

**SANTA MONICA MOUNTAINS CONSERVANCY
GRANT APPLICATION**

Project Name: City Project Interpretation Research and Evaluation	Amount of Request: \$ 75,000 Total Project Cost: \$ 75,000						
Applicant Name: Mountains Recreation and Conservation Authority	Amount of Match: \$ 0 Source of Match:						
Applicant Address: 1055 Wilshire Blvd., Suite 1660 Los Angeles, CA 90017	Project Address:						
Phone: 213) 977-1035 Fax: (213) 977-5457	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">County</td> <td style="text-align: center;">Senate District</td> <td style="text-align: center;">Assembly District</td> </tr> <tr> <td style="text-align: center;">Los Angeles</td> <td style="text-align: center;">Multiple</td> <td style="text-align: center;">Multiple</td> </tr> </table>	County	Senate District	Assembly District	Los Angeles	Multiple	Multiple
County	Senate District	Assembly District					
Los Angeles	Multiple	Multiple					
Email: Amy.Lethbridge@mrca.ca.gov							
Grantee's Authorized Representative:							
Robert Garcia, Executive Director	(213) 977-1035						
<i>Name and Title</i>	<i>Phone</i>						
Person with day-to-day responsibility for project:							
Amy Lethbridge, Deputy Executive Officer	323-221-9944 xt 188						
<i>Name and Title</i>	<i>Phone</i>						
Funding Source Applied for: Proposition 84 – Santa Monica Bay Watershed							
Narrative/Project Description:							
<p>As the demographics of Southern California change, parks need to change to meet the needs of the people. California's Latino population is projected to grow from 38% in 2010 to 45% in 2040. "Millennials" born between 1980 and 2000 constituted 29% of California's population in 2010, and represent the single largest generation in human history. Latinos are more heavily represented of younger people. Among millennials, 46% were Latinos in 2010, while 51% of 12 year olds were Latinos. In addition, Californians increasingly live in cities. In 2010, 61% of Californians were clustered in three urban areas; by 2050, that number is projected to grow to 76%.</p> <p>This grant will provided evaluation and documentation regarding Conservancy funded interpretive programming designed to increase public access and enjoyment to public parkland and address the barriers to natural areas experienced by urban, people of color. The deliverables for this project includes a literature review of current academic and practitioner research on barriers to parks and nature for urban, under represented people of color; a memorandum advancing best practices based on that research; an analysis of MRCA state funded programs and recommendations regarding changes or additions to programming based on that research; and a presentation at a national conference on findings.</p>							
Tasks / Milestones:	Budget:	Completion Date					
1 Literature review	\$20,000	June 30, 2016					
2 Best Practices Memorandum	\$ 8,500	June 30, 2016					
3 Analysis of MRCA state funded programming	\$30,000	June 30, 2016					
4 Recommendations	\$ 8,500	June 30, 2016					
5 Presentation of findings	\$ 8,000	June 30, 2016					

Acquisition Projects:

Acreage:

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



Signature of Authorized Representative

April 21, 2015

Date

Interim Form SMM-001

STATE OF CALIFORNIA ♦ THE RESOURCES AGENCY