas located on Pico Boulevard at Hoover Street and at Normandie Avenue. Refer to the boundary description and maps in the “Boundaries / Maps” section of this document for a more complete description of the District’s boundaries.

Services: The proposed District will fund improvements and activities authorized under the State Law. Specifically, the District will provide improvements and activities in the following program areas: (i) landscaping, sanitation and beautification; (ii) marketing and promotions; and, (iii) policy development, district management, and administration. The District will also provide for organizational overhead expenses, including general organizational operating costs for office supplies, printing, insurance, accounting, and other such needs, and a reserve for non-collected assessments that will be incurred by the District. These improvements and activities, except for marketing and promotions, will be provided uniformly in proportion to the relative land size, improvement size, and street frontage length of all benefitting parcels throughout the District. These improvements and activities will be provided in a single zone of benefit. Marketing and promotions as provided by the District does not influence public school or public park attendance and therefore will not benefit publically owned parcels used as schools or parks and parcels in these uses will not be assessed for them.

The purpose of all improvements and activities described in this Management District Plan is to specially and individually benefit each parcel in the District by improving the landscaping, cleanliness, and beauty of each; increasing customer traffic volumes to each; and, increasing building occupancy and lease rates enjoyed by each. No improvements, activities, or services will be provided outside District boundaries.

See the “Service Plan / Budget” section of this document for a more specific description of the improvements and activities planned for the District.

Method of Financing: District improvements and activities will be funded through a benefit assessment against real property located within the District. The assessment formula has been designed to ensure that no parcel will be assessed an amount that exceeds the cost of the proportional special benefit that each assessed parcel derives from the improvements and activities provided by the District. In the District’s first year of operations, each parcel will be assessed \$0.0108 per square foot of lot size, \$0.0198 per square foot of improvement size, and \$1.0077 per linear foot of street frontage. Assessments and the assessment formula for all District parcels are described in Section IV of this Management District Plan.

The Engineer’s Report for the District, which is incorporated herein by reference, and included as Appendix 2 of this document, has found that general benefits (i.e. benefits to the general public or surrounding parcels) of the proposed improvements and activities could amount to as much as five percent (5%) of their total value. Accordingly, five percent (5%) of the total District budget will be funded annually by non-assessment revenues.

Assessments for the Fiscal Year beginning January 1, 2014 and assessments for subsequent fiscal years, through and including the Fiscal Year ending December 31, 2018 will be collected at the same time and in the same manner as ad valorem taxes paid to the County of Los Angeles. The Los Angeles City Clerk’s Office is authorized to collect any assessments

not placed on the County tax rolls, or to place assessments, unpaid delinquent assessments, or penalties on the County tax rolls as appropriate to implement this Management District Plan.

District assessments may be adjusted annually as approved by the Owner's Association Board of Directors to reflect inflation at a rate not to exceed five percent (5%) and submitted to the City of Los Angeles with the District's Annual Planning Report in accordance with Streets and Highways Code Section 36650.

During the five-year term of the District, it is likely that the improvements on some parcels in the District will change. The assessment against each parcel for any year will be based on the improvements actually present on the parcel as of the beginning of that year. Pursuant to Government Code Section 53750(h)(3), a change in the assessment against a parcel that results solely from changes to the parcel does not constitute an assessment "increase" requiring the conduct of a new Proposition 218 ballot proceeding.

See the "Assessment Formula" section of this document for additional details.

Budget: The proposed District budget is included in the "Service Plan" section of this document.

Bonds: The District will not issue bonds.

City Services: The base line services of the City of Los Angeles are not affected by the District's improvements and activities, which are only supplemental in nature to those services. The BLQ-Pico BID is being established to provide enhanced or otherwise unavailable improvements and activities to each individually assessed parcel within the boundaries of the District.

Duration: As required by State Law, the District will have a set term. The District's term will be January 1, 2014 through December 31, 2018. At the end of this period, the District may be renewed as permitted by State Law.

II. BUSINESS IMPROVEMENT DISTRICT BOUNDARIES

The BLQ-Pico Business Improvement District is centered along Pico Boulevard and also includes a contiguous and functionally and historically integral area south of Pico consisting of the Loyola High School campus. The boundaries of the District are shown on the map that follows this section of this Management District Plan. A list of the Los Angeles County Assessor's Parcel Numbers of each included parcel is provided in Appendix 1 of the document. Additional information regarding these boundaries, and a database for each included parcel, is provided in the attached Engineer's Report for the District, which is incorporated herein by reference and included as Appendix 2 of the document. As a supplement to the referenced District map, the boundaries of the proposed District are described below.

Northern Boundary:

- The northern boundary of the District, beginning at the northwestern corner of the District, begins at the intersection of the centerline of Western Avenue with the prolongation of the north boundary of parcel 5080-012-031, then east along that parcel boundary to its intersection with the west boundary of parcel 5080-012-009, then north to the north boundary of that parcel, then east along that parcel boundary to the northeast corner of that parcel, then south to the northwest corner of parcel 5080-012-010, then east to the northeast corner of that parcel, then north to the northwest corner of parcel 5080-012-011, then east to the northeast corner of that parcel, then south to the northwest corner of parcel 5080-012-012, then east along the northern boundary of parcels 5080-012-012, 013, 016, 015, and 014, to the northeast corner of parcel 5080-012-014, then north to the northwest corner of parcel 5080-012-903, then east to the northeast corner of that parcel, then south to the northwest corner of parcel 5080-012-905, then east along the northern parcel boundary to the centerline of Serrano Avenue, then east to the centerline of the public alley north of parcels 5080-019-923, 919, 922, and 921, then east along the centerline of the public alley north of parcels 5080-019-923, 919, 922, and 921 to the centerline of Hobart Boulevard, then north along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5080-020-029, then east to the northeast corner of that parcel, then south to the northwest corner of parcel 5080-020-028, then east along the northern boundary of parcels 5080-020-028 and 027 to the centerline of Harvard Boulevard, then east to the northwest corner of parcel 5080-027-014, then east to the northeast corner of parcel 5080-027-013, then south to the northwest corner of parcel 5080-027-012, then east along the northern parcel boundary to the centerline of Kingsley Drive, then north along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5080-028-016, then east along the northern boundary of parcels 5080-028-016, 015, 014, 013, and 012 to the centerline of Ardmore Avenue, then east to the northwest corner of parcel 5080-035-014, then east along the northern boundary of parcels 5080-035-014, 013, 012, and 011 to the centerline of Irolo Street, then east to the northwest corner of parcel 5078-036-014, then east along the northern boundary of parcels

5078-036-014, 013, 012, and 011 to the centerline of Normandie Avenue, then east to the northwest corner of parcel 5078-035-016, then east along the northern boundary of parcels 5078-035-016, 015, 014, and 013 to the northeast corner of parcel 5078-035-013, then south to the northwest corner of parcel 5078-035-012, then east along the northern parcel boundary to the centerline of Mariposa Avenue, then north along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5078-034-017, then east along the northern boundary of parcels 5078-034-017, 016, and 032 to the centerline of Fedora Street, then east to the northwest corner of parcel 5078-033-012, then east along the northern boundary of parcels 5078-033-012, 023 and 010 to the centerline on Kenmore Avenue, then east to the northwest corner of parcel 5078-032-015, then east to the northern boundary of parcels 5078-032-015, 014, 026, 027 and 011 to the centerline of Dewey Avenue, then east to the northwest corner of parcel 5078-031-029, then east to the northern boundary of parcels 5078-031-029, 014, 013 and 028 to the centerline of Catalina Street, then east to the northwest corner of parcel 5078-030-016, then east along the northern boundary of parcels 5078-030-016, 028, 013 and 012 the centerline of Berendo Street, then north along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5078-029-028, then east along that northern parcel boundary to the northeast corner of that parcel, then south to the northwest corner of parcel 5078-029-031, then east along that northern parcel boundary to the centerline of New Hampshire Avenue, then east to the northwest corner of parcel 5078-028-011, then east along the northern boundary of parcels 5078-028-011, 025 and 024 to the centerline of Vermont Avenue, then north along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5076-019-030, then east along that northern parcel boundary to the centerline of Menlo Avenue, then south along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5076-019-025, then east to the northeast corner of parcel 5076-019-025, then north to the northwest corner of parcel 5076-019-024, then east to the northeast corner of that parcel, then south to the northwest corner of parcel 5076-019-903, then east along the northern boundary of parcels 5076-019-903 and 902 to the centerline of Westmoreland Avenue, then north along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5076-018-023, then east along that northern parcel boundary to the centerline of Elden Avenue, then south along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5076-017-012, then east along the northern parcel boundary of parcels 5076-017-012 and 013 to the centerline of Magnolia Avenue, then north along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5076-016-011, then east along that northern parcel boundary to the centerline of the public alley, then north along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5076-016-026, then east along that northern parcel boundary to the centerline with Arapahoe Street, then north along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5076-015-008, then east along the northern boundary of parcels 5076-015-008

and 020 to the centerline of Hoover Street, then south along that centerline to its intersection with the centerline of Lake Street, then northeast along the centerline of Lake Street to its intersection with the northwesterly prolongation of the northeast boundary of parcel 5136-024-019, then southeast along the northeast parcel boundary of parcels 5136-024-019, 020 and 021 to the centerline of the public alley, then northeast along that centerline to its intersection with the northwesterly prolongation of the northeast boundary of parcel 5136-024-009, then southeast along that northeast parcel boundary to the centerline of Alvarado Street, then northeast along that centerline to its intersection with the northwesterly prolongation of the northeast boundary of parcel 5136-023-030, then southeast along that northeast parcel boundary to its intersection with the public alley, then northeast along that centerline to its intersection with the northwesterly prolongation of the northeast boundary of parcel 5136-023-031, then southeast along that northeast parcel boundary to the centerline of Westlake Avenue, then southwest along that centerline to its intersection with the northwesterly prolongation of the northeast boundary of parcel 5136-022-027, then southeast along that northeast parcel boundary to its intersection with the centerline of the public alley, then southwest along that centerline to its intersection with the northwesterly prolongation of the northeast boundary of parcel 5136-022-015, then southeast along that northeast parcel boundary to the centerline of Bonnie Brae Street, then southeast to the most northerly corner of parcel 5137-034-001, then southeast along that northeast parcel boundary to the most easterly corner of parcel 5137-034- 001, then northeast to the most northerly corner of parcel 5137-034-017, then southeast along the northeast parcel boundary of parcels 5137-034-017, 018, 019, 020, 021, 022, 023, 024, 025, 026 and 5137-033-010, 011, 027, 014, 015, 030, and 029 to the centerline of Union Avenue, then southeast to the most northerly corner of parcel 5137-032-036, then southeast along the northeast parcel boundary to the most easterly corner of parcel 5137-032- 036, then northeast along northwest boundary of parcel 5137-032-023 to the centerline of 12th Place, then southeast along that centerline to its intersection with the northeasterly prolongation of the southeast boundary of parcel 5137-032-023, then southwest along that southeast parcel boundary to most northerly corner of parcel 5137-032-019, then southeast along the northeast parcel boundary of parcels 5137-032-019, 020, and 021 to the centerline of Valencia Street, then southeast to the most northerly corner of parcel 5137-031-013, then southeast east along the northeast boundary of parcels 5137-031-013, 014, and 015 to the most easterly corner of parcel 5137-031- 016, then northeast along the northwest parcel boundary of parcel 5137-031-007 to the centerline of 12th Place, then southeast along that centerline to its intersection with the centerline of Albany Street, then southwest along that centerline to its intersection with the northwesterly prolongation of the northeast boundary of parcel 5137-031-025, then southeast along the northeast parcel boundary of parcels 5137-031-025, 017, 018 and 027 to the State Freeway 110 (Harbor Freeway) right of way.

This boundary includes all of the commercially zoned parcels that front on the north side of Pico Boulevard, the area's prominent, historical commercial

corridor, and excludes those parcels to the north that do not front on Pico Boulevard. All assessed parcels located within the District will specially and individually benefit from its improvements and activities. No improvements or activities will be provided outside of the District's boundaries.

Eastern Boundary:

- The eastern boundary of the District begins at the most easterly corner of parcel 5137-031-027, then continues southwest along the State 110 Freeway (Harbor Freeway) public right of way to the most southerly corner of parcel 5135-035-020. This boundary is a natural boundary and includes all of the commercially zoned parcels to the west that front on Pico Boulevard, the area's prominent, historic commercial corridor, and excludes those to the east, on the east side of the State Freeway 110 (Harbor Freeway) that are a part of the Convention Center, Staples Center, and L.A. Live business district and not the historic BLQ-Pico district. All assessed parcels located within the District will specially and individually benefit from its improvements and activities. No improvements or activities will be provided outside of the District's boundaries.

Southern Boundary

- The southern boundary of the District begins at the the most southerly corner of parcel 5135-035-020, then continuing northwest, northeast and northwest along the southwest, northwest and southwest parcel boundaries to the most westerly corner of parcel 5135-035-020, then northwest to the centerline of Albany Street, then northeast to its intersection with the southeasterly prolongation of the centerline of the public alley southwest of parcel 5135-034-025, then northwest along that alley centerline to the centerline of Valencia Street, then southwest along that street centerline to its intersection with the southeasterly prolongation of the southwest boundary of parcel 5135-033-033, then northwest to the most westerly corner of parcel 5135-033-033, then northeast to the most southerly corner of parcel 5135-033-024, then northwest along that southwest parcel boundary to the centerline of Toberman Street, then southwest along that street centerline to its intersection with the southeasterly prolongation of the centerline of the public alley southwest of parcel 5135-022-041, then northwest along that alley centerline to its intersection with the centerline of Union Avenue, then continuing northwest along the centerline of the public alley southwest of parcel 5135-021-004, to its intersection with the centerline of Constance Street, then southwest along that centerline to its intersection with the southeasterly prolongation of the southwest boundary of parcel 5135-020-019, then northwest to the most southwesterly corner of parcel 5135-020-019, then northeast to the most southerly corner of parcel 5135-020-022, then northwest along that southwest parcel boundary to the centerline of Burlington Avenue, then southwest along that street centerline to its intersection with the southeasterly prolongation of the southwest boundary of parcel 5135-005-011, then northwest to the most westerly corner of parcel 5135-005-010, then north to the most southerly corner

of parcel 5135-005-001, then northwest to the centerline of Bonnie Brae Street / Alvarado Terrace, then northwest to the most southerly corner of parcel 5135-004-008, then northwest along that southwest parcel boundary to the centerline of the public alley, then northeast along that centerline to its intersection with the southeasterly prolongation of the southwest boundary of parcel 5135-004-007, then northwest along that southwest parcel boundary to the centerline of Westlake Avenue, then southwest along that street centerline to its intersection with the southeasterly prolongation of the southwest boundary of parcel 5135-002-018, then northwest along that southwest parcel boundary to the centerline of the public alley south and east of parcel 5135-002-015, then southwest along that alley centerline to its intersection with the centerline of Alvarado Street, then southwest along that street centerline to its intersection with the southeasterly prolongation of the southwest boundary of parcel 5135-001-020, then northwest along that southwest parcel boundary the centerline of Hoover Street, then north along that street centerline to its intersection with the easterly prolongation of the southern boundary of parcel 5056-008-012, then west to the southwest corner of parcel 5056-008-022, then north to the southeast corner of parcel 5056-008-001, then west along that south parcel boundary to the centerline of Arapahoe Street, then south along that street centerline to its intersection with the easterly prolongation of the southern boundary of parcel 5056-007-023, then west along that southern parcel boundary to the centerline of the public alley, then north along that alley centerline to its intersection with the easterly prolongation of the southern boundary of parcel 5056-007-003, then west along the southern boundary of parcels 5056-007-003, 002 and 001 to the centerline of Magnolia Avenue, then south along that centerline to its intersection with the centerline of the public alley south of parcel 5056-004-024, then west along that public alley centerline to its intersection with the centerline of Orchard Avenue, then west to the southeast corner of parcel 5056-003-027, then west along that southern parcel boundary to the centerline of Westmoreland Avenue, then west to the southeast corner of parcel 5056-002-042, then west along the southern boundary of parcels 5056-002-042, 040, 020 and 021 to the centerline of Menlo Avenue, then west to the southeast corner of parcel 5056-001-001, then west along the southern boundary of parcels 5056-001-001, 002, 055 and 004 to the centerline of Vermont Avenue, then west to the southeast corner of parcel 5075-001-001, then west along the southern boundary of parcels 5075-001-001 and 016 to the centerline of New Hampshire Avenue, then north along that street centerline to its intersection with the easterly prolongation of the south boundary of parcel 5075-003-011, then west to the southwest corner of parcel 5075-003-011, then south along the east boundary of parcel 5075-003-013 to the centerline of the public alley south of said parcel, then west along that alley centerline to its intersection with the centerline of Berendo Street, then south along that centerline to its intersection with the easterly prolongation of the centerline of the public alley south of parcel 5075-005-006, then west along that alley centerline to its intersection with the centerline of Catalina Street, then continuing west along the centerline of the public alley south of parcel 5075-006-006 to its intersection with the southerly prolongation of the western boundary of parcel 5075-006-003, then north along

that parcel boundary to the southeast corner of parcel 5075-006-001, then west along that southern parcel boundary to the centerline of Dewey Avenue, then south along that street centerline to its intersection with the easterly prolongation of the southern boundary of parcel 5075-007-005, then west to the southwest corner of parcel 5075-007-005, then south along the east boundary of parcel 5075-007-028 the centerline of the public alley south of said parcel, then west along that centerline to its intersection with the centerline of Kenmore Avenue, then north along that street centerline to its intersection with the easterly prolongation of the southern boundary of parcel 5075-008-025, then west to the southwest corner of parcel 5075-008-025, then south to the southeast corner of parcel 5075-008-024, then west along that southern parcel boundary to the centerline of Fedora Street, then north along that street centerline to its intersection with the easterly prolongation of the southern boundary of parcel 5075-008-004, then west along the southern boundary of parcels 5075-008-004 and 003 to its termination in the eastern boundary of parcel 5075-008-003, then south along that boundary to the centerline of the public alley south of parcel 5075-008-003, then west along that alley centerline to its intersection with the centerline of Mariposa Avenue, then south along that centerline to its intersection with the easterly prolongation of the southern boundary of parcel 5075-009-026, then west to the southwest corner of parcel 5075-009-026, then south along the east boundary of parcel 5075-009-021 to the centerline of 15th Street, then east along that centerline to its intersection with the centerline of Kenmore Avenue, then north along that centerline to its intersection of the westerly prolongation of the northern boundary of parcel 5075-014-019, then east along that parcel boundary to its intersection with the centerline of the alley west of the western boundary of parcel 5075-014-019, then north along the centerline of that alley to the westerly prolongation of the northern boundary of parcel 5075-014-019, then east along that northern boundary to the centerline of Dewey Avenue, then east along the northern boundary of parcel 5075-014-019 to the centerline of the public alley east of the eastern boundary of parcel 5075-014-019, then south along that centerline to the northern boundary of parcel 5075-014-019, then east along that parcel boundary to its intersection of the centerline of Catalina Street, then south along that street centerline to its intersection with the centerline of 15th Street, then east along that centerline to its intersection with the centerline of Berendo Street, then north along that centerline to its intersection with the westerly prolongation of the north boundary of parcel 5075-014-019, then east along that parcel boundary to the centerline of the public alley east of parcel 5075-014-019, then south along that public alley centerline to its intersection with the centerline of Venice Boulevard, then west along that street centerline to its intersection with the southerly prolongation of the west boundary of parcel 5075-013-026, then north to the northwest corner of parcel 5075-013-026, then east along that north parcel boundary to the centerline of Normandie Avenue, then north along that street centerline to its intersection with the centerline of 15th Street, then west along that street centerline to its intersection with the southerly prolongation of the west boundary of parcel 5075-011-022, then north along that west parcel boundary to the centerline of 14th Street, then east along that

centerline to its intersection with the southerly prolongation of the western boundary of parcel 5075-010-027, then north and west along that parcel's boundaries to the southeast corner of parcel 5075-010-010, then west along the south boundary of parcels 5075-010-010, 009, 008, 007, 006, 005, 004, 028, 002, and 001 to the centerline of Ardmore Avenue, then south along that street centerline to its intersection with the centerline of 15th Street, then west along that street centerline to its intersection with the southerly prolongation of the western boundary of parcel 5074-006-016, then north to the southeast corner of parcel 5074-006-014, then west along that south parcel boundary to the centerline of Harvard Boulevard, then north along that street centerline to its intersection with the centerline of the public alley south of parcel 5074-005-011, then west along that alley centerline to its intersection with the east boundary of parcel 5074-005-022, then south to the southeast corner of parcel 5075-011-022, then west along the southern boundary of parcels 5074-011-022, 002 and 001 to the centerline of Hobart Boulevard, then north along that street centerline to its intersection with the easterly prolongation of the southern boundary of parcel 5074-002-001, then west along the southern boundary of parcels 5074-002-001, 002, 003, 004, 005, 006, 007, 008 and 009 to the centerline of Oxford Avenue, then north along that street centerline to its intersection with the easterly prolongation of the southern boundary of parcel 5074-001-011, then west to the southwest corner of parcel 5074-001-011, then south to the southeast corner of parcel 5074-001-010, then west along the southern boundary of parcels 5074-001-010, 009, 008, 007, 006, 024, 003, 002 and 001 to the centerline of Western Avenue.

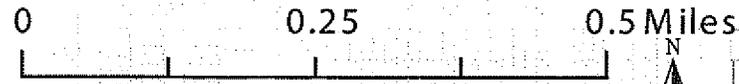
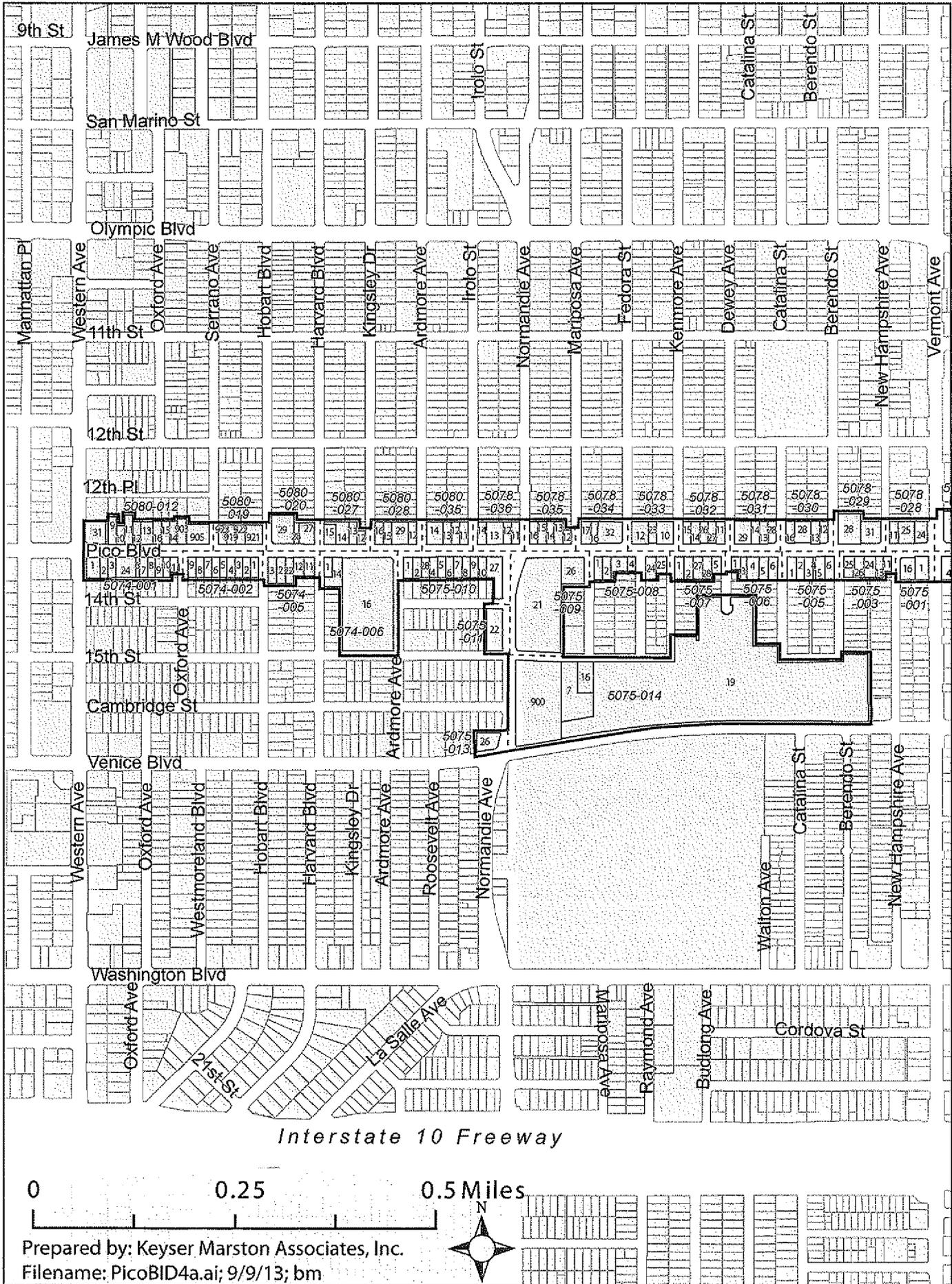
This boundary includes all of the contiguous, commercially zoned, historically related parcels that front Pico Boulevard, and includes Loyola High School and related institutional use parcels, and excludes those parcels to the south of the Pico Boulevard commercial corridor and north of Loyola High School that are zoned solely residential and presumed by State Law to not benefit from District improvements or activities, and excludes those parcels south of Loyola High School that have no historical or commercial nexus to Pico Boulevard, the area's major historical commercial corridor. All assessed parcels located within the District will specially and individually benefit from its improvements and activities. No improvements or activities will be provided outside of the District's boundaries.

Western Boundary:

- The western boundary of the District begins at the intersection of the westerly prolongation of the southern boundary of parcel 5074-001-001 and the centerline of Western Avenue, then continues north along that street centerline to its intersection with the prolongation of the north boundary of parcel 5080-012-031. This boundary includes all of the contiguous, commercially zoned, historically related parcels that front on Pico Boulevard and includes Loyola High School and related institutional use parcels to the east and excludes those to the south and west and those that are zoned solely residential and presumed by State Law to not

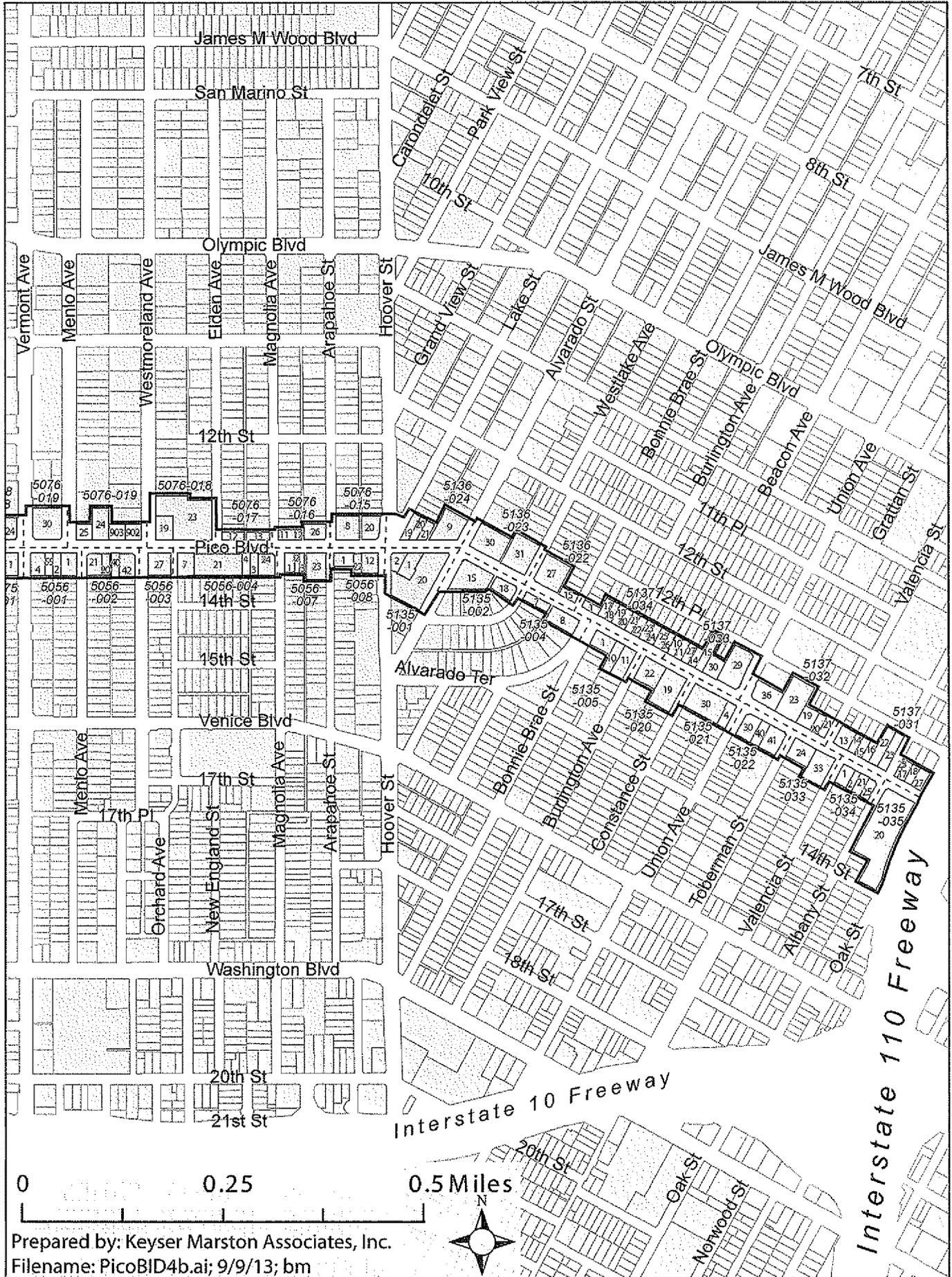
benefit from District improvements or activities and excludes those to the west and north that are not a historic of function part of the historic BLQ-Pico corridor. All assessed parcels located within the District will specially and individually benefit from its improvements and activities. No improvements or activities will be provided outside of the District's boundaries.

Byzantine Latino Quarter/Pico Boulevard Business Improvement District (Western Portion)



Prepared by: Keyser Marston Associates, Inc.
 Filename: PicoBID4a.ai; 9/9/13; bm

Byzantine Latino Quarter/Pico Boulevard Business Improvement District (Eastern Portion)



Prepared by: Keyser Marston Associates, Inc.
Filename: PicoBID4b.ai; 9/9/13; bm

III. PROPOSED DISTRICT SERVICE PLAN / BUDGET 2014 - 2018

District budget cost estimates have been established based upon the following factors: (i) historical costs of similar improvements and activities provided in the BLQ-Pico BID (Alpha) or other business improvement district organizations and municipal agencies in the Greater Los Angeles area; (ii) estimates of anticipated marketplace costs for needed goods and services; and, (iii) analysis of the improvements and activities, the optional frequency with which they might be provided, and the impact of District geography upon them as required to efficiently and effectively achieve the desired results of its formation.

The District will provide the following improvements and activities as consistent with the provisions of the State Law: (i) landscaping, sanitation, and beautification; (ii) marketing and promotions; and, (iii) policy development, district management, and administration. The District will also provide for organizational overhead costs needed for office supplies, printing, insurance, accounting, and other general overhead expenses, including a reserve for non-collected assessments. These improvements and activities are described in greater detail below.

The District will operate on a fiscal year that begins on January 1 and ends on December 31 of each calendar year. In years in which annual District assessments do not fully fund all of its costs, funds from its contingency and cash flow reserves may be expended to close the gap. The contingency and cash flow reserve is maintained to accommodate the timing lag, if any, between the time that the District incurs costs and the time that it receives funds. The District may also carryover uncompleted projects or unexpended assessment revenues from prior fiscal years. Such carryover funds may be re-budgeted for any District improvements and activities as approved by the Owner's Association and permitted by State Law and the terms and conditions of the contract with the City of Los Angeles. Accumulated interest or delinquent assessment payments may also be expended as approved by the Owner's Association and permitted by State Law and the terms and conditions of the contract with the City of Los Angeles.

The Owners' Association will have the responsibility to enter contracts with service providers and consultants, hire staff, and manage the day-to-day affairs of the District. The Owner's Association will have the discretion to make adjustments of up to 10% of the line item of each budget category established in this Management District Plan to accommodate market cost fluctuations for goods and services purchased by the District, or the needs of the District, as submitted in its Annual Planning Report to the City and in accordance with State Law (Section 36650 of the Streets and Highways Code).

District Dissolution. In the event that the existence of the BLQ-Pico District ends, either because the District is not renewed in 2018 or as a result of a disestablishment process, funds will be set aside from the District in its final year of operation to remove landscaping, equipment, street furniture, trash receptacles, and other District improvements and property for which a future caretaker would not exist. The purpose of this provision is to avoid the creation of future damage and maintenance liabilities in the public right of way. All remaining funds shall be returned to the existing parcel owners

as provided in State Law and the City's contract with the Owner's Association.

All of the improvements and activities described below are provided only within the boundaries of the District and provide a special benefit to each individual parcel located within the proposed District. No improvements or activities will be provided outside District boundaries. "Special benefit" is defined in "Finding 2" of the attached Engineer's Report.

The following are the key expenditure categories or program areas of the District service plan / budget:

A. LANDSCAPING, SANITATION, and BEAUTIFICATION: \$56,053 for 2014

The purpose of the Landscaping, Sanitation, and Beautification Services Program described below is to clean the sidewalks and public rights of way, and to provide landscaping adjacent to each individually assessed parcel, all of which creates a highly attractive appearance for each such parcel. Clean, well-serviced, and attractive parcels draw customers, employees, visitors, owners, and tenants in the District thereby contributing to an improved business climate and economic vitality that specially and individually benefits those parcels. This standard of service is greater than would exist with only baseline City services.

These services may be provided by either staff working for the District or by contractor (s) to the District, or a combination of both. These activities may include, but are not necessarily limited to, the following: street sweeping; sidewalk sweeping; public alley sweeping; sidewalk pressure washing; graffiti removal; sticker removal; street litter pick-up; planting of new or replacement trees; and, irrigation and operation of landscaping, trees, public art, signage, lighting, and other improvements that may be installed by the District, the City, or other entities. For the purpose of establishing budget estimates, historical cost experience in providing such services in the BLQ-Pico BID or other business improvement districts in the greater Los Angeles area have been projected.

Monies may be set aside in any year to pay for special capital improvements (e.g. street tree lights, street furniture, streetscape repair, holiday decorations, or other similar improvements). These improvements will specially and individually benefit only the assessment paying parcels in the District by improving the area in a manner that attracts business and customers. These are improvements and activities would not otherwise be provided by the City of Los Angeles.

The District Owner's Association will endeavor to obtain available public or private funding to leverage (or magnify) its assessment revenues for the installation of streetscape, landscape, sanitation, beautification, or other improvements or activities in the District. The District may provide funding for urban design, planning, economics, grant preparation, or other support services, or grant matching funds to accomplish such ends.

Landscaping, Sanitation, and Beautification Program services will specially and individually benefit each assessed parcel in the District in a particular and distinct manner because services will be provided at or contiguous to each parcel and / or in the parking areas serving parcels. No improvements or activities will be provided outside of the District's boundaries.

B. MARKETING AND PROMOTIONS: \$6,526 for 2014

The purpose of the Marketing and Promotions Program described below is to create and disseminate information and awareness about BLQ-Pico BID area's identity, brand, and business sales opportunities to convey a positive image of each individually assessed parcel to customers, employees, visitors, owners, tenants, and investors. Marketing, promotions, and public relations initiatives will promote the business activities and opportunities occurring on assessed parcels in the District, thereby benefiting those parcels by contributing to an improved business climate and economic vitality that specially and individually benefits all assessed parcels in the District in a particular and distinct manner. These services would not be available within the City's baseline level of services.

Marketing, promotions, and public relations initiatives may include, but are not limited to, the following: street banners; roof top sign maintenance; public right of way clock repair; holiday decorations; a website; a newsletter for property owners; special printing, graphics or advertising; public relations activities; special events or activities; placement of promotional materials in various media; creation and operation of "shop local" incentive programs; etc. The District may use any available media it deems effective for these initiatives.

Marketing and Promotions Program services will specially and individually benefit each assessed parcel located in the District in a particular and distinct manner because they will promote the business activities and opportunities occurring on these parcels. The District will not market or promote activities and opportunities that take place on publically owned parcels or those located outside of the District's boundaries. Consequently, publically owned parcels will not be assessed for these services. Also, not such services will be provided outside of the District boundaries.

C. POLICY DEVELOPMENT, DISTRICT MANAGEMENT and ADMINISTRATION: \$48,421 for 2014

The purpose of the Policy Development, Management, and Administration Program is to create a well managed District that optimizes the use of the assessment funds through effective vendor selection and contract management, excellent communications with stakeholders, effective advocacy on behalf of parcel interests, effective board and committee coordination, and sound fiscal

management. As a result, the District's direct services provided to and for the benefit of each parcel will be efficient, effective, and successful and the Policy Development, District Management, and Administration Program will have contributed to an improved business climate and economic vitality that specially and individually benefits each such parcel. These services are not available within the City's baseline level of services.

This budget category collects District costs for implementing the other identified direct services provided to District property and business owners. In addition to managing and administering all affairs of the Owner's Association and complying with all contractual obligations to the City for District operations, this program serves as a "voice" of the parcel owner community to the media and governmental policy makers. Development of policies that seek to promote BLQ-Pico BID business, and effective and efficient District management / administration are the products of these services. Such efforts may produce changes that enhance business at a number of levels: within the business improvement district organization; within other community based organizations; at City Hall and its various departments; or at other levels of government. For the purpose of establishing a budget estimate, twenty (20) hours per week of executive director time and quarterly Owner's Association meetings have been projected.

The District will seek grant funding and non-assessment financial support through these services. It will also seek "co-partnerships" with governmental, non-profit, and private sector organizations through these services

The District will be managed / administered by an Owner's Association that may hire a professional manager who may utilize administrative and technical support as needed that would be provided by this budget item. Positions that may be hired by the District may include, but are not limited to, the following: an executive director, clerical assistance, or field maintenance assistance. These positions may be either District employees or contract service providers as determined to be the best interests of the District by the Owner's Association.

Policy Development, District Management and Administration services will specially and individually benefit each assessment-paying parcel located within the District in a particular and distinct manner. No improvements, activities, or services will be provided outside of the District's boundaries.

D. OFFICE, INSURANCE, ACCOUNTING, and OTHER: \$15,948 for 2014

The purpose of the Office, Insurance, Accounting, and Other budget category is to fund the various administrative and general overhead costs associated with providing the District's services to each assessed parcel. As a result the District's direct services provided to and for the benefit of each assessed parcel will be efficient, effective, and successful and the Office, Insurance, Accounting,

and Other Program will have contributed to an improved business climate and economic vitality that specially and individually benefits each such parcel. These services and administrative needs are not available within the City's baseline level of services.

Various District office supply, printing, insurance, accounting, bookkeeping, service, rental, telephone, meeting expense, database, computer, furnishing, equipment, and other necessary yet general expenses are included in this budget category. These costs are incurred to implement all other District improvements and activities.

Office, Insurance, Accounting, and Other expenses are incurred only when associated with the provision of improvements and activities that specially and individually benefit each assessed parcel in the District in a particular and distinct. No improvements, activities, or services will be provided outside of the District's boundaries.

E. UNCOLLECTED ASSESSMENT / CONTINGENCY RESERVE: \$10,526 for 2014

The purpose of the Uncollected Assessment / Contingency Reserve is to provide an accounting cushion for any revenue shortfall that might be created in any particular year for assessments that are not paid timely through the County of Los Angeles. This is a temporary reserve that has been established to offset such temporary revenue shortfalls. These funds are only expended to implement other District improvements and activities that specially and individually benefit each assessed parcel in the District in a particular and distinct manner. No improvements or activities will be provided outside of the District's boundaries.

**BLO-PICO PBID
MULTI YEAR BUDGET / SERVICE PLAN
2014 - 2018**

Item	Year #1 2014		Year #2 2015		Year #3 2016	
	Assessments	Non-Assmt ¹	Assessments	Non-Assmt ¹	Assessments	Non-Assmt ¹
ANNUAL BUDGET COSTS	Totals		Totals		Totals	
A. Landscaping, Sanitation, & Beautification	\$53,250	\$2,803	\$55,913	\$2,942	\$58,709	\$3,090
B. Marketing & Promotions	\$6,200	\$326	\$6,510	\$343	\$6,896	\$360
C. Policy Dev, Management & Administration	\$46,000	\$2,421	\$48,300	\$2,542	\$50,715	\$2,689
D. Office, Insurance, Accounting & Other	\$15,150	\$798	\$15,908	\$837	\$16,703	\$880
Sub Total	\$120,600	\$6,348	\$126,631	\$6,664	\$133,295	\$6,999
E. Uncollected Assessment Reserve	\$10,000	\$926	\$10,500	\$593	\$11,025	\$580
TOTAL BUDGET	\$130,600	\$6,874	\$137,131	\$7,217	\$143,988	\$7,579
		\$137,474		\$144,348		\$151,567

1. Non-assessment revenues of at least 5% to cover the cost associated with general benefits from District improvements, activities, and services.

NOTE: The District will endeavor to reduce and/or supplement budgeted expenditures through donations and prudent management practices. Some shifting of actual expenditures between the above budget categories may occur. Unexpended assessments, uncompleted projects, accumulated interest, or delinquent payments from any fiscal year may be carried forward and rebudgeted for subsequent fiscal years or renewal term for any approved District purpose. Contingency and cash flow reserve funds may be used in any fiscal year. There shall be no change in services levels established by this Management District Plan pursuant to Streets and Highways Code Section 36650. All District assessments are subject to inflationary increases based upon movement in the Los Angeles -- Orange -- Riverside Consumer Price Index for All Urban Consumers, not to exceed five per cent (5%) per fiscal year. The maximum assessment level is assumed above. The District Fiscal Year will be January 1 through December 31 of each calendar year.

Continued...

**BLO-PICO PBID
MULTI YEAR BUDGET / SERVICE PLAN
2014 - 2018**

Item	Year #4 2017		Year #5 2018		5 Years Totals	
	Assessments	Non-Assmt ¹	Assessments	Non-Assmt ¹	Assessments	Non-Assmt ¹
ANNUAL BUDGET COSTS	Totals		Totals		Totals	
A. Landscaping, Sanitation, & Beautification	\$61,644	\$3,245	\$64,726	\$3,407	\$68,133	\$294,242
B. Marketing & Promotions	\$7,178	\$378	\$7,537	\$397	\$7,934	\$34,261
C. Policy Dev, Management & Administration	\$53,251	\$2,892	\$56,053	\$2,943	\$58,857	\$254,180
D. Office, Insurance, Accounting & Other	\$17,338	\$923	\$18,415	\$889	\$19,384	\$83,714
Sub Total	\$139,611	\$7,348	\$146,592	\$7,716	\$154,308	\$666,397
E. Uncollected Assessment Reserve	\$11,576	\$609	\$12,185	\$640	\$12,795	\$55,256
TOTAL BUDGET	\$151,187	\$7,957	\$158,747	\$8,356	\$167,103	\$721,653
						\$37,983
						\$759,636

1. Non-assessment revenues of at least 5%

NOTE: The District will endeavor to reduce and/or supplement budgeted expenditures through donations and prudent management practices. Some shifting of above budget categories may occur. Unexpended expenditures between the above budget categories may occur. Unexpended assessments, uncompleted projects, accumulated interest, or delinquent subsequent fiscal years or renewal term for payments from any fiscal year may be carried forward and rebudgeted for subsequent fiscal years or renewal term for any approved District purpose. Contingency established by this Management District Plan and cash flow reserve funds may be used in any fiscal year. There shall be no change in services levels established by this Management District Plan pursuant to Angeles - Orange - Riverside Consumer Pk Streets and Highways Code Section 36650. All District assessments are subject to inflationary increases based upon movement in the Los Angeles - Orange - Riverside Consumer Price Index for All Urban Consumers, not to exceed five per cent (5%) per fiscal year. The maximum assessment level is assumed above. Fiscal Year will be January 1 through December 31 of each calendar year.

IV. PROPOSED MANAGEMENT DISTRICT ASSESSMENT FORMULA

Revenues to fund District Service Plan costs will be generated by an annual special assessment against each parcel in the District; and, an annual non-special assessment contribution to cover the costs associated with any general benefit from services. The amount of the special assessment against each assessed parcel reflects the relative special benefit that parcel will derive from District services.

In the District's first year of operations, each parcel will be assessed \$0.0108 per square foot of lot size, \$0.0198 per square foot of improvement size, and \$1.0077 per linear foot of street frontage. Assessment rates may be adjusted annually by the Owner's Association Board of Directors according to the change in the Consumer Price Index for Los Angeles-Orange-Riverside for All Urban Consumers, but this adjustment will not exceed five per cent (5%) per fiscal year. Any such CPI adjustment shall be submitted to the City of Los Angeles with the District's Annual Planning Report in accordance with Street's and Highways Code Section 36650.

The Los Angeles City Clerk's Office is authorized to collect any assessments not placed on the County tax rolls, or to place assessments, unpaid delinquent assessments, or penalties on the County tax rolls as appropriate to implement this Management District Plan.

These assessment rates were designed so that one-third (33.33%) of the total assessment will be based on lot size, one-third (33.33%) will be based on improvement size, and one-third (33.33%) based on street frontage. These three factors, taken together, better reflect the benefits derived by different types of land uses and parcels than would any single factor. Refer to the Engineer's Report, which is incorporated herein by reference, and included in Appendix 2 of this document, for greater elaboration regarding the District assessment formula.

Marketing and promotions services as provided by the District does not influence public school or public park attendance and therefore will not benefit publically owned parcels used as schools or parks. Consequently, these publicly owned parcels will not be assessed for these services.

A list of the parcels to be included in the District is provided in Appendix 1 of this document. The Engineer's Report provides a full database including the proposed 2014 assessments for each parcel included within the District.

For a more complete description of the methodology used to determine these rates, please refer to the Engineer's Report for the District, which is incorporated herein by reference, and included in Appendix 2 of this document. The Engineer's Report also describes the findings of general benefit associated with the District.

District improvements and activities will be provided to individual assessed parcels that front on Pico Boulevard. In the event that such parcels also have frontage on other streets

in the District, then District improvements and activities will be provided on that frontage as well. Therefore, District services will be provided on sections of Pico Boulevard, Venice Boulevard, 15th Street, Normandie Avenue Albany Street, Valencia Street, Toberman Street, Union Avenue, Constance Street, Burlington Avenue, Bonnie Brae Street, Alvarado Terrace, Westlake Avenue, Alvarado Street, Lake Street, Hoover Street, Arapahoe Street, Magnolia Avenue, Elden Avenue, Orchard Avenue, Westmoreland Avenue, Menlo Avenue, Vermont Avenue, New Hampshire Avenue, Berendo Street, Catalina Street, Dewey Avenue, Kenmore Avenue, Fedora Street, Mariposa Avenue, Irolo Street, Ardmore Street, Kingsley Street, Harvard Boulevard, Hobart Boulevard, Serrano Avenue, and Oxford Avenue. Each of these streets, aside from Venice Boulevard (which fronts the Loyola High School parcels), is a cross street to Pico Boulevard.

During the five-year effective term of the District, it is likely that some of the improvements on some parcels within the District will change, will be developed with additional commercial improvements, or will see the demolition of existing improvements. The assessment against each parcel for any year will be based on the improvements actually present on the parcel at of the beginning of that year. The assessment against such parcels shall be recalculated beginning with the assessment for the first year following the construction or demolition of improvements. The new assessment against such a parcel shall be calculated pursuant to the formula set forth in the Engineer's Report (see Step 5 on Page ER-24). Pursuant to Government Code Section 53750(h)(3), a change in the assessment against a parcel that results solely from changes to the parcel does not constitute an assessment "increase" requiring the conduct of a new Proposition 218 ballot proceeding. Such a proceeding will be required if the assessment formula itself is changed.

V. CITY SERVICES UNAFFECTED

The base line services of the City of Los Angeles are not affected by the District's improvements and activities, which are only supplemental in nature to those municipal services. The BLQ-Pico Business Improvement District is being formed to provide enhanced or otherwise unavailable improvements and activities for each individual assessed parcel located within the boundaries of the District.

VI. PUBLICLY OWNED PARCELS

The State Law requires that all publicly owned parcels within the District be assessed as is any other similarly situated private parcel unless the affected public agency demonstrates by clear and convincing evidence that those publicly owned parcels, in fact, receive no special benefit. Marketing and promotions services as provided by the District does not influence public school or public park attendance and therefore will not benefit publically owned parcels used as schools or parks. Consequently, these publicly owned parcels will not be assessed for these services.

The publicly owned parcels and their respective annualized assessment amounts for 2014 are shown below:

CITY OF LOS ANGELES PARCELS (CITY)

	APN #	Address	Owner	PBID Assessment	% of Total
1	5075-014-900	Park	City	\$2,246.11	1.72%
2	5076-019-903	Park	City	\$303.17	0.23%
3	5076-019-902	Park	City	\$294.18	0.23%
		Total City		\$2,843.46	2.18%

LOS ANGELES UNIFIED SCHOOL DISTRICT (LAUSD)

	APN #	Address	Owner	PBID Assessment	%
1	5080-012-905	School Site	LAUSD	\$423.54	0.32%
2	5080-019-921	School Site	LAUSD	\$372.62	0.29%
3	5080-019-923	School Site	LAUSD	\$234.90	0.18%
4	5080-012-903	School Site	LAUSD	\$156.29	0.12%
5	5080-019-922	School Site	LAUSD	\$118.72	0.09%
6	5080-019-919	School Site	LAUSD	\$118.69	0.09%
		Total LAUSD		\$1,424.76	1.09%

See the Engineer's Report for additional information about the publically owned parcels.

VII. PROPOSED IMPLEMENTATION TIMETABLE

The following timetable is proposed for the BLQ-Pico business improvement district formation:

<u>DATE</u>	<u>ACTIVITY</u>
March 2013	1 st draft Management District Plan / Engineer's Report.
June	Approval of Management District Plan / Engineer's Report by City Clerk's Office.
July/August	Petitions circulated to all property owners.
September	Signed petitions submitted to City Clerk's Office & City Council.
October	City Council adoption of Ordinance of Intention to Form BID.
November	Proposition 218 ballot election.
November	Final City Council hearing and ballot counting.
December	Approval of new City Contract for BID administration. City Clerk initiates PBID assessment collection process for initial year.
January 1, 2014	BLQ-Pico BID begins operations.

As provided by State Law, the new BLQ-Pico Business Improvement District will have a set term. The District's term will be January 1, 2014 through December 31, 2018. At the end of that period, the District may be renewed as permitted by State Law. If the District is not renewed or is otherwise terminated for any reason, all unexpended assessment funds will be returned to property owners as required by State Law following the removal of all District improvements and property from the public right of way as described Service Plan Budget section of this Management District Plan.

VIII. DISTRICT GOVERNANCE

State Law establishes a framework for District governance with City Council oversight and local, private sector management as described below:

A. Owner's Association

The City will enter into a contract with a private, non-profit entity designated as an "owner's association" to administer and implement improvements and activities described in the Management District Plan. The owner's association may be an existing or newly formed nonprofit entity. The owner's association will be a private entity, governed by a Board of Directors and created pursuant to its adopted Bylaws. Notwithstanding this, the owner's association will observe the requirements of the Ralph M. Brown Act that establishes standards for public meetings and the California Public Records Act that establishes standards for maintaining public records concerning District operations. Among its other responsibilities, the Owner's Association will prepare an annual report with respect to District operations as required by Section 36650 of the State Law. The Owner's Association may consider appeals of parcel assessments for appropriate adjustment.

B. Professional Staff

The Board of Directors of the owner's association will employ an Executive Director whose duty it is to implement all of the improvements, services, and activities; and, to supervise all subordinate District staff on a day-to-day basis. The Executive Director is responsible to the Board of Directors through their policy direction and budgets.

C. Staff Neutrality

The professional staff is charged by the Board of Directors with a mission of performing administrative functions in the most efficient and effective manner possible. At times, District assessment payers may have conflicting needs or desires that may be dependent upon a staff choice or decision. In such circumstances, if the Board of Directors has not clearly provided direction, staff should refer such choices to the Board of Directors for decision.

Appendix 1:
District Parcel List

BLQ-PICO PBID PROPERTY LIST

	APN	PROPERTY OWNER	SITE ADDRESS
1	5137-034-026	KIM CHONG S	1719 W PICO BLVD
2	5137-034-025	SCHWARTZ ELLIOT AND BEVERLY TRUST SCHWARTZ FAMILY TRUST	1723 W PICO BLVD
3	5137-034-024	SCHWARTZ ELLIOT AND BEVERLY TRUST SCHWARTZ FAMILY TRUST	1737 W PICO BLVD
4	5137-034-023	VIOLE FAMILY LLC	1801 W PICO BLVD
5	5137-034-022	VIOLE FAMILY LLC	1807 W PICO BLVD
6	5137-034-021	GARCIA YVONNE TRUST AMADA SIMBALA DECEASED TRUST	1811 W PICO BLVD
7	5137-034-020	CARSTEN COMPANY LLC ET AL	1817 W PICO BLVD
8	5137-034-019	NESLER JOHN J JR	1823 W PICO BLVD
9	5137-034-018	HAIEM FARAMARZ N	1825 W PICO BLVD
10	5137-034-017	JAY BRUCE	1833 W PICO BLVD
11	5137-034-001	YANG SUNGHYUN M AND KYUNG H	1843 W PICO BLVD
12	5137-033-030	CASTILLO PICO PLAZA LLC	1619 W PICO BLVD
13	5137-033-029	SYSTEM III LLC	1245 S UNION AVE
14	5137-033-027	EBRIANI JACOB AND FARIDEH TRUST EBRIANI FAMILY TRUST	1705 W PICO BLVD
15	5137-033-015	AGUEL ALBA M TRUST ALBA M AGUEL TRUST	1625 W PICO BLVD
16	5137-033-014	LUBEN FRANCES TRUST LUBEN FAMILY TRUST AND	1701 W PICO BLVD
17	5137-033-011	KIM CHONG S	1713 W PICO BLVD
18	5137-033-010	KIM CHONG S	1717 W PICO BLVD
19	5137-032-036	PICO CENTER	1545 W PICO BLVD
20	5137-032-023	AMCAL MOSAIC FUND LP	1521 W PICO BLVD
21	5137-032-021	JACKMAN BARBARA A TRUST JACKMAN MARITAL TRUST	1501 W PICO BLVD
22	5137-032-020	SOLEYMANI BIJAN	1507 W PICO BLVD
23	5137-032-019	SOLEYMANI BIJAN	1511 W PICO BLVD
24	5137-031-027	1307 PICO LLC	1307 W PICO BLVD
25	5137-031-025	ESTRADA GABRIEL B COMPANY TRUST ESTRADA FAMILY TRUST	
26	5137-031-023	ESTRADA GABRIEL B COMPANY TRUST ESTRADA FAMILY TRUST	1403 W PICO BLVD
27	5137-031-022	ESTRADA GABRIEL B COMPANY TRUST ESTRADA FAMILY TRUST	1405 W PICO BLVD
28	5137-031-018	PRICKETT LYNNE B	1315 W PICO BLVD
29	5137-031-017	ESTRADA GABRIEL B COMPANY TRUST ESTRADA FAMILY TRUST	1319 W PICO BLVD
30	5137-031-016	ESTRADA GABRIEL B COMPANY TRUST ESTRADA FAMILY TRUST	1411 W PICO BLVD
31	5137-031-015	MERAZ MICHAEL	1417 W PICO BLVD
32	5137-031-014	1419 PICO PROPERTY LLC	1419 W PICO BLVD
33	5137-031-013	ESTRADA GABRIEL B COMPANY TRUST ESTRADA FAMILY TRUST	1242 VALENCIA ST
34	5136-024-021	1ST HOOVER INVESTMENTS LLC	2121 W PICO BLVD
35	5136-024-020	YAGHOUBI FARHAD	2127 W PICO BLVD
36	5136-024-019	SERRET MARILYN COMPANY TRUST LORENZO FAMILY TRUST	1252 S LAKE ST
37	5136-024-009	MANDEL PHILIP AND SYLVIA TRUST MANDEL FAMILY TRUST	2105 W PICO BLVD
38	5136-023-031	LABORERS INTERNATIONAL UNION OF N A AFL CIO LOCAL UNION 300	1239 S WESTLAKE AVE
39	5136-023-030	ALEJO PROPERTIES LLC	2021 W PICO BLVD
40	5136-022-027	NAMCO CAPITAL GROUP INC	1929 W PICO BLVD
41	5136-022-015	NIKNAM INVESTMENT GROUP INC	1901 W PICO BLVD
42	5135-035-020	1330 PICO ASSOCIATES LLC	1330 W PICO BLVD
43	5135-034-025	PICONY LLC	1400 W PICO BLVD
44	5135-034-021	WU DARANEE TRUST DARANEE WU TRUST	1408 W PICO BLVD
45	5135-034-002	SEGAL JACOB AND GERI S TRUST SEGAL FAMILY TRUST	1412 W PICO BLVD
46	5135-034-001	CHAVEZ ALFREDO M	1416 W PICO BLVD
47	5135-033-033	DECMAC DEVELOPERS LLC	1500 W PICO BLVD
48	5135-033-024	99 CENTS ONLY STORES	1314 TOBERMAN ST
49	5135-022-041	VIOLE FAMILY LLC	1550 W PICO BLVD
50	5135-022-040	VIOLE FAMILY LLC	1562 W PICO BLVD
51	5135-022-030	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMILY TRUST	1568 W PICO BLVD
52	5135-021-030	KUMIVA GROUP LLC	1612 W PICO BLVD
53	5135-021-004	HEESY MIKE C AND SADIE J	1604 W PICO BLVD
54	5135-020-022	BIG PROPERTIES LLC	1726 W PICO BLVD
55	5135-020-019	TIFFY PROPERTIES LLC	1700 W PICO BLVD
56	5135-005-011	CUEVA ADAN ETAL	1800 W PICO BLVD
57	5135-005-010	M AND O HOLDINGS LLC	1810 W PICO BLVD
58	5135-005-001	JUNG CHARLES J AND GRACE H	1830 W PICO BLVD
59	5135-004-008	1900 WEST PICO BLVD LLC	1307 ALVARADO TER
60	5135-004-007	SALVATION ARMY	1932 W PICO BLVD
61	5135-002-018	GREENSPAN ROBERT COMPANY TRUST GREENSPAN FAMILY TRUST AND	2010 W PICO BLVD
62	5135-002-015	UNITED BUSINESS MANAGEMENT COMPANY LLC	2020 W PICO BLVD
63	5135-001-020	TORRES GEORGE AND ROBERTA ETAL	1319 S ALVARADO ST
64	5135-001-002	AUSTIN R AND M LIVING TRUST	2124 W PICO BLVD
65	5135-001-001	AUSTIN R AND M LIVING TRUST	2120 W PICO BLVD

BLQ-PICO PBID PROPERTY LIST

	APN	PROPERTY OWNER	SITE ADDRESS
66	5080-035-014	OHTA GERALD E COMPANY TRUST ET AL HAZEL H OHTA TRUST AND	2845 W PICO BLVD
67	5080-035-013	MOVIMIENTO PENTECOSTES RIOS DE AGUA VIVA INC	2837 W PICO BLVD
68	5080-035-012	LEE YUNG H	2833 W PICO BLVD
69	5080-035-011	YOUNG ELLEN ET AL TRUST GEORGE AND ELLEN YOUNG TRUST	2825 W PICO BLVD
70	5080-028-029	SHALOM DISABILITY MINISTRIES	2867 W PICO BLVD
71	5080-028-018	JKH LLC	2889 E PICO BLVD
72	5080-028-015	JKH LLC	2881 W PICO BLVD
73	5080-028-012	DUO 597 LLC	2861 W PICO BLVD
74	5080-027-015	CHOI DONG B AND MI HYE	2921 W PICO BLVD
75	5080-027-014	CHOI DONG B AND MI H	2913 W PICO BLVD
76	5080-027-013	YOUN GINA S	2907 W PICO BLVD
77	5080-027-012	YOUN GINA S	2901 W PICO BLVD
78	5080-020-029	REALTY INCOME PROPERTIES 14 LLC LESSOR	2949 W PICO BLVD
79	5080-020-028	SOON HYE KIM TRUST SOON HYE KIM TRUST	2945 W PICO BLVD
80	5080-020-027	SOON HYE KIM TRUST SOON HYE KIM TRUST	2941 W PICO BLVD
81	5080-019-923	L A UNIFIED SCHOOL DISTRICT	1211 S HOBART BLVD
82	5080-019-922	L A UNIFIED SCHOOL DISTRICT	1211 S HOBART BLVD
83	5080-019-921	L A UNIFIED SCHOOL DISTRICT	1211 S HOBART BLVD
84	5080-019-919	L A UNIFIED SCHOOL DISTRICT	1211 S HOBART BLVD
85	5080-012-905	L A UNIFIED SCHOOL DISTRICT	1211 S Hobart Blvd
86	5080-012-903	L A UNIFIED SCHOOL DISTRICT	1211 S HOBART BLVD
87	5080-012-031	RHM DEVELOPMENT INC	3087 W PICO BLVD
88	5080-012-016	YI CHAE P	3035 W PICO BLVD
89	5080-012-015	YI CHAE P AND	3029 W PICO BLVD
90	5080-012-014	YI CHAE P AND	3021 W PICO BLVD
91	5080-012-013	EAST LOS ANGELES KOREAN CONG OF JEHOVAHS WITNESSES	3051 W PICO BLVD
92	5080-012-012	NAMKUNG DAVID O AND	3057 W PICO BLVD
93	5080-012-011	NAMKUNG DAVID O AND	3063 W PICO BLVD
94	5080-012-010	CHUNG YUN J AND KATHY J TRUST YUN AND KATHY CHUNG TRUST	3069 W PICO BLVD
95	5080-012-009	PICO BOULEVARD PARTNERS LLC	3073 W PICO BLVD
96	5078-036-014	KIM STEVE Y AND JIN DK TRUST KIM FAMILY TRUST	2813 W PICO BLVD
97	5078-036-013	KIM STEVE Y AND JIN DK TRUST KIM FAMILY TRUST	2801 W PICO BLVD
98	5078-036-012	LEE DUNG J AND SOON H	2797 W PICO BLVD
99	5078-036-011	LEE DUNG J AND SOON H	2791 W PICO BLVD
100	5078-035-016	DEVRANOS THOMAS A TRUST ISMENE JULIAS DECEASED TRUST AND	2773 W PICO BLVD
101	5078-035-015	DEVRANOS THOMAS A TRUST ISMENE JULIAS DECEASED TRUST AND	2769 W PICO BLVD
102	5078-035-014	DEVRANOS THOMAS A TRUST ISMENE JULIAS DECEASED TRUST AND	2767 W PICO BLVD
103	5078-035-013	BOTACH SHLOMO AND	2761 W PICO BLVD
104	5078-035-012	LEVKOVITZ BATIA TRUST BATIA LEVKOVITZ TRUST	2753 W PICO BLVD
105	5078-034-032	ROMAN CATHOLIC ARCHBISHOP OF LOS ANGELES	2727 W PICO
106	5078-034-017	ORELLANA PEDRO A AND ROSA I	1248 S MARIPOSA AVE
107	5078-034-016	RODRIGUEZ JOSE J	2737 W PICO BLVD
108	5078-033-023	PICO AND KENMORE PROPERTY LLC	2701 W PICO BLVD
109	5078-033-012	PICO FEDORA PLACE LLC	1262 FEDORA ST
110	5078-033-010	PICO AND KENMORE PROPERTY LLC	1249 S KENMORE AVE
111	5078-032-027	NINE STAR LIMITED PARTNERSHIP	2651 W PICO BLVD
112	5078-032-026	TON SONNY N TRUST SONNY N TON TRUST	2661 W PICO BLVD
113	5078-032-015	LEE HO AND HO PARTNERSHIP	2669 W PICO BLVD
114	5078-032-014	ART BUILT COMPANY LLC	2683 W PICO BLVD
115	5078-032-011	SHOKRIAN MISHEL TRUST AND MISHEL SHOKRIAN TRUST AND	2645 W PICO BLVD
116	5078-031-029	SHIN DIANNE S TRUST DIANNE SHIN TRUST	2629 W PICO BLVD
117	5078-031-028	WOONG TAE INC	1249 S CATALINA ST
118	5078-031-014	RAMIREZ ADRIAN B AND ELIZABETH M	2623 W PICO BLVD
119	5078-031-013	H S M REAL ESTATE INVESTMENTS	2615 W PICO BLVD
120	5078-030-028	NAM RAYMOND S TRUST NAM TRUST	2595 W PICO BLVD
121	5078-030-016	IRIZARRY HIRAM AND GLORIA	2599 W PICO BLVD
122	5078-030-013	NAM RAYMOND ET AL	2581 W PICO BLVD
123	5078-030-012	PANTAZIS FAMILY LIMITED PARTNERSHIP AND	2575 W PICO BLVD
124	5078-029-031	KOREAN SAE HAN PRESBYTERIAN CHURCH CORPORATION	2531 W PICO BLVD
125	5078-029-028	KIM BANG J TRUST KIM TRUST	1242 S BERENDO ST
126	5078-028-025	GAF MANAGEMENT LLC	2511 W PICO BLVD
127	5078-028-024	UNITED EL SEGUNDO INC	1247 S VERMONT AVE
128	5078-028-011	PARK CHANG Y AND YOUNG Z TRUST CITY AND YZ PARK TRUST	2525 W PICO BLVD
129	5076-019-903	L A CITY (Formely 009)	2415 W PICO BLVD
130	5076-019-902	L A CITY (Formely 008)	2401 W PICO BLVD
131	5076-019-030	PROFOUND LLC	1250 S VERMONT AVE
132	5076-019-025	BAY CITIES DISCOUNT KITCHEN AND APPLIANCES INC	2443 W PICO BLVD

BLQ-PICO PBID PROPERTY LIST

	APN	PROPERTY OWNER	SITE ADDRESS
133	5076-019-024	TAFTIAN SAMUEL AND FARNUSH TRUST TAFTIAN FAMILY TRUST	2437 W PICO BLVD
134	5076-018-023	SHACO INC	2367 W PICO BLVD
135	5076-018-019	TAVAKOLI ED COMPANY TRUST TAVAKOLI FAMILY TRUST	2377 W PICO BLVD
136	5076-017-013	EBRAHIMI NASSIR AND ZAND SIMA R	2301 W PICO BLVD
137	5076-017-012	EBRAHIMI NASSIR AND ZAND SIMA R	2317 W PICO BLVD
138	5076-016-026	K Y S INC	2251 W PICO BLVD
139	5076-016-012	PARRA JORGE E	2265 W PICO BLVD
140	5076-016-011	SHARGANI PROPERTIES LLC	2271 W PICO BLVD
141	5076-015-020	KIM NEUNG S AND SONG Z ET AL KIM FAMILY TRUST AND	2201 W PICO BLVD
142	5076-015-008	LEE DUNG JI AND SOON HI	2225 W PICO BLVD
143	5075-014-900	L A CITY PLAYGROUND	
144	5075-014-019	LOYOLA HIGH SCHOOL OF LOS ANGELES	
145	5075-014-016	ARCHDIOCESE OF L A EDUCATION AND WELFARE CORPORATION	2626 W 15TH ST
146	5075-014-007	ARCHDIOCESE OF L A EDUCATION AND WELFARE CORPORATION	2632 W 15TH ST
147	5075-013-026	VENNORM PROPERTY LP	2001 VENICE ST
148	5075-011-022	SAINT SOPHIA FOUNDATION	2700 W 14TH ST
149	5075-010-028	CHA JONG W AND SOON A TRUST ET AL CHA FAMILY TRUST AND	2854 W PICO BLVD
150	5075-010-027	ESS PRISA LLC II	2802 W PICO BLVD
151	5075-010-010	OTANEZ MARIA G	2814 W PICO BLVD
152	5075-010-009	W MASTERS CONSTRUCTION MANAGEMENT INC	2818 W PICO BLVD
153	5075-010-008	OH CHAN K	2820 W PICO BLVD
154	5075-010-007	KIM ELLENE	2830 W PICO BLVD
155	5075-010-006	OH JENNIFER ET AL	2836 W PICO BLVD
156	5075-010-005	CHA JONG W AND SOON A TRUST ET AL CHA FAMILY TRUST AND	2842 W PICO BLVD
157	5075-010-004	CHA JONG W AND SOON A TRUST ET AL CHA FAMILY TRUST AND	2846 W PICO BLVD
158	5075-010-002	CHA JONG W AND SOON A TRUST ET AL CHA FAMILY TRUST AND	2858 W PICO BLVD
159	5075-010-001	E R K PROPERTIES LLC	1304 S ARDMORE AVE
160	5075-009-026	ROMAN CATHOLIC ARCHBISHOP OF L A	2762 W PICO BLVD
161	5075-009-021	ST SOPHIA FOUNDATION	1324 S NORMANDIE AVE
162	5075-008-025	PARK MIN CHUL	2684 W PICO BLVD
163	5075-008-024	SHOFET DAVID AND KHALILI NAZILA	1310 FEDORA ST
164	5075-008-004	D AND D PARTNERS LLC	2700 W PICO BLVD
165	5075-008-003	D AND D PARTNERS LLC	2712 W PICO BLVD
166	5075-008-002	HWANG KEE S AND BETTY B TRUST HWANG FAMILY TRUST	2726 W PICO BLVD
167	5075-008-001	PICO COLLECTION MART	1302 S MARIPOSA AVE
168	5075-007-028	LUSTER BRADLEY A TRUST BRADLEY A LUSTER TRUST AND	2652 W PICO BLVD
169	5075-007-027	LUSTER BRADLEY A TRUST BRADLEY A LUSTER TRUST AND	2662 W PICO BLVD
170	5075-007-005	YOUNG LYDIA	2644 W PICO BLVD
171	5075-007-002	PAK HELEN	2666 W PICO BLVD
172	5075-007-001	VAPNIK MARK	2676 W PICO BLVD
173	5075-006-006	PARK JOHN	2606 W PICO BLVD
174	5075-006-005	PEDRAZA ANTONINO AND MARIA	2612 W PICO BLVD
175	5075-006-004	PEDRAZA ANTONINO AND MARIA	2624 W PICO BLVD
176	5075-006-003	BOHORQUEZ OLIVIA TRUST BOHORQUEZ FAMILY TRUST	2628 W PICO BLVD
177	5075-006-001	SANCHEZ LUCY M TRUST SANCHEZ TRUST	2638 W PICO BLVD
178	5075-005-006	BERENDO PROPERTY PARTNERS LLC	2570 W PICO BLVD
179	5075-005-005	YOON CHANG S	2576 W PICO BLVD
180	5075-005-004	ZUNIGA FRANCISCO AND GUADALUPE	2582 W PICO BLVD
181	5075-005-003	YOON CHANG S	2584 W PICO BLVD
182	5075-005-002	YOON CHANG S	2588 W PICO BLVD
183	5075-005-001	YOON YUNG J	1310 S CATALINA ST
184	5075-003-026	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	2546 W PICO BLVD
185	5075-003-025	PINTO MICHAEL TRUST PINTO CHARITABLE UNITRUST	2552 W PICO BLVD
186	5075-003-024	KIM STEVE H AND HEANA AND	2538 W PICO BLVD
187	5075-003-013	PARK YOUNG S	2532 W PICO BLVD
188	5075-003-011	BLUE SAVANNAH INVESTMENT COMPANY LLC	2526 W PICO BLVD
189	5075-001-016	UNITED METHODIST MINISTRIES LOS ANGELES DISTRICT	1308 S NEW HAMPSHIRE AVE
190	5075-001-001	SCHWARTZ DEBORAH B TRUST ET AL DEBORAH B SCHWARTZ TRUST	1303 S VERMONT AVE
191	5074-006-016	ARCHDIOCESE OF L A EDUCATION AND WELFARE CORPORATION	1421 S ARDMORE AVE
192	5074-006-014	KOU SHU C AND SHAN C	2920 W PICO BLVD
193	5074-006-001	GRIJALVA GUILLERMO AND	2922 W PICO BLVD
194	5074-005-022	LUSTER RUTKIN CATHIE L TRUST C LUSTER RUTKIN TRUST AND	2948 W PICO BLVD
195	5074-005-012	BAE SUSAN	2940 W PICO BLVD
196	5074-005-011	KIM PAUL U AND SUN A TRUST KIM FAMILY TRUST	1307 S HARVARD BLVD
197	5074-005-003	LUSTER DORIS T TRUST LUSTER TRUST AND	2958 W PICO BLVD
198	5074-005-002	LUSTER DORIS T TRUST LUSTER TRUST AND	2952 W PICO BLVD
199	5074-002-009	INTERNATIONAL CHURCH OF THE FOURSQUARE GOSPEL	3018 W PICO BLVD

BLQ-PICO PBID PROPERTY LIST

	APN	PROPERTY OWNER	SITE ADDRESS
200	5074-002-008	KIM DAVID D ET AL	3012 W PICO BLVD
201	5074-002-007	TAEK SOO LIM	3004 W PICO BLVD
202	5074-002-006	CHOI SU KYONG	2996 W PICO BLVD
203	5074-002-005	SU KYOUNG CHOI	2994 W PICO BLVD
204	5074-002-004	COLORLAND GRAPHICS INC	2990 W PICO BLVD
205	5074-002-003	KIKWAK DAVID H AND DUK K TRUST KWAK FAMILY TRUST	2982 W PICO BLVD
206	5074-002-002	KOSKINAS DOROTHY H	2978 W PICO BLVD
207	5074-002-001	CHOI SU K	2972 W PICO BLVD
208	5074-001-024	PINE SOL J Y PROPERTY LLC	3060 W PICO BLVD
209	5074-001-011	YI CHAE P AND	3030 W PICO BLVD
210	5074-001-010	Hwa Chong Yi	3034 W PICO BLVD
211	5074-001-009	CHAE PONG YI	3038 W PICO BLVD
212	5074-001-008	CHAE PONG YI	3044 W PICO BLVD
213	5074-001-007	KIM YONG Y AND	3050 W PICO BLVD
214	5074-001-006	NAM KENNY W	3054 W PICO BLVD
215	5074-001-003	ARIAN JACK TRUST JACK AND SYLVIA ARIAN TRUST	3072 W PICO BLVD
216	5074-001-002	ARIAN JACK TRUST JACK AND SYLVIA ARIAN TRUST	3076 W PICO BLVD
217	5074-001-001	ARIAN JACK TRUST JACK AND SYLVIA ARIAN TRUST	1304 S WESTERN AVE
218	5056-008-022	VIGIL CELAURO AND JUANA M TRUST CELAURO AND JUANA M VIGILTRUST	2214 W PICO BLVD
219	5056-008-012	MORA MATORIN	2200 W PICO BLVD
220	5056-008-001	CAUDILLO ELYSSA TRUST CAUDILLO FAMILY TRUST	2226 W PICO BLVD
221	5056-007-023	RUMACK TRUSTS PARTNERSHIP	2250 W PICO BLVD
222	5056-007-003	RUMACK TRUSTS PARTNERSHIP	2268 W PICO BLVD
223	5056-007-002	RUMACK TRUSTS PARTNERSHIP	2270 W PICO BLVD
224	5056-007-001	CETINA ORLANDO SR COTR CETINA FAMILY TRUST	1306 MAGNOLIA AVE
225	5056-004-024	CETINA ORLANDO A SR COMPANY TRUST CETINA FAMILY TRUST	2300 W PICO BLVD
226	5056-004-021	CETINA ORLANDO SR AND MARTHA TRUST CETINA FAMILY TRUST	2340 W PICO BLVD
227	5056-004-007	SAMANI JASON H CO. TRUST	1308 ORCHARD AVE
228	5056-004-004	KEY HOLDINGS GROUP LLC	2314 W PICO BLVD
229	5056-004-003	HYUN SUNG HI	2308 W PICO BLVD
230	5056-003-027	CITY REAL ESTATE INVESTMENTS LLC	2390 W PICO BLVD
231	5056-002-042	PICWEST LLC	2400 W PICO BLVD
232	5056-002-040	SONG JIN O	2422 W PICO BLVD
233	5056-002-021	BAY CITIES DISCOUNT KITCHEN	1310 MENLO AVE
234	5056-002-020	BAY CITIES DISCOUNT KITCHEN AND APPLIANCES INC	LAND-COMMERCIAL-VACANT LAND
235	5056-001-055	MOSHFEGH ESHAN OLLA COMPANY TRUST MOSHFEGH FAMILY TRUST AND	2474 W PICO BLVD
236	5056-001-004	1300 SOUTH VERMONT LLC	1300 S VERMONT AVE
237	5056-001-002	FLORES JOSE R JR	2468 W PICO BLVD
238	5056-001-001	RUBIN IDA TRUST IDA RUBIN TRUST	2454 W PICO BLVD

Appendix 2:
Proposition 218 Engineer's Report

Engineer's Report
FOR THE
FORMATION
OF THE
BYZANTINE LATINO QUARTER
(“BLQ”)-PICO
PROPERTY BUSINESS IMPROVEMENT
DISTRICT

*Prepared March 2013 pursuant to the State of California
Property and Business Improvement District Law of 1994
to adopt a Management District in the BLQ-Pico area, a community within the
City of Los Angeles*

By

*Merit Civil Engineering, Inc.
Robert Merrell, P.E. (R.C.E. #28100)
12391 Lewis Street, Suite 201
Garden Grove, CA 92840*

ENGINEER'S CERTIFICATION

This Engineer's Report is prepared pursuant to the Property and Business Improvement District Law of 1994 as amended (Streets & Highways Code Section 36600 *et seq.*; hereinafter "State Law") and pursuant to the provisions of Article XIIIID of the California Constitution (Proposition 218). It has been prepared in support of the Management District Plan for the proposed Byzantine Latino Quarter - Pico Property Business Improvement District (the "District"). That Management District Plan is incorporated herein by reference and provides a more complete description of the services, activities, improvements, and programs (referred to herein collectively as "Services") to be provided by the District.

Review of this Management District Plan and preparation of this Engineer's Report was completed by:



Robert Merrell, P. E.
State of California
Registered Civil Engineer No. 28100

ENGINEER'S REPORT

Introduction

This report shall serve as the “detailed engineer’s report” required by Section 4(b) of Article XIID of the California Constitution (Proposition 218) to support the benefit assessments proposed to be levied annually beginning on January 1, 2014 and through and including December 31, 2018 within the BLQ-Pico Property Business Improvement District. The assessments levied in connection with the District will be levied against parcels of real property, not businesses, and will be collected on the tax roll at the same time and in the same manner as ad valorem taxes paid to the County of Los Angeles. The Los Angeles City Clerk’s Office is authorized to collect the assessments or to place them on the County property tax roll together with any accrued interest or penalties for late payment or non-payment. The assessments will fund the costs of Services provided by the District, which are distributed among all parcels specially benefiting from them, based on the proportional special benefit that each parcel receives from the Services. Only those properties expected to specially benefit from funded Services will be assessed. This means, for example, that the assessment to fund District operations for calendar year 2015 will be collected on the 2014-15 tax roll.

Proposition 218 Requirements

Article XIID of the California Constitution, approved by the voters in 1996 as Proposition 218, requires that assessment methodologies meet certain requirements. Key provisions of Proposition 218 together with the findings of this Engineer’s Report as to how the District complies with each are presented below.

Finding 1: “Identify all parcels which have a special benefit conferred upon them and upon which an assessment will be imposed” (From Section 4(a)).

There are 238 identified parcels within the District that will specially and individually benefit from its proposed Services. These parcels are shown on the boundary map of the District contained within the Management District Plan, and listed in attachments to the Management District Plan and this Engineer’s Report. The lists identify these parcels by Assessor’s Parcel Number, property owner name, and site address.

Parcels were identified for inclusion based upon whether or not they will specially and individually benefit from District Services. The purpose of the proposed District is to provide Services to parcels along Pico Boulevard and in the area roughly bordered by Normandie Avenue, 15th Street, and Venice Boulevard all of which form a historically cohesive business community. While Pico Boulevard has been the pedestrian and vehicular spine of the District, it has historically and uniquely grown outward through such institutions as its local churches, private schools, Loyola High School, and other such institutions. Loyola High School mirrors the racial, economic, and ethnic diversity of this area and is committed to providing student community service programs and

distinctly strong leadership for community services and improvements as reflected in its published core Mission Statement and Philosophy. When the predecessor “Alpha BID” was formed in 2003, Loyola High School demanded to be included within its boundaries, and continues to express that demand relative to this District formation. In 2002, State Assembly Bill 516 designated the area “as an officially recognized historic area” based, in part, upon a finding that “community efforts are currently developing the Byzantine-Latino Quarter into a cultural, ethnic, and specialty business zone...” The unique nature of the area was also reflected in 1997 when a coalition of local merchants, churches, schools, and residents formally designated the area as the “Byzantine-Latino Quarter.” Commercial, industrial, and institutional parcels that were in these specially designated areas were also included in the District, while surrounding residential parcels were not because they are zoned solely for residential use and are conclusively presumed not to benefit pursuant to State Law. Non-residential parcels not included in the District do not receive special benefits from Pico Boulevard and are not a part of the unique, distinct, historical business inter-relationships that characterize the District.

A single benefit zone has been identified within the proposed District. Each parcel located within that zone will receive all District Services, except for publically owned parcels used for schools or parks which will not benefit from District Marketing and Promotions services.

All assessed commercial and industrial use parcels as defined by the Los Angeles County Assessor’s Office and included within the District will specially and individually benefit from District Services in proportion to their relative land and improvement size and length of street frontage as described below. (For a discussion of parcels outside the District boundaries, see Page 8 of this Engineer’s Report.)

- Landscaping, Sanitation, and Beautification services include sidewalk cleaning, street and public alley cleaning, sidewalk pressure washing, graffiti removal, sticker removal, trash removal, and landscaping at the properties that are assessed. The impact of these services upon assessed District parcels is that they enhance the parcels’ ability to attract customers, employees, tenants, and investors thereby increasing business volumes and property values. This benefit to assessed District parcels is particular and distinct because non-assessed parcels do not receive these benefits. This standard is greater than would exist with only City baseline services.
- Marketing and Promotions services include street banners, signage, public right of way clock maintenance, holiday decorations, a website, a newsletter for property owners, branding graphics and advertising, placement of promotional materials in various media, and brochure preparation that target customers, employees, tenants, and investors either individually or as combined sub-groups to communicate the desirability of merchandise or services provided on assessed District parcels or their location thereby increasing economic activity including sales, customer traffic, property values, and space rental. This benefit to assessed District parcels is particular and distinct because non-assessed parcels do not receive these benefits. This standard is greater than would exist with only City baseline services.

- The District's Policy Development, Management, and Administration services provide for the efficient and effective functioning of the above described direct Services (i.e. Landscaping, Sanitation, and Beautification; and, Marketing and Promotions) and the development of broader policies affecting the area that encourage economic activity and growth. These services include District vendor selection and management, property owner communications, advocacy of property interests, effective Owner's Association coordination, and sound fiscal management. The impact of these services upon assessed District parcels is that they improve the effectiveness and efficiency of District Services and facilitate the development of broader policies affecting the area that encourage economic activity and growth, both of which increase business volumes and property values. This benefit to assessed District parcels is particular and distinct because non-assessed parcels do not receive the benefits of its direct services or the policy initiatives it undertakes. This standard is greater than would exist with only City baseline services.

None of the assessed residential use parcels as defined by the Los Angeles County Assessor's Office and included within the District are zoned "solely-residential" as discussed in State Law, all are zoned commercial or industrial, and all of such assessed residential use parcels will specially and individually benefit from District Services in proportion to their relative land and improvement size and length of street frontage as described below. (For a discussion of parcels outside the District boundaries, see Page 8 of this Engineer's Report.)

- Landscaping, Sanitation, and Beautification services include sidewalk cleaning, street and public alley cleaning, sidewalk pressure washing, graffiti removal, sticker removal, trash removal, and landscaping at the properties that are assessed. The impact of these services upon assessed District parcels is that they enhance the parcels' ability to attract tenants, employees, investors, and owners, thereby increasing business volumes and property values of the parcels. This benefit to assessed District parcels is particular and distinct because non-assessed parcels do not receive these services. This standard is greater than would exist with only City baseline services.
- Marketing and Promotions services include street banners, signage, public right of way clock maintenance, holiday decorations, a website, a newsletter for property owners, branding graphics and advertising, placement of promotional materials in various media, and brochure preparation that target tenants, employees, investors, and owners either individually or as combined sub-groups to communicate the desirability of rentals or unit sales thereby increasing economic activity including rentals, leasing, and customer traffic within the District. This benefit to assessed District parcels is particular and distinct because non-assessed parcels or their residential units will not be the subject of any marketing or promotional activities, and all marketing and promotional activities will be focused on parcels within the

District. This standard is greater than would exist with only City baseline services.

- The District's Policy Development, Management, and Administration services provide for the efficient and effective functioning of the above described direct Services (i.e. Landscaping, Sanitation, and Beautification; and, Marketing and Promotions) and the development of broader policies affecting the area that encourage economic activity and growth. These services include District vendor selection and management, property owner communications, advocacy of property interests, effective Owner's Association coordination, and sound fiscal management. The impact of these services upon assessed District parcels is that they improve the effectiveness and efficiency of District Services, which encourages economic activity and growth, both of which increase business volumes and property values within the District. This benefit to assessed District parcels is particular and distinct because non-assessed parcels do not receive them, or the benefits of its direct services, or the policy initiatives it undertakes. This standard is greater than would exist with only City baseline services.

All assessed church and institutional use parcels as defined by the Los Angeles County Assessor's Office and included within the District are zoned commercial, "commercial" residential (R4 or R5), or industrial; all such uses, particularly those that function as private, tuition-based schools, compete with alternative locations for attendance; and, all such uses will specially and individually benefit from District Services in proportion to their relative land and improvement size and length of street frontage as described below. In addition, Loyola High School, other such institutional uses, and the BLQ business community have a unique historical relationship of mutual support and shared racial, economic, and ethnic ties as described on Page 3 of the Engineer's Report. (For a discussion of parcels outside the District boundaries, see Page 8 of this Engineer's Report.)

- Landscaping, Sanitation, and Beautification services include sidewalk cleaning, street and public alley cleaning, sidewalk pressure washing, graffiti removal, sticker removal, trash removal, and landscaping at the properties that are assessed. The impact of these services upon assessed District parcels is that enhance the parcels' ability to attract and effectively serve students, worshipers, members, clients, employees, and contributors. These services are provided to Loyola High School parcel frontage. This benefit to assessed District parcels is particular and distinct because non-assessed parcels outside the District do not receive these benefits. This standard is greater than would exist with only City baseline services.
- Marketing and Promotions services include street banners, signage, public right of way clock maintenance, holiday decorations, a website, a newsletter for property owners, branding graphics and advertising, placement of promotional materials in various media, and brochure preparation that targets students, worshipers, members, clients, employees, and contributors either individually or as combined sub-groups to communicate the desirability of the District thereby increasing its economic activity including attendance and contributions. Loyola High School

benefits from these services through the attraction of students and their families to the District. This benefit to assessed District parcels is particular and distinct because non-assessed parcels will not receive them. This standard is greater than would exist with only City baseline services.

- The District's Policy Development, Management, and Administration services provide for the efficient and effective functioning of the above described direct Services (i.e. Landscaping, Sanitation, and Beautification; and, Marketing and Promotions) and the development of broader policies affecting the area that encourage economic activity and growth. These services include District vendor selection and management, property owner communications, advocacy of property interests, effective Owner's Association coordination, and sound fiscal management. The impact of these services upon assessed District parcels is that they improve the effectiveness and efficiency of District Services and facilitate the development of broader policies affecting the area that encourage economic activity and growth, both of which increase church and institutional use volumes and property values. Loyola High School has benefitted in this manner. This benefit to assessed District parcels is particular and distinct because non-assessed parcels do not receive them. This standard is greater than would exist with only City baseline services.

All assessed publically owned parcels included within the District are held by either the City as public parks or the Los Angeles Unified School District as public school sites and will specially and individually benefit from District Landscaping, Sanitation, and Beautification services in proportion to their relative land and improvement size and length of street frontage as described below. Such public use parcels will not, however, benefit from District Marketing and Promotions services and will not be assessed for them, as described below. (For a discussion of parcels outside the District boundaries, see Page 8 of this Engineer's Report.)

- Landscaping, Sanitation, and Beautification services include sidewalk cleaning, street and public alley cleaning, sidewalk pressure washing, graffiti removal, sticker removal, trash removal, and landscaping at the properties that are assessed. The impact of these services upon assessed District parcels is that they enhance the parcels' ability to attract users or students thereby increasing the numbers of users or students, which increases the parcels' accomplishment of its service mission. This benefit to assessed District parcels is particular and distinct because non-assessed parcels outside the District do not receive them. This standard is greater than would exist with only City baseline services.
- Marketing and Promotions services include street banners, signage, public right of way clock maintenance, holiday decorations, a website, a newsletter for property owners, branding graphics and advertising, placement of promotional materials in various media, none of which will benefit publically owned parcels because they are addressed to commercial economic uses not public school or public parks users and therefore do not benefit them. Marketing and promotions services as provided by the District does not influence public school or public park attendance

and therefore will not benefit publically owned parcels used as schools or parks. Consequently, these publicly owned parcels will not be assessed for these services. The District will not market or promote public school attendance. Nor will it market or promote use of public parks. Consequently, publically owned parcels in the District will not be assessed for Marketing and Promotions costs.

- The District's Policy Development, Management, and Administration services provide for the efficient and effective functioning of the Landscaping, Sanitation, and Beautification services that benefit these publically owned parcels. These services include District vendor selection and management, property owner communications, advocacy of property interests, effective Owner's Association coordination, and sound fiscal management. The impact of these services upon assessed District parcels is that they improve the effectiveness and efficiency of District Services, which benefits the owner's achievement of its service mission. This benefit to assessed District parcels is particular and distinct because non-assessed parcels do not receive them. This standard is greater than would exist with only City baseline services.

In order to ensure that parcels outside of the District will not specially nor individually benefit from the assessment funded Services, the Services will only be provided within the boundaries of the District to parcels that share a common unique, distinct, historical business inter-relationship that characterizes the District. Specifically, landscaping, sanitation, and similar service providers employed in connection with the District will only patrol or provide services on the streets and sidewalks adjacent to individually assessed parcels within the District and will not provide services outside of its boundaries. Similarly, the District will not fund new landscaping, street furniture, or streetscape improvements outside of its boundaries. District Marketing and Promotions services will not address activities outside of its boundaries; nor will the District's policy development, management, and administration services. The District's purpose is to fund Services that provide a better kept, cleaner, and more beautiful environment with the goal of increasing pedestrian traffic that increases business levels; and, to perform marketing and promotions efforts that present a more attractive and vibrant area with the same goal.

Parcels

Parcels outside of the District that are in residential use, will not specially nor individually benefit from District Services because State Law conclusively presumes that parcels zoned solely for residential use receive no special benefit from Services funded pursuant to it. In addition, such District Services will not benefit residential use parcels that are not zoned solely residential because these Services will not be provided on the street or sidewalk fronting such parcels. Therefore, such not zoned solely residential parcels will be physically remote from the Services and not affected by them; landscaping, sanitation, or beautification personnel will not work in front of such parcels. District Marketing and Promotions services will not address activities outside of its boundaries; nor will the District's policy development, management, and administration services. District marketing and promotions; and, policy development, management, and administration services will be geared towards the commercial, residential, and church and institutionally owned parcel activities within its boundaries. These services will be

marketing the office, retail, and residential rental opportunities in the District by parcels that share a unique, distinct, historical business inter-relationship and not to the residential opportunities outside of it. These residential use parcels outside the District do not share in the unique, distinct, historical business inter-relationships that characterize the District; or, are a part of other commercial or residential Districts that surround the BLQ-PICO commercial area, not a part of this District.

Parcels outside of the District that are in commercial (retail, office, industrial, manufacturing) or other non-residential uses, will not specially benefit from District Services because they will not be provided on the street or sidewalk fronting such parcels. Therefore, such commercial parcels will be physically remote from the Services and not affected by them; landscaping, sanitation, or beautification personnel will not work in front of such parcels. These commercial or other non-residential use parcels do not share in the unique, distinct, historical business inter-relationships that characterize the District; or, are a part of other commercial or residential Districts that surround the BLQ-PICO commercial area, not a part of this District. District Marketing and Promotions services will not address activities outside of its boundaries; nor will the District's policy development, management, and administration services. District marketing and promotions; and, policy development, management, and administration services will be geared towards the commercial, residential, and church and institutionally owned parcel activities within its boundaries that share a unique, distinct, historical business inter-relationship that characterizes the District. These services will be marketing the office, retail, and residential rental opportunities in the District, not the commercial opportunities outside of it.

A description of how specific District boundary locations were determined is presented below:

Northern Boundary:

The northern boundary of the District, beginning at the northwest corner of the District, begins at the intersection of the centerline of Western Avenue with the prolongation of the north boundary of parcel 5080-012-031, then east along that parcel boundary to its intersection with the west boundary of parcel 5080-012-009, then north to the north boundary of that parcel, then east along that parcel boundary to the northeast corner of that parcel, then south to the northwest corner of parcel 5080-012-010, then east to the northeast corner of that parcel, then north to the northwest corner of parcel 5080-012-011, then east to the northeast corner of that parcel, then south to the northwest corner of parcel 5080-012-012, then east along the northern boundary of parcels 5080-012-012, 013, 016, 015, and 014, to the northeast corner of parcel 5080-012-014, then north to the northwest corner of parcel 5080-012-903, then east to the northeast corner of that parcel, then south to the northwest corner of parcel 5080-012-905, then east along the northern parcel boundary to the centerline of Serrano Avenue, then east to the centerline of the public alley north of parcels 5080-019-923, 919, 922, and 921, then east along the centerline of the public alley north of parcels 5080-019-923, 919, 922, and 921 to the centerline of Hobart Boulevard, then north along that centerline to its intersection with

the westerly prolongation of the northern boundary of parcel 5080-020-029, then east to the northeast corner of that parcel, then south to the northwest corner of parcel 5080-020-028, then east along the northern boundary of parcels 5080-020-028 and 027 to the centerline of Harvard Boulevard, then east to the northwest corner of parcel 5080-027-014, then east to the northeast corner of parcel 5080-027-013, then south to the northwest corner of parcel 5080-027-012, then east along the northern parcel boundary to the centerline of Kingsley Drive, then north along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5080-028-016, then east along the northern boundary of parcels 5080-028-016, 015, 014, 013, and 012 to the centerline of Ardmore Avenue, then east to the northwest corner of parcel 5080-035-014, then east along the northern boundary of parcels 5080-035-014, 013, 012, and 011 to the centerline of Irolo Street, then east to the northwest corner of parcel 5078-036-014, then east along the northern boundary of parcels 5078-036-014, 013, 012, and 011 to the centerline of Normandie Avenue, then east to the northwest corner of parcel 5078-035-016, then east along the northern boundary of parcels 5078-035-016, 015, 014, and 013 to the northeast corner of parcel 5078-035-013, then south to the northwest corner of parcel 5078-035-012, then east along the northern parcel boundary to the centerline of Mariposa Avenue, then north along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5078-034-017, then east along the northern boundary of parcels 5078-034-017, 016, and 032 to the centerline of Fedora Street, then east to the northwest corner of parcel 5078-033-012, then east along the northern boundary of parcels 5078-033-012, 023 and 010 to the centerline on Kenmore Avenue, then east to the northwest corner of parcel 5078-032-015, then east to the northern boundary of parcels 5078-032-015, 014, 026, 027 and 011 to the centerline of Dewey Avenue, then east to the northwest corner of parcel 5078-031-029, then east to the northern boundary of parcels 5078-031-029, 014, 013 and 028 to the centerline of Catalina Street, then east to the northwest corner of parcel 5078-030-016, then east along the northern boundary of parcels 5078-030-016, 028, 013 and 012 the centerline of Berendo Street, then north along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5078-029-028, then east along that northern parcel boundary to the northeast corner of that parcel, then south to the northwest corner of parcel 5078-029-031, then east along that northern parcel boundary to the centerline of New Hampshire Avenue, then east to the northwest corner of parcel 5078-028-011, then east along the northern boundary of parcels 5078-028-011, 025 and 024 to the centerline of Vermont Avenue, then north along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5076-019-030, then east along that northern parcel boundary to the centerline of Menlo Avenue, then south along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5076-019-025, then east to the northeast corner of parcel 5076-019-025, then north to the northwest corner of parcel 5076-019-024, then east to the northeast corner of that parcel, then south to the northwest corner of parcel 5076-019-903, then east along the northern boundary of parcels 5076-019-903 and 902 to the centerline of Westmoreland Avenue, then north along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5076-018-023, then east along that northern parcel boundary to the centerline of Elden Avenue, then south along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5076-017-012, then east along

the northern parcel boundary of parcels 5076-017-012 and 013 to the centerline of Magnolia Avenue, then north along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5076-016-011, then east along that northern parcel boundary to the centerline of the public alley, then north along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5076-016-026, then east along that northern parcel boundary to the centerline with Arapahoe Street, then north along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5076-015-008, then east along the northern boundary of parcels 5076-015-008 and 020 to the centerline of Hoover Street, then south along that centerline to its intersection with the centerline of Lake Street, then northeast along the centerline of Lake Street to its intersection with the northwesterly prolongation of the northeast boundary of parcel 5136-024-019, then southeast along the northeast parcel boundary of parcels 5136-024-019, 020 and 021 to the centerline of the public alley, then northeast along that centerline to its intersection with the northwesterly prolongation of the northeast boundary of parcel 5136-024-009, then southeast along that northeast parcel boundary to the centerline of Alvarado Street, then northeast along that centerline to its intersection with the northwesterly prolongation of the northeast boundary of parcel 5136-023-030, then southeast along that northeast parcel boundary to its intersection with the public alley, then northeast along that centerline to its intersection with the northwesterly prolongation of the northeast boundary of parcel 5136-023-031, then southeast along that northeast parcel boundary to the centerline of Westlake Avenue, then southwest along that centerline to its intersection with the northwesterly prolongation of the northeast boundary of parcel 5136-022-027, then southeast along that northeast parcel boundary to its intersection with the centerline of the public alley, then southwest along that centerline to its intersection with the northwesterly prolongation of the northeast boundary of parcel 5136-022-015, then southeast along that northeast parcel boundary to the centerline of Bonnie Brae Street, then southeast to the most northerly corner of parcel 5137-034-001, then southeast along that northeast parcel boundary to the most easterly corner of parcel 5137-034-001, then northeast to the most northerly corner of parcel 5137-034-017, then southeast along the northeast parcel boundary of parcels 5137-034-017, 018, 019, 020, 021, 022, 023, 024, 025, 026 and 5137-033-010, 011, 027, 014, 015, 030, and 029 to the centerline of Union Avenue, then southeast to the most northerly corner of parcel 5137-032-036, then southeast along the northeast parcel boundary to the most easterly corner of parcel 5137-032-036, then northeast along northwest boundary of parcel 5137-032-023 to the centerline of 12th Place, then southeast along that centerline to its intersection with the northeasterly prolongation of the southeast boundary of parcel 5137-032-023, then southwest along that southeast parcel boundary to most northerly corner of parcel 5137-032-019, then southeast along the northeast parcel boundary of parcels 5137-032-019, 020, and 021 to the centerline of Valencia Street, then southeast to the most northerly corner of parcel 5137-031-013, then southeast east along the northeast boundary of parcels 5137-031-013, 014, and 015 to the most easterly corner of parcel 5137-031-016, then northeast along the northwest parcel boundary of parcel 5137-031-007 to the centerline of 12th Place, then southeast along that centerline to its intersection with the centerline of Albany Street, then southwest along that centerline to its intersection with the northwesterly prolongation of the northeast boundary of parcel 5137-031-025, then southeast along the northeast parcel boundary of

parcels 5137-031-025, 017, 018 and 027 to the State Freeway 110 (Harbor Freeway) right of way.

This boundary includes all of the commercially zoned parcels that front on the north side of Pico Boulevard and its unique, distinct, historical, inter-related commercial corridor, and excludes those parcels to the north that do not front on Pico Boulevard and not share this unique character. All assessed parcels located within the District will specially and individually benefit from its improvements and activities. No improvements or activities will be provided outside of the District's boundaries.

Eastern Boundary:

The eastern boundary of the District begins at the most easterly corner of parcel 5137-031-027, then continues southwest along the State 110 Freeway (Harbor Freeway) public right of way to the most southerly corner of parcel 5135-035-020. This boundary is a natural boundary and includes all of the commercially zoned parcels to the west that front on Pico Boulevard, the area's prominent, historic commercial corridor, and excludes those to the east, on the east side of the State Freeway 110 (Harbor Freeway) that are a part of the Convention Center, Staples Center, and L.A. Live business district and not the historic BLQ-Pico district. All assessed parcels located within the District will specially and individually benefit from its improvements and activities. No improvements or activities will be provided outside of the District's boundaries.

Southern Boundary:

The southern boundary of the District begins at the most southerly corner of parcel 5135-035-020, then continuing northwest, northeast and northwest along the southwest, northwest and southwest parcel boundaries to the most westerly corner of parcel 5135-035-020, then northwest to the centerline of Albany Street, then northeast to its intersection with the southeasterly prolongation of the centerline of the public alley southwest of parcel 5135-034-025, then northwest along that alley centerline to the centerline of Valencia Street, then southwest along that street centerline to its intersection with the southeasterly prolongation of the southwest boundary of parcel 5135-033-033, then northwest to the most westerly corner of parcel 5135-033-033, then northeast to the most southerly corner of parcel 5135-033-024, then northwest along that southwest parcel boundary to the centerline of Toberman Street, then southwest along that street centerline to its intersection with the southeasterly prolongation of the centerline of the public alley southwest of parcel 5135-022-041, then northwest along that alley centerline to its intersection with the centerline of Union Avenue, then continuing northwest along the centerline of the public alley southwest of parcel 5135-021-004, to its intersection with the centerline of Constance Street, then southwest along that centerline to its intersection with the southeasterly prolongation of the southwest boundary of parcel 5135-020-019, then northwest to the most southwesterly corner of parcel 5135-020-019, then northeast to the most southerly corner of parcel 5135-020-022, then northwest along that southwest parcel boundary to the centerline of Burlington Avenue, then southwest along that street centerline to its intersection with the southeasterly prolongation of the southwest

boundary of parcel 5135-005-011, then northwest to the most westerly corner of parcel 5135-005-010, then north to the most southerly corner of parcel 5135-005-001, then northwest to the centerline of Bonnie Brae Street / Alvarado Terrace, then northwest to the most southerly corner of parcel 5135-004-008, then northwest along that southwest parcel boundary to the centerline of the public alley, then northeast along that centerline to its intersection with the southeasterly prolongation of the southwest boundary of parcel 5135-004-007, then northwest along that southwest parcel boundary to the centerline of Westlake Avenue, then southwest along that street centerline to its intersection with the southeasterly prolongation of the southwest boundary of parcel 5135-002-018, then northwest along that southwest parcel boundary to the centerline of the public alley south and east of parcel 5135-002-015, then southwest along that alley centerline to its intersection with the centerline of Alvarado Street, then southwest along that street centerline to its intersection with the southeasterly prolongation of the southwest boundary of parcel 5135-001-020, then northwest along that southwest parcel boundary the centerline of Hoover Street, then north along that street centerline to its intersection with the easterly prolongation of the southern boundary of parcel 5056-008-012, then west to the southwest corner of parcel 5056-008-022, then north to the southeast corner of parcel 5056-008-001, then west along that south parcel boundary to the centerline of Arapahoe Street, then south along that street centerline to its intersection with the easterly prolongation of the southern boundary of parcel 5056-007-023, then west along that southern parcel boundary to the centerline of the public alley, then north along that alley centerline to its intersection with the easterly prolongation of the southern boundary of parcel 5056-007-003, then west along the southern boundary of parcels 5056-007-003, 002 and 001 to the centerline of Magnolia Avenue, then south along that centerline to its intersection with the centerline of the public alley south of parcel 5056-004-024, then west along that public alley centerline to its intersection with the centerline of Orchard Avenue, then west to the southeast corner of parcel 5056-003-027, then west along that southern parcel boundary to the centerline of Westmoreland Avenue, then west to the southeast corner of parcel 5056-002-042, then west along the southern boundary of parcels 5056-002-042, 040, 020 and 021 to the centerline of Menlo Avenue, then west to the southeast corner of parcel 5056-001-001, then west along the southern boundary of parcels 5056-001-001, 002, 055 and 004 to the centerline of Vermont Avenue, then west to the southeast corner of parcel 5075-001-001, then west along the southern boundary of parcels 5075-001-001 and 016 to the centerline of New Hampshire Avenue, then north along that street centerline to its intersection with the easterly prolongation of the south boundary of parcel 5075-003-011, then west to the southwest corner of parcel 5075-003-011, then south along the east boundary of parcel 5075-003-013 to the centerline of the public alley south of said parcel, then west along that alley centerline to its intersection with the centerline of Berendo Street, then south along that centerline to its intersection with the easterly prolongation of the centerline of the public alley south of parcel 5075-005-006, then west along that alley centerline to its intersection with the centerline of Catalina Street, then continuing west along the centerline of the public alley south of parcel 5075-006-006 to its intersection with the southerly prolongation of the western boundary of parcel 5075-006-003, then north along that parcel boundary to the southeast corner of parcel 5075-006-001, then west along that southern parcel boundary to the centerline of Dewey Avenue, then south along that street centerline to its intersection

with the easterly prolongation of the southern boundary of parcel 5075-007-005, then west to the southwest corner of parcel 5075-007-005, then south along the east boundary of parcel 5075-007-028 the centerline of the public alley south of said parcel, then west along that centerline to its intersection with the centerline of Kenmore Avenue, then north along that street centerline to its intersection with the easterly prolongation of the southern boundary of parcel 5075-008-025, then west to the southwest corner of parcel 5075-008-025, then south to the southeast corner of parcel 5075-008-024, then west along that southern parcel boundary to the centerline of Fedora Street, then north along that street centerline to its intersection with the easterly prolongation of the southern boundary of parcel 5075-008-004, then west along the southern boundary of parcels 5075-008-004 and 003 to its termination in the eastern boundary of parcel 5075-008-003, then south along that boundary to the centerline of the public alley south of parcel 5075-008-003, then west along that alley centerline to its intersection with the centerline of Mariposa Avenue, then south along that centerline to its intersection with the easterly prolongation of the southern boundary of parcel 5075-009-026, then west to the southwest corner of parcel 5075-009-026, then south along the east boundary of parcel 5075-009-021 to the centerline of 15th Street, then east along that centerline to its intersection with the centerline of Kenmore Avenue, then north along that centerline to its intersection of the westerly prolongation of the northern boundary of parcel 5075-014-019, then east along that parcel boundary to its intersection with the centerline of the alley west of the western boundary of parcel 5075-014-019, then north along the centerline of that alley to the westerly prolongation of the northern boundary of parcel 5075-014-019, then east along that northern boundary to the centerline of Dewey Avenue, then east along the northern boundary of parcel 5075-014-019 to the centerline of the public alley east of the eastern boundary of parcel 5075-014-019, then south along that centerline to the northern boundary of parcel 5075-014-019, then east along that parcel boundary to its intersection of the centerline of Catalina Street, then south along that street centerline to its intersection with the centerline of 15th Street, then east along that centerline to its intersection with the centerline of Berendo Street, then north along that centerline to its intersection with the westerly prolongation of the north boundary of parcel 5075-014-019, then east along that parcel boundary to the centerline of the public alley east of parcel 5075-014-019, then south along that public alley centerline to its intersection with the centerline of Venice Boulevard, then west along that street centerline to its intersection with the southerly prolongation of the west boundary of parcel 5075-013-026, then north to the northwest corner of parcel 5075-013-026, then east along that north parcel boundary to the centerline of Normandie Avenue, then north along that street centerline to its intersection with the centerline of 15th Street, then west along that street centerline to its intersection with the southerly prolongation of the west boundary of parcel 5075-011-022, then north along that west parcel boundary to the centerline of 14th Street, then east along that centerline to its intersection with the southerly prolongation of the western boundary of parcel 5075-010-027, then north and west along that parcel's boundaries to the southeast corner of parcel 5075-010-010, then west along the south boundary of parcels 5075-010-010, 009, 008, 007, 006, 005, 004, 028, 002, and 001 to the centerline of Ardmore Avenue, then south along that street centerline to its intersection with the centerline of 15th Street, then west along that street centerline to its intersection with the southerly prolongation of the western boundary of

parcel 5074-006-016, then north to the southeast corner of parcel 5074-006-014, then west along that south parcel boundary to the centerline of Harvard Boulevard, then north along that street centerline to its intersection with the centerline of the public alley south of parcel 5074-005-011, then west along that alley centerline to its intersection with the east boundary of parcel 5074-005-022, then south to the southeast corner of parcel 5075-011-022, then west along the southern boundary of parcels 5074-011-022, 002 and 001 to the centerline of Hobart Boulevard, then north along that street centerline to its intersection with the easterly prolongation of the southern boundary of parcel 5074-002-001, then west along the southern boundary of parcels 5074-002-001, 002, 003, 004, 005, 006, 007, 008 and 009 to the centerline of Oxford Avenue, then north along that street centerline to its intersection with the easterly prolongation of the southern boundary of parcel 5074-001-011, then west to the southwest corner of parcel 5074-001-011, then south to the southeast corner of parcel 5074-001-010, then west along the southern boundary of parcels 5074-001-010, 009, 008, 007, 006, 024, 003, 002 and 001 to the centerline of Western Avenue.

This boundary includes all of the contiguous, commercially zoned, historically unique, inter-related parcels that front Pico Boulevard, and includes Loyola High School and related church institutional use parcels, and excludes those parcels to the south of the Pico Boulevard commercial corridor and north of Loyola High School that are zoned solely residential and presumed by State Law to not benefit from District improvements or activities, and excludes those parcels south of Loyola High School, which is largely a cemetery and related uses, that have no such historical or commercial connections to Pico Boulevard, the area's major historical commercial corridor. All assessed parcels located within the District will specially and individually benefit from its improvements and activities. No improvements or activities will be provided outside of the District's boundaries.

Western Boundary:

The western boundary of the District begins at the intersection of the westerly prolongation of the southern boundary of parcel 5074-001-001 and the centerline of Western Avenue, then continues north along that street centerline to its intersection with the prolongation of the north boundary of parcel 5080-012-031. This boundary includes all of the contiguous, commercially zoned, historically related parcels that front on Pico Boulevard and includes Loyola High School and related church institutional use parcels to the east and excludes those to the south and west and those that are zoned solely residential and presumed by State Law to not benefit from District improvements or activities and excludes those to the west and north that are not a part of the historic BLQ-Pico corridor that shares a unique, distinct, historical business inter-relationship that characterizes the District. All assessed parcels located within the District will specially and individually benefit from its improvements and activities. No improvements or activities will be provided outside of the District's boundaries.

Finding 2: “Separate the general benefits from the special benefits conferred on parcel(s). Only special benefits are assessable.” (From Section 4(a)).

State Law, Proposition 218, and judicial decisions require that assessments be levied according to the estimated special benefit each assessed parcel receives from Services provided by the District. Article XIID Section 4a of the California Constitution states, in part, that “only special benefits are assessable,” which requires that general benefits, if any, be separated from special benefits provided by the District. A recent judicial decision in the Golden Hill Neighborhood Association v San Diego case further clarified that “even minimal general benefits must be separated from special benefits and quantified so that the percentage of the cost of services and improvements representing general benefits, however slight, can be deducted from the amount of the cost assessed against specially benefitting properties.”

Special Benefit

Proposition 218 defines “special benefit” to mean “a particular and distinct benefit over and above general benefits conferred on real property located in the District or to the public at large. General enhancement of property value does not constitute ‘special benefit.’” The Services, their costs, and assessments have been carefully identified, reviewed, and allocated to confer special and individual benefits pursuant to the provisions of State Law and Proposition 218. These Services are tailored to confer special benefits on particular parcels, not the general public, and are above and beyond services available from the City of Los Angeles, which qualifies these Services as particular and distinct benefits. For example, the proposed landscaping, sanitation, and beautification program provides sidewalk cleaning, street sweeping, pressure washing, trash removal, graffiti removal, sticker removal, and cleaning at the properties that are assessed. Parcels that receive these services are more attractive to customers, employees, tenants, and investors and therefore can function more effectively. These benefits are particular and distinct in that they are not provided to non-assessed parcels outside of the District. Similarly, the proposed marketing and promotions program provides street banners, signage, public right of way clock maintenance, holiday decorations, a website, a newsletter for property owners, branding graphics and advertising, placement of promotional materials in various media, and brochure preparation that target tenants, employees, investors, and owners either individually or as combined sub-groups to communicate the desirability of commercial merchandise or services provided on assessed parcels thereby increasing economic activity including sales, customer traffic, property values, and space rentals to those parcels. Such District marketing and promotions services will not benefit publically owned parcels because they address commercial economic uses and not school or parks uses and therefore do not benefit them. The District will not market or promote public school attendance. Nor will it market or promote use of public parks. The benefits to assessed District parcels are particular and distinct because non-assessed parcels or residentially zoned uses will not be the subject of any District activities. No District services will be provided outside the District boundaries. The special and individual benefit to each parcel from the proposed Services is proportionate to the total amount of the proposed assessment. Each individual assessed parcel’s assessment is no greater than the special and individual benefit it receives from the Services. A quantitative analysis of the special and general benefits is presented below.

As a component in the preparation of this Engineer’s Report, Dr. William Whitney, a Ph.D. Economist with over 40 years experience in analytical modeling was engaged to develop a methodology to quantify special as opposed to general benefits associated with District Services. His work produced a survey that counted the number of individuals engaging in any type of commerce or residing in the District, and thus receiving special benefits of District Services; and, those not so engaged, and thus generally benefitting from District Services. In addition, Whitney’s survey methodology provided a means of calculating the likelihood that its responses were an accurate reflection of the District’s total population.

On February 28 and March 2, 2013 the Whitney survey was administered to pedestrians intercepted at separate random locations throughout the District. The survey asked respondents if they were engaged in any type of commercial activity (i.e. patronizing an eating establishment, shopping, visiting a professional or personal service business, or attending church or a school); or, lived within the District boundaries. A map of the proposed District was available. Every effort was made to include an unbiased cross section of participants. The survey included 565 initial respondents. Of those initial respondents, 19 were deemed to be invalid either because they did not respond to all of the questions or answered a single question twice and were not included in the final sample of 546 used to draw conclusions. Of those 546 valid survey responses, 95.42% indicated that they had or intend to engage in at least one of the described commercial activities within the District as opposed to simply “stroll, walk around, or make a transit connection” (i.e. just pass through the District) with no business purpose.

The survey also found that of the 546 respondents, 97.99% indicated that at least one of the District Services contributed to their decision to come into the area by responding that “cleanliness, like extra trash pick-up, steam cleaning, and graffiti removal” were “very important” or “somewhat important” or that “marketing and promotions like street light banners, flags, or bright signs” were “very important” or “somewhat important.” This response is a measure of the high level of special benefit that assessed parcels receive from District Services.

Based upon the survey sample size of 546, Dr. Whitney calculated that this conclusion is 95.72% likely to represent the population as a whole and can therefore be relied upon. A final survey Response Summary is attached to this Engineer’s Report as Attachment 2. Based on the results of this survey, the Engineer has concluded that each of the proposed District Services provides a special and individual benefit to the assessed parcels within the District.

The Services (landscaping, sanitation, beautification; marketing and promotions; policy development, management, and administration) to be provided by the District are designed to meet specific needs of the properties to improve business within the District area and provide special and individual benefits to each property. The District’s purpose is to fund Services that provide a better kept, cleaner, and more beautiful environment with the goal of increasing pedestrian traffic that increases business levels; and, to perform marketing and promotions efforts that present a more attractive and vibrant area with the same goal. These Services, except for Marketing and Promotions services with respect to publically owned parcels as explained in this Engineer’s Report, also make each individual parcel a more desirable place to live, work, or conduct business. These purposes are the clearly stated reasons for the property owners to create the District. All District Services are over and above any services provided by the City of Los Angeles and are not affected by them.

No parcels zoned for “solely residential” use have been assessed within the District because such parcels are presumed not to benefit pursuant to State Law.

General Benefit

As discussed above, Proposition 218 requires that general benefits be quantified and separated from special benefits and deducted from the costs of any special benefit parcel assessment. General benefit would be defined as: “an overall and similar benefit to real property within the District or to the public at large.” General benefits resulting from District Services would be those that are not “particular and distinct” and not over and above the benefits that other parcels receive. The analysis below is based upon the Engineer’s judgment and experience based upon 30 years of public works civil engineering and assessment district work, and will identify and quantify general benefits that are provided to parcels either outside or inside District boundaries. Also presented below is the quantification of general benefits that are provided to the public at large as identified in the pedestrian intercept survey prepared as a component of this Engineer’s Report and particularly described in the “Special Benefits” section, above.

General Benefits to Parcels Outside the District

Services are provided to each individual assessed parcel within the District’s boundaries, and no Services are provided outside of those boundaries. It is conceivable, however, to conclude that some parcels outside those boundaries may receive some “spillover benefit” from the District’s Marketing and Promotions services, which are less site specific than the other Services. At most, the parcels that could receive such “spillover” general benefit would be those parcels that are located immediately adjacent to or immediately across the street from a parcel receiving District Marketing and Promotions services. Any parcel that is at least one parcel distant from another that receives these services; or, does not directly front on a street across from another that receives those services is, in the Engineer’s judgment and experience, based upon over 30 years of public works civil engineering and assessment district work, considered to be too remote to receive any “spillover” general benefit. Based upon these criteria, there are 22 commercial (retail, office, industrial, manufacturing) parcels, and 51 R4 parcels, a total of 73 parcels, that may receive what, in the Engineer’s judgment and experience, would be a nominal benefit from District Marketing and Promotions services. There are also 187 solely residentially zoned parcels that meet the contiguous adjacency criteria that, pursuant to State Law, are presumed to not receive any special benefit from District services. In order to calculate the amount of any possible general benefit that these parcels receive, their relative budget size is determined as shown below:

Possible General Benefits to Parcels Outside District Boundaries
Benefit Factor Calculation

	Budget	% of Total	x	Relative Benefit*	=	Benefit Factor
District Marketing & Promotions Budget	\$6,200	4.75%		0.25		0.012
Total District Budget	\$130,600					
*For purposes of this analysis, a conservative 25% relative benefit factor is used to weight the relative value of any general benefit “spillover” from District services to parcels outside its boundaries.						

The Benefit Factor is calculated by multiplying the Percent (%) of Total Budget for the “spillover” category by the Relative Benefit to produce a Benefit Factor. Each of the 73 parcels that might receive nominal general benefits from the District’s Marketing and Promotions services is credited with 0.012 Benefit Factor to account for this possibility. In comparison, there are 239 parcels within the District that each receives a Benefit Factor of 1.0 for these services. This comparison and the calculation of maximum conceivable total general benefit to parcels outside the District for “spillover” Marketing and Promotions services is shown below in the following chart:

Calculation of Possible Benefits to Parcels Outside District Boundaries

	# Parcels	Benefit Factor	Total Benefit Units
# Parcels in District	239	1.00	239.00
# Parcels w/ “Spillover”	73	0.012	0.88
Totals	312		239.88
General Benefit to Parcels Outside District			0.37% (0.88/239.88)

General Benefits to the Public At Large (or to Parcels within the District)

Another type of general benefit is that provided to the public at large or to parcels within the District. Such general benefit is provided to people that are within the District boundaries or to parcels that do not receive special benefit. In the Engineer's judgment and experience based upon over 30 years of public works civil engineering and assessment district work, there are no general benefits to the public at large outside of the District boundaries.

The pedestrian intercept survey that is particularly described in the "Special Benefit" section above and conducted as a component in the preparation of this Engineer's Report, provided data to quantify the general benefits enjoyed by the public at large inside District boundaries. It provided information that was 95.72% likely to represent the population as a whole of those people that were within District boundaries and that did not pay an assessment or were not specially benefitted by its services. It found that 4.58% of those people in the District "generally benefitted" because those individuals were either "very likely" or "likely" to "stroll or walk around or make a transit connection" **and** "not likely at all" to "eat or drink at a restaurant, cafe, or bar;" "shop;" "conduct professional business;" "conduct personal business;" "attend church;" or "attend school." These benefits are distinct from the special benefits to parcels within the District.

Total General Benefits

Considering both types of general benefits as presented above produces the following:

BLQ-Pico General Benefits Analysis

General Benefits to Parcels Outside District	0.37%
General Benefits to Public at Large	4.58%
Total General Benefits (Calculated)	4.95%
Say	5.0%

In order to present a conservative conclusion, it is the Engineer's judgment and experience, based upon over 30 years of public works civil engineering and assessment district work, that the level of general benefits to be funded in the BLQ-Pico budget from non-assessment sources should be 5.0%. The BLQ-Pico budget for the 5-year term beginning January 1, 2014 would be as follows:

BLQ-Pico Budget for Special Benefit vs General Benefit Costs

Year	Special Benefit	General Benefit	Total Budget
2014	\$130,600	\$6,874	\$137,474
2015	\$137,131	\$7,217	\$144,348
2016	\$143,988	\$7,579	\$151,567
2017	\$151,187	\$7,957	\$159,144
2018	\$158,747	\$8,356	\$167,103
Totals	\$721,653	\$37,983	\$759,636

Finding 3: “[Determine] the proportionate special benefit derived by each parcel in relationship to the entirety of the... cost of public improvement(s) or the maintenance and operation expenses...or the cost of the property related service being provided.” (From Section 4(a)).

Each and every parcel in the District, except publically owned parcels used as parks and school sites, will benefit from the Services provided in connection with the District because these Services are designed to increase pedestrian and automobile traffic and building occupancies thereby increasing demand for and utilization of all assessed commercial, residential, and church and institutional property within the District. Such publically owned parcels will benefit from District Landscaping, Sanitation, and Beautification services and the portion of District Policy Development, Management, and Administration services required to provides those services. The Services are intended to transform the District into a vibrant, extended-hour commercial community.

Three (3) factors (lot size, improvement size, and street frontage) were chosen to calculate the special benefit allocable to each parcel in the District.

Lot size is a measurement both of the potential for future development on a parcel to meet customer and tenant demand, and of the present capacity of the parcel’s street level areas to accommodate customers and tenants. Street level space benefits strongly from business improvement district Services because such space is more readily used for retail space, office space, lobby services, and surface parking facilities that are especially sensitive to increases in customer demand.

The size of the improvements on a parcel is a measurement of the capacity of that parcel to currently serve the demand of customers and of retail, office, commercial, residential, church and non-profit, and publically owned parcels.

Frontage is a vital measure because it indicates the amount of the parcel that is directly accessible to and visible from the street. The more frontage a parcel has, the larger the area of sidewalk is in front of the parcel to be landscaped, cleaned, or beautified in connection with District Services.

It is the Engineer’s opinion that combining these three (3) factors gives a far better picture of the benefits than could be derived from just one or two of the factors alone; and, that because no one of these factors is more important than the others, and each factor is critical to the overall benefit calculation, each factor is weighted equally in quantifying the benefits any particular parcel would receive.

The Special Benefit & Assessment Analysis section of this Engineer’s Report discusses the exact formula used to calculate the benefits.

Finding 4: “No assessment ...shall exceed the reasonable cost of the proportional special benefit conferred on parcel(s).” (From Section 4(a)).

The total amount to be assessed will not exceed the estimated reasonable cost of the program. Because each parcel will be assessed in proportion to its share of the total special benefit created by the program, no assessment will exceed the reasonable cost of the proportional special benefit conferred on the parcel.

Finding 5: “Parcels...that are owned or used by any (public) agency shall not be exempt from assessment.” (From Section 4(a)).

Parcels owned by public agencies will specially and individually benefit from District Landscaping, Beautification, and Sanitation services and for that portion of District Policy Development, Management, and Administration services required to provide them, and will be assessed at the same rate as private parcels of the same size, location and use on the basis of their relative land and improvement size and length of street frontage as set forth in this Engineer’s Report. This includes the parcels in the District that are owned by the City of Los Angeles and Los Angeles Unified School District (LAUSD). These benefits are described below. Such public use parcels will not, however, benefit from District Marketing and Promotions services and will not be assessed for them, as also described below.

- Landscaping, Sanitation, and Beautification services include sidewalk cleaning, street and public alley cleaning, sidewalk pressure washing, graffiti removal, sticker removal, trash removal, and landscaping at the properties that are assessed. The impact of these services upon assessed District parcels is that they enhance the parcels’ ability to attract users or students thereby increasing the numbers of users or students, which increases the parcels’ accomplishment of its service mission. This benefit to assessed District parcels is particular and distinct because non-assessed parcels outside the District do not receive them. This standard is greater than would exist with only City baseline services.
- Marketing and Promotions services include street banners, signage, public right of way clock maintenance, holiday decorations, a website, a newsletter for property owners, branding graphics and advertising, placement of promotional materials in various media, none of which will benefit publically owned parcels because they are addressed to commercial economic uses not public school or public parks users and therefore do not benefit them. The District will not market or promote public school attendance. Nor will it market or promote use of public parks. Consequently, publically owned parcels in the District will not be assessed for Marketing and Promotions costs.
- The District’s Policy Development, Management, and Administration services provide for the efficient and effective functioning of the Landscaping, Sanitation, and Beautification services that benefit these publically owned parcels. These services include District vendor selection and management, property owner communications,

advocacy of property interests, effective Owner’s Association coordination, and sound fiscal management. The impact of these services upon assessed District parcels is that they improve the effectiveness and efficiency of District Services, which benefits the owner’s achievement of its service mission. This standard is greater than would exist with only City baseline services.

This benefit to assessed District parcels is particular and distinct because non-assessed parcels do not receive them. This standard is greater than would exist with only City baseline services.

The publicly-owned parcels in the District are listed below:

CITY OF LOS ANGELES PARCELS (CITY)

	APN #	Address	Owner	PBID Assessment	% of Total
1	5075-014-900	Park	City	\$2,246.11	1.72%
2	5076-019-903	Park	City	\$303.17	0.23%
3	5076-019-902	Park	City	\$294.18	0.23%
		Total City		\$2,843.46	2.18%

LOS ANGELES UNIFIED SCHOOL DISTRICT (LAUSD)

	APN #	Address	Owner	PBID Assessment	% of Total
1	5080-012-905	School Site	LAUSD	\$423.54	0.32%
2	5080-019-921	School Site	LAUSD	\$372.62	0.29%
3	5080-019-923	School Site	LAUSD	\$234.90	0.18%
4	5080-012-903	School Site	LAUSD	\$156.29	0.12%
5	5080-019-922	School Site	LAUSD	\$118.72	0.09%
6	5080-019-919	School Site	LAUSD	\$118.69	0.09%
		Total LAUSD		\$1,424.76	1.09%

Finding 6: “All assessments must be supported by a detailed engineer’s report prepared by a registered professional engineer certified by the State of California.” (From Section 4(b)).

This report is the “detailed engineer’s report” to support the assessments proposed to be levied within the BLQ-PICO Business Improvement District.

Special Benefit & Assessment Analysis

A six (6)-step process for determining BLQ-PICO assessments has been used as delineated below.

Step 1: Select “benefit units.”

Because the assessment against each parcel must reflect the special benefit that parcel derives from the District's Services, the first step in designing an assessment methodology was to assign "benefit units" to different parcel attributes. The assignment of benefit units reflects the relative levels of benefit discussed in "Finding 3", above.

There are three types of benefit units:

A. Lot Benefit Units:

Each parcel in the District was allocated one Lot Benefit Unit for each square foot of the parcel's surface area.

B. Improvement Benefit Units:

Each parcel fronting in the District was allocated one Improvement Benefit Unit for each square foot of non-residential improvements.

C. Frontage Benefit Units:

Each parcel in the District was allocated one Frontage Benefit Unit for each linear foot of the parcel's frontage on any of the following streets: Pico Boulevard, Venice Boulevard, 15th Street, and Normandie Avenue. All parcels that front the above listed streets will be provided with District services along other street frontage that is directly across from street frontage that is in the District and no other frontage. Therefore, District services will be provided on sections of Albany Street, Valencia Street, Toberman Street, Union Avenue, Constance Street, Burlington Avenue, Bonnie Brae Street, Alvarado Terrace, Westlake Avenue, Alvarado Street, Lake Street, Hoover Street, Arapahoe Street, Magnolia Avenue, Elden Avenue, Orchard Avenue, Westmoreland Avenue, Menlo Avenue, Vermont Avenue, New Hampshire Avenue, Berendo Street, Catalina Street, Dewey Avenue, Kenmore Avenue, Fedora Street, Mariposa Avenue, Irolo Street, Ardmore Street, Kingsley Street, Harvard Boulevard, Hobart Boulevard, Serrano Avenue, and Oxford Avenue, each of which are cross streets to Pico Boulevard.

Step 2: Calculate the benefit units for each property.

The number of each type of benefit unit allocated to each identified benefiting parcel within the BLQ-PICO area was determined from data obtained from the County of Los Angeles and third party real estate data service providers. These data sources provide Assessor Parcel Numbers, ownership, address, parcel size, gross building size, street front footage, and other needed information. This data provides a basis for calculating property-based assessments. All relevant data being used in assessment calculations has been provided, or attempted to be provided, to each property owner in the District for their review. All known or reported discrepancies or errors have been corrected.

Step 3: Quantify total basic benefit units.

In aggregate, there are 4,022,059 Lot Benefit Units; 2,203,989 Improvement Benefit Units; and, 43,202 Frontage Benefit Units.

Step 4: Calculate “Basic Benefit Unit Cost” for special benefits.

The total cost of all District special assessment Services in the first year of operation will be \$130,600; \$43,533 of these costs will be allocated based on Lot Benefit Units; \$43,533 based on Improvement Benefit Units; and \$43,533 based on Frontage Benefit Units. District budget cost estimates have been established based upon the following factors: (i) historical costs of similar Services provided in other business improvement district organizations and municipal agencies in the Greater Los Angeles area; (ii) estimates of anticipated market place costs for needed goods and Services; and, (iii) analysis of the Services, the optional frequency with which they are provided, and the impact of District geography upon them as required to efficiently and effectively achieve the desired results of its formation. These factors also established the relative size of the budget for each benefit zone.

The cost per benefit unit is therefore as follows:

A. Lot Benefit Units:

$$\$43,533 / 4,022,059 = \$0.0108 \text{ per Lot Benefit Unit.}$$

B. Improvement Benefit Units:

$$\$43,533 / 2,203,989 = \$0.0198 \text{ Improvement Benefit Unit.}$$

C. Frontage Benefit Units:

$$\$43,533 / 43,202 = \$1.0077 \text{ per Frontage Benefit Unit.}$$

Step 5: Determine Assessment Formula.

Combining the calculations from Steps 1 through 4, the assessment formula is therefore:

District assessment formula = (\$0.0108 X square feet of parcel size) + (\$0.0198 X square feet of improvement size) + (\$1.0077 X linear feet of frontage).

Step 6. Spread the Assessments

The resultant assessment spread calculations for each parcel within the District are shown in an attachment to this Engineer’s Report and were determined by applying the District assessment formula to each specially benefiting property. This list of all identified

specially benefiting parcels in the District area delineates each parcel and its special benefit units for parcel area, improvement size, and linear street frontage.

During the five-year effective term of the District, it is likely that some parcels within the District will be developed with additional commercial improvements or will see the demolition of existing improvements. The assessment against such parcels shall be recalculated beginning with the assessment for the first year following the construction or demolition of improvements. The new assessment against such a parcel shall be calculated pursuant to the formula set forth in Step 5 on Page ER-24. Pursuant to Government Code Section 53750(h)(3), such recalculation does not constitute an "increase" of assessment that requires the conduct of a new Proposition 218 ballot proceeding. Such a proceeding will be required if the assessment formula is itself changed.

Assessment rates may be adjusted annually by the Owner's Association Board of Directors and submitted to the City of Los Angeles with the District's Annual Planning Report in accordance with Streets and Highways Code Section 36650 to reflect changes in the Consumer Price Index for Los Angeles-Orange-Riverside for All Urban Consumers, but this adjustment will not exceed five per cent (5%) per fiscal year.

ATTACHMENT 1
BLQ-PICO PBID PROPERTY INFORMATION
and
ASSESSMENTS FOR 2014

BLI-Q-PICO PRID AREA PROPERTY INFORMATION AND ASSESSMENTS FOR 2014

APRN	PROPERTY OWNER	LOT AREA SF	LOT AREA BENEFIT UNITS	LOT AREA ASSESSMENT	IMPRT AREA SF	IMP AREA BENEFIT UNITS	IMP AREA ASSESSMENT	PICO FRT FT	OTHER STREET FRT FT	FRT FT BENEFIT UNITS	FRT FT ASSESSMENT	TOTAL ASSESSMENT 2014	% of Total
5137-034-026	KIM CHONG S	5,605	5,605	\$50.88	5,175	5,175	\$102.22	45	0	45	\$45.35	\$205.24	0.15%
5137-034-025	SCHWARTZ ELLIOT AND BEVERLY TRUST SCHWARTZ FAMIL	6,943	6,943	\$74.07	4,970	4,970	\$88.17	55	0	55	\$55.42	\$227.66	0.17%
5137-034-024	SCHWARTZ ELLIOT AND BEVERLY TRUST SCHWARTZ FAMIL	6,247	6,247	\$67.62	6,250	6,250	\$123.45	50	0	50	\$50.36	\$261.51	0.19%
5137-034-023	VIOLE FAMILY LLC	6,234	6,234	\$57.47	6,200	6,200	\$72.46	50	0	50	\$50.38	\$240.42	0.18%
5137-034-022	VIOLE FAMILY LLC	6,235	6,235	\$57.48	0	0	\$0.00	50	0	50	\$50.38	\$224.08	0.09%
5137-034-021	GARCIA YVONNE TRUST AMADA SIMBALA DECEASED TRUS	6,238	6,238	\$57.52	5,376	5,376	\$106.19	50	0	50	\$50.38	\$224.08	0.13%
5137-034-020	CARSTEN COMPANY LLC ET AL	6,238	6,238	\$57.52	2,653	2,653	\$252.62	45	0	45	\$44.84	\$339.84	0.28%
5137-034-018	NESLER JOHN J JR	5,880	5,880	\$61.50	12,840	12,840	\$253.62	45	0	45	\$44.84	\$170.50	0.13%
5137-034-017	HAEM FARABARRZ N	5,882	5,882	\$61.50	2,055	2,055	\$40.59	45	0	45	\$44.84	\$146.83	0.11%
5137-034-016	JAY BRUCE	6,246	6,246	\$67.60	0	0	\$0.00	50	0	50	\$50.38	\$171.99	0.09%
5137-034-015	YANG SUNGHYUN M AND KYUNG H	5,525	5,525	\$60.88	4,344	4,344	\$85.80	113	0	113	\$184.25	\$310.64	0.24%
5137-033-029	CASTILLO PICO PLAZA LLC	12,371	12,371	\$133.90	4,518	4,518	\$89.24	100	0	100	\$100.77	\$323.81	0.25%
5137-033-027	SYSTEM III LLC	12,371	12,371	\$133.90	17,529	17,529	\$346.22	150	285	435	\$1,462.42	\$1,162.42	0.89%
5137-033-025	EBERIAN JACOB AND FARIDH TRUST EBERIAN FAMILY TRUS	6,226	6,226	\$67.39	3,692	3,692	\$72.92	50	0	50	\$50.38	\$438.34	0.34%
5137-033-015	AGUIR ALBAJI TRUST ALBAJI AGUIR TRUST	12,471	12,471	\$134.68	10,406	10,406	\$205.54	50	0	50	\$50.38	\$1,000.77	0.78%
5137-033-014	LUBEN FRANCES TRUST LUBEN FAMILY TRUST AND	6,223	6,223	\$67.38	6,200	6,200	\$122.46	50	0	50	\$50.38	\$438.34	0.34%
5137-033-011	KIM CHONG S	6,227	6,227	\$67.49	0	0	\$0.00	50	0	50	\$50.38	\$50.38	0.04%
5137-033-010	KIM CHONG S	6,250	6,250	\$67.55	0	0	\$0.00	50	0	50	\$50.38	\$50.38	0.04%
5137-033-009	KIM CHONG S	20,890	20,890	\$227.19	5,750	5,750	\$113.57	165	117	282	\$232.78	\$2,797.95	2.15%
5137-033-008	PICO CENTER	37,304	37,304	\$70.59	61,413	61,413	\$123.03	150	0	150	\$150.77	\$1,178.14	0.91%
5137-033-003	JACKMAN BARBARA A TRUST JACKMAN MARITAL TRUST	6,522	6,522	\$70.59	4,433	4,433	\$87.96	182	132	182	\$183.40	\$1,033.40	0.79%
5137-033-020	SOLEYMANI BLAN	6,176	6,176	\$66.83	13,763	13,763	\$271.85	100	0	100	\$100.77	\$369.08	0.29%
5137-033-019	SOLEYMANI BLAN	12,360	12,360	\$133.78	27,852	27,852	\$550.13	68	0	68	\$68.52	\$766.68	0.59%
5137-031-027	1307 PICO LLC	8,234	8,234	\$99.12	4,954	4,954	\$98.05	20	250	270	\$272.07	\$229.26	0.18%
5137-031-025	ESTRADA GABRIEL B COMPANY TRUST ESTRADA FAMILY TR	2,312	2,312	\$27.18	0	0	\$0.00	20	0	20	\$20.00	\$20.00	0.02%
5137-031-022	ESTRADA GABRIEL B COMPANY TRUST ESTRADA FAMILY TR	14,883	14,883	\$161.09	14,440	14,440	\$285.92	80	245	308	\$310.36	\$2,227.07	1.73%
5137-031-023	ESTRADA GABRIEL B COMPANY TRUST ESTRADA FAMILY TR	14,922	14,922	\$161.51	14,890	14,890	\$293.91	80	0	80	\$80.46	\$706.67	0.54%
5137-031-018	ESTRADA GABRIEL B COMPANY TRUST ESTRADA FAMILY TR	6,133	6,133	\$66.38	6,100	6,100	\$120.48	50	0	50	\$50.38	\$310.36	0.24%
5137-031-017	ESTRADA GABRIEL B COMPANY TRUST ESTRADA FAMILY TR	6,135	6,135	\$66.38	6,150	6,150	\$121.48	50	0	50	\$50.38	\$310.36	0.24%
5137-031-016	ESTRADA GABRIEL B COMPANY TRUST ESTRADA FAMILY TR	6,146	6,146	\$66.52	6,250	6,250	\$123.45	50	0	50	\$50.38	\$310.36	0.24%
5137-031-015	MERRAZ MICHAEL	6,147	6,147	\$66.58	6,100	6,100	\$120.48	50	0	50	\$50.38	\$310.36	0.24%
5137-031-014	ESTRADA GABRIEL B COMPANY TRUST ESTRADA FAMILY TR	6,151	6,151	\$66.58	7,200	7,200	\$142.21	50	0	50	\$50.38	\$310.36	0.24%
5137-031-013	ESTRADA GABRIEL B COMPANY TRUST ESTRADA FAMILY TR	12,307	12,307	\$133.21	12,275	12,275	\$242.46	100	0	100	\$100.77	\$902.34	0.69%
5137-024-020	1ST HOOVER INVESTMENTS LLC	6,442	6,442	\$74.08	6,577	6,577	\$133.88	111	0	111	\$111.31	\$772.31	0.59%
5137-024-019	SERRET PHILYN COMPANY TRUST LORENZO FAMILY TRU	8,558	8,558	\$92.74	8,777	8,777	\$179.83	55	180	245	\$246.88	\$505.60	0.39%
5137-024-018	MANDEL PHILYN AND SYLVIA TRUST MANDEL FAMILY TRUST	28,092	28,092	\$303.95	12,960	12,960	\$252.33	175	382	556	\$542.13	\$1,178.41	0.90%
5137-023-031	LABORERS INTERNATIONAL UNION OF N A AFL CIO LOCAL U	35,187	35,187	\$360.88	16,825	16,825	\$332.33	168	145	313	\$315.02	\$865.20	0.66%
5137-023-027	ALEJO PROPERTIES LLC	33,351	33,351	\$350.86	9,580	9,580	\$188.22	208	160	368	\$371.83	\$1,252.81	0.95%
5137-023-026	NANCO CAPITAL GROUP INC	31,644	31,644	\$342.50	0	0	\$0.00	187	145	332	\$334.39	\$1,083.88	0.81%
5137-023-025	1300 PICO ASSOCIATES LLC	5,595	5,595	\$60.56	20,807	20,807	\$407.03	112	50	162	\$163.24	\$1,033.24	0.79%
5137-023-024	PICONT LLC	104,380	104,380	\$1,129.27	150,257	150,257	\$2,997.89	185	438	623	\$627.86	\$9,937.86	7.73%
5137-023-023	WFO DARGONE TRUST DARGONE WU TRUST	7,159	7,159	\$77.48	4,227	4,227	\$83.49	60	127	60	\$60.46	\$271.76	0.21%
5137-023-022	SEGAL JACOB AND GERRI'S TRUST SEGAL FAMILY TRUST	5,094	5,094	\$55.03	5,192	5,192	\$102.55	40	0	40	\$40.31	\$187.69	0.15%
5137-023-021	CHAVEZ AL FREDO M	10,178	10,178	\$110.17	13,592	13,592	\$268.47	80	0	80	\$80.46	\$269.60	0.21%
5137-023-020	DEOVIAC DEVELOPERS LLC	25,618	25,618	\$277.28	9,576	9,576	\$189.15	132	127	260	\$261.84	\$728.14	0.56%
5137-023-019	99 CENTS ONLY STORES	18,624	18,624	\$201.58	11,088	11,088	\$218.01	146	119	265	\$266.67	\$687.27	0.53%
5137-022-041	VIOLE FAMILY LLC	18,130	18,130	\$198.23	12,202	12,202	\$241.01	112	152	264	\$266.03	\$703.27	0.54%
5137-022-040	VIOLE FAMILY LLC	9,127	9,127	\$98.79	0	0	\$0.00	50	0	50	\$50.44	\$157.23	0.12%
5137-022-030	ALVAREZ ROBERTO AND MARIA TRUST ALVAREZ FAMILY T	15,700	15,700	\$169.93	2,784	2,784	\$54.99	97	152	249	\$250.91	\$175.83	0.14%
5137-021-030	KUMIWA GROUP LLC	36,629	36,629	\$396.46	57,430	57,430	\$1,134.36	230	338	568	\$569.47	\$1,921.89	1.47%
5137-021-004	HEESY MIKE C AND SADI J	9,541	9,541	\$103.27	16,570	16,570	\$327.29	61	159	220	\$221.69	\$350.47	0.27%
5137-020-022	BIG PROPERTIES LLC	22,631	22,631	\$244.95	17,412	17,412	\$343.82	146	165	311	\$313.31	\$962.18	0.74%
5137-020-011	TIFFY PROPERTIES LLC	34,318	34,318	\$371.45	24,057	24,057	\$476.16	146	235	381	\$383.92	\$1,230.51	0.94%
5137-005-011	CUEVA ADAN ETAL	16,993	16,993	\$183.83	15,824	15,824	\$312.58	86	197	283	\$285.49	\$781.98	0.60%
5137-005-010	M AND O HOLDINGS LLC	11,835	11,835	\$128.10	10,200	10,200	\$201.47	60	0	60	\$60.46	\$390.03	0.30%
5137-005-008	JUNG CHARLES J AND GRACE H	13,875	13,875	\$150.18	11,404	11,404	\$225.25	140	99	239	\$240.83	\$616.26	0.47%
5137-004-007	SALVATION ARMY	8,500	8,500	\$92.00	7,500	7,500	\$146.14	170	101	270	\$274.79	\$902.84	0.69%
5137-002-016	GREENSPAN ROBERT COMPANY TRUST GREENSPAN FAMIL	13,287	13,287	\$143.81	7,950	7,950	\$157.03	145	174	319	\$321.69	\$962.29	0.74%
5137-002-015	UNITED BUSINESS MANAGEMENT COMPANY LLC	33,793	33,793	\$365.76	11,041	11,041	\$218.59	203	215	508	\$509.51	\$1,214.26	0.92%
5137-001-023	TORRES GEORGE AND ROBERTA ETAL	64,678	64,678	\$700.05	119,821	119,821	\$2,386.71	157	552	709	\$709.86	\$2,781.20	2.09%
5137-001-002	AUSTIN R AND MI YUNG TRUST	6,893	6,893	\$72.44	2,440	2,440	\$48.20	86	99	182	\$182.83	\$268.27	0.20%
5137-001-001	AUSTIN R AND MI YUNG TRUST	14,772	14,772	\$155.89	2,440	2,440	\$48.20	86	0	86	\$86.75	\$308.83	0.23%
5080-035-014	ORTA GERARDO E COMPANY TRUST ET AL HAZEL H ORTA TR	14,800	14,800	\$162.18	5,736	5,736	\$113.88	102	137	239	\$240.83	\$620.65	0.47%
5080-035-013	MOVIMIENTO PUEBLCOSTES ROS DE AGUA VIVA INC	7,038	7,038	\$76.18	6,477	6,477	\$127.93	51	0	51	\$51.75	\$265.88	0.20%
5080-035-012	LEE YUNGS H	7,041	7,041	\$76.21	6,885	6,885	\$135.99	51	0	51	\$51.75	\$263.96	0.20%

BLO-PICO PRID AREA PROPERTY INFORMATION AND ASSESSMENTS FOR 2014

APN	PROPERTY OWNER	LOT AREA SF	LOT AREA BENEFIT UNITS	LOT AREA ASSESSMENT	IMP FT AREA SF	IMP AREA BENEFIT UNITS	IMP AREA ASSESSMENT	PICO FRT	OTHER STREET FRT	FRT FT BENEFIT UNITS	FRT FT ASSESSMENT	TOTAL ASSESSMENT 2014	% of Total
5080-023-011	YOUNG ELLEN ET AL TRUST GEORGE AND ELLEN YOUNG T	7,045	7,045	\$76.25	4,580	4,580	\$30.85	51	137	189	\$180.24	\$37.15	0.27%
5080-023-028	SHALOM DISABILITY MINISTRIES	14,075	14,075	\$162.34	7,989	7,989	\$157.00	103	0	103	\$102.79	\$413.95	0.31%
5080-028-016	JKH LLC	7,005	7,005	\$75.42	3,544	3,544	\$70.00	51	137	188	\$189.81	\$335.63	0.26%
5080-028-015	DUO 897 LLC	7,021	7,021	\$75.38	4,900	4,900	\$56.79	51	0	51	\$51.39	\$224.04	0.28%
5080-027-012	CHOI DONG B AND MI HYE	8,870	8,870	\$75.99	4,992	4,992	\$98.60	51	137	188	\$189.81	\$354.40	0.27%
5080-027-014	CHOI DONG B AND MI H	12,056	12,056	\$96.01	2,580	2,580	\$50.86	71	136	207	\$202.59	\$355.55	0.27%
5080-027-013	YOJU GINA S	6,973	6,973	\$75.47	1,310	1,310	\$25.88	79	0	79	\$79.61	\$235.81	0.19%
5080-020-029	REALTY INCOME PROPERTIES 14 LLC LESSOR	4,258	4,258	\$46.09	2,987	2,987	\$59.00	50	0	50	\$50.38	\$125.86	0.10%
5080-020-028	SOON HYE KIM TRUST SOON HYE KIM TRUST	24,667	24,667	\$260.49	11,467	11,467	\$228.30	131	83	133	\$134.02	\$239.11	0.18%
5080-020-027	LA UNIFIED SCHOOL DISTRICT	4,214	4,214	\$45.61	5,533	5,533	\$109.29	32	0	32	\$31.94	\$79.16	0.16%
5080-019-823	LA UNIFIED SCHOOL DISTRICT	13,088	13,088	\$141.88	10,237	10,237	\$202.20	97	135	233	\$234.49	\$578.35	0.44%
5080-019-821	LA UNIFIED SCHOOL DISTRICT	6,508	6,508	\$58.56	0	0	\$0.00	54	121	175	\$176.34	\$234.80	0.18%
5080-012-895	LA UNIFIED SCHOOL DISTRICT	6,505	6,505	\$64.27	0	0	\$0.00	54	121	175	\$176.34	\$234.80	0.18%
5080-012-803	LA UNIFIED SCHOOL DISTRICT	16,919	16,919	\$64.27	0	0	\$0.00	135	425	544	\$544.41	\$118.72	0.09%
5080-012-803	LA UNIFIED SCHOOL DISTRICT	9,607	9,607	\$64.27	0	0	\$0.00	60	0	60	\$60.46	\$118.69	0.09%
5080-012-031	RANI DEVELOPMENT INC	17,594	17,594	\$190.43	9,637	9,637	\$190.35	76	131	207	\$208.59	\$423.54	0.32%
5080-012-015	YICHE P AND	7,389	7,389	\$79.78	3,394	3,394	\$60.00	50	0	50	\$50.46	\$159.23	0.12%
5080-012-015	YICHE P AND	7,203	7,203	\$77.95	3,394	3,394	\$67.04	50	0	50	\$50.82	\$130.58	0.10%
5080-012-014	EAST LOS ANGELES KOREAN CONG OF DEYOVAHS WITNES	10,567	10,567	\$114.37	2,337	2,337	\$47.38	45	0	45	\$45.35	\$195.38	0.15%
5080-012-013	NAKANG DAVID O AND	6,989	6,989	\$75.75	2,374	2,374	\$46.88	75	0	75	\$75.86	\$176.14	0.13%
5080-012-012	CHUNG YUN J AND KATHY J TRUST YUN AND KATHY CHUNG	9,130	9,130	\$98.52	0	0	\$0.00	50	0	50	\$50.38	\$283.52	0.22%
5080-012-010	PICO BOULEVARD PARTNERS LLC	5,888	5,888	\$63.52	2,549	2,549	\$50.35	50	0	50	\$50.38	\$164.26	0.13%
5080-012-009	KIM STEVE Y AND JIN DK TRUST KIM FAMILY TRUST	8,506	8,506	\$92.07	10,322	10,322	\$203.88	50	0	50	\$50.38	\$346.33	0.27%
5078-026-014	LEE DUNG J AND SOON H	7,059	7,059	\$76.51	4,313	4,313	\$55.19	51	138	189	\$189.31	\$309.93	0.27%
5078-026-011	DEVARAKS THOMAS A TRUST ISHME JULLAS DECEASED T	7,079	7,079	\$76.51	6,760	6,760	\$142.69	51	0	51	\$51.75	\$402.36	0.21%
5078-025-015	DEVARAKS THOMAS A TRUST ISHME JULLAS DECEASED T	7,084	7,084	\$76.62	5,100	5,100	\$101.74	51	138	189	\$189.31	\$309.93	0.27%
5078-025-014	DEVARAKS THOMAS A TRUST ISHME JULLAS DECEASED T	7,087	7,087	\$76.71	3,570	3,570	\$70.51	51	0	51	\$51.75	\$402.36	0.21%
5078-025-013	DEVARAKS THOMAS A TRUST ISHME JULLAS DECEASED T	7,080	7,080	\$76.74	0	0	\$0.00	51	0	51	\$51.75	\$402.36	0.21%
5078-025-012	LEVKOVITZ BATIA TRUST BATIA LEVKOVITZ	4,351	4,351	\$216.53	3,060	3,060	\$50.44	51	80	131	\$131.88	\$239.94	0.18%
5078-024-007	ROMAN CATHOLIC ARCHBISHOP OF LOS ANGELES	20,190	20,190	\$216.53	2,820	2,820	\$55.70	150	144	294	\$296.98	\$564.38	0.43%
5078-024-006	CHELVA PEDRO J AND ROSA I	5,868	5,868	\$69.32	1,602	1,602	\$31.64	63	138	201	\$202.58	\$352.10	0.27%
5078-024-005	RODRIGUEZ JOSE J	5,595	5,595	\$59.91	1,602	1,602	\$31.64	46	0	46	\$46.31	\$131.85	0.10%
5078-023-023	PICO AND VERAHO PROPERTIES LLC	14,256	14,256	\$154.32	6,877	6,877	\$127.14	51	0	51	\$51.75	\$402.36	0.21%
5078-023-012	PICO FEDORA PLUDGE LLC	14,262	14,262	\$154.32	35,892	35,892	\$708.94	103	139	241	\$243.63	\$1,108.57	0.85%
5078-023-011	NAME STRIP LIMITED PARTNERSHIP	7,053	7,053	\$76.34	14,138	14,138	\$279.25	103	139	241	\$243.63	\$1,108.57	0.85%
5078-022-027	TON SONNY N TRUST SONNY N TON TRUST	7,050	7,050	\$76.34	3,288	3,288	\$60.07	51	0	51	\$51.75	\$402.36	0.21%
5078-022-026	LEE HO AND HO PARTNERSHIP	7,149	7,149	\$77.49	2,684	2,684	\$52.62	51	0	51	\$51.75	\$402.36	0.21%
5078-022-014	ART BULL COMPANY LLC	7,149	7,149	\$77.49	3,876	3,876	\$78.08	51	0	51	\$51.75	\$402.36	0.21%
5078-022-011	SHAN DIANNE S TRUST DIANNE SHAN TRUST	7,159	7,159	\$77.49	3,952	3,952	\$78.08	51	139	191	\$191.95	\$389.74	0.30%
5078-021-029	SHAN DIANNE S TRUST DIANNE SHAN TRUST	14,348	14,348	\$155.30	6,114	6,114	\$120.29	103	140	243	\$244.05	\$529.08	0.40%
5078-021-028	WONG TAE INC	6,919	6,919	\$74.89	3,635	3,635	\$71.00	48	133	181	\$181.29	\$329.39	0.25%
5078-021-014	RAMIREZ ADRAN B AND ELIZABETH M	7,173	7,173	\$77.64	0	0	\$0.00	51	0	51	\$51.75	\$402.36	0.21%
5078-021-013	H S M REAL ESTATE INVESTMENTS	7,177	7,177	\$77.68	8,109	8,109	\$160.17	51	0	51	\$51.75	\$402.36	0.21%
5078-020-028	NAM RAYMOND S TRUST NAM TRUST	13,608	13,608	\$147.29	9,380	9,380	\$184.88	103	103	206	\$206.10	\$435.88	0.33%
5078-020-016	RIZARRI HIRAM AND GLORIA	6,989	6,989	\$75.42	3,867	3,867	\$78.38	48	132	180	\$180.24	\$333.13	0.26%
5078-020-013	NAM RAYMOND S TRUST NAM TRUST	6,989	6,989	\$75.42	3,867	3,867	\$78.38	48	132	180	\$180.24	\$333.13	0.26%
5078-020-012	PAINTJAZZ FAMILY LIMITED PARTNERSHIP AND	6,989	6,989	\$75.42	3,867	3,867	\$78.38	48	132	180	\$180.24	\$333.13	0.26%
5078-020-011	KOREAN SAE HAN PRESBYTERIAN CHURCH CORPORATION	6,989	6,989	\$75.42	3,867	3,867	\$78.38	48	132	180	\$180.24	\$333.13	0.26%
5078-020-008	GAFF MANAGEMENT LLC	26,541	26,541	\$287.29	14,148	14,148	\$287.29	143	186	329	\$331.42	\$1,334.46	1.02%
5078-020-002	KIM BANG J TRUST KIM TRUST	14,101	14,101	\$152.62	3,822	3,822	\$76.05	100	100	200	\$200.77	\$355.07	0.27%
5078-020-004	UNITED EL SEGUNDO INC	11,272	11,272	\$122.00	3,640	3,640	\$71.08	104	146	250	\$251.92	\$386.82	0.29%
5078-020-011	PARK CHANG Y AND YOUNG Z TRUST CITY AND YZ PARK TR	7,326	7,326	\$79.29	3,640	3,640	\$71.08	141	141	282	\$281.46	\$346.67	0.28%
5078-019-803	L A CITY (Formerly 009)	9,955	9,955	\$82.56	5,574	5,574	\$110.10	100	100	200	\$200.77	\$355.07	0.27%
5078-019-802	L A CITY (Formerly 009)	9,937	9,937	\$82.56	5,574	5,574	\$110.10	100	100	200	\$200.77	\$355.07	0.27%
5078-019-020	PROFOUND LLC	9,487	9,487	\$374.38	12,888	12,888	\$254.55	171	378	549	\$553.21	\$1,182.13	0.91%
5078-019-025	RAY CITES DISCOUNT KITCHEN AND APPLIANCES INC	9,482	9,482	\$374.38	12,888	12,888	\$254.55	171	378	549	\$553.21	\$1,182.13	0.91%
5078-018-023	TARTAN SANDER AND FARUQH TRUST TARTAN FAMILY TR	18,933	18,933	\$215.75	12,361	12,361	\$244.18	100	0	100	\$100.77	\$890.67	0.68%
5078-018-019	FAVAKU ED COMPANY TRUST FAVAKOU FAMILY TRUST	78,378	78,378	\$828.70	15,847	15,847	\$314.08	241	375	616	\$620.73	\$1,782.41	1.38%
5078-017-013	EBRAHIMI MASSIR AND ZAND SIMA R	16,388	16,388	\$179.54	6,500	6,500	\$128.39	110	150	260	\$261.99	\$562.95	0.44%
5078-017-012	EBRAHIMI MASSIR AND ZAND SIMA R	7,000	7,000	\$75.77	6,500	6,500	\$128.39	140	180	320	\$322.53	\$540.31	0.41%
5078-017-012	K Y S INC	13,467	13,467	\$145.78	7,055	7,055	\$139.35	137	180	327	\$329.51	\$814.52	0.67%

BLD-PICO PRID AREA PROPERTY INFORMATION AND ASSESSMENTS FOR 2014

APN	PROPERTY OWNER	LOT AREA SF	LOT AREA BENEFIT UNITS	LOT AREA ASSESSMENT	IMPACT AREA SF	RIP AREA BENEFIT UNITS	IMP AREA ASSESSMENT	PICO FRT FT	OTHER STREET FRT FT	FRT FT BENEFIT UNITS	FRT FT ASSESSMENT	TOTAL ASSESSMENT 2014	% of Total
5076-016-012	PARRA JORGE E	2,382	2,382	\$38,78	1,480	1,480	\$28,84	57	65	102	\$102,78	\$167,40	0.12%
5076-016-011	SHARQANI PROPERTIES LLC	6,716	6,716	\$72,71	6,240	6,240	\$123,25	103	65	168	\$169,84	\$365,61	0.28%
5076-015-020	KIM WENJANG S AND SONG Z ET AL KIM FAMILY TRUST AND LEE DUNG JI AND SOON H	17,090	17,090	\$194,54	6,477	6,477	\$127,93	112	279	391	\$394,00	\$786,48	0.59%
5076-015-008	L A CITY PLAYGROUND	21,749	21,749	\$235,42	15,370	15,370	\$305,59	145	300	445	\$448,41	\$987,41	0.75%
5075-014-900	LOVOLA HIGH SCHOOL OF LOS ANGELES	142,294	131,457	\$1,422,84	0	0	\$0,00	0	817	517	\$623,32	\$2,046,16	1.52%
5075-014-019	ARCHDIOCESE OF LOS ANGELES	828,076	828,076	\$8,952,80	0	0	\$1,020,39	0	4,354	4,354	\$4,357,40	\$14,310,20	11.00%
5075-014-016	ARCHDIOCESE OF L A EDUCATION AND WELFARE CORPORA VENNORAN PROPERTY LP	19,001	19,001	\$305,65	0	0	\$0,00	0	100	100	\$100,77	\$410,42	0.33%
5075-014-014	ARCHDIOCESE OF L A EDUCATION AND WELFARE CORPORA VENNORAN PROPERTY LP	52,272	52,272	\$686,77	24,498	24,498	\$483,89	0	102	102	\$102,78	\$1,192,44	0.93%
5075-013-026	SANT SOPHIA FOUNDATION	13,970	13,970	\$151,21	0	0	\$156,81	0	210	210	\$211,61	\$368,42	0.28%
5075-011-022	ESS PRISA LLC II	25,927	25,927	\$280,62	0	0	\$0,00	0	360	360	\$362,76	\$643,39	0.49%
5075-010-028	CHA JONG W AND SOON A TRUST ET AL CHA FAMILY TRUST	6,357	6,357	\$68,81	0	0	\$0,00	0	50	50	\$50,38	\$119,19	0.09%
5075-010-027	WMASTERS CONSTRUCTION MANAGEMENT INC	19,508	19,508	\$211,15	78,000	78,000	\$1,540,05	100	280	360	\$362,76	\$2,114,57	1.62%
5075-010-010	OTANEZ MARIA G	6,504	6,504	\$70,40	4,690	4,690	\$90,88	50	0	50	\$50,38	\$211,64	0.16%
5075-010-008	OH CHAN K	6,504	6,504	\$70,40	4,578	4,578	\$89,42	50	0	50	\$50,38	\$211,41	0.16%
5075-010-006	OH JENNIFER ET AL	6,506	6,506	\$70,42	3,500	3,500	\$69,13	50	0	50	\$50,38	\$211,41	0.16%
5075-010-006	OH JONG W AND SOON A TRUST ET AL CHA FAMILY TRUST	6,506	6,506	\$70,42	1,427	1,427	\$28,19	50	0	50	\$50,38	\$169,81	0.13%
5075-010-004	CHA JONG W AND SOON A TRUST ET AL CHA FAMILY TRUST	6,507	6,507	\$70,43	5,090	5,090	\$94,65	50	0	50	\$50,38	\$219,57	0.17%
5075-010-002	E R K PROPERTIES LLC	6,510	6,510	\$70,46	1,780	1,780	\$35,36	50	0	50	\$50,38	\$169,81	0.13%
5075-010-001	ROMAN CATHOLIC ARCHBISHOP OF L A	7,651	7,651	\$82,89	2,250	2,250	\$44,44	60	127	187	\$188,43	\$315,47	0.24%
5075-009-026	ST SOPHIA FOUNDATION	157,687	23,326	\$352,47	14,782	14,782	\$292,17	143	168	311	\$313,36	\$958,02	0.69%
5075-009-021	PARK MIN CHUL	6,594	6,594	\$71,06	10,033	10,033	\$1,383,10	215	862	1077	\$1,085,26	\$4,175,11	3.20%
5075-008-025	SHOHEI DAVID AND KHALLU NZILA	9,098	9,098	\$97,46	10,840	10,840	\$210,16	69	100	169	\$169,27	\$447,47	0.34%
5075-008-024	D AND D PARTNERS LLC	4,670	4,670	\$50,55	4,460	4,460	\$88,09	65	140	205	\$205,57	\$363,15	0.28%
5075-008-003	HWANG KEE S AND BETTY B TRUST HWANG FAMILY TRUST	10,160	10,160	\$108,97	3,744	3,744	\$73,85	52	90	142	\$143,08	\$287,59	0.22%
5075-008-002	PICO COLLECTION MART	7,280	7,280	\$78,80	6,240	6,240	\$123,25	104	0	104	\$104,00	\$336,02	0.26%
5075-008-001	LUSTER BRADLEY A TRUST BRADLEY A LUSTER TRUST AND LUSTER BRADLEY A TRUST BRADLEY A LUSTER TRUST AND YOUNG LYDIA	8,038	8,038	\$87,01	3,120	3,120	\$61,63	52	0	52	\$52,40	\$192,82	0.15%
5075-007-027	YOUNG LYDIA	5,225	5,225	\$57,37	6,840	6,840	\$143,80	52	140	192	\$193,47	\$416,05	0.32%
5075-007-026	YOUNG LYDIA	8,038	8,038	\$87,01	4,550	4,550	\$93,07	57	0	57	\$57,96	\$224,94	0.18%
5075-007-022	VAPNIK MARK	8,038	8,038	\$87,01	5,840	5,840	\$121,46	57	0	57	\$57,96	\$224,94	0.18%
5075-007-001	PARK JOHN	8,038	8,038	\$87,01	4,550	4,550	\$93,07	57	0	57	\$57,96	\$224,94	0.18%
5075-006-005	PEDEAZA ANTONINO AND MARIA	10,617	10,617	\$114,91	7,377	7,377	\$145,75	76	0	76	\$76,42	\$327,55	0.26%
5075-006-004	BOHORQUEZ OLIVIA TRUST BOHORQUEZ FAMILY TRUST	5,459	5,459	\$59,09	3,416	3,416	\$67,47	39	0	39	\$39,50	\$156,56	0.12%
5075-006-003	SANCHEZ LUCY M TRUST SANCHEZ TRUST	4,911	4,911	\$49,89	2,910	2,910	\$57,62	57	80	137	\$138,47	\$245,53	0.19%
5075-005-006	BERENSON PROPERTY PARTNERS LLC	8,036	8,036	\$87,20	7,880	7,880	\$152,62	57	140	197	\$198,54	\$443,33	0.34%
5075-005-004	ZUNIGA FRANCISCO AND GUALDULPE	2,076	2,076	\$22,47	6,500	6,500	\$125,39	57	0	57	\$57,96	\$224,94	0.18%
5075-005-003	YOUNG CHANG S	6,096	6,096	\$75,75	1,780	1,780	\$35,16	15	0	15	\$15,12	\$52,74	0.04%
5075-005-002	YOUNG CHANG S	6,096	6,096	\$75,75	0	0	\$0,00	0	0	0	\$0,00	\$0,00	0.00%
5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	6,634	6,634	\$68,39	2,221	2,221	\$43,87	50	140	190	\$190,26	\$480,45	0.37%
5075-003-026	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	7,841	7,841	\$80,93	7,570	7,570	\$149,54	57	0	57	\$57,96	\$224,94	0.18%
5075-003-024	KIM STEVE H AND HEENA AND PARK YOUNG S	6,313	6,313	\$66,35	5,120	5,120	\$101,13	88	130	218	\$219,50	\$438,63	0.33%
5075-003-013	BLUE SAVANNAH INVESTMENT COMPANY LLC	6,239	6,239	\$67,53	6,820	6,820	\$144,83	79	0	79	\$79,50	\$304,07	0.23%
5075-003-011	UNITED METHODIST MINISTRIES LOS ANGELES DISTRICT	4,412	4,412	\$47,75	12,400	12,400	\$244,83	48	0	48	\$48,37	\$193,15	0.15%
5075-001-016	SCHWARTZ DEBORAH B TRUST ET AL DEBORAH B SCHWARTZ	10,330	10,330	\$107,02	0	0	\$0,00	82	92	174	\$174,07	\$348,09	0.27%
5074-008-016	ARCHDIOCESE OF L A EDUCATION AND WELFARE CORPORA KOU SHU C AND SHAN C	12,106	12,106	\$126,06	17,624	17,624	\$348,11	201	115	316	\$316,54	\$664,65	0.50%
5074-008-014	GRUVALVA GUILLEMO AND LUSTER RUTKIN CATHIE L TRUST C LUSTER RUTKIN TRUST	13,825	13,825	\$143,25	6,840	6,840	\$136,10	316	573	889	\$889,62	\$1,818,91	1.38%
5074-005-012	BAE BUSAN	6,279	6,279	\$67,96	5,783	5,783	\$113,83	51	122	173	\$173,33	\$346,66	0.27%
5074-005-011	KIM PAUL U AND SUN A TRUST KIM FAMILY TRUST	8,321	8,321	\$87,90	4,633	4,633	\$91,51	53	0	53	\$53,41	\$214,92	0.16%
5074-005-004	LUSTER DORIS T TRUST LUSTER TRUST AND LUSTER DORIS T TRUST LUSTER TRUST AND INTERNATIONAL CHURCH OF THE SQUARE GOSPEL	8,316	8,316	\$87,90	7,655	7,655	\$151,20	54	114	168	\$168,50	\$346,70	0.27%
5074-005-003	KIM DAVID D ET AL	6,218	6,218	\$67,96	4,246	4,246	\$87,85	53	127	180	\$180,54	\$361,39	0.28%
5074-002-006	TAKE SOO LIM	6,095	6,095	\$65,88	4,800	4,800	\$96,81	48	0	48	\$48,37	\$193,15	0.15%
5074-002-005	SIU KYOUNG CHOI	6,095	6,095	\$65,88	3,504	3,504	\$69,20	48	0	48	\$48,37	\$193,15	0.15%
5074-002-004	COLORADO GRAPHICS INC	6,095	6,095	\$65,88	2,440	2,440	\$48,20	48	0	48	\$48,37	\$193,15	0.15%
5074-002-003	KKOOK DAVI D AND DUK K TRUST KWAK FAMILY TRUST	6,098	6,098	\$65,87	4,998	4,998	\$98,32	48	0	48	\$48,37	\$193,15	0.15%
5074-002-002	KOSKINAK DOROTHY H	6,097	6,097	\$65,88	3,200	3,200	\$63,21	48	0	48	\$48,37	\$193,15	0.15%
5074-002-001	CHOI SU K	6,097	6,097	\$65,88	4,856	4,856	\$96,92	48	0	48	\$48,37	\$193,15	0.15%
5074-001-024	PINE SOL U Y PROPERTY LLC	15,520	15,520	\$167,86	14,676	14,676	\$289,86	123	127	250	\$250,34	\$539,20	0.40%

BLD-PICO PBID AREA PROPERTY INFORMATION AND ASSESSMENTS FOR 2014

APN	PROPERTY OWNER	LOT AREA SF	LOT AREA BENEFIT UNITS	LOT AREA ASSESSMENT	IMP'T AREA SF	IMP AREA BENEFIT UNITS	IMP AREA ASSESSMENT	PICO FRT FT	OTHER STREET FRT FT	FRT FT BENEFIT UNITS	FRT FT ASSESSMENT	TOTAL ASSESSMENT 2014	% of Total	
209	5074-001-011	YI CHAE P AND	4,193	4,193	\$45.36	7,360	7,360	\$145.38	46	91	137	\$198.05	\$328.81	0.25%
210	5074-001-010	Hwa Chang YI	5,968	5,968	\$64.60	3,000	3,000	\$69.41	47	0	47	\$47.96	\$171.57	0.13%
211	5074-001-009	CHAE PONG YI	5,955	5,955	\$64.47	2,350	2,350	\$46.42	47	0	47	\$47.96	\$168.24	0.12%
212	5074-001-008	CHAE PONG YI	5,854	5,854	\$61.20	1,600	1,600	\$31.50	45	0	45	\$45.35	\$138.15	0.11%
213	5074-001-007	KIM YONG Y AND	6,200	6,200	\$67.20	0	0	\$0.00	49	0	49	\$49.38	\$166.58	0.09%
214	5074-001-006	NAM KENNY W	3,105	3,105	\$33.61	2,230	2,230	\$44.05	25	0	25	\$25.19	\$102.85	0.08%
215	5074-001-005	ARIAN JACK TRUST	6,208	6,208	\$67.19	5,880	5,880	\$116.14	49	0	49	\$49.38	\$242.71	0.18%
216	5074-001-004	ARIAN JACK TRUST	6,207	6,207	\$67.18	9,766	9,766	\$191.71	49	0	49	\$49.38	\$279.75	0.21%
217	5074-001-001	ARIAN JACK TRUST	11,147	11,147	\$120.65	8,282	8,282	\$163.19	88	0	88	\$88.38	\$292.01	0.21%
218	5066-008-022	VIOL CELAURO AND JUAN M TRUST	6,093	6,093	\$65.95	5,692	5,692	\$112.43	127	0	127	\$127.43	\$239.01	0.18%
219	5066-008-012	VIOL CELAURO AND JUAN M TRUST	12,689	12,689	\$137.34	20,880	20,880	\$412.42	100	0	100	\$100.00	\$529.76	0.41%
220	5056-009-001	CAUDILLO ELYSSA TRUST	10,561	10,561	\$114.31	5,330	5,330	\$108.28	122	86	208	\$208.50	\$429.18	0.33%
221	5056-007-023	CAUDILLO ELYSSA TRUST	20,444	20,444	\$221.28	9,627	9,627	\$190.15	124	330	454	\$454.78	\$684.31	0.57%
222	5056-007-023	CAUDILLO ELYSSA TRUST	3,900	3,900	\$42.21	0	0	\$0.00	30	130	160	\$161.23	\$209.44	0.16%
223	5056-007-023	CAUDILLO ELYSSA TRUST	4,000	4,000	\$43.62	0	0	\$0.00	31	0	31	\$31.24	\$74.86	0.06%
224	5056-007-023	CAUDILLO ELYSSA TRUST	7,625	7,625	\$82.53	0	0	\$0.00	61	125	186	\$187.43	\$297.99	0.23%
225	5056-004-024	CETINA ORLANDO A SR COMPANY TRUST	13,997	13,997	\$151.60	6,758	6,758	\$139.48	132	132	264	\$264.36	\$516.75	0.40%
226	5056-004-021	CETINA ORLANDO A SR COMPANY TRUST	42,000	42,000	\$454.59	17,940	17,940	\$364.35	200	0	200	\$200.00	\$959.29	0.75%
227	5056-004-021	CETINA ORLANDO A SR COMPANY TRUST	14,011	14,011	\$151.85	0	0	\$0.00	140	0	140	\$140.00	\$291.84	0.23%
228	5056-004-024	KEY HOLDINGS GROUP LLC	7,002	7,002	\$75.79	9,408	9,408	\$188.83	50	0	50	\$50.38	\$129.50	0.10%
229	5056-004-033	KEY HOLDINGS GROUP LLC	6,989	6,989	\$75.75	7,770	7,770	\$158.47	50	0	50	\$50.38	\$129.50	0.10%
230	5056-003-027	CITY REAL ESTATE INVESTMENTS LLC	13,471	13,471	\$216.02	2,42	2,42	\$4.78	143	280	423	\$423.58	\$1,111.70	0.85%
231	5056-002-042	SONG JIN O	13,471	13,471	\$145.81	38,938	38,938	\$769.11	51	137	188	\$188.35	\$390.53	0.29%
232	5056-002-020	BAY CITIES DISCOUNT KITCHEN	7,173	7,173	\$74.64	5,715	5,715	\$112.88	48	130	178	\$178.35	\$356.87	0.27%
233	5056-002-021	BAY CITIES DISCOUNT KITCHEN	13,223	13,223	\$143.12	19,890	19,890	\$392.87	48	137	185	\$185.09	\$370.05	0.28%
234	5056-002-020	BAY CITIES DISCOUNT KITCHEN	6,667	6,667	\$72.16	0	0	\$0.00	49	0	49	\$49.38	\$229.26	0.18%
235	5056-001-055	MOSHFEH ESHAN OLLA COMPANY TRUST	6,811	6,811	\$73.72	4,010	4,010	\$79.21	48	0	48	\$48.38	\$202.20	0.15%
236	5056-001-004	MOSHFEH ESHAN OLLA COMPANY TRUST	12,226	12,226	\$132.33	17,588	17,588	\$347.00	88	140	228	\$228.75	\$476.08	0.36%
237	5056-001-002	FLORES JOSE R JR	6,812	6,812	\$73.73	1,811	1,811	\$35.77	49	0	49	\$49.38	\$184.88	0.14%
238	5056-001-001	RUBIN IDA TRUST	13,628	13,628	\$147.50	9,760	9,760	\$192.78	97	140	237	\$238.82	\$424.10	0.32%
Zone 1 Sub Totals			4,042,298	4,022,059	\$43,533.33	2,203,989	2,203,989	\$43,533.33	18,365	24,837	43,202	\$43,533.33	\$130,599.99	99.99%
Total Budget =					\$130,600									
Assessment Totals			\$43,533	\$43,533	\$43,533	\$0.00	\$0.00	\$43,533						
Asset Rates					\$0.00		\$0.00	\$1,000.00						

APN	PROPERTY OWNER	LOT AREA SF	LOT AREA BENEFIT UNITS	LOT AREA ASSESSMENT	IMP'T AREA SF	IMP AREA BENEFIT UNITS	IMP AREA ASSESSMENT	PICO FRT FT	OTHER STREET FRT FT	FRT FT BENEFIT UNITS	FRT FT ASSESSMENT	TOTAL ASSESSMENT 2014	% of Total
Zone 1 Lot Area SF Rate				\$43,533			\$0.00						
Zone 1 Improvement Area SF Rate				\$43,533			\$0.00						
Street Frontage SF Rate				\$43,533			\$1,000.00						

ATTACHMENT 2

**BLQ-PICO PBID INTERCEPT SURVEY
RESPONSE SUMMARY
CONDUCTED
FEBRUARY 28 AND MARCH 2, 2013**

WHITNEY & WHITNEY, INC.

March 26, 2013

Robert Merrell, P.E.
Merit Civil Engineering, Inc
12391 Lewis Street, Suite 201
Garden Grove, CA 92840

Re: Statistical Certification of Intercept Survey Quantifying General and Special Benefits in the BLQ-Pico BID Area

Dear Mr. Merrell:

This letter certifies the statistical validity of the results of an Intercept Survey that was conducted of the proposed Byzantine Latino Quarter ("BLQ")-Pico Property Business District administered by Mr. Donald Duckworth on February 28 and March 3, 2013 for your use in preparing an Engineer's Report for that District.

Study Approach and Methodology

As a component in the preparation of the Engineer's Report, a pedestrian intercept survey was conducted within the proposed District's boundaries to determine the degree to which respondents engage in any type of commercial activity (that includes patronizing an eating establishment; shopping; visiting a professional or personal service business; attending church; or attending school) or live within that area.

The survey included 565 initial respondents and was conducted on February 28 and March 2, 2013 at separate locations throughout the District. Significant efforts were made to include an unbiased cross section of participants by sampling over an extended period of time during the two dates of the survey. In this regard, the surveyors randomly selected potential candidates, then proceeded to ask a series of questions and personally recorded the answers on a tally sheet.

Of the 565 initial respondents, 19 respondents either did not respond to all of the questions or answered a single question twice; given these anomalies, their responses were not included in the final sample of 546 completed surveys that were used to summarize survey results and to draw conclusions regarding the statistical validity of the survey process.

Survey Findings

Of those 546 valid survey responders, 521 individuals or 95.42% of the total indicated that they would engage in (or intended to engage in) at least one of the described commercial activities within the District as opposed to simply "stroll, walk around, or make a transit connection" (i.e. just pass through the District) without conducting any business purpose.

A companion question related to the reason for survey respondents to visit the District inquired as to whether or not certain District services influenced their decision to visit. The survey also found that of the 546 respondents, 535 individuals or 97.99% of the total, indicated that at least one of the District Services contributed to their decision to come into the area.

A final Survey Response Summary is attached for your use in preparing the Engineer's Report.

Statistical Validation of Survey Results

Typically, in this type of survey where there has been a random sampling of a larger "universe" which cannot be canvassed in an economic manner, the survey size is a prime indicator of the likely validity of the survey's results, i.e. that the results are a proper reflection of what would be found if all District visitors were contacted. Given that the survey had 546 respondents, there is the 95.72% likelihood that it is a proper reflection of the entire District population; correspondingly, there is only a 4.28% chance that it is not an accurate reflection (or less than a one in twenty chance). Based upon this high degree of probability with respect to the survey's accuracy, it is our belief that the results can be relied upon by the District in its calculations of special and general benefit, and recommend that the District Engineer act accordingly.

Statistical Test of the Likely Accuracy of Sample Results

**Calculation of Likelihood that the Sample is
an Accurate Reflection of the District's Total Population**

Solve for "b", where "b" is the percentage reflecting the likelihood that the sample is not a reflection of the Total Population

$$\begin{aligned} 1/b^2 &= 546 \\ b^2 &= 1/546 \\ b^2 &= 0.001832 \\ b &= 0.042802 \quad \text{or } 4.28\% \end{aligned}$$

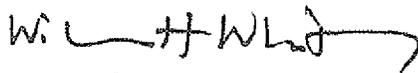
Thus, the likelihood that the sample is accurate is 95.72% where

$$100.00\% - 4.28\% = 95.72\%$$

* * * * *

If you have any questions, please contact me. It has been a pleasure serving you with a statistical review of your research for the District.

WHITNEY & WHITNEY, INC.



William H. Whitney, Ph.D.

BLO-PICO INTERCEPT SURVEY RESPONSE SUMMARY
 CONDUCTED 2/28/13 3/2/13

Survey ID#	Stroll or walk around or simply wait to make a transit connection			Eat or Drink at restaurant, cafe, or bar			Shop			Conduct professional business like going to work, or visiting a doctor, real estate agent, or accountant			Conduct personal business like visiting a salon, dry cleaners, laundromat, auto repair, or grocery store		
	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked
1	1						1	1	1	1	1	1	1		
2	1	1						1	1	1	1	1	1	1	1
3	1	1						1	1	1	1	1	1	1	1
4	1	1						1	1	1	1	1	1	1	1
5	1	1						1	1	1	1	1	1	1	1
6	1	1						1	1	1	1	1	1	1	1
7	1	1						1	1	1	1	1	1	1	1
8	1	1						1	1	1	1	1	1	1	1
9	1	1						1	1	1	1	1	1	1	1
10	1	1						1	1	1	1	1	1	1	1
11	1	1						1	1	1	1	1	1	1	1
12	1	1						1	1	1	1	1	1	1	1
13	1	1						1	1	1	1	1	1	1	1
14	1	1						1	1	1	1	1	1	1	1
15	1	1						1	1	1	1	1	1	1	1
16	1	1						1	1	1	1	1	1	1	1
17	1	1						1	1	1	1	1	1	1	1
18	1	1						1	1	1	1	1	1	1	1
19	1	1						1	1	1	1	1	1	1	1
20	1	1						1	1	1	1	1	1	1	1
21	1	1						1	1	1	1	1	1	1	1
22	1	1						1	1	1	1	1	1	1	1
23	1	1						1	1	1	1	1	1	1	1
24	1	1						1	1	1	1	1	1	1	1
25	1	1						1	1	1	1	1	1	1	1
26	1	1						1	1	1	1	1	1	1	1
27	1	1						1	1	1	1	1	1	1	1
28	1	1						1	1	1	1	1	1	1	1
29	1	1						1	1	1	1	1	1	1	1
30	1	1						1	1	1	1	1	1	1	1
31	1	1						1	1	1	1	1	1	1	1
32	1	1						1	1	1	1	1	1	1	1
33	1	1						1	1	1	1	1	1	1	1
34	1	1						1	1	1	1	1	1	1	1
35	1	1						1	1	1	1	1	1	1	1
36	1	1						1	1	1	1	1	1	1	1
37	1	1						1	1	1	1	1	1	1	1
38	1	1						1	1	1	1	1	1	1	1
39	1	1						1	1	1	1	1	1	1	1
40	1	1						1	1	1	1	1	1	1	1
41	1	1						1	1	1	1	1	1	1	1
42	1	1						1	1	1	1	1	1	1	1
43	1	1						1	1	1	1	1	1	1	1
44	1	1						1	1	1	1	1	1	1	1
45	1	1						1	1	1	1	1	1	1	1
46	1	1						1	1	1	1	1	1	1	1
47	1	1						1	1	1	1	1	1	1	1
48	1	1						1	1	1	1	1	1	1	1
49	1	1						1	1	1	1	1	1	1	1
50	1	1						1	1	1	1	1	1	1	1
51	1	1						1	1	1	1	1	1	1	1
52	1	1						1	1	1	1	1	1	1	1
53	1	1						1	1	1	1	1	1	1	1
54	1	1						1	1	1	1	1	1	1	1
55	1	1						1	1	1	1	1	1	1	1
56	1	1						1	1	1	1	1	1	1	1
57	1	1						1	1	1	1	1	1	1	1
58	1	1						1	1	1	1	1	1	1	1
59	1	1						1	1	1	1	1	1	1	1
60	1	1						1	1	1	1	1	1	1	1
61	1	1						1	1	1	1	1	1	1	1

BLO-PICO INTERCEPT SURVEY RESPONSE SUMMARY
 CONDUCTED 2/28/13 3/2/13

Survey ID#	Attend or visit a church		Attend School		General Benefit Response	Count
	Very Likely	Somewhat Likely/Not at All Likely	Very Likely	Somewhat Likely/Not at All Likely		
1					FALSE	0
2					FALSE	0
3					FALSE	0
4	1	1		1	FALSE	0
5					FALSE	0
6					FALSE	0
7	1	1		1	FALSE	0
8					FALSE	0
9					TRUE	1
10					FALSE	0
11					FALSE	0
12					FALSE	0
13		1		1	FALSE	0
14	1	1		1	FALSE	0
15					FALSE	0
16					FALSE	0
17					FALSE	0
18					FALSE	0
19					FALSE	0
20					FALSE	0
21					FALSE	0
22					FALSE	0
23					FALSE	0
24					FALSE	0
25					FALSE	0
26					FALSE	0
27					FALSE	0
28					FALSE	0
29					FALSE	0
30					FALSE	0
31					FALSE	0
32					FALSE	0
33					TRUE	1
34					FALSE	0
35					FALSE	0
36					FALSE	0
37					FALSE	0
38					FALSE	0
39					FALSE	0
40					FALSE	0
41					FALSE	0
42					FALSE	0
43					FALSE	0
44					FALSE	0
45					FALSE	0
46					FALSE	0
47					FALSE	0
48					FALSE	0
49					FALSE	0
50					FALSE	0
51					FALSE	0
52					FALSE	0
53					FALSE	0
54					FALSE	0
55					FALSE	0
56					FALSE	0
57					FALSE	0
58					FALSE	0
59					FALSE	0
60					FALSE	0
61					TRUE	1

BLO-PICO INTERCEPT SURVEY RESPONSE SUMMARY
 CONDUCTED 2/28/13 3/2/13

ID#	Chaliness, like extra trash pick-up, steam cleaning, and graffiti removal			Marketing & promotions like street light banners, flags & bright signs			BID Svcs Not Important	Do you live within the boundaries of the BLO-Pico Business Improvement District			Date/Time		Location
	Very Important	Somewhat Imp	Not at All Impo	Very Important	Somewhat Imp	Not at All Impo		Yes	No	No Respon	AM	PM	
1	1												
2	1												
3	1												
4	1												
5	1												
6	1												
7	1												
8	1												
9	1												
10	1												
11	1												
12	1												
13	1												
14	1												
15	1												
16	1												
17	1												
18	1												
19	1												
20	1												
21	1												
22	1												
23	1												
24	1												
25	1												
26	1												
27	1												
28	1												
29	1												
30	1												
31	1												
32	1												
33	1												
34	1												
35	1												
36	1												
37	1												
38	1												
39	1												
40	1												
41	1												
42	1												
43	1												
44	1												
45	1												
46	1												
47	1												
48	1												
49	1												
50	1												
51	1												
52	1												
53	1												
54	1												
55	1												
56	1												
57	1												
58	1												
59	1												
60	1												
61	1												

BLO-PICO INTERCEPT SURVEY RESPONSE SUMMARY
 CONDUCTED 2/28/13 3/2/13

ID #	Stroll or walk around or simply wait to make a transit connection			Eat or Drink at restaurant, cafe, or bar			Shop			Conduct professional business like going to work, or visiting a doctor, real estate agent, or accountant			Conduct personal business like visiting a salon, dry cleaners, laundromat, auto repair, or grocery store		
	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely
62	1	1													
63															
64	1														
65															
66															
67															
68															
69															
70															
71															
72															
73															
74															
75															
76															
77															
78															
79															
80															
81															
82															
83															
84															
85															
86															
87															
88															
89															
90															
91															
92															
93															
94															
95															
96															
97															
98															
99															
100															
101															
102															
103															
104															
105															
106															
107															
108															
109															
110															
111															
112															
113															
114															
115															
116															
117															
118															
119															
120															
121															
122															

BLDQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY
 CONDUCTED 2/28/13 3/2/13

Survey ID#	Attend or visit a church			Attend School			General Benefit Response	Count
	Very Likely	Somewhat Liked/Not at All Liked	Very Likely	Somewhat Liked/Not at All Liked	Very Likely	Somewhat Liked/Not at All Liked		
62	1						FALSE	0
63			1			1	TRUE	1
64	1					1	FALSE	0
65			1			1	FALSE	0
66						1	FALSE	0
67	1					1	FALSE	0
68	1					1	FALSE	0
69	1					1	FALSE	0
70	1					1	FALSE	0
71	1					1	FALSE	0
72	1					1	FALSE	0
73	1					1	FALSE	0
74	1					1	FALSE	0
75		1				1	FALSE	0
76	1					1	FALSE	0
77	1					1	FALSE	0
78		1				1	FALSE	0
79			1			1	FALSE	0
80	1					1	FALSE	0
81	1					1	FALSE	0
82	1					1	FALSE	0
83	1					1	FALSE	0
84		1				1	FALSE	0
85	1					1	FALSE	0
86	1					1	FALSE	0
87	1					1	FALSE	0
88	1					1	FALSE	0
89	1					1	FALSE	0
90	1					1	FALSE	0
91	1					1	FALSE	0
92	1					1	FALSE	0
93	1					1	FALSE	0
94	1					1	FALSE	0
95	1					1	FALSE	0
96	1					1	FALSE	0
97	1					1	FALSE	0
98			1			1	FALSE	0
99	1					1	FALSE	0
100			1			1	FALSE	0
101		1				1	FALSE	0
102			1			1	FALSE	0
103	1					1	FALSE	0
104	1					1	FALSE	0
105	1					1	FALSE	0
106	1					1	FALSE	0
107	1					1	FALSE	0
108	1					1	FALSE	0
109	1					1	FALSE	0
110	1					1	FALSE	0
111	1					1	FALSE	0
112	1					1	FALSE	0
113	1					1	FALSE	0
114			1			1	FALSE	0
115	1					1	FALSE	0
116			1			1	FALSE	0
117						1	TRUE	1
118			1			1	FALSE	0
119			1			1	FALSE	0
120			1			1	FALSE	0
121	1					1	FALSE	0
122			1			1	FALSE	0

BLO-PICO INTERCEPT SURVEY RESPONSE SUMMARY
 CONDUCTED 2/28/13 3/2/13

ID#	Survey	Cleanliness, like extra trash pick-up, steam cleaning, and graffiti removal				Marketing & promotions like street light banners, flags & night signs				BIO Svcs Not Important	Do you live within the boundaries of the BLO-Pico Business Improvement District			Date/Time		Location	
		Very Important	Somewhat Imp	Not at All Impo	No Respon	Very Important	Somewhat Imp	Not at All Impo	No Respon		Yes	No	No Respon	AM	PM		
62		1										1					Berendo
63		1										1					Vermont
64		1										1					Berendo
65		1		1								1					Catalina
66		1										1					Catalina
67		1										1					Kennore
68		1										1					Kennore
69		1										1					Kennore
70		1										1					Kennore
71		1										1					Kennore
72		1										1					Kennore
73		1										1					Normandie
74		1										1					Normandie
75		1										1					Normandie
76		1										1					Irlo
77		1										1					Admore
78		1										1					Kingsley
79		1										1					Western
80		1										1					Western
81		1										1					Kennore
82		1										1					Vermont
83		1										1					Verneki
84		1										1					Verneki
85		1										1					Verneki
86		1										1					Verneki
87		1										1					Verneki
88		1										1					Verneki
89		1										1					Verneki
90		1										1					Verneki
91		1										1					Verneki
92		1										1					Verneki
93		1										1					Verneki
94		1										1					Verneki
95		1										1					Verneki
96		1										1					Verneki
97		1										1					Verneki
98		1										1					Verneki
99		1										1					Verneki
100		1										1					Verneki
101		1										1					Verneki
102		1										1					Verneki
103		1										1					Verneki
104		1										1					Verneki
105		1										1					Verneki
106		1										1					Verneki
107		1										1					Verneki
108		1										1					Verneki
109		1										1					Verneki
110		1										1					Verneki
111		1										1					Verneki
112		1										1					Verneki
113		1										1					Verneki
114		1										1					Verneki
115		1										1					Verneki
116		1										1					Verneki
117		1										1					Verneki
118		1										1					Verneki
119		1										1					Verneki
120		1										1					Verneki
121		1										1					Verneki
122		1										1					Verneki

BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY
 CONDUCTED 2/28/13 3/2/13

ID # Survey	Stand or walk around or simply wait to make a transit connection			Eat or Drink at restaurant, cafe, or bar			Shop			Conduct professional business like going to work, or visiting a doctor, real estate agent, or accountant			Conduct personal business like visiting a salon, dry cleaners, laundromat, auto repair, or grocery store		
	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely
123	1		1				1		1				1		1
124	1														
125	1														
126	1														
127	1														
128	1														
129	1														
130	1														
131	1														
132	1														
133	1														
134	1														
135	1														
136	1														
137	1														
138	1														
139	1														
140	1														
141	1														
142	1														
143	1														
144	1														
145	1														
146	1														
147	1														
148	1														
149	1														
150	1														
151	1														
152	1														
153	1														
154	1														
155	1														
156	1														
157	1														
158	1														
159	1														
160	1														
161	1														
162	1														
163	1														
164	1														
165	1														
166	1														
167	1														
168	1														
169	1														
170	1														
171	1														
172	1														
173	1														
174	1														
175	1														
176	1														
177	1														
178	1														
179	1														
180	1														
181	1														
182	1														
183	1														

BLO-PICO INTERCEPT SURVEY RESPONSE SUMMARY
 CONDUCTED 2/28/13 3/2/13

ID #	Attend or visit a church			Attend School			General Benefit Response	Count
	Very likely	Somewhat Liked	Not at All Liked	Very likely	Somewhat Liked	Not at All Liked		
123		1			1		FALSE	0
124			1			1	FALSE	0
125	1					1	FALSE	0
126						1	FALSE	0
127	1					1	FALSE	0
128	1					1	FALSE	0
129	1					1	FALSE	0
130	1					1	FALSE	0
131	1					1	FALSE	0
132	1					1	FALSE	0
133	1					1	FALSE	0
134	1					1	FALSE	0
135			1			1	TRUE	1
136	1					1	FALSE	0
137	1					1	FALSE	0
138	1					1	FALSE	0
139	1					1	FALSE	0
140	1					1	FALSE	0
141	1					1	FALSE	0
142	1					1	FALSE	0
143	1					1	FALSE	0
144	1					1	FALSE	0
145			1			1	FALSE	0
146	1					1	FALSE	0
147	1					1	FALSE	0
148	1					1	FALSE	0
149			1			1	FALSE	0
150						1	FALSE	0
151	1					1	FALSE	0
152			1			1	FALSE	0
153			1			1	FALSE	0
154			1			1	FALSE	0
155			1			1	FALSE	0
156			1			1	TRUE	1
157	1					1	FALSE	0
158			1			1	FALSE	0
159	1					1	FALSE	0
160	1					1	FALSE	0
161			1			1	FALSE	0
162			1			1	FALSE	0
163			1			1	FALSE	0
164			1			1	FALSE	0
165			1			1	FALSE	0
166			1			1	FALSE	0
167			1			1	FALSE	0
168			1			1	FALSE	0
169			1			1	TRUE	1
170			1			1	TRUE	1
171			1			1	FALSE	0
172			1			1	FALSE	0
173	1					1	FALSE	0
174			1			1	FALSE	0
175			1			1	FALSE	0
176			1			1	FALSE	0
177	1					1	FALSE	0
178	1					1	FALSE	0
179	1					1	FALSE	0
180			1			1	FALSE	0
181			1			1	FALSE	0
182	1					1	FALSE	0
183	1					1	FALSE	0

**BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY
CONDUCTED 2/28/13 3/2/13**

ID#	Cleanliness: like extra trash pick-up, steam cleaning, and graffiti removal			Marketing & promotions like street light banners, flags & bright signs			BLQ Survs Not Important	Do you live within the boundaries of the BLQ-Pico Business Improvement District			Survey Date		Date/Time		Location
	Very Important	Somewhat Imp	Not at All Impo	Very Important	Somewhat Imp	Not at All Impo		Yes	No	No Respon	Survey Date	AM	PM		
123	1	1									2/28/2013	1			New Hampton
124											2/28/2013	1			New Hampton
125											2/28/2013	1			Catalina
126											2/28/2013	1			Catalina
127											2/28/2013	1			Catalina
128											2/28/2013	1			Catalina
129											2/28/2013	1			Dewey
130											2/28/2013	1			Dewey
131											2/28/2013	1			Peoria
132											2/28/2013	1			Mariposa
133											2/28/2013	1			Mariposa
134											2/28/2013	1			Normandie
135											2/28/2013	1			Indio
136											2/28/2013	1			Arduine
137											2/28/2013	1			Arduine
138											2/28/2013	1			Arduine
139											2/28/2013	1			Arduine
140											2/28/2013	1			Peoria
141											2/28/2013	1			Peoria
142											2/28/2013	1			Western
143											2/28/2013	1			Western
144											2/28/2013	1			Okford
145											2/28/2013	1			Okford
146											2/28/2013	1			Okford
147											2/28/2013	1			Okford
148											2/28/2013	1			Okford
149											2/28/2013	1			Okford
150											2/28/2013	1			Okford
151											2/28/2013	1			Okford
152											2/28/2013	1			Okford
153											2/28/2013	1			Okford
154											2/28/2013	1			Okford
155											2/28/2013	1			Okford
156											2/28/2013	1			Okford
157											2/28/2013	1			Okford
158											2/28/2013	1			Okford
159											2/28/2013	1			Okford
160											2/28/2013	1			Okford
161											2/28/2013	1			Okford
162											2/28/2013	1			Okford
163											2/28/2013	1			Okford
164											2/28/2013	1			Okford
165											2/28/2013	1			Okford
166											2/28/2013	1			Okford
167											2/28/2013	1			Okford
168											2/28/2013	1			Okford
169											2/28/2013	1			Okford
170											2/28/2013	1			Okford
171											2/28/2013	1			Okford
172											2/28/2013	1			Okford
173											2/28/2013	1			Okford
174											2/28/2013	1			Okford
175											2/28/2013	1			Okford
176											2/28/2013	1			Okford
177											2/28/2013	1			Okford
178											2/28/2013	1			Okford
179											2/28/2013	1			Okford
180											2/28/2013	1			Okford
181											2/28/2013	1			Okford
182											2/28/2013	1			Okford
183											2/28/2013	1			Okford

BLO-PICO INTERCEPT SURVEY RESPONSE SUMMARY
 CONDUCTED 2/28/13 3/2/13

Survey ID#	Stroll or walk around or simply wait to make a transit connection			Eat or Drink at restaurant, cafe, or bar			Shop			Conduct professional business like going to work, or visiting a doctor, real estate agent, or accountant			Conduct personal business like visiting a salon, dry cleaners, hairdresser, auto repair, or grocery store		
	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked
184	1						1						1		
185	1						1						1		
186	1						1						1		
187	1						1						1		
188	1						1						1		
189	1						1						1		
190	1						1						1		
191	1						1						1		
192	1						1						1		
193	1						1						1		
194	1						1						1		
195	1						1						1		
196	1						1						1		
197	1						1						1		
198	1						1						1		
199	1						1						1		
200	1						1						1		
201	1						1						1		
202	1						1						1		
203	1						1						1		
204	1						1						1		
205	1						1						1		
206	1						1						1		
207	1						1						1		
208	1						1						1		
209	1						1						1		
210	1						1						1		
211	1						1						1		
212	1						1						1		
213	1						1						1		
214	1						1						1		
215	1						1						1		
216	1						1						1		
217	1						1						1		
218	1						1						1		
219	1						1						1		
220	1						1						1		
221	1						1						1		
222	1						1						1		
223	1						1						1		
224	1						1						1		
225	1						1						1		
226	1						1						1		
227	1						1						1		
228	1						1						1		
229	1						1						1		
230	1						1						1		
231	1						1						1		
232	1						1						1		
233	1						1						1		
234	1						1						1		
235	1						1						1		
236	1						1						1		
237	1						1						1		
238	1						1						1		
239	1						1						1		
240	1						1						1		
241	1						1						1		
242	1						1						1		
243	1						1						1		
244	1						1						1		

BLO-PICO INTERCEPT SURVEY RESPONSE SUMMARY
 CONDUCTED 2/28/13 3/2/13

Survey ID#	Attend or visit a church			Attend School			General Benefit Response	Count
	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely		
184	1	1				1	FALSE	0
185				1		1	FALSE	0
186	1		1			1	FALSE	0
187						1	FALSE	0
188	1					1	FALSE	0
189	1			1			FALSE	0
190	1			1			FALSE	0
191	1			1			FALSE	0
192	1			1			FALSE	0
193	1			1			FALSE	0
194	1					1	FALSE	0
195	1		1			1	FALSE	0
196						1	FALSE	0
197						1	FALSE	0
198						1	FALSE	0
199	1			1		1	FALSE	0
200						1	FALSE	0
201						1	FALSE	0
202	1					1	FALSE	0
203			1				FALSE	0
204	1			1			FALSE	0
205	1			1			FALSE	0
206	1			1			FALSE	0
207	1			1		1	FALSE	0
208	1			1			FALSE	0
209	1			1		1	FALSE	0
210	1			1			FALSE	0
211	1			1			FALSE	0
212	1			1			FALSE	0
213	1					1	FALSE	0
214	1		1			1	FALSE	0
215	1					1	FALSE	0
216	1					1	FALSE	0
217		1				1	FALSE	0
218	1			1			FALSE	0
219	1			1			FALSE	0
220		1		1			FALSE	0
221	1			1			FALSE	0
222	1			1			FALSE	0
223	1			1			FALSE	0
224	1					1	FALSE	0
225	1		1			1	FALSE	0
226	1			1			FALSE	0
227	1			1			FALSE	0
228	1			1		1	FALSE	0
229	1		1			1	FALSE	0
230	1			1			FALSE	0
231	1			1			FALSE	0
232	1			1			FALSE	0
233	1			1		1	FALSE	0
234	1			1		1	FALSE	0
235	1			1		1	FALSE	0
236		1				1	FALSE	0
237	1			1		1	FALSE	0
238	1			1		1	FALSE	0
239	1			1		1	FALSE	0
240	1			1		1	FALSE	0
241	1		1			1	FALSE	0
242	1		1			1	FALSE	0
243	1		1			1	FALSE	0
244	1		1			1	FALSE	0

BLO-PICO INTERCEPT SURVEY RESPONSE SUMMARY
 CONDUCTED 2/28/13 3/2/13

ID # # of Years	Stroll or walk around or simply wait to make a transit connection			Eat or Drink at restaurant, cafe, or bar			Shop			Conduct professional business like going to work, or visiting a doctor, real estate agent, or accountant			Conduct personal business like visiting a salon, dry cleaners, laundromat, auto repair, or grocery store		
	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked
245	1			1			1			1			1		
246	1			1			1			1			1		
247	1			1			1			1			1		
248	1			1			1			1			1		
249	1			1			1			1			1		
250	1			1			1			1			1		
251	1			1			1			1			1		
252	1			1			1			1			1		
253	1			1			1			1			1		
254	1			1			1			1			1		
255	1			1			1			1			1		
256	1			1			1			1			1		
257	1			1			1			1			1		
258	1			1			1			1			1		
259	1			1			1			1			1		
260	1			1			1			1			1		
261	1			1			1			1			1		
262	1			1			1			1			1		
263	1			1			1			1			1		
264	1			1			1			1			1		
265	1			1			1			1			1		
266	1			1			1			1			1		
267	1			1			1			1			1		
268	1			1			1			1			1		
269	1			1			1			1			1		
270	1			1			1			1			1		
271	1			1			1			1			1		
272	1			1			1			1			1		
273	1			1			1			1			1		
274	1			1			1			1			1		
275	1			1			1			1			1		
276	1			1			1			1			1		
277	1			1			1			1			1		
278	1			1			1			1			1		
279	1			1			1			1			1		
280	1			1			1			1			1		
281	1			1			1			1			1		
282	1			1			1			1			1		
283	1			1			1			1			1		
284	1			1			1			1			1		
285	1			1			1			1			1		
286	1			1			1			1			1		
287	1			1			1			1			1		
288	1			1			1			1			1		
289	1			1			1			1			1		
290	1			1			1			1			1		
291	1			1			1			1			1		
292	1			1			1			1			1		
293	1			1			1			1			1		
294	1			1			1			1			1		
295	1			1			1			1			1		
296	1			1			1			1			1		
297	1			1			1			1			1		
298	1			1			1			1			1		
299	1			1			1			1			1		
300	1			1			1			1			1		
301	1			1			1			1			1		
302	1			1			1			1			1		
303	1			1			1			1			1		
304	1			1			1			1			1		
305	1			1			1			1			1		

BLO-PICO INTERCEPT SURVEY RESPONSE SUMMARY
 CONDUCTED 2/28/13 3/2/13

Survey ID#	Attend or visit a church			Attend School			General Benefit Response	Count
	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely		
245	1			1		1	FALSE	0
246	1					1	FALSE	0
247	1					1	FALSE	0
248						1	FALSE	0
249		1		1		1	FALSE	0
250	1					1	FALSE	0
251	1			1		1	FALSE	0
252	1					1	FALSE	0
253		1		1		1	FALSE	0
254	1					1	FALSE	0
255			1			1	FALSE	0
256	1			1		1	FALSE	0
257	1					1	FALSE	0
258	1			1		1	FALSE	0
259	1					1	FALSE	0
260	1					1	FALSE	0
261	1			1		1	FALSE	0
262		1				1	FALSE	0
263						1	FALSE	0
264						1	FALSE	0
265	1			1		1	FALSE	0
266		1				1	FALSE	0
267	1			1		1	FALSE	0
268						1	FALSE	0
269						1	FALSE	0
270						1	TRUE	1
271	1			1		1	FALSE	0
272						1	FALSE	0
273						1	FALSE	0
274		1		1		1	FALSE	0
275	1					1	FALSE	0
276	1					1	FALSE	0
277		1		1		1	FALSE	0
278	1					1	FALSE	0
279	1					1	FALSE	0
280	1					1	FALSE	0
281	1			1		1	FALSE	0
282		1				1	FALSE	0
283	1					1	FALSE	0
284	1			1		1	FALSE	0
285	1					1	FALSE	0
286	1					1	FALSE	0
287	1			1		1	FALSE	0
288	1					1	FALSE	0
289	1					1	FALSE	0
290	1					1	FALSE	0
291			1			1	FALSE	0
292	1					1	FALSE	0
293		1				1	TRUE	1
294	1					1	FALSE	0
295	1			1		1	FALSE	0
296	1					1	FALSE	0
297	1					1	FALSE	0
298	1					1	FALSE	0
299						1	FALSE	0
300						1	FALSE	0
301						1	FALSE	0
302						1	FALSE	0
303			1			1	FALSE	0
304						1	FALSE	0
305	1					1	FALSE	0

BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY
 CONDUCTED 2/28/13 3/2/13

# Survey	ID#	Cleanliness, like extra trash pick-up, steam cleaning, and graffiti removal			Marketing & promotions like street light banners, flags & signs			EID Svcs Not Important	Do you live within the boundaries of the BLQ-Pico Business Improvement District			Date/Time		Location				
		Very Important	Somewhat Imp	Not at All Impo	No Respon	Very Important	Somewhat Imp		Not at All Impo	No Respon	Yes	No	No Respon		Survey Date	AM	PM	Cross Streets
245		1																Arapahoe
246		1																Westlake
247		1																Alvarado Terrace
248		1																Alvarado Terrace
249		1																Bonnie Brae
250		1																Bonnie Brae
251		1																Alvarado Terrace
252		1																Westlake
253		1																Westlake
254		1																Alvarado
255		1																Alvarado
256		1																Alvarado
257		1																Alvarado
258		1																Alvarado
259		1																Alvarado
260		1																Alvarado
261		1																Alvarado
262		1																Alvarado
263		1																Alvarado
264		1																Alvarado
265		1																Alvarado
266		1																Alvarado
267		1																Alvarado
268		1																Alvarado
269		1																Alvarado
270		1																Alvarado
271		1																Alvarado
272		1																Alvarado
273		1																Alvarado
274		1																Alvarado
275		1																Alvarado
276		1																Alvarado
277		1																Alvarado
278		1																Alvarado
279		1																Alvarado
280		1																Alvarado
281		1																Alvarado
282		1																Alvarado
283		1																Alvarado
284		1																Alvarado
285		1																Alvarado
286		1																Alvarado
287		1																Alvarado
288		1																Alvarado
289		1																Alvarado
290		1																Alvarado
291		1																Alvarado
292		1																Alvarado
293		1																Alvarado
294		1																Alvarado
295		1																Alvarado
296		1																Alvarado
297		1																Alvarado
298		1																Alvarado
299		1																Alvarado
300		1																Alvarado
301		1																Alvarado
302		1																Alvarado
303		1																Alvarado
304		1																Alvarado
305		1																Alvarado

BLO-PICO INTERCEPT SURVEY RESPONSE SUMMARY
 CONDUCTED 2/28/13 3/2/13

ID #	Survey	Stroll or walk around or simply wait to make a transit connection			Eat or Drink at restaurant, cafe, or bar			Shop			Conduct professional business like going to work, or visiting a doctor, real estate agent, or accountant			Conduct personal business like visiting a salon, dry cleaners, laundromat, auto repair, or grocery store		
		Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely
3065				1												
307																
308																
309																
310		1														
311																
312																
313																
314																
315																
316																
317																
318																
319																
320																
321																
322																
323																
324																
325																
326																
327																
328																
329																
330																
331																
332																
333																
334																
335																
336																
337																
338																
339																
340																
341																
342																
343																
344																
345																
346																
347																
348																
349																
350																
351																
352																
353																
354																
355																
356																
357																
358																
359																
360																
361																
362																
363																
364																
365																
366																

BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY
 CONDUCTED 2/28/13 3/2/13

Survey ID#	Attend or visit a church			Attend School			General Response	Count
	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked		
306			1			1	FALSE	0
307			1			1	FALSE	0
308	1		1	1		1	FALSE	0
309	1		1			1	FALSE	0
310						1	FALSE	0
311						1	FALSE	0
312			1			1	FALSE	0
313	1			1		1	FALSE	0
314						1	FALSE	0
315						1	FALSE	0
316		1				1	FALSE	0
317		1				1	FALSE	0
318						1	FALSE	0
320		1				1	FALSE	0
321			1			1	FALSE	0
322						1	FALSE	0
323	1					1	FALSE	0
324						1	FALSE	0
325			1			1	FALSE	0
326						1	FALSE	0
327	1					1	FALSE	0
328	1					1	FALSE	0
329	1					1	FALSE	0
330	1					1	FALSE	0
331	1					1	FALSE	0
332	1			1		1	FALSE	0
333	1					1	FALSE	0
334	1					1	FALSE	0
335	1					1	FALSE	0
336	1					1	FALSE	0
337	1					1	FALSE	0
338	1					1	FALSE	0
339	1					1	FALSE	0
340	1					1	FALSE	0
341	1					1	FALSE	0
342	1					1	FALSE	0
343	1					1	FALSE	0
344	1					1	FALSE	0
345	1					1	FALSE	0
346	1					1	FALSE	0
347	1					1	FALSE	0
348	1					1	FALSE	0
349			1			1	FALSE	0
350			1			1	FALSE	0
351			1			1	FALSE	0
352	1					1	FALSE	0
353						1	FALSE	0
354						1	FALSE	0
355						1	FALSE	0
356						1	FALSE	0
357						1	TRUE	1
358						1	FALSE	0
359						1	FALSE	0
360			1			1	FALSE	0
361	1					1	FALSE	0
362						1	FALSE	0
363	1	1				1	FALSE	0
364	1					1	FALSE	0
365	1		1			1	TRUE	1
366						1	FALSE	0

BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY
CONDUCTED 2/28/13 3/2/13

Survey ID#	Cleanliness, like extra trash pick-up, steam cleaning, and graffiti removal			Marketing & promotions like street light banners, flags & bright signs			Do you live within the boundaries of the BLQ-Pico Business Improvement District	Survey Date	Date/Time		Location
	Very Important	Somewhat Imp	Not at All Impo	Very Important	Somewhat Imp	Not at All Impo			Yes	No	
306	1							3/2/2013	1		Harvard
307	1							3/2/2013	1		Harvard
308	1							3/2/2013	1		Kingsley
309	1							3/2/2013	1		Andover
310	1							3/2/2013	1		Andover
311	1							3/2/2013	1		Normandie
312	1							3/2/2013	1		Memphis
313	1							3/2/2013	1		St. Thomas
314	1							3/2/2013	1		St. Thomas
315	1							3/2/2013	1		Normandie
316	1							3/2/2013	1		Normandie
317	1							3/2/2013	1		Memphis
318	1							3/2/2013	1		Memphis
319	1							3/2/2013	1		Dewey
320	1							3/2/2013	1		Berendo
321	1							3/2/2013	1		Berendo
322	1							3/2/2013	1		Berendo
323	1							3/2/2013	1		Berendo
324	1							3/2/2013	1		Berendo
325	1							3/2/2013	1		Berendo
326	1							3/2/2013	1		Berendo
327	1							3/2/2013	1		Vermont
328	1							3/2/2013	1		Western
329	1							3/2/2013	1		Western
330	1							3/2/2013	1		Western
331	1							3/2/2013	1		Western
332	1							3/2/2013	1		Western
333	1							3/2/2013	1		Western
334	1							3/2/2013	1		Western
335	1							3/2/2013	1		Vermont
336	1							3/2/2013	1		Vermont
337	1							3/2/2013	1		New Hampshire
338	1							3/2/2013	1		Vermont
339	1							3/2/2013	1		New Hampshire
340	1							3/2/2013	1		Berendo
341	1							3/2/2013	1		Berendo
342	1							3/2/2013	1		Berendo
343	1							3/2/2013	1		Madripes
344	1							3/2/2013	1		Madripes
345	1							3/2/2013	1		Vermont
346	1							3/2/2013	1		Kennore
347	1							3/2/2013	1		Kennore
348	1							3/2/2013	1		Normandie
349	1							3/2/2013	1		Normandie
350	1							3/2/2013	1		Catalina
351	1							3/2/2013	1		Vermont
352	1							3/2/2013	1		Vermont
353	1							3/2/2013	1		Vermont
354	1							3/2/2013	1		Vermont
355	1							3/2/2013	1		New Hampshire
356	1							3/2/2013	1		New Hampshire
357	1							3/2/2013	1		New Hampshire
358	1							3/2/2013	1		2538 Pico
359	1							3/2/2013	1		New Hampshire
360	1							3/2/2013	1		New Hampshire
361	1							3/2/2013	1		Berendo
362	1							3/2/2013	1		Berendo
363	1							3/2/2013	1		Catalina
364	1							3/2/2013	1		Catalina
365	1							3/2/2013	1		Dewey
366	1							3/2/2013	1		Felora
368	1							3/2/2013	1		Felora

BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY
 CONDUCTED 2/28/13 3/2/13

Survey ID#	Stroll or walk around or simply wait to make a transit connection			Eat or Drink at restaurant, cafe, or bar			Shop			Conduct professional business like going to work, or visiting a doctor, real estate agent, or accountant			Conduct personal business like visiting a salon, dry cleaners, laundromat, auto repair, or grocery store		
	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely
3677	1		1												
3689	1														
370	1														
371	1														
372	1														
373	1														
374	1														
375	1														
376	1														
377	1														
378	1														
379	1														
380	1														
381	1														
382	1														
383	1														
384	1														
385	1														
386	1														
387	1														
388	1														
389	1														
390	1														
391	1														
392	1														
393	1														
394	1														
395	1														
396	1														
397	1														
398	1														
399	1														
400	1														
401	1														
402	1														
403	1														
404	1														
405	1														
406	1														
407	1														
408	1														
409	1														
410	1														
411	1														
412	1														
413	1														
414	1														
415	1														
416	1														
417	1														
418	1														
419	1														
420	1														
421	1														
422	1														
423	1														
424	1														
425	1														
426	1														
427	1														

BLO-PICO INTERCEPT SURVEY RESPONSE SUMMARY
 CONDUCTED 2/28/13 3/2/13

ID#	Keynum	Attend or visit a church		Attend School		General Genre Response	Count
		Very Likely	Somewhat Liked/Not at All Liked	Very Likely	Somewhat Liked/Not at All Liked		
367		1				FALSE	0
368		1				FALSE	0
369		1				FALSE	0
370		1				FALSE	0
371		1				FALSE	0
372		1				FALSE	0
373		1				FALSE	0
374		1				FALSE	0
375		1				FALSE	0
376		1				TRUE	1
377		1				FALSE	0
378		1				FALSE	0
379		1				FALSE	0
380		1				FALSE	0
381		1				FALSE	0
382		1				FALSE	0
383		1				FALSE	0
384		1				FALSE	0
385		1				FALSE	0
386		1				FALSE	0
387		1				FALSE	0
388		1				FALSE	0
389		1				FALSE	0
390		1				FALSE	0
391		1				FALSE	0
392		1				FALSE	0
393		1				FALSE	0
394		1				FALSE	0
395		1				FALSE	0
396		1				FALSE	0
397		1				TRUE	1
398		1				TRUE	1
399		1				FALSE	0
400		1				FALSE	0
401		1				FALSE	0
402		1				FALSE	0
403		1				FALSE	0
404		1				FALSE	0
405		1				FALSE	0
406		1				FALSE	0
407		1				FALSE	0
408		1				FALSE	0
409		1				TRUE	1
410		1				TRUE	1
411		1				FALSE	0
412		1				FALSE	0
413		1				FALSE	0
414		1				FALSE	0
415		1				FALSE	0
416		1				FALSE	0
417		1				FALSE	0
418		1				FALSE	0
419		1				FALSE	0
420		1				FALSE	0
421		1				FALSE	0
422		1				FALSE	0
423		1				FALSE	0
424		1				FALSE	0
425		1				FALSE	0
426		1				FALSE	0
427		1				TRUE	1

**BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY
CONDUCTED 2/28/13 3/2/13**

Survey ID#	Clearliness: like extra trash pick-up, steam cleaning, and graffiti removal			Marketing & promotions like street light banners, flags & bright signs			BID Svcs Not Important	Do you live within the boundaries of the BLQ-Pico Business Improvement District			Date/Time		Location
	Very Important	Somewhat Imp	No. at All Impo	Very Important	Somewhat Imp	No. at All Impo		Yes	No	No. Respon	Survey Date	AM	
367	1			1		1			1				Fedora
368	1			1					1				Fedora
369	1			1					1				Fedora
370	1			1					1				Mariposa
371	1			1					1				Mariposa
372	1			1					1				Mariposa
373	1			1					1				Mariposa
374	1			1					1				Mariposa
375	1			1					1				Admiral
376	1			1					1				Kennore
377	1			1					1				Dewey
378	1			1					1				New Hampshire
379	1			1					1				Normande
380	1			1					1				Vermont
381	1			1					1				Vermont
382	1			1					1				Vermont
383	1			1					1				Vermont
384	1			1					1				Vermont
385	1			1					1				New Hampshire
386	1			1					1				Catalina
387	1			1					1				Dewey
388	1			1					1				Berendo
389	1			1					1				Berendo
390	1			1					1				Berendo
391	1			1					1				Catalina
392	1			1					1				Catalina
393	1			1					1				Catalina
394	1			1					1				Dewey
395	1			1					1				Kennore
396	1			1					1				Kennore
397	1			1					1				Kennore
398	1			1					1				Kennore
399	1			1					1				Fedora
400	1			1					1				Fedora
401	1			1					1				Mariposa
402	1			1					1				Mariposa
403	1			1					1				Mariposa
404	1			1					1				Mariposa
405	1			1					1				Mariposa
406	1			1					1				Mariposa
407	1			1					1				Vermont
408	1			1					1				Vermont
409	1			1					1				2525 Pico
410	1			1					1				2525 Pico
411	1			1					1				Berendo
412	1			1					1				Berendo
413	1			1					1				2689 Pico
414	1			1					1				2689 Pico
415	1			1					1				2689 Pico
416	1			1					1				2689 Pico
417	1			1					1				2889 Pico
418	1			1					1				2889 Pico
419	1			1					1				2689 Pico
420	1			1					1				Western
421	1			1					1				Hoover
422	1			1					1				Hoover
423	1			1					1				Hibart
424	1			1					1				Western
425	1			1					1				Western
426	1			1					1				Western
427	1			1					1				Western

BLO-PICO INTERCEPT SURVEY RESPONSE SUMMARY
 CONDUCTED 2/28/13 3/2/13

Survey ID#	Stroll or walk around or simply want to make a transit connection			Eat or Drink at restaurant, cafe, or bar			Shop			Conduct professional business like going to work, or visiting a doctor, real estate agent, or accountant			Conduct personal business like visiting a salon, dry cleaners, laundromat, auto repair, or grocery store		
	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked
428	1			1			1			1			1		
429	1			1			1			1			1		
430	1			1			1			1			1		
431	1			1			1			1			1		
432	1			1			1			1			1		
433	1			1			1			1			1		
434	1			1			1			1			1		
435	1			1			1			1			1		
436	1			1			1			1			1		
437	1			1			1			1			1		
439	1			1			1			1			1		
440	1			1			1			1			1		
441	1			1			1			1			1		
442	1			1			1			1			1		
443	1			1			1			1			1		
444	1			1			1			1			1		
445	1			1			1			1			1		
446	1			1			1			1			1		
447	1			1			1			1			1		
448	1			1			1			1			1		
449	1			1			1			1			1		
450	1			1			1			1			1		
451	1			1			1			1			1		
452	1			1			1			1			1		
453	1			1			1			1			1		
454	1			1			1			1			1		
455	1			1			1			1			1		
456	1			1			1			1			1		
457	1			1			1			1			1		
458	1			1			1			1			1		
459	1			1			1			1			1		
460	1			1			1			1			1		
461	1			1			1			1			1		
462	1			1			1			1			1		
463	1			1			1			1			1		
464	1			1			1			1			1		
465	1			1			1			1			1		
466	1			1			1			1			1		
467	1			1			1			1			1		
468	1			1			1			1			1		
469	1			1			1			1			1		
470	1			1			1			1			1		
471	1			1			1			1			1		
472	1			1			1			1			1		
473	1			1			1			1			1		
474	1			1			1			1			1		
475	1			1			1			1			1		
476	1			1			1			1			1		
477	1			1			1			1			1		
478	1			1			1			1			1		
479	1			1			1			1			1		
480	1			1			1			1			1		
481	1			1			1			1			1		
482	1			1			1			1			1		
483	1			1			1			1			1		
484	1			1			1			1			1		
485	1			1			1			1			1		
486	1			1			1			1			1		
487	1			1			1			1			1		
488	1			1			1			1			1		

BLO-PICO INTERCEPT SURVEY RESPONSE SUMMARY
 CONDUCTED 2/28/13 3/2/13

Survey ID#	Attend or visit a church			Attend School			General Benefit Response	Count
	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked		
428			1			1	FALSE	0
429			1			1	FALSE	0
430			1			1	TRUE	1
431	1						FALSE	0
432			1			1	FALSE	0
433			1			1	FALSE	0
434			1			1	FALSE	0
435	1						FALSE	0
436			1			1	TRUE	1
437			1			1	TRUE	1
438			1			1	FALSE	0
439			1			1	FALSE	0
440			1			1	FALSE	0
441	1						FALSE	0
442			1			1	FALSE	0
443			1			1	FALSE	0
444			1			1	FALSE	0
445	1						FALSE	0
446			1			1	FALSE	0
447			1			1	FALSE	0
448			1			1	TRUE	1
449			1			1	FALSE	0
450			1			1	FALSE	0
451			1			1	FALSE	0
452			1			1	FALSE	0
453			1			1	FALSE	0
454			1			1	FALSE	0
455	1						FALSE	0
456			1			1	FALSE	0
457			1			1	FALSE	0
458			1			1	FALSE	0
459			1			1	FALSE	0
460			1			1	FALSE	0
461			1			1	FALSE	0
462			1			1	FALSE	0
463			1			1	FALSE	0
464			1			1	FALSE	0
465			1			1	FALSE	0
466			1			1	FALSE	0
467			1			1	FALSE	0
468	1						FALSE	0
469			1			1	FALSE	0
470	1						FALSE	0
471			1			1	FALSE	0
472	1						FALSE	0
473	1						FALSE	0
474	1						FALSE	0
475			1			1	FALSE	0
476	1						FALSE	0
477	1						FALSE	0
478	1						FALSE	0
479	1						FALSE	0
480	1						FALSE	0
481	1						FALSE	0
482	1						FALSE	0
483	1						FALSE	0
484	1						FALSE	0
485			1			1	FALSE	0
486	1						FALSE	0
487	1						FALSE	0
488	1						FALSE	0

**BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY
CONDUCTED 2/28/13 3/2/13**

Survey ID#	Chattiness: like extra trash pick-up, steam cleaning, and graffiti removal			Marketing & promotions like street light banners, flags & bright signs			BLQ Svcs Not Important	Do you live within the boundaries of the BLQ-Pico Business Improvement District			Survey Date		Location	
	Very Important	Somewhat Imp	Not at All Impo.	Very Important	Somewhat Imp	Not at All Impo.		Yes	No	No Respon.	AM	PM		
428	1							1			3/2/2013	1		Western
429		1						1			3/2/2013	1		Western
430	1										3/2/2013		1	Western
431	1							1			3/2/2013			Alvarado
432	1							1			3/2/2013			Alvarado
433	1							1			3/2/2013			Bonnie Brae
434	1							1			3/2/2013			Bonnie Brae
435	1							1			3/2/2013			Bonnie Brae
436	1							1			3/2/2013			Bonnie Brae
437	1							1			3/2/2013			Alvarado
438	1							1			3/2/2013			Alvarado
439	1							1			3/2/2013			Alvarado
440	1							1			3/2/2013			Alvarado
441	1							1			3/2/2013			Alvarado
442		1						1			3/2/2013			Alvarado
443	1							1			3/2/2013			Alvarado
444	1							1			3/2/2013			Alvarado
445	1							1			3/2/2013			Alvarado
446	1							1			3/2/2013			Alvarado
447	1							1			3/2/2013			Alvarado
448	1							1			3/2/2013			Alvarado
449	1							1			3/2/2013			Alvarado
450	1							1			3/2/2013			Alvarado
451	1							1			3/2/2013			Alvarado
452	1							1			3/2/2013			Alvarado
453	1							1			3/2/2013			Alvarado
454	1							1			3/2/2013			Alvarado
455	1							1			3/2/2013			Alvarado
456	1							1			3/2/2013			Alvarado
457	1							1			3/2/2013			Alvarado
458	1							1			3/2/2013			Alvarado
459	1							1			3/2/2013			Alvarado
460	1							1			3/2/2013			Alvarado
461	1							1			3/2/2013			Alvarado
462	1							1			3/2/2013			Alvarado
463	1							1			3/2/2013			Alvarado
464	1							1			3/2/2013			Alvarado
465	1							1			3/2/2013			Alvarado
466	1							1			3/2/2013			Alvarado
467	1							1			3/2/2013			Alvarado
468	1							1			3/2/2013			Alvarado
469	1							1			3/2/2013			Alvarado
470	1							1			3/2/2013			Alvarado
471	1							1			3/2/2013			Alvarado
472	1							1			3/2/2013			Alvarado
473	1							1			3/2/2013			Alvarado
474	1							1			3/2/2013			Alvarado
475	1							1			3/2/2013			Alvarado
476	1							1			3/2/2013			Alvarado
477	1							1			3/2/2013			Alvarado
478	1							1			3/2/2013			Alvarado
479	1							1			3/2/2013			Alvarado
480	1							1			3/2/2013			Alvarado
481	1							1			3/2/2013			Alvarado
482	1							1			3/2/2013			Alvarado
483	1							1			3/2/2013			Alvarado
484	1							1			3/2/2013			Alvarado
485	1							1			3/2/2013			Alvarado
486	1							1			3/2/2013			Alvarado
487	1							1			3/2/2013			Alvarado
488	1							1			3/2/2013			Alvarado
489	1							1			3/2/2013			Alvarado

BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY
CONDUCTED 2/28/13 3/2/13

ID #	Stroll or walk around or simply wait to make a transit connection			Eat or Drink at restaurant, cafe, or bar			Shop			Contact professional business like going to work, or visiting a doctor, real estate agent, or accountant			Contact personal business like visiting a salon, dry cleaners, laundromat, auto repair, or grocery store		
	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked
489	1						1			1			1		
490	1	1					1			1			1		
491	1						1			1			1		
492	1						1			1			1		
493	1						1			1			1		
494	1						1			1			1		
495	1						1			1			1		
496	1						1			1			1		
497	1						1			1			1		
498	1						1			1			1		
499	1						1			1			1		
500	1						1			1			1		
501	1						1			1			1		
502	1						1			1			1		
503	1						1			1			1		
504	1						1			1			1		
505	1						1			1			1		
506	1						1			1			1		
507	1						1			1			1		
508	1						1			1			1		
509	1						1			1			1		
510	1						1			1			1		
511	1						1			1			1		
512	1						1			1			1		
513	1						1			1			1		
514	1						1			1			1		
515	1						1			1			1		
516	1						1			1			1		
517	1						1			1			1		
518	1						1			1			1		
519	1						1			1			1		
520	1						1			1			1		
521	1						1			1			1		
522	1						1			1			1		
523	1						1			1			1		
524	1						1			1			1		
525	1						1			1			1		
526	1						1			1			1		
527	1						1			1			1		
528	1						1			1			1		
529	1						1			1			1		
530	1						1			1			1		
531	1						1			1			1		
532	1						1			1			1		
533	1						1			1			1		
534	1						1			1			1		
535	1						1			1			1		
536	1						1			1			1		
537	1						1			1			1		
538	1						1			1			1		
539	1						1			1			1		
540	1						1			1			1		
541	1						1			1			1		
542	1						1			1			1		
543	1						1			1			1		
544	1						1			1			1		
545	1						1			1			1		
546	1						1			1			1		
Totals	382	63	101	251	126	169	263	102	181	285	57	204	348	52	145

BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY
 CONDUCTED 2/28/13 3/2/13

ID #	Attend or visit a church			Attend School			General Ethnic Response	Count
	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked		
488	1	1	1	1	1	1	FALSE	0
490	1	1	1	1	1	1	FALSE	0
491	1	1	1	1	1	1	FALSE	0
492	1	1	1	1	1	1	FALSE	0
493	1	1	1	1	1	1	FALSE	0
494	1	1	1	1	1	1	FALSE	0
495	1	1	1	1	1	1	FALSE	0
496	1	1	1	1	1	1	FALSE	0
497	1	1	1	1	1	1	FALSE	0
498	1	1	1	1	1	1	FALSE	0
499	1	1	1	1	1	1	FALSE	0
500	1	1	1	1	1	1	FALSE	0
501	1	1	1	1	1	1	FALSE	0
502	1	1	1	1	1	1	FALSE	0
503	1	1	1	1	1	1	FALSE	0
504	1	1	1	1	1	1	FALSE	0
505	1	1	1	1	1	1	FALSE	0
506	1	1	1	1	1	1	FALSE	0
507	1	1	1	1	1	1	FALSE	0
508	1	1	1	1	1	1	FALSE	0
509	1	1	1	1	1	1	FALSE	0
510	1	1	1	1	1	1	FALSE	0
511	1	1	1	1	1	1	FALSE	0
512	1	1	1	1	1	1	FALSE	0
513	1	1	1	1	1	1	FALSE	0
514	1	1	1	1	1	1	TRUE	1
515	1	1	1	1	1	1	FALSE	0
516	1	1	1	1	1	1	FALSE	0
517	1	1	1	1	1	1	FALSE	0
518	1	1	1	1	1	1	FALSE	0
519	1	1	1	1	1	1	FALSE	0
520	1	1	1	1	1	1	FALSE	0
521	1	1	1	1	1	1	FALSE	0
522	1	1	1	1	1	1	FALSE	0
523	1	1	1	1	1	1	FALSE	0
524	1	1	1	1	1	1	FALSE	0
525	1	1	1	1	1	1	FALSE	0
526	1	1	1	1	1	1	FALSE	0
527	1	1	1	1	1	1	FALSE	0
528	1	1	1	1	1	1	FALSE	0
529	1	1	1	1	1	1	FALSE	0
530	1	1	1	1	1	1	TRUE	1
531	1	1	1	1	1	1	FALSE	0
532	1	1	1	1	1	1	FALSE	0
533	1	1	1	1	1	1	FALSE	0
534	1	1	1	1	1	1	FALSE	0
535	1	1	1	1	1	1	FALSE	0
536	1	1	1	1	1	1	FALSE	0
537	1	1	1	1	1	1	FALSE	0
538	1	1	1	1	1	1	FALSE	0
539	1	1	1	1	1	1	FALSE	0
540	1	1	1	1	1	1	FALSE	0
541	1	1	1	1	1	1	FALSE	0
542	1	1	1	1	1	1	FALSE	0
543	1	1	1	1	1	1	FALSE	0
544	1	1	1	1	1	1	FALSE	0
545	1	1	1	1	1	1	FALSE	0
546	1	1	1	1	1	1	FALSE	0
Totals	289	43	217	170	32	344		25

BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY
 CONDUCTED 2/28/13 3/2/13

ID # Survey	Cleanliness, like extra trash pick-up, steam cleaning, and graffiti removal				Marketing & promotions like street light banners, flags & bright signs				BID Svcs Not Important	Do you live within the boundaries of the BLQ-Pico Business Improvement District			Date/Time		Location	
	Very Important	Somewhat Imp	Not at All Impo.	No Respon	Very Important	Somewhat Imp	Not at All Impo.	No Respon		Yes	No	No Respon	Survey Date	AM		PM
488																Hoover
490	1															Hoover
491	1	1														Hoover
492	1															Hoover
493	1															Hoover
494	1															Hoover
495	1															Hoover
496	1															Bonnie Brae
497	1															Westlake
498	1															Westlake
499	1															Westlake
500	1															Westlake
501	1															Bonnie Brae
502	1															Westmoreland
503	1															Westmoreland
504	1															Westmoreland
505	1															Westmoreland
506	1															Elbert
507	1															Magdalis
508	1															Hoover
509	1															Hoover
510	1															Hoover
511	1															Hoover
512	1															Hoover
513	1															Hoover
514	1															Hoover
515	1															Alvarado
516	1															Alvarado
517	1															Alvarado
518	1															Alvarado
519	1															Alvarado
520	1															Westlake
521	1															Westlake
522	1															Hoover
523	1															Bonnie Brae
524	1															Westmoreland
525	1															Hoover
526	1															Hoover
527	1															Hoover
528	1															Hoover
529	1															Hoover
530	1															Hoover
531	1															Hoover
532	1															Alvarado
533	1															Alvarado
534	1															Alvarado
535	1															Alvarado
536	1															Westlake
538	1															Bonnie Brae
539	1															Bonnie Brae
540	1															Orchard Ave
541	1															Orchard Ave
542	1															Orchard Ave
543	1															Orchard Ave
544	1															Arpaiz
545	1															Hoover
546	1															Hoover
Totals	519	15	11	1	206	121	219	1	11	279	255	12	247	299		

BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY
CONDUCTED 2/28/13 3/2/13

Survey ID#

Stroll or walk around or simply wait to make a transit connection			
Very Likely	Somewhat Liked	Not at All Liked	
69.85%	11.54%	18.50%	
81.50%			

Delete 8 "no-response" surveys.

Eat or Drink at restaurant, cafe, or bar			
Very Likely	Somewhat Liked	Not at All Liked	
45.97%	23.08%	30.95%	
69.05%			

Delete 4 "no-response" surveys.

Shop			
Very Likely	Somewhat Liked	Not at All Liked	
48.17%	18.68%	33.15%	
68.85%			

Delete 3 "no-response" surveys.

Conduct professional business like going to work, or visiting a doctor, real estate agent, or accountant			
Very Likely	Somewhat Liked	Not at All Liked	
52.20%	10.44%	37.35%	
62.64%			

Delete 1 "no-response" surveys. Delete 1 (other #162) answered twice.

Conduct personal business like visiting a salon, dry cleaners, laundromat, auto repair, or grocery store			
Very Likely	Somewhat Liked	Not at All Liked	
63.74%	8.52%	26.74%	
73.26%			

Note: Delete 2 "no-response" surveys.

**BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY
CONDUCTED 2/28/13 3/2/13**

Survey ID#	Attend or visit a church			Attend School			General Benefit Response	Count	
ID #	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely			
	52.38%	7.89%	39.74%	31.14%	5.88%	63.00%	4.58%		
	60.28%						37.00%	1 - .0458 =	95.42%

Note: Detail 2 "no-response" surveys. Detail 1 (format #103) answered twice. Detail 3 "no-response" surveys. 95.42% will engage in at least 1 of the listed commercial activities.

**BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY
CONDUCTED 2/28/13 3/2/13**

Survey ID#		ID #			Date/Time		Location	
95.23%	Very Important	2.75%	Somewhat Imp	2.02%	Not at All Impo	No Respon	0.18%	Cleanliness, like extra trash pick-up, steam cleaning, and graffiti removal
37.80%	Very Important	22.28%	Somewhat Imp	40.33%	Not at All Impo	No Respon	0.18%	Marketing & promotions like street light banners flags & bright signs
2.01%	1 - .0201 =		97.99%		2.20%		2.01%	
52.44%	Yes	47.53%	No	No Respon	2.20%	2.20%	2.20%	Do you live within the boundaries of the BLQ-Pico Business Improvement District
Survey Date		4:52:48	AM	54.78%	PM	Cross Streets		

Note: Delete 1 (former #93) answered twice.

BID services are important to 97.99%
 Contribution map was not used as instructed. This response should be disregarded.