

**SAN PEDRO
HISTORIC WATERFRONT DISTRICT**

**QUARTERLY REPORT
TO THE
CITY OF LOS ANGELES
January – March 2011**

**Prepared By:
Stephen A. Robbins
Executive Director
San Pedro Property Owners Alliance
390 West 7th Street
San Pedro, CA 90731**

**T 310.832.2183
F 310.832.0685**

Introduction

This Quarterly Report is submitted to the City of Los Angeles pursuant to the Agreement with the San Pedro Property Owners Alliance (SPPOA) for management of the Historic Waterfront District. It provides a narrative and financial description for the 1st Quarter of 2011, the period from January 1 – March 31, 2011, of the San Pedro Historic Waterfront District activities directed to the implementation of its adopted Management District Plan (MDP).

The MDP calls for the following listed Service Plan activities and expenditures:

<u>Service</u>	<u>2011 Budget \$</u>	<u>%</u>
Security	\$ 376,991	33.2%
Maintenance	\$ 301,953	26.6%
Marketing & Promotions	\$ 57,318	5.0%
New Business Attraction	\$ 10,927	1.0%
Homeless Services Coordination	\$ 21,855	1.9%
Policy Development, Management, & Administration	\$ 158,445	13.9%
Office, Insurance, Accounting, & Other	\$ 109,273	9.6%
Uncollected Assessment Reserve	\$ 48,844	4.3%
<u>Contingence & Cash Flow Reserve</u>	<u>\$ 50,294</u>	<u>4.4%</u>
Total Budget	\$1,135,900	100.0%

Quarterly Activities Reports

1). Streetscape Maintenance Services –

During the 1st Quarter work to implement the SPPOA’s priority for improved streetscape maintenance services continued.

Street sweeping is provided on a weekly basis throughout the entire BID area by Clean Streets, Inc. Sidewalk litter control and pressure washing is also provided by Clean Streets, Inc. such that all sidewalks within the BID “core area” are washed on a monthly basis; and, all sidewalks within the other, “non-core area” of the BID are washed on a quarterly basis.

Porter services or trash collection and sidewalk sweeping is provided weekly Tuesday - Sunday by the Beacon House Association of San Pedro, a local based non-profit organization. Due to increased needs we added Sunday service in the 1st quarter. This has reduced visible trash and litter during the weekend.

Complimenting these porter services, Clean San Pedro, Inc, another local non-profit corporation, provides vehicle based pick-up of trash bags that have been set out by the

labor force from Beacon House. Clean San Pedro also provides specialized graffiti removal, sticker removal, bulk item pick-up and other duties as requested. We are adding tree well maintenance and tree watering to Clean San Pedro's work schedule in the next quarter.

The Executive Director weekly visits all BID areas including alleys to measure the completeness of all contractors' work.

The BID has installed Doggy Bag stations on public sidewalks to encourage pet owners to pick up after their animals. Following a successful pilot program we will install eight additional Doggy stations in the second quarter.

The BID working with the Community Redevelopment Agency (CRA) has acquired new street furniture for the BID area. Installation will be done in the first quarter of 2011. The BID has agreed to maintain the new furniture. All furniture has been received and is stored in the Bureau of Street Services San Pedro Yard. The BID has identified a contractor to install the furniture. We are awaiting permits from the City to install. The permits are being obtained through CRA.

The BID has begun a landscaping project in the downtown area to landscape all tree wells and sidewalk planting areas with drought resistant low maintenance plants. The project will address 67 areas and be completed in the second quarter of 2011. At the end of March the project is 75% complete.

2). Security Services –

The provision of security services in the BID area has continued to be effectively implemented by Andrews International. According to LAPD statistics 2010 Part 1 crimes declined over 50% in the past two years.

Full Monthly Reports are provided to the SPPOA Board of Directors by Andrews International's San Pedro Security Director, Tim Lafarga, at the Board's regular monthly meetings. These reports detail the significant activities, issues, and statistics for the BID's security team for the month. Copies of these reports are attached to this Quarterly Report for the months of January, February and March are attached..

3). Marketing -

The BID is working with **ArnettMuldrow**, a national branding company located in South Carolina, to produce a brand and marketing collateral for the BID. Arnett Muldrow has branded over 160 communities in the United States. This project began the week of October 11 with community interviews. Arnett Muldrow has not produced work specified in their agreement, not on a timely basis. As a result their services have been cancelled. We will identify a new company in Quarter 2.

A contract has been entered into between the PBID and Baric Entertainment Media to produce a promotional DVD for the BID. The consumer and travel professional version will be a 10-12 minute production. We have produced a 30 second and a 60 second

commercial to be aired on cable TV. The travel video will be completed in the first quarter of 2011. This project is complete. The cable commercials will begin airing in April. We are producing 2,000 copies of the 12 minute DVD.

The BID has selected Gray Line of Anaheim as its trolley operator for the BID area. We are finalizing details in regard to the acquisition and refurbishment of 2 used trolleys. We acquired the trolleys in late 2010. The trolleys are being refurbished and will be in service by Memorial Day weekend.

The BID has submitted a license application to the Federal Communications Commission for a radio frequency to advise travelers of BID events and activities. This low wattage station would be available throughout the BID area.

4). Policy Development Management & Administration –

The BID is working with the **Port of Los Angeles** to expand the BID area to include 2 additional parcels owned by the Port. These parcels include the Waterfront Promenade not currently included in the BID, the cruise ship terminals and parking lots and the Catalina Express terminal. The BID has submitted a proposal of services to the Port. This item will be addressed in our 2013 BID renewal.

The BID continues to lease 4 kiosks along the Waterfront Promenade. Currently we have 2 kiosk and 2 food vendors.

In March the BID published its third stakeholder newsletter. A copy is enclosed.

5.) Community Outreach & Support

The BID is working with Harbor Interfaith Services to develop a program to assist the homeless in obtaining clean, safe and affordable living spaces.

5). 1st Quarter Financial Reports –

Attached.

Additional Attachments

Attached to this Quarterly Report are the following documents

- A. Andrews International Monthly Security Services Report – January 2011
- B. Andrews International Monthly Security Services Report – February 2011
- C. Andrews International Monthly Security Services Report – March 2011

Quarterly Report to City
January – March 2011

D. Financial Statements

- Balance Sheet,
- Quarterly Profit and Loss Statements
- Budget Variance Report /
- Cash Flow Statement

E. Newsletter

San Pedro Business Improvement District

January 2011, Security Update

Officers were dispatched to a call on W. 7th St. regarding a subject jumping from his bicycle and the bike being run over. The officers called for an LAPD unit and upon arriving on the scene, the call was released to the officers.

Abandoned electronic equipment at W. 6th St. and Mesa St. was found and secured by the foot-beat officers until the property's owner was notified. It turned out to be the property of a local vendor, who had left the area due to an emergency.

Officers arrested a female subject at 390 W. 7th St. for drinking in public. The subject was cited by LAPD officers and released at the scene.

Officers advised skate boarders that were observed holding onto the bumpers of vehicles westbound on 6th St. and riding the vehicles along the roadway.

The officers were called because of a trespassing ex-employee. Upon arrival the ex-employee threw himself to the floor and said "I'm having a seizure". The ex-employee did not appear to be in any type of distress and refused medical help. The ex-employee then called the paramedics and was ultimately transported to the hospital at his own request.

A subject appeared to be having mental difficulties in front of the Z'Fabric, so the Footbeat officers called Harbor View for assistance with an evaluation. According to the Harbor View employee, the subject was not in enough distress to warrant intervention and was released at the scene.

BID officers responded to a call for back-up from hotel security at 601 S. Palos Verdes St. due to subjects attempting to leave without paying their bill. Foot beat officers convinced the couple to pay their bill.

"January 2011, Synopsis Highlights"

Jan. 1: At 415 W. 6th St. officers advised one skater about the laws that address skating on the sidewalks in the Downtown San Pedro area. At 6th St. and Palos Verde St. officers assisted a citizen with directions to Ports of Call. At 5th St. and Mesa St. officers assisted a citizen with a list of local restaurants in the San Pedro area. At berth 87 Nagoya Way officers assisted a citizen with SPBID security patrol boundaries and hours of operation.

Jan. 2: At 6th St. and Centre St. officers assisted a citizen who was sitting in the intersection in a wheelchair. The man said, he was waiting for a bus, but cooperated with the offices and stepped up onto the curb. At 461 W. 6th St. the officers responded to a report of an alarm activation. Upon arrival the officers conducted an exterior search of the area with no problems noted. At 6th St. and Harbor Blvd. officers advised a citizen that Ports of Call were open for business. Officers received a call from John (security) at Godmothers Saloon about an alarm going off at 285 Centre St. The officers remained in the area until L.A.P.D arrived. The officers called Action Property management and spoke with Alee who asked the officers to speak to Brandon so that they could have all keys updated.

Jan. 3: The officers gave directions to a person at W. 5th St. and S. Pacific Av. to a local destination. Officers observed 2 persons trespassing and advised them of the offense. The officers also gave the subjects an offer for a referral to local shelter, but the individual was not interested. Parking meter questions were answered at W. 6th St. and Mesa St.

Jan. 4: Officers responded to a call at 365 W. 6th St. in regards to a possible vehicular vandalism. Officer's investigation showed that the vehicle was burglarized. The subject informed officers that a report with LAPD would be filed. At 421 W. 6th St. officers provided information to a person of a business' hours of operation. Officers were dispatched to a call at 460 W. 7th St. in regards to a person's bicycle being run over by a bus. The cause of the accident was due to a second subject performing an illegal u-turn. Officers mediated the exchange of contact and insurance information between both parties. Officers responded to a call at 800 S. Pacific Ave. in regards to a subject that HBD. Officers advised the subject of a 24hr. trespass warning. Officers advised a subject at 7th and Pacific Ave. that was observed in possession of an open alcoholic container Re; drinking in public violations.

Jan. 5: The officers responded to a radio call at 165 W. 6th St. because of 2 wallets being stolen from an office. The officers assisted the victims with filing a police report. The officers responded to a radio call at 625 W. Pacific Av. because of loud music coming from the business across the street. Directions were given to 2 persons at 478 W. 7th St. to a local destination. BID hours were discussed at 620 S. Centre St. The officers responded to a radio call at 468 W. 4th St. regarding an investigation into to a multiple burglary that had occurred to several vehicles at the location. The officers made contact with the manager, at the request of the property owner, but the other victims were not home. Supervisor Harris placed on suspension. For further details regarding this action, please contact Human Resources at Andrews International. Directions were given at W. 5th St. and Mesa St. to a local destination. 3 subjects were riding skate boards in the area of 100 W. 5th St. and were advised re: sidewalk violations. Directions were given to a subject so he may find a local restaurant. Parking meter questions were answered at 377 W. 7th St. to local destinations. The officers responded to a possible shoplifter at 544 S. Pacific Av. Upon arrival, the officers were directed to a male, who identified himself as 'Rob' and said he was homeless. He was requested to leave the property at the request of the business owner. The subject was given information re: shelter programs in the area and a location he may be able to get food. He said "I'll take the shelter information, but I have food. Thanks." A female stopped the officers at 434 W. 6th St. and inquired whether the local area still does the "First Thursday" and she was informed that it will indeed be held this coming Thursday.

Jan. 6: The officers were flagged down at 615 S. Centre St. by a female who wanted to report suspicious activity outside of the SPBID hours of operation. She was given alternative contact information for the future. The officers noticed what appeared to be abandoned electronic equipment at W. 6th St. and Mesa St. It turned out to be the property of a local vendor, whose daughter had been involved in a traffic collision. The property was secured until the owner's eventual arrival. Directions were given to a subject at W. 5th St. and Mesa St. to a local destination. Graffiti was observed at 445 W. 5th St. which was photographed, catalogued and called in for clean up. Parking meter questions were answered at 420 W. 6th St. for 2 persons, and at W. 6th St. and Pacific Av., and again for 2 persons at 505 S. Centre St. The officers responded to a radio call at W. 6th St. and Mesa St. because the lights for First Thursday were not on. The officers contacted Judith at the Chamber of Commerce to rectify the problem. Directions were given to 2 persons at W. 7th St. to a local destination.

Jan. 7: Officers arrested a subject at 390 W. 7th St. for drinking in public. The subject was cited by LAPD officers and released at the scene. BID officers also provided the subject with a list of possible food and shelter resources. Officers provided Andrews International contact information to 2 persons at 5th and Centre St. Officers provided directions to a person at 7th and Centre St. Re; Buena Park location. Officers were dispatched to a call at 544 S. Pacific Ave. in regards to a suspicious subject.

Officers remained in the area; the subject paid for their objects and left the area. No criminal activity was observed. Officers provided 2 persons with BID officers duties and areas of operation at 5th and Mesa St. Officers advised 3 subjects that were observed skateboarding on the sidewalk at 6th and Centre St. Re; sidewalk violations. Officers responded to a call at 302 W. 7th St. in regards to a person that HBD. Officers ask the subject to leave at the owner's request. Officers advised the subject of a 24-hour trespass warning. Officers responded to a call at 345 W. 6th St. of a request for an escort to 2 subject's vehicle.

Jan. 8: Parking meter questions were answered at W. 6th St. and Pacific Av. The officers then gave directions to a citizen at 6th St. and Centre St. to a local destination. The officers gave directions to a citizen at 6th St. and Mesa St. to local business. The officers then gave directions to the 110 freeway. Officers also assisted a citizen with information about local business hours of operation in the area. The officers gave directions at 371 w. 7th St. & 319 w. 6th St. to citizens to the nearest pharmacy. The officers provided contact information to a local business for further contact to the SPBID officers. At 7th St. and Mesa St. officers gave directions to a local business.

Jan. 9: The officers stopped and spoke to 2 skate boarders at 401 W. 6th St. to advise them that skating on the sidewalks in San Pedro were a violation of local Municipal Code. New graffiti was discovered at 326 Mesa St. and 460 W. 6th St., which was photographed, catalogued and called in for clean up. The officers responded to a radio call at 544 S. Pacific Av. because a suspicious female had come into the shop and it was thought she had been involved in the utterance of a counterfeit \$100 dollar bill in the past. The female left without further incidents.

Jan. 10: The officers observed graffiti at 301 W. 6th St., photographed, catalogued and called it in for clean up. Parking permit questions were answered at 353 W. 6th St. Directions were given to a person at W. 6th St. and Mesa St. to a local destination. The officers observed graffiti at 437 W. 6th St., photographed, catalogued and called it in for clean up. The officers responded to a radio call at 317 W. 6th St. because of a theft from the business at the location. The victim said that during the preceding day, the victim had left the location and upon return, a laptop was missing. Reporting the crime to LAPD was suggested. A bicyclist at 145 W. 6th St. was informed re: sidewalk violations and complied with the officer's request. 2 skate boarders in the 500 BLk. of Mesa St. was advised re: sidewalk violations and complied.

Jan. 11: The officers responded to a radio call at 468 W. 6th St. for follow up on a past suspicious incident. Directions were given to a person at W. 5th St. and Mesa St. The officers gave a referral to a subject at 304 W. 7th St. and the individual accepted the information. Parking meter questions were answered at 345 W. 6th St. A subject who had been trespassing at 309 W. 7th St. was advised re: violation and offered a referral to shelter programs in the area. Parking meter questions were answered for persons at W. 7th St. and Palos Verdes St, then again at W. 7th St. and Pacific Av.

Jan. 12: The officers gave directions at 301 W. 6th St. to a local destination. Parking meter questions were answered at 447 W. 6th St. to local destinations. A panhandler was warned re: violations at 356 W. 7th St. and left the area without further incident. SPBID duties were discussed with a passerby at 726 W. Pacific Av. The officers advised a person on a bicycle re: sidewalk violations at 433 W. 6th St. SPBID duties were discussed with a passerby at W. 3rd St. and Palos Verdes St. A subject who was trespassing at 550 S. Palos Verdes St. was advised re: violation and offered a referral to local shelter programs. 2 skate boarders were advised re: sidewalk violations at 387 W. 6th St. Directions were given to a subject at W. 5th St. and Mesa St. to local destinations.

Jan. 13: The officers responded to a radio call at 390 W. 7th St. because a female was reported to be drinking in front of the business. Upon arrival the subject had left the area. A subject on a bike was advised re: sidewalk violations at 443 W. 6th St. A radio call dispatched the officers to 468 W. 6th St. were a subject was trespassing. The subject left without further incident.

A subject was seen walking away from a puddle of urine in the alley south of W. 6th St. The subject was advised re: local violations. The officers responded to a subject drinking alcohol in front of 301 W. 7th St. the subject walked away prior to the officers contact. Directions were given to a subject at 301 W. 6th St. to a local destination. Trespass orders were being issued to local businesses to assist in the enforcement of local criminal ordinances. The Urban Feet sale scheduled for later in the month was discussed with a passerby at W. 7th St. and Palos Verdes St.

Jan. 14: At 405 S. Centre St. officers assisted a person with legal parking locations. Officers responded to a radio call at 461 W. 6th St. in regards to a loud music disturbance. Officers advised a person of the noise disturbance and bicycle sidewalk violation. Officers were dispatched to a call at 317 W. 6th St. to re-issue a trespass form that was filled out incorrectly. Officers provided directions to a person at 6th and Mesa St. Re; courthouse.location. Officers responded to a call at 415 W. 6th St. in regards to a subject causing a disturbance in a business. Officers advised the subject of trespassing and advised the subject dispose of an open container in their possession. At 7th and Palos Verdes officers provided 2 persons with directions Re; local restaurant locations. Officers provided a subject with directions at 1142 Nagoya Way Re; freeway location. Officers provided a person with directions at 331 W. 6th St. Re; street location. Officers provided 2 persons with parking information at 468 W. 6th St. Officers advised a subject at 468 W. 6th St. of trespassing and offered a list of potential food and shelter resources. The subject was complaint and left the area. Officers assisted a subject that HBID at 302 W. 7th St. by calling for a taxi. Officers remained in the area to insure the subject a safe departure.

Jan. 15: Officers provided a person with BID officer's duties and areas of operation at 337 W. 6th St. Officers provided 2 persons with directions to local shops and restaurants at 431 W. 6th St. Officers cataloged new graffiti at 550 Palos Verdes St. At 6th and Mesa St. officers provided 2 persons with information on parking meter hours of operation. Officers provided 3 persons with directions at 6th and Centre St. Re; Crowne Plaza location. At 354 W. 6th St. officers provided 2 persons with directions to local restaurants. At 337 W. 6th St. officers directed 2 persons to 360 W. 6th St.

Jan. 16: The officers answered parking meter questions at 461 W. 6th St. and made parking suggestions. The officers responded to a radio call at 381 W. 6th St. because of graffiti that was etched into the windows at the location. Photos were taken and catalogued. Suggestions were made to protect the windows from future damage. The officers spoke to a passerby at W. 7th St. and Mesa St., who wanted more information regarding the SPBID security hours.

Jan. 17: The officers spoke to a bicyclist who was riding his bike on the sidewalk at 381 W. 6th St. and advised him re; sidewalk violations in the area. The officers responded to a radio call at 630 S. Pacific Av. because of a report of a female causing a disturbance. Upon arrival the subject left without further incident. 2 skate boarders were advised re: sidewalk violations. An open door was found at 461 W. 6th St. and secured after the location was found to be safe from criminal activity. The officers received a report of a female asking to trade sex for food at 331 W. 6th St. Upon arrival the female had left the area. An area search proved negative for the subject.

Jan. 18: The officers issued a warning to a subject riding a bicycle at 437 W. 6th St. re: sidewalk violations. The officers responded to a radio call at W. 7th St. and Pacific Av. because of a report of a male possibly exposing himself to females. The officers stood by and watched the subject, who appeared mentally disturbed, but not committing criminal behavior. 2 skate boarders were advised re: sidewalk violations at 255 W. 6th St. and were compliant.

Jan. 19: Directions were given to 2 persons at W. 9th St., at W. 7th St. to local destinations. A business owner flagged down the officers at 630 S. Pacific Av. because of an employee causing a disturbance inside the business and was requested to exit the property.