



WESTWOOD VILLAGE

ANNUAL REPORT 2015



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Message from the Executive Director

Westwood is on the rise. The major construction projects of last year are nearly complete, tenants are transitioning, new businesses have made long-term commitments to the district, and the expanded scope of the Westwood Village Improvement Association (WVIA) is setting the table for future growth.

A goal of the WVIA is to create a predictable and successful environment for investment. Take a walk through Westwood and the sight of shovels and hard-hats assures you that we are meeting this goal. Development is betting on Westwood.

The WVIA has focused on several key issues over the past year, none more important than developing a strategic vision so Westwood can maintain its momentum and overcome long-standing challenges.

Our Board of Directors looked at every characteristic of the district including infrastructure, parking, safety, business attraction and retention, and the Westwood Specific Plan. Our recommendations vary from simple fixes to long-range planning, and every recommendation includes an actionable plan so the vision of the WVIA serves as a roadmap to consistent and long-term success in our district.

While we position Westwood for the future, we continue to focus on the core programs that are the foundation of the WVIA. Advancements in our clean and safe and communications programs have made us more effective while reducing costs. More sidewalks have been reconstructed, and more trees planted. Our new walking maps are the talk of the town. Transients are being connected to services, and newly formed public and private partnerships will improve the parking experiences of our users. We have been busy!

There is one essential goal remaining to accomplish: the renewal of the Westwood Business Improvement District (WBID). We have begun the process of securing the future of the district for the next ten years. This is a longer term than the WBID has previously had, but I believe it will provide the stability and continuity Westwood needs to demonstrate to attract long-term investment.

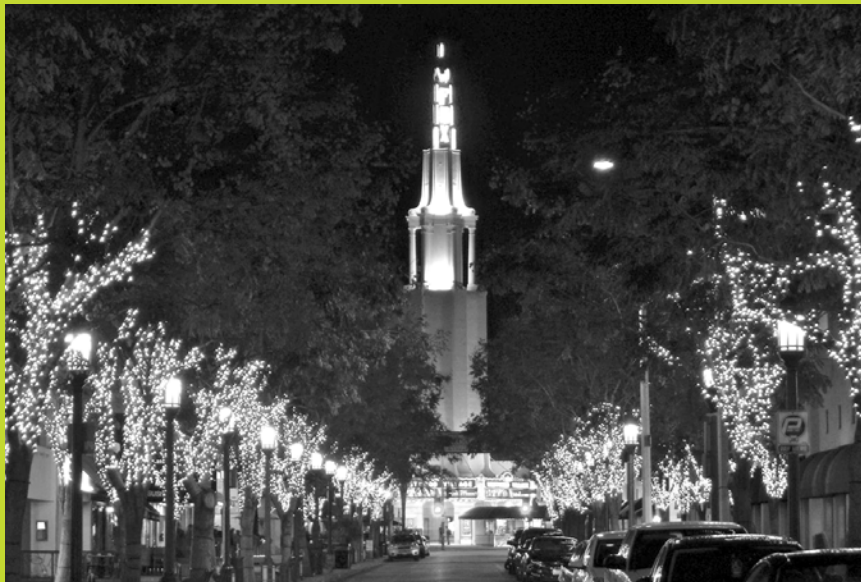
2014-2015 has been the WVIA's most impactful year. None of our achievements would have been possible without the dedication of our board and the support of our stakeholders. We look forward to your continued commitment as we work to deliver on the promise of this great district.

GET TO KNOW THE Westwood Business Improvement District

The Westwood Business Improvement District (WBID) is a vibrant, unique commercial district centrally located in Los Angeles. Our district is easily accessible, serving a population of over 200,000 people living within a three-mile radius. Historic Westwood Village resides within the WBID and the district shares a boundary with the University of California, Los Angeles.

ADDED VALUE

The Westwood Village Improvement Association (WVIA) Board of Directors oversees the WBID and provides essential services to ensure the vitality of the district. Rate-payers within the WBID boundaries pay nearly \$1.3 million dollars in annual assessments to fund key programs to make Westwood the best possible place to live, work, and play.



2 - WVIA - Annual Report 2014-2015

Congratulations to the Westwood Village Improvement Association on its successes in 2014. The services provided by the Business Improvement District have been a catalyst for revitalizing Westwood Village.

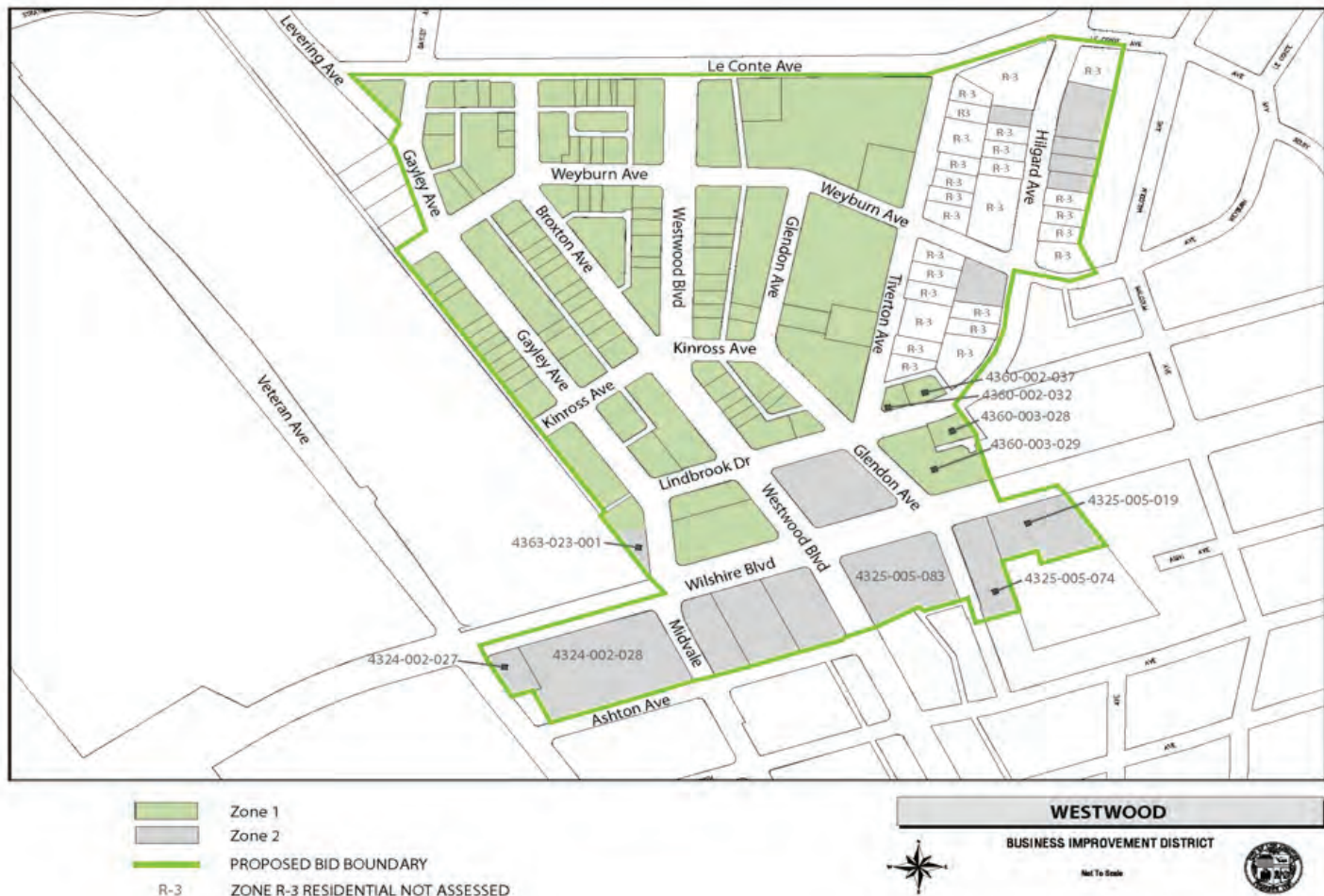
As your 2014 Annual Report details, you've had a tremendous impact, and the Village is cleaner, safer, and more beautiful thanks to the leadership of the Board of Directors and the staff's excellent service to businesses, residents, and visitors.

I look forward to realizing our shared goal of making Westwood Boulevard the vibrant heart of the Village through the Great Streets Initiative partnership.

Sincerely,

*Eric Garcetti
Mayor*





District Zones

The WBID is a property-based assessment district, meaning owners of property pay assessments based on the size of their parcels, the square footage of their buildings, their street frontage, and also their zone.

Zone 1

Primarily Westwood Village and it contains the higher concentration of retail uses in the district, the higher pedestrian counts, and the higher demand for clean and safe services.

Zone 2

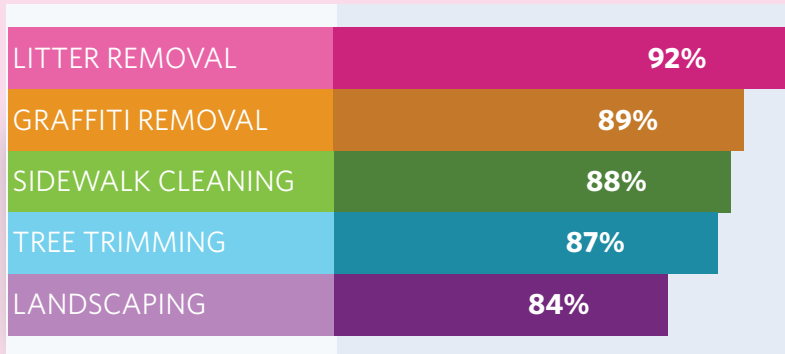
Primarily the periphery of the district and is made up mainly of high-rise office buildings. It has the lower pedestrian traffic of the two zones and less need for cleaning and maintenance services.

CLEAN, SAFE, & BEAUTIFUL

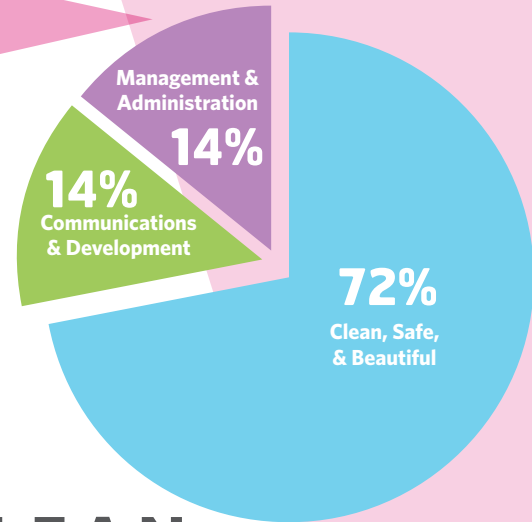
The core mission of the WVIA is to ensure the district is clean, safe, and beautiful. This work provides the foundation for a successful district. The WVIA spends 72% of its budget to meet this goal. This totaled \$927,903 in the 2015 calendar year.



It is the policy of the WVIA to remove graffiti within a 24-hour period, if not sooner.



Percentage of stakeholders who rate WVIA services as either "good" or "excellent."
Other rating options were "fair," "poor," "very poor," and "I don't know."



CLEAN

WVIA teams provide cleaning services in the district. Beginning before sunrise, the WVIA ensures each day starts with the district looking its best, and then maintains that standard throughout the day.

WVIA clean teams:

- Provide 7-day per week service
- Removed 24,785 pounds of litter and trash
- Removed 498 stickers and instances of graffiti
- Pressure washed over 2,300,000 square feet of sidewalk
- Returned 712 displaced shopping carts
- Provide same day response to calls for service

"Westwood Village Ambassadors are great workers in the Village and have made a great impact in this area. The ambassadors have really cleaned things up, and they continue to do great work."

- Sandra Matar, 901Westwood.com

SAFE

WVIA public service ambassadors are the welcoming face of our community. Ambassadors help businesses, locals, and visitors and are deployed throughout the district to provide the services that make for the best possible experiences.

WVIA safe teams provide:

- 7-day per week service
- Extensive knowledge of business and district information
- Daily check-ins with merchant community
- "Eyes and ears" of the district
- Close relationship with law enforcement - 149 direct assists in 2014/2015
- Lost and found
- Real-time communication network of businesses

The WVIA is the neighborhood sponsor for Westwood Village in the TownSquared network. With over 20 businesses and counting, this free and private sharing platform can instantly notify participants of time-sensitive issues in the community.

"The Westwood Ambassadors are the first people I call for safety & transient issues. They are very quick to respond and the issues are handled promptly."

- Norma Jean Mijangos, All About Keys

**WVIA Ambassadors assisted local first responders
149 times in 2014/2015 to make the district a safe
and welcoming environment for everyone.**

2013/2014	129 Assists
2014/2015	149 Assists

"I believe our teams support each other and work well together."

- Manny Garza, Operations Captain, UCPD



SMART SYSTEM

In 2015, the WVIA outfitted its clean and safe teams with technology to improve efficiency and effectiveness. Ambassadors now carry iPods equipped with reporting software that tracks work requests. Soon this technology will tie to specific addresses and merchants so teams can identify trends and better address the needs of the district.

PATH

The WVIA allocates funding to affect homelessness in the district. With homelessness up 16% in Los Angeles County this past year, it is more important than ever that Westwood dedicate resources to reduce, and eventually eliminate, homelessness in our district. To meet this goal, the WVIA contracts with People Assisting the Homeless (PATH) and since this partnership began in 2012, 30 of the district's homeless have been transitioned into either temporary or permanent housing, and many more individuals have been connected to valuable services.

Contracted PATH team provides:

- Weekly and as-needed service
- Works in concert with WVIA ambassadors
- Responds to calls directly from merchant community
- Connects individuals with life-changing services



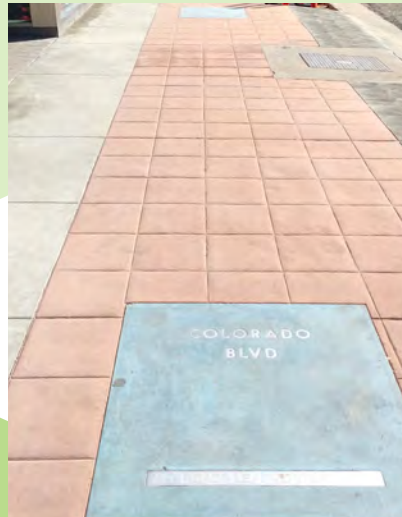
The WVIA team including Councilmember Paul Koretz participated in the 2015 Greater Los Angeles Homeless Count to determine the number of homeless individuals in the district so funding for associated programs could be established.

BEAUTIFUL

The Westwood Business Improvement District is a popular destination visited by thousands daily. Keeping the district beautiful is a chief mission of the WVIA.

To meet this goal, the WVIA performs many tasks, including:

- Tree trimming over 500 trees annually (soon to be biannually)
 - Maintaining electrical infrastructure and tree lighting
 - Installing holiday lighting and decor
 - Landscaping medians and planters with California native and drought-tolerant plants with regular maintenance
 - Replacing irrigation with a drought-friendly drip system
 - Planting new trees, including 12 in the past year
 - Upcoming conversion to LED lighting on City light poles
 - Completing a retrofit of the Westwood Village Directory on Westwood Blvd./Kinross Ave.
 - Branding WVIA tables and chairs
 - Recycling cigarette butts through the Terracycle program
- Westwood is the first community in California to use Terracycle, a recycling program that turns waste into usable products and cash for donation to difference-making non-profits.

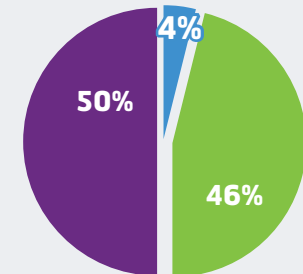


"The cleanliness of Glendon has a very inviting appeal for local businesses."

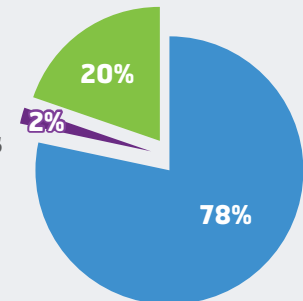
-Ryan Norman, Jersey Mike's Westwood



Conditions in 2011 (Before WVIA)



Conditions in 2015



Positive



Fair



Negative



COMMUNICATIONS

In 2014, the WVIA launched communications programs aimed to tell the story of the Westwood and to improve the business environment in the district. In just 18 months, these programs have become integral in our community.

WEBSITE & MOBILE APPLICATION

The WVIA website serves as the “front door” to the district. In the past calendar year, thewestwoodvillage.com received over one hundred and fifty-thousand hits and twenty-five thousand repeat users. Furthermore, the WVIA mobile application, Westwood Village, has been downloaded nearly five hundred times.

WEBSITE

- Updated directory
- News about district happenings and events and promotions
- Maps
- Parking information
- Newsletters
- Outreach information
- Westwood Village Discount Program

The Westwood Village Discount Program offers local employees, UCLA students, and UCLA faculty special discounts and other shopping incentives at participating stores and restaurants.

- WVIA meeting calendar, agendas, and notification subscription

"I often forget the sheer number of people who visit the Village, and how large of a percentage of those visitors don't know I'm here. The walking map strategy provides a tangible marketing solution to get new visitors through my doors. We receive a lot of coupon redemptions from the walking map, which we advertise in."

- C.R. May, Owner, Chick-fil-A UCLA In-Line



Our website welcomes visitors with bold colors, a clean design, and moving images with featured content focused on our mission to provide the Westwood Village community and visitors with up to date information.

Westwood Village Discount Program			
Category	Business	Phone	Offer
Services	Westwood Wireless	310-208-2082	\$10 off repairs above \$50. Offer good for one repair, cannot be combined with other offer. Inquire in-store for more details.
	Helen's Cycles Westwood	310-208-9888	10% off, sale items excluded
	Kinsley Boutique	310-208-6400	10% off Sale item and promotions excluded. Current, valid ID required
Shopping	Michael K. Jewelers	310-208-1818	20% off jewelry and watches. Cannot be combined with any other promotion, or repairs.
	Sarah Leonard Jewelers	310-208-3131	10% off, sale items and certain designers excluded
	Shane's Jewelry	310-208-8404	25% off, sale items excluded
	The Westwood Jewelry	310-208-5500	25% off, sale items excluded
	Barney's Beanery	310-443-7777	20% off for UCLA staff & students. 15% for Westwood Village Employees (dine-in only). Alcohol, other promotions and happy hour excluded.
	Bibigo Westwood	310-824-0011	15% Off Any Bowl *Show Bruins ID. Limit 1 bowl per ID. Not valid with other offers.
	Bollywood Bites	310-403-1661	10% off on dine-in, take-out and delivery for orders over \$25. Alcohol, other promotions excluded. Free delivery under 2 miles
	Chick-fil-A	310-443-8900	Monday Student Night! Show your current ID to get 1 FREE Chick-fil-A classic sandwich

MOBILE APPLICATION

In August 2014, the WVIA introduced its mobile application, Westwood Village. Since its launch, the iPhone and Android compatible app has become a must-have tool to navigate the district.

- Updated directory
- News about district happenings and events and promotions
- Maps
- Parking information
[The Westwood Village app features pricing information for every parking resource in the district. Users can sort by location and the duration of their stay to determine the best parking option.](#)
- Newsletters
- Outreach information
- Westwood Village Discount Program
- WVIA meeting calendar and agendas and notification subscription



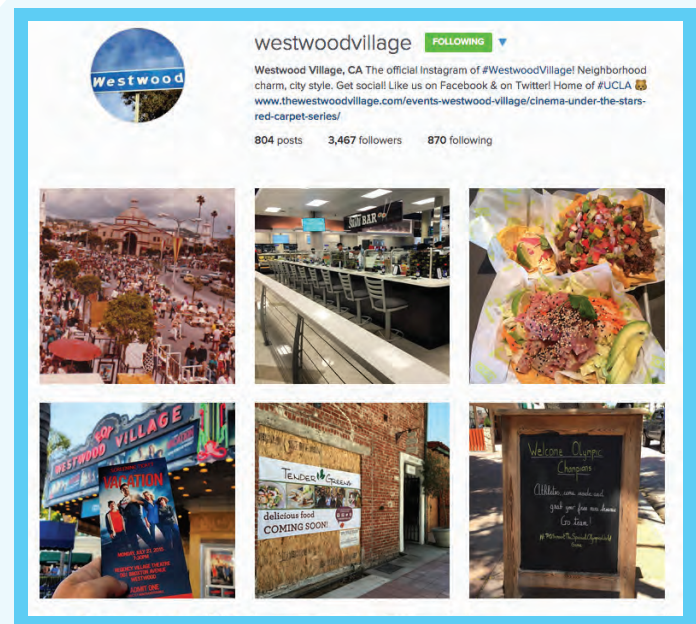
"You are doing a fantastic job managing Westwood's social media. I'm a follower on both Facebook and Instagram and I've learned so much about Westwood. Thanks for keeping me up to date."

- Sarah Bowman, Regional Director, Common Sense Media and The Family Savvy

SOCIAL MEDIA

The WVIA uses Facebook, Instagram, Twitter, and Four-Square to build a dedicated following of loyal users that frequent the district. The WVIA's social following has grown organically through word of mouth and has become the best way to learn about happenings in the district, deals and promotions, special events, and WVIA meetings.

- 1,700+ Facebook "Likes," 1,000+ Twitter "Followers," and 3,400+ Instagram "Followers"
- Promotes business
- Announces events, promotions, and new businesses
[WVIA Social Media informs its followers of unique Westwood events, like Westwood Village Farmers' Market promotions and Westwood movie premieres.](#)
- Posts WVIA meetings and agendas
- Virtual townhall, which enables interaction and discussion in our community



EVENTS

Events in public spaces create awareness, drive traffic, and foster community. The WVIA sponsors the Westwood Village Farmers' Market (WVFM) and, upon direction from the Board of Directors in 2015, the WVIA began encouraging and scheduling additional events in the district.

- Weekly Farmers' Market on Thursdays from noon – 6 p.m.
- Bi-weekly Pet Adoption (hosted at the WVFM)
- UCLA Homecoming Paint the Town
- Holiday Window Decorating Contest
- Chanukah Menorah Lighting
- Free Photos with Santa Claus (hosted at the WVFM)
- Bruin Basketball Night In Westwood Village
- Cinema Under the Stars (free outdoor movie screenings)



NEWSLETTERS & WALKING MAPS

The WVIA produces three newsletters: the Westwood Village News, the Westwood Word, and the Westwood Village Insider. The News and Word are monthly publications geared to stakeholders within the district. The Westwood Word is a quarterly publication for Westwood neighbors and visitors. All publications feature information about events and happenings in the district, new businesses, where to park, and any other information that interests our users.

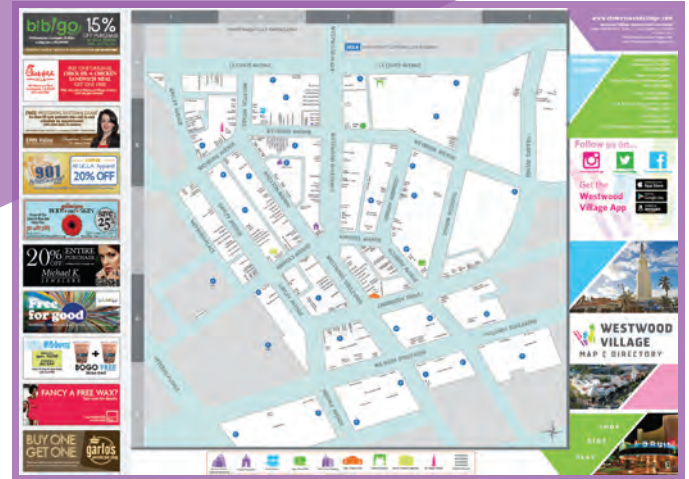


BLOG

The WVIA knows the pulse of the district. Staff blogs about businesses, events, and WVIA programs and services, and these entries are available to readers via the Westwood blogspot site as well as our website and social media. To date, readers have learned details about district events, where to celebrate Father's Day in Westwood, how to pick up copies of the Westwood Village Map & Directory, and much more.

WALKING MAP & DIRECTORY

The WVIA has created the Westwood Village Map & Directory, a full-color map that features every business in the district.



"Thank you for the great walking maps of Westwood. Our Welcome Office and Concierge team use them often for our guests. They help our guests navigate safely and easily throughout Westwood. We do appreciate them!"

*-Sarah Christie Rydell, Director of Operations,
W Los Angeles-West Beverly Hills*

MEETINGS

Westwood merchants and tenants are the engine that drives the district. The WVIA hosts regular merchant meetings and, beginning in 2015, began hosting co-sponsored Westwood Business Mixers. At these mixers and meetings, stakeholders in the community can mingle, network, and share information in a relaxed atmosphere.

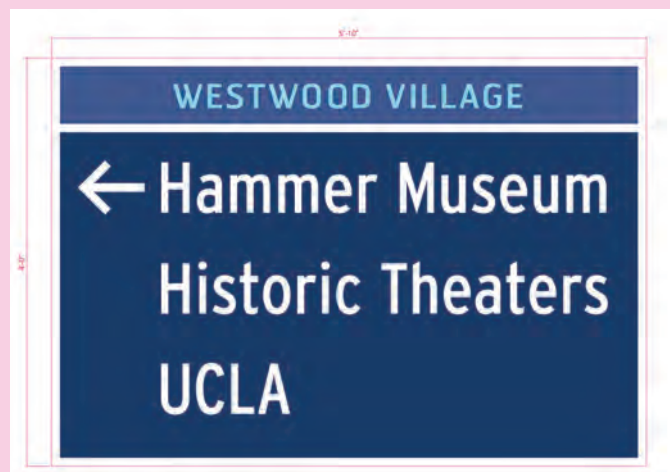


PARKING, ACCESS, & TRANSPORTATION

Parking continues to rank as the top concern of district stakeholders. Improving the parking experience in our district, particularly for our visitors and shoppers, is a priority. The WVIA adopted a series of recommendations from consultants Civic Enterprise Associates (CEA) and is working to implement them. Here is a recap of our efforts:

WAYFINDING SIGNAGE

Directing vehicles and pedestrians to places of interest is a key priority. The WVIA has designed a comprehensive wayfinding system that, at long last, has emerged from the City's process and is ready to be installed. This district-wide signage will also serve to brand our district and identify Westwood as a unique and special place. The system will be up by the Fall of 2015.



LA EXPRESS PARK

With the endorsement of the WVIA, the Los Angeles Department of Transportation (LADOT) will implement its pilot program for LA Express Park, a smart, demand-based parking solution for both on-street and off-street parking.

Goals and Benefits

- New smart-parking meters (installed)
- Dynamic pricing structure based on demand (pricing as low as \$.50 and high as \$2)
LA Express Park will feature three dynamic message signs in the district. These signs will inform users of parking availability in the district, including the number of spaces in the Broxton Public Parking Structure.
- Eliminates parking meter feeding increases meter turnover and availability
- Pay-by-Phone capability
- Public parking validation program
Through a partnership with Park Mobile, district merchants can provide validation at parking meters for their customers. Soon, this service will be available at off-street locations as well.
- Private parking information share



STRATEGIC PARTNERSHIPS

An essential component of the CEA recommendations is to develop strategic partnerships with private parking resources in the district. These partnerships must result in mutual benefit: additional public parking at a fair and predictable price while at least maintaining a revenue neutral position for our operators. The WVIA has received a commitment from UCLA to make its in-district parking available off-peak (nights and weekends) for the low flat rate of \$5. This will add over 1,000 spaces to our off-peak inventory. The WVIA continues to work with other parking operators to expand this program.



BROXTON MONTHLY PARKING



The Broxton Public Parking Structure is the most affordable and convenient parking resource in the district. Monthly parking in this structure only serves to eliminate parking spots from our

visitors, the opposite of the WVIA's goal. In 2014, our partners in Council District 5 submitted a motion to report on the impacts of removing monthly parking from the Broxton Public Parking Structure. LADOT will now remove half of the monthly parkers from this structure, freeing up 45 spaces for our visitors. The WVIA continues to work towards the goal of removing all monthly parkers.

"UCLA Transportation offers convenient and affordable parking for Westwood Village visitors on evenings and weekends for a discounted rate as low as \$2 an hour or \$8 a day in Parking Structure 32 and \$5 a day - or all night- at Lot 36."

-Renee Fortier, Executive Director, UCLA Events and Transportation

LOS ANGELES PARKING WORKING GROUP

In late 2014, Mayor Garcetti convened a group of Los Angeles stakeholders, including WVIA staff, to propose recommendations to improve parking and transportation in the City. The Los Angeles Parking Working Group made a number of recommendations to the Mayor and the Transportation Commission, and the following are especially relevant to Westwood:

- Reform handicap placard parking in California
42% of all district parking meters are occupied by vehicles with handicap placards. This results in less parking for our visitors, less revenue for the City, and less parking for those whose disabilities require them close access. The WVIA is the first Los Angeles Business Improvement District to endorse handicap placard reform and is leading all City BIDs in this effort.
- Establish a Special Parking Revenue Fund to return a percentage of parking revenues to their source
- Fund alternative transit to alleviate congestion
- Reform parking enforcement and violations to change behavior, not serve as a primary funding mechanism

DEVELOPMENT & LONG-TERM STRATEGIES

The WVIA is focused on improving the economic vitality of the WBID through development, advocacy, and long-term strategies. It is crucial that Westwood be positioned as a dynamic, commercial district that serves the needs of the community and our patrons throughout Los Angeles

YORK REPORT

In late 2014, the WVIA hired the York Consulting Group (YCG) to develop strategies to improve the near-term prospects and long-term viability of the WBID's retail uses. Over a 120-day period, the YCG reviewed existing studies and plans, met with stakeholders, and discussed Westwood Village with existing and prospective tenants. Ultimately, the York Report provided a complete assessment and proposed actionable recommendations to address challenges.



"Westwood's strength's include a highly desirable location, exceptional demographics, direct proximity to a leading university, and a desirable ambiance. Westwood Village has the potential to be a much more vibrant commercial and social center for its community and this will create substantial value for property owners, area businesses, residents, and UCLA."

- Rob York, York Consulting Group



BICYCLES, BUSES, & PEDESTRIANS

With parking at a premium, and traffic and congestion constant, Westwood must be accessible and welcoming to all forms of transportation. The WVIA has taken the following steps to improve access in the district.

- Requested the City of Los Angeles complete a study to assess the feasibility of bike lanes in the district
- Partnered with Council District 5 to eliminate an ordinance prohibiting bike parking at parking meters, and then worked with LADOT to secure components to simplify bike parking at meters
- Partnered with LADOT to introduce a bike corral for additional bike parking

The Westwood Village bike corral has made the intersection of Broxton Ave. and Weyburn Ave a bike hub. Next to the corral is a bike maintenance station.

- Explore partnering with UCLA to introduce bike share to the district
- Partner with UCLA to rebrand the campus shuttle that brings over 10,000 students per year directly into the district
- Train Westwood Public Service Ambassadors in bus routes that originate and terminate in Westwood
- Promote bus routes, taxi service, and UCLA shuttles on the WVIA website
- Have crosswalks at key intersections on Wilshire Blvd, Westwood Blvd, and Broxton Ave restriped

YORK REPORT GUIDING PRINCIPLES

- The efforts to revitalize Westwood Village will require a consistent, cohesive effort over many years
- A well-organized, full-service business improvement district is the best organizational structure to provide the required leadership and management of the Village
- Westwood's effective trade area must expand in order for the District to succeed
- A greater emphasis on evening and weekend activity is necessary
- WVIA must partner more closely with UCLA, the City of Los Angeles, and its leading agencies to secure and effectively deploy needed attention and resources
- Local community support for Westwood's revitalization will be more effective if greater emphasis is placed on supporting larger, proactive revitalization efforts
- Westwood Village's tenant mix and environment must evolve to address opportunities and shifting market conditions
- Westwood Village must adopt a comprehensive program for improving its public infrastructure
- Public access, parking operations, and supply need attention to better serve Westwood Village's diverse clientele

LEGISLATIVE ADVOCACY

As representatives of the Westwood merchant community, the WVIA takes positions on legislation that impacts the WBID. In the past year, the WVIA has voiced its support of AB2618, an Assembly bill amending current property-based assessment district law to better define district benefits. This bill passed and will save the WBID rate-payers thousands of dollars. The WVIA also supports a ban on street and sidewalk vending. This will protect Westwood businesses.

"The Westwood Village Improvement Association is very important to the quality of life and well-being of Westwood and the 5th Council District. During my six years as Councilmember, the WVIA has been responsible for numerous valuable efforts and improvements benefiting the community and contributing to the revival of the neighborhood. The WVIA is helping to forge an exemplary business environment by making the District cleaner and safer than ever, and by enthusiastically and effectively marketing and promoting our local businesses. I salute the WVIA for its accomplishments and look forward to more great endeavors in years to come."

-Councilmember Paul Koretz, Los Angeles City Council, Fifth Council District



"The best commercial districts in the City have BIDs, and we need ours to renew for a 10-year term to demonstrate our commitment to revitalization. Without the WVIA, Westwood Property Owners and businesses wouldn't be represented in our City, and Westwood would take a big step backward. The WVIA Board and Staff have done a great job and I am excited about their vision for the district."

– Leon Schneider, Property Owner

RENEWAL

The current term of the WBID ends on December 31, 2016. Renewing the district is a top priority so services continue and Westwood does not lose its momentum. The WVIA Board of Directors approved a Management District Plan (MDP) that will lock in the WBID for a 10-year term. Once approved by property owners, this MDP will announce that Westwood remains open for business, as well as save rate-payers over one hundred and fifty-thousand dollars over the term of the WBID.

BOARD & STAFF

"UCLA is happy to be in partnership with the Westwood Village Improvement Association. The WVIA team has made the Village a safer place for our students and a beautiful place for visitors from all over the City of LA. It has been a pleasure working with the WVIA on projects that benefit the community, such as the Special Olympics Torch Run, and I look forward to more collaborations in the future."

*– Carmen Healey, Advocacy Coordinator,
UCLA Government and Community Relations*



The WVIA is dedicated to managing the WBID and making the district the best possible place to live, work, and play. The WVIA mission statement is as follows:

The Westwood Village Improvement Association (BID) is a non-profit organization whose mission it is to make Westwood Village a clean, safe and friendly place for the community through maintenance, security, and enlivening programs. The WVIA shall lead the District by taking positions on district-wide short and long term opportunities, and considering matters such as city planning and zoning, parking, events, and other services that promote increased tenant recruitment and retention, business, values, and investment.

BOARD

The WVIA is governed by a 13-member, volunteer, Board of Directors consisting of property owners, merchants, and UCLA. The following district stakeholders served on the WVIA Board in 2014/2015:

Jessica Dabney
CHAIR
North American Realty

Jim Brooks
Board Member
TOPA

Ken McCarren
Board Member
Clarion Partners

Adrienne Walden
Board Member
Douglas Emmett Management, LLC

Jack Powazek
VICE CHAIR
UCLA

Peter Clinco
Board Member
Skylight Gardens

Judy Munzig
Board Member
TOPA Equities

Josh Weisman
Board Member
J.S. Rosenfield

Christian Irwin
SECRETARY
Domino Realty

Mark Eberwein
Board Member
W Los Angeles - West Beverly Hills

Michelle Sakamoto
Board Member
KFO, Inc.

Chris Pearson
TREASURER
Equity Office Properties

Nick Jacobs
Board Member
The Glendon Bar & Kitchen

Clinton Schudy
Board Member
Oakley's Barbershop

STAFF

WVIA Staff is responsible for executing the policies and direction of the Board of Directors, and carrying out the day-to-day management of the WBID.

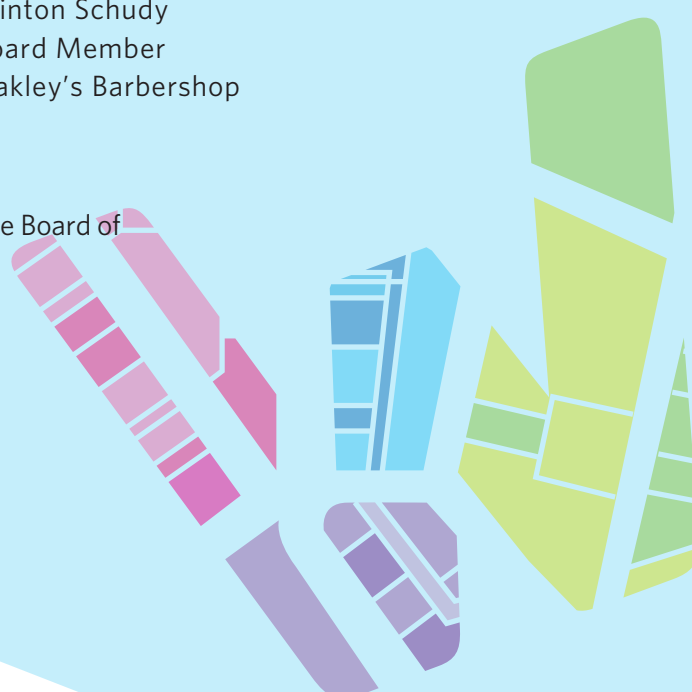
Meet your WVIA Staff:

Andrew Thomas
Executive Director

Sheila Kouhkan
Deputy Director

Megan Furey
Marketing and Communications Manager

Michael Gonzalez
Ambassador Operations Manager





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