

# WHAT YOU GET WITH THE ASSESSMENT DISTRICT

## A **PROVEN** track-record of significant ROI

### CLEANING | MAINTENANCE | BEAUTIFICATION

- Street sweeping **7 days a week**
- **168** trash cans serviced up to **14 times weekly**
- **Nightly** sidewalk pressure washing
- Graffiti removal within **24 hours** of notification
- Landscaping maintenance **7 days a week**
- **Daily** porter/cleaning service
- An average of **15 mature 24" box** street trees planted annually to replace any dead or damaged ones.

### HOSPITALITY | SAFETY SERVICES | HOMELESS OUTREACH

- 24 Ambassador Guides patrol 22-blocks and 3 Park & Walk garages 24/7, generating in 2024:
  - Business contacts 11,222
  - Visitor assists 9,236
  - Panhandler / homeless contacts 8,939
  - Graffiti removal 4,321
  - Property condition reports 15,071
- Guides provide timely response to calls for service, safety escorts, visitor assistance, and act as liaison with Pasadena Police.
- Homeless Outreach services make contact with unhoused individuals daily to connect them with services and shelter, as well as alerting authorities to illegal behavior or mental health issues.

### PARKING OVERSIGHT

- Dedicated daily oversight of the largest inventory of structure parking spaces in Old Pasadena, with specific focus on maintaining lowest possible rates, highest levels of customer service, daily attention to cleaning / maintenance / graffiti removal, and 24/7 safety ambassadors.
- Liaison with Pasadena Department of Transportation and Parking Department, the Old Pasadena Parking Meter Advisory Zone Commission, privately owned structures and surface lots, and valet parking services - the **ONLY** comprehensive oversight of ALL Old Pasadena parking inventory.
- Liaison with Pasadena Dept. of Parking and contracted Parking Enforcement management to lobby for effective but non-aggressive enforcement techniques.

### MARKETING | ADVERTISING | EVENTS

- 150,000 Old Pasadena Directory Map Brochures with individual business listings distributed to 500+ sites in SoCal and updated 2 times a year, as well as large lighted directories throughout Old Pasadena.
- Create district-wide marketing campaigns, including murals, sidewalk decals, posters, advertising, and digital assets.
- Year-round full-page ad placement in travel and destination magazines generating more than 4,000,000 media impressions annually.
- Manage Old Pasadena official website with individual business listings, promotions, and detailed calendar of events, generating 2,000 average visitors per day.
- Holiday décor: Snowflake projections on buildings / sidewalks along Colorado Boulevard; lighting on Green Street trees; and pole-mounted lighted snowflakes.
- Curate Social Media presence with 56,000 Instagram followers and 12,000 Facebook followers, highlighting new businesses, amplifying existing business content, and creating specialized content.
- Deliver comprehensive support and multifaceted marketing and promotion to externally organized events such as Jackalope Indie Art Fair, Concorso Ferrari, and the Doo Dah Parade, as well as numerous smaller events in the One Colorado property and individual businesses.
- Provide extensive marketing and incentivized support to Old Pasadena restaurants for twice yearly Dine LA Restaurant Week, generating significant awareness of our vibrant dining scene.

### ADVOCACY | CITY LIAISON | OWNER RESOURCE

- OPMD staff attends a multitude of city meetings annually to advocate on behalf of Old Pasadena stakeholders. OPMD also maintains a monthly calendar of committee meetings where stakeholders can voice their needs and concerns.
- Serve as an information resource by forwarding city notices of construction, event impacts, and emergency alerts, as well as business support and opportunities.
- Advocate on many issues for the benefit of Pasadena stakeholders, including: maintaining historic integrity; park improvements and activation; streamlined planning and permitting guidelines; and improved parking policy such as below market parking rates and improved technology, including new parking meters.

### CRISIS MANAGEMENT | DISASTER RESPONSE

- During both the COVID pandemic and the recent Eaton Fire, OPMD researched and compiled critical information for property and business owners to access support resources and stay informed of city guidelines and updates on a daily basis.
- Pivot crucial clean, safe, and marketing programs within 24 hours to address and respond to changing needs due to constantly evolving factors.

# WITHOUT THE ASSESSMENT DISTRICT

## A **BLEAK** FUTURE

### CLEANING | MAINTENANCE | BEAUTIFICATION

- Street sweeping **once every 2 weeks**
- Trash cans serviced **3 times weekly**
- **NO** sidewalk pressure washing
- Graffiti removal within **72 hours** of notification
- Landscaping maintenance **as city schedule allows**
- **NO** porter/cleaning service
- Street trees replaced as the forestry schedule allows and with a **small 10-gallon** specimen.

### HOSPITALITY | SAFETY SERVICES | HOMELESS OUTREACH

**NONE**

### PARKING OVERSIGHT

**NONE**

### MARKETING | ADVERTISING | EVENTS

**NONE**

### ADVOCACY | CITY LIAISON | OWNER RESOURCE

**NONE**

### CRISIS MANAGEMENT | DISASTER RESPONSE

**NONE**