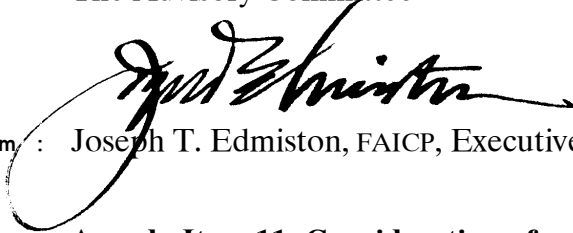


Memorandum

To : The Conservancy
The Advisory Committee

Date: June 27, 2011

From :  Joseph T. Edmiston, FAICP, Executive Director

Subject: **Agenda Item 11: Consideration of resolution authorizing a matching grant of Conservancy Fund funding to Social and Environmental Entrepreneurs for the creation of educational multimedia components for www.lamountains.com.**

Staff Recommendation: That the Conservancy authorize a matching grant of Conservancy fund funding to Social and Environmental Entrepreneurs for the creation of educational multimedia components for www.lamountains.com.

Legislative Authority: Public Resources Code Section 33204.2. (a); 33204.5 (a)

Background: Section 33204.2. (a) of the Public Resources Code allows the conservancy to award grants to nonprofit organizations qualified as exempt organizations under section 501(c)(3) of the Internal Revenue Code of 1954 “to carry out educational interpretation programs that directly relate to a project that the conservancy is otherwise authorized to undertake” including “providing a program to provide recreational access from the inner city to the zone in order to provide recreational opportunities for all income and ethnic groups wishing to enjoy the Santa Monica Mountains.”

In the digital age, the world wide web is one of the most effective tools of helping the public gain access to and learn about the Santa Monica Mountains and Conservancy Zone. The Santa Monica Mountains Conservancy and Mountains Recreation and Conservation Authority sponsor the website www.lamountains.com which provides a comprehensive information portal to the mountains surrounding Los Angeles and Ventura County. More than 100,000 people visit the park pages on lamountains.com each month. While full of information, the educational content on the website would be vastly improved and modernized by the addition of interpretive streaming video which would show the natural beauty and ecological importance of the parks themselves while educating the public and encouraging access. The videos will feature families enjoying the outdoors while learning about the public parkland. The grant will be matched by matching funds from Los Angeles County Supervisor Zev Yaroslavsky.

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Social and Environmental Entrepreneurs, who sponsors the Webtours project, is an organization that fosters social and ecological justice and promotes environmental education. Webtours, under the leadership of Toby Keeler has produced similar projects of exceptional quality for the Santa Monica Mountains National Recreation Area including the Trailmasters series which can be viewed online at:
<<http://zev.lacounty.gov/news/environment/take-a-glide-on-the-wild-side>>