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MAYOR GARCETTI ANNOUNCES KICKOFF OF GREAT STREETS CHALLENGE GRANT EVENTS

Projects across Los Angeles will activate the City's Great Streets corridors with day-long events to create inviting public spaces for Angelenos.

LOS ANGELES—Mayor Eric Garcetti today announced a series of events across the City that will transform local streets into vibrant public spaces with cultural programming and temporary pedestrian-friendly road and sidewalk improvements.

Set to take place throughout February and March, the events are part of the Great Streets Challenge Grant program. Launched in July 2015, the program funds community projects that engage residents, businesses, and other stakeholders in developing a neighborhood-oriented vision for each Great Street corridor.

Examples of the upcoming events include arts and culture festivals; street planning and design workshops; and experimentation with improvements like parklets and sidewalk furniture that make streets more walkable and livable.

"Our local streets should be vibrant, unique spaces full of the cultural richness and character found in our neighborhoods," said Mayor Garcetti. "Great Streets gives Angelenos a vision of what's possible when we transform ordinary corridors into places where neighbors can stroll, shop, eat, celebrate culture, and spend time together."

The City has supported each of the eight Great Streets Challenge Grant projects with up to \$20,000 in funding. Together, they have independently raised more than \$95,000 in additional crowd-sourced funding. Over the last six months, the winning project teams have collaborated closely with their neighbors to develop projects, and worked with the City to permit their events.

"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 applied to the program. There were several joint applications from organizations that partnered up to create a unified community vision for their Great Street. The funded projects span the Valley, West L.A., South L.A., Northeast L.A and the Eastside. They represent more than 40 organizations, including neighborhood councils, business improvement districts, community-based organizations, and other local groups. The events will take place in streets and on sidewalks across Los Angeles from February 6 to March 19.

"The excitement we saw for this program across the City speaks to the passion Angelenos have for our streets and public spaces," said Seleta Reynolds, General Manager for the Los Angeles Department of Transportation. "These projects are a joyful celebration of arts, culture, and transportation meant as a love letter to our neighborhoods. They signal a new way the City supports community leadership to improve safety, health, and fun on our Great Streets."

The Great Streets Challenge Grant program is a partnership between Mayor Garcetti and ioby.org, a crowd-resourcing platform for citizen-led, neighbor-funded projects. Grant recipients were awarded \$10,000

for their projects and then worked with ioby.org to raise an additional \$95,000. For every additional dollar raised, the Great Streets Challenge Grant Program matched those funds dollar for dollar, up to an additional \$10,000, for a total of \$20,000 in City funds per project.

To learn more about the awarded projects, visit: <http://lagreatstreets.org/2015-recipients/>