

Attachment
SMMC Item 14
October 29, 2012

SANTA MONICA MOUNTAINS CONSERVANCY GRANT APPLICATION			
Project Name: VerdeXchange / ULI FutureBuild Conference		Amount of Request:	\$22,000
Applicant Name: Community Partners fbo (for the benefit of) Metropolitan Forum Project		Total Project Cost:	\$66,000
		Amount of Match:	\$44,000
Applicant Address: 1000 N. Alameda St., Suite 240 Los Angeles, CA, 90012		Project Address: 811 W. 7th St., Suite 900 Los Angeles, CA, 90017	
		County	Senate
		Assembly	
Phone: 213-623-3801		Email: david@verdexchange.org	
Fax: 213-623-9207			
Grantee's Authorized Representative:			
Paul Vandeventer, President & CEO, Community Partners		paulv@communitypartners.org	
<i>Name and Title</i>		<i>Phone</i>	
Person with day-to-day responsibility for project:			
Kevin J Madden, Media Manager		213-623-3801	
<i>Name and Title</i>		<i>Phone</i>	
Project Description (75 words maximum): A series of panels, videos, and interviews around greening the built environment of Los Angeles through infrastructure, open space, energy, and design.			
Objective (150 words maximum): MFP plans to: 1) afford office holders and candidates an opportunity to enhance their literacy and express themselves in matters of urban landscape and the built environment; 2) expose these candidates to the most cutting-edge ideas and opportunities for greening Los Angeles; and, 3) challenge all to think boldly and realistically on matters relating to urban density, water, and energy conservation, sustainable infrastructure, infill open space, and clean and green design.			
Funding Source Applied for:		Conservancy Fund	

Narrative/Project Description:

In less than six months, voters in Metropolitan Los Angeles will be going to the polls to elect their local representatives for Mayor, Council, and Supervisor. Many policy and budget choices will compete to drive the primary elections and guide the victorious in carrying out their public responsibilities. Too often, too little attention is paid to urban planning and the Los Angeles River; to sustainability, livability and the environment; to mobility; and, of course, to water.

It is imperative in 2013 that the value of greening Los Angeles, after years of leadership by SMMC, be historically and factually framed for those seeking public office.

The Metropolitan Forum Project, a project of Community Partners, proposes to civically frame the aforementioned issues by hosting civic forums and publishing substantive expert interviews over the next six months that include and involve, among others, local candidates for public office and opinion leaders engaged in conservation, development and design.

More specifically, MFP plans to: 1) afford office holders and candidates an opportunity to enhance their literacy and express themselves in matters of urban landscape and the built environment; 2) expose these candidates to the most cutting-edge ideas and opportunities for greening Los Angeles; and, 3) to challenge all to think boldly and realistically on matters relating to urban density, water, and energy conservation, sustainable infrastructure, infill open space, and clean and green design.

The objective of holding forums and publishing interviews and videos is to substantively frame important green environmental issues and to offer local candidates for public office an opportunity to express and enhance their literacy in matters of sustainability and the built environment; expose them to the most cutting-edge ideas and opportunities for greening Los Angeles; and to challenge all participants in what promises to be a robust and focused dialogue to think boldly and realistically on matters relating to water, energy, infrastructure, open space, and urban design.

As the City of Los Angeles grows and evolves into a denser urban form, preserving open space and greening infrastructure will be critical to maintaining the lifestyles Angelenos value. MFP's proposal with the VerdeXchange/ULI-LA Conference will bring all the aforementioned issues and challenges to the attention of both those who vote and those who wish to serve in public office.

To fund the activities described above, I am requesting \$22,000 from SMMC made payable to Community Partners fbo (for the benefit of) MFP. Funds already committed from ULI-LA and from MFP will leverage SMMC's investment in the conference by at least a factor of two. Please forward any forthcoming grant funds to:

Community Partners
ATTN: Paul Vandeventer
1000 N. Alameda St. Suite 240
Los Angeles, CA 90012

Thank you for your consideration. We look forward to welcoming SMMC as a sponsor of this important dialogue.

Tasks / Milestones:**Budget Estimate:****Completion Estimate:**

The highest profiled framing event is being planned for February 5, 2013. That date corresponds to the date and location of the sixth annual VerdeXchange VX2013 Conference, which this year includes a partnership with ULI-LA. VX2013 is expected, as it has for the last five years, to draw more than 400 business, government, and environmental leaders in sustainability, energy policy, finance, and infrastructure from the Los Angeles metro region, the State of California, and the nation, as well as delegations from Asia, North America, and Europe. In addition, VX2013 will attract extensive media attention. Not only will those in attendance be privy to the dialogue, but the panels and proceedings will be video recorded in HD and made available online for distribution immediately.

5 February 2013

ULI-LA and VerdeXchange will involve in VX2013, as key panelists, the leading mayoral candidates, as well as former Los Angeles and San Diego City Planning Director, Gail Goldberg, Congressman Earl Blumenauer (Portland, Oregon), SMMC's Joe Edmiston, and author Joel Kotkin. With the support of SMMC, VerdeXchange and the Urban Land Institute-LA (ULI-LA/VX2013) are planning to feature the aforementioned on plenary breakfast and luncheon panels on February 5th.

5 February 2013

In addition to the February 5 panels and luncheon, MFP also plans, in concert with *The Planning Report*, to publish a series of interviews with a talented and perceptive group of urban planning and civic leaders. These interviews will draw attention to the art of the possible and affirm a practicable and replicable vision of success for the greening project and related activities.

January - March, 2013

Finally, MFP envisions and is currently assessing the feasibility of a spring 2013 breakfast series involving regional civic and political leadership in intensive and inventive discussions that forward the public dialogue about our urban environments.

I certify that the information contained in this Grant Application form, including required attachments, is accurate.

[Handwritten Signature] Pres + CEO
Signature of Authorized Representative Community Partners
Date 10-16-12

Form SMM-001

STATE OF CALIFORNIA ♦ THE RESOURCES AGENCY

Grantee Data Sheet

Print Form



State of California
The Natural Resources Agency
Santa Monica Mountains Conservancy

5750 Ramirez Canyon Road
Malibu, California 90265
Phone: 310-589-3200
Fax: 310-589-3207
www.smmc.ca.gov

Date: 5 February 2012

New Revised

Grantee Name: Metropolitan Forum Project Community Partners
Address: 1000 N. Alameda St., Suite 240, Los Angeles
State/Province: CA
Zip/Postal Code: 90012
Tax ID Number: 95-4302067

Project Name: VerdeXchange/ULI FutureBuild Conference

Phone: 213-623-3801
Fax: 213-623-9207

Primary Contact Information

Name (1): David Abel
Address: 811 West Seventh Street, Suite 900, Los Angeles
State/Province: CA
Zip/Postal Code: 90017
Phone (1): 213-623-3801
Phone (2):
Fax: 213-623-9207
Email: david@verdexchange.org

Information

Will administrative/overhead costs be included?

If yes, is the overhead policy attached to this sheet?

Will vehicle costs be included?

If yes, is the vehicle policy attached to this sheet?

Will cell phone costs be included?

If yes, is the phone policy attached to this sheet?

Name (2): Kevin J Madden
Address: 811 West Seventh Street, Suite 900, Los Angeles
State/Province: CA
Zip/Postal Code: 90017
Phone (1): 213-623-3801
Phone (2): 617-510-6244
Fax: 213-623-9207
Email: kevin.madden@verdexchange.org

I have completed and submitted the STD 204 Payee Data Record form.

I have read and accepted the policies and procedures within the Santa Monica Mountains Conservancy Grant Administration Manual.

I am aware that the Santa Monica Mountains Conservancy has urged a reduction of costs associated with overhead, cell phone, and vehicle charges.

*If a reduction in the above costs has been made, please document the reductions and attach to this data sheet.

Notes:

Signature Field