

## Communication from Public

**Name:** Michael Russell  
**Date Submitted:** 04/24/2023 03:33 PM  
**Council File No:** 15-1450-S4

**Comments for Public Posting:** Dear Chair Blumenfield and fellow Budget, Finance, and Innovation 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 will return a portion 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 also has, since the beginning, been in close contact with LADOT 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 administrative support position needed to implement the approved SPRF Local Return program was eliminated during the pandemic. An administrative support 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 2022-23 proposed budget. 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



Budget, Finance, and Innovation Committee

Committee member Bob Blumenfield, Chair  
Committee member Curren Price, Vice Chair  
Committee member Katy Yaroslavsky  
Committee member Tim McOsker  
Committee member Monica Rodriguez

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

April 24, 2023

Dear Chair Blumenfield 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 will return a portion 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.

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Thank you for your attention and consideration in this matter.

Sincerely,

A handwritten signature in black ink that reads "Michael Russell". The signature is written in a cursive, flowing style with a prominent initial "M".

Michael Russell

Executive Director, Westwood Village Improvement Association