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A QUARTERLY PUBLICATION
OF THE FIGUEROA CORRIDOR PARTNERSHIP
BUSINESS IMPROVEMENT DISTRICT

SUMMER 2012

FIGUEROA CORRIDOR STREETSCAPE PROJECT BACK ON TRACK

CALENDAR OF EVENTS

Open Now

Natural History Museum
Butterfly Pavillion

More than 53 different butterfly and moth species and an array of plants take up residence every summer for our much-anticipated seasonal exhibit, the Butterfly Pavilion. Wander through a unique changing ecosystem, witness free-flying creatures interacting with plant life, and emerge with a better understanding of the environment needed for the survival of these spectacular animals. For more info go to:
www.nhm.org

Every Sunday

Natural History Museum
Sustainable Sundays

Features workshops, activities (indoors, and out in the garden), and film screenings. They're conservation-minded, but not preachy or boring, we promise!

For more info go to:
www.nhm.org

Now Open Through Jan. 6th

California Science Center
Cleopatra Exhibit

Don't miss the only West Coast appearance of Cleopatra: The Exhibition at the California Science Center. This dramatically staged 13,000-square-foot exhibit features the largest collection of Cleopatra-era artifacts from Egypt ever assembled in the U.S. Here for a limited time only.

For more info go to:
www.californiasciencecenter.org

July 6th

Natural History Museum
First Fridays

Roam the Museum after hours, and see cutting-edge music and discussion in First Fridays.

For more info go to:
www.nhm.org/site/activities-programs/first-fridays

One of LA's most important urban projects is back on track after the dissolution of California redevelopment funding almost shut it down for good. Since 2010, the MyFigueroa project had tried, through street, landscape, and land-use planning studies, to pave the way for the city's most innovative pedestrian and bicycle environment along Figueroa Boulevard between LA Live, on the southern end of Downtown, and Exposition Park, adjacent to USC. It included separated cycle lanes and improvements to streetscape, pedestrian infrastructure, and transit stops.

The Community Redevelopment Agency of Los Angeles had served as custodian to the \$30 million Proposition 1C grant funding the project. But once the California State Supreme Court dissolved the state's redevelopment agencies at the end of 2011, it fell into limbo. But in early April, the LA mayor's office and the Los Angeles Department of Transportation (DOT) struck a deal to move administrative oversight of the project to the DOT. Now MyFigueroa appears primed to move forward quickly. According to Tim Fremaux, a city traffic engineer, DOT will bundle the project's environmental review with that of the city's plans to build 40 miles of bike lanes. DOT would serve as lead agency on MyFigueroa's construction, overseeing work by a yet-to-be-determined contractor. The Proposition 1C grant money will fund it, and additional Metro Call for Projects money could be used to improve connections between the Figueroa Street and the new Expo Line. All told, the project will add pedestrian and bicycle infrastructure improvements on 4.5 miles of streets along the Figueroa Corridor. LA-based landscape and urban design firm Melendrez Design Partners has already completed initial designs. The centerpiece of the project would be a separated cycle track (SCT) running in each direction along Figueroa Street between 7th and 41st streets. The SCT would slide parking spaces out toward the street, leaving curb, sidewalk, and drainage infrastructure in place.

Grant funding for the MyFigueroa project also targets improvements for 11th Street from Broadway to Figueroa, Bill Robertson Lane between Martin Luther King Boulevard and Exposition Boulevard, and, finally, MLK Boulevard between Figueroa and Vermont. Eleventh Street, which feeds into LA Live, would add a bike lane and enhance pedestrian infrastructure—including a possible 19-foot-wide sidewalk. Improvements along Bill Robertson Avenue, currently flanked by a sea of surface parking lots and the LA Coliseum, could become a pedestrian promenade. MLK Boulevard would see improvements to sidewalks, setbacks, and lighting.

Melendrez principal Melani Smith said MyFigueroa will create "an amazing multi-modal link" and "a huge leap forward for the city." An estimated 15,000 to 16,000 bikes populate the USC campus. This plus regular city and county bus lines—not to mention the opening of the Expo light rail line, slated for later this month—make the corridor an ideal location to reprogram streets as a public hub. The street, said the city's Fremaux, would become "less of an alternative to Interstate 110, and more of a community street."

FIRST 5 LA FUNDS NEW DENTAL PROGRAM FOR CHILDREN

A new \$1 million, three-year grant from First 5 LA will enable the Ostrow School of Dentistry of USC to provide underprivileged children with oral health care and help them see a dentist regularly.

The Children's Health and Maintenance Program (CHAMP) will travel to Head Start and Women, Infants, Children centers throughout South Los Angeles, where Ostrow School faculty, students and staff will screen children up to the age of 5 for dental problems, administer preventive fluoride treatments and provide families with oral health education.

In addition, to help families find a trusted "dental home" where children can receive regular dental care, the CHAMP team will provide referrals to Ostrow School clinics and community dental clinics, and train community dental providers on how to care for children age 5 and under. USC School of Social Work students will also provide follow-up assistance to families, helping them understand and access dental care benefits and overcome other barriers to getting routine dental care.

"Only 25 percent of children eligible for Denti-Cal [California's public dental benefits program] see a dentist," said Roseann Mulligan, associate dean for community oral health programs and hospital affairs at the Ostrow School. "The earlier we can reach families and get children accustomed to going to a dentist, the more we can prevent disease instead of repairing damage."

USC TAILGATING GOES GREEN

Tailgating at a USC football game represents a huge part of what it means to be a Trojan. With more than 65,000 fans on campus grounds at a time, it also generates about 13 tons of waste — per game.

This year, USC Athletics, the Office of Sustainability and Facilities Management Services are teaming up to launch a program aimed at simultaneously minimizing the waste created by tailgaters while recycling the maximum amount possible of the waste that is generated.

During the first year, the program hopes to screen more than 2,000 children and help more than 800 families find regular dental care, Mulligan said.

Mulligan also said CHAMP will greatly benefit Ostrow School students, who will gain more experience treating youngsters from a variety of backgrounds and learn about working in an interdisciplinary setting with social workers. In addition, USC School of Social Work students will obtain valuable case management experience in a health care environment.

"By working together with families in neighborhood settings, CHAMP seeks to reengage community members, facilitate improved connections with a dental home, connect families to needed social services and follow up to further empower those receiving services," said Tory Cox, clinical assistant professor of field education at the USC School of Social Work. "At the School of Social Work, we are excited about this collaboration and look forward to working with the Ostrow School of Dentistry in the implementation of this grant."

First 5 LA oversees the Los Angeles County allocation of funds from Proposition 10, which added a 50-cent tax on tobacco products sold in California. Funds raised help pay for health care, education and child development programs for children from the prenatal stage to age 5 and their families. First 5 LA's mission is to increase the number of children who are physically and emotionally healthy, safe and ready to learn.

"This isn't about putting out more recycle bins and hoping for the best," said Pat Haden, holder of the USC Charles Griffin Cale Director of Athletics' Chair and director of athletics. "This is about educating tailgaters about how to generate as little waste as possible and then making sure they know what waste is and isn't recyclable."

"USC students and fans care about the environment. We want to make sure that they have the tools and knowledge they need to tailgate responsibly."

TAILGATING CONT.

About 75 student volunteers from campus organizations will spread out at each game, educating tailgaters about recycling and strategies for minimizing waste — using washable plates instead of disposable paper plates, for example.

"USC's trash already goes through a sorting process to pick out recyclables. But keeping recyclable and compostable material out of the trash in the first place reduces contaminated materials that cannot be recycled," said Sustainability Steering Committee Chair and Associate Senior Vice President Charles Lane.

"Also, students come to USC to learn. We don't want to teach them that it's OK to throw everything in the trash — that someone else will take care of it. We're reminding them to be responsible for their own impact on the planet," Lane said.

Some of the volunteers will be stationed at new recycle and compost bins throughout campus, helping tailgaters with the process of properly disposing of their waste.

During and after the tailgate, a group will comb through McCarthy Quad and Alumni Park to collect discarded plastic cups.

"Single-use plastic cups can be difficult to recycle," said USC Sustainability Program Manager Halli Bovia. "But through a nonprofit called TerraCycle, which specializes in difficult materials, we can have them ground down for use in other plastic products."

In addition, tailgaters can sign up for "Zero Waste Tailgate Certification" on the Office of Sustainability's website. Tailgating teams that pledge — and then demonstrate — to divert 90 percent or more of their waste from the landfill through recycling and composting will earn a Cardinal Level designation. Those who do so and also minimize waste by employing reusable materials can earn a Gold Level designation.

More information about tailgate waste diversion and Zero Waste Tailgate Certification can be found at green.usc.edu/tailgate-waste-diversion

CICLAVIA

The next CicLAvia is less than a month away, so it's time to tune up your bike, dust off your tennis shoes, and get ready to explore our city without car traffic! LA's biggest block party returns on Sunday, October 7 – one week after Carmageddon II and one week before the dramatic arrival of the space shuttle Endeavour. It's a car-free trifecta for Los Angeles!

We're particularly excited about this CicLAvia because we've developed a new route featuring some of our city's most amazing destinations. For the first time, we're going to Exposition Park, Chinatown, Mariachi Plaza in Boyle Heights, and the newly completed Grand Park downtown, where CicLAvia will converge with the inaugural celebration of the park's performance lawn.

But we haven't forgotten our roots! The upcoming CicLAvia also includes many longtime favorites, such as MacArthur Park, the ride to and through downtown along 7th and Spring Streets, Little Tokyo, and, of course, the 4th Street Bridge – with its million-dollar view of the downtown skyline. As always, CicLAvia will also offer a wide variety of activities for people of all interests and ages, including music, performances, food trucks galore, and just about everything else L.A. has to offer!

With the recent opening of the Metro Expo line, Westside residents will be able to connect with CicLAvia's Exposition Park hub by rail. For an entirely car-free adventure, you can take the Ballona Creek Bike Path to the La Cienega/Jefferson Expo station. So take note, Westsiders – there's no excuse to miss CicLAvia this time!

We hope all of you can join us October 7 to explore our city's cultural and culinary riches from a new perspective and a slower, more leisurely pace. So get your bike, trike, skates, strollers, and sneakers ready for LA's biggest block party!

To learn more about the various events and attractions to be discovered at CicLAvia, or to find out how you can get involved, check www.ciclavia.org.

WALKING IN LA

Man, do we have a Sunday stroll for you! As part of CicLAvia on October 7th, we've taken the liberty to suggest three excellent walking itineraries that'll knock your socks off. No bike? No problem! These walking tours are along the CicLAvia route, so you'll be just as much a part of the festivities as the folks who'll be whizzing by on two wheels.

ITINERARY #1: THE ARCHITECTURE ROUTE

Walking really is the best way to get an up-close look at LA's distinctive buildings!

With the help of the American Institute of Architects Los Angeles Chapter, CicLAvia has put together a Guide to Architecture & Design, which highlights some of the amazing landmarks along the route (27 sites to be exact!). Copies of the guide will be available for free at each of the six hubs along the CicLAvia route (or click [here](#) to download a digital version).

ITINERARY #2: LOS ANGELES WALKS (REALLY!)

Thanks to our friends at Los Angeles Walks for organizing this fun-filled pedestrian experience! This walking parade, which is perfect for people of all ages and abilities, will gather at 11:30 a.m. at the northwest corner of 8th St. & Figueroa. At noon, the group will begin its leisurely promenade down the historic Figueroa corridor. Along the way, walkers will have the exciting opportunity to

meet up with Meléndrez Design Partners' own Melani Smith, who will speak about the "My Figueroa Corridor Project" at Gil Lindsay Place. The walk will end at CicLAvia's new Expo Park Hub, which will be buzzing with tons of family-friendly activities. And if you're too tired to walk back up Figueroa, just hop on the Expo Line! There are two Metro stops near the Expo Park hub. To learn more about the Los Angeles Walks program happening at CicLAvia and to RSVP, visit its Facebook Events Page.

ITINERARY #3: WHAT WOULD LIFE BE LIKE IN LA WITHOUT CARS?

On Sunday, Living Streets LA will present "I Wish This Street Was" – an on-the-ground interpretation of a pedestrian-only street. Make sure to visit College Street in Chinatown (between Alameda and Broadway) for this interactive experience, including workshops, public art projects and imaginative games. Once you're done envisioning this utopia, continue on to the Chinatown Hub and stroll throughout the neighborhood's many iconic plazas. And if after all of that excitement you are still up for more, walk on down to another CicLAvia hub at Grand Park and take a load off at this new twelve-acre oasis.

To help you navigate CicLAvia on foot, we created these handy, interactive Google Maps - Itinerary #1 and Itineraries #2 & #3. Plot your course in advance, or just go with the flow on Sunday. See you on the route!

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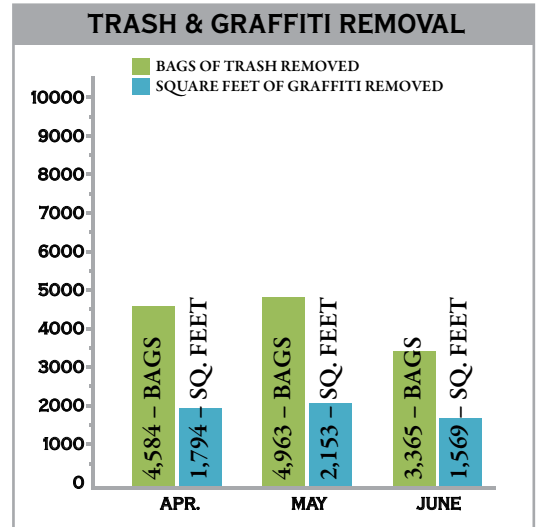
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The Figueroa Corridor Partnership is responsible for the daily management and promotion of the Figueroa/Flower/Vermont/Hoover Corridor, linking downtown Los Angeles to Exposition Park. The Partnership is committed to its development as a safe, clean,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

FIGUEROA



CORRIDOR

INSIDE:

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