

**MAYOR ERIC GARCETTI**  
**City of Los Angeles**

**FOR IMMEDIATE RELEASE**  
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**MAYOR GARCETTI ANNOUNCES GREAT STREETS CHALLENGE GRANT**

**LOS ANGELES** -- Mayor Eric Garcetti today announced the Great Streets Challenge Grant program, which will award a total of up to \$200,000 to community groups who find innovative ways to enhance the city's efforts along the initial 15 streets of Mayor Garcetti's Great Streets Initiative.

The Great Streets Initiative was created by the Mayor to target improvement along "backbone" main streets in communities across L.A.

Examples of community-driven initiatives that could be funded by the grants include infrastructure improvements and events that draw people to a Great Street.

"The Great Streets Challenge Grant seeks to build on the infrastructure improvements being made by the city with initiatives created by those who understand our communities the most," Mayor Garcetti said. "I believe the best results come when innovative thinking from City Hall is matched with the passion and creativity found within our neighborhoods. We are working hard to get L.A. back to basics by transforming underutilized spaces into dynamic and safe places for Angelenos to meet, shop, and spend time with their families."

Individual applicants are eligible to receive up to \$20,000 in city funds for projects. The Great Streets Challenge Grant program is a partnership between the Los Angeles Mayor's Office and [ioby.org](http://ioby.org), a crowd-sourcing platform for citizen-led, neighbor-funded projects. Grant recipients will initially be awarded \$10,000 for their projects and then work with [ioby.org](http://ioby.org) to raise additional funds. For every additional dollar raised, the Great Streets Challenge Grant Program will match those funds dollar for dollar, up to an additional \$10,000, for a total of \$20,000 in city funds per project.

"Since the Mayor announced the Great Streets Initiative, my office has launched one of the most comprehensive public outreach efforts the area has ever seen," said Councilmember Mike Bonin, who Chairs the Council's Transportation Committee. "People are enthusiastic, engaged, and excited about turning Venice Boulevard into a Great Street. This funding will help build on the outreach that has already been done and will further ensure that just as the finished Great Street project will bring neighbors together, the road we take to develop the vision for the street will engage and activate the community."

Danielle Brazell, General Manager for the Los Angeles Department of Cultural Affairs, said, "Our streets are gateways to the unique neighborhood identities that make up Los Angeles. Using creativity as a tool to achieve citywide goals is what this challenge grant is all about."

"There are few better ways to reclaim our streets as public spaces than to let the public have a hand in designing them and bringing them to life," said Seleta Reynolds, General Manager for the Los Angeles Department of Transportation. "This grant builds on L.A.'s leadership in combining transportation and the arts."

Applicants may apply at <https://www.ioby.org/LA-great-streets> until June 30th.

The 15 initial Great Streets are:

- CD1: North Figueroa
- CD2: Lankershim Blvd.
- CD3: Sherman Way
- CD4: Western Ave.
- CD5: Westwood Blvd.
- CD6: Van Nuys Blvd.
- CD7: Van Nuys Blvd.
- CD8: Crenshaw Blvd.
- CD9: Central Ave.
- CD10: Pico Blvd.
- CD11: Venice Blvd.
- CD12: Reseda Blvd.
- CD13: Hollywood Blvd.
- CD14: Cesar Chavez Ave.
- CD15: Gaffey St.

The launch of the Challenge Grant program is also part of a month-long series of events in May, #Eye-onTheStreetLA, that celebrate life on the streets of Los Angeles. The Great Streets team will be promoting 20 events across the city, from curated social media conversations to walking tours and a comedy night.

### **About the Great Streets Initiative**

Mayor Eric Garcetti launched the Great Streets Initiative in October 2013 to help re-imagine neighborhood centers, one main street at a time. Streets are the backbone of Los Angeles' neighborhoods – the places where people live, work, shop, and gather on a daily basis. With this Challenge Grant, the Great Streets Initiative will partner with the 15 Great Streets communities to showcase the Great Streets and their potential to serve as vibrant public spaces. Read more at [lagreatstreets.tumblr.com](http://lagreatstreets.tumblr.com) and <https://twitter.com/LAGreatStreets>. To learn more about #EyesontheStreetLA, check out the Great Streets newsletter at <http://eepurl.com/bIBZjH>.

### **About ioby.org**

ioby is a nonprofit organization that works nationwide to help neighbors grow and implement great ideas one block at a time. Through an online crowd-resourcing platform, ioby connects leaders with funding and support, helping to make neighborhoods safer, greener, more livable, and more fun. ioby believes that it should be easy to make meaningful change "in our backyards" - the positive opposite of NIMBY. Through a simple online tool and tailored trainings, coaching, and support, ioby helps ensure project success. Visit [ioby.org](http://ioby.org) to learn more about crowd-resourcing and services ioby provides.