

MESSAGE FROM MAYOR ERIC GARCETTI

We Need You to Help Make Our Streets Great!

Why are our streets important? In Los Angeles, streets are our largest public asset— covering over 18% of our land mass. They're also the centerpieces of our neighborhoods—places where we live, work, learn, and play every day. They reflect the character of our people and our City. This is why I started the Great Streets Initiative: to serve, support, and strengthen the vibrant corridors that are the backbone of Los Angeles. Above all, what makes a street great are the communities that bring them together.

What can you do to help? The City of Los Angeles aims to improve our streets, but we can't do it alone. To make positive change on our streets, Los Angeles needs to partner with community members who share the same vision. Join us as part of the 2016 Great Streets Challenge!

How do you sign up? We're seeking partners citywide who are ready to participate in their local street's transformation. **This Call for Community Partners Guide helps the City of Los Angeles determine potential partners and project areas. Read further to learn more about the Great Streets Challenge and how to successfully apply.**

When is the deadline to submit an application? Applications are due November 18, 2016, by 6:00 p.m.

See you on the street,



Eric Garcetti
Los Angeles Mayor



WHAT'S THE GREAT STREETS CHALLENGE?

The Great Streets Challenge is a program of Los Angeles Mayor Eric Garcetti's Great Streets Initiative, in partnership with the Departments of City Planning and Transportation, to envision, collaborate on, and build transformative street infrastructure projects. The Great Streets Challenge aims to:

- **Build** strong partnerships between communities and the City of Los Angeles.
- **Design** streets with a community's vision of how to improve our neighborhoods for all people.
- **Implement** projects that transform our streets into safe, accessible, and vibrant public spaces in alignment with adopted City policies.

How will the Great Streets Challenge accomplish this?

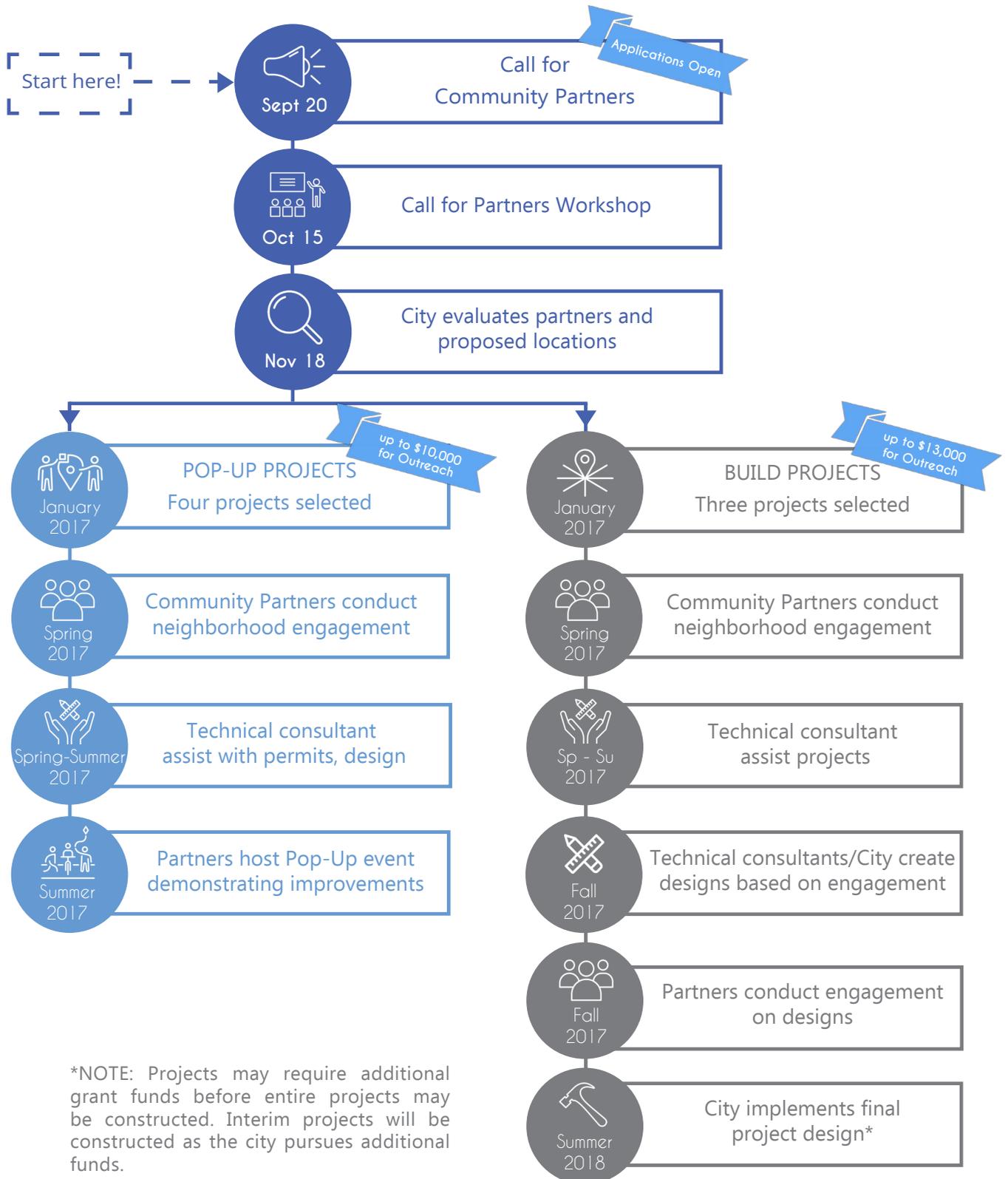
We're looking for Community Partners! Unlike traditional grant programs, the Great Streets Challenge is looking for partners, not predefined project proposals. Applicants selected to be Community Partners will receive up to \$13,000 in outreach funding and 6–12 months of professional technical assistance from a transportation consultant, an economic development consultant, and a creative consultant. See Appendix 2 for details about the roles and responsibilities of everyone involved in a project.

Any street in Los Angeles is eligible! The first 15 Great Street Corridors were selected as a starting point for activating streets in Los Angeles as public space, one neighborhood at a time. The Great Streets Challenge is now open to any street in the City of Los Angeles! The first 15 Great Streets corridors are still eligible to apply and will qualify as a priority area. For more information on other priority areas, see the "Priority Areas" section of this document.

Community Partners will work with the City on two types of projects. As part of the Great Streets Challenge, Community Partners will initiate one of two types of projects: Pop-Up or Build. Communities new to the visioning and community planning process are eligible to implement a temporary Pop-Up Project. Communities that are ready for more permanent change will work with the City on a Build Project that will result in enduring streetscape improvements to make streets more safe, livable, and prosperous. Read more about these two types of projects in Appendix 4: Project Types.

We've set aside more than \$2 million dollars for the Great Streets Challenge. This year, the City will award grants of up to \$13,000 to Community Partners to cover outreach costs. In addition, the City will directly invest \$1.7 million to support our Community Partners in technical assistance, project scoping, planning, permitting, economic development assistance, a public art project, and construction.

HOW IS THE PROGRAM STRUCTURED?



*NOTE: Projects may require additional grant funds before entire projects may be constructed. Interim projects will be constructed as the city pursues additional funds.