

Proposition 68 Competitive Grant Application  
Community Access, Education and Interpretation  
Project: **Non-Personal Interpretation including digital  
media**, Mountains Recreation and Conservation  
Authority

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## **SCOPE OF WORK / PROJECT DESCRIPTION**

The Mountains Recreation and Conservation Authority (MRCA) requests grant funding from the California Drought, Water, Parks, Climate, Coastal Protection, and Outdoor Access for All Act of 2018 (Proposition 68) through the Santa Monica Mountains Conservancy's (Conservancy) Proposition 68 Grant Program for non-personal interpretation including digital media.

Parkland is preserved to protect the resources found therein and to provide access to the disappearing natural world for generations to come. The challenge then is to both protect and care for those resources while providing access to public lands to the millions of urban residents who have had little or no exposure to nature.

Research demonstrates that interpretation is an effective management tool leading to the protection of resources. Educating visitors and inspiring the emotional and intellectual connections between the interest of the visitor and the meanings inherent in the resources leads to greater understanding and commitment to protection of those resources. People care for what they value and value comes from the "interpretive continuum" that starts with awareness and understanding and ends with stewardship. In Proposition 68, protection is defined as "those actions necessary to prevent harm or damage to persons, property or natural resources or those actions necessary to allow the continued use and enjoyment of property or natural resources and includes acquisition, development, restoration, preservation and interpretation" (Public Resources Code - PRC § 75005 (m)).

Interpretation, as defined in Proposition 68, includes but is not limited to, a visitor serving amenity that educates and communicates the significance and value of natural, historical, and cultural resources in a way that increases the understanding and enjoyment of these resources and that may utilize the expertise of a naturalist or other specialist skilled at education interpretation (Public Resources Code - PRC § 75005 (i)).

Interpretation is typically divided into two basic types: personal and non-personal. Personal interpretation involves some type of physical interaction between the interpreter (naturalist/guide/ranger) and the visitor. In the past, the Conservancy has invested heavily in personal interpretive programs and services. Non-personal interpretation involves the communication of a message without physical interaction or discourse with a live interpreter. Signs, brochures, and digital media are classic examples of nonpersonal interpretive services. Non-personal interpretation typically reaches more visitors than personal interpretation, allows visitors freedom and individual exploration, and is often the first line of contact with the park or resource.

The proposed \$100,000 budget would allow MRCA to harness the power of digital media using non-personal interpretation, connecting visitors to their local open space parklands

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and Los Angeles River using the widespread availability of internet and smartphones, 24 hours a day, 365 days a year.

Specific digital media outreach will include:

- Facebook, currently at 9k followers
- Instagram, currently 3800 followers
- Twitter, currently 667 followers
- YouTube, currently 298,000 views
- Google, currently millions of park searches and directions requested, photos uploaded
- Yelp, currently thousands of reviews

### BUDGET

This project grant request to the Conservancy's Proposition 68 Grant Programs is for a total of \$100,000. Matching funds are not available.

### TIMELINE

The proposed grant expenditures for the Project will begin in Summer 2019 with an anticipated completion date of June 2020.

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#### Prioritization Value

The proposed project achieves the following Proposition 68 grant program priorities:

PV1. Project achieves 80001(b)(3)(4) by providing urban recreation and protecting or restoring natural resources.

The proposed grant will include signage informing the public that the project received funds from the California Drought, Water, Parks, Climate, Coastal Protection, and Outdoor Access for All Act of 2018 as well as provide non-personal interpretive including digital media for urban recreation and promote restoration of

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natural resources.

PV2. Project achieves 80001(b)(5) by providing workforce education and training, contractor, and job opportunities for disadvantaged communities.

By nature of the project, it will accomplish the purpose of providing workforce education and training for disadvantaged communities.

PV3. Project achieves three or more actions listed in 80001(b)(8)(A through G).

By nature of the project, it will accomplish the active outreach to diverse populations, mentoring new environmental, outdoor recreation, and conservation leaders to increase diverse representation across the area, expanding the use of multilingual and culturally appropriate materials in public communications and educational strategies by promoting diversity and inclusion in our public lands as recommended by Proposition 68.

PV4. Project achieves more than one of the Conservancy's Strategic Objectives.

The proposed project furthers the following Conservancy Strategic Objectives:

- *Expand Efforts to Integrate Nature into the Urban Environment*
- *Expand Education, Public Access, and Resource Stewardship Components in a Manner That Best Serves the Public, Protects Habitat, and Provides Recreational Opportunities*
- *Implement the Los Angeles County River Master Plan*

PV5. Project achieves more than one Common Ground guiding principle.

The proposed project furthers the following Common Ground guiding principles:

- *Improve Access to Open Space and Recreation for All Communities.*
- *Promote Stewardship of the Landscape.*
- *Involve the Public Through Education and Outreach Programs.*

Category Value

CV1. The project serves communities defined no less than 81% disadvantaged as defined by the CalEnviroScreen 3.0 tool.

While the project is accessible to all, non-personal interpretation will include targeted outreach to disadvantaged communities defined by CalEnviroScreen.

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CV2. The project will improve or significantly enhance access to open space parkland from a disadvantaged community

Disadvantaged communities will be served through this grant with non-personal interpretation including digital media allowing the community to be introduced to parklands they never knew existed, how to use access parks, safety messages, as well as be introduced to natural and cultural resources.

CV3. The project is designed to accommodate the needs of users from a variety of cultural and economic backgrounds.

The widespread availability of internet and smartphones allows for instant access to the project's non-personal interpretation including digital media to potential visitors from a variety of cultural and economic backgrounds using different platforms. Digital media is a cost-free way for the public to access information.

CV4. The project provides educational and interpretive experiences that will significantly enhance appreciation and enjoyment of a resource.

This grant will provide non-personal interpretation to visitors at any time of day as the material will be accessible 24 hours online via digital media.

CV5. The project implements a major component of an existing relevant plan related to a major recreational facility, regional ecosystem restoration, or master land protection line.

By nature of this project, non-personal interpretation including digital media will provide outreach to enhance public awareness of existing and future plans supported by SMMC and MRCA.

CV6. The project includes interpretive programming or personal interpretation, and a plan to reach community audiences with meaningful interpretation about a natural resource.

This project will include interpretive information with meaningful messaging about water conservation, natural and cultural resources.

CV7. The project includes education programs that provide access and education to low-income student to develop critical thinking skills and to inspire natural resources stewardship.

N/A

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CV8. The project includes trips that provide an introduction to nature, physical exercise and healthy lifestyles through natural spaces.

This project will provide digital information for trips provided in partnership with local non-profit groups and government agencies, promoting nature, physical exercise, and healthy lifestyles throughout natural spaces.

CV9. The project includes youth leadership programs that provide training that leads directly to job opportunities in the parks.

This project will provide digital information for youth leadership programs provided in partnership with local non-profit groups and government agencies.

CV10. The project provides outdoor recreation, education and environmental stewardship programs on public land at no cost to disadvantaged youth.

This project will provide digital information outdoor recreation, education and environmental stewardship programs on public land at no cost to disadvantaged youth in partnership with local non-profit groups and government agencies.

CV11. The project provides non-personal interpretive elements that will significantly enhance appreciation and enjoyment of a natural resource.

Non-personal interpretive elements will be included that will significantly enhance appreciation and enjoyment of a natural resource.

CV12. The project will provide park information materials and/or educational and interpretive information, appropriate for users from a variety of backgrounds.

Park information materials, educational materials, and interpretive materials will be appropriate for users from a variety of backgrounds.

CV13. The project provides informational materials but to more limited audience.

The project audience will receive park information and discovery of their open space parklands.

Implementation Value

IV1. Applicant has proven that implementation of the project is feasible.

Non-personal interpretation was originally funded from Proposition 86 grants awarded from the Conservancy. MRCA has full confidence and capacity to implement and complete the project.

IV2. Applicant has financial capacity to perform project on a reimbursable basis.

The majority of projects that the MRCA has historically completed are funded by

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grants on a reimbursable basis. MRCA has full confidence and capacity to begin and complete the project under this situation.

IV3. Applicant, or active project partner, has successfully completed multiple projects of similar size and scope.

The MRCA has successfully designed and implemented many non-personal interpretive and digital media projects that enhance knowledge, appreciation, and enjoyment of the natural environment throughout Los Angeles.

IV4. The project is a partnership between two or more organizations and each organization has committed to contributing toward project implementation.

N/A

IV5. Applicant, or project partner, has 1+ years' experience maintaining and operating projects of similar size and scope.

MRCA has more than 30 years of experience maintaining and operating projects similar to this including non-personal and digital media.

Climate Change Value

CC1. The project engages local communities through outreach, education, and interpretation regarding long-term stewardship and climate change awareness.

This project has potential to reach millions of people in local communities through digital media outreach, education, and interpretation.

Additional Considerations

AC1. Project utilizes a local job training entity for a portion of the work.

N/A

AC2. Project is within 0.25 miles of public transportation.

Project will assist visitors in connecting to their parklands using personal and public transportation.

AC3. Project serves a disadvantaged community.

Yes, due to the easy and widespread availability of the project and concentrated outreach efforts to disadvantaged communities.

AC4. Project serves a severely disadvantaged community.

Yes, due to the easy and widespread availability of the project and concentrated outreach efforts to disadvantaged communities.

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