



MOUNTAINS RECREATION & CONSERVATION AUTHORITY

Los Angeles River Center & Gardens
570 West Avenue Twenty-Six, Suite 100
Los Angeles, California 90065
Phone (323) 221-9944 Fax (323) 221-9934

Agenda Item 19
SMMC
6/3/13

June 3, 2013

Ms. Irma Muñoz
Chairperson
Santa Monica Mountains Conservancy
5750 Ramirez Canyon Road,
Malibu, California 90265

Grant Application – Proposition 84
Interpretative amenities and services - Los Angeles River Watershed

Dear Ms. Muñoz:

I am pleased to present the enclosed application for Proposition 84 funds for visitor serving amenities that educate and communicate the significance and value of natural, historical, and cultural resources of the Los Angeles River Watershed and increases the understanding and enjoyment of these resources. These amenities include interpretive signage and materials, naturalist led programs, special seminars and events in parkland owned or managed by the Santa Monica Mountains Conservancy.

The Mountains Recreation and Conservation Authority (MRCA) has a long history of providing relevant and meaningful interpretation and education programs that not only enhance the visitor experience but promote stewardship and protection of the resources. In addition to the programs and materials developed for the general public, specific focus will be on amenities and programs that serve disadvantaged communities. This includes programs at Vista Hermosa Park and along the Los Angeles River, as well as ensuring that disadvantaged youth have access to the mountains through transportation, education and interpretive programs, and overnight camping in the Santa Monica Mountains..

Please refer to the enclosed application for more information. If you have questions regarding this application please contact Amy Lethbridge at 818-878-0866 extension 233.

Sincerely,

George Lange
Chair

SANTA MONICA MOUNTAINS CONSERVANCY GRANT APPLICATION			
Project Name: Interpretive amenities and services –Los Angeles River Watershed 2013-14	Amount of Request: \$ 330,000		
Applicant Name: Mountains Recreation and Conservation Authority	Total Project Cost: \$ 330,000		
Applicant Address: 570 West Avenue 26, Suite 100 Los Angeles, CA 90065	Amount of Match: \$		
Phone: 323-221-9944 Fax: 323-221-9934	Source of Match:		
	Project Address:		
	County	Senate District	Assembly District
	varied	varied	varied
	Email: Amy.Lethbridge@mrca.ca.gov		
Grantee's Authorized Representative:			
Amy Lethbridge, Deputy Executive Officer		818-878-0866 xt 233	
<i>Name and Title</i>		<i>Phone</i>	
Person with day-to-day responsibility for project:			
Amy Lethbridge, Deputy Executive Officer		818-878-0866 xt 233	
<i>Name and Title</i>		<i>Phone</i>	
Brief Scope of Work (60 words maximum): Visitor serving amenities that educate and communicate the significance and value of natural, historical, and cultural resources of the Los Angeles River Watershed and increase the understanding and enjoyment of these resources. These amenities include interpretive signage and materials, naturalist led programs, special seminars and events in parkland owned or managed by the Santa Monica Mountains Conservancy.			
Funding Source Applied for: Proposition 84, Los Angeles River Watershed			
Narrative/Project Description:			

For the purposes of this grant, interpretation includes any visitor serving amenities that educate and communicate the significance and value of natural, historical, and cultural resources of the Los Angeles River Watershed, and increases the understanding and enjoyment of these resources. These amenities include interpretive signage and materials, naturalist led programs, special seminars and events in parkland owned or managed by the Santa Monica Mountains Conservancy. A partial listing of properties is attached. Special attention will be given to development and implementation of programs at new parks, most notably Vista Hermosa.

All programs will target regional audiences from our city's most impacted and disadvantaged urban areas. The specific scope of services that will be provided, include:

Guided interpretive programs, including program development and implementation, directly relating to the watershed's rich natural, cultural and historic resources. Programming will focus on interpretation of the site's endangered species, ecology, importance of the watershed, conservation, biodiversity, Mediterranean ecosystems, wildlife corridors, and fire ecology;

Partial funding of an interpretive newsletter, "Symbiosis" which is printed quarterly and is available at all park locations, distributed to park visitors by staff and is utilized as part of interpretive programming;

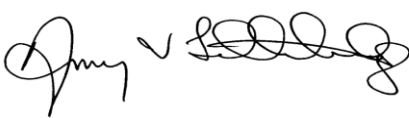
Interpretive materials, including site specific materials, program schedules, safety information and self guided interpretative materials that are designed and implemented to increase visitors enjoyment and understanding of the watershed;

Camping programs for disadvantaged youth ensuring that they enjoy the access to parklands and participate in guided interpretive programs that include the watershed's rich natural, cultural, and historic resources. Programming will focus on interpretation of the site's endangered species, ecology, importance of the watershed, conservation, biodiversity, Mediterranean ecosystems, wildlife corridors, and fire ecology.

Junior Ranger programs for youth designed to increase the understanding and enjoyment of the Los Angeles River. Programs will be held at Marsh Street Park, the Los Angeles River Center and Gardens and pocket parks managed by the MRCA along the Los Angeles River. In addition to endangered species, ecology, importance of the watershed, conservation, biodiversity, Mediterranean ecosystems, wildlife corridors, and fire ecology, the River Ranger program focuses on identification of plants and animals of the Los Angeles River Watershed, water ecology and stewardship;

Continued operation of monthly Transit to Trails Program for families from disadvantaged communities to parklands owned and managed by the MRCA in the watershed and participation in interpretive programs at those parks. Food and transportation funds for this program are provided by a separate funding source;

Development and implementation of an interpretive program for high school students in which the students will learn about the Los Angeles River watershed's rich natural, cultural and historic resources including endangered species, ecology, conservation, biodiversity, Mediterranean ecosystems, wildlife corridors, and fire ecology. The students will then lead guided interpretive programs for members of the public at the park, as defined above.

	Tasks / Milestones:	Annual Budget:	Completion Date
1	1 Interpretive Newsletter	\$10,000	Quarterly
2	35 Interpretive Materials (flyers/schedules/brochures, digital media) per quarter	\$35,000	Quarterly
3	100 Junior Rangers graduating 12 week program	\$100,000	Annually
4	41 Guided Interpretive Programs per quarter	\$82,000	Quarterly
5.	10 camping trips	\$75,000	Annually
6.	Visitor Center staffing 700 hours	\$13,000	Annually
7.	15 Transit to Trails Programs	\$15,000	Annually
Acquisition Projects: APN(s): N/A			
Acreage: N/A			
I certify that the information contained in this Grant Application form, including required attachments, is accurate.			
<i>Signature of Authorized Representative</i>		<i>Date</i>	
		5/28/13	
STATE OF CALIFORNIA ♦ THE RESOURCES AGENCY			



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June 3, 2013

Ms. Irma Muñoz
Chairperson
Santa Monica Mountains Conservancy
5750 Ramirez Canyon Road,
Malibu, California 90265

Grant Application – Proposition 84
Interpretative amenities and services - Santa Monica Bay Watershed

Dear Ms. Muñoz:

I am pleased to present the enclosed application for Proposition 84 funds in the amount of \$70,000 for visitor serving amenities that educate and communicate the significance and value of natural, historical, and cultural resources of the Santa Monica Bay Watershed and increases the understanding and enjoyment of these resources. These amenities include interpretive signage and materials, naturalist led programs, special seminars and events in parkland owned or managed by the Santa Monica Mountains Conservancy.

The Mountains Recreation and Conservation Authority (MRCA) has a long history of providing relevant and meaningful interpretation and education programs that not only enhance the visitor experience but promote stewardship and protection of the resources. In addition to the programs and materials developed for the general public, specific focus will be on amenities and programs that serve urban communities, ensuring that disadvantaged youth have access to the mountains through transportation, education and interpretive programs, and overnight camping in the Santa Monica Mountains.

Please refer to the enclosed application for more information. If you have questions regarding this application please contact Amy Lethbridge at 818-878-0866 extension 233.

Sincerely,

George Lange
Chair

**SANTA MONICA MOUNTAINS CONSERVANCY
GRANT APPLICATION**

Project Name: Interpretive amenities and services –Santa Monica Bay Watershed 2013-14	Amount of Request: \$ 70,000		
Applicant Name: Mountains Recreation and Conservation Authority	Total Project Cost: \$ 70,000		
	Amount of Match: \$		
Applicant Address: 570 West Avenue 26, Suite 100 Los Angeles, CA 90065 Phone: 323-221-9944 Fax: 323-221-9934	Source of Match:		
	Project Address:		
	County	Senate District	Assembly District
	varied	varied	varied
Email: Amy.Lethbridge@mrca.ca.gov			

Grantee’s Authorized Representative:
 Amy Lethbridge, Deputy Executive Officer 818-878-0866 xt 233

Name and Title *Phone*

Person with day-to-day responsibility for project:
 Amy Lethbridge, Deputy Executive Officer 818-878-0866 xt 233

Name and Title *Phone*

Brief Scope of Work (60 words maximum): Visitor serving amenities that educate and communicate the significance and value of natural, historical, and cultural resources of the Santa Monica Bay Watershed and increase the understanding and enjoyment of these resources. These amenities include interpretive signage and materials, naturalist led programs, special seminars and events in parkland owned or managed by the Santa Monica Mountains Conservancy.

Funding Source Applied for: Proposition 84, Santa Monica Bay Watershed

Narrative/Project Description:
 For the purposes of this grant, interpretation includes any visitor serving amenities that educate and communicate the significance and value of natural, historical, and cultural resources of the Santa Monica Watershed, and increases the understanding and enjoyment of these resources. These amenities include interpretive signage and materials, naturalist led programs, special seminars and events in parkland owned or managed by the Santa Monica Mountains Conservancy. A partial listing of properties is attached.
 All programs will target regional audiences from our city’s most impacted and disadvantaged urban areas. The specific scope of services that will be provided, include:

Guided interpretive programs, including program development and implementation, directly relating to the watershed’s rich natural, cultural and historic resources. Programming will focus on interpretation of the site's endangered species, ecology, importance of the watershed, conservation, biodiversity, Mediterranean ecosystems, wildlife corridors, and fire ecology;

Partial funding of an interpretive newsletter, “Symbiosis” which is printed quarterly and is

