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**\* \* \* PRESS RELEASE \* \* \***

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**FOR IMMEDIATE RELEASE**

## **Los Angeles Streetcar Inc. Celebrates Inaugural Year**

*Councilmember Huizar congratulates the non-profit on a year of partnership dedicated to advancing the Downtown L.A. Streetcar effort*

**LOS ANGELES (March 10, 2010)** – Los Angeles Streetcar Inc. (LASI) today released a review of its inaugural year's accomplishments advancing the effort to bring a modern streetcar system to Downtown Los Angeles. LASI, a non-profit coalition of property owners and downtown leaders with a shared vision for a revitalized Downtown, was formed to raise private funds for partnership in designing, planning and implementing a downtown streetcar system, modeled after the successful non-profit Portland Streetcar Inc.

The review highlights accomplishments achieved through LASI's public-private partnerships, such as a \$250,000 federal appropriation for environmental review, championed through Congress by Congresswoman Lucille Roybal-Allard on behalf of a request by Councilmember José Huizar; the application by the City on behalf of LASI for a \$25 million Urban Circulator grant, the results of which will be announced in June; numerous media articles and coverage of the streetcar effort; a very well-attended public workshop to discuss route options; the swift formation of an official non-profit corporation; the imminent launch of a public awareness campaign for the streetcar; and LASI's active involvement in the Bringing Back Broadway streetscape planning efforts.

"In prior years, considerable work and planning had been done by a range of individuals and organizations related to the idea of reviving a downtown streetcar," said Councilmember José Huizar. "Bringing Back Broadway was able to provide a home for these separate efforts and breathe life into the idea again. Working with our partners at CRA, CCA, and the Business Improvement Districts, we built tremendous momentum for the streetcar effort among property owners and residents during the first year of Bringing Back Broadway. It was during that year that the idea for forming the non-profit LASI was born. Now we champion the streetcar within the City and public agencies, and LASI represents the private sector partnership that is also necessary to move things forward. I congratulate LASI on a great inaugural year."

**(more)**

## Huizar Praises Streetcar Non-Profit's First Year

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Dennis Allen, Executive Director of LASI, says that public/private collaboration has been key to LASI's early success.

"We're very pleased with LASI's progress in our first year," said Dennis Allen, Executive Director of LASI. "The incredible support of the City, CRA, Metro, the downtown property owners on the board and the downtown community has allowed the organization to rapidly advance the streetcar effort and develop into a great example of the power of an active public-private partnership. It will be such a boon for downtown, and we have great momentum for making this happen. The streetcar effort is as we say in the PR campaign - right on track."

While the streetcar is a major component of Bringing Back Broadway, the Downtown streetcar is about more than just Broadway. The planned Downtown L.A. Streetcar will connect historic Broadway and the Historic Core with downtown's entertainment and cultural destinations, including L.A. Live and Bunker Hill/Music Center in an approximately 4.7 mile couplet route, intended to be operational within the next five years.

"A more efficiently run and successful Downtown is good for our entire City and the streetcar will help get us there," Councilmember Huizar said. "By having the streetcar go through areas that have already experienced the downtown renaissance - as well as those that have incredible potential but are still in need of a catalyst for revitalization - the streetcar will help downtown function as a complete, cohesive neighborhood for residents, visitors, workers and tourists alike."

If plans to bring a streetcar to downtown Los Angeles are successful, Los Angeles would be the first big city in the U.S. advancing a modern streetcar system. The project has been discussed with the community for more than a decade. Now feasibility studies are complete, route options have been determined and traffic studies are underway. Environmental review is expected to be completed by 2011.

For more on Bringing Back Broadway, go to [www.BringingBackBroadway.com](http://www.BringingBackBroadway.com). The LASI one-year review is located at [www.lastreetcar.org/year\\_in\\_review/](http://www.lastreetcar.org/year_in_review/)

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