

# **Metro**

*Los Angeles County Metropolitan Transportation Authority  
One Gateway Plaza  
3rd Floor Board Room*



## **Agenda - Final**

**Wednesday, March 20, 2019**

**12:00 PM**

**One Gateway Plaza, Los Angeles, CA 90012,  
3rd Floor, Metro Board Room**

### **Finance, Budget and Audit Committee**

*Kathryn Barger, Chair  
Paul Krekorian, Vice Chair  
John Fasana  
Ara Najarian  
Mark Ridley-Thomas  
John Bulinski, non-voting member*

*Phillip A. Washington, Chief Executive Officer*

## **METROPOLITAN TRANSPORTATION AUTHORITY BOARD RULES**

### **(ALSO APPLIES TO BOARD COMMITTEES)**

#### **PUBLIC INPUT**

A member of the public may address the Board on agenda items, before or during the Board or Committee's consideration of the item for one (1) minute per item, or at the discretion of the Chair. A request to address the Board should be submitted in person at the meeting to the Board Secretary. Individuals requesting to speak on more than three (3) agenda items will be allowed to speak up to a maximum of three (3) minutes per meeting. For individuals requiring translation service, time allowed will be doubled.

Notwithstanding the foregoing, and in accordance with the Brown Act, this agenda does not provide an opportunity for members of the public to address the Board on any Consent Calendar agenda item that has already been considered by a Committee, composed exclusively of members of the Board, at a public meeting wherein all interested members of the public were afforded the opportunity to address the Committee on the item, before or during the Committee's consideration of the item, and which has not been substantially changed since the Committee heard the item.

The public may also address the Board on non-agenda items within the subject matter jurisdiction of the Board during the public comment period, which will be held at the beginning and/or end of each meeting. Each person will be allowed to speak for up to three (3) minutes per meeting and may speak no more than once during the Public Comment period. Speakers will be called according to the order in which the speaker request forms are received. Elected officials, not their staff or deputies, may be called out of order and prior to the Board's consideration of the relevant item.

In accordance with State Law (Brown Act), all matters to be acted on by the MTA Board must be posted at least 72 hours prior to the Board meeting. In case of emergency, or when a subject matter arises subsequent to the posting of the agenda, upon making certain findings, the Board may act on an item that is not on the posted agenda.

**CONDUCT IN THE BOARD ROOM** - The following rules pertain to conduct at Metropolitan Transportation Authority meetings:

**REMOVAL FROM THE BOARD ROOM** The Chair shall order removed from the Board Room any person who commits the following acts with respect to any meeting of the MTA Board:

- a. Disorderly behavior toward the Board or any member of the staff thereof, tending to interrupt the due and orderly course of said meeting.
- b. A breach of the peace, boisterous conduct or violent disturbance, tending to interrupt the due and orderly course of said meeting.
- c. Disobedience of any lawful order of the Chair, which shall include an order to be seated or to refrain from addressing the Board; and
- d. Any other unlawful interference with the due and orderly course of said meeting.

#### **INFORMATION RELATING TO AGENDAS AND ACTIONS OF THE BOARD**

Agendas for the Regular MTA Board meetings are prepared by the Board Secretary and are available prior to the meeting in the MTA Records Management Department and on the Internet. Every meeting of the MTA Board of Directors is recorded on CD's and as MP3's and can be made available for a nominal charge.

## DISCLOSURE OF CONTRIBUTIONS

The State Political Reform Act (Government Code Section 84308) requires that a party to a proceeding before an agency involving a license, permit, or other entitlement for use, including all contracts (other than competitively bid, labor, or personal employment contracts), shall disclose on the record of the proceeding any contributions in an amount of more than \$250 made within the preceding 12 months by the party, or his or her agent, to any officer of the agency, additionally PUC Code Sec. 130051.20 requires that no member accept a contribution of over ten dollars (\$10) in value or amount from a construction company, engineering firm, consultant, legal firm, or any company, vendor, or business entity that has contracted with the authority in the preceding four years. Persons required to make this disclosure shall do so by filling out a "Disclosure of Contribution" form which is available at the LACMTA Board and Committee Meetings. Failure to comply with this requirement may result in the assessment of civil or criminal penalties.

## ADA REQUIREMENTS

Upon request, sign language interpretation, materials in alternative formats and other accommodations are available to the public for MTA-sponsored meetings and events. All requests for reasonable accommodations must be made at least three working days (72 hours) in advance of the scheduled meeting date. Please telephone (213) 922-4600 between 8 a.m. and 5 p.m., Monday through Friday. Our TDD line is (800) 252-9040.

## LIMITED ENGLISH PROFICIENCY

A Spanish language interpreter is available at all Committee and Board Meetings. All other languages must be requested 72 hours in advance of the meeting by calling (213) 922-4600 or (323) 466-3876.



**323.466.3876 x2**

*Español*

**323.466.3876 x3**

한국어

日本語

中文

русский

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ภาษาไทย

Tiếng Việt

မြန်မာစာ

## HELPFUL PHONE NUMBERS

Copies of Agendas/Record of Board Action/Recordings of Meetings - (213) 922-4880 (Records Management Department)

General Information/Rules of the Board - (213) 922-4600

Internet Access to Agendas - [www.metro.net](http://www.metro.net)

TDD line (800) 252-9040

**NOTE: ACTION MAY BE TAKEN ON ANY ITEM IDENTIFIED ON THE AGENDA**

## CALL TO ORDER

## ROLL CALL

**APPROVE** Consent Calendar Item(s): 7, 8.

Consent calendar items are approved by one motion unless held by a Director for discussion and/or separate action.

### CONSENT CALENDAR

7. **SUBJECT: ORACLE PRIMAVERA UNIFIER APPLICATION USER LICENSES** [2019-0037](#)

#### **RECOMMENDATION**

AUTHORIZE the Chief Executive Officer to execute Contract Modification No. 1 to Contract No. PS54707001, with Mythics Inc., for procurement of 220 additional Oracle Primavera Unifier Application User Licenses in the amount of \$495,887, increasing the total value from \$497,675 to \$993,562, and extending the contract term through March 31, 2020.

**Attachments:** [Attachment A - Procurement Summary](#)  
[Attachment B - Contract Modification Log](#)  
[Attachment C - DEOD Summary](#)

8. **SUBJECT: NORTH HOLLYWOOD TRANSIT BUSINESS IMPROVEMENT DISTRICT PARTICIPATION** [2019-0031](#)

#### **RECOMMENDATION**

AUTHORIZE the Chief Executive Officer (CEO) to sign the Petition to Renew the North Hollywood Transit Business Improvement District (BID) for a period of five years commencing January 1, 2020 through December 31, 2024, for an estimated amount not to exceed \$699,294 over the life of the BID renewal.

**Attachments:** [Attachment A – General Guidelines for Participation in Proposed Assessment D](#)  
[Attachment B - BID Renewal Documentation](#)  
[Attachment C - Map of North Hollywood](#)

### NON-CONSENT

9. **SUBJECT: FY20 BUDGET DEVELOPMENT UPDATE** [2019-0094](#)

#### **RECOMMENDATION**

RECEIVE AND FILE FY20 Budget Development Update.

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**SUBJECT: GENERAL PUBLIC COMMENT**

[2019-0131](#)

RECEIVE General Public Comment

Consideration of items not on the posted agenda, including: items to be presented and (if requested) referred to staff; items to be placed on the agenda for action at a future meeting of the Committee or Board; and/or items requiring immediate action because of an emergency situation or where the need to take immediate action came to the attention of the Committee subsequent to the posting of the agenda.

COMMENTS FROM THE PUBLIC ON ITEMS OF PUBLIC INTEREST WITHIN COMMITTEE'S  
SUBJECT MATTER JURISDICTION

**Adjournment**



Metro

## Board Report

Los Angeles County  
Metropolitan Transportation  
Authority  
One Gateway Plaza  
3rd Floor Board Room  
Los Angeles, CA

File #: 2019-0037, File Type: Contract

Agenda Number: 7.

**REVISED**  
**FINANCE, BUDGET AND AUDIT COMMITTEE**  
**MARCH 20, 2019**

**SUBJECT: ORACLE PRIMAVERA UNIFIER APPLICATION USER LICENSES**

**ACTION: APPROVE CONTRACT MODIFICATION**

**RECOMMENDATION**

AUTHORIZE the Chief Executive Officer to execute Contract Modification No. 1 to Contract No. PS54707001, with Mythics Inc., for procurement of 220 additional Oracle Primavera Unifier Application User Licenses in the amount of \$495,887, increasing the total value from ~~\$497,675~~ ~~\$495,887~~ to ~~\$993,562~~ \$991,774, and extending the contract term through March 31, 2020.

**ISSUE**

The existing contract document management system for Program Management is being replaced as the prior product was retired by Oracle. Contract document management is the electronic document exchange including review between Metro and contractors. Additionally, the system provides change and cost control functionality. Oracle Primavera Unifier software is being implemented to replace the prior system and to improve technology for document management.

As the software was initially implemented, the need for additional licenses arose to support the increased number of capital projects underway with Measure R and in development with Measure M. Staff is requesting Board approval for the Contract Modification as the total Contract value exceeds Metro's Chief Executive Officer's delegation of contracting authority.

**BACKGROUND**

In 2009, Metro deployed a Program Management Information System (PMIS) to facilitate program wide project tracking, contract document administration and management reporting. PMIS was implemented to maximize efficiencies through automation, standardization, and provide program performance transparency. The system utilized the latest version of Oracle Primavera software that has been configured to support the program wide reporting requirements. Software applications included Oracle Primavera P6, Professional, Project Status, Oracle Primavera Contract Management (CM14), Microsoft® SharePoint 2016, and EcoSys EPC. All applications were integrated to the organizational financial system in Oracle E Business Suite.

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In 2016, Oracle determined that Primavera Contract Manager had reached the end of its product life and was retired from support. The replacement project identified for contract document administration and cost control was Oracle Primavera Unifier. System implementation began for the new product in 2017.

In November 2018, Mythics, Inc. was awarded the Oracle Primavera Unifier Software contract for an amount of ~~\$497,675~~ \$495,887 to provide 220 application user licenses. Mythics, Inc. offered a competitive discount and price hold for additional software licenses within one year of purchase. As new Measure M projects begin implementation, there is a need for additional 220 user software licenses.

## **DISCUSSION**

Metro has deployed the PMIS to facilitate program-wide project tracking, administration and management reporting. The system utilizes the latest version of Oracle Primavera software configured to support electronic document exchange for document control, change control, and cost control.

**Document Control** - involves electronic document exchange of major contract deliverables including the review and approval of documents. Contract document database logs are maintained including a document repository to protect the overall integrity of contract project records.

**Change Control** - contains configuration management of contract change requests and modifications for both professional services and construction contracts. Contract change database logs are maintained to document pertinent reasons for changes and costs associated.

**Cost Control** - comprises a centralized cost database that is automated to other systems for financial data integration and utilized for cost reporting of budget, actuals and forecast. Cost logs are maintained for reporting and to review variances and trends.

## **DETERMINATION OF SAFETY IMPACT**

Procuring this software will not have any impacts on the safety of our customers and/or employees.

## **FINANCIAL IMPACT**

The FY19 budget includes an aggregate of ~~\$497,675~~ \$495,887 in Cost Center 8510, in projects 860228 Regional Connector, 860303 Airport Metro Connector, 865518 Westside Subway Section 1, 865522 Westside Subway Extension Section 2, 865523 Westside Subway Extension Section 3, and 865519 Division 20 Portal Widening. This is a one time purchase; on-going future maintenance costs will be budgeted through the annual budget process.

### **Impact to Budget**

There is no impact to the FY19 budget as funds for this action are included in the approved budget for each project. The sources of the funds are from the respective projects' funding plans and mostly

comprised of Measure R 35% and Measure M 35%.) These funds are not eligible for operating purposes.

### **IMPLEMENTATION OF STRATEGIC PLAN GOALS**

Approval of this recommendation supports the following Metro Strategic Plan Goal: Provide high-quality mobility options that enable people to spend less time travelling. This project will help expand the transportation system with targeted infrastructure and service investments. These investments deliver increased safety, improved air quality, and better access for all whom live, work, and play within LA County.

### **ALTERNATIVES CONSIDERED**

The Board could consider not procuring this software in favor of increased staff labor with manual document review. This option is not recommended as document review timeliness is tied to reducing costs for construction projects. In addition, efficient document exchange serves to reduce contract claim exposure and project delays.

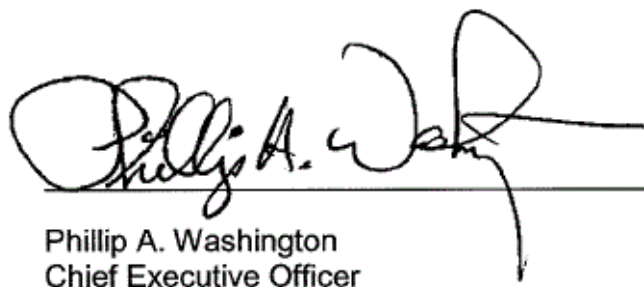
### **NEXT STEPS**

Upon Board approval, staff will execute Contract Modification No. 1 with Mythics, Inc. under Contract No. PS54707001 to provide additional Oracle Primavera Unifier software licenses.

### **ATTACHMENTS**

Attachment A -Procurement Summary  
Attachment B - Contract Modification/Change Order Log  
Attachment C - DEOD Summary

Prepared by: Julie Owen, DEO, Program Control, Program Management (213) 922-7313  
Brian Boudreau, Sr. Executive Officer Program Control, Program Management, (213) 922-2474  
Reviewed by: Richard Clarke, Chief Program Management Officer, (213) 922-7557  
Debra Avila, Chief Vendor/Contract Management Officer, (213) 418-3051

  
Phillip A. Washington  
Chief Executive Officer



## PROCUREMENT SUMMARY

### ORACLE PRIMAVERA UNIFIER APPLICATION USER LICENSES

1.	<b>Contract Number:</b> PS54707001		
2.	<b>Contractor:</b> Mythics, Inc.		
3.	<b>Mod. Work Description:</b> Procure 220 Additional Oracle Primavera Unifier Application User Licenses		
4.	<b>Contract Work Description:</b> Contractor shall provide 220 Oracle Primavera Unifier Application User Licenses and Oracle Autovue 2D Professional Application User License with annual software maintenance		
5.	<b>The following data is current as of:</b> January 31, 2019		
6.	<b>Contract Completion Status</b>		<b>Financial Status</b>
	<b>Contract Awarded:</b>	11/30/18	<b>Contract Award Amount:</b> <del>\$497,675</del> <u>495,887</u>
	<b>Task Order Awarded:</b>		
	<b>Notice to Proceed (NTP):</b>	11/30/18	<b>Total of Modifications Approved:</b> 0
	<b>Original Complete Date:</b>	11/29/19	<b>Pending Modifications (including this action):</b> \$495,887
	<b>Task Order Complete Date:</b>		
	<b>Current Est. Complete Date:</b>	03/31/20	<b>Current Contract Value (with this action):</b> <del>\$993,562</del> <u>1,774</u>
7.	<b>Contract Administrator:</b> Annie Duong		<b>Telephone Number:</b> (213) 418-3048
8.	<b>Project Manager:</b> Julie Owen		<b>Telephone Number:</b> (213) 922-7313

#### A. Procurement Background

This Board Action is to approve Contract Modification No. 1 to Contract No. PS54707001 for the procurement of 220 additional Oracle Primavera Unifier Application User Licenses.

This contract modification will be handled in accordance with Metro's Acquisition Policy and the contract type is a firm fixed price.

On November 30, 2018, Contract No. PS54707001 was issued to Mythics, Inc. in a firm fixed price amount of ~~\$497,675~~495,887 to provide 220 Oracle Primavera Unifier Software application user licenses and Oracle Autovue 2D Professional Application User License with annual software maintenance.

(Refer to Attachment B, Contract Modification/Change Order Log for modifications issued to date.)

**B. Cost/Price Analysis**

The recommended price has been determined to be fair and reasonable based upon price analysis, technical evaluation and independent cost estimate (ICE). Mythics, Inc. offered a competitive discount and price hold for software license for the additional license purchased within one year from Contract No. PS5470700.

<b>Proposal Amount</b>	<b>Metro ICE</b>	<b>Negotiated Amount</b>
\$495,887	\$530,090	\$495,887

**CONTRACT MODIFICATION /CHANGE ORDER LOG**

**ORACLE PRIMAVERA UNIFIER APPLICATION USER LICENSES / PS54707001**

<b>Mod. No.</b>	<b>Description</b>	<b>Status (approved or pending)</b>	<b>Date</b>	<b>\$ Amount</b>
1	Procurement of 220 additional Oracle Primavera Unifier application User Licenses	Pending	Pending	<b>\$495,887</b>
	<b>Modification Total:</b>			<b>\$495,887</b>
	<b>Original Contract Amount:</b>			<b><del>\$497,675</del><u>495,887</u></b>
	<b>Total:</b>			<b><del>\$993,562</del><u>991,774</u></b>

**DEOD SUMMARY**

**ORACLE PRIMAVERA UNIFIER APPLICATION USER LICENSES/PS54707001**

**A. Small Business Participation**

The Diversity & Economic Opportunity Department (DEOD) did not establish a Small Business Enterprise/ Disadvantaged Veteran Business Enterprise (SBE/DVBE) goal for this procurement which involved the purchase of software licenses utilizing the State of California Software License Purchase (SLP) Agreement. DEOD determined that none of the seven (7) authorized Oracle Primavera resellers were SBE certified.

**B. Living Wage and Service Contract Worker Retention Policy Applicability**

The Living Wage / Service Contract Worker Retention Policy is not applicable to this contract.

**C. Prevailing Wage Applicability**

Prevailing wage is not applicable to this contract.

**D. Project Labor Agreement/Construction Careers Policy**

Project Labor Agreement/Construction Careers Policy is not applicable to this Contract. Project Labor Agreement/Construction Careers Policy is applicable only to construction contracts that have a construction contract value in excess of \$2.5 million.



## Board Report

File #: 2019-0031, File Type: Program

Agenda Number: 8.

### FINANCE, BUDGET AND AUDIT COMMITTEE MARCH 20, 2019

**SUBJECT: NORTH HOLLYWOOD TRANSIT BUSINESS IMPROVEMENT DISTRICT  
PARTICIPATION**

**ACTION: APPROVE RECOMMENDATION**

#### **RECOMMENDATION**

AUTHORIZE the Chief Executive Officer (CEO) to sign the Petition to Renew the North Hollywood Transit Business Improvement District (BID) for a period of five years commencing January 1, 2020 through December 31, 2024, for an estimated amount not to exceed \$699,294 over the life of the BID renewal.

#### **ISSUE**

This North Hollywood Transit BID petition will provide a renewal for an additional five years if a majority of BID petitions consent to the special benefit assessment. LA Metro is included in the list of renewal petitions as it owns 20 percent of the assessed properties within the BID's boundaries. BID renewals over \$500,000 require board approval.

#### **BACKGROUND**

Under the 1994 Property and Business Improvement District law, the State of California provided a legal basis for the formation of property-based assessment districts if a petition sent to the property owners residing in the district's boundaries is approved by a majority. Any approved district requires renewal after its term expires.

Metro policy, passed at the June 1998 regular Board meeting and last updated in May 2014, created an established procedure for the evaluation of benefits derived from participation in any proposed benefit assessment district. The Real Estate Department is required to provide an analysis of the benefit in participating in BID programs given the type of property owned by the agency within the BID's boundaries (Attachment A - General Guidelines for Participation in Proposed Assessment Districts).

#### **DISCUSSION**

Business improvement district participation by Metro is an ongoing cost to the agency, paid annually

to the BID upon assessment of real property ownership in the BID's defined assessment area. BID assessments, based upon an allocation of program costs and a calculation of assessable footage, will be determined each year for parcels in the defined assessment area (Attachment B - Bid Renewal Documentation, pages 10-11).

The fees paid by Metro to the BID will finance, in part, the annual budget for the North Hollywood Transit BID's Clean & Safe Programs providing:

- Bicycle and foot patrol
- Sidewalk sweeping and pressure washing
- Graffiti and handbill removal
- Trash removal and landscaping.

Metro's land holdings within the BID are receiving a Tier 3, Tier 2, and Tier 1 benefit to Metro as defined in the General Guidelines for MTA Participation in Proposed Assessment Districts. This site contains both the Red Line and Orange Line termini. A map of Metro's holdings within the BID can be found on Attachment B - Map of North Hollywood Transit District Boundaries, page one.

Additionally, Metro has executed an Exclusive Negotiations and Planning Agreement with Trammell Crow Company/Greenland USA under the Joint Development Program to develop the parcels in the immediate area as approved by the Board at the May 25, 2017 meeting. The resulting development will see these properties move to Tier 4 - Actual Benefit, under the tiered benefit definitions. A copy of the proposed development's site plan is included as page two of Attachment C.

### Equity Platform

BID tax payments provide for a general subsidy to support neighborhood cleanliness, hygiene, and safety.

### **DETERMINATION OF SAFETY IMPACT**

Any resulting action from this Board recommendation will have no determinable impact to Metro safety.

### **FINANCIAL IMPACT**

The total cost of the BID will not exceed \$699,294 over the five-year term of the BID renewal period. The table below outlines the year-over-year costs to the agency assuming the maximum annual increase of 5 percent:

Period	Year	Amount	Increase Year-Over-Year
1	2020	\$ 126,555	Base
2	2021	\$ 132,882	5%
3	2022	\$ 139,526	5%
4	2023	\$ 146,503	5%

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5	2024	\$ 153,828	5%
<b>Total</b>		<b>\$ 699,294</b>	

The Real Estate Department budgets the funding for this annually in Project #306006 and Project #300044 and will continue to request funding for payment of the annual assessment as ratified by the Board through the life of the renewal period.

#### Impact to Budget

The funding source for the BID is bus and rail eligible revenues including fares, sales tax and fed/state grants for Metro bus and rail operating and capital expenditures.

### **IMPLEMENTATION OF STRATEGIC PLAN GOALS**

Participating in the BID provides responsive, accountable, and trustworthy governance as stated in Strategic Plan Goal #5.

### **ALTERNATIVES CONSIDERED**

The Board could choose not to sign the renewal petition and thereby not participate in the BID. This may impact the BID's renewal prospects, which would potentially have an adverse impact on Metro's Red and Silver line termini and joint development project.

### **NEXT STEPS**

If approved by the Board, the Real Estate Department will complete the BID authorization documents and return to the BID's management.

### **ATTACHMENTS**

Attachment A - General Guidelines for Participation in Proposed Assessment Districts

Attachment B - Map of North Hollywood Transit District Boundaries

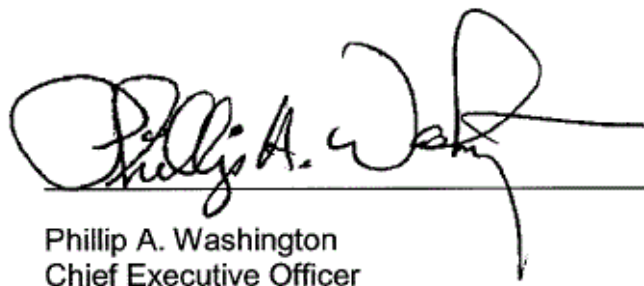
Attachment C - BID Renewal Documentation

Prepared by: John Beck, Sr. Real Estate Officer, Countywide Planning & Development, (213) 922-4435

John Potts, DEO, Countywide Planning & Development, (213) 928-3397

Holly Rockwell, SEO, Countywide Planning and Development (213) 922-5585

Reviewed by: Laurie Lombardi, Interim Chief Planning Officer, (213) 928-3251



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Phillip A. Washington  
Chief Executive Officer





**Metro**

Los Angeles County  
Metropolitan Transportation Authority

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Los Angeles, CA 90012-2952

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**REVISED**  
**FINANCE, BUDGET AND AUDIT COMMITTEE**  
**MAY 14, 2014**

**SUBJECT: GUIDELINES ON LACMTA'S PARTICIPATION IN PROPOSED  
BENEFIT ASSESSMENT DISTRICTS (BID)**

**ACTION: DELEGATION OF AUTHORITY**

**RECOMMENDATION**

Delegate authority to the Chief Executive Officer to determine the Los Angeles County Metropolitan Transportation Authority's ("LACMTA") participation in Benefit Assessment District where the total assessment over the term of the BID does not exceed \$500,000, **and where the action represents a renewal of a BID previously approved by the Board.**

**BACKGROUND**

The MTA Board adopted Guidelines on LACMTA Participation in Proposed Assessment Districts ("Guidelines") in June 1998 (See Attachment A). The Guidelines require staff to analyze each assessment district and/or improvement based on whether they improve MTA property or facility, benefit MTA employees, benefit Metro's passengers, or reduce costs for the agency. Staff is to provide the Board with an analysis, on a case by case basis, that determines whether MTA property benefits from the proposed services or improvements; and whether the benefit to the property exceeds the cost of the assessment. Based on the guidelines, the Board must determine whether or not to participate in the proposed district.

**DISCUSSION**

The existing policy specifically requires that staff analyze each new assessment district's services and provide the MTA Board with an analysis, on a case by case basis. Many of the BIDS are at levels that are significantly below the current delegated authority of the Chief Executive Officer of \$500,000. In addition, the analysis of the benefit to LACMTA is routine and warrants the agency's participation. **Staff would prepare the same level of review and analysis of the benefits of participation in the BID and submit to the CEO for review and approval.** In any case where the total assessment **for a BID's renewal** exceeds \$500,000 over the term of the BID, the

analysis will be completed and submitted to the Board for approval. Any participation in a newly proposed BID will be subject to Board approval. ~~Staff would still prepare the same level of review and analysis of the benefits of participation in the BID and submit to the CEO for review and approval.~~

### **DETERMINATION OF SAFETY IMPACT**

The Board action will not have an impact on safety standards for Metro. However, generally a BID's safety program will increase safety and crime prevention in the area around LACMTA owned properties.

### **FINANCIAL IMPACT**

LACMTA currently participate in 40 ~~41~~ BIDs and street lighting districts. The annual budget as of FY14 is approximately \$517,000.00. Funding to participate in the established BIDs is included in Cost Center 0651, Account No. 50799 (Taxes). Funds are budgeted for each fiscal year. Funding for the BIDS are allocated from the revenue generated from the General Fund - Right of Way Lease Revenue.

### **ALTERNATIVES CONSIDERED**

The Board could not approve this recommendation to delegate authority to the Chief Executive Officer and staff would continue to bring BID renewals ~~these requests~~ to the Board for approval. The efficiency and the time involved in agendizing the request on the Board's agenda is often constrained by the timeline established by the BID to obtain MTA's approval. In those cases, MTA would not be able to sign the petition circulated to property owners affected by the BID for renewals.

### **ATTACHMENTS**

Attachment A Guidelines on MTA Participation in Proposed Assessment District dated June 18, 1998

Prepared by: Velma C. Marshall, Deputy Executive Officer – Real Estate  
(213) 922-2415

Calvin E. Hollis, Managing Executive Officer- Countywide Planning  
and Development  
(213) 922-7319

  
\_\_\_\_\_  
Martha Welborne, FAIA  
Chief Planning Officer

  
\_\_\_\_\_  
Arthur T. Leahy  
Chief Executive Officer

**ATTACHMENT A**

**ATTACHMENT 1**



**GENERAL GUIDELINES  
for MTA Participation in Proposed Assessment Districts**

**1. MTA Participation in Assessment Districts**

Assessment districts can provide a wide variety of services and improvements. However, the MTA must decide individually whether or not specific MTA property benefits from such services and improvements. Such determination shall be dependent upon:

- the use of MTA property, and
- the services or improvements provided by the assessment district.

**2. Evaluation Criteria**

The following criteria shall be used to evaluate whether or not an assessment district services and/or improvements will benefit MTA is the extent that the services or improvements specifically:

- improve MTA property or facilities,
- benefit MTA employees,
- benefit the MTA riding public, or
- reduce costs for the MTA.

**3. Determination of Benefit**

Each proposed assessment district containing MTA property will be analyzed on a case-by-case basis; however, general guidelines for determining benefit to MTA properties are as outlined in the following:

**TIER 1 - NO BENEFIT**

- Subsurface easements
- Aerial easements
- Rights of Way

**TIER 2 - MINOR OR NO POTENTIAL BENEFIT**

- Vacant Land
- Parking Lots

- **Bus Layovers**

**TIER 3 - MINOR OR SOME POTENTIAL BENEFIT**

- **Bus Divisions**
- **Bus Terminals**
- **Customer Service Centers**
- **USG Headquarters Building**
- **Maintenance Facilities**
- **Rail Division**
- **Rail Terminus**
- **Stations**

**TIER 4 - ACTUAL BENEFIT**

- **Joint Development Projects**

**and proposed assessment districts**

# What To Do To Renew

**1. Sign and Return the Enclosed Petition**

**2. Vote 'YES' on the Upcoming Ballot**

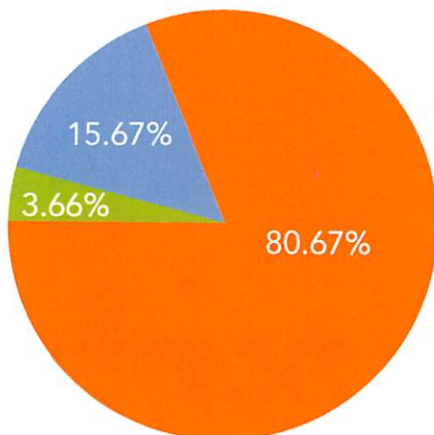
*"The NoHo BID is a big part of the team effort that has assisted us with keeping the "Arts" community safe and clean. We have a great working relationship with the BID. Having safety Ambassadors is almost the same as having additional officers patrolling the streets."*

**-John Catalano**

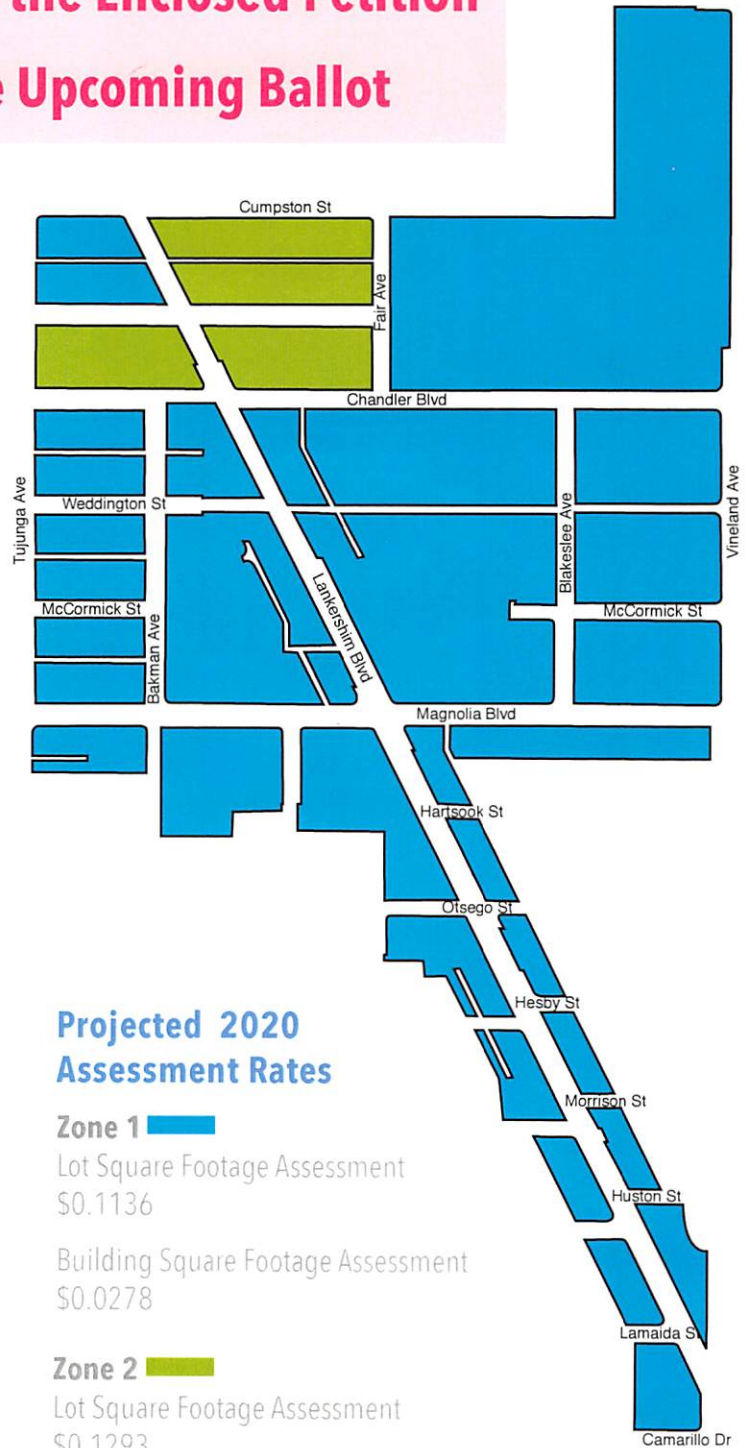
Senior Lead Officer LAPD  
North Hollywood Division

## Your Assessment Spent Wisely

80.67% of assessments are spent on the BID Clean and Safe Teams. 3.66% is spent on Communication and Marketing with the remaining 15.67% on Management and Administration including office expenses and city fees.



■ CLEAN AND SAFE TEAM  
■ MANAGEMENT & ADMINISTRATION  
■ COMMUNICATION AND MARKETING







## You May Think It's the City, But it's Really the BID!

### What your assessment provides

#### Cleaning & Maintenance:

- Sidewalk & curb sweeping 6 days a week
- Maintain and dispose of trash from 50 trash receptacles
- Graffiti/Stickers/Handbill removal within hours of notification.
- Hotspot pressure washing
- Bulky item removal and disposal
- Cleaning public infrastructure (benches, newspaper racks, gateway etc.)
- Shopping cart removal/return
- Median and tree well landscaping and maintenance

#### Safety & Hospitality

- Safety Ambassadors visibly patrol the area 7 days a week (day/night) and act as eyes and ears of community
- Ambassadors work closely with local law enforcement and attend weekly crime control meetings.
- Ambassadors help to deter anti-social behavior and low-level crimes
- Ambassadors utilize a district hotline number to respond to issues

#### Communication and Marketing

- Created a logo and brand identity for the District
- Community street pole banners with branding
- Created and distributed new community tourism video
- Created and expanded community discount program, The NoHo Card and the App
- Publicity and promotion locally and internationally
- Maintained community kiosk
- Curated summertime event series
- Encouraged district events
- Created/maintained streetbox art program.

## It's Time to Renew the BID

**DID YOU KNOW** Your Assessments, leveraged with others, fund services that average over \$1,871.23 per day on cleaning, safety, hospitality, communications, public relations, city liaison, and many other crucial services and District oversight that would not otherwise exist. If the BID is not renewed, it will dissolve and stop functioning after 2020. Therefore, it is important to sign and return your petition.

### Why Business Improvement Districts (BIDs) are so Important:

Due to economic realities, cities are no longer able to deliver on standards of cleanliness and security. BIDs have picked up the slack. It is proven that BIDs reduce crime, increase property value and help drive retail sales in districts. Plus, BIDs provide a mechanism for property owners and merchants to work collaboratively for their mutual benefit. There are 38 BIDs in Los Angeles, over 200 more in California and thousands more nationwide.

Since the North Hollywood Business Improvement District began its work in 2007, it has exceeded the expectations of its founding members. The NoHo BID has not only made the area safer and cleaner, it has also attracted new investment and businesses. It has encouraged improvements to existing properties and has secured several streetscape improvements, while making the area more attractive and pedestrian friendly. It has generated positive publicity about the district and its members and has created a unified lobbying voice for property owners.

## Clean & Safe Team - 2018

**Calls for Service:**  
**1,581**

**Business Contacts:**  
**5,602**

**Public Assists:**  
**1,370**

**Trash Collected/Removed:**  
**267,214 lbs.**

**Graffiti Tags/ Stickers/  
Handbills Removed:**  
**1,228**

**Bulky Items Collected/Removed:**  
**1,812**

**Pressure Washing Hours:**  
**78**

# **North Hollywood Transit Business Improvement District Management District Plan Summary**

**For  
A Property Based  
Business Improvement District  
In the North Hollywood of Los Angeles**

**December 2018**

**Prepared By  
Urban Place Consulting Group, Inc.**

***The full North Hollywood Transit BID Management District Plan and Engineer's  
Report can be found at <http://www.nohobid.com>***



## Management District Plan Summary

The name of the renewed Property-based Business Improvement District is the North Hollywood Transit Business Improvement District (the "District"). The District is being renewed pursuant to Section 36600 et seq. of the California Streets and Highways Code, The "Property and Business Improvement District Law of 1994 as amended", hereinafter referred to as State Law.

Developed by the North Hollywood Transit Renewal Committee, the North Hollywood Transit Business Improvement District Management Plan is proposed to improve and convey special benefits to assessed parcels located within the North Hollywood Transit Business Improvement District area. The District will provide continued activities, including Clean & Safe, Communication and Management/Office. Each of the programs is designed to meet the goals of the District; to improve the safety of each individual assessed parcel within the District, to increase building occupancy and lease rates, to encourage new business development; and attract ancillary businesses and services for assessed parcels within the District.

The North Hollywood Transit Business Improvement District is unique from the area immediately surrounding the District in three ways. First, the District has a high number of art uses focused predominately on live theater, but also galleries and theatrical supporting business. Secondly, it has a concentration of high-density transit oriented mixed-use developments and businesses that support the mixed-use commercial developments. Third, it is a transit hub with the terminus of both the Metro Orange line and the Metro Red line bus and rail services with 42,097 boardings and alightings per day.

The boundary of the North Hollywood Transit Business Improvement District was created to include the art and transit areas of North Hollywood. The Business Improvement District area is bounded roughly by Cumpston Street, Camarillo Drive, Tujunga Avenue and Vineland Avenue. The property uses within the general boundaries of the North Hollywood Transit Business Improvement District are a mix of retail, mixed-use, office, theater, pre K-high school, parking, transit, hotel, and religious. Services and improvements provided by the District are designed to provide special benefits in the form of improving economic vitality in the District by increasing building occupancy and lease rates, encouraging new business development, attracting residential serving businesses and services, attracting office and retail tenants, attracting retail and transit customers, attracting new residents and students, and increasing attendance that provide a special benefit to retail, mixed-use, office, theater, pre K-high school, parking, transit, hotel, and religious parcels. All of which specially benefit from the improvements and activities of the District.

**Boundary:** See Section 2, Page 5 and map, Page 7.

**Budget:** The total District budget for the 2020 year of operation is approximately \$683,000.

## Improvements, Activities, Services:

<b>CLEAN &amp; SAFE</b>	<b>\$551,000</b>	<b>80.67%</b>
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### Enhanced Safe Programs:

A North Hollywood Transit Business Improvement District Safe Team to address crime prevention for parcels in the District will consist of some of the following:

- Bicycle Patrol
- Foot Patrol

### Enhanced Clean Programs will consist of some of the following:

- Sidewalk Sweeping
- Sidewalk Pressure Washing
- Graffiti & Handbill Removal
- Trash Removal
- Landscape programs

<b>COMMUNICATION</b>	<b>\$25,000</b>	<b>3.66%</b>
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- Destination Marketing
- Website

<b>MANAGEMENT/OFFICE/CITY FEES</b>	<b>\$107,000</b>	<b>15.67%</b>
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Management staff expenses are allocated according to generally accepted accounting job costing procedures and are allocated to the specific areas in which staff works. The improvements and activities are managed by a professional staff that requires centralized administrative support. Management staff oversees the District's services which are delivered seven days a week. A well-managed District provides necessary BID program oversight and guidance that produces higher quality and more efficient programs.

**Method of Financing:** A levy of special assessments upon real property that receives special benefits from the improvements and activities.

**Benefit Zones:** The State Law and State Constitution Article XIID require that special assessments be levied according to the special benefit each assessed parcel receives from the improvements. In order to match assessment rates to benefits, two benefit zones have been created within the District. Each zone receives a different level of services and a different level of benefit. Each zone pays an assessment rate that reflects 100% of the special benefit received. See Section 2 for detailed description of the Zones.

**Cost:** Annual assessments are based upon an allocation of program costs and a calculation of assessable footage. Two property assessment variables, lot square footage (76%) and building square footage (24%), will be used in the calculation. The 2020 year assessments per assessment variable will not exceed amounts listed in the following chart:

Zone	Assessment Rates
Zone 1 (no school parcels) Lot Sq Footage	\$0.1136
Zone 1 (no school parcels) Bldg Sq Footage	\$0.0278
Zone 1 (school) Lot Sq Footage	\$0.0369
Zone 1 (school) Bldg Sq Footage	\$0.0296
Zone 2 Lot Sq Footage	\$0.1293
Zone 2 Bldg Sq Footage	\$1.4265

**Cap:** Annual assessment increases will not exceed 5% per year. Increases will be determined by the Business Improvement District Owners' Association Board of Directors and will vary between 0 and 5% in any given year.

**District Formation:** District formation requires submission of favorable petitions from property owners representing more than 50% of total assessments to be paid and the return of mail ballots evidencing a majority of ballots cast in favor of the assessment. Ballots are weighted by each property owner's assessment as proportionate to the total proposed District assessment amount.

**Duration:** The District will have a 5-year life beginning January 1, 2020 and ending December 31, 2024.

**Governance:** The Owners' Association will review District budgets and policies annually within the limitations of the Management District Plan. Annual and quarterly reports, financial statements and newsletters will be filed with the City of Los Angeles (City). The Owners' Association will oversee the day-to-day implementation of services as defined in the Management District Plan.

## **Section 2**

### **North Hollywood Transit Business Improvement District Boundaries**

The North Hollywood Transit Business Improvement District includes all property within a boundary formed by:

Beginning on the southeast corner of Cumpston Street and Tujunga Avenue go east on Cumpston Street to Case Avenue. At Case Avenue turn north along Case Avenue to the north parcel line of parcel 2350-003-902. Turn east along the north parcel line of parcels 2350-003-902 and 2350-003-906 to Vineland Avenue go south along the west side of Vineland Avenue to the south parcel line of parcels facing on the south side of Magnolia Boulevard. Go west on the southern parcel line of parcels facing the south side of Magnolia Boulevard. At the intersection of the east parcel line of parcels facing on the east side of Lankershim Boulevard go south along the eastern parcel line of all parcels facing on the east side of Lankershim Boulevard to the intersection of Camarillo Street. Go west on Camarillo Street to an intersection with the west parcel line of parcels facing on the west side of Lankershim Boulevard. Go north along the western parcel line of all parcels facing on the west side of Lankershim Boulevard. At Magnolia Boulevard go west along the south parcel line of parcels facing on the south side of Magnolia Boulevard. At Tujunga Avenue go north along the western parcel line of parcels facing the west side of Tujunga to Cumpston Street.

#### **Zone One**

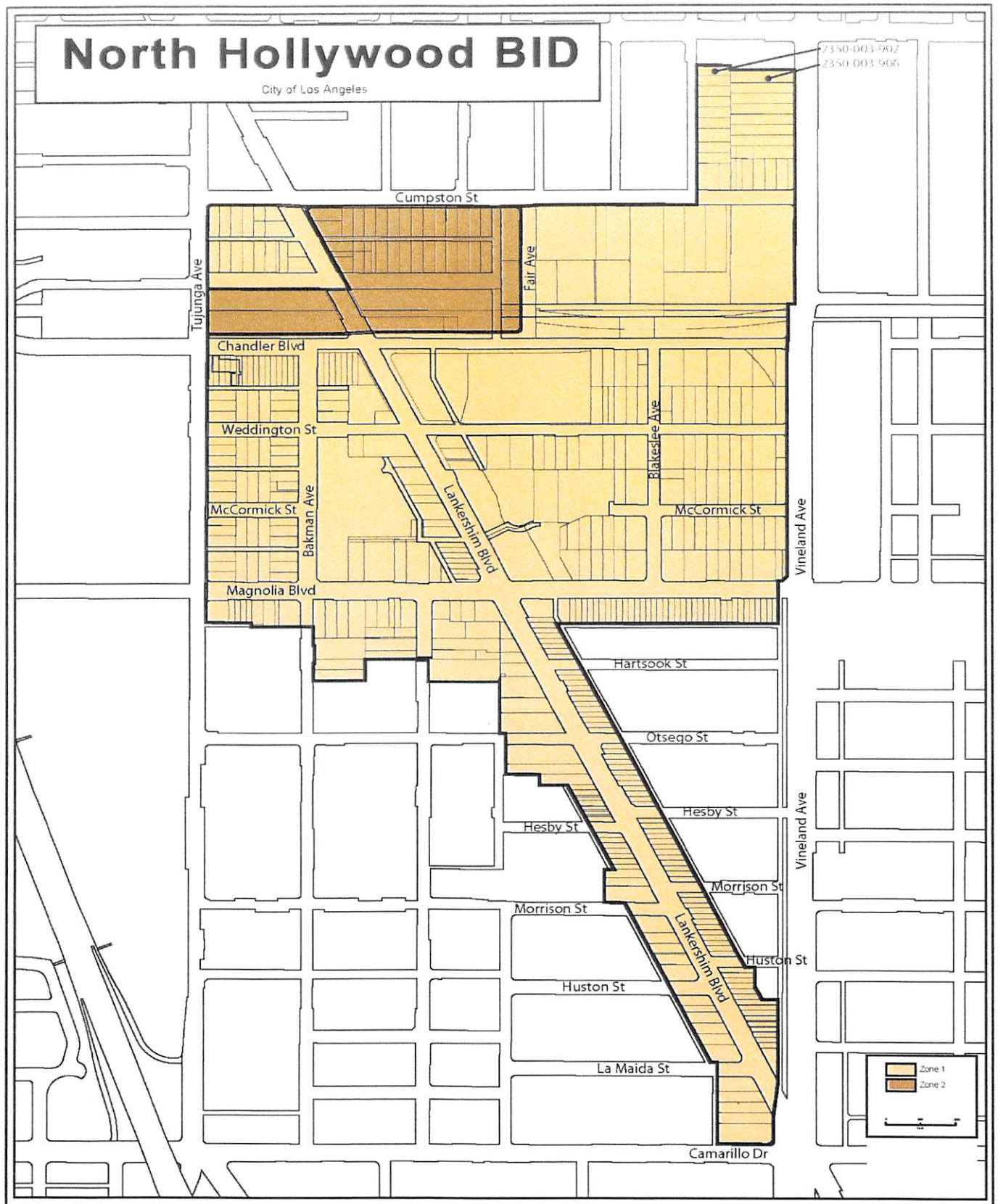
Zone One contains all of the retail, mixed-use, office, theater, pre K- high school, hotel, religious uses within the District. Zone One has the second highest demand for clean and safe services based on data from the last eleven years of District operation and is not located within the high demand transit zone. Zone One includes all property within the District boundaries except those parcels located within Zone Two.

#### **Zone Two**

Zone Two is the unique transit zone. Zone Two contains the Red Line Metro Station and the Orange Line Metro Station as well as park and ride lots for both stations. Both Metro stations are the terminus for each respective transit line, and because of this have a high volume of riders passing through Zone Two. The high ridership volume as evidenced by the following statistics creates a high demand for clean/safe services. As of data from April 2018, the Red Line Metro Station averages 14,112 boardings and 15,115 alightings per day and the Orange Line Metro Station averages 6,281 boardings and 6,589 alightings per day for a combined total of 20,393 boardings and 21,704 alightings per day. The District clean and safe services provided to Zone Two are designed to increase ridership on both the Orange Line and Red Line, which in turn attracts more customers to district businesses in Zone One. The special benefit to Zone Two parcels is the increased likelihood of an increase in ridership and increase in transit revenue because Zone Two benefits from the clean and safe services provided by the District which creates a clean and safe environment and attracts an increase in transit riders. The District has developed a number of joint communication programs with Metro to market the District as a destination for transit riders. The special benefit to Zone Two parcels is the increased likelihood of an increase in ridership and increase in transit revenue because Zone 2 benefits from the communication programs provided by the District which markets the District as a destination for transit riders which results in the increased likelihood of an increase in transit riders. This increased ridership provides a unique and special benefit to the Zone Two properties by increasing transit income and ridership. Because of this

high level of usage Zone Two has the highest demand for clean and safe services within the District and has the highest assessment rates in order to provide the special benefit of increasing ridership, commerce and transit revenue. Zone Two is made up of parcels within the following boundaries:

Starting at the south east corner of Lankershim Boulevard and Cumpston Street head east along Cumpston Street to Fair Avenue. Turn south along Fair Avenue to Chandler Boulevard. Turn west along Chandler Boulevard to Tujunga Avenue. Turn north along Tujunga Avenue to the Southern Pacific Rail Road right of way. Turn east along the Southern Pacific Rail Road right of way to Lankershim Boulevard. Turn north along Lankershim Boulevard to the starting point at Lankershim Boulevard and Cumpston Street.





PETITION TO RENEW THE  
NORTH HOLLYWOOD TRANSIT PROPERTY BASED  
BUSINESS IMPROVEMENT DISTRICT

PURSUANT TO (SECTION 36600 ET. SEQ OF THE  
CALIFORNIA STREETS AND HIGHWAYS CODE)

LEGAL OWNER: LACMTA


<u>APN NUMBER</u>	<u>SITE ADDRESS</u>	<u>ASSESSMENT AMOUNT</u>	<u>PERCENTAGE</u>
2350012902	*NO SITE ADDRESS*	\$3,408.17	0.53%
2350012920	*NO SITE ADDRESS*	\$40,634.46	6.35%
2350012921	5356 LANKERSHIM BLVD	\$2,905.36	0.45%
2350012922	11223 CHANDLER BLVD	\$543.06	0.08%
2350012923	5430 LANKERSHIM BLVD	\$1,242.57	0.19%
2350012924	5420 LANKERSHIM BLVD	\$2,024.83	0.32%
2350012925	11204 CUMPSTON ST	\$1,873.55	0.29%
2350012926	*NO SITE ADDRESS*	\$969.10	0.15%
2350012927	11216 CUMPSTON ST	\$969.10	0.15%
2350012928	11220 CUMPSTON ST	\$969.10	0.15%
2350012929	11228 CUMPSTON ST	\$969.10	0.15%
2350012930	11234 CUMPSTON ST	\$969.10	0.15%
2350012931	11238 CUMPSTON ST	\$969.10	0.15%
2350012932	11244 CUMPSTON ST	\$969.10	0.15%
2350012933	11250 CUMPSTON ST	\$969.10	0.15%
2350012934	11254 CUMPSTON ST	\$969.10	0.15%
2350012935	11260 CUMPSTON ST	\$969.10	0.15%
2350012936	11264 CUMPSTON ST	\$969.10	0.15%
2350012937	5430 LANKERSHIM BLVD	\$2,317.05	0.36%
2350012938	11211 CHANDLER BLVD	\$33,190.19	5.19%
2350013906	11163 Chandler Blvd	\$1,939.23	0.30%
2350013907	*NO SITE ADDRESS*	\$4,005.70	0.63%
2350013908	*NO SITE ADDRESS*	\$5,091.55	0.80%
2350013915	*NO SITE ADDRESS*	\$1,858.36	0.29%
2350013917	*NO SITE ADDRESS*	\$1,020.07	0.16%
2350013920	*NO SITE ADDRESS*	\$2,167.70	0.34%
2350013922	*NO SITE ADDRESS*	\$2,869.45	0.45%
2350016905	5300 Bakman Ave	\$757.18	0.12%
2350016906	5311 LANKERSHIM BLVD	\$6,532.21	1.02%
2350016907	5308 Bakman Ave	\$1,513.80	0.24%
<u>TOTALS</u>		\$126,554.57	19.78%



☐

YES, I want my property(ies) to be included in this Business Improvement District.

**Property Owner's Name**  
(Please Print or Type)



Property Owner's OR Duly Authorized Representative's  
**Signature**

**Title**  
(Please Print or Type)

**Date**

**STATEMENT OF AUTHORITY TO SIGN THIS PETITION – (Must be completed by petition signer)**

I, \_\_\_\_\_, hereby certify (or declare) under penalty of perjury under the laws of the  
PRINT NAME CLEARLY  
State of California that I am legally authorized as owner, or legal representative of owner, to accept the levy of  
liens (assessment amounts) on the property(ies) listed above. This statement is true, correct, and complete to  
the best of my knowledge as of \_\_\_\_ / \_\_\_\_ / \_\_\_\_\_. Petitioner Signature: \_\_\_\_\_  
MONTH DAY YEAR



**NOTE: ALL FIELDS MUST BE COMPLETED. PETITIONS WITH EMPTY FIELDS WILL BE REJECTED.**

**Please Return To:**  
North Hollywood BID  
3982 S. Figueroa St., Ste. 207  
Los Angeles, CA 90037  
email: aaron@urbanplaceconsulting.com



## Beck, John

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**From:** aaron@urbanplaceconsulting.com  
**Sent:** Wednesday, January 16, 2019 6:12 PM  
**To:** Marshall, Velma; Potts, John  
**Cc:** Beck, John  
**Subject:** RE: North Hollywood BID renewal

Thanks Velma.

And look forward to hearing from John on the signing process.

Aaron

----- Original Message -----

**Subject:** RE: North Hollywood BID renewal  
**From:** "Marshall, Velma" <MARSHALLV@metro.net>  
**Date:** Wed, January 16, 2019 6:02 pm  
**To:** "aaron@urbanplaceconsulting.com" <aaron@urbanplaceconsulting.com>,  
"Potts, John" <PottsJo@metro.net>  
**Cc:** "Beck, John" <BeckJ@metro.net>

Aaron

I received the package and forwarded to John Beck to process. He is copied on this email and can advise you of the process for signature approval.

Velma

**From:** aaron@urbanplaceconsulting.com [mailto:aaron@urbanplaceconsulting.com]  
**Sent:** Monday, January 14, 2019 11:28 AM  
**To:** Marshall, Velma; Potts, John  
**Subject:** North Hollywood BID renewal

Hi Velma and John,

The North Hollywood BID has just begun its petition drive to renew the Business Improvement District for a third time.

Petition packets were mailed out late last week, and should be arriving soon (Velma we sent to your attention).

Is the process for signature approval with Metro same as it was during the last renewal, board approval to sign?

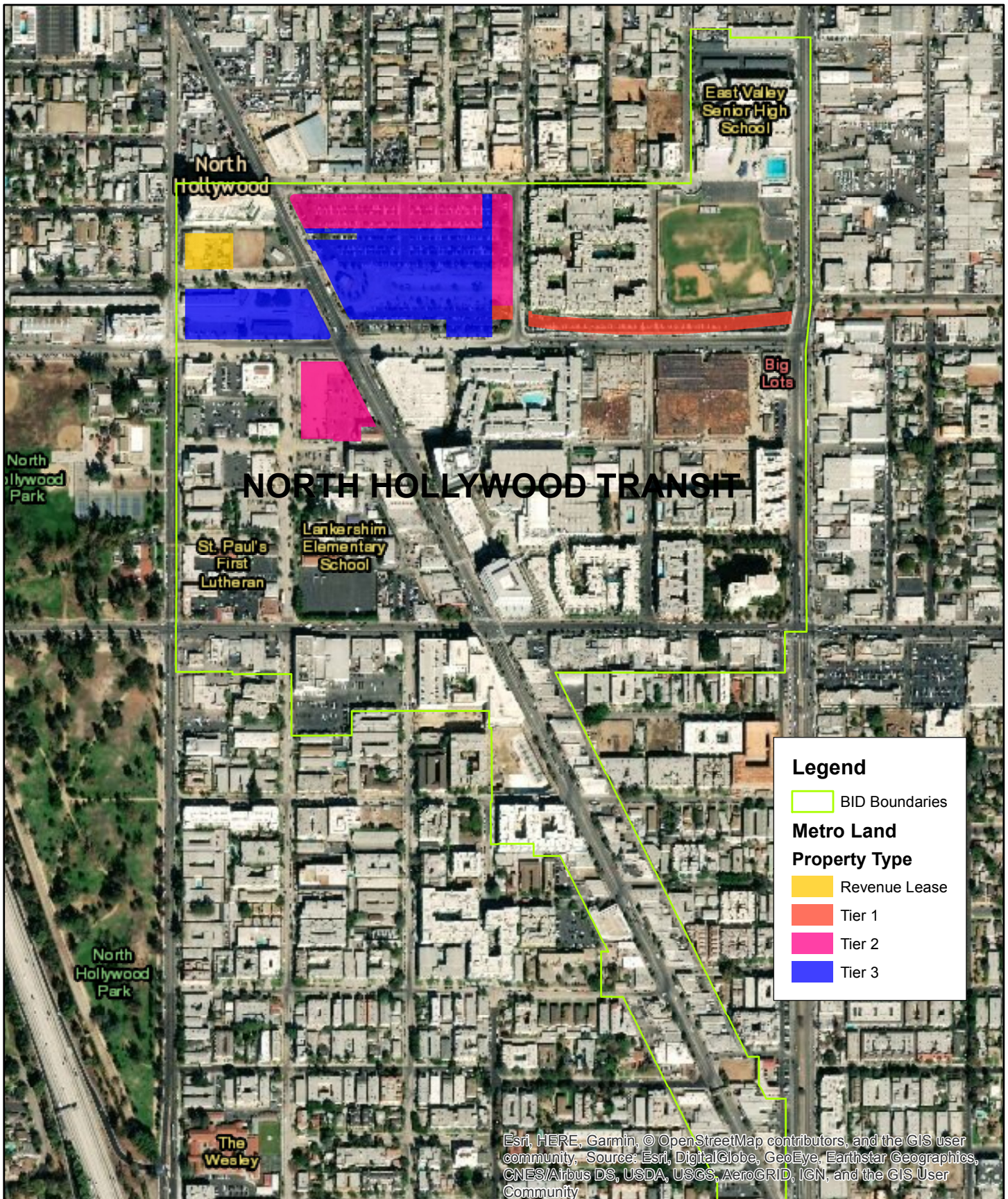
Please let me know if the petition packet doesn't arrive in the next few days and if you have any questions.

Thanks,  
Aaron



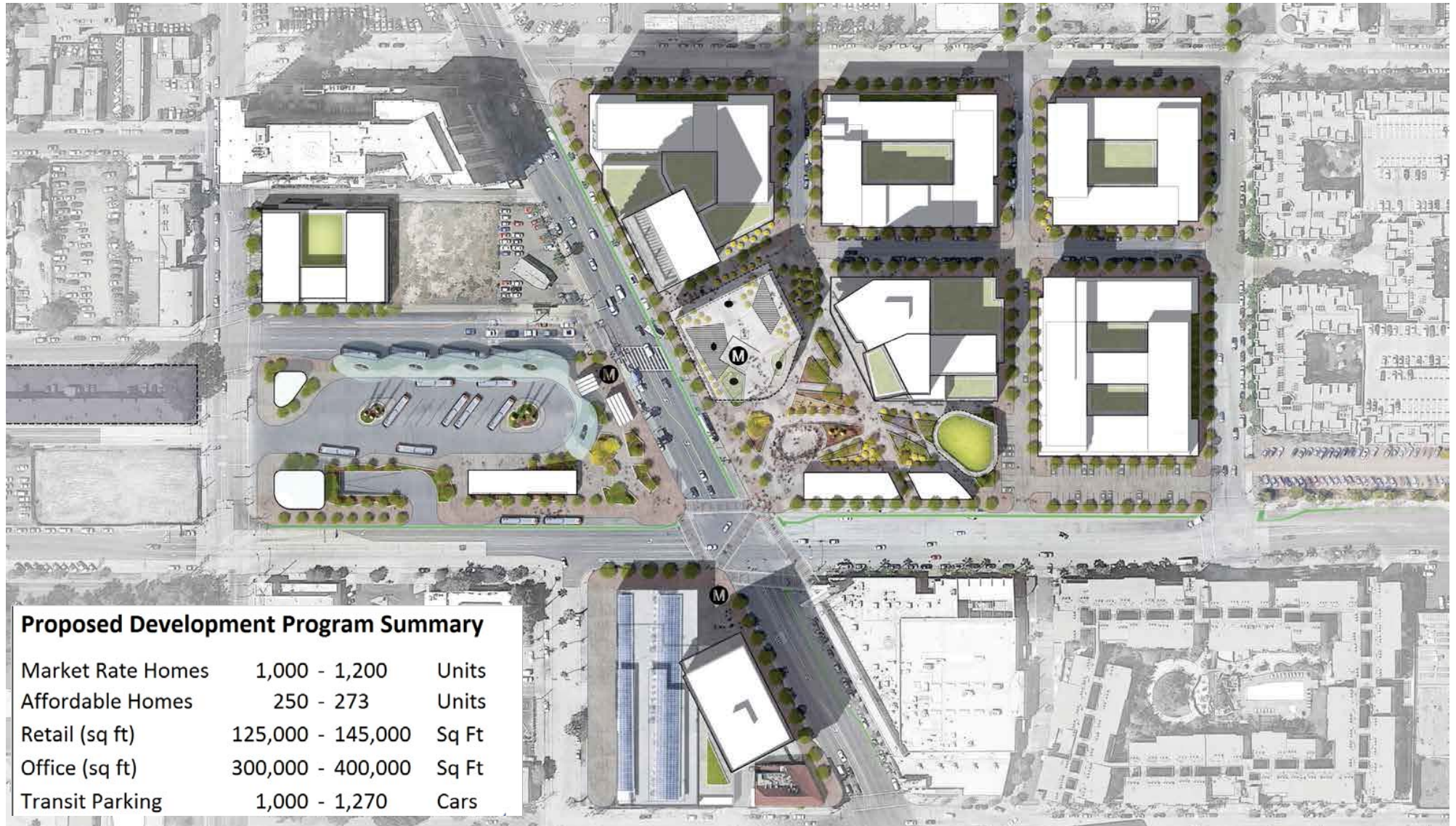


## Attachment C – Map of North Hollywood Transit District Boundaries





## Proposed North Hollywood Development Site Plan and Program Summary



### Development Illustrative Plan



NORTH HOLLYWOOD TOD | MARCH 15 2017

Trammell Crow Company

GREENLAND  
USA

MELÉNDREZ Gensler