Item 1
12-0329-S6

LOS ANGELES STREETCAR, INC.
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Downtown L.A. Streetcar Outreach Efforts (July 2008 – June 2012)

July 2006 **Red Car Feasibility Study**
Federal Appropriation secured by Congressmember Lucille Roybal-Allard

2008 **Streetcar Delegation to Portland & Seattle arranged by Councilmember Huizar**
Two dozen downtown leaders and stakeholders, including the E.D.s or members of each Business Improvement District in the streetcar area.

May 2008 **Los Angeles National Streetcar Conference**
Several hundred people attended the conference held at the Orpheum Theatre. The conference featured speakers from across the United States and was the largest event of its kind in the United States.

Dec 2008 **CRA/LA allocated $10M to Streetcar Project**

2009 **Formation of Los Angeles Streetcar, Inc.**
Non-profit formed with initial Board Members from downtown Business Improvement District Executive Directors, property owners, and stakeholders.

July 2009 **Streetcar Open House**
Los Angeles Streetcar, Inc., hosted a public open house to solicit alignment alternatives and inform the public of the project's progress.

- Mass mailing of property owners and residents in the streetcar area
- 250 attendees

Apr 2009 **Central City Community Plan / General Plan Amendment (CF 09-0385)**
The streetcar project was formally adopted into the Central City Community Plan on April 24, 2009.

Aug 2009 **Streetcar Design Charrette**
Mass mailing of property owners and residents in the streetcar area
More than 120 people attended an all-day workshop at the Los Angeles Theatre Center to discuss 6 route options. The charrette specifically focused on how the streetcar could best integrate with streetscapes, other transit systems, and pedestrian enhancements.

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Aug 2009 **LA Streetcar Assessment District Contract (CF 09-1794)**
CRA/LA formally awards Los Angeles Streetcar, Inc., $400,000 to conduct a detailed analysis of potential funding sources for the streetcar project, including the formation of local assessment and special tax districts.

2010 **BID Presentations**
In 2010, Los Angeles Streetcar, Inc., presented the streetcar project and its benefits to all of the BIDs within the Community Facilities District benefit area. The presentations included a description of the private-sector local financing commitment that would be required to advance the project.

Feb 2010 **Streetcar Awareness Campaign**
Los Angeles Streetcar, Inc., launched an ad awareness campaign around downtown, including the installation of ads in bus shelters, billboards, and distribution of informational material around downtown L.A.

July 2010 **CRA/LA, City of LA, and Metro MOU (CF 10-0937)**
A Memorandum of Understanding is established between the CRA/LA, the City, and Metro to jointly complete the required environmental documentation needed to advance the project for federal funding.

Sept 2010 **Get On Board Fundraising Event**
Los Angeles Streetcar, Inc., hosted a fundraising event at the L.A. Live Target Terrace with over 310 attendees.

Oct 2010 – Feb 2011 **Individual Property Owner Meetings**
Los Angeles Streetcar, Inc., met with property owners with land holdings throughout the Community Facilities District benefit area. LASI also prepared parcel lists with special tax amounts for property owners who requested additional detail.

Feb 2011 **Economic Press Conference**
Los Angeles Streetcar, Inc., CD-14, CD-9, and other stakeholders hosted a press conference to reveal the findings of a streetcar economic impact study. The result found that the streetcar project will directly generate over $1 billion dollars in new development, 9,300 new jobs, $24.5M in new annual spending within downtown L.A., and $47M in new revenue to the City.

- Press conference featured in the Downtown News, Blog Downtown, and several other news outlets (including the NBC and CBS local affiliates)

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Feb 2011 **Property Owner Meetings About Special Tax**

Los Angeles Streetcar, Inc., hosted three informational presentations for property owners potentially impacted by the Communities Facilities District with an opportunity to review proposed assessment rates specific to their properties, answer questions, etc. (rate methodology at the time included operations and building square footage = 40% higher than currently proposed)

- Meetings noticed via mail to property owners within the proposed Community Facilities District boundaries (boundaries: ****)

March 2011 – Present **Individual Property Owner Meetings**

Los Angeles Streetcar, Inc., has continued to meet with individual property owners and ng Board Members of Business Improvement Districts within the Community Facilities District benefit area. Estimated assessment rates were provided to impacted property owners at these meetings.

May 2011 **DCBID Board of Directors CFD Briefing**

Los Angeles Streetcar, Inc., presented the previously-proposed CFD methodology to the DCBID Board of Directors. The methodology presented included operations and building square footage.

May 2011 **DLANC Briefing RE: Alternatives Analysis Process**

On May 10, 2011, Metro staff and consultants presented to the Downtown Los Angeles Neighborhood Council the various alignments being considered, the public-private funding mechanisms, and solicited feedback/input to direct the Alternatives Analysis process.

May 2011 **Formal Public Scoping Meeting for Alternatives Analysis**

On May 17, 2011, Metro hosted a formal presentation to present the different alignment options being considered in the Alternatives Analysis and solicited feedback from community members and stakeholders. The presentation also included a discussion on the local funding mechanics, including the Community Facilities District.

- Meeting was formally noticed via:
  - The Downtown News (May10),
  - La Opinion (May 10)
  - Daily News (May 10)
  - Chinese Daily World (May 10)
  - Rafu Shimpo (May 10)
- Two notices mailed to all downtown addresses (commercial and residential)
- 158 Attendees

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Aug 2011 **Alternatives Analysis Update Meeting**
On August 2, 2011, Metro hosted an update meeting to present the refined alternatives being considered within the Alternatives Analysis.
- Meeting noticed via email
- 38 Attendees

Oct 2011 **DCBID Board of Directors CFD Briefing**
Responding to comments submitted by the DCBID Board of Directors in April 2011, Los Angeles Streetcar, Inc., prepared a revised CFD methodology that removed operations and only applied the special tax to parcel land area.

Oct 2011 **Urban Land Institute Fall Meeting**
Los Angeles Streetcar, Inc., presented the CFD rates, process, and formation timeline at the premier real estate event in Southern California.

Nov 2011 **Alternatives Analysis Update Meeting**
On November 3, 2011, Metro hosted final update meeting to display the various alignment alternatives developed during the Alternatives Analysis.
- Meeting notification occurred via email
- Featured in the Downtown News
- 56 Attendees

Nov 2011 **"Future of Your Downtown" Event hosted at the Orpheum Theater**
On November 9, 2011, Los Angeles Streetcar, Inc., and Bringing Back Broadway hosted a meeting to update members of the public on the status of the streetcar project and other downtown initiatives. Included discussion of proposed Community Facilities District.
- Mass Mailing to Downtown property owners
- Event was a feature article in the Downtown News

Jan 2012 **Adoption of the Streetcar Locally Preferred Alternative (CF 11-0329-S2)**
City Council took action on January 31, 2012, to approve the streetcar Alternatives Analysis and Locally Preferred Alternative.

May 2012 **Community Facilities District BID Meetings**
Los Angeles Streetcar, Inc., noticed property owners throughout the Community Facilities District via email and postal mail inviting them to attend both formal BID meetings and informal information sessions.
- Central City Association: April 26
- Downtown Center BID: May 2
- Historic Downtown BID: May 16

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- South Park Property Owners: May 18
- Fashion BID: May 24

June 2012 **City Council Action on CFD Deposit and Reimbursement Agreement**
(CF 11-0329-S5) On June 12, 2012, City Council directed the CAO's Office to negotiate a Deposit & Reimbursement Agreement with Los Angeles Streetcar, Inc. for the formation of a Community Benefits District

June 2012 **Community Facilities District Informational Meetings**
Los Angeles Streetcar, Inc., hosted another set of information meetings regarding the Community Facilities District for property owners.

- Fashion District BID: June 20
- Property Owners At-Large: June 28
- Property Owners At-Large: June 29
- Meetings were noticed through the Business Improvement Districts

Grant Applications:

Feb 2010	Submission of $25M Section 5309 Grant (CF 09-2984)
May 2010	Submission of CalTrans Livability Grant (CF 10-0414)
Aug 2010	TIGER II Grant Submission (CF 10-1441)
Nov 2011	TIGER III Grant Submission (CF 11-1781-S1)

Item 1

Downtown Los Angeles
Streetcar Community Facilities District Map

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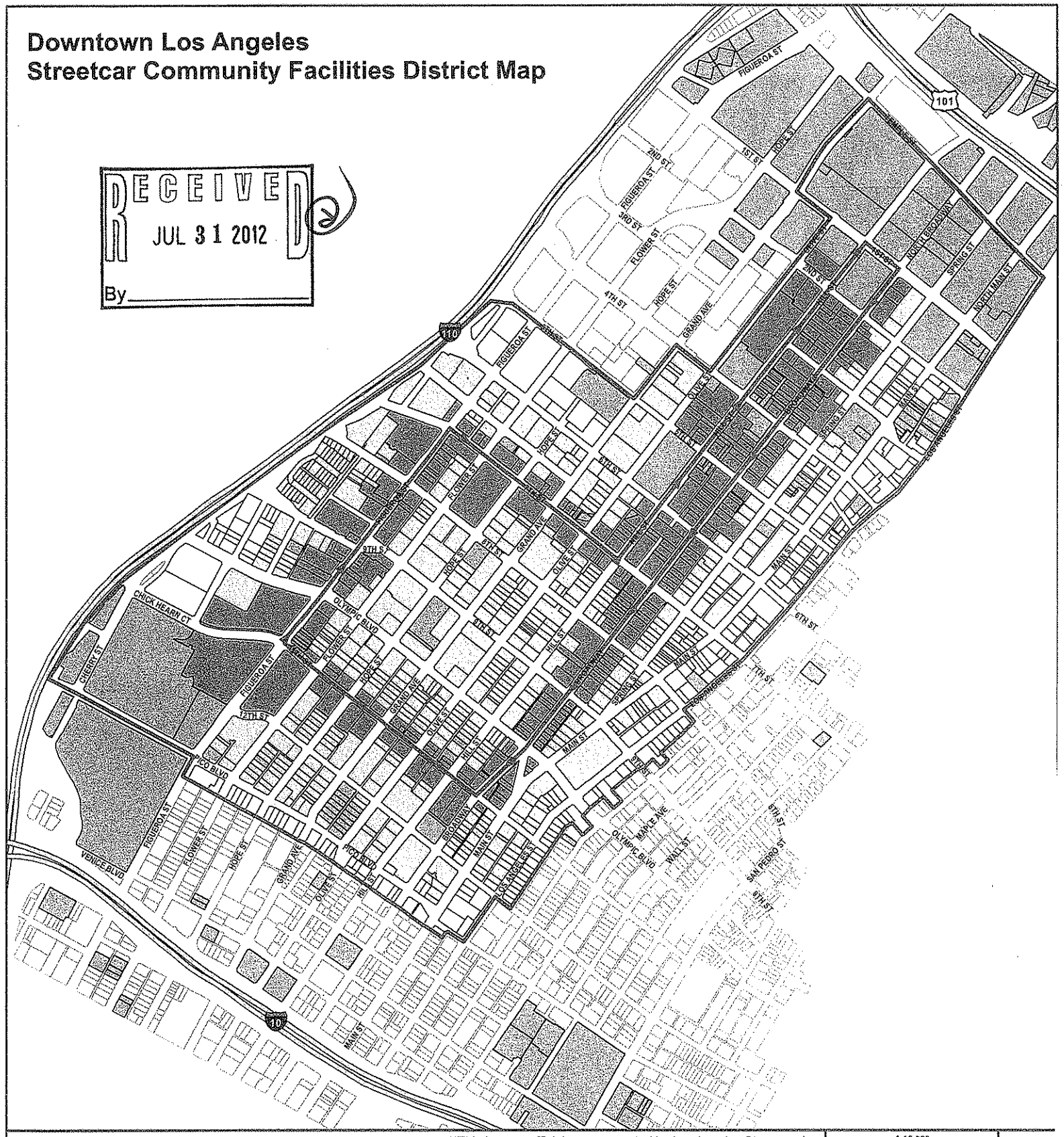
JUL 31 2012
By



Legend

- Zone 1
- Zone 2
- Zone 3
- Publicly Owned
- Streetcar Route
- Streetcar Benefit Area / Community Facilities District Boundary

**This is an unofficial map generated by Los Angeles Streetcar, Inc.

1:15,000

0 250 500 750 1,000 1,250 Feet

1 inch = 1,250 Feet

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6/24/2012

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