

**EVALUATION OF HOLLYWOOD ENTERTAINMENT DISTRICT BUSINESS
IMPROVEMENT DISTRICT BENEFITS TO MTA**

Evaluation of Benefits to MTA

The proposed BID includes twenty-three (23) parcels owned by MTA. The largest group of parcels is improved along the Metro Red Line.

The total proposed District budget for the 2019 year of operation is \$7,466,416. Assessments will be subject to annual increases not to exceed 3% each year. Revenue for the ten-year term of the BID is expected to total approximately \$ 85,594,100. The budget will cover improvements, activities and services which include (1) enhanced safety programs such as bicycle patrol, night vehicle patrol and foot patrol in the area; and (2) enhanced clean programs such as sidewalk sweeping, sidewalk pressure washing graffiti and handbill removal, trash removal, landscape programs and tree trimming. The proposed Hollywood Entertainment District BID assessment to MTA over the ten-year period is estimated to be \$2,891,223 which is approximately 3.4% of the total BID revenue.

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 (ATTACHMENT D). The guidelines requires an analysis of each new assessment district service and/or improvement based on whether it improves MTA property or facilities, benefits MTA employees, benefits the MTA riding public or reduce costs for the MTA.

Following is the analysis of benefits to MTA from the Hollywood Entertainment District Business Improvement District based on the Guidelines.

TIER 1 – NO BENEFIT

- Subsurface easements
- Aerial easements
- Right of Way – Red Line
- Vacant Land
-

TIER 2 – MINOR OR NO POTENTIAL BENEFIT

- Parking Lots

TIER 3 – MINOR OR SOME POTENTIAL BENEFIT

- Bus Division – None
- Bus Terminals – Hollywood & Vine bus layover facility.
- Customer Service Centers - None
- USG Headquarters Building – None
- Maintenance Facilities –
- Rail Division –
- Rail Terminus –
- Stations – Implementation of the BID will decrease MTA’s maintenance expenses associated with the properties in the area of sidewalk maintenance and graffiti removal from building and walls/fences. The District will enhance the environment of the area around the Metro Red Line Stations and will in all likelihood increase the desirability of the area for future development.
- Miscellaneous Buildings

TIER 4 – ACTUAL BENEFIT – APPLICABLE

Joint Development Projects – The existing Joint Development projects will benefit by being located in a well maintained neighborhood.

MTA Benefits – The MTA Property fronting on a public street benefits from the Hollywood Entertainment District BID services. The services provided are categorized as Safe and Clean Programs.

The Clean Team Program provides the following special services to MTA parcels:

- Provides maintenance services at and around MTA parcels 6 days/week from 7:30am-2pm
- Zone 1 MTA parcels receive increased frequency of maintenance services
- BID services/empties/disposes of trash bags at BID receptacles at and around MTA parcels
- BID sidewalk sweeper personnel sweep up trash/debris from sidewalks, gutters, tree wells, and fence lines around MTA parcels
- Monthly pressure washing of sidewalks and street furniture around MTA parcels, sidewalks in front of Red line stations are regular hot spots
- Graffiti and handbill removal from buildings, sidewalks, fencing, light standards, street trees, street furniture, and news racks around MTA parcels
- Bulky items picked up around MTA parcels, occurrences more frequent around vacant land parcels
- Weed removal on sidewalks and tree wells around MTA parcels
- Tree trimming around MTA parcels

The Safe Team Program provides the following special services to MTA parcels:

- Provides safety services 7 days/week from 1:30pm-12am at and around MTA parcels
- Zone 1 MTA parcels receive increased frequency of safety services, safety foot and bicycle patrol 8 to 10 times per day
- Safety Patrols prevent, deter, report, and address District quality of life issues around MTA parcels
- Patrols respond to loitering, thefts, transients, illegal vending, graffiti, fights, drug dealing around MTA parcels, with the most frequency around Red line stations
- Safety patrols respond and work collaboratively with LAPD and private Metro security to address common issues around MTA parcels
- Safety patrols patrol and monitor the perimeter of park and ride lot looking for safety issues
- Safety patrols patrol and monitor vacant parcels for homeless and dumping activity
- Safety patrols provide hospitality services (directions, etc.) to transit riders around MTA parcels

Communication Program:

- BID marketing has made the District an attractive destination which provides benefit to Red line parcels with increased transit ridership
- BID marketing events promote riding Metro Red line to access Hollywood Entertainment District
- BID banner program covers light standards in the commercial corridors of in the District. The banners provide a physical connection between the Red line stations and the commercial area of the District and provide benefit to MTA parcels.
- BID website highlights businesses and draws customers to District, providing a benefit to Red line stations with increased transit ridership
- BID Partnership with Metro on destination discount program with District businesses. Metro riders show proof of riding transit and receive discounts at participating District businesses. Program benefits Red line stations with increased ridership.