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Power washing the sidewalks

BID INFO

Board of Directors:

Denis Weintraub, President
Sylvia Weintraub, Secretary
Julian Chicha, Treasurer
Pierson Blaetz, Board Member
Warren Blum, Board Member
Isack Fadlon, Board Member
Daniel Farasat, Board Member
David Hay, Board Member

Staff:

Executive Director: Donald Duckworth
Marketing Director: Kim Sudhalter
Cleaning: Streetscape Services
Safety: Critical Solutions (CSPSG)

Meetings:

BID Board Meetings: 2nd Friday of the month, 10am. Visit website for for Zoom link.

Crime Prevention Meetings:

1st Wednesday of the month, 7pm.
Check BID website for Zoom link.

Website & Social Media:

www.melroseartsdistrict.com

FB: melroseartsdistrict

IG: melroseartsdistrict

TW: melroseartsdist

KEEPING MELROSE CLEAN

Keeping Melrose clean is a tough job. Just ask the Melrose BID's Streetscape Maintenance Supervisor, Gilbert Perez. He is responsible for emptying trash cans, power washing the sidewalks, sweeping the curbs, and picking up all wind-blown debris, including tons of bulky items, from the alleys. He and his team also remove thousands of stickers and graffiti from bus benches, light poles and sidewalks.

The BID has approximately 105 black metal trash cans throughout the mile and a half BID area (Melrose Ave from Fairfax to Highland) which are emptied five (5) days per week: Monday, Wednesday, Friday, Saturday and Sunday. All of the sidewalks are power washed each week with the team starting at one-end of the District and working their way to the other end by week's end. The alleys are cleaned each Thursday and stickers and graffiti are removed as soon as they're spotted.

The amount of trash picked up each month is staggering. Over the past six months, **39.81 tons of waste and debris were collected** and dumped at the landfill. That total equates to **13,237 pounds per month**. If the Melrose BID were not collecting this material, where would it end up?

What most people don't realize is that the City does not clean the streets. The Melrose BID advocated for additional trash cans from the City and received 15-20 black plastic bins which are emptied at no cost by the City once a week. But they do not clean the alleys or power wash the streets. Just imagine, if the BID didn't exist, all of that trash would build up and create a mess of overwhelming proportions.

If you notice bulky items or abandoned encampments on your property,
(cont. on back page)



Quarterly Newsletter
of the **Melrose Business
Improvement District**

BIDNews

or graffiti on public property, please call the MBID Security Ambassador to schedule clean-up at (213) 423-8108. If there is graffiti on your property, please contact the City at 311 to schedule removal.

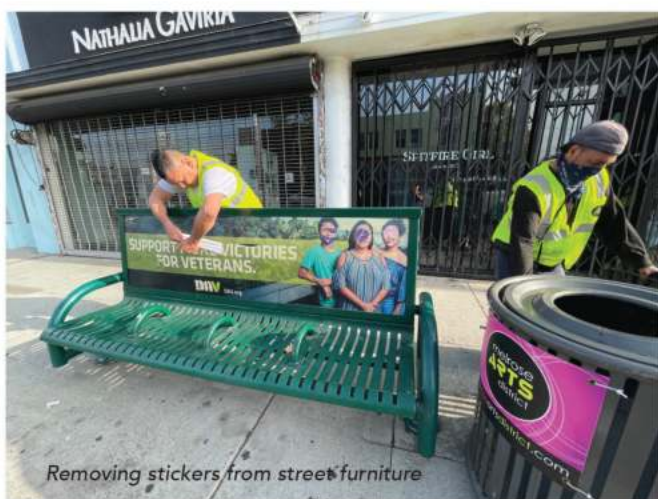
And if you see our clean team members while you're out and about, please thank them for all the hard work they do, trying to keep ahead of the never-ending trash accumulation on Melrose Ave.



Sweeping gutters



Emptying trash cans



Removing stickers from street furniture



Removing bulky items from alleys



Trash in alley

TREES ON MELROSE

Melrose is notoriously hot in the summertime. Temperatures on our sidewalks often reach the 100s due to the lack of shade trees providing cover. The street improvement plan currently being implemented by StreetsLA, funded by a \$4 million dollar grant awarded to the Melrose BID by the MTA, provides for the planting of 70 to 80 new trees throughout the BID area.

Planting trees helps create more sustainable, vibrant communities by providing shade, contributing to cleaner air, and beautifying streets. StreetsLA is working closely with property owners and neighbors to determine the best sections of the BID to plant new trees and establish the most advantageous tree species that are appropriate for the space and microclimate (i.e. don't have invasive roots, provide plenty of shade but don't block store signage, don't drop berries or too many leaves, etc.).



Above, the Melrose BID walks Melrose Ave. with Streets LA staff to pinpoint new tree locations. Pictured L to R: Don Duckworth, BID Executive Director; Warren Blum, Melrose Property Owner and MBID Board Member; Adeena Bleich, Senior Project Coordinator, Streets LA; Derrick Lee, Supervisor, Design Team Streets LA; Jeff Palmer, Landscape Architect, Streets LA; and Joaquin Macias, Field Representative, CD5.

If you would like trees in front of your property/business, please reach out to Adeena Bleich directly at adeena.bleich@lacity.org.