

## Communication from Public

**Name:** Michael Russell  
**Date Submitted:** 03/07/2025 11:03 AM  
**Council File No:** 15-1450-S4

**Comments for Public Posting:** Dear Chair Yaroslavsky and fellow Committee members, The Westwood Village Business Improvement District (BID) is excited to participate in the LADOT Special Parking Revenue Fund (SPRF) Local Return pilot program that was approved by the City Council in 2019. This pilot program will return a portion (15%) of locally generated parking (meter) revenues back to our community to fund important pedestrian safety, transportation, public space, and access projects. We are also very pleased to have had CD5's support from the very beginning in bringing this program to our district. The Westwood Village BID began working in 2014 to establish this program in the city and strongly advocated for BIDs to be able to direct a percentage of locally generated revenue back into their respective districts. The Westwood Village BID has also been in close contact with LADOT since the beginning and has spoken in support of their efforts to define the pilot program at meetings of the Transportation Committee and the Budget and Finance Committee. Unfortunately, the LADOT Transportation Planning Associate position needed to implement the approved SPRF Local Return program was eliminated during the pandemic. A Transportation Planning Associate position is required to coordinate with the BIDs, conduct public outreach, reporting, oversight, processing reimbursements, auditing, etc. Because the existing LADOT staff cannot accommodate this work, the Westwood Village BID respectfully requests that funding for an administrative support position be included in the Budget and Finance Committees' consideration of the Mayor's 2025-26 proposed budget. It would also be worth exploring if a portion of the (15%) shared meter revenue could be used to help fund the position. Returning 15% of meter revenues to the three BIDS in the pilot program, Lincoln Heights, Pacific Palisades, and Westwood Village, can increase the city's total meter revenue for three reasons: 1. BIDs that don't have meters can request them to get 15% of the new revenue, and the city will get 85%. 2. BIDs that already have meters can request running them in the evening and on Sundays to get 15% of the added revenue, and the city will get 85%. 3. BIDS can request vigorous parking enforcement to reduce nonpayment at meters, and the city will get all the ticket revenue. Implementing this program to return a portion of parking

meter revenue that our district generates for the City each year is one of the top priorities for the Westwood Village BID. Our organization is intimately knowledgeable of shovel-ready projects and programs that need attention in our community yet lack funding. Therefore, we are asking you to help ensure that LADOT has the resources necessary to identify and/or hire an administrative support position to see through the implementation of the Special Parking Revenue Fund Local Return program, as directed by the City Council (Transportation & Budget & Finance Committees), in Council File: 15-1450-S4. Respectfully, Michael Russell Executive Director Westwood Village Improvement Association 10866 Wilshire Blvd., Suite 360 Los Angeles, CA 90024 T: (310) 470-1812 F: (310) 474-2414 [www.thewestwoodvillage.com](http://www.thewestwoodvillage.com)



March 7th, 2025

Budget, Finance, and Innovation Committee

Committee member Katy Yaroslavsky, Chair  
Committee member Bob Blumenfield  
Committee member Heather Hutt  
Committee member Tim McOsker  
Committee member Eunisses Hernandez

Re: CF 15-1450-S4 Special Parking Revenue Fund (SPRF) Local Return – LADOT Administrative Support Position Funding Request

Dear Chair Yaroslavsky and fellow Committee members,

The Westwood Village Business Improvement District (BID) is excited to participate in the LADOT Special Parking Revenue Fund (SPRF) Local Return pilot program that was approved by the City Council in 2019. This pilot program will return a portion (15%) of locally generated parking (meter) revenues back to our community to fund important pedestrian safety, transportation, public space, and access projects. We are also very pleased to have had CD5's support from the very beginning in bringing this program to our district.

The Westwood Village BID began working in 2014 to establish this program in the city and strongly advocated for BIDs to be able to direct a percentage of locally generated revenue back into their respective districts. The Westwood Village BID has also been in close contact with LADOT since the beginning and has spoken in support of their efforts to define the pilot program at meetings of the Transportation Committee and the Budget and Finance Committee.

Unfortunately, the LADOT Transportation Planning Associate position needed to implement the approved SPRF Local Return program was eliminated during the pandemic. A Transportation Planning Associate position is required to coordinate with the BIDs, conduct public outreach, reporting, oversight, processing reimbursements, auditing, etc. Because the existing LADOT staff cannot accommodate this work, the Westwood Village BID respectfully requests that funding for an administrative support position be included in the Budget and Finance Committees' consideration of the Mayor's 2025-26 proposed budget. It would also be worth

exploring if a portion of the (15%) shared meter revenue could be used to help fund the position.

Returning 15% of meter revenues to the three BIDS in the pilot program, Lincoln Heights, Pacific Palisades, and Westwood Village, can increase the city's total meter revenue for three reasons:

1. BIDS that don't have meters can request them to get 15% of the new revenue, and the city will get 85%.
2. BIDS that already have meters can request running them in the evening and on Sundays to get 15% of the added revenue, and the city will get 85%.
3. BIDS can request vigorous parking enforcement to reduce nonpayment at meters, and the city will get all the ticket revenue.

Implementing this program to return a portion of parking meter revenue that our district generates for the City each year is one of the top priorities for the Westwood Village BID. Our organization is intimately knowledgeable of shovel-ready projects and programs that need attention in our community yet lack funding. Therefore, we are asking you to help ensure that LADOT has the resources necessary to identify and/or hire an administrative support position to see through the implementation of the Special Parking Revenue Fund Local Return program, as directed by the City Council (Transportation & Budget & Finance Committees), in Council File: 15-1450-S4.

Thank you for your attention and consideration in this matter.

Sincerely,



Michael Russell

Executive Director, Westwood Village Improvement Association