

Memorandum

To : The Conservancy
The Advisory Committee

Date: June 24, 2019

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

Subject: **Agenda Item 14: Consideration of resolution authorizing grant of Proposition 68 funds to the Mountains Recreation and Conservation Authority for non-personal interpretation including digital media.**

Staff Recommendation: That the Conservancy adopt the attached resolution authorizing grant of Proposition 68 funds to the Mountains Recreation and Conservation Authority for non-personal interpretation including digital media in the amount of \$100,000, Los Angeles.

Legislative Authority: Sections 33204.2 and 33204.27 of the Public Resources Code.

Background: 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 fund the MRCA's non-personal interpretation, including park protection, information, digital media, and other tangible communication.

These funds may be encumbered as an augmentation and extension of the existing Proposition 84 Non-Personal Interpretation grant SMM-84-1625.