



Quarterly Activity Report 2nd Quarter 2018: April to June

In accordance with CAHD's agreement with the City of Los Angeles Office of the City Clerk dated May 5, 2016 for operation of the Central Avenue Historic Business Improvement District (CAHD), this is the required 1st Quarter 2018 Report for CAHD. CAHD administers its services from its program office located at 2508 S. Central Avenue in the Historic Liberty Savings Building. The corporate office is located at 4301 S. Central Avenue, Los Angeles, CA 90011.

All CAHD programs, improvements and activities described in this 2nd Quarter 2018 (April, May and June) report are provided solely for the assessed parcels of land fronting Central Avenue for 1.53 miles (23 blocks) from Washington Boulevard to Vernon Avenue, as well as the side street frontage for corner properties and one half of any service alleys adjoining assessed parcels of land (See the District Overview Map in the Central Avenue Historic Business Improvement District Management District Plan), hereinafter described as the "District".

CAHD's contracted programs with the City of Los Angeles include: Streetscape Services, Enhanced Safety, Branding, Parking Demand Management and District Management.

I. **Streetscape Services**

CRCD Enterprises, Inc.'s (CRCD)'s contract with the City of Los Angeles includes implementation of the graffiti removal, trash removal, sidewalk power washing and bulky item pick-up services. CAHD has included a requirement in its contract with CRCD that, regarding services provided within the District through their City Clean and Green contract, they are to perform their City contracted services in a satisfactory manner as determined by CAHD. CRCD's services for CAHD includes the following:

1. The Clean Streets Team consist of 5 members working on various days to provide services 7 days per week, Monday - Sunday from 7:00 a.m. to 2:30 p.m.
2. Sweep and remove debris, dust and dirt from sidewalks, curbs, gutters, signs, public furniture and accessible vacant lots on a regular basis in a satisfactory manner as determined by CAHD a minimum of (2) times per week or on an as needed basis to ensure that the Corridor is kept as clean as possible.
3. Provide graffiti removal services above and beyond their contract with the City of Los Angeles including removing graffiti in high places and on unique surfaces such as tile and awnings. Their services include color matching paint on buildings, but owners can also provide them with paint for their building.
4. Provide a phone number for property and business owners to call-in or text locations for needed graffiti removal, trash receptacles, trash removal and bulky-item pick up. Call in number: **213-743-6193 ext. 400**
5. Follow-up with District property and business owners on a regular basis to obtain feedback. Track all calls and include a call log and response update in the monthly district maintenance report.
6. Attend regular update meetings or conference calls with the BID Manager to review work progress and property/business owner concerns.
7. Prepare monthly district maintenance report that quantifies the number of total man hours worked, number of times the streets were cleaned as well as information on the services provided under the separate Clean and Green contract including: the amount of trash removed from the area (in bags and pounds), incidences of graffiti and bulky item removal and square footage of area pressure washed. The monthly report also provides information on the composition of CRCD's workforce. CRCD provided the following information regarding their Clean Streets Services administered during the first quarter 2018:

Month	Trash Collection (number of bags)	Sidewalk Sweeping (blocks - 1 side)	Pressure Washing (blocks - 1 side)	Graffiti Removal (sq. ft.)	Bulky Item Removal/Clean Up	
					Number of Bulky Items Collected	Tons of Bulky Items Collected
Apr-18	779	424	21.1	6,406	378	19
May-18	900	604	15	13,900	235	8.5
Jun-18	921	800	16	24,845	86	4.5
TOTAL	2,600	1,828	52	45,151	699	32

- **Enhanced Safety**

During the March board meeting the Board of Directors elected to bring on CRCD Enterprises, Inc. to manage the Ambassador team so that Urban Design Center could focus on the urban resiliency program, business development and fundraising. With the consolidation of the Ambassador and Clean Streets programs the our teams can work in the unison to ensure comprehensive delivery of services and to coordinate work efforts. Is expected that the transfer of the ambassador program from Urban Design Center to CRCD Enterprises will occur in July. There will continue to be at least 3 Ambassadors on the Corridor each day or 2 Ambassadors and the CRCD supervisor between the hours of 10:00 am to 6:30 pm Monday to Saturday and 9:00 am to 4:00 pm on Sunday. The four primary roles of the Central Avenue Historic District Ambassadors are: Community Engagement, Observe and Report, Information Distribution and Data Collection. The new CRCD supervisor will oversee both the Ambassador and Clean Streets program and serve as a liaison to the property owners and businesses as well as manage program reporting and team training.

CAHD went out to bid for Wi-Fi and Camera services along the corridor on February 15th and requested that bids be submitted by April 20th. The WiFi was for the installation of 20 hot spots in areas where residents can gather along the corridor. The camera bid was for the installation of cameras on each of the 23 blocks within the district on both sides of the street. The WiFi will not only facilitate the wireless camera system, it will create a marketing network for businesses and offer free wi-fi for patrons to access great information. **We received bids from RP Digital, Simple Sensor Systems, First Digital, OpenLine PC, Platinum Vault and Windstream.**

II. **Parking Demand Management**

1. CAHD Board Member James Westbrooks from the New 9th will follow-up with DOT on the Parking Demand Management elements we have been tracking including diagonal and/or reverse angle parking potential locations, assessing the curb areas where the red striping can be reduced to increase parking; and ensure the that DOT synchronizes the traffic lights to facilitate traffic flow particularly at Central Avenue and Jefferson Boulevard and at Central Avenue and Martin Luther King, Jr. Boulevard; and to ensure routine enforcement of parking restrictions.
2. Westbrooks will also follow-up on the status of Central Avenue Great Streets project and funding.

III. **Branding – Revitalization Strategy**

1. **Website and Social Media** - Images of collateral prepared for each quarter can be viewed on the CAHD Website: www.centralavenuehistoricdistrict.org. CAHD is working to expand traffic to the website and social media pages and track the results on a monthly basis by sharing and linking social media sites of businesses on the Corridor. We continue to push out information about the Corridor through our regular e-blast which link to our social media pages and help to grow our contact database.

The following is a linkable summary of the eblast sent during this quarter and the response rates for each:

<p><u>Event – 16 Apr 02:07 PM sent 16 Apr 02:55 PM</u></p> <ul style="list-style-type: none"> • <u>381 sent</u> • <u>379 accepted</u> • <u>104 viewed</u> • <u>3 engaged</u> 	<p><u>Central Avenue Historic Business Improvement District Board Meeting Tomorrow 5.2.18</u></p> <p>sent 01 May 01:36 PM</p> <ul style="list-style-type: none"> • <u>382 sent</u> • <u>381 accepted</u> • <u>129 viewed</u> • <u>4 engaged</u> 	<p><u>Tomorrow ! Please Attend Our Monthly CAHD Board Committee Meetings and Check out Our First "Let's Talk Series" THIS Friday !</u></p> <p>sent 15 May 05:43 PM</p> <ul style="list-style-type: none"> • <u>389sent</u> • <u>386 accepted</u> • <u>112 viewed</u> • <u>1 engaged</u>
<p><u>Please Attend and Check Out Our First "Let's Talk Series" THIS Friday May 18th 2018 sent 16 May 03:18 PM</u></p> <ul style="list-style-type: none"> • <u>387 sent</u> • <u>386 accepted</u> • <u>113 viewed</u> • <u>1 engaged</u> 	<p><u>Attend CAHD's Upcoming Committee Meetings to Discuss Plans for the Corridor! sent 15 Jun 01:11 PM</u></p> <ul style="list-style-type: none"> • <u>391 sent</u> • <u>388 accepted</u> • <u>123 viewed</u> • <u>13 engaged</u> 	

The following are the social media traffic stats noted for the first quarter 2018:

Social Media Site Name	Number of Page Visits	Number of Posts	Number of Likes	Number of Affiliates	Number of Followers
April 2018					
Facebook	19	11	165	2	571
Twitter	0	0	1	42	20
Instagram	0	1	12	65	77
Google Plus	0	0	0	23	11
Yelp	12	12	0	0	0
Trip Advisor	0	0	0	0	0
May 2018					
Facebook	70	7	40	2	584
Twitter	0	0	1	42	21
Instagram	0	0	0	68	81
Google Plus	0	1	0	23	11
Yelp	12	12	0	0	0
Trip Advisor	0	0	0	0	0
June 2018					
Facebook	76	11	28	2	590
Twitter	1	1	1	42	25
Instagram	0	1	130	68	89
Google Plus	0	0	0	23	11
Yelp	12	12	0	0	0
Trip Advisor	0	0	0	0	0
Website		April Visits	May Visits	June Visits	
		2124	3391	1967	

2. **Business Development** - As part of our strategy to promote businesses on the corridor we have a policy to buy products only from our district businesses unless they are not available. This quarter we purchased from the following District businesses: CVS y mas; Family Farms; Dollar Tree; Los Alondras Bakery; Super Dollar; Serve 2 Enjoy; Betos Furniture; BeBe’s Appliances; JD Computers; Mendez Bike Shop; Dc Bike Shop; Superior Grocers; Sushi Litos; Subway

IV. District Management

Board Officers:

Dani Shaker, President

People’s Union, LLC, Historic Lincoln Savings Property

Mark Wilson, Secretary

Coalition for Responsible Community Development

Jonathan Zeichner, Vice President

A Place Called Home

Monica Mbeguere, Treasurer

Alfred Smith Property

Board Members:

Priscilla Al-Uqdah, Member

Clara Muhammad School
National Alumni Association

Jerrel Abdul Salaam, Member

Masjid Bilal Islamic Center

Clent Bowers, Member

Trustee, Bowers Retail Complex

Edgar Mariscal

Thomas Safran & Associates, Dunbar Village
Property Manager

Councilman Curren D. Price, Jr., Member

The New 9th

Jhonny Vera

All Famous Barber Shop

Noreen McClendon, Member

Concerned Citizens
of South Central Los Angeles

Akeemi Croom

Croom Family Property

- **Board Meetings:** Given that CAHD changed its meeting schedule to every other month during the odd months of the year, only one board meeting during this period on May 7, 2018 from 10:30 am to 1:00 pm. The meeting went longer 12:30 pm because we now have more to review and discuss each meeting. The was held @ The New 9th Constituent Center, 4301 S. Central Avenue, Los Angeles, CA 90011. Minutes of the meetings are posted on the website.
- **Standing Board Committees:**
 - **Executive Committee:** Meetings were held in April and June at A Place Called Home located at 2830 S. Central Avenue from 9:30 am to 11:00 am. **Members:** Jonathan Zeichner, Dani Shaker, Mark Wilson and Monica Mbeguere. Sherri Franklin from Urban Design Center attends the meeting in person or via phone. Standing agenda items include:
 - a. Finalize Board Meeting Agenda
 - b. Discuss operations management matters
 - c. Review partnership and Board presentation request
 - d. Review contract documents from CRCD
 - e. Review the bids for the WiFi and Camera project
 - **Branding, Marketing and Business Development:** Meetings were held immediately following the Board Meeting at the New 9th Constituent Service Center - 4301 S. Central Avenue. Focus - Develop art & cultural events, promotions and branding collateral. **Members:** Priscilla Al-Uqdah, Clent Bowers, Monica Mbeguere and Sherri Franklin. Items discussed this quarter included:

- a. Content for the Let's Talk Series workshops in partnership with the New 9th Business Resource Center.
- b. Central Avenue Jazz Festival Historic Tour site planning.
- c. Facilitating planning efforts for the cultural presentation of "Billie! Back Stage with Lady Day" @ A Place Called Home.
- d. Jazz Festival Publication design and development - 16 page full color publication highlighting the cultural presentation, historic tour sites and the Resiliency Plan tree and trash receptacle plan.
- e. WiFi and Camera bids were submitted April 20th. All bids exceeded our budget. Focused on assessing which elements could be implemented within the budget.

- **Ad-hoc Committees:**

The ad-hoc meetings for were held on the third Wednesday of each month from 2:00 pm to 5:00 pm at the CAHD program office @ 2508 S. Central Avenue.

- **Illegal Street Vending: Members:** Priscilla, Noreen, Griffin and Felix. The ad-hoc committee's focus is to work in partnership with The New 9th, the BID Consortium, the Los Angeles Police Department, the City Attorney's Office and Building & Safety to develop a policy and procedures for managing Illegal Street vending within the District. **Awaiting on finalization of the City of Los Angeles Street Vending ordinance to finalize strategy for managing impact.**
- **Parking Demand Management Solutions: Members:** Dani Shaker, Clent Bowers, Monica Mbeguere, James Westbrook and Sherri Franklin and Griffin Wright from UDC. **No activity this period.**
- **The Central Avenue Resiliency Plan: Members:** Dani Shaker, Noreen McClendon, Clent Bowers, Monica Monica Mbeguere and Sherri Franklin and Griffin Wright from UDC. The Central Avenue Resiliency Plan sets forth guiding principles to foster the envisioned aesthetics and development along the corridor and the vibrancy of the business community. **This period we facilitated design concepts for the monument signs, street banner signs and permit process, placed the order for 33 trash receptacles and facilitated the process for the installation of trees within the district in partnership with City Plants and Urban Forestry.**
- **Homeless Management:** Members: Jonathan, CD9 and CRCO. This committee is charged with developing a policy on how CAHD and its Ambassadors should address homelessness publicly and through engagement with homeless persons. **Resource guide in progress.**
- **Nomination:** Members include: Jonathan Zeichner, Monica Mbeguere, Priscilla Al-Uqdah and Clent One seat is open. **Ramin Halavi was nominated by Priscilla Al Uqdah. Ramin represents his family properties located at 4021 & 4109 S. Central Avenue.**

- **Management Team:**

Urban Design Center team members work to implement the following task on behalf of CAHD:

- Sherri Franklin - City Clerk Contract Compliance Management, Financial Management, Board and Committee Meeting Facilitation, Strategic Branding, Business Development and Marketing Implementation, Program Contract Oversight, Website and Social Media Management, Correspondence Management and Development of Quarterly Reports, Newsletter Content and Promotional Materials. **This quarter Sherri facilitated the board meetings and worked to implement the resiliency plan. Sherri lead the development of the newsletter publication.**
- Griffin Wright – Property Owner Parcel Assessment and Database Management; Preparation of Annual Database for Submittal to the City Clerk; RFP and Contract Management; Contractor Performance Assessment; Management of Budget Tracking and Amendments; Preparation of Annual Planning Report; and Board Meeting Assistance. **This quarter Griffin worked to prepare the updated parcel database for the board vote on whether or note to increase the assessment fees. The database was due to the City Clerk on June 1st. Griffin prepares the clean street information for the quarterly report.**

- Mustafa Al-Uqdah – Quickbooks transaction detail, check request management, preparation of board packages, Information Research; social media postings; eblast formation and postings, database management, purchases, inventory control.
 - David Morrison – Design and Brand Strategy Development for Business and Special Promotions Materials and Newsletters; Manage Layouts for Printed Materials and Facilitate Printing Services. **This quarter David created the decal designs for the trash receptacles and assisted with the preparation of the newsletter publication.**
- **Financial Update:**
 - Under the direction of Samyr Codio, MTB Accountancy Group is preparing our 2017 Financial Statements. He filed an extension for the 990 Return.
 - Crystal Mitchell is preparing our 2017 990 tax return.
 - The CAHD assessments received as of March 31, 2018: \$174,754.05