

CENTRAL AVENUE

Historic Business Improvement District

Central Avenue Historic Business Improvement District Quarterly Activity Report 4th Quarter 2016: October-December

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 Fourth Quarter 2016 Report for CAHD. Please note that the BID did not receive funds until June 23, 2016, thus CAHD officially commenced program activities in July 2016. December 31, 2016 marked the end of the first year of CAHD’s approval to operate as a District.

All CAHD programs, improvements and activities described in this 4th Quarter 2016 (Oct, Nov & Dec) 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”.

Below is a list of the block groupings utilized to manage and assess needs and work efforts within the District:

East Side		West Side	
Vernon Ave - 43rd Pl	32nd St - 29th St	Washington Blvd - 20th St	33rd St - 34th St
43rd Pl - 43rd St	29th St - 28th St	20th St - 21st St	34th St - Jefferson Blvd
43rd St - 42nd Pl	28th St - 27th St	21st St - 22nd St	Jefferson Blvd - King Blvd
42nd Pl - 42nd St	27th St - Adams Blvd	22nd St - 23rd St	King Blvd - 40th Pl
42nd St - 41st Pl	Adams Blvd - 25th St	23rd St - 24th St	40th Pl - 41st St
41st Pl - 41st St	25th St - 23rd St	24th St - 25th St	41st St - 41st Pl
41st St - 40th Pl	23rd St - 22nd St	25th St - Adams Blvd	41st Pl - 42nd St
40th Pl - King Blvd	22nd St - 21st St	Adams Blvd - 27th St	42nd St - 42nd Pl
King Blvd - 35th St	21st St - 20th St	27th St - 28th St	42nd Pl - 43rd St
35th St - 34th St	20th St - Walnut Ave	28th St - 29th St	43rd St - 43rd Pl
34th St - 33rd St	Walnut Ave - Washington Bl.	29th St - 32nd St	43rd Pl - Vernon Ave
33rd St - 32nd St		32nd St - 33rd St	

CAHD’s core programs include: Streetscape Services, Enhanced Safety, Branding, Parking Demand Management and District Management.

I. Streetscape Services

CAHD signed a contract with CRCD Enterprises, Inc. (CRCD) to provide Clean Streets service for CAHD in conjunction with their Clean & Green contract that they received from the City of Los Angeles for Council District 9, which includes the CAHD District. 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 CAHD District, they are to perform their City contracted services in a satisfactory manner as determined by CAHD. CRCD began providing contracted services for CAHD on May 2, 2016 under the following terms and conditions:

- Provide Clean Street services Monday through Saturday from 7:00 a.m. to 2:30 p.m.
- 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.
- Follow up with District property and business owners on a regular basis to obtain feedback on targeted areas within the District that require cleaning.
- Prepare monthly district maintenance report that quantify 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 items removed and square footage of area pressure washed. The monthly report also provides information on the composition of CRCD's workforce and confirmation of living wages paid.
- Provide of a phone number for property and business owners to call-in or text locations for needed graffiti and bulky item removal.
- Attend regular update meetings or conference calls with the BID Manager to review work progress and property/business owner concerns. Track all calls and include a call log and response update in the monthly district maintenance report.

CRCD provided the following information regarding their Clean Streets Services administered during the fourth quarter 2016:

Month	Trash Collection (# of bags)	Sidewalk Sweeping (blocks - 1 side)	Pressure Washing (blocks - 1 side)	Graffiti Removal (sq. ft.)	Bulky Item Removal/Clean Up		
					# of Bulky Items Collected	Trash Collection (# of bags)	Alley Sweeping (# of alley entrances)
Oct 2016	603	569	33.5	71,455	111	54	0
Nov 2016	625	551	31.25	70,030	50	70	5
Dec 2016	422	509	21	47,595	40	57	9
TOTAL	1,650	1,629	86	189,080	201	181	14

Our District manager, Urban Design Center (UDC), worked with CRCD Enterprises to redesign their report format so that they could capture the quantitative data on the amount of trash removed from the district, the square footage of sidewalks cleaned each month and the amount of bulky item pickups they achieved on a monthly basis.

UDC also worked to identify hot spots within the district that require additional cleaning due to high traffic volumes and business activity. We found that the targeted approach to keeping the district clean was more effective than a regularly scheduled cleaning pattern. The Clean Streets team received their new CAHD "green shirts" in October which really makes them stand out while they are working on the Corridor.

II. Enhanced Safety

CAHD hired Able Solutions to provide Safety Ambassador services which commenced on September 26, 2016. The Ambassadors are tasked with implementing the following safety management duties:

- Coordinate communications by and between the LAPD and property/business owners as well as with existing property security team members. Prepare property and business owner incident reports for transmittal to CAHD and LAPD when appropriate.
- Prepare Property & Business Information forms and worksheets to assist with the development of the District database and marketing outreach.
- Document property owner and business comments about needed Clean Streets and street service repairs and share information with service agencies.
- Assist in assessing parking issues and monitoring parking lots promoted for consumer use.
- Help implement the CAHD affinity and cluster marketing strategies by outreaching to community based organizations, churches, civic entities, schools and housing developments to encourage organizations and residents to Shop & Visit Central Avenue.
- Distribute promotional materials within the District and 1/4 mile of the District.
- Provide safety management support for CAHD and partner events.
- Bike and walk the Corridor to request residents and visitors to sign-up to receive promotional information about Central Avenue Businesses.
- Document incidents that occur within the District.
- Provide a monthly report quantifying and documenting their work efforts.

UDC is providing social media training and information about the District and community initiatives to the Ambassadors however, CAHD is looking to Able Solutions to properly train the Ambassadors on customer service best practices and on how to track and document their collateral distribution efforts.

CAHD elected to directly purchase the uniforms and equipment for the Ambassadors from Central Avenue businesses as part of its commitment to support businesses along the corridor and promote the diverse types of products that patrons can buy on the corridor. Their bikes were purchased from DC Bike Shop located at 3209 S. Central Avenue and Mendez Bike Shop located at 2725 S. Central Avenue. Additionally Mendez Bike Shop provides the much-needed repairs for the bikes as they experience heavy wear and tear with daily riding. The Ambassador's shirts were purchased and printed by IVIE Manufacturing located on 25th and Central in the Historic Lincoln Savings complex and their jackets were purchased from Alex's SK8 Shop located at 2512BN S. Central Avenue. Thankfully, the Ambassador and the Clean Streets shirts are being **cleaned pro-bono by Bowers & Sons Cleaners** which is a great support for CAHD and helps keep our team looking sharp!

During the month of October six Ambassadors worked on the corridor Monday through Sunday. In November and December CAHD increased the number of Ambassadors to seven working from 10 am to 6 pm Monday through Saturday and from 9 am to 3 p.m. on Sunday. The Ambassadors worked extended hours during scheduled events such as the Central Avenue Trick or Treat event and during the snow event facilitated by The New 9th. UDC prepared property and business owner information worksheets for the Ambassadors to collect contact and product type information from the District businesses as well as information on their social media footprint and any concerns the businesses wanted to share. By the end of December 2016, the Ambassadors collected basic information on approximately 266 businesses located on the Corridor from Washington Boulevard to Vernon Avenue. They also helped to grow the CAHD Facebook page from 334 likes to 405 likes during the fourth quarter.

Incidents:

7 incidents were reported by the Safety Ambassadors in December 2016:

- A Place Called Home (APCH) Holiday Toy Give Away: Potential fight between a visitor of APCH and a resident. Ambassador de-escalated the situation
- APCH Holiday Toy Give Away: Drunk and disorderly man in line using disrespectful language. Ambassador asked him to leave
- APCH Holiday Toy Give Away: Lost child brought to Ambassador by woman. Ambassador took child to APCH
- 2020 Central Avenue: Ambassador reported broken window at 20/20 Vision Office
- Between 40th & 41st and Central Avenue: Man harassing young woman on sidewalk. Ambassador asked the man to leave
- Superior Market: Unattended small boy at Superior Market. Ambassador stopped child from entering an elevator and returned to his family
- In front of the Boost Mobile Store between Adams & 25th Street on Central Avenue: Man throwing trash on sidewalk in front of Boost Mobile Store. Ambassador asked man to leave

III. Parking Demand Management

CAHD started the process of assessing the parking needs on Central Avenue by requesting that property owners share information about available parking on existing sites and vacant lots that could possibly be included in a shared parking plan for the District. CAHD is proposing to hire a parking consultant to prepare the Parking Demand Management Report by the second quarter of 2017. CAHD will prepare a map of existing and additional parking options as they become available.

On December 22, 2016, CAHD sent a letter to Carlos Rios, Senior Transportation Engineer at the City of Los Angeles Department of Transportation, requesting to set up a meeting between LADOT, Council District 9, and the CAHD Parking Ad-Hoc Committee regarding potential options for addressing parking demand management options in the BID area. That meeting was tentatively set to occur on February 2, 2017.

At the meeting CAHD intends to address the following concerns with the City:

- There is a lack of parking for patrons and employees. Potential patrons simply will not stop due to the lack of parking.
- The 7-9 am and 4-6 pm parking restrictions for “traffic flow” significantly deters patrons from visiting businesses during after work shopping hours.
- Neither the limited time 1 hour parking or the unlimited time parking up until the restricted “traffic flow” time periods are beneficial to operating businesses.
- Traffic lights on Central at Martin Luther King, Jr. Blvd. and Jefferson Blvd. are not synchronized which creates significant traffic jams for North and South board traffic.
- The red curb striping on Central appears to be excessive and consumes much of the curb space on Central.
- Parking tickets cost up to 7 times the minimum wage and are a deterrent for patrons to visit stores where there is restricted no parking and limited 1 hour parking.
- Current Posted Parking Restrictions are not enforced and the Department of Transportation (DOT) is often unresponsive to calls.

CAHD is proposing the following solutions to these issues:

- Partner with property owners to establish and manage available spaces on their lots for public use.
- Request that DOT eliminate 7-9 AM and 4-6 PM parking restrictions in support of extending the hours patrons can park on Central.
- Work with DOT to identify street locations where diagonal and/or reverse angle parking could be feasible and request that DOT implement such parking where feasible.
- Work with the DOT to assess curb areas where the red striping can be reduced to increase availability of spaces for patrons.
- Request that DOT install two-hour limitation throughout the corridor to reduce overnight and long-term parking.
- Request that DOT synchronize the traffic lights on Central to facilitate traffic flow particularly at Central Avenue and Jefferson Boulevard and at Central Avenue and Martin Luther King, Jr. Boulevard.
- Ensure routine enforcement of parking restrictions.

In addition CAHD would like to look at the following items:

- Assess how the proposed road diet will impact parking on Central Ave.
- Adding a light signal and pedestrian lighting at 32nd and Central. The local business owners want to start a petition to get this done.

CAHD members also participated in Metro's Walk Audit on December 13th facilitated by Trust South LA to assess the pedestrian environment and walkability from the Washington & Griffith light rail station to Central Avenue. We found that there is a grave need for additional lighting, sidewalk and debris cleaning and for additional bus stop locations to be installed in order to shorten the walk for connecting public transit trips.

IV. Branding

With the assistance of the Safety Ambassadors, CAHD has strategically launched a marketing strategy that reaches out to residents living within the district and within ¼ mile radius of the District to encourage them to Shop Central Avenue. Thousands of community residents came out to enjoy Halloween Trick or Treat on Central Avenue! It was AMAZING! Next year the event will be bigger and better with treats for everyone, more scary movie locations and a haunted house!

CAHD joined the national movement to support small businesses in America! Our pitch was to ask people to enjoy Black Friday, go crazy on Cyber Monday, but bring it home to Central Avenue on Small Business Saturday, November 26th, and over the holidays. The Central Avenue Small Business Saturday promotions extended from Pre-Sale Friday November 25th to December 25th 2016 with Special Open House events featured throughout the District from Washington Boulevard to Vernon Avenue on Saturday November 26th. We asked each business to share their Twitter handle, Facebook page and other social media information with the Ambassadors so that we can create a networked online community for CAHD to push notifications about holiday promotions to consumers through the CAHD Facebook page – Central Avenue Historic District, Twitter page #CentralAveBid and website www.centralavenuehistoricdistrict.org.

As part of CAHD's branding efforts, Urban Design Center developed the marketing concepts and collateral that the Ambassadors distributed to the businesses and residents on the Corridor and to residents within ¼ mile of the District. The strategy is to encourage residents to walk to the Corridor and to shop local:

- 10,000 Halloween Trick or Treat Marketing cards distributed to Central Avenue businesses and within 1/4 mile of the District in English and Spanish
- 1,000 Halloween Trick or Treat Bags & Candy: Approximately 80 distributed to The Children's Center Childcare Center as they were escorted for a private Trick or Treat along the corridor, 75 distributed to the SB Homes Senior Housing, 100 distributed to A Place Called Home Halloween and 100 for the CD 9 Day of the Dead events and 645 to trick or treaters who visited Central Avenue on Halloween. It is estimated that over 2,000 people visited the corridor on Halloween. The Ambassadors created really unique scarecrows with the assistance of Giant Steps' Walk In Closet clients who are serving as Marketing Ambassadors for the District. The scarecrows were scary and fun and are bound to become an icon for future Trick or Treat events.
- 150 3rd Quarter Newsletters distributed to District businesses
- 300 Ambassador and Clean Streets Business Cards to businesses along the Corridor
- 10,000 Shop Small Introduction cards distributed to Central Avenue businesses and within 1/4 mile of the District in English and Spanish
- 15,000 Shop Small Show Your Love cards distributed to Central Avenue businesses and within 1/4 mile of the District in English and Spanish
- 150 Shop Small "Show Your Love" door signs posted at District businesses in English and Spanish
- 80 Light Pole Candy Cane wrappings with aluminum foil, ribbons and bows for holiday cheer

Images of collateral prepared for each quarter can be viewed on the CAHD Website: www.centralavenuehistoricdistrict.org.

Central Avenue is Now a Google Corridor!

CAHD has been accepted into the **Google Let's Put Our Cities on the Map Program!** Google states that small businesses are the backbone of our local economies and when people can find information about local dentist, dry cleaners and hair salons our communities become even stronger. In fact, having more complete business information online helps small communities generate hundreds of thousands of dollars more each year.

CAHD agrees with Google that when we help local businesses succeed on the web we make our community stronger! 97% of consumers look online for local goods and services, four out of five consumers use search engines to find local information nearby and 37% of businesses have claimed a local business search listing on a search engine. CAHD is working with Google to rally every business in the District to update their information online.

Revitalization:

Combined with helping Central Avenue businesses get online, the UDC business team is working with businesses to help them reimagine their storefronts, determine how to diversify their products and to develop engaging interior environments.

Priscilla's Pop Up Bistro Launched its Third Tuesday of the Month Taco Tuesday Event on December 21st at Fernando's Bar & Restaurant!

Priscilla's Bistro is a Pop Up Social, Art and Entertainment event happening at Fernando's Bar & Restaurant located at 3230 S. Central Avenue for happy hour from 5-8 pm every 3rd Tuesday. Taco Tuesday features "Fish Karate" a dish invented by Priscilla's father, Brother Jesse the "Marathon Man". This dish was first featured in the early 1970's in Los Angeles and on Historic Central Avenue. Fernando's Bar & Restaurant is housed the legendary Jack's Tavern, one of the many Historic Buildings on Central Avenue.

Priscilla's Bistro is an African American enterprise and Fernando's Bar is a Hispanic American enterprise. Taco Tuesday is one of many efforts working to revive urban enterprises on Central Avenue. CAHD plans to invite local businesses and residents to the event each month for networking and a positive social experience. With this partnership, we celebrate the diversity of Central Avenue and hope Taco Tuesday becomes our "Cheers".

Business Development

In addition to purchasing the Ambassador's uniforms and equipment from businesses on the Corridor, CAHD purchased food for each of its board meetings and materials, equipment and supplies from:

- Served to Enjoy - 3007 S. Central Avenue
- Subway - 3300 S. Central Avenue
- Tony's Burgers - 2115 S. Central Avenue
- Las Alondra's Bakery & Pizza - 4118 S. Central Avenue
- El Compa Tamales - 4052 S. Central Avenue
- El Conquistador Pupuseria - 3330 S. Central Avenue
- Larios Bakery - 2206 S. Central Avenue
- Dollar Tree - 4300 S. Central Avenue - Light Pole Holiday Decorations
- Coco Discount - 3301 S. Central Avenue - Light Pole Holiday Decorations
- Colima's Party Supply - 4160 S. Central Avenue - Balloons for Shop Small Saturday -
- JD Computers - 2503 S. Central Avenue in the Bower's Retail Complex - Office computer
- Amigos Discount - 2501 S. Central Avenue office supplies

V. District Management

CAHD opened its program office at 2508 S. Central Avenue in the Historic Lincoln Savings Building during the last week in October. The office has created greater awareness of the District and provide much needed space for the Ambassadors to store their bikes and receive information and training. UDC team members work to implement the following task on behalf of CAHD:

1. 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 Material.

2. 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
3. Juan Carlos Ramirez - Business Liaison and Promotions Engagement; Spanish Translation of Documents; Facilitation of One-on-One Business Profile Development; Assistance to Businesses on Business Growth Strategies and Direct Service Access Sites (i.e Postmates); Facilitate Business Development Assistance Service Delivery; and Liaison with Affinity Partners to Procure Opportunities for Central Avenue Businesses
4. David Morrison – Design and Brand Strategy Development for Business and Special Promotions Materials and Newsletters; Manage Layouts for Printed Materials and Facilitate Printing Services
5. Mustafa Al Uqdah - Assist with Information Research; Social Media Postings; Database Development; and Printing.

The following are a list of general comments received by UDC and collected by the Ambassadors during the 4th Quarter:

- Business is very slow
- Need assistance with marketing
- Need assistance helping tenants get permits for new businesses
- Parking is extremely bad for customers
- Graffiti reoccurs too often
- Clean Streets team need proper brooms and cleaning equipment
- Illegal murals installed on buildings located at 43rd and Central and 24th and Central
- Housing units are overcrowded by more people than are included in lease agreements

Board Directives and Participation:

1. Board Retreat - November 18, 2016 - 10:00 am to 4:00 pm

The purpose of the Board Retreat was for the members to build consensus on the goals and objectives for the District, prioritize the “client” to be served and engage board members in ad-hoc committee assignments to address the critical needs of the District.

Goals Set:

- Increase parking on the corridor
 - Timeline: Short term
- Establish Technical Assistance Workshops for businesses and property owners (once a month?)
 - Timeline: By March, 2017
 - Committee: Management Committee
- Develop an annual/quarterly cultural event on the corridor and tie in with local businesses
 - Timeline: By April, 2017
 - Committee: Events Committee

- Diversify retail base on corridor - 2 new types
 - Timeline: by May, 2017
- Establish a multicultural film festival
 - Timeline: By November, 2017
 - Committee: Events Committee
- Create an open air marketplace
 - Timeline: By November, 2017

Who is CAHD's Client?

- Property Owners (4 votes)
- Business tenants (4 votes)
- Everybody (3 votes)
- Visitors to the community (1 vote)
- People who live in the neighborhood (1 vote)

Ad-hoc Committees Formed:

- **The Central Avenue Resiliency Plan:** Will set forth the guiding principles to foster the envisioned aesthetics and development of the corridor and the vibrancy of the business community. An ad-hoc committee has been formed to develop the core elements of the plan which will include building design guidelines, streetscape guidelines, public art and wayfinding signage guidelines, branding and marketing themes, public event guidelines and product and store diversity concepts. The Plan will incorporate the design guidelines set forth in the draft South & Southeast Community Plan and the Mobility Plan to address District aesthetics and development and the Healthy LA Plan to address community and social concerns.
 - Members: To be determined at January 2017 board meeting
- **Parking Solutions:** An ad-hoc committee was created to lay out the action plan to implement parking solutions detailed in the Parking Demand Management section of this report, coordinate efforts with The New 9th and the Los Angeles Transportation Department and to bring on a parking consultant to prepare parking analysis as needed to implement the agreed upon strategies.
 - Members: Vivian, Dani, Clent, Monica, CD9, Griffin and Sherri
- **Homeless Management:** Establish an ad-hoc committee to develop a policy on how CAHD and its Ambassadors should address homelessness publicly and through engagement with homeless persons. The committee will also determine the partnership, programs and funding required to have a meaningful impact on homelessness in the District.
 - Members: Jonathan, CD9, CRCD

- **Illegal Street Vending:** Established an ad-hoc committee to work in partnership with The New 9th, 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 so that the Ambassadors have clear direction on how to approach illegal street vendors and businesses that vend on the street.
 - Members: Vivian, Priscilla, Noreen

- **Branding, Marketing and Business Development – Standing Committee:** Develop art & cultural events, promotions and branding collateral.
 - Members: Priscilla, Clent, Monica and Sherri. Dani and Jonathan agreed to assist with the development of cultural events.

- 2. **Banners** - During its December board meeting, the Board elected to initiate a banner marketing strategy along the Corridor and to work with The New 9th to get them installed.

Financial Update:

- A total of \$363,321.89 in 2016 assessment fees were transferred from the City of Los Angeles to CAHD as of 12/31/16
- A total of \$229,232.03 was expended by CAHD as of 12/31/16
- A \$134,089.86 surplus was available to roll over to the 2017 operating budget as of 12/31/16
- CAHD's banking accounts are held with East West Bank