

Memorandum

To : The Conservancy
The Advisory Committee

Date: January 26, 2015

From :  Joseph T. Edmiston, FAICP, Hon. ASLA, Executive Director

Subject: **Agenda Item 15: Consideration of resolution authorizing a grant of Proposition 84 funds to Friends of the Los Angeles River for interpretive programs along the Los Angeles River and tributaries.**

Staff Recommendation: That the Conservancy adopt the attached resolution authorizing a grant of Proposition 84 funds to Friends of the Los Angeles River for interpretive programs along the Los Angeles River and tributaries.

Legislative Authority: Sections 33204.2 of the Public Resources Code.

Background:

Friends of the Los Angeles River (FOLAR) is a 501(c)3 non-profit organization founded in 1986 to protect and restore the natural and historic heritage of the Los Angeles River and its riparian habitat through inclusive planning, education and wise stewardship. This grant will fund interpretive programs along the upper Los Angeles River and tributaries including mobile interpretive programs with FOLAR's 38' mobile visitor and education center, the Los Angeles River Rover, citizen science docent programs and interpretive programs and events. Interpretive materials and exhibits at the FOLAR seasonal visitor riverside visitor center "the Frog Spot."

The River Rover can be deployed to schools, festivals, neighborhood council meetings, libraries, senior centers – anywhere we can park provides the opportunity to interpret the natural and cultural history of the Los Angeles River. FOLAR will work with the MRCA to provide the River Rover as an interpretive amenity at SMMC parks and at MRCA events as requested.. 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.

The FOLAR docent program will engage schools and members fo the public with guided interpretive programs that include citizen science components, engaging the public with

meaningful ways to assess 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.

From mid-May to Mid-December of 2014 over 10,000 people visited FOLAR's seasonal visitor center, The Frog Spot. Operating this visitor center year round, provides a tremendous opportunity to continue interpretive and educational programs and activities. And allows for the design and build of permanent interpretive exhibits on site in the form two four-sided interpretive kiosk.

Finally, this grant will fund the printing of 50,000 map of the Los Angels River, the design and production of which FOLAR has received separate funding and 10,000 comic-book style educational activity book based upon the images that Christian Kasperkovitz created for the River Rover's exterior.

Budget

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| 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 Interpretive Program 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, arts/crafts, 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 |