CICLAVIA

Opportunities for Businesses on October 6, 2013

What is CicLAvia?

CicLAvia's mission is to provide temporary, car-free public spaces on the streets of Los Angeles. This free, open streets event connects more than 180,000 participants to the city in a new way by allowing them to explore the area on foot, by bike or by other means. CicLAvia connects people with new neighborhoods, local businesses, community groups, art galleries, parks and more. **Most importantly, CicLAvia allows people to connect with each other in a way that isn't possible in a car.**

On Sunday, October 6, 2013, from 9am–4pm, the 7.5 mile route of CicLAvia streets will be closed to all cars, with no vehicles or on-street parking allowed on the route. The route will have crossing points at various major intersections, where cars will be permitted to cross over the CicLAvia route. Expect medium-to-long delays on nearby streets if you must drive or travel by bus that day.

How will CicLAvia affect driving to or from my home or business?

If your home or business is on the CicLAvia route, you will have to park your car elsewhere before CicLAvia. The event will block all driveways and on street parking on the route. **Cars parked on the street on CicLAvia day will be towed, and no cars will be allowed to enter or exit the route during the event hours. Police and Department of Transportation Officials usually have the streets open within an hour of the end of CicLAvia.**

For concerns regarding the street closure permit, contact L.A. Bureau of Street Services, Investigation and Enforcement Division, Special Events, 1149 S. Broadway Suite 350, LA, CA 90015 213.847.6000

What does CicLAvia mean for my business?

Many businesses benefit tremendously from CicLAvia, some noting record sales, with thousands of potential customers passing by open storefronts throughout the day. We encourage you to participate, even if it's just by greeting people who pass by your front door. **This is a great opportunity to reach a new customer base.**

- **PLAN ON BEING OPEN THE DAY OF THE EVENT**

- **MAKE YOUR STOREFRONT VISIBLE** with signs, banners and sandwich boards

- **BRING YOUR BUSINESS OUTSIDE.** If you have permission to use the sidewalk in front of your business, bring some activity outside, such as product demonstrations, music or seating. (Please note: under the terms of CicLAvia's permit, the street must remain passable by emergency vehicles. ABSOLUTELY NO tables/chairs/etc. are allowed in the street.)

- **ADVERTISE YOUR BUSINESS BEFORE THE EVENT.** If you're offering a CicLAvia special, let us know (as early as possible) and we can help promote it via CicLAvia social media.

- **HELP GET THE WORD OUT IN ADVANCE.** Put up a CicLAvia flyer. Give CicLAvia flyers to your customers. Contact CicLAvia and we'll email you a link to a flyer download.

- **JOIN THE METRO DESTINATION DISCOUNTS PROGRAM.** To encourage CicLAvia participants to stop by your business on that day, you can also offer a discount to participants and have it featured FOR FREE at the Metro CicLAvia Destination Discounts web page. For details, email DestinationDiscounts@metro.net or call 213.922.5632

If you have any other questions or suggestions please call the CicLAvia general information line at 213.355.8500 or email info@ciclavia.org.

FAQ's

Frequently Asked Questions about CicLAvia:

Q: WHAT CAN MERCHANTS EXPECT FROM CICLAVIA?

A: The last CicLAvia drew more than 180,000 participants. Most merchants along the CicLAvia route have been pleased to see an increase in business during and after the event. CicLAvia gives local merchants the opportunity to reach out to new customers from across the city and throughout the entire Los Angeles region.

Q: WHAT ARE THE HOURS?

A: The roadways of the route will be car-free from 9:00am-4:00pm. City crews begin setting up the street closures at approximately 6:30am, with full closure in effect by approximately 8:30am. At 4:00pm the roads begin re-opening to cars, and are fully open by approximately 5:30pm. We work very closely with city staff to make sure that the event begins and ends on time.

Q: WILL THERE BE TOW-AWAY ZONES?

A: Yes. There is no on-street parking on the route during the event. The city will post temporary tow-away/no parking signs two days before the event. Tow-away/no parking hours will be in effect from 1:00am to 5:00pm on Sunday.

Q: WILL ALL STREETS THAT CROSS THE ROUTE BE CLOSED TO TRAFFIC?

A: No. Cars can cross the route at selected major streets. Pedestrian crossings will also be available along the route to give people access to businesses and buildings on both sides of the street. All other cross streets will be closed at the route. Other than the route itself, all adjacent streets remain open to local access for residents and businesses.

Q: WILL RESTROOMS BE PROVIDED? WHAT ABOUT WATER? WHAT ABOUT TRASH BINS?

A: Yes. We will have official hubs along the route that will offer portable toilets, including ADA accessible ones, water refill stations, information and first aid. The hubs also offer trash bins. Additional trash removal and street cleaning will take place within 24 hours after the event ends.

Q: WILL THERE BE EXTRA POLICE OR SECURITY?

A: There will be a significant number of Los Angeles Police and Transportation officers responsible for traffic and crowd control along the route. CicLAvia is a family-oriented event and thus far, we have not had a single arrest.

If you enjoy CicLAvia and want to see it happen regularly, please consider sponsoring or donating to support CicLAvia in the future. Sponsorship levels begin at $5,000. Donations of any amount are welcome.

If you have any other questions or suggestions please call the CicLAvia general information line at 213.355.8500 or email info@ciclavia.org.