

# EAST HOLLYWOOD

## BUSINESS IMPROVEMENT DISTRICT NEWS

Q2 2018

**EAST HOLLYWOOD BID  
BOARD 2018**



**Chair**

**Ellen Zaman**  
Children's Hospital Los Angeles

**Vice Chairman**  
**Harvey Shield**  
Temple Knesset Israel

**Treasurer**  
**Susanna Furios**  
Church of Scientology, Los Angeles

**Secretary**  
**Jacques Massachi**  
Property Owner

**Jeff Zarrinam**  
Hollywood Hotel

**Berj Tashjian**  
Property Owner

**Mark Brady**  
Barnsdall Plaza

**Maitri Vaidya**  
CHA Hollywood Presbyterian  
Medical Center

**Maria Elena Aguila**  
Kaiser Permanente  
Los Angeles Medical Center

**For more information  
please contact:**

**Nicole Shahanian**  
Executive Director

**Nicole@ehbid.org**  
**www.EHBID.org**

## Increasing Mobility in the BID: Car Sharing Station Opens in East Hollywood



No car? No problem! BlueLA, the 100 percent electric car-sharing service, has recently opened a new self-service kiosk in the East Hollywood BID at the Vermont/Santa Monica Metro Station. Through BlueLA, anyone over the age of 18 with a valid driver's license will be able to rent a charged-by-the-minute vehicle and drop it off at any of BlueLA's kiosk stations.

The program came into fruition in 2015, when the City of Los Angeles was awarded a grant from the California Air Resources Board through California Climate Investments to pilot electric vehicle car sharing in low-income communities of Los Angeles. BlueLA Carsharing was selected to operate the service and is now partnering with the Los Angeles Department of Transportation (LADOT) to deliver a system of 100 electric vehicles and 200 chargers to central Los Angeles in 2018. Their initial test program was officially launched in Westlake last year in June of 2017. Since then, they have been steadily opening new stations throughout the city.

To start using BlueLA, all you have to do is register online or through their app and select a plan. After receiving your BlueLA card or using your existing Metro TAP card, you reserve and pick up your assigned Bluecar using the app or website at any station. Once you've unplugged your vehicle, you're free to begin your trip and then drop it off at any BlueLA location.

For more information, visit [www.bluela.com](http://www.bluela.com).

# LA Metro Seeks Stakeholder Input on Vermont Corridor Bus Rapid Transit Project in East Hollywood

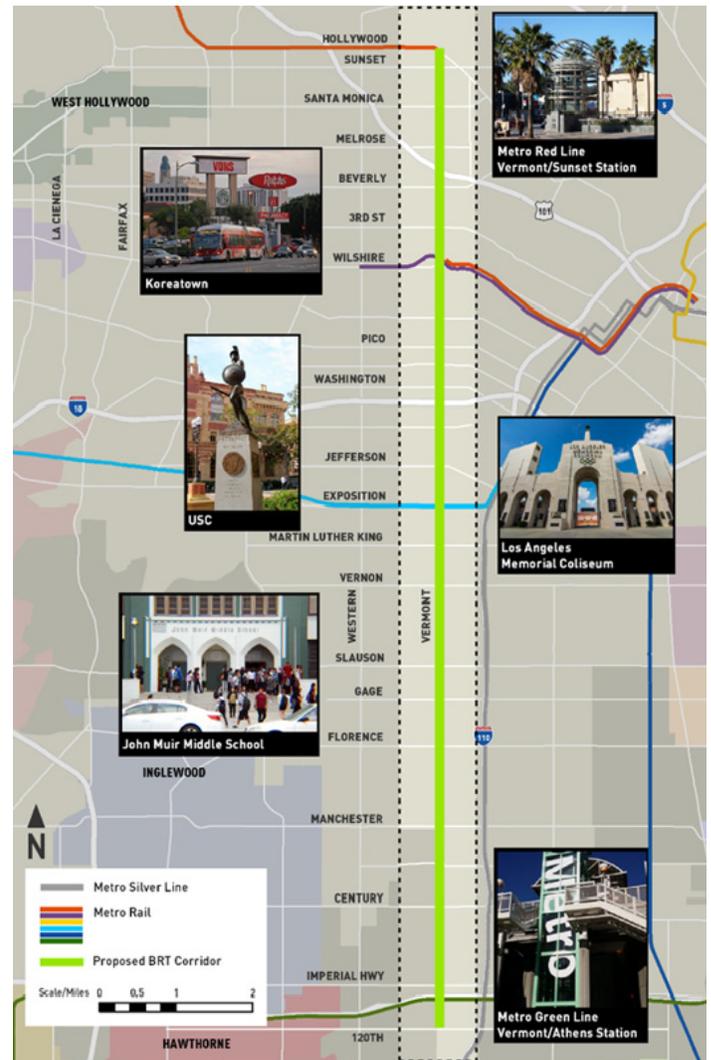
Get ready East Hollywood, it's about get a lot easier to ride down the Vermont Transit Corridor! Representatives from the Los Angeles Metropolitan Transit Authority (LA Metro) were in attendance at the East Hollywood Business Improvement District Board of Governors meeting in May as part of their community outreach for the proposed Bus Rapid Transit (BRT) Project.

Representatives from LA Metro presented on the proposed BRT project, which would run down the 12.4 mile Vermont Corridor from Hollywood Blvd. to 120th Street. BRT is essentially light rail on rubber tires, according to LA Metro. They offer almost identical services, features, and characteristics as light rail, but with a significantly lower cost.



The project, currently in the feasibility study phase, would devote traffic lanes to the system and is considered to be a more near-term improvement to the transit and traffic issues plaguing the corridor. Metro also discussed the potential for rail conversion, having identified six initial concepts. The rail conversion, however, would be a future alternative to BRT and may be potentially considered after 2067.

Metro is currently considering several concepts for the BRT project and is gathering community input on the project. LA Metro aims to complete its feasibility study by the end of 2018 and anticipates the BRT opening by 2028-2030. The EHBID encourages interested stakeholders to submit comments to Metro. For more information, visit: <https://www.metro.net/projects/vermont-corridor/>



## EHBID Board Commissions Newly Designed Street Pole Banners

Get ready for a little sprucing up East Hollywood! At their June meeting, the EHBID's Board of Governors heard a presentation from Counterintuity, a leading marketing firm, on the potential scope of work to design street pole banners for the BID. The new banners would replace the worn ones currently in place along the Vermont Avenue corridor.



The BID had previously installed street pole banners along the Vermont Avenue corridor as part of their "Invest From the Ground Up" campaign. The BID, with the help of local partners, has also overseen the construction of the Vermont Street Medians, installation of new street trashcans, planting over 100 new trees, and paint upkeep/graffiti removal

throughout East Hollywood. These replacement banners will feature the BID's new logo, which was commissioned last year using community feedback to help capture the identity of East Hollywood.

Counterintuity representatives engaged the group in a discussion on the purpose of the banners and what they envision for them. The Board agreed that the banners should help give East Hollywood a distinct identity as a district along with branding the location.

These new banners will also incorporate three themes that best encapsulate East Hollywood: Health, Education, and Arts & Culture. Counterintuity and the BID will continue working on the development of these new banners in the coming months. Stay tuned for updates!

## EHBID Welcomes New Board Member from CHA Hollywood Presbyterian Medical Center

The 2018 East Hollywood BID Board of Governors has a new addition! At the BID's June meeting, Maitri Vaidya was confirmed as the newest Board Member representing CHA Hollywood Presbyterian Medical Center. She currently serves as the Vice President of Quality Assurance, where she oversees all quality functions, including regulatory, risk, performance improvement, education and training, amongst other responsibilities. Vaidya was nominated to replace Danielle Brown, who resigned from the Board in May after leaving CHA Hollywood Presbyterian.



"I'm excited to join the East Hollywood BID," commented Maitri, "and look forward to joining forces to enhance the city's community and advocacy initiatives of the BID's various improvement projects." Maitri will serve out the rest of Brown's term, which expires in January, 2019. For more information on the 2018 EHBID Board of Governors, visit: [https://www.ehbid.org/board\\_members](https://www.ehbid.org/board_members).

## Help Make East Hollywood Safer and Cleaner: Report Your Bulky Items

Have a bulky item you're trying to get rid of? It's as simple as downloading an app! The Bureau of Sanitation will pick up any of the listed items, if requested using the MyLA311 app. Download the MyLA311 app and create your account, and follow four easy steps to get bulky items collected:



1. Open the app, and press the "Create A Service Request" button



2. Press "Bulky Items," the first option under "Popular Service Requests"



3. Specify the location of the item(s), specify the type of the item, the quantity of the item(s) and where they are located at the specified address under the "Details" tab. Enter your contact information or submit anonymously. Upon completing the fields, press the yellow "Done" button.



4. You can also snap a photo of the bulky item(s), which is an optional step, but will help make your report more detailed. Otherwise, submit your report and LA Sanitation will know to come pickup your reported bulky items!

MyLA311 App List of Bulky Items			
Bookcase	Crib	Headboard	Sofa
Box Spring	Desk	Love Seats	Stool
Carpet	Drywall	Mattress	Table
Chair	Entertainment Center	Nightstand	Tires
Chest of Drawers	Filing Cabinet	Recliner	Wood
Couch	Futon	Shelving	

If you don't have a smartphone, you can visit the MyLA311 website ([www.myla311.lacity.org](http://www.myla311.lacity.org)) or call 3-1-1 to submit your request.




BusinessSource Centers partner with the Bureau of Contract Administration to bring you **FREE** workshops presented by the City of Los Angeles – Department of Public Works.

### Accessing BCA Workshop

A recurring workshop held every month to educate the business community on the programs of the Bureau of Contract Administration (BCA).

The **Labor Compliance** presentation will focus on Federal, State, and City laws, regulations, and other requirements associated with Public Works projects. Topics will address: Prevailing Wage, Apprentice Ratios, Payroll reporting requirements, Project Labor Agreements and Targeted Hiring requirements.

The **Certification** presentation will provide small businesses with information on the certification programs offered by the City of Los Angeles. This will include the eligibility requirements as well as how and where to apply for each program and registering on the Los Angeles Business Assistance Virtual Network.

The **Minimum Wage Ordinance** presentation will educate the small businesses on compliance requirements on the City of Los Angeles' Minimum Wage Ordinance which includes a paid sick leave component and the Fair Chance Initiative for Hiring Ordinance.

Each class will be held at a different Los Angeles Business Source Center to reach more companies and eliminate the need to always come to Downtown Los Angeles for educational opportunities.

DATE	LOCATION
July 25, 2018, Wed., 10:00 a.m.	North Valley: 13420 Van Nuys Blvd., Suite 121, Pacoima, CA 91331
Aug. 22, 2018, Wed., 10:00 a.m.	West Valley: 18645 Sherman Way, Suite 114, Reseda, CA 91335
Sept. 26, 2018, Wed., 10:00 a.m.	Hollywood: 4311 Melrose Ave, Bungalow 4, Los Angeles, CA 90029
Oct. 24, 2018, Wed., 10:00 a.m.	South Valley: 8248 Van Nuys Blvd., Panorama City, CA 91402
Nov. 14, 2018, Wed., 10:00 a.m.	Harbor: 222 W 6 <sup>th</sup> Street, Suite #320, San Pedro, CA 90731
Jan. 16, 2019, Wed., 10:00 a.m.	South: 1130 W. Slauson Ave. Los Angeles, CA 90044
Feb. 20, 2019, Wed., 10:00 a.m.	Central/West: 1055 Wilshire Blvd., 900-B, Los Angeles, CA 90017
Mar. 20, 2019, Wed., 10:00 a.m.	Mid-City: 2900 Crenshaw Blvd., Los Angeles, CA 90016
Apr. 24, 2019, Wed., 10:00 a.m.	East: 3530 E. 3 <sup>rd</sup> Place, Los Angeles, CA 90063



## About Your East Hollywood Business Improvement District

### What's being done in East Hollywood?

Since its founding in 2007, the East Hollywood Business Improvement District (BID) has been hard at work improving the Vermont Avenue corridor of East Hollywood. The BID, with the help of local partners, recently finished planting over 100 trees in the area. Once the trees mature, the BID anticipates they will not only make the corridor healthier and more beautiful, but also more profitable. The BID is also working with partners to improve traffic and pedestrian flow, as well as to paint and freshen up other features of the corridor.

### What is the East Hollywood BID?

A BID or 'Property-based Business Improvement District,' is a self-imposed and self-governed benefit assessment district that finances enhanced services.

A BID is 'self-imposed' in that it requires affected property owners to sign petitions and ballots in order to form the district. It is 'self-governed' in that the property and business owner Board of the East Hollywood District, a non-profit organization, makes BID program and management decisions. Property-based BIDs were initiated in California after enabling legislation was approved in 1995. There are now more than 70 BIDs in the State, including more than 30 in Los Angeles business districts alone. More and more, BIDs are viewed as an effective tool to help business districts compete in an increasingly challenging market.

### What services does the BID provide?

The BID finances services that are over and above the basic services provided by local government. Services provided by the East Hollywood BID include litter pick-up, sidewalk/bus-stop power washing and graffiti removal by uniformed Maintenance Teams.

In addition to these services, the BID provides funds for community improvement and advocacy initiatives that work to improve the District's business climate and overall quality of life, as well as advocating on behalf of the property owners collectively.

### What is the City's role in providing these improvements?

The City's primary role is to exercise its municipal authority to levy the assessment on behalf of the BID community. By having the City assess all affected parties, the BID receives funds from everyone benefiting from the improvements. The City is also authorized to audit or otherwise review the financial condition of the BID. In this way, the City assists the BID membership with oversight and review so that the special assessment is used according to the intentions of the business community.

### I already pay taxes! Why pay more for the BID?

Your general property and sales taxes pay for services that are distributed throughout the City and the region. Unlike these general tax dollars, 98 percent of the BID assessments come back to the District for special projects and services that are enjoyed only by the District. In addition, the City of Los Angeles has a citywide policy that they will continue to provide BIDs with the same basic service as they provide to other business districts. By forming a BID, the property owners generate their own funding for maintenance and improvements and determine how the money is spent within the BID boundaries. All funding is returned to the area as determined by the Board of Directors, which puts property owners in the driver's seat when it comes to improving a community.

### Who oversees the BID?

A Board of Directors that is elected by the members of the district governs each BID. The Board of Directors has a fiduciary responsibility to the BID and hires the management that administers the BID on a day-to-day basis. The BID's Board of Directors may choose to hire staff, an independent consultant or other entities to administer the BID. Generally, the programs to be provided by a BID are initially determined by the community and are selected based on community needs and desires. Costs associated with delivering the most wanted improvements then form the basis for the eventual BID assessment amount.

For any questions regarding the East Hollywood BID please contact  
EHBID Executive Director, Nicole Shahenian • Nicole@ehbid.org • t 323-469-8311.



### NEXT BOARD MEETING

The East Hollywood BID Board of Governors meetings take place every 3rd Tuesday of the month at 3:00 pm.

For more information please visit [www.ehbid.org](http://www.ehbid.org) or email us at [info@ehbid.org](mailto:info@ehbid.org).

Upcoming board meetings will be held on July 17, 2018 / August 21, 2018 / September 18, 2018 / October 16, 2018

All meetings of the East Hollywood BID Board are open to the public. All BID property owners are encouraged to attend.

Please contact the BID's Executive Director, Nicole Shahenian for further information or to be added to our e-mail list at [Nicole@ehbid.org](mailto:Nicole@ehbid.org) or via phone at 323-469-8311. [www.EHBID.org](http://www.EHBID.org)