



September 10<sup>th</sup>, 2018

To: West Adams District Property Owners

SUBJECT: West Adams District "Special Benefits District" Survey  
**Please respond by Friday, October 12<sup>th</sup>, 2018**

Our company, New City America, has been hired by local property owners to coordinate the investigation and possible formation of a new "Community Benefit District" (CBD) for the growing West Adams district, which has been given a motion of support from Councilman Herb Wesson. New City America has formed 23 similar districts in the LA region and is very familiar with the process of district formation and revitalization relative to LA County. We are requesting that you complete the attached survey by Friday, October 12<sup>th</sup>, 2018.

Through an initial survey process, we are seeking feedback from West Adams District property owners to gauge their level of support for a proposed West Adams Community Benefit District (CBD). The proposed West Adams CBD would fund improvements and services over and above those currently provided by the City of Los Angeles. From the results submitted, we are hoping to better understand the type of special benefit services and improvements that most interest you. Any special benefit assessments paid by property owners will solely fund improvements to the public rights of way directly surrounding those properties. The West Adams District CBD funds cannot, by law, be used outside of the new district boundaries nor can they replace existing City-funded services.

Please take time to complete the survey and submit back no later than Friday, October 12<sup>th</sup>, 2018.

- Go to [www.newcityamerica.com](http://www.newcityamerica.com) and click on "New Districts/Surveys" then click on the West Adams District *Survey Monkey* link.
- Complete the attached two-page form and:
  - fax it to (619) 239-7105
  - Scan and e-mail it to [monica@newcityamerica.com](mailto:monica@newcityamerica.com)
  - Or mail it in the enclosed self-addressed stamped envelope to:  
New City America, 710 W. Ivy Street, San Diego, CA 92101



Corporate Office ■ Little Italy ■ 710 W. Ivy Street ■ San Diego, CA 92101 ■ Fax 619-239-7105  
San Francisco Bay Area Office ■ 954 Lee Avenue ■ San Leandro CA ■ 94577 ■ 888 356-2726  
New England Office: 42 Pearl Street ■ New Bedford MA ■ 02740  
[mail@newcityamerica.com](mailto:mail@newcityamerica.com) ■ [www.newcityamerica.com](http://www.newcityamerica.com) ■ Facebook: New City America, Inc.

The survey is an important and necessary first step in the investigation process as it enables us to set the proposed boundaries of the district and prioritize the special benefits desired by the property owners. Based on the results of the survey, a determination regarding the feasibility of the CBD's formation will be made by the West Adams District CBD Steering Committee. In the future, the survey will also help us develop an initial benefit service plan and cost estimates. **It is important to remember that this is a property owner-driven initiative; in other words, you and the other property owners decide what services and improvements you value and if you are willing to pay for them.**

Currently, it is not possible to provide specific information regarding the cost of any assessment. Assessments will be based on the planned services and improvements and take into consideration the linear frontage of your parcel, parcel size, and building square footage. The CBD Steering Committee will determine the costs to every benefitting parcel. If the Steering Committee agrees that support exists to move to the CBD formation, this will culminate in a vote of the West Adams District property owners in the summer of 2019.

The survey results will be summarized and used for the West Adams CBD process. Please contact our consultant, Marco Li Mandri at (888) 356-2726 or by e-mail Marco at [marco@newcityamerica.com](mailto:marco@newcityamerica.com) should you have any additional questions regarding the survey or the creation of the proposed West Adams District Community Benefit District.

Sincerely,

A handwritten signature in black ink, appearing to read 'Marco Li Mandri', with a long horizontal flourish extending to the right.

Marco Li Mandri  
Project Manager  
West Adams District CBD Investigation  
New City America  
[www.newcityamerica.com](http://www.newcityamerica.com)

**SURVEY OF WEST ADAMS DISTRICT PROPERTY OWNERS  
PURSUANT TO THE INVESTIGATION AND FORMATION OF A  
WEST ADAMS DISTRICT COMMUNITY BENEFIT DISTRICT**

***Please respond by October 12<sup>th</sup>, 2018***

You may also complete this survey online at [www.newcityamerica.com](http://www.newcityamerica.com) (Under header "Our Communities" drop down menu to "New Districts" and scroll down then select West Adams District LA Survey Monkey link) or you may fax it to (619) 239-7105 or scan and e-mail it to [monica@newcityamerica.com](mailto:monica@newcityamerica.com).

PLEASE CIRCLE THE ANSWER THAT BEST REFLECTS YOUR OPINION

**PUBLIC SAFETY**

1. In terms of security and public safety, do you feel that West Adams District is.....?  
a. Safe & orderly                      b. Relatively safe, may suffer                      c. Unsafe  
from unsafe image
  
2. Would you support *property owner funded* special benefit safety ambassadors for West Adams District?  
a. Yes    b. No    c. No Opinion

**BEAUTIFICATION AND CLEANLINESS**

3. Would you support *property owner funded* regular sidewalk and gutter sweeping services and more frequent pressure washing of West Adams District sidewalks?  
a. Yes    b. No    c. No Opinion
  
4. Would you support *property owner funded* planting, trimming and maintenance of trees, flowers and shrubs throughout the West Adams District area to beautify the community?  
a. Yes    b. No    c. No Opinion

**ECONOMIC DEVELOPMENT AND MARKETING**

5. Would you support *property owner funded* marketing and promotions campaigns to bring new business and attract new tenants to West Adams District?  
a. Yes    b. No    c. No Opinion
  
6. Would you be interested in serving on the West Adams District CBD Steering Committee to assist with the potential development of a CBD plan over the next few months?  
a. Yes    b. No    c. No Opinion
  
7. Are there other services or improvements not listed above that you would support with *property owner funding*? \_\_\_\_\_  
\_\_\_\_\_

Property Owner Name: \_\_\_\_\_

Authorized Representative's Name: \_\_\_\_\_

Property Site Address(es): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

**THANK YOU FOR TAKING THE TIME TO COMPLETE THIS SURVEY  
WE WILL CIRCULATE THE RESULTS FROM THE RESPONDENTS BY NOVEMBER**