

**Santa Monica Mountains Conservancy  
Visitor Serving Development and Improvement Projects  
Project Evaluation Criteria Overview**

**One Arroyo Foundation Demonstration Project Design Proposal**

The One Arroyo Foundation (The Foundation) respectfully requests your consideration of a grant of \$75,000 for the Design Phase of our effort to revitalize Pasadena's historic Arroyo Seco, a tributary of the Los Angeles River. The Foundation seeks to restore and unify the trails in the Arroyo Seco in order to provide an easy to access and navigate outdoor space, accessible to all, that will foster community cohesion, improve overall community health and well-being, and give people a place to connect with nature and each other.

This updated grant request information sheet directly responds to the Grant Guidelines for the Prop 68 Visitor Serving Development Criteria.

**Prioritization Value**

The Foundation's initial goal is to work with the City to rebuild, restore and unify the trails on the banks of the Arroyo Seco in Pasadena by completing two demonstration projects at key connection points and significant trail linkages in the Arroyo, Hahamongna's Woodlands Loop and the Colorado Street Bridge Streamside Walk. (PV1)

- The initial phase of work is the design of the two demonstration projects. (PV1)
- While the initial phase of work is targeted at design and design consultants, subsequent construction will include improved access to trails for the disadvantaged community adjacent to the Arroyo. Critically, the Pasadena City Council approved the concept with a specific directive to include low-income workforce job opportunities during the construction phase. (PV2)
- The One Arroyo Trail and Vision concept was approved by the Pasadena City Council on February 5, 2018. The One Arroyo Foundation was created as part of that action and is moving forward with the design phase. Once designed, the project will go through all usual government approvals, whether local, state, or Federal, prior to the implementation/construction of the project. (PV3)
- The project will not displace any housing or increase the cost of any housing. The Arroyo Seco is a regional park facility, owned solely by the City of Pasadena, and is already in heavy use by all demographics in the regional population. As this is a restoration and trail linkage project, the project will be entirely within the existing parkland boundary. (PV4)

- The Project has conducted and will conduct additional outreach to diverse populations, including minority, low-income, and disabled populations, to increase awareness within those communities and the public generally about the project and its and opportunities. The project is being led by a new locally created non-profit in partnership with the City of Pasadena in order to create a new financial and operating model for the Arroyo Seco with the intent of enhancing, restoring and increasing access for all to the Arroyo. The planning effort has already begun discussions with the Disabled Access Commission in Pasadena about exploring access improvements in the planning process. (PV5)
- The One Arroyo Trail falls within the Rim of the Valley Corridor and connects the Rim to the Arroyo Seco and onward to the Los Angeles River, making it a critical trail and recreational access linkage consistent with the Conservancy's Strategic Objectives. Further, the One Arroyo concept is significantly consistent with other Conservancy Objectives as it 1.) increases cooperation with Local Governments to increase parkland, 2.) seeks to restore and enhance the natural setting of the Arroyo in the urban environment and 3.) expands educational opportunities, and increases public access. (PV6)
- The project clearly meets the Common Ground principles by improving the land with increased public access, connecting trails, protecting the natural habitat and creating a new model for stewardship into the future. The project includes cooperative planning between the local government, a focused non-profit and the community. (PV7)

### **Category Value**

- Our key objectives are to “Connect, Enhance and Inspire.” Connect by creating a unified One Arroyo Trail, make improvements that Enhance the outdoor experience, and Inspire a deep connection to the Arroyo. In doing so, the Arroyo Seco will be respected as a natural environment, and the activities, maintenance, and improvements within it will preserve the natural character of the setting. The Arroyo Seco will also be maintained as an important recreational, entertainment, and educational resource for the community. Natural elements, including streams, trees, flowers, grasses, habitats, and natural topography will be restored and preserved to the fullest extent practicable. Activities in the Arroyo Seco will be managed and coordinated such that undue congestion will be avoided, and neighboring residential areas will be respected. (CV1)
- Following a number of public discussions concerning future plans for the Arroyo, Pasadena Mayor Terry Tornek announced in January 2017 that the timing was right to reexamine the City's approach to the Arroyo Seco, from its operations and management to the ways funding is identified to support and pay for maintenance and improvements. An advisory group (the AAG) was formed to assist the City in

developing a cohesive vision for the Arroyo Seco, with the goal of creating a new paradigm of stewardship and support. For the initial study, the AAG developed a community outreach plan including an online bilingual community survey that was disseminated throughout Pasadena to over 100 stakeholder organizations and made available at numerous community events during the fall of 2017. The survey garnered 2,652 responses and confirmed the community's interest in improved amenities, especially trails, and in their appropriate maintenance. With unanimous endorsement from the Pasadena Mayor and City Council, the "One Arroyo" vision unifies all the proposed projects the Pasadena City Council has approved over the years into a cohesive and prioritized approach. (CV2)

- The project seeks to unify and enhance recreation goals within the Arroyo Seco watershed along the roughly 8 1/2 mile ownership of the City of Pasadena. Three separate previous master plans are incorporated into the One Arroyo vision. While the main focus of the initial project is trail connection and restoration, the project also seeks to restore watershed areas along the Arroyo, consistent with previously adopted plans by the City in Hahamongna Watershed Park and the Lower Arroyo Seco. Not only does this align with the City of Pasadena's efforts, but it also serves to meet the goals of Los Angeles County Flood control as well as a number of other organizations who participate in the Council of Arroyo Seco Agencies (CASA). (CV3)
- The Foundation and the City believe that creating and enhancing trail environments to make it easier for people to walk or exercise is a strategy that will have a profound positive impact on healthy living, thus enhancing the quality of life for the people and communities surrounding the Arroyo Seco and in the Greater Los Angeles area, including several disadvantaged communities directly adjacent to the Arroyo Seco. (CV4).
- This portion of the grant request is in the design phase, and staff will instruct the project designer to incorporate renewable sources or non-potable water in any appropriate location. (CV5)
- The project will be designed to incorporate BMP for stormwater along the project areas. (CV6)
- Safe and reliable drinking water supplies are currently available along the trail corridor. Where appropriate, the planning effort will seek to enhance availability. (CV7)
- The project is directly focused, indeed its main goal, is to improve the trail network in the regional Arroyo Seco parkland area by focusing on two critical linkage points and enhancing access, safety and reliability. (CV8)
- The project improves not only the trail system within the 900 acre-plus Arroyo Seco parklands in Pasadena, but it also improves the trail and access connections to the north into the Angeles National forest in the Arroyo Seco watershed and to the south

along the Arroyo Seco to the Los Angeles River and the on-going efforts in this critical planning area. (CV9)

- The project anticipates adding, as part of the design, improved access across the Arroyo Seco, linking both the east and western trail systems. It also anticipates improving access to ADA accessible portions of the trail. Another significant step will be greatly enhancing the wayfinding along the trails system, not only on the main trail but also the feeder trails from the local neighborhoods. (CV10)
- The project is currently multi-modal for pedestrians and equestrians, and the design effort seeks to improve the critical linkage between the three main portions/areas of the Arroyo in Pasadena. (CV11)
- The project, by definition, improves and enhances existing public access to the Arroyo Seco parklands and other natural resources in the region, particularly with improvements to the critical linkages. (CV12)
- Way-finding improvements and natural interpretive opportunities are a critical part of the One Arroyo Vision and are part of the design phase. (CV13)
- The One Arroyo Vision anticipates the opportunity to provide learning areas along the trail system consistent with the natural environment. Further, the One Arroyo Foundation expects to engage local schools in the development and implementation of the One Arroyo Vision. While trail access is available today, the project will allow interpretive improvements in areas not easily accessible to these schools or other groups today. (CV14)
- The Rose Bowl loop is one of the most heavily used recreational locations in Los Angeles County. By improving the trail system to both the north and south, particularly at the critical linkages, One Arroyo hopes to spread the recreation use to other areas of the Arroyo Seco and create access to more natural settings. (CV15)
- Both of the Demonstration Projects are located at scenic and historical locations in Southern California, Devi's Gate Dam and the Colorado Street Bridge. The projects enhance access, provide unique views of a natural environment in an urban area and increase appreciation of the natural environment. (CV16)
- The project will add visitor-serving access points, enhance access to park areas, and provide improved safety. Some examples might include improved stream crossing of the Arroyo Seco, wayfinding signage, and access to existing restroom or park amenities. (CV17)
- One Arroyo believes the project will provide improved access to a variety of user groups. For example, disabled access to portions of the trail will be enhanced where possible, educational elements will attract new users and some improvements, like slope stabilization, will allow better access for those users who find traversing such areas difficult. (CV18)

- The Arroyo Seco encompasses 900 acres of urban forest and provides the potential for 22 miles of continuous trails. This vast urban parkland draws people from Greater Los Angeles and surrounding areas, including Altadena, La Canada-Flintridge, Glendale, Los Angeles, and South Pasadena. Within Pasadena, research shows that zip codes 91101, 91103 and 91104 have the highest proportion of people living below the poverty level and having a less than high school education. There is a direct correlation between poverty, minority status, obesity, ill health, and neighborhood factors that discourage exercise, including the absence of parks and recreation facilities. These neighborhoods that are adjacent to the Arroyo Seco stand to benefit from improvements proposed by the One Arroyo Foundation. It has always been and will continue to be the goal of the One Arroyo Foundation to provide an inclusive environment for all citizens in and around the Los Angeles County area. (CV19)
- The project directly abuts the Arroyo Seco, one of the critical tributaries of the Los Angeles River, from its headwaters in the San Gabriel Mountains to the confluence with the LA River. (CV20)
- The project proposes enhancement and restoration of the trail system along the Arroyo Seco and the vision anticipates these improvements to be consistent with the existing natural environment. (CV21)
- Improved access will enhance the safety and movement of local wildlife, including the wildlife corridors for the California Mountain Lion into the Verdugo Mountains. (CV22)
- New technology is undetermined at this time but is a focus of the design team. (CV23).

### **Implementation Value**

- The One Arroyo Foundation), a Section 501(c) (3) nonprofit organization, was formed in 2018 as a result of the AAG study. We now have a cohesive vision for the Arroyo Seco supported by the community, projects that further the vision and capture the imagination of the public, and a financing model to leverage limited city dollars with new revenue streams, both public and private. (IV1)
- The One Arroyo Foundation has a concrete strategy for financial viability. Our annual operating budget is anticipated to be \$125,000 in expenses with expected revenue of \$250,000. \$110,000 will be for staffing expenses for three part-time independent contractors with \$15,000 for meeting expenses, events and supplies. Our anticipated revenue will be obtained from our 15 member Board of Directors, each bringing in excess of \$15,000 worth of donations annually. Funds granted by Prop 68 will be not be used for any administrative costs. (IV2)

- The City of Pasadena, as the property owner and sponsor, has completed multiple projects over multiple years in the Arroyo Seco, the most recent related project is the Berkshire Creek Project. (IV3)
- The City of Pasadena has approved an MOU with the Foundation to complete the One Arroyo vision. (IV4)
- For the initial study, the AAG developed a community outreach plan including an online bilingual community survey that was disseminated throughout Pasadena to over 100 stakeholder organizations and made available at numerous community events during the fall of 2017. The survey garnered 2,652 responses and confirmed the community's interest in improved amenities, especially trails, and in their appropriate maintenance. (IV5)
- The City of Pasadena has managed the Arroyo Seco for decades and will be the project's final authority and provide oversight. (IV6)
- The One Arroyo Foundation vision intends to develop an endowment of \$2 million for on-going maintenance of the constructed project pursuant to the MOU with the City of Pasadena. (IV7)
- Applicant is an authorized representative of the property owner. (IV8)

### **Climate Change Value**

- The project anticipates greenhouse gas reductions through the introduction of an enhanced and improved trail system, seeking to reduce car trips to other recreation activities and focus on the use of existing natural areas. (CC1)
- The project design will incorporate drought efficient landscaping if any, native landscaping, appropriate stormwater handling and impervious surfaces where possible. (CC2)
- The project will enhance the tree canopy where possible and the greenways along the Arroyo Seco during the restoration portions of the project. (CC3)
- The main goal of the project is to connect communities by enhancing the two critical trail linkages along the Arroyo Seco. (CC4)
- The project has already engaged the local community during the concept phase. Further engagement will occur in the technical design and approval phase. The completed project will provide new opportunities to educate and engage local and regional users. (CC5)

- The project anticipates using best practices along the trail corridor with such ideas as stormwater swales, stream daylighting, and tree planting. (CC6)

### **Additional Consideration Value**

- The current site is suffering from sedimentation from the Devil's Gate Dam project, which will make trail access more and more challenging over time. Further, the ability of the City of Pasadena to fund long term restoration is questionable and this new paradigm for the Arroyo offers an opportunity to act now. It is hard to say how current donors will react if the project lags. (AC1)
- The City Council has required the use of local youth job training entities when the project moves to construction. (AC2)
- The project is within .25 miles of Public Transportation in multiple locations. (AC3)
- The project serves a disadvantaged community. (AC4)
- The project serves a severely disadvantaged community. (AC5)

**Matching funds:** Foundation will match funds 100% or more depending on the ultimate cost of the design phase. The requested \$75,000 in grant funds will contribute to the \$500,000 needed for the design of the demonstration projects. Once sufficient funds have been raised for the Design Phase, The Foundation will begin accepting proposals from landscape architecture firms for the design and engineering of the demonstration projects. Once a design firm is selected, The Foundation will supervise and manage the individuals and entities involved in completing the engineering and design phases of the projects in partnership with the City.

If you have any questions, please feel free to contact Richard Gould, the Foundation's Executive Director at [rick@onearroyo.org](mailto:rick@onearroyo.org) or 626-658-0965.

We sincerely appreciate your consideration and believe that you will see an alignment between the One Arroyo Foundation's vision and the objectives of Proposition 68.

# Grantee Data Sheet



State of California  
The Natural Resources Agency  
Santa Monica Mountains Conservancy

5750 Ramirez Canyon Road  
Malibu, California 90265  
Phone: 310-589-3200  
Fax: 310-589-3207  
www.smmc.ca.gov

Date:

New  Revised

Grantee Name:   
Address:   
State/Province:   
Zip/Postal Code:   
Tax ID Number:

Phone:   
Fax:

## Information

Will administrative/overhead costs be included?

If yes, is the overhead policy attached to this sheet?

Will vehicle costs be included?

If yes, is the vehicle policy attached to this sheet?

Will cell phone costs be included?

If yes, is the phone policy attached to this sheet?

I have completed and submitted the STD 204 Payee Data Record form.

I have read and accepted the policies and procedures within the Santa Monica Mountains Conservancy Grant Administration Manual.

I am aware that the Santa Monica Mountains Conservancy has urged a reduction of costs associated with overhead, cell phone, and vehicle charges.

\*If a reduction in the above costs has been made, please document the reductions and attach to this data sheet.

Project Name:

## Primary Contact Information

Name (1):   
Address:   
State/Province:   
Zip/Postal Code:   
Phone (1):   
Phone (2):   
Fax:   
Email:

Name (2):   
Address:   
State/Province:   
Zip/Postal Code:   
Phone (1):   
Phone (2):   
Fax:   
Email:

Notes:

Signature Field



**SANTA MONICA MOUNTAINS CONSERVANCY  
GRANT APPLICATION**

<b>Project Name:</b> One Arroyo Foundation Demonstration Projects – Trail Improvements Design Phase	<b>Amount of Request:</b> \$75,000					
<b>Applicant Name:</b> Daniel Rothenberg	<b>Total Project Cost:</b> \$500,000 <b>Matching Funds:</b> \$250,000 <b>LAT/LONG:</b> 34°09'36.3"N, 118°10'08.4"W					
<b>Applicant Address:</b> P.O. Box 156 Pasadena, CA 91102	<b>Project Address:</b>					
	<table border="1"> <tr> <td><b>County</b></td> <td><b>Senate District</b></td> <td><b>Assembly District</b></td> </tr> <tr> <td>Los Angeles</td> <td>25</td> <td>41</td> </tr> </table>	<b>County</b>	<b>Senate District</b>	<b>Assembly District</b>	Los Angeles	25
<b>County</b>	<b>Senate District</b>	<b>Assembly District</b>				
Los Angeles	25	41				
<b>Phone:</b> 626-616-1494	<b>Tax ID:</b> 83-3487035					
<b>Email:</b> dan.rothenberg@rbc.com						

**Grantee's Authorized Representative:**

Richard Gould, Executive Director	626-658-0965
<i>Name and Title</i>	<i>Phone</i>

**Overhead Allocation Notice:**  
 Any overhead costs will be identified as a separate line item in the budget and invoices.  
 The Conservancy encourages grantees to reduce overhead costs including vehicle and phone expenses.  
 The overhead allocation policy has been submitted prior to, or with, the grant application.

**Outreach and Advertising Requirement:**  
 Applicant has read the staff report and board resolution regarding contract policies.  
 Applicant has adopted contract policies for the purpose of increasing outreach and advertising to disadvantaged businesses and individuals.  
*All check boxes must be checked*

**Brief Project Description:**  
 The One Arroyo Foundation's initial goal is to work with the City of Pasadena to re-build and unify the trails on the banks of the Arroyo Seco by completing two demonstration projects at key connection points, Hahamongna's Woodland Loop and the Colorado Street Bridge Streamside Walk. The current fundraising goal is \$7 million for the completion and maintenance of the demonstration projects. The requested \$75,000 in grant funds will be used to contribute to the \$500,000 needed for the design of the demonstration projects.  
 \*attach additional pages with project detail

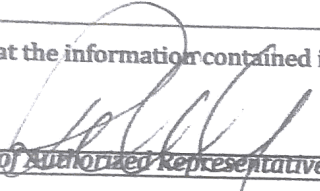
<b>Tasks / Milestones:</b>	<b>Budget:</b>	<b>Completion Date</b>
• Landscape Architect Design	\$250,000	6/1/2020
• Public Review Process per Pasadena Municipal Code	\$250,000	11/2/2020
• Present design for final approval and adoption by Pasadena City Council		Spring 2021
<b>Total Budget:</b>	<b>\$500,000</b>	

**For Acquisition Projects:**

**APN(s):** N/A

**Acreage:** N/A

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



2/28/2020

Signature of Authorized Representative

Date

STATE OF CALIFORNIA ♦ THE NATURAL RESOURCES AGENCY