



A CALL FOR YOUNG



ARTISTS

LOS ANGELES COUNTY PUBLIC WORKS AND REGIONAL PLANNING
ANNOUNCE A POSTER COMPETITION



The LA County TOD Toolkit project is partially funded by SB1 Caltrans Sustainable Transportation Planning Grant Program.



The theme of the contest is *Light Rail Transit Can Transform How I Live, Work and Play in the Future* and focuses on how light rail creates broader access to education, recreation and jobs. The Metro L-Line (Gold Line), which operates on Third Street and currently ends at Atlantic Boulevard/ Pomona Boulevard, is an example of light rail transit.

The poster competition is in response to Los Angeles County developing the Transit-Oriented District (TOD) Toolkit to shape and influence the improvements around future rail sites. The proposed additional L-Line (Gold Line) Station at Atlantic Boulevard/Whittier Boulevard in East LA is being used as an example study. Lessons learned there will inform other proposed stations in the future.

The competition is intended to inspire young, creative minds to present their ideas about how to improve access to transit, promote healthier lifestyles, and create attractive and inviting neighborhoods near transit for live, work and play.

WHO CAN ENTER AND HOW WINNERS WILL BE SELECTED

Open to all middle and high school students in East LA. The competition is divided into two groups: Grades 6-8 and Grades 9 -12. Students will have the opportunity to exhibit their poster at a future LA County TOD Toolkit Community Meeting.

Winners will be selected on the basis of their response to theme, artistic merit, design, originality and content. This is much more than an art contest; it is a messaging contest, too! Posters will be judged on the impact of their message.

There will be two winners announced in each of the two categories. First-place winners will be awarded \$200 gift cards and second-place winners will receive \$100 gift cards. All winners will be recognized at a future LA County TOD Toolkit Community Meeting. The winning poster may also be featured in the project document.

SUBMISSION REQUIREMENTS

One poster design per student. The poster may be submitted or mounted on poster board however, it is not mandatory. Posters must be a minimum size of 8-1/2" x 11" to a maximum size of 8-1/2" x 14". Posters may be executed in any 2-dimension medium, including oil, acrylic, markers, pastel, collages, photography, digital, or canvas mounted on poster board.

Posters may be created or enhanced digitally, however, the poster must begin with an entirely original work of art by the student and printed to the required size for submission.

Posters will be judged on:

- Ability to convey the benefits of improved access to transit, especially light rail transit
- Creativity
- Originality
- Quality of artwork

Artwork must be labeled on the back with the name of the poster, name of the student, their age, school or organization, the name of the art teacher or principal, their email address or home phone number or that of a parent/guardian. Posters submitted without all of the required information will not be eligible for the contest. PLEASE FILL OUT THE ENTRY FORM PROVIDED AND ATTACH IT TO THE BACK OF YOUR POSTER.

ADDITIONAL REQUIREMENTS

Submit on your Poster Contest Entry Form a written statement of up to 100 words on any of the topics below:

- how access to transit would impact your future, or
- what would persuade you, your family and your friends to take transit more often, or
- what advantages does transit provide to you and your friends now.

OWNERSHIP OF THE ARTWORK

Ownership of the artwork remains with the artist. However, LA County Public Works and Regional Planning Department reserve the right to reproduce and publish any and all artwork submitted for this contest including publishing the artist's name, age and school, and/or photographs of the artist and their work.

SUBMISSION

The contest has been moved online. Please submit a photo of the artwork, write-up, and entry form to:
kpadilla@katherinepadilla.com

Deadline: Wednesday, April 22, 2020.

