



CALENDAR OF EVENTS

Now Open

California Science Center
Science in Toyland

Come play! Spin tops, set up dominoes, build a mini roller coaster and more. Explore what toys teach us about science in this fun, hands-on exhibit.

For more info go to:

www.californiasciencecenter.org

July 23rd, 2011

Natural History Museum
B Movies and Bad Science

Bring your picnic blanket and cozy up to watch a movie in Hancock Park at the Page Museum at La Brea Tar Pits. Come join us for thrills, chills, and, yes, all the goofiness of those vintage sci-fi and horror flicks, and get here early for a light-hearted discussion with our own science experts, as we introduce the day's featured movie to see if there's any common ground between science fact and science fiction.

For more info go to: www.nhm.org

August 5th, 2011

Natural History Museum
First Fridays

Once a month, the entire Natural History Museum stays open until 10 pm and features live music, exciting scientific discussion, and behind-the-scenes curatorial tours.

For more info go to:

www.nhm.org/site/activities-programs/first-fridays

August 26th-28th, 2011

Los Angeles Colliseum
Taste of the World Festival

The Taste of the World Festival is a unique event to be held annually in Los Angeles. With the world's continents in mind, the festival includes representation from consulates, restaurants, travel agencies, airlines, and musical performers. It also features strolling entertainers, clowns, face painting, dancing, cooking, and art exhibitions.

For more info go to:

www.expositionpark.org

Discover The Difference

A QUARTERLY PUBLICATION
OF THE FIGUEROA CORRIDOR PARTNERSHIP
BUSINESS IMPROVEMENT DISTRICT

SUMMER 2011

VILLARAIGOSA ORDERS IMPLEMENTATION OF MASTER BICYCLE PLAN

The Bike Plan is Part of Administration's Push to Increase Clean Transportation Options, Improve Air Quality and Promote a Safe, Healthy Los Angeles

In an Executive Directive, Mayor Antonio Villaraigosa today called on the City's General Managers to implement the Los Angeles Master Bicycle Plan, a blueprint to build a 1,680 mile, city-wide bikeway system. The Mayor's Executive Directive, which takes effect today July 1, 2011, ensures all City departments and agencies coordinate on bike-related matters to meet the City's ambitious alternative transportation goals.

"By adding 1,600 miles of bicycle lanes to our City's landscape, we will give the vast majority of Angelenos access to a City bikeway within one mile of their home," Mayor Villaraigosa said. "The Bicycle Plan will help improve the quality of life for every Angeleno by providing another clean transportation option for their daily commute, improving the quality of the air, and making it more accessible to lead a healthy, active lifestyle. This plan would not have even been possible without the support of Angelenos, since Measure R funds will help fund the expansion of our bicycle system and our other efforts to create a world-class, multi-faceted transit network seamlessly linking each and every neighborhood in Los Angeles."

The Executive Directive calls upon all General Managers to incorporate bike-friendly features into all of the City's capital improvements, develop consistent bicycle-related standards, and expand existing public education campaigns and training programs to include bicycle related information.

"We applaud Mayor Villaraigosa for continuing to show leadership in not only passing a strong bike plan, but also in implementing it," said Jennifer Klausner Urban Strategy Director, Los Angeles County Bicycle Coalition. "This commitment goes a long way in showing everyday cyclists that the City is committed to making their lives and commutes safer. Most excitingly, it also nudges other cities in the County to step up and to create and implement their own bicycle plans and policies."

The Executive Directive mandates the building of 40 miles of bikeways each year. This is an increase of four times the previous annual construction average. Efforts will be focused on closing gaps in the existing network and creating new bikeways in lower income and underserved communities.

"The members of the Los Angeles Bicycle Advisory Committee have been working diligently to participate in moving forward with the initial bike facilities projects identified in the plan as highest priority for implementation," said Jay Slater, Chairman, LA Bicycle Advisory Committee. "We have been meeting with most City Council members and their staffs to work on the projects in their districts. The Mayor's Executive Order will be a tremendous asset in making our work move more quickly."

"There are a growing number of Angelenos who ride their bikes to work, for pleasure and to get exercise and stay fit," said Barbara Broide of the Homeowners Association Westwood South of Santa Monica Blvd. "Those riders and those of us perhaps a bit too frightened to

FROM THE CHAIR



Darryl Holter, Chair

Many of our members have recently participated in the public workshops regarding planning for the new Figueroa Corridor Streetscape Project. As you may recall, a few years ago voters in California

agreed to fund new infrastructure projects including transit-oriented developments, subsidized housing, and streetscape improvements. Our BID teamed up with the City of LA and the CRA to apply for \$100 million in funding for a project that would improve the physical street environment for pedestrians and cyclists, calm the street traffic, promote economic and community development, and improve mobility bike. Our proposal was approved so the process has begun.

This is a tall order, especially on a major street such as Figueroa, with its six or seven lanes of traffic and the many businesses and institutions lining both sides of the street. The first step is to come up with a set of designs that move us toward the goals identified above. We are working with a talented group of consultants who specialize in these sorts of projects. They are making initial proposals, listening to the reaction of property and business owners and residents, and adapting their proposals to meet our concerns.

Attempts to calm traffic and improve pedestrian amenities – including fewer lanes of traffic, landscaped medians, and wider sidewalks – may sometimes collide with the need for a business to ensure that customers can drive to and from the business. That's why we want to make sure that all our members are able to weigh in on these proposals. To that end, our Community Ambassadors distributed a memo to all business owners informing them of the public meetings and encouraging them to get involved. It's our Corridor and our future. Let's take advantage of the new initiatives and make the most of them.

Darryl Holter

Chair, Board of Directors
Figueroa Corridor Partnership

USC APPLICANT NUMBERS FOR FALL RELEASED

More than 37,000 accomplished high school seniors from all 50 of the United States and 108 other countries have applied for an estimated 2,650 places in the fall 2011 entering class of USC. The freshman class will be the most INTERNATIONAL in the university's history and will be taught by the most DIVERSE FACULTY among large private research universities. Interest also continued to grow from U.S. applicants – in part because of the university's need-blind admissions policy, which offers the prospect of financial aid to match the demonstrated need of every student.

The applicant pool this year of 37,164 reflects a highly competitive and diverse group of students with broad geographic representation. Last year, a total of 35,794 applicants applied for 2,600 places in the fall class. Here is a general demographic breakdown of the fall 2011 USC applicant pool:

- Among committed freshmen, 16 percent come from outside the United States, compared to 13 percent last year. Overall, 53 percent of applicants are from California, with 11 percent representing 108 foreign countries and the remainder of the applicant pool coming from the other 49 states and U.S. territories.
- Among committed freshmen, 7 percent are black, 12 percent Latino, 2 percent Native American/Pacific Islander and 24 percent Asian. Overall, 21 percent are students from under-represented minority populations (black, Latino or Native American). In addition, 13 percent of committed applicants would be the first in their family to attend college.

- Outside California, the leading U.S. metropolitan areas for applicants to USC are, in order: New York City, Chicago, Seattle, Washington D.C., and Boston. The most-represented foreign countries are China, South Korea, India, Canada and Taiwan.

USC enrolls 22 percent low-income undergraduate students, as defined by Pell Grant eligibility. Most importantly, USC's

low-income students graduate at rates comparable to the overall undergraduate population. USC's six-year graduation rate is 90 percent, the highest in the history of the institution.

USC enrolls more under-represented minority undergraduates than most private research universities in the country: 3,216 as of fall 2010, or 19 percent of all undergraduates.

Based on the most recent federal data published by The Chronicle of Higher Education (chronicle.com/premium/stats/race/2009/index.php?sort=PctMinority), USC also boasts the most diverse faculty among large private research universities in the American Association of Universities. One quarter of USC faculty members belong to a minority group (black, Latino, Asian or Native American).

Timothy Brunold, USC's dean of admission, said: "We are pleased at the increase in student interest we have received, both from across the United States and around the world. USC's strong reputation, focus on undergraduate education, vibrant campus life and location in Los Angeles have helped to make it the college of first choice for many high school seniors. Our incoming freshman class promises to be the highest-quality, most geographically and socio-economically diverse in USC's 131-year history."

Last year, USC was named the "Hottest College" of the first decade of the 21st century by The Daily Beast.

The publication noted that "USC does a terrific job showcasing its academic assets, particularly the honors science college and the access to its high-tech research facilities. At the same time, its financial aid is among the most generous nationwide."

This year, USC increased its undergraduate financial aid budget by 7 percent and is planning to distribute more than \$200 million in university funds.

The fall financial aid pool will include 20

MAYOR'S BIKE PLAN CONT'D FROM PAGE 1

venture out in city traffic amongst SUV's and buses will all benefit from the implementation of a network of bicycle routes that give all bicyclists the freedom to safely ride."

The City originally adopted a plan in 1977 that envisioned a 600 mile citywide bikeway network. A second plan in 1996 designed a 673 mile network. The New Master Bicycle Plan designates a citywide network of 1,680 miles—673 miles from the 1996 plan plus an additional 1,007 miles.

The plan includes three main bikeway networks—the Backbone Network, the Neighborhood Network and the Green Network. When completed, the three networks will give a vast majority of Angelenos access to a City bikeway within one mile of their home.

The 707 mile Backbone Network, comprised primarily of bicycle lanes, will enable access to major employment centers, transit stations and stops, and educational, retail, entertainment, and recreational resources.

The 834 mile Neighborhood Network includes local streets with low traffic volumes and slower speeds where bicyclists of all experience levels can feel comfortable. The Neighborhood Network will enable all bicycle riders, including children, families, young adults, and seniors, to access neighborhood facilities including schools, libraries, shopping districts, parks and open space.

The 139 mile Green Network enhances access with bicycle paths and shared use paths to the City's green open spaces particularly river channels like the Los Angeles River.

The Bike Plan will be funded by Measure R Local Return Funds, local funds from the Transportation Development Act, Federal grant funds from the MTA's Call for Projects, the State's Building Transportation Account and Federal and State Safe Routes to Schools.

The City also created a Bicycle Plan Implementation Team to ensure public participation and transparency in the implementation of new bicycle facilities and programs.

The City's Master Bicycle Plan is the collaborative product of the Los Angeles Department of City Planning, the Department of Transportation, the Los Angeles County Bicycle Coalition, the greater bicycling advocacy community, City Council and the Mayor's office.

The City of Los Angeles will also be hosting a ThinkBike conference on September 22nd to September 23rd. ThinkBike is sponsored by the Dutch government and is an intensive two day workshop in which Dutch bicycle experts, representatives from DOT, elected officials, urban planners and designers, bicycle advocates and the general public create innovative design proposals for two bike projects: Van Nuys Blvd in Pacoima and Spring and Main in downtown. The fact that Los Angeles was chosen to host the conference serves as international recognition for the strides LA has made in becoming a bicycle friendly city and advancing the City's bicycle infrastructure.

The Mayor's commitment to creating bicycling as a viable transportation option is his latest clean transportation initiative in Los Angeles. The City of Los Angeles Department of Transportation (LADOT) currently operates 100% cleaner fueled buses in the 205bus DASH fleet, and now LADOT is in the process of converting its 105 bus Commuter Express fleet to cleaner fuels as well. The Mayor also pushed for the Clean Truck Program that established a progressive ban on polluting trucks at the Port of Los Angeles. Since the program started in October 1, 2008, the Clean Truck Program has delivered an estimated 70-percent reduction in air emissions at the Port. The Mayor has also spearheaded an electric vehicle plan that offers DWP subsidies for at home charger installations to make it easier and more convenient for Angelenos to own electric vehicles.

SCIENCE CENTER TO GET SPACE SHUTTLE

Nasa Administrator General Charles Bolden announced today that the California Science Center is one of four institutions chosen to receive a Space Shuttle Orbiter for permanent display. The announcement came during a ceremony at the Kennedy Space Center in Cape Canaveral, FLorida marking the 30th anniversary of the first space shuttle launch.

"We are thrilled with the distinguished honor of being awarded the flown Space Shuttle Oribiter Endeavor. We would like to express our heartfelt thans to NASA Adminstrator General Bolden and all of those at NASA who have demonstrated their confidence in the California Science Center and recognize the importance of returning the Endeavor to its home in California," notes Science Center President Jeffrey N. Rudolph. "The Endeavor will provide an educational platform for the public to celebrate California's long time leadership in science, technology, mathematics and engineering. We are confident that it will serve to motivate and inspire millions of yound people to dream about possibilities and will attract and engage the next generation of California's and our nation's workforce in these fields."

The California Science Center has a gallery dedicated to air and space artifacts and the addition of the Space Shuttle supports the goals of its 25-year Master Plan, which includes building an entirely new galery devoted to aeronautics and space exploration. The Science Center's proposal to NASA included support of federal, state, city and county leaders.

The Scence Center welcomes 1.4 million guests annually. For more information about NASA's placemet of the space shuttle orbiters, visit: <http://www.nasa.gov/transition>.

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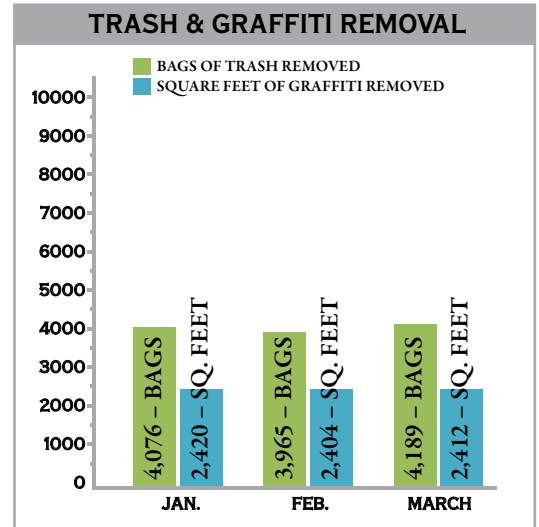
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2ND QUARTER CLEAN TEAM STATISTICS



The Figueroa Corridor Partnership is responsible for the daily management and promotion of the Figueroa/Flower/Vermont/Hoover Corridor, linking downtown Los Angeles to Exposition Park. The Partnership is committed to its development as a safe, clean, economically vibrant and aesthetically pleasing environment in which to conduct business, continue an education, visit a museum, attend a sporting event, worship, or reside.



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