Los Angeles River: GREENWAY 2020
Our Course to Today
A Vision that Ties Everything Together

The goals and objectives developed by the Advisory Committee for Recreation are:

*Provide a safe environment and a variety of recreational opportunities along the river.*

*Ensure safe access to and compatibility between the river and other activity centers.*
GREENWAY 2020: a continuous urban experience

GREENWAY 2020 DOWNTOWN SEGMENT
TRANSFORMATIONAL CASE STUDY
BROADWAY CONNECTOR
N. Broadway Ave. / Elysian Park / The Cornfields
The Time to Change Course is Now
Providing Ways for Angelenos to Use the River
Engaging the public in new ways:

BIKE-IN MOVIES

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Los Angeles River Corp
Establishing connectivity and new partnerships: Rio Vistas
Changing perceptions and interests of funders
Creating new crossings and design standards:

La Kretz Crossing
Advancing a common agenda
Greenway Definition: a non-motorized pedestrian, bicycle and recreational travel corridor that parallels an urban water and promotes the development of greenways along rivers throughout the state through public and private partnerships, including the development of a greenway along Los Angeles River.

Multiple Greenway Benefits: recreational open space, flood management, community revitalization, non-motorized commuter and recreational route along the river, job-creator

Angelenos Deserve a Greenway: our communities want to be better connected
Let’s Build on the Momentum:
Greenway 2020
Transform Our Communities
Make the LA River Family-Friendly
Business Benefits For Los Angeles
Provide Non-Motorized Linkage to Transit
Build a Greater Audience for River Restoration
Working to Broaden the Coalition

Urban Rivers Institute
Join the Movement

**Public**
- Display your Support
- Attend Events
- Call your legislators
- Use the River

**Business**
- Call local legislators
- Promote LA River events in storefront
- Hang sign in storefront
- Adopt Portion of River

**Civil Society**
- Host events engaging the river
- Announce launch of campaign to members
- Meet with legislators
- Sign pledge in support

**Government**
- Announce campaign to constituents
- Prioritize funding
- Host event in your district
- Participate in media tour of river

Join the Movement
Join US: GREENWAY 2020

- Pledge Support
- Follow on Social Media
- Use the River
- Attend Events
- Spread the Word

www.larivercorp.org
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Los Angeles River Revitalization Corp.