



Tafari Bayne
Chief Strategist
tafari@ciclavia.org

   **[@tafaraibayne](https://www.instagram.com/tafaraibayne)** | **[ciclavia.org](https://www.ciclavia.org)**



Since 2010, CicLAVIA has transformed and engaged communities:



37
EVENTS

235
Miles of car-free streets

1.9M
PARTICIPANTS

10+
Forms of people-powered transportation

5x
more people use temporary park space on event days than all other LA parks





OUR PARTNERS

Los Angeles Metro
 City of Los Angeles
 AARP
 SoCal Gas
 LA Department of Water and Power
 Bohnett Foundation
 Wasserman Foundation
 City of Culver City
 California Conservation Corps
 Street Poets
 National Parks Service
 Las Fotos Project

Participants come from **75%** of the zip codes in the City of LA and more than **50%** of the zip codes in LA County

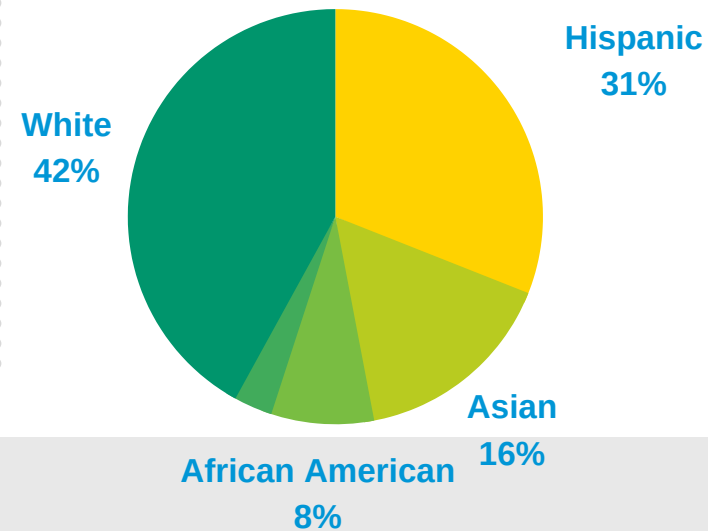
35% of CicLAvia participants are first-timers

36% of CicLAvia participants have attended more than 1-3 events

29% of CicLAvia participants are die-hard fans participating in more than 4 CicLAvia events

"Many people have been curious as they walk or pedal by. CicLAvia has given me an opportunity to tell participants more about my business. It's inspiring me to organize other businesses to do creative events that bring the community together. People like me who care about Wilmington really appreciate what CicLAvia has done; it helps us reach our goal of getting the community out more often."

– **ELIZABETH MACHUCA, SYNESTHESIA BOUTIQUE**



10 Years of CicLAvia

Boyle Heights **Wilmington** **Hollywood** *VENICE* *SOUTH CENTRAL* **Little Tokyo**
Culver City *LA RIVER* Glendale Pacoima **North Hollywood** Leimert Park
Pomona **CHINATOWN** **Pasadena** Exposition Park **KOREATOWN** **Watts** Historic Core





CICLAVIA SOUTH LA

Presented by Metro

February 23, 2020
9am – 3pm

OPEN STREETS
MADE POSSIBLE BY



VAN NESS
WESTERN
NORMANDIE
VERMONT
HOOVER
FIGUEROA

SOUTH LA – 6 miles

1/2 mile

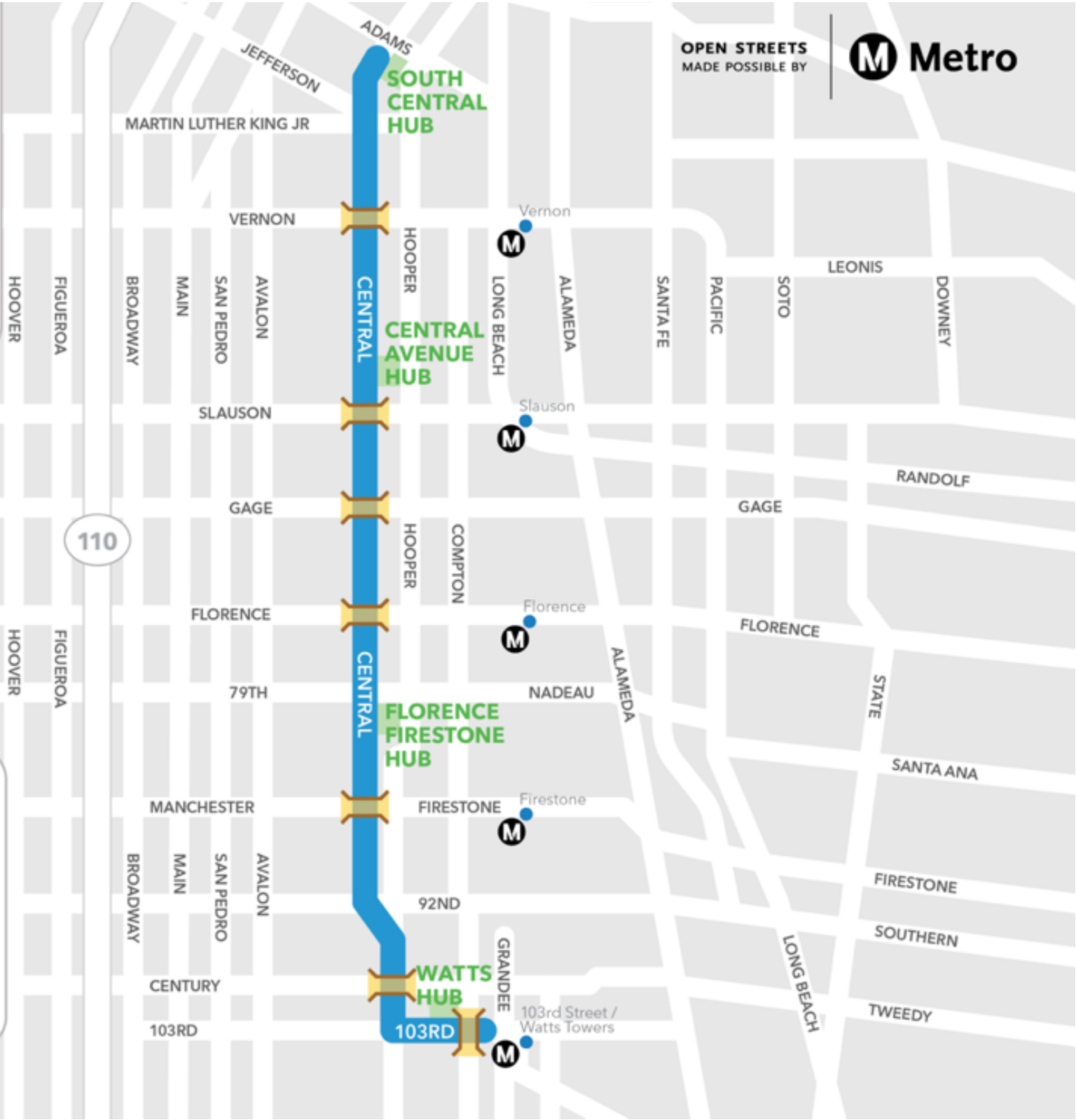
CicLAvia Route
Ruta de CicLAvia



Crossing Points for Cars
Puntos de cruce para carros



Metro Rail Stations
Estaciones de Metro





Positive Impacts of CicLAvia*



Air Quality

- Harmful air pollution (PM 2.5) was reduced by nearly 50% on CicLAvia day along the route – compared to non-CicLAvia days.
- In the neighborhoods around the route (where streets were open to cars), harmful air emissions were reduced by 12% – compared to non-CicLAvia days.
- Reductions in PM 2.5 relate to improvements in health, especially for vulnerable populations (children, sick and elderly).



Public Health

- Nearly 50% of those attending CicLAvia for the first time said they would have been at home or otherwise sedentary if they had not come to CicLAvia. 66% of those participating with children said the same thing.
- A June 2016 Preventative Medicine Journal article noted that the health benefits of CicLAvia are sound public investments in improving public health.



Local Businesses and Local Economies

- Local businesses surveyed along the CicLAvia routes report local sales increase by as much as 57%.



Local Active Transportation Policy

- CicLAvia events have showcased 'demonstration' projects for the Mayor's Great Streets Initiative, and the City's "Vision Zero" Initiative.
- CicLAvia has led to Metro creating an "Open Streets" Program aimed at providing resources for other cities to conduct CicLAvia-like open streets programs.
- CicLAvia participates on Metro's Advisory Committee for Measure M to help guide the region's investment in public transportation and active transportation.

* Based on studies conducted by UCLA, USC and the Rand Corporation during CicLAvia events. For more information, visit www.ciclavia.org/impact.



Free!

Accessible!

Fun for Everyone!

Inclusive!

Averaging 50,000 people per event, CicLAvia **hosts** a large and enthusiastic audience of repeat and first-time participants





Door to Door Outreach

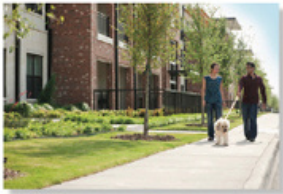
Multilingual Materials

Social Media

Local and Regional
Marketing & PR

Community Presentations
and Meetings

In a Livable Community, people of all ages can ...



Go for a walk



Cross the streets



Ride a bike



Get around without a car



Live safely and comfortably



Work or volunteer



Enjoy public places



Socialize



Spend time outdoors



Be entertained



Go shopping



Buy healthy food



Find the services they need



... and make their city, town or neighborhood a lifelong home.



aarp.org/livable















**CICLA
VIA**











Living, Growing, Connecting – Locally

AARP Real Possibilities in
Los Angeles

Artwork by Synthia Saint James

tap

Living, Growing, Connecting – Locally

AARP Real Possibilities in
Los Angeles

Artwork by Yolanda Gonzalez

tap





TO THE SEA
APRIL 2020
9am – 4pm



TO THE SEA – 9 miles

1/2 mile

CicLAvia Route
Ruta de CicLAvía

Crossing Points for Cars
Puntos de cruce para carros

Metro Rail Stations
Estaciones de Metro



**GLENDALE
MEETS ATWATER
SPRING 2019
9am – 4pm**

**GLENDALE MEETS
ATWATER – 3.5 miles**

1/2 mile

CicLAvia Route
Ruta de CicLAvía
CicLAvia երթուղի



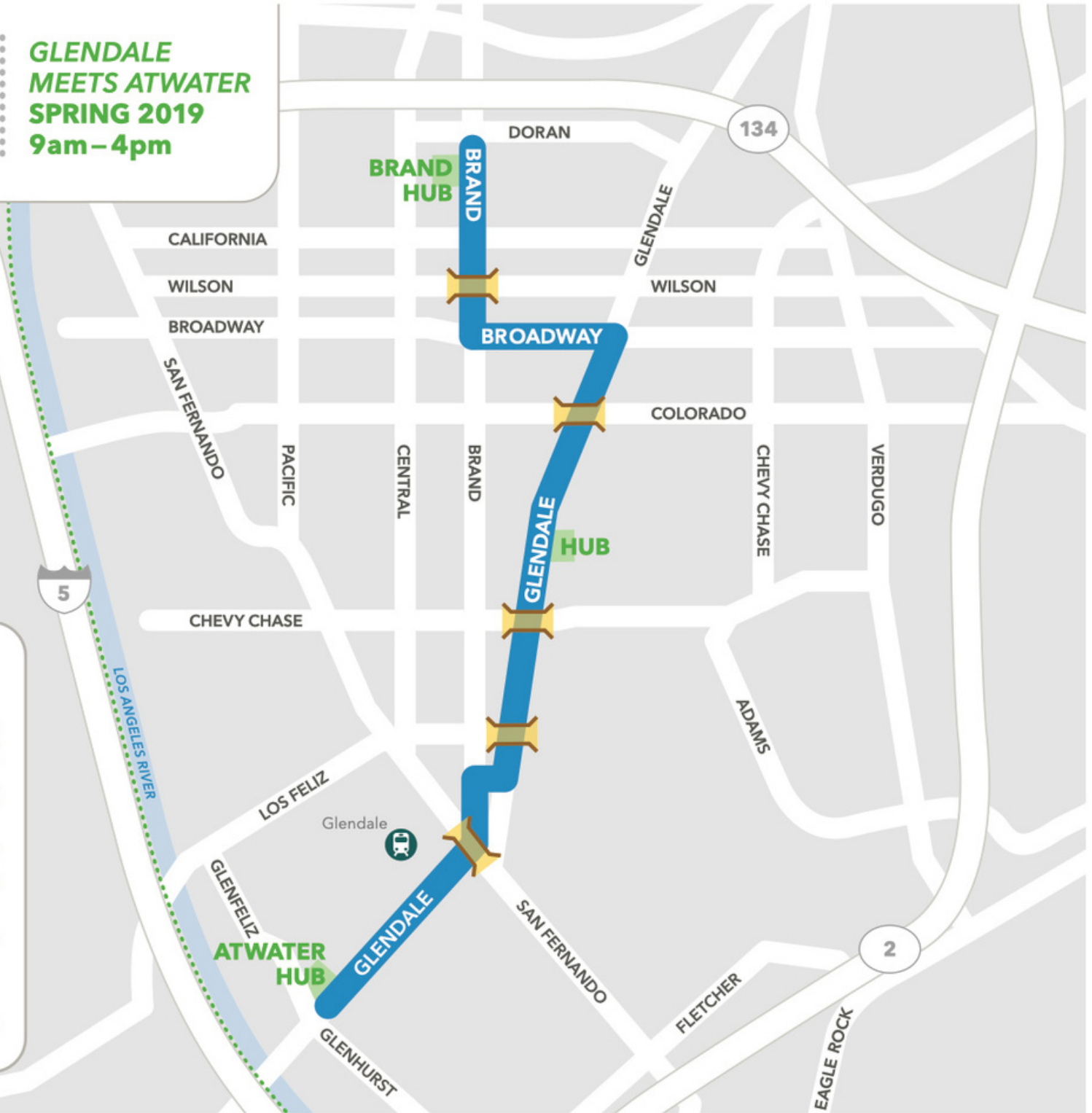
Crossing Points for Cars
Puntos de cruce para carros
Ավտոմեքենաների հատման կետեր



Bike Path
Carril para bicicleta
Բեժանվային ուղի



Amtrak/Metrolink Stations
Estaciones de Amtrak/Metrolink
Amtrak/Metrolink կանգաններ





HEART OF LA
OCTOBER 2020
 9am – 4pm



HEART OF LA – 8.25 miles

1/2 mile

CicLAvia Route
 Ruta de CicLAvia



Crossing Points for Cars
 Puntos de cruce para carros



Metro Rail Stations
 Estaciones de Metro



**What will Open
Streets mean for
Broward?**



"CicLAvia hasn't only allowed Angelenos to see the city and its architecture with fresh eyes, it has allowed us to see ourselves with fresh eyes."

– **CHRISTOPHER HAWTHORNE,**
CHIEF DESIGN OFFICER, CITY OF LOS ANGELES

"There is nothing more inspiring than CicLAvia. As a native Angeleno, it reminds me of what makes Southern California a special place. It brings us all together to celebrate and reconnect as one community."

– **VALERIE BRISCO-HOOKS,**
3-TIME OLYMPIC GOLD MEDALIST 1984 GAMES

"Ten years ago CicLAvia forever changed Los Angeles. I'll never forget seeing Gary Leonard's photo and realizing we were witnessing the dawn of a more hopeful era for the city. What CicLAvia has achieved goes beyond open streets. It has aligned one of the most diverse, inclusive, regional coalitions in LA history. Consider the community outreach alone—going door-to-door along every single route for 35 different events in dozens of neighborhoods! CicLAvia is an example of what's possible when LA works."

– **ALISSA WALKER, CURBED**



For media inquiries, including interview requests, please contact:

Joanna Brody:
joanna@brody-pr.com
310.582.0085

Susan Gordon:
sgordon823@gmail.com
310.871.0621

For sponsorship or support opportunities , please contact:

Meisha Rainman:
meisha@ciclavia.org | **310.339.5925**

To access photos from the last 10 years of CicLAvia, visit:
[flickr.com/photos/laciclavia](https://www.flickr.com/photos/laciclavia)

Photo credit: CicLAvia

CicLAvia catalyzes vibrant public spaces, active transportation, and good health using car-free street events. CicLAvia engages with people to transform our relationship with our communities and with each other for the benefit of great Los Angeles.

   [@ciclavia](https://twitter.com/ciclavia) | [ciclavia.org](https://www.ciclavia.org)