

**EVALUATION OF CENTRAL AVENUE HISTORIC DISTRICT BUSINESS
IMPROVEMENT DISTRICT
BENEFITS TO MTA**

Evaluation of Benefits to MTA

The proposed BID includes two (2) parcels owned by MTA. Both parcels are former railroad right of way and have been leased to adjacent property owners. The combined total area of the two parcels is 101,679 square feet.

The total proposed District budget for the 2016 year of operation is approximately \$438,475. Assessments will be subject to annual increases not to exceed 4% each year if implemented. The budget will cover improvements, activities and services which include (1) streetscape services which include sidewalk and gutter cleaning, graffiti removal, trash collection and removal and other cleaning as necessary; (2) enhanced safety including Community Safety Ambassadors to assist visitors and employees, pass out information about local businesses and programs, and report concerns to the local police and other security services. Enhanced safety also includes security monitoring involving a security camera system with an online monitoring program which the Safety Ambassador can access through cell phones; (3) parking demand management which will consist of a parking demand analysis report in the first year only; (4) branding which will tell the story of the District, its history, its cultural attractions, and its ongoing improvement through a website, social media sites, video promoting the district, a newsletter, flyers and brochures promoting the district and (5) district management which oversees the BID contracts, facilitate community development and public p[olicy] efforts and promote the District. The proposed Central Avenue Historic District BID assessment to MTA over the five year period is estimated to be \$44,780.44.

Analysis of Benefit to MTA

The Guidelines on MTA Participation in Proposed Assessment Districts (“Guidelines”) established general guidelines for determining benefits to MTA properties as outlined below. A list of MTA properties included in the proposed BID is attached, with an indication of the assessment to each parcel. The guidelines requires an analysis of each new assessment district service and/or improvement based on whether it improves MTA property or facility, benefit MTA employees, benefit the MTA riding public or reduce costs for the MTA.

Following is the analysis of benefits to MTA from the Central Avenue Historical District Business Improvement District based on the Guidelines.

TIER 1 – NO BENEFIT

- Subsurface easement – Not Applicable

- Aerial easements – Not Applicable
- Right of Way
 - The right of way located in the BID area is currently leased to adjacent property owners who have the responsibility for maintaining the leased right of way.

TIER 2 – MINOR OR NO POTENTIAL BENEFIT

- Vacant Land
- Parking Lots
 - The right of way is basically vacant and is leased to adjacent property owners for use as storage and parking

TIER 3 – MINOR OR SOME POTENTIAL BENEFIT

- Bus Operating and Maintenance Facility – Not Applicable
- Bus Terminals – Not Applicable
- Customer Service Centers – Not Applicable
- USG Headquarters Building – Not Applicable
- Maintenance Facilities – Not Applicable
- Rail Division – Not Applicable
- Rail Terminus – Not Applicable
- Stations – Not Applicable

TIER 4 – ACTUAL BENEFITS

The properties within the boundaries of the District will receive special benefits from the establishment and services provided by the District. Since MTA's properties are leased to adjacent property owners, the services will benefit from the District's streetscape services program which will create a cleaner and more welcoming environment for their customers, patrons, tenants, visitors and employees. The program will improve aesthetic appeal for patrons, visitors and employees of the area by reducing litter and debris which are detractors to commerce and commercial occupancy rates if not contained and properly managed. The MTA tenants are more likely to remain in the area and continue to occupy the MTA owned parcels if the area is improved. The safety program is designed to improve security for patrons, visitors and employees of the assessed parcels by reducing crime in the area. All of the programs that will be funded through the BID are designed to improve the conditions of the area and to provide supplemental programs, services and improvements that are not currently provided by the City of Los Angeles.

The MTA tenants will benefit from these programs. The lease between MTA and the tenants require the tenants to be liable for all taxes levied or assessed against the property.