

**Greater Leimert Park Village/Crenshaw
Corridor
Business Improvement District**

2020 4th Quarterly Report

January 26, 2021

Holly L. Wolcott, City Clerk
Office of the City Clerk
200 North Spring Street, Room 395
Los Angeles, CA. 90012

RE: Greater Leimert Park Village/Crenshaw Corridor Business Improvement District - Fourth Quarter Report

On behalf of the Board, I would like to present the fourth quarter report and financial expenditures as required by the Administration Agreement between the City of Los Angeles and the Community Build, Inc for the Greater Leimert Park Village/Crenshaw Corridor Business Improvement District.

Fourth Quarter Activities

Clean and Safe

CBI/BID hauled 1,840 bags of trash during this quarter. Giant Steps is the hauling partner and works closely with CBI/BID staff to clean up BID area, report trash illegally dumped and pile up from vendors, events and day to day visitors. The clean and safe streets team works daily to monitor and report graffiti removal hotspots. Sidewalk cleaning is handled by Press Power Washers 1-2 times monthly and more often as needed. Press Power Washers power washed 104,000 square feet and 32 blocks in the BID Zone 1 & 2. The power wash team works in the Village and in Crenshaw Corridor to provide curb and adjacent sidewalk sweeping services on a regularly scheduled basis, by removing litter, leaves, dirt and small debris. The service is part of the continued improvements and activities to bring benefits and added value to assessed properties located within the District area. The primary concern from all property owners is consistently trash and sanitation, hygiene services. The high traffic from increased interest in the GLPVCC area brings both blessing of new business and visitors and the burden of crown control, safety and security and maintenance of public spaces and equipment such as planters and trash containers. Sometimes, we cannot keep up with the amount of trash and overflow day to day. Our goals for 2021 include raising additional \$60,000 to cover new trash cans, new planters and add in weekly power washing for entire district. We also discussed involving locals in a "Keep GLPVCC Clean" campaign.

The GLPVCC property owners nominated a small group of committed individuals to work together with BID management to co-design fundraising plan, increase communication plans with owners and BID management and widen circle of stakeholders. The goal is to bring in more funding to adequately address and respond to property owner concerns about trash, clean up, street vendors, permits and other general assessed parcel activities. Another goal is to develop a shared plan and make sure BID management is transparent and focused on priorities of property owners.

Sweeping occurs in early morning hours, starting at 8:00 a.m. & ending at 12Noon in Zone 1 commercial areas. This time frame allows the cleaning to be done before local business traffic gets heavy and people start parking. It is the Clean Street team's responsibility to supervise and manage all tools, equipment, labor, material and services necessary for the satisfactory performance of the work set forth for clean streets per the district plan.

SCOPE OF SERVICES FOLLOWED FOR GLPVCC BID:

Clean up schedule for GLPVCC: Monday and Thursdays, between 8:00 a.m. and 12:00 noon. The targeted areas for cleaning are 18 curbs/sidewalks:

FROM: Crenshaw Blvd. & W. 43rd Pl. TO: W43rd PL. & Degnan Blvd.
{North side of the street.}

FROM: Crenshaw Blvd. & W. 43rd St. TO: W 43rd St. & Degnan Blvd.
{Both sides of the street.}

FROM: W. 43rd PL. & Degnan Blvd. TO: Degan Blvd & W. 43rd St.
{Both sides of the street.}

FROM: W. 43rd St. & Degnan Blvd. TO: W. 43rd St. & Edgehill Dr.
{Both sides of the street.}

FROM: W. 43rd St. & Edgehill Dr. TO: W. 43rd St. & Leimert Blvd.

{North side of the street.}

FROM: W. 43rd St. & Leimert Blvd. TO: Leimert Blvd. & W. Vernon Ave.
{West side of the street.}

FROM: Leimert Blvd. & W. Vernon Ave. TO: W. Vernon Ave. & Crenshaw Blvd.
{North side of the street.}

FROM: W. Vernon Ave. & Crenshaw Blvd. TO: Crenshaw Blvd. & W. 43rd Pl.
{East side of the street.}

Clean Streets team carefully examines the locations of the zone, and implements its weekly cleaning plan. Clean Streets team operates at industry suggested cleaning standards in accordance with local conditions and desired results. It conducts its operations to cause the least possible obstruction and inconvenience to public traffic as possible. The clean streets team spends 80% of its time identifying, bagging, reporting and hauling trash.

Sweeping is done during early morning hours, starting at 6:00 a.m. & ending at 12:00 noon in the designated commercial areas. This time frame allows the cleaning to be one before local business traffic gets heavy and people start parking. The supervisor monitors the work performance of the cleaning team by randomly choosing one (1) curb/sidewalk of a regularly scheduled route to spot check upon completion of the route.

If a spot check determines the selected curb/sidewalk has not met the agreed upon standards, the cleaning team shall re-sweep the route within 1 hour.

Equipment inventory includes: current stock

- Ryobi 2-Cycle BackPack Blower (1) Unit
- Powercare 50:1 Pre-Mixed Fuel (2) cans
- Husky 42G Contractor Trash Bags (2) Boxes
- Clorox Germicidal Bleach (2) bottles
- Quickie Multi-Surface FG Upright Broom (2)
- HDX Nitrile DISP Glove 100 PK (1)
- Quickie 14 in. Jumbo Debris Dust Pan (4)
- Jobsite Super-Duty Multi-Surface Fiberglass Upright Broom (4)
- True Temper SuperFlex 11-Tine Steel Shrub Rake (1)
- (01) Ryobi 2-Cycle BackPack Blower
- (06) Protective Eyewear - Safety Goggles
- (10) Powercare 50:1 Pre-Mixed Fuel
- (05) Husky 42G Contractor Trash Bags
- (05) Clorox Germicidal Bleach
- (02) Quickie Multi-Surface FG Upright Broom
- (05) HDX Nitrile DISP Glove 100 pk
- (02) Quickie 14 in. Jumbo Debris Dust Pan
- (02) Jobsite Super-Duty Multi-Surface Fiberglass Upright Broom
- (05) True Temper SuperFlex 11-Tine Steel Shrub Rake
- (05) Heavy Duty Scoop Shovel
- One electric vehicle Honda for use in the BID

Marketing

Developing and raising awareness of the properties and businesses in the BID is a part of ongoing BID management activities. The team works on building positive relationships with property owners, businesses, associations and chamber of commerce. Due to COVID, the BID has promoted BID Stakeholder public events, mostly food distribution and creative events and music in the Village or public education events in Zone 2 near the Kaiser Hospital area of the BID. For example, Kaiser presented at Community Build Inc.'s CRSSLA network about its new Unite Us platform to connect its members to social, health, housing and food needs. All businesses and owners were invited to participate by signing up at <https://www.cognitofrms.com/UniteUs/partnerregistrationform>. The BID management team attended the call the get information to share with GLPVCC BID owners and businesses.

The marketing ambassador was excellent at making sure holiday drive thru services were promoted. The advisory team met twice in this period and is well on its way to strategic plan for fundraising to ensure we can do more in area of marketing in 2021. It is our hope, we can hire local groups like We Love Leimert to design a coordinated marketing

strategy. And we intend to work closer with Kaiser to further promote their Unite Us public social health campaign in 2021 through the BID.

The BID hired the amazing Misty Wilkes as marketing and outreach ambassador to go door to door to listen to property owners and other stakeholders about how best to serve the BID area. Due to slow posting of parcel assessments, her time may be suspended until 2021. The BID management team plans to maintain inventory of PPE for businesses who need PPE. Ms. Wilkes worked with BID Management to distribute basic messages about COVID and Stay Safe in Holidays messages from Public Health. Most were posted to social media. The BID is preparing for toolkits and outlines to help businesses with safe reopening protocols. The BID team promoted the County's COVID-19 Safety Compliance Certificate Program for business owners and employees in Los Angeles County - <http://publichealth.lacounty.gov/eh/covid19cert.htm>. This program is user friendly and helps owners with a simple check list of what they need to do to reopen. And it also provide a certificate of completion at the end to be displayed in the business window for customers to see. The program was widely promoted in December 2020 last quarter. The BID is working on closer relationship between Crenshaw Chamber of Commerce and the BID management team to bring these types of public resources relevant to owners in area this year and next year.

Management, Reserve & City Fees

Community Build Inc. (CBI) as management for the GLPVCC BID completed nine months operation of the BID this period.

CBI hired Los Angeles Metropolitan Churches and Urban Design Center as the BID Management Team. The team consists of Cheryl Branch, Sherri Franklin, Yannis Oliver (CBI Staff accountant), and Pat Guillory as BID support staff. CBI identified and on boarded the Clean Streets team

in February and March and transitioned to its own facilities/maintenance staff in July 2020. Giant Steps is vendor to provide trash hauling services and Press Power Washers is vendor to provide street cleaning and power wash in Zone 1 & 2 of the BID. The clean streets supervisor is Paul Derick and he and the rest of the team are assigned to support marketing in the BID. The BID hired Misty Wilkes, Attorney as marketing and outreach ambassador in September to visit each business and property owner to make sure they know we are listening to them. Management meets with the full team weekly virtually and when we can resume in person, we will meet every other week in person. Misty will meet with property owners to find out what BID activities they will support going forward and what they will not.

The management team worked on the following activities for property owner association in this period and ongoing:

1. Prepare and distribute board meeting agendas and information packages
2. Manage organizational correspondence submittals and replies
3. Facilitate meetings with Leimert Park Village for updating the master plan and visioning sessions on how property owners want to redevelop their parcels
4. Due to COVID-19, the team created a virtual meeting protocol following the Brown Act emergency ruling for teleconferencing for BIDS
5. Developed a resource list for properties to assist with hard ships due to COVID-19
6. Hosted technical assistance meeting with Recycling Black Dollars and Urban Design Center to help businesses complete applications for PPP, and State of CA COVID-19 funding and Fund for LA with City of LA.
7. Work closely with City Council Office to try to redress film permits and street vendor permits process.
8. Work closely with Merchant Association to discuss fundraising strategy to raise money outside parcel assessments to purchase additional trash cans and new planters.
9. Formed relationship with local Chamber of Commerce to enhance benefits for assessed parcels and public spaces in BID zones
10. Connected with community police officer to strengthen coordination, cooperation and communication with area police

Please contact me at (323) 290-6560 if you have any questions.

Sincerely,

R.M. Sausedo

Robert Sausedo

President
Community Build, Inc

Fourth Quarter Financials

Budget Category	Annual Budget	4th Quarter Amount Spent	YTD Amount Spent	Remaining Balance
Clean and Safe	180668	\$106,475.04	\$192,177.94	\$-11,509.94
Marketing	36601	\$12,462.78	\$32,854.59	\$3,746.41
Management, Reserve & City Fees	31379	\$6,112.37	\$18,711.80	\$12,667.20
Total	\$248,648.00	\$125,050.19	\$243,744.33	\$4,903.67