

CICLAVIA

THE VALLEY – March 6, 2016 from 9am-4pm



Business Opportunities at CicLAvia

CicLAvia is a leader in urban open streets. We create temporary car-free days that transform streets into safe spaces for thousands of people to bike, walk, play and smile. CicLAvia is free for all participants, connecting them to communities and to each other.

- CicLAvia's event hours are 9:00am-4:00pm on March 6, 2016. Van Nuys Blvd between Roscoe Blvd and Lehigh Ave will be closed to all cars by 8:00am and no vehicles or on-street parking will be allowed on the route. Streets will be re-opened to cars by approximately 5:30pm. Cars can cross the route at various major intersections, but expect medium-to-long delays on nearby streets if you must drive or travel by bus that day.



What Will You See at CicLAvia?

- Hubs of activity that offer restrooms, free water, first aid, trash/recycling, bike parking and information booths.
- Los Angeles Police and Transportation officers responsible for traffic and crowd control.
- CicLAvia staff and volunteers along the route.
- Thousands of happy faces!

TAKE ADVANTAGE OF THE THOUSANDS OF POTENTIAL CUSTOMERS PASSING BY YOUR DOOR!

- 1 PLAN TO BE OPEN ON THE DAY OF THE EVENT.**
- 2 MAKE YOUR STOREFRONT VISIBLE** with signs, banners and sandwich boards.
- 3 HELP GET THE WORD OUT IN ADVANCE.** Put up a CicLAvia flyer or give postcards to your customers. Contact info@ciclavia.org for a downloadable flyer.
- 4 BRING YOUR BUSINESS OUTSIDE.** If you have permission to use the sidewalk in front of your business, feel free to bring products, music or seating outside. (Please note: under the terms of CicLAvia's permit, no stationary objects are allowed in the street itself.)

FREE ADVERTISING THROUGH METRO'S DESTINATION DISCOUNTS:

Offer a CicLAvia special or discount and Metro will list your business for FREE on their website. Send the name of your business, discount offer, website link, and address to DestinationDiscounts@metro.net by February 19, 2016. Please limit text to 140 characters with spaces.

CiCLAVIA
VIA

Sunday
March 6, 2016
9am-4pm

THE VALLEY – 4 miles

1/2 mile



CicLAvia Route
Ruta de CicLAvia



Crossing Points for Cars
Puntos de cruce para carros



How Will Car Access and Parking be Handled?

- If your business is on the route, **you will need to park your car elsewhere before CicLAvia day.** All driveways on the route will be blocked.
- Street closures begin at 6am, with full route closures in place by 8am. The event runs from 9am-4pm, and streets will be fully open to cars by approximately 5:30pm.
- **Cars can cross the route at selected major streets** (see map). 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. Streets adjacent to the route will remain open to local access for residents and businesses.
- **Cars parked on the route on CicLAvia day will be towed,** and no cars will be allowed to enter or exit the route during the event hours except at designated car crossing points.
- Additional street parking near the route may be restricted. Check for posted restrictions before the event.



**“It’s great seeing people
without their cars.
We had ten times the
business from what we
usually see in a day!”**

- Lu’s Pizza, Pasadena

**Questions or Concerns?
Email info@ciclavia.org
or call 213.355.8500.**

For concerns regarding the Los Angeles street closure permit, contact LA Bureau of Street Services, Investigation and Enforcement Division, Special Events at 213.847.6000.

CicLAvia is a 501(c)(3) non-profit. CicLAvia events are produced in partnership with the City of Los Angeles.