

**SANTA MONICA MOUNTAINS CONSERVANCY
GRANT APPLICATION**

Project Name: Los Angeles River Interpretation	Amount of Request: \$ 100,000 Total Project Cost: \$ 123,108						
Applicant Name: Friends of the Los Angeles River	Amount of Match: \$ 15,000 Source of Match: FoLAR, public education						
Applicant Address: 570 West Avenue 26, Suite 250 Los Angeles, CA 90065	Project Address: Upper Los Angeles River and tributaries Lat: Long:						
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%;">County</td> <td style="width: 33%;">Senate</td> <td style="width: 33%;">Assembly</td> </tr> <tr> <td style="text-align: center;">Los Angeles</td> <td style="text-align: center;">22 and others</td> <td style="text-align: center;">51 and others</td> </tr> </table>	County	Senate	Assembly	Los Angeles	22 and others	51 and others
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Los Angeles	22 and others	51 and others					
Phone: 323-223-0585 Fax: 323-223-2289	Email: sbacklar@folar.org						

Grantee's Authorized Representative:

323 223-0585

Shelly Backlar, Vice President of Programs
Name and Title *Phone*

Person with day-to-day responsibility for project:

Stephen Mejia, Community Programs Manager
 Ariel Van Pelt, School Programs Manager
Name and Title 323 223-0585
Phone

Project Description (75 words maximum):
 FoLAR's 38' mobile visitor and education center, the Los Angeles River Rover, supports FoLAR's outreach, school and public education programs. Exhibits inside the Rover provide an overview of the River's past, present and possible future. In recognition of the capacity to engage diverse communities, the Los Angeles River Rover was selected by the U.S. Fish and Wildlife Service as one of only eight Urban Wildlife Refuge Partners in the United States.

Objective (150 words maximum):
 Our 38' mobile visitor and education center, the Los Angeles River Rover, hails a new era of public engagement and advocacy. Through programs and events, FoLAR will work with the MRCA and other partners to connect individuals to the Los Angeles River and to one another to create a constituency for change. Docent and citizen science activities increase volunteerism. With the reopening of The Frog Spot, FoLAR's seasonal, Riverside visitor center in the Elysian Valley, we will expand our reach with programming and activities designed to educate visitors of all ages. We also intend to create two informational kiosks for visitors to experience at their leisure. Through the River Rover and The Frog Spot ideas are exchanged and shared. A more informed and engaged public is sure to follow.

Funding Source Applied for: Proposition 84

Narrative/Project Description:

Bring the River to the People: By visiting schools, festivals, neighborhood council meetings, libraries, senior centers – anywhere we can park provides the opportunity to inform and engage people of all ages, cultures connecting communities and residents to the issues that impact their neighborhoods and the River so their voices can be heard. The Rover may stage at festivals and community gatherings throughout the region. If a call to action is needed, we'll bring the River Rover to

government, agency, neighborhood council meetings; anywhere we can park provides the opportunity inform and engage the public about issues, projects and programs that affect the River so their voices can be heard.

Activities Connect People to the River and to One Another: FoLAR's 38' mobile visitor and education center, the Los Angeles River Rover, hails a new era of public engagement and advocacy. Interpretive and interactive exhibits for all ages connect the River's past and present to its possible future. FoLAR educators and experts from our partner organizations conduct walks along the River calling attention to bird and plant life, sharing current information and engaging participants in conversations. Bicycle rides, kayaking trips, fishing lessons and tournaments, poetry readings, live music and food trucks, these are just some of the ways to connect people to the River not only as a place for recreation and celebration but also as an ecosystem in the heart of our built environment. In addition to its informative exhibits, exchanging information is easy at the River Rover. With an internet connection, a high resolution projector inside and a 40" monitor on the outside of the Rover there are multiple ways to communicate and connect. DVDs and slide shows play in the background or speakers can make presentations on myriad topics.

Bring the People to the River: On the weekends the River Rover parks near natural-bottom sections at least once a month in two service areas:

1. The San Fernando Valley from Canoga Park to Burbank,
2. The Glendale Narrows from Griffith Park through downtown,

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Citizen Science and Trained Interpretive Docent Opportunities

With an increasing demand for volunteer opportunities both citizen science and docent programs provide meaningful ways for the public to engage. Assessing the River's biological health, testing water quality and conducting trash surveys provide both volunteer opportunities and useful data that can be used to influence policy decisions that affect the River's future. Trained docents provide guided interpretive tours through the Rover, answer questions and engage the public in numerous other ways. Individuals and high school students representing each of the two regions gain knowledge and experience while increasing FoLAR's capacity to foster connections.

Reopening The Frog Spot, FoLAR's Riverside Visitor Center in the Elysian Valley

From mid-May to Mid-December over 10,000 people visited The Frog Spot, FoLAR's "pop-up" visitor center along the Los Angeles River just south of Marsh Park. FoLAR provided music, water, restrooms, a place to relax, free WiFi, and interpretive information about the Los Angeles River. The popularity of this site drives our desire to continuing this program, as we realize this visitor center provides a tremendous opportunity for educational education and activities, plus walks, bicycle rides and more. In addition to the three banners which reproduced overviews of the River's past, present and future (from the River Rover exhibits) we see a need for further interpretation at Frog Spot and will, with this grant funding, design and build two four-sided interpretive kiosks. .

Interpretive Materials and Maps

Last year FoLAR created a map dedicated to recreation in the Glendale Narrows; using a Technical Assistance Grant we received from the National Parks Service. The grant has been extended to 2015 so that we can create maps dedicated to the entire River, from the San Fernando Valley down to Long Beach. This grant will fund the printing of 50,000 copies. We also intend to produce a comic-book style activity book based upon the images that Christian Kasperkovitz created for the River Rover's

exterior. We'd love for her to work with us to compile her images with activities and information that we provide to have a Los Angeles River Activity Book to give to visitors. This grant will fund 10,000 copies.

Budget

Education and Community Programs, 2015

Expense

River Rover Program Management (1/3 time)	14,333.00
Contract Assistance	
Docent Program Coordinator (\$20 per hour, 200 hours)	4,000.00
Citizen Science Coordinator/Contractor (\$20 per hour, 200 hours)	4,000.00
The Frog Spot Program Interpretive Management (25 wks, \$20 per hour, 32 hrs per week)	16,000.00
Promotion (email alerts and advertising) (\$20 per hour, 200 hours)	4,000.00
Activity Guide Design	3,000.00
Printing (activity guide, docent training, maps/guides for programs)	20,000.00
Frog Spot Exhibit Design and Fabrication (2, 4-sided educational kiosks)	15,000.00
Supplies (science equipment, interpretive supplies, etc.)	1,500.00
2 Ipads (for scientific data collection and documentation)	2,000.00
Equipment Rental	3,000.00
	Subtotal
	86,833.00
Administrative Overhead @ 15%	13,023.00
Project Total	99,856.00

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

Signature of Authorized Representative

Date

Form SMM-001

STATE OF CALIFORNIA ♦ THE RESOURCES AGENCY