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**NEWSLETTER / NEWS RELEASE
From the Office of the Mayor**

FOR IMMEDIATE RELEASE

JUNE 7, 2018

**BUILD A BETTER BLOCK
PRESENTED BY JASON ROBERTS**



Pictured above is Jason Roberts as he makes his presentation to the crowd that attended the event.

Over 250 people attended the James J. Eagan Center Theater on Thursday, May 31st to listen to Jason Roberts who gave a presentation on “Build a Better Block”. The purpose of the presentation is to discover a vision for Florissant’s future that continues civic progress and promotes safe, healthy, vibrant and sustainable neighborhoods.

Jason Roberts is an artist, civic activist, and urban designer whose life's work has been dedicated to the creation of healthy, vibrant and sustainable neighborhoods. In 2006, Jason formed the non-profit organization, Oak Cliff Transit Authority, to revive the Dallas streetcar system, and later spearheaded the city's effort to help reintroduce a modern streetcar system to Dallas. In 2010, Jason organized a series of "Better Block" projects, taking blighted blocks with vacant properties in Dallas and converting them into temporary walkable districts with pop-up businesses, bike lanes, cafe seating, and landscaping. The project has become an open-sourced international movement occurring everywhere from Melbourne, Australia to Tehran, Iran, and has been featured in the New York Times, Washington Post, and Dwell Magazine. Jason has received a Champions of Change award from the US White House, showcased in the 2012 Venice Biennale, and was listed in Planetizen's Top 100 Most Influential Urbanists.

Jason discussed how to drive change in the communities and move past unproductive committees and how to become the “bike part of town” and revitalize in other ways. In his funny, smart, energetic, and interesting presentation Jason encourages every citizen to get involved and share ideas to promote a more enjoyable and livable city to enjoy.