GREAT STREETS CHALLENGE

2019 COMMUNITY PARTNERS APPLICATION GUIDE
Message from Mayor Eric Garcetti

In Los Angeles, streets are our largest public asset. 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 — which is why I invite you to submit an application to the 2019 Great Streets Challenge.

We are building on the overwhelming success of the last round, where seven projects across the city were awarded grants to develop a vision for transforming their neighborhood corridors into active dynamic hubs. By empowering communities to envision their own street investment projects, we have reached over 50,000 residents, and with them have painted murals, installed bike lanes, developed parklets, and added unique neighborhood signage across the City.

Whether it’s planting a tree with the Pico Great Streets Collaborative, meeting with business owners in Pacoima, or conducting outreach at the South Robertson Community Festival, I have witnessed firsthand the positive impact community-based planning can have when Angelenos are empowered to create solutions for their most pressing issues.

Now we’re seeking more partners who are ready to participate in their local streets’ transformations. I can’t wait to see your visions come to life. Thank you for your service to our City and its streets.

Eric Garcetti

Mayor of Los Angeles
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.
- **Empower** communities to develop a vision to transform their corridors.
- **Design** street improvements rooted in a community’s vision.
- **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. Using this Guide, Community Partners will identify a corridor they want to improve and, if selected, will work closely with the City and a consultant to develop a vision and conduct community outreach.

Up to ten applicants will be selected to be Community Partners and will receive the assistance of a consultant to develop a vision of their corridor. Community Partners will also receive up to $15,000 toward outreach expenses. At the completion of the initial outreach phase, each group will give a presentation to a City task force demonstrating community support and project viability.

Out of the original Challenge awardees, up to four finalists will then be selected by the City to move into the “Build” phase of the program. These awardees will receive up to $13,000 toward additional outreach expenses. Build awardees will also receive further assistance from the City and an urban design consultant to test technical feasibility, finalize project designs and build components of their project.

Community Partners that are not selected to move on will work with a consultant to identify funding opportunities through outside grants. See Appendix 2 for details about the roles and responsibilities of key players (Community Partner, Consultant, and City) and review this guide for information on the scoring criteria used to select Challenge and Build projects.
Any street in Los Angeles is eligible for this round of the Challenge Grant, with a couple exceptions. See Appendix 4 for more information.

How the Project Works
PART II: Application Guide

The following pages include a detailed description of each application requirement as well as information on applicant eligibility, instructions on how to apply, as well as a detailed scoring criteria. You can also find additional helpful resources in the appendices at the end of this document. You may reach out to greatstreets@lacity.org if you have any questions.

AM I ELIGIBLE TO APPLY?

Eligible applicants include:
- Nonprofit or community-based organizations with 501(c)(3) status
- Schools and universities
- Faith centers and institutions with 501(c)(3) status
- Business improvement districts (BIDs) or businesses registered in the City of Los Angeles
- Chambers of commerce

Applicants can partner with multiple organizations but must identify the lead organization. Neighborhood Councils are encouraged to partner with eligible applicants listed above, but cannot serve as the lead applicant.

HOW DO I APPLY?

You have three options to apply:
1. Complete our online application form here: lagreatstreets.org/2019-challenge
2. Email a completed application with all responses in their listed order as a .pdf to greatstreets@lacity.org (no other email format will be accepted).
3. Mail or hand deliver a completed application with all responses in their listed order to:

   Great Streets Initiative
   c/o Wajenda Chambeshi, Program Manager
   LA Mayor’s Office
   200 N. Spring St., Room 1725
   Los Angeles, CA 90012

Applications MUST BE RECEIVED by April 1, 2019 at 6:00 p.m. No exceptions. If submitting via mail, please ensure that the packet is postmarked by April 1, 2019 at 6:00 p.m.

Use this guide to help you answer the following application questions.
OUTLINE OF APPLICATION & SCORING CRITERIA

Your application will be scored on the following criteria:

Section 1: Required Information
   a. Applicant Contact Information
   c. Liability Insurance

Section 2: Weighted Questions

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Weight</th>
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<tr>
<td>a. Community Readiness</td>
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<tr>
<td>b. Project Area</td>
<td>15 points</td>
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<td>c. Priority Area</td>
<td>25 points</td>
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<tr>
<td>d. Challenge Statement</td>
<td>15 points</td>
</tr>
<tr>
<td>e. Organizational Capacity</td>
<td>15 points</td>
</tr>
<tr>
<td>f. Outreach Strategy</td>
<td>15 points</td>
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<tr>
<td>g. Budget</td>
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As shown below, we have created an online interactive map to help you support your answers to questions 2A, 2B and 2C. Refer to Appendix 3 for more information about how to use the map.

Great Streets Interactive Map
SECTION 1. REQUIRED INFORMATION

1a. Application Information

The first section of the application asks for basic contact information such as name, organization, email, and phone number. Please designate one person on your team to serve as the project lead. This person will serve as the primary contact person for your application. Should we require any additional information or clarity on your application, this is the person we will contact. Please indicate a secondary person of contact as back-up.

1b. Council District Letter of Support

Please attach the mandatory letter of support here. All applicants must provide a letter from Councilmember(s) in the specified Project Area that validates a history of strong partnership in order to be considered for the Challenge Grant.

1c. Copy of Liability Insurance

Please attach the mandatory copy of your organization's liability insurance.

SECTION 2. WEIGHTED QUESTIONS

2a. Community Preparedness: How is your community ready for the Challenge Grant?

10 POINTS | 200 - word maximum

Please expand on your community capacity and the density of your community networks below. You may expand on outreach you have done in your community and partnerships you have had with other BIDs, community organizations, and faith institutions. Please attach any relevant documents demonstrating your community readiness, such as community visioning or strategic plans, and videos.

Please utilize the interactive map to support your answer. See Appendix 9 for relevant map layers.

The following self-assessment will guide your response and help you determine how your community is ready for the Challenge Grant.
Is there an existing and documented community vision or plan that describes community goals for this corridor or area?

Are there regular community meetings near this corridor or area that are open to all community members and bring diverse stakeholders together?

Is there an existing organization that is dedicated to work specifically on the proposed corridor or area (e.g., Business Improvement District)?

Do you have a history of partnering with other BIDS, community organizations, and faith-based institutions in your community?

Do you have experience working with diverse stakeholders, including the ability to communicate (both oral and written) in languages spoken by community members in the corridor or area?

2b. Project Area: Where will your project be located? Describe your Project Area.

10 POINTS | 150 - word maximum

A Project Area is the location of your Great Street Challenge project proposal. Applicants are required to submit a map and photo specifying their proposed area for improvement. Project Areas must be within the boundaries of the City of Los Angeles. Any street in Los Angeles is eligible to be a Project Area, except those listed in Appendix 4.

We suggest the following types of Project Areas:

- **Community Hub:** a span of street that traverses one to three blocks. The street should currently serve the neighborhood in mixed functions, such as restaurants, markets, retail, barber shops, faith-based institutions, etc.
- **Short Corridor:** streets that are about half- to one-mile long and at least 46 feet wide in roadway width.
- **Neighborhood Network:** network of local streets that connect to major community assets, such as schools, faith-based institutions, etc.
- **Neighborhood Landmark:** a corridor in a community that uniquely gives residents access to a landmark or is a landmark in itself.

Applicants must provide a brief description of the proposed project location, including but not limited to proposed project boundaries/geographic scope, demographic characteristics, neighborhood designations, and previous and existing planning efforts, developments, or projects.

*Please utilize the interactive map to support your answer. See Appendix 4 for relevant map layers.*
2c. Priority Areas: Which Citywide priorities and plans does your proposed Project Area align with? How would focusing on this area help the City achieve the Citywide priorities described in this guide?

25 POINTS | 250 - word maximum
The Great Streets Challenge prioritizes projects located in areas that help the City achieve its social, economic, mobility, environmental, and health goals. Applicants will be required to identify how their project aligns with existing Citywide network plans and priorities.

City priorities include:
1. Mobility
2. Health and Safety
3. Equity and Inclusiveness
4. Accessibility and Affordability, and
5. Sustainability and Resilience.

Please utilize the map to support your answer. See Appendix 5 for a list of City priorities, relevant plans and map layers.

2d. Challenge Statement: What are the challenges and opportunities in your neighborhood?

15 POINTS | 250 - word maximum
Applicants are expected to identify a problem, need, or opportunity in their proposed Project Area that can be addressed through a street transformation.

Applicants should consider the following questions in their response:
- What challenges prevent the neighborhood streets from being more livable, safe, and engaging?
- What are opportunities for improving streets and public spaces in this area?

Note: Applicants are not expected to and should not propose a specific solution or specific project idea. Applicants should focus on challenges and opportunities of their streets. If selected, the City will work with Community Partners to come up with projects that help create solutions, some of which may be funded and constructed.
Applicants may also draw from:

- Existing demographics
- Land uses
- Travel behavior
- Vehicle speeds
- Health and safety trends
- Neighborhood characteristics
- Nearby cultural institutions
- Existing street conditions

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2e. Organizational Capacity: What are your qualifications to partner with the City?

15 POINTS | 500 - word maximum

It's important for the City to find Community Partners who are willing to embrace change on their streets and demonstrate a capacity to champion change along their corridors.

Applicants must demonstrate:

- History of past partnerships with the City of Los Angeles, including with their respective Councilmembers and their staff
- Extensive and meaningful experience conducting community engagement within the specified Project Area, including ability to empower underrepresented communities to identify needs and develop culturally sensitive solutions
- Project management skills
- Survey collection and analysis skills
- Knowledge of social media outreach
- Good financial and organizational standing, including ability to serve as a fiscal sponsor
- Background and relevant expertise of any partner organizations with which they are co-applying

*Please see Appendix 8 to help you brainstorm a detailed answer.*

Please include the following information for at least three people in your project team:

- Name
- Title and Organization Affiliation
- Phone Number
- Email
- Time committed to Great Streets project (in hours)
- Roles and responsibilities
- Resume/CV
2f. Outreach Strategy: How will you engage your community?

15 POINTS | 500 - word maximum

Selected Community Partners in the Great Streets Challenge will be primarily responsible for conducting comprehensive community outreach in the neighborhoods surrounding the selected Project Area.

Applicants should describe planned outreach strategies intended to engage community members around neighborhood improvements. Applicants should provide examples of existing collected community data or demonstrate ability to collect quantitative and qualitative information about the community, such as demographic data, economic data, community surveys, and interviews. Outreach activities may include a Challenge Pop-Up event in which the community demonstrates and tests the viability and support of an intervention for a limited time. Other activities could include but are not limited to community workshops, neighborhood canvassing, survey collection, meeting presentations, sidewalk charrettes, and social media campaigns (depending on project type).

Consider the following questions in your response:

- How will you gather information about your community?
- How will you help identify data-driven needs in your community?
- How will you engage or organize existing community stakeholders, organizations, neighborhood leaders, schools, residents, and businesses?
- How will you connect with populations in your community that are typically hard to reach, such as youth, seniors, and undocumented residents?
- What type of information will you collect to measure the success of your outreach and how will you obtain it?

2g. Budget: How will you use your grant funds?

10 POINTS | 100 - word maximum

Community Partners who are selected for the Great Streets Challenge may receive up to $15,000 to help conduct community outreach and visioning for a Project Area.

Applicants are required to submit a .pdf or .xls spreadsheet detailing the use of City-awarded grant funds. Funds may cover staff time, outreach materials, meeting/workshop/volunteer food accommodations, and other relevant expenditures related directly to community engagement. Budgets are subject to revisions and approval before selected Community Partners are granted funds.
[Applicants may also, but are not required to, submit a budget narrative.]

**Sample Project Budget**

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<thead>
<tr>
<th>Task</th>
<th>Formula</th>
<th>Estimate</th>
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<tbody>
<tr>
<td>Community Outreach Management</td>
<td>20% of outreach tasks</td>
<td>$1,058</td>
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<tr>
<td>Community Outreach Strategy</td>
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<tr>
<td>Canvassing</td>
<td>2 emp, $20/hr, 50 hrs</td>
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<td>Presentations at Meetings</td>
<td>1 emp, $40/hr, 30 hrs</td>
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<td>Workshop Supplies</td>
<td>3 @ $250</td>
<td>$750</td>
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<td>Social Media Coordination</td>
<td>1 emp $20/hr, 50 hrs</td>
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<td>Verbal Translation Services</td>
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<td>Pop-Up Survey Collection</td>
<td>1 emp, $20/hr, 12 hrs</td>
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<td>Volunteer Recruitment &amp; Coordination</td>
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<td>Pop-up Event Production</td>
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**2h. Supplemental Materials**

**MAX 18 BONUS POINTS**
Submission of the following materials may increase the proposal score but is not required as part of the application. Applications that omit the items below will not be penalized.

- Letters of support from partners and other local community groups (2 points per letter)
- Committed supplemental funding match for community outreach and project administration activities (maximum of 5 additional points); see Appendix 10 for details
- Committed in-kind donations (maximum of 3 additional points); see Appendix 10 for details
APPENDICES

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Appendix 2: Roles and Responsibilities
Appendix 3: Interactive Map
Appendix 4: Project Areas
Appendix 5: Citywide Priority Areas
Appendix 6: Project Types
Appendix 7: Examples of Challenge Statements
Appendix 8: Organizational Capacity Questions to Consider
Appendix 9: Community Readiness
Appendix 10: Supplemental Material Scoring Criteria
**APPENDIX 1: Glossary**

**Application Guide:** That’s this document telling you all about this new program!

**Project Area:** The street, network, or geographic area where the applicant proposes to conduct engagement with local stakeholders.

**Challenge Project:** Proposed projects selected that will receive resources for capacity building, community outreach, and concept design development within a roughly 6-month timeline.

**Build Project:** Challenge Projects selected to receive infrastructure build outs of components from the community’s vision. After community outreach and concept design development, these projects will undergo final design, procurement, construction and evaluation within a roughly 16-month timeline.

**Community Partners:** The organization or team of organizations selected by the City as Challenge winners.

**Technical Consultant:** A consultant firm hired by the City to support Community Partners with technical tasks for the Challenge Projects and Build Projects, including collecting baseline evaluation data, working with the Community Partner to develop an outreach strategy, providing data analysis, making recommendations, developing concept designs, and assisting with event production.

**City Partners:** The staff of the City of Los Angeles who oversee the entire Great Streets Challenge Program, coordinate resources and assist in designing, planning, and constructing projects.
APPENDIX 2: Roles and Responsibilities

Community Partners

Develop and implement community outreach strategy, including:

- Attendance and presentations at community meetings
- Canvassing
- Community workshop production
- Promote and publicize community workshops
- Social media coordination
- Language interpretation services (verbal and written, as necessary)
- Recruitment and management of volunteers
- Assistance with Challenge pop-up event production when needed
- Community feedback and qualitative data collection (including survey dissemination, interviews, storytelling, and image and video collection)
- Management of cultural components of projects (artist recruitment, artistic engagement)
- Any additional small business or economic development components
- Produce a final report and presentation at the end of the initial outreach phase of the Challenge Grant
- Submit receipts and invoices to Consultant for payment when needed
- Maintain insurance liability
- Consistent, responsive communication to Great Streets Team, Consultant, City Departments and community members

Technical Consultants

- Program administration (including disbursing payment of Community Partner invoices, period grant reporting duties, manage budget)
- Provide technical consultation to Community Partners throughout Challenge and Build Project cycles
- Promote and publicize demonstration events
- City departmental coordination (including convening meetings, vetting project ideas and scopes)
- Outreach assistance for Community Partners (including attending community events to provide backup or technical assistance to Community Partners)
- Marketing, including written translation services for City facing documents
- Printing
- Language interpretation services as needed by the City
- Survey template for all projects
• Corridor baseline and post intervention data collection and evaluation
• Challenge Pop-Up event site planning
• Fabrication of materials for Challenge Pop-Up
• Street closure and no-parking sign permits, if necessary
• Grant writing assistance
• Project cost estimates
• Conceptual designs
• Environmental analysis

City Staff

• Great Streets program management, design, and oversight
• Promote and publicize demonstration events
• Great Streets Program marketing
• Application administration
• Contract management
• Scope and design review and approval
• Design review, permitting, and traffic officer support
• Environmental analysis assistance
• Provide City-sourced baseline data
• Final design development
• Feasibility guidance
• Construction, if awarded
APPENDIX 3: Interactive Map

See below for instructions on how to use our interactive map to guide you through the application questions. The map is linked [here](#).

TIPS!

- There is one interactive map which has all the necessary layers to support answering application questions.
- The interactive map supports the following browsers: Chrome, Firefox, Safari 3 and higher, Edge, Internet Explorer 9 and higher.
- Zoom in to your neighborhood area to display the selected layers.
- Some layers do not display well when selected with other layers, so it may be best to select one layer at a time.
- Some layers may take a few seconds to load.
- If you are having trouble with the interactive map or have questions, please email [GreatStreets@lacity.org](mailto:GreatStreets@lacity.org)
APPENDIX 4: Project Areas

Please see the following map layers when answering question 2B to describe your Project Area. Project Areas show us the geographic location of your project and help us understand what resources, physical infrastructure and assets can be leveraged for project maximization. Your Project Area also helps the City determine project feasibility. Map is linked here.

Project Area Related Map Layers

Library - displays existing libraries in the City of LA.
Public Parks - shows all existing parks in City of LA.
Job Density - displays job density in terms of numbers of employees per acre for each of the City’s census blocks. Areas of high job density have higher potential to benefit from investment as it indicates a higher potential for people to walk or bike.
Walkability Index - measures the pedestrian environment within each census tract. The Walkability Index is based on a number of factors that influence whether a person will walk, including land use diversity, residential density, retail density, and intersection density. Higher scores represent more walkable areas.
Population Density - displays population density in terms of numbers of persons per acre for each of the City’s census blocks. Areas of high population density have higher potential to benefit from investment as it indicates a higher potential for people to walk or bike.
Existing Bikeways - displays all bike plans, routes, paths and bicycle friendly streets.
Bureau of Engineering Capital Improvement Projects - displays all current capital improvement projects in the City.
Scheduled Proposed Street Resurfacing Projects - displays all proposed street resurfacing projects.
Targeted Neighborhood Initiative (TNI) - displays the 12 neighborhoods that are designated to receive public and private sector resources to revitalize their communities through public improvements.
Community Development Block Grant (CDBG) - displays all areas that are current recipients of the CDBG.

Ineligible Project Areas

Please see below for a list of Project Areas that are ineligible to apply. All 2016 Great Streets Challenge Grant Build projects and Great Streets corridors with planned capital improvements are ineligible to apply.

1. Pico Blvd between Cochran and Spalding
2. S.Robertson Blvd between Cadillac and Kincardine
3. Van Nuys Blvd between Willis and Roscoe
4. **Crenshaw Blvd** between 67th and 80th
5. **Cesar Chavez Blvd** between Warren and Evergreen
6. **Central Ave** between 46th and 33rd
APPENDIX 5: Citywide Priorities

The Great Streets Challenge prioritizes projects located in areas that help the City achieve its social, economic, mobility, environmental, and health goals. Applicants will be required to identify how their project aligns with existing Citywide network priorities and plans. This appendix provides more background on those Citywide priorities and plans.

Please use the interactive map to help you answer question 2C. Map is linked here.

Citywide Priorities and Related Map Layers

PRIORITY: MOBILITY

A robust transportation system that offers multiple options and quality infrastructure is crucial to meet the mobility needs of a diverse population.

Relevant City Plan

Mobility Plan 2035 is the Transportation Element of the General Plan that provides the policy foundation for achieving a transportation system that balances the needs of all road users. Mobility Plan 2035 sets the goals of emphasizing safety first, world-class infrastructure, access for all Angelenos to create clean and healthy communities.

Related Map Layers

- **Transit Priority Area (TPA)** is an area within one-half mile of a major transit stop that is existing or planned. The TPAs are ranked by the type of transit that serves the area. Project Areas served by higher capacity and higher frequency transit, such as heavy and light rail, will score higher.
- **Neighborhood Enhanced Network (NEN)** is a network of collector, local, and some arterial streets identified to provide a calm and safe environment for walking, biking, and circulation of slower moving modes. Tier 1 identifies NEN streets that provide low-stress bicycle travel options that are not provided along the parallel arterial streets.
- **Transit Enhanced Network (TEN)** is a network of streets prioritized for transit. It aims to provide a frequent and reliable bus system that interfaces and supports the fixed-transit lines. Transit enhanced streets may receive enhancements to improve line performance and the user experience for people who walk and take transit.
Bicycle Networks

- **Bicycle Enhanced Network (BEN)**, also known as Tier 1 bicycle lanes, are a proposed network of bicycle lanes that provide a higher level of protection from vehicle traffic than just a striped bicycle lane.

- **Pedestrian Enhanced Districts (PEDs)** are areas where improvements for pedestrians are prioritized. PEDs are identified based on the proximity to schools, transit stations, areas of high pedestrian activity, areas with high collision frequency, or other placemaking opportunities.

- **Green Network**: Network of off-street bicycle networks such as the LA River bike path.

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**PRIORITY: HEALTH AND SAFETY**

Street quality and infrastructure have a strong role in improving safety for all. The City remains invested in eliminating traffic injuries to maintain public health.

**Relevant City Plans**

**Vision Zero** is a Citywide initiative that makes safety the highest priority of our streets.

**Related Layer**

- **High Injury Network (HIN)** spotlights streets with a high concentration of severe injuries and deaths, especially people walking and bicycling.

**City of Los Angeles Safe Routes to School (SRTS)** Strategic Plan, passed in 2011, has the goal of reducing traffic injuries of children walking and bicycling to school and encouraging students to walk and bike to school.

**Related Layer**

- **Schools** - Project Areas within one-half mile of a school or library will be prioritized.

**The Plan for a Healthy Los Angeles** elevates health as a priority in the city’s future growth and development, establishing a policy framework to make Los Angeles a healthier place to live, work, and play. A Plan for a Healthy Los Angeles’s goals include cultivating an environment where all Angelenos thrive in just neighborhoods with open space and healthy food.

**Related Layer**

- **Public Health Improvement Need Score** includes geographically based health and safety data that identifies vulnerable communities across the City. Data includes public health deficiency indicators such as annual rate of ER visits for asthma, percentage of non-institutionalized population with any disability, and percentage of live born infants with low birth weights.
PRIORITY: EQUITY AND INCLUSIVENESS

The City prioritizes investing in infrastructure that nurtures inclusive and equitable communities, especially in communities that have been historically disinvested.

Related Layer

- **Economic Need Indicator** identifies geographically based economic data that points to vulnerable communities across the City. Data aggregates indicators of high percentage of renter households, low median income households, high percentage of households without an automobile, high proportions of unemployed persons and high percentages of persons without healthcare.

PRIORITY: ACCESSIBILITY AND AFFORDABILITY

The City prioritizes providing frequent and dependable transportation options to connect people facing housing challenges, people with mobility issues, older adults, and children to opportunities.

Related Layer

- **Critical Connections** identifies the most cost-effective routes for walking and biking between low-income households to job-rich areas, shopping and medical facilities.

PRIORITY: SUSTAINABILITY AND RESILIENCY

The City prioritizes limiting the transportation system’s negative impact on the environment through thoughtful, integrated design.

**Relevant City Plan**

*Sustainable City pLAn* is a roadmap for a Los Angeles that is environmentally healthy, economically prosperous, and equitable in opportunity for all—now and over the next 20 years. The Sustainable City pLAn’s vision is to reduce the City’s greenhouse gas emissions, invest in mobility options that reduce vehicle miles traveled, and lead the nation in water conservation.

Related Layers

- **Stormwater Infiltrations Features Feasibility Score** identifies areas with potential for stormwater management features.
• **Urban Heat Island Reduction Score** identifies areas with land surface temperatures averaging at least 1.25 degrees Fahrenheit above the mean Summer temperature in Los Angeles. A higher score would indicate high direct sunlight, and fewer trees in an area.
APPENDIX 6: Project Types

Challenge Projects

Challenge Projects will receive technical support to build organizational capacity, conduct community outreach and develop a design concept for investments along their streets. Up to ten Challenge Projects will be selected based off the outlined criteria. Community outreach strategies may include Challenge Pop-up events: temporary interventions of new street designs, programs, or activities to test a new street design concept for a limited time. These temporary interventions aim to physically represent potential changes to the built environment and allow community members to directly experience any benefits, challenges, and/or opportunities of streetscape improvements.

Challenge Projects aim to:

● Empower the community to develop a shared vision around a street transformation that addresses a community challenge.
● Conduct community outreach to develop a context-specific conceptual design for a street transformation.
● Educate fellow community members about the benefits of potential street transformations.
● Build consensus around a street transformation that is the reflection of community visioning and planning efforts.
● Demonstrate street transformations to further educate and build community capacity.

Challenge Projects are appropriate for a variety of communities including those that are that are just starting to think about the needs and opportunities on neighborhood streets as well as those that have begun to build consensus around a particular street transformation.

Build Projects

At the end of the outreach phase, up to four Community Partners that demonstrate robust project viability and strong community support will be selected to be a Build Project. The Great Streets Initiative will support the construction of permanent street infrastructure for each Build Project in this second phase. Build Projects will be selected by a City taskforce that will evaluate criteria provided to the Challenge Grant awardees. This criteria will include feasibility of the project, community support, Council support, and presentation quality. Build Projects will receive assistance from the City and a consultant to evaluate pre-transformation conditions, finalize design procurement, implement feasibility testing of the design concept, construct street transformations and conduct post-installation conditions evaluations.
APPENDIX 7: Examples of Challenge Statements

- A short corridor with high vehicle speeds but significant pedestrian activity near a transit stop. Connections to the transit stop could be improved if the street was better designed for pedestrians.
- A short corridor in an area with low vehicle ownership and public health disparities, but without a lot of access to bike paths or safe pedestrian paths in this area.
- A community hub with lots of neighborhood-serving businesses, where it currently feels unsafe or uncomfortable to walk, bike, or use other non-motorized travel options.
- A community hub with several vacant storefronts and businesses that lack a welcoming sidewalk presence. This area could be more welcoming with business signage or sidewalk art.
- A neighborhood network with many people traveling short distances (fewer than three miles) to get to work or recreation. This area may benefit from increased multimodal opportunities.
- A neighborhood network in a residential area, where residents have to cross a major street to access a school or faith-based institution. Children and older adults don't feel safe walking in these areas.
APPENDIX 8: Organizational Capacity

Questions to Consider for Question 2E

● Have you ever hosted a festival for your neighborhood?
● Have you ever organized a neighborhood cleanup?
● Have you helped organize around a proposed development or park?
● Have you ever worked with your neighbors to install a new traffic signal or stop sign in your community?
● Have you ever worked with local businesses to start a farmers’ market, Chamber of Commerce, or Business Improvement District? How did you get your neighbors involved in these projects?
● How did you measure your own success for any of these projects?
APPENDIX 9: Community Readiness

Relevant Layers

See below layers you may explore in the map to help you identify community networks in your Project Area to help you answer question 2A.

- **Business Improvement Districts** (BIDs) displays the geographic location of all BIDS in the City of LA.
- **Community-Based Organizations** displays all non-profits in the City of LA.
APPENDIX 10: Supplemental Material Scoring Criteria

A. Committed funding range scoring criteria
   1 point = 25% – 49% funding match
   2 points = 50% – 74% funding match
   3 points = 75% – 89% funding match
   4 points = 90% – 100% funding match

Percentages should reflect committed funding match for proposed budget.

B. In-kind donation range scoring criteria

Examples of in-kind donations eligible for bonus points include:
   • Additional professional technical assistance staff hours
     1 point = 10–24 hours
     2 points = 25–39 hours
     3 points = 40+ hours
   • Printed materials or related costs
     1 point = $500 in printing costs
   • Merchandise for public giveaway
     1 point = $500 in giveaway merchandise
   • Venue space for outreach or event purposes
     1 point = minimum 5 hours of venue space for 100+ participant capacity
     2 points = minimum 10 hours of venue space for 100+ participant capacity
   • Food and drink for outreach or volunteer purposes
     1 point = $500 in food and drink cost
Appendix: Citations

Project Area Map Layers: Data Sources

1. Library: LA County Location Management System, 2018
2. Public Parks: Trust for Public Land, 2019
6. Existing Bikeways: LADOT, 2019
7. Bureau of Engineering Capital Improvement Projects: Bureau of Engineering, 2018
8. Scheduled Proposed Street Resurfacing Projects: Bureau of Engineering, 2018
9. Targeted Neighborhood Initiative (TNI): City of Los Angeles Department of City Planning, 2018
10. Community Development Block Grant (CDBG): City of Los Angeles Open Data, 2019

Priority Area Map Layers: Data Sources

1. Transit Priority Area (TPA): City of Los Angeles Department of City Planning, 2016
3. Transit Enhanced Network (TEN): City of Los Angeles Department of City Planning, 2016
5. Pedestrian Enhanced Districts (PEDs): City of Los Angeles Department of City Planning, 2016
6. High Injury Network (HIN): LADOT Vision Zero, 2018
7. Schools: Source: City of Los Angeles Open Data, 2019
8. Public Health Improvement Need Score: California Health Disadvantage Index, 2018
9. Economic Need Indicator: California Health Disadvantage Index, 2018
10. Critical Connections: Trust for Public Land Smart Cities Analysis, 2017
12. Urban Heat Island Reduction Need Score: Moderate Resolution Imaging Spectroradiometer, USGS Land Processes Distributed Active Archive Center, 2015

Community Readiness Map Layers: Data Sources

1. Business Improvement Districts (BIDs): City of Los Angeles Department of City Planning, 2019
2. Community-Based Organizations: LA County Location Management System, 2016