

Attachment
SMMC Item 13
April 28, 2014

**SANTA MONICA MOUNTAINS CONSERVANCY
GRANT APPLICATION**

Project Name: LA River Greenway Project Planning and Design	Amount of Request: \$150,000		
Applicant Name: Los Angeles River Revitalization Corporation	Total Project Cost:		
	Amount of Match:		
	SMMC Fund Source(s):		
Source of Match:			
Applicant Address: 540 West Avenue 26 Suite 475 Los Angeles, CA 90065 Phone: 323-221-7800 Fax:	Project Address: Multiple		
	County	Senate District	Assembly District
	Los Angeles		
	Email: obrownson@larivercorp.com		
Grantee's Authorized Representative:			
Omar Brownson, Executive Director		323-221-7800	
<hr/> <i>Name and Title</i>		<hr/> <i>Phone</i>	
Person with day-to-day responsibility for project:			
Omar Brownson, Executive Director		323-221-7800	
<hr/> <i>Name and Title</i>		<hr/> <i>Phone</i>	
Brief Scope of Work (60 words maximum):			
<p>The Los Angeles River Revitalization Corporation (RRC) will carry out the Greenway 2020 project, to create a continuous LA River Greenway, a 51-mile recreational corridor that will run along a restored LA River. LA River Greenway will offer one of the longest recreational arteries in the country. It will connect the existing 26 miles of bike path to key remaining sections. The RRC will develop and implement a strategy to execute LA River Greenway projects, including identifying feasible sites; securing appropriate partners; co-ordinating design, planning, and engineering of projects; community engagement, and leveraging funds from city, state and federal sources.</p>			
Funding Source Applied for: Proposition 50			
Narrative/Detailed Project Description: Greenway 2020 PPD			
<p>Greenway 2020 is a project to create a LA River Greenway, a continuous landscaped trail with recreational amenities, along the full 51-mile corridor of the Los Angeles River. The LA River Greenway will create easily accessible natural space that will bring together the diverse communities of our city.</p> <p>The Greenway 2020 vision is rooted in and the result of the tremendous planning efforts that have preceded it, such as the County of Los Angeles' River Master Plan and the City of Los Angeles' River Revitalization Master Plan. The 2007 Los Angeles River Revitalization Master Plan and 2010 Bicycle Plan highlight the value and potential of extending the existing bike paths on the LA River. In 2011, President Obama named the LA River to be a part of America's Great Outdoors Initiative, prioritizing a recreation and conservation agenda for urban communities. The seven mile trail from Griffith Park at Riverside Drive to Barclay Street in Elysian Valley was officially designated a National Recreational Trail in June 2012. Since then, California also passed SB 1021 that allows public access to the L.A. River for recreational and educational purposes. Momentum for the L.A. River has been building over the last several years, further evidenced by the increasing number of people coming to the river to travel, to commute, and to recreate.</p>			

The Los Angeles River Revitalization Corporation (RRC) requests \$150,000 from the Santa Monica Mountains Conservancy (Conservancy) to continue to build this Greenway 2020 vision to implement the missing links of the Los Angeles River Greenway. The objective of Los Angeles River Greenway is to create one of the longest urban riverfronts and recreational opportunities in the country. It will also create greater access and linkages to State resources and investments like the State Historic Park, Rio de Los Angeles Park, and Marsh Park. We think of it as a linear Central Park—a grand public space that will redefine how we move through Los Angeles and neighboring cities. It's an asset that will connect people throughout Los Angeles, restore natural habitat in some of the most park-poor communities in the country, and leave an open space legacy for generations to come.

The RRC will create public-private partnerships to carry out projects that will create a continuous greenway along the Los Angeles River. If awarded funding, the RRC will use the Conservancy grant to carry out planning, design, and project management to develop the entire greenway of seamless non-motorized commuter and recreational transit route. We will engage with design and engineering firms to resolve logistical issues relating to the need for bridges, overpasses and underpasses at key intersections. Our focus will be to study how to best complete as much of the missing LA River trail segments as possible, as well as to create public amenities and enhancement of the Greenway. We envision site amenities such as restrooms, benches, drinking fountains, cafes, and bike racks incorporated into greenway projects.

In addition to the existing LA River Greenway “landscape” survey of needs and gaps, RRC will manage teams of architects, landscape planners, private contractors and technical experts, as required, to plan and design specific projects along the LA River Greenway. The design portion of RRC's work funded by this grant will focus on the design of public amenities from the 2 Freeway, the northern border of North East Los Angeles to north of Downtown Los Angeles. Through this effort, we will work to support other agencies & private entities to carry out river-friendly projects to enhance the LA River Greenway.

Funding from this grant would allow RRC to plan and develop projects to extend and enhance the LA River Greenway. We will adopt a coordinated approach to elevate the design and function of greenway projects, bringing together the range of stakeholders involved in the LA River. We will work to support other agencies and private entities to carry out river-friendly projects. We will continue to identify public and private sources of finance to execute greenway projects. A key function will be to attract private donors, philanthropic and corporate foundations to invest in the LA River Greenway.

The LA River Greenway can directly improve the quality of life in communities by providing important recreational, open space, wildlife, flood management, water quality, air quality, transportation, emergency response, and urban waterfront revitalization benefits to communities. Projects to extend and enhance the existing bike path will foster job creation, economic development, and community revitalization.

Greenway 2020 Progress

- **Fundraising** – Nearly \$300,000 committed and/or received. RRC has brought together multiple public, private, and philanthropic entities to secure resources to realize a continuous 51-mile Greenway along the LA River. One of the key objectives has been to drive forward a more strategic approach to fundraising from state and federal sources. We have created a ‘joined-up’ approach to funding requests, for greater success. Bringing

together the many organizations working on the LA River, RRC has acted like and will continue to act like a hub to catalyze action, co-ordinate funding, and focus on common projects for better outcomes.

- **Public Awareness & Engagement** - RRC has successfully developed a public engagement narrative that describes the magnitude of the Greenway 2020 vision. The public engagement to date has successfully fostered excitement, while also making the project accessible in order to enlist broader public support. RRC has also built momentum for civic engagement via the traditional press, social media, and public outreach and engagement of a diverse coalition of supporting organizations. Some examples of these successes are over 1,000 people attending the first annual LA River Bike-In Movie Series last summer and a 2020 IPA released by Golden Road Brewing on behalf of Greenway 2020 earlier this year.

Key projects to extend this LA River Greenway are in motion. As part of its Evolution project, NBC/Universal will extend the existing 7-mile greenway to Lankershim by the year 2016. The RRC will work to extend the Greenway from Lankershim along the River to Balboa Park and then to Warner Center to complete its westward leg. Concurrently, the LARRC will work to bridge the gap between the end of the existing Elysian Valley bike path at the north edge of Downtown and the City of Vernon, where the existing River path resumes and travels the remaining 16.8 miles to the ocean.

Design and Project Planning Led by RRC Staff

RRC will lead, manage and oversee teams of architects, landscape planners, private contractors and technical experts, as required, to plan and design specific projects along the LA River Greenway. The RRC will coordinate community engagement to build broader support for LA River Greenway projects. The RRC seeks to optimize adoption of low-impact and sustainable green infrastructure improvements, while ensuring consistency of signage, construction materials, planting, and public amenities.

RRC's goal is to continue to build upon the momentum achieved by its Greenway 2020 public engagement achieved to date. In this phase, RRC wants to expand its engagement focus to include not only key public entities, but also the Community Based Organizations whose support will be critical to Greenway 2020's overall success.

Our Greenway 2020 initiative to work with public and private partners to complete a continuous 51-mile Greenway along the LA River by the year 2020 is a perfect vehicle to demonstrate how collaboration can bring innovative results that surpass the current mindset that there is no room and no funding for civic and park spaces in Los Angeles or its surrounding cities. However, time is of the essence given the six years that remain before the self-imposed deadline arises. Prior to the arrival of the year 2020, the following activities must occur:

1. Define the design and implementation process for the new Greenway path segments needed to fill the gaps in order to complete the 51-mile continuous riverfront public realm;
2. Identify opportunities for design interventions that will allow the Greenway to perform multiple civic and economic development roles beyond the pathway.

RRC Deliverables

1. Manage all aspects and phases of the design & planning process, including regular reporting of progress;
2. Survey LA River Greenway to determine 'shovel-ready' projects – including existing, in

process & future opportunities;

3. Collect and review previous due diligence and studies including, maps, appraisals, title reports, boundary surveys, comprehensive plan information, hazardous waste reports, and any additional items pertinent to the LA River Greenway;
4. Adopt a coordinated approach to elevate the design & function of projects, including use of sustainable best practices & consistency of signage, materials and landscaping;
5. Determine material, construction, permitting and regulatory requirements for selected greenway projects;
6. Establish project development and feasibility plan, including identifying necessary resources and partnerships for project execution;
7. Raise, track, and administer funds necessary to develop, structure, and execute greenway projects;
8. Host regular community engagement workshops to champion the LA River Greenway while gathering and incorporating community considerations.

Key Public Agencies

Planning for the LA River Greenway includes participation from the City of LA (Mayor, City Council, Bureau of Engineering, Planning, Transportation), Trust for Public Land, US Army Corps, Santa Monica Mountains Conservancy, and State Parks. In addition to those mentioned, the following entities will be involved with project development: Mountains Recreation and Conservation Authority, LA County Bicycle Coalition, US Environmental Protection Agency, US National Park Service, US Bureau of Reclamation, LA County Department of Public Works, City of Vernon, City of Glendale, City of Burbank, City of Long Beach, State Water Resources Control Board, California Resources Agency, CA Department of Water Resources, Friends of the LA River, LA Conservation Corps, NBC Universal, GOOD, CicLAvia, Trust for Public Land, North East Trees, Mujeres de la Tierra, Studio City Beautification Association, and Village Gardeners.

