



**Sunday
December 2
2018
9am-3pm**

HEART OF 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



**OPEN STREETS
MADE POSSIBLE BY**



**“The single biggest day of
daytime business in the
history of Downtown
Culver City is when
CicLAvia comes to town!
Our whole community
has a great day.”**

**– The Culver Hotel,
Downtown Culver City**



City of
Los Angeles

Questions or Concerns?
Email info@ciclavia.org
or call 213.355.8500.
Para preguntas en español
email info@ciclavia.org.

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 organi-
zation. CicLAvia events are a partnership
with the City of Los Angeles, Metro, and
CicLAvia, Inc.

CICLAVIA

HEART OF LA

Presented by Metro

Sunday, December 2, 2018 from 9am-3pm



Business Opportunities at CicLAvia

**CicLAvia transforms streets
into safe, car-free spaces
for thousands of people to
bike, walk, play and smile.
CicLAvia is free and connects
people to communities and
to each other.**

CicLAvia's event hours are 9:00am-3:00pm
on Sunday, December 2, 2018. The 6-mile
route of CicLAvia streets will be closed to all
cars from 7:00am to 5:00pm. No vehicles or
on-street parking will be allowed on the route
during this time. Parking restrictions and
towing will be enforced starting at 1:00am
on Sunday, December 2. There are crossing
points at several intersections where vehicles
can cross the route (see map). Expect
medium-to-long delays on nearby streets if
you must drive or travel by bus that day.

What Will You See at CicLAvia?

- Tens of thousands of participants on the car-free streets from all over the region eager to explore the neighborhood
- Happy people looking for their new favorite spot
- Police and Department of Transportation Officers responsible for traffic and crowd control along the route
- CicLAvia staff and volunteers on the route assisting participants with questions and concerns
- Restrooms, free water, first aid, trash/recycling, bike parking, free bike repair, and information booths at hubs along the route
- Safe, fun and family-oriented activities

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

- 1 PLAN TO BE OPEN ON THE DAY OF THE EVENT (9am–3pm).** Make your storefront visible with signage and banners.
- 2 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. If you activate your sidewalk you must maintain a 4' clearance for ADA access. (Please note: under the terms of CicLAvia's permit, no stationary objects are allowed in the street.)
- 3 GET FEATURED ON THE CICLAVIA DIGITAL MAP.** Businesses that offer a special CicLAvia discount can be listed for free on our interactive digital map: map.ciclavia.org. See below for details on joining the CicLAvia Savings program.
- 4 HELP GET THE WORD OUT IN ADVANCE.** Put up a CicLAvia poster or give CicLAvia postcards to your customers! Contact info@ciclavia.org for more information and suggestions.

PARTICIPATE IN THE CICLAVIA SAVINGS PROGRAM

IS YOUR BUSINESS ON THE ROUTE?

Encourage participants to stop by on the day of the event by offering a special discount to CicLAvia participants. We'll highlight your family-friendly business* for free on the CicLAvia website and digital map, subject to approval. Follow these guidelines to join ►

*e.g. restaurants, movie theaters, toy stores, clothing shops, hair salons, banks

- Offer a discount on the day of CicLAvia during business hours.
- Send the name of your business, discount offer, business address, and website link (if available) to pr@ciclavia.org or call **213.355.8500** by Monday, November 26. Include name, email, and contact information for your business.



How Will Car Access and Parking be Handled?

- **ALL DRIVEWAYS ON THE ROUTE WILL BE BLOCKED** and inaccessible beginning at 7:00am on Sunday, December 2.
- If your vehicle is parked in your driveway and you need to use it after 7:00am on December 2, please park elsewhere as the vehicle will be inaccessible until approximately 5:00pm. Vehicles will not be allowed to enter or exit the route during this time.
- Street closures begin at 6:00am, with full route closures in place by 7:00am. The event runs from 9:00am–3:00pm, and streets will be fully open to cars by approximately 5:00pm.
- 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.
- **NO PARKING** allowed on the route after 1:00am on Sunday, December 2. **Parking restrictions will be posted and towing will be enforced.**
- Additional street parking near the route may be restricted. Please check posted parking restrictions in your neighborhood.
- **Parking reimbursement:** If you are a resident or business directly on the route, CicLAvia **can reimburse** you up to \$20 per vehicle for any parking costs you incur from 8:00pm on Saturday, December 1 through 5:00pm on Sunday, December 2. For reimbursement, mail a copy of your parking receipt and proof of residence or employment to CicLAvia, 525 S Hewitt St, Los Angeles, CA 90013.

FOR CICLAVIA SPONSORSHIP OPPORTUNITIES PLEASE CONTACT:

Alex Merlino, Finance Director / 917.721.3127 / alex@ciclavia.org