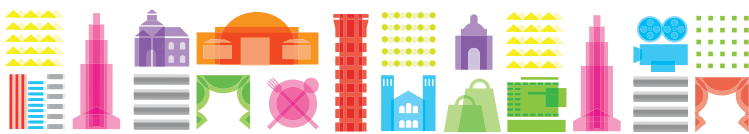




Annual Report 2013



Introduction

Message from the Executive Director

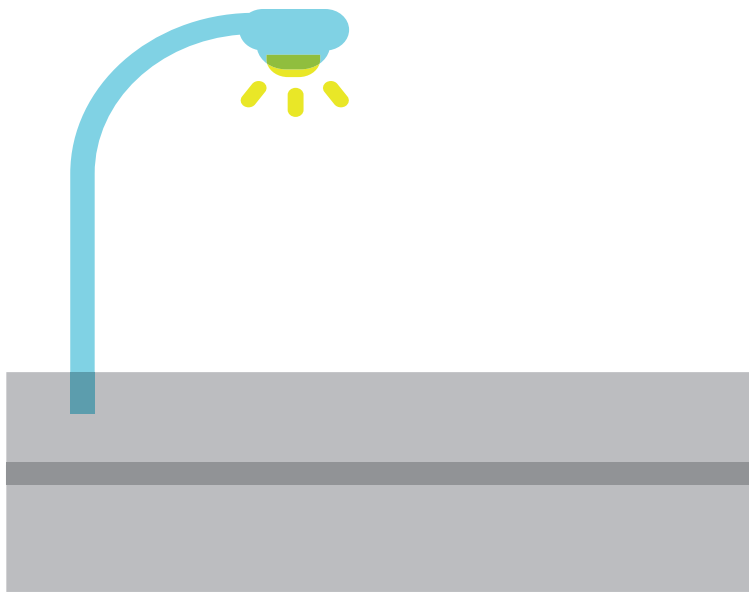
Two years ago, Westwood property owners responded to a lack of service and attention in our District by voting to create the Westwood Business Improvement District (WBID). The results were immediate and the negative trends that defined our overall aesthetic reversed.

I'm extremely proud of this accomplishment and I'm pleased to report there is no sophomore slump in the Westwood Village District. As we continue to provide and refine our services, our community keeps looking and feeling better. Our stakeholders agree, with 72% of responders rating our condition as 'good' or 'excellent.' Fewer than 2% had a negative view.

In addition to our signature Clean & Safe programs that are outlined in this report, this past year, the Westwood Village Improvement Association (WVIA) completed the reconstruction of 10,000 square feet of sidewalk in our District. This is the single largest public infrastructure project the District has seen in years, and I'm thrilled that the WVIA funded and managed the project.

We have another significant achievement to report: our renewal. In July of this year, Westwood property owners voted to renew the WBID for a new three-year term. To have this mandate born out of the support and confidence of all of our stakeholders is both gratifying and humbling. We will respect this mandate and continue to address the needs of our community to fulfill the promise of our great District.

Andrew Thomas
Executive Director, WVIA



10,000 Square Feet of Sidewalk Reconstruction Completed

Mission Statement

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.

Stakeholder Survey Result Keys

■ Excellent	■ Fair	■ Very Poor
■ Good	■ Poor	■ Don't Know

Walking Map

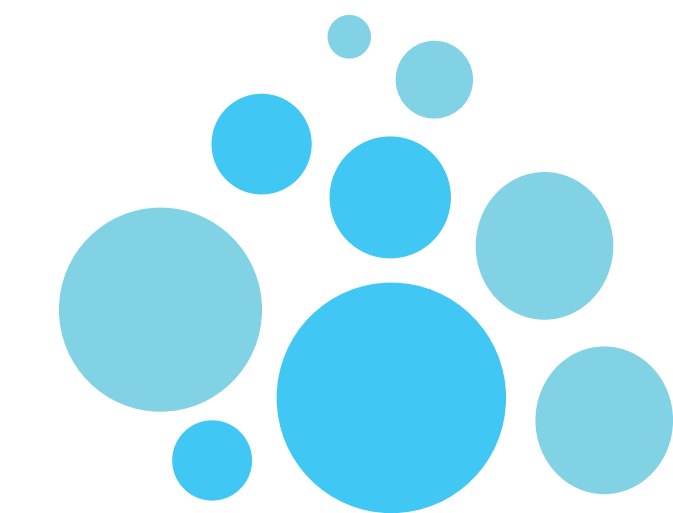
The WVIA has developed a highly detailed yet user-friendly walking map designed to be easily accessible on street corner kiosks and via the District's website. The colorful diagram keeps visitors and local pedestrians informed of new restaurants, storefronts and amenities using categorized lists for easy searching.



Clean

Maintenance Ambassadors

The WVIA Maintenance Ambassadors provide cleaning services throughout the entire District. Last year they removed 421,288 pounds of litter, weeds, and cigarette butts, as well as 1,098 instances of stickers and graffiti, in addition to responding to variable emergency situations, such as spill cleanups. The crew also helps implement special projects aimed at enhancing the long-term appearance of the District: for example, last year the Ambassadors returned 1,048 displaced Shopping Carts. The community has largely expressed satisfaction with the efforts of these ambassadors' cleaning efforts, with 79% rating these services Good or Excellent.



Over 2,300,000 Square Feet of Sidewalk Pressure Washed

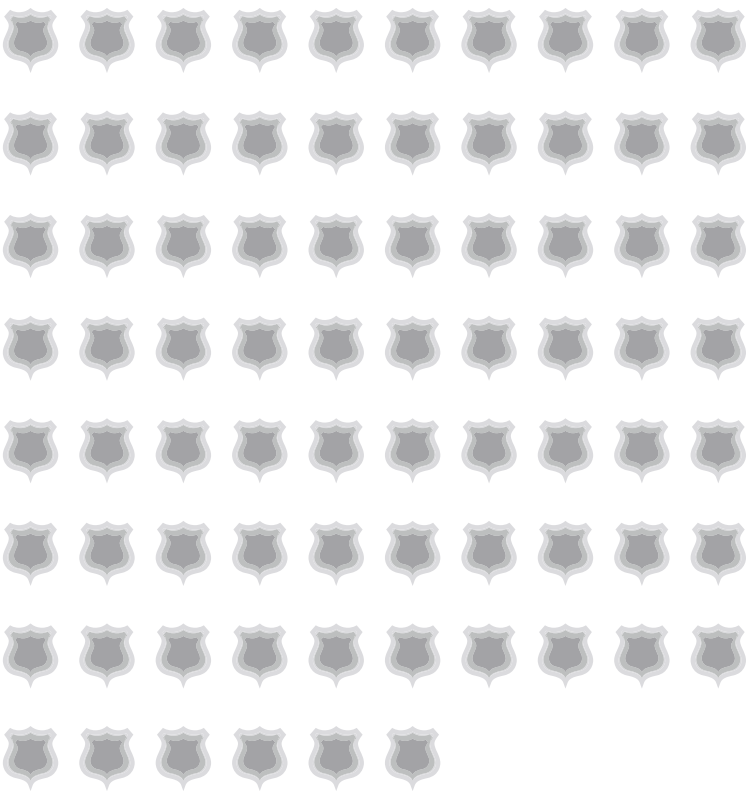
Pressure Washing

The WVIA provides pressure-washing services five days a week for sidewalks and alleys District-wide. This year over 2,300,000 square feet of sidewalk was pressure-washed—an impressive feat, especially considering that a majority of the pressure washing is done overnight to minimize inconvenience to businesses and visitors. In addition, the Maintenance Ambassadors also deploy a smaller pressure washer for rapid response and spot cleaning during normal business hours.

Stakeholder Survey Results—Cleanliness



79% of constituents indicate Cleanliness is Excellent or Good



76 Assists to Local Law Enforcement

Safe

Public Service Ambassadors

WVIA Public Service Ambassadors continue to spend their daily patrols on foot and via Segway greeting pedestrians and providing extensive knowledge of the surrounding area as questions arise. The crew also serves as the eyes and ears of local law enforcement and last year were involved in 76 assists to local first responders. Finally, Ambassadors have responded to over 1,490 inquiries from business owners. The WVIA Ambassadors are appreciated among the community; 80% rate safety in the District Excellent or Good, with the remaining majority (19%) rating safety Fair. The Ambassadors are the human face of our District's warm welcome to first time visitors and long-term residents alike, and are on the front lines of assuring any maintenance issues are immediately addressed.

Stakeholder Survey Results—Safety



80% rate safety in the District Excellent or Good

Homeless Outreach

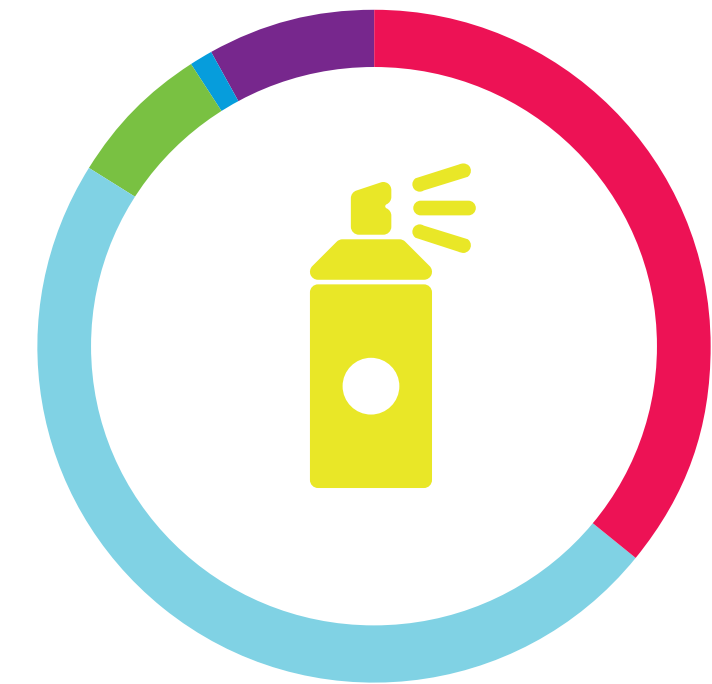
The WVIA continues collaborating with PATH (People Assisting the Homeless) to provide outreach services to homeless individuals within the District. PATH is a family of agencies working together to end homelessness for individuals, families and communities. On a weekly and as-needed basis, PATH outreach workers can be found engaging homeless individuals in the District, informing them of social services and opportunities for housing. These efforts are rated as largely Fair (34%), Poor (33%), or Good (19%), indicating that continual attention to this area is needed. PATH continues to seek funding from local business in an effort to expand its resources and provide excellent outreach services in return.

Stakeholder Survey Results—Homeless/Transients



53% of constituents indicate Homeless/Transients is Good or Fair

Stakeholder Survey Results—Graffiti Removal



84% of constituents indicate Graffiti Removal is Excellent or Good

Beautiful

Tree Trimming

The WVIA has continued its tree maintenance program to ensure all of the District's public street trees are trimmed annually. As part of this program, the second annual tree trimming event in the autumn of 2012 resulted in 482 District trees freshly clipped. This fall, because of newly planted trees, we will prune 515 trees independent of the City of Los Angeles' 50-year trimming cycle. Tree trimming and maintenance continues to be one of the most popular programs among WVIA constituents with 85% of survey respondents rating the program Excellent or Good.

Median Landscaping

After taking over the median island maintenance from the City last year, the WVIA completely revamped the planting scheme and added California-native, drought-tolerant landscaping. We have maintained that landscaping through a program of bi-weekly maintenance visits and the installation of a water-conserving drip irrigation system. This visible change is readily noticed in the community, 80% of which rated these changes as either Excellent or Good.

Curb Painting

The WVIA re-paints curbs throughout the District. Time and tires quickly degrade painted curb conditions so WVIA ambassadors are on hand to add a fresh coat when needed. This change has helped bolster the overall appearance of the area, which 77% of constituents indicate is Excellent or Good.

Stakeholder Survey Results—Overall Appearance



77% of constituents indicate Overall Appearance is Excellent or Good



Implementation of Wayfinding Signage and Parking Availability

Parking

Smart Parking Advocacy Program

An essential part of the WVIA's mission is to improve and enhance the parking experience for District visitors, as this remains a top priority in the community. As all good policies must be rooted in facts, our first year included a comprehensive parking study and analysis done by Civic Enterprise Associates (CEA). The WVIA's board made a number of recommendations based upon the findings and analysis of that study. Among those recommendations were: creating new wayfinding signage, instituting an employee parking program, advocating for an increase in on-street meter spaces and meter availability, maximizing the use of the Broxton parking garage, and championing the creation of a Westwood Parking District.

This year, we have begun the process of implementing those recommendations, with a strong focus on wayfinding signage and parking availability. The Parking, Access, Transportation Committee, in consultation with Hunt Design, has chosen a signage scheme designed to help vehicles and pedestrians better navigate the District. That plan is being submitted to the City of Los Angeles for final approval prior to installation. The WVIA took a significant step in its parking advocacy efforts by supporting the Department of Transportation's efforts to bring Express Park to the District. Express Park will bring Westwood's on-street parking management into the 21st Century through new technology, demand-based parking pricing and real-time parking guidance.

Stakeholder Survey—Parking Availability



53% of constituents indicate Parking Availability is Good or Fair

Branding and Communications

Development Strategy

During its first year, the WVIA completed a brand discovery study with locally headquartered BrandCulture Company that sought to uncover the underlying realities and perceptions of the District. This was followed by the creation of a brand and a new logo and visual identity system that we have used to redefine the District as a compelling commercial and visitor destination. The design-forward visual identity draws inspiration from the unique streetscape of the District along with its landmark architecture and diversity of dining, shopping, culture and entertainment options. To introduce our new identity, we put up street banners that showcased the District identity and the accompanying colorful iconography. We then extended our visual brand across everything from our Ambassador and maintenance team uniforms to our trash receptacles to create a sense of place and serve as a proprietary visual touchstone of our ongoing commitment to improve the District experience. This year, we started to integrate our brand even more into our outreach and communications. We have moved from distributing a printed newsletter to a monthly e-newsletter, and been providing up-to-date community alerts about events going on in the area, including movie premieres and rallies.

Stakeholder Survey—Economic Vitality



74% of constituents indicate Economic Vitality is Good or Fair

Stakeholder Survey Result Keys

- | | | |
|-----------|------|------------|
| Excellent | Fair | Very Poor |
| Good | Poor | Don't Know |

Special Projects

Sidewalk Cutting

Last year, the WVIA brought new 'sidewalk cutting' technology to the District. This was a cost-effective and minimally intrusive approach to eliminating trip hazards from lifted sidewalks. This year we brought that program back to address newly lifted areas and bring most City sidewalks back into ADA compliance. These efforts have received positive attention from constituents, with 78% rating the program as Excellent or Good. Thanks to these efforts, pedestrian traffic safety is maintained without undue expense or commercial interruption.

Street Furniture Refurbishment

Last year we started the process of refurbishing all of the District's distinctive blue trash receptacles. Years of dirt and grime had accumulated and we needed to restore their original shine. We have now fully completed the project and every receptacle has been fully refurbished and wrapped in a band designed with our logo and colorful visual iconography. This has contributed to a positive perception of the District's street and sidewalk maintenance, which 78% of survey respondents indicated as Good or Excellent. We have moved on to refurbishing the rest of the District's street furniture, continuing with the benches and light poles.

Holiday Lighting

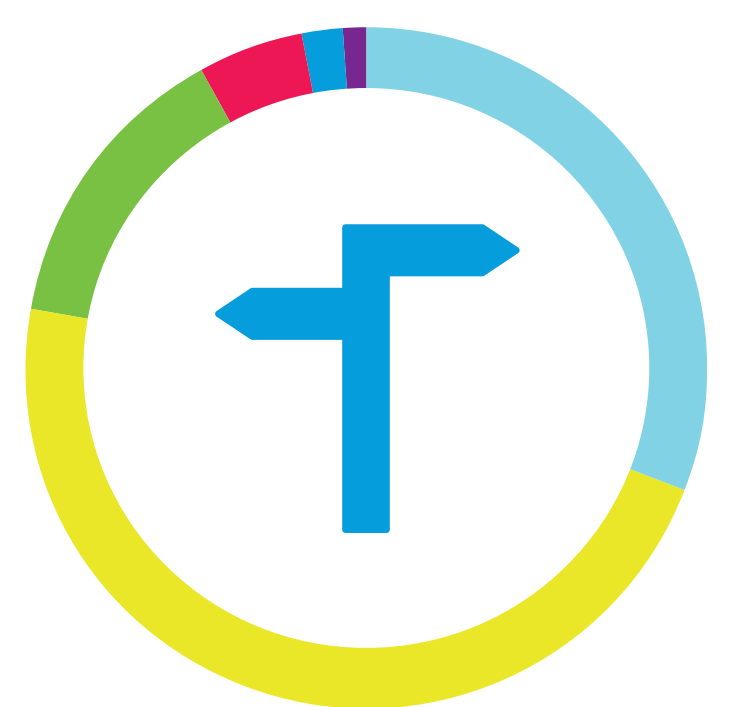
The WVIA tree lighting continues to be one of our most visible and popular initiatives. The lights lend a festive air to the streetscape while brightening the paths of evening visitors. In its first year of operation, the WVIA installed tree lighting on 150 street trees on Broxton Avenue, Gayley Avenue, and Westwood Boulevard. Starting this year, we added special holiday accent lighting to the trees for the holiday shopping season. Kicking off just before Thanksgiving and running until the New Year, red holiday lights wrapped around the existing white lighting on the trees created a 'candy cane' effect on all our lit trees.

Sidewalk Repair

This year the WVIA completed its largest infrastructure improvement project to date: the reconstruction of 10,000 sq. ft. of cracked, lifted, and crumbled sidewalk. Last Spring, over the course of six weeks, construction crews demolished old sidewalk, removed trees, ground out stumps and roots, poured and finished new concrete, and planted new trees. All of this was done in the public right of way, but with minimal impacts on traffic, pedestrians, or businesses. A dozen separate project sites were chosen based on the severity of the cracking and lifting caused by invasive tree roots. The result is a much safer and more attractive pedestrian experience for our visitors, which will benefit both those shoppers and our businesses.

The City of Los Angeles estimates that it has over 4,600 miles of sidewalk in need of repair at a cost of over \$1.5 billion. However, the City has not budgeted any general fund money for sidewalk repair since 2009. This has caused a citywide epidemic of broken sidewalks that impair access and imperil pedestrians. The WVIA's response to this lack of attention through our substantial sidewalk reconstruction project was unique among Los Angeles neighborhoods and BIDs.

Stakeholder Survey—Street/Sidewalk Maintenance



78% of constituents indicate Street and Sidewalk Excellent or Good

Stakeholder Survey—Overall Image



80% of constituents indicate Overall Image is Good or Fair

Goals for 2014

Complete a comprehensive vehicular and pedestrian wayfinding system to better direct our users and to define our District with a sense of place

Develop and implement a comprehensive communications and business development strategy to improve our outreach and economic climate

Continue refurbishing District infrastructure, including benches, light poles, and bike racks

Design and install a parklet or parklets in our District as a means of creating unique destinations in the community as well as gathering places in the public right-of-way

Continue working on implementing our parking recommendations, including maximizing parking in the Broxton public structure, adding on-street parking, introducing Express Park to the District, and lobbying for the creation of a parking district within our boundaries

Continue brand embodiment efforts

Local Buzz

“I am proud to be part of the Village and seeing these positive changes come about! Thank you all for your hard work and efforts!”

– Susan Leahy,
The Pharmacy, 1035 Gayley Ave.

“I am super proud of all you have done to make the Village so much more inviting ... It is definitely looking a whole lot better. Good job!”

– Jan Reichman,
Local Homeowner

“You guys are doing a GREAT job. I really appreciate your efforts.”

– Paul Kaplan,
Property Owner, 1001 Gayley Ave.

“I want to thank you for all your work in the Village. The streets look fantastic. And it is a pleasure to walk through the streets again.”

– Jennifer Siu,
Westwood Village Resident

“We were pleased to find a much cleaner Westwood. There was considerably less transients, an obviously stronger police presence, uniformed personnel on Segways... and noticeably cleaner sidewalks. Thank you and keep up the good work!”

– Andrew Leary,
District Visitor

“Congratulations on the renewal of the improvement district. I continue to be one who very much appreciates your presence in the Village. Thank you again.”

– Bill Armistead,
Local Homeowner

