In This Issue:

- Support the Shop & Visit Central Avenue Marketing Strategy - Banners, Door Signs & Flyer Distributed Every Month!
- **Central is a Google Corridor.** Get your business online!
- Wi-Fi and Security Camera Assessment Underway
- The New 9th and CAHD Push for Parking and Traffic Improvements. Join the Effort!
- Join the Efforts to Address Homelessness and Illegal Street Vending
- CAHD Budget and Services Update
- **Board Meetings Now 10:30 am to 12:30 pm** Every First Wednesday
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 & Visit Central Avenue. The strategy includes installing banners on buildings and light poles, distribution of flyers and a 16 page newspaper to 10,000 residents each quarter and installing marketing posters on doors and windows along the Corridor.

Building and Street Banners:

Can CAHD install a Shop & Visit banner on your building?
If so, you can select a banner from our various styles and we will order banner that fits your available space. CAHD will work in partnership with the Bureau of Street Services to install street banners in approved locations.

Flyers and Door Signs:
The Ambassadors are going business-to-business to install the door signs and pass out the postcard flyers for the Shop & Visit campaign. They will distribute 10,000 to 15,000 flyers each month throughout the neighborhood. If you have any flyers for your business that you would like distributed please contact our office.

Central Avenue Newspaper:
Yes! CAHD will start distribution of the Central Avenue newspaper in March 2016 to highlight businesses and projects within the District. It will feature a business directory, an events calendar and highlight businesses each month. District businesses can also advertise directly in the newspaper. Just contact the CAHD office for details.

Central Avenue Security Camera & WiFi Projects

As indicated in the Management District Plan for the formation of our District, CAHD will install cameras along the entire Corridor to monitor activities and help create a safer environment for patrons and businesses.

The Ambassadors are going business to business to assess where existing cameras are installed on exterior of buildings so that CAHD can install additional cameras for continuous coverage of the corridor.

Likewise, the Ambassadors are assessing who has WiFi so that we can install Wi-Fi hot spots to create free internet services for visitors and businesses. Linking to existing WiFi services does not effect the security of a business’ service, it just makes the free WiFi service stronger. Residents that visit the Corridor to use the Wi-Fi will have to obtain the password from a business.

If you have any questions please feel free to contact the CAHD office.

CAHD Business Workshops
Start March 2017!

Workshops will occur @ 8:45 am and 6:15 pm on the 2nd Thursday of each month. They will focus on marketing, management, business planning & more. The Ambassadors will share workshop details and sign-up interested businesses.
1. **The Central Avenue Resiliency Plan** will set guiding principles to foster the envisioned aesthetics and development of the corridor and the vibrancy of the business community. The committee will 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.

2. **Parking Solutions**: This committee was created to lay out the action plan to implement parking solutions detailed in the CAHD’s Parking Demand Management strategy, coordinate efforts with The New 9th and the Los Angeles Transportation Department and to bring on a parking consultant to prepare parking analysis.

3. **Homeless Management**: This committee is charged with developing 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.

4. **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.

5. **Branding, Marketing and Business Development - Standing Committee**: Develop art & cultural events, promotions and branding collateral.

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**Ghost Bike Installed at 32nd & Central in Honor of Biker Hit by a Car in December**

**Councilman Curren D. Price, Jr. Orders New Street Light for 32nd & Central to Improve Biker and Pedestrian Safety!**

The New 9th Council District received approval from the Department of Transportation to install a new traffic signal at 32nd & Central which is scheduled to be installed by summer 2017. Businesses have expressed the urgent need for a light to be installed at this crossing given the number of fatalities and accidents that have occurred. The new light signal will make it safer for bikers and pedestrians and is a great win for Central Avenue!

The CAHD Parking Solutions committee is working in partnership with The New 9th and the Department of Transportation to assess the feasibility of the following solutions:

- Elimination of the 7-9 AM and 4-6 PM parking restrictions in support of extending the hours patrons can park on Central
- Install two-hour limitation throughout the corridor to reduce overnight and long-term parking and to provide sufficient time for patrons to visit
- Identify street locations where diagonal and/or reverse angle parking could be feasible and request that DOT implement such parking where feasible
- Assess curb areas where the red striping can be reduced to increase 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 is working to obtain a status update from the Mayor’s Office and the Department of Transportation on the proposed Great Streets road diet plan to modify the number lanes on Central and create a left turn only lane.

**During March and April, CAHD will circulate a petition to get support property and business owners for the proposed parking restriction changes along the Corridor. Please be sure to complete your petition so that we can share our collective input with the Department of Transportation.**

**Note**: Due to the rain, the LADWP Central Avenue undergrounding of the above-ground power poles and electric service as been delayed. Phase I work from Washington Blvd to 28th Street will be complete by early March. Phase II is still scheduled to occur July 2017 - December 2017 for the area from 28th Street to 48th Street. Contact DWP Project Manager Ani Barkhordarian at 213-367-9041 for additional information.
Program Summary Update:

Clean Streets: CAHD contractor CRCD Enterprises, Inc. provided the following information regarding their Clean Streets Services administered during the fourth quarter 2016:

<table>
<thead>
<tr>
<th>Month</th>
<th>Trash Collection (# of bags)</th>
<th>Sidewalk Sweeping (blocks - 1 side)</th>
<th>Pressure Washing (blocks - 1 side)</th>
<th>Graffiti Removal (sq. ft.)</th>
<th>Bulky Item Removal/Clean Up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct 16</td>
<td>603</td>
<td>569</td>
<td>33.5</td>
<td>71,455</td>
<td>111</td>
</tr>
<tr>
<td>Nov 16</td>
<td>625</td>
<td>551</td>
<td>31.25</td>
<td>70,030</td>
<td>50</td>
</tr>
<tr>
<td>Dec 16</td>
<td>422</td>
<td>509</td>
<td>21</td>
<td>47,595</td>
<td>40</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,650</td>
<td>1,629</td>
<td>86</td>
<td>189,080</td>
<td>201</td>
</tr>
</tbody>
</table>

Ambassadors: 6 Ambassadors worked on the Corridor in October and 7 in November and December. Their basic hours are from 10:00 am to 6:00 pm Monday to Saturday and 9:00 am to 3:00 pm on Sunday. They passed out 35,000 marketing cards during the 4th Quarter, helped to develop the property and business owner contact database and to expand the likes on the Facebook page from 346 to 405.

Management: CAHD opened its program office at 2508 S. Central Avenue in October. Stop by!

Year-End Budget Summary: A total of $363,321.89 in 2016 assessment fees were transferred from 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.