

MAYOR ERIC GARCETTI
City of Los Angeles

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MAYOR GARCETTI ANNOUNCES GREAT STREETS CHALLENGE GRANT WINNERS

LOS ANGELES – Mayor Eric Garcetti announced today the winners of the Great Streets Challenge Grant. This grant program will award up to \$20,000 to eight community-driven projects that re-imagine Los Angeles's iconic commercial corridors as public spaces reflective of each unique neighborhood and community.

"I launched the Great Streets Initiative to activate public spaces, provide economic revitalization, increase public safety, enhance local culture, and support great neighborhoods," said Mayor Garcetti. "I'm excited to see how these projects will enhance our effort to create vibrant places where Angelenos can come together as communities."

Applicants from each of the 15 Great Streets corridors proposed temporary, low-cost improvements that would transform under-utilized urban spaces into more engaging social ones where Angelenos can spend time meeting and shopping with their friends and families.

An expert review panel selected eight winners from over 30 applications based on the proposals' potential to engage fellow residents, demonstrate a creative use of space, measure the impacts of each projects, and inform long-term improvements through the Great Streets Initiative.

"Our neighborhoods vividly capture why Los Angeles is the creative crossroads of the world. The projects selected through the first round of the Challenge Grant program harness the vision our residents have to re-energize our streets and communities," said Danielle Brazell, General Manager for the Los Angeles Department of Cultural Affairs. "The projects awarded through the Challenge Grant will pave the way for future partnerships that put art and culture at the forefront of neighborhood identity."

Ninety-four local organizations participated in the process, many partnering together on applications to create a unified community vision for their Great Street. A complete list of the funded projects is attached. Projects will be rolled out beginning September and through February 2016. To learn more about all award-ed projects, visit: lamayor.org/greatstreetswinners.

"Participation from nearly 100 local organizations is a testament to the passion Angelenos have for their streets and their desire to take the lead in creating great public places," said Seleta Reynolds, General Manager for the Los Angeles Department of Transportation. "These projects will improve safety, health, and fun in Los Angeles neighborhoods. And because they are led and designed by community-based organizations, the results will have a lasting impact on how the City creates partnerships with Angelenos to make streets great."

The funding for this program comes from LADOT and demonstrates the department's new approach to community engagement. The \$20,000 funding commitment from the City requires that each team fundraise a portion of the project's budget. Today marks the first round of crowd-funding for each project.

The Great Streets Challenge Grant program is a partnership between the Los Angeles Mayor's Office and ioby.org, a crowd-resourcing platform for citizen-led, neighbor-funded projects. Grant recipients will initially be awarded \$10,000 for their projects and then work with ioby.org to raise additional funds. For every addi-

tional 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.

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. Our neighborhoods are the backbone of Los Angeles – the places where we live, work, learn and recreate on a daily basis. All of our great neighborhoods deserve Great Streets that are livable, accessible and engaging public spaces for the people who live and work around them. With this Community Challenge Grant, the Great Streets Initiative will partner with the community to showcase these Great Streets and their potential to serve as vibrant public spaces. Read more at lagreatstreets.tumblr.com and <https://twitter.com/LAGreatStreets>. Check out the Great Streets monthly newsletter found here <http://eepurl.com/blBZjH>.

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 our 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 to learn more about crowd-resourcing and the services ioby provides.