



East Hollywood Neighborhood Council

Feet First Campaign

April 27, 2009

SoleMates™ Project

Endorse - The East Hollywood Neighborhood Council declares East Hollywood a Pedestrian Oriented Community where the safety, comfort and rights of pedestrians are the foundation of its character.

Engage - Together we will conduct community forums to present visionaries in mobility, land use and public safety in order to open stir the imaginations of the community and to raise the standard for mobility in East Hollywood.

Enlist - Together we will survey the community and partner with schools, churches, senior facilities, social services, businesses, and recreational entities to establish the "SoleMates™" identity and work with organizational partners to make East Hollywood a pedestrian oriented community. The second layer of enlistment is to actually conduct safety, education and encouragement classes for the kids at which point they become "SoleMates™".

Establish - Through the Vision Statement, the Forums, and the participation of our Partners, we will establish land use and transportation standards for the community and we will establish opportunities for improvements in the community.

Endow - The ultimate goal of this project is to go after Safe Routes to School funding, Metro Enhancement funding and Office of Traffic Safety funding, all in an effort to make East Hollywood a great place to walk, a great place to ride, and a great place to live.